

Product Teardown of “THE SOULED STORE” App

The Souled Store Overview

Value Proposition



The Souled Store is India's largest online brand offering quirky & licensed apparel with pop culture and comic references.

Major Stock Categories include:

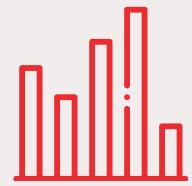
- Printed T Shirts
- Joggers
- Sneakers
- Phone Cases etc



Actors Involved



- Customers
- Franchises offering official licenses for their merchandises - Marvel, DC, Harry Potter etc
- TSS's Internal Design, Business and Engineering Team
- Third Party Logistics - EMIZA



Stats and Data (source)

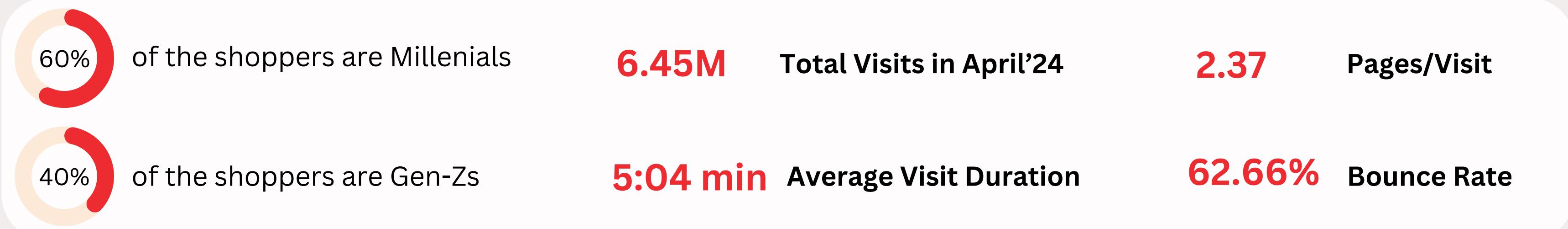
Business Model	E-commerce and offline stores
No of Customers	6+ million Customers
No of Orders	2.5L+ online orders/month
Revenue from Website and Mobile App	64%
Revenue from Offline stores and marketplace	21% and 15% resp.



Major Competitors



User Behaviour and Traffic Stats (Source)



User Persona

Name: Teejay, 23 - Graphic Designer at Bengaluru

Bio: TJ is a young vibrant individual who is an ardent fan of Marvel and DC characters. He has grown up reading comics and being inspired by its heroes and their stories. It reflects in his fashion sense and accessory choices as he readily picks up things to wear that are “super-heroey”, quirky and fun.

Pain points: The regular retail stores he visits like “Westside” and Trends do not offer options that match his offbeat personality. He has never shopped online for clothes before, so he is skeptical about quality and fit.

Needs:

- To check out the latest trends in fashion that are coupled with his fandoms and other franchises he follows
- Seamless online shopping experience with no confusion in colour, sizes, and hurdles in payment and delay in delivery
- Easy Cancel and Return Policies



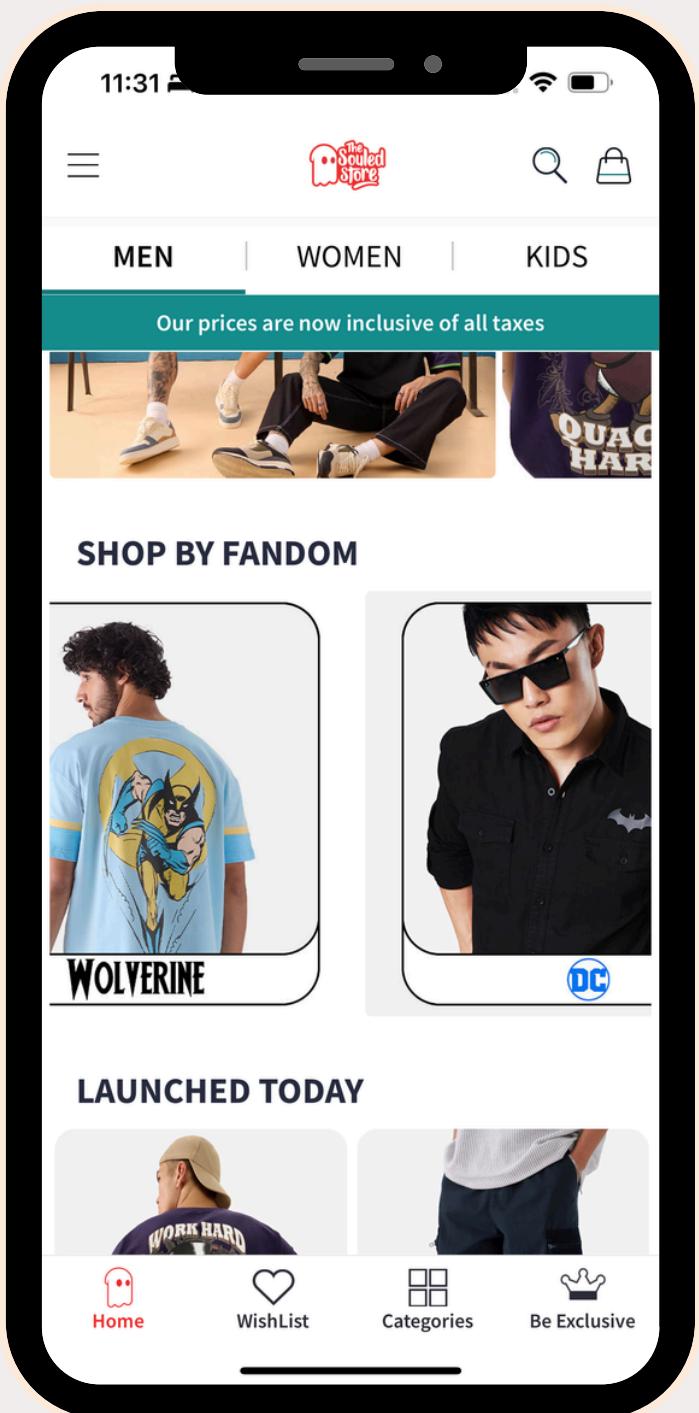
User Journey: Browsing a product

■ Action ■ Reaction



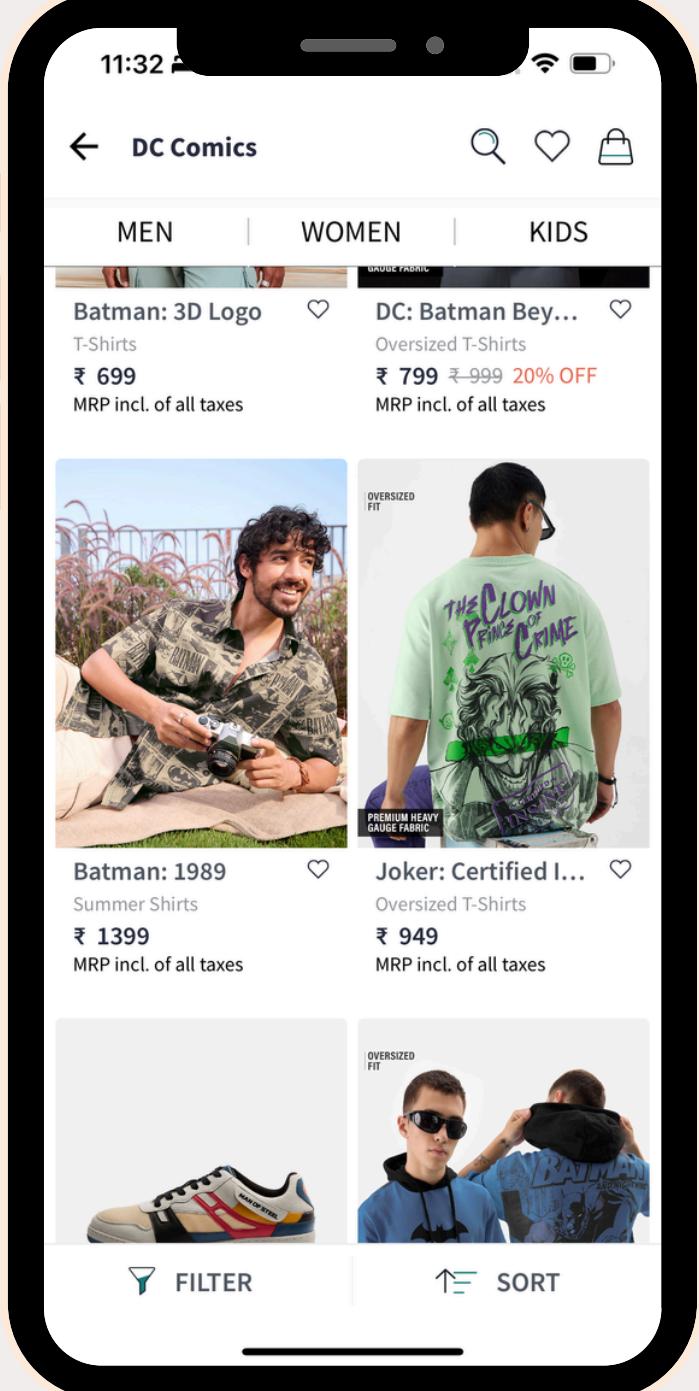
New User opens the app and sees Ads for trending designs

"Looks like Oversized tees are the rave!! Let me check what options they have" 😊



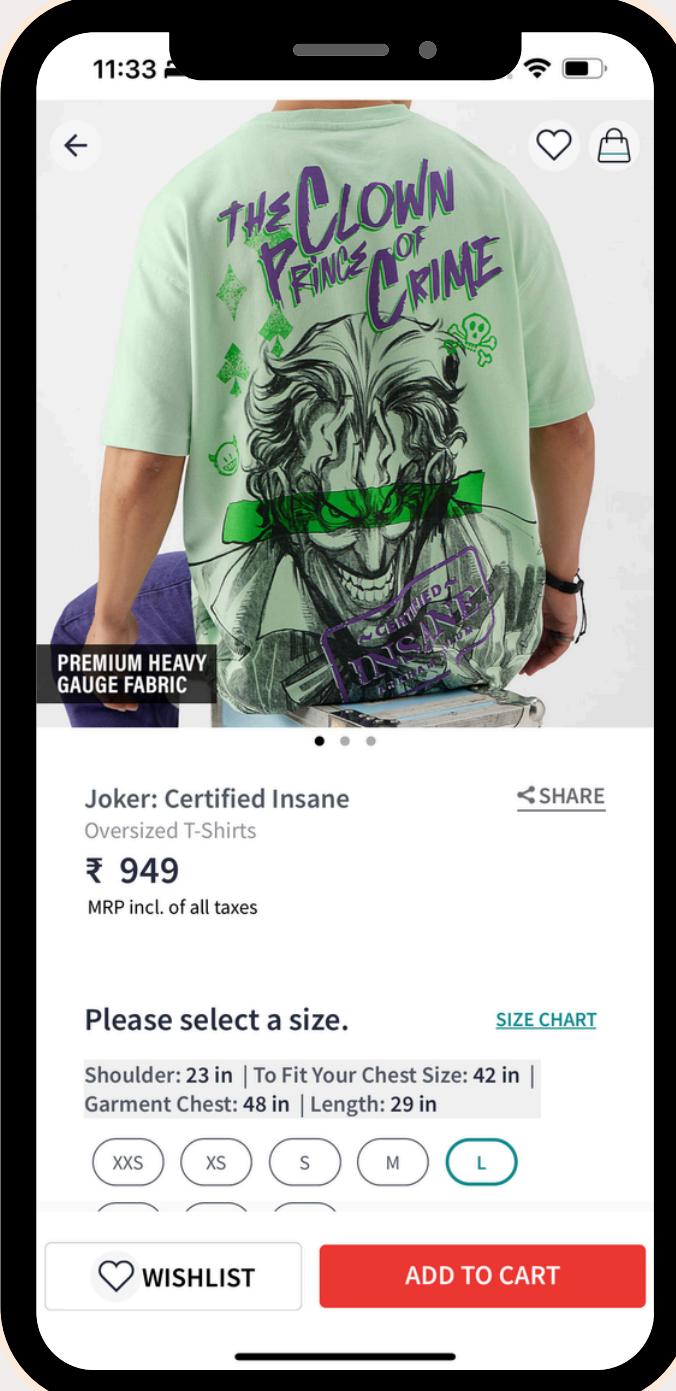
User scrolls down and sees they allow users to browse by fandoms

"Oh wow!! They have DC's official merchandise. Let me check them" 😲



User goes to product list page and checks out merchandises

sweet!! They have a Joker Over-sized tee. And click! 😁

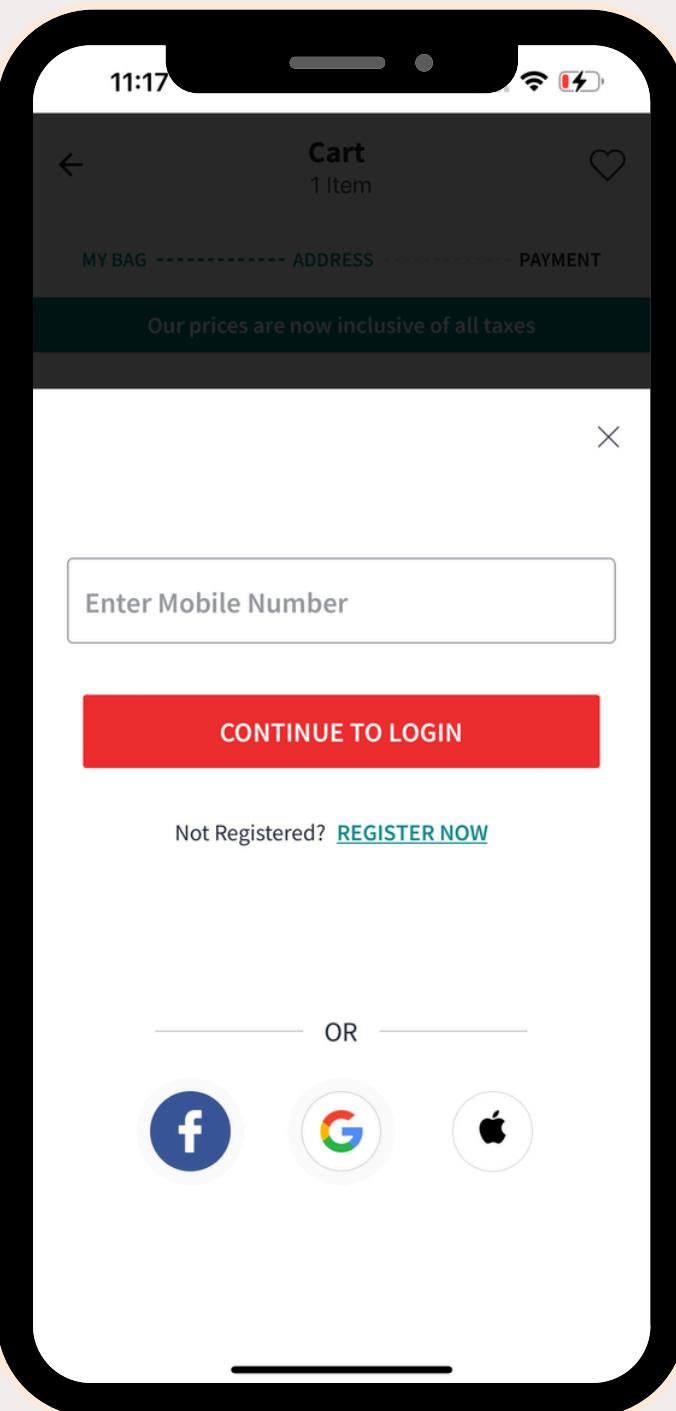
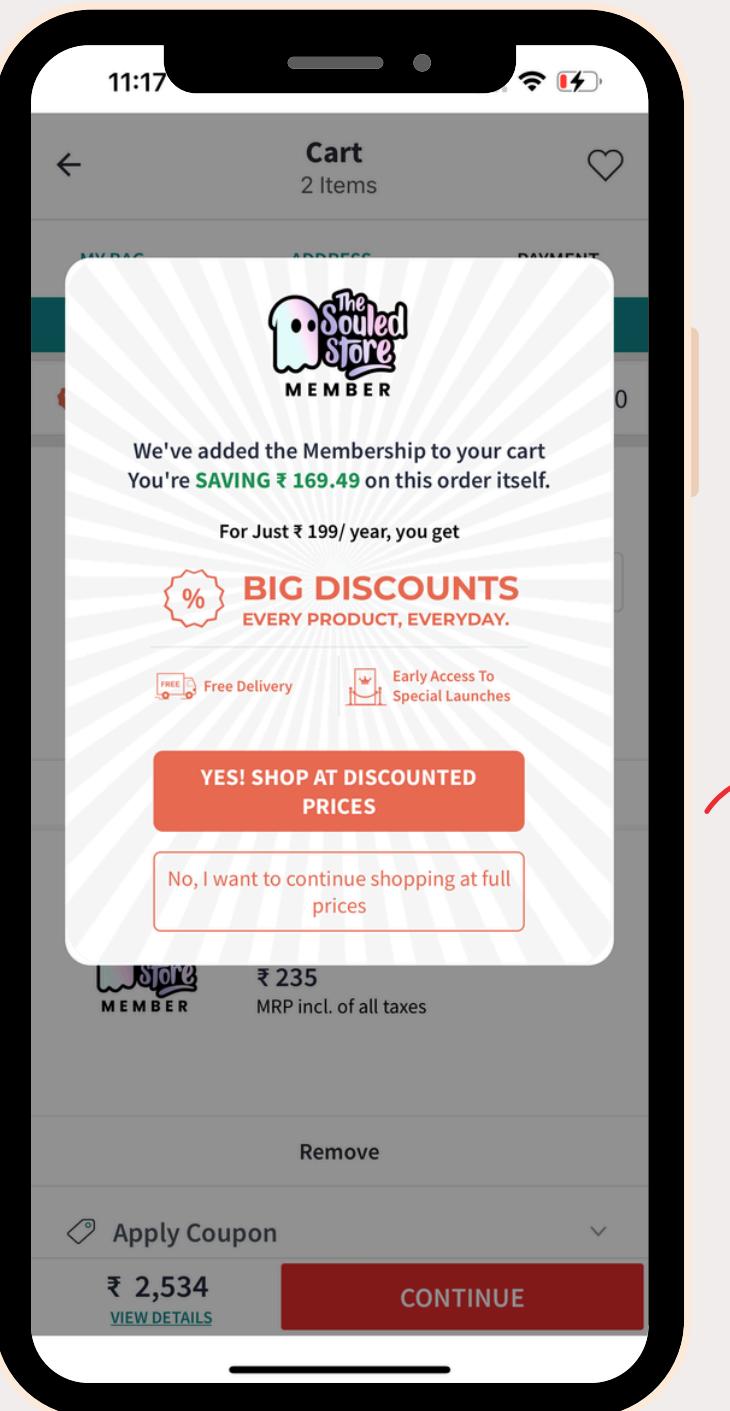
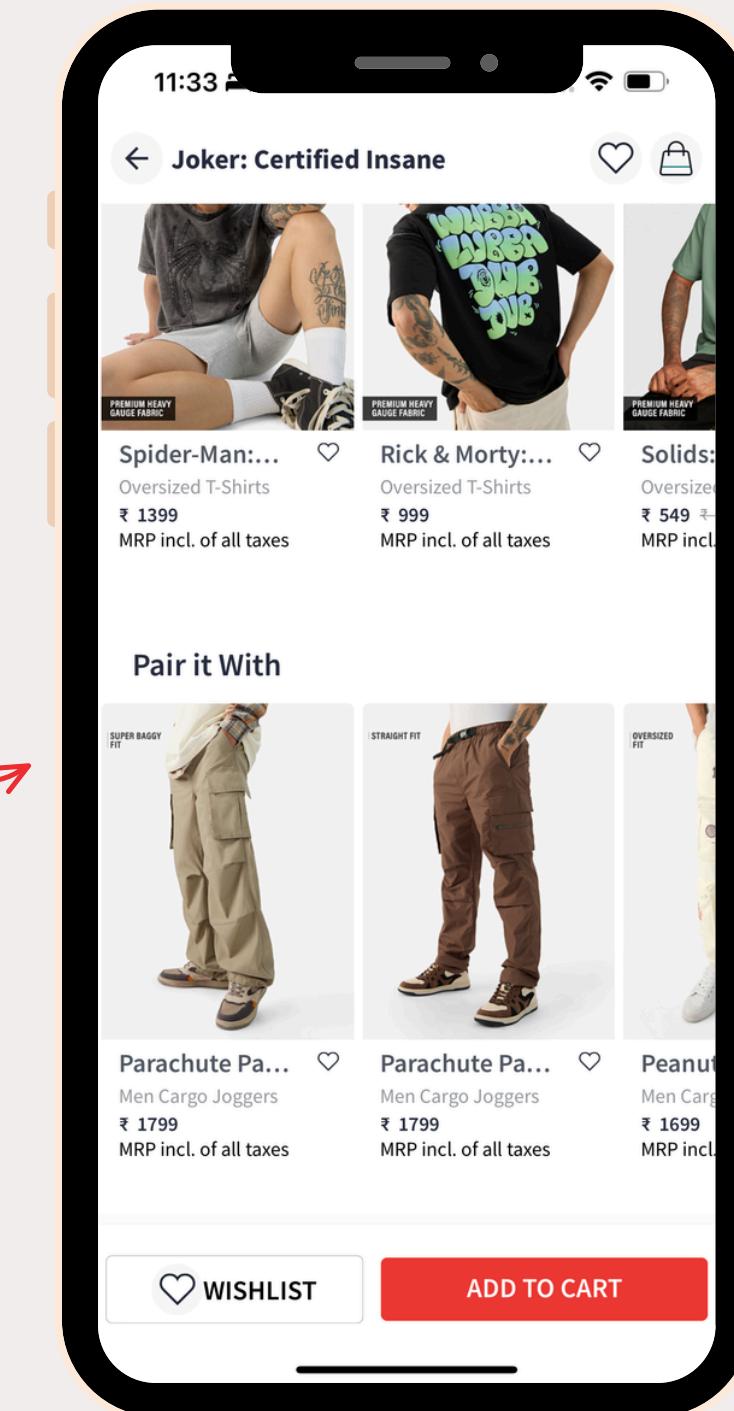
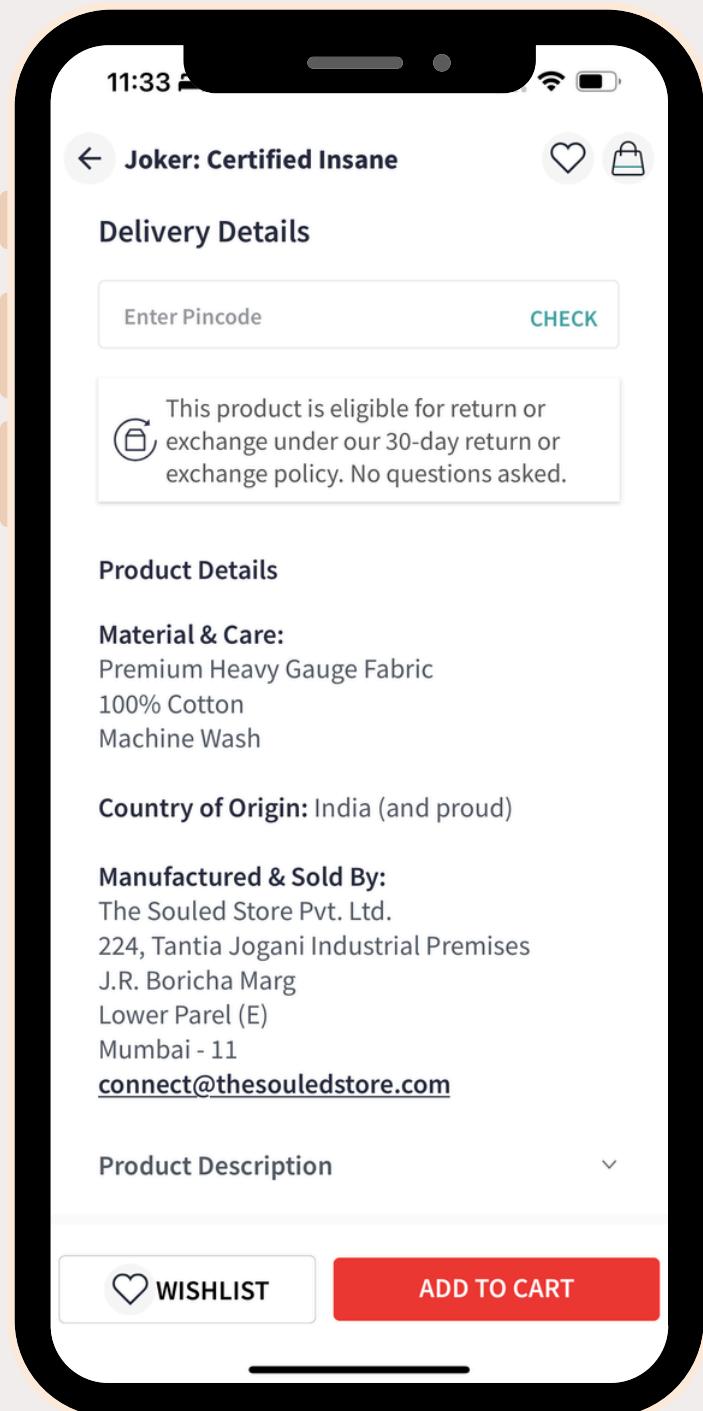


User lands on product page to check image and size

Hmm, not sure what size I should buy for this fit. But good these measurements are given and the size chart is useful 😊

User Journey: Adding to Cart

■ Action ■ Reaction



User scrolls to check the other details

"Hmm, they have all the details about the product but I don't see any customer reviews." 😐

User checks the Pair it with Section and Adds to Cart

"This is cool! I can get some matching pants for my T-shirt" 😊

User checks the popup for Membership

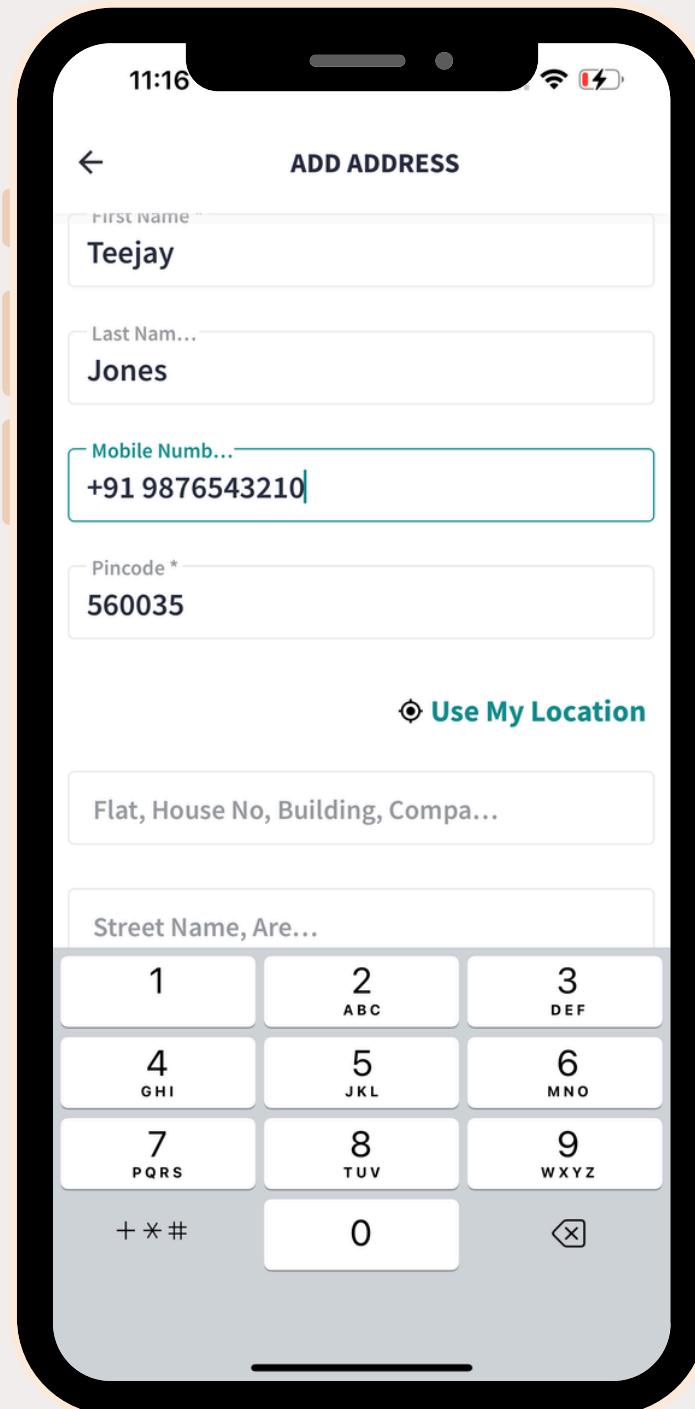
"Hmm, let me receive my first order then I can think about memberships" 😐

User logs in before proceeding to checkout

"Oh, Good they have lots of sign in options. I will use Google. 😊"

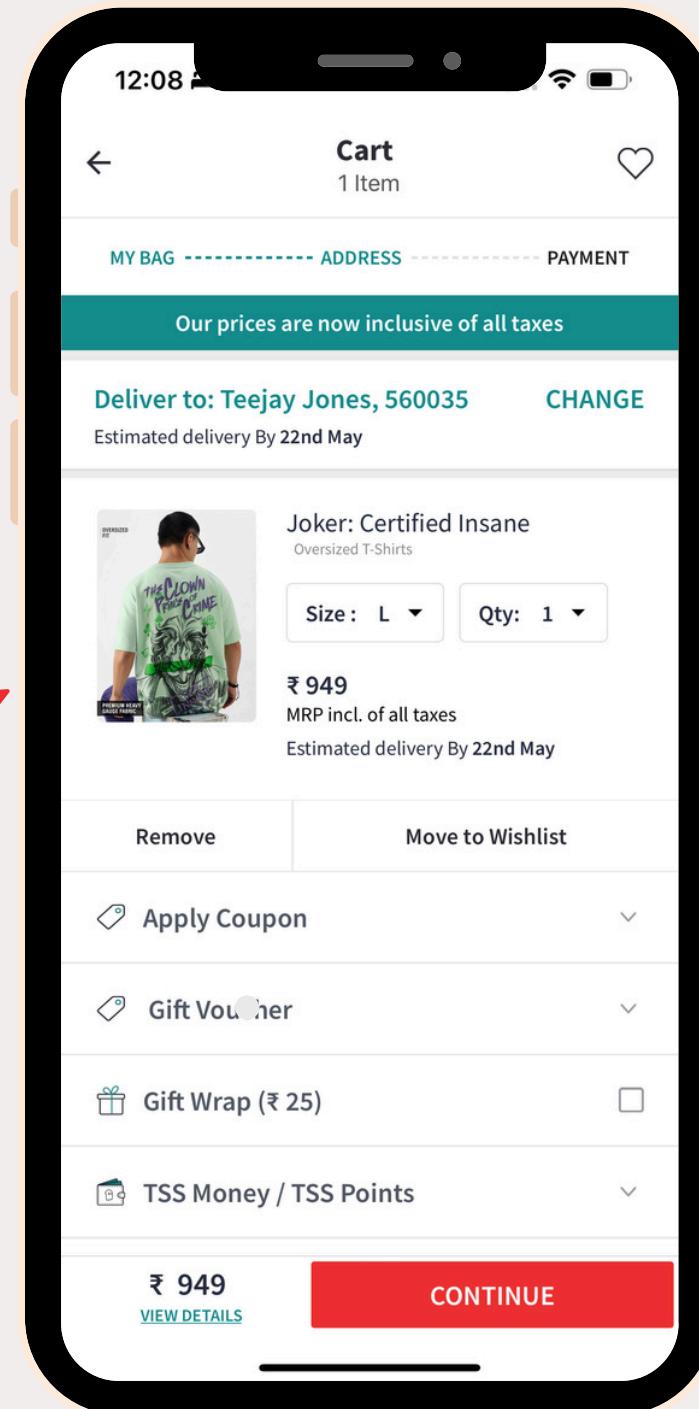
User Journey: Checkout Process

■ Action ■ Reaction



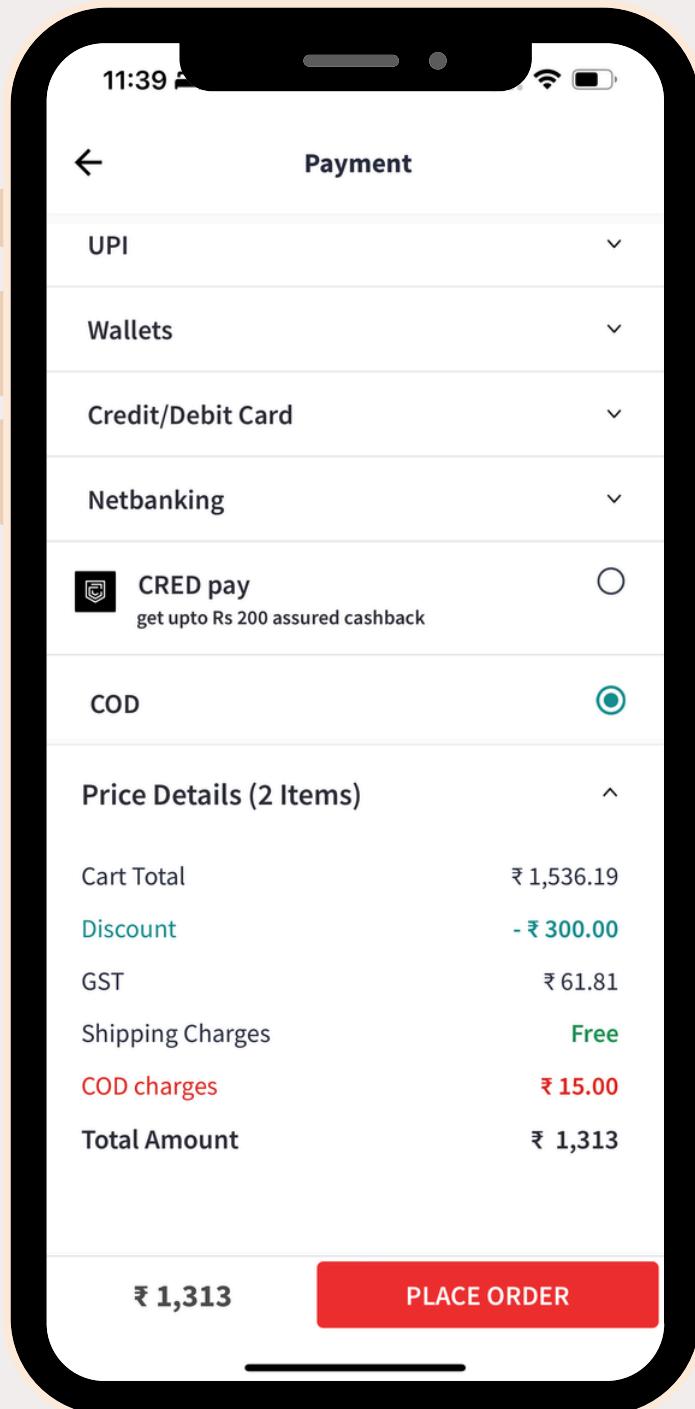
User fills the address section

"I cant read the Address Fields clearly. What does Land... stand for, Landmark, Landline???" 😔



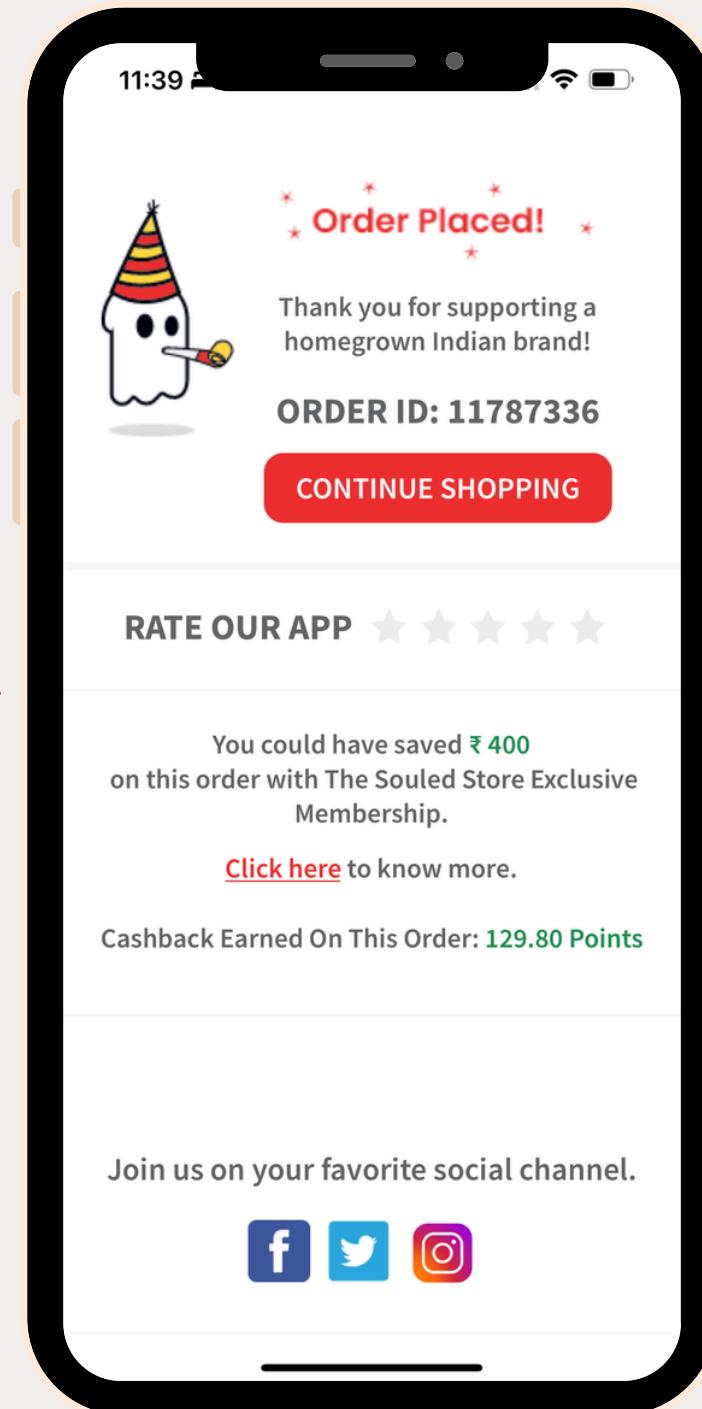
User checks the Product Details before payment

"Alright, All set to proceed 😊"



User proceeds to Payment section

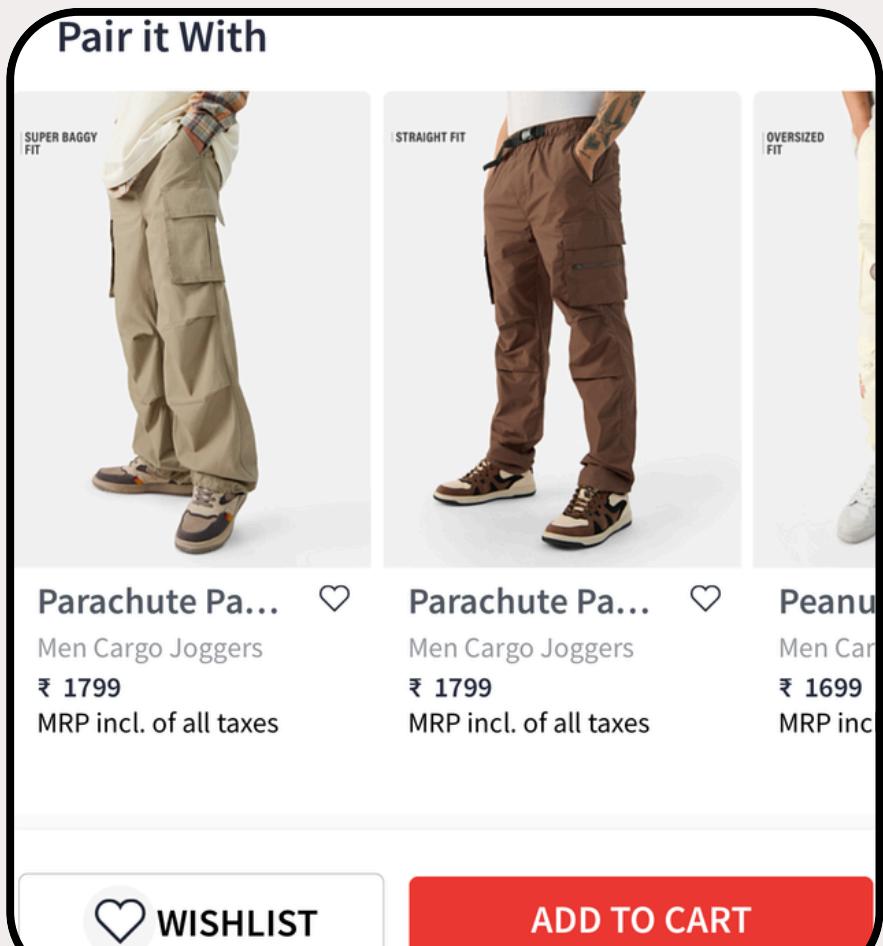
"Nice, they have all the options. Since its my first order let me opt for COD. Ohh There is an extra COD charge." 😐"



User clicks "PLACE ORDER" and finishes shopping

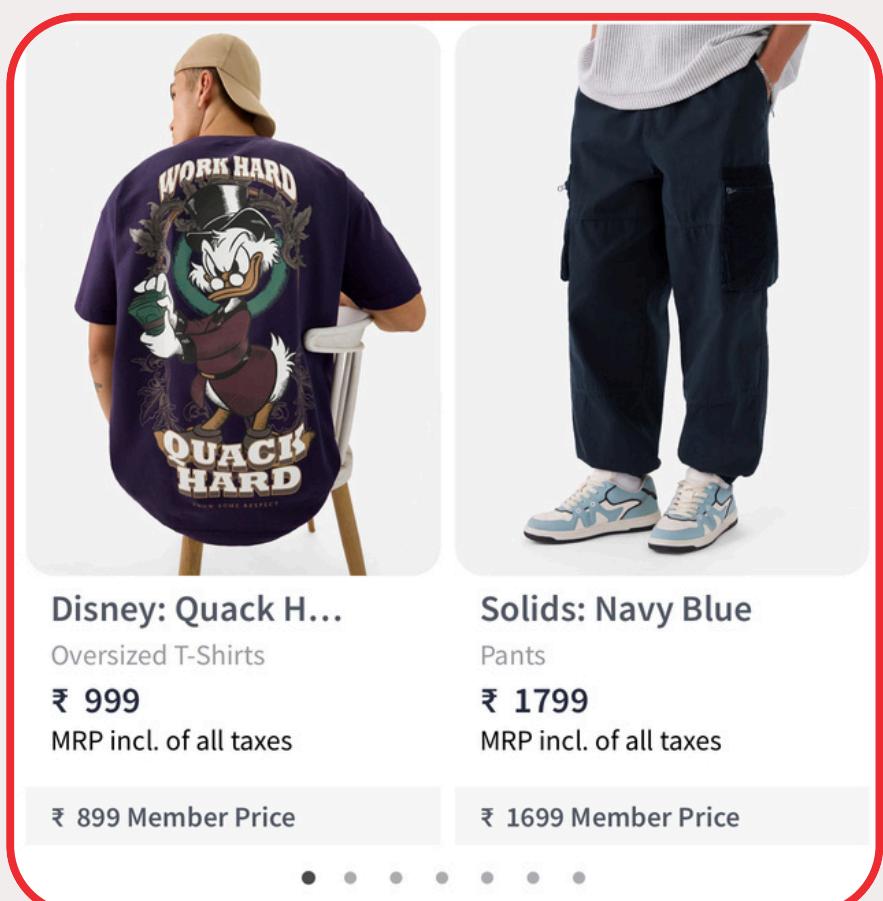
"Cant wait for my Joker Tee!!! 😁"

Highlight Features



The “**Pair it With**” feature appearing at the end of Product Page helps the user in finding the right colour combinations and fit for their T-shirts.

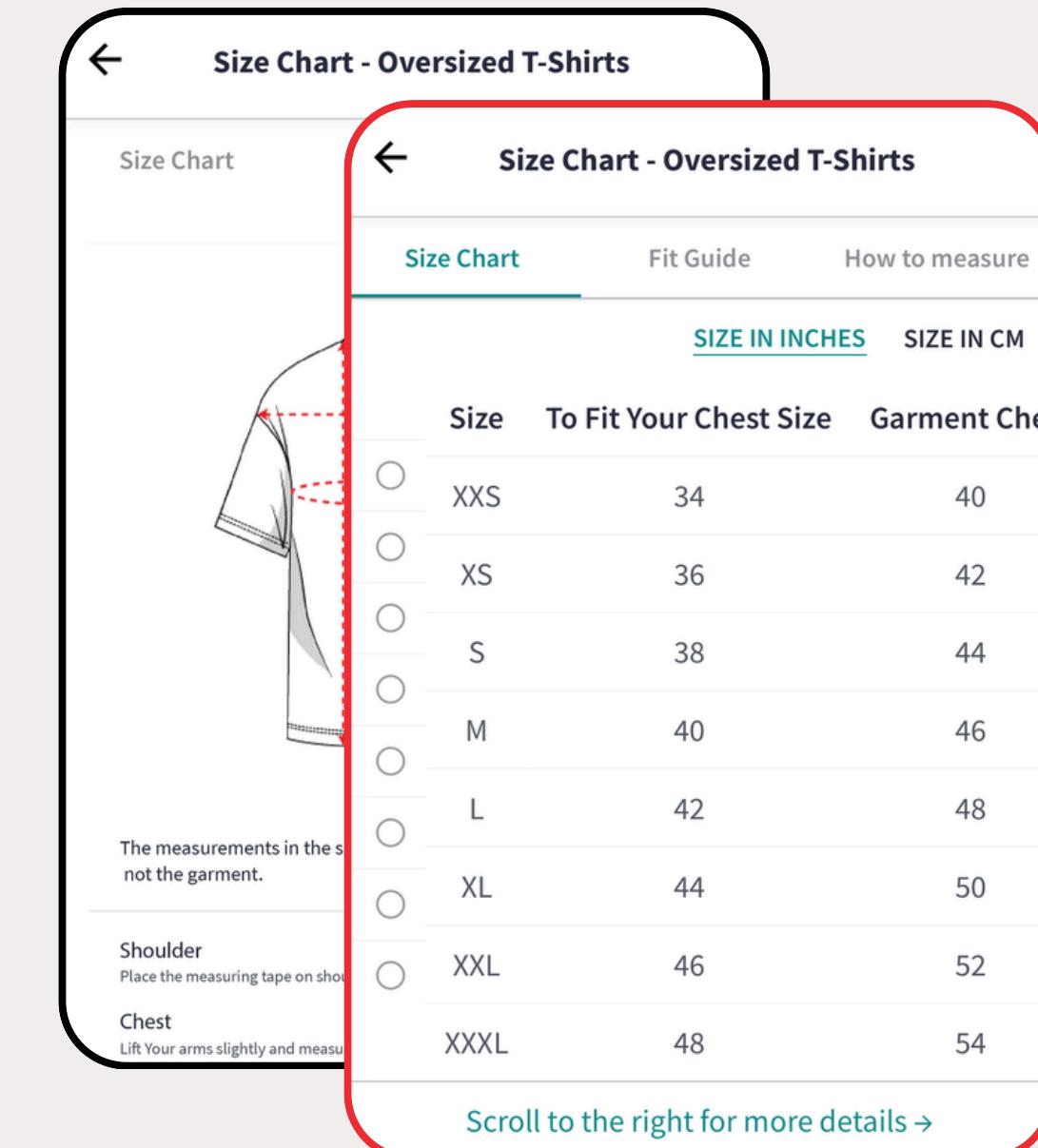
For the Company it helps in cross selling their products and **increasing the Average Order Value (AOV)**



The **Member Price Discount** is listed below the actual price for some products.

This Urges the users to consider taking a membership and get their products at a discounted price

For the company this helps in a steady income and also **increases Life Time Value (LTV)** of the customer



The “**Size Chart and Guidelines**” help the customers choosing the right size and fit for them without confusion

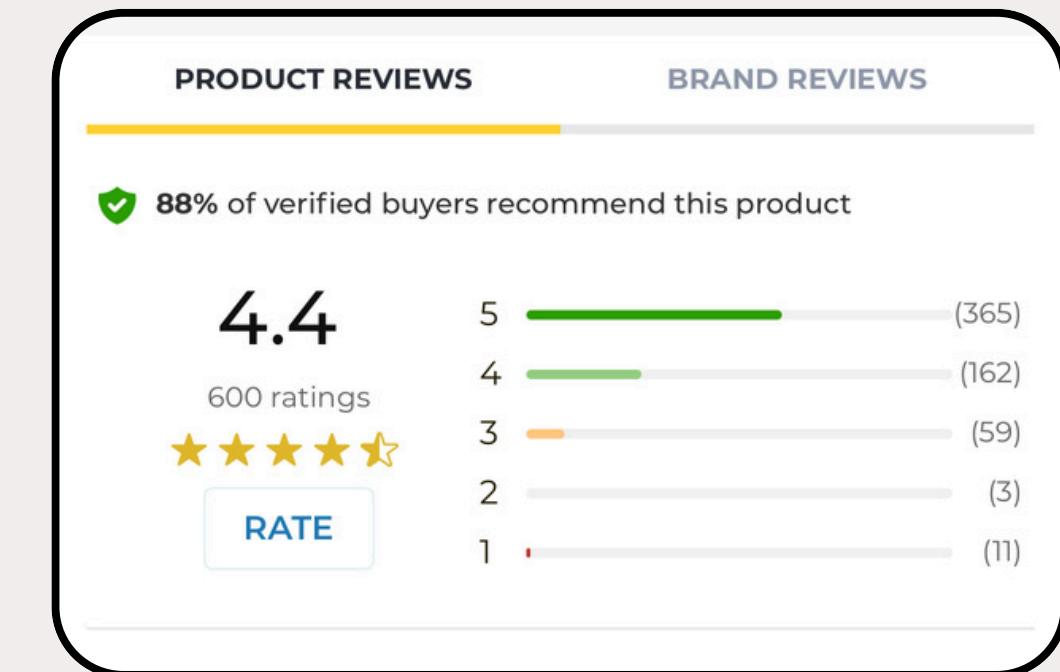
For the company, it results in **lesser Return Orders** and could also help in boosting sales.

Major Painpoints and scope for improvement

1) Feature Suggestion: Reviews on Product page

Unlike Most e-commerce apps , The Souled Store does not provide an option to read the reviews on the products page from other customers. This feature can help the customer make an informed choice and can reduce the % of returns.

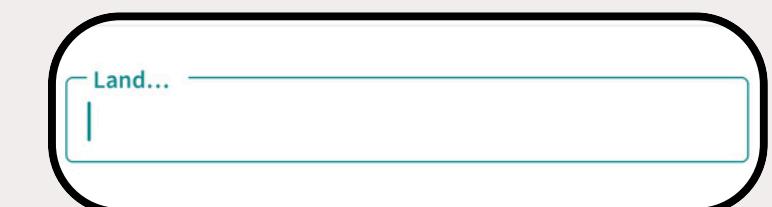
Metrics: % of Users clicking on Add to Cart after reading reviews on products above 4 star rating vs not having the review feature enabled. (A/B testing can be done)



This image is from “Bewakoof”

2) UI Improvements

- Address page:** The Name of the address fields are shortened by use of “ellipsis” for eg: Land... for Landmark. But the user is never able to see the complete name even when the field is focused.
- Payment page:** Additional charges on COD can be intimated before the customer clicks on the option. A sudden increase in price alarms the customer.



address page

COD	
Price Details (2 Items)	
Cart Total	₹ 1,536.19
Discount	- ₹ 300.00
GST	₹ 61.81
Shipping Charges	Free
COD charges	₹ 15.00
Total Amount	₹ 1,313
₹ 1,313	
PLACE ORDER	

Payment page



Thank you!

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