

Ei Mispurchases

Chenyu Li
Mengting Wang
Adelric Wong
Xiang Xu

**How to help
digital retailers
bring
Mispurchases
to an end?**



**Buy more
consciously
&
Sell more
sustainably**

All-in-one Experience



To Create
a sustainable
online shopping platform



Our Aim:

- **Reduce product returns**
- **Encourage sustainable purchases**
 - == Less Mispurchases**
- **Encourage less deliveries**

FEATURES



Social Engagement:

Family/ Community/ Company purchase altogether.
Less shipping = Better for environment

Sustainability Points:

Gain points for environmentally friendly products

Smart Returns:

Product available to next customer at discounts

Intelligent Sizing:

Automatic suggestion based on customer data instead of usual manual referencing

Main feature



- Returns to the seller/store
- Additional labor
- Packaging costs
- High inventory overheads
- Harmful for the environment



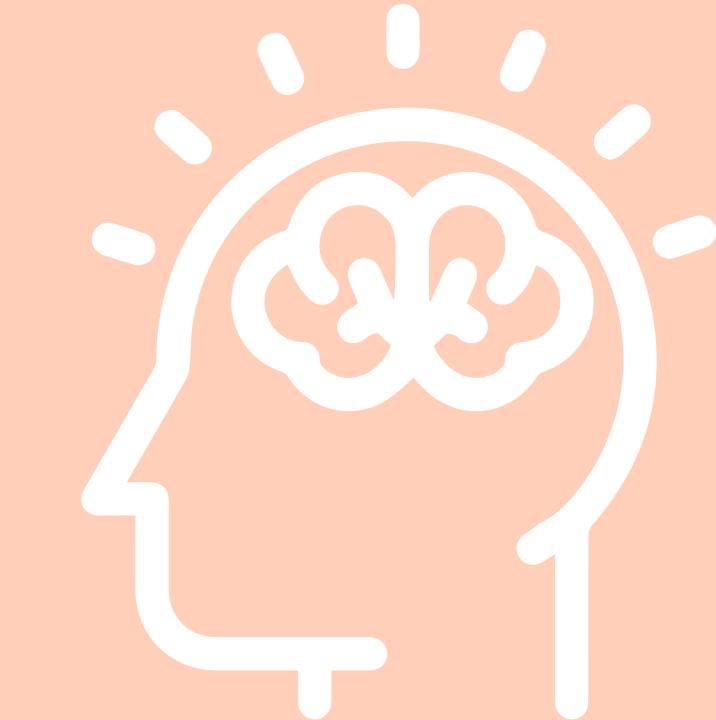
- Discounted
- From customer A to B



Supporting feature



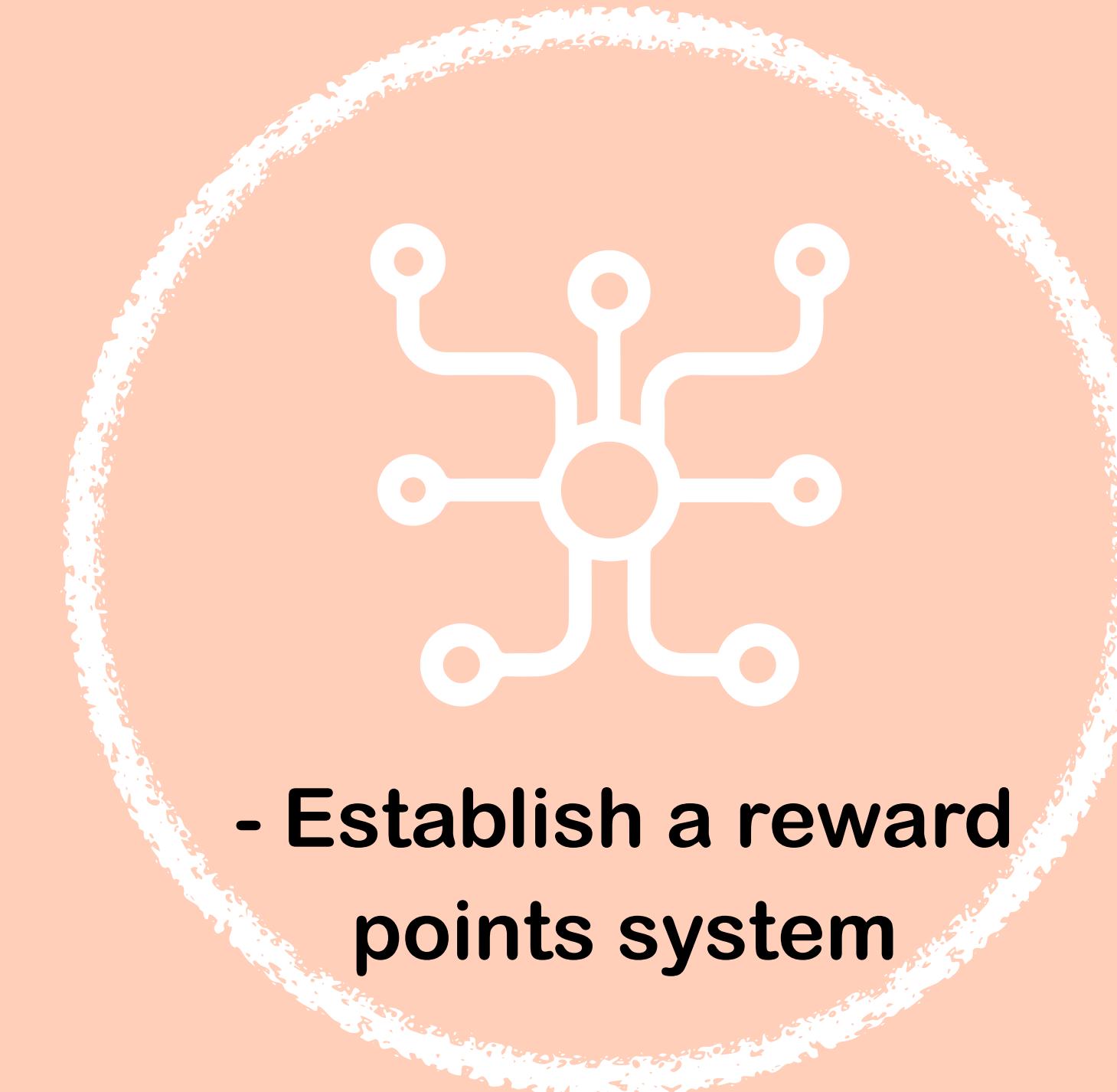
Sustainability Points



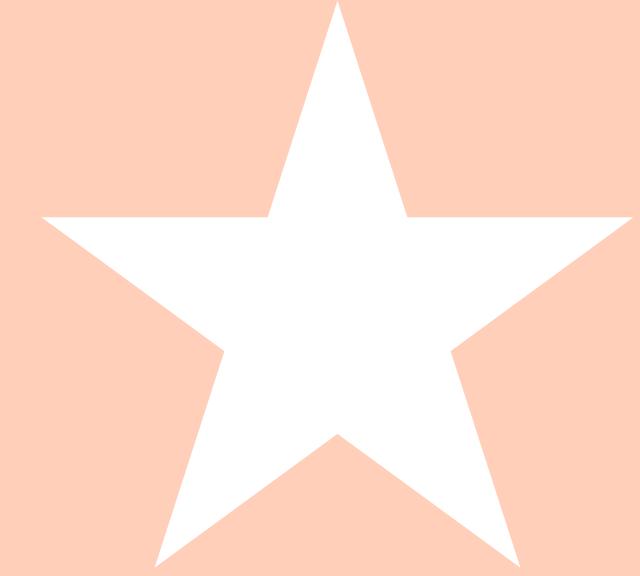
- Cultivate/ encourage sustainable mindset



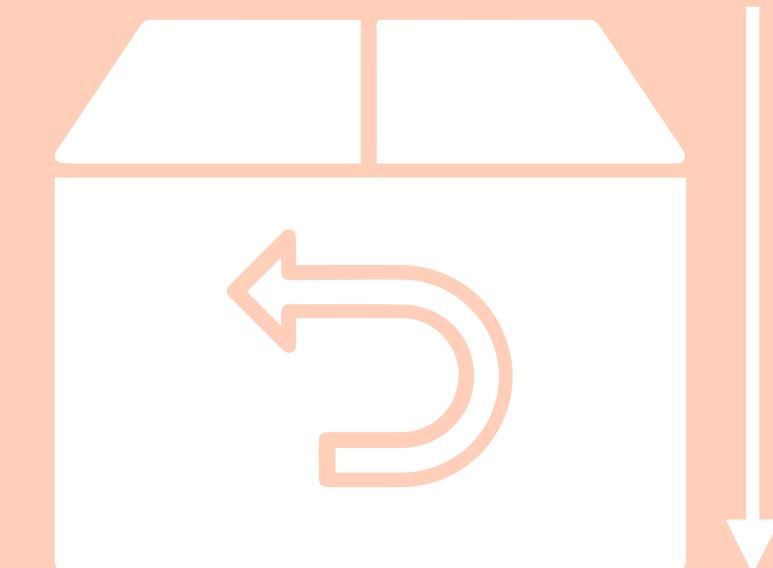
- Considerate actions
- Responsible purchases



- Establish a reward points system



- Promote sustainable Purchases



- Less returns

Business **Values**



Mispurchases

