Warehouse services: one-stop-shop for merchants

Ahmed Abdelnasser 21/12/2021

Executive Summary

We are at a very early stage of our product. Our team is mainly interested in exploring opportunities to develop a product that helps merchants with all ranges of jobs and select the priority features. The overall goal of the product is to become the one-stop shop for merchants across different industries offering 3 solutions; Ordering, Credit, and Payments. For this purpose, we interviewed 4 retailers who have experience in this field.

Key Findings

Retailers like to follow digitalization to make their life easier and provide storage to save their products under need and also to have a one-stop app to do all this process with safe payment.

What did we want to learn?

We need to know the goal is to learn more about what retailers want, what data they need in one place, and what is the main common products to partner with their company for business-wise.

Research Questions

1. How do you select the vendor for your products?

2. If you have a high demand for a product and it sold out from you tell me, what would you do?

3. How many days does it take you to get goods?

Participants

Participants	Vendor	steps	Days
Retailer1	Local merchant	Call asking for product availability – ordering – waiting for more than 1 day – receive it and pay	2
Retailer2	From companies direct sales	Ordering – send payments – waiting for order for more than 7 days	7
Retailer3	From merchants	Same process	3
Retailer4	Local merchant	Same process	2

Key finding #1

Retailers like to have an application that makes the process of ordering and serving easier by measuring the success of a unique product or the availability of it with such open the app and knows it.

"I wish if the process becomes easier and smooth and to have features to know how many of each product we have."

- Retailer 1

Recommendation #1

Add insights at the application to measure success of products and check availability immediately referring to inputs and outputs.

Key finding #2

Retailers find the regular process is too slow and in high demand, it is not the best way to provide goods.

Recommendation #2

Add support to the application to communicate with all warehouse locations to check product availability from partner companies.

Key finding #3

Retailers are common with some companies products

Recommendation #3

Partnering with these companies to save storage for retailers to save their unique products.

Next Steps

- Develop a prototype to go throw the user test phase

- Partner with some leading companies

- Test user acceptance

Appendix

Affinity diagram

Top level		Improve Retailers experience	
Second level		User experience	Metrics
Third level	Easy UI / Payment throw app	Workflow	Profitability / Productivity
Brainstorming	Images / Colors / Guides	Flexibility / Product Availability	ROI / Measure products success