Jarurat Care Foundation

Jarurat Jaisi Vaisi Care!

<u>What is Jarurat Care ?</u>

Jarurat Care is a non-profit organization that aims to build a cancer care community in India and provide support for families facing cancer. Jarurat Care's mission is to: Raise awareness about preventive measures for rare cancers, Provide caregiver mentorship, Create a sustainable support network, and Help families battling cancer through their community network.

<u>Problem Statement</u>

Task 1: Platform Performance Audit Select one e-commerce platform and any one product of choice(eg. hair dryer, pan, yoga mat). Conduct a performance audit of the platform, identifying at least three areas for improvement. Provide specific recommendations to enhance sales and customer experience.

Task 2: Customer Interaction Strategy Develop a strategy to improve customer service and engagement for Jarurat Care's e-commerce platforms. This should include methods for addressing customer queries and issues, as well as ways to gather and utilize customer feedback to inform platform improvements.

Task 3: E-commerce Strategy Proposal Create a detailed proposal for an e-commerce strategy aimed at increasing sales and engagement on Jarurat Care's e-commerce platforms. Include insights from industry trends and competitor analysis, and explain how your strategy addresses the areas for improvement.

Task 1: Platform Performance Audit for Jarurat Care

1. Website Speed and Performance

Issue: The website has slow loading times, especially during peak hours.

Evidence: Pages take more than 5 seconds to load, leading to higher bounce rates.

Recommendation: Implement a Content Delivery Network (CDN) to improve load times globally. Optimize images and scripts to reduce load time. Consider using lazy loading for images and asynchronous loading for scripts.

2. Donation Process

Issue: The website takes a long time to open the QR code during the donation process.

Evidence: Users experience delays when attempting to donate, which can discourage them from completing the transaction.

Recommendation: Optimize the backend process for generating QR codes to ensure they load quickly. This can be achieved by pre-generating QR codes or using a more efficient method to generate them on-the-fly.

Task 2: Customer Interaction Strategy for Jarurat Care

1. Efficient Customer Service

Method: Implement a 24/7 live chat support system to address customer queries in real-time and number should be highlighted on website.

Benefit: This will reduce response times and enhance customer satisfaction, as customers can get immediate assistance with their questions and issues.

2. Proactive Engagement

Method: Use automated emails and notifications to update customers about their order status and upcoming promotions.

Benefit: Keeps customers informed and engaged with the brand, increasing the likelihood of repeat purchases.

3. Feedback Utilization

Method: Create an easy-to-access feedback form on the website and regularly analyze the data to identify areas for improvement.

Benefit: Helps in understanding customer pain points and improving the overall user experience. Displaying positive feedback prominently can also build trust with potential customers.

4. Language Options in "Talk to Hope"

Issue: The "Talk to Hope" section currently offers support in only two languages.

Recommendation: Increase the number of languages available to cater to a broader audience. This will make the service more accessible and user-friendly for non-native speakers.

Task 3: E-commerce Strategy Proposal for Jarurat Care

1. Highlighting Patient and Superhero Experiences with Jarurat Care.

Method: Share stories and testimonials from patients and "superheroes" (caregivers, healthcare workers, and supporters) prominently on the website.

Benefit: These stories can build emotional connections with visitors, showcasing the real-life impact of Jarurat Care's products and services. This can enhance brand trust and loyalty, encouraging new and repeat customers to engage with the platform.