

Shopify's Beastlife Product Manger Assignment:- (Shivam Asthana)

So as I see the Brand name is Beastlife, that deals among the health protein supplements and its one of the major display is seen on the Shopify app, We have to determine the perfect potential obstacles that can lead to the less Customer number, difficulties during checkout, Product detail pages etc.

Well it's the Rule of law that nothing is perfect, No any application is perfect in order to providing the best user experience to the customer and eventually continuously need the improvisation & Upgradation.

So now as per the Problem statement is saying.....

1. As there is a significant Drop-off that came at Checkout is, by tackling this issue strategically we found that....Though

- The Home screen is appealing and captivating too, But still it has somewhere shortage of Products, or we can say that UI of Homepage is not so engaging for a longer period of time. (So this way it arises the perception of New brand or company, not so popular and the length of the Products are also too much less, like lack of flavour or ingredients Etc...

See what happens in the Indian purchase behaviour that customer cannot settle anywhere so easily and he will look after other alternatives again and again.

So in this case also as I see this "CHECKOUT INTERFACE" there are no any subject of Delivery charge or coupon offers already, so those users who are first using this

- 1. They think that, For example the Product is of 1499 rs and it also takes atleast 200 or 250 rs for the delivery And finally it will cost a lot, that'swhy there is a lot of drop-off came here, Because People already have the**

Subscription of Amazon and Flipkart kind of E-commerce sites nowadays, And since they can get it very easily without even paying for delivery service, so it is convenient for them to get the authenticated products.

Note:- Because Youth Nowadays, whenever buying anything on E-Commerce sites, They go for the whole Star rating And most Important Review reading, and eventually it creates differential treatment among several sites.

So Pain Points Of Customer here,

1. No any Prior Knowledge of Delivering Charges so they started assuming, that if whole price is 1500 then the charge would be atleast 200 or something.
2. Same Five Star rating is being given to each catalogue and Product category, which somewhere looses the Authenticity and trust in the Site.
3. Most of the time users comes for doing the Alternative Market analysis and not of Idea for purchase something.

But we can put some strategies over there so that it would not be a parameter to eliminate at the Checkout.

Solution:- 1. There should be mentioning of like “free delivery” or “only 50 Rs delivery”Much before the Checkout Process.

2. There should be Proper rating and dynamic feedback on the Product that should varies and like, I see that every Product has 5 Ratings only here, that's looks suspicious and creating non trusting perception.

Metrics and Data:-

Well talking about the metrics and Data at the time of Checkout Process, then most Probably we would be looking for different Patterns and structures too that why we are being lagging out.

Like 1.**Customer retention Ratio**

2.**Drop off Ratio**

3.**Churn Rates**

Firstly we'll see that what the Prioritization we can Put here to improve the customer "Retention and then Repetition".

- The First would be a "Drop off" ratio and we'll try to see that what are the reasons after dropping off of the Customer:-
 - a. How many customer has landed on the Home page and then search for the specific Product or category.
 - b. CTA Or Checkout Ratio here, that what is basically the Ratio of those who eventually Purchase the product and who are not.

And here we will apply A/B Testing and root cause Analysis.

And then we use some Parameters like,

1.Gender based Analysis

2. Age based Analysis

3. Demographic based Analysis (Region, Area etc).

So Specific Suggestions:-

1. Customer preference recommendation Algorithm, should be there to make each user provides a sense of Personalization.

2. Can reduce the Price of Product a lil bit, should not be loosing the money and Put 25% Off like offer within a limited period of time.
3. Can add Referral to a friend, And if he byus, you will get certain amount of Credit things....Because fitness freak are obsessed about the Protein And they want to refer it to another fitness freak.
4. Seasonal Sale or offer based on reduction in Prizes and Gamification etc, could be there.

Product Detail Page Optimization:

So, Talking about the Product Detailed Page optimization, we would be start looking for the best retention and engagement techniques And then only we could go for the proper User Acquisition.

Here we'll breakdown all the hierarchy of Features to the Detailed Page.

So, after a deep look into the Detailed Page, what I found strange here is, that could affect the Conversion.

1. It could be Price factor that the MRP and GST and other taxes are not mentioned, So customer could think that this company is trying to hide the Information. They want to have a clear information about the Original Price and some add on taxes, And in exchange they deny the product to take.
2. Customer also want to know the count of people who went for this Product (In a month or week), And as I see there is nothing like this mentioned here. Because atleast in fitness health supplements segments, we could do not prefer the Impulsive buying, Rather we would be going for Rational decision.

3. Basically a USP is missing from overall Company, that fits somewhat among others.
4. Although, these are very small thing but it matters a lot because these are human psychological thinking that would not be vanished, here I see that 1% cashback is being given by the company that if product stands for 2700, then it would be 27 Rs. And then people's internal voice provokes and feel humiliated and also in certain other ways, can't be Justified But it is different And by seeing this 1% discount....Some People leave the idea to move forward and eventually come back.

So Again Talking about the Presentation Of Product Information:-

So In terms of Enhancing the layout or the Interface of Product, we can do certain changes to attract and retain the customers in that cut throat competition....

Though Beast life is tried well to keep updated about the maintenance of layout and interface but it could more of that....like

1. Can ask for Video feedback as well, when they all are providing the feedback in written form.
2. Can create the FOMO in the mind of a customer by reducing the Price a lil higher but for a certain Period of time, and notify the user through Popups.
3. There should be the feedback of some other body builders or satisfied users as well, other the Gaurav Taneja, to build the trust in General Public.
4. Yes, the Product count is too much less and try to come up with new product and features.

5. There should be a constructive comparison between features & Ingredients, This company holds in its Product and other company holds, without naming it. This will arise the sense of supremacy in the mind of customer.

Now talking about the A/B Testing, so this testing would be more applicable on the Events like

1. Product Page Vs Product Detailed Page(Individual), can be on the basis of Gender, age bracket And Overall Body Types.
2. Number of Product in the Cart Vs Number of Product in the Checkout within a week, for better Product Analysis
3. Number of Product seen most Vs Number of accounts from which it went to Cart, that would be giving a better understanding about the well preferred Product, means preferred flavours and ingredients actually.

Hompage Category Optimization:

Well talking about the Bounce rate, then it is a common Problem that comes along the way for many times, but it comes.

1. For improvisation, We'll keep asking for the every individual person, who does this, By sending them a short feedback form " What you hav'nt liked?" Then they will answer that what they didn't like.

So this way, after having a feedback list from thousand of People, we can check for the common similarity regarding unsatisfaction among them and then can start working onto that for improvisation.

2. See customization is the key to success, for the sales these days, so try to customize the things as more as Possible by collecting the data from history search on the site and recommend according to that only.
3. Again saying Product's USP is missing.
4. The best marketing is to create a FOMO in the mind of a customer, by dealing it in a lower amount than before but within a span of few

hours, then the Product will be removed from site and will come after three days....something like that. It always works!

5. Have a Gamification like Rummy, Puzzles And awards like thing to make the customer engaged And also lead it to the Product through some game patterns.

So Now let's talk about some Strategies we could adapt To enhance Customer Engagement time through Displays and category Improvement.

We can do A/B Testing and RCA to know better things.

We can go for the gathering of Data of each account holder like there....Their favourite Fruit, flavour And colour etc. So on basis of that we can do some Personalization.

1. Now we can capture the attention through regular upgradation in the recommended Products to customers and filtered it to the best possible recommended products that could lead to Conversion.
2. There should be some Filters like
 - Age bracket
 - Most liked flavours
 - Most Trending and preferred Products category box.
 - Price range based Product column box.

So Now talking about the Homepage Layout We could do multiple things like:-

1. We can have the multiple presentation (Interface) style option for homepage at the User's side. So it will enhance the customer's concern factor and eventually enhance empathy, So it can be a lil bit useful in enhancing the activation of the user.
2. Change the style or designing a lil bit.
3. The Product should be looking appealing on the Homepage, with Top 5 at the Top of the Page....then others and like that...
4. Price sensitive Product should also be mentioned, by making a list.

And Finally we are moving towards the New Product Launch:-

So as we are launching a new Product line on the existing site so we need to be specific about certain things that affect the Sales, but again it depends on the Marketing And Promotions.

So this time we'll see for Promotional and Game Changer things for the whole Company...

1. We'll keep the Public aware about the launch of the Product on certain dates. Create Hype of the Product, atleast 1-2 weeks before the Product launches
2. After the launch of the Product keep the Product at the Top of the Homepage And Put the Timing like 4 or 5 hours despite of Pre-booking of LAUNCH OF THE PRODUCT.
3. Make Some Promotional Strategies, to keep the track of our regular customer, so they move here only at the time of launch or after launch, strategies could be based on the human psychological or behavioural things...

Now we are making the whole Layout Plan for the new Product:-

We'll talk about the Plan and creating the designing of the model of Launch of New Product then we would be making some strategies to execute the whole Process.

1. Start doing Promotion of it by collaborating with digital content creator who are famous and also in the fitness Journey, Create the Hype.
2. Talking about the Product page setup then , Product page is a different story altogether, the page should be designed in that way that everyone should have an eye on that only.
 - Give a whole new Page to the New Product, that would be the Landing Page and write about its feature and why It is there

So We would use Shopify's tools that Product Analysis tools, as well as associated designing tools to rate and measure the Parameters, that could affect and what is better in the Analysis

For Ex Google Analytics & GT Metrics are the sites that help us in the Digital Marketing and as well as for the better Calculation after the launch

So Now at the very last time we would be having the track of KPI'S AND Metrics like....

- 1. Customer acquisition Rate**
- 2. Drop off rate**
- 3. User Retention Ratio**
- 4. Bounce Rate**

So Above mentioned there are few KPI's and Metrics Etc.

So Basic Deliverables are those written all above words.