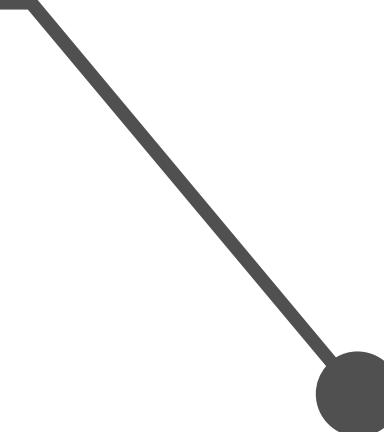


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# DUNZO

## AND HOW TO REDUCE CARBON FOOTPRINT

BY: TEAM S-QUAD



# OVERVIEW

## Summary so far

Based on the impact-effort prioritization metrics, we chose to launch **BYOB** first. 'BYOB' is a 'Bring Your Own Bag' campaign wherein users will use their own bag to receive the delivery. The ones used by delivery boys will be reused, thus reducing the demand of such bags which will in turn decrease the carbon footprint.

## Problem Statement

After choosing the solution which needs to be implemented first, we need to implement a launch strategy for it such that the feature is communicated well to the user.

**USER PERSONA:** People in the age group 18-34 that are somewhat environmentally aware.

# Launch Strategy

1

## **EDUCATING USERS**

*Users first need to be sensitized regarding sustainability and carbon footprints*

2

## **SHOWCASING IMPACT**

*If users are made aware of the impact their actions have on the environment, they are more likely to opt for healthier means.*

3

## **AWARENESS CAMPAIGN**

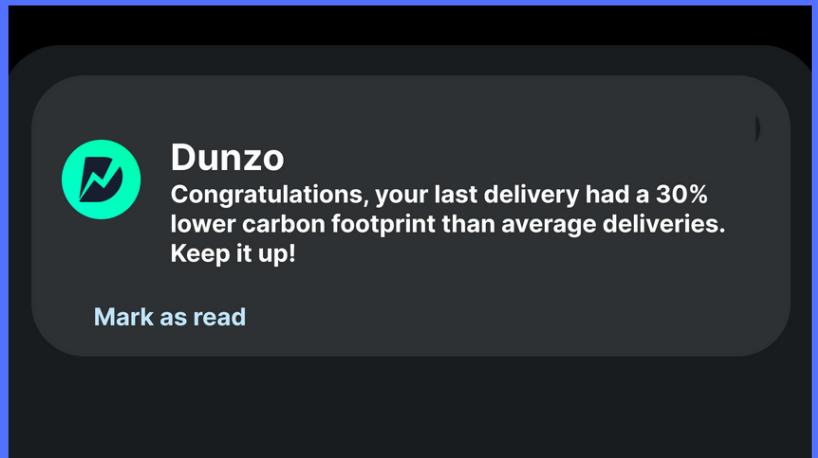
*By launching the feature alongside a campaign by timing it perfectly, the initiative tends to reach a wider audience*

# Educating Users

1

## USING TIMELY PUSH NOTIFICATIONS

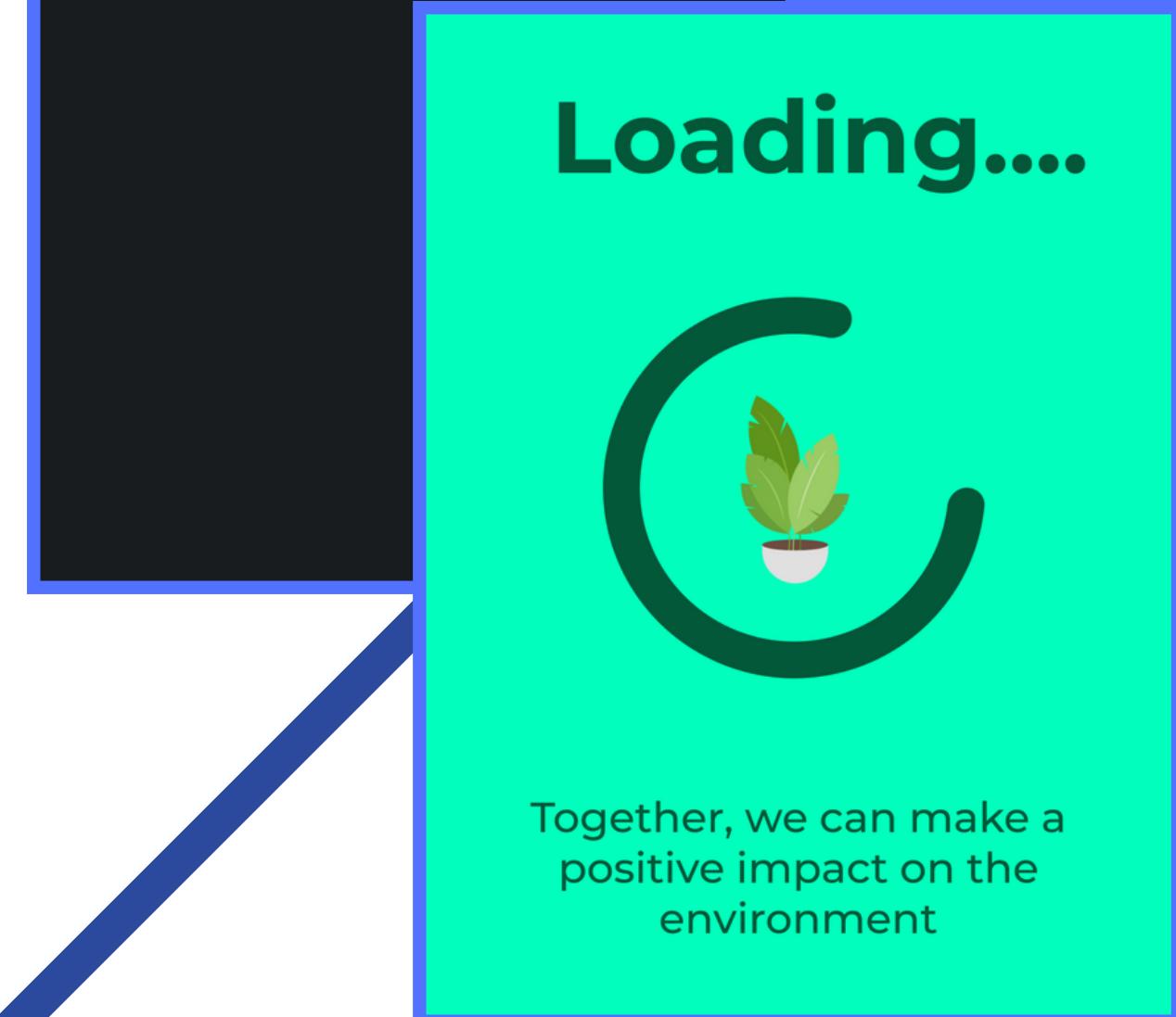
We'll send push notifications from time to time to educate users about being environmentally conscious within the app.



2

## SMALL NOTES ON THE LOADING SCREEN

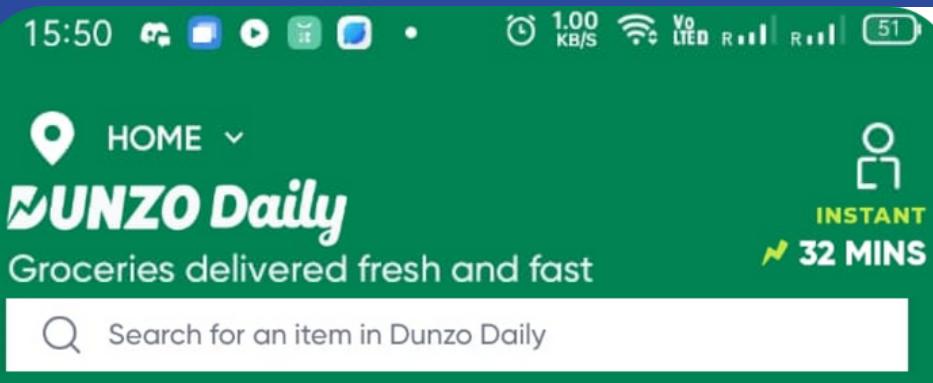
We'll display small notes on the loading screen, which would increase the 'Environment Quotient' of the users



3

## IMPACT METRICS AND IMPROVEMENT

We can track success by monitoring metrics such as engagement rates, click-through rates, and behavior change and improve on them through proper testing and optimization.



Your Green coins : 200



DAILY



STORES



COURIER



ORDERS

# QUIZ AND GAMES

WE ARE PLANNING TO IMPLEMENT SMALL QUIZZES AND GAMES O THE APP TO EDUCATE USERS ABOUT BEING ENVIRONMENTALLY CONSCIOUS AND INCREASE ENGAGEMENT

- Plant a tree: Virtually plant trees for every eco-friendly task in the app.
- Eco-challenge: Eco-friendly tasks in real life
- Carbon footprint calculator
- Eco-friendly trivia quiz
- Eco-friendly scavenger hunt within the app

# Quiz and Games

1

## LEADERBOARD

We'll build a leaderboard feature that will show users their ranking/scores based on the quizzes and games, and users will be able to share their scores and rankings on social media.

2

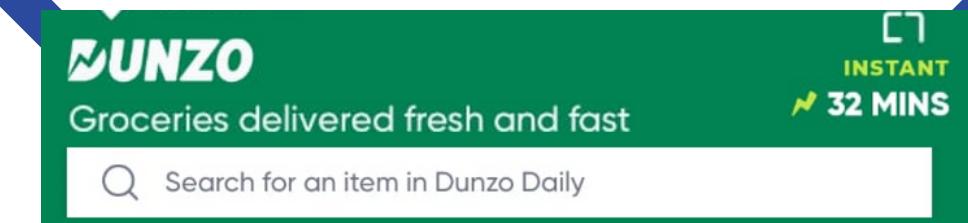
## REWARDS AND INCENTIVES

There will be rewards and incentives such as free green delivery, discounts and coupons, eco friendly products and public recognition on the Dunzo social media for performing well on the leaderboard.

3

## IMPACT METRICS AND IMPROVEMENT

We can track success by monitoring metrics such as engagement rates, retention rates, share rates, and time spent on the leaderboard and improve on them through proper testing and optimization.



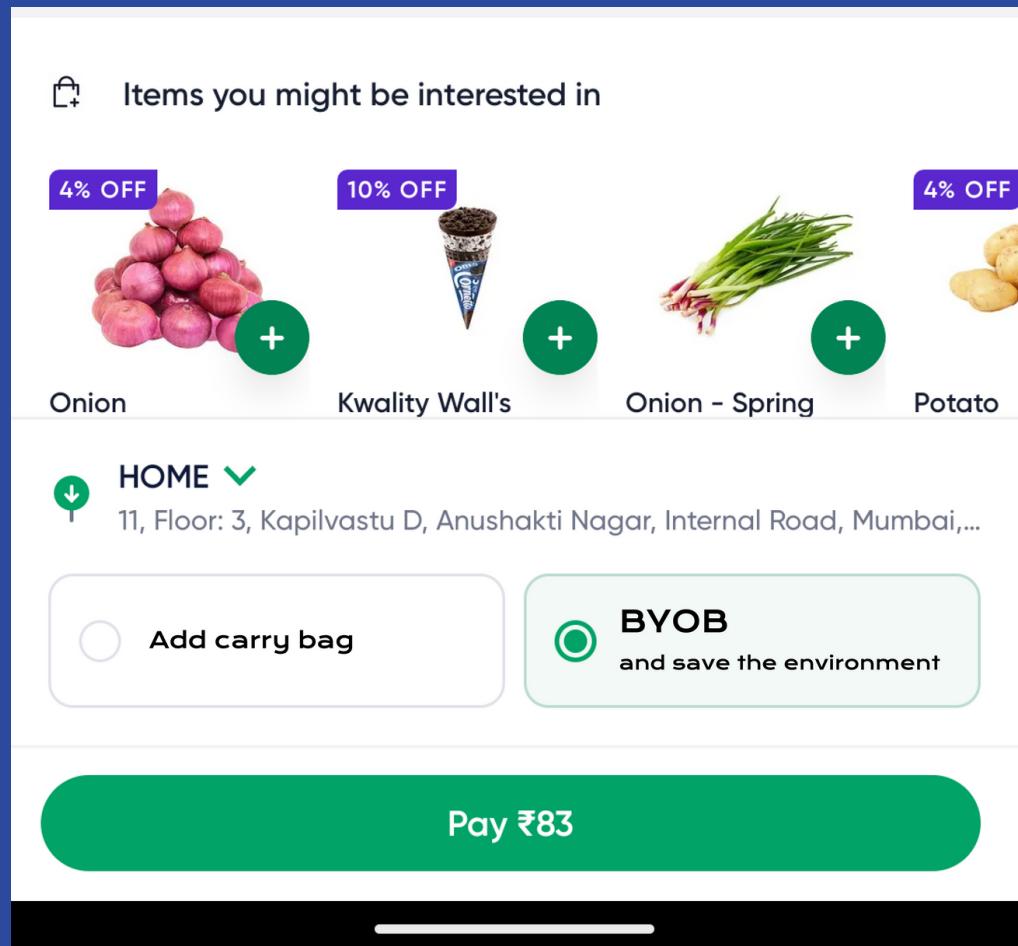
## Leaderboard

		All	This Week	Friends
4		Sarah G.		
5		Jason R.		
6		Oscar W.		
7		Melinda H.		
8		Lucas S.		
9		Ramon M.		
10		Elliot K.		

# IMPACT

## Personal impact

Using the guesstimates, a user will be shown the environmental impact upon choosing a particular 'green' feature.



**Success metric:** No. of clicks on the added option, frequency of user choosing the green feature

## Shareable report

Quarterly, a user's report will be generated that would track the environmental impact their choices had compared to an average user.

This can be incentivised and shared on social media



**Success metric:** No. of shares, time spent on the report, no. of clicks

# IMPACT

## Post-campaign News Report

After the campaign, a news report can be published depicting Dunzo's environmental contribution. We can also compare Dunzo's stats to that of its competitors. This will put Dunzo under good light and will increase its popularity.



# CAMPAIGN OVERVIEW

## EARTH WEEK

A week-long green campaign consisting of social events to promote BYOB(Bring your own bag) and green deliveries and to create awareness about sustainability and the environment.

This can be launched around Earth Day.

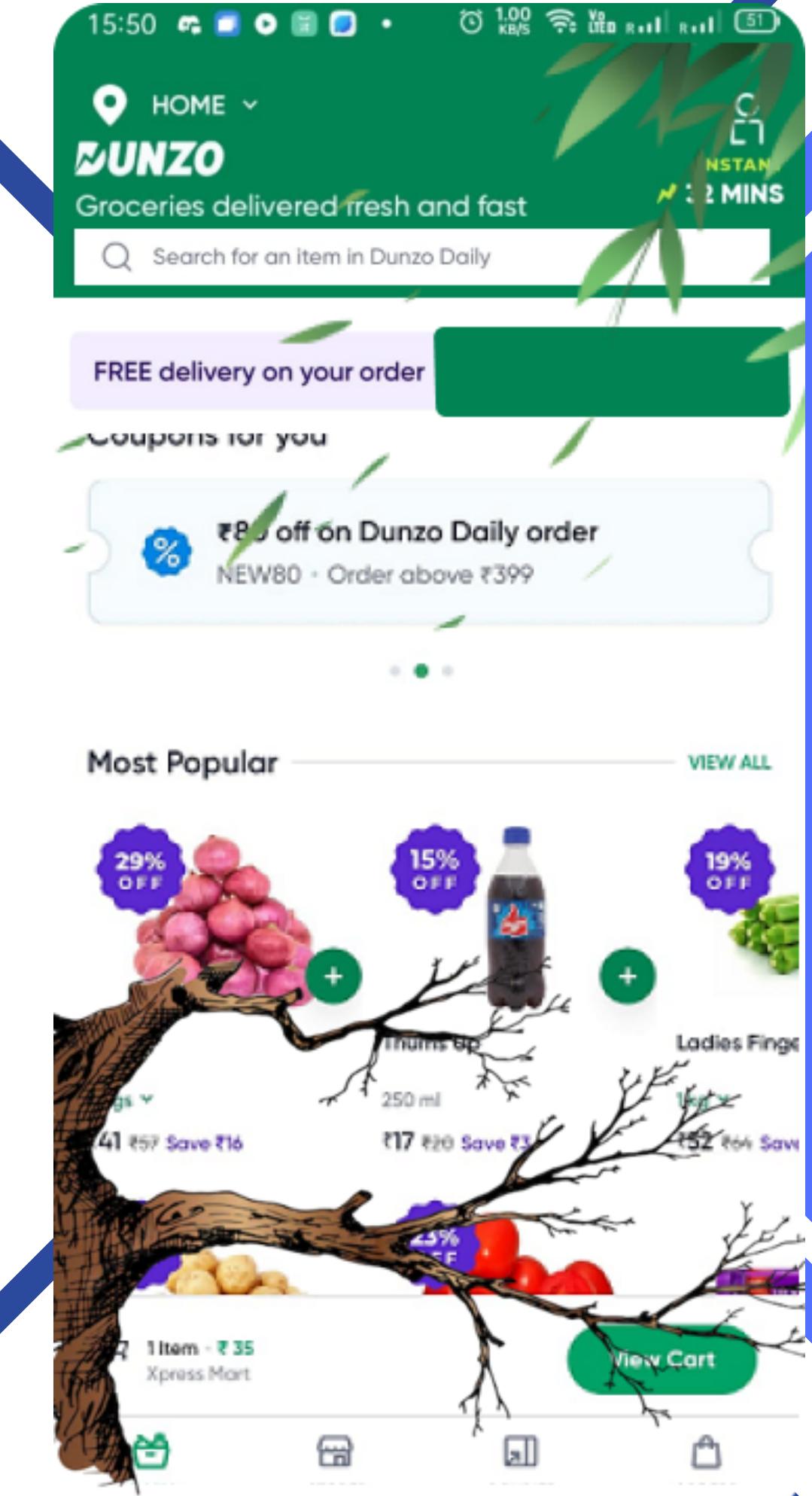
By adding specific UI updates, launching environment-related social media trends, and providing green deliveries, people can be made aware of our features and initiatives.

Incentives in the form of points or discounts can be a motivating factor.



# UI UPDATE

The UI of the app can be made greener and Earth Week themed.

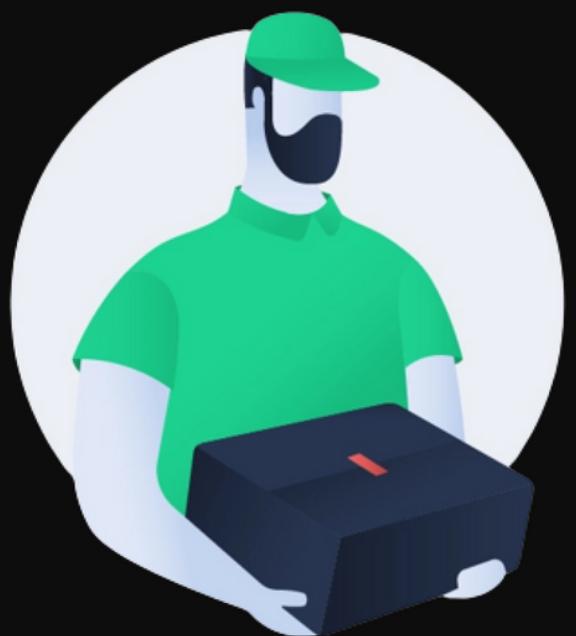


# SOCIAL MEDIA

- Trending hashtags, for eg. #byob: Users can share their stories or experiences on different social media platforms.
- The most creative ones can get featured on Dunzo's official handle.
- Popular ads starring social media influencers.



Share  
your  
**#byob**  
story



DUNZO

# FEATURES

-Several features will be introduced during Earth week, including:

- **Free green delivery:** Users will be provided free green deliveries.
- **Green UI, games, and quizzes** promoting sustainability in the app.
- The **dunzo packaging will have facts** about environmental sustainability for awareness.
- The **leaderboard** will be maintained, and incentives for people having a maximum green score.

**AB TESTING:** Different Features will be launched in different cities to judge the impact of the particular features



# INCENTIVES

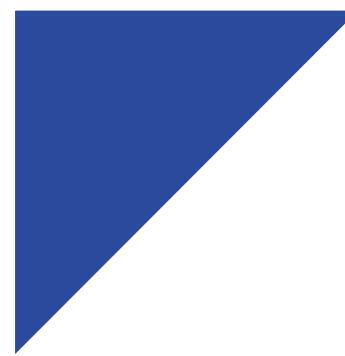
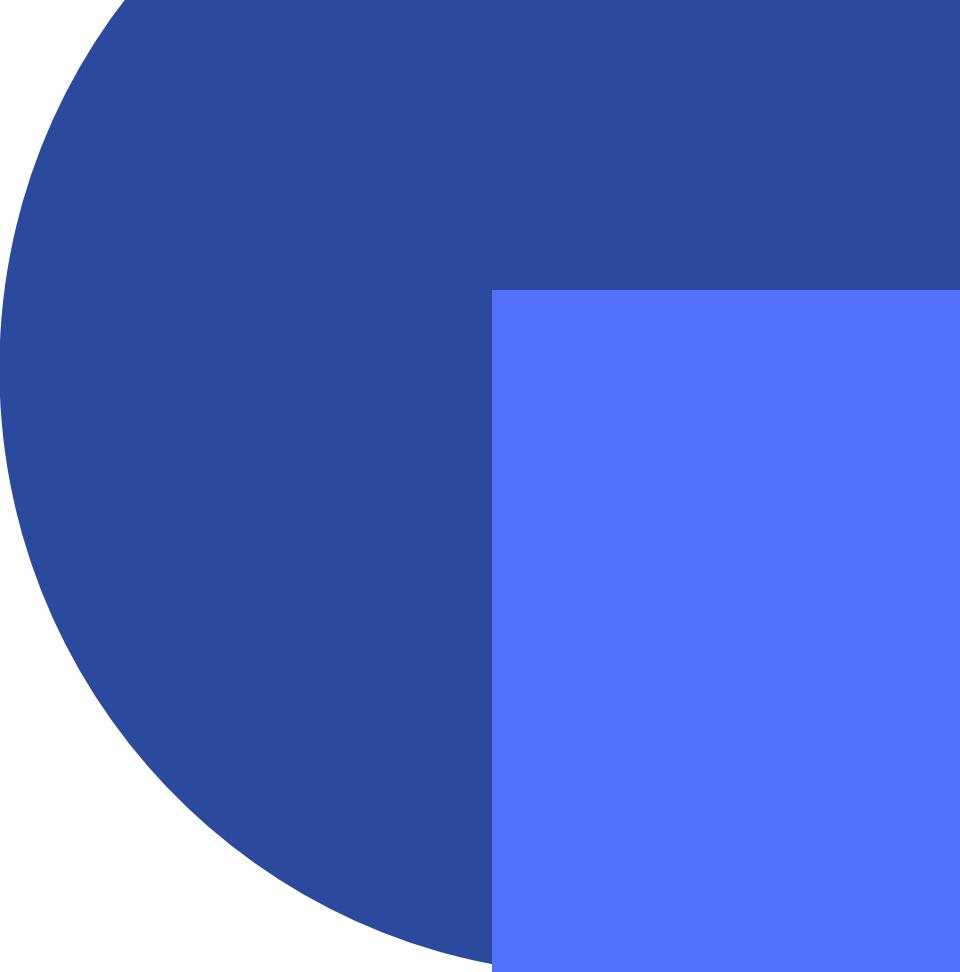
- Free Dunzo goodies
- Gift coupons and cashbacks
- Free green deliveries



# SUCCESS OF THE CAMPAIGN

The following trends can judge the success of the campaign:

- Trending #s of BYOB tweets on Twitter and counting the number of social media users supporting the campaign.
- The number of active users of the app before and after the campaign.
- By estimating the reduction in carbon footprint because of BYOB and Green Deliveries before and after the campaign.



# THANK YOU

TEAM S-QUAD