

BEWAKOOF.COM

Problem statement:

Work towards building a **USP** for **BEWAKOOF**, come up with change in the product.

Goal:

To achieve **user retention**, **user engagement** and **user retention** for the app.

Founded in 2012, **BEWAKOOF** is a lifestyle fashion brand that makes creative, distinctive fashion for the trendy, contemporary Indian.

BEWAKOOF was created on the principle of creating impact through innovation, honesty and thoughtfulness.

BEWAKOOF, that kick started in an IIT hostel room is today a pan India brand that sells **1 lakh products per month** and ships to more than **19000 pin codes**



Name-Rohit Raj

Age-15 years

Profession-Student

- Going to school daily, apart from studying he is obsessed with superheroes.
- Therefore, looks for deal on batman, ironman merchandise.



Name-Aarti Sharma

Age-25 years

Profession-Receptionist

- Highly occupied by her 9-5 job, love shopping in her free time.
- But is always anxious about the fact that the apparel she's looking would fit her or not?.



Name –Pratik Jaiswal

Age-32 years

Profession-Associate manager

- After the job in daily life, he loves partying and clubbing.
- He is confused that whether the online ordered apparel combo looks good or not?.

OVERVIEWS

USER
PERSONAS

USER'S
JOURNEY

PAIN POINT

SOLUTIONS

ANALYSIS

SUCCESS
METRICS

OPEN'S BEWAKOOF APP

1.SEARCH THE PRODUCT
2.SELECTS FROM
HOMEPAGE

BROWSES FROM
AVAILABLE COLOURS

SELECTS SIZE

ORDER
PLACEMENT



- Finally the weekend is approaching, and there is this huge party.
- Let's scroll through the trending designs and make the Dashing outfit for the party.
- Let's open the BEWAKOOF app.

"Will this T-shirt with my trouser?" I have already selected the wish list

Will the size even fit me?" As I am gaining weight nowadays.

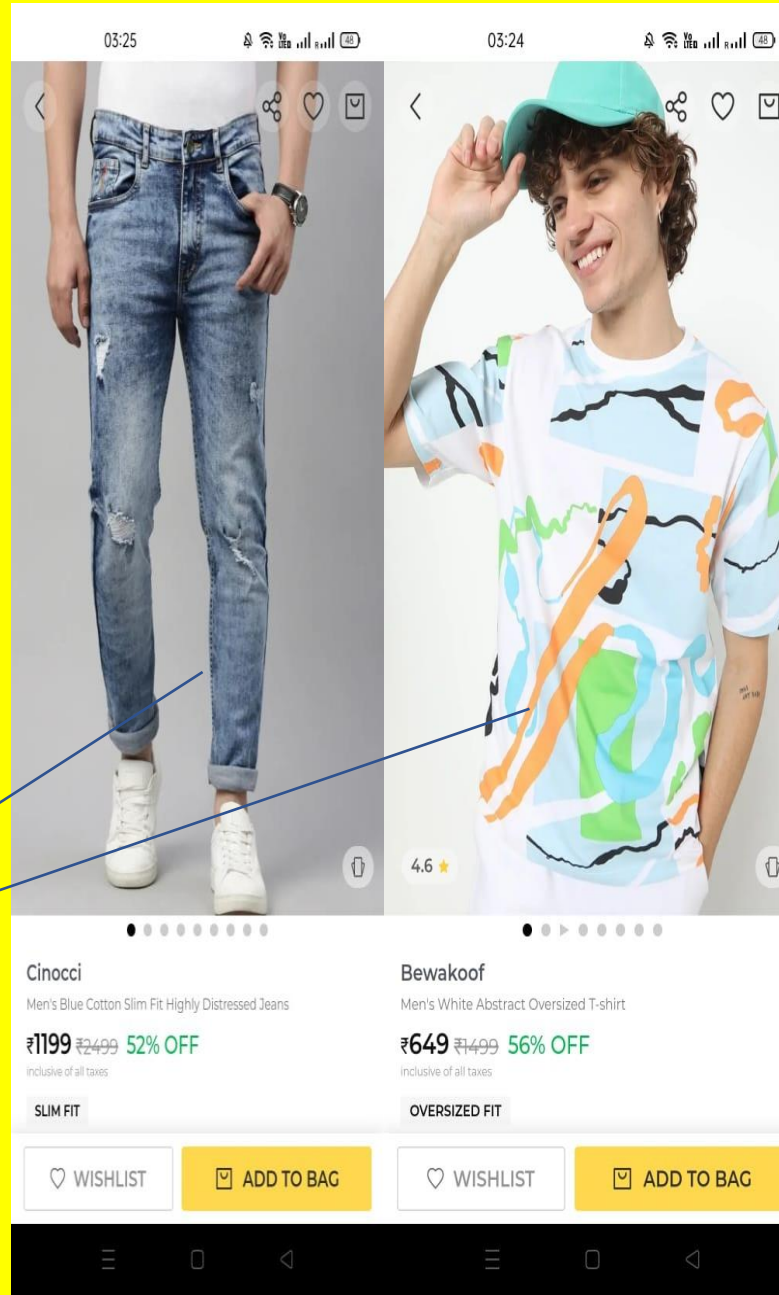


- I'm Free from my hectic 9-5 job.
- Let's browse, what are the hot deals and designs from BEWAKOOF
- So, let's open the BEWAKOOF app.

When I select a particular outfit! am **confused** that how the **overall ensemble outfit will look?** I can order both the things(T-shirt and Lower) together but if I don't like the combination it would take long time in the return process



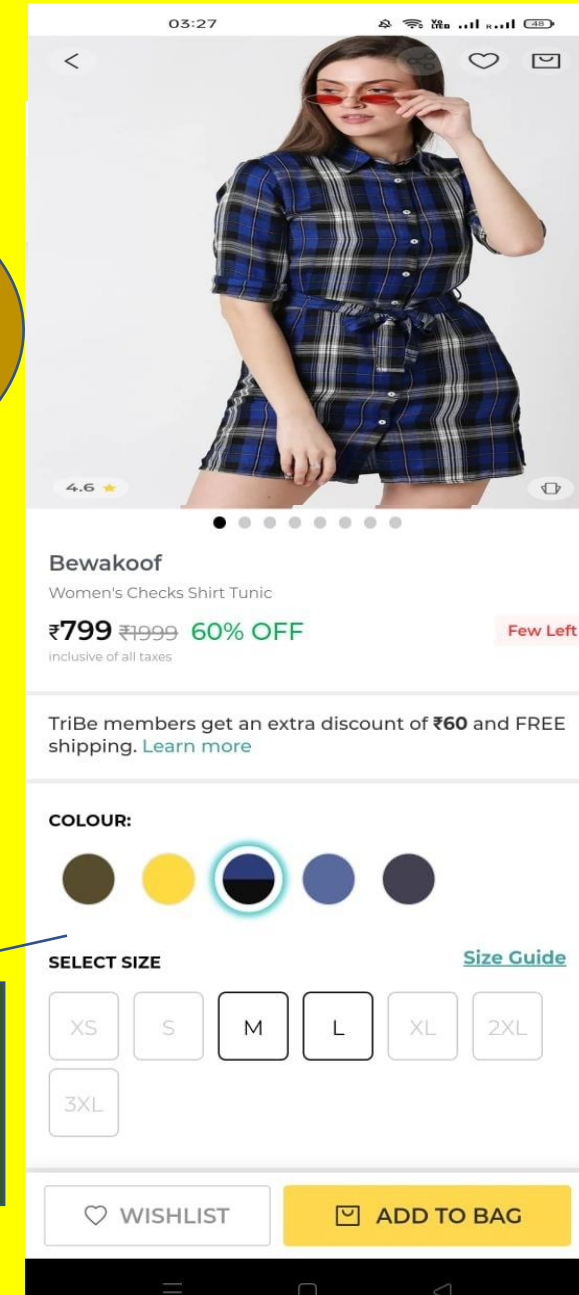
The user can **only select one Product at a time** and cannot see that how does the **combination** of the products **would look** as the other product will be in the wish list.



When I select the product finally, I am still insecure about the fact that will it **fit my body type or not**, I can return the product but it takes a Long time in that Process



The Catalogue just gives the information about **available sizes**, but does not tell anything about **user body types**



FEATURES:

- Enables the User to see how the apparel would look when tried by different body types.

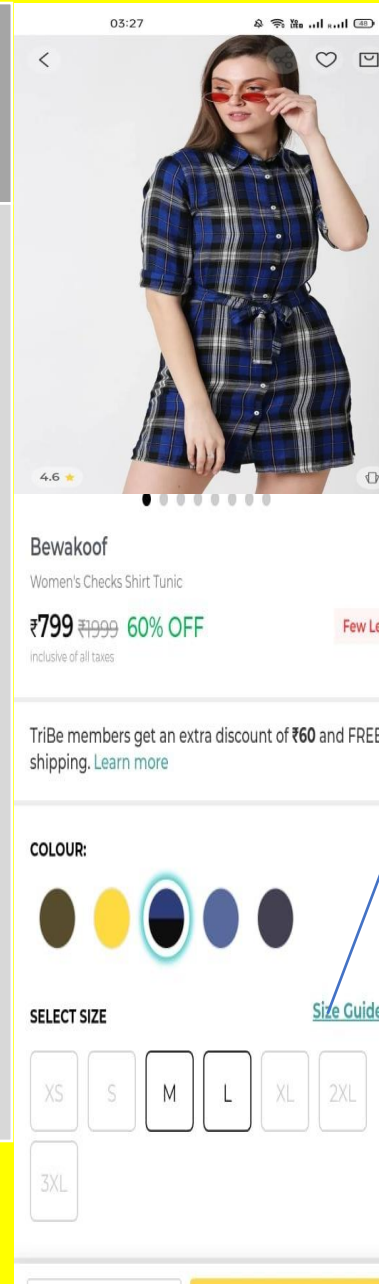
INSIGHTS:

- According to **Digital Commerce 360**, **poor fit/ incorrect sizing** is the most common reason for returning an online order

Now, I can see how the Dress looks on me! This saved my time.

**VALUE
PROPOSITION TO
USER:**

- Users can now see that how that particular product would look on them when put on.
- This clears the uneasiness faced by Users thinking about the fitting of Product



User can now see that how **the dress would look when put on by different body types**

Value proposition to BEWAKOOF:

- Increased Engagement.
- Increased Acquisition
- Increased Retention Rate

METRICS:

- DAU/MAU
- Number of Orders placed/User

FEATURES:

Enables the User to **personalize their Looks by combining different apparels** and suggest them **trending looks** with the help of **integrated AI**.

**INSIGHTS:**

- A study by Deloitte suggests that, on average, in different retail sectors, 36% of consumers would consider buying customized products or services .
- 1 in 5 of these consumers would be willing to **pay 20% more for a personalized or exclusive product!**

**Value proposition to User:**

- Users can now customize the products and check how they will look when put on together.
- Users can also select from Ai based recommendations of trending product customizations.
- When users get their personalized product, they are more likely to feel satisfied with it.

**Value proposition to BEWAKOOF:**

- Increased Engagement
- Increased Acquisition
- Increased Retention Rate
- Increased Loyalty
- Increased Revenue
















METRICS:

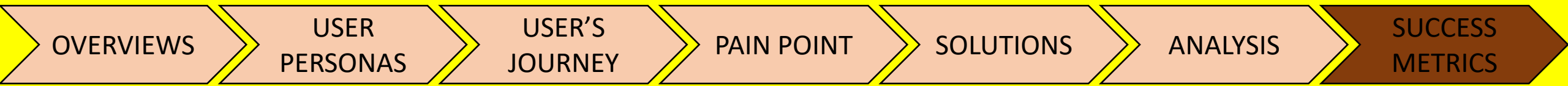
- DAU/MAU
- Number of Orders placed/User
- Retention rate



Based on the selection app show **the final customize design** which can be shared as well on social media.

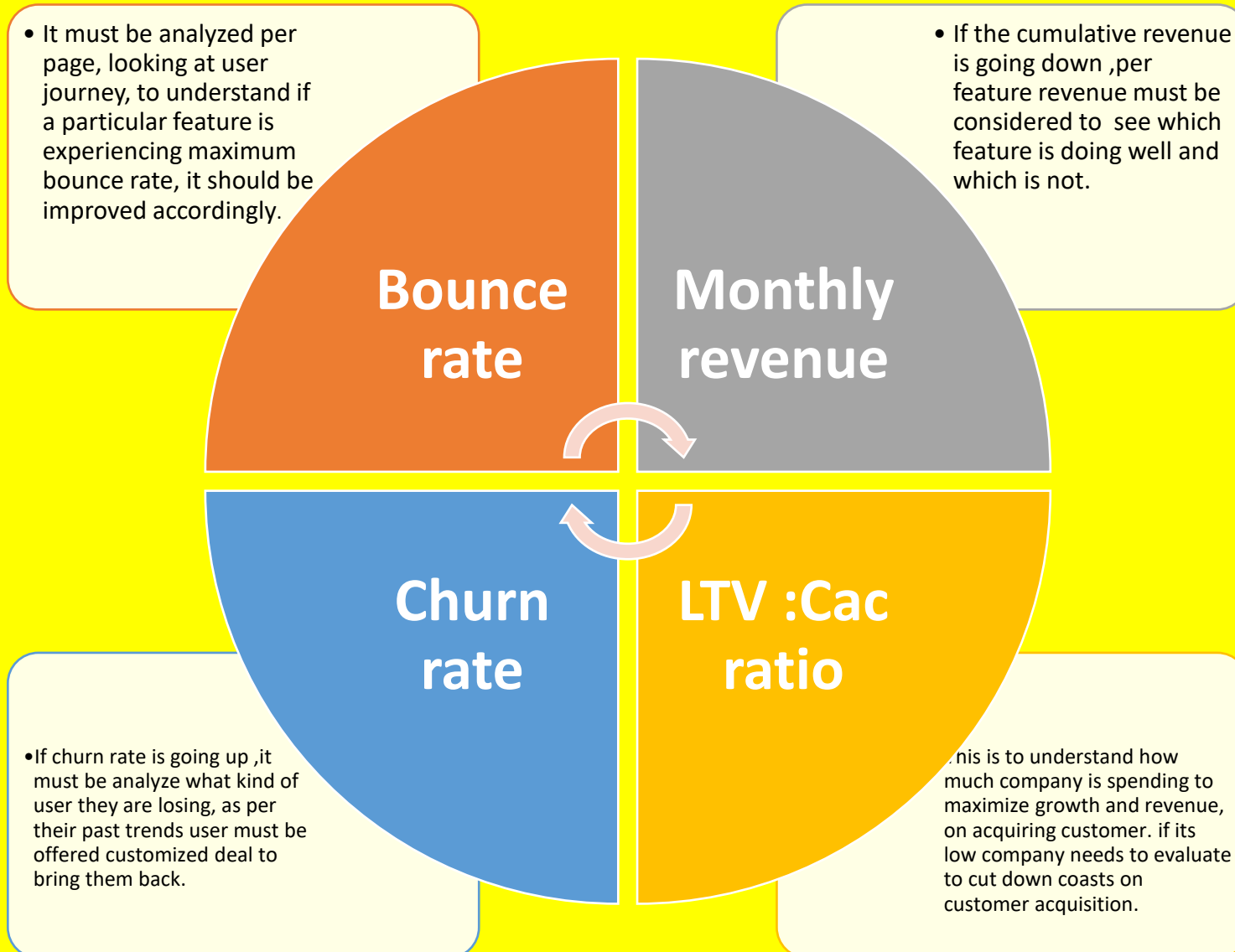


METRICS TO OPTIMIZE		BODY TYPE		CREATE YOUR LOOK	
USER	UTILITY INCREASE FOR THE APP				
	USER EXPERIENCE				
	IMPLEMENTATION EASE				
COMPANY	REVENUE PROSPECT				
	APP REVIEWS				



HEART	GOALS	SIGNALS	METRICS
HAPPINESS	User satisfaction	User reviews and ratings from customer support	NPS, Average app rating
ENGAGEMENT	User personalizing apparels	Total no of orders and time spent on the app	Total revenue per user, average order per month
ADOPTION	User onboarding	Number of app downloads, new user.	Average wish lists personalized, number of reviews of users
RETENTION	User loyalty	Recurring users	Monthly retention rate, number of items sold by same reseller
TASK SUCCESS	User goal completion	User analytics and user studies.	Number of items sold, number of points earned

METRICS WRONGLY IMPACTED:



POSSIBLE REASONS FOR FAILURE

1.

- Product Match in Customize look needs to have a high accuracy as user sentiments are affected. The implementation cost of a high accuracy Algorithm (>99%) is a barrier for an efficient implementation.

2.

- In the case BEWAKOOF uses an external API for Product Recommendations, it's added to **cost incurred per customer**.

3.

- Inefficient implementation of the feature could cause distrust in users about how a profile is verified, **App reviews/ratings and Weekly Active** users can be tracked.