

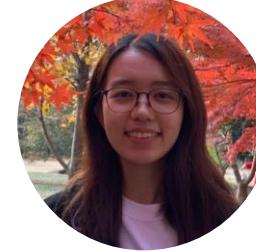
# Shopee's Eco Parcel Programme

Presented to you by:

Team



Candy



Fernanda



Genice



Timothy

# The Problem

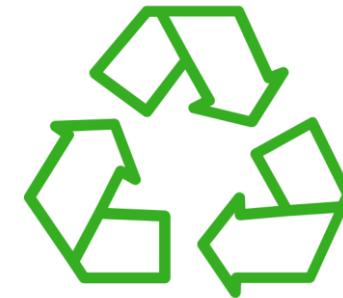
# Current Situation



Surge in packaging waste due to COVID-19 led e-commerce boom



People eventually throw poly mailers away even if they are almost-new



Poly mailers cannot be recycled by recycling facilities

# **Problem Statement**

We want to reduce packaging waste that result from single-use poly mailers by encouraging Singaporean millennials to return them.

# Value to Stakeholders



Environment

Reduce carbon footprint



Buyer

Repurpose poly mailers →  
**positive feelings** about oneself



Seller

- Boost brand image
- Competitive packaging prices



Shopee

Leading eco-friendly,  
**sustainable** business practices

# What are other businesses doing?



Amazon

Invented new  
paper recyclable  
padded mailers



Zalora

Sustainable  
packaging plan



Cai Niao

Recycling stations for  
unwanted shipping  
boxes and bags

# Our Solution

*Eco Parcel Programme*

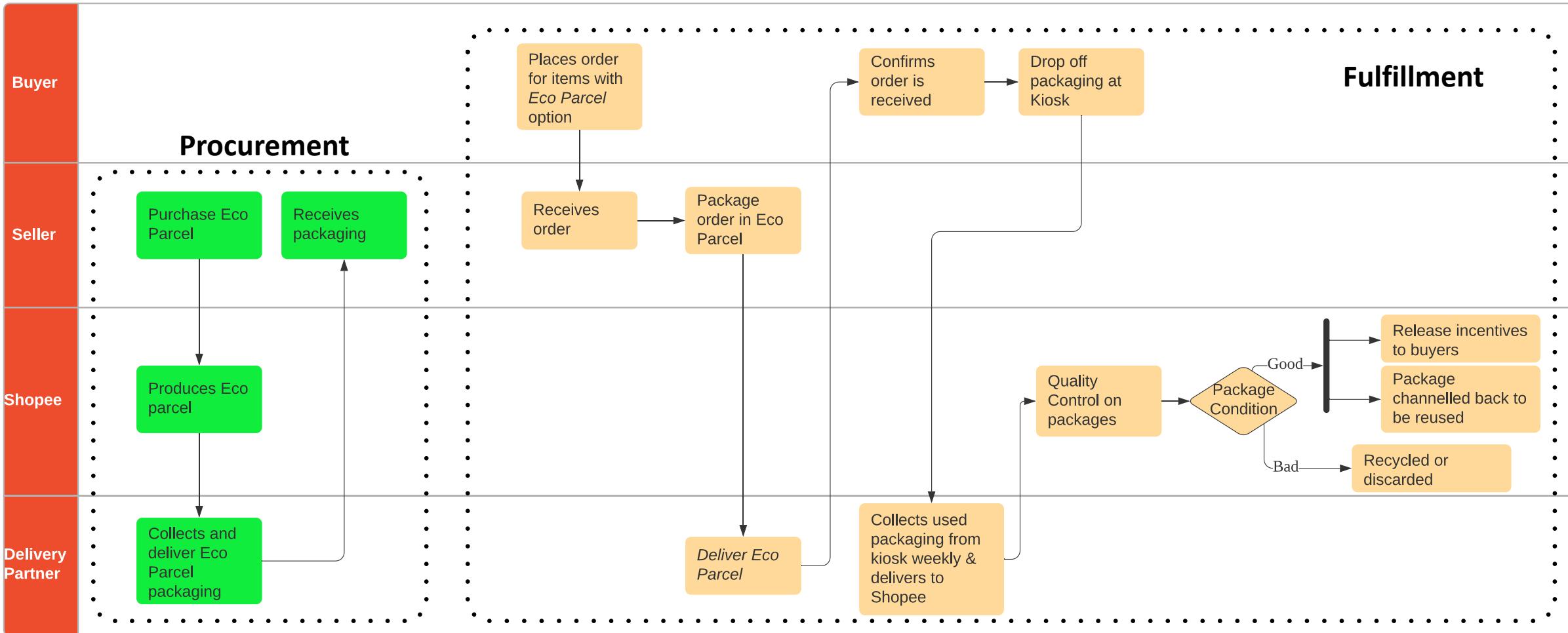


# What is Eco Parcel Programme (EPP)

A two-pronged approach for Shopee to be environmentally sustainable by:

1. Reusing poly mailers by establishing an eco-cycle involving **returns** and **redistribution** of the poly mailers
2. Having **biodegradable** poly mailers for recycling efforts

# User Experience Flow



# How the Eco Parcel will look like



Sizing offered:

- S (6" x 11")
- M (9"x 14")
- L (12"x 18")

Minimum order quantity:

- 1,000

Maximum order quantity:

- 10,000

Unique bar code to identify  
each poly mailer

# What's in store for Buyers?



30 Shopee coins



30 Shopee Farm  
water credits



10% cashback  
vouchers

# What's in store for Sellers?



Boost seller traffic and sales performance via an increase in marketing channel exposure



Competitive packaging prices with Eco Parcel poly mailers supplied by Shopee

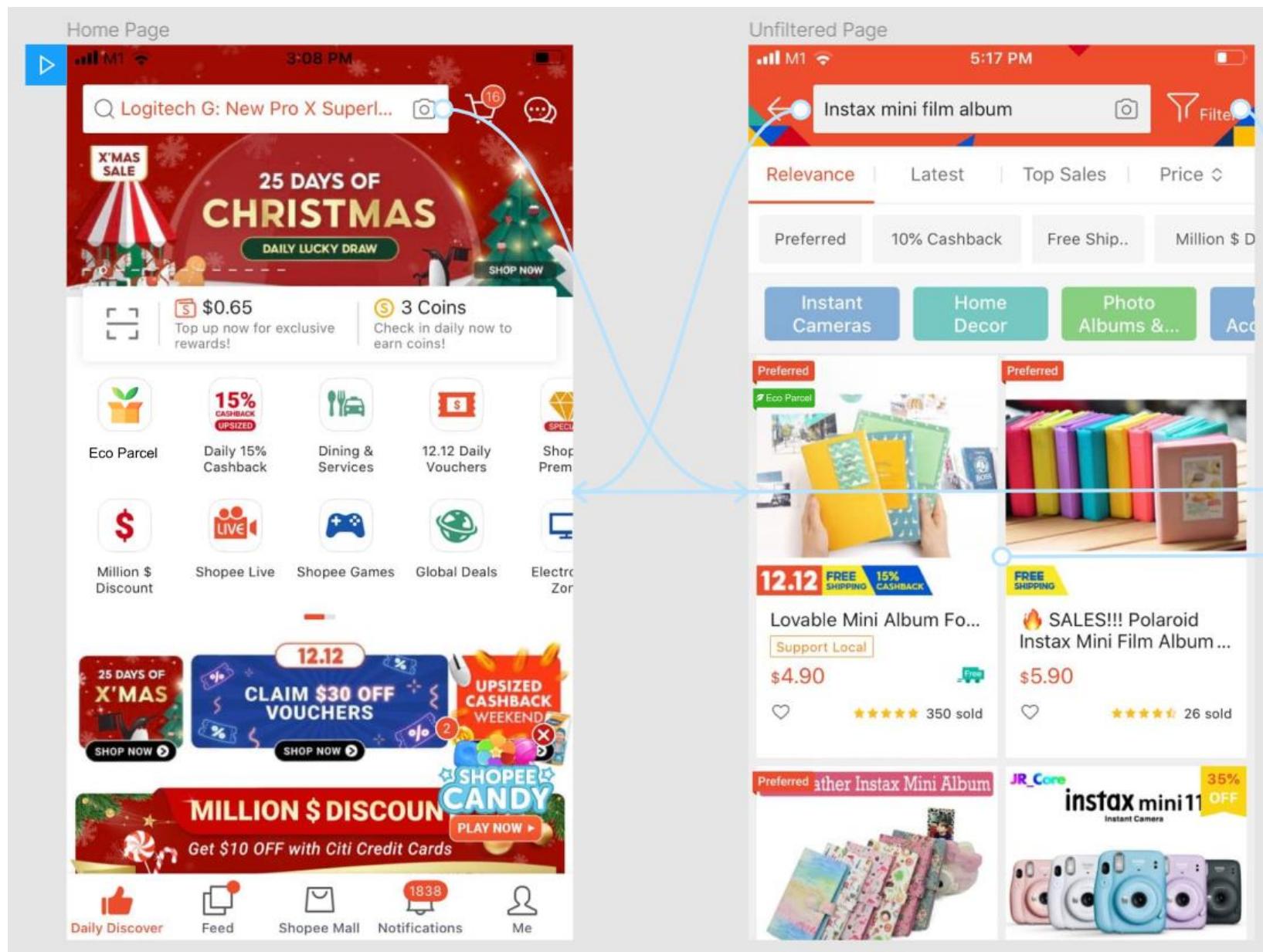
# Buyer Flow

Purchase

Receive package

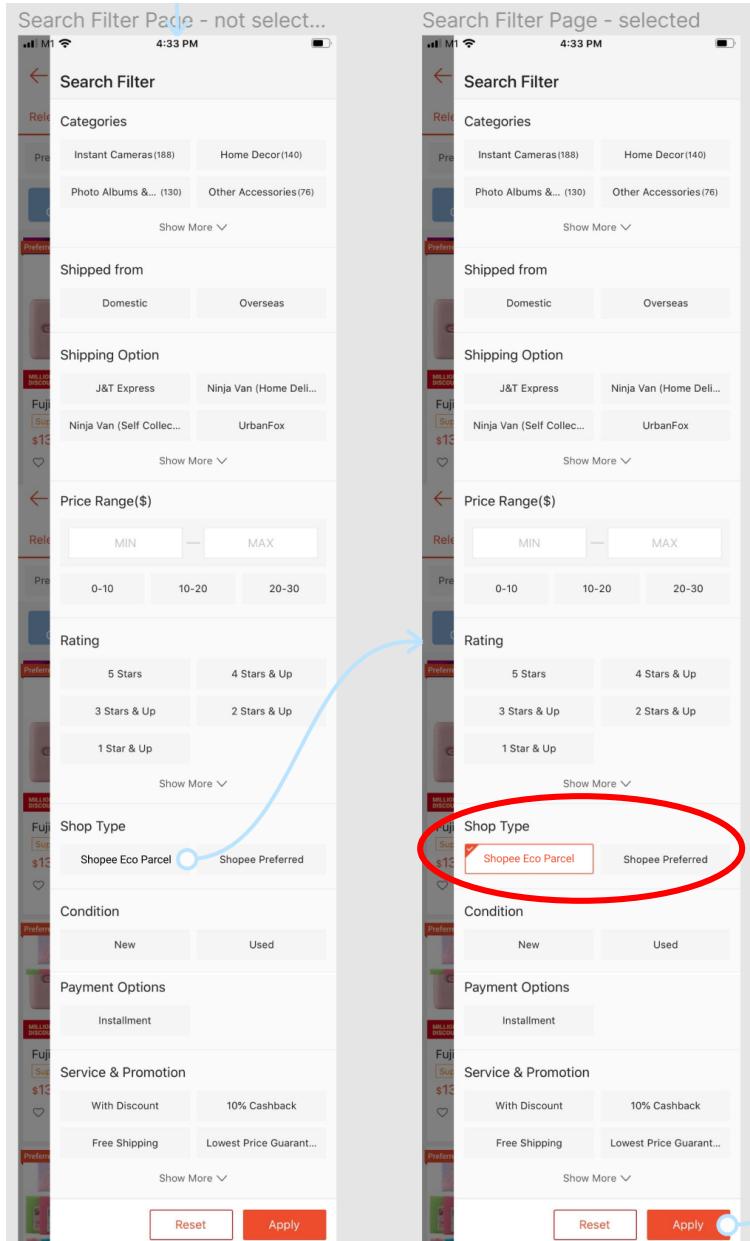
Drop off

Receive incentive



# Buyer Flow

Purchase → Receive package → Drop off → Receive incentive



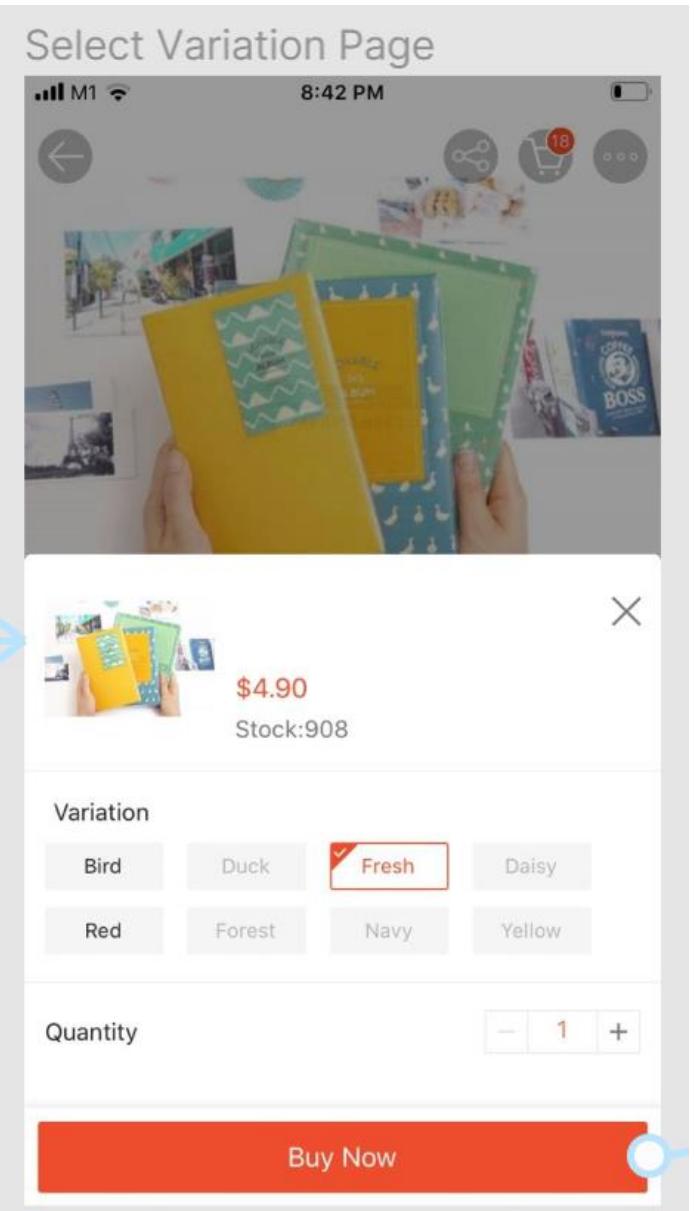
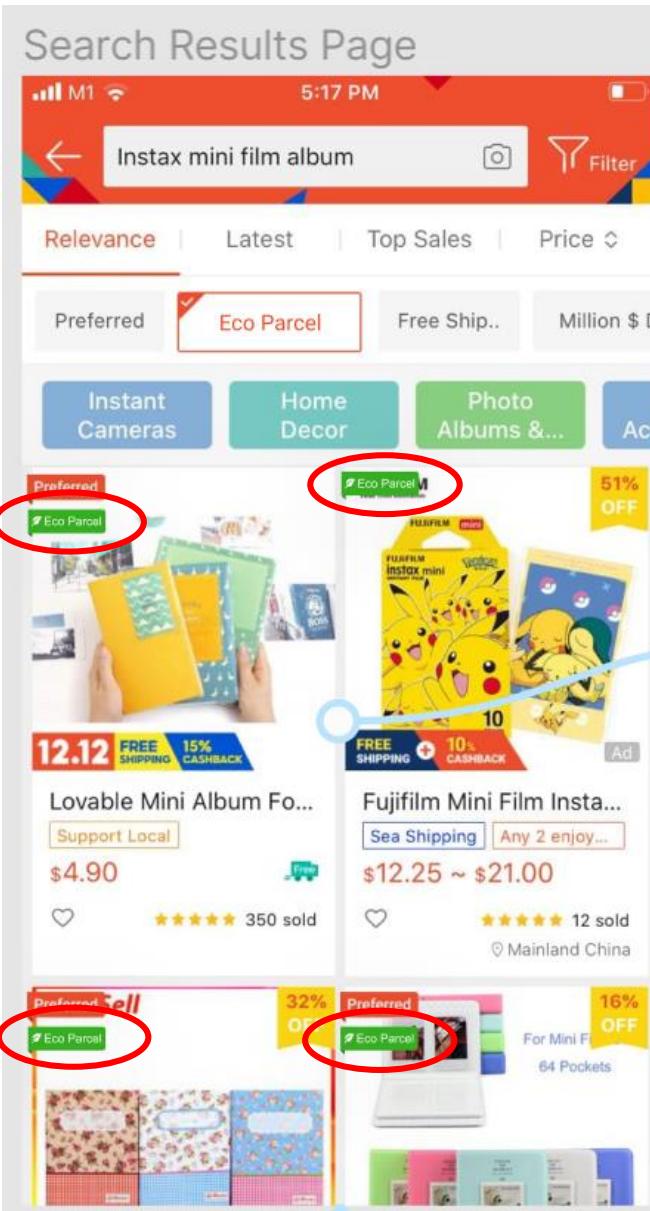
## Shop Type

Shopee Eco Parcel

Shopee Preferred

# Buyer Flow

Purchase      Receive package      Drop off      Receive incentive



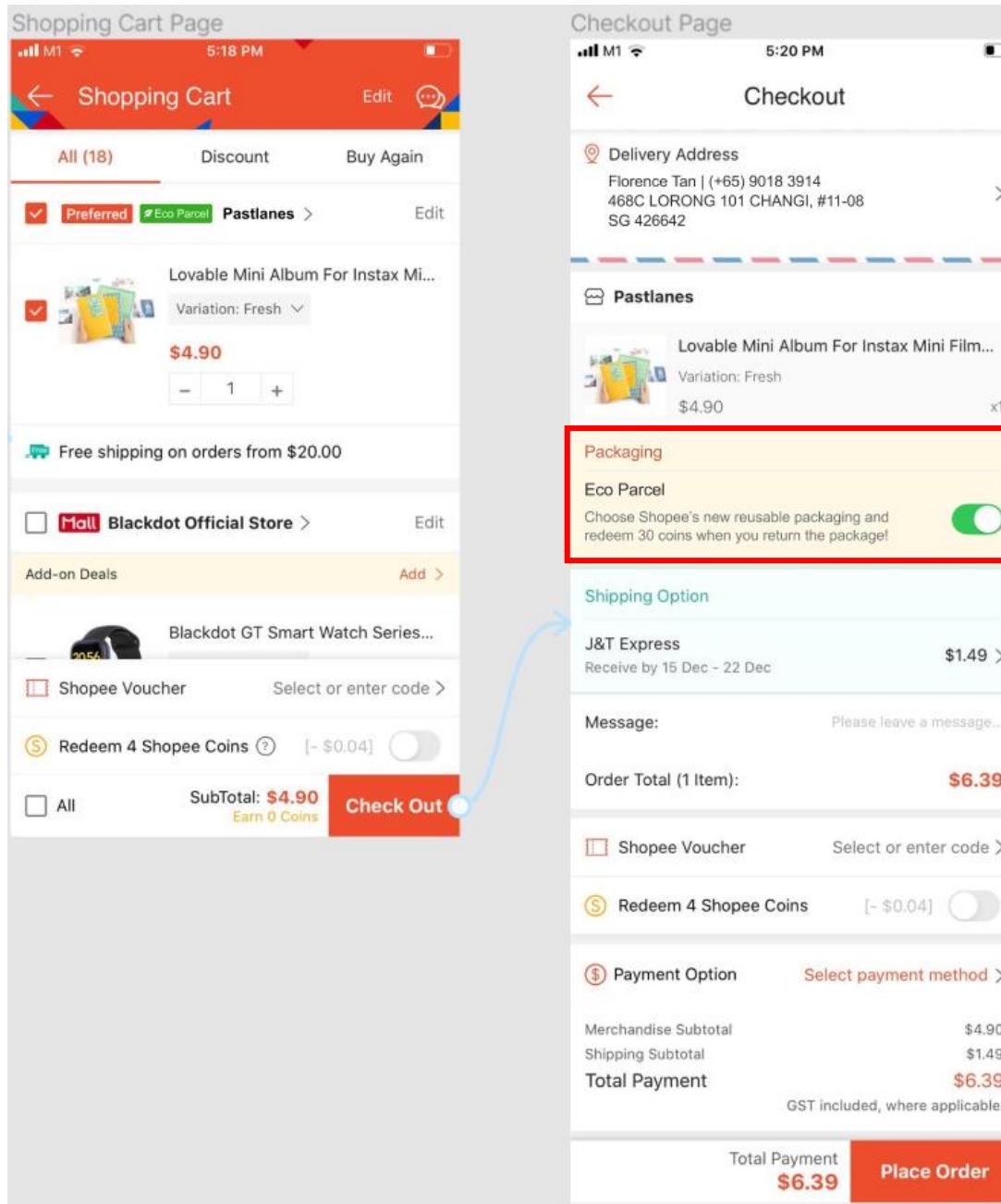
# Buyer Flow

Purchase

Receive package

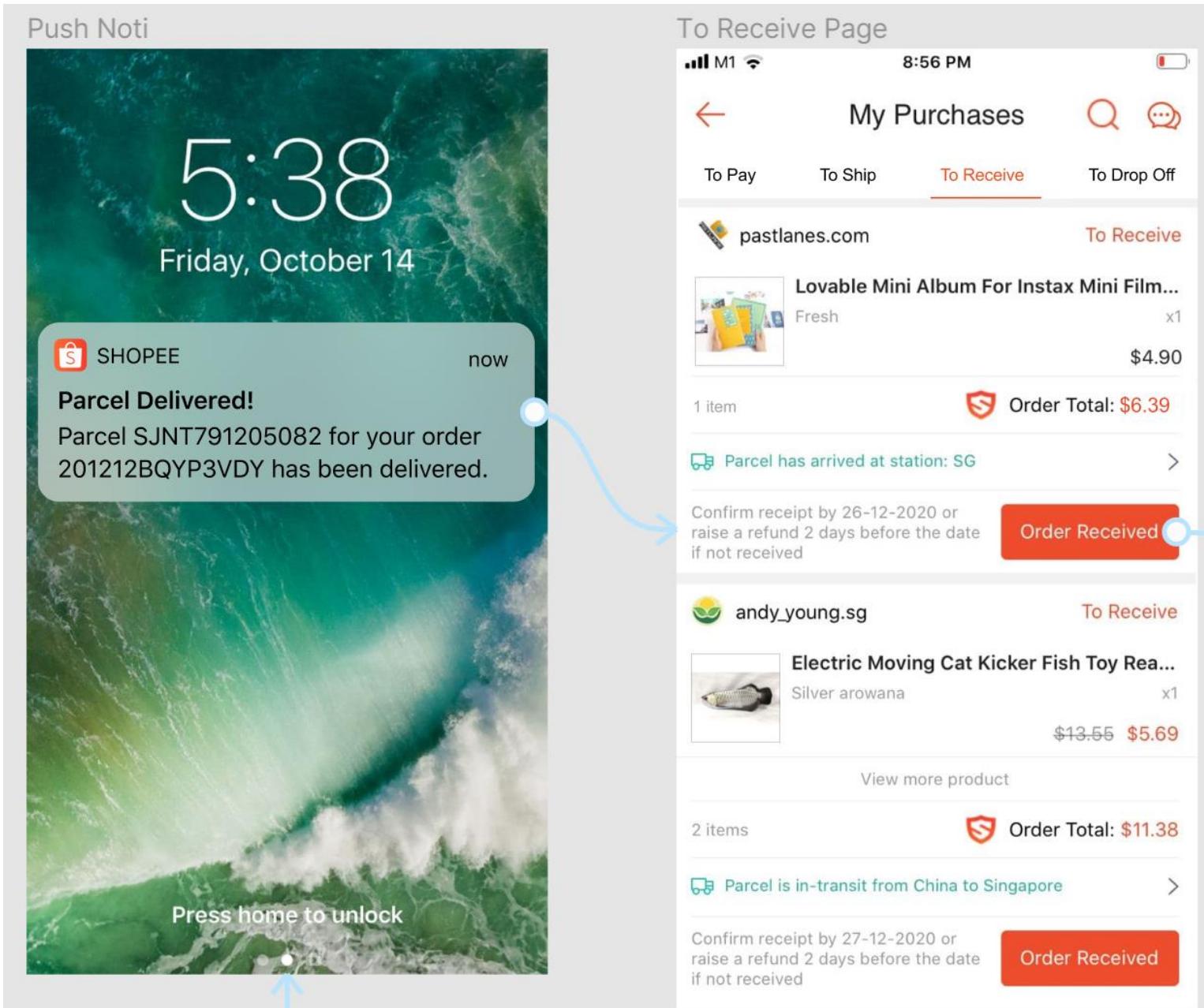
Drop off

Receive incentive



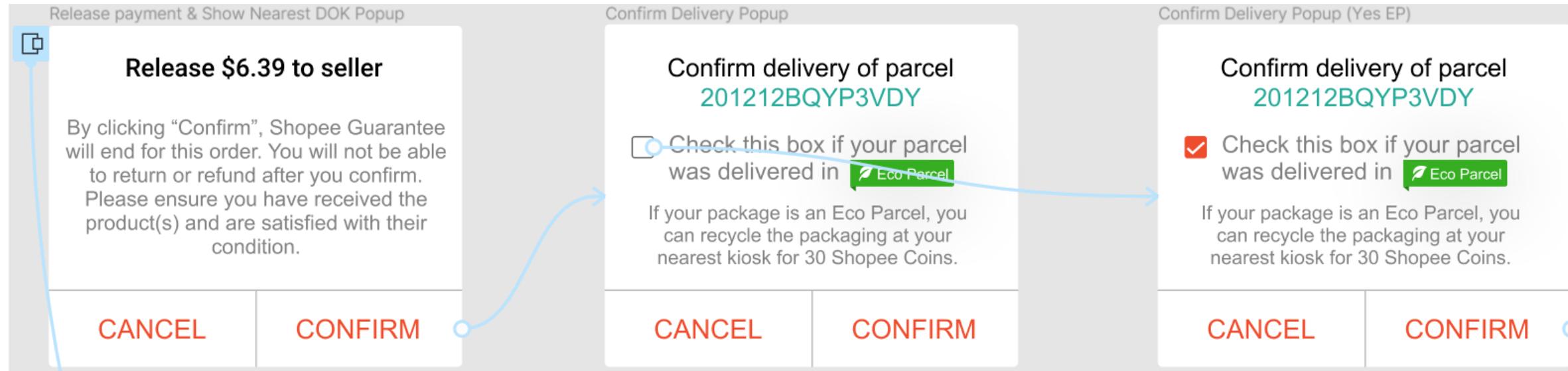
# Buyer Flow

Purchase      Receive package      Drop off      Receive incentive



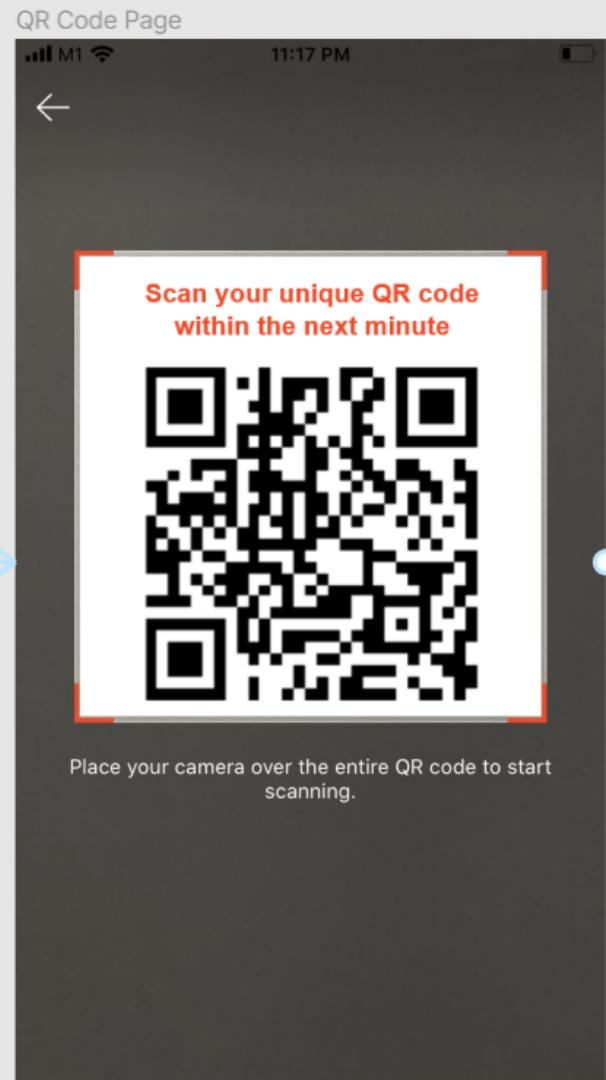
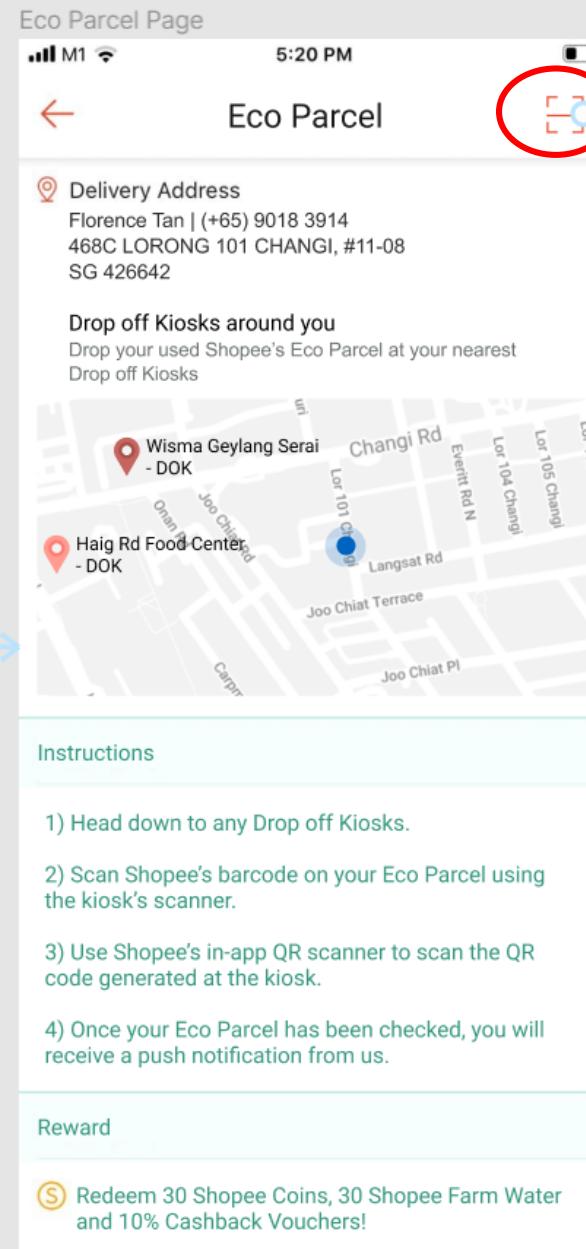
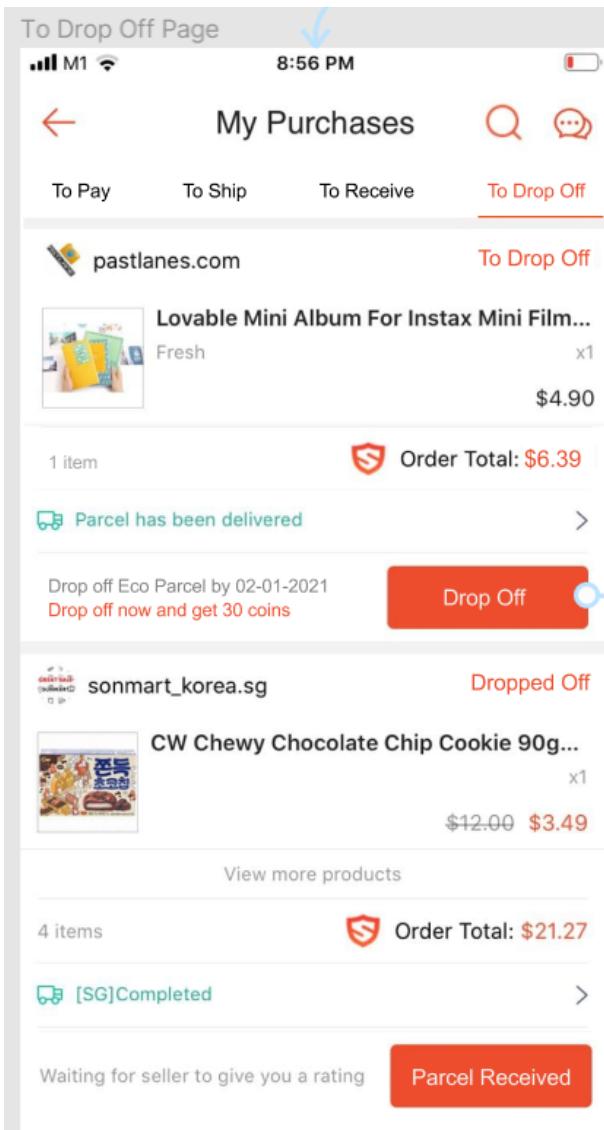
# Buyer Flow

Purchase    **Receive package**    Drop off    Receive incentive



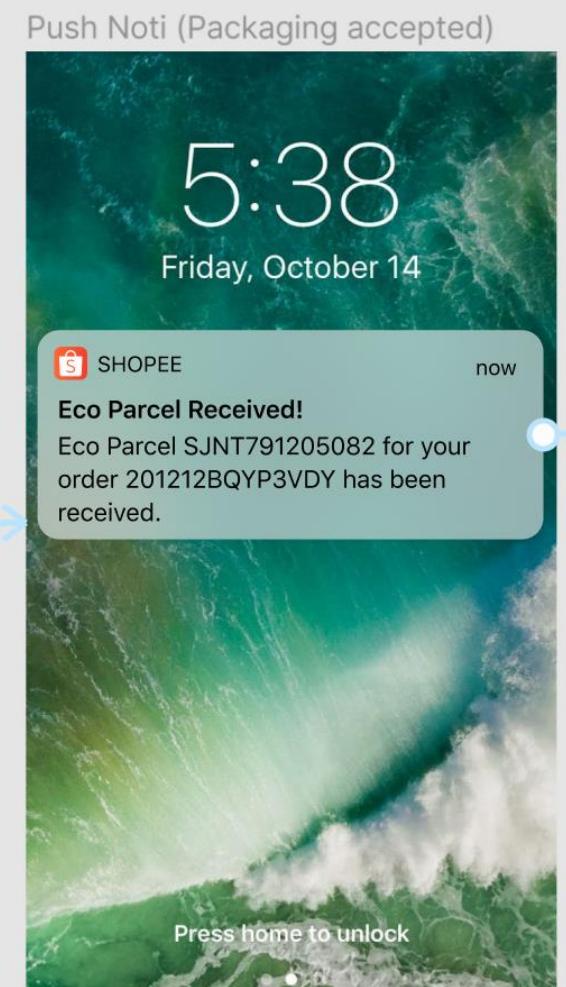
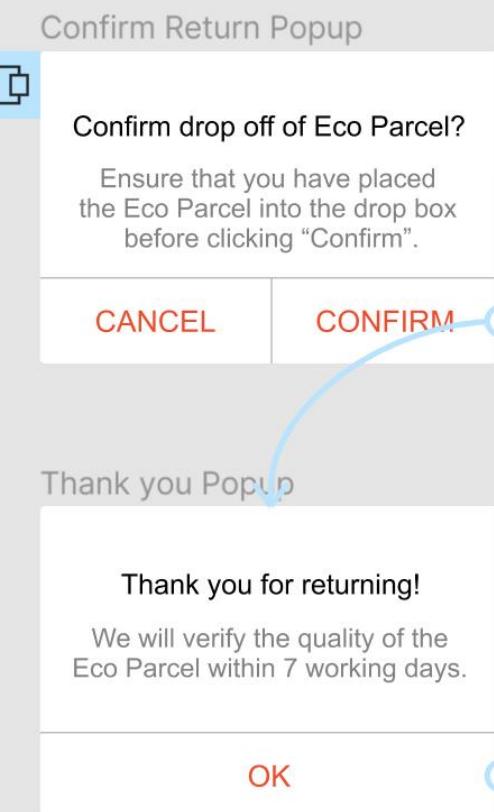
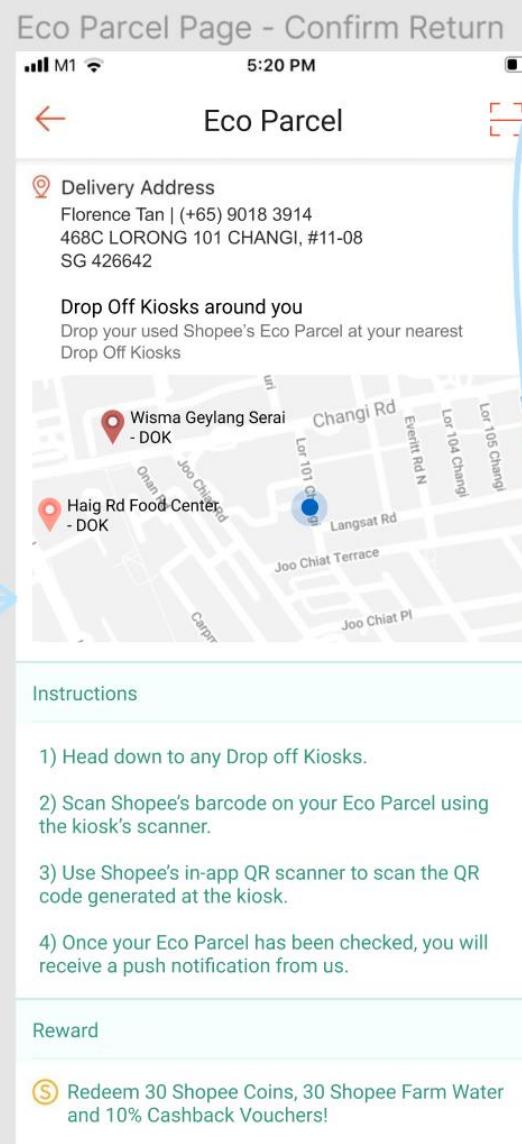
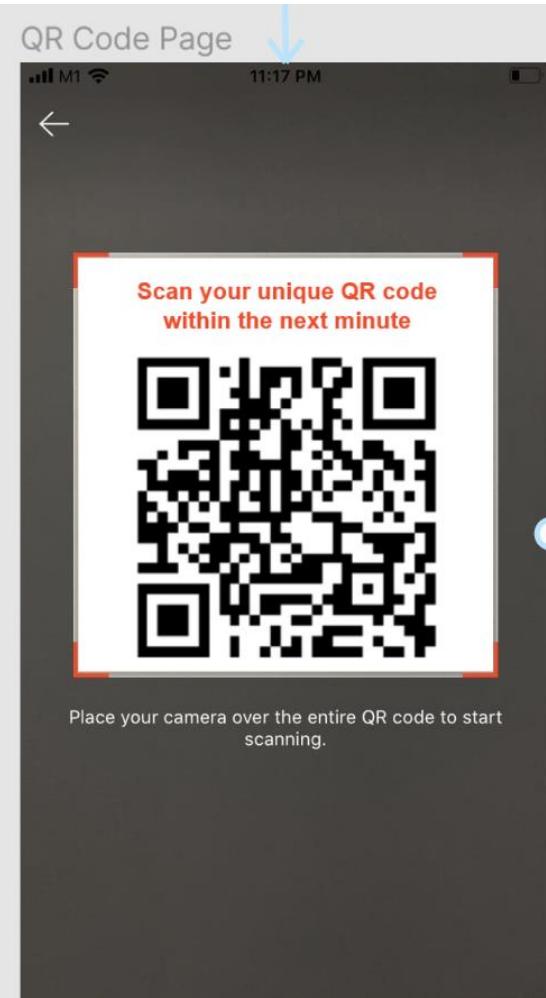
# Buyer Flow

Purchase      Receive package      Drop off      Receive incentive



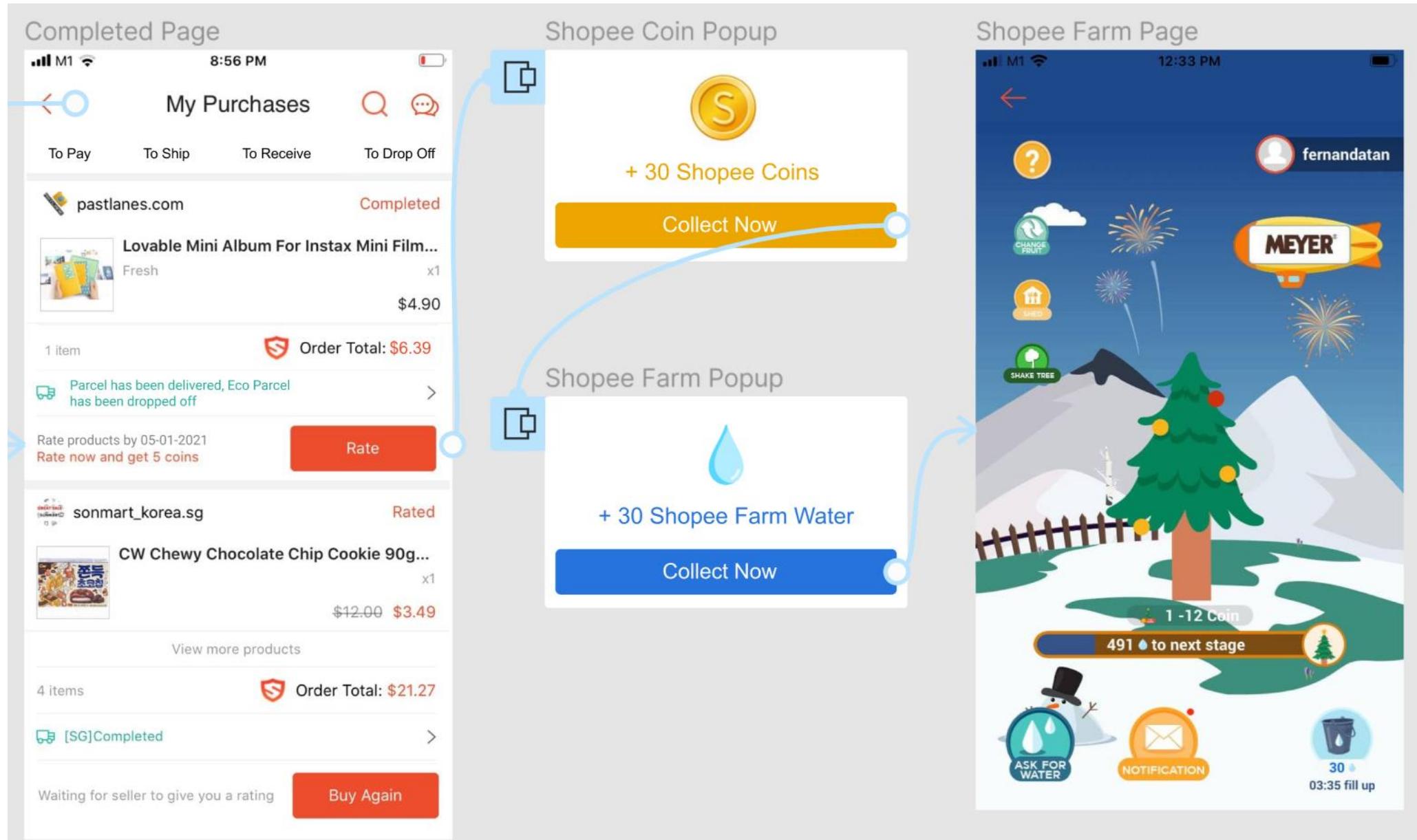
# Buyer Flow

Purchase      Receive package      Drop off      Receive incentive



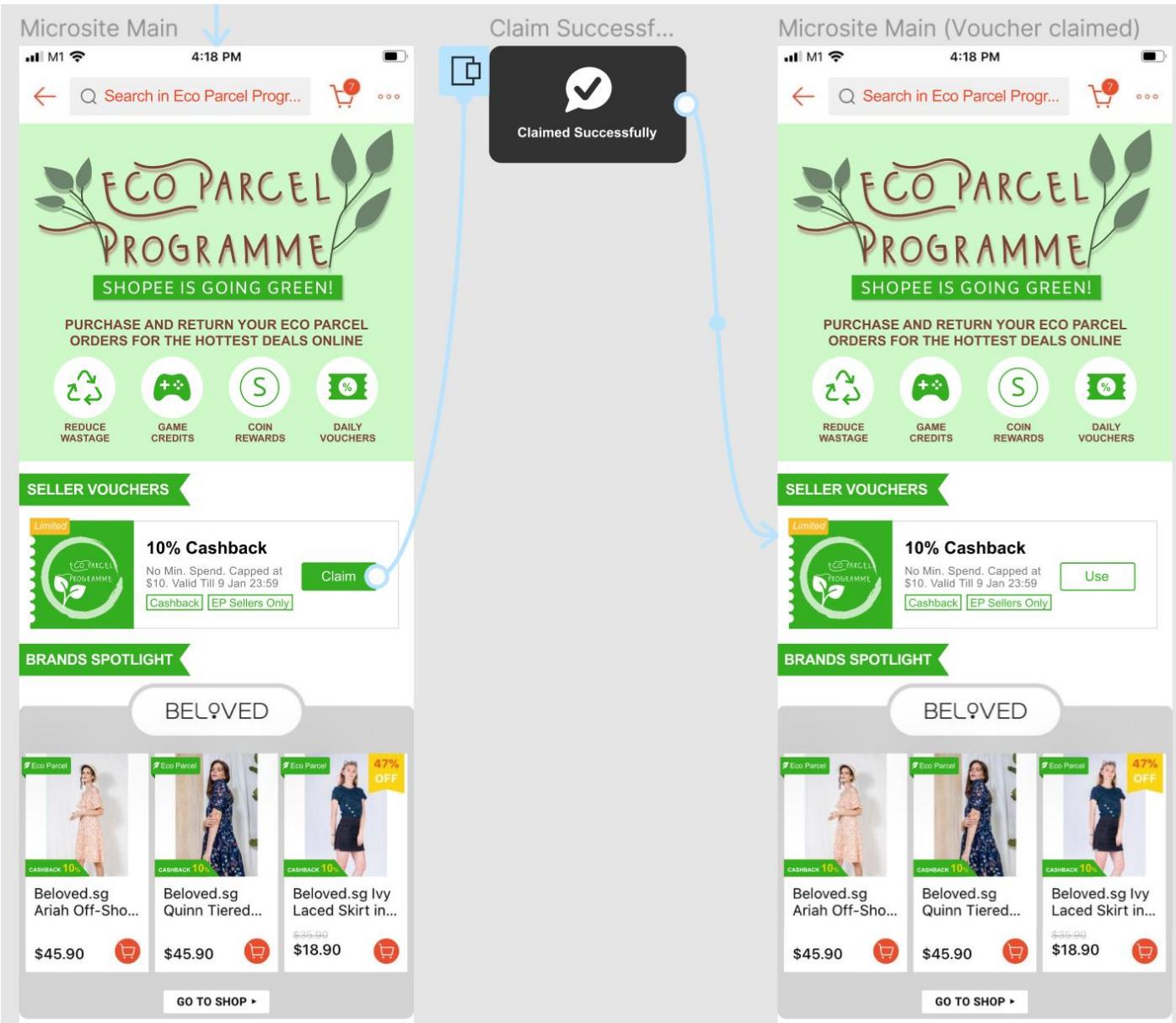
# Buyer Flow

Purchase    Receive package    Drop off    Receive incentive

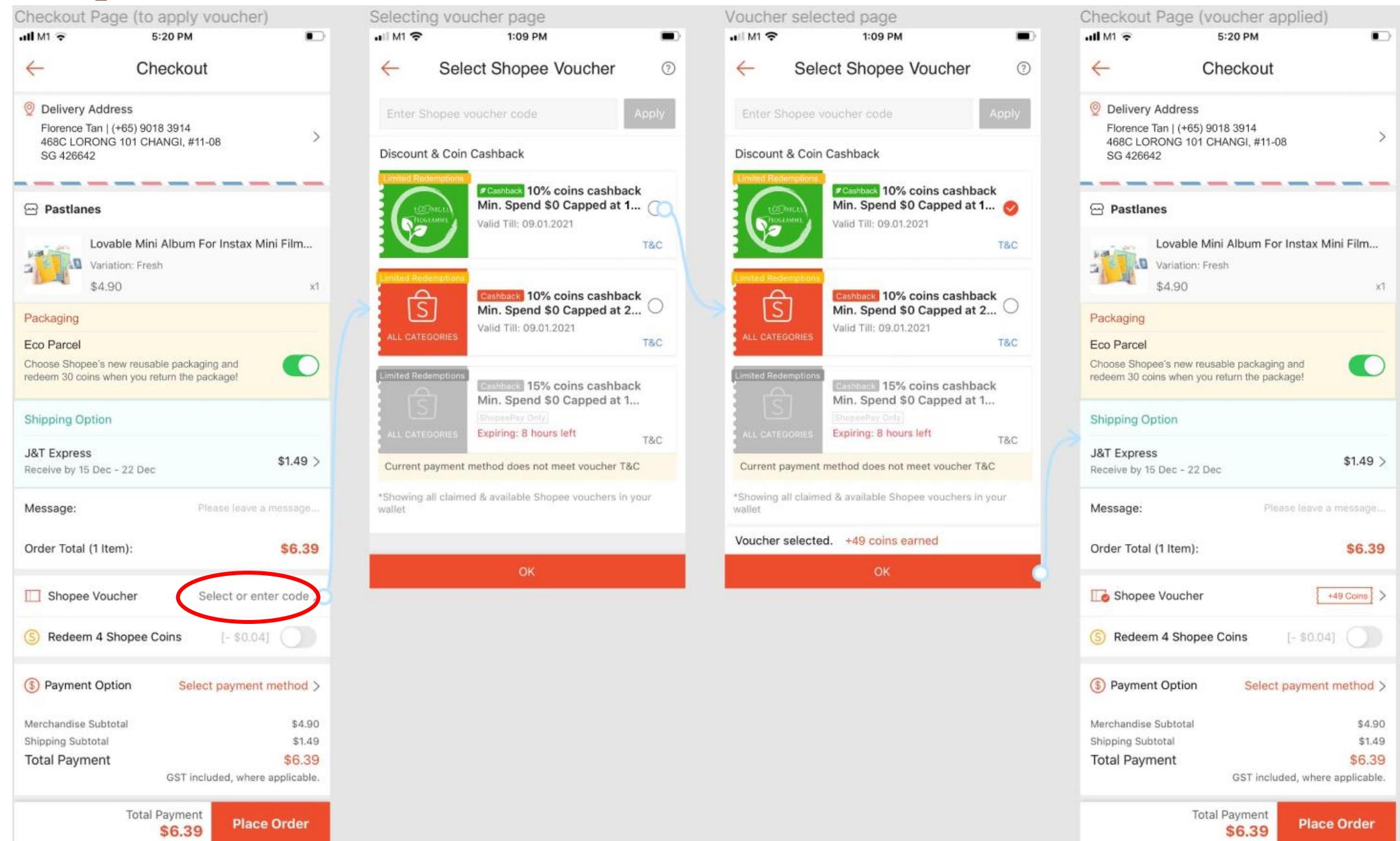


# Buyer Flow

Purchase      Receive package      Drop off      Receive incentive



# Buyer Flow



# Seller Flow

Sign up Purchase Parcel

Seller Centre Home Page

StarHub 15% 14:44

ahballin Followers 2 | Following 2

Seller Announcement

Shopee ECO PARCEL PROGRAMME GET REWARDED FOR MAKING SHOPEE GREEN! JOIN NOW

SHOPEE FOR BUSINESS MEMBERSHIP REGISTRATION ENJOY EXCLUSIVE DEALS AND BULK DISCOUNTS! SIGN UP NOW

SHOPEE COINS CASHBACK PROGRAMME EXCLUSIVELY FOR SELLERS WHO HAVE ALREADY ENROLLED! JOIN NOW

GET REWARDED FOR BEING GREEN! CLAIM YOUR REWARD NOW!

My Sales View Sales History >

To Ship Cancelled Return/Refund More

My Products

Add New Products

Eco Parcel Purchase

Seller Balance \$0.00 >

My Income >

EPP Details

StarHub 35% 15:15

Eco Parcel Progra.. 3 :

The Eco Parcel Programme is a pilot programme offered to all sellers who we believe have great growth potential on Shopee.

Upon each successful return of an Eco Parcel packaging from the orders made at your store, buyers are able to receive Shopee coins, game credits and cashback vouchers. All shop items will also be tagged with a Eco Parcel tag.

01. PARTICIPATION DETAILS

- Sign ups are processed weekly, on each Friday of the week (Cut-off time is Friday, 10am SGT)
- If Friday falls on a Public Holiday, processing will be done the working day before
- Once your participation is confirmed, you should receive an in-app push notification from us! If you did not, you may check shop status on the Saturday/Sunday after you have signed up

SIGN UP NOW ▶

02. PROGRAMME DETAILS

All participating stores will enjoy the following great benefits:

- 10% Cashback vouchers for buyers leading onto your shop (entirely sponsored by Shopee)
- A significant increase in marketing channel

EPP Sign Up (empty)

StarHub 36% 15:16

Eco Parcel Programme

Please confirm the username of the shop. Do note that invalid entries will be ignored

Please confirm the shop name

Please confirm the email address linked to the shop ahballin@gmail.com

Yes, I have ensured I am logged in to the Shopee account which I am submitting for.

By ticking this box, I agree to participate in Eco Parcel Programme.

SUBMIT

# Seller Flow

Sign up Purchase Parcel

EPP Sign Up (filled)

StarHub 36% 15:17

← Eco Parcel Programme

Please confirm the username of the shop. Do note that invalid entries will be ignored

Shop Ah Ballin

Please confirm the shop name

Shop Ah Ballin

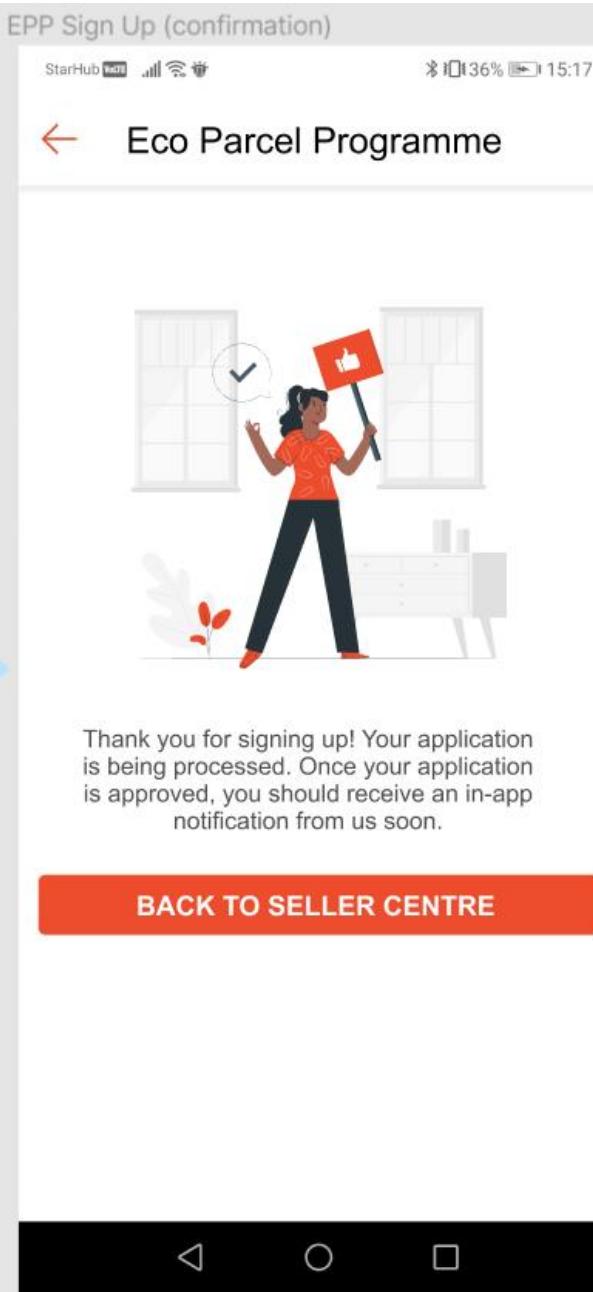
Please confirm the email address linked to the shop

ahballin@gmail.com

Yes, I have ensured I am logged in to the Shopee account which I am submitting for.

By ticking this box, I agree to participate in Eco Parcel Programme.

**SUBMIT**



Home Page

StarHub 92% 19:16

Q Tops Women

1.1 BRAND PARADE 1 JAN - 2 AM - 10 PM

ShopeePay Activate now for exclusive rewards! 0 Coins Check in daily now to earn coins!

**Sign up successful!**  
Your application A10009 for our Eco Parcel Programme has been approved. Click 'OK' to buy your Eco Parcels now.

**OK**

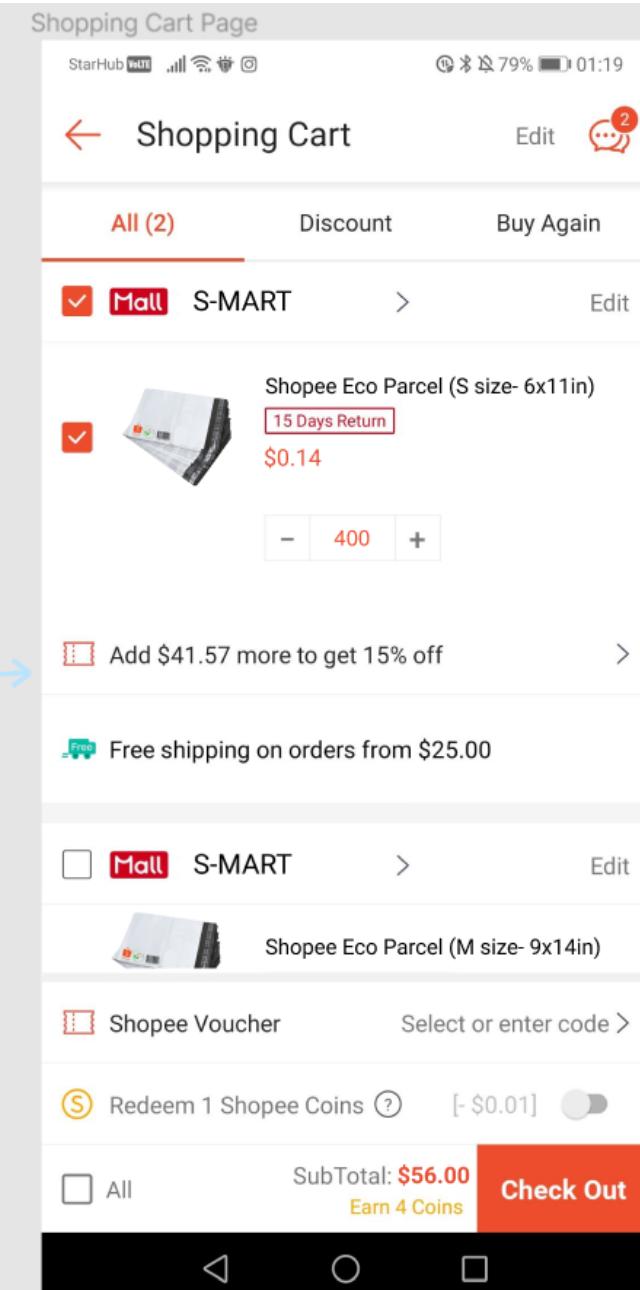
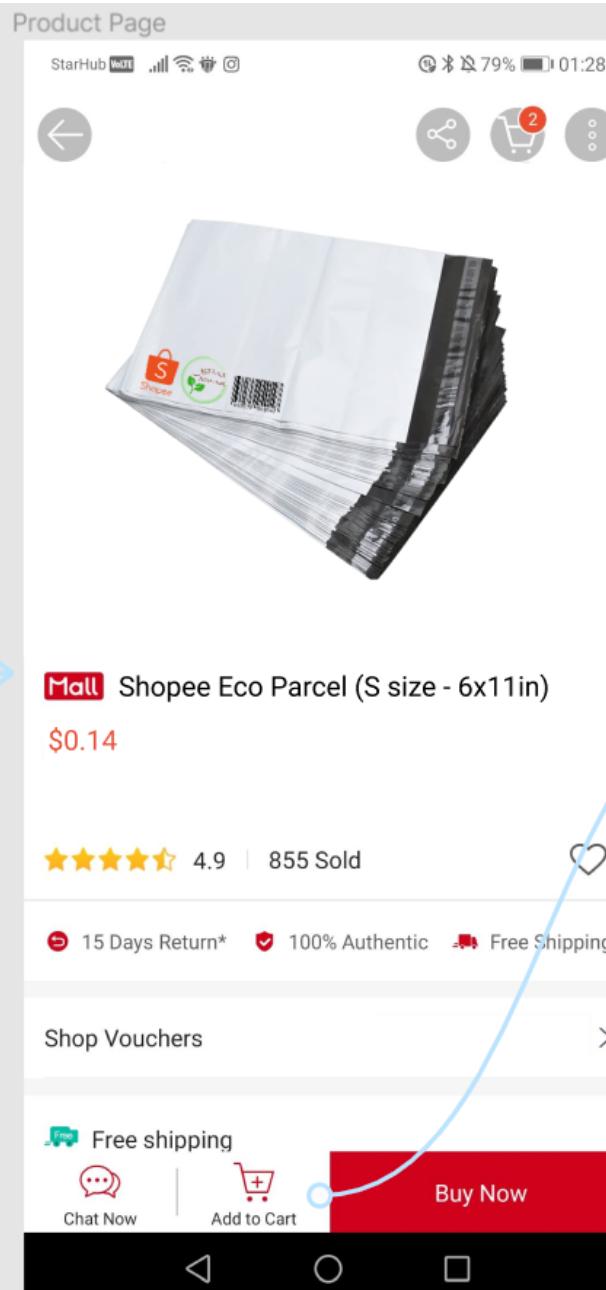
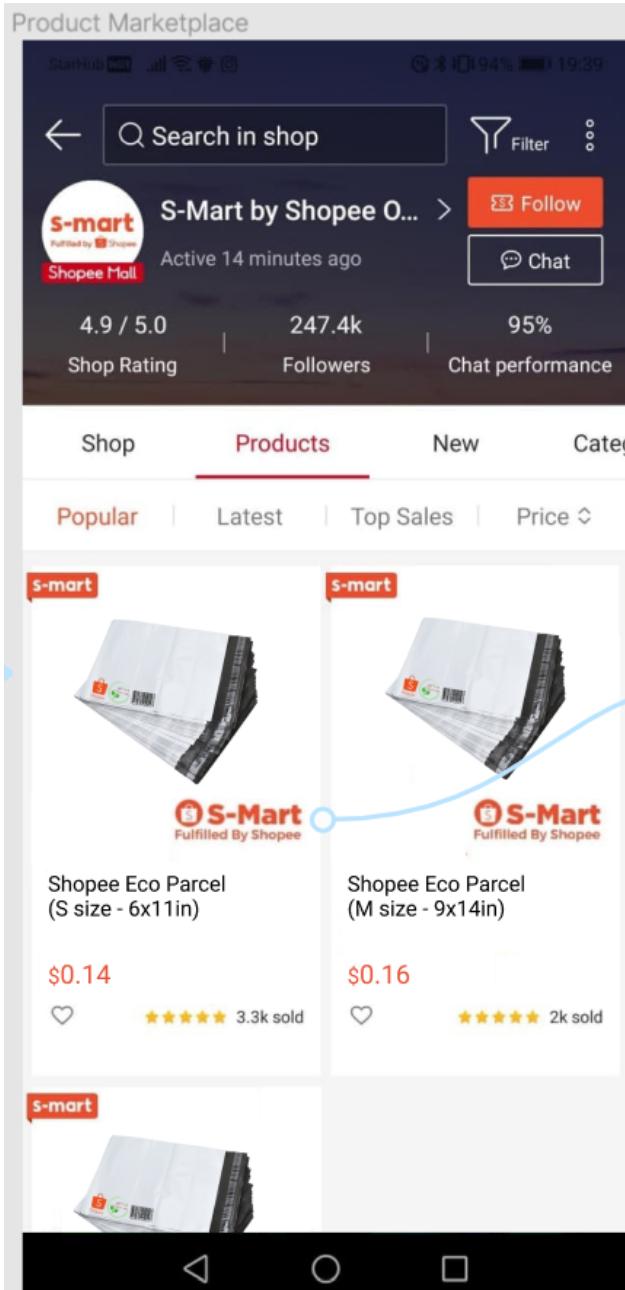
1.1 LOWEST PRICE ACE YOUR 2021 LOOKS GLOW UP FOR THE NEW YEAR S-mart SPRING CLEANING ESSENTIALS

MILLION \$ DISCOUNT Get \$10 OFF with Citi Credit Card 100% AUTHENTIC, 2X MONEY BACK GUARANTEE

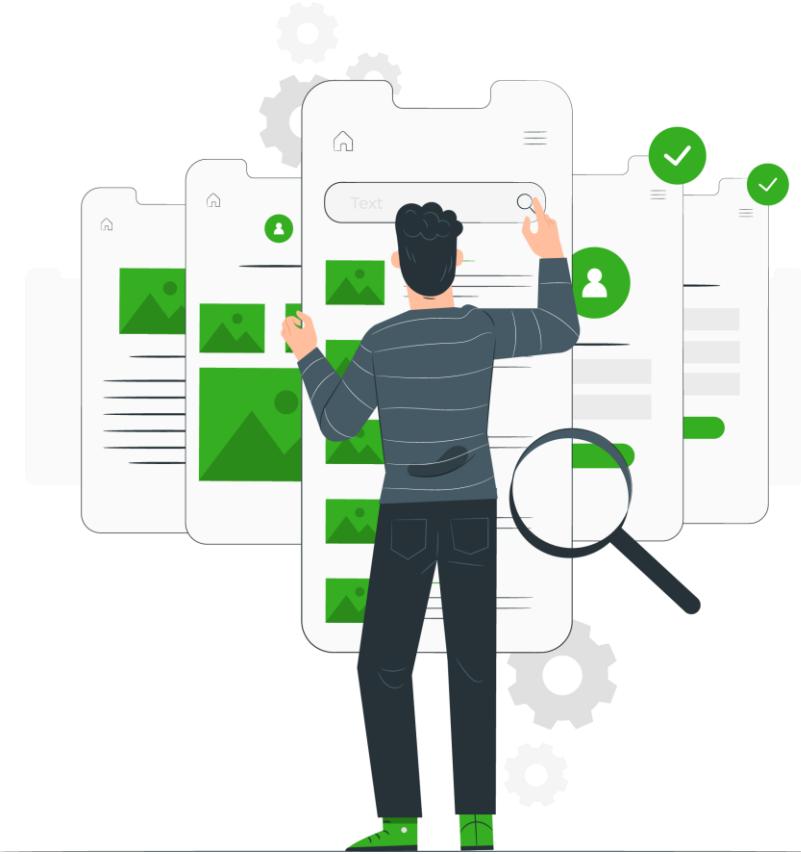
Daily Discover 95 Feed Shopee Mall Notifications Me

# Seller Flow

Sign up Purchase Parcel



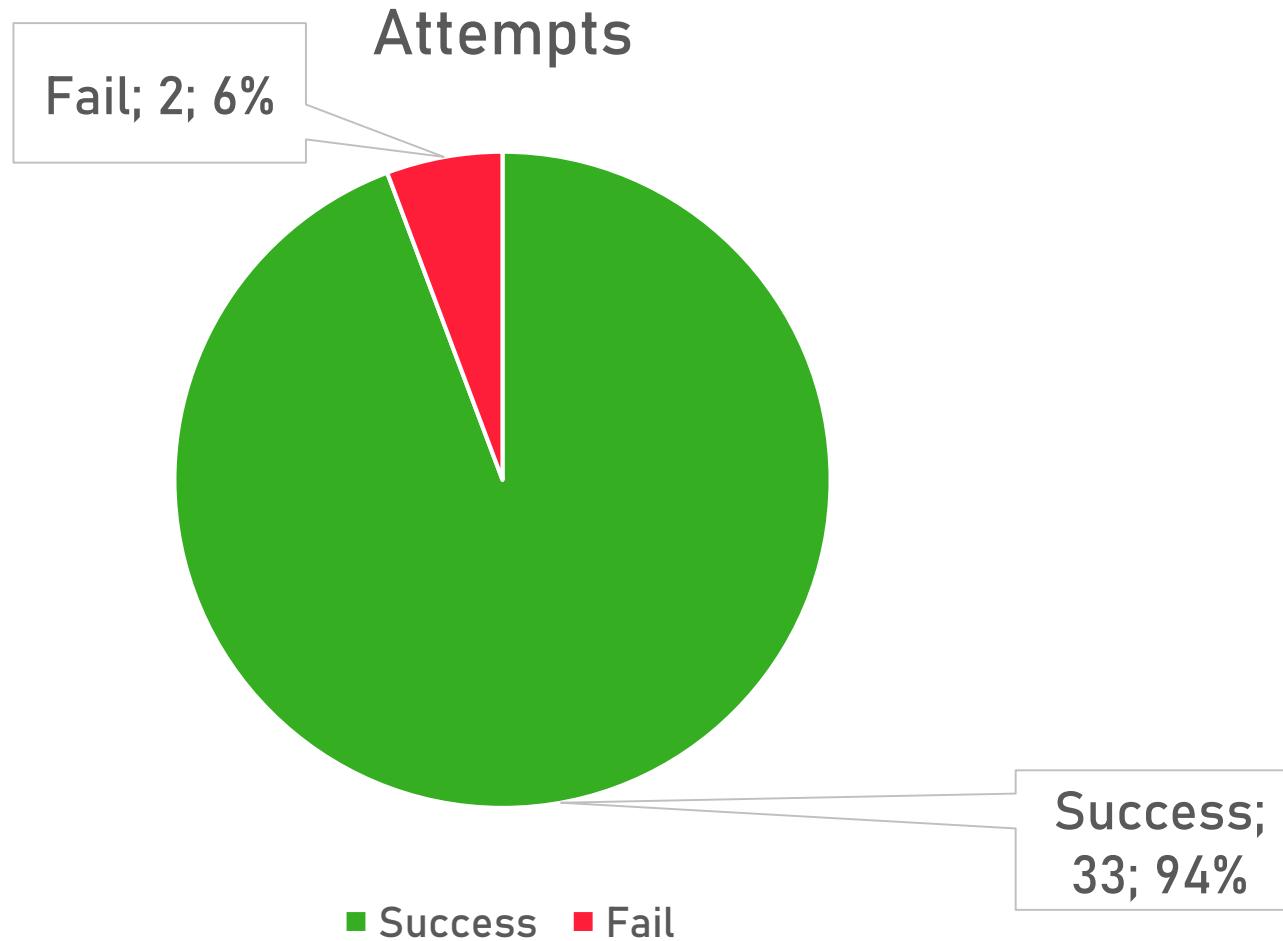
# User Testing



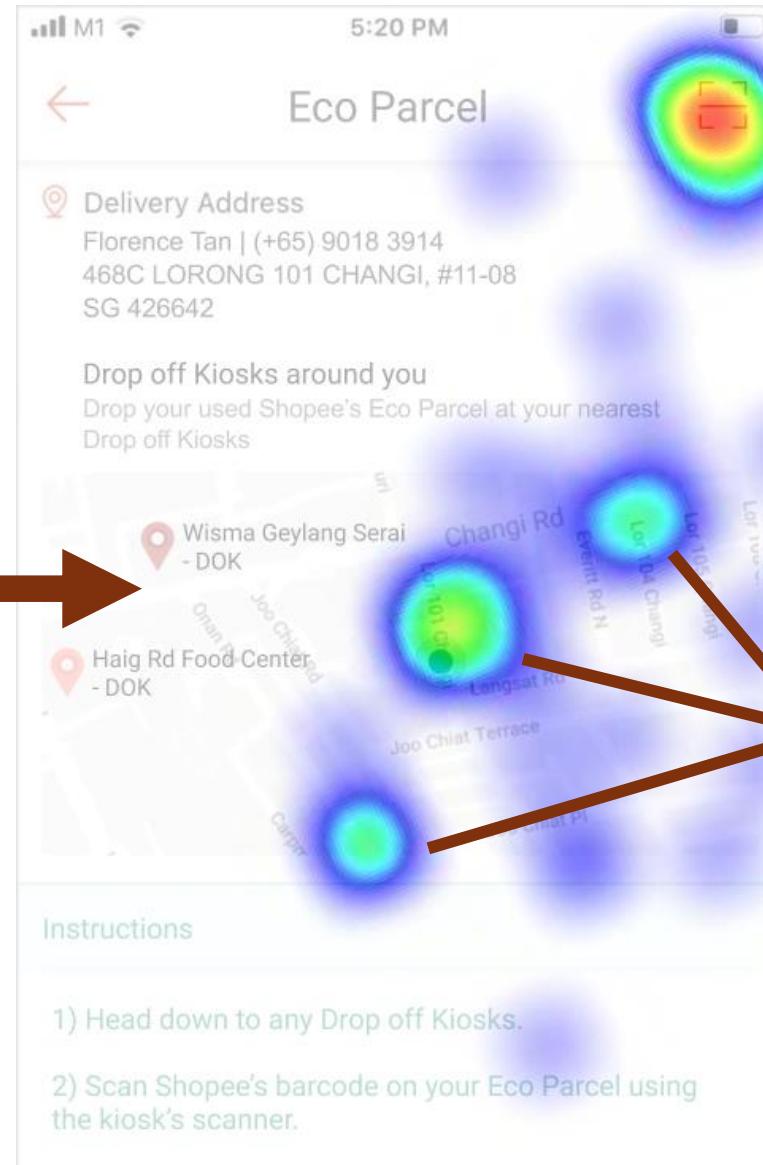
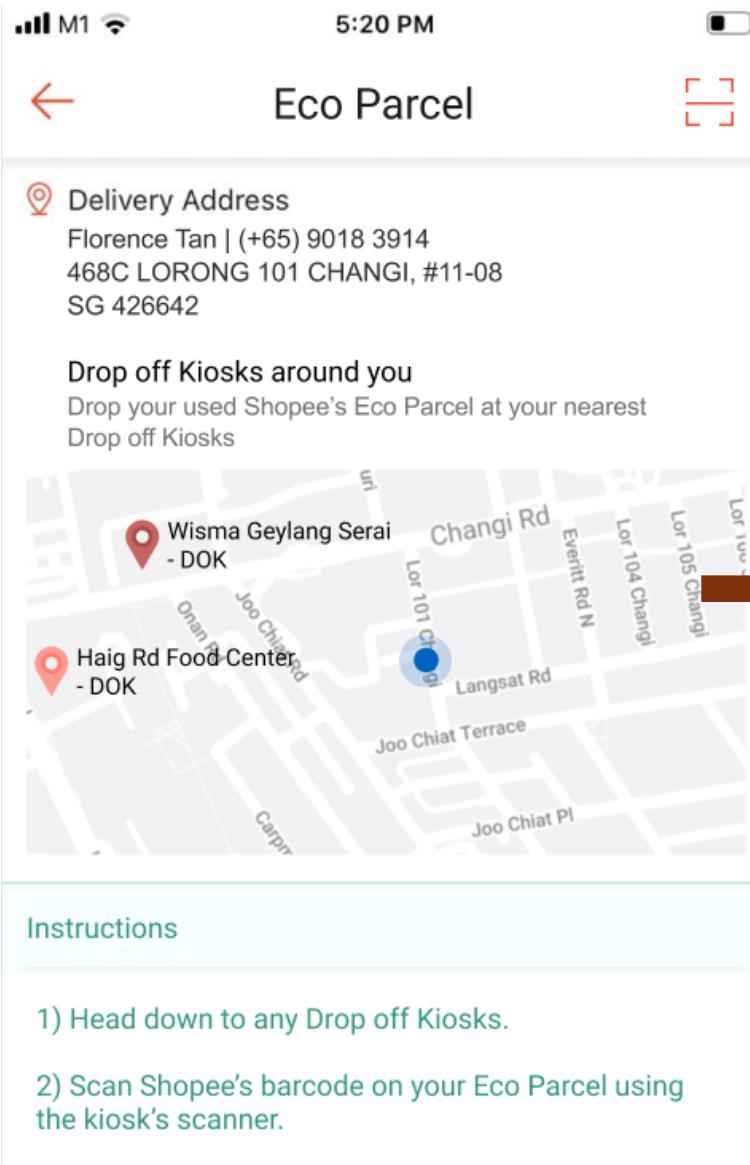
Loop<sup>11</sup>

- Goal: Number of successful attempts completing the Receive Package to Drop Off flows
- Total: 35 participants

# User Testing Results



# User Testing Heat Map Evaluation

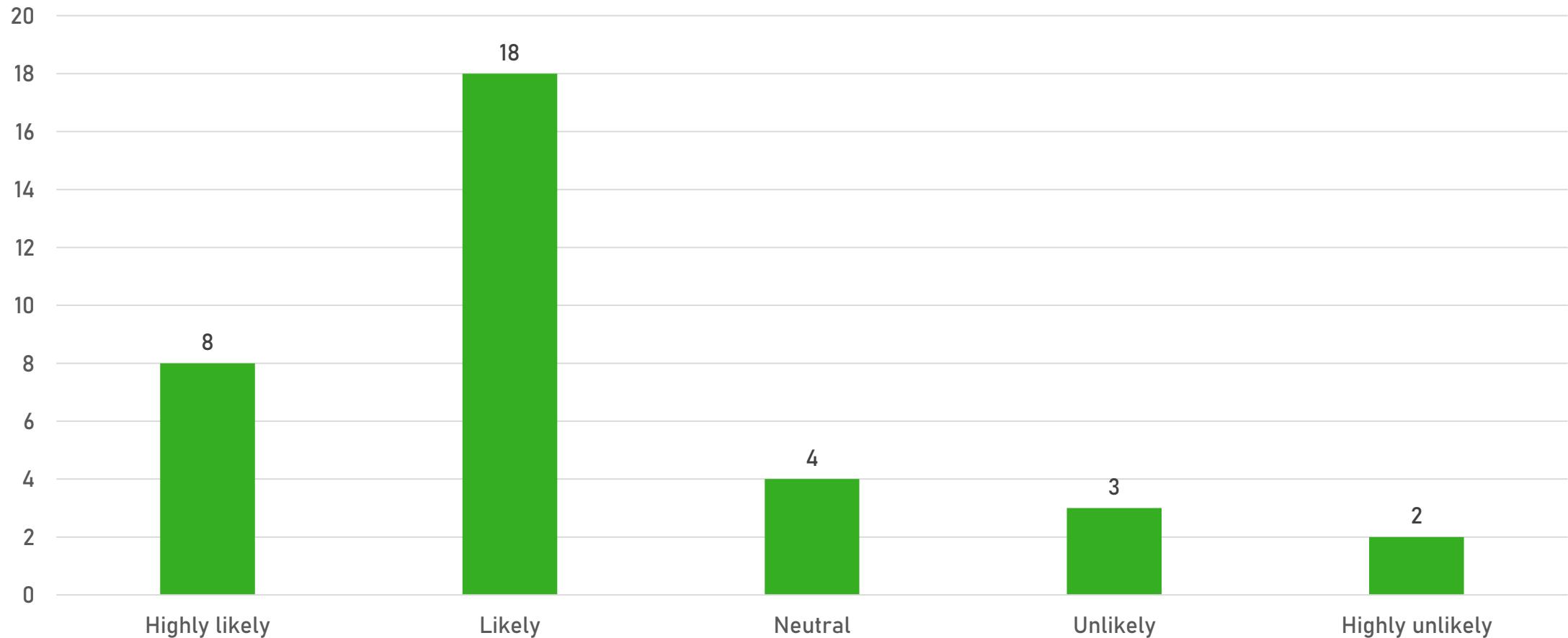


Intuitive to follow Shopee's current convention of placing actionable items on the top right (eg. Messages, Cart, Filter, Search)

Potential Improvements:  
Could ensure that map here is interactive, as users are inclined to click on it

# User Testing Feedback

If you were a Shopee customer, how likely are you to return your Eco Parcel?



# Thank you!

