

Product Management Portfolio: E-Commerce Platform

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1. Product Management

1. Product

Product Name	ShopSmart
What does it do?	The AI-Powered E-commerce Platform provides a seamless online shopping experience. It includes advanced product search and discovery features, personalized recommendations, a streamlined checkout process, and a robust customer feedback and loyalty program. The platform leverages AI/ML technology to offer real-time analytics and enhance user engagement.
Where is it available?	<i>Through what channels is it/will it be available ?</i> The AI-Powered E-commerce Platform is accessible through our website or mobile apps and can be integrated with various eCommerce channels.

2.Product Strategy

1. Product Vision Board

Product Vision Board is a simple tool to help you capture your product vision and product strategy.

Vision Explain your product in 1 phrase or statement. A seamless and personalized e-commerce experience that maximizes user engagement and satisfaction.			
Target Group	Needs	Product	Business Goal
<i>Who are the target users of your product?</i> The target users are online shoppers and consumers looking for efficient and personalized shopping experiences. <i>Who are the target customers?</i> The target customers are e-commerce platforms, online retailers, and businesses seeking to	<i>What problem does it solve for the user?</i> The product solves the problem of inefficient product search, lack of personalized recommendations, and complex checkout processes for users. <i>Which goal(s) do you want to achieve?</i> The goals are to increase	<i>How does the product meet the needs?</i> The product offers AI/ML-based product discovery, personalized recommendations, secure checkout processes, and tools for customer feedback and loyalty management.	<i>How will the product benefit the company?</i> The product will drive revenue growth through increased sales, improve customer satisfaction and retention, and establish the company as a leader in AI-driven e-commerce solutions. <i>What are the alternatives for your product?</i>

enhance digital sales and customer engagement.	user satisfaction and retention, boost sales and conversion rates, and provide a competitive edge through advanced AI/ML capabilities.		Alternatives include competitors with similar AI/ML capabilities, traditional e-commerce platforms with less personalization, and in-house solutions developed by large retailers.
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2. Market size

How big is your market and is it going to grow, shrink or stay stable in the next 10 years?

The e-commerce market is projected to continue its strong growth trajectory over the next 10 years, fueled by increasing internet penetration, mobile commerce adoption, and evolving consumer preferences. This sustained growth provides a favorable environment for our product discovery platform to thrive and expand its market share.

Market	Total No of users	Price Unit price	TAM, SAM, SOM
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Which market or geography are you planning to target	Total number of estimated Users	Per unit price of your product	How large can your idea and company grow?
<p>Initially, targeting North America and Western Europe, where e-commerce is mature and adoption of SaaS solutions is high. Gradually expand to other regions like Asia-Pacific, Latin America, and other emerging markets, capitalizing on the global e-commerce boom.</p>	<p>Millions of businesses (target customers), with billions of consumer interactions facilitated through these businesses.</p>	<p>Tiered pricing for businesses: Basic \$100, Standard \$300, Premium \$500, and AI/ML Product Discovery Plan \$1000 per month, tailored to different business sizes and needs.</p>	<p>Market Opportunity:</p> <p>The e-commerce market is experiencing explosive growth, with global sales projected to reach \$6.3 trillion by 2027. This presents a massive opportunity for innovative solutions that enhance the product discovery experience for both businesses and consumers.</p> <p>TAM (Total Addressable Market):</p> <p>Estimated at \$1.2 trillion, representing the entire global e-commerce market value, which includes all potential users of product discovery platforms across various online retail sectors.</p> <p>SAM (Serviceable Available Market):</p> <p>We aim to capture a realistic share of the SAM, estimated at \$50 billion, by focusing on specific geographic regions and niches where we can</p>

			<p>effectively compete and demonstrate value.</p> <p>SOM (Serviceable Obtainable Market): Estimated at \$50 billion, focusing on a realistic share of the SAM, possibly within certain geographic regions or specific niches, where the company can effectively compete and capture market share.</p>
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3. User Persona

1. User Persona - B2B

A user persona is a fictional representation of your ideal customer profile.

Fictional Persona name: Emily Johnson

Role: Marketing Manager, Mid-Sized Online Retail Company

Short description of customer pain points and needs.

Emily struggles with providing a seamless, personalized shopping experience for her customers. She lacks effective tools to analyze shopping behavior and optimize product recommendations. She needs solutions to enhance user engagement and streamline the shopping process, ultimately driving sales and revenue growth.

Goals:

- Increase online sales and revenue.
- Improve customer engagement and retention.
- Provide a seamless and personalized shopping experience.
- Gain insights into customer behavior and preferences.
- Optimize product placement and merchandising.

Motivations:

- Drive growth and profitability for her business.
- Enhance the customer experience and build brand loyalty.
- Leverage data and technology to gain a competitive edge.
- Simplify e-commerce platform management.

Frustrations:

- Low conversion rates.
- Difficulty understanding customer behavior.
- Limited personalization and product discovery tools.
- Time-consuming manual tasks for product optimization.
- Lack of actionable insights for informed decisions.

Apps Frequently Used:

Shopify, Google Analytics, Mailchimp, Social Media Management Tools, Slack, Zoom.

How ShopSmart Solves Emily's Problems:

ShopSmart's AI-powered platform enhances product discovery, personalizes the shopping experience, and provides data-driven insights to optimize Emily's e-commerce strategy.

Key Benefits for Emily:

- Improved conversion rates and higher sales.
- Increased customer engagement and retention.
- Enhanced brand loyalty and positive customer experience.
- Data-driven insights for better decision-making.
- Competitive advantage in the marketplace.

Goals and Needs	Motivations	Frustrations	Apps frequently used
<i>Whom will the product Serve?</i>	<i>What problem does it solve for the user?</i>	<i>How does the product meet the needs?</i>	<i>How will the product benefit the company?</i>

<p>E-commerce platform managers, product managers, and marketing teams responsible for driving sales and improving the customer experience.</p>	<p>ShopSmart helps Emily address her challenges by providing an AI-powered platform that enhances product discovery, personalizes the shopping experience, and provides data-driven insights to optimize her e-commerce strategy.</p>	<p>ShopSmart meets Emily's needs by:</p> <ul style="list-style-type: none"> – Providing advanced search and filtering capabilities. – Delivering personalized product recommendations. – Offering detailed analytics on customer behavior and search patterns. – Integrating seamlessly with her existing e-commerce platform (e.g., Shopify). – Empowering her to optimize product placement and promotions based on data. 	<ul style="list-style-type: none"> – Improved conversion rates and higher sales. – Increased customer engagement and retention. – Enhanced brand loyalty and positive customer experience. – Data-driven insights for better decision-making. – Competitive advantage in the marketplace.
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2. User Persona – B2C

A user persona is a fictional representation of your ideal customer profile.

Fictional Persona name: Sarah Lee

Role: Busy Tech Professional and Parent

Short description of customer pain points and needs.

Sarah is a busy tech professional and a parent who shops online for convenience. She often finds it challenging to find relevant products quickly due to overwhelming choices and lack of personalization.

Pain Points & Needs:

Sarah finds it challenging to find relevant products quickly online due to overwhelming choices and lack of personalization. She needs a personalized shopping experience that offers relevant recommendations, saving her time and effort.

Goals:

- Efficiently find quality products that meet her family's needs.
- Enjoy a personalized shopping experience with relevant recommendations.
- Save time and effort while making informed purchase decisions.

Motivations:

- Convenience and efficiency in her shopping experience.
- Making informed purchase decisions for her family.

- Saving time and reducing stress.

Frustrations:

- Irrelevant product recommendations.
- Complex navigation on e-commerce sites.
- Time-consuming product searches.

Apps Frequently Used:

Amazon, Target, Instagram, Facebook, Pinterest.

How ShopSmart Solves Sarah's Problems:

ShopSmart provides personalized recommendations and a user-friendly interface, helping Sarah quickly find the products she needs.

Key Benefits for Sarah:

- Saves time and effort while shopping online.
- Discovers relevant products tailored to her needs.
- Enjoys a more streamlined and enjoyable shopping experience.

Goals and Needs	Motivations	Frustrations	Apps frequently used
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<i>Whom will the product Serve?</i>	<i>What problem does it solve for the user?</i>	<i>How does the product meet the needs?</i>	<i>How will the product benefit the company?</i>
The product serves consumers like Sarah who seek a streamlined and personalized online shopping experience.	It solves the problem of time-consuming searches and irrelevant suggestions, making shopping faster and more enjoyable.	The product provides personalized recommendations and a user-friendly interface, helping Sarah quickly find the products she needs.	By enhancing the shopping experience for consumers, the company can increase customer loyalty, drive repeat purchases, and attract new customers through positive word-of-mouth.

4. Customer Empathy Map

1. Customer Empathy Map - B2B

Helps you identify your thoughts and feelings of a particular customer on a specific issue.

<p>Say</p> <ul style="list-style-type: none"> • I want to find the best products that suit my business needs. • I need a platform that helps me discover new brands and products efficiently. • I hope to get personalized recommendations that make my purchasing decisions easier.. 	<p>Think</p> <ul style="list-style-type: none"> • Is this platform reliable and trustworthy? • Will I be able to find what I'm looking for quickly and easily? • I wonder if the product reviews and ratings are genuine. • Confidently shares product discoveries with colleagues and industry peers.
<p>-Appearance or Attitude in public-</p>	<p>-Worries & Aspirations-</p>
<p>Confidently shares product discoveries with friends and family.</p>	<p>Worries:</p> <ul style="list-style-type: none"> • Fear of missing out on great products • Wasting time searching for what they need • Not finding reliable product information
<p>Engages in conversations about the latest trends and products. Appears knowledgeable and selective about the products they use.</p>	<p>Aspirations:</p> <ul style="list-style-type: none"> • To discover new products that make their business more efficient • To stay up-to-date with the latest industry trends • To feel confident in their purchasing decisions

Does	Feel
-Actions that a customer takes when using your product-	–How do your users feel about the product –
Browses product categories and uses filters to narrow down options.	Excited and inspired when discovering new products that meet their needs
Reads reviews and checks ratings to inform purchasing decisions.	Confident and empowered when making informed purchasing decisions
Engages with personalized recommendations and product suggestions.	Appreciative of a seamless and intuitive product discovery experience that saves them time and effort

2. Customer Empathy Map - B2C

Helps you identify your thoughts and feelings of a particular customer on a specific issue.

<p style="text-align: center;">Say</p> <ul style="list-style-type: none"> • I need a platform that helps me find what I need quickly without spending hours online. • I wish shopping could be more efficient and personalized to my needs. 	<p style="text-align: center;">Think</p> <p>I hope this platform can help me save time and find the best deals.</p>
<p style="text-align: center;"><i>-Appearance or Attitude in public-</i></p>	<p style="text-align: center;"><i>-Worries & Aspirations-</i></p>
<p>Sarah appears organized and tech-savvy, often seen juggling multiple tasks and using her smartphone to manage her daily activities. She values convenience and efficiency.</p>	<p>Worries:</p> <ul style="list-style-type: none"> • Wasting time and missing out on the best deals • Not being able to balance her professional and personal life effectively <p>Aspirations:</p> <ul style="list-style-type: none"> • To balance her professional and personal life more effectively using technology to streamline tasks • To feel more in control and less stressed about shopping

<p>Does</p> <ul style="list-style-type: none"> • Uses the platform to quickly find and purchase products for her family • Sets up alerts for deals and uses personalized recommendations to make informed decisions • Browses personalized product recommendations • Sets up deal alerts • Uses voice search for quick queries • Adds products to her shopping cart and wishlist for future purchases 	<p>Feel</p> <ul style="list-style-type: none"> • Empowered when she can efficiently manage her shopping needs • Satisfied with the time saved and the personalized experience • In control and less stressed about shopping
<p><i>-Actions that a customer takes when using your product-</i></p>	<p><i>-How do your users feel about your-</i></p>
<p>Browses personalized product recommendations. – Sets up deal alerts. – Uses voice search for quick queries. – Adds products to her shopping cart and wishlist for future purchases.</p>	<p>Users feel that ShopSmart enhances their shopping experience by saving time and offering relevant product suggestions. They feel more in control and less stressed about shopping.</p>

3. User Journey Map

A user journey is the path a user takes, across different touchpoints, while interacting with your brand. It helps you understand the needs, motivations, and pain points of your customers.

	Awareness	Consideration	Conversion	Customer Service	Loyalty
Activity	<i>How user finds the app</i> Users Discover “ShopSmart” through targeted social media ads, online search results, and referrals from friends and family who have similar interests.	<i>How is he browsing the app</i> Initial Encounter: Unlocking the ShopSmart Experience When users first engage with ShopSmart, the login page sets the stage for their entire journey. Here's how we envision	<i>How much conversion is there</i> High conversion rate due to personalized recommendations and easy checkout process, with a focus on streamlining the checkout process to reduce friction and increase	<i>How does one enquire about the product</i> Uses in-app chat support, detailed FAQ, and product-specific Q&A sections, with a focus on providing swift and helpful responses to user inquiries.	<i>Repeat order</i> High due to ongoing satisfaction with product recommendations and discovery features, with a focus on continually improving and refining the recommendation engine to increase user engagement.

		<p>this critical interaction:</p> <p>Step-by-Step Process:</p> <p>Users land on a clean, intuitive login interface.</p> <p>They input their credentials, a simple yet secure process.</p> <p>Upon successful login, they are seamlessly directed to the main dashboard, a gateway to ShopSmart's features.</p> <p>Actively experimenting with search options, reading personalized product recommendation</p>	<p>completion rates.</p>		
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		s, viewing curated collections, and browsing product categories, with a focus on reading reviews and using filters to narrow down options.			
Customer Goal	<p><i>What is the underlying goal for using the app</i></p> <p>To explore a new product discovery platform that offers easy product identification as per their needs and personalized product discovery, with the goal of finding unique products that match their preference</p>	<p><i>What is the underlying goal for using the app</i></p> <p>To find unique products that match their preferences with ease.</p>	<p><i>Why they convert</i></p> <p>They find products that meet their needs quickly and efficiently, driven by the app's discovery features, and are motivated to complete the purchase due to the ease of checkout and trust in the</p>	<p><i>How quickly issue got resolved</i></p> <p>Swift response times enhance confidence in the platform, with a focus on resolving issues within 24 hours and providing clear communication throughout the process.</p>	<p><i>Why they place 2nd order</i></p> <p>Continuous positive experience, trust in the app's ability to discover new and relevant products, and loyalty rewards and referral bonuses that</p>

			platform.		incentivize repeat business.
Potential Touchpoints	<p><i>How did they got to know about you</i></p> <p>Social media campaigns, content marketing, search engines, and referrals from friends/family, with a focus on leveraging influencer marketing and user-generated content to increase brand awareness.</p>	<p><i>What all features they visited</i></p> <p>Personalized recommendations, trending products, user reviews, and product-specific Q&A sections, with a focus on exploring different product categories and discovering new brands.</p>	<p><i>How many of them are used</i></p> <p>Recommendations engine, product pages, and checkout process are used frequently, with a focus on continually optimizing and refining these features to improve user experience.</p>	<p><i>They shared about your app</i></p> <p>Positive interactions with customer support, social media shares, and word-of-mouth, with a focus on incentivizing users to share their experiences and refer friends and family.word-of-mouth.</p>	<p><i>Referral, Invitation</i></p> <p>Loyalty rewards, referral bonuses, and personalized follow-up communications , with a focus on creating a sense of community and encouraging users to invite others to join.</p>
Experience	<p><i>Happy/Sad/neutral</i></p> <p>Curious/Interested.</p>	<p><i>Happy/Sad/neutral</i></p> <p>Engaged/Intrigued</p>	<p><i>Happy/Sad/neutral</i></p> <p>Satisfied/Confident</p>	<p><i>Happy/Sad/neutral</i></p> <p>Reassured/Content</p>	<p><i>Happy/Sad/neutral</i></p> <p>Loyal/Happy</p>

4. Jobs to be done

All customers have jobs and want to hire the best products to help, So JTD helps you understand if you are building the product that is doing the job right or not.

Circumstance	Desired Progress	
Situation When I.....	Motivation I want to	Goal/Expected Outcome So I can
Am unsure about my choices or facing difficulties in finding relevant products.	I want to discover new products that fit my needs and preferences, and receive personalized recommendations and real-time assistance throughout my shopping experience.	So I can confidently make purchase decisions, reduce the chances of cart abandonment, and enhance my overall shopping satisfaction.
Am overwhelmed by the sheer number of options while shopping for a special occasion outfit and I'm unsure which style would suit me best.	I Feel confident and excited about my purchase, knowing I've made the best choice for myself.	Attend the special occasion feeling confident, stylish, and ready to enjoy myself without worrying about my outfit.

<p>Feel anxious about making the wrong purchase and want reassurance that I'm choosing the right item for my needs.</p> <p>Am shopping for a special occasion outfit.</p>	<p>Reduce the time and stress associated with online shopping by quickly finding items that align with my preferences.</p> <p>I want to discover new products that fit my needs and preferences, and receive personalized recommendations and real-time assistance throughout my shopping experience.</p> <p>So I can confidently make purchase decisions, reduce the chances of cart abandonment, and enhance my overall shopping satisfaction.</p> <p>So I can attend the special occasion feeling confident, stylish, and ready to enjoy myself without worrying about my outfit.</p>	<p>Free up my time and mental energy to focus on other aspects of the event or my life.</p> <p>Am overwhelmed by the sheer number of options while shopping for a special occasion outfit and I'm unsure which style would suit me best. Feel anxious about making the wrong purchase and want reassurance that I'm choosing the right item for my needs.</p> <p>I want to discover new products that fit my needs and preferences, and receive personalized recommendations and real-time assistance throughout my shopping experience.</p> <p>Reduce the time and stress associated with online shopping by quickly finding items that align with my preferences.</p>
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5. Finding product differentiator with Business Model Canvas

BUSINESS MODEL CANVAS				
Key Activities <i>The most important things your company must do to make its business model work</i> <ul style="list-style-type: none"> - Developing and maintaining a robust product discovery algorithm that provides accurate and relevant product recommendations - Building and managing relationships with e-commerce companies and 	Key Partners <i>Who you partner with to make your business work.</i> <ul style="list-style-type: none"> - E-commerce companies and product suppliers - Data providers and analytics companies - Technology partners for platform development and maintenance - Marketing and 	Value Proposition <i>The product / services that create value for your customer segments + the reasons why these customers would turn to your company over another.</i> <ul style="list-style-type: none"> - A robust product discovery platform that provides accurate and relevant product recommendations to e-commerce companies - A vast and diverse product catalog that includes 	Customer Relationships <i>How to acquire and build relationships with customers.</i> <ul style="list-style-type: none"> - Personalized customer support and success services - Regular communication and updates on platform developments and new features - Training and onboarding programs for new 	Customer Segments <i>The different groups of people your company aims to reach and serve</i> <ul style="list-style-type: none"> - E-commerce companies of various sizes and industries - Product suppliers and brands - Online marketplaces and retailers - Digital agencies and marketing firms

<p>product suppliers</p> <ul style="list-style-type: none"> - Continuously collecting and analyzing data on customer behavior and product trends - Providing exceptional customer support and success services to ensure customer satisfaction and retention. - Monitoring and improving the platform's user experience and user interface 	<p>advertising agencies for promotional activities</p> <ul style="list-style-type: none"> - E-commerce platforms and marketplaces (e.g., Shopify, Magento). - Influencers and content creators for marketing outreach. - AI technology vendors for algorithm enhancement. 	<p>products from various suppliers and brands</p> <ul style="list-style-type: none"> - Advanced analytics and insights on customer behavior and product trends - Exceptional customer support and success services to ensure customer satisfaction and retention - A scalable and flexible platform that can be integrated with various e-commerce platforms and systems 	<p>customers</p> <ul style="list-style-type: none"> - Quarterly business reviews to discuss customer goals and objectives - Customer feedback and survey programs to gather insights and improve the platform - In-app support chat for immediate assistance. - Loyalty programs that reward repeat purchases and referrals. 	
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	<ul style="list-style-type: none"> - Data analytics providers for enhanced insights. 			
	<p>Key Resources <i>The assets required to make your business work.</i></p> <ul style="list-style-type: none"> - Advanced product discovery algorithm and technology platform - Large and diverse product catalog - Experienced and skilled development, marketing and customer support teams - Strong relationships with 		<p>Channels <i>How to communicate and reach your customers</i></p> <ul style="list-style-type: none"> - Online marketing and advertising (social media, search engines, email marketing) - Trade shows and industry events - Referrals and word-of-mouth - Partnerships with e-commerce companies and product suppliers <p>Content marketing and thought</p>	

	e-commerce companies and product suppliers - Access to data and analytics on customer behavior and product trends - Secure and reliable infrastructure to support high traffic and large data volumes		leadership programs - Influencer marketing and product placements	
Cost Structure <i>All the costs incurred to operate your business</i> - Development and maintenance costs for the platform - Salaries and benefits for development and customer support teams - Marketing and advertising expenses			Revenue Streams <i>The cash generated from each customer segment. For instance</i> - Subscription fees from e-commerce companies Revenue-sharing agreements with product suppliers Advertising and sponsored content	

<ul style="list-style-type: none"> - Data and analytics costs - Office and infrastructure expenses 	revenue Data and analytics services revenue Custom development and integration services revenue Transaction fees for payment processing and commission-based sales
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5. Product Planning & OKRs

1. Setting Product Goal

Product strategy implementation is impossible without defining key objectives. These are specific goals you'd like to achieve by building a product.

Our ShopSmart platform will empower users to discover relevant products, driving engagement, conversion rates, and customer satisfaction for e-commerce businesses. We will measure effectiveness by tracking key metrics like conversion rates, click-through rates on recommendations, add-to-cart rate from discovery features, and the resulting increase in purchases.

1st Level Goal	<p>The High Level Goal</p> <ul style="list-style-type: none"> • To significantly improve the product discovery experience for e-commerce customers • To drive substantial business growth for our platform partners by leveraging AI and machine learning • To enhance customer loyalty and retention through personalized experiences 			
2nd Level Goal	<p>Goal 1</p> <p>-Improve product discoverability & engagement -Increase the effectiveness of our product discovery algorithm</p>	<p>Goal 2</p> <p>-Increase conversion rates -Drive revenue growth through product recommendations</p>	<p>Goal 3</p> <p>-Boost average order value -Enhance customer lifetime value</p>	<p>Goal 4</p> <p>Improve customer retention</p>
	<p>Outcome 1</p> <p>Increase the percentage of users who interact with product recommendations by 20%.</p>	<p>Outcome 1</p> <p>Increase click-through rate on product recommendations by 15%.</p>	<p>Outcome 1</p> <p>Increase the average number of items added to cart from recommendations by 5%.</p>	<p>Outcome 1</p> <p>Increase repeat purchase rate by 12%.</p>
	<p>Outcome 2</p> <p>Reduce bounce rate</p>	<p>Outcome 2</p> <p>Increase</p>	<p>Outcome 2</p> <p>Increase order value per</p>	<p>Outcome 2</p> <p>Increase customer lifetime</p>

	on product pages by 10%.	add-to-cart rate by 8%.	transaction by 7%.	value by 8%.
	<p>Outcome 3</p> <p>Increase time spent browsing product catalog by 15%.</p>	<p>Outcome 3</p> <p>Increase conversion rate from product page to checkout by 6%</p>	<p>Outcome 3</p> <p>Increase the percentage of customers who make a purchase after viewing a recommendation by 10%.</p>	<p>Outcome 3</p> <p>Increase customer lifetime value by 8%.</p>
Reframed Goal	<p>Goal 1 Reframed</p> <p>Increase the effectiveness of our product discovery algorithm by achieving a 20% increase in user interaction with recommendations.</p>	<p>Goal 2 Reframed</p> <p>Drive a 10% increase in e-commerce platform revenue generated from product recommendations.</p>	<p>Goal 3 Reframed</p> <p>Enhance customer loyalty by achieving an 8% increase in customer lifetime value.</p>	

	<p>Outcome 1</p> <p>Achieve a 15% increase in click-through rate on product recommendations.</p> <p>Achieve a 10% increase in the number of users who interact with product recommendations</p> <p>Achieve a 5% increase in the average number of items added to cart from recommendations</p>	<p>Outcome 1</p> <p>Achieve an 8% increase in add-to-cart rate.</p> <p>Achieve a 6% increase in conversion rate from product page to checkout</p> <p>Achieve a 7% increase in order value per transaction</p>	<p>Outcome 1</p> <p>Achieve a 10% increase in the number of transactions originating from product recommendations.</p> <p>Achieve a 12% increase in repeat purchase rate</p> <p>Achieve a 15% increase in time spent browsing product catalog</p>	
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2. OKRs (Objective Key Results)

Example 1:

O: Objective 1

Enhance Product Discoverability & Engagement

KR1: Key Result 1

Increase the percentage of users who interact with product recommendations by 20%.

I: Initiative 1

Develop and optimize AI-powered recommendation algorithms based on user behavior, preferences, and product attributes.

I2: Initiative 2

Implement A/B testing for different recommendation display formats and personalization strategies.

KR2: Key Result 2

Example 2:

O: Objective 2

Drive Ecommerce Conversion Rates.

KR1: Key Result 1

Increase click-through rate on product recommendations by 15%

I: Initiative 1

Optimize the visual presentation of recommendations with compelling imagery and product information.

I2: Initiative 2

Experiment with recommendation placement and contextual triggers within the user journey.

KR3: Key Result 3

Increase add-to-cart rate by 8%.

Reduce bounce rate on product pages by 10%.

I: Initiative 1

Improve product page layout, visual hierarchy, and content relevance.

I2: Initiative 2

Optimize product image quality, zoom features, and 360-degree views.

KR3: Key Result 3

Increase time spent browsing product catalog by 15%.

I: Initiative 1

Enhance product filtering and search functionalities with natural language processing and semantic analysis.

I2: Initiative 2

Implement personalized category recommendations and curated product collections.

I: Initiative 1

Implement dynamic product pricing, limited-time offers, and urgency indicators within recommendations.

I2: Initiative 2

Streamline the checkout process for users arriving from recommendations, minimizing friction points.

KR3: Key Result 3

Increase conversion rate from product page to checkout by 6%.

I: Initiative 1

Optimize product page copy, calls-to-action, and trust signals (reviews, ratings, guarantees).

I2: Initiative 2

Implement personalized recommendations and related products on product pages.

<p>Example 3:</p> <p>O: Objective 3</p> <p>Boost Average Order Value.</p> <p>KR1: Key Result 1</p> <p>Increase the average number of items added to cart from recommendations by 5%.</p> <p>I: Initiative 1</p> <p>Implement product bundling, cross-selling, and upselling recommendations based on user preferences.</p> <p>I2: Initiative 2</p> <p>Personalize recommendation sets based on purchase history, browsing patterns, and cart contents.</p> <p>KR2: Key Result 2</p> <p>Increase order value per transaction by 7%.</p>	<p>Example 4:</p> <p>O: Objective 4</p> <p>Enhance Customer Shopping Experience & Satisfaction.</p> <p>KR1: Key Result 1</p> <p>Increase customer satisfaction rating (e.g., Net Promoter Score) by 5%.</p> <p>I: Initiative 1</p> <p>Conduct user research to identify pain points and areas for improvement in the product discovery experience.</p> <p>I2: Initiative 2</p> <p>Implement user feedback mechanisms and proactively address customer issues.</p> <p>KR2: Key Result 2</p> <p>Increase the percentage of customers who find products</p>
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I: Initiative 1

Develop and test dynamic pricing strategies based on product recommendations and user segments.

I2: Initiative 2

Implement tiered discounts, free shipping thresholds, and bundled promotions.

KR3: Key Result 3

Increase the percentage of customers who make a purchase after viewing a recommendation by 10%.

I: Initiative 1

Optimize recommendation relevance and personalization using advanced machine learning models.

I2: Initiative 2

Implement retargeting campaigns and email notifications for users who engage with

they are looking for within 3 clicks by 10%.

I: Initiative 1

Refine the search algorithm and provide clear search suggestions.

I2: Initiative 2

Optimize product categorization and navigation to improve product findability.

KR3: Key Result 3

Increase the percentage of customers who perceive the product recommendations as relevant and helpful by 15%.

I: Initiative 1

Improve the personalization and accuracy of recommendations.

I2: Initiative 2

Provide transparent explanations for recommendation selections and allow user feedback on

recommendations	recommendations.
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3. The GO product Roadmap

	Feature A	Feature B	Feature C	Feature D
	AI-Powered Recommendation Engine	Enhanced Product Search & Filtering	Dynamic Pricing & Promotions.	Customer Feedback & Loyalty Program.
Date The release date or time frame	<i>When will the release be available?</i> Feature A - Discover AI -Release 1: Q4 2024 Feature B - Discover AI -Release 2: Q1 2025 Feature C - Discover AI -Release 3: Q2 2025 Feature D - Discover AI -Release 4: Q3 2025			
Name The name of the new release	<i>What is it called?</i> ShopSmart Launch			
Goal The reason of creating the new release	<i>Why is it developed?</i> <i>Which benefit does it offer?</i> Increase the percentage of users who interact with product recommendations by 20% and improve recommendation relevance. Reduce bounce rate on product pages by 10% and increase time spent browsing the product catalog by 15%. Increase add-to-cart rate by 8% and boost average order value by 7%. Increase repeat purchase rate by 12% and customer satisfaction rating (NPS)			

	by 5%.
Feature The high-level feature necessary to meet the goal	<p><i>What are the 3-5 key features?</i></p> <ul style="list-style-type: none"> • Natural language processing for search queries <ul style="list-style-type: none"> • Semantic search capabilities • Advanced filtering options (e.g., price, size, color, brand) <ul style="list-style-type: none"> • Faceted search results • Auto-suggestions and search refinements

Metrics

The metrics to determine if the goal has been met

How do we know that the goal is met?

- Increase user engagement metrics (time spent on app, interactions) by 20%.
- Achieve a user satisfaction score of 85% or higher in post-interaction surveys.
 - Reduce cart abandonment rates by 10%.

Feature A:

- Percentage of users interacting with recommendations.
 - Click-through rate on recommendations.
- Conversion rate from recommendations to purchase.
- Recommendation relevance scores (user feedback).

Feature B:

- Bounce rate on product pages.
- Time spent browsing product catalog.
- Number of search queries and refinements.
- Search result relevance scores (user feedback).

Feature C:

- Add-to-cart rate.
- Average order value.
- Conversion rate from product page to checkout.
 - Redemption rate of promotions & discounts.

Feature D:

- Repeat purchase rate.
- Customer churn rate.
- Customer satisfaction scores (NPS).
- Engagement with loyalty program features.
 - Customer feedback ratings & comments.

Assumptions and Dependencies	<p>Assumptions:</p> <ul style="list-style-type: none"> • Sufficient data availability for training AI models. • Successful integration with existing e-commerce platforms. • Availability of computing resources for algorithm execution. • Accuracy of natural language processing and semantic understanding. • User adoption of the new search and filtering features. • Consistent performance of the search infrastructure. • Accurate forecasting of demand and inventory levels. • Regulatory compliance with pricing practices. • User acceptance of dynamic pricing strategies. • Active participation of users in providing feedback. • Effectiveness of loyalty program incentives in driving repeat purchases. • Success of marketing and communication campaigns. <p>Dependencies:</p> <ul style="list-style-type: none"> • Completion of data infrastructure development. • Successful integration with e-commerce platform APIs. • Availability of a machine learning platform. • Completion of Feature A (Recommendation Engine). • Availability of relevant product data and metadata. • Integration with existing search indexing and retrieval systems. • Completion of Feature A & B. • Integration with inventory management and pricing systems. • Approval from legal and compliance teams. • Completion of Feature A, B, & C.

- Integration with customer relationship management (CRM) systems.
- Availability of marketing automation platform.

4. Agile Roadmap

TIME FRAME	Now	Next	Someday
GOALS <i>The outcomes we are seeking</i>	1. Goal 1 Implement a secure and user-friendly login system and establish foundational product discovery capabilities. 2. Goal 2 Drive initial conversion lift from core discovery features. 3. Goal 3 Improve product visibility and exploration to encourage initial purchases.	1. Goal 1 Optimize and personalize the product discovery experience. 2. Goal 2 Increase conversion rates through targeted recommendations and promotions. 3. Goal 3 Increase average order value through targeted recommendations and	1. Goal 1 Achieve AI-driven, predictive product discovery. 2. Goal 2 Create a seamless, personalized purchase journey powered by AI. 3. Goal 3 Develop a customer-centric, revenue-maximizing product ecosystem.

		promotional offers.	
<p>CANDIDATES</p> <p><i>The initiatives to deliver the outcomes</i></p>	<p>1. Initiative for Goal 1</p> <p>Develop and test the login page with authentication features.</p> <p>Develop & optimize AI-powered recommendation algorithms.</p> <p>2. Initiative for Goal 1</p> <p>Enhance product filtering & search functionalities.</p> <p>3. Initiative for Goal 2</p> <p>Optimize the visual presentation of recommendations.</p> <p>4. Initiative for Goal 2</p> <p>Optimize product page copy & calls-to-action.</p> <p>7. Initiative for Goal 3</p> <p>Implement product bundling & cross-selling recommendations.</p> <p>8. Initiative for Goal 3</p>	<p>1. Initiative for Goal 1</p> <p>Implement A/B testing for recommendation display formats.</p> <p>2. Initiative for Goal 1</p> <p>Optimize product image quality, zoom features.</p> <p>3. Initiative for Goal 2</p> <p>Streamline the checkout process for users from recommendations.</p> <p>4. Initiative for Goal 2</p> <p>Implement personalized recommendations on product pages.</p> <p>7. Initiative for Goal 3</p> <p>Develop and test dynamic pricing strategies.</p>	<p>1. Initiative for Goal 1</p> <p>Implement advanced machine learning models for personalization.</p> <p>2. Initiative for Goal 1</p> <p>Integrate with external data sources for richer recommendations.</p> <p>3. Initiative for Goal 2</p> <p>Implement dynamic product bundles and upselling suggestions.</p> <p>4. Initiative for Goal 2</p> <p>Develop a predictive purchase model for targeted promotions.</p> <p>7. Initiative for Goal 3</p> <p>Implement a loyalty program with tiered benefits and exclusive offers.</p> <p>8. Initiative for Goal 3</p> <p>Implement personalized shopping experiences based on customer segments.</p>

	Personalize recommendation sets based on cart contents.	8. Initiative for Goal 1 Implement tiered discounts & free shipping thresholds.	
KEY RESULTS <i>The metrics to determine if the goal has been achieved</i>	1. Key Result for Goal 1 Increase user satisfaction with a seamless login process. Increase the percentage of users who interact with product recommendations by 20%. Achieve a user satisfaction score of 90% or higher. 2. Key Result for Goal 1 Reduce bounce rate on product pages by 10%. 3. Key Result for Goal 2 Increase click-through rate on product recommendations by 15%. 4. Key Result for Goal 2	1. Key Result for Goal 1 Achieve a 15% increase in click-through rate on product recommendations. 2. Key Result for Goal 1 Increase time spent browsing product catalog by 15%. 3. Key Result for Goal 2 Increase add-to-cart rate by 8%. 4. Key Result for Goal 2 Increase conversion rate from product page to checkout by 6%.	1. Key Result for Goal 1 Increase user engagement metrics (time spent on app, interactions) by 30%. 2. Key Result for Goal 1 Achieve a user satisfaction score of 90% or higher in post-interaction surveys. 3. Key Result for Goal 2 Reduce cart abandonment rates by 15%. 4. Key Result for Goal 2 Increase the number of transactions originating from product recommendations by 15%. 5. Key Result for Goal 3

	<p>Increase add-to-cart rate by 8%.</p> <p>5. Key Result for Goal 3</p> <p>Increase the average number of items added to cart from recommendations by 5%.</p> <p>6. Key Result for Goal 3</p> <p>Increase the percentage of customers who make a purchase after viewing a recommendation by 10%.</p>	<p>5. Key Result for Goal 3'</p> <p>Increase order value per transaction by 7%.</p> <p>6. Key Result for Goal 3</p> <p>Increase customer lifetime value by 8%.</p>	<p>Achieve a 12% increase in customer lifetime value.</p> <p>6. Key Result for Goal 3</p> <p>Increase the number of repeat purchases by 20%.</p>
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5. Brainstorming Session to collect ideas

Round 1 - Monthly Product Brainstorming Session for product discovery App					
	Yang (Tech lead)	Oscar (Growth)	Rachel (PM)	Preston (Design)	Billy (PM)

	<i>Technology ideas & improvement</i>	<i>Growth/Revenue ideas & improvement</i>	<i>Product ideas & improvement</i>	<i>User experience ideas & improvement</i>	<i>Product ideas & improvement</i>
Round 1	<ul style="list-style-type: none"> - Social Login: Google/Facebook integration for ease. - Password Visualizer: Real-time strength indicator. - Captcha: Enhanced security, user-friendly design. - User Feedback: Surveys and tests to ensure satisfaction. - Enhance AI 	<ul style="list-style-type: none"> - Launch a campaign to increase user interaction with recommendations. - Introduce a loyalty program to boost repeat purchases. - Partner with influencers for product discovery content. 	<ul style="list-style-type: none"> - Develop a feature for personalized shopping lists. - Introduce dynamic product bundles based on user preferences. - Offer real-time product availability updates. 	<p>Streamline the checkout process for quicker purchases.</p> <ul style="list-style-type: none"> - Design a more interactive product page with zoom and 360 views. - Implement user feedback directly into product pages. 	<ul style="list-style-type: none"> - Create a feature for user-generated content on products. - Implement a "Recently Viewed" section. - Add a "What's Popular" section based on user interactions.

	<p>algorithms for more precise product recommendations</p> <ul style="list-style-type: none"> - Optimize search functionalities for better product discovery. - Implement visual search capabilities for product exploration. 				
Round 2	<ul style="list-style-type: none"> - Implement A/B testing for different recommendation display formats. 	<ul style="list-style-type: none"> - Optimize the checkout process to increase conversion rates. 	<ul style="list-style-type: none"> - Develop a feature for personalized recommendations on product pages. 	<p>Personalize the user interface based on user engagement.</p> <ul style="list-style-type: none"> - Implement a 	<ul style="list-style-type: none"> - Add a feature for user-curated product collections. - Implement a

	<ul style="list-style-type: none"> - Enhance product image quality and interactive features. - Integrate with external data sources for richer product information. 	<ul style="list-style-type: none"> - Implement personalized promotions based on user behavior. - Test dynamic pricing strategies for different user segments. 	<ul style="list-style-type: none"> - Introduce a "What's New" section for the latest products. - Implement a wish list feature with price drop alerts.s on product pages. 	<ul style="list-style-type: none"> user dashboard for tracking purchases and savings. - Enhance navigation with AI-driven suggestions. 	<ul style="list-style-type: none"> "Shop the Look" for fashion items. - Create a section for trending products.
Round 3	<ul style="list-style-type: none"> - Implement advanced machine learning for deeper personalization. - Develop predictive purchase models for targeted promotions. - Integrate with 	<ul style="list-style-type: none"> - Develop a tiered loyalty program with exclusive offers. - Implement personalized shopping experiences based on customer segments. 	<ul style="list-style-type: none"> - Create dynamic product bundles and upselling suggestions. - Introduce a "Shop the Look" feature for fashion items. - Develop a feature for product 	<ul style="list-style-type: none"> - Implement a seamless, AI-driven purchase journey. - Create a personalized onboarding experience. - Introduce a feature for 	<ul style="list-style-type: none"> - Implement a feature for virtual product try-on. - Create a "Surprise Me" button for random product discovery. - Develop a feature for product wish

	customer's social media for trend analysis.	- Explore subscription models for frequent shoppers.	comparisons.	user-curated shopping lists.	lists.
Round 4	<ul style="list-style-type: none"> - Enhance AI models with real-time user feedback. - Implement blockchain for product authenticity verification. - Develop an AI chatbot for 24/7 product discovery assistance. 	<ul style="list-style-type: none"> - Introduce a customer-centric revenue model with personalized pricing. - Partner with brands for exclusive in-app events. - Implement a referral system for new user acquisition. 	<ul style="list-style-type: none"> - Create a predictive shopping assistant. - Introduce a "Surprise Me" feature for discovery. - Develop a feature for virtual product try-on. 	<ul style="list-style-type: none"> - Improve product discovery with voice search. - Enhance product pages with customer stories and use cases. - Implement a feature for saving and sharing shopping carts. 	<ul style="list-style-type: none"> - Implement a feature for saving and sharing shopping carts. - Create a "Back in Stock" notification system. - Develop a "Top Picks" section based on AI analysis.

6. Brainstorming Session to collect ideas

Grouping and categorization help you organize the ideas into coherent themes.					
Theme 1	Theme 2	Theme 3	Theme 4	Theme 5	Theme 6
<i>All Idea or improvements that belongs to theme 1</i>	<i>All Idea or improvements that belongs to theme 2</i>	<i>All Idea or improvements that belongs to theme 3</i>	<i>All Idea or improvements that belongs to theme 4</i>	<i>All Idea or improvements that belongs to theme 5</i>	<i>All Idea or improvements that belongs to theme 6</i>
Secure Login Social Login: Google/Facebook integration for quick access. Traditional Login: Email/mobile number and password for secure entry.	AI and Machine Learning Enhancements. - Enhance AI algorithms for more precise product recommendations. - Implement visual search	User Experience and Interface Improvements . - Design a more interactive product page with zoom and 360 views.	Product Discoverability and Search Optimization. - Optimize search functionalities for better product discovery. - Introduce a "What's New"	Growth, Revenue, and Marketing Strategies. - Launch a campaign to increase user interaction with recommendations. - Introduce a loyalty program	Integration, Optimization, and New Features. - Integrate with external data sources for richer product information. - Optimize the checkout

<p>Password Visualizer: Real-time strength assessment.</p> <p>Captcha: User-friendly security gatekeeper.</p> <p>Registration: Seamless account creation process, capturing essential user details.</p> <p>User Feedback: Surveys and tests to ensure an optimal experience, from registration to login.</p>	<p>capabilities for product exploration.</p> <ul style="list-style-type: none"> - Implement A/B testing for different recommendation display formats. - Implement advanced machine learning for deeper personalization. - Develop predictive purchase models for targeted promotions. - Enhance AI models with real-time user 	<ul style="list-style-type: none"> - Implement user feedback directly into product pages. - Create a feature for user-generated content on products. - Personalize the user interface based on user engagement. - Implement a user dashboard for tracking purchases and savings. - Add a feature for user-curated 	<p>section for the latest products.</p> <ul style="list-style-type: none"> - Implement a "Recently Viewed" section. - Add a "What's Popular" section based on user interactions. - Improve product discovery with voice search. - Create a "Back in Stock" notification system. - Develop a "Top Picks" 	<p>to boost repeat purchases.</p> <ul style="list-style-type: none"> - Partner with influencers for product discovery content. - Implement personalized promotions based on user behavior. - Test dynamic pricing strategies for different user segments. - Develop a tiered loyalty program with exclusive offers. - Explore 	<p>process to increase conversion rates.</p> <ul style="list-style-type: none"> - Streamline the checkout process for quicker purchases. - Develop a feature for product comparisons. - Create dynamic product bundles and upselling suggestions. - Develop an AI chatbot for 24/7 product discovery
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	<p>feedback.</p> <ul style="list-style-type: none"> - Implement a seamless, AI-driven purchase journey. - Enhance navigation with AI-driven suggestions. 	<p>product collections.</p> <ul style="list-style-type: none"> - Implement a feature for virtual product try-on. - Enhance product pages with customer stories and use cases. - Create a personalized onboarding experience. - Implement a feature for saving and sharing shopping carts. - Introduce a 	<p>section based on AI analysis.</p> <ul style="list-style-type: none"> - Introduce a "Shop the Look" feature for fashion items. - Develop a feature for product wish lists. - Introduce dynamic product bundles based on user preferences. 	<p>subscription models for frequent shoppers.</p> <ul style="list-style-type: none"> - Partner with brands for exclusive in-app events. - Implement a referral system for new user acquisition. 	<p>assistance.</p> <ul style="list-style-type: none"> - Implement blockchain for product authenticity verification. - Implement a "Shop the Look" feature for fashion items.
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		"Surprise Me" button for random product discovery.			
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7. Evaluate your ideas

#	The Idea	Risk?	Reversible?	Action
User Type/Persona Ecommerce Shopper				
1	Idea #1 Enhance AI algorithms for more precise product recommendations.	<div>Low / Medium / High</div> <div>- Usability: Describe Risk</div> <div>Medium</div> <div>Usability: Risk of over-personalization leading to a narrow user experience.</div>	<div>Yes / No</div> <div>Yes.</div>	<div>Validate / Do It</div> <div>Validate</div>

2	<p>Idea #2</p> <p>Improve product discovery with voice search.</p>	<p>Low / Medium / High</p> <p>- Value: Describe Risk</p> <p>Low</p> <p>Value: Risk of low adoption if users prefer traditional search methods, leading to underutilization of this feature.</p>	<p>Yes / No</p> <p>No.</p>	<p>Validate / Do It</p> <p>Validate</p>
3	<p>Idea #3</p> <p>Implement a seamless, AI-driven purchase journey.</p>	<p>Low / Medium / High</p> <p>- Feasibility: Describe Risk</p> <p>High</p> <p>Feasibility: High complexity in integrating AI seamlessly without disrupting the current user experience.</p> <p>- Value: Risk of not significantly increasing average order value if bundles are not appealing.</p>	<p>Yes / No</p> <p>Yes.</p>	<p>Validate / Do It</p> <p>Validate</p>
<p>User Type/Persona</p> <p>Frequent Buyers</p>				

1	<p>Idea #1</p> <p>Create dynamic product bundles based on user preferences.</p>	<p>Low / Medium / High</p> <p>- Viability: Describe Risk</p> <p>Medium</p> <p>Viability: Risk of misaligned bundles that don't resonate with user preferences, leading to low conversion rates.</p>	<p>Yes / No</p> <p>Yes.</p>	<p>Validate / Do It</p> <p>Do it</p>
2	<p>Idea #2</p> <p>Introduce a loyalty program to boost repeat purchases.</p>	<p>Low / Medium / High</p> <p>- Usability: Describe Risk</p> <p>Low</p> <p>Value: Risk of users not finding enough value in the loyalty program to engage regularly.</p>	<p>Yes / No</p> <p>Yes.</p>	<p>Validate / Do It</p> <p>Validate</p>
3	<p>Idea #3</p> <p>Introduce a "Flash Sale" section that showcases limited-time offers.</p>	<p>Low / Medium / High</p> <p>- Usability: Describe Risk</p>	<p>Yes / No</p> <p>Yes.</p>	<p>Validate / Do It</p> <p>Do It</p>

		<p>Low</p> <p>Usability: Risk of users finding the promotions intrusive or irrelevant, which could reduce engagement.</p>		
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8. Calculate Your ICE Scores

#	The Idea	The Risks	Align	Research	Ideate	Create	Validate	Refine	ICE Score
<p>User Type / User Persona Ecommerce Shoppers</p>									
1	<p>Idea 1</p> <p>Enhance AI algorithms for more precise product recommendations.</p>	<p>Medium</p> <p>- Value: Describe Risk</p> <p>- Viability: Describe Risk</p> <p>Value: Over-personalization might lead to a less diverse product discovery experience.</p> <p>Viability: High development costs</p>	Med	Low	Med	Med	High	High	20

		may outweigh potential benefits							
2	<p>Idea 2</p> <p>Implement a seamless, AI-driven purchase journey.</p>	<p>Low</p> <ul style="list-style-type: none"> - Usability: Describe Risk - Viability: Describe Risk <p>- Usability: Risk of users finding the AI-driven journey too intrusive or overly automated, leading to discomfort or frustration</p> <p>Viability: Implementing a seamless, AI-driven purchase journey is financially viable if the projected ROI justifies the initial investment in technology and resources, technically viable if current infrastructure can support AI systems, and legally viable if it adheres to data privacy and security laws. Its market viability depends on customer receptiveness to AI-enhanced</p>	Low	Low	Med	High	High	High	15

		<p>experiences, and resource viability hinges on having the skilled personnel to develop and maintain such systems. Scalability is also crucial, ensuring the AI system can grow and adapt to future demands and changes in customer behavior.</p>							
<div>User Type / User Persona</div> <div>Frequent Buyers</div>									
1	<div>Idea 1</div> <p>Introduce a loyalty program to boost repeat purchases.</p>	<div>Medium</div> <ul style="list-style-type: none"> - Feasibility: Describe Risk - Viability: Describe Risk <p>Viability: Users might not find enough value in the rewards, leading to poor engagement.</p> <p>Feasibility: Implementing a loyalty program might require significant resources that exceed the program's potential returns.</p>	Low	High	Low	Low	Med	High	30

2	<p>Idea 2</p> <p>Create dynamic product bundles based on user preferences.</p>	<p>Medium</p> <ul style="list-style-type: none"> - Usability: Describe Risk - Viability: Describe Risk <p>Viability: Misaligned bundles could result in low conversion rates, reducing the effectiveness of this feature.</p> <p>Usability: Complexity in curating bundles might overwhelm users, leading to abandonment.</p>	Med	Med	High	Med	High	Med	23

ICE Score = Impact (1-10) + Confidence (1-10) + Effort (1-10)	1 = worst score, 10 = best score
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6. Planning & Development

1. PRD (Product Requirements Document)

Problem

What is the problem/current situation that we are attempting to solve?

Frequent buyers face a disjointed purchase process, leading to frustration and potential loss of sales. They seek a more personalized and streamlined shopping experience that saves time and offers relevant product suggestions.

Customer

Who is asking for this/affected by this? How do we know they want it?

- Target Customers: E-commerce businesses and online shoppers.
- End Users: Users buying from E-commerce websites/mobile apps.
- Evidence of Demand: Data from e-commerce platforms showing high cart abandonment rates and low user satisfaction scores. Customer feedback often highlights the need for better product recommendations and support during checkout.

User Research:

User personas 1

- Name: Jane Operations
- Role: Ecommerce Manager - Targeted User
- Description: Jane oversees the daily operations of an online retail store. She focuses on optimizing sales, managing inventory, and enhancing customer satisfaction. Her goal is to streamline processes and increase efficiency without compromising on customer experience.
- Problem Faced: Jane struggles with high cart abandonment rates and the difficulty in upselling or cross-selling products. She needs a more effective way to engage customers and guide them through the purchase process.
- Current Solution: Currently, Jane uses basic analytics tools to track customer behavior and manually adjusts marketing strategies. She is looking for a more automated and intelligent solution.
- Thoughts on Platform: Jane is open to adopting new technologies if they can demonstrate a clear ROI and ease of integration with her existing systems.

User personas 2

- Name: Johnson
- Role: End user
- Description: Tech-savvy online shopper who frequently shops online for electronics and fashion.
- Problem Faced: Overwhelmed by choices and frequently abandons carts due to indecision.
- Current Solution: Uses multiple tabs to compare products, often leading to decision fatigue.
- Thoughts on Platform: Prefers platforms that offer personalized recommendations and quick support.

User personas 3

- Name: Amy
- Role: End User
- Description: Busy parent who shops online for convenience.
- Problem Faced: Often abandons carts due to interruptions and lack of time.
- Current Solution: Tries to complete purchases quickly, leading to missed deals and dissatisfaction.
- Thoughts on Platform: Values platforms that provide quick, relevant suggestions and easy checkout processes.

User Journey Map

What does a typical user's journey look like?

Awareness

- Users discover ShopSmart through marketing campaigns or organic search.
- Customers become aware of the brand through ads or social media.

Acquisition

They visit the website and browse products.

Activation/Conversion and Monetization

Targeted users make a purchase.

End user engages with the assistant, receives personalized recommendations, and completes a purchase.

Engagement

They engage with the brand through emails or social media.

Retention

Users return due to positive experience and personalized service.

Monetization

The company earns revenue from their purchases.

Referral

Satisfied user shares experience with friends, driving referrals.

Impact

Why should we care about this problem statement? Explain how we measured the size+urgency of the problem.

We care about this problem because it directly affects customer satisfaction and retention, impacting our bottom line. The urgency is high due to increased competition and customer expectations for a seamless shopping experience.

Goal

What is the target we want to achieve? Explain how we will measure it exactly.

- **Target:** Reduce cart abandonment by 20%, increase average order value by 15%, and achieve a user satisfaction score of 90% within the first year.
- **Measurement:** Use analytics to track conversion rates, average order values, and user satisfaction through surveys and feedback mechanisms.

Team

Whose help do we need to make this a success?

- **Product Development:** To build and refine the AI assistant.
- **Data Science Team:** To analyze user behavior and improve recommendation algorithms.
- **UX/UI Design:** To ensure an intuitive user experience.
- **Marketing Team:** To promote ShopSmart and drive user acquisition.
- **Customer Support:** To handle queries and gather feedback. Solution

Solution:

What is the solution?

Some solutions are listed below (in order of priority of implementation)

- Implement AI-driven product recommendations based on past purchases and browsing history.
- Streamline the checkout process using AI to predict preferred payment methods and shipping addresses.
- Offer personalized promotions and discounts based on individual shopping patterns.

ShopSmart integrates an AI-powered shopping assistant into e-commerce platforms, offering

real-time guidance, personalized product recommendations, and support to enhance user experiences and reduce cart abandonment.

Functional Requirements:

Shows the core functionality, user flow, and suggested user stories, to help build a picture of exactly how everything will work

1. Core Functionality:

- AI-driven product recommendations based on user behavior.
- Real-time assistance during the shopping process.
- Proactive notifications for abandoned carts.

2. User Flow:

- Users log into the platform.
- AI assistant analyzes user behavior and previous purchases.
- Users receive tailored product suggestions.
- Assistant provides support during checkout.
- Post-purchase engagement through follow-up recommendations.

3. User Stories:

- As a user, I want to receive product suggestions that match my preferences.
- As a user, I want real-time support during checkout to address any concerns.

Platform's Secure Login Mechanism

Objective: To create a robust authentication process for the ShopSmart platform, safeguarding user access and sensitive data.

Functionality:

Login/Sign-up: Users can input their credentials (username/email and password) and register for new accounts.

Security Measures:

Two-Factor Authentication (2FA) for added security.

'Forgot Password' functionality for account recovery.

User Journey:

Users navigate to the login page.

After successful authentication, they gain access.

In case of forgotten credentials, users can reset their passwords.

Security Considerations:

Employ advanced encryption techniques.

Implement robust password policies.

Adhere to global data protection laws, including GDPR.

This system ensures a secure and user-friendly experience, protecting both user access and personal information.

Alternatives

What other competing solutions exist and why is our solution better?

Competing Solutions: Competing solutions involve manual curation of product recommendations and traditional marketing strategies.

- **Our Advantage:** ShopSmart offers advanced personalization through AI, proactive support, and seamless integration, leading to better user engagement and conversion rates.

Success metrics

Define what the success of this feature looks like.

- **Awareness and Acquisition:** Increase in new user sign-ups and app downloads.
- **Engagement:** Boost in user interaction metrics, such as time spent on the platform.
- **Retention:** Higher repeat purchase rates and lower churn.
- **Monetization:** Increase in average order value and total sales.
- **Referral:** Growth in user base through word-of-mouth and referral programs.
- Increase in repeat purchase rate by 20%.
- Decrease in cart abandonment rate by 15%.
- Improvement in customer satisfaction scores by 10%.

Success Metrics by feature

Focus Metric

Conversion rate from recommendations, Repeat purchase rate.

L1 Metrics

User satisfaction scores, average order value, cart abandonment rate.

Final Recommendations

Define what the success of this feature looks like.

Success is achieved when DiscoverAI significantly reduces cart abandonment, increases average order value, and maintains high user satisfaction scores, leading to increased revenue and market share for e-commerce platforms. Prioritize the implementation of the AI-driven recommendation engine and checkout process optimization for immediate impact.

Risks

What can go wrong in our solution?

- **User Acceptance:** Users may find AI recommendations intrusive or irrelevant.
- **Data Privacy:** Handling sensitive user data requires robust security measures.
- **Technical Issues:** Integration with existing platforms may face compatibility challenges.
- **Market Adoption:** Slow adoption by e-commerce platforms due to cost or complexity concerns.
- **Cost:** Cost overruns due to unforeseen complexities in AI development and integration.

2. Write User stories

Story 1:

- **Newbie Explorer:** I want to sign up and dive into ShopSmart's world.
- **Regular Visitor:** A quick and secure login is my daily routine.
- **Password-Challenged:** Forgot my password, but the reset is a breeze!

Story 2:

As a new user of the product discovery platform, I would like to explore personalized product recommendations to discover products that match my preferences for my ecommerce store.

Story 3:

As an existing user of the product discovery platform, I would like to receive targeted campaigns promoting personalized bundles to help my customers discover more relevant products and increase their average order value.

3. Acceptance criteria to each story.

Story 1: Acceptance Criteria

- Acceptance Criteria #1

The platform's personalized product recommendations should be based on my store's browsing history, purchase behavior, and customer preferences, ensuring a tailored discovery experience.

- Acceptance Criteria #2

The recommendations should be visually appealing and easy to navigate, with clear product descriptions and images.

- Acceptance Criteria #3

I should be able to filter and refine the recommendations to narrow down my choices and find the products that best match my customers' preferences.

Story 2: Acceptance Criteria

- Acceptance Criteria #1

The targeted campaigns should showcase a diverse range of personalized bundles, catering to different customer preferences and interests.

- Acceptance Criteria #2

The bundles should offer a good value proposition, with a mix of complementary products at attractive prices.

- Acceptance Criteria #3

I should have the option to customize the bundles, allowing me to add or remove items to create combinations that match my customers' preferences.

4. Sprint goal

PRODUCT Product Name: ShopSmart	SPRINT NUMBER Sprint #1
EPIC GOAL 2-line description of the Sprint Goal Enhance the product discovery experience for e-commerce businesses and increase user engagement by providing tailored product recommendations, customizable bundles, and a seamless integration process.	

USER STORIES

1. **User Story #1:** As a new user of the product discovery platform, I want to receive personalized product recommendations based on my store's data, so that my customers can discover products that match their preferences.
2. **User Story #2:** As an existing user of the product discovery platform, I want to be able to customize and create my own personalized bundles, allowing my customers to save money and find the perfect combination of products.
3. **User Story #3:** I would like to have a seamless and intuitive integration process with my e-commerce platform, ensuring a smooth setup and use of the product discovery features.
4. **User Story #4:** The platform should offer an engaging and interactive onboarding experience, guiding me through the key features and benefits, thus increasing my understanding and satisfaction.

5. **User Story #5:** I want to be able to easily manage and edit my saved preferences and settings, ensuring a convenient and efficient discovery process for my store.
6. **User Story #6:** The platform should provide a feature to track and remind me of my discovery goals, such as finding specific types of products or staying within a certain budget, helping me stay on track with my objectives.

7. Design & User Research

Write user goal and sketch out feature flow

Low Fidelity Mockups or Wireframes

Page 1: Landing Page

+-----+

| ***Logo | Hamburger Menu (☰) |***

+-----+

| ***Hero Section |***

| ***Headline: Boost Your Sales by 30% with Our AI-Powered eCommerce Platform |***

| ***Subheading: Increase ROI by up to 25% in just 6 weeks |***

+-----+

| ***Statistics Section |***

|  ***90% of customers see an increase in sales within 3 months |***

|  ***85% of customers experience a 20% increase in ROI |***

|  95% of customers rate our platform as “Excellent” |

| (Consider using icons or charts to visually represent these statistics) |

+-----+

| **Features Section** |

| **Product Discovery:** Help customers find what they need quickly with smart search |

| **Influencer Marketing:** Leverage influencers to boost your brand awareness |

| **Customer Feedback:** Get real-time data on customer satisfaction |

| **Personalized Recommendations:** Tailor product suggestions to maximize conversions |

| **Social Media Integration:** Easily share and promote products across platforms |

| (Consider using icons or cards to visually represent each feature) |

+-----+

| **Testimonials Section** |

| *"Our sales increased by 30% after using this platform!"* |

| — *John Doe, CEO of RetailX* |

| *"The influencer marketing feature is a game-changer!"* |

| — *Jane Smith, Marketing Manager at FashionCo* |

| *(Add customer names, titles, and company logos or photos to boost credibility)* |

+-----+

| *Signup Section* |

| **Create Your Account** |

| *Email:* _____ |

| *Password:* _____ |

| *Confirm Password:* _____ |

| *[Sign Up]* |

| *Already have an account? [Login]* |

| ***Social Media Signup: [Google] [Facebook] [LinkedIn] |***

+-----+

| ***Footer: |***

| ***Privacy Policy | Terms of Service | Contact Us | Sitemap | Influencer|***

| ***[Facebook] [Twitter] [LinkedIn] [Instagram]|***

| ***(Add a "Back to Top" button in the footer for easier navigation on long pages) |***

+-----+

| ******Expanded Navigation Menu (from Hamburger Menu)***: |***

| ***About | Product | Solutions | Resource Hub | Influencers|Registration***

+-----+

Page 2: Login Page

+-----+

| ****Traditional Login:**** |

| ***Email:*** _____ |

| ***Password:*** _____ ***(eye symbol to toggle) [Remember Me]*** |

| ***[Login Button]*** |

| ***[Forgot password? Link]*** |

+-----+

| ****Or sign in with:**** |

| ***[Google Icon] [Facebook Icon] [LinkedIn Icon]*** |

+-----+

| ****Two-Factor Authentication (2FA):**** |

| *Secure login with OTP* |

| *(Enter the code sent to your mobile device)*|

+-----+

***** Social Media Login*****

+-----+

| *Social media login buttons should direct users to the appropriate authentication pages (Google, Facebook, LinkedIn, etc.).*|

+-----

Page 3: Dashboard Page (B2B)

+-----+

| *Logo*| *Navigation Menu* | *Logout* |

+-----+

| ****User Profile Section****

|

| *(Single block layout with company name, user name, profile picture)* |

+-----+

| *****Key Performance Indicators (KPIs) Section***** |

| *[KPI 1] [KPI 2] [KPI 3] [KPI 4] (Displayed in a 2x2 or 4-column grid)* |

+-----+

| ****Product Catalog Section**** |

| *[Product Name] [Price] [Quantity] [Sales] (Grid or table layout)* |

| *[Product Name] [Price] [Quantity] [Sales]* |

+-----+

| ****Influencer Marketing Section**** |

| *[Influencer Name] [Campaign Name] [Budget] [ROI] (Grid or table layout)* |

+-----+

| ****Customer Feedback Section**** |

| ***Customer Name | Feedback | Rating (List or card layout)*** |

| ***Customer Name | Feedback | Rating*** |

+-----+

| ****Quick Links Section**** |

| ***[Manage Products] [Manage Influencers] [View Reports] (3-column grid)*** |

+-----+

| ***[**Book a Demo**]*** (Standalone CTA button, outside of grid) |

Page 4: Dashboard Page (B2C)

+-----+

| *Logo* | *Navigation Menu* | | *****Logout***** |

+-----+

| *****Welcome, [User Name]***** |

+-----+

| *User Profile Section* |

| *User Name* | *Profile Picture* | *****Edit Profile***** |

+-----+

| *Product Discovery Section* |

| *Recommended Products* | *Trending Products* | *****View More***** |

+-----+

| *Purchase History Section* |

| *Product Name* | *Date Purchased* | *Price* | *****Reorder***** |

+-----+

| ***Product Preferences Section*** |

| ***Product Category*** | ***Product Brand*** | *****Save Preferences***** |

+-----+

| ***Personalized Recommendations Section*** |

| ***Product Name*** | ***Price*** | ***Rating*** | *****Why we recommend this***** |

+-----+

| ***Loyalty Program Section*** |

| ***Program Name*** | ***Rewards Balance*** | *****Redeem Rewards***** |

+-----+

| ***Social Media Integration Section*** |

| ***Facebook*** | ***Instagram*** | ***Twitter*** | *****Share on [Social Media Platform]***** |

+-----+

| ***Influencer Marketing Section*** |

| ***Influencer Name*** | ***Campaign Name*** | ***Budget*** | ***ROI*** | *****Follow Influencer***** |

+-----+

| *Customer Feedback Section* |

| *Customer Name* | *Feedback* | *Rating* | *****Write a Review***** |

+-----+

| *Quick Links Section* |

| *View Products* | *View Cart* | *Checkout* | *****My Account***** |

+-----+

| *****Help***** | *****FAQ***** | *****Logout***** |

+-----+

Page 5: Pricing Page

+-----+

| *Logo* | *Navigation Menu* | | *****Logout***** |

+-----+

| *Pricing Plans Section* |

| *Basic* | *Premium* | *Enterprise* |

| *\$99/month* | *\$299/month* | *Custom* |

+-----+

| *Features Section* |

| *Product Discovery* | *Influencer Marketing* | *Customer Feedback* |

| *Personalized Recommendations* | *Social Media Integration* |

+-----+

| *Call-to-Action (CTA) Button: Sign Up* |

+-----+

| *Registration Form Section* |

| *Name* | *Email* | *Password* | *Company Name (B2B only)* |

+-----+

Page 6: Influencer Marketing Page

+-----+

| *Logo* | *Navigation Menu* || *****Logout***** |

+-----+

| *Influencer Marketing Section* |

| *Influencer Name* | *Campaign Name* | *Budget* | *ROI* |

+-----+

| *Influencer Profile Section* |

| *Influencer Name* | *Profile Picture* | *Bio* |

+-----+

| *Campaign Details Section* |

| *Campaign Name* | *Budget* | *Start Date* | *End Date* |

+-----+

| *Call-to-Action (CTA) Button: Create Campaign* |

+-----+

Page 7: Registration Form Page

+-----+

| *Logo* | *Navigation Menu* | | *****Logout***** |

+-----+

| *Registration Form Section* |

| *Name* | *Email* | *Password* | *Company Name (B2B only)* |

+-----+

| *Call-to-Action (CTA) Button: Sign Up* |

+-----+

Page 8: Checkout Process Page

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| *Logo* | *Navigation Menu* | | *****Logout***** |

+-----+

| *Order Summary Section* |

| *Product Name* | *Price* | *Quantity* | *Total* |

+-----+

| *Payment Options Section* |

| *Credit/Debit Card* | *Net Banking* | *PayPal* |

+-----+

| *Call-to-Action (CTA) Button: Pay Now* |

+-----+

Page 8: Customer Feedback and Loyalty Program Page

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| *Logo* | *Navigation Menu* | | ***Logout*** |

+-----+

| *Customer Feedback Section* |

| *Customer Name* | *Feedback* | *Rating* |

+-----+

| *Loyalty Program Section* |

| *Program Name* | *Program Details* | *Rewards* |

+-----+

| *Call-to-Action (CTA) Button: Join Program* |

+-----+

Page 9: Metrics and Analytics Dashboard

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| *Logo* | *Navigation Menu* | | ***Logout*** |

+-----+

| *Metrics and Analytics Section* |

| *Conversion Rate* | *Average Order Value (AOV)* |

| *Customer Acquisition Cost (CAC)* | *Customer Lifetime Value (CLV)* |

| *Return on Investment (ROI)* | *Net Promoter Score (NPS)* |

+-----+

| *Product Catalog Engagement Section* |

| *Product Name* | *Engagement Metrics* |

+-----+

| *Search Usage Section* |

| *Search Query* | *Search Volume* |

+-----+

| *Facet Usage Section* |

| *Facet Name* | *Facet Value* |

+-----+

| *Influencer Engagement Section* |

| *Influencer Name* | *Engagement Metrics* |

+-----+

| *Social Media Engagement Section* |

| ***Social Media Platform | Engagement Metrics*** |

+-----+

Page 10: A/B Testing and Experimentation

+-----+

| ***Logo | Navigation Menu | | **Logout***** |

+-----+

| ***A/B Testing and Experimentation Section*** |

| ***Experiment Name | Variation | Control Group*** |

+-----+

| ***Experiment Results Section*** |

| ***Metric Name | Variation | Control Group | Winner*** |

+-----+

| ***Create Experiment Section*** |

| ***Experiment Name | Variation | Control Group*** |

+-----+

Page 11: Survey and Feedback

+-----+

| *Logo* | *Navigation Menu* | | ***Logout*** |

+-----+

| *Survey and Feedback Section* |

| *Survey Name* | *Response Rate* |

+-----+

| *Survey Results Section* |

| *Question* | *Response* |

+-----+

| *Create Survey Section* |

| *Survey Name* | *Question* |

+-----+

Page 12: Data Warehousing and Business Intelligence

+-----+

| *Logo* | *Navigation Menu* | | *****Logout***** |

+-----+

| *Data Warehousing and Business Intelligence Section* |

| *Data Source* | *Data Type* |

+-----+

| *Data Visualization Section* |

| *Chart Type* | *Data* |

+-----+

| *Create Data Visualization Section* |

| *Chart Type* | *Data* |

+-----+

Page 13: Product Discovery Page

+-----+

*****Checkout*****

| *Logo | Navigation Menu | Checkout| **Logout |***

+-----+

| *Search Bar: _____ [Autocomplete/Dropdown] [Voice Search] |*

| *Filters: Category | Price | Ratings | Brand | Discount |*

+-----+

| *Product Grid: |*

| *[Product Image] Product Name [Quick View] [Wishlist] [Compare] |*

| *Price: \$_____ |*

| *Ratings: *** |***

| *[Add to Cart] |*

+-----+

| **Product Recommendations:** |

| **[Product Image] Product Name [Quick View] [Wishlist] [Compare]** |

| **Price: \$_____** |

| **Ratings: ******* |

| **[Add to Cart]** |

+-----+

| **Top Sellers / Trending Products:** |

| **[Product Image] Product Name** |

| **Price: \$_____** |

| **Ratings: ******* |

| **[Add to Cart]** |

+-----+

| **Review and Rating:** |

| **Rating: ******* |

| **Review: _____** |

| **[Submit]** |

+-----+

| **Flash Sale:** |

| **Flash Sale: Limited Time Offer!** |

| **20% off all products for the next 48 hours** |

| **[Shop Now]** |

+-----+

| **Surprise Me:** |

| ****Surprise Me**:** Discover a new product! |

| **Get a personalized recommendation based on your interests** |

| **Existing Reviews:** |

| **[User Profile Image] User: _____** |

| **Rating: ******* |

| **Review: _____** |

| **[Like] [Dislike]** |

+-----+

| **Recently Viewed Section** |

| **Product Name | Date Viewed | Price |**

****Checkout****

+-----+

| *****Analytics Integration***** |

| **Google Analytics: Track page views, product clicks, and conversions** |

| **Clickstream Analysis: Track clickstream data for product recommendations and filtering**

|

| **API Key: _____** |

| **Tracking ID: _____** |

+-----+

| ***Chatbot*** |

| ***Hi, how can I help you today?*** |

| ***[Type your question or select an option]*** |

+-----+

| ******Chatbot Specification****** |

| ******Dialogflow Integration****** |

| ***API Key:*** _____ |

| ***Intent: Product Support*** |

| ***Entities: Product Name, Product Description, Price*** |

| ***Fulfillment: Provide product information, answer FAQs, and route to human support if necessary*** |

+-----+

Page 14: Checkout Process Page:

+-----+

| *Logo* | *Home* | *Cart* | *****Logout***** |

+-----+

| *****Progress Bar*****: *Step 1 of 3* |

+-----+

| *Shopping Cart:* |

| *[Product Image]* *Product Name* |

| *Price:* \$ _____ |

| *Quantity:* _____ |

| *[Update Quantity]* | *[Remove]* |

| |

| *[Product Image]* *Product Name* |

| **Price:** \$_____ |

| **Quantity:** _____ |

| **[Update Quantity]** | **[Remove]** |

| |

| **Subtotal:** \$_____ |

| **Shipping:** \$_____ |

| **Tax:** \$_____ |

| **Apply Coupon Code:** |

| **Code:** _____ |

| **[Apply]** |

| **Discount Applied:** -\$_____ |

| **New Total:** \$_____ |

+-----+

| **Billing Information:** |

| **Full Name:** _____ |

| **Email:** _____ |

| **Phone Number:** _____ |

| **Address:** _____ |

| **City:** _____ |

| **State:** _____ |

| **Zip Code:** _____ |

| **Country:** _____ |

| **[Save for Later]** |

| **Same as Shipping Address:** ☐ |

+-----+

| **Payment Information:** |

| **Card Number:** _____ |

| **Expiration Date:** _____ |

| **CVV:** _____ |

| **Or** |

| ***[Pay with Net Banking]*** |

| ***[Pay with Debit Card]*** |

| ***[Pay with Other Methods]*** |

| ***[Pay with Wallet]*** |

| ***[Save Payment Method]*** |

| ***[Pay Now]*** |

+-----+

| ***Order Summary:*** |

| ***Subtotal:*** \$ _____ |

| ***Shipping:*** \$ _____ |

| ***Tax:*** \$ _____ |

| ***Discount Applied:*** -\$ _____ |

| **Total: \$_____** |

| **Estimated Delivery Date: _____** |

| **[Gift Wrap]** |

| **[Discount Code]** |

| **[Apply]** |

| **[Place Order]** |

+-----+

| **Footer:** |

| **Contact Us | About Us | Privacy Policy | Terms of Use | Influencers | FAQ |**

Note: ** meaning button, * meaning specification to dev team or what needs to be done.**

8. Technology Development & Release Management

1. Technology Development & Release Management

This section outlines the technical stack and processes used to ensure smooth development, release, and maintenance of the eCommerce product discovery platform.

2. Technology Stack

Frontend:

Framework: React (for responsive, dynamic, and interactive user interfaces)

Responsive Design: Ensured through CSS frameworks like Tailwind or Bootstrap, and media queries to provide seamless user experiences across different devices and screen sizes.

State Management: Redux or Context API for managing global application state.

Backend:

Framework: Django (Python) for a robust, scalable backend with RESTful API services.

Authentication & Authorization: Django Rest Framework (DRF) with JWT or OAuth for secure user management and API access control.

Caching: Redis for caching frequently accessed data, improving performance.

Database:

Primary Database: PostgreSQL, chosen for its stability, scalability, and advanced querying capabilities.

Search: Elasticsearch or Algolia to power product discovery and fast search responses.

3. Version Control

Platform: GitHub for version control, ensuring collaboration, code reviews, and seamless integration of new features.

Branching Strategy: Gitflow or a similar branching model for managing feature development, bug fixes, and releases without disrupting the master branch.

4. Continuous Integration & Continuous Deployment (CI/CD)

CI/CD Pipeline: Automated using GitHub Actions to run tests, perform code linting, and deploy builds after successful merges.

Containerization: Docker for containerizing applications, ensuring consistency between development and production environments.

5. DevOps & Infrastructure

Cloud Infrastructure: Amazon Web Services (AWS) for scalable and secure cloud infrastructure.

Load Balancing: AWS Elastic Load Balancer (ELB) to distribute incoming traffic across multiple servers.

Storage: AWS S3 for storing static assets like images, videos, and other resources.

Database Management: AWS RDS (PostgreSQL) for managing relational database instances, ensuring high availability, backups, and failover capabilities.

Infrastructure as Code (IaC): Terraform or AWS CloudFormation for managing infrastructure provisioning, ensuring a consistent and repeatable setup.

6. Release Management

Release Strategy:

Staging Environment: A staging environment for final testing before pushing to production.

Release Frequency: Regular release cycles (e.g., bi-weekly sprints) to ensure continuous delivery of new features and bug fixes.

Blue-Green Deployment: Optional deployment strategy to minimize downtime and reduce the risk associated with new deployments.

Monitoring & Logging:

Monitoring: AWS CloudWatch for tracking system performance and health.

Error Tracking: Sentry or similar tools to capture application errors and exceptions.

Logging: AWS CloudWatch Logs or ELK Stack (Elasticsearch, Logstash, Kibana) for centralized logging and analysis.

9. Data Analysis & Iterations

1. Setting Product Goal & Success Metrics

To evaluate the actual results of your product, you should define actionable metrics (key performance indicators) to track.

App Type	Paid subscription apps/SaaS platform
Goal	<i>What is the goal you are trying to achieve?</i> Enhance the product discovery experience for e-commerce businesses to increase user engagement and sales.
KPIs	<i>What are your key performance indicators that show the health of the business?</i> Key performance indicators that show the health of the business include: <ul style="list-style-type: none">• Customer Retention Rate: Measures the percentage of customers who continue to use the platform over a specific period.• Average Order Value (AOV): The average amount spent by customers per order, reflecting the effectiveness of personalized recommendations and bundles.

- | | |
|--|---|
| | <ul style="list-style-type: none">• Conversion Rate: The percentage of users who make a purchase after interacting with the product discovery platform.• Customer Lifetime Value (CLTV): The total revenue expected from a customer over their entire relationship with the platform.• Churn Rate: The percentage of customers who stop using the platform within a given time frame.• User Engagement Metrics: Includes session duration, frequency of visits, and interaction with personalized recommendations and bundles. |
|--|---|

Metrics	<p><i>Metrics that can help you track your KPIs</i></p> <p>Metrics that can help you track your KPIs include:</p> <ul style="list-style-type: none"> • Daily Active Users (DAU) / Monthly Active Users (MAU): Measures the number of active users engaging with the platform on a daily/monthly basis. • Click-Through Rate (CTR) on Recommendations: The percentage of users who click on recommended products. • Bundle Customization Rate: The frequency at which users create or customize product bundles. • Repeat Purchase Rate: How often customers return to make additional purchases. • Net Promoter Score (NPS): Measures customer satisfaction and the likelihood of customers to recommend the platform to others. • Time to First Purchase: The average time it takes for a new user to make their first purchase after joining the platform.
---------	--

2. Find your OMTM(One Metric That Matters)

Step 1: Identify the “One Metric That Matters” for your product / feature idea.

Step 2: Explain why it matters.

The Metric

Metric: Description

Customer Retention Rate

Why Does It Matter?

Explain why this metric is the one your product should care about most i.e tie it to your goal

Customer retention rate is crucial because it directly correlates with the long-term success and sustainability of a SaaS product. High retention means that customers find continuous value in the platform, which leads to recurring revenue and lower churn rates. In the context of a product discovery platform for e-commerce businesses, retaining customers indicates that the platform is effectively helping businesses enhance their product discovery, leading to increased user engagement and sales.

Explain why this metric is the one your product should care about most i.e tie it to your goal

Customer retention rate is the most important metric because it reflects the platform's ability to deliver consistent value to e-commerce businesses. A high retention rate suggests that businesses are satisfied with the personalized recommendations, targeted campaigns, and overall product discovery experience. This is directly tied to the goal of increasing user engagement and sales, as satisfied businesses are more likely to continue using the platform, explore additional features, and invest in higher subscription tiers. Moreover, retaining customers reduces the cost associated with acquiring new customers, thereby improving overall profitability.