PAYU Offer Engine Integration for Enhanced Online Payments

Project Overview

- **Project Name**: PAYU Offer Engine Integration for Enhanced Online Payments
- **Objective**: Integrate the PayU offer engine to introduce bank offers aimed at encouraging more online payments, reducing the reliance on Cash on Delivery (COD), and subsequently lowering Return to Origin (RTO) rates.
- **Time Period:** [Start Date] to [End Date]
- **Team Size**: 7 members
  - Product Manager
  - Business Team
  - UI Designer
  - Tech Team
  - Product Analyst
  - QA Testers (PM)

Roles and Responsibilities

- Managed the product roadmap and backlog.
- Collaborated with business, design, and tech stakeholders to finalize requirements.
- Created the PRD and defined coupon logic for both Shopify and PayU platforms.
- Coordinated with the business team to get coupon approvals.
- Led the end-to-end testing process and impact analysis.
- Created coupons on the PAYU Dashboard and Shopify.

Key Challenges & Solutions

- **Challenge**: Managing coupon enforcement across Shopify and PayU simultaneously.
  - Solution: Developed a synchronized coupon creation process on both platforms with identical names and T&Cs.
- **Challenge**: Users switching between payment methods leading to incorrect coupon application.
  - Solution: Implemented logic to disable conflicting coupon options and auto-apply valid offers.
- **Challenge**: Ensuring a seamless user experience during checkout.
  - Solution: Conducted extensive user testing and refined UI elements based on feedback.

Features Delivered

- Product Page: Display of bank and generic offers with a "Copy Code" feature.
- Cart Page & Pop-Up: Ability to apply coupons, with automatic disabling of conflicting payment options.
- Checkout Page: Coupon application and dynamic payment summary update.
- PayU Integration: Auto-application of bank offer coupons at PayU checkout.

Metrics & Results (Impact Analysis)

- Increased online payment adoption by 18%.
- Reduced RTO rates by 12% over six months.
- Improved customer satisfaction scores for the checkout process by 15%.

Tools & Technologies Used

- Product Management: Clickup, Whimsical
- Data Analysis: Google Analytics, Clarity, DB Data
- Design Collaboration: Figma
- Development & Testing: Shopify, PayU API, Postman

Stakeholder Engagement

- Conducted weekly sync meetings with cross-functional teams to track progress.
- Facilitated design reviews and approval sessions with the business team.
- Collaborated with the tech team to resolve blockers and ensure timely delivery.

Learnings & Key Takeaways

- Synchronizing coupon creation and enforcement across multiple platforms is crucial for a seamless user experience.
- Clear communication between business, design, and tech teams minimizes implementation delays.
- Continuous user feedback is essential for refining UI/UX elements.