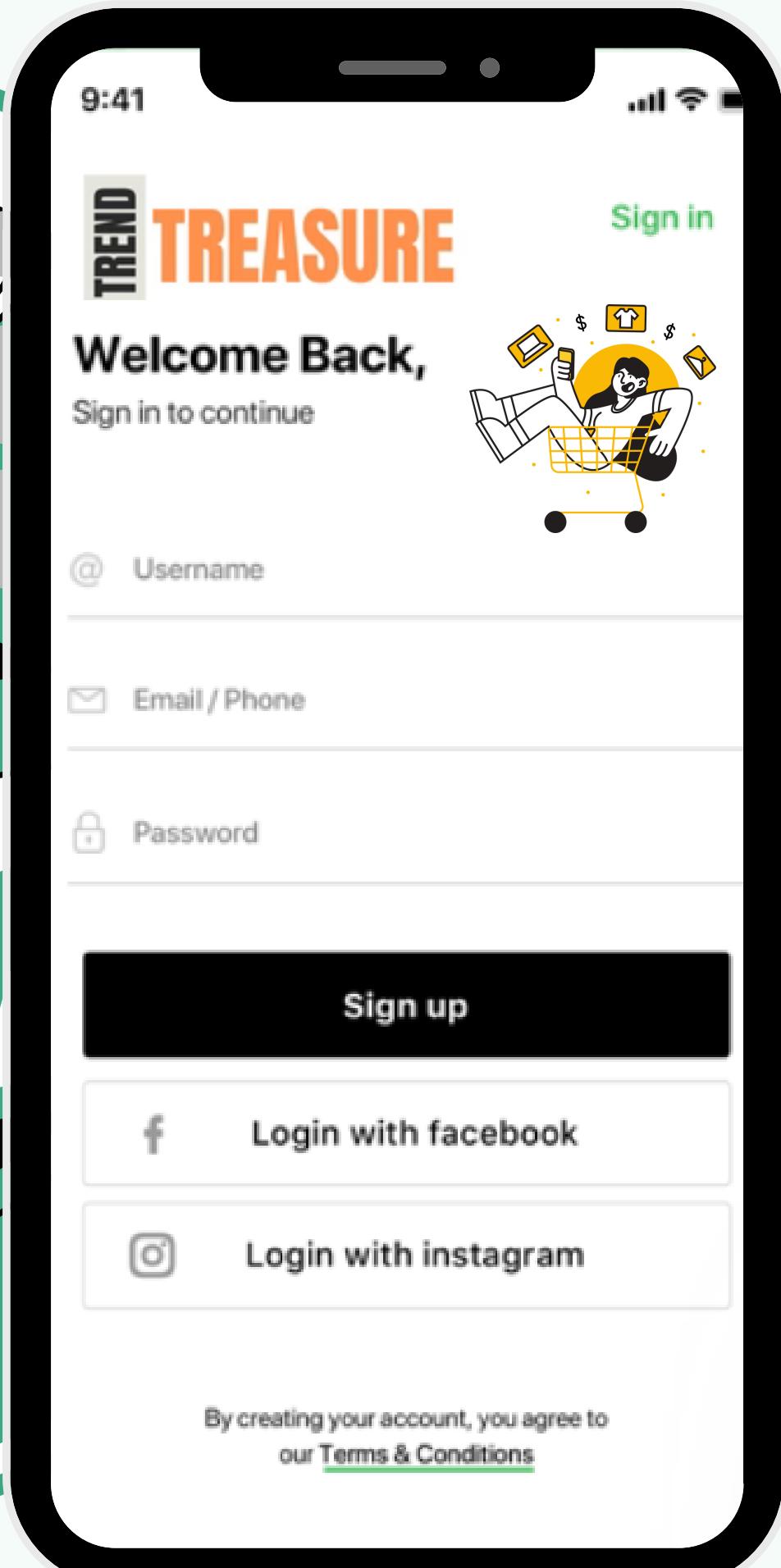




TrendTreasure

A Product Breakdown

By Team Case Crew
Ansh, Mahi & Avni



About the Product



Overview

TrendTreasure is a digital shopping platform that connects shoppers with individual and small business sellers of novelty items.

The app's stakeholders are:

- Shoppers (B2C)
- Store owners (B2B / B2C)
- Logistics partners (B2B)

Incubators & Accelerators



Competitors



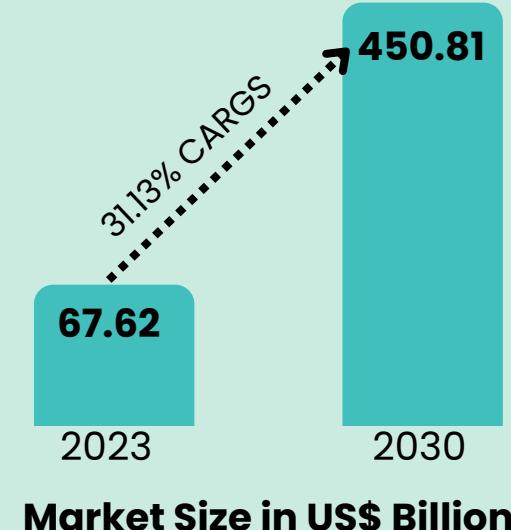
Problem Statement



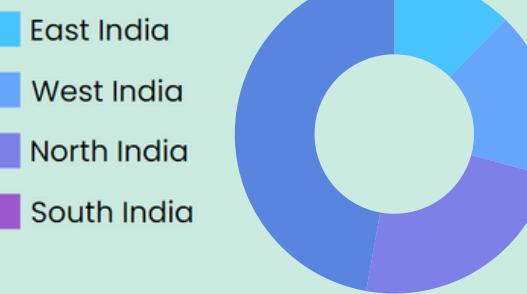
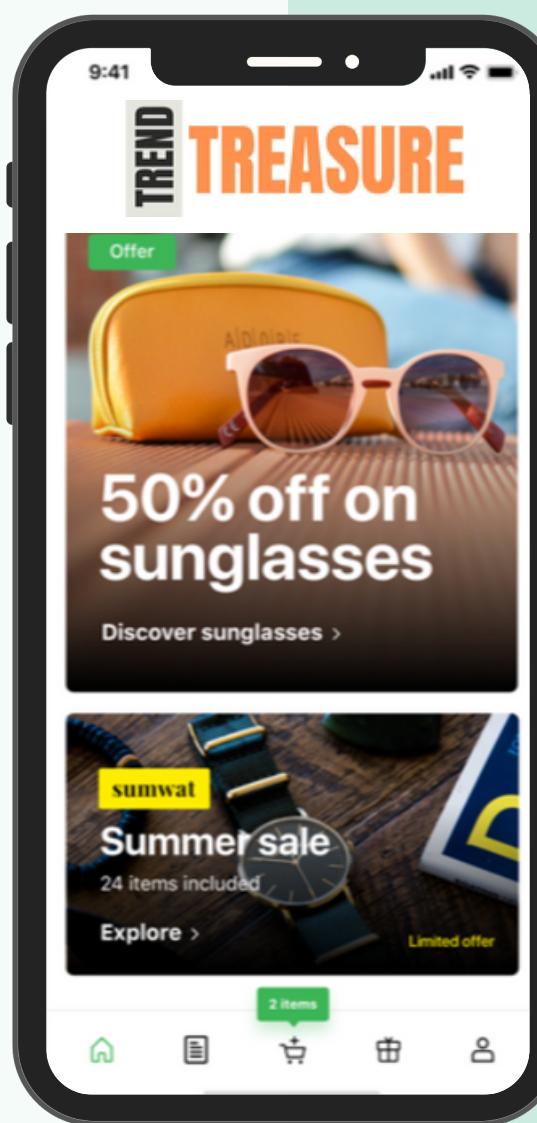
Create a personalized onboarding experience for each of the three stakeholders with a focus on signup, login, and registration processes.

Market Analysis

Indian Market



Market Size in US\$ Billion

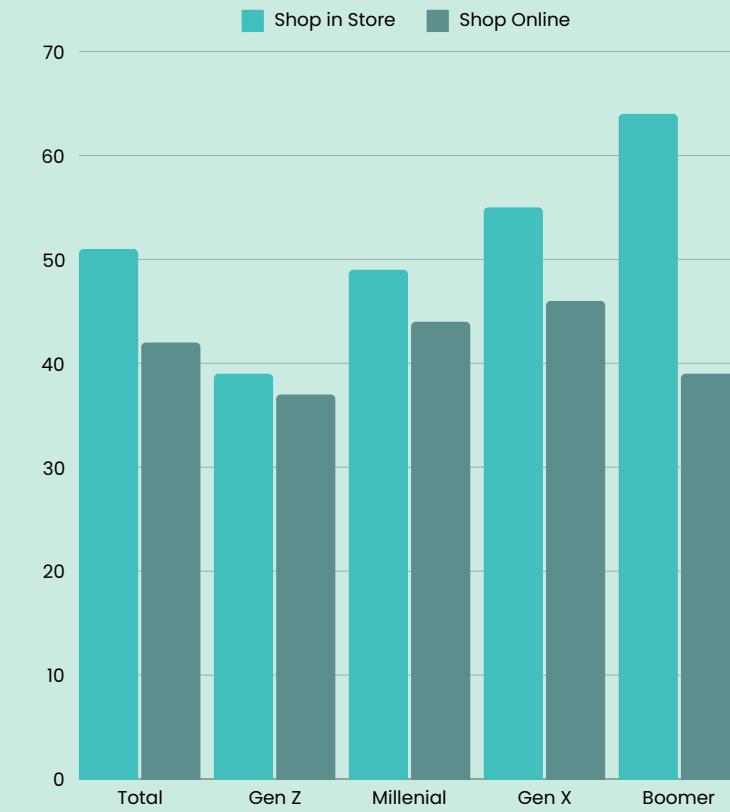


India E-Commerce Market share, by Region (2023)

South Indian Market holds the largest share in the global market

Market Drivers

- Over 850 million internet connections in India by 2022
- Urbanization
- Rising smartphone penetration
- Growth driven by the Digital India initiative
- Supportive government policies, including 100% FDI in B2B e-commerce

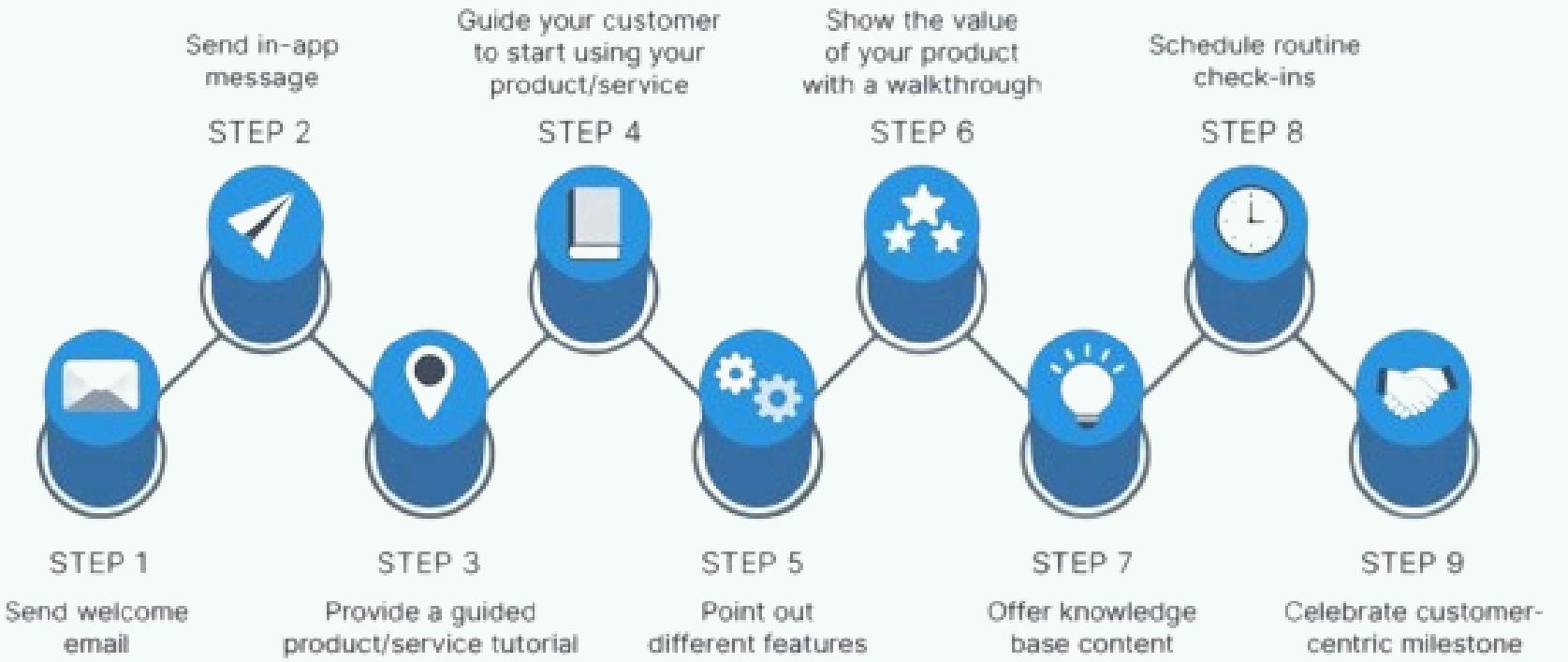


Shoppers Research

explore the app to find trending items, search for specific stores and sellers, and filter across types of items

We conducted one-on-one interviews with 10+ users and collected additional insights from 100+ users through a survey form.

The Complete Customer Onboarding Process



Onboarding e-mail

Target: New subscribers or people creating a profile at online store.

- Over **74%** of users expect a welcome email.
- Real-time welcome emails have **>10x** the transaction rate over other email types.
- The average open rate for welcome emails is **50%–86%** more effective than email newsletters.
- Subscribers who receive a welcome email show **33%** more long-term engagement with that brand.

Guest Signup

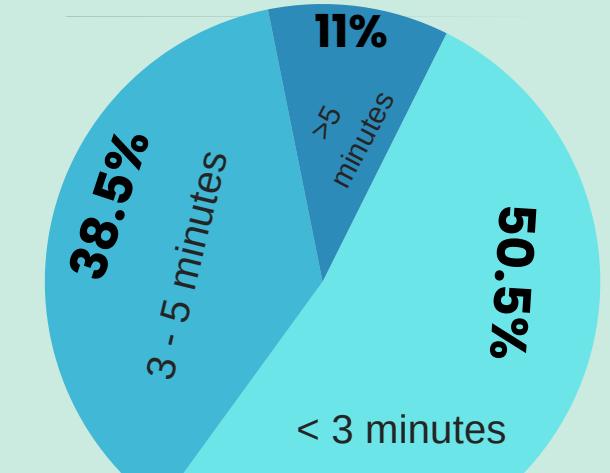
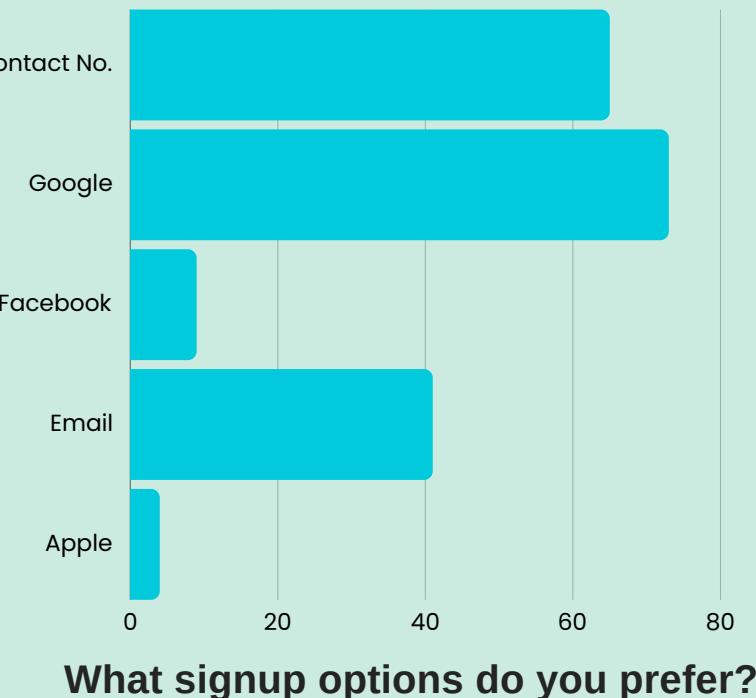
- 28%** of users abandon checkouts when account creation is required. **Guest signups reduce this barrier and improve conversion rates.**
- Guest signups boost immediate sales by **10–20%** by removing transaction obstacles.
- 72%** of consumers prefer guest checkout for its simplicity, encouraging first-time buyers to complete purchases easily.

Incentives

- Incentives during onboarding can increase conversion rates by up to **30%**.
- Onboarding incentives boost user engagement by **50%**, increasing platform usage and interaction.
- Incentives can cut onboarding time by **15–20%** by motivating users to complete the process faster.
- 83%** of new users are more likely to finish account creation with immediate incentives.

Stats from Online Survey (100+ Shoppers)

No. Of Shoppers



Priority (High to Low) of information would you like to see during the signup process?



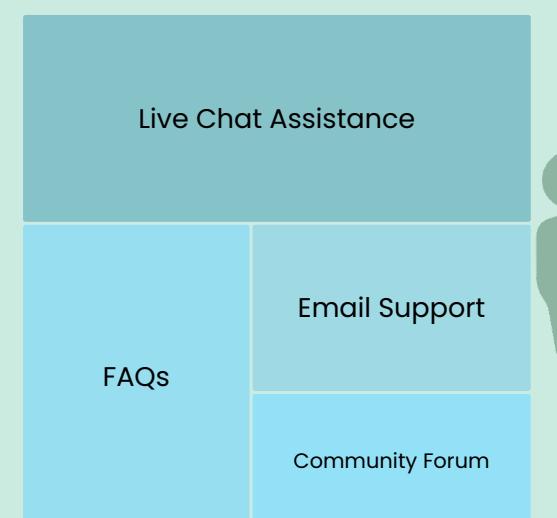
- Exclusive Offers
- Trending items
- guide on using the app
- Popular Stores

Priority (High to Low) of incentives would encourage you to finish onboarding?

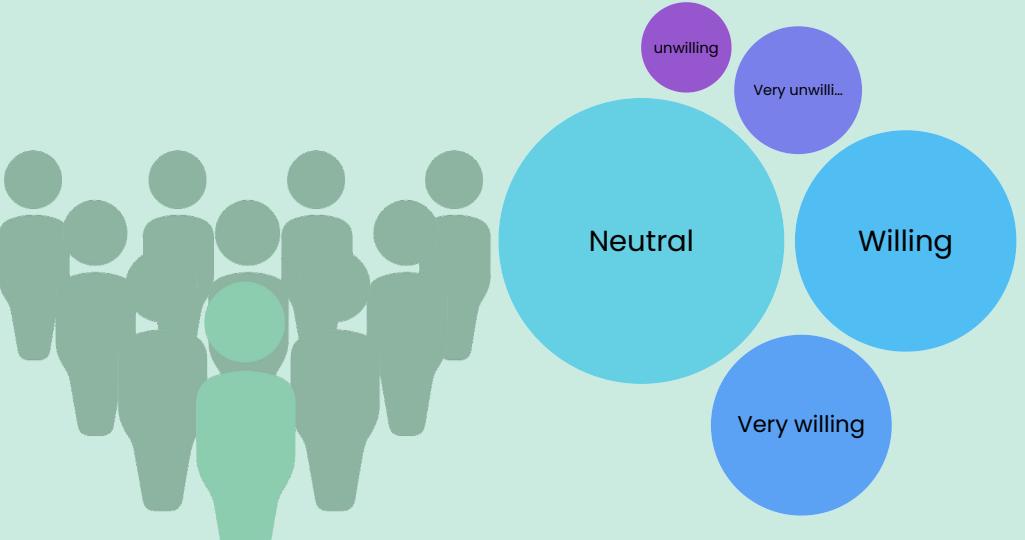


- Discount or coupon
- Free shipping on first order
- Loyalty points
- Entry into a giveaway

What additional support would you like to see during the onboarding process?



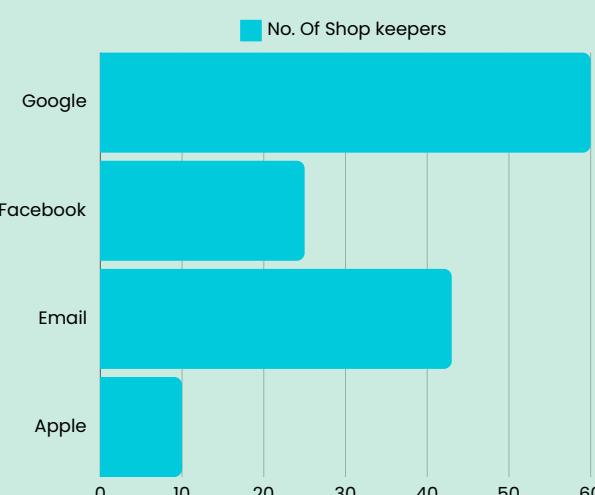
How do you feel about providing feedback on your onboarding experience?



Stats from Online Survey (50+ Sellers)

Priority (High to Low) on Type of onboarding support would be most helpful?

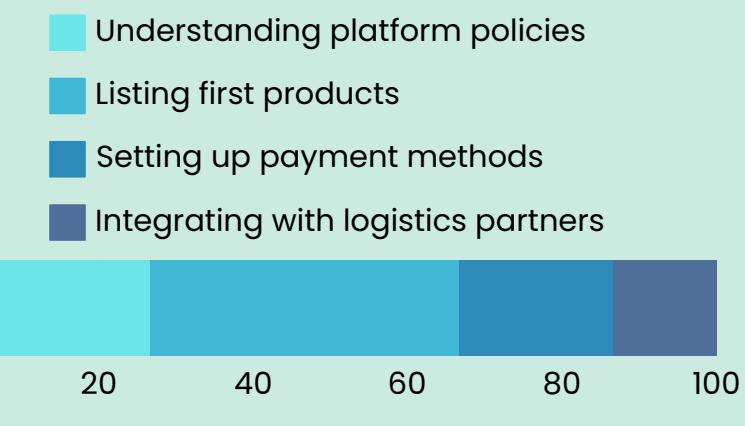
- Step-by-Step Setup Guide
- Video Tutorials
- Access to Seller Community
- Dedicated Account Manager



What signup options do you prefer?



What was the most challenging part of the onboarding process?



Seamless onboarding enhances seller engagement, speeding up activation and boosting retention with personalized support, clear guides, and targeted incentives like free listings or ad credits.



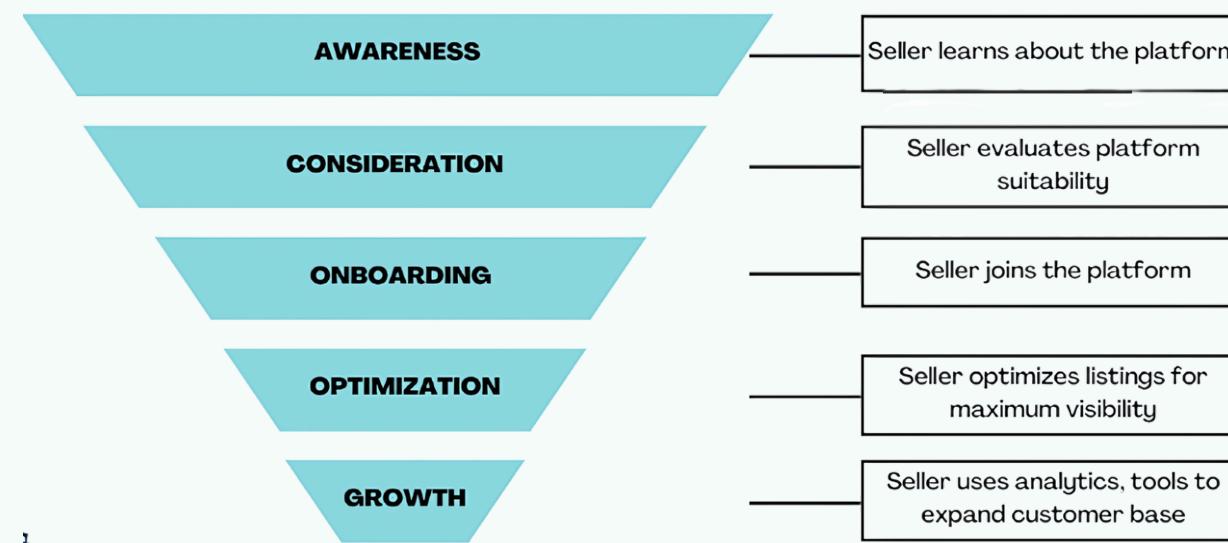
Sellers Research



Can be either individual sellers or businesses, can set up digital storefronts, list products, and respond to customer support queries about their listed items.

We conducted one-on-one interviews with 5+ Store Owners and collected additional insights from 50+ sellers through a survey form.

SELLER ENABLEMENT FUNNEL



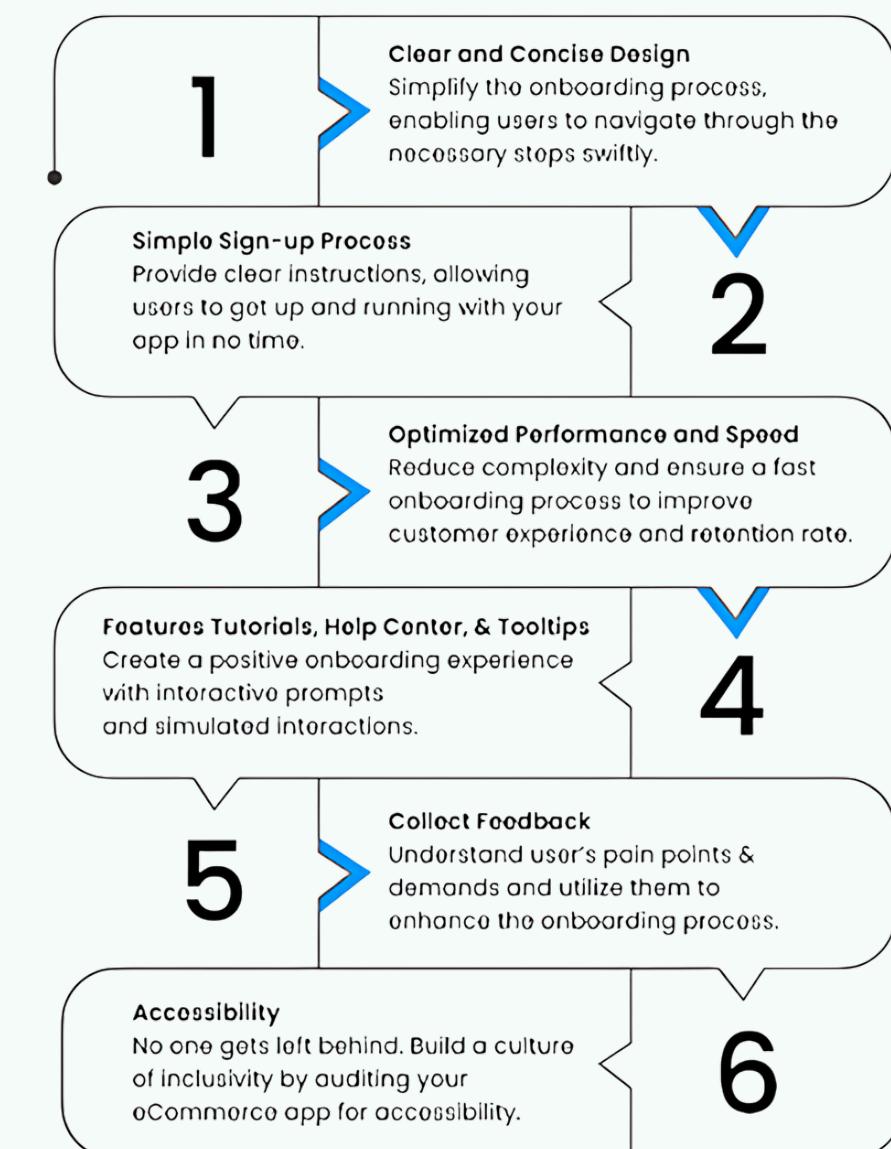
Dashboard and Analytics

- **Custom Dashboard:** Sellers with personalized dashboards see a **20%** faster setup completion as they can easily access key metrics like sales data and inventory levels.
- **Smart Recommendations:** Platforms offering personalized recommendations based on performance data report a 25% increase in seller retention within the first three months.

Incentives

- Free listings, ad credits, or fee discounts can greatly increase seller engagement during onboarding.
- Targeted incentives boost seller activation by **25-30%**, especially with free listings or discounts.
- 90%** of sellers engage more when given ad credits, boosting visibility and sales.
- 75%** of sellers say milestone rewards boost motivation and ease initial setup challenges.

- Around **71%** of small businesses have a website.
- Shopify registers over **1,000** new store owners daily worldwide.
- Global e-commerce sites surpassed **24 million in 2023**.
- COVID-19 boosted new e-commerce store registrations by **40%**, with daily growth ongoing.



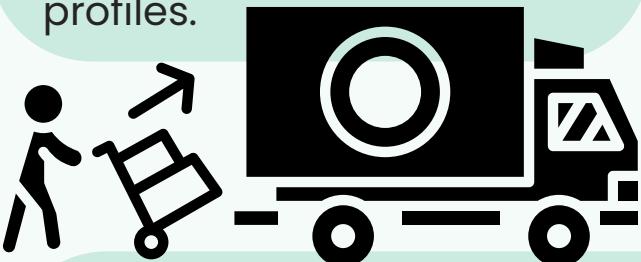
Logistics Research



Can partner with store owners to provide shipping and delivery options, and respond to customer support queries about shipping and delivery.

Simplified Signup Process

- Simplifying signup forms can boost conversion rates by **160%**. For logistics partners, a streamlined process with basic details like business name and contact info reduces barriers and speeds up registration.
- A tiered registration process can reduce onboarding abandonment by **50%**, allowing logistics partners to start with basic info and gradually complete their profiles.

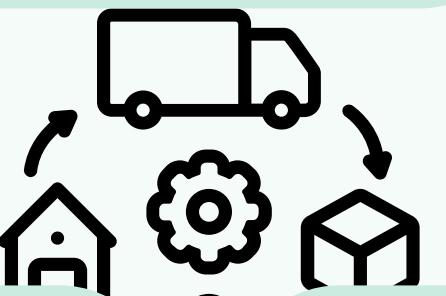


Comprehensive Support

- A dedicated account manager boosts partner satisfaction and retention by **30%** through efficient issue resolution.
- A resource hub with tutorials and FAQs boosts onboarding efficiency by **20%** by enabling self-service and quick issue resolution.
- Access to a community forum increases partner engagement by **15%**, helping logistics partners network, share insights, and overcome challenges.

Personalized Onboarding Dashboard

- Personalized dashboards boost user engagement by **20-25%**, enhancing efficiency for logistics partners with real-time metrics like pending shipments and performance analytics.
- Personalized recommendations boost feature adoption by **35%**, helping logistics partners optimize routes and manage deliveries more effectively.



Feedback Mechanism

- Regular feedback surveys can boost service quality and partner satisfaction by up to **25%** by identifying and addressing issues.
- Real-time feedback tools boost partner engagement by **20%** by enabling immediate issue resolution and process optimization.
- Actively implementing feedback boosts partner loyalty by **30%**, enhancing trust and collaboration.



Targeted Incentives

- Onboarding bonuses, like discounted fees or free services, can boost partner activation rates by up to **30%**, speeding up engagement and integration.
- Milestone rewards, such as for completing their first **10 deliveries**, can boost retention rates by **40%** and motivate logistics partners.
- Performance-based incentives, like bonuses for high ratings, boost partner performance and engagement by **25%**.

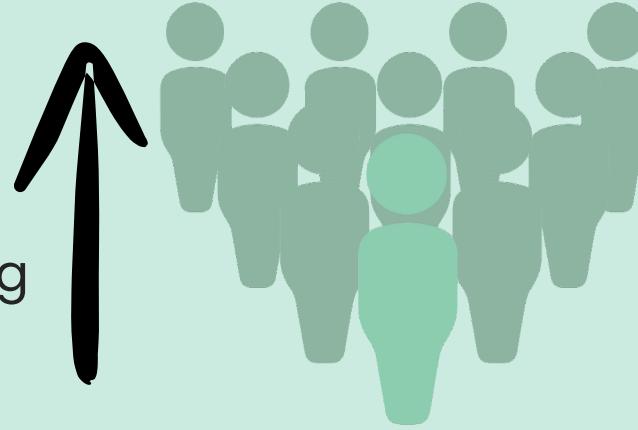


Stats from Online Survey (10+ Logistics Partner)



What information would you like to see during the registration process?

- Fee structure and payment terms
- Service requirements and expectations
- How-to guide on integrating services
- Benefits of partnering



Strengths(S)

- Effective Onboarding Materials:** High-quality tutorials and clear step-by-step guides that partners find useful.
- Dedicated Support:** Availability of account managers or support teams that offer personalized help.
- Easy Signup Process:** A streamlined registration process that minimizes friction.

- Satisfaction Tracking:** Monitor partner ratings and feedback.
- Completion Rates:** Measure the percentage of partners who finish onboarding.
- Performance Analysis:** Assess key metrics like activation, feature usage, and retention.

Opportunities(O)

- Enhanced Training:** Expand training sessions to cover more platform features.
- Additional Incentives:** Offer new rewards to boost partner motivation.
- Feedback Integration:** Use partner feedback to address pain points and refine onboarding.

Aspirations(A)

- Boost Engagement:** Increase partner participation during onboarding.
- Streamline Onboarding:** Ensure a faster, frictionless process.
- Improve Retention:** Focus on long-term partner satisfaction.

Results(R)

User Persona



About

"Priya is a 32 year old Marketing executive with 10 lacs/annum salary living in Mumbai"



Pain-Points

- Overwhelmed by too many product options and difficulty in making decisions.
- Concerned about the reliability of sellers and the quality of products.
- Annoyed by lengthy checkout processes and hidden costs like shipping fees.

- Difficulty in setting up and managing his online store, especially in listing products and tracking inventory.
- Concerned about competition from larger, more established stores.
- Struggles with digital marketing and reaching the right audience.

- Difficulty in managing high volumes of orders during peak seasons.
- Challenges in coordinating with multiple small sellers and ensuring they are ready for pickup.
- Occasional delays due to traffic congestion and logistical issues.



Motivation

- The thrill of discovering new and unique items.
- The desire to support small businesses and artisans.
- The satisfaction of receiving exactly what she ordered, in perfect condition, and on time.

- Passion for showcasing Indian craftsmanship to a global audience.
- The potential to grow his business beyond local markets.
- The satisfaction of positive customer feedback and repeat business.

- Opportunity to grow his business through e-commerce partnerships.
- Satisfaction in maintaining high delivery success rates and positive customer feedback.
- Drive to improve services and expand to new regions.



Goals

- To find unique and quirky items that are not available on mainstream e-commerce platforms.
- To support local and small-scale sellers.
- To have a smooth and enjoyable shopping experience with timely deliveries.

- To reach a broader audience and increase sales through the TrendTreasure platform.
- To build a strong brand presence online.
- To efficiently manage inventory and orders while maintaining product quality.

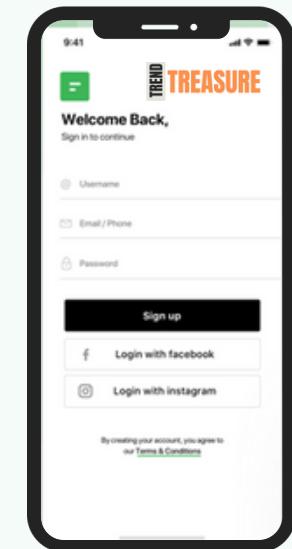
- To expand his logistics network by partnering with e-commerce platforms like TrendTreasure.
- To ensure timely and safe deliveries to enhance customer satisfaction.
- To optimize delivery routes and reduce operational costs.



User Flow



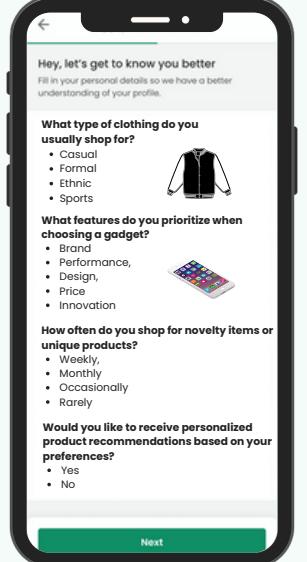
SHOPPERS



Account Creation

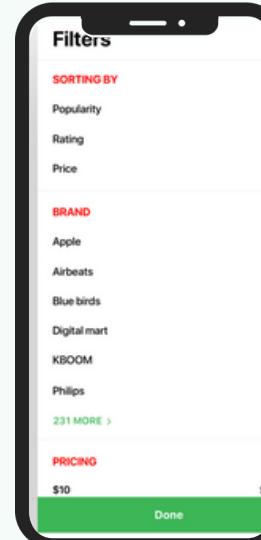
ONBOARDING EMAIL

Welcome email with a brief intro to the platform and a discount code for the first purchase.



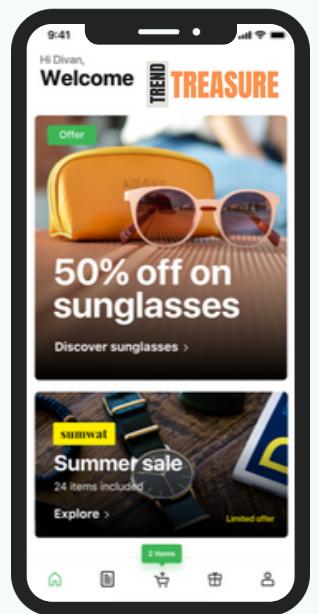
Personalization

Prompt the user with a short questionnaire asking about their preferred categories such as clothing, home decor, gadgets and questions on favorite brands and styles they are interested in.



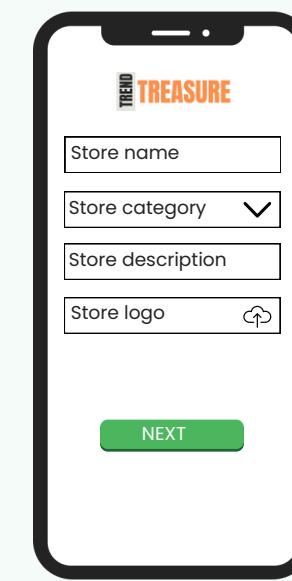
Exploration

Users can browse trending items, search for specific stores, and filter items.



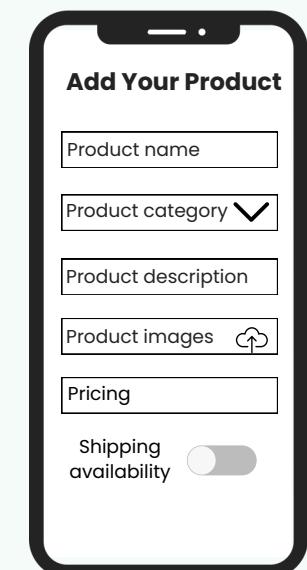
Landing page

STORE OWNERS



Store Setup

Email with setup tips, success stories from other sellers, and a contact for seller support + Verification for business legitimacy

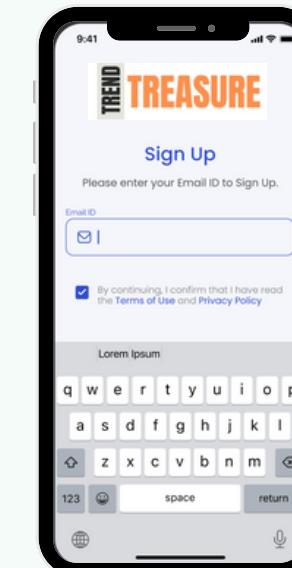


Product Listing

Provide step-by-step guide to listing products, setting shipping options, and managing inventory.

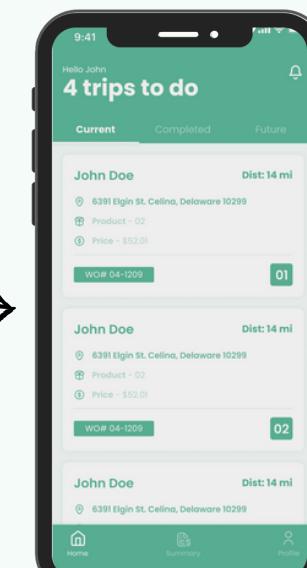


LOGISTICS PARTNERS



Service Setup

Email with platform integration guidelines, support contact, and onboarding checklist + Verification of service capabilities and compliance with platform standards.



Integration

Connect with store owners, set up APIs or manual service integration.



Users' Journey...



Shoppers

	On-Boarding Phase	Discovery Phase	Check/ Start Product Enquiry	Enter & Review Order Details	Decision Making	Exit Phase
Use Actions & Touch-Points	<ul style="list-style-type: none">Download the app. Sign-up and enter Details.	<ul style="list-style-type: none">Browse categoriesUse search bar to find itemsView seller ratings & reviews	<ul style="list-style-type: none">Add items to cartCheck shipping optionsMessage sellers for custom orders	<ul style="list-style-type: none">Enter shipping & payment detailsApply discount codes	<ul style="list-style-type: none">Choose preferred shipping method and finalize payment method	<ul style="list-style-type: none">Place order and receive order confirmation email
User Thoughts	Will I find unique items that match my style?	Wow! So many unique items and small businesses to support.	Is this seller reliable? Are there better deals elsewhere?	Let me double-check my order and ensure I have the best shipping option.	I'm excited to see what my purchase will look like in person!	Yay! I can't wait for my items to arrive!
Pain-Points	<ul style="list-style-type: none">Impatience with long sign-up/onboarding process	<ul style="list-style-type: none">Overwhelming number of items and categories.Complex interface.	<ul style="list-style-type: none">Too many choices can lead to decision fatigue. Difficulty in comparing similar items across sellers.	<ul style="list-style-type: none">Repeated filling of shipping & payment details and confusion over final cost.	<ul style="list-style-type: none">No clear indication of estimated delivery time.	<ul style="list-style-type: none">Additional steps to track order or confirm delivery details.

Store Owners

	On-Boarding Phase	Product Listing & Store Setup	Inventory & Order Management	Marketing & Promotion	Sales & Revenue Management	Exit Phase
Use Actions & Touch-Points	Sign up and create a store. Verify business details	<ul style="list-style-type: none">List products with descriptions & prices.Set up store branding.	<ul style="list-style-type: none">Monitor inventory levels.Manage orders & track shipments	<ul style="list-style-type: none">Run promotions.Use platform marketing tools.Engage with customers.	<ul style="list-style-type: none">Review sales analytics.Adjust pricing.Manage finances.	<ul style="list-style-type: none">Withdraw earningsAnalyze store performance.Consider scaling or exiting.
User Thoughts	Is this platform the right fit for my business?	How can I make my store stand out?	How do I efficiently manage inventory and orders?	Are my marketing efforts reaching the right audience?	Am I making enough profit? How can I optimize my revenue?	Should I expand my product line or focus on current offerings?
Pain-Points	<ul style="list-style-type: none">Lengthy sign-up process.Need for business verification.	<ul style="list-style-type: none">Difficulty in crafting compelling product listings.Limited store customization options.	<ul style="list-style-type: none">Time-consuming order management.Inventory mismatches.	<ul style="list-style-type: none">High competition for visibility.Unclear marketing ROI.	<ul style="list-style-type: none">Complex financial management tools.Delayed payments.	<ul style="list-style-type: none">Challenges in scaling operations.Potential platform limitations

Logistic Partners

	On-Boarding Phase	Partnership Setup	Order Processing	Delivery Management	Performance Review	Exit Phase
Use Actions & Touch-Points	<ul style="list-style-type: none">Sign up as a logistics partner.Verify business credentials.	<ul style="list-style-type: none">Set up delivery zones.Integrate with TrendTreasure's system.	<ul style="list-style-type: none">Receive and process delivery requests.Coordinate with store owners.	<ul style="list-style-type: none">Ensure timely deliveries.Manage delivery staff and vehicles.	<ul style="list-style-type: none">Review delivery performance metrics.Address any issues or delays.	<ul style="list-style-type: none">Review contract.Decide on contract renewal or exit strategy.
User Thoughts	Will partnering with TrendTreasure increase my business?	How can I optimize delivery routes and zones?	How can I optimize delivery routes and zones?	Are deliveries being made on time and with high customer satisfaction?	Am I meeting the KPIs set by TrendTreasure?	Is this partnership beneficial for my business in the long term?
Pain-Points	<ul style="list-style-type: none">Lengthy onboarding process.Need for extensive business verification.	<ul style="list-style-type: none">Difficulty in setting up delivery zones and system integration.	<ul style="list-style-type: none">Challenges in managing order volume and ensuring timely delivery.	<ul style="list-style-type: none">Risk of delivery delays due to unforeseen circumstances.High customer expectations.	<ul style="list-style-type: none">Strain in meeting performance metrics consistently.	<ul style="list-style-type: none">Potential challenges in contract negotiation.Concerns over future growth opportunities.
Empathy						

Metrics



North Star Metric: Successful Onboarding

Metric	Description
 Onboarding completion rate	percentage of users who successfully complete all necessary steps in the onboarding process for a service or platform.
 Engagement rate	percentage of users who interact with content or features on a platform relative to the total number of users or views
 Net Promoter Score	percentage of customers who would recommend the product to others, measuring overall customer satisfaction and driving referral-based sales.
 Retention rate	quantitative ratings provided by users to evaluate their satisfaction and experience

SHOPPERS

- Daily Active Users

STORE OWNERS

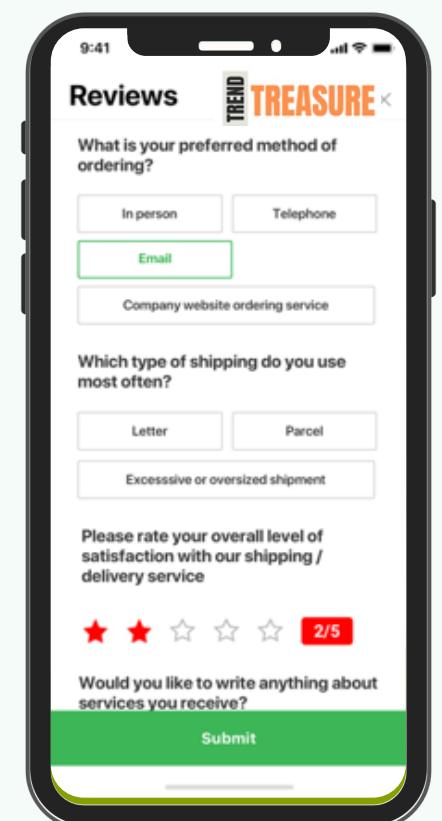
- Time to First Listing

LOGISTICS

- Time to First Delivery

Analytics Tools for Tracking Onboarding Performance

- **Google Analytics**: For tracking user behavior and completion rates.
- **Heatmaps**: Tools like Hotjar to understand user interactions and identify friction points.
- **Surveys & Feedback Forms**: Post-onboarding surveys to gather user satisfaction data.
- **A/B Testing**: Experimenting with different onboarding flows to determine the most effective process.



A new study in the Journal of Marketing Research found that consumers view a product to be higher — and better — when the score is illustrated in shapes like stars, circles and bars, versus numbers.



Feedback & Improvement

- **Post-Onboarding Surveys**: Immediately after the onboarding process, ask users for feedback on their experience.
- **NPS (Net Promoter Score)**: Measure how likely users are to recommend the platform after onboarding.
- **Support Ticket Analysis**: Monitor the types and frequency of support queries during onboarding to identify common issues.
- **Feedback Loop**: Regularly analyze the collected feedback and make necessary adjustments.
- **Personalization**: Use insights from feedback to refine elements in the onboarding process, such as tailored tutorials or recommendations based on user type.



Thank You

We would love to address all your questions



Avni Katarey



Mahi Shah



Ansh Kyal

