

Project Scope Document: UBNaturals Checkout & Incentivization Overhaul

Date: August 19, 2025

Subject: Comprehensive Scope for Mobile-First Checkout Redesign to Incentivize Prepaid Orders and Increase AOV

1. Project Overview & Objectives

This project aims to radically redesign the express checkout experience on UBNaturals.com, with a primary focus on the final stage before payment. The core business objectives are:

1. **Increase Prepaid Payment Ratio:** Drastically reduce the reliance on Cash on Delivery (COD) to improve cash flow and reduce operational overhead.
2. **Increase Average Order Value (AOV):** Encourage users to purchase more items (specifically in packs/combos) to unlock higher discounts.
3. **Enhance User Trust & Conversion Rate (CRO):** Create a seamless, trustworthy, and motivating checkout flow for both new and returning customers.
4. **Optimize for Mobile:** Ensure the entire experience is designed and built mobile-first, given that the majority of traffic and conversions will originate from mobile devices.

2. Problem Statement

The current checkout, while functional, is a missed opportunity. It does not actively guide users towards the business's preferred outcomes (prepaid, higher AOV). It presents a static discount and fails to:

- Communicate the significant financial advantage of choosing prepaid (Razorpay) over COD.
- Dynamically promote pack/combos to increase basket size.
- Personalize the experience for new vs. returning users.
- Visually prioritize offers and incentives over static information.

3. User Personas & Journey

- **Persona A: The First-Time Buyer (Anika):** Anxious about online payment and product quality. Needs trust signals, clear security badges, and a small, immediate discount to incentivize her first prepaid purchase.
- **Persona B: The Returning Customer (Rohan):** Values convenience and loyalty rewards. Expects a seamless experience and feels valued when shown appreciation (e.g., a loyalty discount). Likely to buy more if the deal is compelling.

- **Persona C: The Deal-Seeker (Vikram):** Motivated primarily by maximum savings. Will actively look for combo deals and is highly susceptible to messages highlighting "loss" if not choosing the best offer.

Key Journey Touchpoint in Scope: The user has added a product to cart and clicked "Express Checkout." They are now on the final checkout page where they review their order, input address/coupon, and choose payment.

4. Current State Analysis (What we're changing)

The current checkout stage contains:

- A prominent Order Summary.
- Standard Billing/Shipping address forms.
- A coupon code input field.
- A payment method selector (Razorpay / COD).
- A default discount (10-30%) applied based on quantity, but its structure is unclear to the user.

5. Desired Future State & Feature Requirements

The new design must restructure the hierarchy of information to be Deals & Savings First.

A. Visual Hierarchy & Layout (Mobile-First)

- **Collapsible Sections:** The Order Summary, Billing, and Shipping sections should be collapsible to save screen real estate. By default, the "Offers & Payment" section should be the most prominent.
- **Sticky Footer Bar:** A persistent bar at the bottom of the screen should show the dynamic final price, the prominent "Proceed to Pay" button, and a key message (e.g., "You save ₹200 with Prepaid!").
- **Progressive Disclosure:** Only ask for essential information. Pre-fill shipping details based on billing if the "Same as billing" checkbox is ticked.

B. The Dynamic Discount Engine (The Core Logic)

The system must calculate and display discounts in a layered, transparent way.

- **Base Discount (10%):** Applied to all orders meeting minimum quantity criteria.
- **Loyalty Discount (5%):**
 - New User: Applied automatically with a badge: "Welcome! Enjoy an extra 5% off your first order!"
 - Returning User: Applied automatically with a badge: "Thank you for your loyalty! Enjoy your 5% returning customer discount."
- **Bulk Discount (10-15%):** This is where combos/packs are pushed.

- Logic: If cart contains 2x 500ml bottles (of the same or different products), unlock "Combo Deal - Extra 10% Off".
- Logic: If cart contains 3+ bottles, unlock "Premium Pack - Extra 15% Off".
- This must be visually presented as a selectable offer. (See section C).
- **COD Penalty Clause:** The moment a user selects COD:
 - The Loyalty Discount and Bulk Discount are immediately reduced by 50% (e.g., 5% becomes 2.5%, 15% becomes 7.5%).
 - A shipping fee (e.g., ₹49 or ₹99) is added to the order.
 - The UI must update in real-time to reflect this significant financial change.

C. "Frequently Bought Together" / Combo Promoter Module

- **Location:** Place this module directly below the cart items but above the discount breakdown.
- **Function:** Based on items in the cart, suggest relevant combos. E.g., "Customers who bought Arnica also bought Lavender for better sleep."
- **UI:** Show the product image, the combo price, and the additional savings they will get by adding the combo (e.g., "Add this combo to save an extra ₹199"). Use a bright "Add Combo" button.

D. The Discount Breakdown & Payment Method Selector

This is the most critical visual element.

- **Visual Treatment:** Use a card-based layout with clear icons.
- **Prepaid (Razorpay) Option:**
 - Icon: A green checkmark or a trophy.
 - Label: "Recommended: Prepaid"
 - Bullet Points:
 - "Enjoy Maximum Discounts (Up to 30%)"
 - "FREE Shipping"
 - "Faster Delivery"
 - Savings Highlight: "You Save: ₹[Total Savings Amount]"
- **COD Option:**
 - Icon: An orange warning icon or a rupee symbol with a minus sign.
 - Label: "Cash on Delivery"
 - Bullet Points:
 - "Lower Discounts Applied"
 - "Shipping Fee: ₹99 Added"
 - "Delayed Revenue Processing"
 - Loss Highlight: "You Lose: ₹[Total Loss Amount]" or "You Pay Extra: ₹[Total Extra Amount]". This number is the sum of the reduced discounts + the shipping fee.

E. Trust Badges & Security Reassurance

Near the Razorpay button, display logos for:

- "Secure SSL Encryption"
- "100% Secure Payment"
- Razorpay's logo and certification badges.

This is crucial for mitigating anxiety for Persona A (The First-Time Buyer).

6. CRO Strategies & Recommendations to Achieve Goals

Goal			CRO Principle	Strategy & Implementation
Higher Prepaid	Discount on		Loss Aversion & Framing Effect	Strategy: Frame COD as a loss-making choice. Don't just say "get more with prepaid," say "lose ₹X with COD." The brain feels the pain of loss more intensely than the pleasure of an equivalent gain. UI: The dynamic "You Lose: ₹XXX" message is non-negotiable. Use color psychology (green for gain, red/orange for loss).
Waive Prepaid	Shipping on		Decoy Effect & Perceived Value	Strategy: Make the shipping fee on COD the "decoy" to make the prepaid option look overwhelmingly valuable. Free shipping is a powerful motivator. UI: Clearly show "FREE" next to prepaid shipping and "₹99" next to COD. Cross out the shipping fee on the prepaid option.

Sell Packs & Combos	Bundle Pricing Urgency/Scarcity	&	Strategy: Create bundles that offer a higher perceived value than the sum of individual items. UI: The "Frequently Bought Together" module must be interactive and visually appealing. Use tags like "Most Popular," "Best Value," or "Only 3 left at this price!" to create urgency.
Identify New/Returning Users	Personalization Reciprocity	&	Strategy: Make the user feel seen and valued. A personalized discount fosters trust and reciprocity. UI: Auto-apply the discount but don't hide it. Use a badge/message that explicitly states why they got it ("Welcome!" / "Thanks for your loyalty!").
Demotivate COD	Friction Introduction		Strategy: Introduce deliberate, communicative friction for the less desirable option (COD). UI: The COD option should be visually secondary (e.g., a outlined button instead of a solid one, placed below the prepaid option). The negative financial message is the friction.
Restructure Discounts	Transparency & Anchoring		Strategy: Break down the discount to show the user how they achieved their savings. This makes the final price feel more justified and the deals more authentic. UI: Show a detailed breakdown: Base Discount (10%), Loyalty Discount (5%), Combo Discount (15%). This anchors the higher discount and makes it harder to remove.

Compress Summary

Order Cognitive Load Reduction

Strategy: Don't make the user re-process information they already know (what's in their cart). Prioritize new, decision-critical information (offers, payment). UI: Use a collapsible section for the order summary. The default view should only show the total and the number of items.

7. Success Metrics (KPIs)

- Primary KPI: % of Prepaid Orders (Target: Increase by $\geq 40\%$)
- Secondary KPIs:
 - Average Order Value (AOV) (Target: Increase by $\geq 15\%$)
 - Conversion Rate on Checkout (Target: Increase by $\geq 10\%$)
 - Number of combos/packs added per session
 - Abandonment Rate on Payment Method selection (we expect a high abandonment on COD selection, which is a positive sign the nudges are working)

8. Next Steps

1. Design Phase:
 - Create mobile-first wireframes for the new checkout flow, incorporating all UI elements described.
 - Prototype the dynamic interactions (selecting payment method, adding a combo).
 - Present for internal review.
2. Development Scoping:
 - This project requires significant backend logic for the dynamic discount engine and user recognition. Collaboration with dev leads to scope effort.
3. User Testing:
 - Conduct usability tests on the prototype with users matching our personas to identify any friction points before development.
4. Phased Rollout:
 - Plan to A/B test the new checkout against the old one to accurately measure the impact on our KPIs.

This redesign is a strategic investment to directly influence customer behavior and drive key business metrics. The focus on psychological principles and a mobile-first, deal-centric UX is critical to its success.