

Create a plan and find ways to increase the number of prepaid orders on the website by 40%.

Industry Context:

The E-Commerce Market size is estimated at USD 8.80 trillion in 2024, and is expected to reach USD 18.81 trillion by 2029, growing at a CAGR of 15.80% during the forecast period (2024-2029). As technology changes, many retailers are likewise having trouble figuring out how to successfully design a meaningful customer experience across many platforms. To improve the consumer experience, some of the major retailers have already launched specialized applications and e-commerce sites, while others anticipate that mobile users to adapt to their existing ecommerce sites.

Mission/ Vision:

The Wellshop Shop is B2C ecommerce company predominantly in the beauty and personal care segment. It has wide range of beauty products ranging from skin care, haircare, body care which are basically natural or chemical free in nature.

The company's mission is to blend ancient beauty secrets with modern convenience, providing high-performing and sustainable beauty and wellness solutions. Committed to addressing real problems faced by the customers, the company emphasizes transparency and results, aiming to contribute positively to the beauty industry. And as it is well said, clean beauty = non-toxic beauty

Goal/ Objective:

The goal is to increase the number of prepaid orders on the website by 40% and this will help in increasing the overall revenue and profits of the company.

The focus could be on 3 areas : acquisition, engagement and monetisation.

As the company is in its growth phase, so it is reasonable to acquire more users and improve the engagement of customers with products in the website and creating a seamless online shopping experience that encourages prepaid transactions.

To increase the no of prepaid orders, it can depend on the following factors:

1. Seamless checkout process
2. Exclusive discounts and time sensitive offers
3. Social media and influencers collaboration
4. Success rate of prepaid transactions
5. Secured and seamless transaction process

User Segments:

The user segment for the prepaid orders would be as follows:

College Goers Gen Z: Age: 18-24, Female, Actively engaged in beauty and fashion trends, encompasses the younger age group of Gen Z who are **trend-focused and seek authenticity**.

Working Professionals Millennials Age: 25-35 years, Female, Working professionals, represents a specific age group of young professionals **prioritizing time efficiency**.

Beauty Budget Shoppers Gen Y: Age: 36-55, Female, Middle to upper-middle class, represents a specific age group of **budget-conscious shoppers**

The above segmentation is MECE in nature, Mutually exclusive and collectively exhaustive. This age-based segmentation ensures that each user group is mutually exclusive within its designated age range, and together they cover the entire target audience in a collectively exhaustive manner.

User Persona:

Persona 1: Working Professional – Sneha Sharma

1. Demographics:

Age: 32

Gender: Female

Location: Urban, metropolitan area

Occupation: Marketing Manager

2. Characteristics:

- a. Emma leads a busy and active lifestyle, juggling a demanding job and social commitments.
- b. Values time efficiency and convenience in her shopping experience.
- c. Comfortable using various online platforms and mobile apps for transactions.

3. Behaviour:

- a. Actively engages with beauty and lifestyle influencers on Instagram and YouTube.
- b. Relies on customer reviews and online ratings to make informed purchase decisions.
- c. Prefers using digital wallets and credit/debit cards for their security and ease of use.

4. Needs and Motivations:

- a. Values the time saved by choosing prepaid transactions over other payment methods.
- b. Appreciates the security and transparency associated with prepaid transactions.

Persona 2: College Goers – Riya Banerjee

1. Demographics:

Age: 21

Gender: Female

Location: Urban, metropolitan area

Occupation: MBA student

2. Characteristics:

- a. Balances studies with a social and active lifestyle.
- b. Seeks authenticity and quality in beauty products.
- c. Prioritizes staying trendy and fashionable.

3. Behaviour:

- a. Prefers beauty products that align with her values of authenticity and quality.
- b. Values products that complement her busy and dynamic lifestyle.

4. Needs and Motivations:

- a. Motivated by the desire to stay on-trend in both fashion and beauty choices.
- b. Seeks brands that resonate with her values and provide genuine, high-quality products.

Persona 3: Beauty Budget friendly– Gargi Shah

1. Demographics:

Age: 44

Gender: Female

Location: Urban, metropolitan area

Occupation: Business owner

2. Characteristics:

- a. Balances the responsibilities of running a business with personal life.
- b. Seeks cost-effective solutions in both personal and professional aspects.

3. Behaviour:

- a. Enjoys finding deals, discounts, and value-for-money products.
- b. Makes decisions efficiently, considering both quality and affordability.

4. Needs and Motivations:

- a. Motivated by the desire to find economical solutions for her personal and business needs.
- b. Motivated by exclusive discounts, early access to sales, and special perks for prepaid orders.
- c. Seeks value and cost-effectiveness in every purchase.

User Journey Map:

1. Sign in / Sign up to the website
 - a. Existing User
 - i. Email
 - ii. Facebook/Google
 - b. New User
 - i. Email
 - ii. Facebook/Google
2. Click for specific products for hair, face, body, wellness
 - a. By Category
 - b. By Concern
3. Click on Product Listing Page
 - a. Ratings and No of Reviews
 - b. Pricing
 - c. Product images
 - d. Highlights of product and Description
 - e. Product Details
 - f. Promotion offers
 - g. Add Quantity
 - h. Add to Cart
 - i. FAQs
 - j. Customer Reviews
 - k. Customer who bought this product also bought
4. Checkout page
 - a. Apply coupons
 - b. Enter Shipping address
 - c. Confirm Order details
 - d. Delivery Dates
5. Payment details
 - a. Payment methods
 - i. UPI
 - ii. Cash of Delivery
 - iii. CC/DC
 - iv. Netbanking
 - v. Digital Wallets
6. Order Confirmed
7. Email notification and SMS

Pain Points:

- a. Limited time for extensive shopping or dealing with complicated checkout processes.
- b. Decision fatigue and difficulty in choosing the right products among numerous options.

- c. Affordability and the challenge of finding high-quality products within her budget.
- d. Difficulty in finding convenient and time-efficient beauty solutions.
- e. Trust issues regarding the authenticity and effectiveness of beauty products.

Solutions Proposed:

1. Incentive Programs:

- a. Discounts and Cashback:
 - Offer attractive discounts for prepaid orders, especially on high-value items, greater than 2500 INR
 - Provide cashback or loyalty points for every prepaid transaction.
- b. Exclusive Deals:
 - Create exclusive deals or bundles that are accessible only to customers who choose prepaid options.
 - Highlight the savings and benefits of these exclusive prepaid offers.

2. Limited time Promotions:

- Launch time-sensitive promotions to create urgency and drive immediate action.
- Utilize flash sales, weekend specials, or other limited-time offers for prepaid transactions.

3. Loyalty Programs and Memberships :

- Introduce a prepaid membership program with additional perks.
- Offer early access to sales, extra discounts, or exclusive products for prepaid members.

4. Gamification:

- Implement gamification elements to make prepaid transactions more engaging.
- Introduce challenges, badges, or reward levels for customers who consistently choose prepaid options.

5. Transparent Communication:

- Clearly communicate the benefits of prepaid orders throughout the customer journey.
- Emphasize the security, convenience, and faster processing associated with prepaid transactions.

6. Freebies and Add-ons:

- Provide complimentary items or special add-ons for prepaid orders.

- Clearly display the additional value customers receive when choosing prepaid options.

7. Educational Content:

- Develop content explaining the advantages of prepaid orders.
- Address any concerns customers may have regarding security or payment processes.

Prioritized Solutions using RICE framework:

Solutions Proposed	Reach(1-5)	Impact(1-5)	Confidence(%)	Effort(1-5)	RICE Score	Rank
Incentive Programs:	4	5	100%	4	5	3
Limited time Promotions:	5	3	100%	4	3.75	6
Loyalty Programs and Memberships :	4	5	100%	3	6.7	1
Gamification:	5	5	100%	4	6.25	2
Transparent Communication:	4	4	80%	3	4.27	4
Freebies and Add-ons:	4	3	100%	3	4	5
Educational Content:	3	2	100%	2	3	7

Based on the prioritization, we will focus on building the below 3 features as part of the Sprint 1 and then we can take on the next features in the next Sprint 2:

1. Loyalty Programs and Memberships :
2. Gamification:
3. Incentive Programs:

Success Metrics:

1. Number of prepaid orders per user per day
2. Number of registered users for prepaid membership per week
3. Number of discounts applied for prepaid orders
4. Number of cashbacks offered per user per month for prepaid orders
5. Number of users/day who are engaged in gamification for the prepaid orders
6. Saving and benefits offered to prepaid order users/month.

Go to Market Strategy:

1. Feature Development - For both features we will do extensive user research and study the user trends. Post that we will begin with design and technical development.
Criteria : No bugs in the final testing week
2. Pre-Launch - We will release both features for early cohort of 1% of customer base.
Criteria : At least 50% of customers disappointed if features were taken away
3. Beta Launch - We will release features for early cohort of 10% of customer base
Criteria : Increased engagement with the features
4. Feedback - The feedback can be taken from users by means of surveys and interview with sample users.
Criteria : Features improved as per feedback and no bugs in the final testing
5. Release - After making the changes as per feedback, we will roll out the final versions of the features