GIFTS OF AFFECTION

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Context

Why are we doing it?

As the physical shopping experience is moving digital, gift sellers want to reach wherever their customers are at the right time at the right price. Reaching customers at the right time is feasible when customers have multiple channels to buy from. Online mode is another gateway to reach the gift buyers. Customers also have the right product at the right time to win the hearts of their loved ones.

Vision

Facilitate lovers across the globe to express their love by gifting their loved ones.

Mission

Focus on Indian tier 1 cities for the next 2 years and reach profitability

Brand Values

- Bought by true lovers and a sign of true love
- 100% safe and secure to use for all
- Aesthetically beautiful
- Well packaged and presented
- On-time delivery

Problems That Gift Shops Solve

Problems that Online Gift Shops Solve
Convenience for various occasions.
Variety and Selection offer a diverse selection of products.
Specialized and Themed Gifts with focus on handmade or artisanal products, eco-friendly gifts, personalized items, or gifts related to a particular hobby or interest.

Recommendations for decision making as user have limited gifting ideas
Gift Wrapping and Presentation
Last-Minute Gifts & fast delivery
Corporate and Business Gifting
Souvenirs and Tourism for memory.
Lack of time and easy accessibility
Serve bulk orders for corporate
Branding and personalization for your loved one and employees
Despatching corporate gifts to employees
Global shipping
Lack of niche categories and a brand value - high quality and high end pricing

Users + Problems

Users	Problems
Romantic Partners (committed couples, husband-wife)	1. Looking for high quality gifts suitable to their partner's taste and impress them 2. Favorite high end priced, high quality brand 3. Need at the time they have special occasions like birthdays, valentine days, anniversaries, and may not have time to come to the store
Long Distance Relationships	1. Looking for high quality gifts suitable to their partner's taste and impress them 2. Favorite high end priced, high quality brand 3. Need at the time they have special occasions like birthdays, valentine days, anniversaries, and may not have time to come to the store 4. Remembered for their love via gift
First date	1. Need help in deciding what to select 2. Have expectations to impress the partner 3. Be trendy
Parents	1. Decent and sophisticated gift for their children

	2. Have money to invest in children's happiness and need safe, secure thing
Children	1. Need to express gratitude to their parents 2. Face challenge with selection of gifts
Extramarital, second marriage	1. Need to impress the new partner and willing pay a price for that
LGBTQ+ Community	1. Seeking inclusion and have a desire to be viewed equally

Choosing Focus User

Users	Why? and Why Not?
Romantic Partners (committed couples, husband-wife)	Yes, because they possess stability and can be life long customers, huge market size
Long-Distance Relationships	Yes, because of high demand at work, either of the couples have to migrate to the metro cities and the other stays in the town. Hence, they need online platforms to cater to their needs to foster their long distance relationships.
First date	No. If commitment breaks, the brand will have negative effect of being associated with a breakup
Parents	No. In the long run we can keep gifts for children and elderly but not at the start.
Children	No. In the long run we can keep gifts for children and elderly but not at the start.
Extramarital, second marriage	No. This is the negative side of society and shows a lack of commitment. It is against our value of true love and commitment
LGBTQ+ Community	Yes, because inclusion is important and gifts are not gender biased. Possessing gender neutral things like stationary, crockeries, show pieces, etc.

Prioritization of Issues

Prioritization of Issues
Specialized and Themed Gifts with focus on handmade or artisanal products, eco-friendly gifts, personalized items, or gifts related to a particular hobby or interest.
Recommendations for different occasions as users have limited gifting ideas.
Gift Wrapping and Presentation.
Last-Minute Gifts & few hours delivery.
Lack of time and easy accessibility
Global shipping for long distance
Lack of niche categories and a brand value - high quality and premium pricing
Looking for high quality gifts suitable to their partner's taste and impress them
Need at the time they have special occasions like birthdays, valentine days, anniversaries, and may not have time to come to the store
Seeking inclusion and having a desire to be viewed equally. Possessing gender neutral things like stationary, crockeries, show pieces, etc.

Demographic profile of target audience

Committed partners

Age: 12 to 55 years

Geography - Tier 1 cities

User Persona

Jane and Dave are a recently married couple in Bangalore and Dave wishes to do something special for Jane. but he lacks time and needs assistance with selection of the show piece that Jane would love.

Pain Points:

- Short of time

- Needs recommendation
- Needs high quality and premium priced gift to impress Jane
- Needs variety in his category

Achieves:

- He visits GiftsInLove.com to instantly view recommendation of the best gift in his desired category
- Products have high quality, they are safe, secure, they are premium priced
- He gets orders delivered in a few hours with a little extra cost.

Solution Thinking

Here are some key features to consider to enhance the user experience, streamline operations, and drive sales:

1. User-Friendly Interface: Design an intuitive and easy-to-navigate website interface that allows customers to browse and search for gifts effortlessly. Clear categories, filters, and a well-organized product catalog can make it easier for customers to find what they're looking for.

2. Mobile Responsiveness: Optimize your e-commerce gift shop for mobile devices. With the increasing use of smartphones for online shopping, ensuring a seamless and responsive experience across different screen sizes is crucial.

3. Comprehensive Product Catalog: Create a diverse and well-curated product catalog that includes a wide range of gift options for different occasions, recipients, and price points. Regularly update and expand your product offerings to keep customers engaged and encourage repeat visits.

4. Product Search and Filters: Implement a robust search functionality that allows customers to search for gifts based on keywords, categories, price range, and other relevant filters. This helps customers quickly find the products they are interested in.

5. Product Recommendations: Implement a recommendation engine that suggests related or complementary products based on customer browsing history, purchase behavior, or personalized preferences. This can help increase average order value and enhance the shopping experience.

6. Secure Payment Gateway: Integrate a secure and reliable payment gateway that supports various payment options, including credit/debit cards, digital wallets, and other popular payment methods. Instilling trust and ensuring the security of customer payment information is essential for successful e-commerce transactions.

7. Wishlist and Save for Later: Allow customers to create a wishlist or save items for later to facilitate the decision-making process. This feature enables customers to bookmark products they are interested in and easily access them during future visits.

8. Ratings and Reviews: Enable customers to leave ratings and reviews for products they have purchased. Genuine customer feedback builds trust, helps other shoppers make informed decisions, and enhances the credibility of your gift shop.

9. Social Media Integration: Integrate social media sharing buttons, allowing customers to share products they like with their networks. This can increase brand exposure, attract new customers, and drive traffic to your online gift shop.

10. Order Tracking and Notifications: Provide customers with order tracking capabilities and send timely notifications to keep them informed about the status of their purchases, including shipping updates, delivery confirmations, and any delays or issues.

11. Gift Wrapping and Personalization: Offer options for gift wrapping services and personalization, such as adding custom messages or names to the gifts. This enhances the gift-giving experience and adds a personal touch to each order.

12. Customer Support: Provide multiple channels for customer support, such as live chat, email, or phone, to address any inquiries or issues promptly. Excellent customer service can significantly impact customer satisfaction and loyalty.

13. Analytics and Reporting: Implement analytics tools to track and analyze customer behavior, sales performance, and website metrics. This data can provide insights into customer preferences, identify trends, and inform decision-making for marketing and product strategies.

14. SEO and marketing tools: Built-in SEO features help optimize product listings for search engines. Additionally, marketing tools such as discount codes, coupons, cross-selling, and upselling features enable businesses to promote their products effectively.

Final structure of solution

Online Gifts for Loved Ones Ecommerce Platform

Basic Features =

1. User-Friendly Interface

2. Mobile Responsiveness

3. Comprehensive Product Catalog

4. Product Search and Filters

5. Product Recommendations

6. Secure Payment Gateway

7. Wishlist and Save for Later

8. Ratings and Reviews

9. Social Media Integration

10. Order Tracking and Notifications

11. Gift Wrapping and Personalization

12. Customer Support

13. Analytics and Reporting

14. SEO and Marketing Tools

15. Login Functionality

Use Cases =

1. Low latency responsive website and mobile browser version as soon as user explores our brand and offerings

2. Viewing wide range of catalog and category with easy to navigate UX, ability to apply filters and search

3. Ability to login and create a basic profile with name, address, email, phone number and interests (for recommendation system)

4. Ordering the items, storing in th cart, and paying for them

5. Order Tracking and Notifications within the user login

<u>Stages of Execution</u>

Stages	Features	Why?
1	User registration and user login	Basic functionality to let user add their details and buy repeatedly
2	Guest checkout and auto profile creation via email ID	Basic functionality to let user buy without logging into the portal and aut create their profile after next visit
3	Account management	Manage - user account, brand account, admin account with different roles and permissions.
4	Add product name, description, tags, categories, images	Brands use them to add different products in the catalog
5	Dashboard view as tiles	Easy to view dashboard and navigation
6	Product search, advanced search filters	Easy to search the needful product
7	Add to cart and ability to change quantity, add to wish list by creating a new or existing wish list, save for later	Able to add to cart, make a wishlist, save for later purchase due to some reason (need time for decision, need time to arrange for money, etc.)
8	Multiple payment options, Secure payment gateway integration	Need multiple modes to pay for the items
9	Order tracking and shipping	To learn about the delivery date and time, track bottleneck in the transition
10	Selection of gifting options	Presentation makes gift look special
11	Loyalty programs	For long term customer retention

Product Roadmap

Key Area	Month 1		Month 2		Month 3		Month 4		Month 5		Month 6	
	Sprint 1	Sprint 2	Sprint 3	Sprint 4	Sprint 5	Sprint 6	Sprint 7	Sprint 8	Sprint 9	Sprint 10	Sprint 11	Sprint 12
User Research	• User & Market Research		• User Feedback on Mockups		• User Feedback on Mockups	• User Feedback on Mockups + Basic calling app		• User Feedback on Login/Registration	• User Feedback on onboarding		• User Feedback on E-commerce site (Continuous Feedback)	
Product manager	• Create Business Case + PRD • Align Stakeholders		• Continuous Engagement with different stakeholders • Build PRD for Login/Register, Onboarding, User Profile Games, Gamification					• Analyse login/onboarding/user journeys & optimize	• Analyse top 10 Features Implementation & Optimize • Analyse Navigation on Site (Continuous Improvement)		• A/B Testing & Other Micro improvements	
UX + Design	• Hire Designers		• Add product name, description, tags, categories, images Mockups	• Dashboard view as tiles Mockups	Login/Register Screen, Onboarding	• User Profile • Revise Mockups	• Product search, advanced search filters Mockups	• Revisit Onboarding • Build Add to cart and ability to change quantity, add to wish list by creating a new or existing wish list, save for later	• Build Multiple payment options, Secure payment gateway integration Mockups	• Improvements/Design changes (as per product team/user feedback)		
Data Arch, Engg + Analytics	• Hire Data Team		• Build Data Architecture	• Add Data Arch layer, Build Data Tables/Pipeline Structure	• Build Data Pipelines		• Build internal reports	• Analyse data and pass insights to relevant team	• Build user Data and Preference Storage Tables	• Revisit Data Tables	• Collate all data points, build analytical dataset • Introduce Power BI/other tool for analysis	
App Development	• Hire Developers			1. User registration and user login 2. Guest checkout and auto profile creation via email ID 3. Account management	1. Add product name, description, tags, categories, images 2. Dashboard view as tiles 3. Product search, advanced search filters			1. Add to cart and ability to change quantity, add to wish list by creating a new or existing wish list, save for later 2. Multiple payment options, Secure payment gateway integration 3. Order tracking and shipping		1. Selection of gifting options 2. Loyalty programs		
App Release						• Release First Version of App	• ASO	• Release v1.1	• ASO	• Release v1.2	• Release v1.3	• Release v1.4
Beta Testing		• Onboard a team for continuous testing and user feedback	• Continuously keep onboarding new users							• Start reaching out to micro/mini influencers		
Performance Marketing							• Hire Marketing Team		• Start Brand Marketing		• Optimize Brand Marketing • Start Facebook Ads	

Metrics

Tracking and analyzing key metrics is essential for assessing the performance and success of your online e-commerce gift shop. Here are some important metrics to consider:

1. Conversion Rate: The conversion rate measures the percentage of website visitors who complete a desired action, such as making a purchase. It helps evaluate the effectiveness of your website design, product offerings, and marketing efforts in converting visitors into customers.

2. Average Order Value (AOV): AOV represents the average amount of money spent per order. It helps you understand customer spending patterns and the effectiveness of upselling or cross-selling strategies. Increasing the AOV can lead to higher revenue and profitability.

3. Customer Acquisition Cost (CAC): CAC measures the average cost required to acquire a new customer. It includes marketing and advertising expenses, as well as sales and promotional costs. Monitoring CAC helps you assess the efficiency and profitability of your customer acquisition strategies.

4. Customer Lifetime Value (CLV): CLV estimates the total value a customer is expected to bring to your business over their lifetime. It considers factors such as repeat purchases, average order frequency, and customer loyalty. Increasing CLV is crucial for long-term business growth.

5. Return on Investment (ROI): ROI evaluates the profitability of your marketing and advertising campaigns. It compares the cost of investment to the generated revenue. By analyzing ROI, you can assess the effectiveness of your marketing channels and make informed decisions about resource allocation.

6. Cart Abandonment Rate: Cart abandonment rate measures the percentage of users who add products to their shopping cart but do not complete the purchase. High abandonment rates indicate potential barriers or issues in the checkout process, requiring optimization to improve conversions.

7. Customer Retention Rate: Customer retention rate tracks the percentage of customers who continue to make repeat purchases over a specific period. A high retention rate indicates customer satisfaction and loyalty, which are important for sustainable business growth.

8. Website Traffic: Monitoring website traffic helps you understand the volume of visitors to your online gift shop. Analyzing traffic sources, such as organic search, direct visits, or referrals, can provide insights into the effectiveness of your marketing channels and identify areas for improvement.

9. Conversion Funnel Drop-Offs: Analyzing the conversion funnel allows you to identify stages where visitors drop off before completing a purchase. By optimizing these stages and reducing drop-offs, you can improve conversion rates and revenue.

10. Customer Satisfaction Metrics: Gathering customer feedback through surveys or ratings can help assess customer satisfaction levels. Metrics like Net Promoter Score (NPS) or Customer Satisfaction Score (CSAT) provide insights into customer sentiment and can guide improvements in customer experience.

11. Inventory Turnover: Inventory turnover measures how quickly you sell and replace your inventory. It helps optimize inventory management, reduce holding costs, and ensure a healthy cash flow.

12. Social Media Engagement: Monitor metrics such as likes, shares, comments, and follower growth on your social media platforms. Engagement metrics indicate the level of audience interest and the effectiveness of your social media marketing efforts.

13. Email Marketing Metrics: If you use email marketing campaigns, track metrics like open rates, click-through rates, and conversion rates for email campaigns. These metrics reflect the effectiveness of your email marketing strategy and can guide optimization.

North Star Metric

Sales per visitor (SPV) is a metric that measures the average revenue generated per visitor to your e-commerce site. It provides insights into the effectiveness of your website in converting visitors into customers and the value each visitor brings to your business. Here's what sales per visitor can tell you:

1. Revenue Generation: Sales per visitor directly reflects the revenue generated from your website traffic. A higher SPV indicates that your website is effectively converting visitors into paying customers and driving sales. It helps you assess the financial performance of your e-commerce site.

2. Conversion Rate: SPV is closely related to the conversion rate. By dividing sales by the number of visitors, you can calculate the conversion rate, which represents the percentage of visitors who make a purchase. SPV can give you a quick overview of the conversion rate without explicitly calculating it.

3. Effectiveness of Marketing and Advertising Efforts: SPV can help evaluate the efficiency of your marketing and advertising campaigns in attracting qualified visitors who are more likely to make a purchase. If your SPV is low, it may indicate that your marketing efforts are not effectively targeting the right audience or that there are issues with your website's conversion process.

4. Website Performance: SPV can be used as a benchmark to assess the overall performance of your website in terms of design, user experience, navigation, and checkout process. If your SPV is lower than expected, it could signal potential areas for improvement in your website's usability, messaging, or calls-to-action.

5. Pricing and Product Strategy: SPV can provide insights into the effectiveness of your pricing strategy and product offerings. If your SPV is low, it may indicate that your prices are too high relative to customer expectations or that your product selection does not align with your target audience's needs or preferences.

6. Comparison and Benchmarking: SPV allows you to compare your performance against industry benchmarks or competitors. Understanding how your SPV compares to others in your industry can help identify areas where you may be lagging behind or excelling.

User Types

Customers - will be visiting the site, browsing, creating profile, buying, tracking orders, receiving delivery (in some cases)

Brands - Post their brands on our platform

Admin - Possess ability to control all the roles

Go-to-Market Strategy

1. POC with limited number of users (to gather feedback)
2. Customer Reviews and Testimonials - Create a success story – put videos/testimonials around it
3. Google/Facebook Ads – with relevant value proposition (free product)
4. Influencer Collaborations - Onboard romantic influencer – highlighting breakthrough against competition
5. Stage 2
   a. Reach out to Teachers – get trials through them
   b. Reach out to schools for bulk purchase (once Advanced analytics is set in)
6. Reach out to existing love-related bloggers and platforms – for collaboration
7. Collaborations and Partnerships - Collaborate with complementary brands or businesses that target the same audience. For example, partner with wedding planners, relationship coaches, or popular love and lifestyle bloggers. Cross-promote each other's offerings or host joint giveaways to reach a wider audience.
8. Remarketing and Abandoned Cart Recovery - Use personalized ads or emails to remind them of the items they left in their cart and offer incentives to complete the purchase.
9. Customer Engagement and Loyalty - Offer personalized recommendations, exclusive discounts, or loyalty rewards to encourage repeat purchases and customer retention.
10. Referral Program to help generate word-of-mouth marketing and expand your customer base.
11. Email Marketing: Build an email list of potential customers and develop a strategic email marketing campaign.
12. Content Marketing: Create valuable and engaging content related to love, relationships, and gifting.

Brand Building Steps

1. Define Your Brand Identity: Clearly define the identity and values of your love gift brand. Consider what makes your brand unique, the emotions you want to evoke, and the message you want to convey to your target audience. This will serve as the foundation for your brand's personality and positioning.

2. Identify Your Target Audience: Determine who your ideal customers are within the context of love gifting. Consider factors such as demographics, relationship status, interests, and preferences. This will help you tailor your brand and product offerings to meet their specific needs.

3. Conduct Market Research: Gain a deep understanding of the market for love gifts. Analyze your competitors, their products, pricing, marketing strategies, and target audience. Identify gaps or opportunities that you can capitalize on to differentiate your brand.

4. Develop a Compelling Brand Name and Logo: Choose a brand name that reflects the essence of your love gift brand and is memorable. Design a logo that visually represents your brand's identity and evokes emotions associated with love and gifting.

5. Craft a Captivating Brand Story: Create a compelling brand story that connects with your target audience on an emotional level. Highlight the significance of love and gifting in people's lives and how your brand adds value and meaning to those moments.

6. Design a Visually Appealing Website: Create an e-commerce website that is visually appealing, user-friendly, and aligns with your brand identity. Use appealing visuals, consistent branding, and intuitive navigation. Optimize the website for a seamless browsing and shopping experience.

7. Curate a Unique Product Selection: Offer a curated selection of love gifts that resonate with your target audience. Ensure that your product range covers a variety of occasions, relationship milestones, and personalization options. Focus on quality, uniqueness, and emotional appeal.

8. Develop Compelling Product Descriptions: Craft compelling and persuasive product descriptions that highlight the features, benefits, and emotional value of each gift. Use storytelling techniques to create an emotional connection with potential customers.

9. Implement Effective Branding and Packaging: Pay attention to branding and packaging to create a memorable unboxing experience. Ensure that your brand's visual identity is consistent across all touchpoints, including packaging materials, labels, and inserts.

10. Leverage Emotional Marketing: Use emotional marketing techniques in your advertising and communication strategies. Highlight the emotions and sentiments associated with love and gifting. Create engaging content that tells heartwarming stories and showcases real-life experiences.

11. Engage with Your Target Audience: Actively engage with your target audience through social media platforms, email marketing, and customer feedback channels. Encourage customers to share their love gift experiences, testimonials, and reviews. Respond promptly to inquiries and feedback.

12. Foster Customer Loyalty: Implement loyalty programs, referral programs, and exclusive offers to incentivize repeat purchases and customer loyalty. Provide exceptional customer service and personalized experiences to build strong relationships with your customers.

13. Collaborate with Influencers and Partners: Collaborate with influencers, bloggers, or complementary brands in the love and gifting space. Partner with them to promote your brand, showcase your products, and reach a wider audience.

14. Monitor and Adapt: Continuously monitor your brand's performance, customer feedback, and market trends. Adapt your strategies as needed to stay relevant, address customer needs, and maintain a competitive edge.

Consistency is the key in building a strong brand.

https://docs.google.com/spreadsheets/d/1MXDxlzikOqr8lzeNPzjtrY3Dh2LTPg74EHfvUwGKhWc/edit#gid=680198646