

# Problem Statement

## Enhancing User Engagement for a Growth-Stage Sustainable E-commerce Startup Targeting Gen Z in India

### Introduction

You are a product manager at EcoShop, a growth-stage e-commerce startup in India specializing in sustainable and eco-friendly products. The startup has gained traction among Gen Z consumers, but recent data shows a decline in user engagement - users are spending less time on the platform and making fewer repeat purchases. Your mission is to uncover the root causes of this drop and design a solution to boost engagement among Gen Z users, leveraging their unique preferences and values.

Ecoshop India website link : <https://ecoshopindia.in/>

### Objectives

- Conduct market and user research to understand Gen Z behavior and preferences in the context of sustainable products.
- Propose a solution that enhances engagement, aligning with Gen Z values like sustainability and community.
- Identify and prioritize one or two key features based on impact and feasibility. ● Select an appropriate database and cloud stack for the product, and provide a clear justification for why this stack is superior to alternative options.
- Design a basic database schema to support the application's data needs and create a workflow diagram illustrating the flow of data and user interactions.
- Define measurable KPIs to evaluate your solution's effectiveness.
- Develop a go-to-market plan tailored to Gen Z consumers.
- Build a basic prototype using AI-assisted tools like Lovable, Replit, or Bolt.

**Scope Note:** Focus on designing and prototyping one or two key features to ensure a manageable yet impactful solution.

### Expected Output

- A clickable prototype or product walkthrough showcasing your solution. ● A pitch deck detailing your approach, from problem scoping to prototyping, including technical architecture components.

### Pitch Deck Requirements

Your pitch deck should include the following sections:

- **Problem Scoping:** Define the engagement challenge and its impact on EcoShop.
- **Market/User Research:** Share insights on Gen Z personas, pain points, and sustainable product trends.
- **Solution Design:** Describe your solution, including key features tailored to Gen Z values and a high-level technical approach.
- **Technical Architecture:**
  - **Technology Stack:** Detail your chosen database and cloud stack, and explain why it's the best choice compared to other options (e.g., performance, scalability, cost).
  - **Database Schema:** Present a diagram and brief explanation of your database design, tailored to the application's needs.
  - **Workflow Diagram:** Provide a basic diagram showing the flow of data and user interactions within the application.
- **Prototype:** Link to your prototype and explain design choices, highlighting AI-tool usage.
- **Feature Prioritization:** Present your prioritization framework and justify your choices.
- **Success Metrics:** Specify KPIs like increased session time or higher repeat purchases.
- **GTM Strategy:** Outline a launch plan using Gen Z-friendly channels and onboarding tactics.