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

Product Strategy to boost engagement among Gen Z users

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CASE OBJECTIVE:

Enhancing Genz Engagement on the E-commerce Platform

Objective, Research

Subproblems

Technical Arch

Solutions

GTM Strategy

Customer Journey

OUR MATTER OF CONCERN:

- decline in Genz user engagement
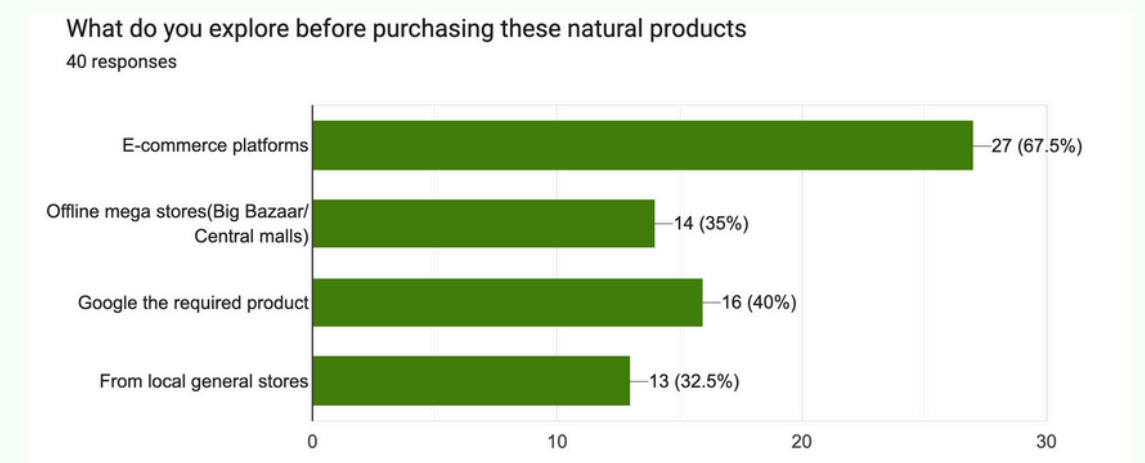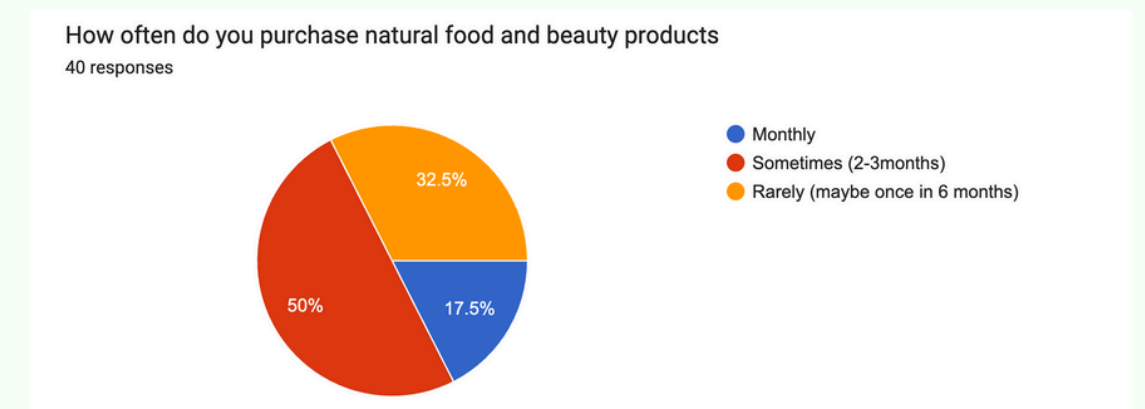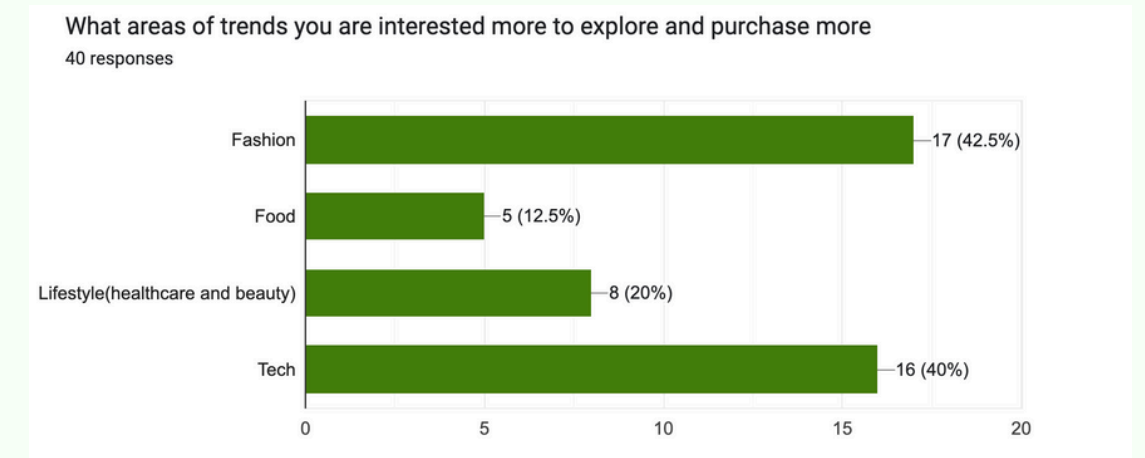- reduced platform time
- reduced in repeat purchases.

THINKS TO BE FOCUSED:

- Gen Z User Behavior & Values
- Sustainability Alignment of the Solution
- Feasibility of Feature Implementation
- Decline in Engagement Metrics

KEY PERFORMANCE INDICES:

- Repeat purchase rate (RPR)
- Add-to-cart ratio(ACR)
- conversion rate(CVR)

PRIMARY RESEARCH

What areas of trends you are interested more to explore and purchase more
40 responses

Fashion	17 (42.5%)
Food	5 (12.5%)
Lifestyle(healthcare and beauty)	8 (20%)
Tech	16 (40%)

How often do you purchase natural food and beauty products
40 responses

- Monthly — 17.5%
- Sometimes (2-3months) — 50%
- Rarely (maybe once in 6 months) — 32.5%

What do you explore before purchasing these natural products
40 responses

E-commerce platforms	27 (67.5%)
Offline mega stores(Big Bazaar/ Central malls)	14 (35%)
Google the required product	16 (40%)
From local general stores	13 (32.5%)

Based on our survey form:
https://docs.google.com/forms/d/1tCTtA6FIzbVnM32Z
N1iGaSWnm_TGC2EvlK4KQHsnEU8/edit#responses

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Subproblems, Hypothesis and Solution Brief

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- Objective, Research
- **Subproblems**
- Technical Arch
- Solutions
- GTM Strategy
- Customer Journey

Untapped user retention: Poor UI/UX, Visibility of Products shortage

Poor product description: Insufficient clarity on usage, benefits and sustainability features

Low sales volume: Limited product forms and lack of visual variability.

Low customer lifetime value : no return policy, incomplete compostion details, expiry & manufacture dates

Adding subscription models and valuable combos

Improvisation in UI/UX and product visibility

Highlighting ingredients, benefits, green features, and manufacturing details

Increase in curated product size, and changing its design to new trends.

Technical Architecture

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Criteria	Stack choice	Why?
Performance	PostgreSQL, Redis, Node.js	Fast queries, scalable caching, non-blocking API logic
Scalability	AWS/GCP + Docker/K8s	Easy horizontal scaling with autoscaling groups
Cost	PostgreSQL (open source), S3	Affordable and extensible for growth-stage startup

Database Schema

- **Users(user_id, name, email, preferences, loyalty_score)**
- **Products(product_id, name, description, form_type, category, tags)**
- **Combos(combo_id, combo_name, product_ids, gift_included)**
- **Subscriptions(sub_id, user_id, product_id, frequency, status)**
- **InfluencerCampaigns(campaign_id, platform, url, engagement)**

Workflow Diagram

User interacts with the Frontend UI (React)

UI sends requests to Backend API (Node.js)

API communicates with:
- Business Logic Layer for processing combos, subscriptions.
- Recommendation Engine (Python ML) for personalized offers.
- PostgreSQL for persistent storage.
- Redis for fast reads on session/combo logic.
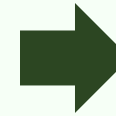- Cloudinary/AWS S3 for images/media.

Events logged to Analytics tools (Mixpanel / GA4)
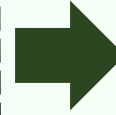
Solution 1

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| Objective, Research |
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Increase in Curated products

- Adding more flavours of conditioner, body lotion and hair oil
- More designs of lamps and toothbrush
- Adding more types of natural salt and veg capsules.

RPR	95%
ACR	85%
CVR	85%

Combos can be applied to all range of products

Genz are more attracted towards combos and sales could also rise by applying this

Effects

Small gift product could also be given instead of discount

By our survey, some users prefer small gifts instead of discount, and by this you can also make your product try to new users and increase your sales
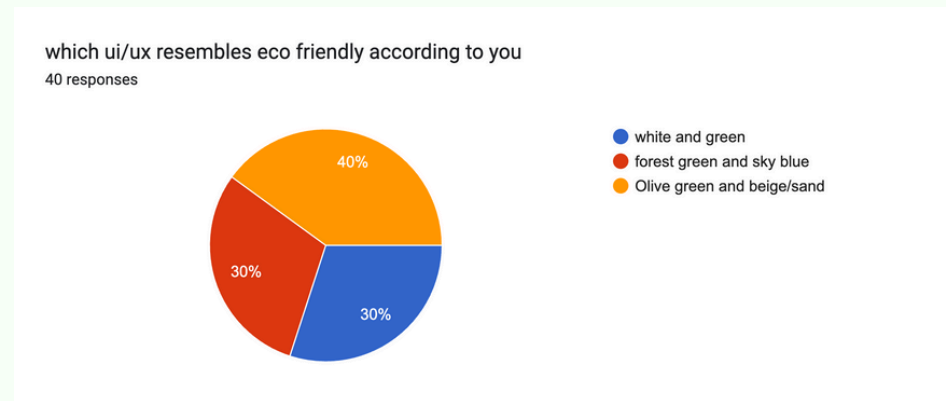
Solution 2

Observation	Recommendation	Validation
Body-care products come in liquid form, while health-care products are offered as tablets or powders	Body-care products must also be available in tablet form. Health-care products should be offered in tablet, syrup, and powder formats	Would you like to have medicines and healthcare as 40 responses — Tablets 60%, Syrup 30%, Powder 10%
Most bamboo products are plain and lack printed designs.	Adding a minimal print can enhance aesthetics and appeal more to Gen- Z	What kind of wood product you would recommend 40 responses — Plain without print 27.5%, A minimal asthetic print 70%, Clustered print and funky
The current bottle shape looks outdated and lacks visual appeal.	The bottle design can be updated to reflect current trends for a more modern and appealing look.	An outdated bottle shape can turn off Gen Z users and reduce product appeal at first glance.
The current description lacks essential details like composition, benefits and warnings	Add essential info and remove fluff to keep the description clear and concise.	Long descriptions can lose user interest—keep them short, clear, and focused on key info.

RPR	85%
ACR	75%
CVR	95%

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Solution 3

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UI colour theme

which ui/ux resembles eco friendly according to you
40 responses

- white and green
- forest green and sky blue
- Olive green and beige/sand

40%
30%
30%

Survey shows Gen Z sees olive green and beige sand as more eco-friendly than traditional white or green

Using swipe tabs

Replace automatic image transitions with swipeable tabs for better user control and enhanced interactivity.

Less products in first view

Show only 4 products per section by default; reveal more with a 'View All' option.

Some sections show fewer than 10 products, making them feel incomplete. Limiting the default view to 4 ensures a fuller, more consistent layout.

Prototype

The prototype can be viewed in this link

RPR	60%
ACR	85%
CVR	75%

GTM Strategy - Social Media + Offline Stores

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	Instagram Advertisements	Collaboration with Influencers	Contacting Pharmacys	Known E-Commerce Platforms
Discovery	Gen Z uses Instagram to explore products	Health influencers have engaged, trust-driven audiences	Pharmacy recommendations strongly influence purchase decisions	Users actively search products on e-commerce platforms
Planning	Plan visuals and messaging for Gen Z appeal	Select influencers aligned with brand and audience	Identify key pharmacies and engagement approach	Choose relevant platforms and define listing approach
Preparation	Design eye-catching creatives and trackable links	Craft authentic messaging and shareable content briefs	Create product kits and pharmacist training material	Optimize product listings with images and descriptions
Launch	Run targeted, visually rich Instagram ads	Influencers post with strong product endorsements	Introduce product through trusted pharmacy channels.	Go live with listings and promotions
Optimization	Analyze results and refine ads for performance	Track traffic, trust signals, and conversion impact	Monitor sales uplift and gather pharmacist feedback	Track performance and improve listings based on data

Customer Journey After Implementing the Solutions

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Aditi Sharma

Rohan Verma

Meera Iyer

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Aditi Sharma

Discovered the advertisement while scrolling through Instagram.

Visited the website and found the product descriptions comprehensive and convincing.

Was drawn to the attractive combo offer on body-care products.

Opted for the complimentary trial product to explore something new.

Found the trial effective and transitioned into a regular user.

Rohan Verma

Searched for hair wash in tablet form on Amazon.

Amazon's recommendation of Ecoshop caught his attention.

Was impressed by the unique packaging and variety of tablet-based products.

Purchased additional body-care products in tablet form.

Due to frequent travel, he now prefers using convenient tablet-based personal care solutions.

Meera Iyer

Came across a reel highlighting the benefits of neem tablets, shared by a trusted health-care influencer.

Visited the brand's website via the link provided in the reel's description.

Although introduced to the tablet form, she preferred using syrup formulations.

Selected syrup versions for both neem and amla products.

Influenced by the trusted creator, she explored and adopted various other products from the brand.