



Case Study for Increase conversions for e-commerce



# Problem Statement



Customer has tried multiple ways of digital marketing but it is not working.

How to Increase conversions on e-commerce Websites ?

Competition

Rawpressery, Satvaras,

Tools used for Tracking:

Google Analytics, G-Tags. Facebook Pixel.

Web Template:

zay-shop from templatemo.com

The screenshot shows the Rüs Organic website. At the top, there's a navigation bar with links for SHOP, ABOUT US, CONTACT, and BUSINESS OPPORTUNITY. There are also icons for search, cart, user profile, and pincode change. The main content area features a product page for "SUNSHINE ORANGE" juice, which contains ingredients like Orange, Carrot, Ginger & Lemongrass. A "SHOP NOW" button is present. To the right of the product image, there's a decorative illustration of oranges and a parrot. Below this, there's a section titled "TOP SELLING FLAVORS" showing six different bottles of Rüs juice: mango nectar, blush pomegranate, zest sugar cane, orange, onyx charcoal lemon, and paradise pineapple & coconut water. A WhatsApp icon is also visible in the bottom right corner of the screenshot.

# Areas of improvements



## Content... (because content is the KING)

Observation: I saw **rusorganic.in** focusing only on the functionality of online shopping. Inventory, transactions, pricing but forget to creating an **emotional connection** with customers.

Suggestion: To keep customers engaged, need to follow **Story-Telling** approach.

Ref: <http://www.paperboatdrinks.com> or <http://eatsome.in/>



# Areas of improvements

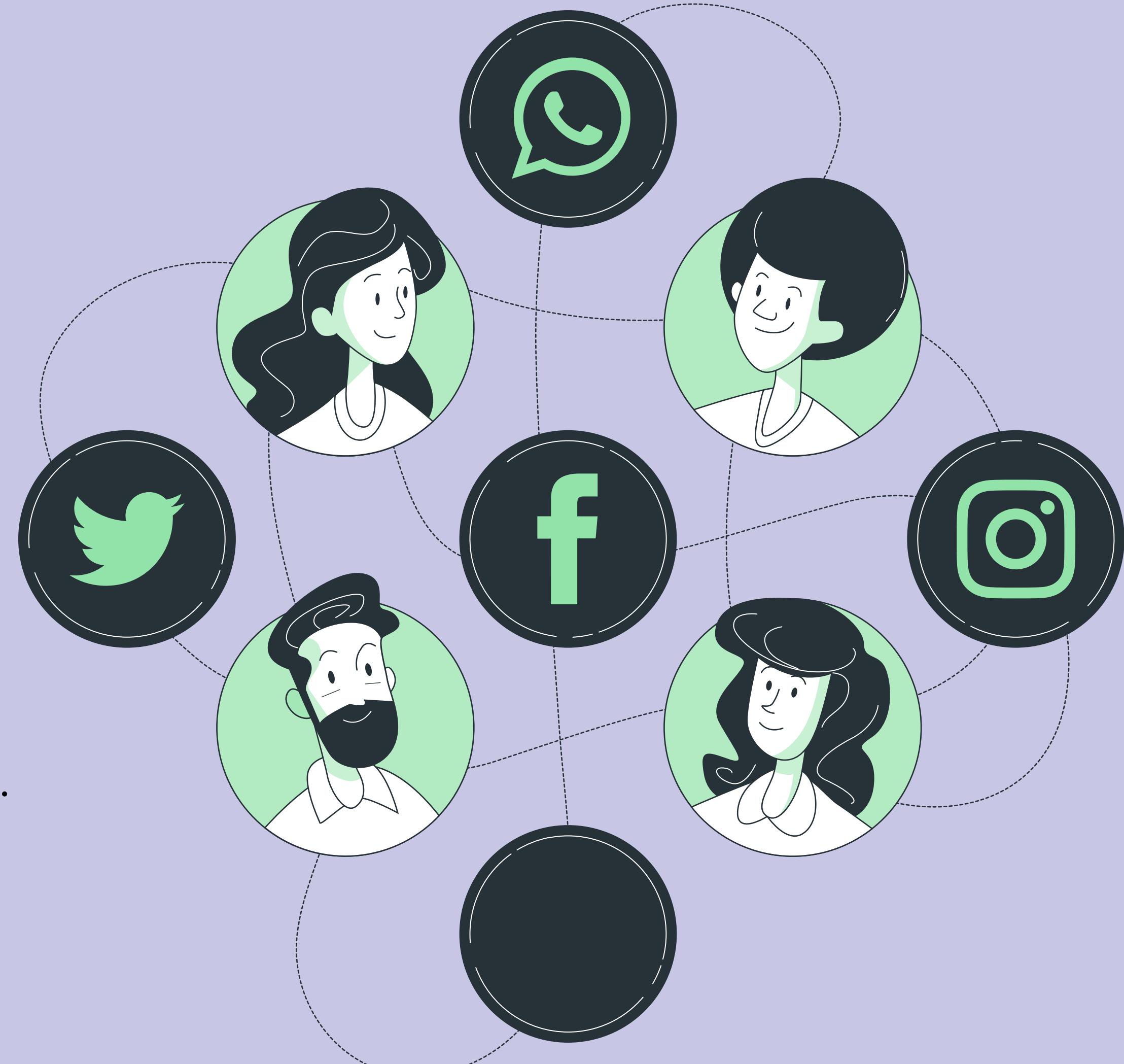


## Social Community... (Post Interactivity, Blogs, Offers)

Observation: Social media presence was good but with low interactivity, Company process & Directors Video are great.

Suggestion: To increase visitor interactivity, need to share a quality content where people can find this product can solve their problem.

Periodically runs offers & promotions activity to get their details and be in touch with them with email, SMS, whatsapp.



# Areas of improvements



## App User Experience... (Basics are missing)

Observation: Pincode Modal, Validations in Alert, Response Messages, Weird WhatsApp sticky Icon, Broken Back Links, Mobile layout

Suggestion: Show upfront pincode/city where shipment available or share partner site. Respond back to user actions specially on form submit with visible message in tosty

Ref: [Bharatrath](#)





# Thank You

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