



ED GROUP PROJECT

ZAP! (E-COMMERCE)

TEAM MEMBERS

Krupal Patel – 20162121007 (BDA)

Ujjval Patel – 20162121021 (BDA)

Nitin Prajapati – 20162121022 (BDA)

Yash Prajapati – 20162121023 (BDA)

Jinay Shah – 20162121025 (BDA)

Purav Shah – 20162121026 (BDA)

Rudra Patel – D2D (CBA)

Anuj Jani – D2D (CBA)

The value of success without struggle is zero.

Stake Holder Mapping

- Core SH: Consumer who is interacting with the website

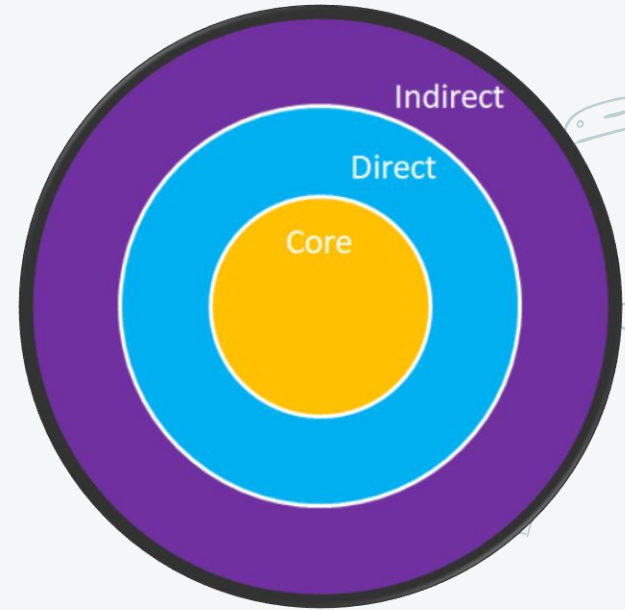
Eg: - Person who wants to buy a phone.

- Direct SH: Influencer of Consumer

Eg: - The one who influences the consumer to buy a phone.

- Indirect SH: Rest are those who do not directly influence the consumer.

Eg: - The One who may or may not influence CORE or DIRECT SH but they are part of the domain





Activities In Problem Space

- User doing these activities to buy Product.
- User does research about all kinds of Products.
- User Select the Product which he/she finds suitable for him/her.
- User Compares about Product's Price all the way around.
- User Purchases that product from the website which gives discounts/offers to the User.

Process System

Process of receiving orders

- Customer places an order in your eCommerce system
- Order details are extracted from your eCommerce system and entered into your business software
- Order is passed to the warehouse to be processed
- Order is placed for fulfilment

Process System

Sub Process of receiving orders

- Sales order details are manually extracted from your eCommerce system. Information includes customer information, description and ID of product ordered, payment details and transaction ID
- Employee manually checks sales order data for a correlation with your business rules e.g. full address, contact details, products ordered
- Employee manually enters order and customer details into your business software
- Employee manually creates and sends an order received notification to the customer
- If an employee identifies any anomalies they will need to contact the customer to resolve the issue
- If an issue cannot be resolved the employee may have to manually cancel the order
- Order is passed to warehouse for processing

Customer Touch Points

- We can attract users through various social media platforms by advertising our products.
- We can give brochures to the people in the street to advertise our products.
- We can advertise on television, radio etc.
- We can give goodies or more discounts to the users.
- We can give faster delivery to the user.



AEIOU Canvas

AEIOU Summary:

Environment:

Facilities
Secure
Friendly
Rainy
Traffic
Chaos
Pollution
Hot Weather
Bad Road Conditions
Rush Hours

Interactions:

Interacts with phone
Opens website
Browse various products
Discusses with others
Search the final product
Wishlists a product
Buys the product
Transaction
Interacts with delivery man
Unboxing
Checking the products

Objects:

Device
Internet facility
Keyboard
Mouse
Debit Card
Credit Card
Box
Sharp Tool
Mouse Pad
Stylus

Activities:

Premium subscription
User location
Surfing
Reading
Buying
Discounts
Flash Sales
Premium member discounts
Loyalty Points (credit points)
Exclusive Sale for premium members
Exclusive Products
Superior Customer Support
GST Refund

Users:

Student
Buisnessman
Engineer
Doctor
Shop Owner
Traders
Wholeseller
Retail Seller
Industrialist

5 Deep Insights

- User doing these activities to buy Product.
- User does research about all kinds of Products.
- User Select the Product which he/she finds suitable for him/her.
- User Compares about Product's Price all the way around.
- User Purchases that product from the website which gives discounts/offers to the User.

The 5W & 1H of Kaizen

Who?	What?	Where?
<ol style="list-style-type: none"> 1. Who is the founder? 2. Who is the investor of your company? 3. Who is your partner in delivery of the products? 4. Who is your CEO? 5. Who is your business adviser? 	<ol style="list-style-type: none"> 1. What is your company's name? 2. What should be done to increase productivity? 3. What is your aim? 4. What are your working hours/days? 5. What is your future plan regarding your company's shareholders? 	<ol style="list-style-type: none"> 1. Where is your company located? 2. Where is your manufacturing unit? 3. Where is your head office? 4. Where was the main idea formed? 5. Where should customer contact to get your support?
When?	Why?	How?
<ol style="list-style-type: none"> 1. When was the idea created? 2. When did this idea come to your mind? 3. When did you launch your company world wide? 	<ol style="list-style-type: none"> 1. Why should customers buy from your website? 2. Why should your customers trust regarding your products ? 3. Why do investors invest in your company? 4. Why should customers trust you regarding their privacy? 	<ol style="list-style-type: none"> 1. How does your company work? 2. How many employees are there in your company? 3. How much investment did you gain in total? 4. How many investors invested in your company? 5. How much turnover did your company gain last year?

Persona-1

Name: Ujval Patel

Age: 18

Profession:
Student

Behaviour:

We track the behaviour of the user on which type of product the user shows the interest and show them such products in recommendation.

Interest: User come to our E-Commerce website spend time to search for the respective product. He shows interest in our product.

Needs:

- According to user needs we sort our products and show the them products which they want.
- As Security and privacy is basic and most important need of a user.
- Our website also ensures that the product needed by him must be available so that he/she should not worry and have to go to another place to search for it.
- With the options of net banking we also provide user Cash on delivery facility which is also a need of user.

Aspiration:

Whatever brands he searches or he likes or he buys, we recommend them.
Secure payment method

Powers:

- After ordering the product if the user did not like the product then he/she can return the product with in 1 month of Delivery
- If the product is returned or if the product is defective the user gets his money back.

Values:

- Best Products
- Best after market services
- Fastest delivery
- Compensation is given to the user by giving discount coupon if prior product is defective or due to late delivery.

Persona-2

Name:

Krupal Age:
18

Profession:
Student

Behaviour :

They track the user behaviour Which product they search and their interest and need , etc.

Needs:

- So our website can show those products which user wants
- Security -> most important needs of every user is security. Means our website can provide ,
- Product availability , safely delivery

Interest :

Using AI we can find out User interest

So our website can show the product Of user interest

Aspiration :-

- Most search brand -> recommendation
- Secure home delivery
- Secure payment method

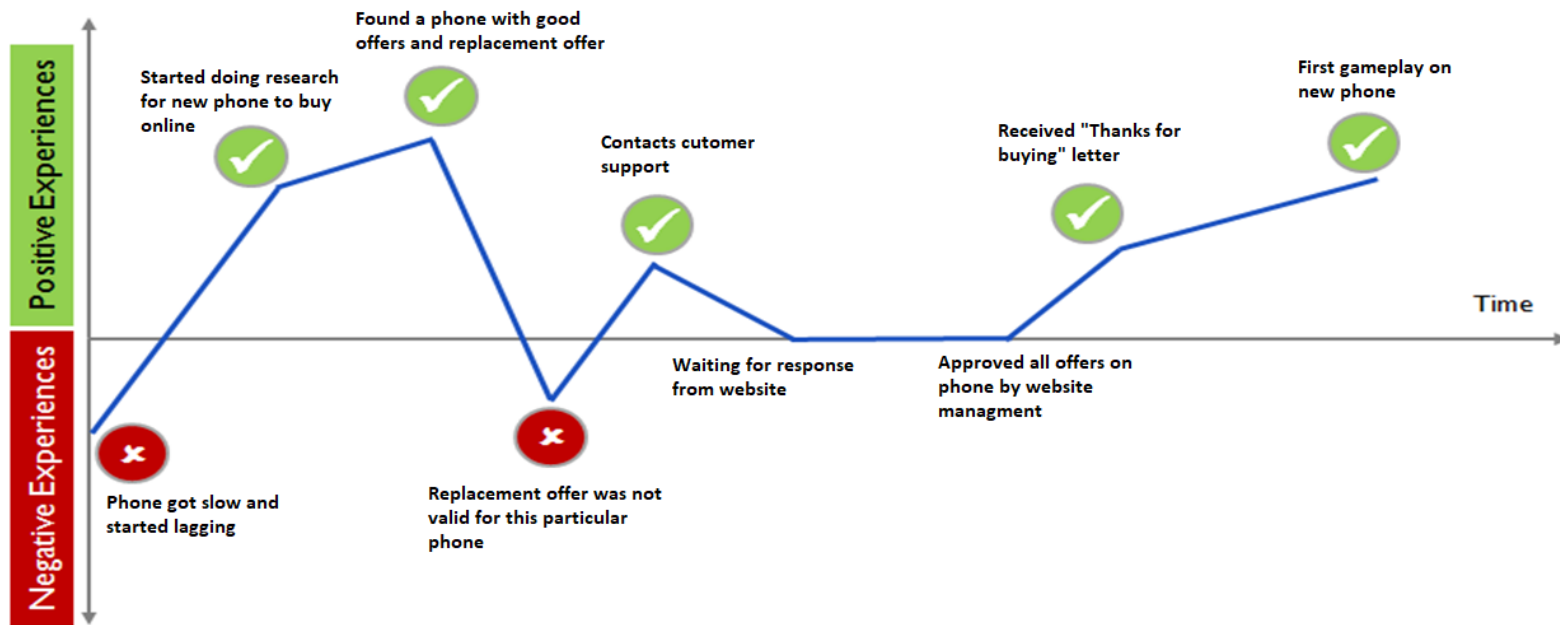
Powers :-

- User get power on product delivery whatever place
- All product available on 1 platform
- Ability to control data of user and they give track or information about product

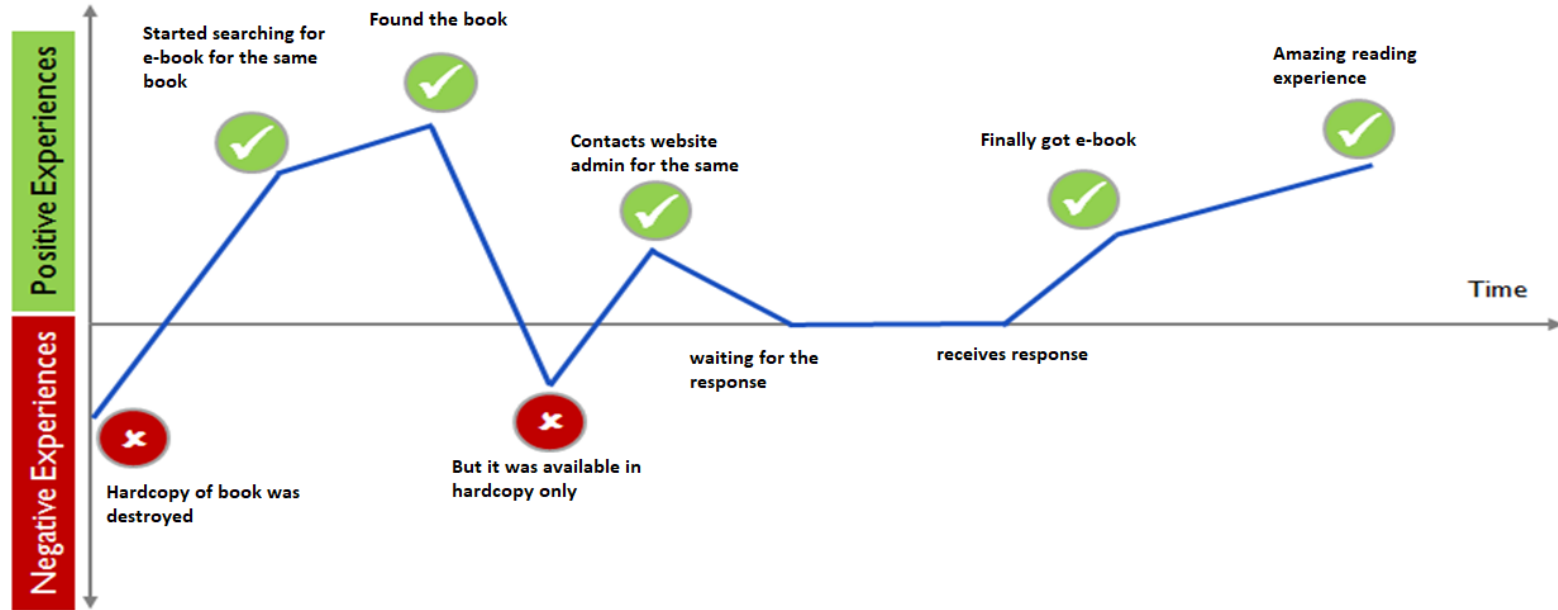
Values :-

- Best services
- Cheapest price
- Product quality
- Security
- Door to door service

Customer-1 Journey Map



Customer-2 Journey Map



EMPATHY MAP TEMPLATE

SAY

I was expecting less price

What do u think??

What brand do you like?

I want something reliable

What size is best?

DO

Compares with other service providers

checks websites

Does research

observes in offline stores

Listing Pros/Cons

THINK

Hope the site is not slow

Will i get the product here?

What is best for me?

Maybe this isnt the best

Why is this so hard?

FEEL

trust issues

fear of fraud

Anxiousness

excitment for new product

over-whelmed







40 IDEAS USING TOOLS & TECHNIQUES OF IDEATION

❖ Brainstorming:

- Improving user interface so that user feels comfortable on website
- There are problems related payment so we included payment gateway so that online payment as well as cash on delivery can also be done
- Return policy is made flexible for users
- Fast delivery
- Discount
- Free shipping anywhere in the world became possible through raised funding



❖ Brainstorming :

- we sell only trusted brand product.
 - Scratch & Win for customer benefits like Cashbacks / lucky draw
 - Exclusive Discounts (on festivals)
 - Delicate items are delivered carefully
 - Privacy is maintained
 - Authentic products are available
- 
- 
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❖ Brainstorming:

- Custom delivery timings according to users choice
- App and website are synchronized
- Many e commerce shopping apps is not supported on all phones but or app is supported on every phone
- Customer can contact to delivery man regarding any query in delivery



❖ Divergent Thinking:

- Language barrier problem solved by adding all native languages
- Slow loading in website is a problem so that we have also launched or mobile application
- Responsive website and mobile application
- Member Loyalty Programs
- Subscription Programs
- Promote Made in India



❖ Divergent Thinking:

- Filter according to product type, price etc.
- Exchange offer on products
- Any seller can sell his/her products using our website as a medium
- Selling of Second Hand Products is also available
- Our website consist of negligible number of adds so that user doesn't get annoyed
- App takes very less time to start



❖ Lateral Thinking (SCAMPER):

- Modification are done so that low bandwidth problems are solved (Tool used: M – MODIFY/MAGNIFY)
- Delivery issues solved (Tool used: R – REVERSE/REARRANGE)
- Image loading speed increased (Tool used: S – SUBSTITUTE)
- Improved customer service (Tool used: S – SUBSTITUTE)
- Improved customer support (Tool used: S – SUBSTITUTE)
- Live Order Tracking is available (Tool used: A – ADAPT)

❖ Lateral Thinking (SCAMPER):

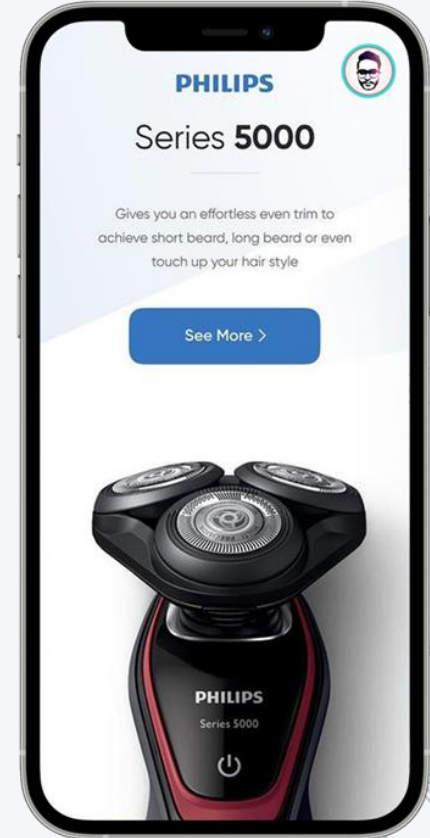
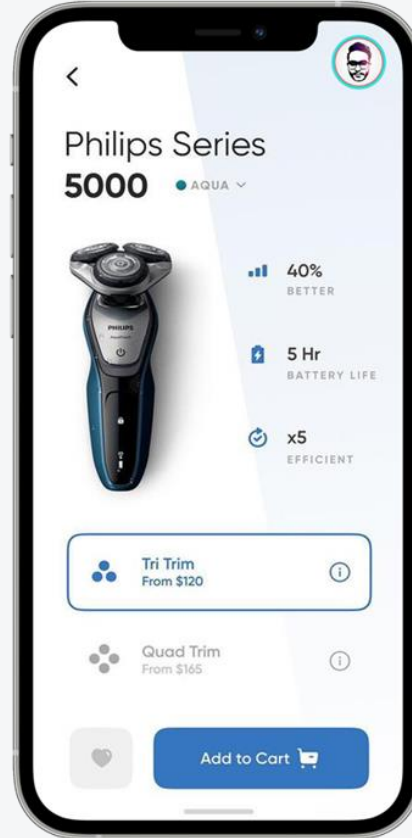
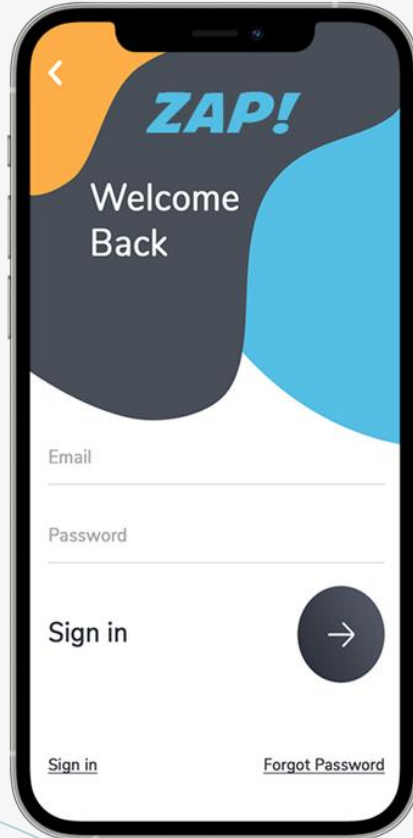
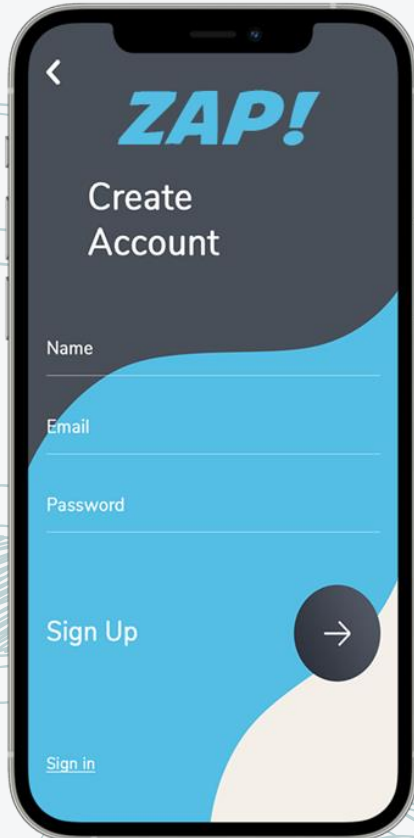
- Updated Refunding policy (Tool used:M – MODIFY/MAGNIFY)
- Products are kept updated (Tool used:P – PURPOSE)
- New Products are available as soon as they are available (Tool used:A ADAPT)
- Delivery during crises are also available which is faster in comparison to other e commerce websites (Tool used:A – ADAPT)
- Special discount is offered to students if shopping is done through institute email id (Tool used:P – PURPOSE)

Mapping the Company



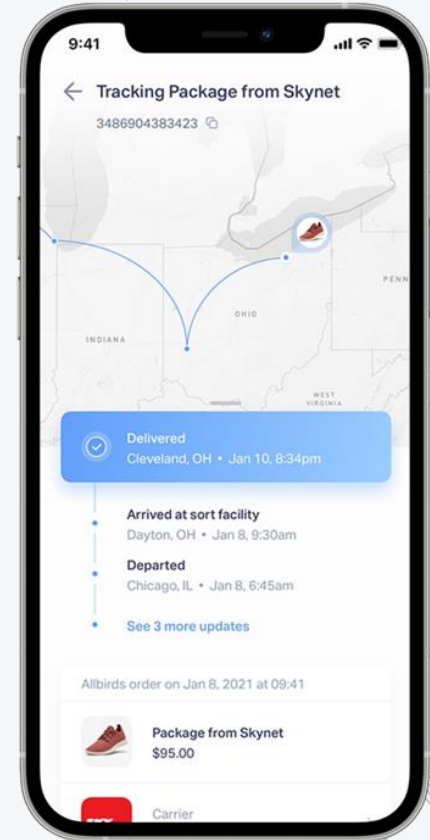
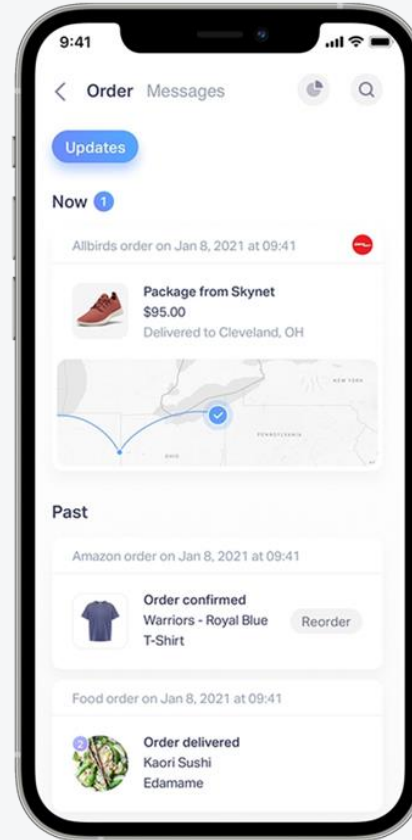
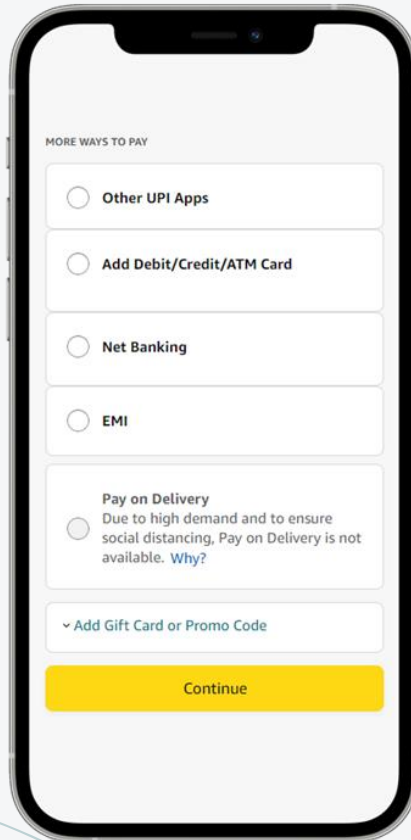
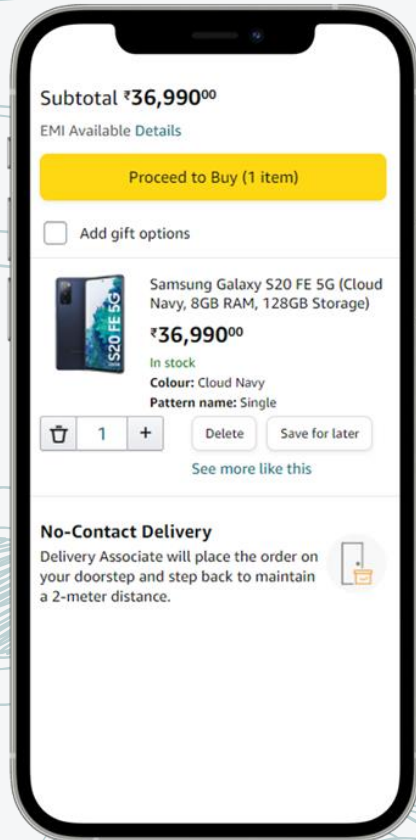
PROTOTYPE - 1

25












PROTOTYPE - 2

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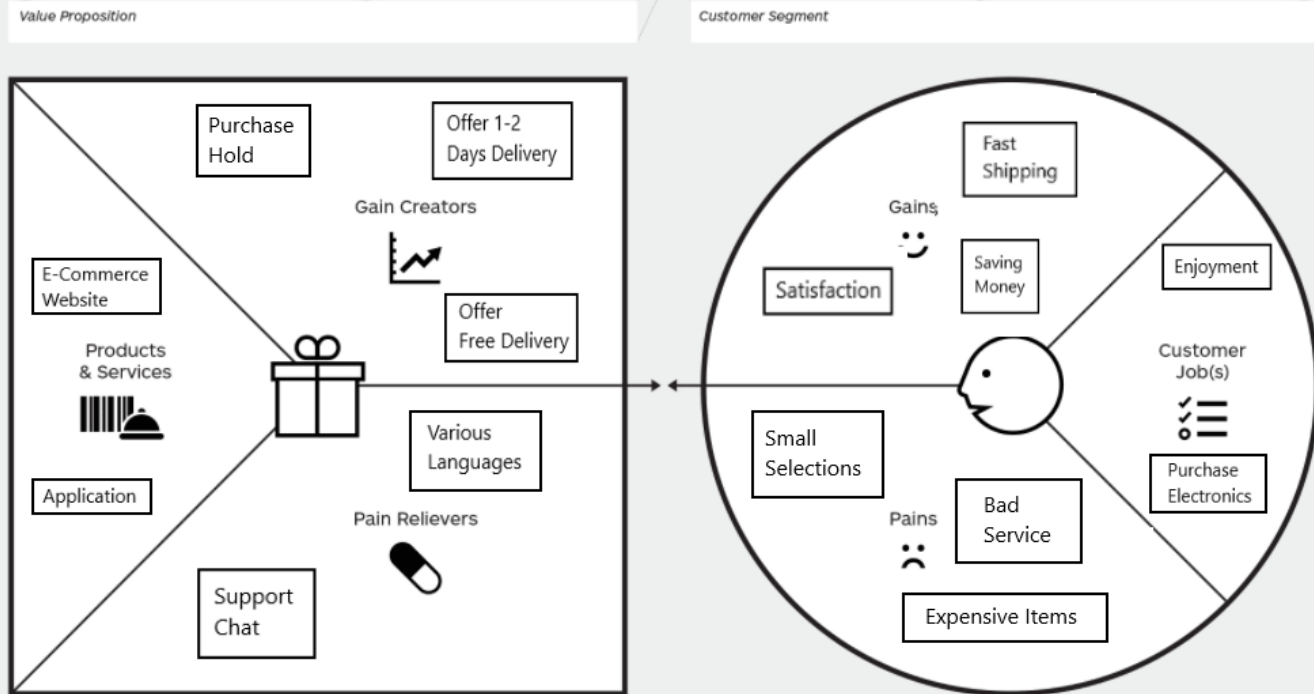


BUSINESS MODEL CANVAS

Key Partners  <ul style="list-style-type: none"> (i) Shipping partner (ii) Warehousing (iii) Marketing partners (iv) Current suppliers 	Key Activities  <ul style="list-style-type: none"> (i) Inventory and warehouse management (ii) Customer service (iii) Online marketing (iv) Order fulfillment (v) Systems administration and integration (vi) Analytics 	Value Proposition  <ul style="list-style-type: none"> (i) Price (ii) Convenience (iii) Fulfillment (iv) Vast Selection 	Customer Relationships  <ul style="list-style-type: none"> (i) We are loyal to our customers (ii) We support our customers 	Customer Segments  <ul style="list-style-type: none"> (i) Value and margin (ii) Online shopping and purchase behaviour (iii) Products of interest (iv) Line of business
Key Resources  <ul style="list-style-type: none"> (i) Order fulfilment (ii) Customer service (iii) Digital marketing (iv) Developers (v) Brand Partners 			Channels  <ul style="list-style-type: none"> (i) Affiliate Marketing (ii) Websites (iii) Local Ads (iv) Holdings on road 	
Cost Structure  <ul style="list-style-type: none"> (i) Shipping fees (ii) New employees and salaries (iii) Cost of running a website and platform license fees (iv) Transactional fees 		Revenue Streams  <ul style="list-style-type: none"> (i) Website And Application (ii) Subscription Programs (iii) Commision and reseller sales (iv) Sales Margin 		

VALUE PROPOSITION CANVAS

The Value Proposition Canvas



THANK YOU !!

