



# ED GROUP PROJECT

## E-COMMERCE WEBSITE



## TEAM MEMBERS

- Krupal Patel – 20162121007 (BDA)
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- Nitin Prajapati – 20162121022 (BDA)
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*The value of success without struggle is zero.*

# Stake Holder Mapping

- Core SH: Consumer who is interacting with the website

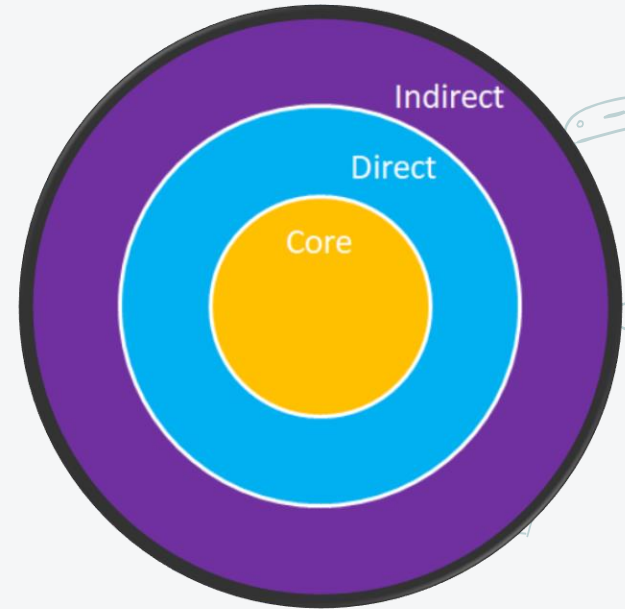
Eg: - Person who wants to buy a phone.

- 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

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

# 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

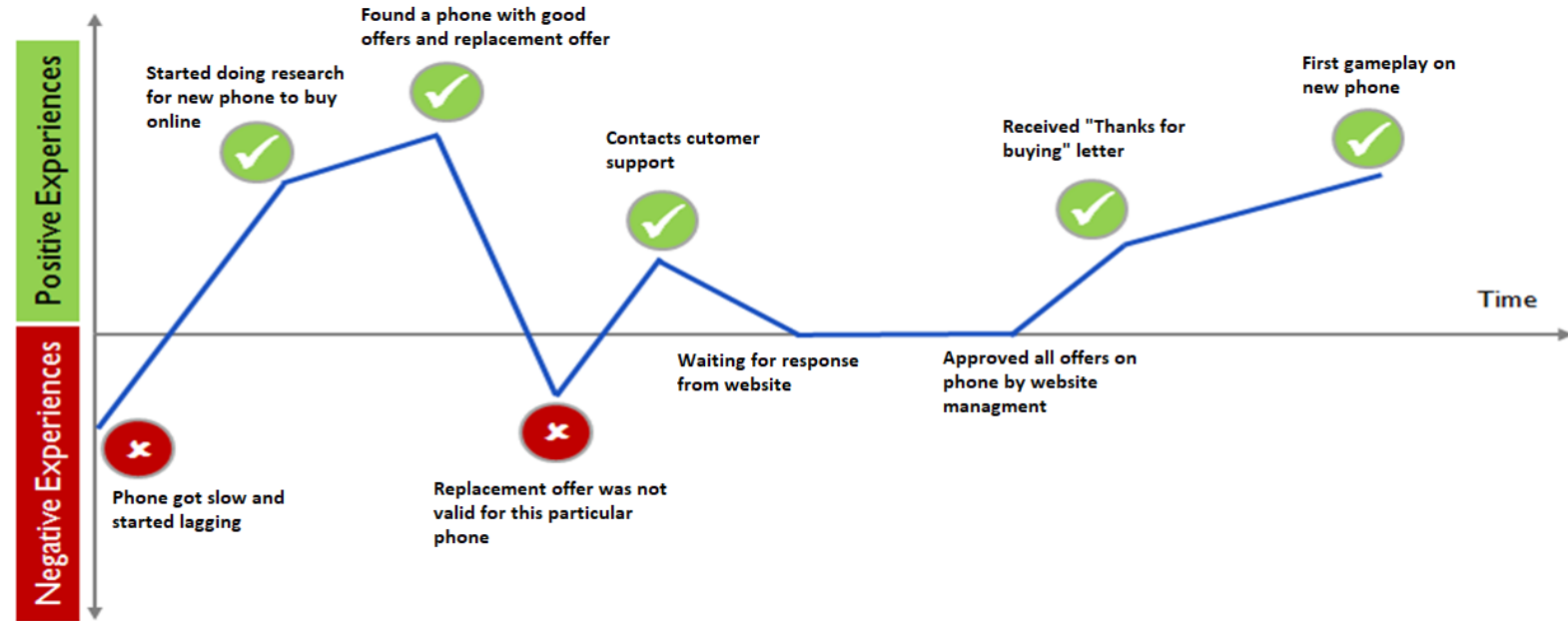
**Powers :-**

- 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

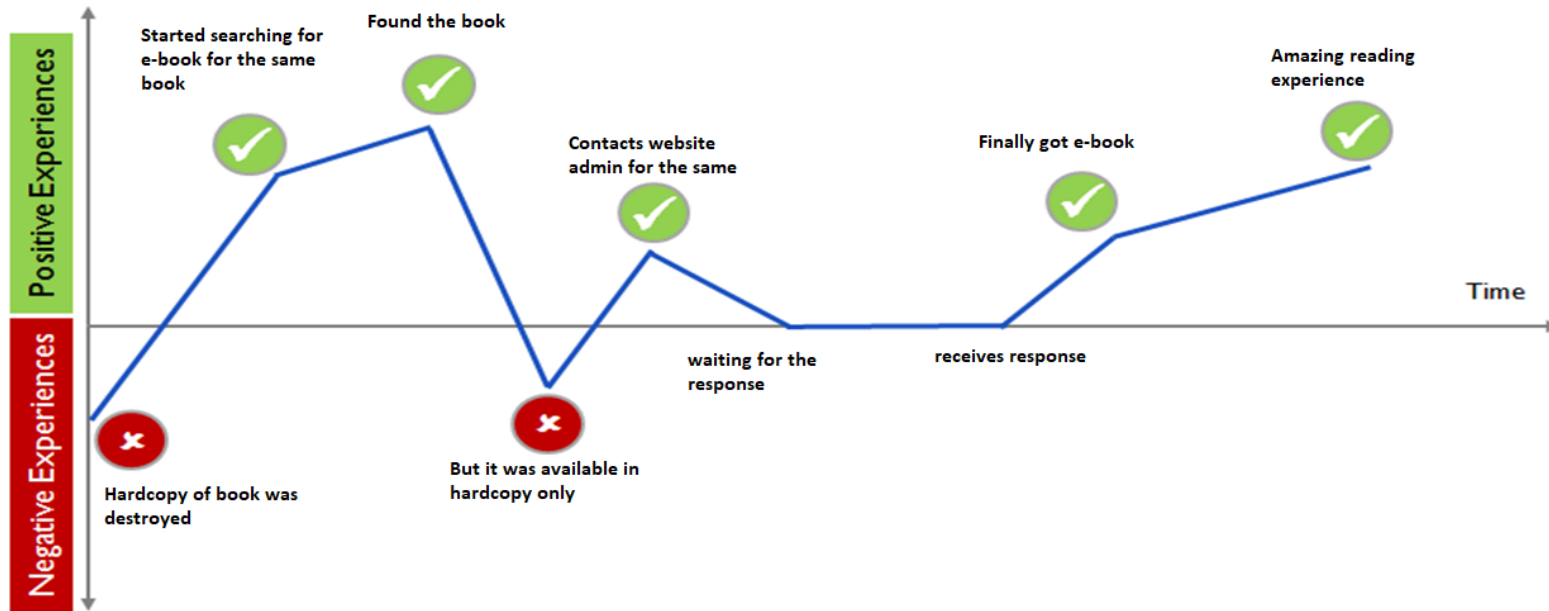
**Values :-**

- 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

