Increasing the likeliness of purchase for high intent users

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1.0 Executive Summary

This document is focussed on 'increasing the likeliness of purchase of high intent users' by clearly identifying the pain points which users currently face in making a buying decision. We came up with different levers which users use to finally make a decision which are 1) Advisory/Collective feedback 2) Delivery time 3) Price 4) Assortment & App experience & navigation. For this document we focussed on the Advisory lever because of the scope of the problem and other levers being business levers rather than product.

We have broken down the bigger problem into small chunks clearly explaining the current pain points. After identifying the key pain points we have suggested elaborate solutions directly mapped to the pain points. We have also mentioned how the user flow will change once the implementation of the solution is done.
We have also mentioned the assumptions which are made while suggesting solutions along with the methods to test them using quantifiable metrics.

Finally we have developed a product roadmap basis prioritization of the solutions mentioned using the Impact-Effort framework.

2.0 Mission, Vision & Values of the brand

Mission and Vision

- To provide products of good quality.
- To build a place where people can come to find and discover anything they might want to buy online.
- To put the customer feedback and reviews as a priority in order to improve with the product quality and customer service.

Values

- Customer First
- Ownership
- Earn Trust

3.0 Defining the Problem Statement

Tata CliQ is an e-commerce website which sells a variety of products (right from apparel, to appliances, to home furnishings and jewellery as well). In short, the website is an online mall for everything you need.

Let's start with the user journey of a customer who is willing to buy. There are five major buckets on which the user decides to buy a particular product/s when she has the intent to buy the product which are -

1. Advisory/Collective feedback & Acceptance - Ratings (a higher rating builds more collective trust and results in higher conversion)
2. Delivery Time (low delivery time increases conversion)
3. Price & coupons/Bank Offers
4. Assortment (Depth & Width)
5. App experience & Navigation
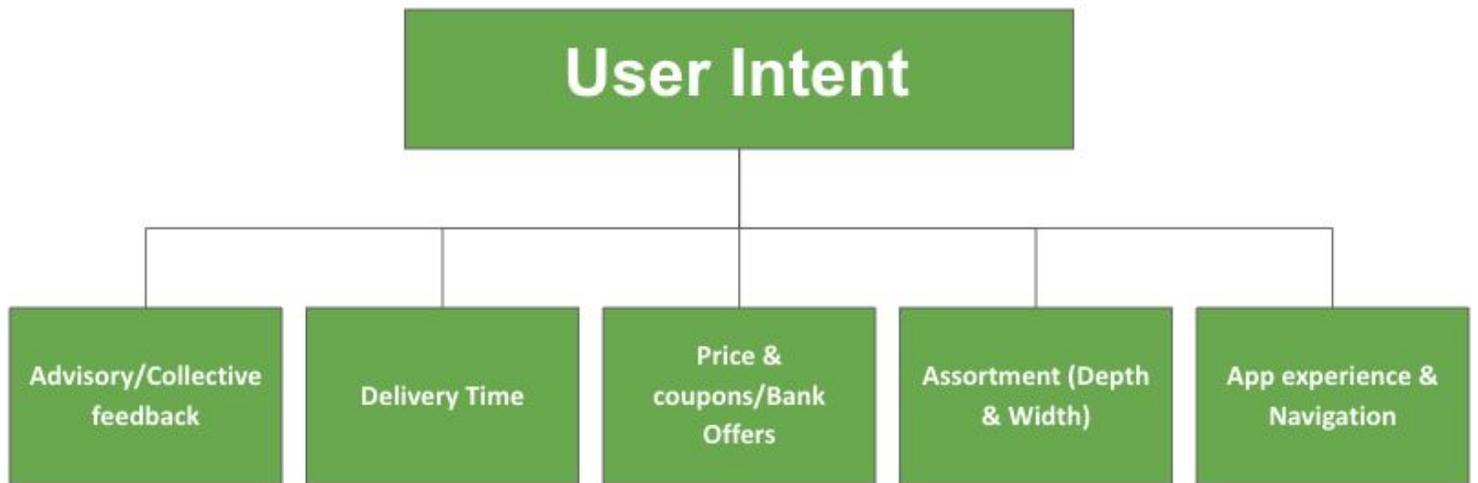
For the purpose of this document we will focus on 'Advisory/Collective feedback & Acceptance' because out of the other four aspects, three i.e Delivery Time, Pricing & Assortment are business problems and the Navigation through the App is smooth without much deviation from the 'user expectation'.

Also, we will be focussing on 'Mobile App' since it is a greater chunk of the total visits and its percentage is increasing year-on-year.

The problem statement - How to increase the likeliness of a user (via better advisory/feedback) who has an intent to buy, to make the final purchase.

Sub-problem 1 -Out of the few products which have been shortlisted by the user based on likeability, It becomes very difficult to compare products since the user has to manually remember details of each.

Sub-problem 2 - for the products with no/less ratings, the customer has no other feedback mechanism to decide on what will look good on them.
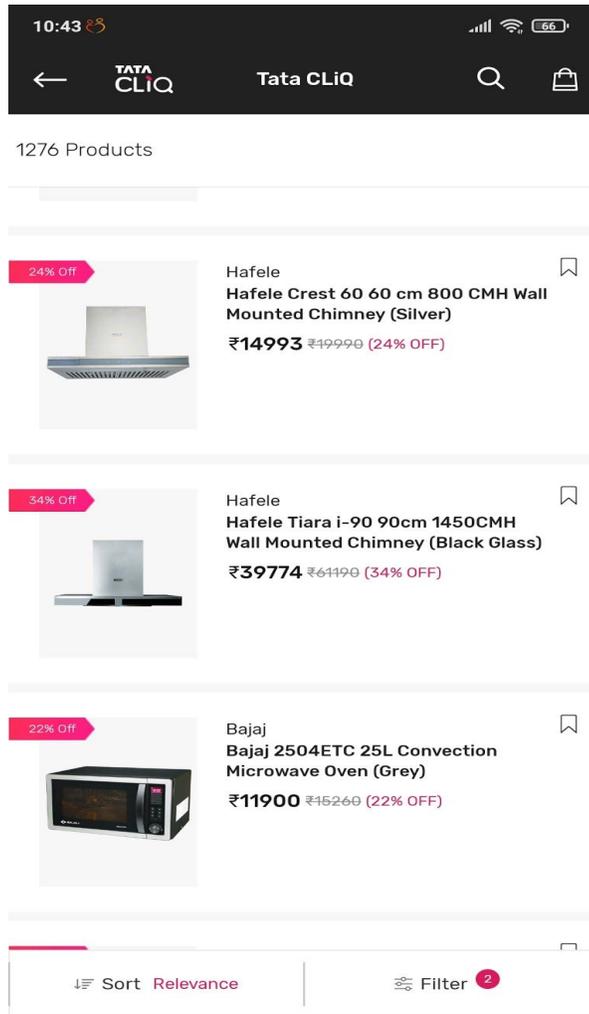
Sub-problem 3 - The user does not trust the ratings since they are from unknown people and customers sometimes get calls from sellers who have bought products to give 5 star ratings in lieu of some further discounts.

Sub-problem 4 - For the fashion category, the customer does not know how the product looks on them.
Assumption - We are not focussing on the size or fitting here but the look of the product on the user. The size/fitting presently is handled by the size charts mentioned on PDPs

Sub-problem 5 - The user has to take a lot of effort to read through each and every aspect of the product from description to warranty details which is very time consuming & less engaging
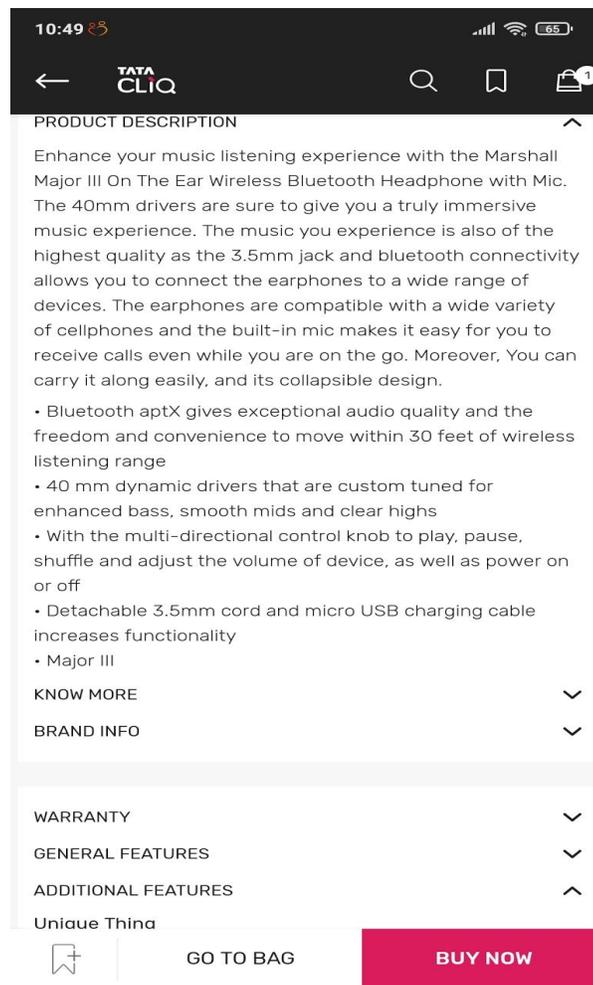
Sub-problem 6 - The customer is not sure is she can exchange the product once ordered (If size does not fit, did not like the product, changed the mind and bought some other product) or what will happen if the product is faulty (wrong product delivered, defective item)
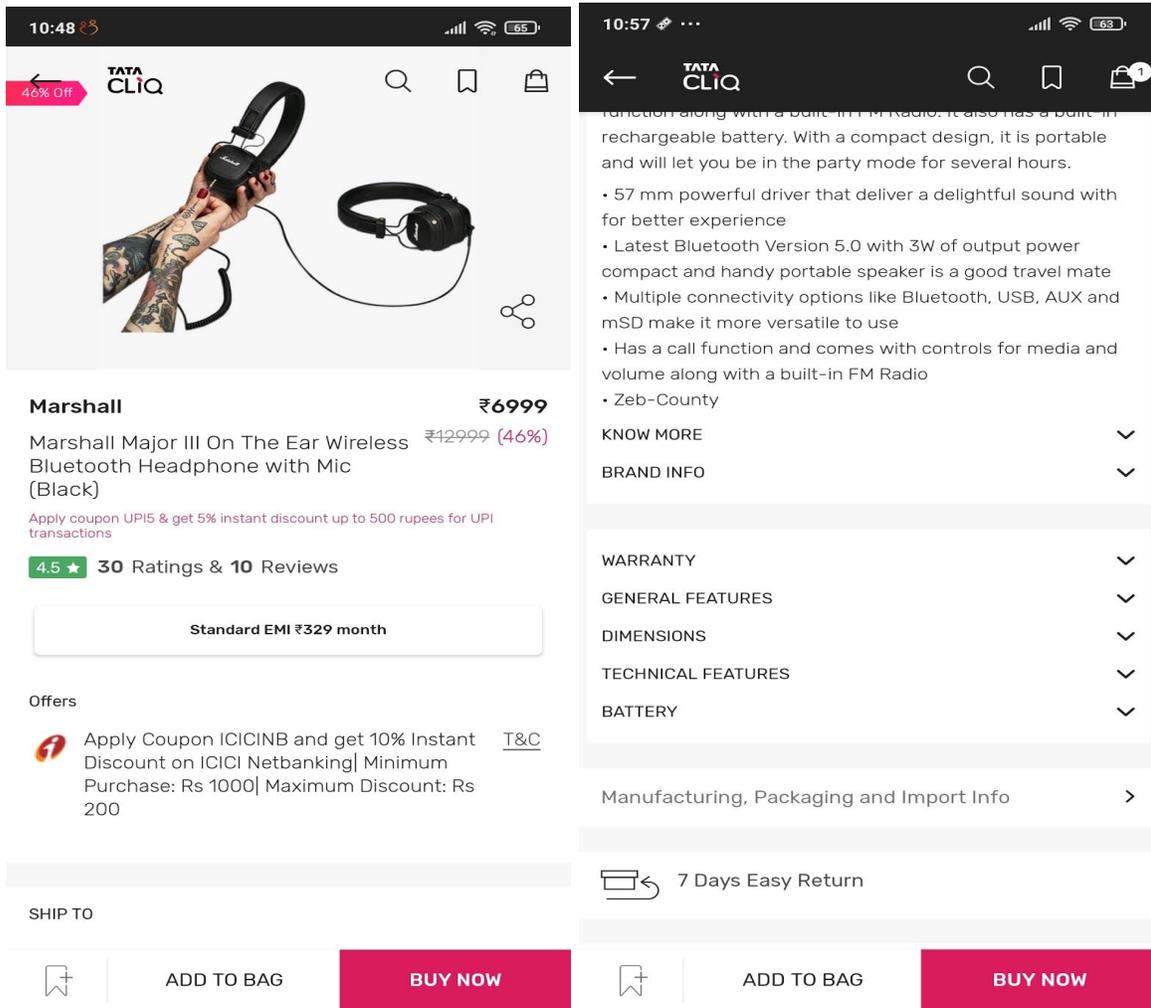
The return policy is not highlighted well and is difficult to discover

4.0 Solutions (Mapped to problems they solve)

How it solves - implementation (Feature explanation) & Mockups

**Solution 1** - Social CliQ - Taking preferences before buying the product
Sub solution - *For the fashion category (clothing) , personal 3D face on a body with the help of Face recognition' which will let users see how products look on them*.

What does it solve - *Sub-problem 2,3 & 4*
Helps users involve friends in the decision making of buying products online to 'spread risk of a wrong buy' and get 'social approval before buying'

Implementation -
On the homepage another symbol will be added at the bottom besides 'My Bag' named **'Social CliQ'** as shown below.
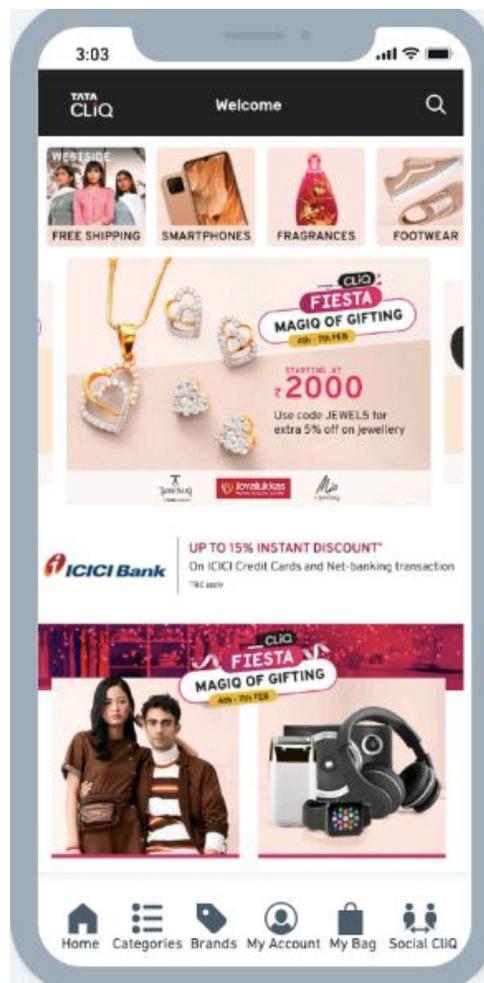
Step 1 - Setting up Tata Social - i.e User wants to get feedback & recommendation from his/her friends -

On clicking 'Tata Social', there will be carousels explaining the features of 'Social CliQ' i.e get insights & recommendations from friends. Below this carousel, will be a banner explaining 'how it works?'
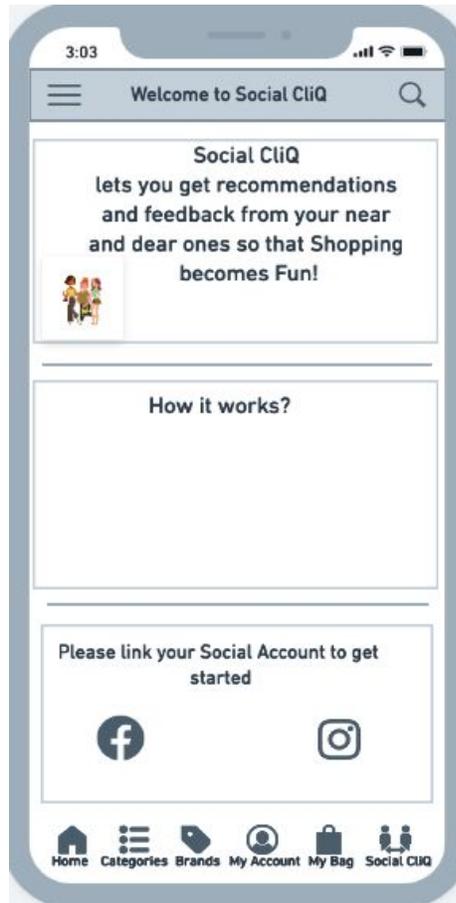
Step 2 - Linking user Social Accounts - Facebook/Instagram in order to make friend groups -

If the user has logged in with facebook then it will display the complete list of friends (below how it works?) in order to make 'groups' for getting feedback on products she wants to buy.

If the user has logged in with gmail, the user is asked to link Facebook/ Instagram to make groups in order to get feedback

*Step 3* - Making friend groups post linking social accounts -

The product display will have a 'social' symbol above the 'share' symbol on clicking which the user will be shown the groups made in order to share that product with the people on that group on 'one click'. The user can choose the group, which would be sent a message (on Facebook messenger/Instagram Direct we can also explore WhatsApp and also normal message & the Tata CliQ homepage of the friends)

The user can make upto 10 groups consisting of minimum 3 to maximum 25 friends and give it a name.

Step 4 - Asking for feedback from the groups made while reading through the product display Page -

On each of the Product Display Pages, the 'Social' symbol is added above the 'share' icon. Once this is clicked, the user is asked to select the group from which they need feedback/opinion about the product.
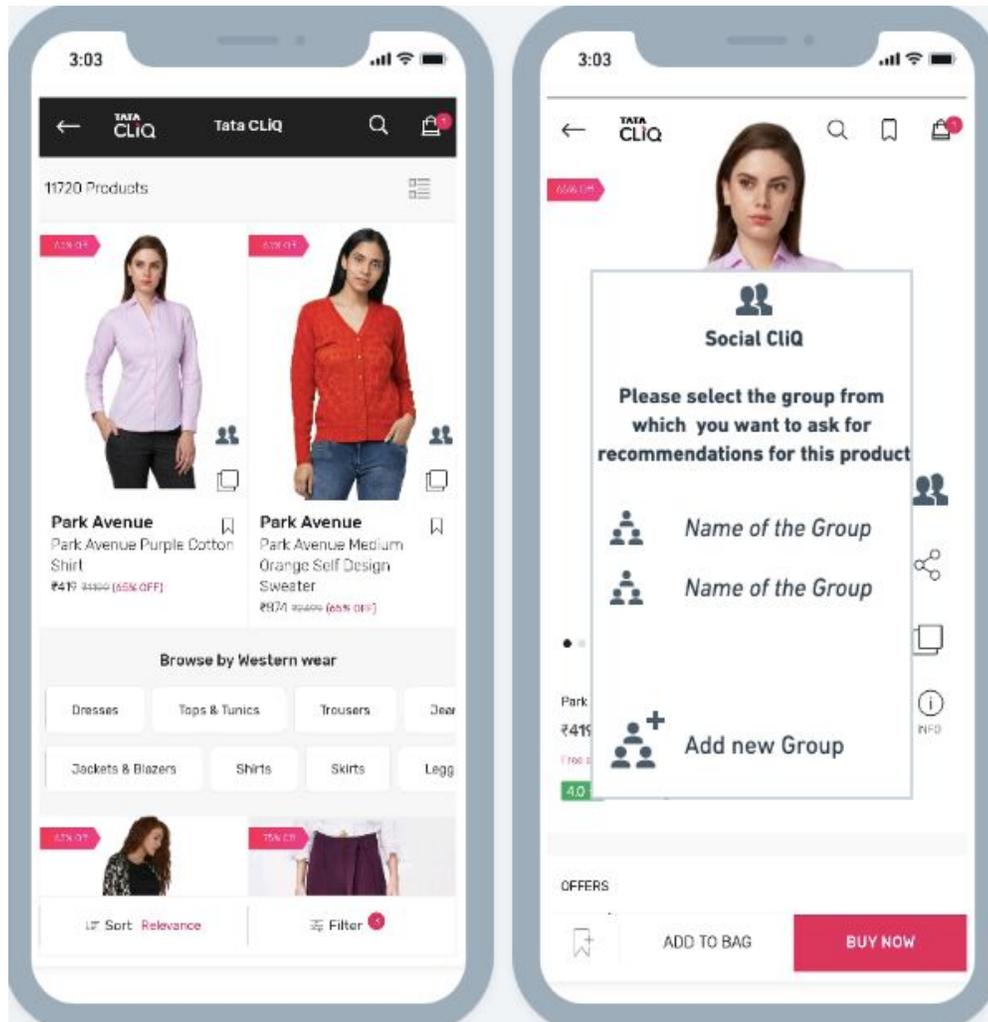
'For Fashion (clothing categories) -
The user will be asked to scan their face and a 3D image of the person will appear wearing the dress which can be shared with the groups as discussed above for feedback.
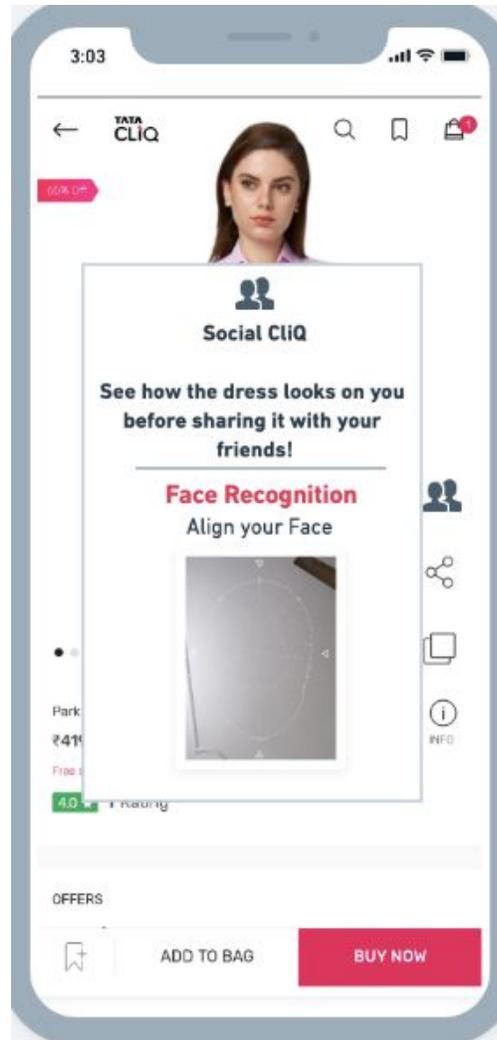
Step 5 - The friends are shown a message -

Once the users selects the group from which the feedback is needed (as explained in step 4), all the friends in the group are shown a message where they are asked to help their friend making a buy decision.
For the sake of simplicity and initial testing, the message will be a one-question survey asking group members to rate the product on a scale of 1-5 where '1' is 'not recommended' to '5' which is highly recommended.

Message -
'your friend X wants your help on the product Y'
'Rate the product for your friend on a scale of 1-5 where 5 is 'recommended' and 1 is 'Give this one a pass!'

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Note - We have initially taken the most important factor i.e whether the person should buy the product or no. Once the feature is tested and established we can add more parameters and make the survey more elaborate.

Step 6 - Friends in the group rate the product -

Post seeing the message as shown in step 5, the friends rate the product.

Step 7 - The user sees the reviews shared by the friends

The recommendations & insights from groups can be seen on the 'Social CliQ' symbol placed on the homepage. It will be a graphical representation of the average scores received to help make a decision. The user will also be notified by an App notification post the completion of the time period for the complete feedback exercise.

The 'Change time period', 'Groups', 'Add more friends' will be visible on the dropdown menu along with past recommendations, presently active
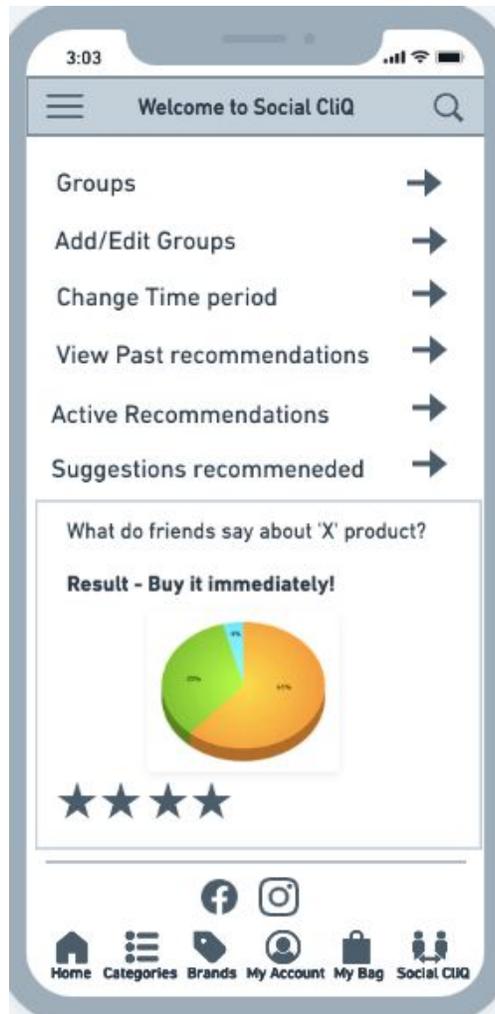
Metrics

Assumptions to test -
1. The users want social recommendations
2. The friends are ready to help other friends make a purchase decision.
3. Tata CliQ can use social recommendations to improve purchase experience

Goal	Metrics for evaluation
Tata Social - Taking preferences before buying the product	1. a. No of times 'Social recommendation' is used per user b. Ratio of 'conversion % i.e Orders per visits' for Products for which 'Social Recommendation' feature was used and for products it was not used. 2. No of friends giving recommendations on products for which the user asks for the 'social recommendations' 3. Purchases made where friends recommended i.e No of purchases where more than 50% friends rated the product '4' or above.

Solution 2 - Building comparison charts for similar products.
This will be done for Electronics initially since they have clearly defined attributes & their values.

What does it solve - *Sub-problem 1*
*It solves the difficulty in choosing 'one product over the other' by comparing them side by side.*

Implementation -

On each Product Display page, the user is shown 'Compare with similar products' below the 'product details' & the 'return policy'

The first product shown will be the product which is being viewed currently. The next product will be a similar comparable product. The user can scroll sideways to see more similar products. The product which is being viewed (i.e placed as the first product in the 'Compare with similar products' feature) will remain there whereas the second product can be switched by a side scroll. The user cannot add products from their end.

This comparison feature will show a side-by-side comparison of predefined metadata attribute values for similar products. For example - 'For televisions - Screen size, Resolution, Color, HDMI ports etc will be compared along with pricing & ratings

Note - Initially 'similar comparable products' can be defined (by Tata CliQ) basis the category knowledge and can later have an system algorithm which works on detecting similar products basis attributes & pricing.

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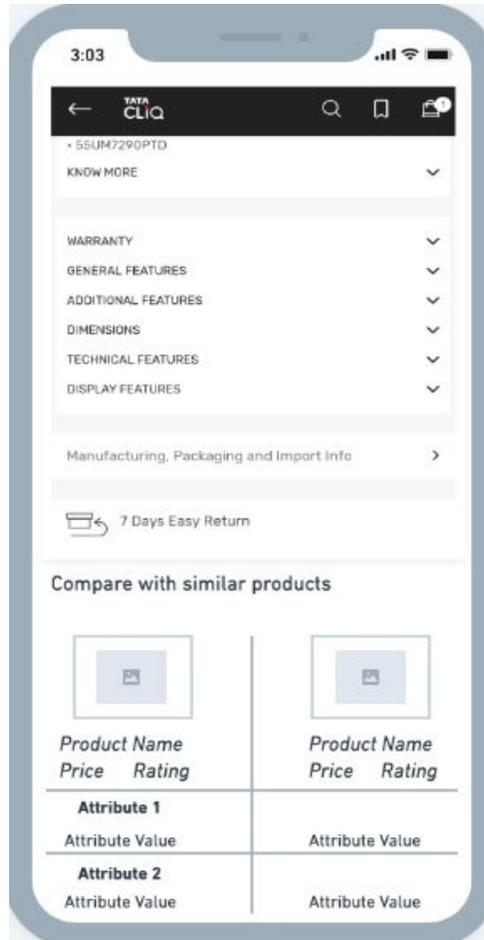
Metrics -

Assumptions to test -
1. The users want to compare the products to ease the decision making process
2. Post comparison, the users become more likely to buy any one of the compared products (including the product in consideration)

Goal	Metrics for evaluation
Building comparison charts for similar products.	1. No of visits from the comparison carousel 2. % increase in number of purchases made where comparison carousels were visited v/s where that was not the case

Solution 3 - Introduce 'Trend Zone'

'Trend Zone' - This is a carousel which features the trending products from each category on the homepage to ease decision making.

What are 'Trending Products'?
We will initially define it on the basis of visits & sales on each product but the algorithm can be made more complex considering other factors such as ratings, pricing, sale periods at a later stage

***What does it solve*** *- Sub-problem 2&3*
This will solve for the confusion of 'what to buy' by showing products which are trending or are preferred by a lot of users which eases the process of selection

Implementation - The homepage will show two things 1. The Categories which can be clicked to view trending products specific to that category. 2. Below this, an overall list of 40 products from all categories which are trending across the portal

1. It will have top 5 categories (this can be basis sales/no of orders or as per other company metrics) which can be clicked to view trending products for that category.
2. Top Trending products will be shown below the categories, i.e 40 products, 4 on one scroll basis - top trending products all over Tata CliQ
3. The position can be altered by performing A/B testing on which position ensures maximum visits on these top offers.
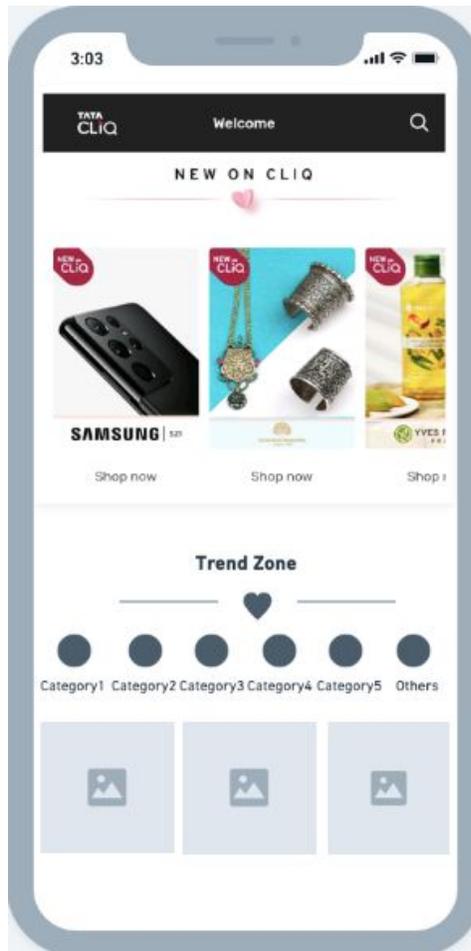
Metrics -

Assumptions to test -
1. Users are confused on what to buy
2. Users want to buy what is trending

Goal	Metrics for evaluation
Introduce 'Trend Zone'	1. No of visits on the Trend Zone Banner 2. Increase in the sales of products shown in the 'Trend zone' to test algorithm

Solution 4 - A small infographic with all the 1. features/short description 2. Warranty details 3. Other important info (example size chart for Fashion) will be displayed in the images itself

What does it solve - *Sub-problem 5*
Ensures that the cognitive load of reading through each and every information on the Product Display Page in order to know the product is reduced

Implementation - Adding 2 images on each product which will consist on an Infographic showing a summary of all the key features/ specifications (different for different categories) & another image showing the warranty details along with Brand customer care/helpline number (if applicable)

Metrics -

Assumptions to test -
1. The users find it difficult to read through all the details about the product while browsing through the Product Display Page
2. The returns will reduce once the customer is aware of all the features & Warranty details

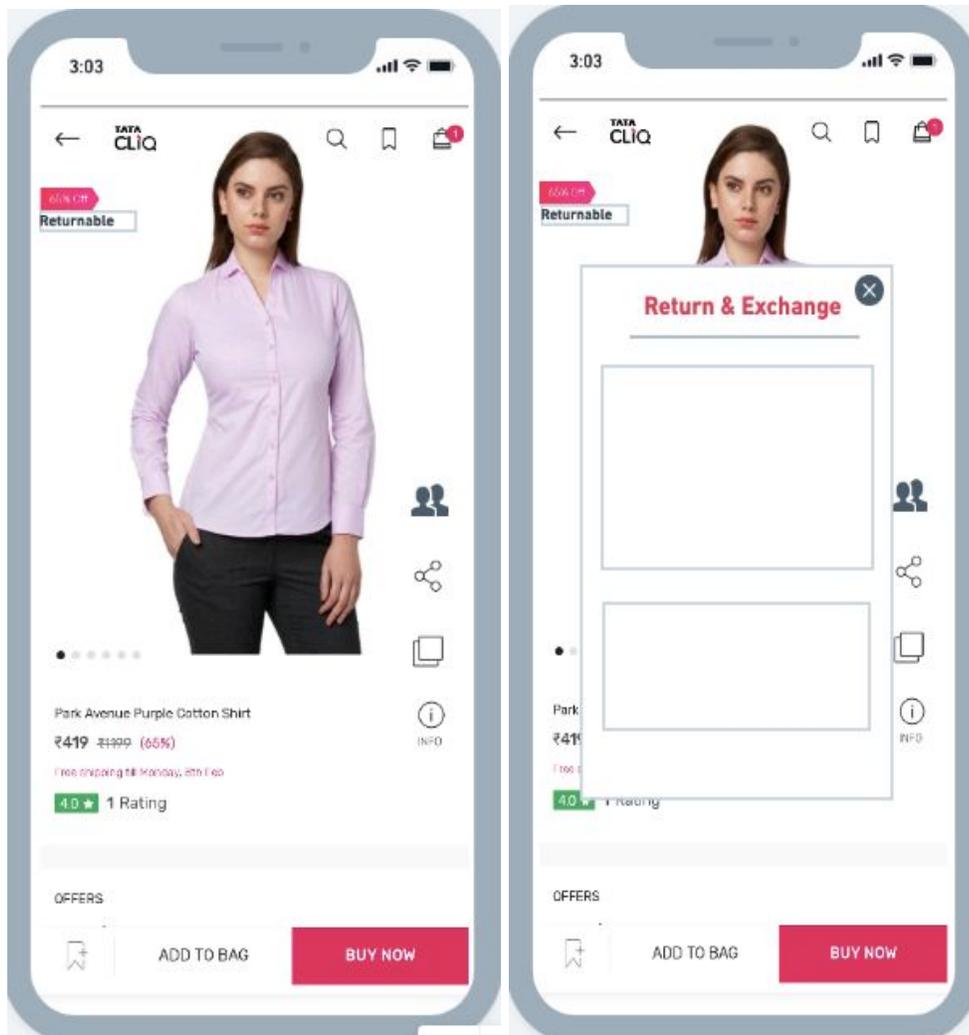| Goal	Metrics for evaluation
Infographic & Warranty Image	1. Reduction in the time spend on the Product display page per user 2. Reduction in the number of returns on Products pre implementation & post Implementation

Solution 5 - A 'clickable tag - Returnable/Non-returnable'

What does it solve - *Sub-problem 6*
Ensures that users are well aware of the return & exchange policy before ordering

Implementation - This will be put under the 'discount percentage' tag on each Product Display Page.
On clicking a pop up will show 'returnable/ Non - returnable' along with the time period for which it is valid

Metrics -

Assumptions to test -
1. The customers want to know about the return/Exchange policy of the products before buying
2. The number of returns go down once the customers are aware of the return/exchange policies

Goal	Metrics for evaluation
Clickable 'Returnable/Non-returnable tag'	1. No of clicks on the tag 2. Decrease in the number of 'Service level requests (SLA)' calls/queries at the Customer Team's end

Solution 6 - Interactive Buying guides

What does it solve - *(mention problem number mapped)*
This will solve the confusion of 'what to buy' according to their personal requirements.

Implementation - The guides will clearly explain 1. Things to consider while buying the product 2. Different types of product (different aspects depending upon Category. For eg - Women shoes - Sportswear, boots, scandals, formals etc).
These will entail clickable links and will be linked to respective filters in order to make the customer buy immediately with one click without going to the 'Category homepage' or searching for it on the 'search bar'
These will be placed on the 'Category Navigation drop down' for each of the Categories

Metrics -

Assumptions to test - The customers are not aware of what parameters should be considered while making a purchase.

Goal	Metrics for evaluation
Interactive buying guides	1. No of clicks on the buying guides 2. No of visits on PDPs from the clickable links on the buying guides

5.0 Product Roadmap

We will prioritise the solutions on the basis of 2 parameters i.e Impact & Effort

Impact -
Breadth of Impact: How many users will the feature Impact
Depth of Impact: Extent of Improvement of the metrics in focus

Effort -
Resources: Extent of resources (Time, Cost, Human Resource) required
Complexity: Extent of deep expertise required

Sr No	Idea	Impact	Effort	Priority	Time frame
1	Taking preferences before buying the product	High	Medium	Must Have (P0)	3 months
2	Building comparison charts for similar products	Medium	High	Delighter (P2)	6 months
3	Introduce 'Trend Zone'	High	Low	Must Have (P0)	2 months
4	Infographic & Warranty Image	Medium	High	Performance Booster (P1)	4 months
5	Clickable 'Returnable/Non-returnable tag'	High	Medium	Performance Booster (P1)	3 months
6	Interactive buying guides	Medium	High	Delighter (P2)	6 months

* Incase of similar priority, preference will be given as follows: Higher Impact, Less Effort. If both are the same, we proceed with the one we are more confident about.

Final Priority - 1, 3, 5, 4, 6, 2