Proposal to introduce CRED Wishlists

Bookmark favorite items to a wishlist, share wishlist with CRED friends & shop together

By Durjai Sethi

What does this feature do?
1. Bookmark your favorite items on CRED store to a private wishlist
2. Make shared wishlists, add your CRED friends as collaborators, shop together

Why do we want to build this feature?
1. Shopping should not be a lonely experience
2. We want to prioritize building this to mitigate revenue loss in case the user is unable to locate an item he wants to revisit, and hence is unable to buy it.

   How does this happen -
1. User comes across an item he wants to buy, but cannot right now because -
   a. Something important came up - he will decide on buying it later
   b. He wants to consult with family/friends before buying it
      i. Esp travel plans- need the approval of all people traveling together
      ii. When gifting, user doesn't know the delivery address of his friend
   c. He feels there will be a better time to buy this item
2. While skimming through CRED store, something caught the user's eye but he was unable to buy it for the reasons mentioned in point #1.
   a. He is unable to find the item now (or is unsure which item he liked)
   b. He doesn't want to scroll through 10 other items to find it

Who is it for?
Targeting power users → users who shop > 7 items on CRED every month.
Why test for these users first?
1. Validate our hypothesis faster as we will get more data points from most active users
2. Since they buy more items, it means they usually look at more items - hence the need would arise to prioritize which items to buy now vs later
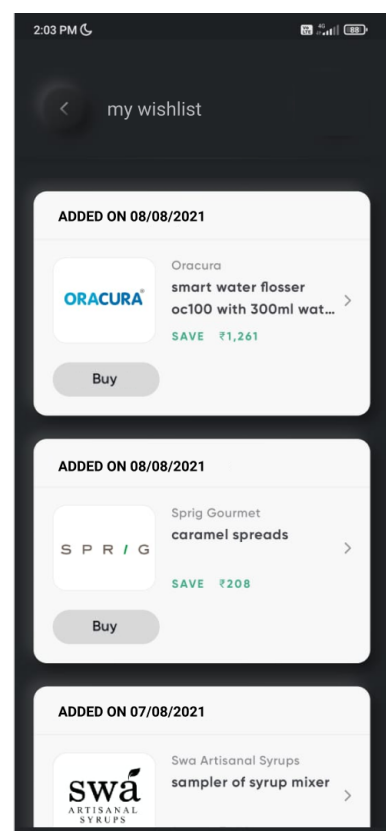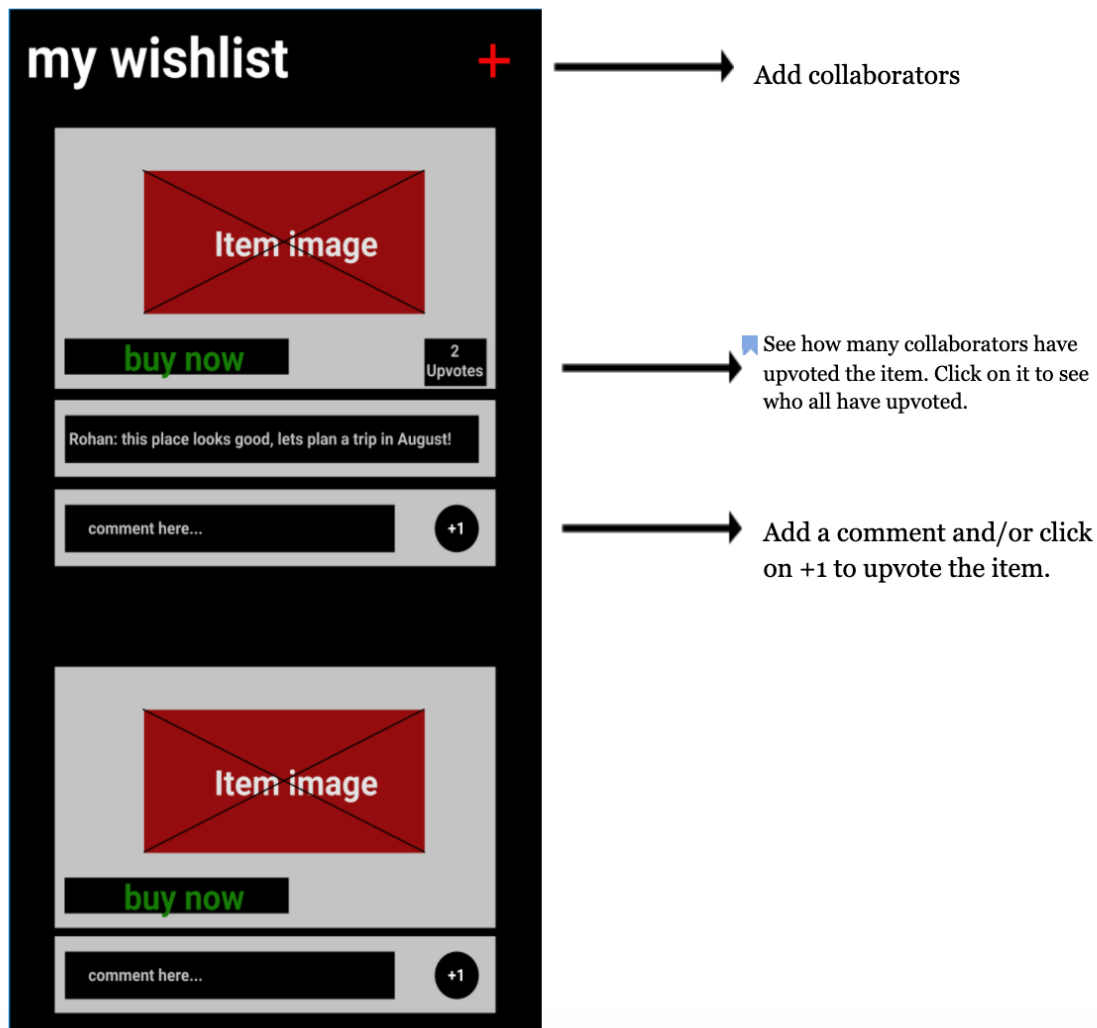
What is it exactly?
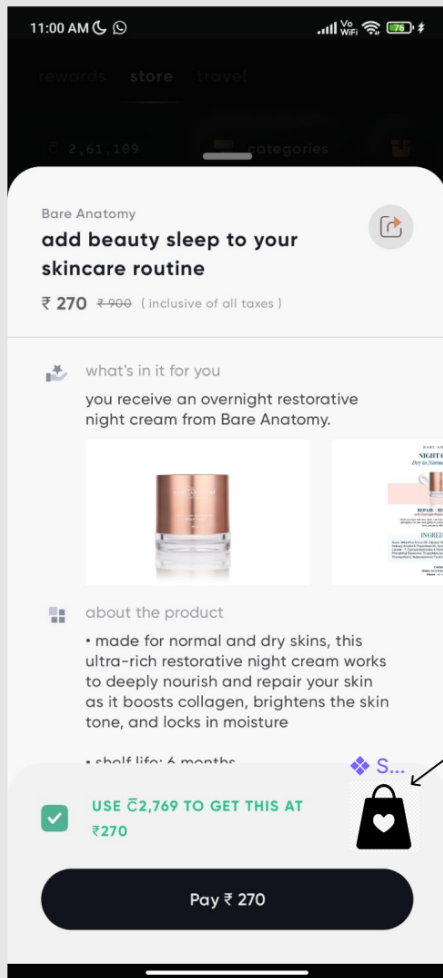
While viewing an item on CRED store, user taps on this icon to add to wishlist

User can view their wishlisted items when they click on this icon
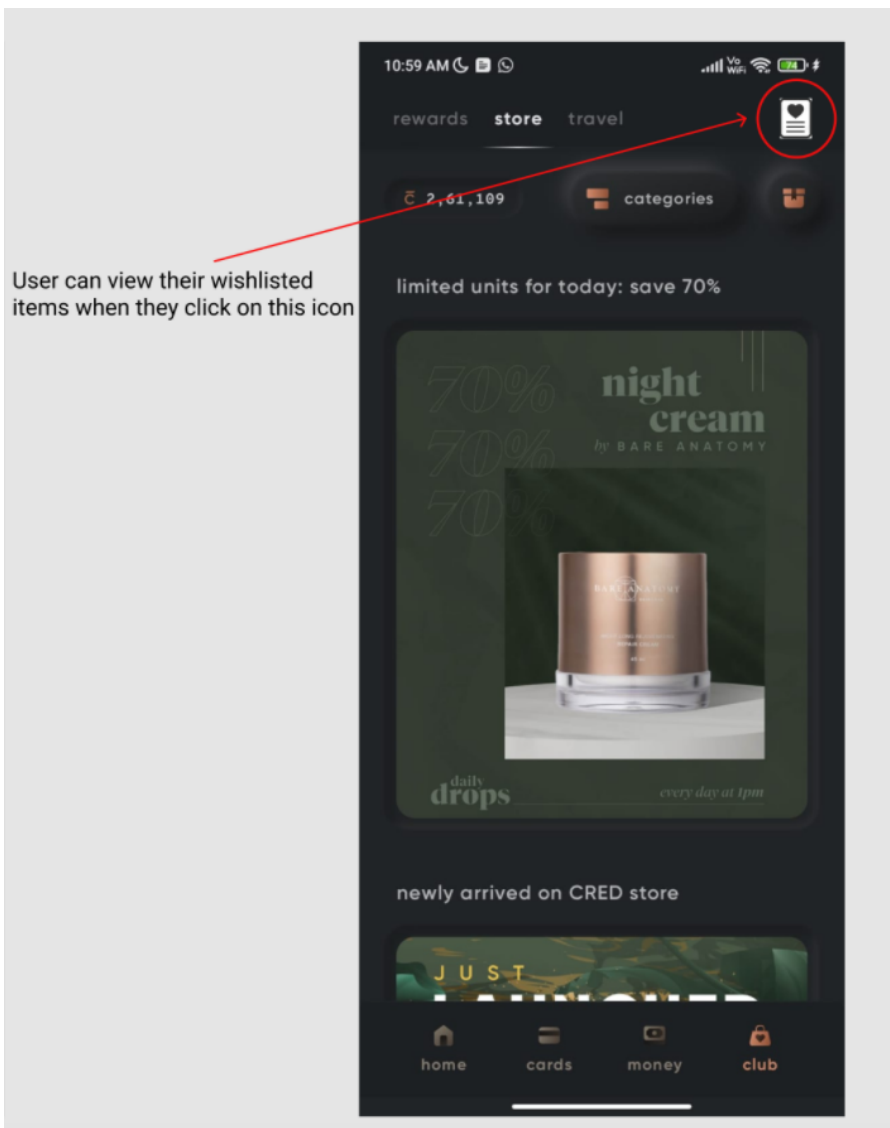
Tap on the "View Wishlist" icon and you enter your wishlist-

Shared wishlist wireframe

my wishlist   **+** → Add collaborators

Item image

buy now   2 Upvotes → See how many collaborators have upvoted the item. Click on it to see who all have upvoted.

Rohan: this place looks good, lets plan a trip in August!

comment here...   +1 → Add a comment and/or click on +1 to upvote the item.

Item image

buy now

comment here...   +1

Checkout the clickable prototype (Figma) here.

Specifics of the feature

There will be 2 types of wishlists -
1. *Private* - user adds items to wishlist & only he can view the items
   a. Save items for personal use to view and buy later
   b. Save items for which no consultation from friends/family needed
2. *Shared* - add items to wishlist, add CRED friends to wishlist as collaborators
   a. Collaborators get the feel of 'shopping together'
   b. Important for booking travel destinations. Most travel offers on CRED are for 2 or more people, hence the following are critical -
      i. Discussing before booking
      ii. Shortlisting destinations from so many options
   c. What can collaborators do in a shared wishlist?

      i.   Comment on an item
      ii.   Upvote & downvote - collaborators can poll for which item they like & which they dislike

How does the flow (user journey) look like?

1. User goes to CRED store
2. Opens an item
3. Doesn't want to buy it immediately and wants to revisit
4. Taps on the "Add to wishlist" icon
5. *When* the user goes back to store he sees the View Wishlist icon on top right corner
6. Taps on the "View Wishlist" icon, the wishlist opens up, and the user sees -
    a. Option to buy the item
    b. Info about CRED discounts and money saved by using CRED coins

How would we know if the feature is a success?

1. Quantitative metrics (here avg = per user per month average)
    a. Avg # of items in the wishlist
    b. Avg # of items revisited from the wishlist
    c. Avg # of items purchased from the wishlist
    d. Avg order value
    e. ARPU
    f. # of collaborators added
    g. # of comments & likes
2. Qualitative metric
    a. 'Happiness' - positive reviews of the feature in user interviews

Launching the feature

v1

1. Introduce only private wishlists
2. Introduce the feature to 30% of CRED's power users
    a. If successful, offer to 100% of power users
        i. If successful, offer to all CRED users
3. When can we launch it?
    a. Rough estimate - 30 days
    b. Actual estimate - after validating with engg + design team

v2

1. Introduce shared wishlists if adoption of private wishlists is a success
2. Same launch plan as point #2 in v1
3. When can we launch it?
    a. Rough estimate - 45 days

b. Actual estimate - after validating with engg + design team

Future scope

If the feature (shared wishlists in specific) is a success we can do the following -
1. Introduce multiple private and shared lists. Why? -
    a. Different wishlists for different groups of people. Examples -
        i. Wishlist for Goa trip offers, shared with college friends
        ii. Wishlist for 'sleep solutions', shared with family/flatmates
2. 'Shop together' sessions -
    a. Emulates live shopping experience with a friend by syncing screens of two or more wishlist collaborators
    b. Makes the shopping experience immersive and fun

Do we see any risk?
Adding wishlists might interfere with impulse purchases
How do we measure this risk?
1. Reduction of ARPU of those CRED users who use wishlists frequently
    a. For definition of frequently refer to this section

Additional notes -
Q1 - *Is this a completely new feature?*
A1 - No, wishlists are quite popularly used in shopping sites such as Amazon, Flipkart, and streaming sites such as YouTube. Hence, we won't need to spend time and effort on user education.

For the detailed document for designers and engineers with info to implement this feature, click here.