

UpGrad Product Management Industry Project Zivame – Part 2

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Develop an MVP

- Identify the features you would want to launch in the MVP version of your product.
 - List the riskiest assumptions to be tested in the MVP.
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- Develop a roadmap for the features that would be added to the product details.

MVP-Zivame (Book For a Trial near you feature)

A minimum viable product can be launched in the market to assess the product at an initial level and to check if it's worth putting more time and resources on the product to completely build it. The key features will be decided on if the product is minimum and viable both i.e. the features which will make the **Book a Trial near you feature** viable with the least number of features and will also successfully solve people's problem.

MVP is important in this case as it will validate our hypothesis that “**customers like to try the products they like online before paying**”, will save time and other resources, will help in collecting data from real customers quickly and help in refining the product in the longer term.

MVP is done iteratively i.e. in the **Build -> Measure -> Learn framework**. Based on this, we have selected the features that will be the part of the MVP.

Develop a Roadmap

1. Give only selected areas where a physical store is available. Only add tier one places as there is where we can gauge the customers willingness to try the feature to derive a conclusion.
2. Give options trial timing based on the number of items they would want to try to test user behavior across these time buckets. Thus collect that data to optimize further and look what is the time duration in which users will prefer to book slots.
3. Include all the products with options of availability if the user books a trial via home page with options providing status of availability based on stores near them.
4. Also, include these sorting options -> cost and relevance. Sorting by most popular and user ratings can be skipped and can be added later when there is enough data and users to do so.
5. Option to add to favorites can be included in the MVP so that user can know if the product is available in store later.
6. Option to buy later if they want to avail discounts on any products they like.
7. Option to select a product and review it once it is selected.
8. Option to pay in cash at the showroom.
9. Option for reschedule appointment.
10. Option to check availability in other stores of a particular product
11. All the possible and feasible payment options.

Identifying the riskiest assumption

Assumptions could be about – customers, product, product implementation and market. It's really important to validate those assumptions before building the product.

- Let's start this by building a problem solution hypothesis – By allowing Users to book trials by looking at the product online and based on their availability make them visit offline stores near them to convert these users into customers and decrease the returns on online shopping and convert users into which will eventually help them in saving time and money.

1. Zivame has the majority of products available in the offline stores which are available online. **2nd riskiest assumption**
2. There will be enough bookings back to back so that offline store sale would increase. **2nd riskiest assumption**
3. USERS are willing to book Trials and buying offline over buying directly from online stores. **Riskiest assumption**
4. People will be will be willing to book trials based on their convenient time. **not a risky assumption**
5. There will not be a major saving in terms of money for people who will book trials and buy offline over a online purchase. **2nd riskiest assumption**
6. Also, if there are people who need products on an urgent basis would Book trials. **not a risky assumption**
7. People who are in tier 2 or tier 3 cities would not book trials over online buying. **not a risky assumption**

The Zivame logo is located in the bottom right corner of the slide. It consists of the word "zivame" in a white, lowercase, serif font, set against a solid red square background.

Identifying the riskiest assumption

IF USERS are NOT willing to book Trials and buying offline over buying directly from online stores, the idea will have to pivoted. . Riskiest assumption

- 2nd riskiest assumption IF Zivame doesn't have majority of its products available in the offline stores which are available online, it can be made available based on the Demand.
- If there are not enough bookings offline store sale would increase using marketing tools.
- There will not be major savings in terms of money for people who will book trials and buy offline over a online purchase.(consumer behavior)

Prioritization basis


- 1st priority – Features which will make for the basic functionality of the Book a Trial near you feature.
- 2nd priority - Features which will support the basic functionality of the Book a Trial near you feature.
- 3rd priority – Additional features which will make the experience better and helps in the basic functionality of Book a Trial near you feature.
- 4th priority – Features that don't help in basic functionality of the Book a Trial near you feature but will make the experience even better.

Prioritization basis

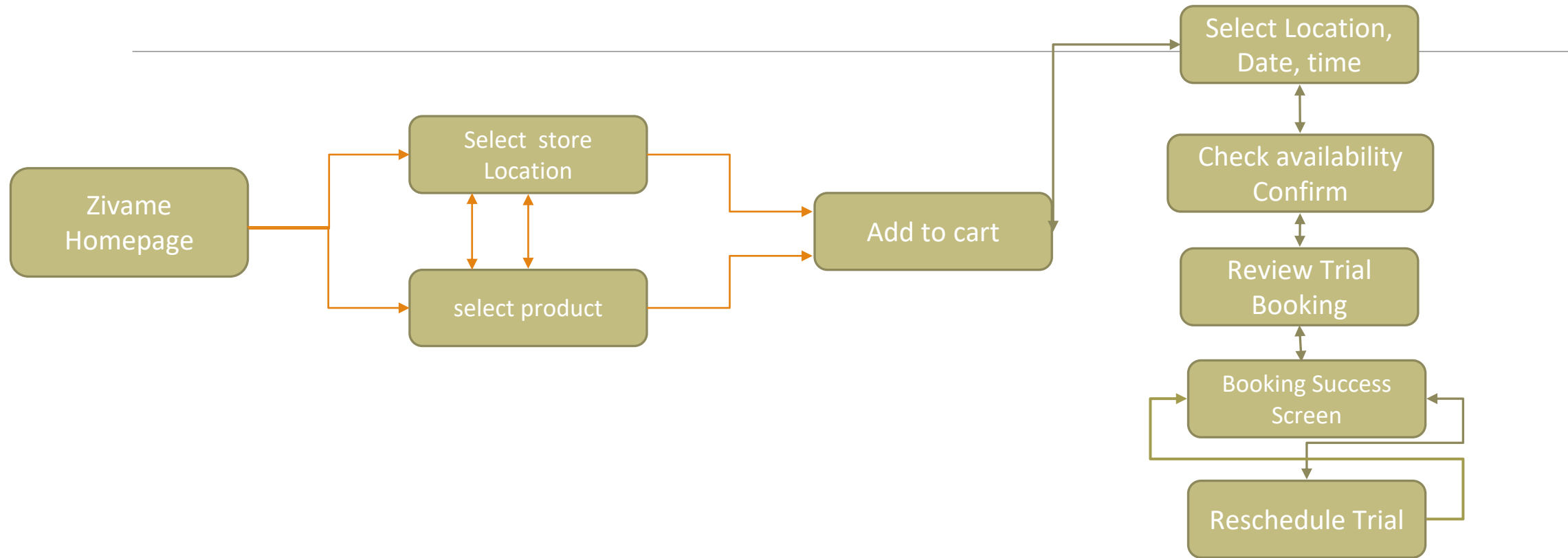
1. Give only selected areas where a physical store is available. Only add tier one places as there is where we can gauge the customers willingness to try the feature to derive a conclusion. **1st priority**
2. Give options trial timing based on the number of items they would want to try to test user behavior across these time buckets. Thus collect that data to optimize further and look what is the time duration in which users will prefer to book slots. **1st priority**
3. Include all the products with options of availability if the user books a trial via home page with options providing status of availability based on stores near them. **1st priority**
4. Also, include these sorting options -> cost and relevance. Sorting by most popular and user ratings can be skipped and can be added later when there is enough data and users to do so. **2nd priority**
5. Option to add to favorites can be included in the MVP so that user can know if the product is available in store later. **2nd priority**
6. Option to buy later if they want to avail discounts on any products they like. **3rd priority**
7. Option to select a product and review it once it is selected. **3rd priority**
8. Option to pay in cash at the showroom. **3rd priority**
9. Option for reschedule appointment. **3rd priority**
10. Option to check availability in other stores of a particular product **4th priority**
11. All the possible and feasible payment options. **4th priority**

Product Roadmap

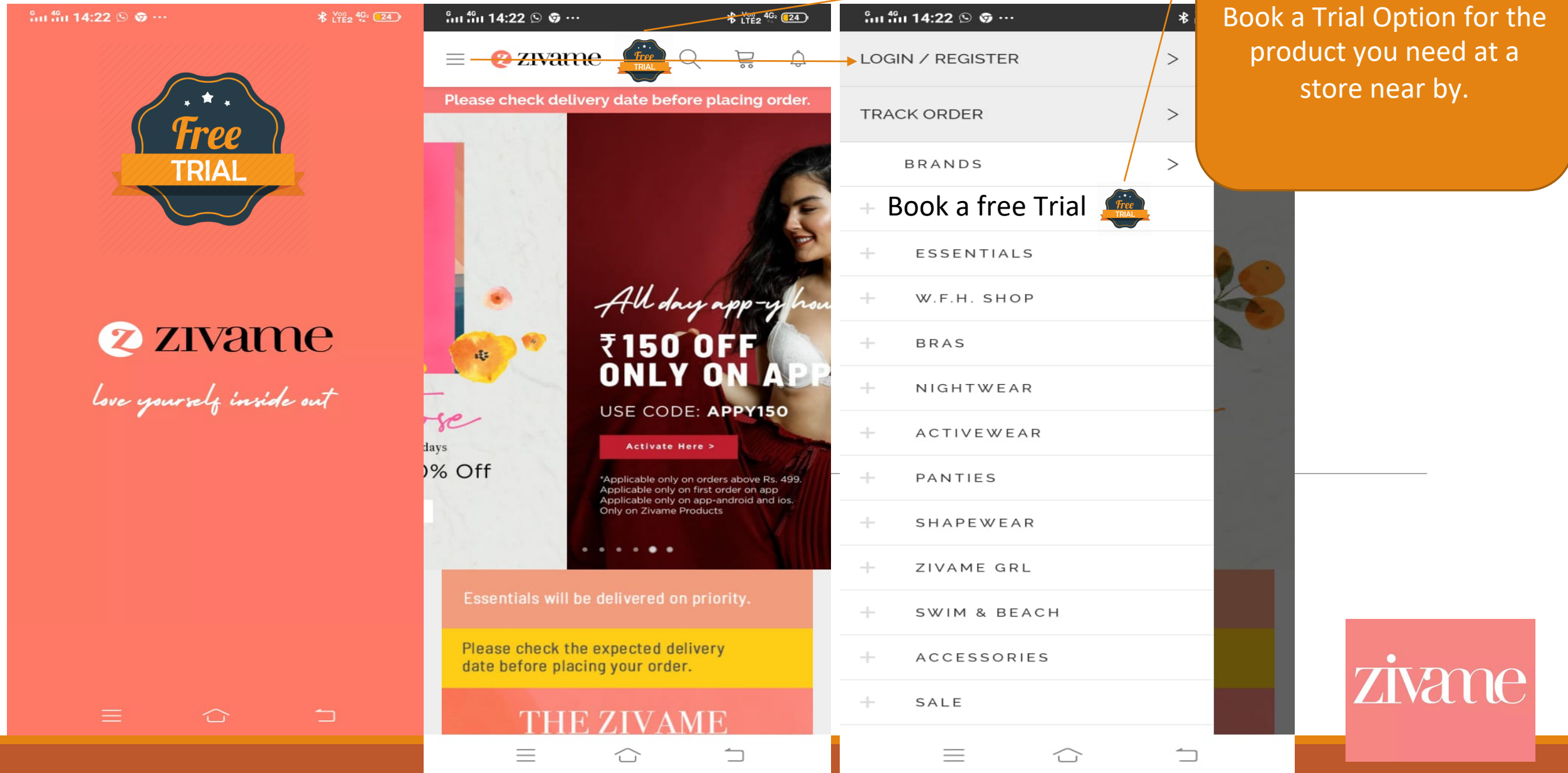
Vision – To allow users to Book Trial Slots Online for trying out the product they like online in an offline store near them.

	2020	2021	2022	2023	2024
Jan - March	Ideation and market research for book a trial	Making sure of product availability in offline and online stores	Gather user data and iterate the app features accordingly.	Add review, comparison, sorting and filters for Book a Trial	Gather marketing data
Apr – June	Start designing app screens for Book a Trial	Start filling gaps in the availability of product both online and at store front	Add new features aligning to the data gathered from the user research and discard features which are not needed.	Start gathering data for the recently added features and make necessary iterations.	Add more features in accordance to the data collected.
Jul - Sept	Web and android development for features in MVP	Test the feature in relevant locations.	After making enough iterations, add these features - early check in, early check out, more payment options etc.	Add more stores and start planning marketing campaigns around it	A/B test and keep iterating to improve performance. Also, this step needs to be performed in every quarter.
Oct - Dec	IoS development for features in MVP	Launch the basic MVP with these features –All in all a basic usable first version on web, android and ios.	Start gathering data for the recently added features and make necessary iterations.	Marketing campaigns on digital, TV, radio etc.	

Place the navigation flow structure here



Screen : Zivame Homepage



The image displays the Zivame mobile application homepage. On the left, a large orange banner features a 'Free TRIAL' badge, the Zivame logo, and the tagline 'love yourself inside out'. The main content area shows a promotional banner for 'All day app-y hours' with a ₹150 OFF on app orders using code APPY150. Below this, a yellow banner states 'Essentials will be delivered on priority.' and another yellow banner asks users to 'Please check the expected delivery date before placing your order.' The right sidebar contains a menu with options: LOGIN / REGISTER, TRACK ORDER, BRANDS, and a 'Book a free Trial' option with a 'Free TRIAL' badge. Below these are category links: ESSENTIALS, W.F.H. SHOP, BRAS, NIGHTWEAR, ACTIVEWEAR, PANTIES, SHAPEWEAR, ZIVAME GRL, SWIM & BEACH, ACCESSORIES, and SALE. An orange callout box on the right contains the text: 'Book a Trial Option for the product you need at a store near by.' The Zivame logo is also present in the bottom right corner.

Free TRIAL

z zivame

love yourself inside out

Please check delivery date before placing order.

All day app-y hours

₹150 OFF ONLY ON APP

USE CODE: APPY150

Activate Here >

*Applicable only on orders above Rs. 499.
Applicable only on first order on app
Applicable only on app-android and ios.
Only on Zivame Products

Essentials will be delivered on priority.

Please check the expected delivery date before placing your order.

THE ZIVAME

LOGIN / REGISTER

TRACK ORDER

BRANDS

+ Book a free Trial

+ ESSENTIALS

+ W.F.H. SHOP

+ BRAS

+ NIGHTWEAR

+ ACTIVEWEAR

+ PANTIES

+ SHAPEWEAR

+ ZIVAME GRL

+ SWIM & BEACH

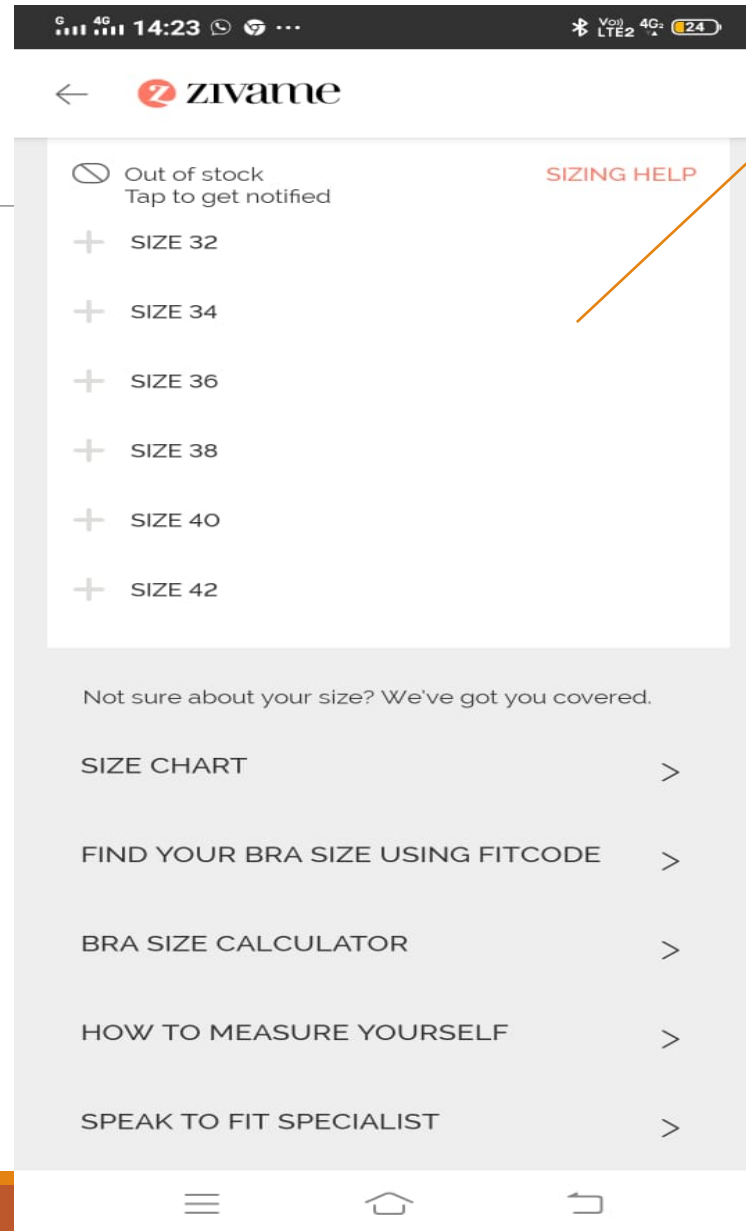
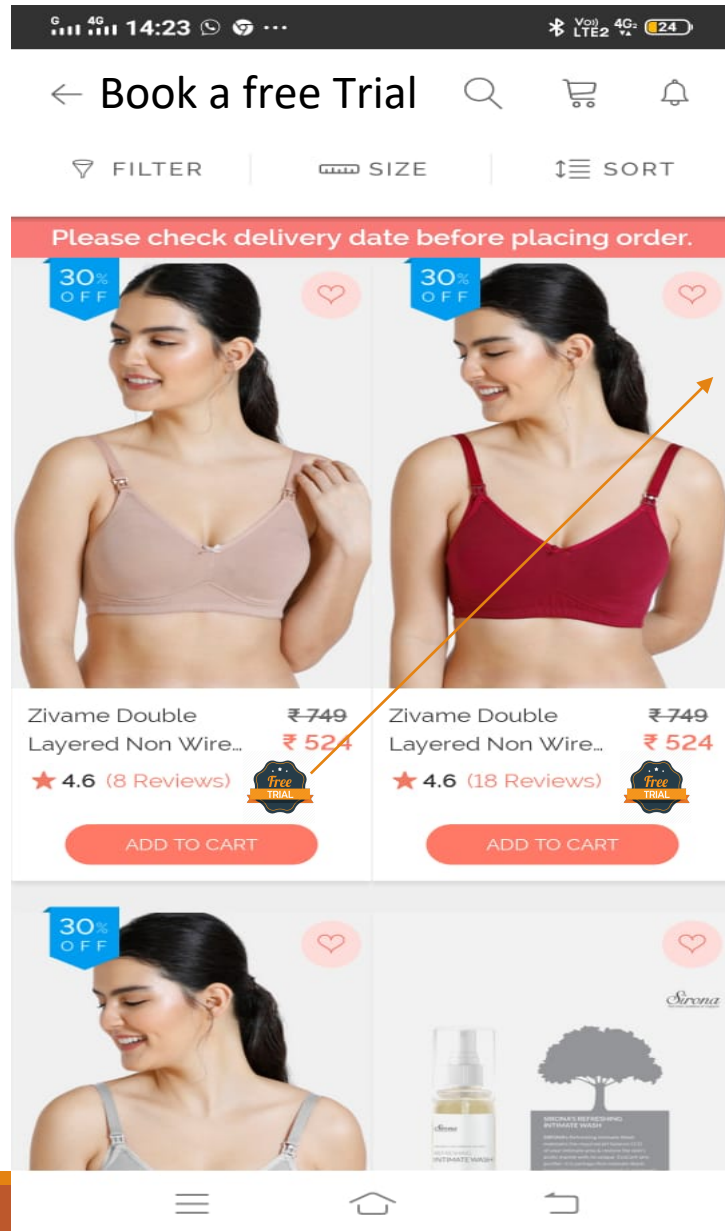
+ ACCESSORIES

+ SALE

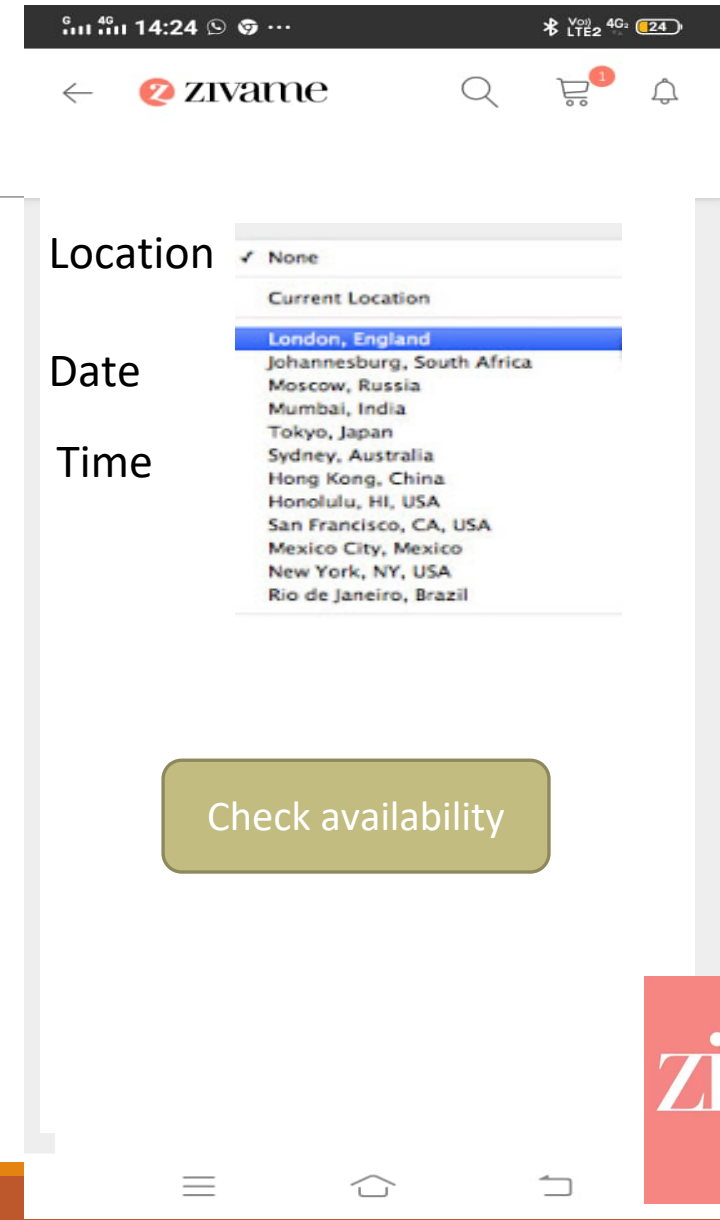
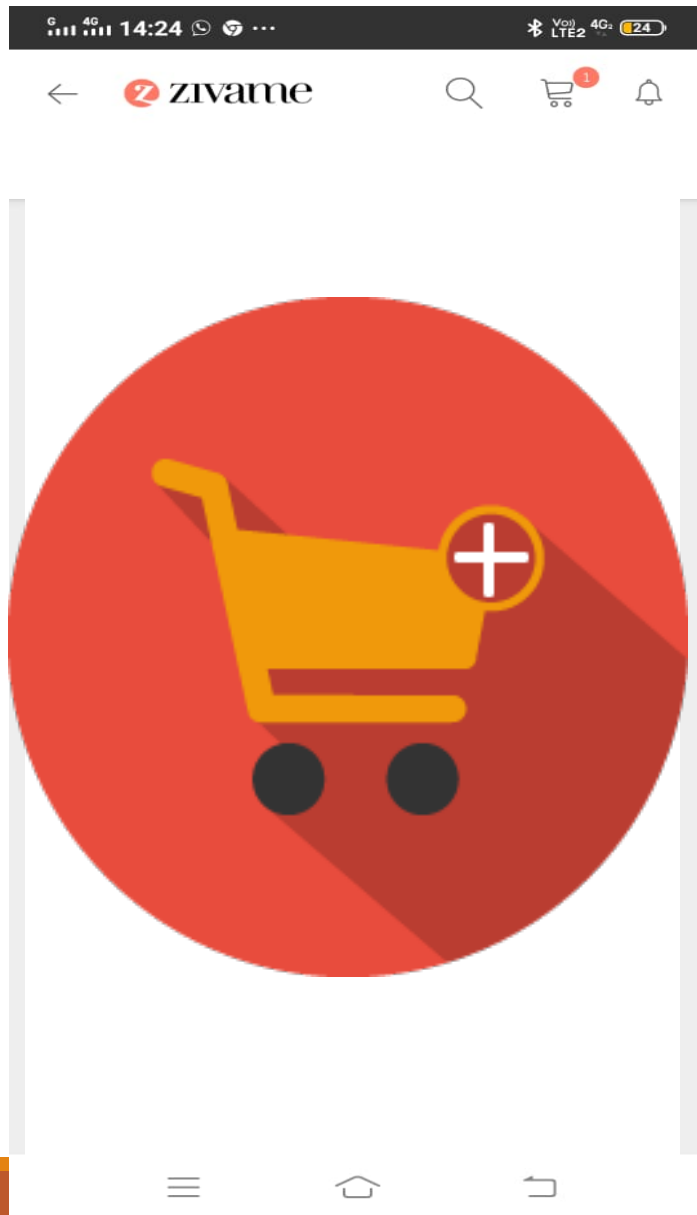
Book a Trial Option for the product you need at a store near by.

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Screen : Select product and size Page

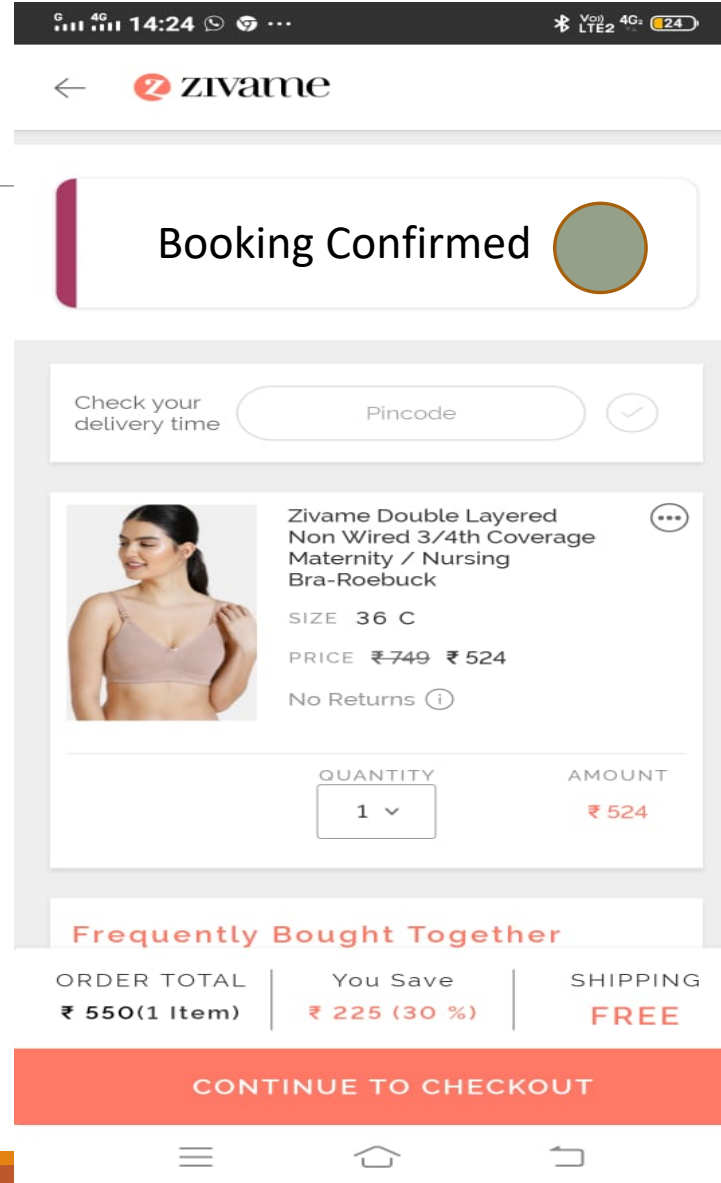
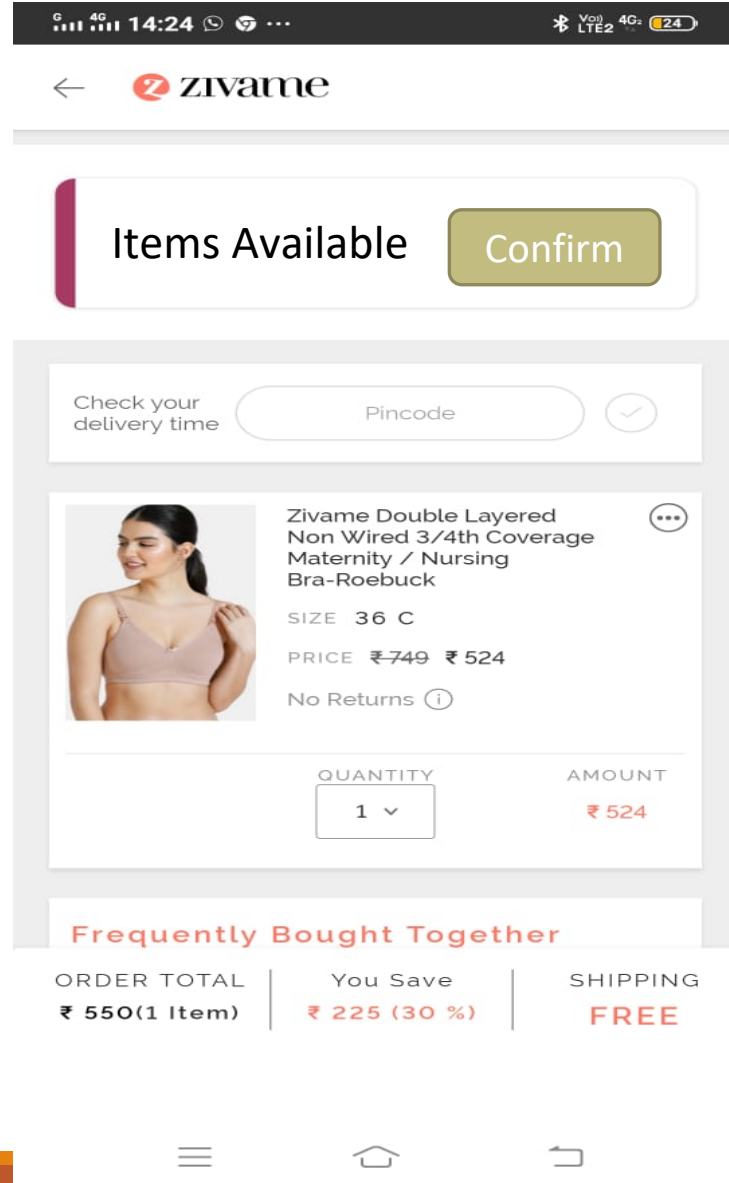


Screen : Add to cart and add other details



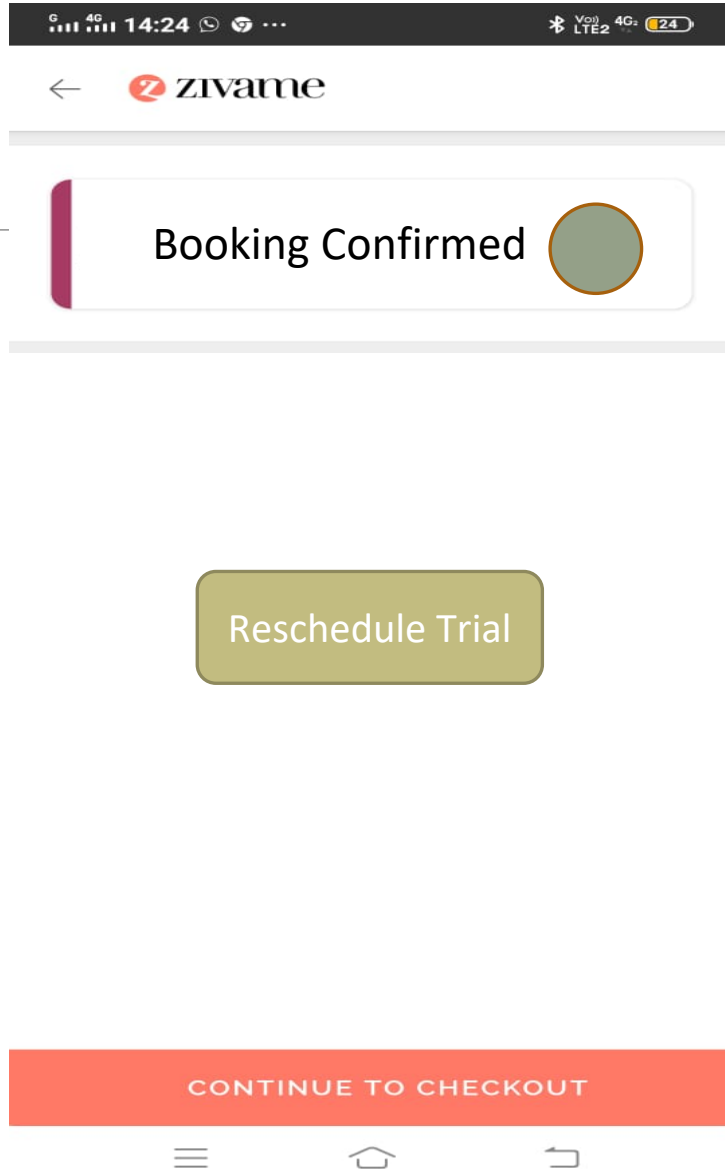
zivame

Screen : Confirm booking



zivame

Screen : Reschedule Trial



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Business goals of the product

To start with the business goals of Zivame, let's set the premise.

Business goals –

- To incorporate customers feedback on Book a trial near you to understand user behavior.
- Allow users to book a trial near you, to let users save money and have good experience with Zivame online and offline stores near them.
- To add more offline stores based on customer behavior and willingness to shop offline in specific cities based on customer clusters.
- To make Book a trial near me available for people who are not sure of online buying.
- To make Book a trial near me available for customers who want to buy products on an urgent basis and can check availability.

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Metrics for tracking

List the metrics that will be tracked to evaluate the success of the product aligned with the business goals.

We will use AARRR framework to find the relevant metrics which is :-

Acquisition

Activation

Retention

Revenue

Referral

Key Metrics - Acquisition

- Bounce rate - This represents the number of people that landed on the site and left without clicking anything or after viewing just a single page. High bounce rate indicates that the product has low usability or bad design.
- CAC (Customer acquisition cost) by channel : It will give a picture of how the marketing activities over different channels are affecting CAC over a period of time & help in deciding future actions to reduce the same
- No of sessions: This gives a good indication of how well product is doing in terms of attracting enough people.
- Lead rate %: This metrics measures the percentage of visitors who click on 'Book a free trial' & will give an idea of how many visitors are genuinely interested in.
- Traffic source- This metric enables us to keep an eye on traffic sources- organic search, direct hits, click-through, referrals and social media. It gives an overview of the performance of various sources through which user can land to the site for booking a free trial.

Key Metrics - Activation

- Unique visitors - This will help in tracking the number of new & unique visitors coming on the site.
- Sign ups per month: It tells you how well your acquisition efforts are performing in a given time period.
- Sign up conversion rate: This gives the percentage of users who convert to paying customers per month.

Key Metrics - Retention

- Session duration - Session time tell us how relevant the website is to the visitor. The more the session time, the more relevant the site for the user.
- Active users on weekly and monthly basis - This gives an idea on how many users are repeat users week over week. This would give you a clear idea of how your product is doing in terms of retention.
- Churn rate - Churn rate is the annual percentage rate at which customers drop off. This can be calculated over a period of time depending on the average rate of engagement(monthly/yearly..)
- Customer lifetime Value(CLV):This metric tells how much revenue a customer will bring during their time as a paying customer. This metric is helpful to any e-Commerce business like Zivame PMs when deciding how much to spend on obtaining new customers, how much to spend to keep existing customers.

Key Metrics - Revenue

- Conversion Rate - A conversion occurs when a visitor takes a specific action that we've set up as our goal. For product like Zivame, getting more new product purchase will count as conversion. People who book for a trial should come back and do purchase the actual product will be considered as conversion rate.
- Average revenue per account - This will measure how much revenue is contributed by an account on average or per customer, per month. This can be helpful for tracking growth.

Key Metrics - Referrals

- No of Referrals - This can track the number of users coming in through referrals. It indicates the number of new users which each user is bringing in.
- Net Promoter Score: This metric is a quantitative measure of each customer's general satisfaction and loyalty. NPS data will tell you if customers are content and willing to refer product to others.

Tools - Metrics

Below tools will be used to collect data and track the metrics :-

- 1) Google Analytics — With the addition of real time data feed, Google analytics is an incredible tool to collect data and track the metrics.
- 2) Hootsuite - One of powerful social media marketing & management tool. This can give insights on any social campaigns running like under our business goal like - free trial booking
- 3) Mixpanel - To track user interactions on various form factors like desktop or mobile. Analysing user behaviour is better with this tool to understand if customers are willing to click and do complete the purchase products
- 4) IBM Tealeaf — One of best AI powered CXA. For Zivame, this can do wonders in understanding the user patterns by presenting heatmap analysis.

PRD For “Book For a Trial”

Table of Contents:

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3. [Scope of the Project](#)
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Book for a Trial : Introduction

Book for a Trial provides customers the ability to discover nearby Zivame outlets, schedule an appointment for trial of the products of their choice, and complete the purchase at the outlet.

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zivame

Why Book for a Trial?

- To reduce the cost of outlet/product discovery. Booking a Trial conveniently from the app helps the user in finding the nearby outlet and products to try with ease.
- Helps build trust and convert online-averse customers into paid customers. Increases the propensity of a customer to purchase once they visit the outlet to avail the trial.
- User interviews conducted earlier, indicated this as a feature the customers demanded.

Scope of the Project

Nearby Outlet Search, Trial available items search, Size selection, Selection of trial time slots, Ability to reschedule, Ability to bookmark and buy later, Pay using various options

User Stories / Jobs-to-be-Done

- As a user, I want to be able to search for nearby outlets that provide trials, so I can physically try on the products before I purchase them.
- As a user, I want to be able to search for products that are available for trial in a particular store, so that I can make a trial wish list beforehand.
- As a user, I want to be able to select the sizes available for the selected products beforehand, so that I am not in for surprises lest my desired size is not available upon visit.
- As a user, I want to be able to select from available time slots as desired, so that I can visit the store as per my convenience.
- As a user, I want the ability to reschedule, so that in case my plan changes I can conveniently visit the store some other time.
- As a user, I want the ability to save favourites, so that I may buy them later.
- As a user, I want different payment options available per my convenience.

Success KPIs


KPIs:

- # of users
- # of new users
- Daily, Weekly, Monthly Active Users
- Bounce Rate
- No of sessions
- Duration of sessions
- Conversion Rate
- Churn Rate
- Customer Lifetime Value
- Average order value
- # of referrals
- Net Promoter Score

Data to be collected:

- Keywords searched
- Timestamp
- uid
- Product_id
- Search_id
- Store_id
- # of results
- Index of product searches and clicks
- Activity (Product views)

Key Milestones and Timelines

Sprints	2020	2021	2022	2023	2024
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Design

- [Zivame Home page \(Click for screens\)](#)
- [Select Product and Size Page \(Click for screens\)](#)
- [Add to cart and add other details \(Click for screens\)](#)
- [Confirm booking \(Click for screens\)](#)
- [Reschedule trial \(Click for screens\)](#)

Tech

Tech Stack for the “Book a Trial uses” Proprietary Zivame Product search and Scheduling algorithms.

For FAQs, refer to the Zivame Knowledge Base on intranet.

Testing / Acceptance Criteria

1. Functional criteria

- a. As soon as the user scrolls down to the 10th result, the next 10 results should load
- b. During product search, more than one spaces between words should be counted as a single space
- c. There should be no conflict in customer appointments, same product should not be booked for trial for two different customers at the same time.

2. Non-functional criteria

- a. The colour of search word highlight should be compatible with brand colours

3. Performance criteria

- a. Time taken to load first 10 results
- b. Time taken to check the trial cart out

Appendix

References:

- Zivame Technology Knowledge Base
- Search/Scheduling Algorithm FAQs