

Industry Project - Zivame

Background

Customers are increasingly connecting online and offline channels when shopping for products. With this, [companies](#) are also catching up to make the customer's experience seamless when transitioning across channels. You can read more about the market [here](#). Increasingly, companies across industries are developing integrated online and offline presence. According to a [research](#), even now, offline stores account for 82% of global sales. Hence, several businesses that started off as e-commerce companies are taking actions to be present in both the channels, in different categories such as [furniture](#) and [home furnishing](#).

E-commerce in the apparel industry has grown in its own right. There are different categories in the online apparel industry, and different players have found their niche in them. The apparel industry has seen its own problems with the fit, colours, and returns.

Zivame Introduction and Context

Zivame is an omnichannel brand and marketplace, having both an online medium (the [website](#) and the mobile app for [Android](#) and [iOS](#)) that caters to the entire country and offline stores in more than 10 cities in India. You can read more about its offline presence [here](#).

Zivame's presence in both these retail formats brings about a new challenge of interacting with and managing customers at two completely different touchpoints. Right now, the customer expectations and its offerings are specific to the corresponding channels. Integrating these formats is both arduous and highly rewarding, which is what Zivame is looking at by utilising them to its best advantage.

Online and Offline Customer Journey

Currently, when a customer wants to purchase a product offline, the typical process is as follows:

1. Enter the Zivame store either by external attraction or by own knowledge of the product.
2. Choose an outfit or product from the display, or go through a fit session recommended by the Zivame staff.
3. Try out the products and understand the size fit and the ideal product type as per the suggestions and help offered by the Zivame staff.
4. Check other colours and colour combinations.
5. Choose an outfit that fits you well and has the colour combination that you want.
6. Buy the outfit.

Similarly, when a customer purchases a product online, the process is as follows:

1. Browse through the various collections and then narrow them down to the preferred products.
2. Choose the desired product type and colour combination.
3. Refer to the size charts for the right size.
4. Order online.
5. Try it out to check the fit when the product is delivered.
6. Return if the fit is not appropriate and choose another outfit, or exchange it for the same product in a different size if the purchased size is incorrect.

Problem

Zivame wants to provide a delightful omnichannel experience to its customers. It wants its customers to be connected to and involved with Zivame. To that end, it aims to convert casual browsers into first-time shoppers and shoppers into loyal customers. Zivame wants to utilise its physical presence in multiple cities of India along with its digital platforms. It also wants to utilise technology to capture data around user behaviours, interactions, and preferences and incorporate the same into its channels to provide a personalised customer experience.

These are just a few of the things Zivame is looking at right now, but the scope is not limited to the areas mentioned above.

As a PM, you have to explore and understand what today's retail customers expect in a technology-driven world, where they expect no distinction between an offline format and an online one.

Project Guidelines

The project is divided into two sections.

In the first section, you will need to do the following things:

Part 1: Identify the target market for the product and the competitors of the product, and then, conduct a comprehensive competitive analysis:

- Identify the right target market and the target group of users.
- Identify direct/indirect competitors and the substitutes for the product.
- Identify a minimum of 2-3 competitors and conduct a comprehensive competitive analysis. Here, the direct competitors would be the ones with an omnichannel presence.
- Compare the features offered in different products.

Part 2: Conduct user research after identifying the target user using methods such as interviews, surveys, contextual inquiry, etc. Talk to a few online and offline retail shoppers to understand their expectations, pain points, and the real needs that can be satisfied by converging both the online and offline worlds. This user research would give you an idea of

the possible features that we can provide in either format (online or offline), or both, in order to improve the customer experience and the business needs of Zivame.

- Identify the objectives for the user research.
- Identify the hypothesis for the user research.
- Choose one or two suitable user research methods.

For interviews:

- Create a questionnaire to test the hypothesis that you identified earlier.
- Conduct user interviews on at least 5-6 users with the help of the questionnaire and analyse the data gathered.
- Provide the link to your questionnaire in your submission. Also, furnish your analysis of the collected data.

For surveys:

- Calculate the sample size for the survey.
- Choose a suitable tool, such as Google Docs, Qualtrics, or Typeform, to conduct the survey.
- Create a survey questionnaire to test the hypothesis and fulfil the objective of the user research. You need to provide a link to the questionnaire.
- Collect the required number of responses depending upon the sample size needed.
- Analyse the data collected through the survey to check if the hypotheses are validated or not. The analysis will contain detailed graphs, calculations, charts, etc.
- Provide the survey link and the data collected in your submission.

For contextual inquiry:

- Based on your objective and hypothesis, choose a suitable task for conducting the contextual inquiry.
- List the detailed steps for completing the task selected.
- Conduct contextual inquiry on a minimum of 4-5 users at a suitable location.
- Record the session and also take note of the moments of delight or disappointment and the distractions a user faces, if any, during the session.
- Ask the user relevant questions to identify the pain points during the session. Provide a list of these questions in your submission.
- Analyse the session to find actionable insights. Describe your analysis and the thought process behind it in your submission.

Part 3: Based on the insights gathered during the user research, decide the features to be included in the product and design the initial paper prototypes for the different screens to be included in the product. These new features should improve the customer experience and help with business needs of Zivame.

- Choose features to be included in the product based on the user research done.
- Make sure that the selected features map back to the insights gathered during the user research.
- Sort these features in the order of priority such that they can be added in either or both the online and offline formats.

- In case the suggested feature is offline, you can come up with an execution or implementation plan. If it's an online feature, you have to develop initial prototypes to showcase the various screens and incorporate the design for the new feature.
- Design initial prototypes to showcase the various screens of the product.

Part 4: Create a wireframe:

- Conduct usability testing on the paper prototypes developed.
- Based on the results of the test, make the necessary changes to the paper prototypes.
- Based on the redesigned paper prototypes, construct wireframes for the product.
- Include a detailed description of the flow of screens, navigation, layout, and the organisation of information.

The second section will consist of the following parts:

Part 5: 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.
- Develop a roadmap for the features that would be added to the product details.

Part 6: Identify the metrics that need to be tracked to evaluate the success of the product, and mention how these metrics will be tracked:

- Identify the business goals of the product.
- List the metrics that will be tracked to evaluate the success of the product aligned with the business goals.
- Identify the methods and tools to be used to track the metrics, and also give details of how the data collected will be analysed and presented.

Part 7: Present your findings in a PRD (product requirements document):

- Include all the essential components of the PRD.
- Detail out each component of the PRD so that it is comprehensive and self-explanatory.

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