PRODUCT :

ECOMMERCE PLATFORM

STRATEGY DECK

INTRODUCTION: WHO AM I ?

**Hardwork
Needs to be
Devoured..**

**By :
Innocent Thoughts By
JustUtter [A Digital
Product I Own]
60K Followers**

**Designed & Implemented
PLATFORM PRODUCTS :**
SEO & SEM PLATFORM
DIGITAL MARKETING PLATFORM
DIGITAL ANALYTICS PLATFORM
DATA PLATFORM
CONTENT PLATFORM

Skills I am Proud Of :
A PEOPLE PERSON
A TEAM PLAYER
COMMUNICATION
TECH SAVVY
DATA SAVVY
TOOL AGNOSTIC
PROBLEM SOLVER
HIGH SPIRITED

My Guiding Principles:
RESPECT
CULTURE IS REFINED ART
TIME MATTERS THE MOST

MAIN GOALS

MY THOUGHTS

2024

SUCCESS FRAMEWORK

An Ecommerce Platform, that builds a world for every customer, and as they step through this shopping experience, they start to share and care about till the end.

CUSTOMER PORTAL

An Ecommerce platform, needs to be designed in a step by step methodology, highlighting a user's shopping experience.

REGISTRATION

SECURE LOGIN
LESSER CLICKS
PRIVACY POLICY

MAIN SCREEN

HIGHLIGHTED CATEGORIES
SIMPLIFIED DESIGN
UNIFIED THEME

PROFILE SCREEN

PERSONALIZED PROFILE
PRODUCT RECOMMENDATIONS
DISCOUNTS & LIMITED CAMPAIGNS

CATALOG SCREEN

SEASONAL PRODUCTS
SIMILAR PRODUCTS
SUSTAINABILITY
TALK ABOUT GAP CULTURE

CUSTOMER SERVICE

Customer service workflow, should be experimented and tested with active customer feedback data to make it as real time as possible.

PRODUCT DETAILS SCREEN

Information about the Product
Simple & Concrete Details
AR&VR aspects to experience the product
Personal tailor
Customization

CART

Adhering to a one click model
Very efficient and easy to use

HELP SCREEN

Always available & Self Served interactive with specific CTA's to solve customer problems
Real time

TECH SAVVY

Tech innovations, to be built to solve user's frustrations and carve a path to empower every customer in their shopping journey.

SEARCH

VOICE SEARCH

PERSONALIZED SEARCH

ACCURACY PERCENTAGE MATTERS

NAVIGATION

EASE OF USE

SIMPLE MESSAGING

PERSONALIZATION

DATA DRIVEN

CUSTOMER CENTRIC

HISTORICAL DATA FOR DECISION MAKING

SMART SAVINGS

EASY CHECKOUT WORKFLOWS

LOYALTY CREDITS

CALCULATORS

TRUSTWORTHY

CUSTOMER CENTRIC OBSERVATIONS FROM BRANDS

SEARCH ISN'T ACCURATE & ACCESSIBLE

NAVIGATION ISN'T UNIVERSAL

SOCIAL MEDIA ISN'T REAL TIME

PRODUCT PHOTOGRAPHY DOESN'T TALK TO EVERYONE

MARKETING MESSAGE ISN'T TARGETED

PERSONALIZED CUSTOMER SERVICE IS MISSING

TIME TAKING CONTENT LOAD

DISCOUNTS AREN'T SELF SERVED

HEADLESS UI migration Roadmap

1

Research
Understand problems, by data analysis of components and pages and come up with a unified problem statement.

Development Research
Discuss technical limitations, and vendor discussions around possible headless solutions available in the market.

2

Business Goal
Establish key objectives to be measured throughout the migration journey be it load speed, error rate, etc.

Tech Strategy
Determine the Tech Stack and final architecture whether the development will be inhouse or vendor driven or a thirdparty no code UI solution.

3

Content Strategy
Define the content strategy, unified audience, shopping journey, base content structure that can be reused.

Reusable Components
Features like chatbot, customer service, AR features, that can be used across brands

4

Backend Technology
Comparison Framework
Cost effectiveness

API
Right combination of APIs

5

Front End Technology
Comparison Framework
Cost Effectiveness
Ease of use

Infrastructure & Integrations
Cloud Infrastructure
Integrations with applications

6

Build a team
Build a Team with technical and domain expertise and collaborative planning cadences with kick off sessions

Carve A Plan
Milestones Defined with timeline

7

Identify Dependencies
Communicate & Communicate

Communication Charter - Change Management
Changes is well governed with operational best practices to revert and pivot midway if necessary.

THANK YOU

FOR LISTENING