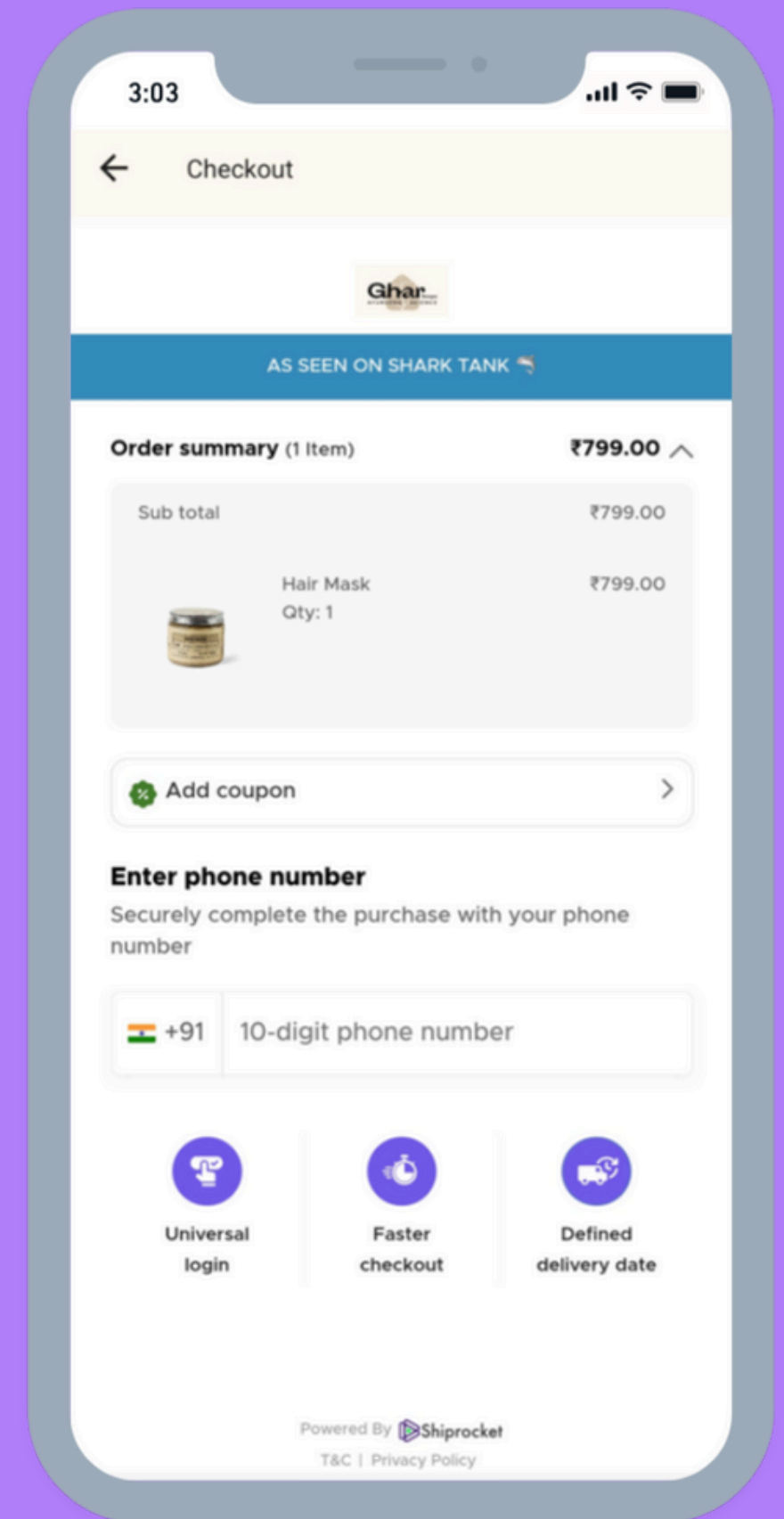




Shiprocket Checkout

Leveraging the Shiprocket Shipping Data to
empower Innovative ideas on Shiprocket Checkout



Product and Problem Overview



Company Mission:

Empowering E-commerce Success
Through Seamless Checkout
Experiences

The Problem Space

Problem: While Shiprocket offers robust shipping solutions, integrating shipping data intelligently into the checkout process presents an opportunity to optimize user experience, increase conversions, and drive customer satisfaction.

Business model

- **Service Offering:** Shiprocket Checkout offers tailored checkout solutions for eCommerce businesses, including streamlined checkout, real-time order tracking, personalized product recommendations, and seamless integration.
- **Subscription-Based Pricing:** Shiprocket Checkout typically operates on a subscription-based pricing model, where eCommerce businesses pay a recurring fee for access to the platform's checkout solutions.

The Business outcome

- **Improved Conversion Rates:** By integrating relevant shipping data into the checkout process, businesses can provide transparency and accurate delivery estimates, reducing cart abandonment and improving conversion rates.
- **Enhanced Customer Experience:** Utilizing shipping data to personalize the checkout experience, provide real-time tracking updates, and offer flexible delivery options can significantly enhance customer satisfaction and loyalty.



User Journey

Initiation, Checkout Page,
Shiprocket Checkout
Integration

Information Entry

Shipping Options

Payment Processing

Order Confirmation, Post-
Purchase Communication, Order
Fulfillment, Delivery and
Receipt, Post-Purchase Support,
Feedback and Engagement

User Journey



Who are the customers facing this problem?

Individuals aged 25 to 40, frequently shop online for convenience and enjoy discovering unique products from different brands.



Abhinav
31
New Delhi, India

"I prefer specific delivery options and providers, and may not accept alternatives or delayed delivery."

Goals/Needs

- seeks solutions that offer auto-fill features, intuitive navigation

Pain Points

- He has limited time to complete purchases seamlessly

Why solve this now?

- **Marketers report an average sales increase of 20% after implementing personalisation.**
- **90% of Shoppers Say Smooth Checkout Is Make or Break Experience.**
- **A whopping 74% of survey respondents named the “successful completion” of a transaction as the number one factor influencing the overall customer payment experience.**



Cross-Channel Shopping Cart Sync

What is it? ● : 9/10

It is a feature that enables the synchronization of shopping carts across multiple devices and platforms.

How it solves the problem?

By synchronizing shopping carts across channels, customers can easily resume their shopping journey from where they left off, regardless of the device they are using.

Auto Detect Location

What is it? ● : 8/10

It automatically identifies the user's current location based on geolocation technology when we add a new address.

How it solves the problem?

By eliminating the need for users to manually enter their address details during checkout, the Auto Detect Location feature streamlines the checkout process.

Automated Smart Couponing

What is it? ● : 3/10

It is a feature that utilizes data analytics and insights to automatically apply prefilled coupons during the checkout process.

How it solves the problem?

Automated Smart Couponing streamlines the checkout experience by eliminating the need for customers to manually apply coupons.

Subscription-Based Checkout

What is it? ● : 4/10

It is a feature that allows customers to subscribe to regular deliveries of essential items with customizable delivery frequencies and payment schedules.

How it solves the problem?

It solves the problem of repetitive ordering and ensures that customers never run out of essential items by automating the reordering process.

Delivery Time Slot Selection


What is it? ● : 8/10

This solution allows customers to choose specific delivery time slots during the checkout process.

How it solves the problem?

Users have the flexibility to choose a delivery window that aligns with their schedule, reducing the likelihood of them being unavailable to receive their package.

Ideating Potential Solutions

 : Basis on research, No. of Platforms have the feature

 : Forward-thinking concept

Voice-Activated Checkout

What is it?

It is a feature that allows customers to complete their purchases using voice commands instead of traditional manual inputs.

How it solves the problem?

It enhances accessibility and convenience for customers, particularly those using mobile devices or smart home assistants.

One-Click Reordering

What is it?

One-click reordering is a feature that allows customers to easily repurchase their favorite products with a single click.

How it solves the problem?

It streamlines the checkout process for returning customers by eliminating the need to manually select products, enter payment information, and navigate through multiple steps.

Multi-Language Checkout Support

What is it?

It is a feature that enables e-commerce platforms to provide checkout processes in multiple languages.

How it solves the problem?

It addresses the problem of language barriers by offering language options, ensuring that customers from diverse linguistic backgrounds can easily navigate and complete their purchases.

Bulk Shipping Discounts

What is it?

It is a feature that offers customers discounts on shipping costs when they purchase items in bulk or reach a certain order value threshold.

How it solves the problem?

It incentivizes customers to purchase more items in a single order by providing them with cost-saving benefits on shipping.

 : 3/10

Sustainable Shipping Options






What is it?

It refers to environmentally friendly methods and practices employed in the shipping and delivery process.

How it solves the problem?






It addresses the growing concern for environmental conservation by reducing the carbon footprint associated with shipping and delivery operations.

How we'll measure the success

| Solution | Metric | Goal |
|------------------------------|---|---|
| Automated Smart Couponing | <ul style="list-style-type: none"> Coupon Redemption Rate | <ul style="list-style-type: none">Tracks the percentage of issued coupons that are successfully redeemed by customers during the checkout process. |
| Delivery Time Slot Selection | <ul style="list-style-type: none"> Conversion Rate of Completed Purchases with Selected Time Slots | <ul style="list-style-type: none">Tracks the percentage of completed purchases where customers select a specific delivery time slot during the checkout process. |
| Bulk Shipping Discounts | <ul style="list-style-type: none"> Average Order Value (AOV) | <ul style="list-style-type: none">It measures whether the introduction of bulk shipping discounts leads to an increase in the average value of orders. |
| Subscription-Based Checkout | <ul style="list-style-type: none"> Subscription Conversion Rate | <ul style="list-style-type: none">Tracks the percentage of users who convert from one-time purchases to subscription-based purchases at the checkout stage |
| One-Click Reordering | <ul style="list-style-type: none"> Reorder Conversion Rate | <ul style="list-style-type: none">Tracks % of customers who use the one-click reordering compared to the total no. of eligible customers who made a previous purchase |



How we'll measure the success

| Solution | Metric | Goal |
|----------------------------------|---|--|
| Voice-Activated Checkout | <ul style="list-style-type: none"> Conversion Rate of Voice-Activated Transactions | <ul style="list-style-type: none">Tracks the % of completed transactions initiated using the voice-activated checkout feature out of the total no. of transactions attempted |
| Sustainable Shipping Options | <ul style="list-style-type: none"> Adoption rate of sustainable shipping options | <ul style="list-style-type: none">Tracks the % increase in the no. of customers who choose sustainable shipping options compared to the total number of shipments |
| Multi-Language Checkout Support | <ul style="list-style-type: none"> Conversion Rate by Language | <ul style="list-style-type: none">Tracks % of completed purchases in each supported language compared to the total no. of visitors who initiate the checkout process |
| Cross-Channel Shopping Cart Sync | <ul style="list-style-type: none"> Cart Conversion Rate | <ul style="list-style-type: none">Tracks the % of users who successfully complete a purchase after initiating the checkout process across multiple channels |
| Auto Detect Location | <ul style="list-style-type: none"> Conversion Rate by Location Detection | <ul style="list-style-type: none">Track the % of users completing checkout with automatic location detection versus manual input |

