

RESEARCH PROJECT

AJIO





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REPORT STRUCTURE

Anatomy of our report

The whole document is divided into 3 major parts as mentioned on the right-hand side.

- ## Study overview

WHAT WE DID AND WHY

1. Problem and background
2. Research goal & objectives
3. Approach and participant criteria

- ## Research findings

WHAT WE LEARNT

1. Cohorts for AJIO
2. Competition Analysis for AJIO
3. AJIO related user feedback and insights

- ## Appendix

DETAILED DOCUMENTS

All detailed documents from the discovery and research phase.



IN A NUTSHELL

Overview

A breakdown of the current and desired reality and how research through this project can help us get there.

64%

Users skip the home page

The quantitative data shows that most users skip the home page when they land on the app

Our current reality

Low

Value addition to users

The reason for users to skip this page altogether is that they do not find the information helpful.

Cause of resistance

Custom

Home page experience

A custom experience where users only see information relevant to them could be valuable to them.

Desired reality



RESEARCH STATEMENT

Research and **create cohorts** for
AJIO and **evaluate** the **role** of the
AJIO home page.



RESEARCH METHOD

Types of users we surveyed & interviewed

We got **user survey responses from 208 users** from which we received **17 users for interviews** and interviewed **23 unique users**. With this, the **total no. of users** we had was **231**. These users were **divided into 3 target groups** we decided to research. These user types are explained below:

Active AJIO users (114)

Users who have been active on the app and made 2 or more purchases in the last 3 months.

Non-AJIO users (58)

Users who like to shop online but have never shopped on AJIO before.

Dormant AJIO users (59)

Users who have not used the app in over 10-12 months or have uninstalled the app in the last 6 months.



TOTAL NO. OF PARTICIPANTS

No. of users we surveyed & interviewed

Below is a table that explains the total no. of users we surveyed and interviewed.

User Type	User Survey	User Interview
Active AJIO User	103 Users	20 Users
Dormant AJIO User	56 Users	8 Users
Non-AJIO User	49 Users	12 Users
Total User	208 Responses Recieved	40 Users Interviewed

NOTE The total no. of users we researched is 231 (208 + 23 = 231) because 17 interview users were from the user survey pool. Hence, 23 unique users were found for user interviews.*



DEMOGRAPHICS

Continued...

This group of users was further categorised on the basis of age, gender, city, income levels and exposure to online shopping.

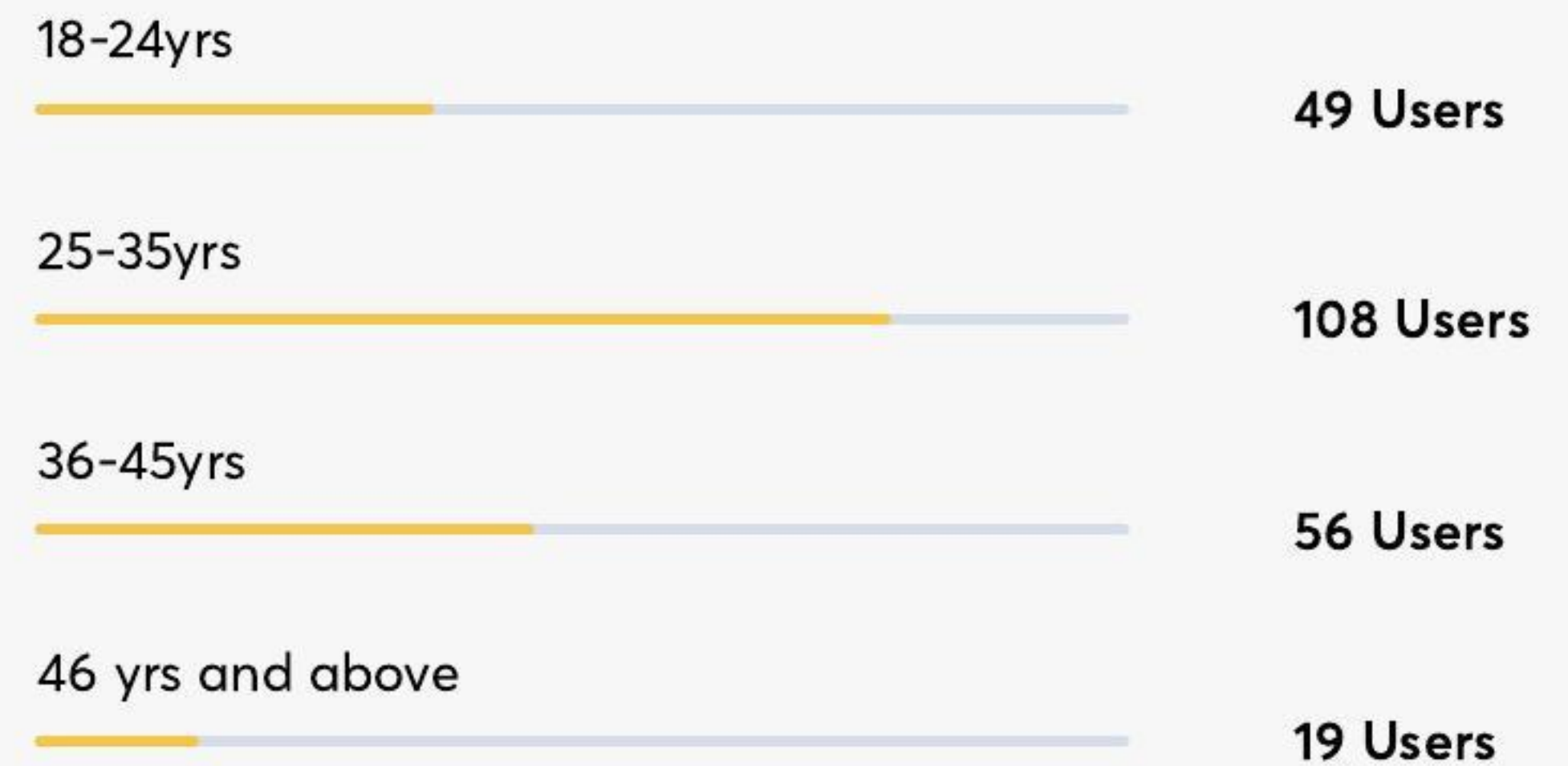
GENDER



CITY



AGE





Analysis and Synthesis process

#1 THEMATIC ANALYSIS

In this, we **identify themes or patterns** with the help of the qualitative data gathered through secondary research, user survey & interviews.

- **Secondary research**

Studied **existing case studies** on **consumer behaviour, top e-commerce platforms** and **homepage importance** to decipher initial hypotheses and codes for thematic analysis.

- **User Surveys**

Gathered **quantitative statistics** on user behaviour and further added to the **codes identified** through existing data.

- **One-on-one interviews**

In-depth **transcription of the interviews** to **create codes and patterns** and group them in larger buckets through the **affinity mapping**.

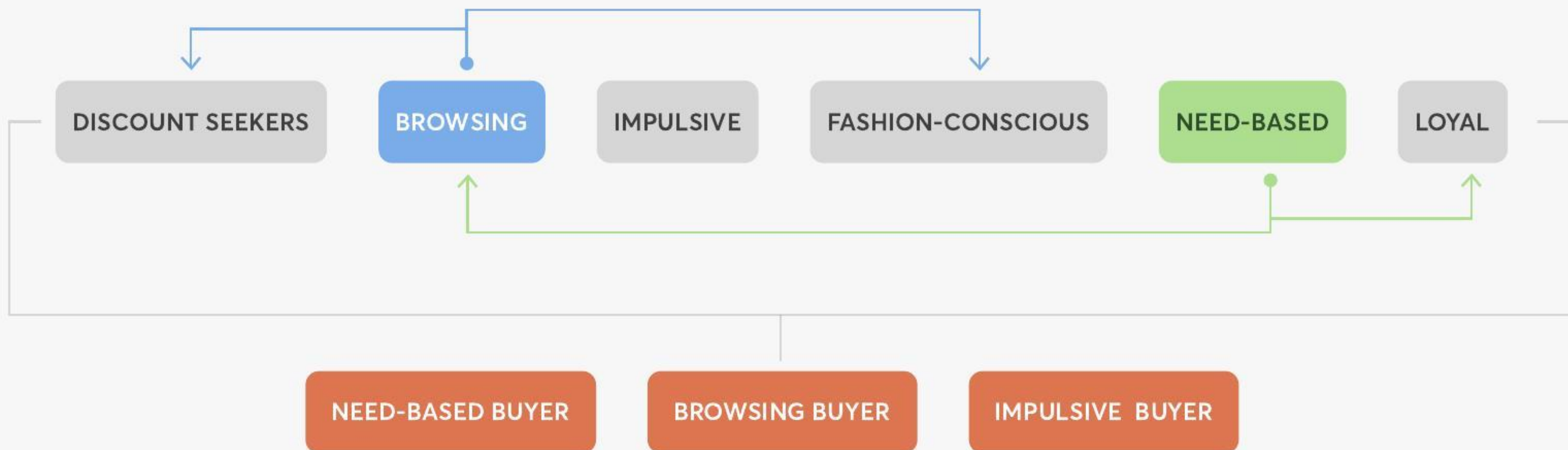
Cohort related findings





Forming our cohorts

With secondary research, we found **6 major online buyer personas**. We went through an extensive process of deducing the types of buyers and coming up with **3 cohorts for AJIO**. We found that a user is a mix of certain behavioural patterns and traits that were part of different personas.



Note A wandering buyer can be a discount seeker who is trend/fashion conscious.*



Need-based buyer

Frequently used apps



Shopping Attributes

- Price Conscious *Strongly Agree*
- Choice seeker /Fashion conscious *Strongly Agree*
- Wandering shopper *Strongly Agree*
- Personalisation seeker *Strongly Agree*
- Trend setter/follower *Neutral*



Need-based buyer

Break up of users amongst competition



Priorities when shopping





Need-based buyer

Features that could appeal to them

- #1 Easy refunds and returns.
- #2 Fast payments/ wallet transfer.
- #3 Personalised homepage to save time and efforts.
- #4 Pre-applied relevant filters.
- #5 Fast delivery.
- #6 Customised app experience in terms of brands and size they usually prefer.

Words to describe

Decisive **Loyal** Need-Based
Non-impulsive Personal Taste
Best Deals **Reviews** Easy Returns
Trusted Apps Affordable **Rational**
Brand Conscious Holidays
Price Conscious Festivals Quality over Quantity

Overview of key findings on cohort



01

Mostly residing in **T3 cities**, Although the age group is **20-35 years**, their **strict dad like personality** reflects in how, when and how much they shop online.

02

They **value time, quality** and **efficient buying**. Best if all of these three comes with added discount. Saving money on quality products is their shopping high.

03

Assurance and **trust in the brand** or strongly **recommended** by friends and family is when they're most likely to try a new shopping e-commerce platform.

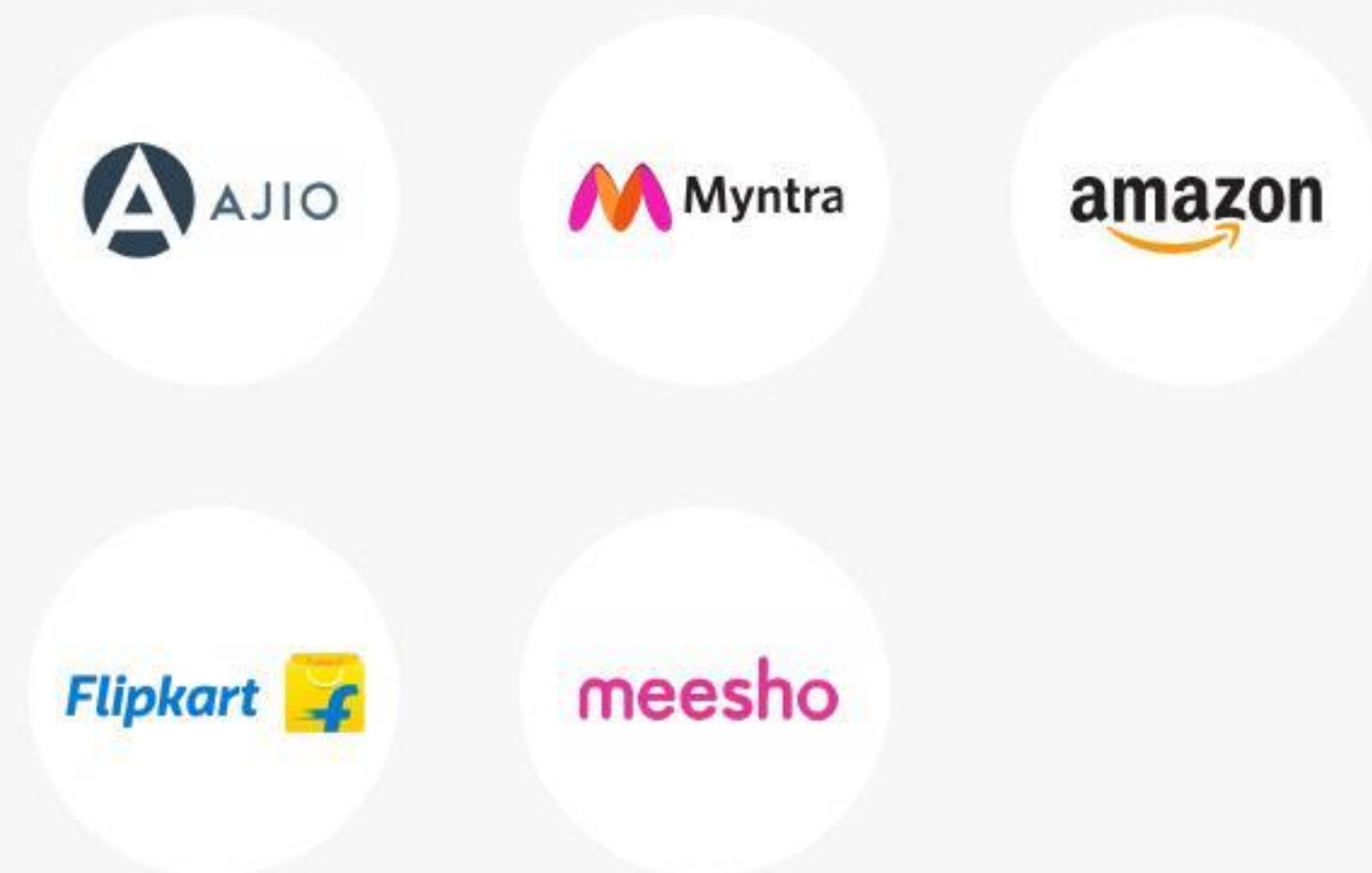
04

They are non experimental, one style, brand loyal and **quality over quantity type personality**.



Browsing buyer

Frequently used apps



Shopping Attributes

- Price Conscious *Strongly Agree*
- Choice seeker /Fashion conscious *Strongly Agree*
- Wandering shopper *Agree*
- Personalisation seeker *Agree*
- Trend setter/follower *Neutral*

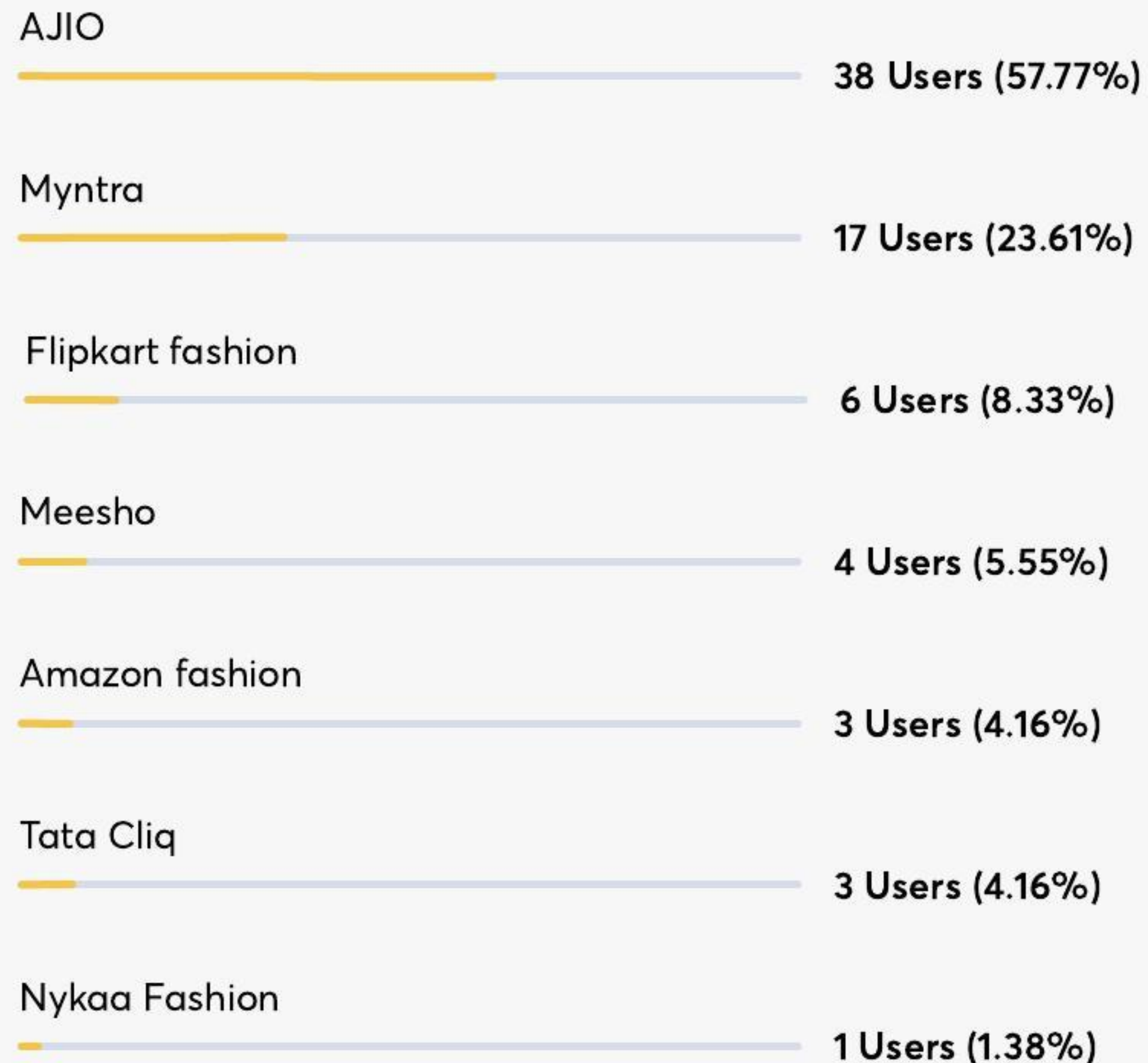


COHORT 2

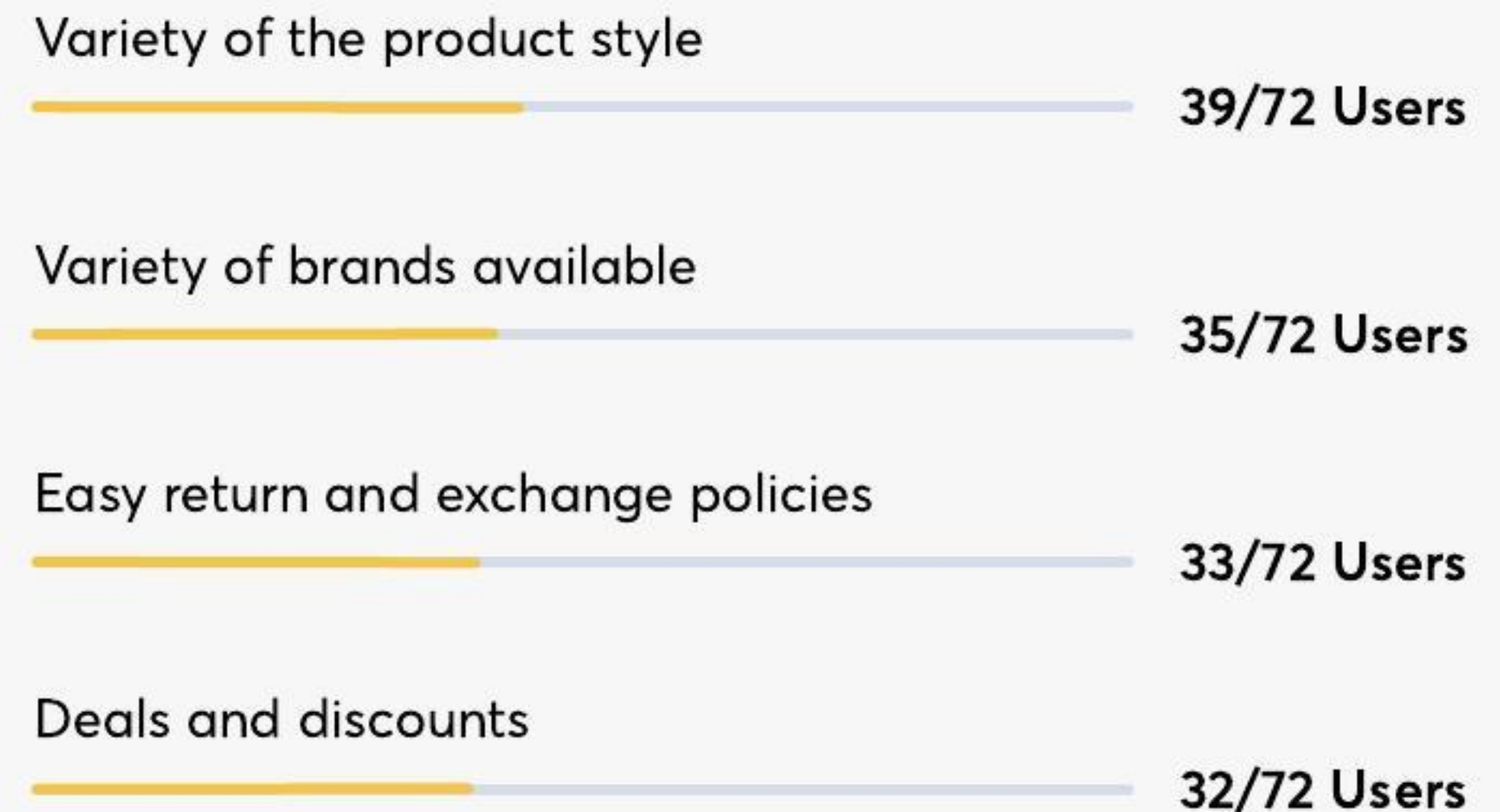
BASED ON USER SURVEY

Browsing buyer

Break up of users amongst competition



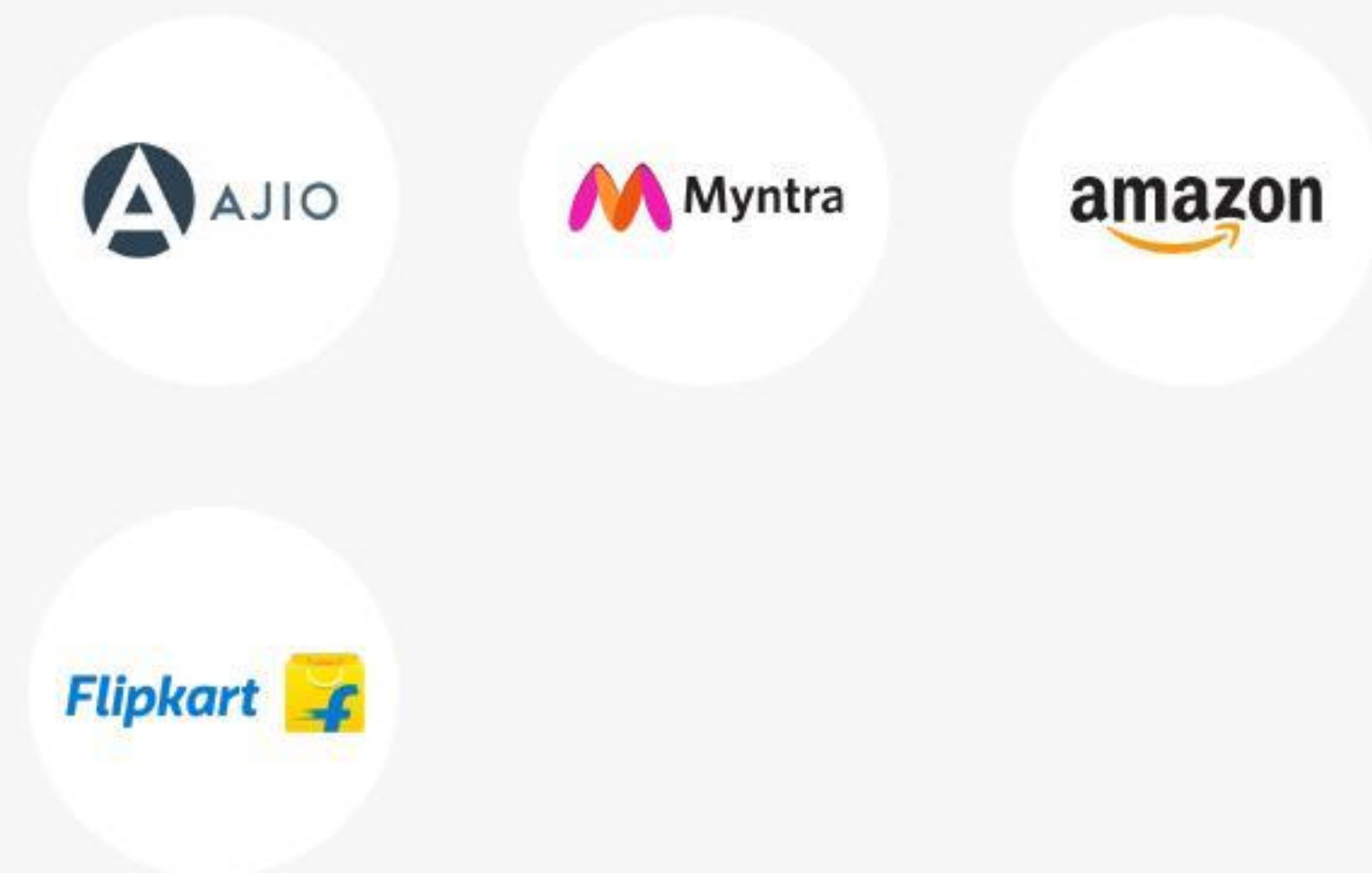
Priorities when shopping





Impulsive Buyer

Frequently used apps



Shopping Attributes

- Price Conscious *Strongly Agree*
- Choice seeker /Fashion conscious *Strongly Agree*
- Wandering shopper *Agree*
- Personalisation seeker *Agree*
- Trend setter/follower *Neutral*



Impulsive Buyer

Break up of users amongst competition



Priorities when shopping



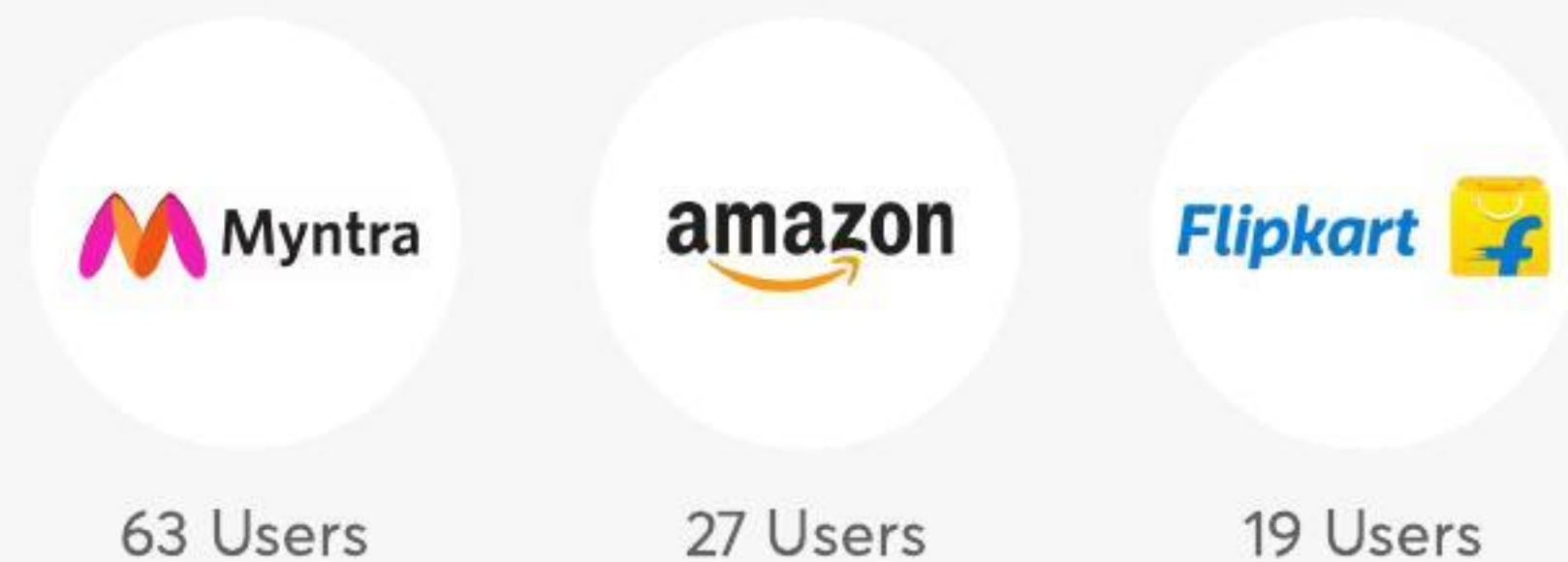
Competition related findings



A comprehensive look at the competition

Competition analysis link: <https://bit.ly/3h8dZVA>

PRIMARY COMPETITORS



SECONDARY COMPETITORS

