PERSONAL SHOPPING
AI TRANSFORMER

SHOPTIMUS

Harsh Kalyani | SPJIMR

Harsh Kalyani aka SPJIMR's Dale Steyn. I am a technology enthusiast pursuing PGDM in Information Management from SPJIMR after working on various FinTech products at ION Trading for 34 months. An adventure lover and gym freak who dreams of transforming adventure sports in India using technology.

PROBLEM STATEMENT

How will you use technology to enhance social engagement in malls to attract and retain customers?

Hyderabad has the highest vacancy rates of **22.2%** followed by Ahmedabad and NCR with approximately **20%**

57 malls out of 271 malls in top 8 cities are on the **verge of closure**

Even before the pandemic, nearly **60% or 160** out of the overall 255 malls currently in top seven Indian cities were **facing an uncertain future** as customers had deserted them

PRIMARY RESEARCH

GOOGLE FORMS

Few Questions asked:
a. Do you visit the mall?
b. Is there any mall located nearby your residential area?
c. How often do you visit a mall?
d. Why do you go to a mall?
e. What do you do in a mall?

- 33% visit the mall once a month, and 29% visit the mall only during festivals
- 45% prefer to go to the mall instead of normal retail shops to explore a wider range and variety
- 44% dislike malls because of too much crowd
- 40% were unable to find the right offer and store for their need, while parking remained a problem for 21%

GOOGLE REVIEWS

Mixed 5%
Neutral 24%
Positive 6%
Negative 65%
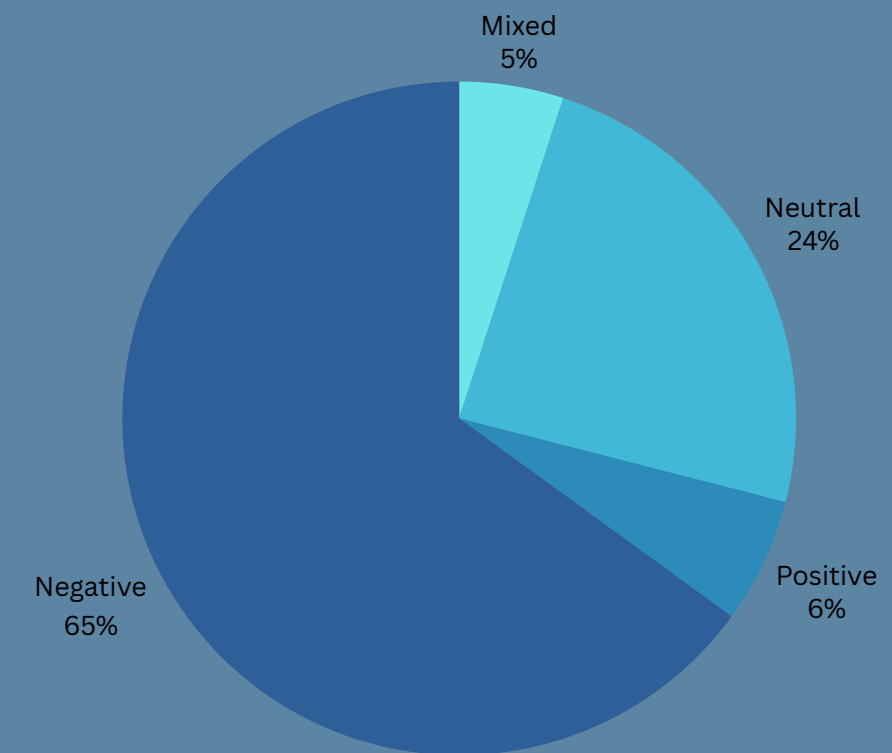
Some most repeated reviews:
- It was very crowded.
- The queue in the changing room was very long.
- There is no variety in stores.
- The parking fee was too much.

Scraped around 3000 reviews from Google Reviews of various malls. Post that I ran Sentiment Analysis on the collated list.

USER PERSONAS

Preeti Homemaker

Demographics: 52-year-old upper-middle-class housewife in Delhi.

Usage: Goes to the mall once a week to More Mega Store for Kiryana Shopping.

Motivation: The discounts available in More Megastore.
A way of getting out of the house on weekends.

Pain Points: There is a lot of crowd on weekends, and the billing queue is very long.
Unaware of the ongoing discounts, and has to roam around the mall for the same.

GenZ Shanaya

Demographics: 17-year-old school-going girl in Mumbai

Usage: Goes to the mall once a month to play in Gaming Arena. Post-gaming enjoys the food at the food court and goes window shopping.
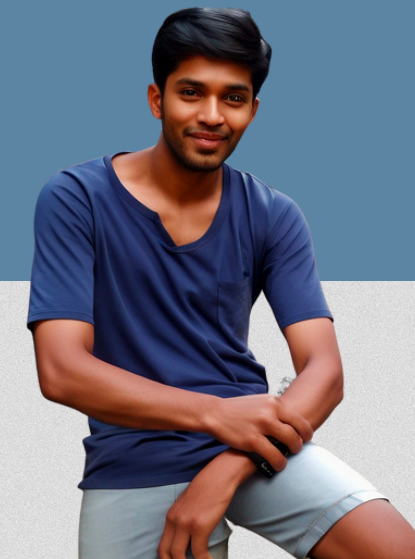
Motivation: A safe place to hang out with friends away from the heat of Mumbai.

Pain Points: The waiting time in the gaming zone is very high.
Not aware of all the food options available in the food court.
The price of clothes is more than what is available online

Millenial Kalyani

Demographics: 26-year-old PGDM student at SPJIMR

Usage: Goes to the mall only on a need-for basis and festivals

Motivation: An urgent need basis when the product is unavailable online or is taking a lot of time to get delivered.

Pain Points: Unaware if the product would be available in the stores
Takes a lot of time to find the right product

TREND

Google Reviews
Word Frequency

unavailable queue
confused pay
rude
direction
costly parking
expensive crowd
unprofessional

How should I find the events in the mall?
How should I find the right store and right offer?
How should I skip the shopping queue?
How should I find the non-crowded time?

INSIGHTS AND PAIN POINTS

Tired
Be it trial rooms or billing, users are tired of long queues. E-commerce provides an easy method of skipping the crowd and queues.

Missing Communication
Users are not aware about any event, offers or product availability in the shopping mall.

Frustration
Users are frustrated when they are unable to find a parking spot, a table at the food court or ticket to the gaming zone.

High Prices
Either there are no discounts available or the users are not available of the discounts

HOW MIGHT WE ?

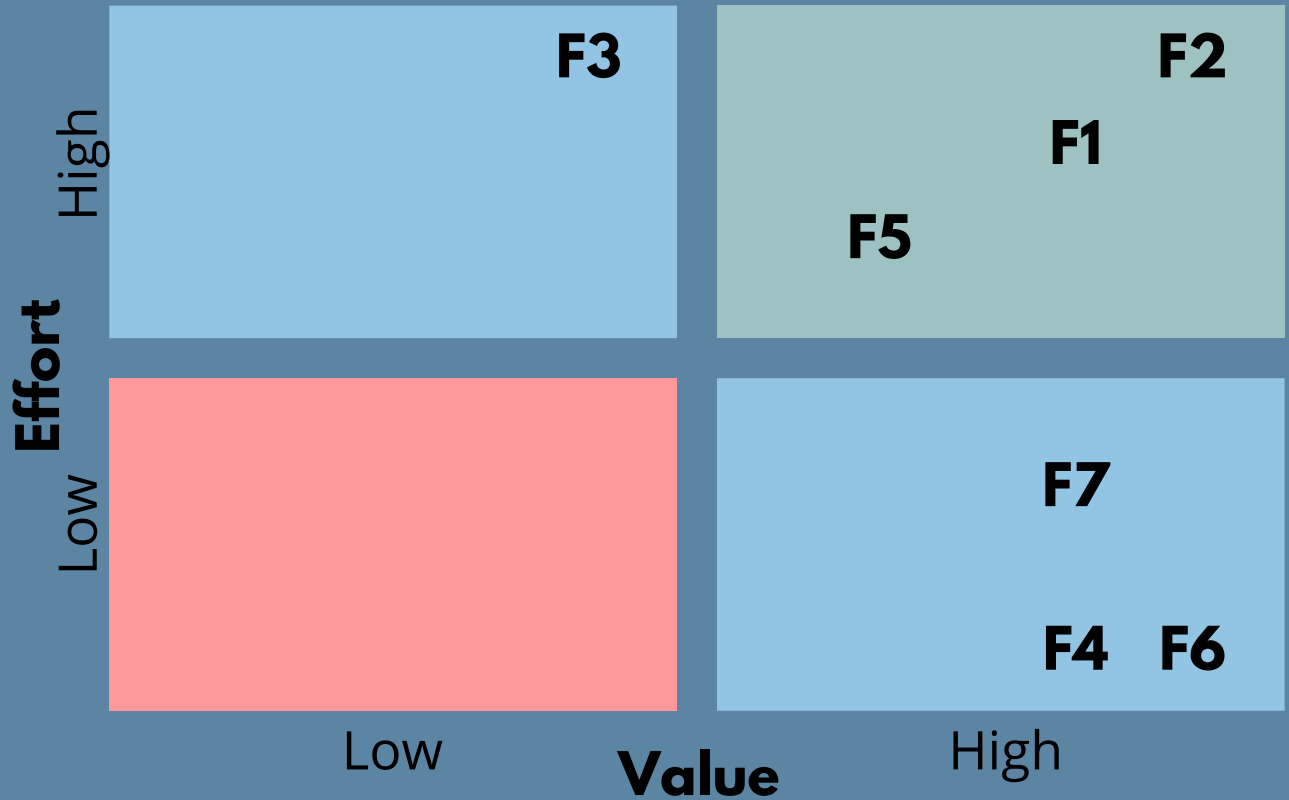How might we transform the experience of people at Shopping malls?

SHOPTIMUS

An AI chatbot web application to bring the shopping mall at the palm of your hand. Like Optimus Prime, it will transform your shopping Journey.
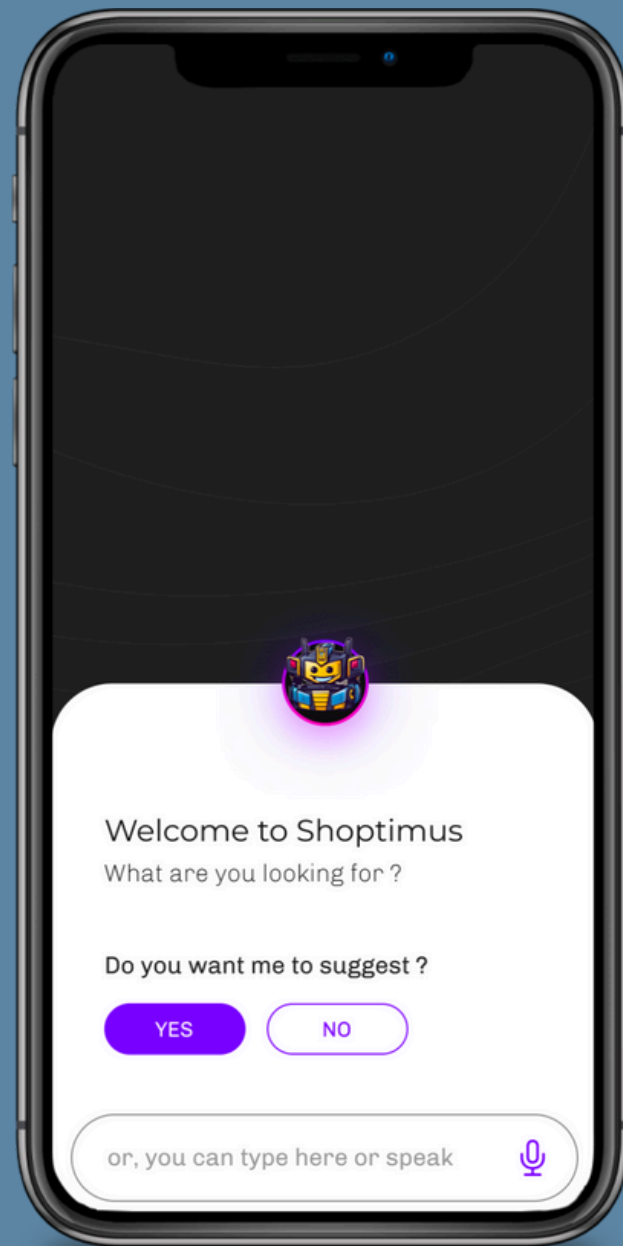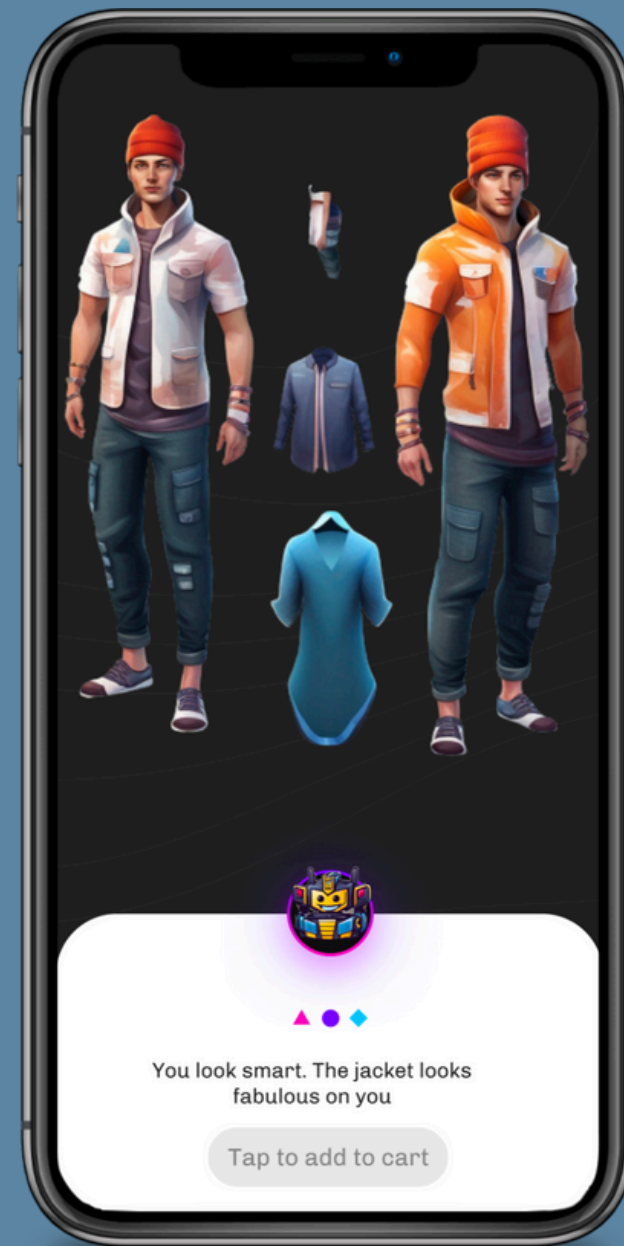
FEATURES

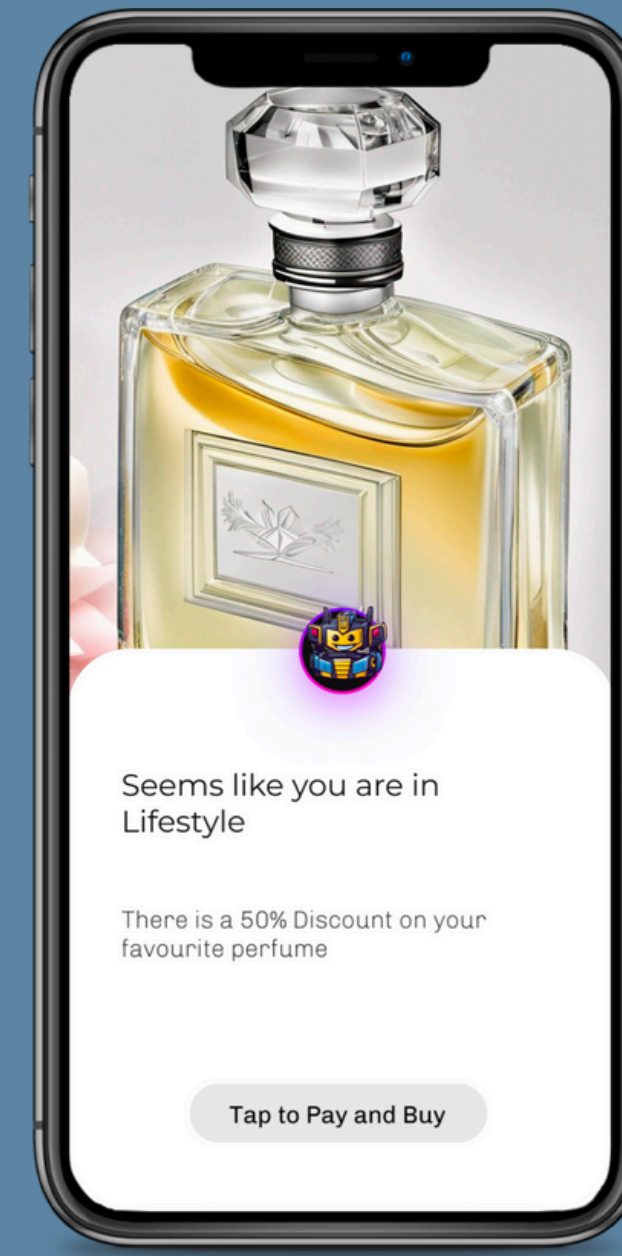|	F1	F2	F3	F4	F5	F6	F7
Function	AI chatbot finder	3D avatar	Navigator	Event Tracker	Home Delivery	Table/ Ticket booking	Discount /Coupon Finder
Value to customer	Transparent Communication	Skip long trial queue	Save time to find the store	Easily find the ongoing events to visit	Get products at the ease of home	No waiting time	Find best deals to buy at cheap prices
Value to Shopping Mall	Publicity and Easy Discovery	Crowd Management	Easy Discovery	Publicity	Increased sales	High CSAT and NPS score	Increased Sales

Effort (High/Low) vs Value (Low/High) matrix:

- High Effort, Low Value: F3
- High Effort, High Value: F2, F1, F5
- Low Effort, Low Value: (none)
- Low Effort, High Value: F7, F4, F6

WIREFRAME

Shoptimus Chatbot

Welcome to Shoptimus
What are you looking for ?

Do you want me to suggest ?

YES   **NO**

or, you can type here or speak

Personalised Avatar

You look smart. The jacket looks fabulous on you

Tap to add to cart

Store Navigator

Seems like you are on Gate 1

Tap to start navigating

Discount Notification

Seems like you are in Lifestyle

There is a 50% Discount on your favourite perfume

Tap to Pay and Buy

Food Suggestor

Burger Singh Chicken Tikka Burger is available for just Rs. 50.

Grab it on 4th floor food court

Tap to Navigate

USER JOURNEY

Urgent Need to find clothes for tomorrow's presentation → **Go to nearby Mall** → **Don't know where to find the clothes** → **Goes to multiple stores** → **Try few clothes for right size and fit** → **Stands in the queue and buys**

BEFORE: Time: High, Effort: High, Shopping Basket Value: Low, Communication: Low

Search "formal clothes, shirt, pants within 2000 rupees" → **Gives items available in nearby mall along with recommendation** → **Try a few using his 3D avatar** → **Selects and buys Choose pickup at store option**

Recommends shoes and tie matching the outfit + **Shows food and drink coupon to use post shopping**
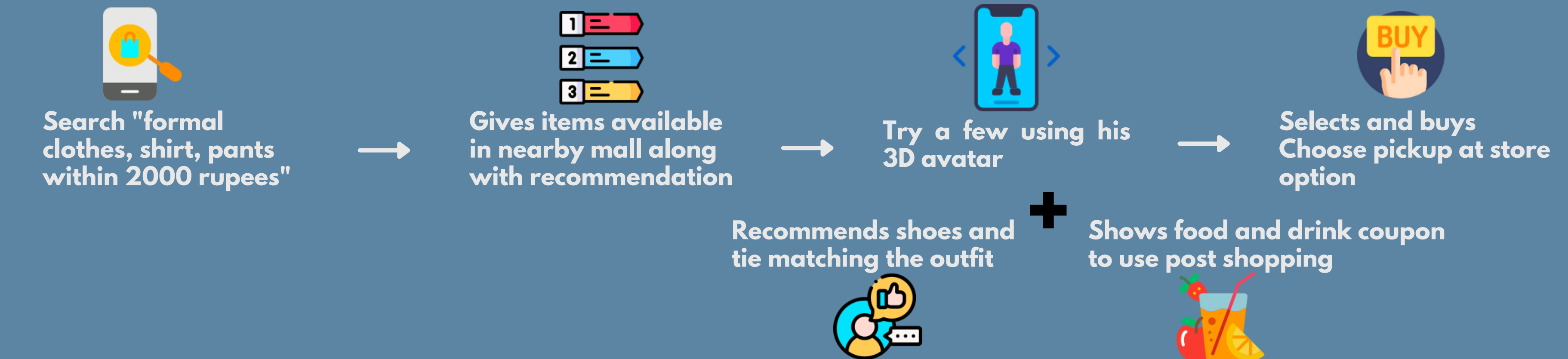
AFTER: Time: Low, Effort: Low, Shopping Basket Value: High, Communication: High

MARKET SIZE

Population of India	140 cr
Population with Smartphone	80 cr
Urban Smartphone population	24 cr
GenZ and Millenial Urban Smarphone population	18 cr
Tier 1 GenZ and Millenial Urban Smartphone population	5.4 cr
Tier 1 GenZ and Millenial Urban Smartphone population in Delhi	54 lakh

5 Cr ← **TAM**

54 lakh ← **SAM**

5 lakh ← **SOM**
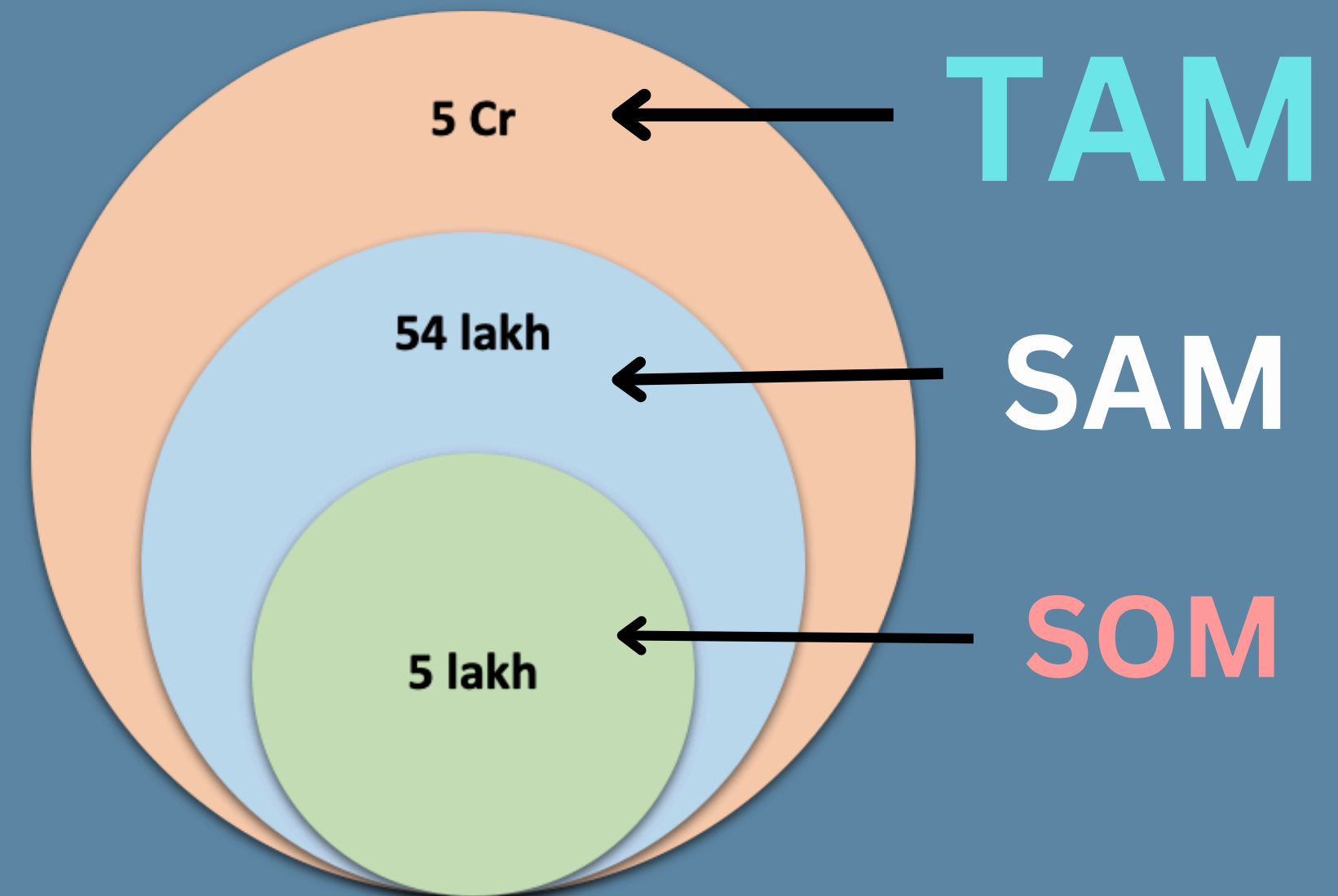
Assumption:
Conversion Rate = 10%
Pilot Launch City = Delhi

PRODUCT MARKET FIT

TARGET CUSTOMERS
Occasional mall goers, discount seekers, urgent buyers, leisure time spenders, Group gamers, Window Shoppers

UNDESERVED NEEDS
Want to avoid crowd, Lack of knowledge, Skip the queue, Want before hand confirmation

VALUE PROPOSITION
Personalisation, Ease of Access, Transparent Communication, Time saving, Cost Saving
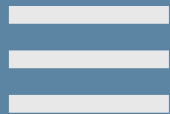
FEATURE SET
AI chatbot, Personalised Avatar for 3D clothes try on, Navigator, Discount Coupons, Event updater, Home Delivery

UX
Personalised customer experience, Conversation Chatbot, Discount and product suggestor

GO TO MARKET STRATEGY

	Pre-Launch	Launch	Post-Launch
STEPS	1. Create a marketing plan 2. Start building buzz 3. Communication value proposition	1. Drive traffic to product 2. Generate leeds 3. Convert customer to leeds	1. Continue to drive traffic 2. Nurture leads 3. Grow the customer base through additive features
ACTIVITIES	1. Run advertising campaigns using brands available in the mall 2. Create relevant content 3. Partner with influencers 4. Transformer toys along with every purchase inside mall	1. Brands should promote it on social media 2. **QR Code** outside every shop in the mall 3. Provide extra discounts for people ordering through the website	1. Provide excellent customer service 2. Offer referral bonus 3. Partner with more malls

GOALS AND METRICS

Target	Goal	Identifier	Metrics
Awareness	How to make people aware about this website?	Users who view the scan codes and	Number of users who create an account on the website
Acquisition	How many people visit the website ?	Users who visit the website and sign up	Number of accounts created
Activation	How many people interact with AI chatbot ?	Number of people who search query on chatbot	Number of search queries/ interactions
Retention	How many people use the chatbot again ?	Number of people who use the portal daily	DAU/ MAU
Revenue	How does the revenue and footfall of stores increase after the launch of this website ?	Footfall, Repetition Rate, Hot and cold spots	Average order quantity, footfall of users after using AI vs without using the feature
Referal	How many people refer friends to your business ?	Users who clicked on the share option	Number of people who login through referral link

THANK YOU

All the images used in the ppt have been AI generated

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