

# Kunal Parakh

INF 556 – Fall 2015

**FabShop** - One-Stop Comparison Tool for Shoppers





# Customer/Problem Hypothesis

- ▶ Shoppers in the age group of 18-34 find it difficult to get the best price for a consumer product while shopping online or in stores.
- 

# Heetae, a resourceful shopaholic



## ► Description

- Late 20s
- Lives in Los Angeles
- Educated
- Employed full time
- Makes a decent salary

## ► Behaviors

- Always researches before shopping
- Looks for better options to solve problems
- Tech-savvy with a huge inclination towards mobile shopping
- Makes a careful decision by striking balance between price and quality
- Educates himself from customer reviews

## ► Needs & Goals

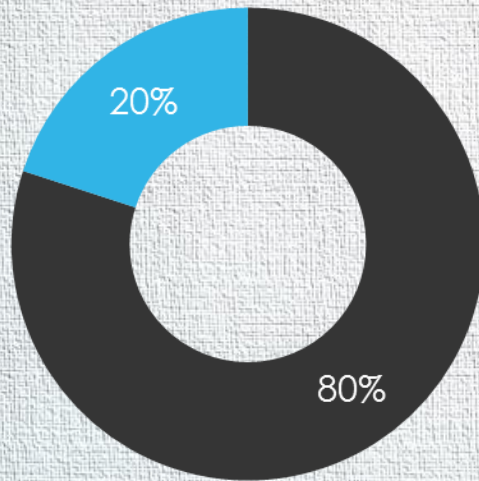
- Wants best value for his money
- Dreams of a life facilitated by technology
- Expects the products purchased to be affordable to the masses
- Needs a tool to do comparison shopping
- Wants one product to solve multiple problems

# Customer Discovery Results

8 out of 10 interviewed shoppers found it difficult to get the best price for a consumer product while shopping online or in stores.

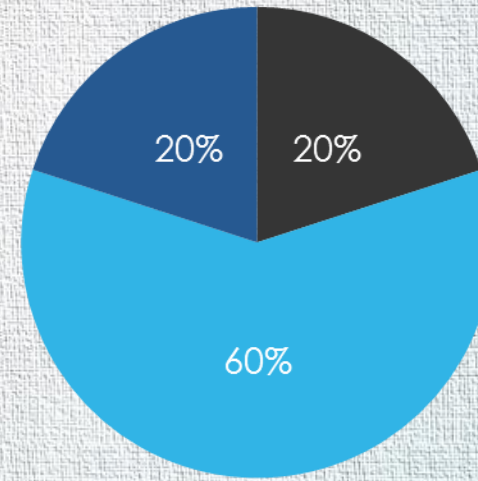
Feedback

■ Positive ■ Negative



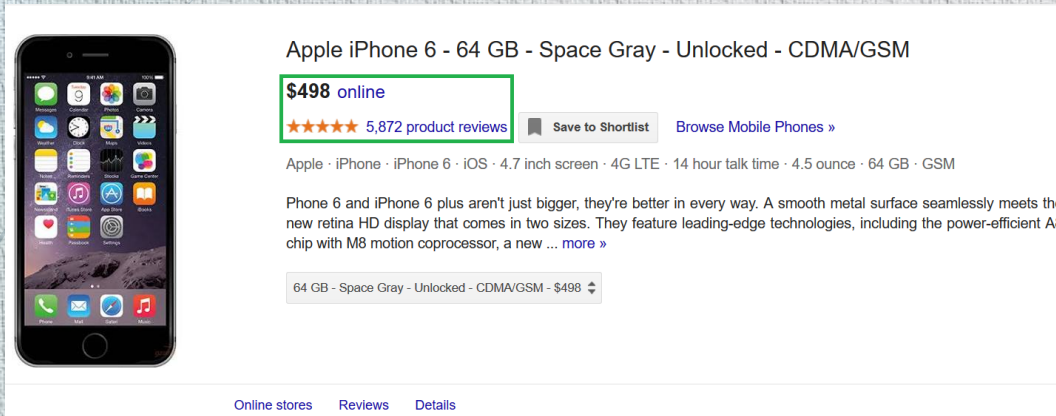
Age Distribution (Years)

■ 20-25 ■ 25-30 ■ 30-34



# Competitive Analysis

## Direct Competitor – Google Shopping



Apple iPhone 6 - 64 GB - Space Gray - Unlocked - CDMA/GSM

**\$498 online**

★★★★★ 5,872 product reviews

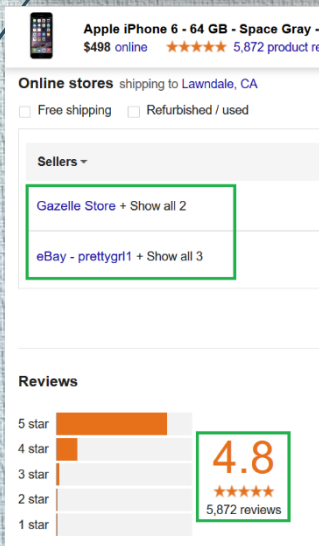
Save to Shortlist Browse Mobile Phones »

Apple · iPhone · iPhone 6 · iOS · 4.7 inch screen · 4G LTE · 14 hour talk time · 4.5 ounce · 64 GB · GSM

Phone 6 and iPhone 6 plus aren't just bigger, they're better in every way. A smooth metal surface seamlessly meets the new retina HD display that comes in two sizes. They feature leading-edge technologies, including the power-efficient A8 chip with M8 motion coprocessor, a new ... [more »](#)

64 GB - Space Gray - Unlocked - CDMA/GSM - \$498

Online stores Reviews Details



Apple iPhone 6 - 64 GB - Space Gray - \$498 online ★★★★★ 5,872 product reviews

Online stores shipping to Lawndale, CA

Free shipping  Refurbished / used

Sellers

Gazelle Store + Show all 2

eBay - prettygr1 + Show all 3

Reviews

5 star

4 star

3 star

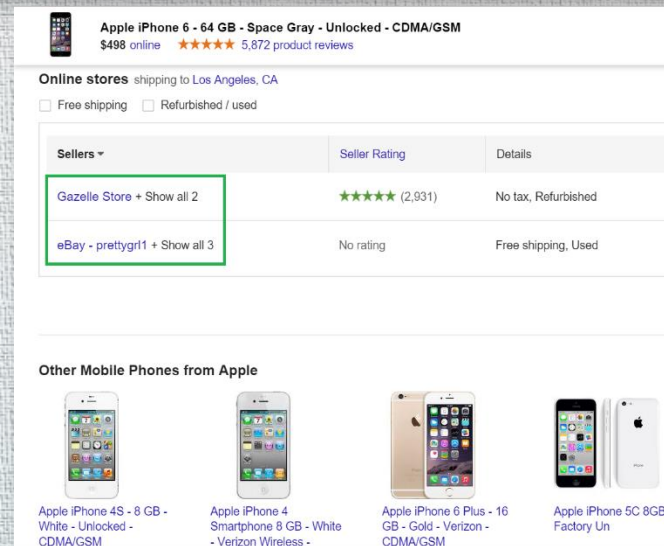
2 star

1 star

**4.8**

★★★★★

5,872 reviews



Apple iPhone 6 - 64 GB - Space Gray - Unlocked - CDMA/GSM

\$498 online ★★★★★ 5,872 product reviews

Online stores shipping to Los Angeles, CA

Free shipping  Refurbished / used

Sellers	Seller Rating	Details
Gazelle Store + Show all 2	★★★★★ (2,931)	No tax, Refurbished
eBay - prettygr1 + Show all 3	No rating	Free shipping, Used

Other Mobile Phones from Apple

Apple iPhone 4S - 8 GB - White - Unlocked - CDMA/GSM

Apple iPhone 4 Smartphone 8 GB - White - Verizon Wireless -

Apple iPhone 6 Plus - 16 GB - Gold - Verizon - CDMA/GSM

Apple iPhone 5C 8GB Factory Un

### Description

Google Shopping allows shoppers to quickly and easily find your product listings on Google. Google Shopping helps you to reach shoppers while they are searching for items to buy on Google.

### Pros

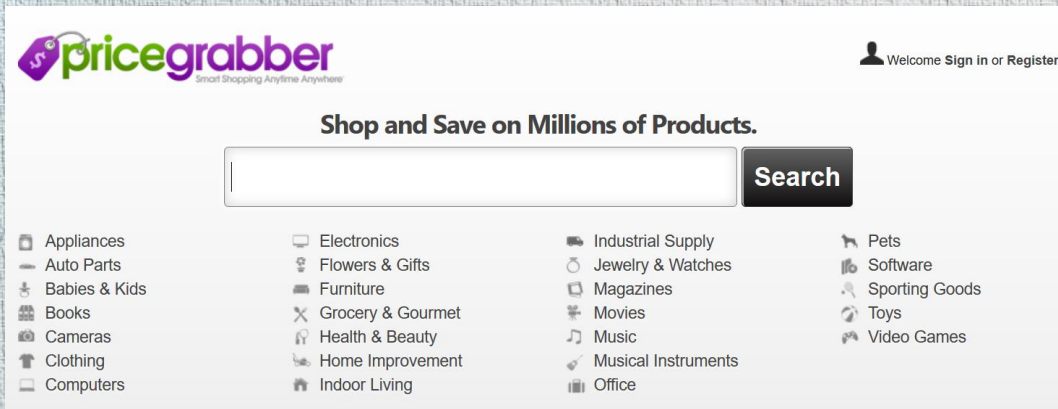
- Huge Customer Base
- Google Wallet Payment Option
- Plenty of sellers to choose from

### Cons

- No mobile application for Google Shopping
- No connections with big box stores like Target, Costco

# Competitive Analysis

## Direct Competitor – PriceGrabber



The screenshot shows the PriceGrabber homepage. At the top left is the logo with the tagline "Smart Shopping Anytime Anywhere". At the top right, it says "Welcome Sign in or Register". The main heading is "Shop and Save on Millions of Products." Below this is a search bar with a "Search" button. A grid of product categories is displayed, including Appliances, Auto Parts, Babies & Kids, Books, Cameras, Clothing, Computers, Electronics, Flowers & Gifts, Furniture, Grocery & Gourmet, Health & Beauty, Home Improvement, Indoor Living, Industrial Supply, Jewelry & Watches, Magazines, Movies, Music, Musical Instruments, Office, Pets, Software, Sporting Goods, Toys, and Video Games.



The screenshot shows a product page for a Dell P2314T monitor. The title is "Dell P2314T Dell 23-inch Touch Monitor (Refurbished) Mfr P/N P2314T Flat Panels / LCD". The price range is "\$344.00 - \$362.92". There are tabs for "Overview", "Compare Prices", and "Product Details". A "Set Price Alert" link is visible. Below the price, there are social media sharing icons and a "Write a review" link. A table compares prices from different stores:

Store	Store Rating	Details	BasePrice	Tax & Shipping	BottomLinePrice™	SEE IT
Newegg.com	See all-time ratings 26765 Reviews		\$325.99	Tax: \$29.34 Shipping: \$7.59	\$362.92	SEE IT
DIRECTDIAL.com	Not Rated Write a Review		\$326.00	Tax: None Shipping: \$18.00	<b>Best Price</b> \$344.00	SEE IT

### Description

PriceGrabber is a distributed ecommerce platform that connects shoppers with thousands of merchants. Consumers use PriceGrabber.com to shop and compare prices on products from different merchants.

### Pros

- Features like Wish-list, save cart
- Instant price comparison
- Suggests the best price available

### Cons

- No mobile application for iOS
- Poor user experience

# Competitor Analysis Brief – Summary

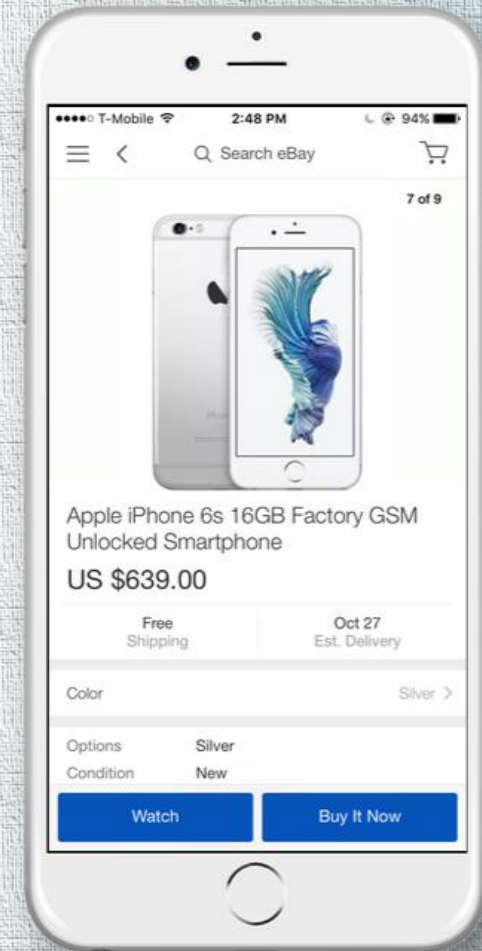
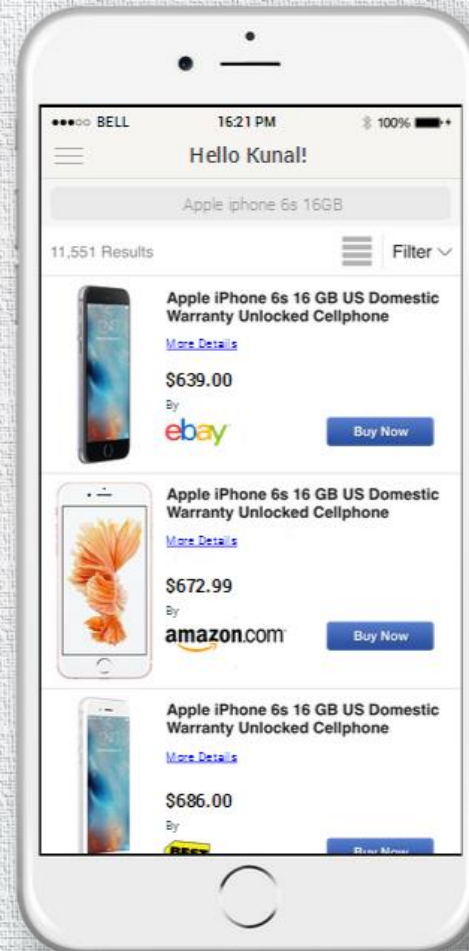
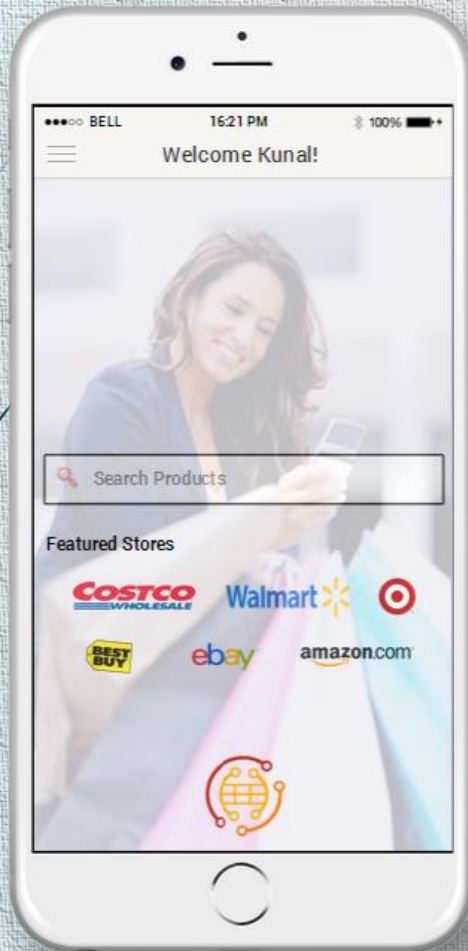
## ► Current Market Place

- Current online platforms provide solutions for comparison shopping in a very distributed and abstract manner. They all share a common base of e-commerce but they don't have all the data gathered at one place.
- Most of the direct competitors don't have a mobile application and the user experience is very ordinary.

## ► Opportunity

- E-commerce being a huge domain, there is still a great opportunity to build a product which will help the customers do comparison shopping better.
- Killer UX and mobile application are the USPs of the product.
- Getting all the stores interested and showing up their data at One Stop will be beneficial for customers and stores as well.

# Prototype







# Interview Questions

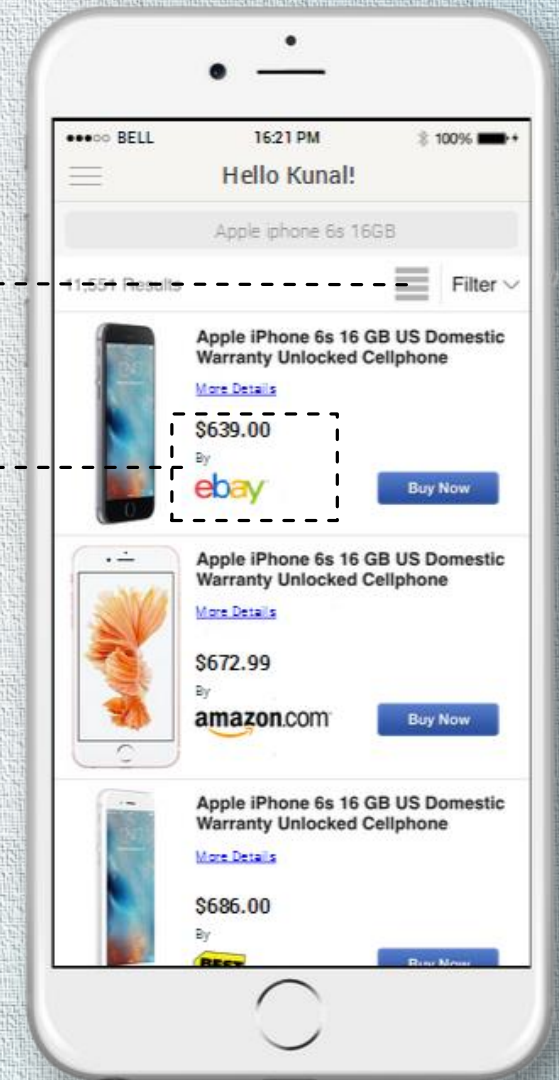
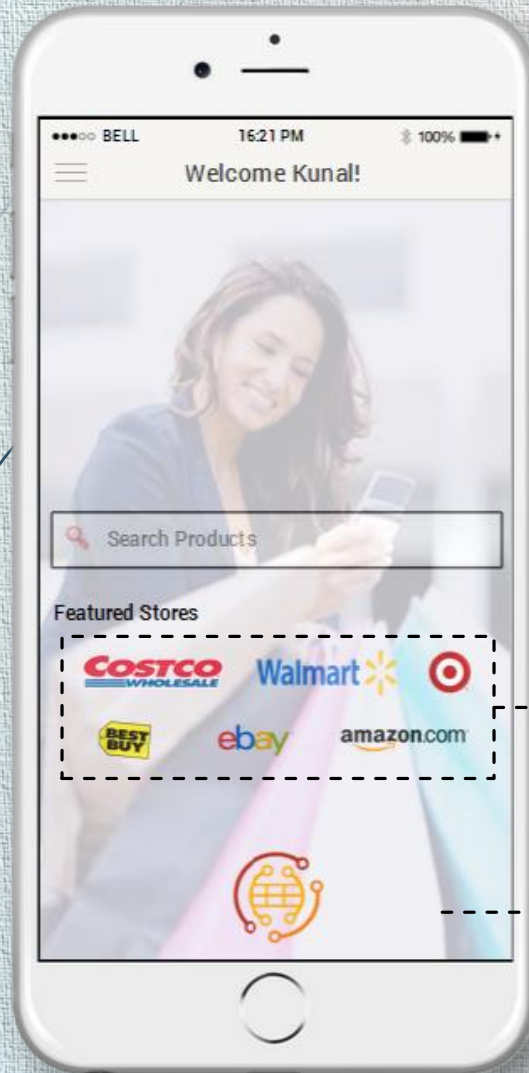
1. How old are you? Do you like to shop?
2. How do you go about shopping a product?
3. What factors do you consider before buying a product?
4. How often do you use mobile devices for shopping?
5. Do you prefer shopping online or in stores?
6. Where do you usually search for products?
7. What kind of products do you generally search for?
8. Do you do comparison shopping?
9. Do you feel like having a way to get a particular product for the best price without visiting various sites/stores?
10. If there is a website/application that forms a platform listing various stores and prices they offer, would you give it a try?



# Guerilla User Research Findings

- ▶ 5 out of 5 (100%) interviewed people agreed that they had problem finding a product at the best price while shopping.
- ▶ 4 out of 5 (80%) interviewed people agreed that they would pay a minimal amount for using the application given the application provides accurate results.
- ▶ They all loved the value proposition and found it easy to explore all the flows of the application on their own.

# Guerilla User Research Findings



Confusing lines

Expecting more information like Ratings, Reviews

Liked the idea of showing the featured stores

Cool logo and background

# Facebook Ad



**FabShop**

2 mins ·

Like Page

Always worried about spending more than your budget on shopping? Sign Up for FabShop Now!



**FabShop**

[WWW.FABSHOP.US](http://WWW.FABSHOP.US)

[Sign Up](#)

# Unbounce Campaign - Desktop



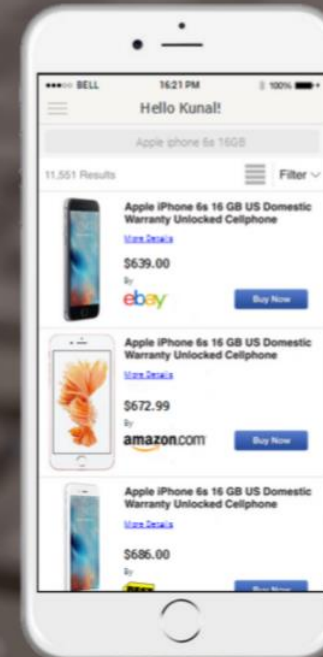
One Stop Comparison Tool for Shoppers

Start your **30-day Free Trial**

Always find it difficult to get the product at the cheapest rate? FabShop is here to help !!!

Please enter your Email

Sign Up



# Unbounce Campaign - Desktop



## Price is the Priority

We offer authentic listings based on the price and reviews from different stores



## 100+ Partner Stores

You name it, we have it !



## Time = Money

Use FabShop to save both Time and Money on your shopping !

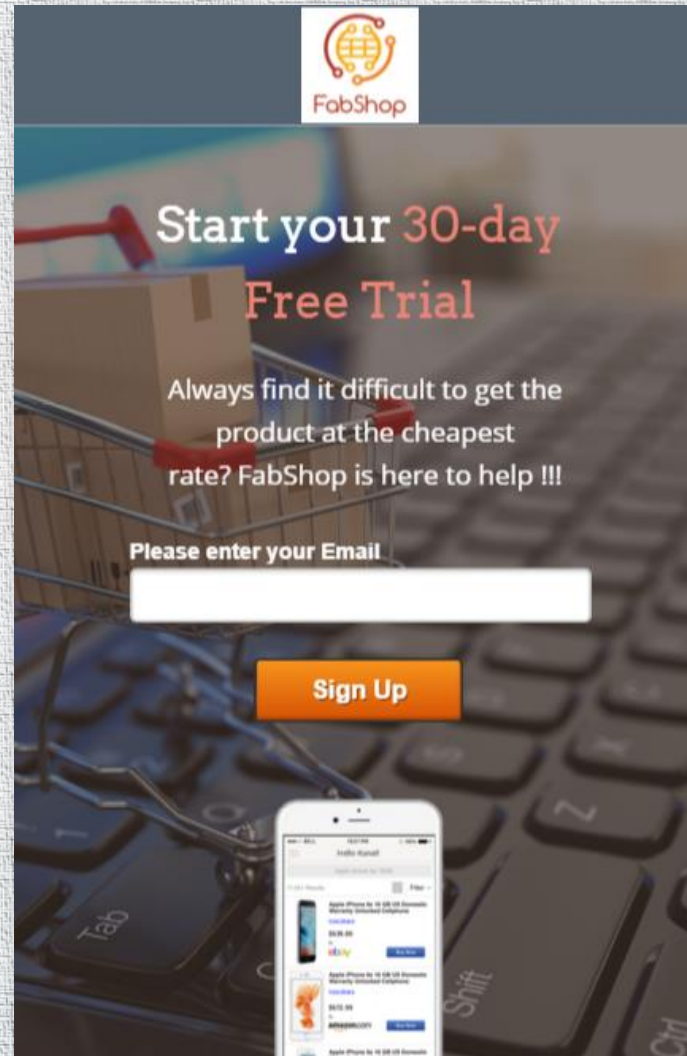


"A must have application for all the shoppers like me. It is the easiest way to find the lowest price for a product on the market. Loved it!!!"

**Heetae Kim**

Software Engineer, Amazon

# Unbounce Campaign - Mobile



The image shows a mobile unbounce campaign banner for FabShop. At the top, the FabShop logo is displayed. The main headline reads "Start your 30-day Free Trial". Below this, a sub-headline says "Always find it difficult to get the product at the cheapest rate? FabShop is here to help !!!". A form field prompts the user to "Please enter your Email". Below the form field is an orange "Sign Up" button. At the bottom, a smartphone is shown displaying a list of products, including Apple iPhones, with prices and "Buy Now" buttons. The background of the banner features a shopping cart with a cardboard box and a computer keyboard.

FabShop

Start your 30-day  
Free Trial

Always find it difficult to get the  
product at the cheapest  
rate? FabShop is here to help !!!

Please enter your Email

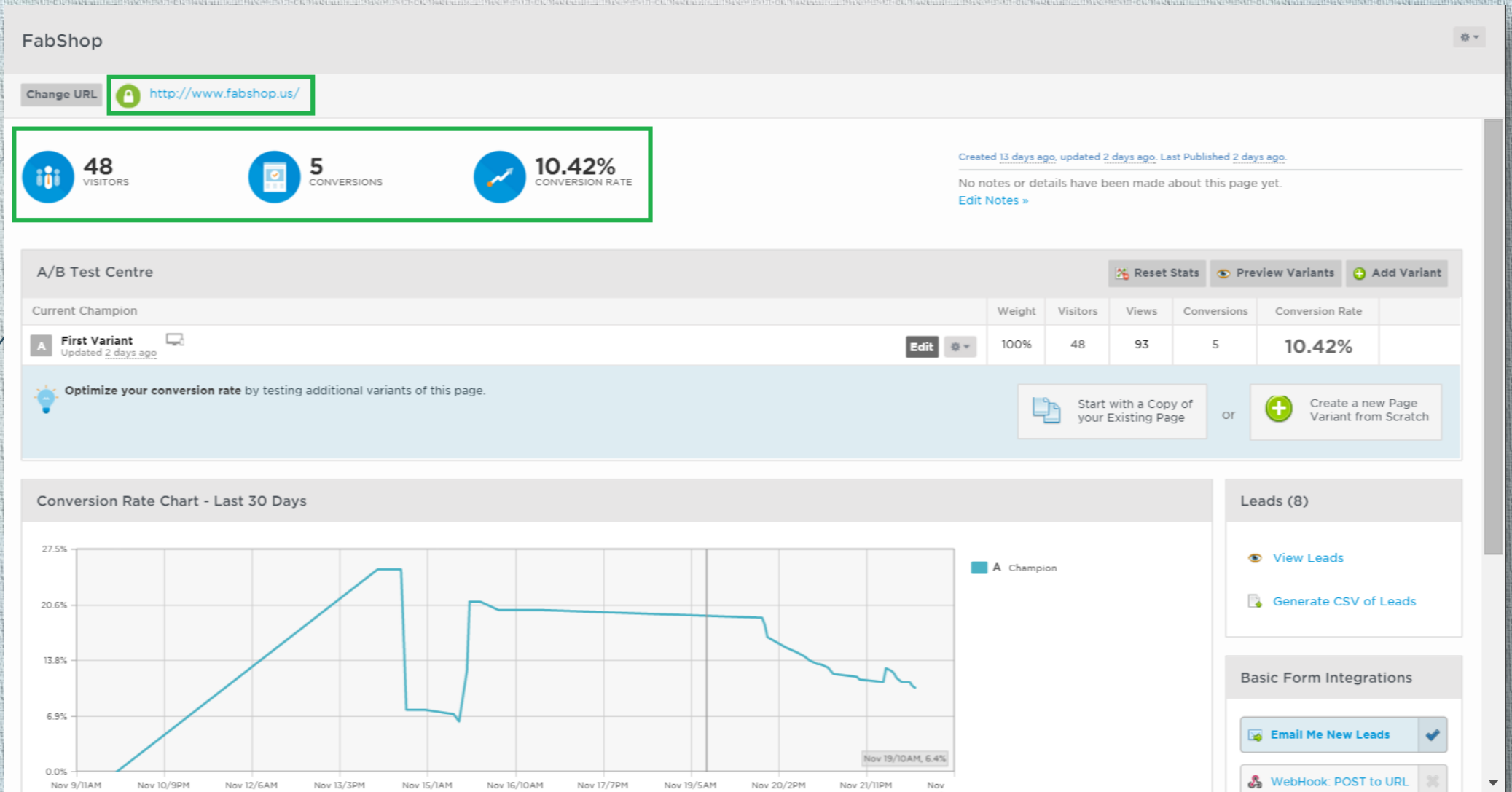
Sign Up

Apple iPhone 6s 128 GB (12) Smartphone  
BUY NOW

Apple iPhone 6s 128 GB (12) Smartphone  
BUY NOW

Apple iPhone 6s 128 GB (12) Smartphone  
BUY NOW

# Unbounce Campaign - Results







# Unbounce Campaign – Hypothesis

- ▶ Overall, the campaign yielded good results and there was a learning curve involved in terms of promoting the product.
- ▶ If the Facebook Campaign would have been run on Wednesday which is the most active day for Facebook in terms of users rather than running it on weekend, the results might have been better.
- ▶ Mobile News Feed had higher response as compared to Desktop News Feed for Facebook Campaign. More focus on Mobile Feed would have provided better conversion rate.
- ▶ The Ad on Facebook might have looked like one more addition to thousands of ecommerce platforms already available on the internet.



# Road Map

- ▶ The product has a mass appeal if it provides accurate results. Breaking the doors of big box retailers and getting their listings is the key and unique selling point for the product.
- ▶ The current business model for charging the user for using the application is sustainable but we need to test the market with multiple business models.
- ▶ Once the initial value proposition is satisfied, additional premium features like notification gateways, referral system can be integrated.
- ▶ After successful run in the Apple market, the application then can be replicated in multiple platforms (Android, Windows) and launched in different countries.