Case Study: An Analysis of User-Experience & Online Presence of DreamsOffers.Com

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<u>Introduction</u>

The current socio-economic problems of Indian economy such as inflation, unemployment etc. has forced the citizens of India to toil hard to earn their living, make compromises in their daily lives and curb their dreams and wishes as they can't save enough money to fulfill them.

To solve this problem, DreamsOffers.com came into existence a few years back with a vision to fulfill the dreams and wishes of those Indians who are unable to fulfill them due to lack of money and resources by enabling them to make small savings on every purchase they make in their daily lives through a range of discount deals offered on their website.

The mission of DreamsOffers was not only to benefit the Indian consumers but also the small business owners and the large commercial enterprises by bridging the gap between them and bringing both parties on a common platform like DreamsOfferrs.com – A first of its kind E-commerce platform in India which deals with passion and dreams.

<u>Background</u>

While the vision and mission of DreamsOffers.com were a win-win deal for both buyers and sellers, it was very difficult for this new start up to convert their idea into a reality.

The founders of DreamsOffers.com worked hard to make their website as 'useful and convenient' as possible for their targeted audience, which included both buyers and sellers.

But the startup was yet unable to reach the desired number of targeted audience it planned in the first quarter of its operations. Though the website was getting at least a 'dozen' visitors every day, it was unable to convert them into customers.

Also, the founders of DreamsOffers were unable to bring the desired of sellers on their website.

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So after executing a few unsuccessful trial and errors methods to fix the problem, the founders of DreamsOffers.com decided to approach TechsBiz IT Private Limited for help in April 2017.

<u>Problems and Challenges</u>

Mr. Sandeep Jangir, the founder of TechsBiz IT Private Limited took the responsibility of Project Management for DreamsOffers.com and started working on the project with his team, which included Heads of Design, Development, Marketing, and Content departments of TechsBiz IT Private Limited: Mr. Dheerendra Tak, Mr. Ritesh Arora, Mr. Jasveer Rana, and Mr. Kuldeep Joshi. Under the leadership of Jangir, the team did a thorough analysis of the vision, mission, business model, targeted audience, and the current website and digital marketing strategy of DreamsOffers.com to find out the key issues and challenges which are obstructing the desired growth and market response of the website. The team reached the following conclusion:

DreamsOffers.com was using a 'deal-based' offers layout and its source of revenue was to charge per vendor annually for its services.

The other key issues and challenges which were identified are as follows:

1. The customers of DreamsOffers.com weren't required to 'Register' and 'Log in' to the website to use its services. The guest-based user functionality of the website was preventing DreamsOffers from keeping a record of its users, which it could have used for its future marketing and business promotion strategies.

2. The shopping cart of DreamsOffers.com could only process a single deal at a time and this required its customers to checkout multiple times if they were intended to buy multiple deals.

3. There was neither a mobile version nor a mobile app of DreamsOffers.com. The unavailability of DreamsOffers on the mobile devices and app stores deprived it of millions of customers who are using their mobile devices to access the internet.

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4. DreamsOffers.com wasn't using any technology to verify the authenticity of its users and this prevented its vendors from identifying their customers and confirming the authenticity of the deal users when they visit their store location.

5. DreamsOffers.com has multiple pages to showcase various deals of a single vendor and it was very inconvenient for its customers to visit multiple pages to grab different deals of the same vendor.

6. There were no user-vendor review and rating system on DreamsOffers.com and it was preventing both parties from giving their feedback on the authenticity and genuineness of each other.

7. DreamsOffers.com didn't have any deal sharing option. Hence, if its customers wanted to share any good deal with their friends, relatives, colleagues, neighbors or family members, they didn't have any way to do so. The absence of a deal sharing option was preventing the 'deals' of DreamsOffers.com from finding or reaching out to more buyers through its user-referrals.

8. Those who wish to become a vendor of DreamsOffers.com were required to register through an offline process. It was not only a time-consuming process but also quite inconvenient for the vendors who were finding it very difficult to spare some time from their hectic business hours just to register as a vendor at DreamsOffers.com. This inconvenience of vendors prevented DreamsOffers from getting more deals to its customers.

9. While the deals of DreamsOffers.com came with the vendor's contact address, they didn't have any contact number of the vendor. The absence of vendor's contact number on deals was preventing the customers of DreamsOffers from contacting the concerned vendor if they had any query regarding the deal or if they faced any difficulty in reaching the vendor's store location.

10. The earlier version of DreamsOffers' website wasn't optimized for the search engines. Hence, the website of DreamsOffers didn't attract the estimated number of targeted customers in its first quarter of operations. The absence of search engine optimization and other digital marketing activities cost DreamsOffers.com millions of targeted audience, which could have become its customers if converted properly.

<u>Proposed Solutions</u>

To overcome aforesaid issues and challenges, the team proposed following solutions:

1. The 'deal-based' offers layout of DreamsOffers.com, which was showcasing multiple deals from the same dealer on a single page, must be converted into well-categorized 'vendor-based' offers layout so that the customers could easily find various deals from different vendors on the same page. This will not only help the customers find more deals from different vendors in less time but also give vendors an equal opportunity to showcase their deals and offers on DreamsOffers.com.

2. The shopping cart of DreamsOffers.com, which was capable to process only a single deal at a time needs to be modified in such a way so that it not only process multiple deals at the same time but also displays a dashboard to the customers where they can all see all the deals that they are intended to purchase along with an option to add their favorite deals on their wish list. This will not only enhance their user-experience on the website but also speed up the deal buying process, thus saving their valuable time.

3. The guest based user functionality of DreamsOffers.com must be replaced with the 'User Registration' and 'Log in' functionality so that DreamsOffers could keep a record of all its users and customers and use this information to improve its user-experience and enhance its marketing and business promotion activities.

4. The desktop-based version of DreamsOffers website must be made responsive to all trendy mobile devices so that it doesn't miss those millions of customers, who use their mobile devices to access the internet. Also, given the fact that a majority of Indian mobile devices are based the Android, there is an urgent need to develop a mobile app mobile app of DreamsOffers so that can it get attract many Android phone users as possible. Once the Android app is developed and launched, we should also focus on launching the DreamsOffers app on the Apple Play Store so that we could attract the iPhone & Ipad users to the DreamsOffers.com as well.

5. There is an urgent need to implement a user verification system on the DreamsOffers website so that its vendors can identify their customers and confirm their authenticity when they visit their store location. To overcome this issue, the team recommended a mobile phone user verification system for DreamsOffers.com.

6. DreamsOffers.com has multiple pages to showcase multiple deals from the same vendor and this required its users to spend a lot of time and efforts to find out different deals offered by the same vendor. To solve this issue, the team recommended showcasing all deals of the same vendor on a single page.

7. The absence of a user-vendor review and rating system at DreamsOffers.com was preventing both parties from giving an honest feedback about their experience with each other. To overcome this problem, the team recommended urgent implementation of a user-vendor review and rating system on the DreamsOffers website.

8. The lack of a deal sharing option on DreamsOffers website was preventing its customers from sharing their favorite deals with their near and dear ones. The same problem was also costing DreamsOffers hundreds or thousands of potential customers which it could have converted through its customers' referrals. The team recommended urgent integration of a deal sharing option at the DreamsOffers website to allow its customers share their favorite deals on all popular social networking channels like Facebook, Twitter, Google Plus, Instagram, WhatsApp etc.

9. The lack of an online vendor registration system made hundreds or thousands of small, medium or large commercial enterprises reluctant to become a DreamsOffers' vendor as they could not afford precious hours of their daily business operations for the offline vendor registration process of DreamsOffers. The recommended the urgent implementation of an online vendor registration system for the DreamsOffers.com

10. The unavailability of the vendor's contact number on DreamsOffers website was causing a lot of inconvenience to its customers as they were unable to contact the vendors in case they have any doubt or query regarding the deal or if they were facing any problem in finding out the location of the vendor. The team recommended DreamsOffers

to display the contact number of the concerned vendor with every deal to overcome this challenge.

11. Since DreamsOffers.com wasn't properly optimized for the search engines, it lacked the online visibility which could have helped it in getting the desired number of customers in its first quarter. The team recommended an SEO Campaign to optimize all the pages of DreamsOffers' website as per the guidelines of all major search engines like Google, Bing etc. so that its prospective customers can find it easily when they search online for the discount offers or deals, provided by DreamsOffers.com

Other Recommendations

Apart from the proposing aforesaid solutions, the team also gave following recommendations to enhance the business profitability of DreamsOffers.com

1. Considering the vision of DreamsOffers.com, that is, to enable every Indian to fulfill their Dreams & Wishes by enabling him/her to save a small amount of money on every purchase they make for their daily necessities, the team recommended adding deals and offers related to the field of Education on the DreamsOffers website.

2. To speed up the deal availing and customer authentication process at the vendor location, the team recommended adding the QR Code feature on its discount vouchers or coupons.

3. To give more options to the customers, the team advised DreamsOffers to provide more varieties in terms of deals and discount offers related to a particular field or category.

4. To benefit the iPhone and iPad users from DreamsOffers' vision and discount offers, the team recommended launching an iOS app of DreamsOffers along with its ASO (App Store Optimization) Proposal.

5. To help customers in finding the vendor's location easily, the team recommended to integrate the Google Maps directions feature on every Deals or Discount Offers page of DreamsOffers.com

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6. The team also recommended adding the online payment facility on DreamsOffers website so that its vendors can easily pay for its services as per their own convenience.

7. Apart from the ongoing Search Engine Optimization (SEO) Campaign, the team also recommended using other Digital & Social Media Marketing strategies in order to increase the customer base of DreamsOffers.com