

ShopWise



Final Presentation



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Meet the team



Maxine Deng



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Jiayi Cheng



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Meet ShopWise



1

What Is ShopWise?

ShopWise is a new coupon tool that simplifies the process of saving money.

2

Who Are the Target Audience?

ShopWise is for budget-conscious online shoppers who are overwhelmed by the challenge of finding the best deals and discounts.

3

Why Is It Different?

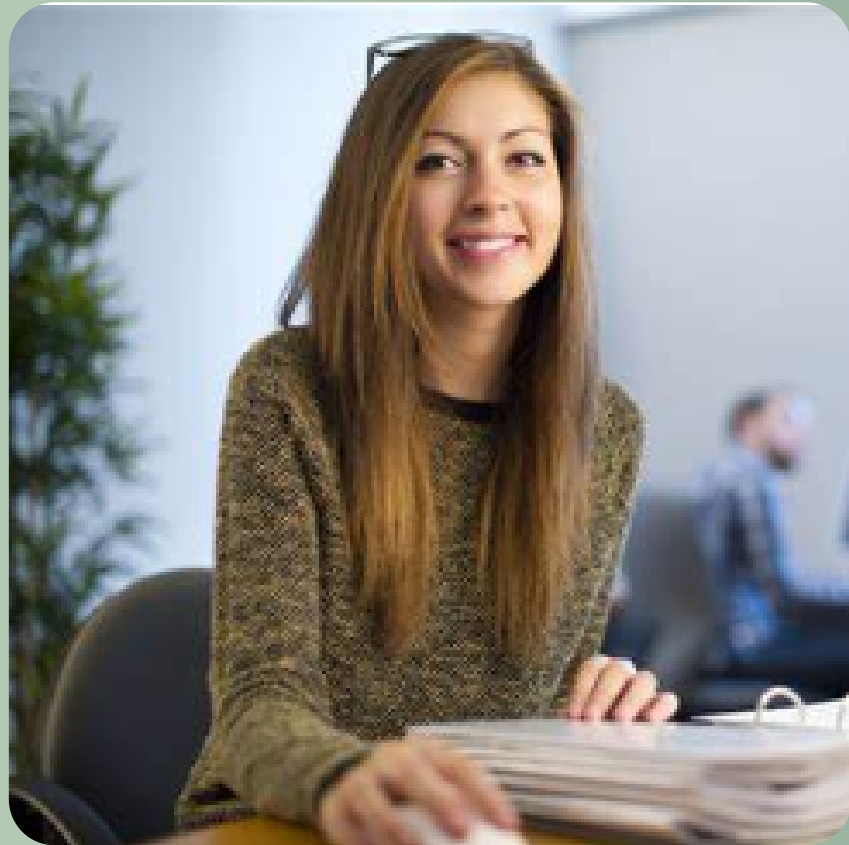
Unlike traditional coupon websites or apps, ShopWise offers a personalized, easy-to-navigate platform that quickly matches users with relevant, high-value discounts.

4

What Problem Does It Solve?

ShopWise's unique approach ensures that users find the right coupon at the right time, therefore not only saving money but also time, making shopping both economical and efficient.

Primary Persona: Savvy Shopper



ABOUT

Samantha is a savvy shopper who actively seeks discounts, coupons, and deals to maximize her savings when shopping online. She finds joy in the hunt for great bargains and takes pride in sharing these money-saving opportunities with her community.

Pain points and Preferences

- Missing out on deals and discounts while shopping online
- Finds coupon-hunting process time-consuming
- Prefers simple, user-friendly apps and platforms
- Visualize savings in dollars
- Notifications on new deals

Samantha Jones

Savvy Shopper

- Age: 35
- Profession: Marketing Manager
- Location: New York, NY

Product Interactions

- Daily browsing of deals within the ShopWise app to discover new discounts.
- Creating and managing lists with price alerts.
- Utilizing the image recognition feature to effortlessly upload receipts and coupons.
- Conducting thorough research on deals before making purchases, and setting deal alerts to stay informed.
- AI-driven deal recommendations for Personalized Deal Suggestions.
- Occasionally participating in challenges to uncover obscure or hidden deals.
- Track and visualize savings with savings analytics dashboard in user interface.

Primary Persona: Busy Parent



ABOUT

Maria is a dedicated teacher and a busy parent who is always striving to save both time and money when shopping online for her family. Balancing her work and parenting responsibilities leaves her with little free time, making her cherish convenience and streamlined shopping experiences.

Pain Points and Preferences

- Limited time and missing deals
- Prefers user-friendly and intuitive interfaces
- Prefers a one-stop platform for accessing all the deals
- Notifications sent directly to her phone

Maria Lopez

Busy Parent

- Age: 42
- Profession: Teacher
- Location: Los Angeles, CA

Product Interactions

- Potentially connecting other family members' accounts for centralized deal access, making family shopping more efficient.
- Browsing curated sections, such as "Just for You" and "Kids/Baby Deals," to quickly find relevant offers.
- Valuing quick-win deals, like free shipping or additional percentage discounts, to maximize her savings.

Primary Persona: Budget-Conscious Student



ABOUT

Jenny, as a budget-conscious student, is determined to make every dollar count during her academic journey. She's actively seeking discounts and coupons to save money on essential student expenses, including textbooks, school supplies, and everyday necessities.

Pain Points and Preferences

- Tight budget constraints
- Struggles to keep track of scattered deals found in various sources
- Values a streamlined sign-up process without unnecessary complexities
- Enjoys sharing money-saving opportunities with her friends

Jenny Lee

Budget-Conscious Student

- Age: 21
- Profession: Undergraduate Student
- Location: Boston, MA

Product Interactions

- Regularly browsing the exclusive student deals subsection to find discounts tailored to her needs.
- Setting up category-specific alerts for essentials like textbooks and school supplies to stay informed about relevant deals.
- Actively sharing great deals she discovers with her friends through various social platforms.
- Providing suggestions to improve cashback rates for students, as she seeks to maximize her savings in her financially constrained situation

Secondary Persona: Brand Loyalist



ABOUT

Robert is a dedicated brand loyalist who values exclusive deals and offers from his favorite brands, such as Nike and Amazon. He seeks personalized recommendations that align with his preferences and past purchasing history.

Pain Points and Preferences

- Frustrated about missing out on deals from his favorite brands that aren't specifically targeted to him.
- Appreciates platforms that offer personalized deals based on his past purchases

Robert Smith

Brand Loyalist

- Age: 48
- Profession: Engineer
- Location: Seattle, WA

Product Interactions

- Setting up deal alerts for both his favorite brands and specific categories to stay in the loop about relevant offers.
- Possibly making extra purchases to maximize the value of loyalty program credits, leveraging his loyalty to the fullest.
- Actively engaging with brand communities within the app, connecting with fellow enthusiasts who share his passion for specific brands.
- Writing reviews to commend his favorite brands for offering great discounts and sharing his positive experiences.

Secondary Persona: Occasional Shopper



ABOUT

Emily is an occasional online shopper who is open to using coupons and deals if they are presented in a convenient and user-friendly way. While deals are not her primary motivation for shopping, she appreciates the opportunity to save when it's effortless.

Pain Points and Preferences

- Main frustration is the inconvenience of deal hunting
- Enjoys applying available deals with a single click
- Enjoys auto-applied deals that are relevant to her purchase

Emily Johnson

Occasional Shopper

- Age: 28
- Profession: Accountant
- Location: Chicago, IL

Product Interactions

- Opportunistically browsing deals while shopping on other apps, taking advantage of savings when they are readily available.
- Relying on auto-applied relevant deals with one-click usability, appreciating the seamless discount application.
- Preferring a straightforward app interface without unnecessary clutter, which aligns with her desire for convenience.
- Providing feedback to help improve the discoverability of great deals, as she values a more user-friendly approach to savings.

Secondary Persona: Deal Enthusiast



ABOUT

David is a dedicated deal enthusiast who actively seeks out coupons and offers while shopping online. His primary goal is to find the best deals on a wide range of products, and he takes great satisfaction in hunting for discounts to maximize his savings.

Pain Points and Preferences

- Main frustration is no easy access to a variety of deals or when deals are not as substantial
- Dislikes time consuming process of applying coupons
- Values online shopping platforms that provide a vast array of deals

David Anderson

Deal Enthusiast

- Age: 32
- Profession: Sales Specialist
- Location: San Francisco, CA

Product Interactions

- Actively browsing multiple deal websites, forums, and apps to discover the latest discounts and promotions.
- Engaging with social media groups and forums to share noteworthy deals and learn from others in the deal-hunting community.
- Actively participating in loyalty programs and referral schemes to earn additional discounts and rewards.
- Providing feedback on the user experience and deal discoverability to help improve the platform's effectiveness in delivering savings.

Product Demo




ShopWise

Login

Sign Up



The user is greeted with a splash screen showing the ShopWise logo. Two options are available: "Login" and "Sign Up."

Product Demo



SIGN UP

Please sign up to continue using our app

Connect account  

or sign up via email

Email

Password

I agree with Privacy Policy

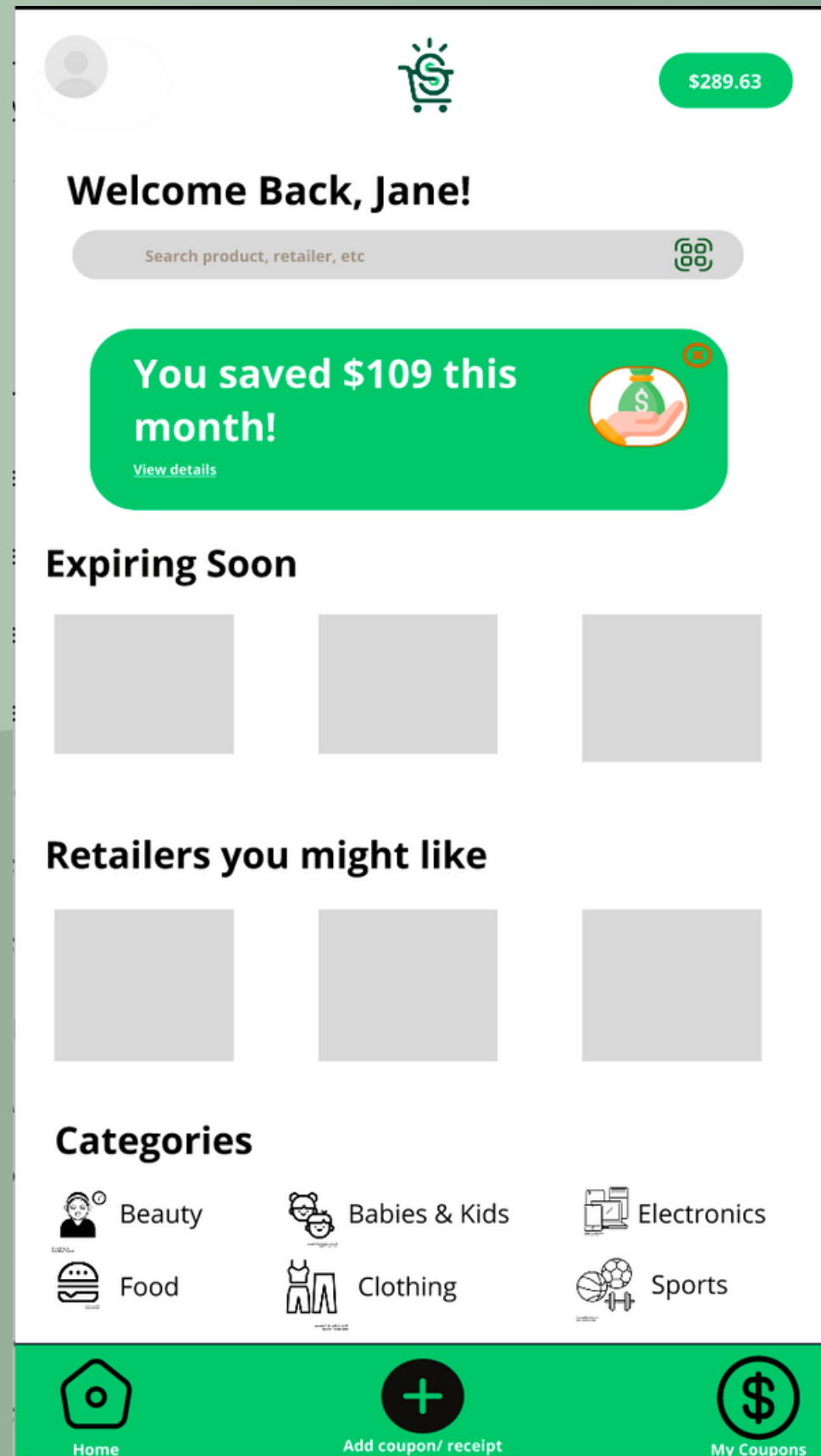
Sign Up

Already have an account? [Login](#)

If new to the app, the user selects "Sign Up." They are prompted to enter an email, create a password, and agree to the **privacy policy**.

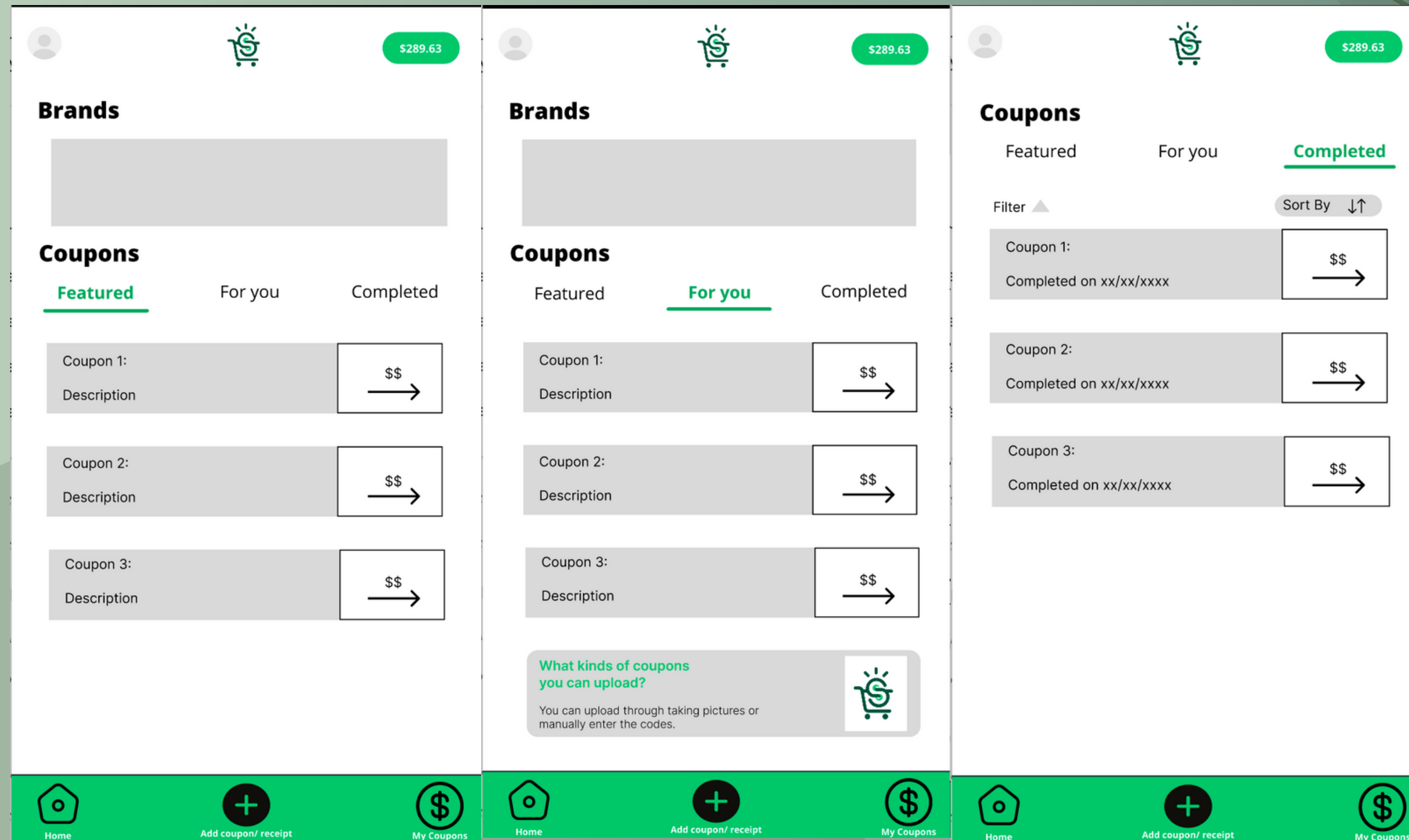
Alternatively, they can sign up using their Apple or Google account.

Product Demo



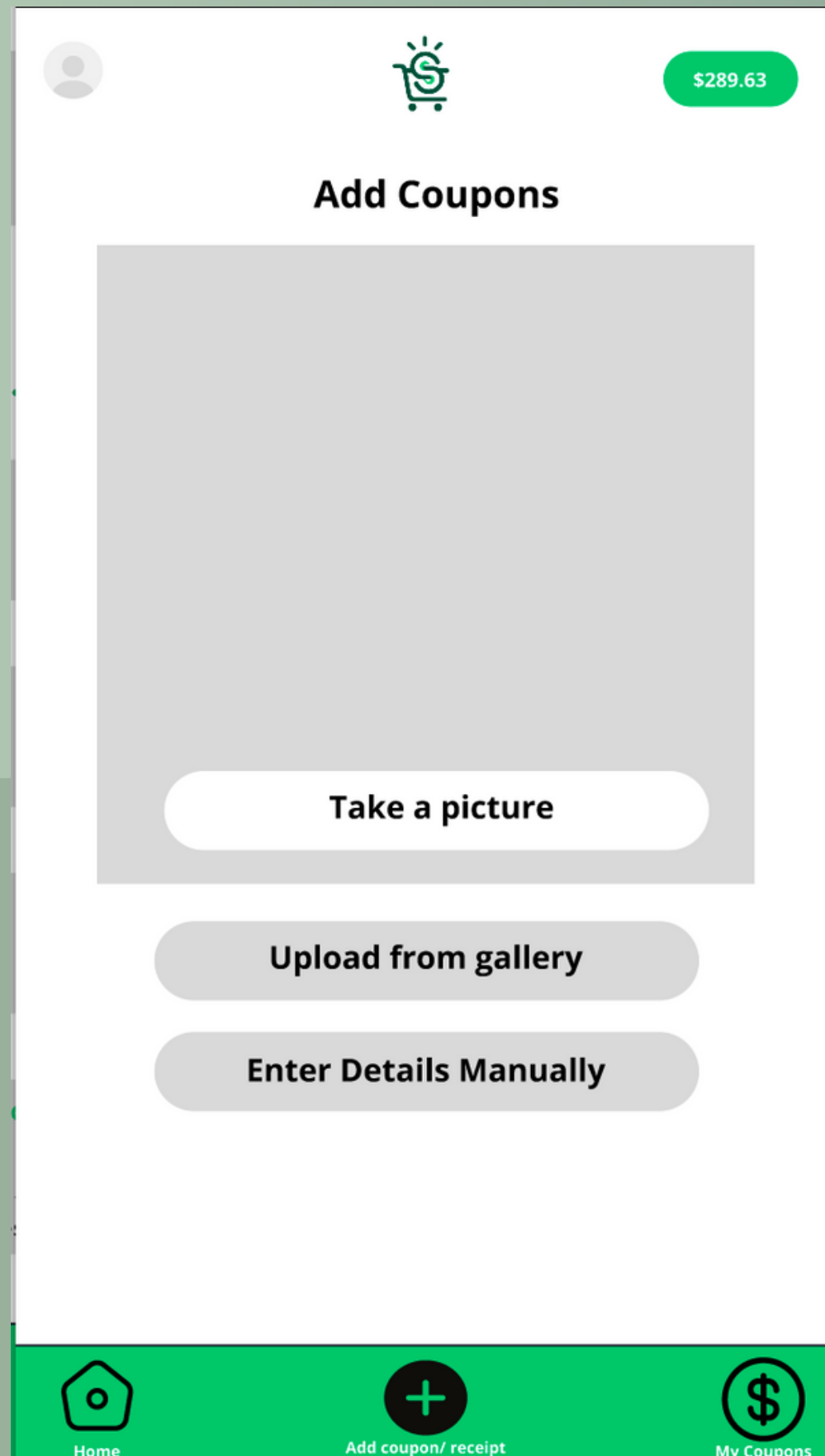
Once logged in, the user sees a welcome message with their name, for example, "**Welcome Back, Jane!**" There's a balance display at the top, a search bar, and a highlight of their savings for the month. Below are sections for "**Expiring Soon,**" "**Retailers You Might Like,**" and "**Categories.**"

Product Demo



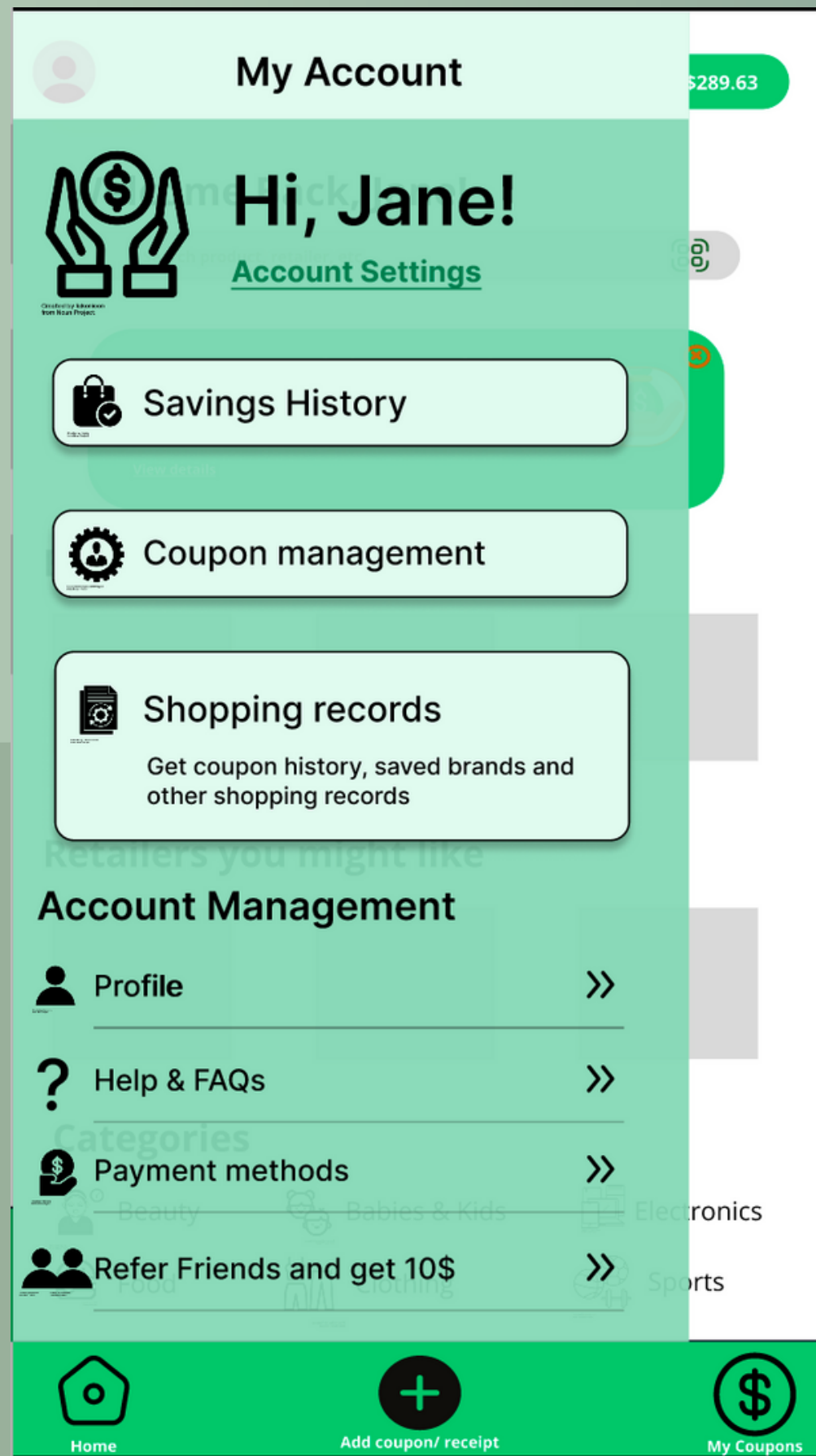
The user can navigate to the "Coupons" section where they can view coupons under "Featured," "For You," and "Completed." Each coupon comes with a brief description and an option to redeem.

Product Demo



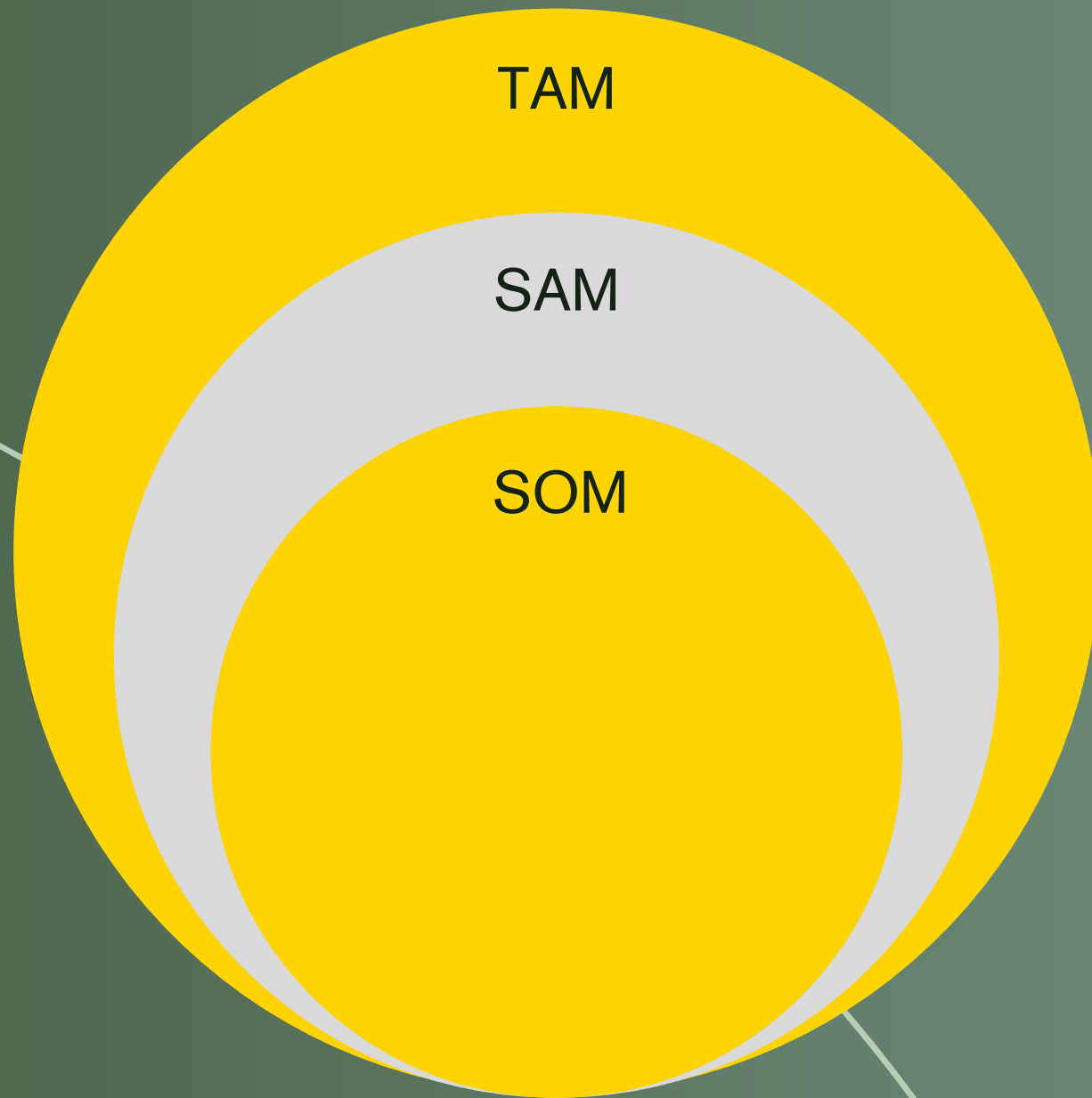
The user can add coupons by selecting the **"Add coupon/receipt"** button. They have the option to take a picture, upload from the gallery, or enter details manually.

Product Demo



By selecting the "**My Coupons**" button, the user can manage their account settings, view their savings history, manage coupons, access shopping records, and check payment methods. There's also an option to refer friends and get rewards.

Market Size



Total Addressable Market (TAM):

- Total Online Shoppers in the USA (2021): **\$257 million** (approx)
- Total Online Shopping Spending(USA) (2021): **\$876 billion (approx)**
- Potential Online Shoppers by 2024: **278 million.**

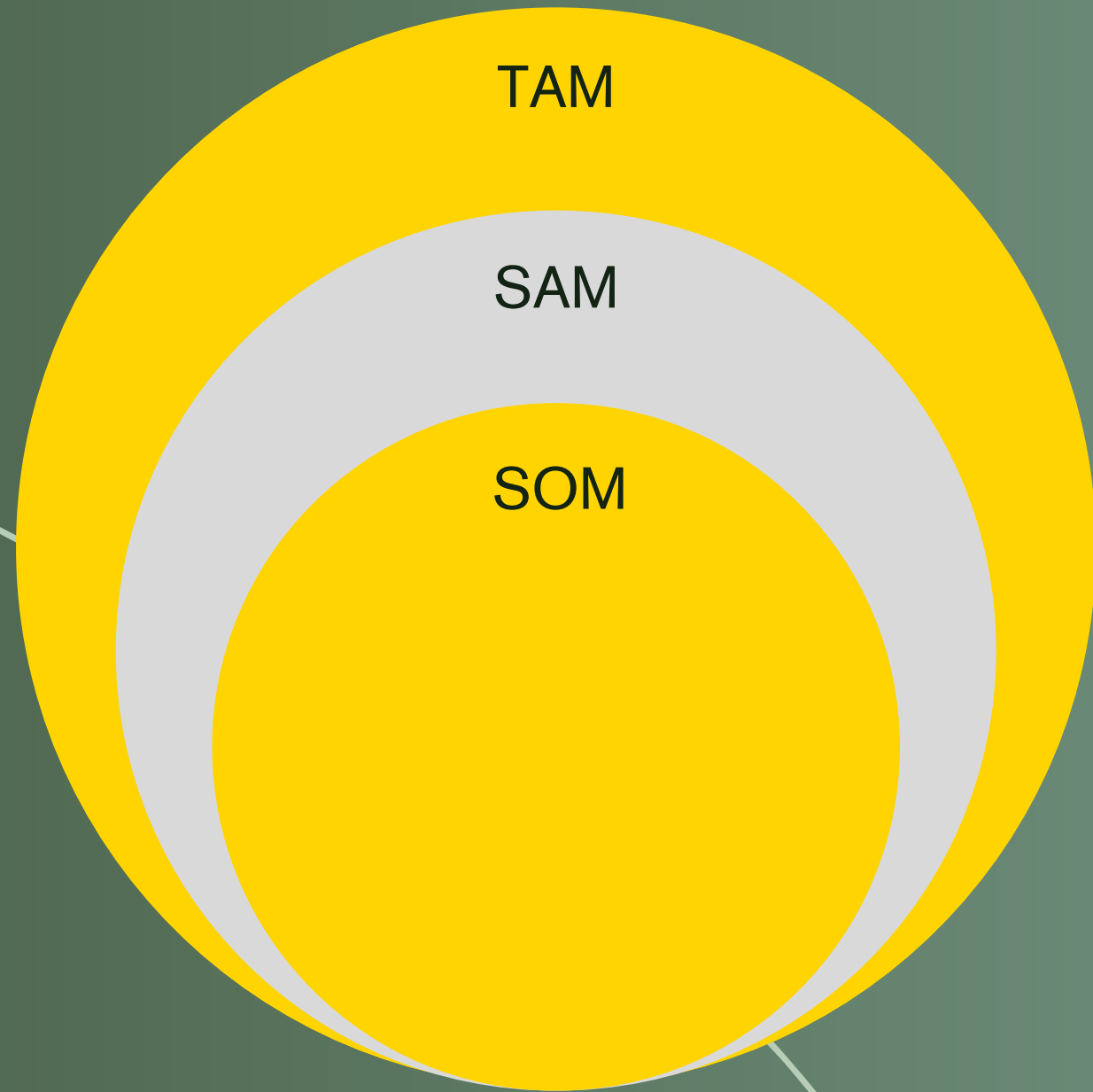
Serviceable Addressable Market (SAM):

- Coupon-Savvy Online Shoppers in the USA: **4-5 million.**
- Total Spending by Coupon-Savvy Shoppers (2021): **\$13.6 billion – \$17 billion** (based on average online shopping spending per coupon-savvy user).

Serviceable Obtainable Market (SOM):

- 1-5% of the SAM, equating to approximately 40,000 to 200,000 users in your initial phases.
- Estimated Revenue from SOM (Year 1): \$50 per user,
- Potential revenue in Year 1 from 1% of SAM is \$2 million,
- Potential Revenue from 5% of SAM is \$10 million.


Market Size



Assumptions

- TAM is based on the entire population that engages in online shopping.
- SAM focuses on the subset of online shoppers who actively seek and use coupons.
- SOM represents the portion of the SAM that we aim to capture in our initial market entry.

Competitor Analysis

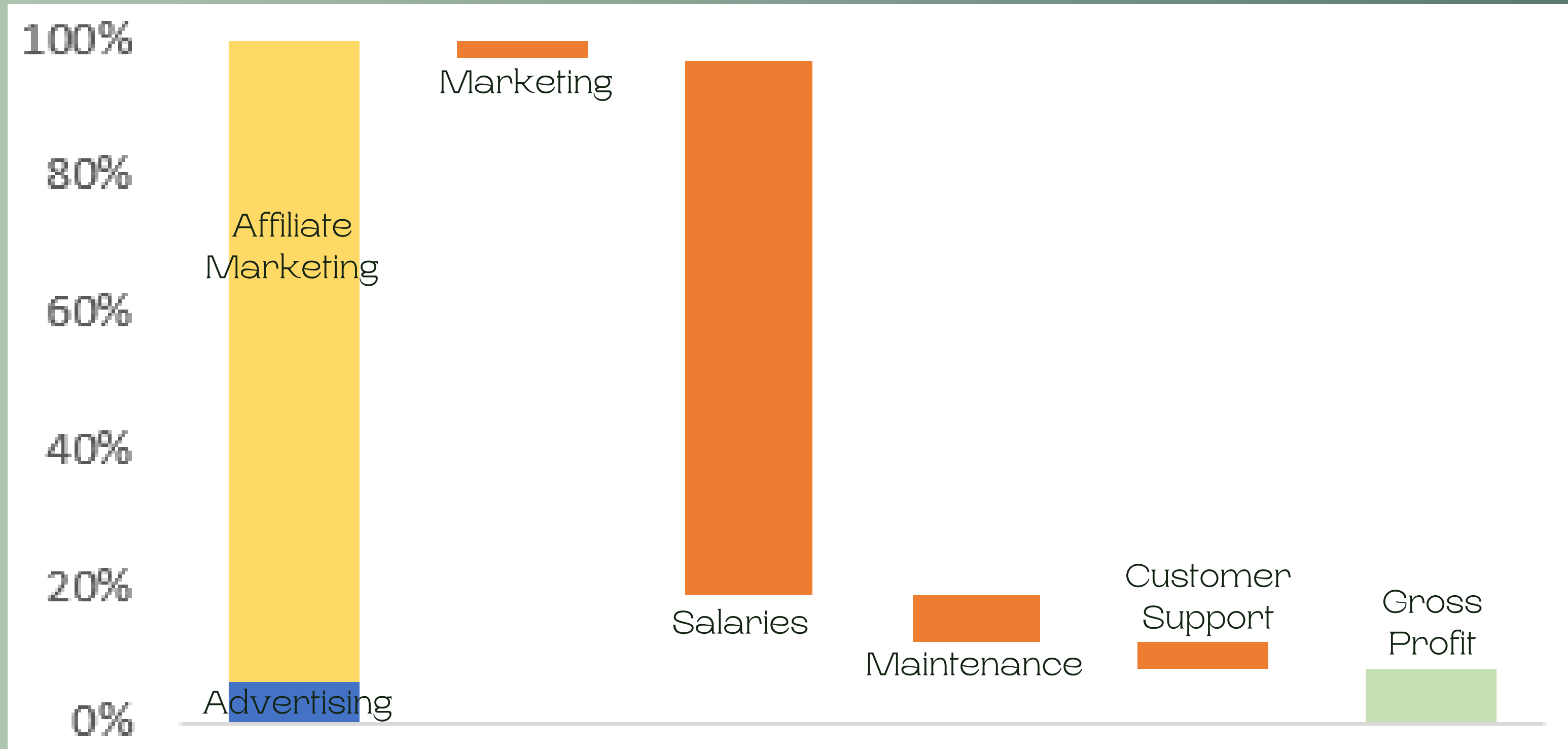
FEATURE	GROUPON	HONEY	RAKUTEN	SHOPWISE 
Coupon Aggregator	Offers a wide range of local deals	Browser extension for automatic coupons	Cashback and discounts from partner retailers	Personalized, high-value discounts
Personalization	Limited personalization, mostly location-based	Tailored suggestions based on online behavior	Personalized deals based on user preferences	Matches users with relevant, high-value discounts
Savings Tracking	Tracks savings on purchased deals	Tracks savings through applied coupons	Cashback and savings tracking features	Savings tracker integrated for user convenience
Business Model	Facilitates local businesses with deals	Earns through affiliate marketing with retailers	Partners with retailers for commissions on sales	Focus on providing value to users, revenue through partnerships
Unique Selling Points	Localized deals, variety in offerings	Automatic coupon application, broad coverage	Cashback and discounts at partner retailers	Personalized, efficient deal matching
User Base	Large user base for local deals	Widespread user base for online shopping	Popular for cashback on online purchases	Targeted towards budget-conscious shoppers

Unit Economics

Revenues

Costs

Profits



Unit Economics

Revenue Streams:

Affiliate Marketing: Earns commission by promoting third-party products/services.

Users make purchases through Shopwise's affiliate links, generating a percentage of sales as revenue.

Advertising: Generates income by displaying targeted ads. Utilizes CPC or CPM models for monetization.

Expenses:

Marketing: Includes costs for promotional activities and campaigns to attract and retain users.

Salaries: Covers payments to Shopwise's team, crucial for development, operation, and growth.

Customer Support: Encompasses costs for handling user inquiries and issues, including support staff and tools.

Maintenance: Involves ongoing costs for app upkeep, updates, bug fixes, and new feature implementation.

Next Steps

Development and Implementation

- Start the development process based on the priorities set in the PRD. This will include setting up the necessary technological infrastructure as outlined in the suggested information architecture, such as user databases, coupon databases, and integrating third-party APIs.
- Focus on developing the core features first, as outlined in the 'v1 aka Minimum Viable Product' section of the PRD.

Testing and Quality Assurance

- Concurrently with development, initiate a rigorous testing phase. This includes both automated and manual testing to ensure that the product meets all the specified requirements and functions correctly across different devices and platforms.
- Quality assurance is critical to ensure that the product is reliable, user-friendly, and free from bugs or glitches.

User Feedback and Validation

- Engage with potential users early in the development process. This can be achieved through user testing sessions, focus groups, or beta testing with a small user group.
- Collect feedback on usability, functionality, and overall user experience. This feedback is crucial for refining the product and ensuring it meets user needs and expectations.

Market Analysis and Competitor Review

- Keep an ongoing analysis of the market and competitors. This involves regularly reviewing competitor products, market trends, and customer expectations.
- Understanding the competitive landscape can help in refining the product strategy and staying ahead in the market.



Thank you!

ShopWise Team