

Aasaan is a 1 – click checkout, aimed to revolutionise shopper experience, implicitly increasing conversions on brand’s website.

Aasaan Vision

Aasaan Checkout is conceptualized to create an ecosystem for e-commerce to thrive and let every shopper enjoy a simple, safe, and swift shopping experience across the web.

Unique offerings

1. Increases Current Conversions By Upto 30%
2. Optimize Marketing Spends Through Consolidated Dashboard
3. No Minimum Order Volume Thresholds For Onboarding



Objectives

Objective

Design a feature/product to help D2C merchants consolidate their operations, focusing on order management, processing, and delivery.

Key goals

1. Increase operational efficiency for merchants.
2. Provide consolidated data insights from various eCommerce platforms.
3. Reduce costs related to inventory management and logistics.
4. Decrease card abandonment rates.

Insights after interviewing two merchants

Every merchant faces inventory management issues while their products are listed on many e-commerce websites including their own. For example, if a product has 10 stocks it can't be listed on every e-commerce platform as 10 stocks are available because if the total number of orders across all platforms increases by 10 the seller has to cancel the order as well as face penalties from big e-commerce websites like Flipkart, Amazon, etc. The consumers also face their orders being canceled and not reaching on time. There are third-party inventory management software that are available in the market like unicommerce but they charge commission on every order which merchants are not happy about.

Why solved this problem now ?

1. Many merchants face this issue.
2. To stay relevant in the industry for merchant needs.
3. To Increase merchant satisfaction and capture new market for Aasaan Checkout.

What value it will generate?

For Consumers:

1. Consumers will have less hassle of their order being canceled.

For Merchants:

1. It will help merchants to manage their inventory.
2. A centralised platform will help them collect data about their sales which can help them lead data-based decisions.

Competitor Analysis

	A	B	C	D	E
1	Company Name	About	Clients	Integration	Unique offerings
2	Unicommerce	Unicommerce provides e-commerce enablement software for multichannel selling, inventory management, warehouse management, and omnichannel solutions.	Trusted By 20000+ Leading Global Brands & Marketplaces	With almost every platform outthere including major marketplace like amazon, flipkart etc.	Order Management Inventory Management Warehouse Management Omnichannel Retailing Returns Management Direct-to-Consumer (D2C) Multi Vendor Management ERP Integration Accounting Integration Marketplace Integration Shipping Integration Dashboard & Reports
3	Aasaan Checkout	Aasaan Checkout is conceptualized to create an ecosystem for e-commerce to thrive and let every shopper enjoy a simple, safe, and swift shopping experience across the web.		Shopify, Woocommerce, Magento and Bigcommerce	Simple and easy user journey both for the cosumers and the merchants.
4	Browntape	An eCommerce Software Built for the Complex Needs of Modern Retail Businesses	Many big Indian brands	pinelabs, Posit etc	Strategic Focus on Sales Growth for your Brand End to End eCommerce Account Management Rich eCommerce Experience. High Marketplace Expertise.
5	Bolt	Bolt is the ultimate checkout solution for WooCommerce sellers who want to boost their sales and provide the security & speed customers expect. With Bolt, deliver a better-than-Amazon checkout experience on your WooCommerce site, with zero fraud built in.	Individual merch	WooCommerce	Simple and elegant UI/UX
6	Cartly Cart Drawer Cart Upsell	4-in-1 App: Cart Drawer, Sticky Add to Cart, Sticky			Increase Conversion Rate & AOV with an industry-leading cart drawer developed by CRO experts. Upsell & cross-sell in a cart. Show your customers that they can pay over time with Affirm, Klarna, AfterPay, or another installment provider. Display the I agree to terms checkbox to meet the requirements of payment processors. The flexible sticky ATC (fixed cart) can lead customers directly to the one-page checkout. Enhance the quick buy button flow for your visitors with a one-step

Link: https://docs.google.com/spreadsheets/d/15GvsmfG8UTzsjHMmkohi2ZSTs7Skj3hRwp7yzwt_10Q/edit?usp=sharing

Insights

1. There are many inventory management software in the market but pricing can be a differentiating factor for the merchants.
2. Aasaan checkout has a different approach to expanding in the market of India and the Middle East.
3. inventory management software can be integrated with all major e-commerce platforms.
4. There are a lot of plugins in the market which is aiming to improve the conversation rates.

What can make Aasaan checkout stand out in the market?

1. **Universal Convenience for D2C Merchants:** Emphasize on providing an all-in-one solution that will allow merchants to efficiently manage their product distribution and sales across various platforms and get insights from their data with the help of AI.
2. **Customization Options:** Allow merchants to customize the checkout process to align with their brand's look and feel. This can create a cohesive and branded experience for customers

Possible solution to address our problem

1. **Universal Dashboard**
A dashboard that provides a unified view of orders, inventory, and sales data from all eCommerce platforms.
2. **Inventory Management:**
Features for efficient inventory tracking, low stock alerts, and order prioritization.
3. **Automated Order Processing:**
Implement automation for order processing, including order validation and status updates.
4. **Analytics and Reporting**
Comprehensive reporting tools for performance analysis.

About:

Name: Akaash Kumar

Age: 27

Occupation: Ecommerce merchant

Location: Hyderabad, India



Goals and Motivations:

1. Increase his e-commerce store's revenue and profitability.
2. Improve customer experience and satisfaction to build brand loyalty.
3. Streamline operations and reduce time spent on managing orders and payments.
4. Optimize marketing strategies to maximize ROI and improve conversion rates.

Pain Points:

1. Struggles with high cart abandonment rates and wants to improve conversion rates.
2. Pay for third-party inventory management software with huge commissions
3. Seeks to simplify the checkout process for his customers to enhance their shopping experience

About:

Name: Rakhi Sharma

Age: 42

Occupation: Online Boutique Owner

Location: Mumbai, India



Goals and Motivations:

1. Expand her boutique's reach and customer base while maintaining the boutique's artisanal, personalized touch.
2. Provide an exceptional shopping experience that reflects her brand's commitment to quality and craftsmanship.
3. Optimize operations to free up more time for product design and curation

Pain Points:

1. Lack of consolidated data insights from all eCommerce platforms.
2. Seeks solutions that allow her to efficiently manage orders and payments, giving her more time for product creation.

Solution

Introducing a one-stop solution.

The Aasaan Checkout Marketplace Integration Hub is a comprehensive e-commerce management solution that empowers businesses to effortlessly handle operations across multiple marketplaces. With its centralized dashboard providing real-time updates on product listings, orders, and inventory levels, merchants gain unprecedented control and efficiency. Streamlining listing management, order processing, and inventory synchronization, it ensures accurate and timely fulfillment while preventing over-selling. Customizable pricing strategies and detailed analytics enable businesses to stay competitive and make informed decisions. Integrated shipping solutions and centralized customer support further enhance the overall shopping experience. Elevate your e-commerce operations with Aasaan Checkout's powerful, all-in-one platform.



1. Unified Dashboard:

- a. A centralized dashboard provides a comprehensive view of all integrated marketplaces.
- b. Real-time updates on product listings, orders, and inventory levels across all platforms.

2. Listing Management:

- a. Easily create, edit, and synchronize product listings across multiple marketplaces from a single interface.
- b. Bulk upload capabilities for efficient catalog management.

3. Order Processing:

- a. Receive and process orders from different marketplaces within the Aasaan Checkout platform.
- b. Automatic order syncing, ensuring accurate and timely fulfillment.

4. Inventory Sync:

- a. Maintain accurate stock levels across all integrated marketplaces to prevent over-selling or stockouts.
- b. Real-time inventory updates ensure customers have access to up-to-date product availability information.

5. Price and Promotion Management:

- a. Set pricing strategies and promotions that apply uniformly across all marketplaces or customize for specific platforms.
- b. Monitor competitive pricing to stay competitive in the market.

6. Automated Reporting and Analytics:

- a. Generate detailed reports on sales performance, order trends, and customer behavior across all integrated marketplaces.
- b. Gain actionable insights to optimize marketing strategies and inventory planning.

7. Order Fulfillment and Shipping:

- a. Streamlined order fulfillment process with integrated shipping solutions.
- b. Generate shipping labels, track shipments, and provide customers with real-time shipping updates.

8. Returns and Customer Service:

- a. Manage returns and customer inquiries from various marketplaces through a unified interface.

Wireframe

Key features:

- **Dashboard:** Real-time updates, charts/graphs, marketplace selector, quick links.
- **Listing Management:** Create/Edit Listings, Bulk Upload, Search Filters.
- **Order Processing:** Order List, Status Filters, Action Buttons (Process, Cancel).
- **Inventory Management:** Stock Levels, Update Quantity, Low Stock Alert.
- **Pricing and Promotion:** Price Setting, Promotion Options, Competitive Pricing.
- **Reporting and Analytics:** Report Types (Sales, Trends, Behavior), Export Options.
- **Order Fulfillment and Shipping:** Order Details, Shipping Labels, Tracking Info.
- **Returns and Customer Service:** Return Management, Inquiry Handling.



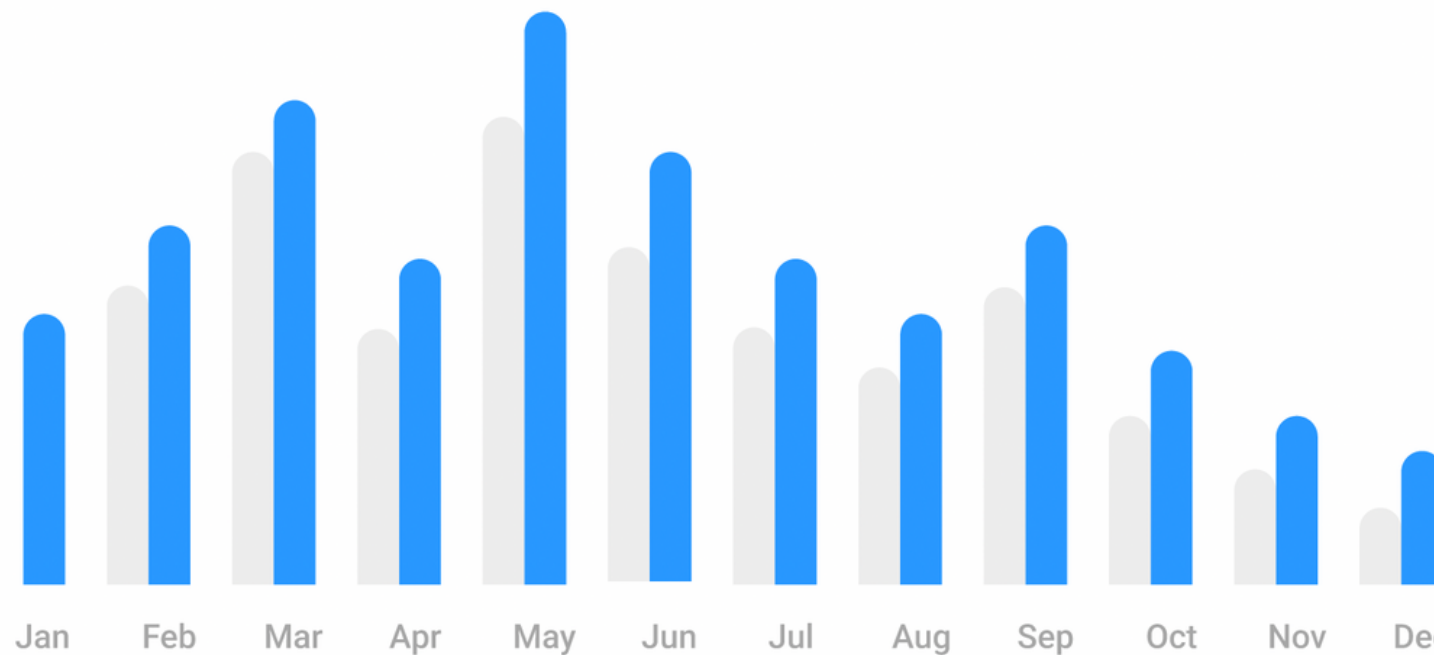
- Dashboard
- Listing Management
- Order Processing
- Inventory Management
- Order Fulfillment and Shipping
- Pricing and Promotion
- Returns and Customer Service
- Reporting and Analytics
- Logout

Overview

Search...

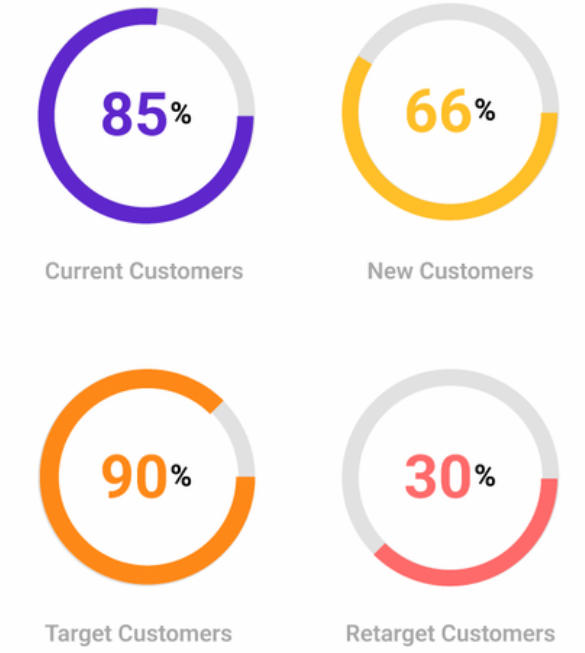
Total Revenue
₹ 980,273.00

THIS YEAR



Customers

Information About your Customers



Total Visits
10.8m

Total Sales
100,345

Total Made
₹2,00,000

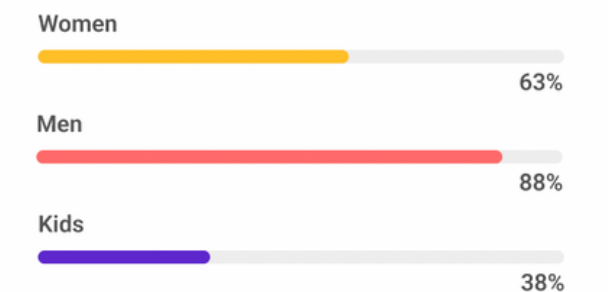
Orders Completed
98,771

Top Products

Product	Inventory	Sale	Price	Today
Samsung S20 128 GB Pink - 50 orders	700	₹1,000.60	₹1,30,000.92	₹17,000.92
Samsung S21 256 GB Black - 25 orders	200	₹1,200.60	₹1,50,000.92	₹12,000.82

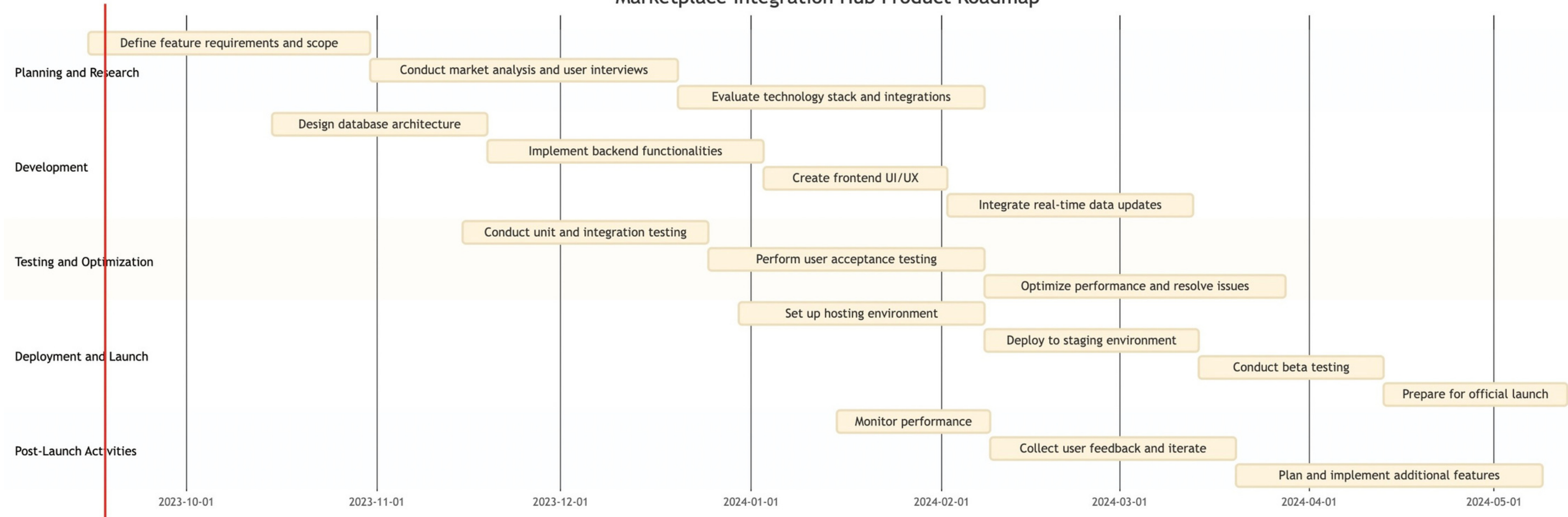
Stats Overview

Information about store visits



Roadmap

Marketplace Integration Hub Product Roadmap



Metrics & PRD

Functionality	Name	Metrics
Unified Dashboard	Real-time Updates	Real-time updates on product listings, orders, and inventory levels
Unified Dashboard	Dashboard Usage	# of users accessing the dashboard
Listing Management	Listing Creation	# of product listings created or edited
Listing Management	Bulk Upload Usage	# of bulk product uploads
Order Processing	Order Receipt	# of orders received from different marketplaces
Order Processing	Order Accuracy	% of orders synced accurately and fulfilled on time
Inventory Management	Real-time Inventory Updates	% of customers getting low stock notification
Price and Promotion Management	Pricing Strategy Adoption	% of pricing strategies applied uniformly or customized
Price and Promotion Management	Competitive Pricing Monitoring	Frequency of monitoring competitive pricing
Automated Reporting and Analytics	Sales Performance Reporting	# of sales performance reports generated
Automated Reporting and Analytics	Inventory Trend Analysis	Frequency of inventory trend analysis reports
Order Fulfillment and Shipping	Shipping Label Generation	# of shipping labels generated
Order Fulfillment and Shipping	Shipment Tracking	# of shipments tracked and provided with updates
Returns and Customer Service	Returns Management	# of returns managed through the unified interface
Returns and Customer Service	Customer Inquiry Handling	# of customer inquiries addressed through the unified interface

Product requirement document link: <https://vanshusaini.notion.site/Product-Requirements-Document-PRD-Aasaan-Checkout-Marketplace-Integration-Hub-b1bed6eb31a44955837f9116eec7d1d0?pvs=4>