



PhonePe



Wishlist Assignment

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Problem

Wishlist is a common but important feature in ecommerce. They enable digital collections which provides a snapshot of customers' way of thinking. This helps companies educate their customers, drive traffic, and plan effective marketing and sales campaigns. Products added to a wishlist also see a higher rate of conversion than other sources.

Imagine you are running a new team at a major ecommerce company tasked with dramatically increasing the number of customers creating a wishlist.

- 1. Problems:** What are the impediments for a customer to create wishlists? Are there other factors that decrease the relevance/prominence of this feature? How would you stack rank these reasons?
- 2. User Experience:** Imagine yourself in the customer's shoes. How would you lead them to this feature in an efficient way and keep them interested?
- 3. Success:** What would success look like? How will we know our solutions are working and what metrics would you measure?



Why do users create Wishlist?

NOTE: Below-mentioned inputs are received from customers (I reached out to 8-10 different users in my network who spend a lot of time on online shopping).

- Window Shoppers: The user is exploring products in the free time. However, he/she is not sure about a purchase decision, but may consider in the near future.
- Waiting for an offer OR discount OR end of season /festive sales OR for an out of stock product to come back.
- Second opinion needed : The user may add 10 expensive watches in his list, then discuss with friends, and eventually buy one later
- Creating Todo list : For bulk discount OR Waiver of delivery fee
- Seasonality - explore for upcoming season, e.g, looking for woollen garments ahead of Winter season.
- On Mobile apps, switching between different products across categories is tedious. It would be easier for user to save them to wishlist and then review in one go.



Impediments for a customer to create wishlists?

NOTE : Insights from limited customer research and self exploration of the feature

- Unable to locate Wishlists/ Add to wishlist options due to Poor user experience.
- Customer used it with expectation that they will be notified for offers/ stock notifications or forgot to revisit.
- On some ecommerce sites, product links in wishlist sometimes gets broken and user loses track of his choice.
- User is not willing to share his preferences with company.
- User has a habit of saving preferences in cart itself instead of Wishlist.
- Lack of familiarity with this feature .



User Journey

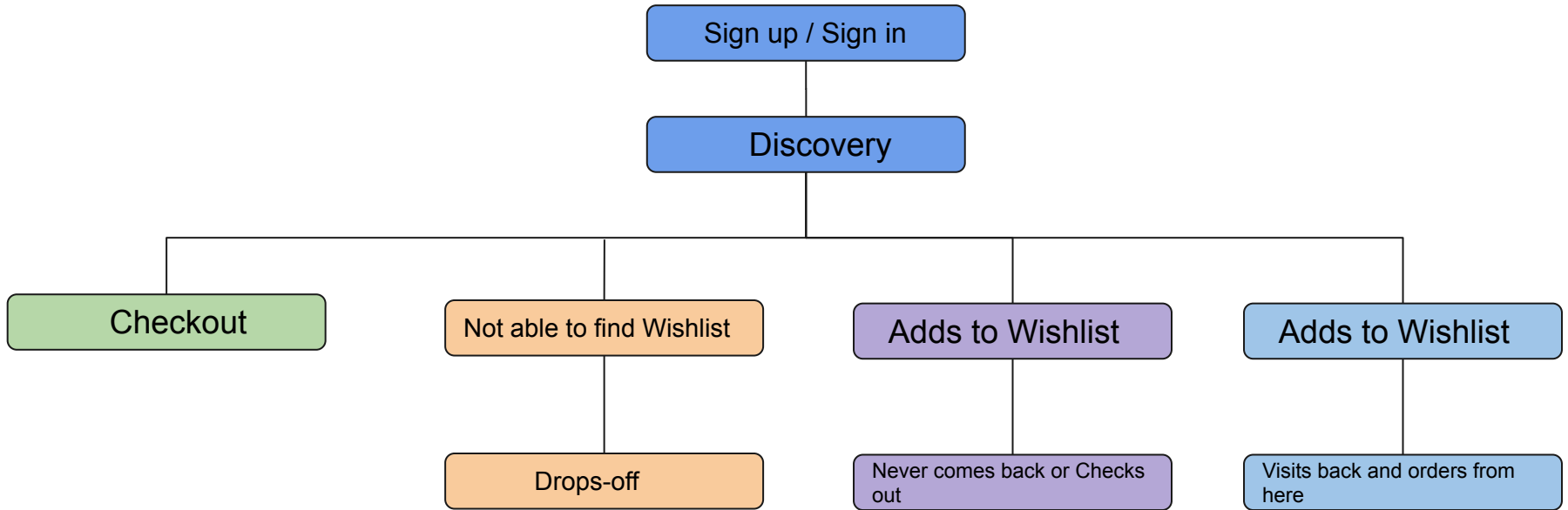
A typical User Journey on E commerce platform goes Like this :

- Sign in / Sign Up
- Discovery
- Shopping *
- Checkout*

* For current experience on many platforms, User can add to wishlist at these stages



User Journey





Key User Personas

1. **Active** - People who order 1-2 orders every week
2. **Medium** - 1-2 orders every months
3. **Dormant** - One order in say six months
4. **Inactive** - Hardly one order per year

For Wishlist, Order to Product Views is our important Metric, and we have users with :

High Product Views & High Order

High Product Views & Low Order

Low Product Views & Low Order

Focus on Active & Medium Users with High Product Views But Low Orders



Suggestions

GOAL : Increase number of users creating wishlist.

This can be achieved by :

- 1) Improving Current User Experience
- 2) Improving User Engagement with Wishlists
- 3) Improving Wishlists to Carts conversions



Improving Current Experience

For Users not using wishlist

- Show Wishlist in onboarding through coachmarks for new users
- If person is spending time on Product Detail page, exploring color, variants etc and then decides to go back - show him a pop if he wants to create a wishlist to track when that variant is available
- For user with **High Product Views But Low Orders**, curate a list for them based on his viewed list in the past. Promote it when users comes back to similar products

For those users, who are already using Wishlists, we can provide better experience by :

- Allow merging of wishlists
E.g, Two or more users can decide to merge their wish list into a single order for say, a combined event
- Move all or selected items from Wishlist to Cart
- Share wishlist to other to buy for you



Improving User Engagement with Wishlists

- My Wishes :

User wishes to notify all sellers that he is looking for a SKU that is not available or a variant available on other platform. He can create a new My Wish, can even add link/ description / photo of desired item with tags.

- Event Wishlists :

User can fill in details of upcoming event, say Birthday party, with expect number of invitees, things need like Drinks, Snacks, Plates, poppers, return gift , etc.



Improving Wishlists to Carts conversions

Sending Notifications to the user if :

- They've certain items in their wishlist but have not taken action on it for a while.
- There is price drop, expecting delivery by a date, offers, back in stock, requested color available

Let users create their custom notifications, say, for a product, they can add to cart and get notified if price drops by 10%



Assumptions

- I didn't assumed any ecommerce website as a problem statement as behavior of Wishlist is quite different across platforms.
- For this exercise, I have assumed **Save for later** and **Notify Me** (which are available on some platforms) being part of Wishlist as either user is still uncertain about their purchase or there is stock limitation.
- **Check Matrix** :Solutions proposed are keeping in mind that, we are not increasing Wishlist usage by simply Removing any CTAs OR Increasing Funnels OR Letting Wishlist to order conversion going down.



Prioritisation

*For this exercise, selected one feature from each solution. We can do this for all the solutions.

*Ease of Development is subjective to ecommerce organisation's resource bandwidth, expertise, infra support, etc

* There can be other params as well Size of potential user base (PU) and Stickiness (S) , based on our decision making

*Instead of High/Medium we can assign score to them and calculate accordingly

Feature	Users	Ease of Development	Alignment with Organisation objective	Priority
Auto curate custom wishlist	New	Medium	High	3
Share wishlist to buy for you/ Merging wishlists	Existing	High	High	2
Custom Notification Alerts	Existing	Low	High	1
Event Wishlists	New + Existing	Medium	Medium	4



Success Metrics

North Star Metric : Products ordered from Wishlist/ Products added in Wishlist

Feature	Metrics
Improving Current Experience	Products in Wishlist/ Total Product Views
Improving User Engagement with Wishlists	Total number of products in wishlist/ per user/ per month
Improving Wishlists to Carts conversions	Add to Cart/ Products in Wishlist



Thank You