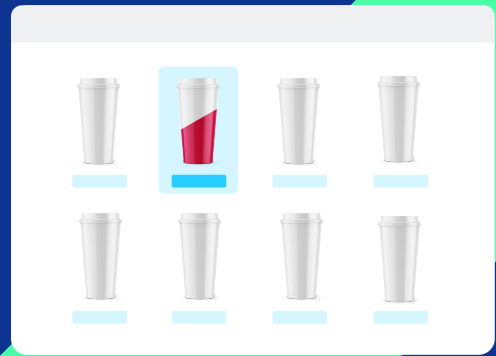


E-commerce Solution

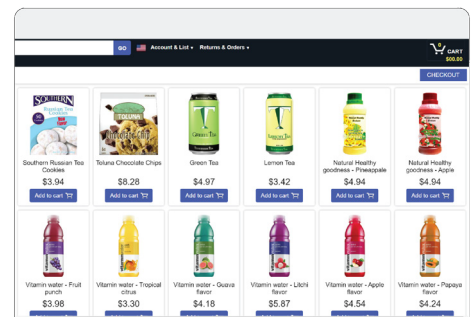


E-com

Conducting market research for your e-commerce business ideas is not only wise, it's essential. Build a virtual online store and test the waters to gain momentum. This tactic can help you gain immediate feedback from your target consumer or gauge demand for your product before manufacturing or buying inventory.

How It Works

- ▶ Virtually the same interaction as with a e-com website.
- ▶ Every respondent can pick the products from the site, look at them in detail for texts and images. Depending on preference, the respondent can choose to put the product into the cart or remove it. Every such action is traced and recorded for the later analysis.
- ▶ We typically store/record the following data on the shelf & would be provided this data in the standard data file along with the other survey questions:
 - ▶ Products Purchased
 - ▶ Product viewed
 - ▶ Product Picked up added to the cart but put back and not purchased.
 - ▶ Dollar Value by Products
 - ▶ Quantity Purchased by Products



[View demo](#)

Inputs and specifications required

A planogram (graphical/textual representation of products on the site) depicting the size, position and count of each product.

We would need all product images from your end. We prefer PNG images of each product with transparent background. We would need bigger and clear images [1000 (width) x 600 (height)]. We can also work with other image formats.