

GIFTER



Today's Agenda

1 Proposal

2 Market Research

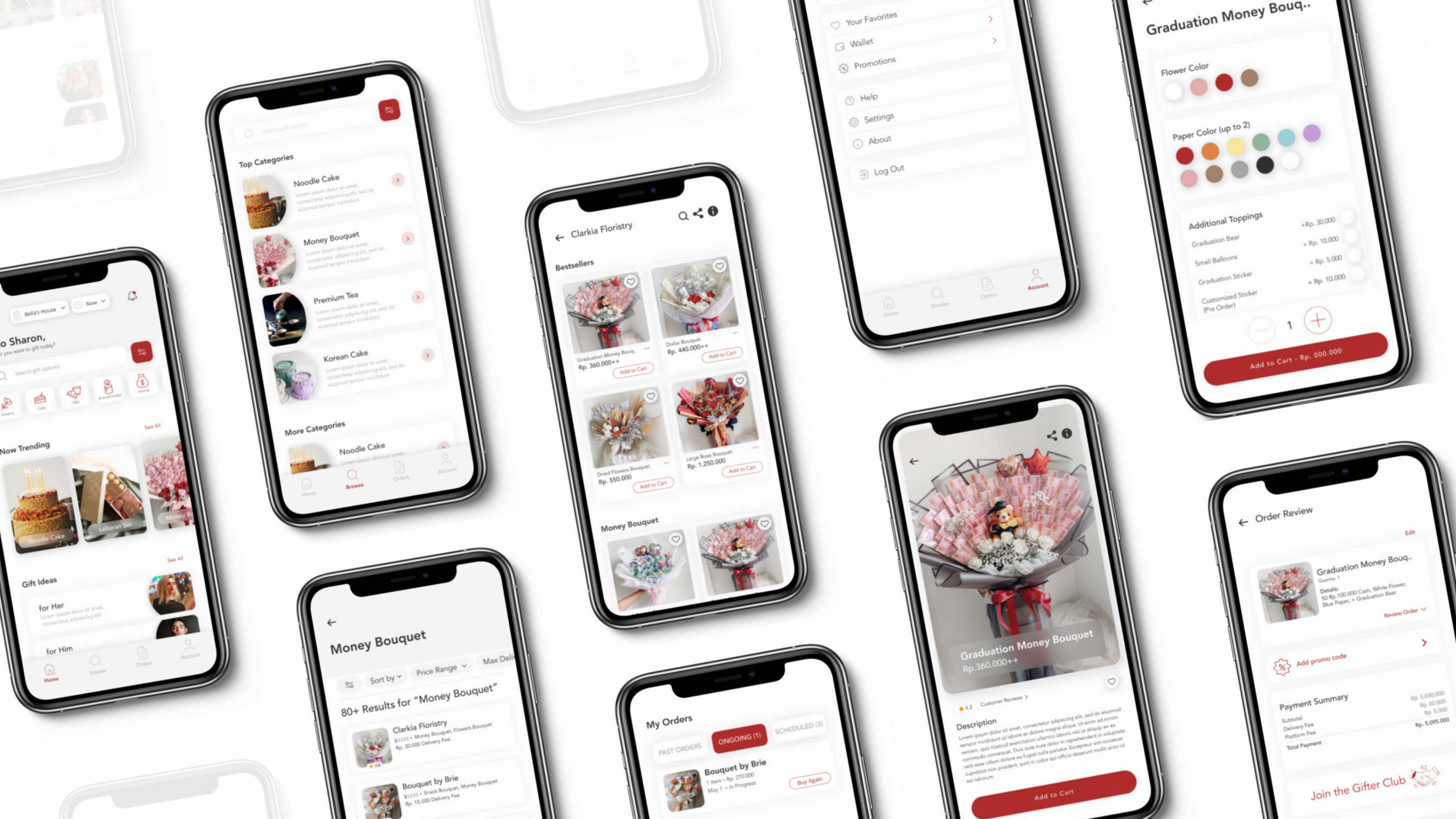
3 Competitor Analysis

4 User Research

5 Design & Prototype

6 Finance

7 Next Steps



Search gift options

Top Categories

- Noodle Cake**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt
- Money Bouquet**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt
- Premium Tea**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt
- Korean Cake**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

More Categories

- Noodle Cake**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

Home Browse Orders Account

Clarkia Floristry

Bestsellers

- Graduation Money Bouquet
Rp. 360.000++
Add to Cart
- Dollar Bouquet
Rp. 440.000++
Add to Cart
- Dried Flowers Bouquet
Rp. 550.000
Add to Cart
- Large Rose Bouquet
Rp. 1.250.000
Add to Cart

Money Bouquet

- Clarkia Floristry
Rp. 30.000 Delivery Fee
- Bouquet by Brie
Rp. 15.000 Delivery Fee

Home Browse Orders Account

Your Favorites >

Wallet >

Promotions

Help

Settings

About

Log Out

Home Browse Orders Account

Graduation Money Bouquet

Flower Color

Paper Color (up to 2)

Additional Toppings

- Graduation Bear +Rp. 30.000
- Small Balloons +Rp. 10.000
- Graduation Sticker +Rp. 5.000
- Customized Sticker (Pre Order) +Rp. 10.000

Quantity: 1

Add to Cart - Rp. 000.000

Bella's House

Now

to Sharon,
do you want to gift today?

Search gift options

Home Browse Orders Account

Now Trending

- Noodle Cake
- Lebaran Set
- Money Bouquet

Gift Ideas

- for Her
- for Him

Home Browse Orders Account

Money Bouquet

Sort by Price Range Max Delivery

80+ Results for "Money Bouquet"

- Clarkia Floristry
\$1555 • Money Bouquet, Flowers Bouquet
Rp. 30.000 Delivery Fee
- Bouquet by Brie
\$1555 • Snack Bouquet, Money Bouquet
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My Orders

PAST ORDERS ONGOING (1) SCHEDULED (3)

- Bouquet by Brie**
1 Item • Rp. 270.000
May 1 • In Progress
Buy Again

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Graduation Money Bouquet
Rp.360.000++

4.2 Customer Reviews

Description
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Add to Cart

Order Review

- Graduation Money Bouquet
Quantity: 1
Details: 50 Rp.100.000 Cash, White Flower, Blue Paper, + Graduation Bear
Review Order
- Add promo code

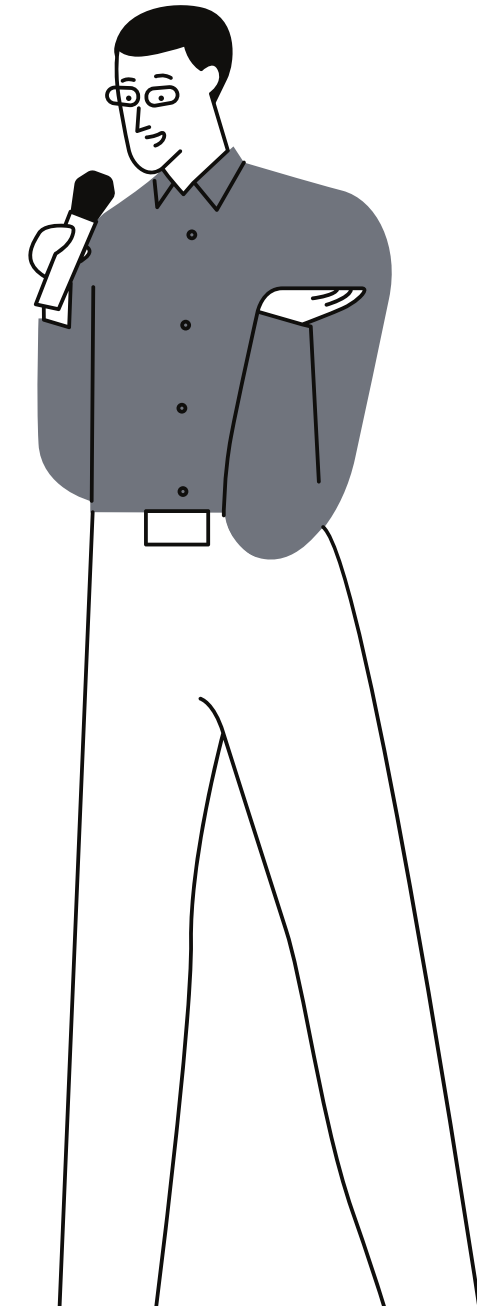
Payment Summary

- Subtotal Rp. 5.030.000
- Delivery Fee Rp. 60.000
- Platform Fee Rp. 5.000
- Total Payment Rp. 5.095.000

Join the Gifter Club

Are you ready?

Let's Start!



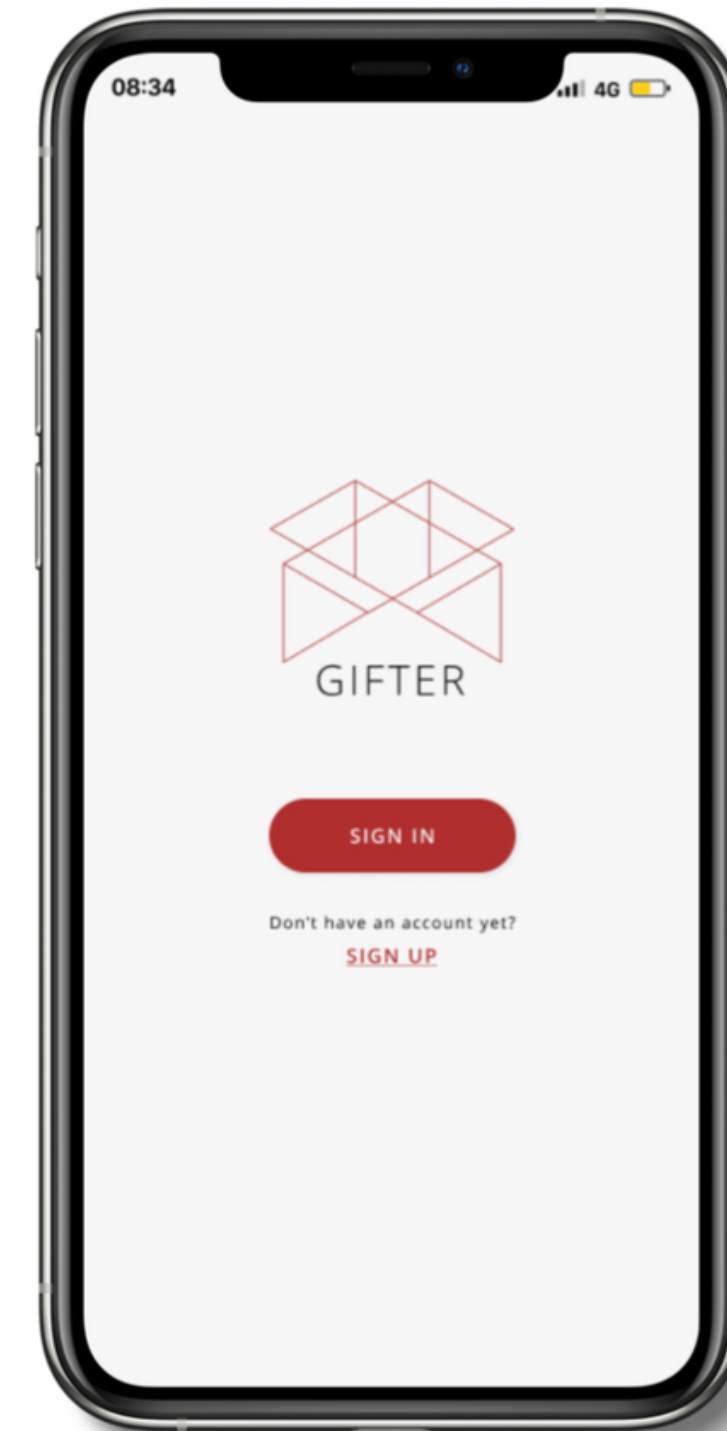
Proposal

About the App

Don't know what to gift your friends, families, co-workers, acquaintances, etc.?

Celebrating each other the pandemic way!
Gift your loved ones with a simple click.

- 1 A **platform** to ease users to gift their surroundings through a click.
- 2 A **wide variety** of gift **options**, where users are able gift creatively, not just flower bouquets and cakes.
- 3 **System-based**, saves users' data and ease them to give with a click, no more filling forms over and over again.



Problem

Currently, Indonesia has very saturated options of creative gifts to offer. From money bouquet, to instant noodles cake. Not just a regular cake, or flower bouquet. There are a lot of great options, however as a customer, there are multiple difficulties that can be improved in terms of ordering process.

1

Manual search of gift choices, locations, and budget preferences (most businesses offer their products/services through Instagram, individually)

2

Hard to find similar items and compare choices, had to manually contact the different vendors since most of the time Instagram does not have a product page

3

Less exposure for smaller vendors or businesses

Solution

An app/platform to compile all gifting options to ease customers when buying/ordering gifts to be sent.

1

Hassle free gift search and preferred filters

2

Non-mainstream gift options. Wider variety of customizable gifts & budget

3

Hassle free order system, saved information for users

Timeline

Expected launch date:
End of November 2021

1

July:

1 month to prepare agreements within business vendors and logistic partners

2

August:

1 month to approach logistic partners

3

September - October:

2 months to approach vendors

4

November:

1 month to finalize app and usability

+ ongoing app development

Market Research

About Indonesia

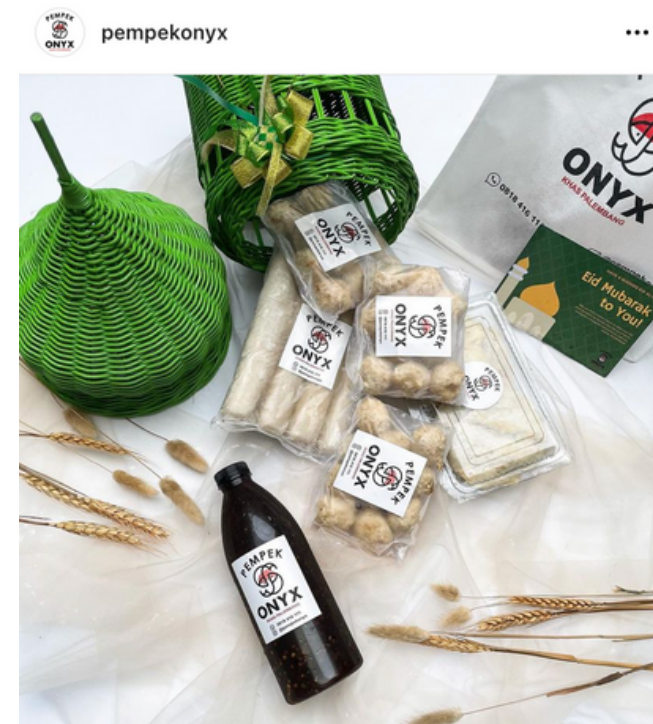
Indonesians have been known for being **very social and hospitable to each other**.

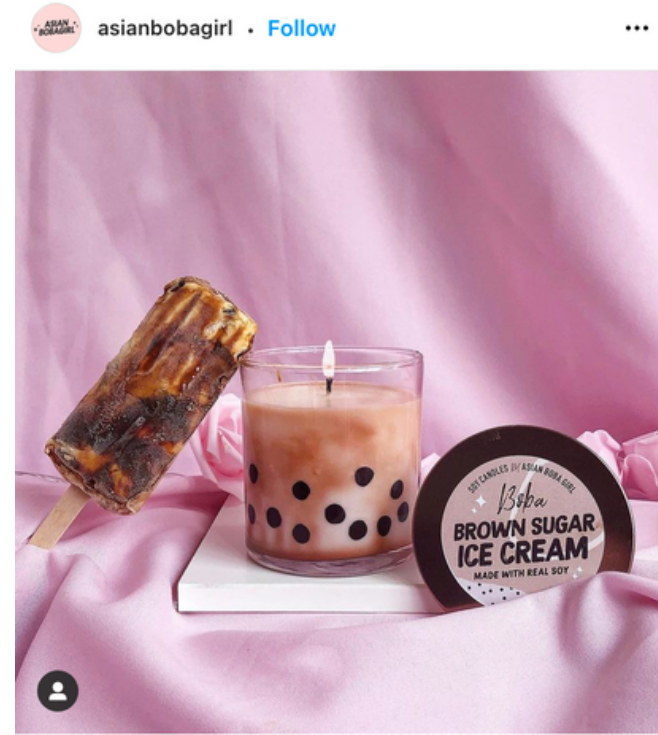
According to The Jakarta Post, Indonesia is ranked #1 for being the most generous country. However, the pandemic has changed our lives in a very different way.

Prior to the pandemic, there would be a lot of events where people would come together to celebrate **events** such as Chinese New Year, Eid Al-Fitr, Christmas, etc. However, not only limited to those events, Indonesians would also come together to celebrate each other's **milestones** such as birthdays, graduations, job offers, etc.

Since pandemic prevented us to meet each other in person, **sending gift packages** to each other has been the **new norm** for people.

Current Trend





Competitive Analysis

Competitors

Tokopedia



Tokopedia is the **biggest e-commerce platform** in Indonesia. They are often called "**Indonesia's Amazon**". It provides all kinds of products and services from a massive amount of vendors.

Shopee



Shopee is a **widely used e-commerce platform** as well. However, Shopee is mostly used to buy regular **every day items** and people's daily needs, instead of wants.

Gojek



Gojek is a **logistic services** utilizing Indonesia's massive number of motorcycle riders. Its services includes rides, food deliveries, package deliveries, personal shopper, etc. It is also widely known as "**Indonesia's Uber**".

Instagram



Instagram has been widely used as a social media platform. However, Indonesians have been heavily utilizing Instagram **as an e-commerce platform**, especially for small businesses. And Instagram has been their **go-to platform** to search for **gifts and all gifting services**.

Competitor Analysis



Gift-specific Search



Wide Variety of Gift Options



Gift Filter Options



Vendors Based on Location



Gift Categories and/or Ideas



Custom Notecard Option Included



Saved User (Giver) & Receiver Info



Home Feed Page



Associated Logistics Services with Automatic Rate Calculation



In-app Payment and/or Money Credit



User Research

Target Audiences

DEMOGRAPHICS

18–55 years old

Male/Female

Middle to Upper Class Demographics
(\$20,000–\$75,000)

Single or married

Living in suburban and urban areas

PSYCHOGRAPHICS

Social/people-oriented

Like celebrations/events



Stanley

Age: 21

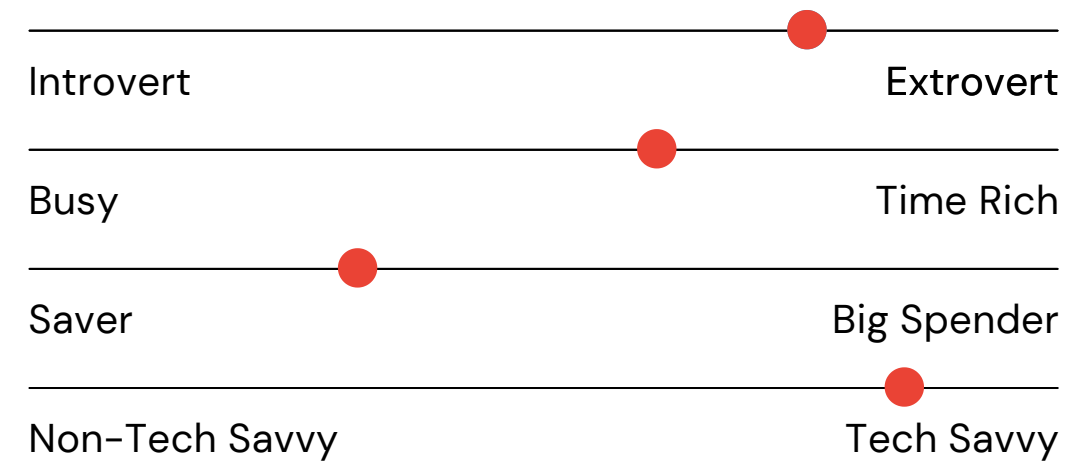
Occupation: Student

Status: Single

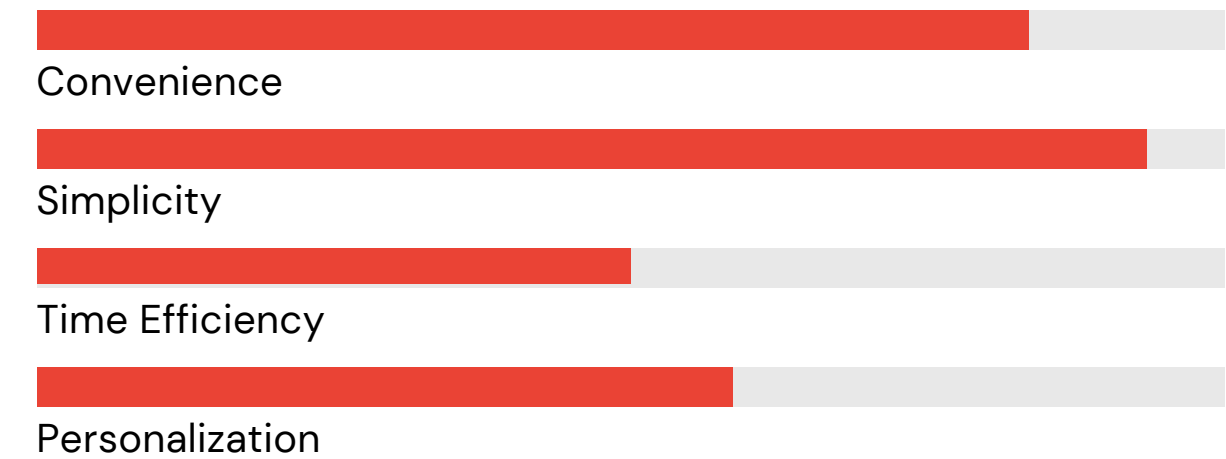
Location: Surabaya, Indonesia



PERSONALITY



MOTIVATION



ABOUT

Stanley is a university student in Surabaya, Indonesia. He has a lot of friends from each level since he is active in multiple clubs & organizations. Being that said, every year there are would be friends in the senior year that are graduating. Wanting a hassle free gifting, he would always chip in with his friends just so he wouldn't need to go through complicated processes.

FRUSTRATIONS

- There are so many people to gift and the process is too long and too repetitive to order, since he has to fill out a form every single time
- Due to still being in college, he hasn't make money yet, and he wants a cheaper alternative of a flower bouquet

NEEDS

- A platform to easily order without having to manually message the business owner/admin, and where it can save his informations so he doesn't need to re-fill a form for informations
- Alternative options of gifts instead of expensive bouquet that is based on his budget

Sherry

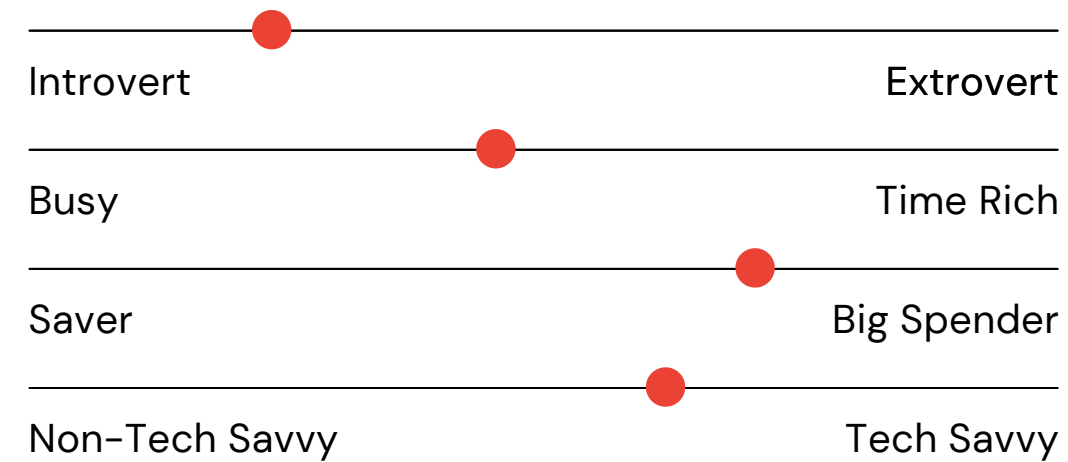
Age: 35

Occupation: Digital Marketer

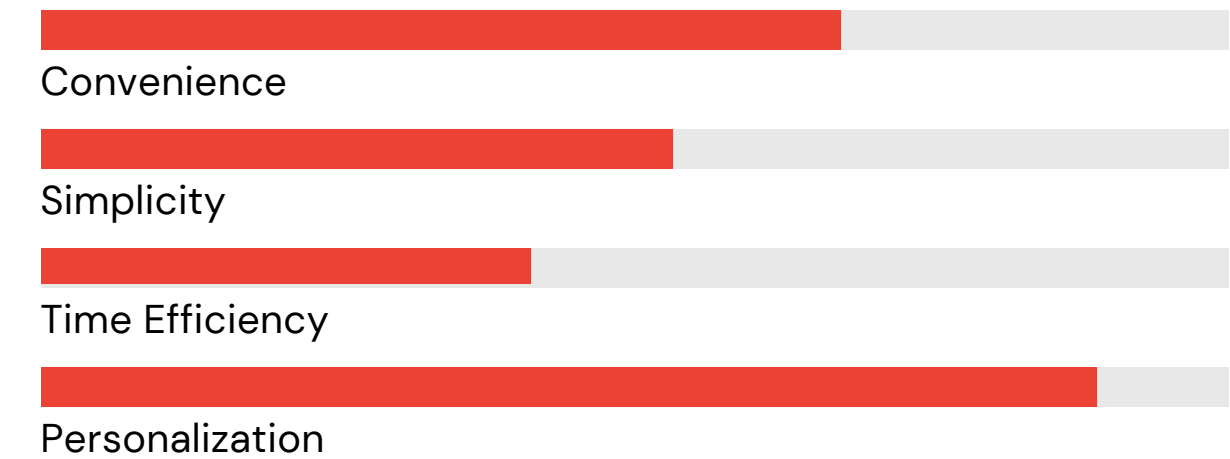
Status: Single

Location: Jakarta, Indonesia

PERSONALITY



MOTIVATION



ABOUT

Sherry is a digital marketer in a fashion company. She is an introverted, and she keeps her circle small. However, she would be very devoted in her friendship throughout the years. She would do above and beyond for her close friends, families, co-workers, etc. She would prepare gifts with a lot of thought, where the gifts are matched with the receiver's fave items.

FRUSTRATIONS

- Manually searching for personalized gifts other than regular cake/flower bouquet in Instagram and having to DM them one by one is a hassle.
- When manually searching in Instagram, she also has to manually check the location of each vendors.

NEEDS

- A platform where she can get ideas and easily search on what to buy packaged as a gift, based on what items she want to gift
- Location filters when searching for gift vendors and services

John

Age: 55

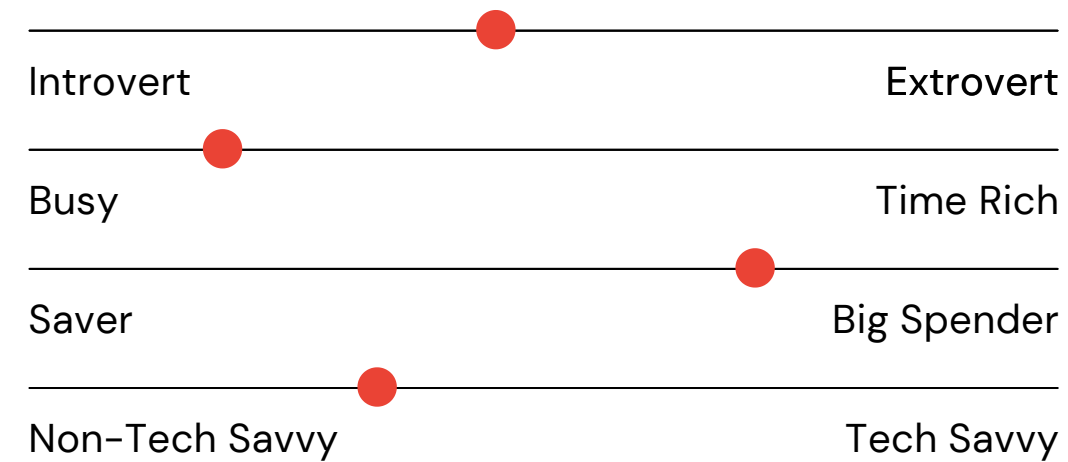
Occupation: Director

Status: Married

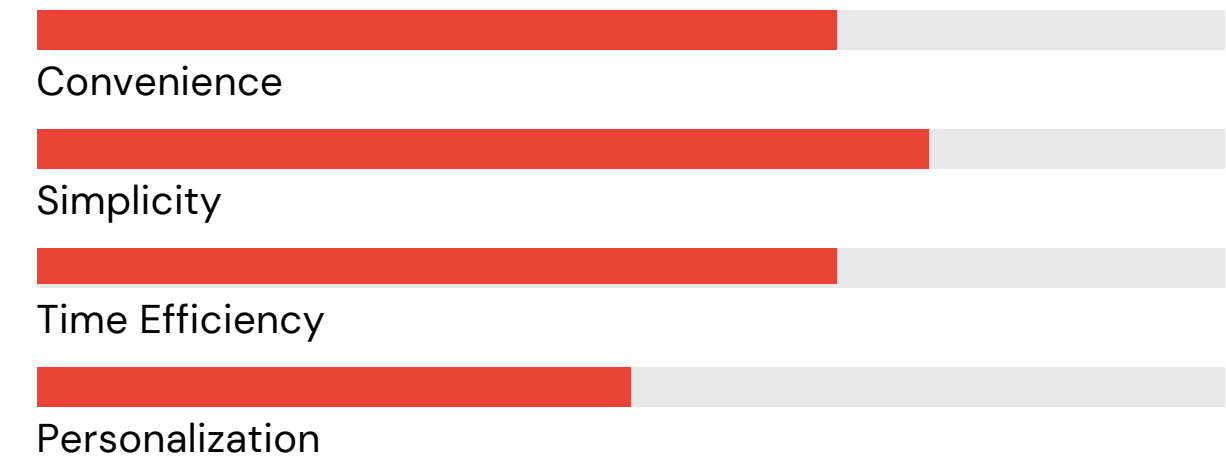
Location: Bandung, Indonesia



PERSONALITY



MOTIVATION



ABOUT

John is a director in a reputable company. He is a father with also nieces and nephews. Every time he wanted to celebrate his children and nieces and nephews, he would have a hard time to find something that is relatable and trendy for younger demographics. He needs ideas to find something that's on trend.

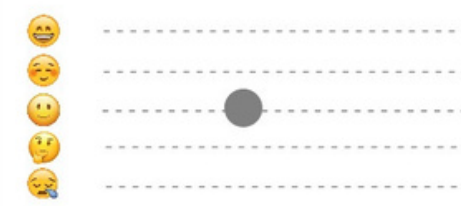
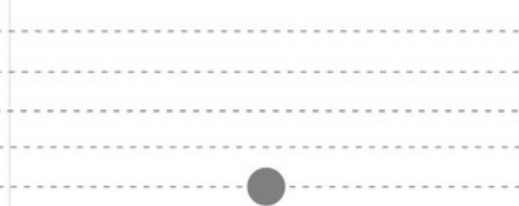
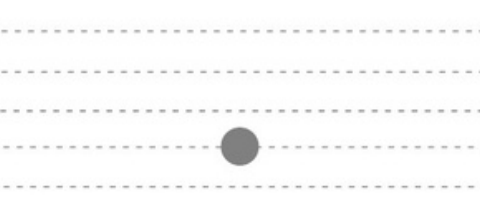
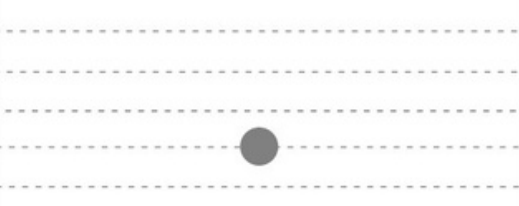
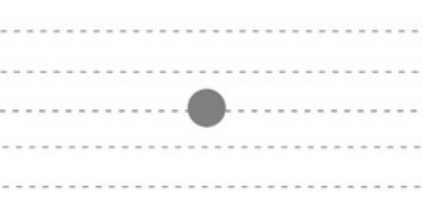
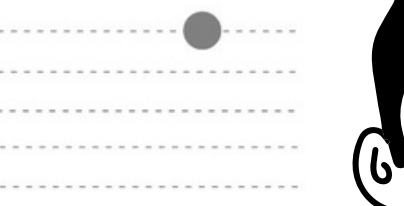
FRUSTRATIONS

- Searching for on trend gifts and celebration attributes.
- Not very tech-savvy go through Instagram for options

NEEDS

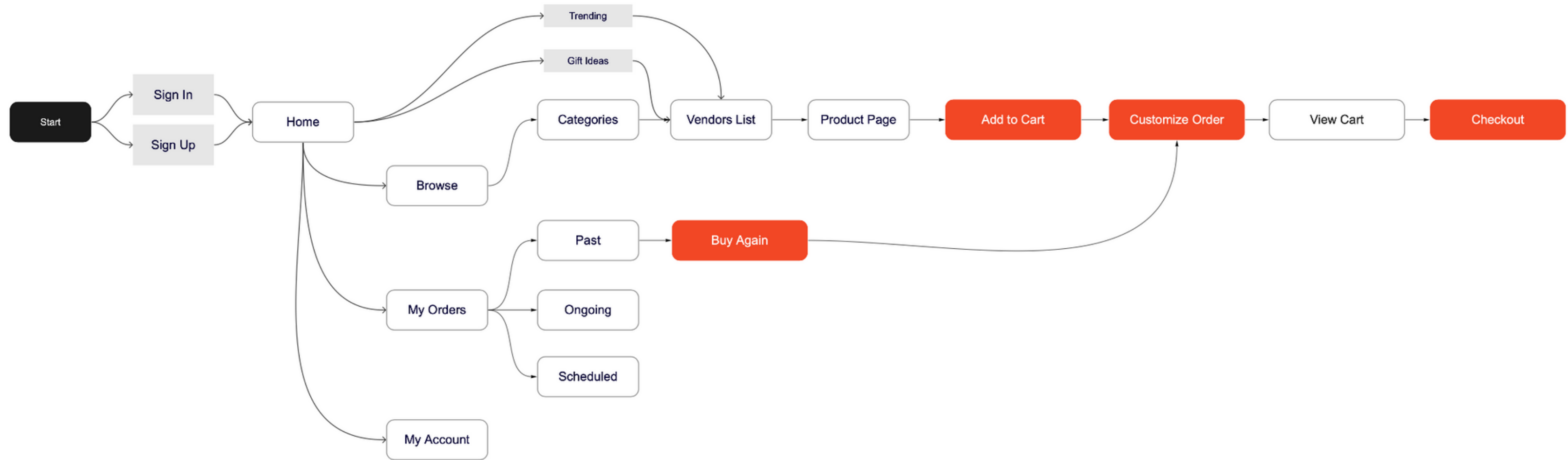
- A platform where she can get ideas and easily search on what to buy for specific demographics
- An easy go-to app to buy gifts

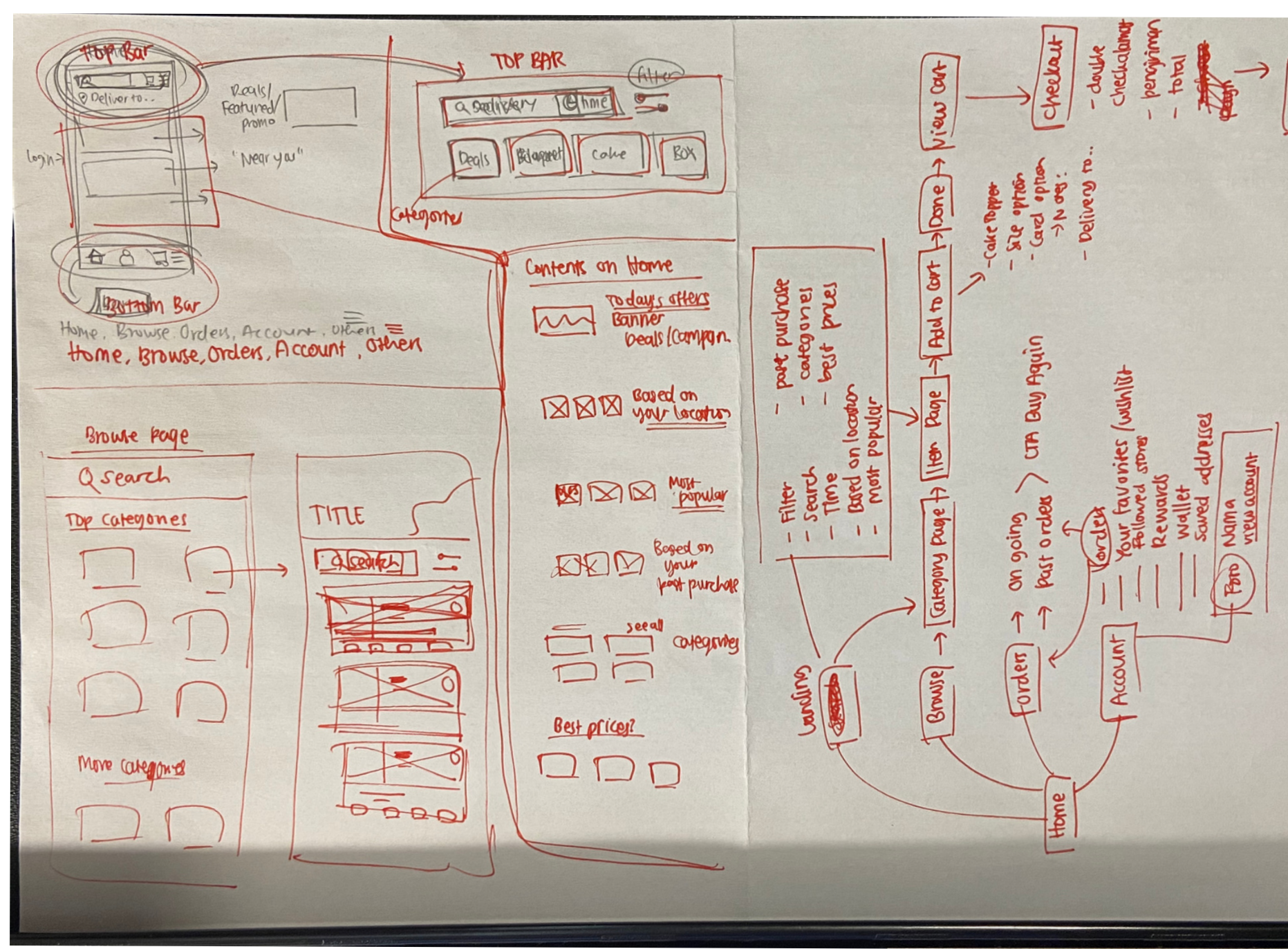
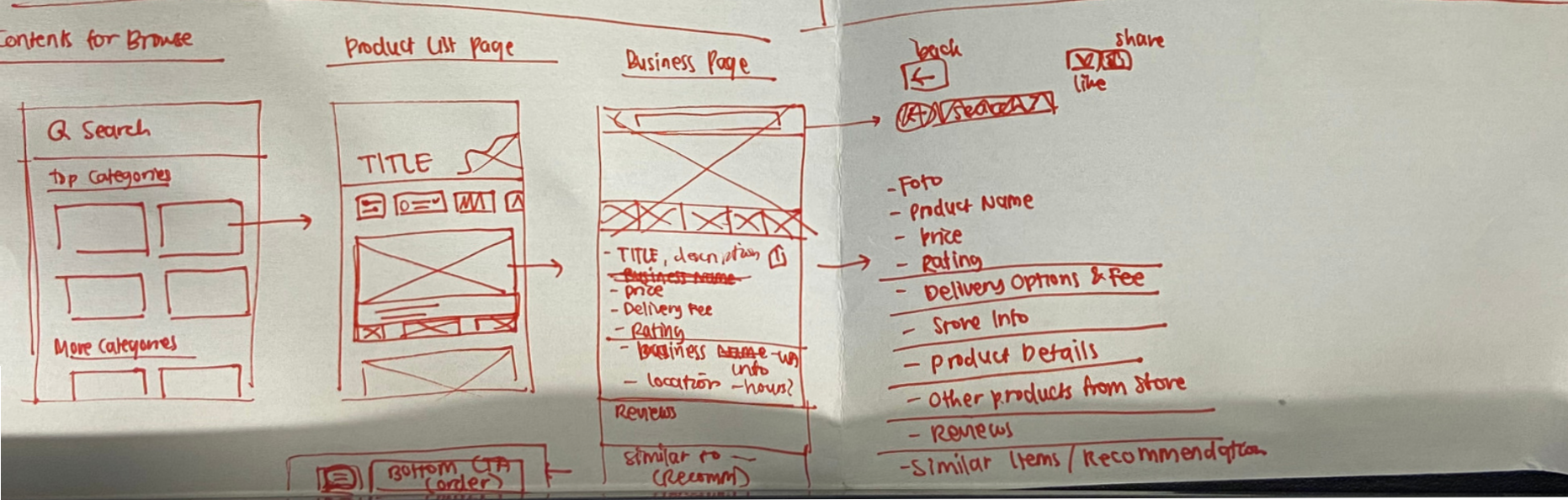
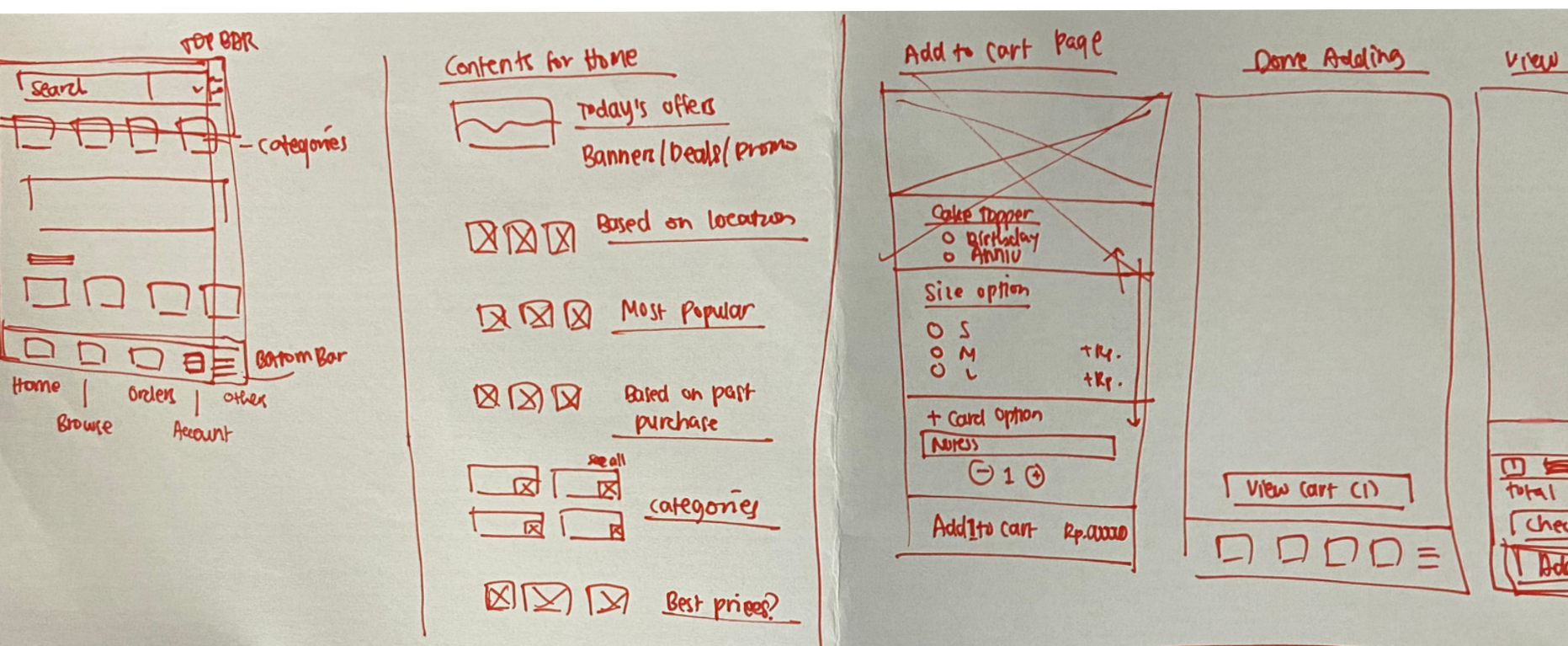
Customer Journey Map

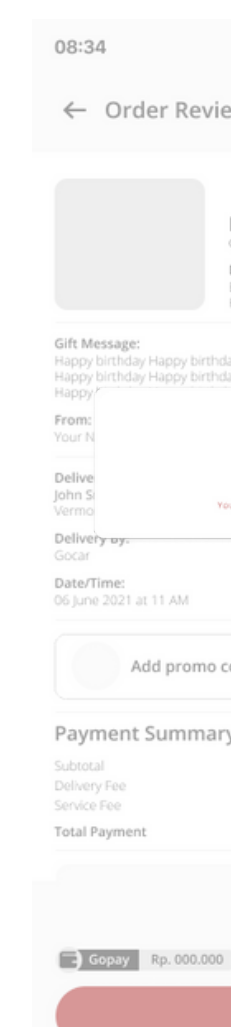
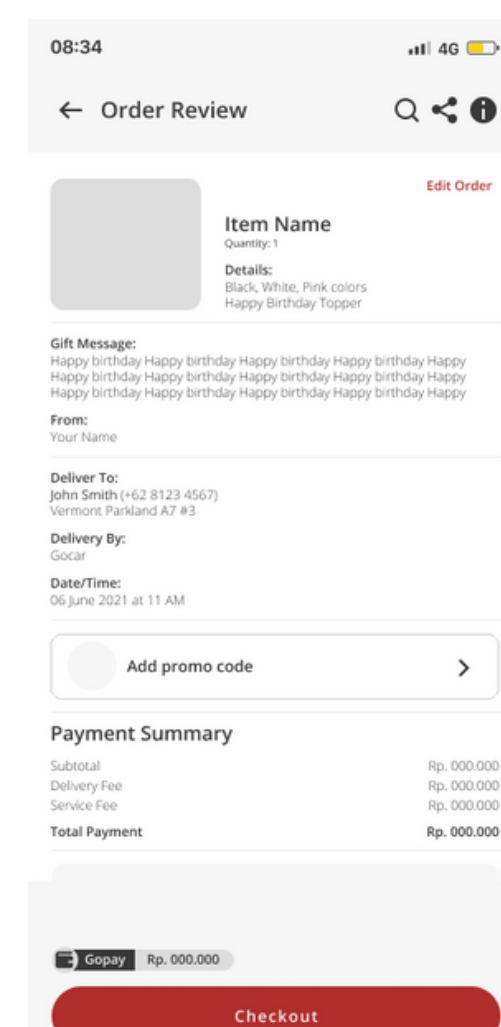
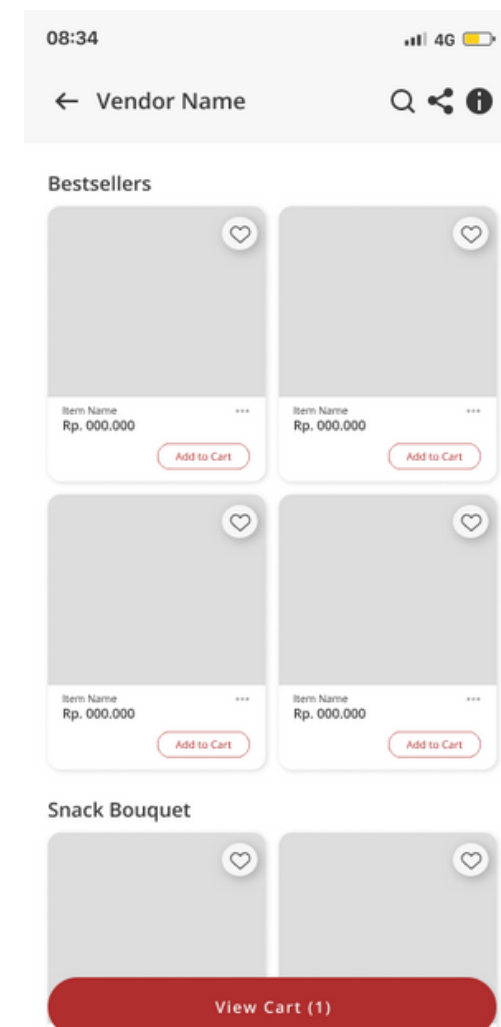
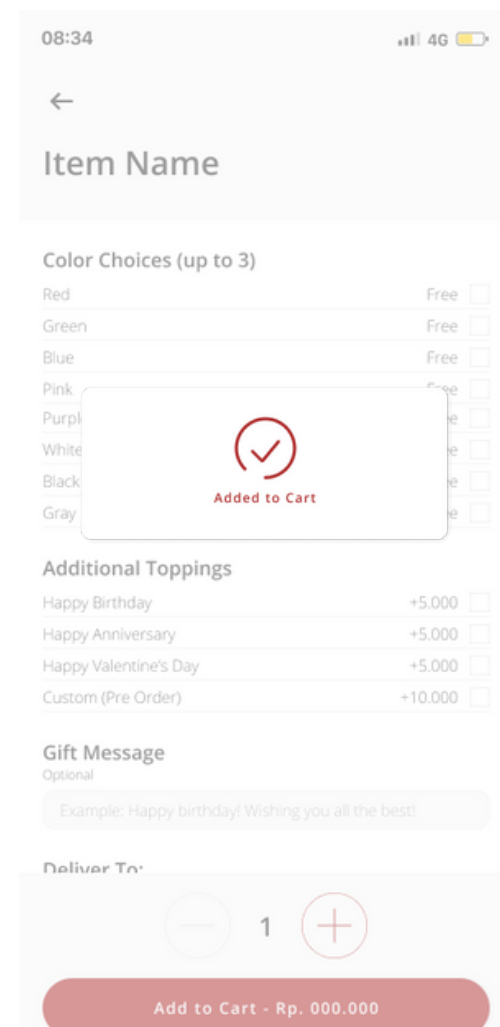
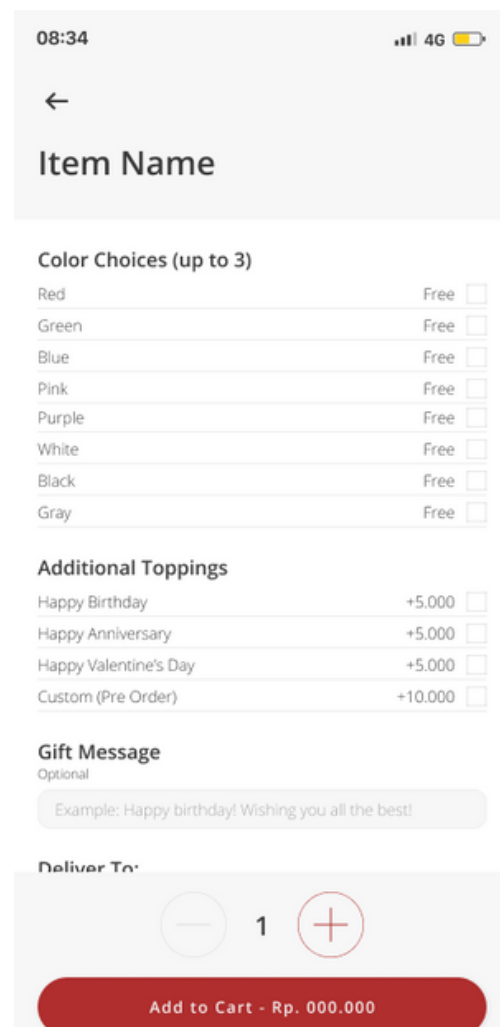
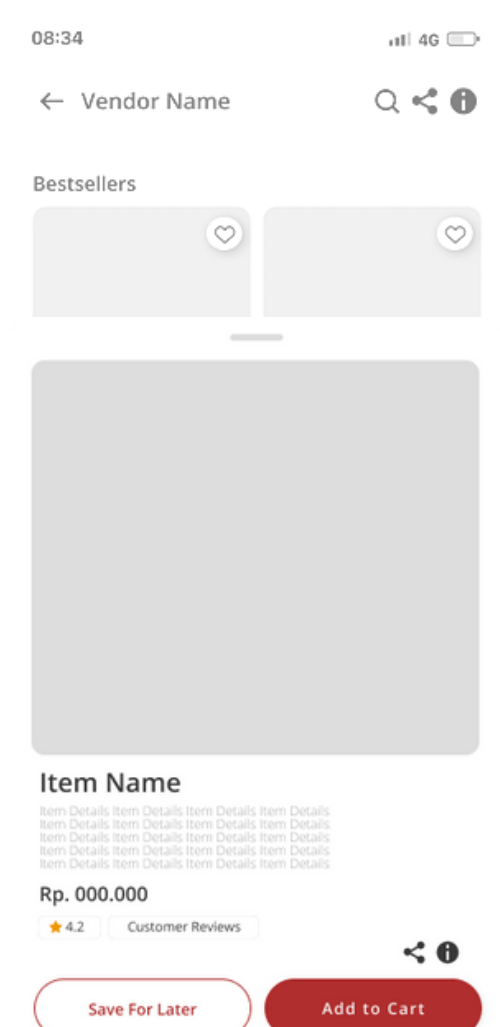
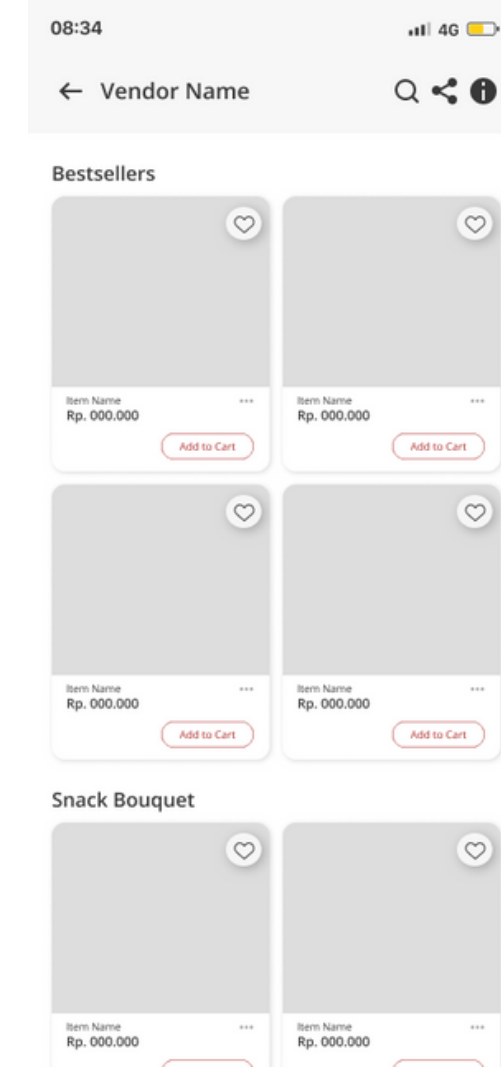
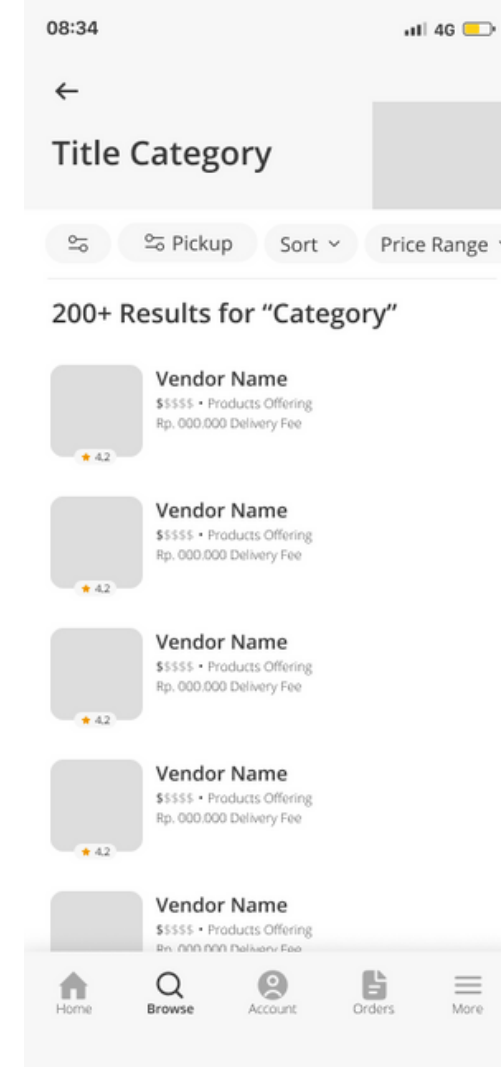
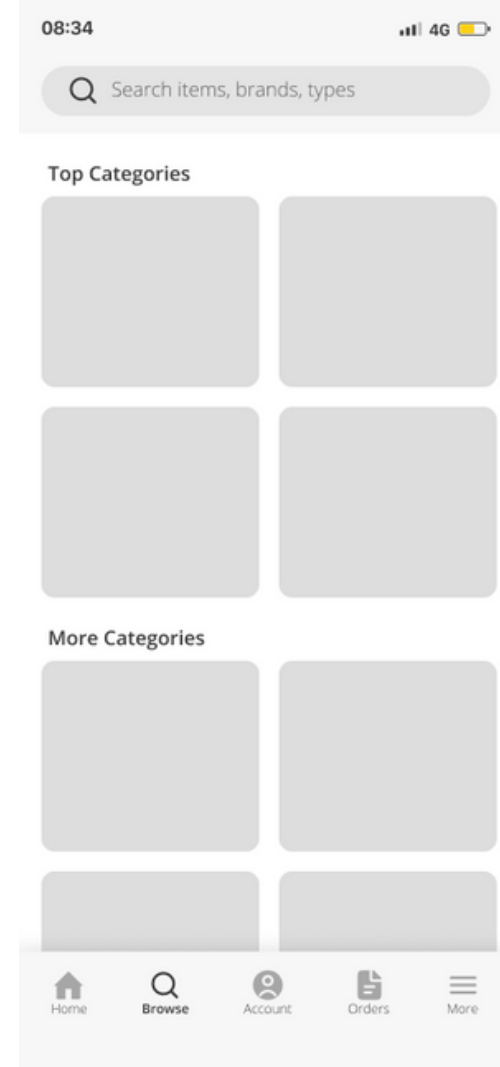
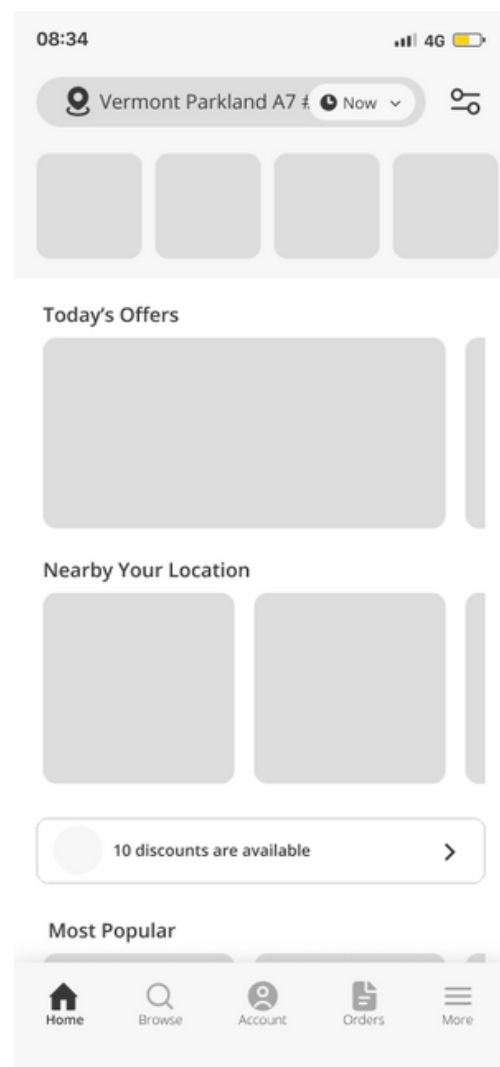
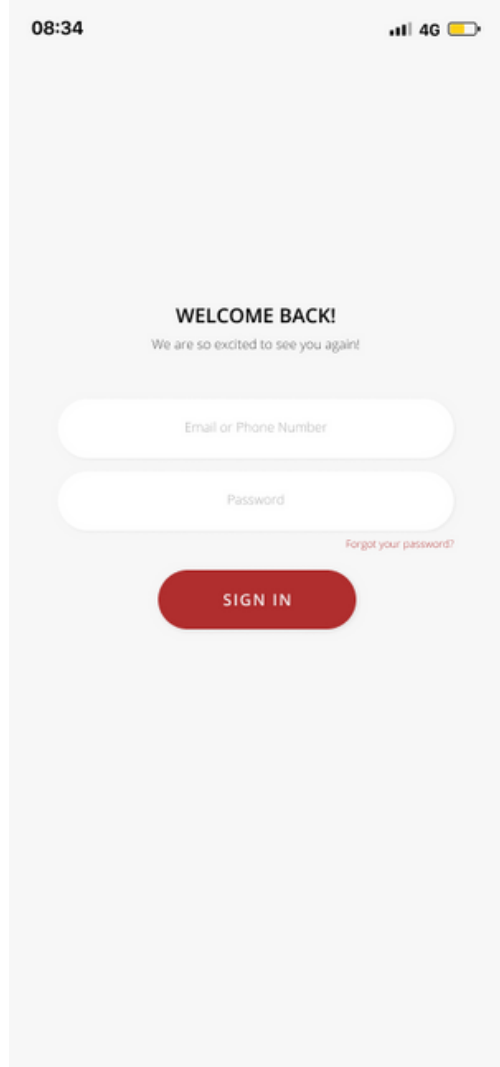
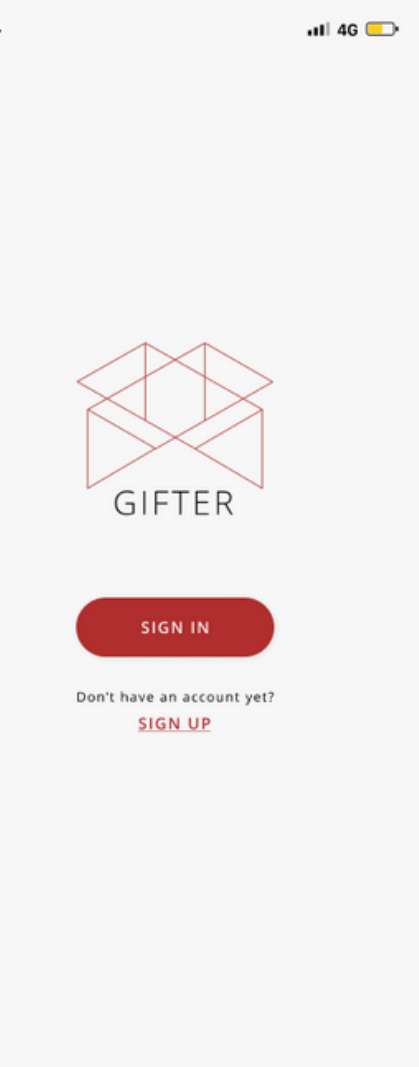
Phase of journey	Needs Recognized	Consideration		Planning	Purchase	Post-Purchase
Actions What does the customer do?	Need to find gift for friends or loved ones	Information Search: Ask around to friends, online search, look at social medias	Evaluation: Research & compare options	Input giver and recipient info, and customize the gift based on the recipient	Buy Items and Pay	Share experiences (word of mouth) Buy again from past orders
Touchpoint What part of the service do they interact with?	Social media platforms, Messenger (WA), word of mouth	App, social media platforms, online search, website landing page	App: Filter options "My Favorites" feature	App: Customize feature	App: Pay through app	Website: Payment confirmation & Scheduled Information
Customer Thought What is the customer thinking?	Need to prepare and buy gifts to celebrate someone's event	Look through Instagram, Pinterest, and other e-commerce for gift ideas or vendors	Find the best & most interesting option based on locations, price range, max delivery. It's hard to do it through Instagram only	It's tiring to type our (giver) information and also receiver information to vendors every time we order gifts.	Overview by Whatsapp might not be easy to digest, and payment is manually by bank transfer	Good experience through app, share to friends, and buy again later
Customer Feeling What is the customer feeling?						
Opportunities	Campaigns - to create awareness for the app	A platform that gives informations and recommendations regarding gifts only.	Filter options - to ease the users to search with convenience instead of manually comparing it vendor to vendor. Favorites feature - to help customers ease the comparison for their gift options	Auto-save information for future use, apps can also connect to contact info in giver's phone. An easy personalization feature to customize the gift as per recipient.	Connected to personal banking	Past purchase, ongoing, and scheduled list. Reviews and Sharing option

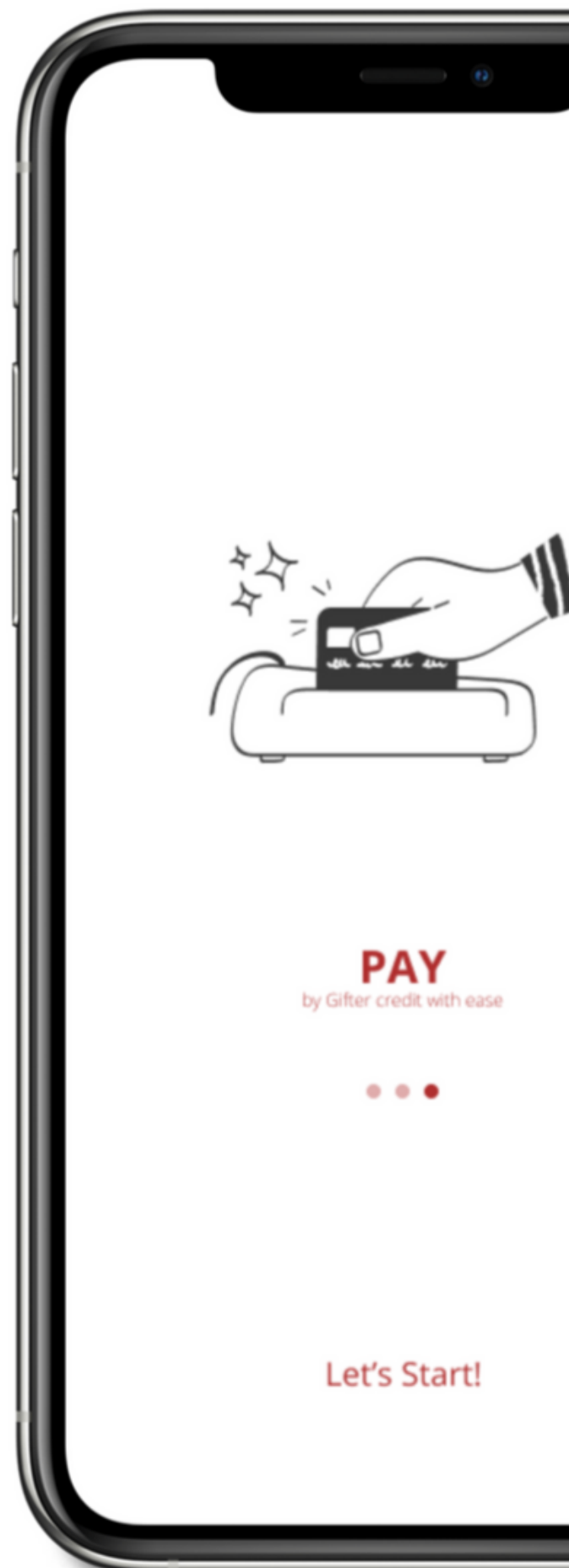
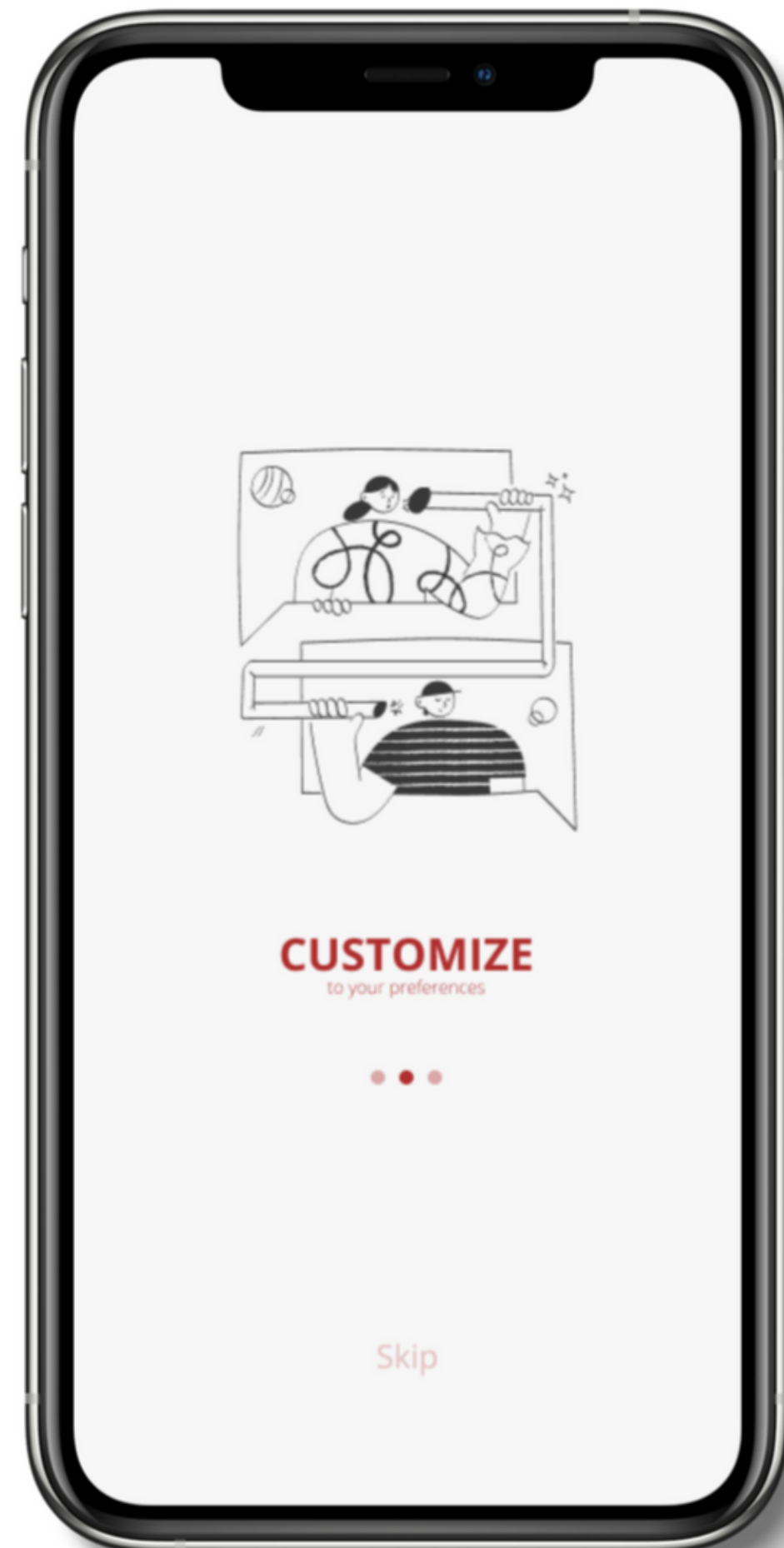
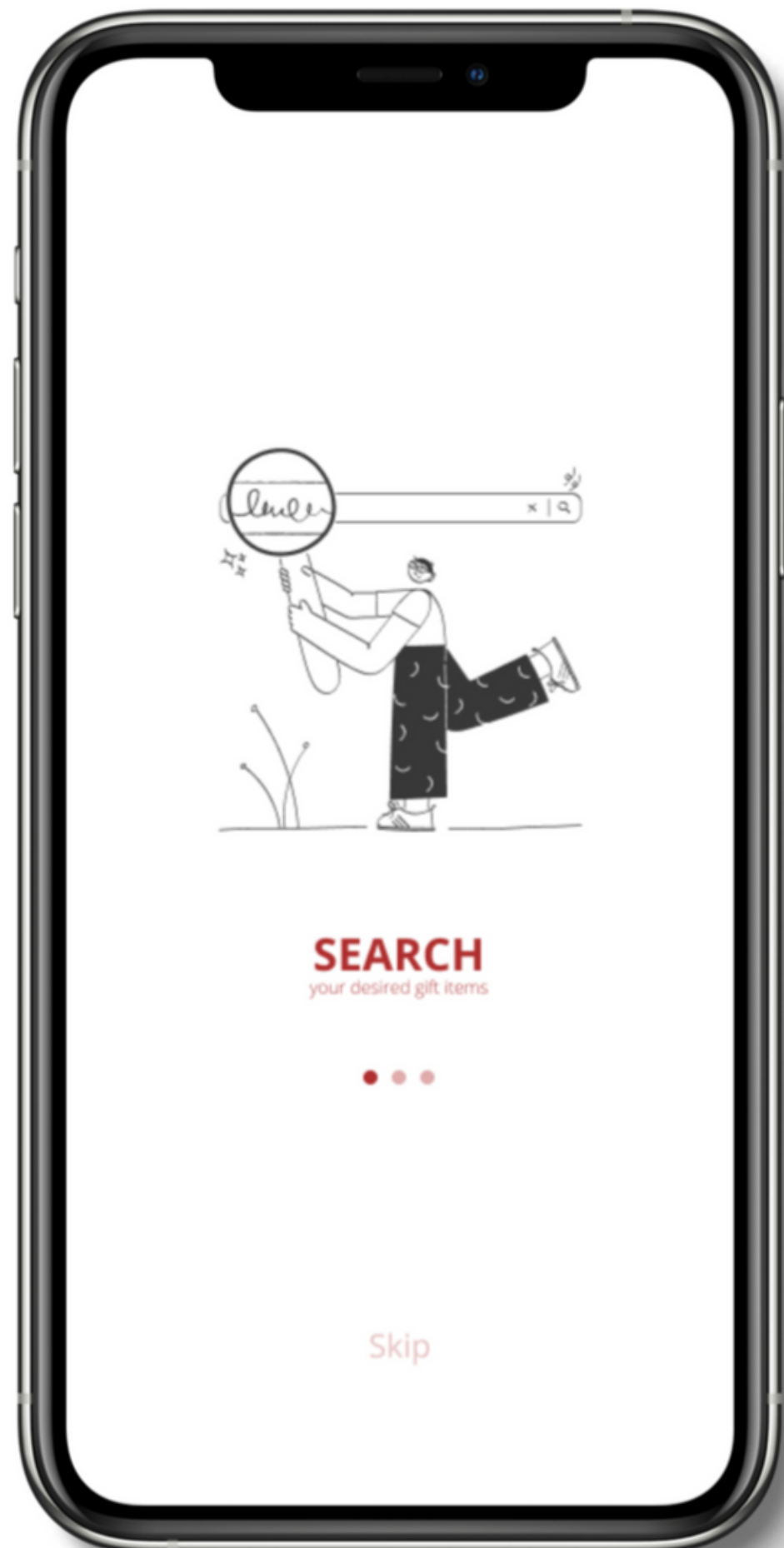


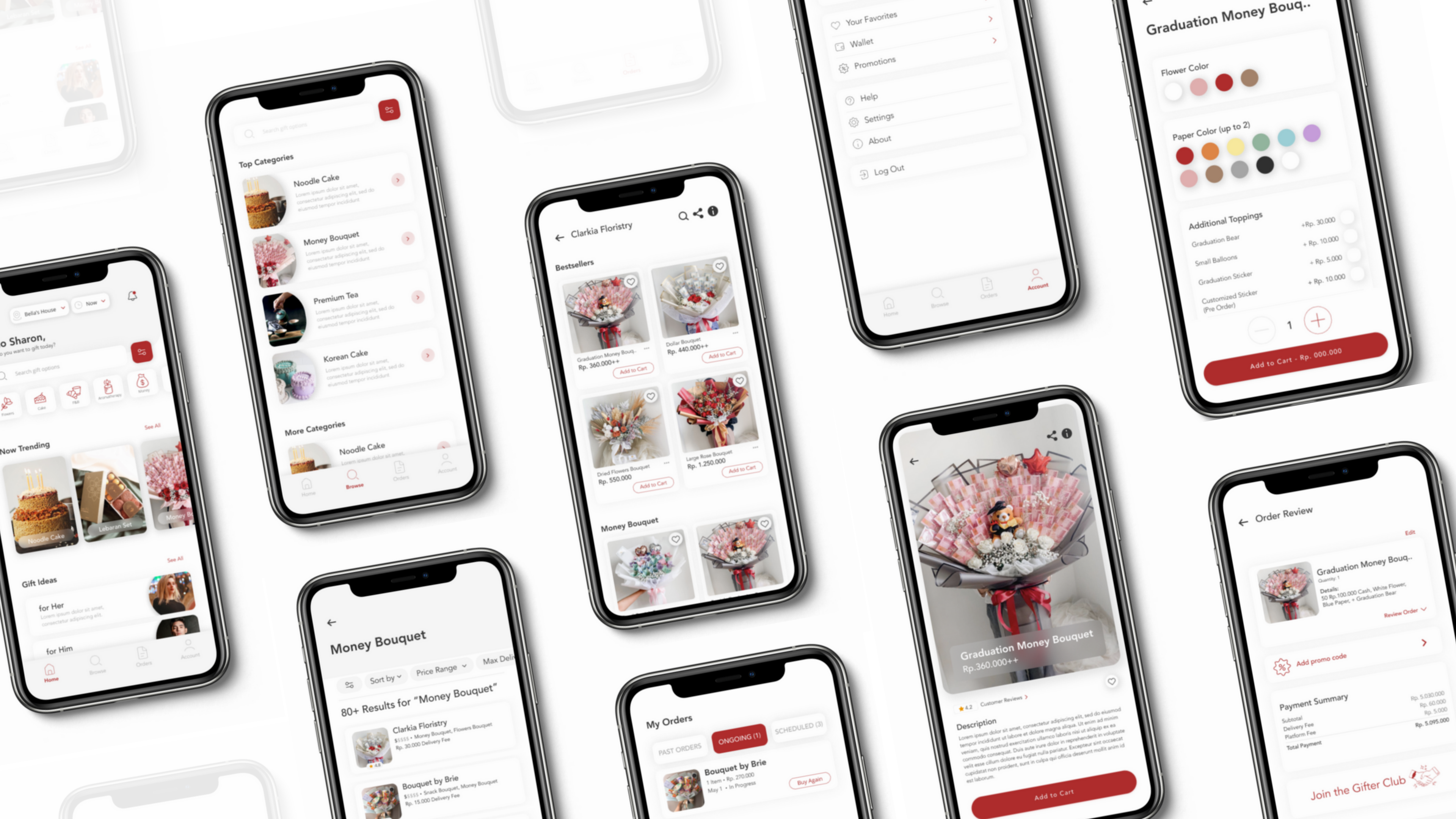
Design & Prototype











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Money Bouquet

- Money Bouquet**
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Home Browse Orders Account

- Your Favorites
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- Help
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- About
- Log Out

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Graduation Money Bouquet

Flower Color

Paper Color (up to 2)

Additional Toppings

- Graduation Bear +Rp. 30.000
- Small Balloons +Rp. 10.000
- Graduation Sticker +Rp. 5.000
- Customized Sticker (Pre Order) +Rp. 10.000

Quantity: 1

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80+ Results for "Money Bouquet"

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Add to Cart

Order Review

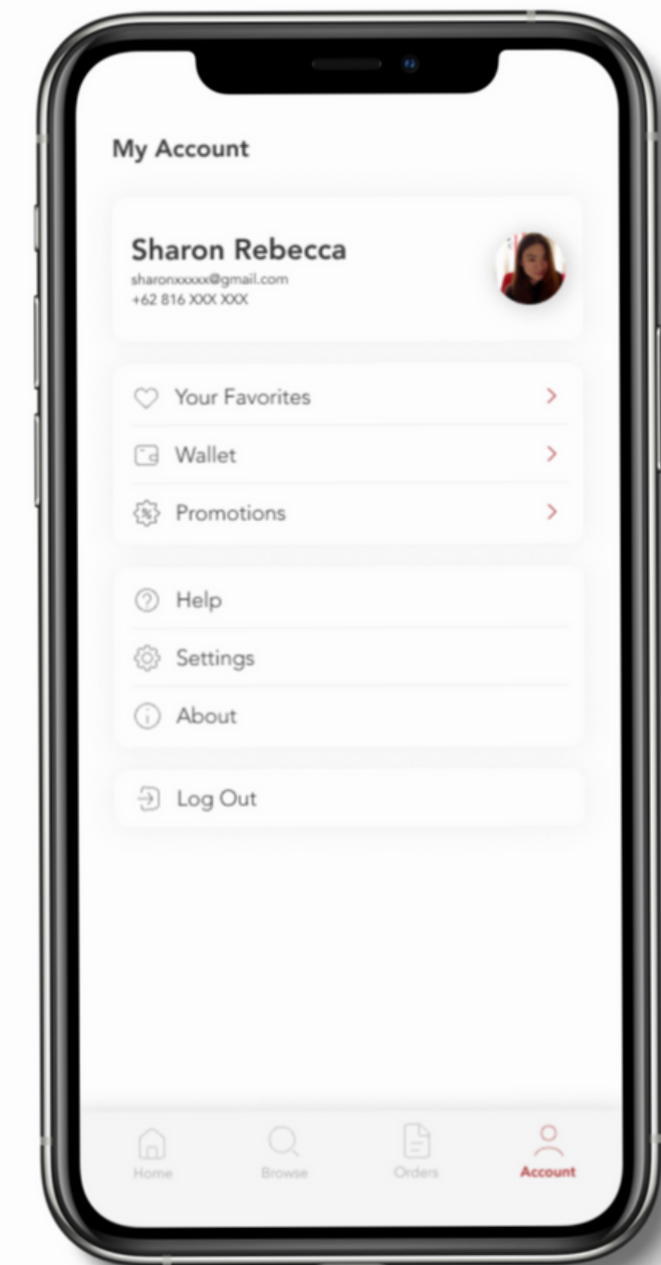
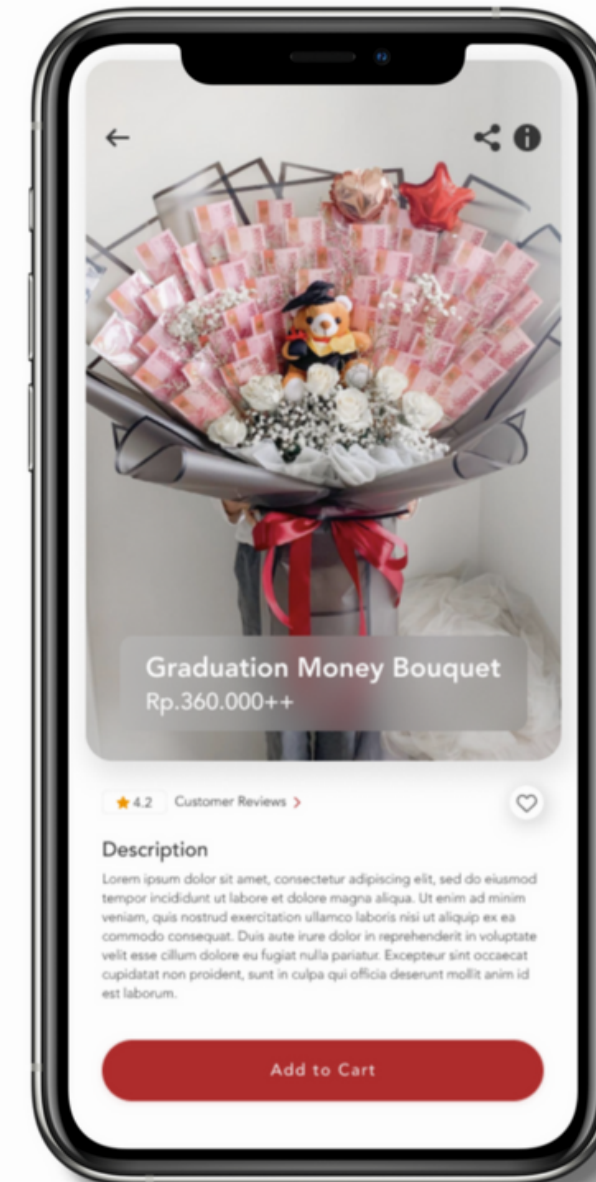
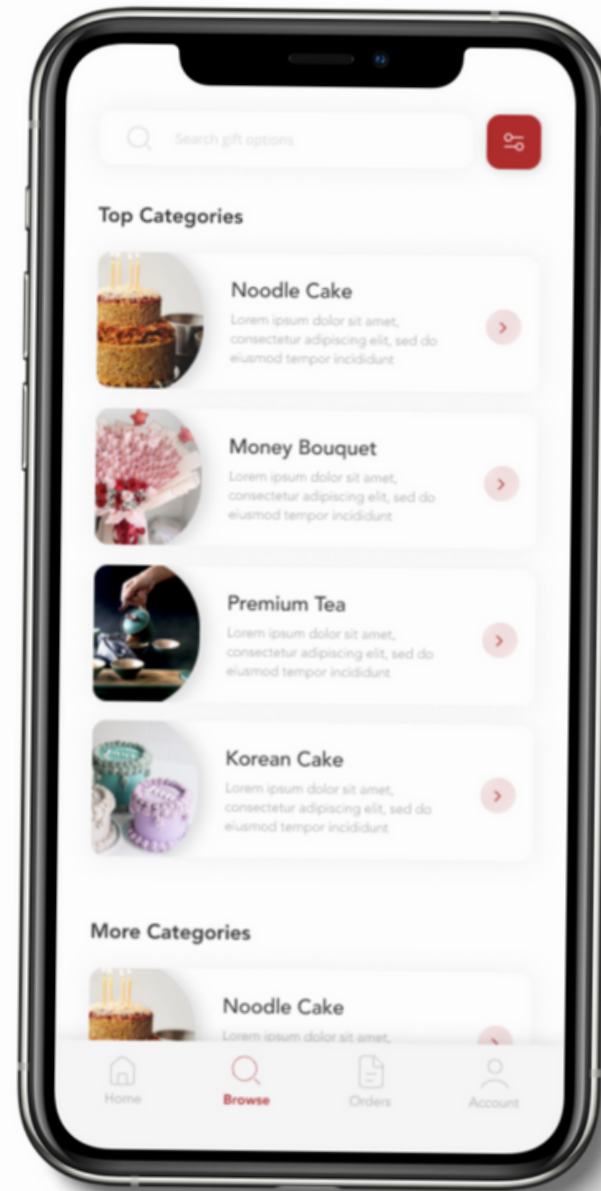
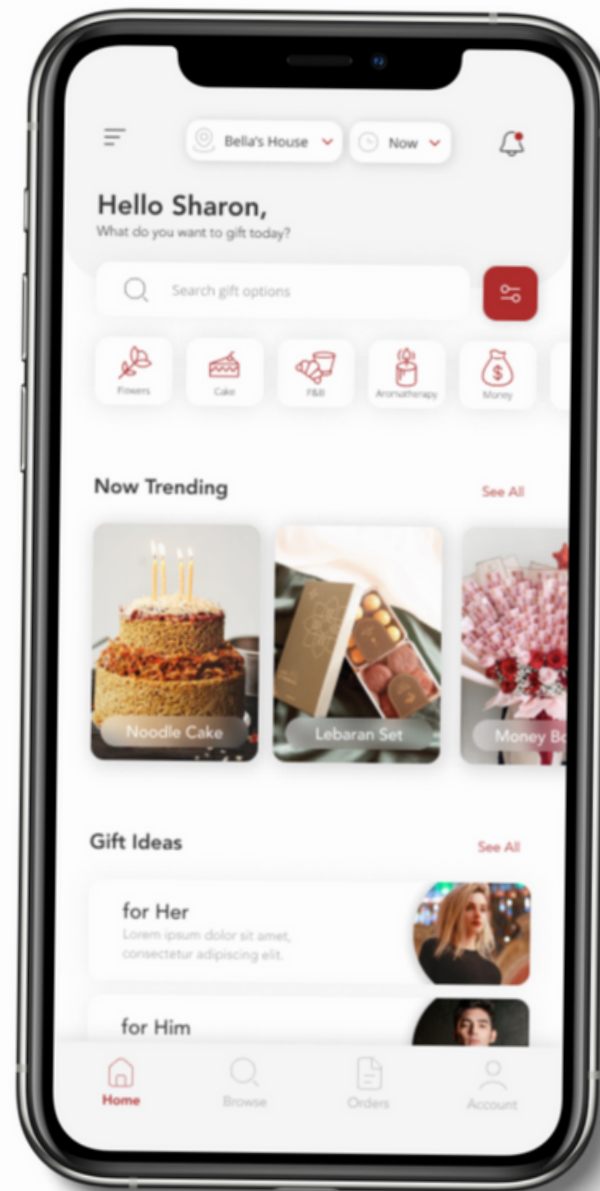
- Graduation Money Bouquet**
Quantity: 1
Details: 50 Rp. 100.000 Cash, White Flower, Blue Paper, + Graduation Bear

Add promo code

Payment Summary

Subtotal	Rp. 5.030.000
Delivery Fee	Rp. 60.000
Platform Fee	Rp. 5.000
Total Payment	Rp. 5.095.000

Join the Gifter Club



Prototype Link:

<https://www.figma.com/proto/hWRhao5LH6BLWYOM3t1GeZ/Gifter?page-id=0%3A1&node-id=36%3A0&viewport=839%2C415%2C0.6075281500816345&scaling=scale-down>

Finance

Profit & Expenses

1

Expenses:

- Marketing
- Operations
- Software Engineers
- Designers

2

Income:

- 15% commission on every purchase made
- Brand Partnership
- Platform Fee per transaction
- Ads Fee

Marketing Plan/Ideas

1

Marketing Ideas:

- Grand Launching Promo
- Influencer Marketing
- Tell-a-friend % Promo

2

Social Media Marketing:

- Social Media Manager
- Instagram Ads (Post)
- Video Production (Ads)
- Influencer Marketing
- Voucher Giveaways

Next Steps

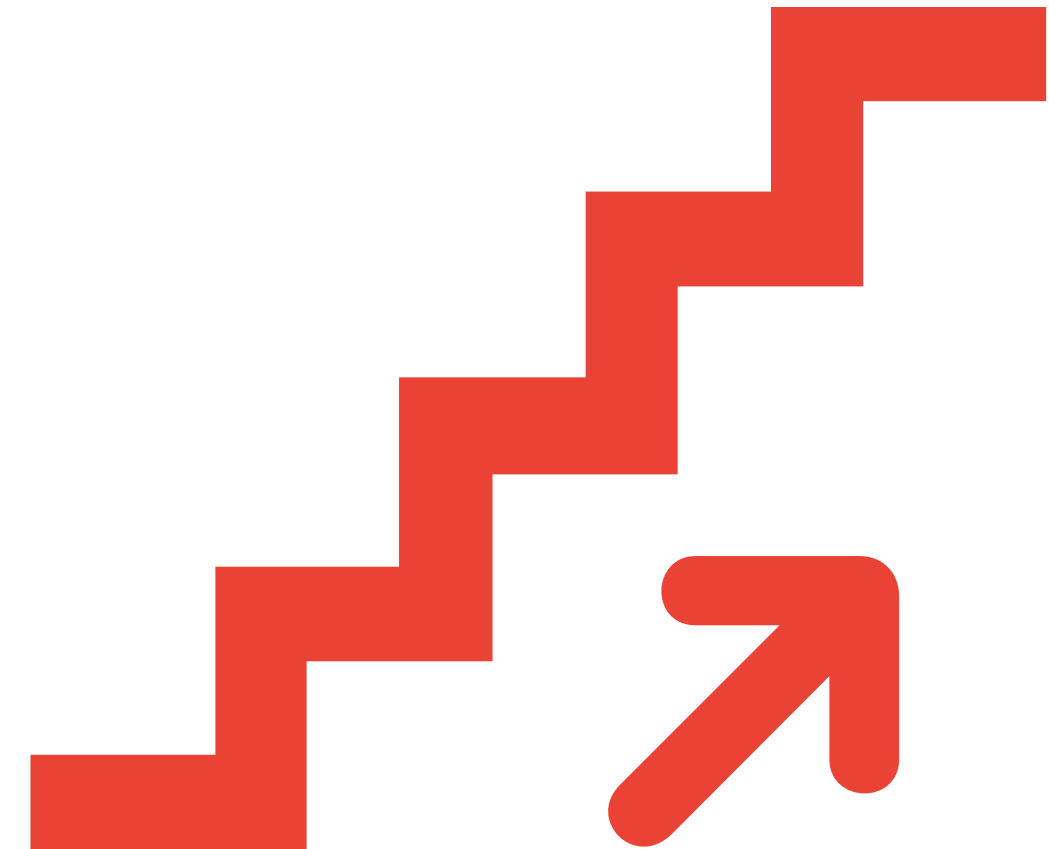
Next Steps

What is being developed in the future?

Our own delivery system without logistic partners – it can maximize the cost and time efficiency based on distance. (bulk delivery for to & from particular locations)

Where does the app stand in 3, 5, 10 years?

Becoming the biggest platform with the widest variety of personalized gifts in Indonesia.



References

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Thank You!

