

eCommerce Marketing



CHAPTER 2 IDEATION

Lecturer: Muslimbek Rakhmonov



AGENDA

How to come up with an idea

P.S.S.P. framework

Choosing the right idea

How to make your product different

How to validate your idea



PROBLEM - FIRST APPROACH

Your product should be
the **solution** to a problem



You are not just creating a product,
you're solving a problem.



Gretta van Riel

@grettavanriel



The world doesn't need more products. What it does need is better solutions to existing problems. So rather than asking yourself, 'what product can I sell?' instead ask, 'what problem can I solve?'

1:22 PM · Nov 21, 2018 · Twitter for iPhone

A **problem-first approach** makes it easier to create more products that make sense for your brand

It gives you the **starting point** or
brand vision to work forward from



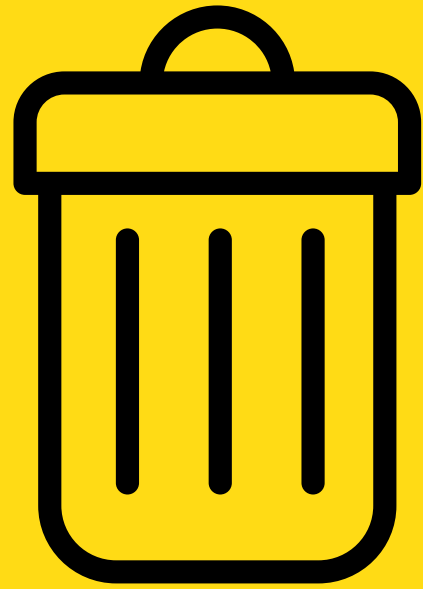
Find the problem and come up
with **multiple solutions**



Find a problem you've
experienced yourself

Problem

How to decrease waste
from everyday items



Problem

How to decrease waste
from everyday items



Solution

Make items
reusable

Ask yourself:
What is the **polar opposite**
of the problem



**WHAT PROBLEM DO I WISH
TO SOLVE**

**WHAT'S THE ANSWER TO
THE PROBLEM**

**WHAT PRODUCT WOULD HELP
ANSWER THE PROBLEM**

RESEARCH



**MARKET
POTENTIAL**

COMPETITION

**FACTS
HIGHLIGHTING
PROBLEM**



Get your customers to **understand**
and **empathize** the problem

P.S.S.P Framework

Helps link and contextualize
the problem to a solution

Problem

Stat

Solution

Product

Problem

Dehydration

Solution

Hydration



SINGLE-USE PLASTICS

A Roadmap
for Sustainability

Foreword

Plastic is a miracle material. Thanks to plastics, countless lives have been saved in the health sector, the growth of clean energy from wind turbines and solar panels has been greatly facilitated, and safe food storage has been revolutionized.

But what makes plastic so convenient in our day-to-day lives – it's cheap – also makes it ubiquitous, resulting in one of our planet's greatest environmental challenges. Our oceans have been used as a dumping ground, choking marine life and transforming some marine areas into a plastic soup. In cities around the world, plastic waste clogs drains, causing floods and breeding disease. Consumed by livestock, it also finds its way into the food chain.

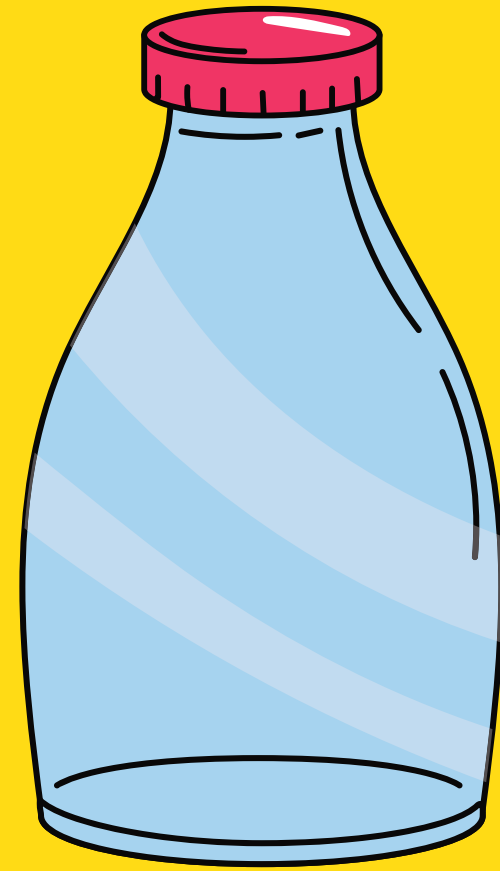
Plastic packaging accounts for nearly half of all plastic waste globally, and much of it is thrown away within just a few minutes of its first use. Much plastic may be single-use, but that does not mean it is easily disposable. When discarded in landfills or in the environment, plastic can take up to a thousand years to decompose.

The good news is that a growing number of governments are taking action and demonstrating that all nations, whether rich or poor, can become global environmental leaders. Rwanda, a pioneer in banning single-use plastic bags, is now one of the cleanest nations on earth. Kenya has followed suit, helping clear its iconic national parks and save its cows from an unhealthy diet.

Learning from the experience of countries that have introduced bans and regulations on single-use plastics, this assessment analyses what has worked well, what hasn't, and why. The report is therefore a tool for policymakers who intend to introduce measures to regulate the production and use of disposable plastics.

The assessment shows that action can be painless and profitable – with huge gains for people and the planet that help avert the costly downstream costs of pollution. In addition, action will drive the kind of innovation that will underpin the future global economy we need.

Plastic isn't the problem. It's what we do with it. And that means the onus is on us to be far smarter in how we use this miracle material.



Product

Re-usable, glass bottle



“

Plain old water has never been my favorite, but when I fill this infuser with slices of orange or cucumber, the bottle becomes a party.



Not every idea will be viable for
an e-commerce business

Avoid starting again
from scratch

Don't go into
too much detail yet

1. Is there a market for my product?
2. Is there demand for my product?
3. Is my product viable for e-commerce?

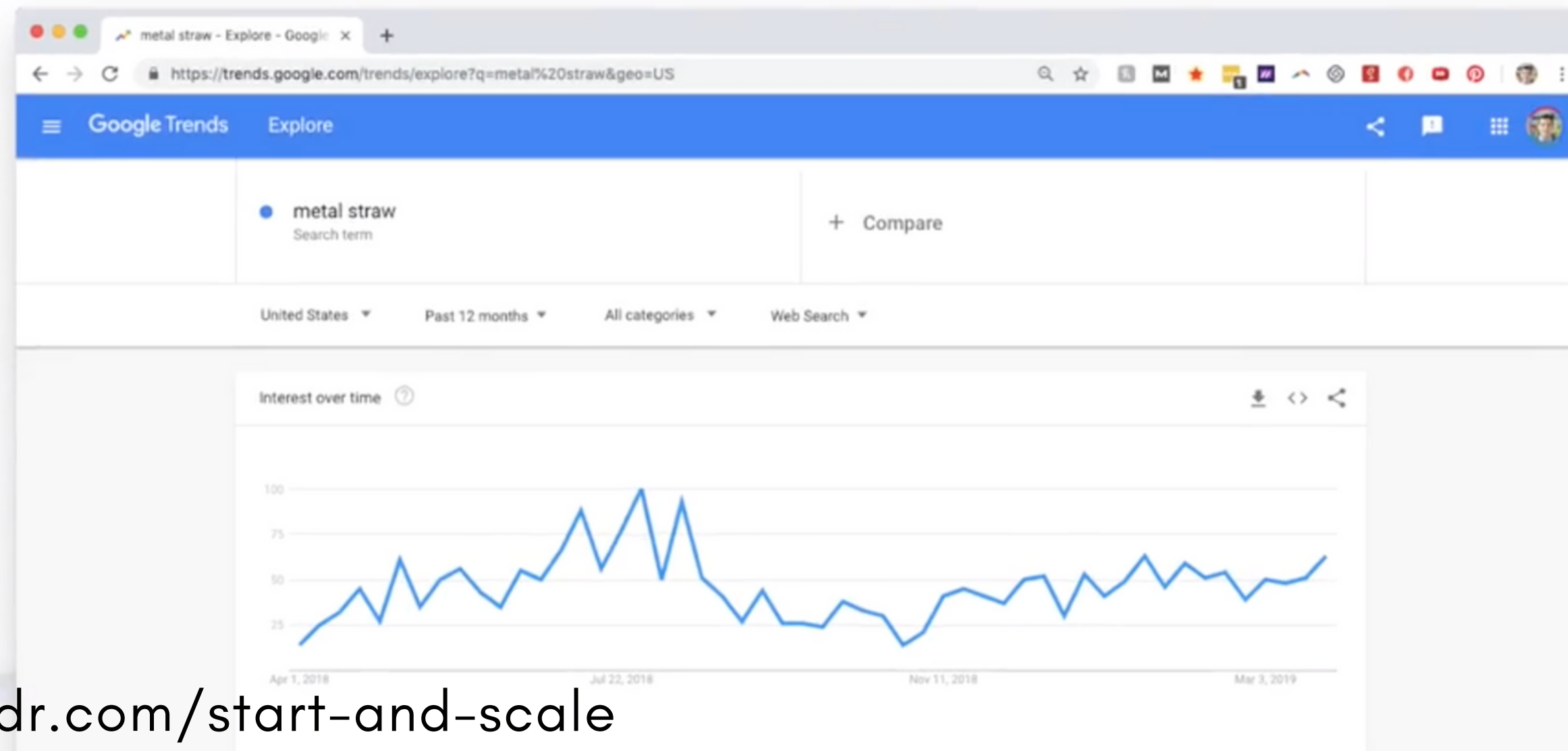
1. Is there a market for my product?

Market research

- What is the market size?
- What is the market value?

2. Is there demand for my product?

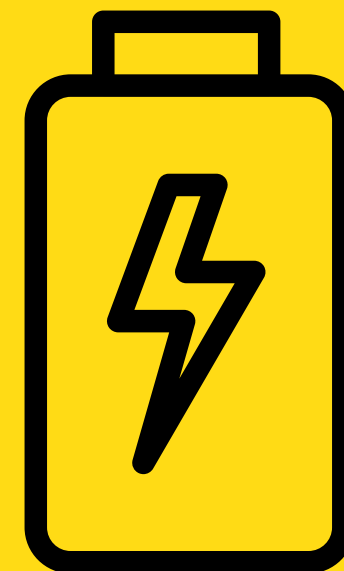
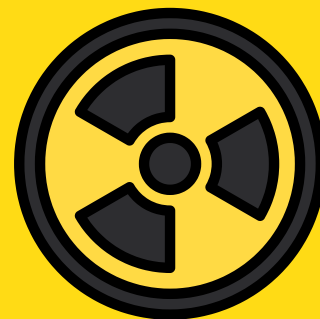
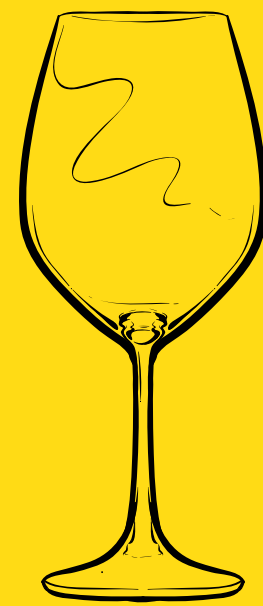
Visit **trends.google.com** and research main keywords



Source: foundr.com/start-and-scale

3. Is my product viable for e-commerce?

- Can it be shipped worldwide?



Re-usable straws



Lightweight and easy to ship? ✓

Is it fragile? ✓

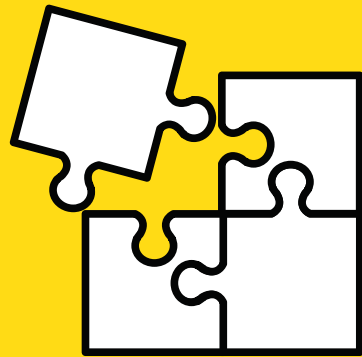
Regulated and dangerous? ✓

Unique Value Proposition (UVP)

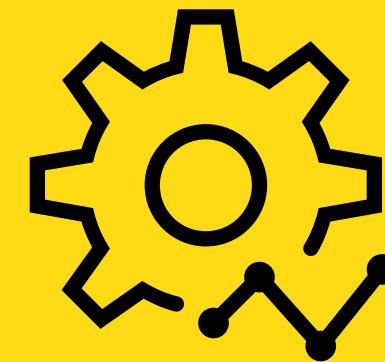
The benefit of your offer and
what distinguishes you from the
competition

Don't reinvent the wheel

**Change one product dimension to find
your UVP**



Design



Function



Price



Time

Design

The look and feel of the product



Credit: [instagram.com/thedailyedited](https://www.instagram.com/thedailyedited)



Credit: [instagram.com/thedailyedited](https://www.instagram.com/thedailyedited)

Function

How your product works



Credit: [instagram.com/lovehandle](https://www.instagram.com/lovehandle)



Credit: [instagram.com/goatcase](https://www.instagram.com/goatcase)

Price

The perceived value of a product



Credit: [instagram.com/mvmt](https://www.instagram.com/mvmt)



Credit: [instagram.com/rolex](https://www.instagram.com/rolex)


Time

When and how long a product is available
Scarcity creates demand. Exclusivity increases perceived value

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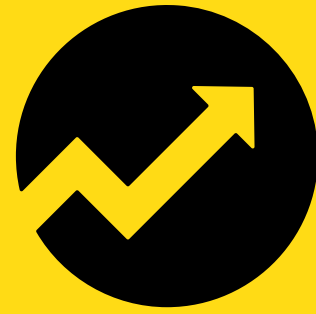
THE:5TH

Credit: the5th.co

The logo for GILT is displayed in a black rectangular box. The text "GILT" is written in a white, serif font, centered within the box.

GILT

Credit: gilt.com



If there's already a high demand for existing products that's a good thing

Listen to your market and iterate accordingly. Ask from at least 20 people that fits your customer persona and capture their response.