eGO

Self Start Service at your Doorstep

UX Case study

EGO is an online platform to sell, service, upcycle your used electronics and buy refurbished products. Helps to extend the lifetime of electronics which eventually plays a vital role as reducing daily accumulated E-waste.

Current Data

4 million tons of e-waste are produced every year in India

75% of contribution is by consumers

3-5 Targeted electronic market growth in next 5

40% of public are not aware of e-waste

Design Approach

Stakeholder Expectation

- Environment friendlier alternative
- Providing service for customer
- Recycling/upcycling of electronics
- Ensuring customer trust

Problem Statements

- Physical place is higher cost and time consuming
- Lack of awareness of e-waste
- Lack of trust in second hand products
- No proper platform to sell and buy second hand

Core Objectives

- To reduce e-waste from electronics
- To make it convenient for customers to sell their used electronics and buy second hand products
- To make second hand products more trustworthy

User Research

User research is done with 3 user segments based on their contributions towards e-waste and how they handle it. These user groups are:

Public

Experience Rate: **3.5/5**

Repair and sell/give away/upcycle/recycle only if it is broken. Refurbished products are not preferred since they lack of guarantee. Prefer to sell to scrap dealer/kabadiwala.

Pain points: Lack of trust in second hand products, Lack of awareness of e-waste, Lack of proper platform to sell and buy second hand products, Lack of time to sell.

Scrap Dealer

Experience Rate: **4.5/5**

Buy second hand electronics from public and sell to scrap dealers. Sell to scrap dealers only if product is not working.

Pain points: Lack of trust in second hand products, Lack of proper platform to sell and buy second hand products, Lack of time to sell.

Corporate

Experience Rate: **4.5/5**

Buy second hand electronics from public and sell to scrap dealers. Sell to scrap dealers only if product is not working.

Pain points: Lack of trust in second hand products, Lack of proper platform to sell and buy second hand products, Lack of time to sell.

Persona

Kavya Bhat
Student
Bangalore
Second hand/ Refurbished

Need
Need a laptop for her college work. She is not willing to buy a new one as it is costly. She is looking for second hand laptop.

Challenge
Lack of trust in second hand products. Lack of time to sell her old laptop.

Gaurav Singh
Scrap Dealer
Bangalore
Second hand/ Refurbished

Need
Need to buy second hand electronics from public and sell to scrap dealers.

Challenge
Lack of proper platform to sell and buy second hand products.

Nikhil Kumar
Corporate
Bangalore
Second hand/ Refurbished

Need
Need a laptop for his new employee. He is looking for second hand laptop.

Challenge
Lack of trust in second hand products. Lack of time to sell.

Key Persona - General Public

Kavya Bhat
Student
Bangalore
Second hand/ Refurbished
Hey, nice day...
Kavya Bhat
Student
Bangalore
Second hand/ Refurbished
Personality Trait
Introvert
Extrovert
Ambivert
Introvert
Extrovert
Ambivert
Goal
Need
Challenge
Goal
Need
Challenge
Pain points
Lack of trust in second hand products
Lack of awareness of e-waste
Lack of time to sell
Lack of proper platform to sell and buy second hand products
Lack of time to sell
Lack of trust in second hand products
Lack of proper platform to sell and buy second hand products
Lack of awareness of e-waste
Lack of time to sell
Lack of trust in second hand products