

# Optimising the Seller Tool Experience

UX Recommendations by  
**Deepa Palli** , Sr Design Manager



GEAR**LAUNCH**



## Objective

The primary objective is to enhance GearLaunch's existing Seller tool and revamp their Seller's user journey. To achieve this, we'd like to propose:

- A step-by-step guide that will assist sellers throughout the entire process; right from conceptualizing their products, to selling and marketing them
- A comprehensive approach that aims to attract both potential sellers and individuals who have not yet considered selling, ultimately optimizing conversion rates

# Challenges

In a competitive e-commerce environment, sellers are likely to face the following challenges:

- Unawareness of the platform
- Lack of technical know-how
- Marketing Challenges:
  - Spread the word
  - Build user engagement
  - Build loyal customer base through community
- Affordable obstacles



Onboarding  
challenges



Creative  
blocks



Marketing  
challenges



Affordable  
obstacles

# Market Research

Key findings from market research in the Print On Demand (POD) business for US region.



Apparel is currently occupying the maximum market share



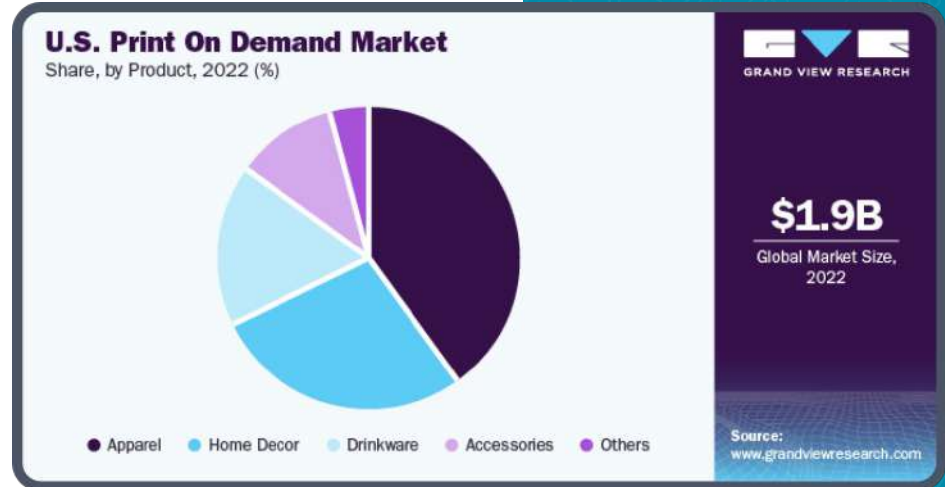
Home Decor segment is anticipated to exhibit fastest CAGR(26.0%)



Sellers are looking for AI art tools when searching for POD e-commerce

# POD Market Share - Apparel

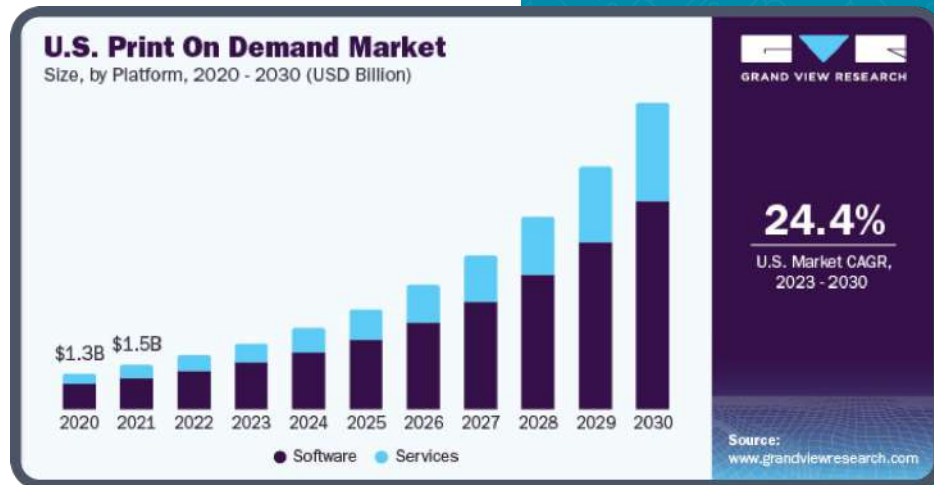
- **Apparel** clearly was the top-selling product group and accounted for 62.38% of the total items sold in the POD business
- Users can easily design and customize their apparel using software such as Canva or the design maker tools provided by print on demand service providers



[Grand View Research URL](http://www.grandviewresearch.com)

# POD Market Share - Home Decor

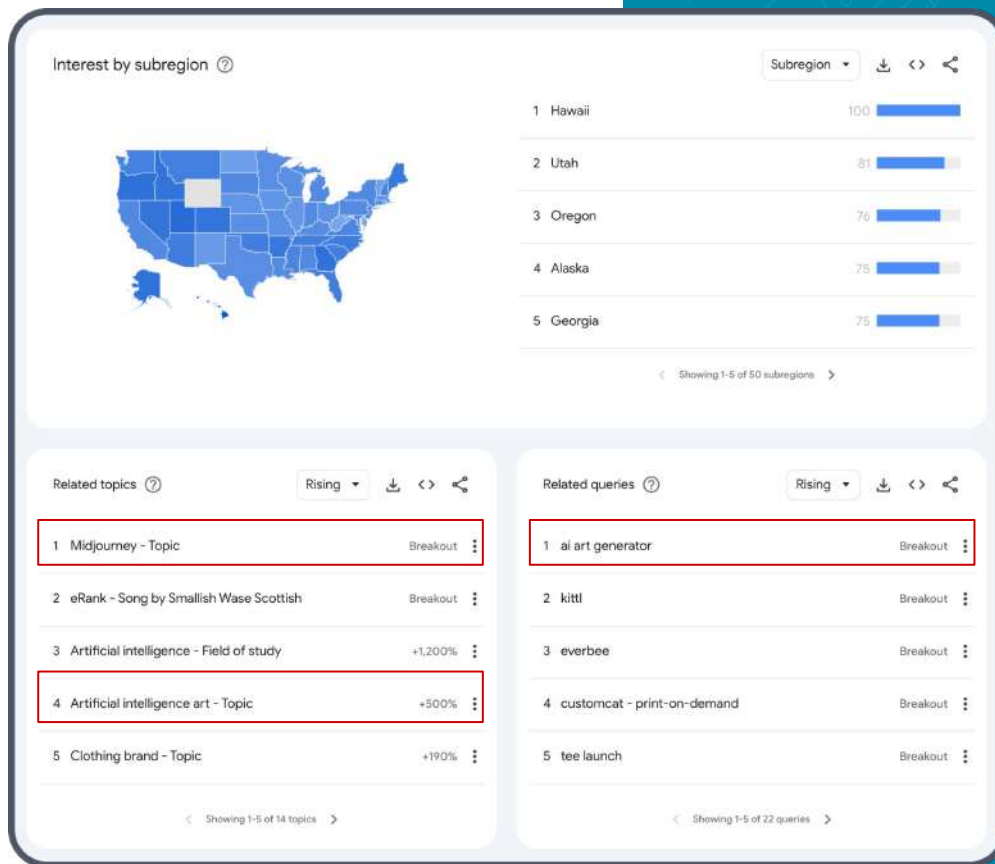
- The **home decor** segment is anticipated to exhibit the fastest CAGR (Compound Annual Growth Rate) of 26.0% through the forecast period
- The products offered under this category include **wall art posters, canvases, pillows, and floor mats**



[Grand View Research URL](http://www.grandviewresearch.com)

# AI Generative tools for the win!

A quick search on [Google Trends](#) revealed that AI Generative tools such as Midjourney & Lensa AI are in popular demand for generating unique images that can be used in the POD business.





# Current Niches

Let's discover exciting print-on-demand niches which has potential in the current and upcoming POD market.



## Local Nostalgia

Local slang/inside jokes, Inside language that people live in, events etc.



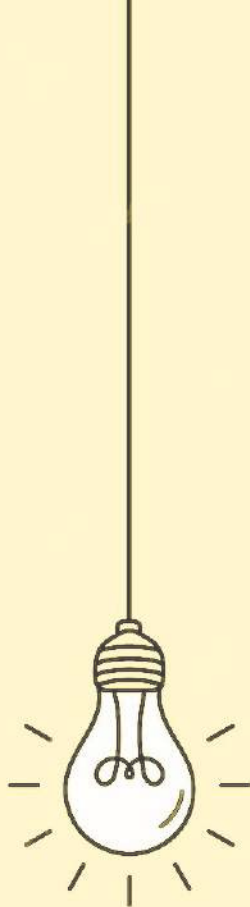
## Sustainable Products

Every competitor is turning towards sustainable products to save earth



## Health Industry

Prints related to Motivational Quotes & Self care



# Opportunities

The ability to create a strong market presence using the following strategies:

- Have a seamless onboarding process upon registration
- Powerful Catalog and easy to use Editor tool
- Enhance Product using AI Generative tools (AI text & AI Art)
- In-depth Sales Analytics
- Marketing Assistant
  - Create Promotional Cards
  - Generate Marketing material for Social Media, Print Media, Banners for Web etc using AI Editor tools
  - Promote and share over Social feeds
- Focus on three key niches

# Areas of Focus



1. Seamless  
Seller  
Experience



2. Improve  
Seller  
Engagement



3. Improve Seller  
Sales and  
Operations

# 01

## Seamless Seller Experience



Better & quicker onboarding



Assist sellers with automation on setting up sites



Targeted marketing to sellers in different GEOs

**GEARLAUNCH**

What describes you or your business the best?

**Agency**  
Marketing, e-commerce, agency etc.

**Artist**  
Designer, painter, photographer, etc.

**Established business or organization**  
SMB, e-commerce store, NPO, NGO, etc.

**Global enterprise brand**  
Corporate, fashion, etc.

**Individual entrepreneur**  
One-person operation, side/hybrid, etc.

**Public figure**  
Celebrity, influencer, politician, athlete, etc.

[Back](#)

**GEARLAUNCH**

What's the total annual revenue of your business?

\$0

\$1-\$10K

\$10K-\$50K

\$50K-\$100K

**GEARLAUNCH**

Let us know a little about you  
... so we can tailor your experience

Tell us your chief goal in using GearLaunch?

**Sell Online**

**Order for Myself**

**GEARLAUNCH**

SCAN TO PRINT YOUR TSHIRT!

 GEARLAUNCH

What describes you or your business the best?

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Global enterprise brand  
Corporate, fashion, etc.

Individual entrepreneur  
One-person operation, side hustler, etc.

Public figure  
Celebrity, influencer, politician, athlete, etc.

Back

 GEARLAUNCH

What's the total annual revenue of your business?

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\$100K+

 GEARLAUNCH

What's the total annual revenue of your business?

\$0

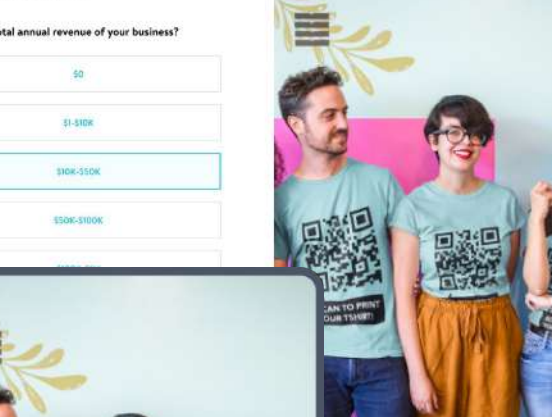
\$1-\$10K

\$10K-\$50K

\$50K-\$100K

\$100K-\$500K

\$500K-\$1M



Three people (two men and one woman) are standing and smiling, wearing light blue t-shirts with a large QR code and the text "CAN YOU FIND OUR TSHIRT?" printed on them. They are in front of a light blue wall with a yellow leaf graphic. A smaller inset image shows a close-up of the same three people.



GEARLAUNCH

gear launch

Let us know a little about you

... so we can tailor your experience

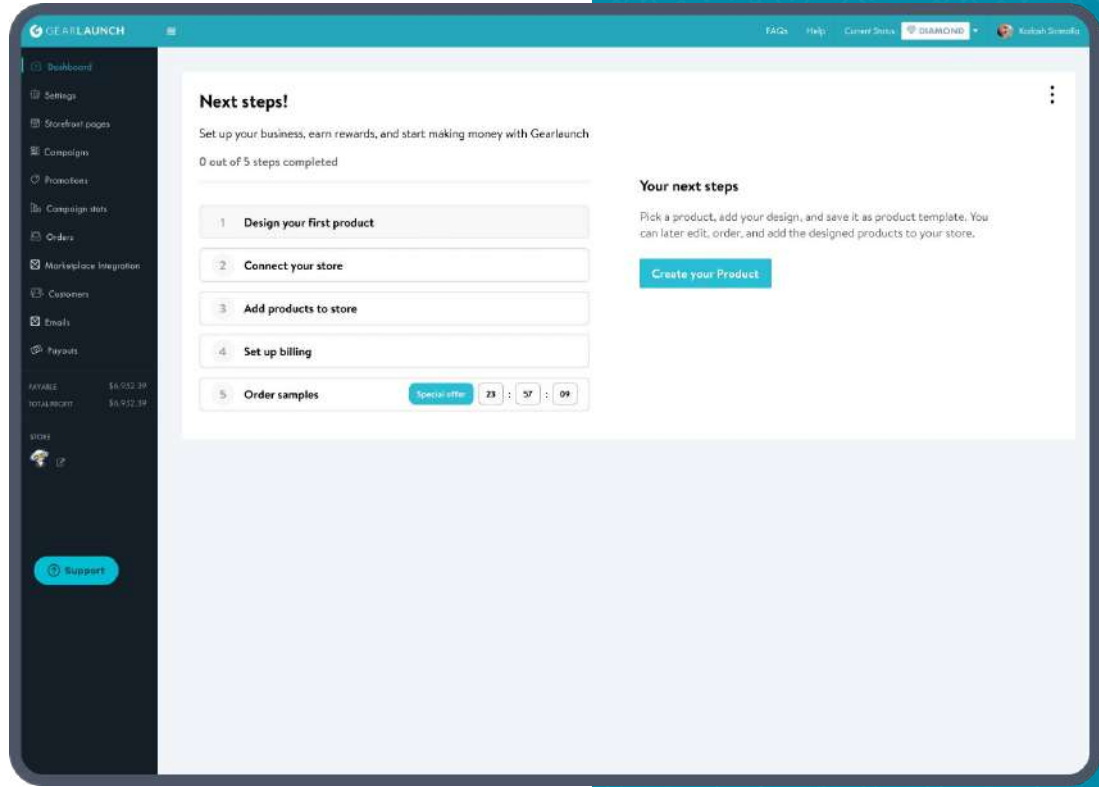
Tell us your chief goal in using Gearlaunch?

Sell Online

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# Assist Sellers with Automation on Setting up the Site



# 02

## Improve Seller Engagement



Provide actionable marketing plans to sellers



Provide integrations & automated services for Digital Marketing

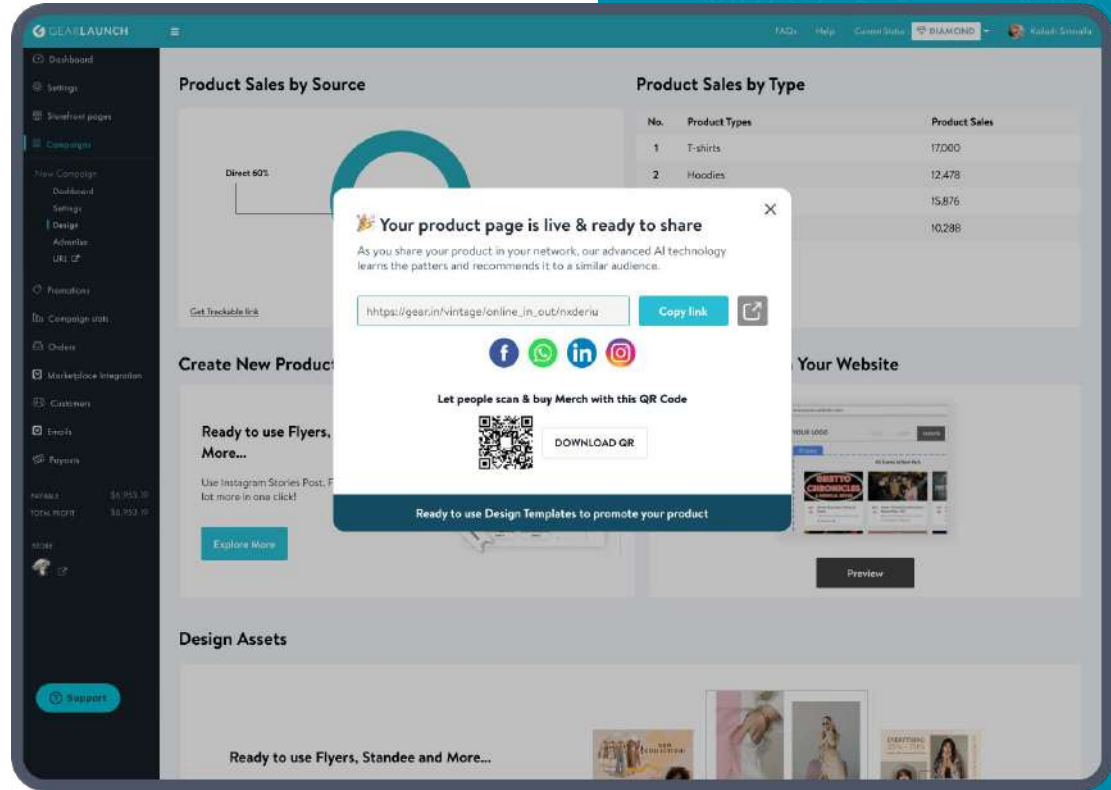


Better Product Editor - CYO

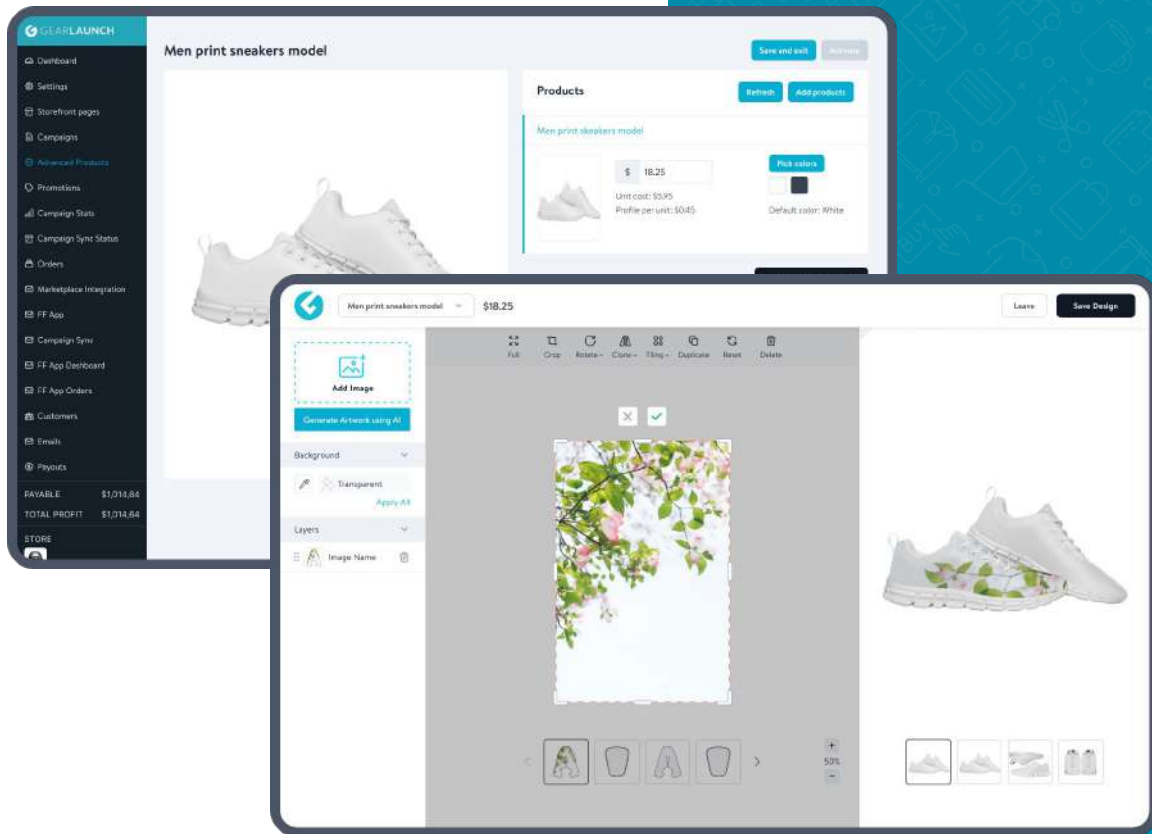


AI generated artwork

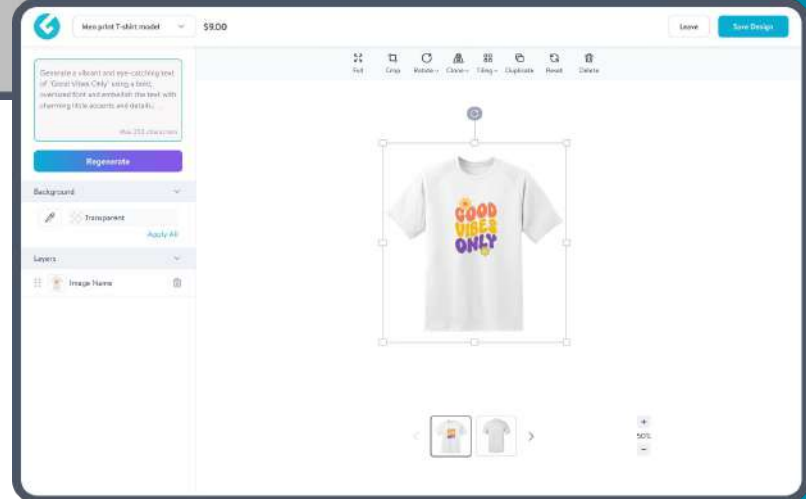
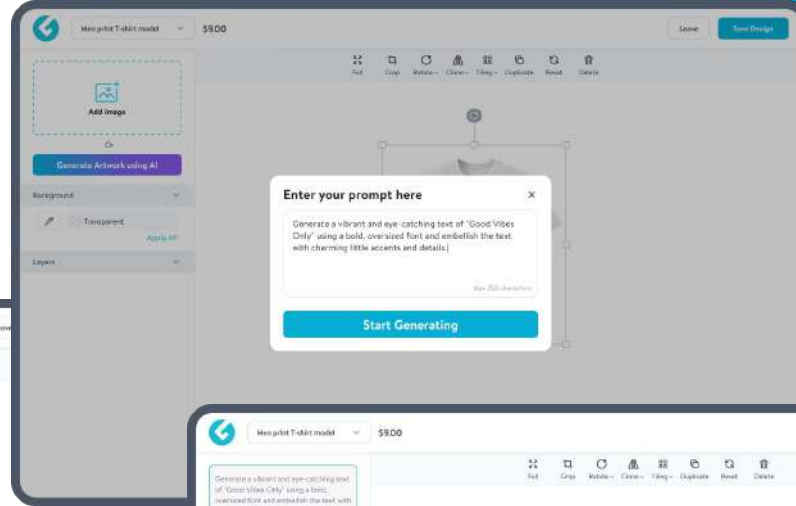
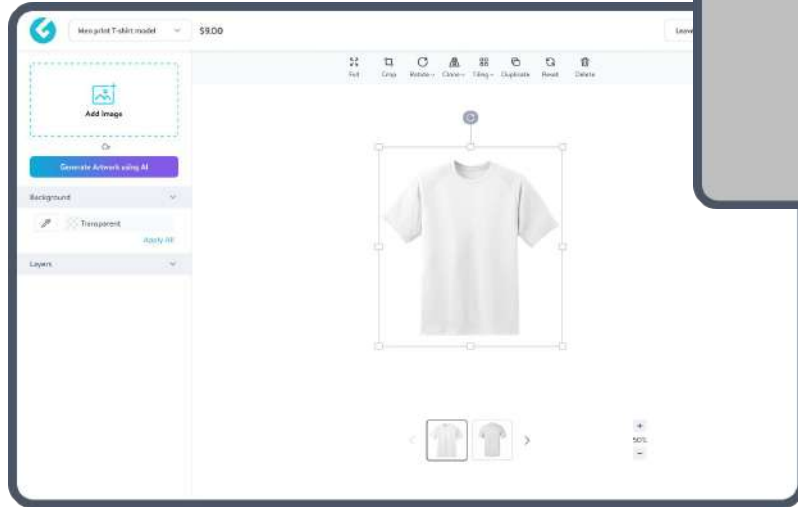
Provide  
integrations and  
automated  
services for digital  
marketing



# Better Product Editor with CYO



# AI Generated Artwork



# 03

## Improve Seller Sales & Operations



CRM services & integrations

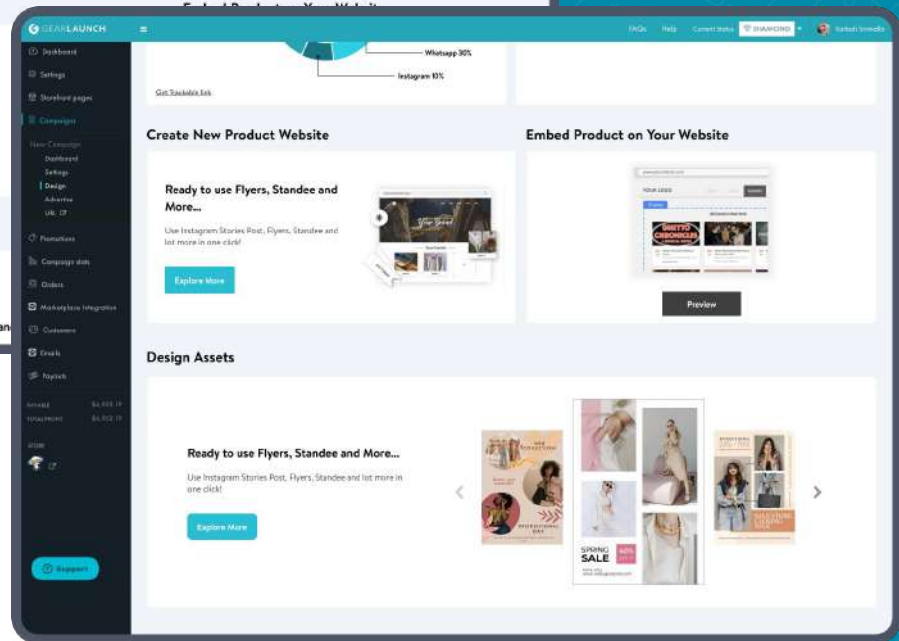
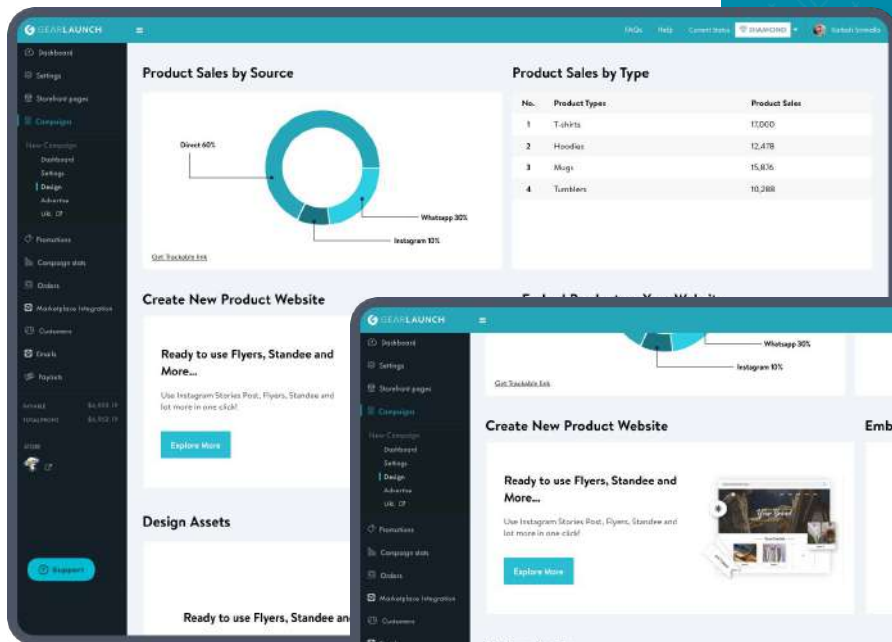


Provide better analytics and insights to improve sales

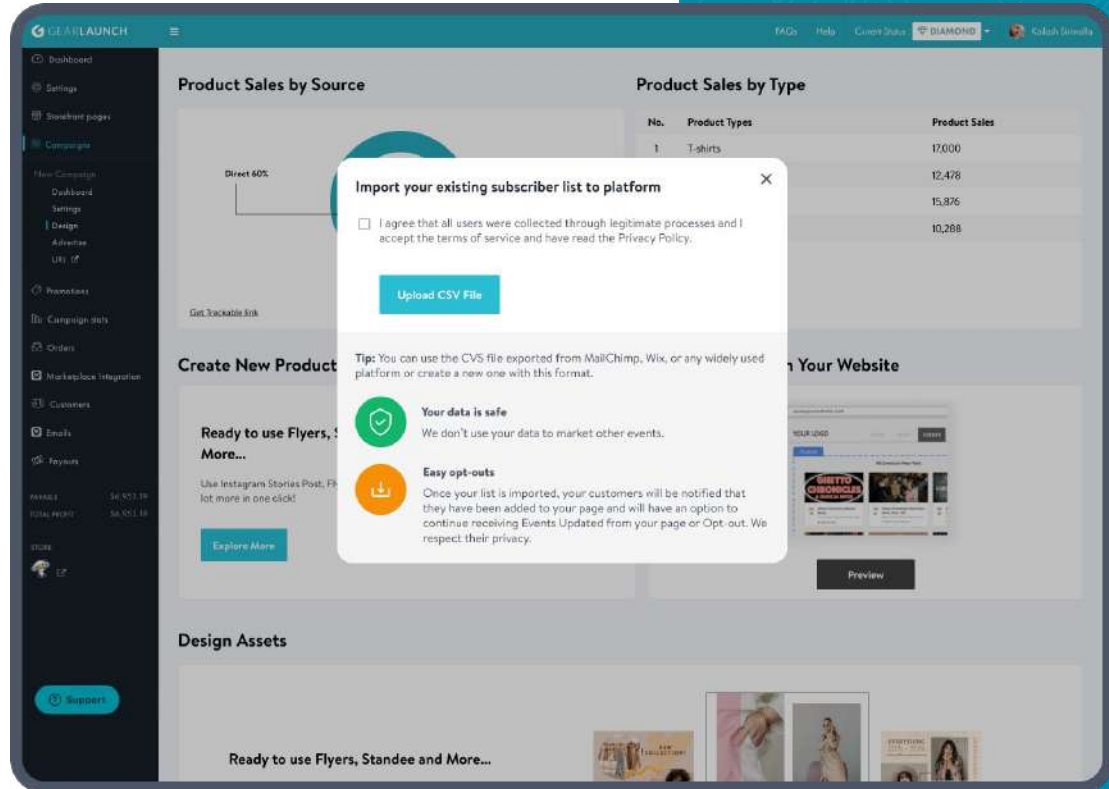


Upsell enhanced SEO and marketing from GL side

Provide  
Analytics  
to track  
and  
improve  
Sales



# Provide CRM Services & Integrations



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**Got any  
Questions?**



**THANK  
YOU!**