



DARAZ

Your all-in-one e-commerce solution

SHAMS RASHID TONMOY

In the post-pandemic era of remote working and online shopping, there is seldom a need to step outside the comfort of one's home to buy desirables. Thanks to the rise of local e-commerce

platforms, home deliveries are slowly taking over the traditional method of purchasing from physical stores. Among these revolutionary online shopping portals is Daraz, the global e-commerce company that has solidified its place in Bangladesh as the one-stop destination for all kinds of consumer electronics, home appliances, clothes, cosmetics, health products and many more.

Starting internationally in 2012, Daraz officially launched in Bangladesh in October 2015. Following its most recent rebranding earlier this year, Daraz has made a name for itself in the local sphere of online shopping - a growing trend among modern consumers; and plans to reach 100 million customers by 2030. While the success of Daraz can be stemmed from its humble beginnings, an important reason why it has secured itself as a top e-commerce platform is because of its user-friendly app.

With smartphones becoming an everyday necessity in the modern urban lifestyle, there has been a growing need for apps that fulfil a customer's wants in the most accessible way possible. The Daraz mobile

app is an example of such an app: meeting demands while retaining a long-lasting positive user experience.

USER INTERFACE

When you log into the Daraz mobile app, you will be greeted with a range of products arranged in different categories. From cleaning supplies to home decorations to trendy apparel to handy gadgets, the bombardment of different items readily available in the user interface is a memorable first impression for any first-time user.

The Home menu, understandably, is the first menu that the user will see upon first opening the app, which hosts a variety of links to the latest discounts, sale offers, categories and sub-sections of the Daraz app, such as Mart, Fashion, Beauty & Glamour, Home & Decor, Live, etc. The topmost section includes a search bar, a QR code scanner and access to the Coins menu, which shows how many usable coins the user currently possesses, the current daily check-in progress and when the coins would expire.

It is also important to note that despite the high number of daily active users as well as a host of different categories and menus, the app is lag-free: providing a smooth user experience even when browsing through multiple items at

once. The app is also available in Bangla to increase accessibility to local users. Currently, the Daraz app has a user base of about 6.8 million in Bangladesh.

A WHOLE NEW WORLD TO DISCOVER

Let's move on to the selection of products. You can buy almost anything from Daraz, including but not limited to home appliances and gadgets, groceries and food items, clothing items and accessories, and cosmetics and make-up products. There is usually a range of discounts available for nearly all items, offering competitive prices for a range of different products.

Daraz Mall has a frequent assortment of Mega Deals, in which vouchers collected from the product's page can let the user avail of a greater range of discounts, including options for cashback with prepayment. Daraz Mall features authentic products from trusted brands, which saves the hassle of purchasing fake products online. It also has a 14-day

return policy, with specific returnability mentioned with each item.

Daraz Mart offers a wide range of groceries and daily necessary items such as toiletries, mother and baby products and pet food. Daraz's fast and secure delivery ensures that no time is wasted in obtaining the product; perfect for busy users. The range of everyday items and consumables available in Daraz Mart makes it a welcome platform to buy weekly and monthly necessities. The app also offers groceries and household essentials at an affordable price, with options for same-day delivery.

Clicking on the Daraz Mart icon on the app will take the user to the portal to buy these daily essentials.

Daraz Fashion, arguably the trendiest category in the app, features a range of wearables and accessories such as t-shirts, pants, sarees, jewellery and shoes. It also usually features branded sales from prominent fashion brands such as Aarong, Mirror, Ease, FlyFlora, StyleStore, Walkar, Winner Fashion and many more, with deals such as using coins to get extra discounts, flat percentage-based discounts on some selected brands and cashback offers when using pre-payment options. The user can also buy special gift vouchers from certain selected stores from Daraz

