Zoop
PARTNER

✓ Live streams volume increased by 35-40%

# Turning Live Engagement into Growth

Giveaway— Zoop Live




## Project Overview

This project aimed to increase **Live Stream engagement and volume** by turning an existing seller behavior—giveaways—into a native Zoop experience, and later evolving it into a sharing and rewards loop for Buyer App growth.

**Problem:**

- Low Live Stream engagement
- Third-party giveaway tools
- Manual winner selection
- Limited viewer participation
- Need to drive Buyer App reach

**Design Solution:**

- In-app Giveaway
- Comment-based entry goals
- Spin Wheel + Re-spin
- Live Loot discounts
- Sharing leaderboard

## About Company

**Zoop is a live-commerce platform** helping Indian sellers, retailers, suppliers, and wholesalers take their businesses online. It enables sellers to go live across Facebook, YouTube, and Instagram, manage products, engage with customers, and turn live interactions into purchases.

### My Role:

Product discovery, user research, wireframing, UI design, User Testing, Data & user-behaviour analysis

### Collaborated with:

Founders, Developers, QA testers, and other stakeholders

## Problem Statement

Live Streams needed stronger engagement mechanisms to encourage viewer participation and increase stream volume, but sellers were relying on manual processes.

Low Viewer Engagement | Manual Giveaway Process | Limited Participation

Sellers had to manually collect participant names, move between apps, and use external Spin Wheels to select winners. This added friction to the Live experience and made it harder for sellers to consistently engage their audience.

## Target Audience

This experience was designed primarily for women sellers who were less familiar with digital tools and were looking for simple ways to showcase their products, reach more customers, and grow their businesses online.

### Primary Users

Women sellers from **Tier 2 & Tier 3 cities** who are often not highly tech-savvy and prefer simple, guided experiences. They use Zoop to showcase their products, engage with customers, and grow their business through Live Commerce.

## What I noticed

I spent the first week observing sellers during their Live Streams to understand how they interacted with their audience and what engagement tactics they were already using.
I noticed a recurring pattern: many sellers were already running giveaways, but the entire process was manual and happened outside Zoop.

### Observed Behavior

Ask viewers to engage
↓
Note participant names
↓
Feed 10 names into a third-party app
↓
Spin the Wheel
↓
Pick a winner
↓
Announce on Live

**Insights |** The behavior already existed. Instead of creating a new habit, we could make the existing one easier by bringing it inside Zoop.

## Product Opportunity

### Bringing Giveaways Inside Zoop

Since sellers were already using giveaways to drive engagement, we saw an opportunity to make the entire process **simpler, faster, and native to the Live experience.**
Instead of switching between multiple apps, sellers could manage the giveaway directly within Zoop.

| Before | After |
|---|---|
| Ask viewers to engage | Viewers Engage |
| Note participant names | Automatic Entries |
| Feed 10 names into a third-party app | Goal Reached |
| Spin the Wheel | Spin the Wheel |
| Pick a winner | Winner |
| Announce on Live | |

## Design Objectives

- Making the Giveaway Simple & Accessible
- Easy to set up before going Live
- Accessible during an ongoing Live
- Simple enough for non-tech-savvy sellers
- Engaging for viewers
- Flexible enough to let sellers decide when to announce the winner

## The Giveaway Experience

These wireframes were created after extensive brainstorming and ideation, drawing inspiration from leading market players.



Enable the giveaway using the **toggle** on the pre-stream screen. This is the only entry point to activate it.



Set the target **number of entries** or choose from suggested goals. Sellers can also see how entries are counted.



Once the giveaway is active, the live screen displays the current **entry count** against the target



Sellers can tap the count to **manage or cancel** the giveaway or spin early.



Once the target is reached, a "Giveaway Ready" prompt appears, with a quick **"Spin the Wheel"** action.



Sellers can confirm **the winner** or **re-spin** after 10 seconds if the winner isn't present.

## Designing Within Platform Constraints

Initially, we explored using likes, comments and shares as giveaway criteria. However, due to platform/API limitations, we couldn't reliably access all engagement data across Facebook, Instagram and YouTube.

So for the MVP:
**1 unique comment = 1 giveaway entry**

## Result & Impact

All insights and metrics presented are based on data collected during March–April 2026.

**+35–40%**

**Increase in Live Stream Volume**

The Giveaway feature created a strong engagement loop and gave sellers an additional reason to run and promote Live Streams.

**78%**

**of Live Streams activated a Giveaway**

High adoption indicated that sellers found the feature useful as part of their regular Live experience.

## Giveaway V2

Based on seller feedback and observed usage, we made a few changes to make Giveaways more flexible and reliable during Live Streams.

**01. Flexible Spin Wheel Placement**
The Spin Wheel animation was made movable like a sticker, allowing sellers to reposition it anywhere on the screen. This was especially useful because sellers have different camera setups and positions, so the wheel could otherwise appear over their face.

**02. Start Giveaway Anytime**
Earlier, Giveaways could only be activated before going Live. We noticed that sellers sometimes forgot to enable it or wanted to run multiple Giveaways within the same Live.
We moved Giveaway activation into the Live experience, allowing sellers to start a Giveaway whenever they wanted during the stream.

**03. Smarter Re-spin Logic**
Since we couldn't reliably detect whether the selected winner was still present in the Live, we changed the re-spin logic to prioritize recent giveaway entries.
If a selected winner isn't available, the re-spin considers more recent participants, making it more likely that the reward goes to an active viewer.

## My learnings

I learned that when something is already working, the goal isn't always to change it — sometimes the best product decision is to build around it without adding complexity.

## Thank you for your time!