

Strategy plane

What's culturally appropriate?

Users are going to be mostly men and women between 15-45 years old who are buyers of clothing and accessories. The clients are looking to improve and diversify their image.

What content type would be relevant?

Font size ought to be normal and easy to read. Navigation needs to be obvious and simple.

Why is this so special?

For clients to be able to contact the team and suggest new products to add. I would also like to enquire as to whether a blog section on styles and trends would be beneficial, as well as keep clients updated on any upcoming events.

Why would a user want this?

The website has many clients and followers on social media. They love to view pictures, compare items, read stories. This site will give them the gateway to connect with other clients of the website.

What makes a good site experience?

- Watching the videos
- Seeing photos of products and services provided.
- Getting personalized offers per e-mail.

What does the user expect?

- What is this?
Website logo and cover picture needs to be prominent.

- Is this what I expected to see?
Logo, classy color scheme (nudes, beiges) ought to visually portray this and help make it look credible and trustworthy.
- Does it offer what I want?
Videos, pictures and ways to connect with the team.
- Is it valuable enough to stay?
Content (especially video) will compel them to stay.
- What actions can I take now?

Join the newsletter subscribers (can be achieved with pop-up form)

Order (in the Order section)

Connect with the team members on social media

- How do I contact the owner/team

By joining the subscribers page, hiring them for some services or/and connecting on social media.

Opportunity/Problem	Importance	Viability/feasibility
Establish an online presence	5	5
Increase number of orders placed	5	4
Showcase existing and new products	4	5
Increase new client numbers	3	1
Connect on social media	3	5
History of site for new clients	2	1
Total	22	16

For the above table I will concentrate on A, B, C, E which are:

- Establish an online presence
- Increase number of orders placed
- Showcase new products
- Connect on social media