COMM5961A Assignment_3 Problem Set

Name: Kwan, Tsz Mei Student ID: 1155161658

Introduction

As a lover of shopping centers and an intern who used to be worked in the digital transformation project of commercial real estate business, I realized the information about shopping including the promotions, branding campaigns or store locations, etc is fragmented and disorganized across multiple channels, or primarily based on the opinions of netizens on various SNS. Especially in Hong Kong, we have well-developed online services for restaurant seeking, lodging reservation and carhailing service such as 'OpenRice', 'Uber', 'Airbub' and 'Trivago', but what about an application or a website for shopping-lovers?

While shopping is a kind of basic necessity in life, I believe there is a vacancy and demand. To improve the shopping experience in Hong Kong, I want to establish a website that focuses on giving timely and comprehensive shopping information.

Interview

1. A list of interview questions

Preliminary investigation:

- 1) Which malls/brands do you usually go to for offline shopping? Shopping frequency? Consumption habits?
- 2) What is your general offline shopping mode? (e.g. Purposeful, casual, entertaining)
- 3) Which websites or information sources will you rely on to obtain shopping center/offline brands or product related information?

User experience analysis:

- 4) How would you find the shopping center/brand store/product you need to go to?
- 5) How would you choose your destination?
- 6) How would you record/save the information of the mall/shop you need to go to? (e.g. map/business hours, etc.)
- 7) What functions do you generally use? (Is the presentation of each function clear? How does it feel to use?)
- 8) Does it have a community sharing function? (Does it have other users' comments/pictures? Will you refer to their content? Will you place your own content? Why?)
- 9) What part could be improved and how?
- 10) What content should be added?
- 11) Is this website helpful if you are going to shop in Hong Kong?

2. Interviewees

The requirement of interviewees selection:

- 1) Had shopping experience in Hong Kong, life experience is preferred
- 2) Have searched for information about shopping in Hong Kong in different channels
- 3. Interviewees' s responses

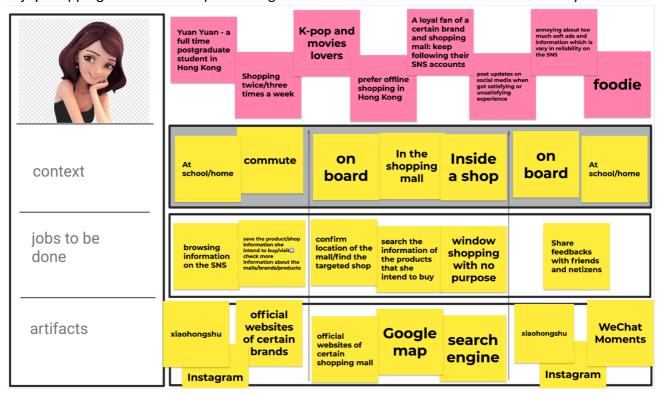
It is included as appendix in the assignment_3 folder.

Persona types

- 1. Personalized customers
 - -Follow trend
 - -Higher consumption levels
 - -A loyal fan of a certain brand or/and shopping mall
- 2. Economical customers
 - -Discount drive consumption
 - -consume on a seasonal basis
 - -shop at certain times when the need for them arises

Journey map

Yuan Yuan was chosen as one of the persona types for developing a current journey map as she is a sort of personalized customers who is active on different SNS(including browsing and sharing), enjoy shopping offline and keep following the trend. She will be the active website of my website.



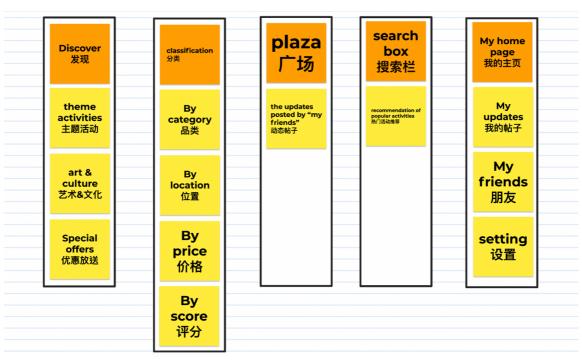
Problem statement

How might we make <u>a personalized customer</u> (who) address the problem of <u>acquiring</u>, <u>sharing the timely shopping information and finding the certain shopping place that he/she intended to go in an integrated website with moderate amount of ads (what) to achieve the goal of <u>buying favorite products and having a great shopping time</u> (why)?</u>

Story map

pro	nd a duct I/or a nall	examine a product and/or a mall	decide the place to go	plan	go to the mall/shop	Inside the mall/shop	share feedback
enter keywords in search engine/SNS	Recommendation from netizens on SNS such as Xiaohongshu	browse the details of the product/shop/mall, such as location, price, ingredient and opening hours, etc	add others' post to "My Favourite" on Xiaohongshu	check if that branch is in stock	search the traffic routes	search the information of brands/shops/product s that is not familiar but interested in	share feedbacks with friends directly
	Recommendation from official accounts in SNS such as Instagram	browse the comments/photo posted by netizens on SNS	Take a screenshot of the information on the official website/account of SNS	check if there is any other attractive shops/brands around the malls	use Google map to find the location	browse the official website of the malls/brands	post updates on SNS such as Wechat Moment, instagram and Xiaohongshu, etc
			compare different malls/brands/products	Check if there is an internet-famous site			
				plan the route of shopping which may involve more than one malls/places			

Open card sort



Position map

Professionally-generated Content User-generated Content