

COMM5961A

Problem Set #4

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Problem statement

How might we make a economy customer (who) address the problem of acquiring timely promotional information(what) to achieve the goal of buying favorite products with the best price. (why)?

New persona journey



Open card sort



The sustainable business opportunity

Since I reviewed the interview, I realized that most of the economy customers are willing to buy products when there is a special offer. However, the information of offers they obtained is always related to the official account on SNS, website of their favorite brands. This means that if we can present promotional information about other brands which products is close to their preference, it may lead to their desire to buy.

Thus, this site is a third-party collection of offers for brands with offline stores in Hong Kong, providing all information about the brand's online and offline promotions, which basically rely on web scrapping to get information.

According to some of the official information on the website which is anti-scrapping, we can communicate and cooperate with the brand. The interest for these brands is to spread the message of online and offline offers to potential customers.

In the long term, if views and clicks of the website performed well, we can charge advertising fees to advertisers and low membership fees to consumers as a threshold.

Define functional requirements (job to be done) and information requirements.

	Functional requirements		Information requirements
1	Discount Express (Brand)	By category: Luxury brands/ beauty care/ digital appliances/ home & kitchenware/ clothing/ baby products	1) Discount information on each brand's official website 2) Details of brand's offline store 3) Link of brand's official website
2	Major Promotional Events (Malls/Online)	Malls/Online website	1) Information on the activities of each mall 2) Information about the activities of each large website
3	Plaza	Posts	(Information sharing by users)

Conduct data research to identify potential sources of data for addressing the persona's information requirements in getting their job done.

	Source	Information
1	Brand's official website	Brand's discount Information
2	Xiaohongshu	Information of special sale
3	Facebook	Brand's discount Information
4	Instagram	Brand's discount Information
5	Google map	Details of related store/malls

Scrap data from sources (including current alternatives) for further analysis of shortcomings in existing information architecture and user interfaces.

(take 1 source and scrap to show)

It is included in the assignment_4 folder.

Shortcomings include: missing information, fragmented information, inconsistent information, outdated information, and erroneous information.

1. Some websites have strict anti-scrap systems
2. The information of text and photos that is connected together by photos on some websites