COMM5961A

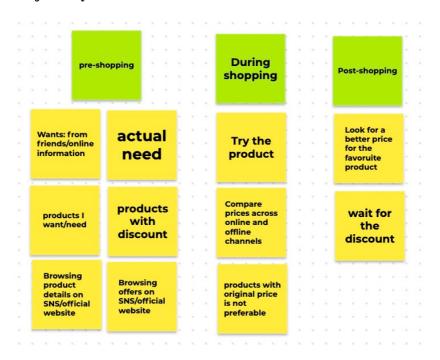
Problem Set #4

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Problem statement

How might we make <u>a economy customer</u> (who) address the problem of <u>acquiring</u> <u>timely promotional information</u>(what) to achieve the goal of <u>buying favorite products</u> 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.

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