Hard-Ware_House

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Project Concept Summary

With the rapid advancement of technology and the availability of it around the world - more and more people are being connected to the world wide web. However, with this increase of online presence comes an increase in the need for and availability of computer hardware, software, and other matters of technology. Hard-Ware_House serves to help alleviate this issue and provide a competitive and available resource for people around the world. Our main objective of HWH is the distribution of computer goods through an online distribution web app.
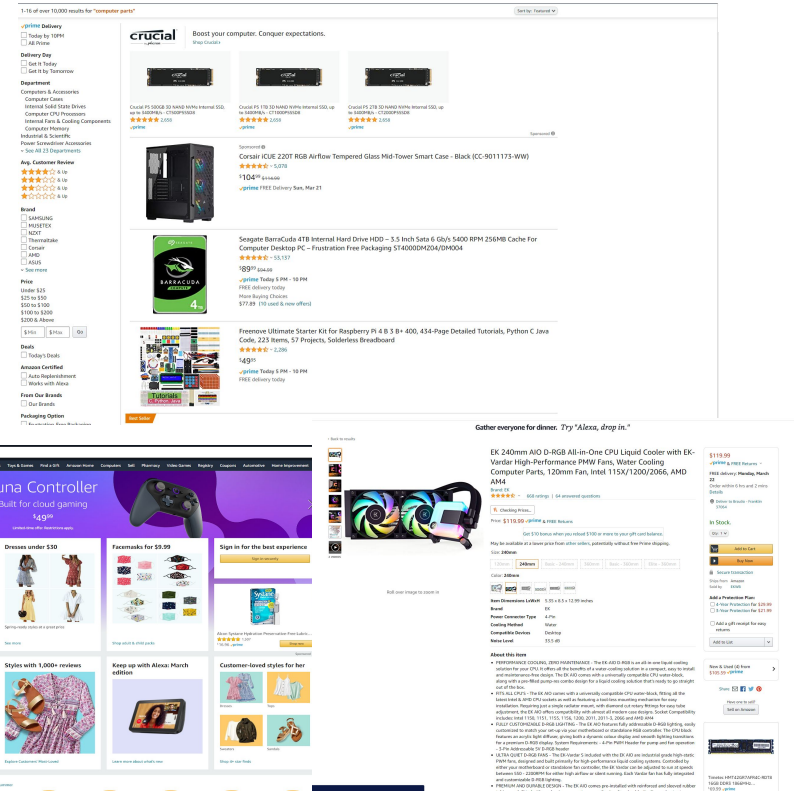
Competitive Research #1 - Amazon

Company: Amazon

URL: https://www.amazon.com/

Service: Amazon is an online marketplace where people can sell and buy a variety of products. The reason they are a competitor is due to the amount of products that they have, which include computer processors, cases, peripherals, and other accommodations. They are also readily accessible on different devices, which include mobile, browser, and in-person services.

Features:

- Products in the middle
- Search/narrowing functions on the left
- login/signup at the top right
- Menu list at the top left

Competitive Research #2 - Newegg

Company: Newegg

URL: https://www.newegg.com/

Service: Newegg is an online retailer that specializes in selling computer-oriented products. The reason they are a competitor is due to their business model, which closely resembles that of Hard-Ware_House. They harbor a variety of products, ranging from computer parts to peripherals.

Features:

- Search functions
- Deals and updates
- login/signup at the top right
- Menu list at the top left
- Simple layout with emphasis on the products
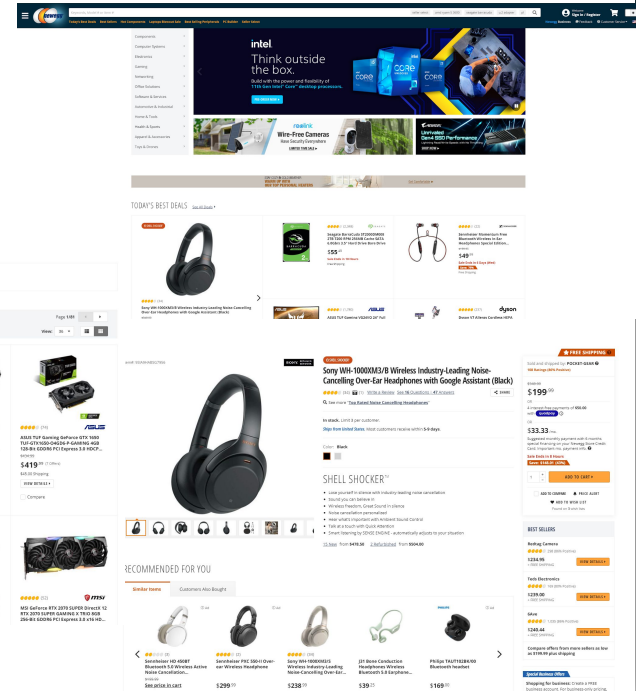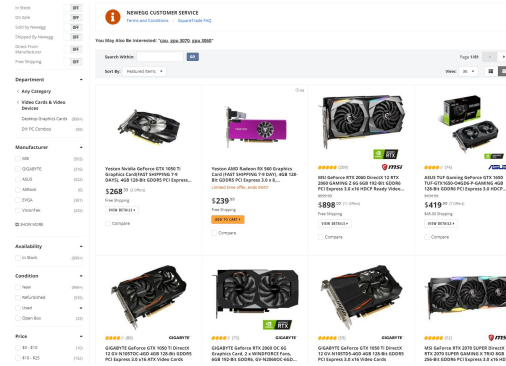
Competition Analysis - Overview and Summary

Amazon is a big competitor because of its size and reputation. They offer a lot of benefits through their premium setup - known as amazon prime - and are connected with several different sellers. The website that they utilize is simple to use, allowing the user to easily search and find products similar to what they are looking for. However, their menus can become a hassle at times due to how much information can be portrayed all at once, creating some confusion for first-time users of the site.

Newegg is another big competitor because of how it specializes in computer parts in an online location. It is a direct competitor as their business model and niche aligns with ours in a very similar manner. Their website as a whole looks simple at first glance, allowing first-time users to not be overwhelmed in the beginning. Viewing information about different items brings up different sets of information and wishlisting options, which allow for easy storage of viewed items. However, unlike amazon, a lot of their information displayed about individual items are not as easy interconnected due to the amount of whitespace between the different sets of information. This can confuse users and allow errors to happen in information processing by the users.

Businesses and Customer Analysis

Business Pains:

One of the more crucial business pains is the acquisition and maintenance of the hardware and other types of parts. It is imperative that we keep the website up-to-date on the stock availability and changes as fast as possible. Another big factor would be marketing the service as an alternative and strong competitor to the previously discussed competition (Amazon and Newegg). Providing special deals and promotions as a method of marketing is a good method we can try to convince others of our product. Finally, finding a suitable location to host the actual physical products is necessary in order for the business to operate at all. From there, either finding a reliable shipping service and getting some sort of agreement would be crucial to keep customers happy.
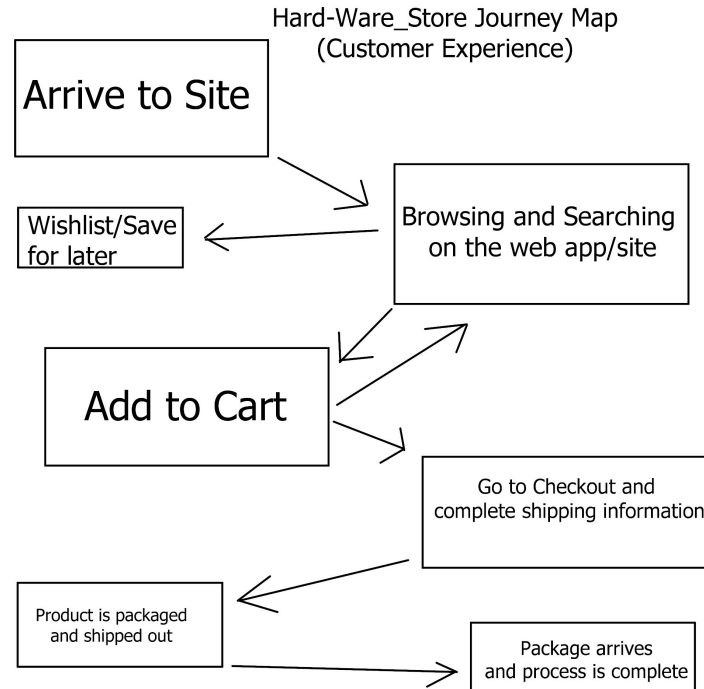
Customer Pains:

One of the big issues that a lot of these online marketplaces suffer is an overload of information or lack of information at first glance. Most customers will want to know more about the product that they may be purchasing, and from different sellers that they may acquire that from, so having that set of information at the ready is necessary. Another is keeping the customer focused on the product instead of distracting them with other information. If the customer can't access the information that they are looking for, they may end up deciding to go elsewhere. Finally, keeping the browsing and search functions easy to change and manage is a must.

Pain Point Mind Map

Journey Map for Customer

Hard-Ware_Store Journey Map
(Customer Experience)

Arrive to Site

Wishlist/Save
for later

Browsing and Searching
on the web app/site

Add to Cart

Go to Checkout and
complete shipping information

Product is packaged
and shipped out

Package arrives
and process is complete

Businesses and Customer Analysis

Business Problems	Customer Problems
acquisition of hardware (finding a good seller)	Avoiding being overwhelmed/uninformed with information
Maintaining an up-to-date stock on the website/web app	Make sure to have simple browsing options
Marketing and promotions	Not being able to have search and narrowing functions
Warehouse locations and costs	Make sure to have account systems with access to wish lists and other time-saving features
Shipping contracts and costs	Easy to follow, flow of information though the website