

Spoons Kitchen Exchange

Executive Summary

Community Partner

Marielle Saums

Student Consulting Team

Tishyaa Chaudhry

Sharon Ren

Helen Zheng

Project Description

Project Opportunity

Spoons customers, like many other retail website customers, often experience issues confusing navigation, which results in lower customer retention rates. This provides an opportunity for us to approach this project via a few different channels - from re-organizing the navigation process of the site to clearer call-to-actions on the site. Supplementing this website redesign with a robust marketing strategy, such as increasing social media outreach and focusing on digital platforms to increase the customer base with a consistent and specific schedule will allow for customers to have a better experience overall.

Project Vision

Our primary focus for this project is to enhance the marketing process of the business model for Spoons, particularly with its online presence and shopping platform. We want to increase the number of customers that are buying from the site, as this will increase Spoons' overall outreach, and allow for it to grow, and have identified three points of focus to offer value to Spoons: a marketing plan that can be implemented immediately, re-vamping parts of the user experience of the site, and creating a clear call-to-action for customers to engage with.

Project Outcomes

The project outcomes focus on enhancing the website's user experience and digital marketing strategy to boost sales and promote a circular economy. People outcomes include training and enhancing client's marketing techniques, with a focus on maximizing the potential of Instagram. Process outcomes include bundling up products and targeting specific customers, for example, freshman college students, with the aim of reducing efforts in uploading the products one by one and increasing revenues. Technology outcomes include a give-and-sell form that increases efficiency for kitchenware sellers to contact Spoons Kitchen Exchange and regulates the steps of describing product information.

Project Deliverables

The deliverables for our project include three main components. Firstly, a redesigned website featuring improved navigation and visibility. This is accompanied by the user testing and

wireframing documentation. Secondly, a seller form integrated into the website for individuals interested in selling their items to Spoons. Lastly, a marketing proposal along with sample promotional posters designed for social media to boost business visibility.

Recommendations

To sustain progress, the community partner should focus on identifying feasible, one-person actions and create a consistent schedule, gradually adding tasks to manage workload effectively. They should prioritize tasks based on importance to Spoons' functioning and schedule them realistically, tracking progress as they go. Spoons Kitchen Exchange should consider investing in a CRM system to personalize customer interaction to further enhance user experience to help create a loyal customer base that resonates with Spoons' circular economy concept. Future teams could iterate on the marketing plan, implement customer review features, and explore partnerships with other organizations to further boost sales.

Student Consulting Team

Helen(Yujia) Zheng served as a technical lead. She is a third-year student majoring in Information Systems and Computer Science. She will be interning at a Chinese tech company as a Software Development Engineer this summer.

Sharon Ren served as a design lead. She is a fourth-year student majoring in Information Systems with a minor in Human-Computer Interaction. She will be working at United Solutions (usai.io) post-grad as a UX/UI Designer.

Tishyaa Chaudhry led the marketing efforts of the team. She is a third-year student majoring in Information Systems and Artificial intelligence. She will be interning at Amazon this summer as a Software Development Engineering Intern. Tishyaa is cultivating the skills and knowledge needed to lead a tech venture one day.