

User Experience Strategy Plane

What is culturally appropriate?

This is an online retail experience. It must be clean and efficient along with inviting and rewarding. Information must be easily accessible, payments are quick and painless. Notifications and confirmation for all actions, and the ability for the customer to interact with the seller via social media, contact forms or reviews will create a transparency required for modern online retail.

What is relevant?

It is easy to get overwhelmed by the abundance of product information available today. Opinions, influencers, product advocates. Sticking to the facts regarding each product is key. Displaying them in an orderly fashion, providing a search function for queries, providing a safe payment platform. As a manufacturer or retailer of products, trust is everything. Customers must want to return. The experience has to matter.

Is this an appropriate medium?

Having an online shop is a good idea. It allows the customer access to the shop from anywhere with an available internet connection. This creates a “borderless” consumer platform. With an associated collection of social media platforms, being able to view, like, and purchase from anywhere makes sure the shop has a potentially limitless customer base.

What makes this so special?

While this example is a music shop, it can be tailored to any online retail experience. The cross platform design makes interaction for the user very simple. Hosting files on a cloud storage system unchains the owner from having a location specific server. Work can be done from anywhere. In addition, a flow of information can be viewed per category or product over a period of time. These trends allow the site owner to better predict product popularity.

Why would the user want this?

To generate income through online sales. Online shopping is convenient and often cheaper than highstreet shop ownership. This app allows the owner to sell to anyone, anywhere.

What experience would users enjoy?

Visually appealing pages for product displays for customers. A seamless payment system (Stripe) for quick income generation through product purchasing. A recognizable backend via

Django with the ability to modify categories, products or quantities. Easy to update product listings.

What do the clients expect?

Is this what I expected to see?

- An inviting online retail experience. Browse, purchase or review any or all items in this shop. View product trends as a shop owner, update product listings..

Does it look credible and trustworthy?

- Modern styling with visually appealing layouts. Login required for administration for security purposes. Registration available for customers who wish to purchase items.

Does it offer what I want?

- The hosting of items for sale with any online retail experience.

Does it look valuable enough for me to stay?

- With a secure environment for shopping and payment, and an easy to use interface.

Does it look valuable enough for me to return?

- New products available regularly, simple payment method for ease of purchase.

What actions can I take now?

- Leave a product review, stay up to date with the shop on social media.

How do I contact someone?

- A contact form, or via the social media platforms.

Conclusion

Based on the figures below, concentrating on the following UX design choices is crucial.

- Host and sell database of products via and online retail experience.
- Make the product C.R.U.D operations available for admin users
- Include a secure payment system (Stripe)
- Require customers to register before purchasing

Opportunity/problem	Importance	Viability
Host and sell database of products via and online retail experience.	5	5
Make the product C.R.U.D operations available for admin users	4	5
Include a secure payment system (Stripe)	5	4
Require customers to register before purchasing	4	3
Add a compare option for customers to compare items.	2	3
Build a dashboard with the common data-sets for admin users	1	3
Total	21	19.16666667

