User Experience Strategy Plane

What is culturally appropriate?

As this application is for the work environment, a professional appearance and concise layout is key. This application is to be designed for an Irish/EU, english speaking marketplace.Easy access, with minimal upkeep, efficient in design. Modest colours with a familiar layout similar to that of a Microsoft Word or Excel environment.

What is relevant?

In the current retail environment, having a quick access platform for inventory control is essential. Not only due to continually rising consumerism, but also a growing number of emerging economies. More manufacturing, more buying, more waste. Making all of this quick and easy is important to meet rising demands. In addition, an understanding of the logistical operations including import tax, and sales taxes is important to consider. All information must be displayed in the appropriate location.

Is this an appropriate medium?

Having an online based product inventory is a good idea. It allows access to the product catalogue from anywhere with an available internet connection. This creates a "borderless" stock control ability. With an associated online shop, having control of inventory from anywhere makes sure the shop has accurate product data and quantities for potential customers.

What makes this so special?

The stock control portal can be tailored to any number of online shops, but is in fact general enough to cater to a wide variety of existing online retail experiences. In addition, this application can be active while the online shop is active. For the site owner, 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 streamline product flow through their retail experience. Fast turn around from ordering in to shipping out through quick access to inventory information.

What experience would users enjoy?

Visually appealing layouts of inventory information. Easy to modify categories, products or quantities. Easy to update suppliers listings, readily available price including a tax breakdown per product. Relevant information and easy to manipulate data.

What do the clients expect?

Is this what I expected to see?

- An easy to view inventory manipulation application. Create, read, update or delete any or all items in this database. View trends, export reports.

Does it look credible and trustworthy?

- Modern styling with visually appealing layouts. Login required for administration for security purposes.

Does it offer what I want?

- The ability to manage stock for any retail outlet

Does it look valuable enough for me to stay?

- With a secure environment for record keeping, and an easy to user interface.

Does it look valuable enough for me to return?

- Storage of shop products in a secure fashion provides a safe place to keep records.

What actions can I take now?

How do I contact someone?

Conclusion

Based on the figures below, concentrating on the following UX design choices is crucial.
- Create a database of products
- Make the C.R.U.D operations available for all products
- Use a visually appealing and logical layout to display this information
- Appeal to a wide audience through simplicity.

Opportunity/problem	Importance	Viability
Create a database of products	5	5
Make the C.R.U.D operations available for all products	4	5
Use a visually appealing and logical layout to display this information	5	4
Appeal to a wide audience through simplicity	4	3
Build a dashboard with the common Data fields to showcase product trends	2	3
Build a simple web shop to showcase stock	1	3
Total	21	19.16666667

UX efforts
must
address
theset

UX efforts
should
accommo-
date these

Unwise to
use time to
address
these

Importance

5

4

3

2

1

0   1   2   3   4   5

Viability