

Golden Shoe Case study challenge - And.Digital

Plan:

Problem: Golden Shoe facing declining revenues (in shop) as well as online. Online presence needs to be improved by overhaul of website and social media channels(?).

Online E-commerce website

Challenges:

- Declining revenue
- No mobile app and not mobile responsive
- Customer contact limited to phone support line only
- Website has 'dated' layout and various

Design issues:

- accessibility,
- screen-size,
- white-space,
- appearance

Functional issues:

- Non-mobile responsive;
- Flawed Returns process;
- Issue with 'stock' being flagged as 'in-stock' when is actually out-of-stock;
- Lack of ability to choose from shoe colour choice,
- Shoe style and shoe size,
- Social media presence unmonitored and customers appear to be able to 'share' from every part of the website.
- Marketing Depart. sends out 'vouchers' by post of customers whose details they collect - but can be used in-store' only and not online.

MVP:

1. Users should be able to view a list of all products in stock
2. User must be able to add, remove, edit/update a product to their shopping 'cart'
3. Users should be warned if an item is 'out of stock'. Should be 'clearly displayed'
4. Users should be able to choose from a selection of shoe colours; shoe sizes; shoe style.
5. Users should be able to checkout their items with the total amount correctly displayed.
6. Users must have the choice to 'order/buy' at checkout stage.
7. Users should be able to 'filter' a product by category/merchant
8. User should be able to select a date/time for delivery at checkout.

9. Ability at checkout to use (e-voucher) for a product.
10. Should have a contact form for customer support.
11. Users' social media should be limited to certain parts of a website only.

Additional Features (if time)

- Authentication - secure login/out for individual user
- Payment options using Paypal/Stripe...
- Make website into a PWA (progressive web app)
- Anything else..!

Considerations:

- Keep simple as possible - don't 'over-engineer'.
- Keep code as 'clean' and modular as possible to make easy to read and debug.
- Build incrementally and not 'all-at-once'.
- Keep in mind user experience and accessibility issues (e.g. Using ARIA labelling...)
- Ensure website has a consistent style and design. Easy to navigate for User.