The Brief:

A well-known British shoe company, Golden Shoe, has seen a steady decline in revenue over the couple of years, and the newly appointed CEO and leadership team are ready to confront digital disruption heads on. Golden Shoe make most of their revenue from their stores, but they do have an online presence too.

They have a flagship store in London, however it is located next to their main competitor, which seems to be much busier than the Golden Shoe store. Their e-Commerce platform was built around 9 years ago, when most online interaction was done using a desktop. Conversion rate has declined rapidly, and the dropout rates in mobile and ipad devices have increased dramatically. Global Shoe have no mobile app. They have quarterly releases, which works well, though it is impossible to get any small changes in quicker than this. They are aware of the benefits of Agile but are concerned about how to upskill their current loyal workforce, and convince the leadership team.

This is an example of the current homepage;
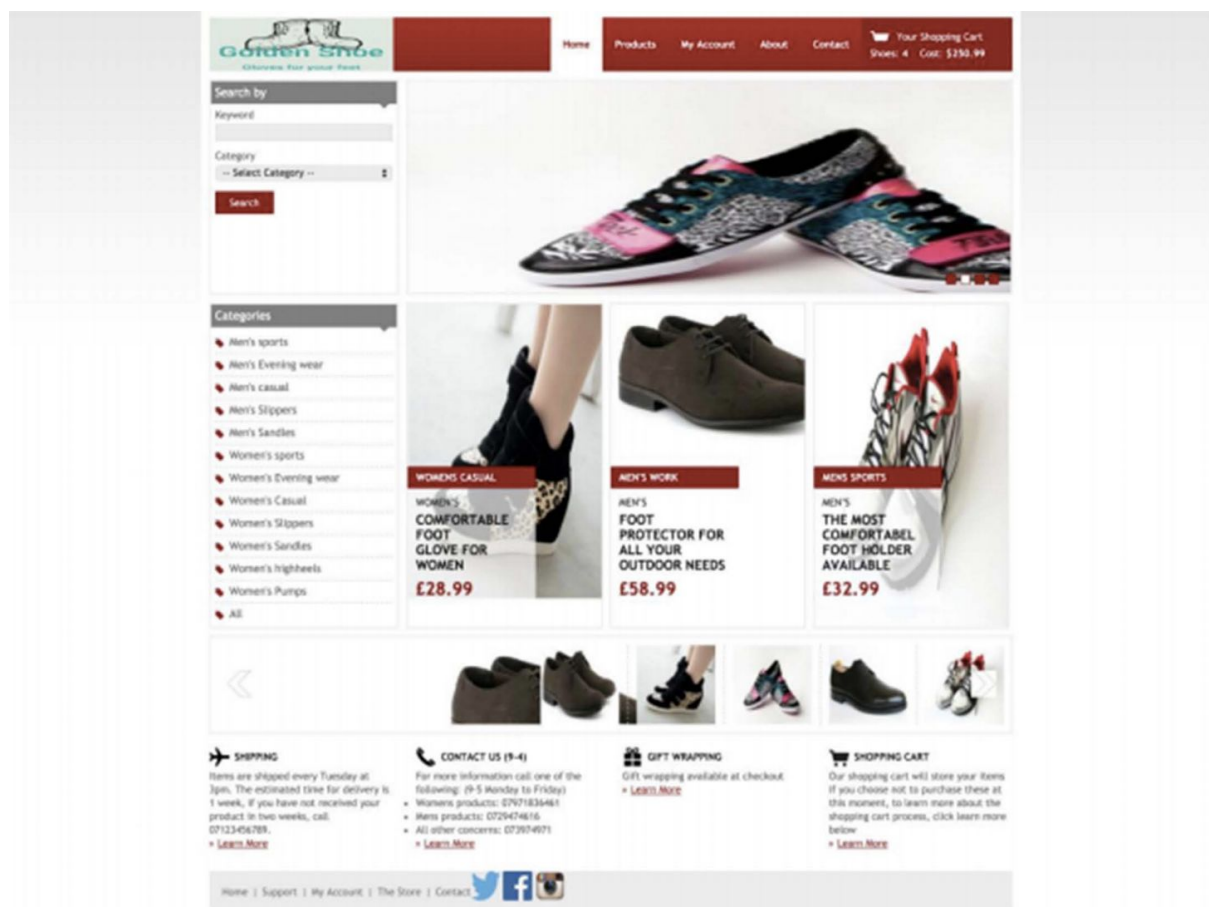
This is an example of their current product page;
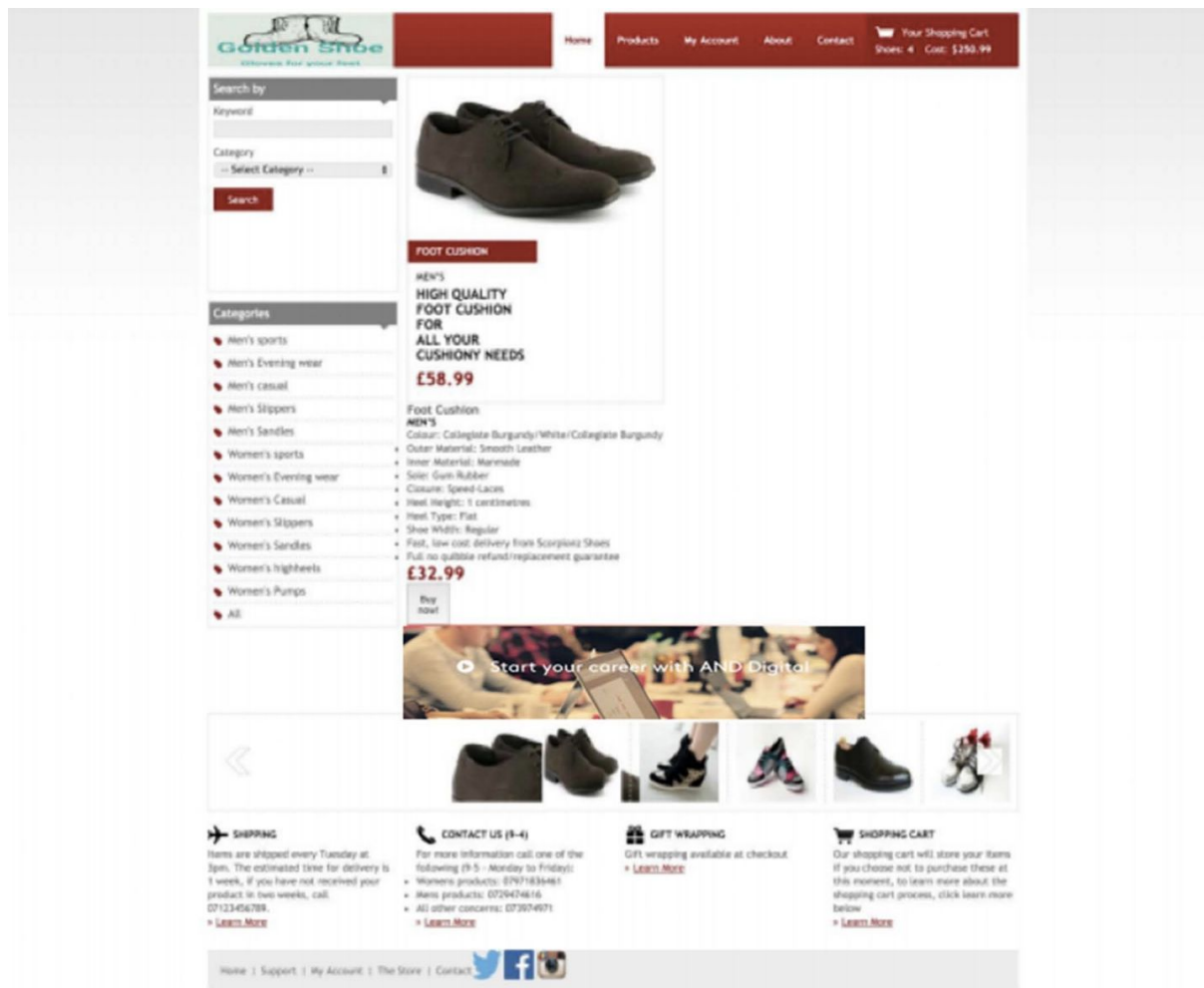
Top 3 reasons for contacting customer services;
- Returns process
- Items showing as in stock, but actually being out of stock (and the customer is still able to 'check out' the item even though it is out of stock)
- Queries around delivery dates and time

Top reasons for returning items;
- Incorrect shoe size (38%)
- Didn't like the shoe style (35%)
- Didn't like the colour (19%)
- Other (8%)

They do have a social media presence, but their Twitter and Facebook accounts are both unmonitored, and customers have the ability to share from all parts of the website.

The marketing department sends direct mail and catalogues to a list of customers whose details they collected. This mail often consists of £10 off vouchers, which can only be used in store.

The Task

As an AND Digital Associate, we want you to summarise;
- The challenges that Golden Shoe are facing
- The added value AND Digital can provide
- Present your recommendations in a presentation and coded out demo format. **You will need to bring this with you to your interview, as the Client will spend approximately 20 minutes going over it with you**

Some suggestions to help you structure your thoughts;
- Think about the challenges Golden Show face, and why these exist
- What solution(s) could AND Digital provide
- How/why is this attractive?
- Impact of these solutions
- Remember you only have 20 minutes to present this to your Client
- Get creative, think about what you've seen work (and didn't work) in your day to day shopping experiences
- You must produce working front end and back end code. Please *bundle* your code over to your recruiter at least 24 hours in advance of the assessment centre so we can take a look at it.