

BIBIGOUSA.COM – BENCHMARKING

HAESEON DO - IT Technical Intern



Index

Content 01 The Process of Purchasing

1-1 Findings	3p
1-2 Technical Proposal	4-8p

Content 02 The Process of Registration

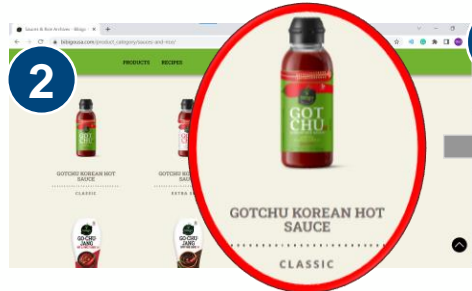
2-1 Findings	10p
2-2 Reference	11p
2-3 Technical Proposal	12p



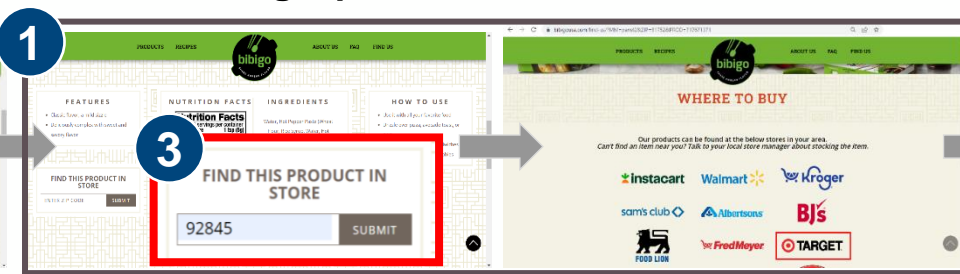
The Process of Purchasing



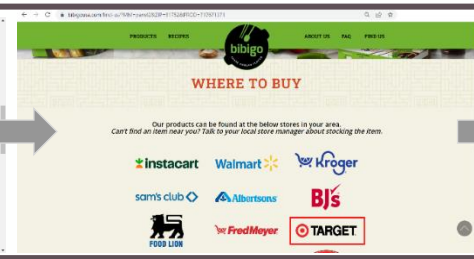
Product page



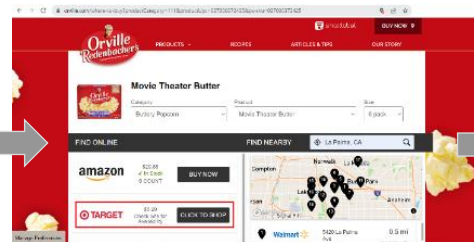
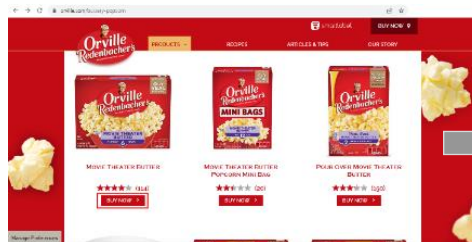
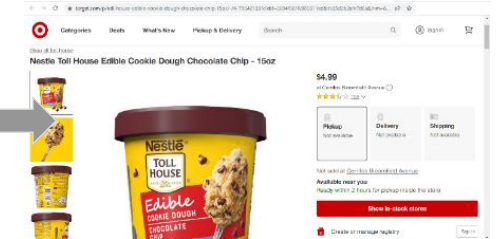
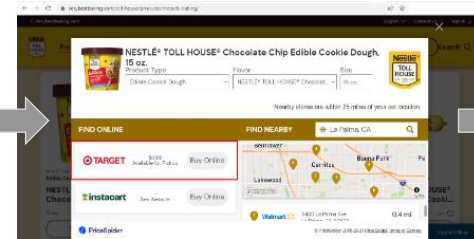
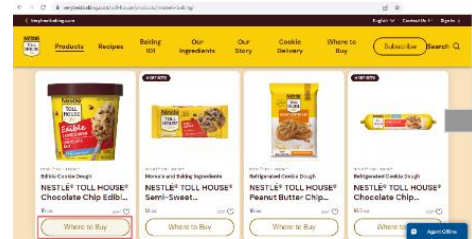
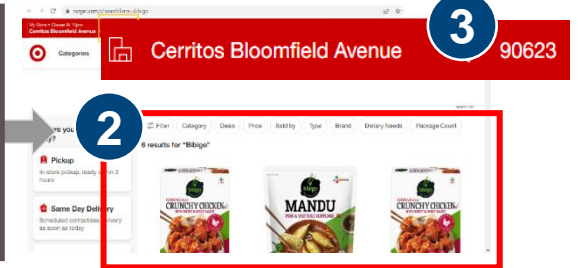
Product detail page with entering zip-code



Where to buy page



Purchase page (ex. target)



Implication

- 1 The Bibigo has additional step; The users have to go through 4pages to buy a product & enter their zip code on the product detail page > where to buy page.
- 2 Expose products that are not relevant to the selected product in the previous step. Ex) The user choose Gotchu Korean Hot Source to buy but other product is shown.
- 3 No reflected zip-code. The zip code entered by users isn't reflected in a purchase website.



Technical Proposal

Implication

Proposal

1

The Bibigo has additional step;
The users have to go through 4pages to buy a product
& enter their zip code
on the product detail page > where to buy page.



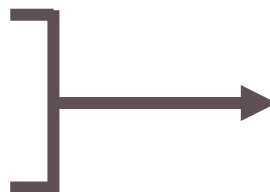
Integrate **internally in one frame** without
going through two pages

2

No reflected zip-code.
The zip code entered by users isn't reflected in a
purchase website.

3

Expose products that are not relevant
to the selected product in the previous step.
Ex) The user choose Gotchu Korean Hot Source to buy
but other product is shown.

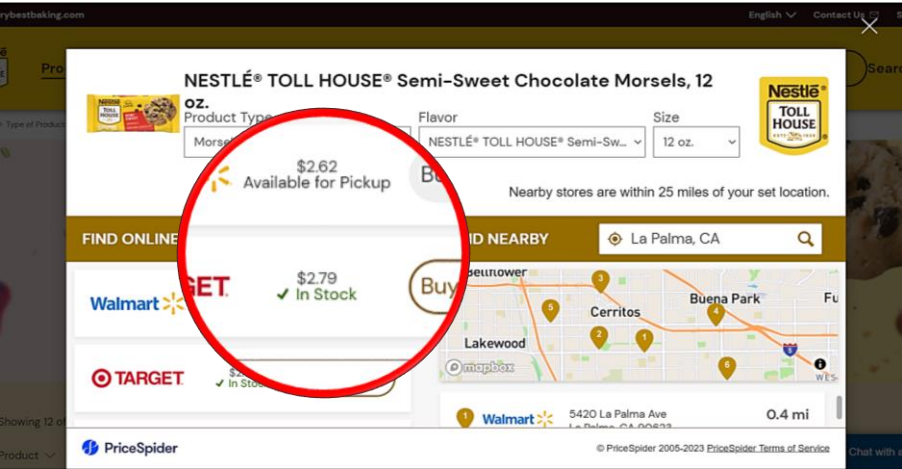








Pass the **product code and zip code**
as **parameters to the retail.com**



Technical Proposal - Benchmark

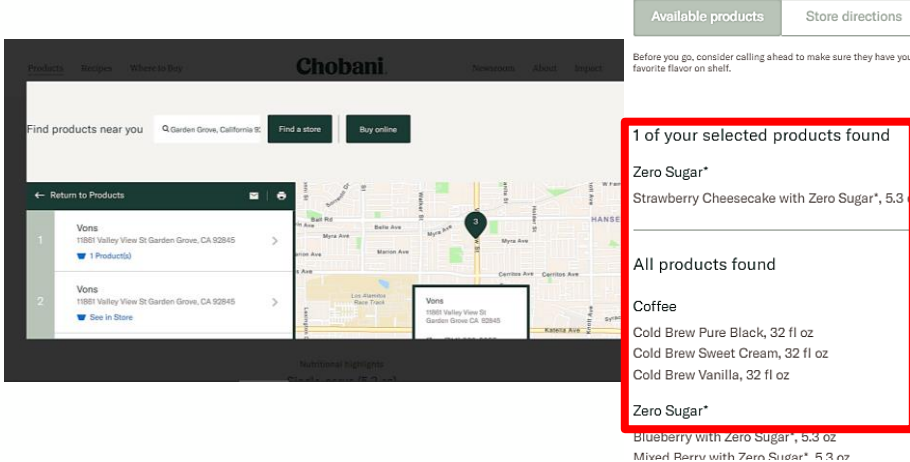
*Adapting API with 3rd party solution to provide relevant info to purchase.
(Inventory, price, available retailers nearby)*







```
<link href="//cdn.pricespider.com/1/3096/5f3d4cf.../button.css" type="text/css">
<script src="//cdn.pricespider.com/1/3096/5f3d4cf.../script.js" type="text/javascript">
<script src="//cdn.pricespider.com/1/vendor/socketio/2.3.0/socket-io.js" type="text/javascript">
<script src="//cdn.pricespider.com/1/vendor/handlebars-3.0.3/custom/handlebars.runtime.min.js" type="text/javascript">
<link href="//cdn.pricespider.com/1/2545/6272b5d.../widget.css" type="text/css" rel="stylesheet">
<script src="//cdn.pricespider.com/1/2545/6272b5d.../widget.js" type="text/javascript" charset="utf-8">
```

Where-to-buy from Pricespider
Available inventory & Price are shown.





```
<iframe id="destini" title="destini" src="https://destinilocators.com/chobani/site/locator.php?WM=panel2&ZIP=92845&PROD=1829001698" data-bbox="498 638 938 661">
<script id="destiniScript" src="https://destinilocators.com/control/pscript.js" async></script>
```

Product Locators from Destini
Available other products are shown.

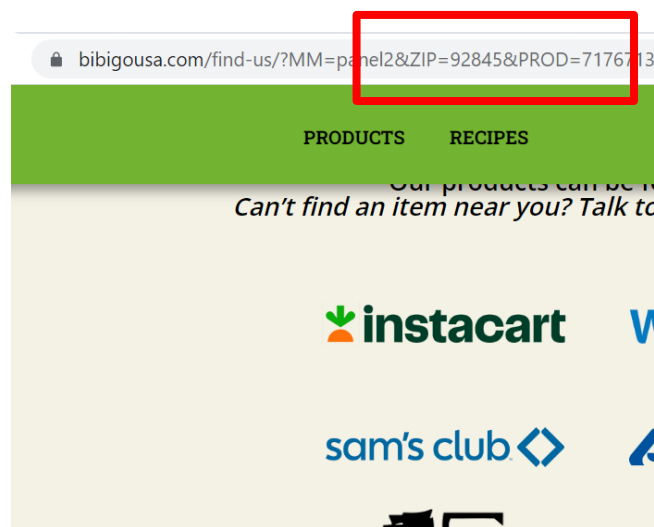


Technical Proposal - bibigousa.com (1/2)

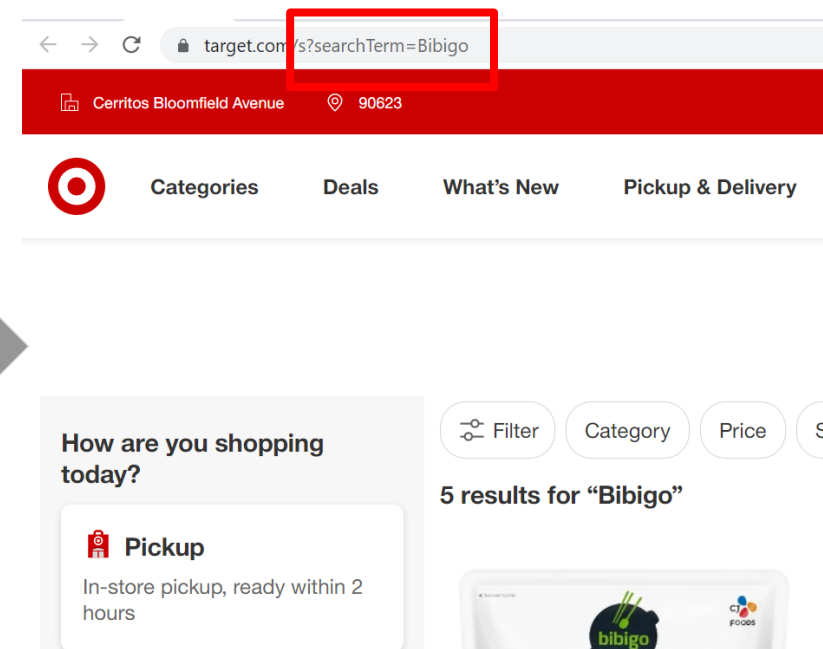
Unsent Parameter to retailer.com



Have product name as param
& set zipcode as param
on product detail page



Have product code
& zipcode as param
on where to buy page



Params are unsent
(product code& zipcode)












Technical Proposal - bibigousa.com (2/2)

Bibigousa.com does not have API based information from retailer.com

PRODUCTS RECIPES ABOUT US FAQ FIND US

WHERE TO BUY

Our products can be found at the below stores in your area.
Can't find an item near you? Talk to your local store manager about stocking the item.






90623 Registry Weekly Ad RedCard Target Circle Find Stores

What's New Pickup & Delivery Bibigo x Q Sign in

sponsored

Filter Category Price Sold by Brand Type Dietary Needs FPO/APO Package Count

6 results for "Bibigo"







Technical Proposal - Summary

		API		No API
		PriceSpider	Destini	
Offline	Information	store name, number, operating hours , address, miles, available inventory , directions	store name, number, address, miles, other available products , directions	X
Online	Information (before linking)	price, available inventory , link to retailer.com	link to retailer.com	link to retailer.com
	Link to the product customer selected	O	O	X



Index

Content 01 The Process of Purchasing

1-1 Findings	3p
1-2 Technical Proposal	4-8p

Content 02 The Process of Registration

2-1 Findings	10p
2-2 Reference	11p
2-3 Technical Proposal	12p

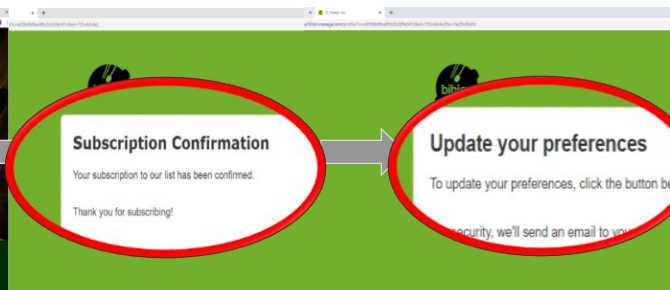


The Process of Registration

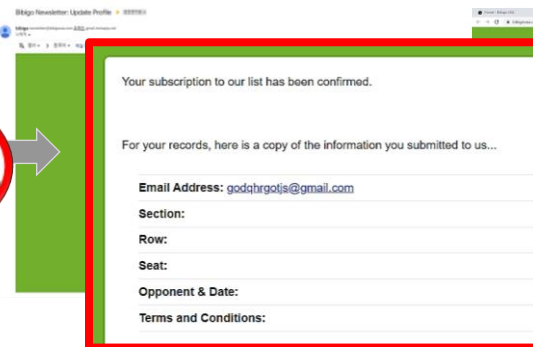
Registration page



Confirm subscription

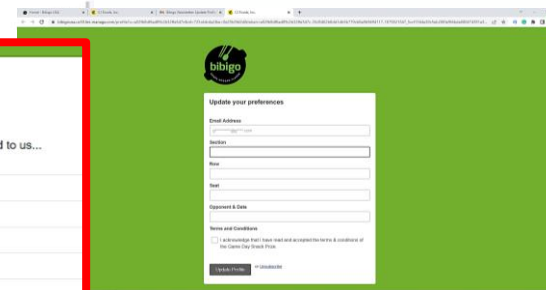


Send email to update



Receive Email

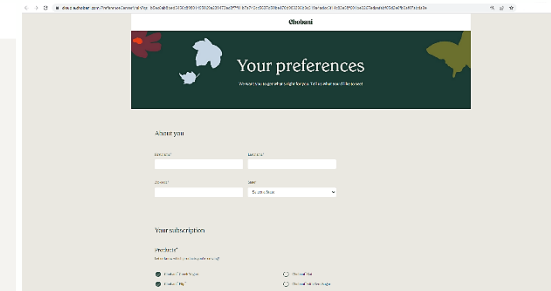
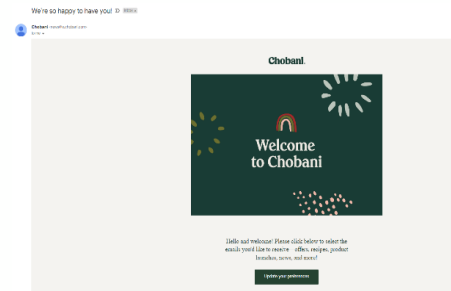
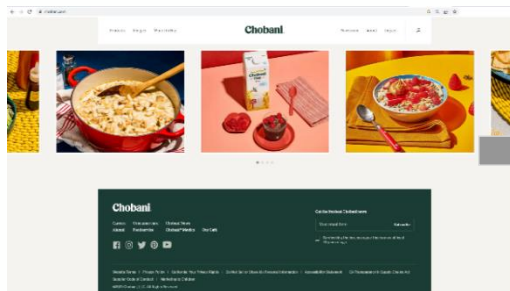
Update preferences



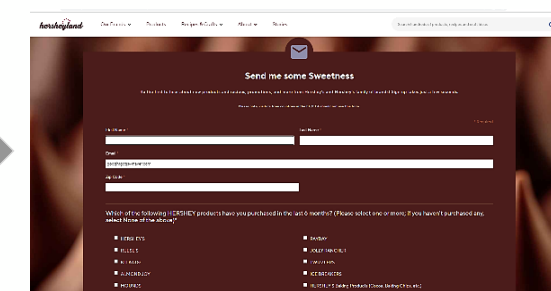
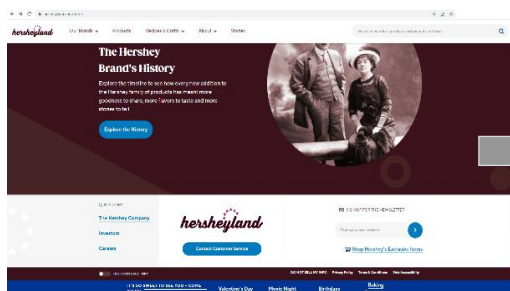
<https://www.bibigousa.com/>



<https://www.chobani.com/>



<https://www.hersheyland.com/>

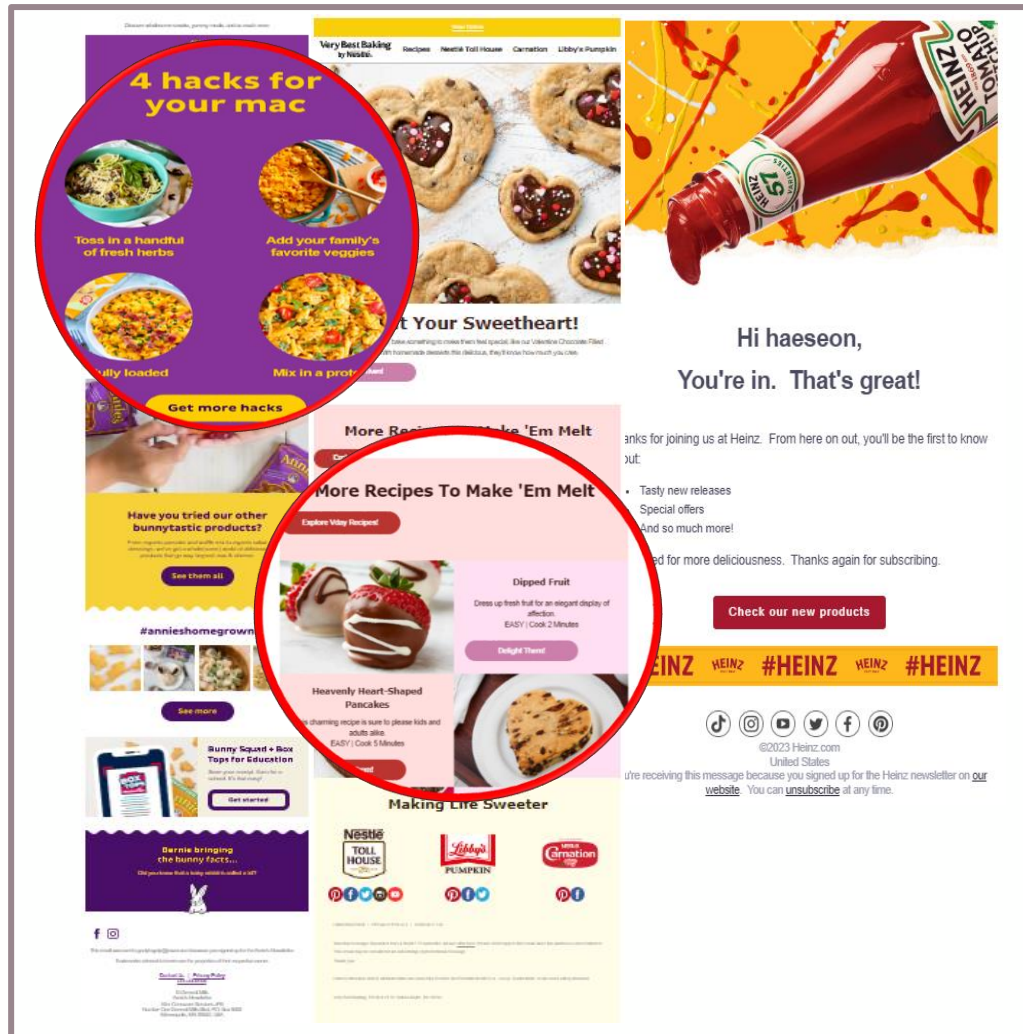




Reference

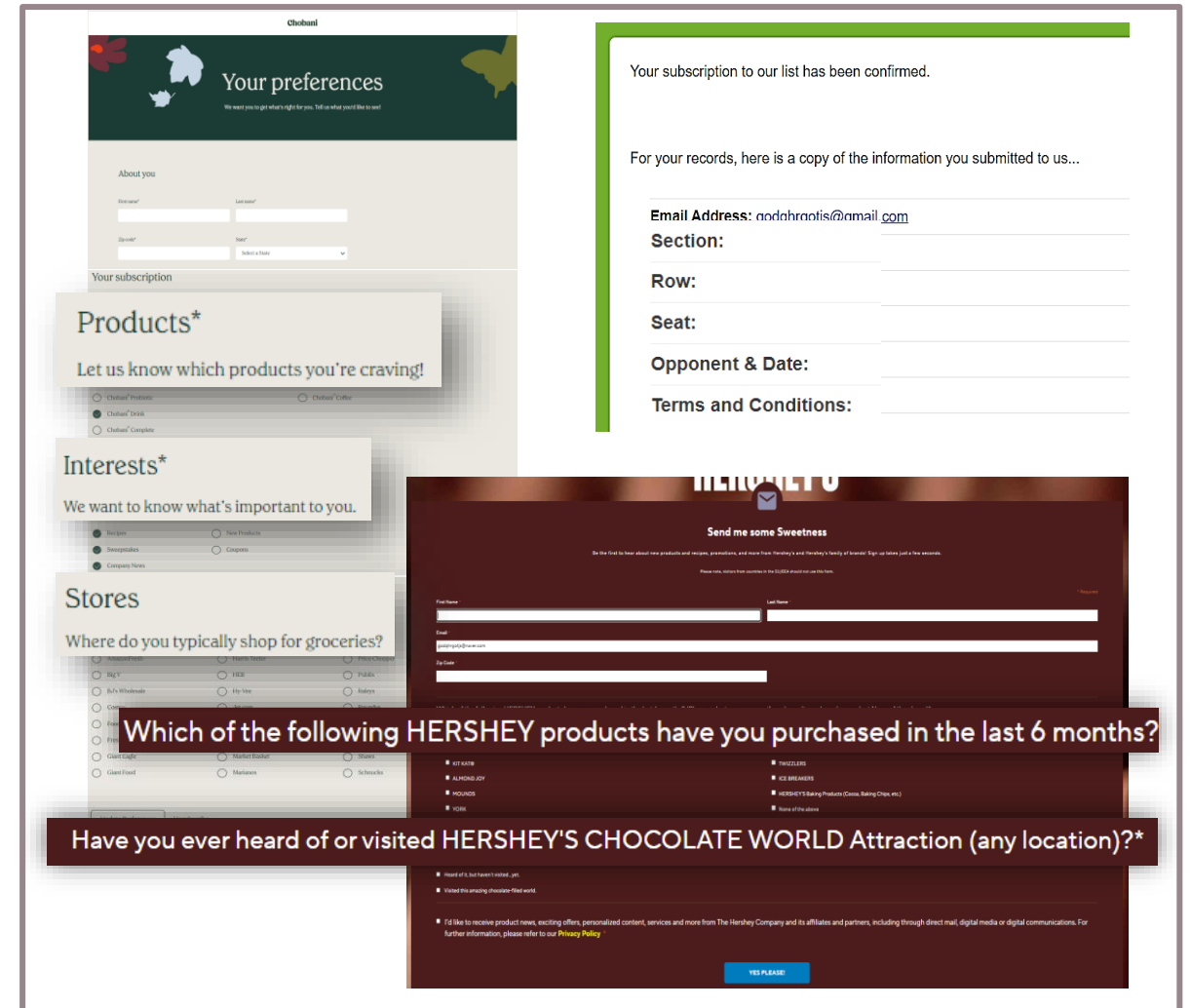
Information

Welcome mail with information related **their brand products and recipes**



Preferences

Welcome mail requested for user **preferences** products and content of interest, frequently used retailer and awareness





Technical Proposal

Modify the item of contents

Update your preferences

Email Address

Section

Row

Seat

Opponent & Date

Terms and Conditions
☐ I acknowledge that I have read and accepted the terms & conditions of the Game Day Snack Prize.

[Update Profile](#) or [Unsubscribe](#)












**Section
Row
Seat
Opponent & Date**

Update your preferences

Email Address

Our product of interest

<input type="checkbox"/>  Dumplings	<input type="checkbox"/>  Mandu	<input type="checkbox"/>  Wontons
<input type="checkbox"/>  Kimchi	<input type="checkbox"/>  Fried rice	<input type="checkbox"/>  Chicken
<input type="checkbox"/>  Bowl	<input type="checkbox"/>  Rice	<input type="checkbox"/>  Sauce

Preferred ingredient

<input type="checkbox"/> Beef	<input type="checkbox"/> Pork
<input type="checkbox"/> Chicken	<input type="checkbox"/> Vegetable
<input type="checkbox"/> Bulgogi	

Terms and Conditions
☐ I acknowledge that I have read and accepted the terms & conditions of the Game Day Snack Prize.

[Update Profile](#) or [Unsubscribe](#)

**Customer's Preference
ex. A Product of interest,
Preferred food
(ex. beef, pork, chicken, vegetable ..)**

I'm interested in *Dumplings* and
I prefer *Beef* and *Chicken*



Customers can
receive information
related to their interests via email



The end of document