

Problem Solution

Problem Statement

1. Unprofessional, Dated Design
2. Having a Poor On-site Search Engine
3. Bad User Experience
4. The Lack of Personalization
5. Missing or Unclear Product Information
6. Bad / No persuasive sales copy
7. Missing or fake product reviews
8. Too Complex Check-out process
9. Payment failures (and uncertainty)
10. Lack of Security and Privacy Leaks
11. Additional charges
12. Poor Tracking, Logistics and Long Delivery
13. Not having a flexible return policy
14. Lack of Support and No Live Chat opportunity

Idea/solution description

1. Unprofessional, Dated Design

Pay attention to keeping your design up-to-date, user-friendly and easy to handle.

2. Having a Poor On-site Search Engine

Treat your site search solution as a great opportunity for engaging with users and offering them relevant products.

3. Bad User Experience

Make sure that your hosting provider is up to the job and that you have the appropriate service for the number of visitors your site experiences at peak volume.

4. The Lack of Personalization

Personalize as much as you can – even on search result pages.

5. Missing or Unclear Product Information

Make sure to include all available information on the product page, including frequently asked questions.

6. Bad / No persuasive sales copy

Pay attention to your sales copy, even if you only use the most basic techniques. Think with the head of your customers.

7. Missing or fake product reviews

Let your customers review and rate your products – and if the reviews are bad, check what is wrong instead of covering it up, because they will quickly erode trust in your brand and become one of the reasons why customers don't buy from you.

8. Too Complex Check-out process

Tailor your check-out process for the needs of the customer – for simple products, provide simple check-out.

9. Payment failures (and uncertainty)

Always make sure that online shoppers are able to pay safely and securely on your site – that the service doesn't crash, payments are processed properly and orders are undoubtedly placed and can be tracked at the same time.

10. Lack of Security and Privacy Leaks

Never sell products without offering a guarantee – it will seem suspicious and plant uncertainty in the would-be customer's mind.

11. Additional charges

Always display the full price, and include tax and all additional prices in it. Indicate the shipping prices throughout the process, not only at the check-out. And don't have any hidden charges.

12. Poor Tracking, Logistics and Long Delivery

If a customer knows how many days are left until their package arrives when it will be delivered, where it currently is, they are much more likely to be satisfied with this purchase and become repeat customers.

13. Not having a flexible return policy

Make your return policy as flexible as you can. If your product and services are reliably good, you will rarely ever have to handle returns.

14. Lack of Support and No Live Chat opportunity

Setting up a support email address and a live on-site/Messenger chat in your online store, which can be done in a few hours at most, will greatly enhance your user experience.

Novelty And Uniqueness

Providing a better user, and customer, experience is the key to increasing sales volume and revenue and most of it boils down to thinking like your customer. You don't even have to try hard, just look at the statistics of your own site, and the messages and questions you directly receive from customers. With a little effort, you will have a complete picture of their needs, problems, and expectations. The next step is just to act on these insights.

Social Impact /Customer Satisfaction

1. Accessibility

Have you made it easy for customers to interact with you to ask questions, voice concerns, or get a problem solved? Or, do customers have to jump through a number of hoops, do an extensive Google search, and pray to the gods of customer service that they can get a hold of you? While it may be unpleasant dealing with an unhappy customer, it's significantly worse dealing with an unhappy customer who took 2 hours out of their day to track you down.

2. Empathy

Mistakes happen, and despite the old adage, the customer isn't always right. But if you'd like to keep them as a customer, they must always be happy. You can ensure this by hearing them out when they are upset, showing concern for the situation, and letting them know that you'll do everything in your power to make it right.

3. Language

Every industry and company has its own "shop terms" and lingo that they use to describe what they do and how they do it. Unfortunately, this insider language doesn't resonate with customers. They want to know that you understand their problem and have a solution for it. In order to communicate that, you need to figure out what words they use when they talk about it.

4. Response Time

We live in a fast-moving world. Customers expect products to arrive on their doorstep hours after they order them, and questions to be answered within minutes (if not sooner!) of them asking. While many companies can't afford round-the-clock staff, away messages that contain answers to FAQs and chatbox make it possible to interact with your customers on their time.

5. Convenience

Very few customers will go out of their way to do business with you. If you make it difficult for them to browse, shop, schedule, or buy, they'll be looking for another company to provide the solutions they need. It's important to review your buyer's journey on a regular basis and see if any areas could be tweaked to increase convenience.

6. Choices

Customers like to have options when it comes to purchasing. They want different colours , styles, levels of services, and different methods for delivery. These choices help them feel in control of their own buying experience.

7. Simplicity

While customers like having options, too many options can cause analysis paralysis and cause your potential customer to give up before they finalize a purchase. As you design your products and your processes, remember that a confused mind never buys.

8. Quality

Your customer service may be top-notch, but if your product is of poor quality, you won't have a returning buyer. Make sure that you create the best possible product that customers can't live without.

9. Reasonable Prices

There will always be low range, mid-range, and high range prices. If your products are of superb quality and your customer service consistently wows, it's okay to charge more. However, if you charge more than the market will bear, and more than your ideal customer can afford, you'll price yourself right out of business.

10. Appreciation

Customers want to feel appreciated for doing business with you. You should have some sort of follow-up procedure in place to say thank you. This can range from a quick email to a thank you gift (depending on the value of the product or service), but will always let your customer know that they are important to you.

11. Loyalty Programs

It's wonderful to offer incentives to new customers coming in, but what about the loyal customers that have stuck with you from the beginning? Consider instituting some sort of loyalty program where existing customers receive discounts, freebies, or access to special content or products as a thank you for their continued support.

12. Community

The business relationship doesn't have to stop just because the credit card has been swiped. As humans, we want to feel like we are a part of something bigger. Creating a community, whether virtual or in-person, around your product, will help keep your customers engaged with your brand.

Business Model:

Setting Your Own Revenue Goals

One of the key small business benefits are the financial rewards. These benefits are wide-ranging, from having the pride of earning your own pay check to the flexibility to put more savings away toward goals like retirement. In addition, as the business owner, you decide how hard you work, what revenue goals you go after, and potentially how much money you can make. There's no ceiling on what's possible with the right vision, hard work and planning.

Deeper Customer Interactions

Operating a small business means you have the ability to work closely with your customers and get to know them. Whether you're connecting on a personal level or making customized recommendations, this approach to business stands out in today's impersonal automated age. Use the personal touch to build stronger customer relationships, increase customer loyalty, and provide the kind of high-touch support that makes it easier to sell more products. Providing direct customer service can quickly make you a buyer's most trusted brand. Make the most of this opportunity by spending time on your business's most important activity: serving customers and ensuring they are happy.

Making a Positive Difference

According to the SBA, small businesses create 66 percent of all new jobs. As a small business owner, you have a positive impact on your community. You create jobs for your employees. You bring tax revenue to your town, state and federal government. Your products and services help people. Business owners make a difference on another level as well, by inspiring other local entrepreneurs to believe that going after their dreams is possible. Consider being a mentor to an aspiring business owner in your town, sharing some of the lessons you learned while starting your own business. This chance to give back to your community in a larger way is an important benefit of business ownership.

Flexibility and Freedom

Owning your own business offers two things that are difficult to achieve when you work for someone else: flexibility and freedom. As your own boss, you have control over how you run your business and how you spend your time. Are you one of the millions of people who want to be a one-person shop? Do business your way. From the schedule you keep to the products or projects you choose to take on, you're at the helm. Having freedom and flexibility makes it easier to live the life you want while providing a level of professional satisfaction that can be impossible to realize in another context. To make the most of this small business benefit, take the time to figure out what flexibility and freedom mean for you and how you can make the most of your opportunities as a business owner.

Driving Innovation

When you start a business, you often have a passion for your field and interest in your customers. Seeing opportunities for growth and innovation can be exciting, and as a business owner, you have the flexibility to take a risk and invest in these ideas. When they pay off, they can generate new sources of income and growth for your business. Creativity and innovation not only offer professional satisfaction, but they can also pave the way for you to continue growing your skills and challenging your ability as an entrepreneur.

Scalability Of Solution

Better user experience

As we've already mentioned, going with the MVP approach enables you to suit your app to the users based on their actual feedback. This means that when scaling the application according to what your users think about it, you can adjust the UX when it comes to additional features or changes, but also ensure that the app works smoothly when the number of users increases.

Cost-effectiveness

We've talked about starting small and then growing your product. It works as a safety net, but it is also a great way to save money. Begin with a product that has just enough features, present it to your users, gain the feedback and build upon that. This way, you're able to save valuable resources since the growth of your product is based on solid data, and you're not just giving the customers a feature-packed product that they may not even want.

Stable performance

This is probably the most important benefit and one that's strongly related to a better user experience. When you build your app with scalability in mind, you ensure that all performance issues related to an influx of users are taken care of. This means that at times when users flock to your app (during marketing campaigns, when you offer special discounts, during seasonal events etc.), the performance stays flawless.

Customisation

Have an idea for a new feature or enhancement to your app? Or maybe you'd just like to try a different approach and mix it up a bit? When your application is scalable, you're able to customise it as you see fit and make way for new adjustments based on your business goals and feedback from your users. So with app scalability, you're able to effortlessly explore the creative possibilities.

Project growth

This one goes without saying. As your project grows and time passes by, your business needs and expectations will change. Ensuring your app is scalable will enable you to gradually enhance its performance, as well as add new features and functionalities as you wish. This way, you can be sure that your project continues to evolve and the ROI is on a steady increase.