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TEAM AYCE BUSINESS PLAN DRAFT

### **OVERVIEW**

### **PROBLEM**

Best Buy's extensive product selection is overwhelming when non-tech savvy customers are looking at purchasing a Gaming laptop.

The current Best Buy Mobile site populates 148 laptops within the gaming category, with each product having on average 42 different specs.

In this situation, a low-tech customer:

#### **PRODUCT OVERLOAD**

Sees too-many products and is unable to navigate and compare

Overwhelmed by choices available

#### **KNOWLEDGE GAP**

What specs mean
Customers aren't educated to make informed
decisions to fit their needs

Who is affected by this problem?

#### **KELLY**

University Student
Millennial
20 Years Old

### What she cares about

Bang for her buck
Comfortable
shopping online
Researches + shops
on-the-go



How to improve the customer experience for Kelly when deciding to buy a gaming laptop



OVERVIEW

## **OUR SOLUTION**

Improve Kelly's customer experience of buying a gaming laptop by:

Filtering products to a manageable selection

Educating the Consumer to make informed decisions

Our solution is to a mobile web application that asks the consumer in layman's terms what they are looking for to tease out their needs and to filter for the customers relevant products they should look at.

This process narrows down technical knowledge gap by providing another way for consumers to communicate what specifications they would require



#### FEASIBIITY ANALYSIS

## TECHNICAL FEASIBILITY

Best Buy's large availability of financial and human capital make this project feasible to roll-out nation-wide.

The solution builds onto of the preexisting mobile website and aligns with Best Buy's current agile methodology.

The pre-existing site was created by Best Buy employees and therefore additional changes to the site will be easy to understand and implement in comparison to a 3rd party developer.

Best Buy's experience in successfully navigating the e-commerce industry has given them the technical know-how. As a leader in implementing innovative solutions, there trained employees are absolutely equipped with the skills necessary to execute this project.





### FEASIBILITY ANALYSIS

## **ECONOMIC FEASIBILITY**

Creating features that help customers navigate and choose products that fit their needs creates customer satisfaction which is reflected in earning additional revenues.

We believe that implementing this solution will improve the user experience because of its' ability to pre-filter products to reduce the amount of product overload. This will allow consumers who have with little technical knowledge to communicate a general idea of what specifications they would need depending on their preferences or their intent of use.

Because this solution will increase the likelihood of recommending of recommending a product they purchased through the Best Buy Mobile site to friend, it will translate in a higher NPS rating. Intuitively, this will translate to higher customer satisfaction and/or experience. This is also supported by numerous studies showing a positive correlation between customer experience and revenue growth, such as the one reported by Wootric in 2016.





### FEASIBILITY ANALYSIS

### ORGANIZATIONAL FEASIBILITY

Implementing a solution based on driving customer experience aligns with Best Buy's company culture: Make every customer experience amazing.

Throughout the years, Best Buy has focused on delivering an excellent customer experience. This experience is vital within the tech industry because margins are low and it is challenging to compete on price. Best Buy maintains its place in the market by supplying a huge selection of the most current and innovative tech products - but also providing these products in a pleasurable way.

As our solution is dedicated to improving the customer experience by making it easier for customers to purchase a product, it aligns with our core values.

### STRATEGIC ALIGNMENT

Aligning with BestBuy's core competency of being a customer-driven company, this solution will contribute to that by streamlining the process of comparing electronics by filtering products through a series of question using layman's terms rather than using technical jargon for their customers with a less technical mindset.



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### **OVERVIEW**

### MARKETING PLAN

As Best Buy is a total retail solution, customers need to easily navigate and understand the differences between products in order to make educated decisions. Their decision process is important because it leads to purchasing a product that satisfies their needs.

### TARGET CONSUMER

University students who shop online, conduct research and make purchases on-the-go.

#### **CHANNELS**

Social Media Campaigns will target University students such as Instagram, Facebook and Snapchat

### **SnapChat**

Creating snapchat
filters for use on
University campuses
to spread word
about the ease of
purchasing the right
laptop for YOU on
the Best Buy Mobile
site

### Facebook • Instagram

#UnderstandTechBestBuy

This hoshtag will generate awareness of the newest feature of our mobile website









### HOW TO IMPLEMENT

# **TIMELINE** • 2018

