Week 4 Milestone Worksheet

Instructions: This worksheet will help you complete your Week 4 Milestone slide deck, so complete it before you start putting your deck together. Each part of this worksheet must correspond to the content that you will place into your finished slide deck.

In order to complete the assignment, you must follow these steps:

1. Complete this worksheet with the content that you will put on each slide.
2. Create a deck on Google Slides or Canva.
3. Copy and paste content from this worksheet into your slide deck, creating slides in line with the instructions shared in the Milestone.
4. Add any missing visuals to your slides in line with the instructions in the Milestone.
5. Make sure your slide deck is aesthetically pleasing and well-designed.
6. Get the share link to your slide deck, and add it here at the end of this worksheet. Make sure that the link is viewable by everyone.
7. Save, and submit this worksheet on Savanna.

SECTION A: SLIDE DECK CONTENT

Slide 1: Your Problem Statement

State your problem in 1 sentence. Your problem should be a sub-component of a GCGO. (As stated above, we recommend you use the same problem/GCGO as last

week, but you can change it if you wish to re-do the steps in Week 3 Milestone.) For example, if your GCGO was climate change your problem might be "Plastic pollution in the city of Nairobi is growing." If your GCGO was healthcare then your problem might be "There is a huge shortage of physicians in Namibia," and if your GCGO was arts, culture, and design your problem might be "Visual artists across the African continent lack a platform to sell their work." (We also recommend that you use the same problem that you scoped and researched last week, but you can change it if you wish.) Then briefly describe WHY your problem matters in 1-2 sentences. Challenge yourself to state your WHY as clearly and succinctly as possible.

Slide 1 Title

Global e-commerce sites and cities e-commerce is overwhelming

Slide 1 Content

It is only big cities that have been able to integrate the e-commerce sites. This has resulted in stock piling and raised logistics costs. It is high time that towns can have a site that directly caters for the people within that area.

Slide 2: Your Personal Mission Statement

Make a personal connection with the problem, by sharing your personal mission statement, and why/how it connects with the chosen GCGO or problem stated in slide 1.

Slide 2 Title

Bringing e-commerce to every town

Slide 2 Content

Bringing e-commerce and internet closer to people in such a way any product within a town can be got within 3hours

Slide 3: Your Target Community

Make it real. Describe 1 person or 1 specific group of people impacted by this problem and how it impacts them.

Slide 3 Title

The local sellers and local buyers

Slide 3 Content

For instance I want to get a laptop bag I want to travel with tomorrow. And I am too

busy, I don't have time to go to the market. I want to order online. Usually it would take me three days to get the bag or weeks. However, there is a person selling the bag around the town. If there are towns e-commerce and local sellers have been boarded then I would be able to get the bag within 3 hours.

Slide 4: Your Research

Describe how you've been researching the problem to learn more about it. You should do so by sharing your research questions/objectives and a brief description of your research plan. Provide at least 2 research objectives and research questions each that are related to your research into the GCGO or problem of choice.

Slide 4 Title

Research methods, objective and description of objective plan

Slide 4 Content

Research questions have been what are the challenges faced by global e-comm

Also challenges faced by city e-commerce.

Objective:

Show that adapting a localized e-commerce across every state would solve most challenges faced by global e-commerce and just huge cities e-commerce.

Slides 5-7: Facts About Your Problem

On each of these slides, present 1 piece of factual information that your web research revealed about your problem. If you are presenting numerical data, consider including a graph or other data visualization. Cite the (reliable) source as a footnote at the bottom of each page. You should select information to share that is compelling, relevant, and accurate.

Slide 5 Title

Problems revealed by research on global and cities e-commerce

Slide 5 Content

"Logistics and Shipping

Shipping, customs, and fulfillment suddenly become much more difficult when dealing with multiple borders, different regulations, and thousands of miles between your warehouse and the end customer."

Slide 6 Title

Logistic problem and shipping

Slide 6 Content

According to Statista, the majority of challenges ecommerce owners face in the global ecommerce market are related to shipping and logistics, including:

Slide 7 Title

Navigating Customs.

Slide 7 Content

Navigating customs is 45% of the issues faced by global e-commerce

Slide 8: Framework Applied to Break the Problem

Using either the Cool Hands Warm Heart or the McKinsey Problem-Solving Framework, break the problem down into smaller components. Describe the framework used and the components created.

Slide 8 Title

The frame work used to Break down the problem is Mckinsey Problem-Solving Framework

Slide 8 Content

From my research most e-commerce companies are overwhelmed by the increasing logistic and shipping challenges.

Which is making the companies raise the cost of products by 15%.

The reason for this is the issues faced with navigating the customs.

Cross-Border logistics and Cross-Border returns.

Customers have increasingly become dissatisfied with service delivery because they mostly have to incur additional cost when collecting their goods.

And returning goods that are damaged or not up to standard has become more difficult.

I used the Mckenzie problem solving framework. I broke the problem down into details. And stated what causes the problem.

Then hypothesized how it is affecting the customers.

Slides 9-11: Your Solutions

For each of these slides, share 1 possible way you could address your problem (so that you share a total of 3 potential solutions across 3 slides). Each idea may be obvious, extremely bold and creative, or anywhere in between. At least 2 of your potential solutions must use technology. Be sure that each of your 3 ways is "SMART"- Specific, Measurable, Achievable, Relevant, and Time-Bound.

Slide 9 Title

First solution to the Problem

Slide 9 Content

The solution is to create a more localized e-commerce platform within each

town where people would get fast access to their daily needs. Especially food supplies. This would not eliminate the need for global e-commerce but would greatly reduce the burdens placed on them for deliveries which could have been easily from within the town.

Slide 10 Title

Second Solution

Slide 10 Content

Would be to have a section for towns in each global- ecommerce or cities e-commerce where each town section is clearly stated and we can get directly link to the towns products and sellers.

Slide 11 Title

The third solution

Slide 11 Content

Would be where each cities e-commerce patterns with the localized e-commerce

Slide 12: Your User Story

For 1 of your 3 solutions, write a simple and clear user story that describes your problem and include acceptance criteria for each story. Use plain English that is easy for your target audience to understand. For example, for a challenge in the climate change space, you could have the following as your user story:

- As a conscious consumer, when I shop online, I want to easily identify and choose Eco-friendly products to reduce my carbon footprint.

Acceptance criteria for this user story could be:

- Users should be able to filter and sort products based on sustainability labels, certifications, or environmental impact indicators.
- Each product listing should display relevant information about its environmental impact, such as carbon emissions, water usage, or recyclability.

Make your user story clear, concise, testable, and measurable. Your acceptance criteria should be "SMART"—Specific, Measurable, Achievable, Relevant, and Time-Bound—and should focus on what's important to the end user.

Slide 12 Title

As a shopper online

Slide 12 Content

I would love to place orders and have them delivered within hours rather than days or weeks.

I would love to see the name of the store I know within my town on the store list and literally walk into it the same way I would work into it physically.

Slide 13: Your Solution KPIs

Describe what exactly you would measure in order to see if one of your solutions was working, and how you would go about measuring it.

Slide 13 Title

What I will use to measure one of my Solution is working

Slide 13 Content

One of the measures would be to see and of towns and the sellers in each town on e-commerce sites.

Would measure it by noting that i can get a product delivered to any town within 3hours

Slide 14: Your Mission and Your Solution

Return to your WHY. Restate your WHY and share why one of your solutions could make an important difference.

Slide 14 Title

> Bringing e-commerce and internet closer to people in such a way any product within a town can be got within 3hours
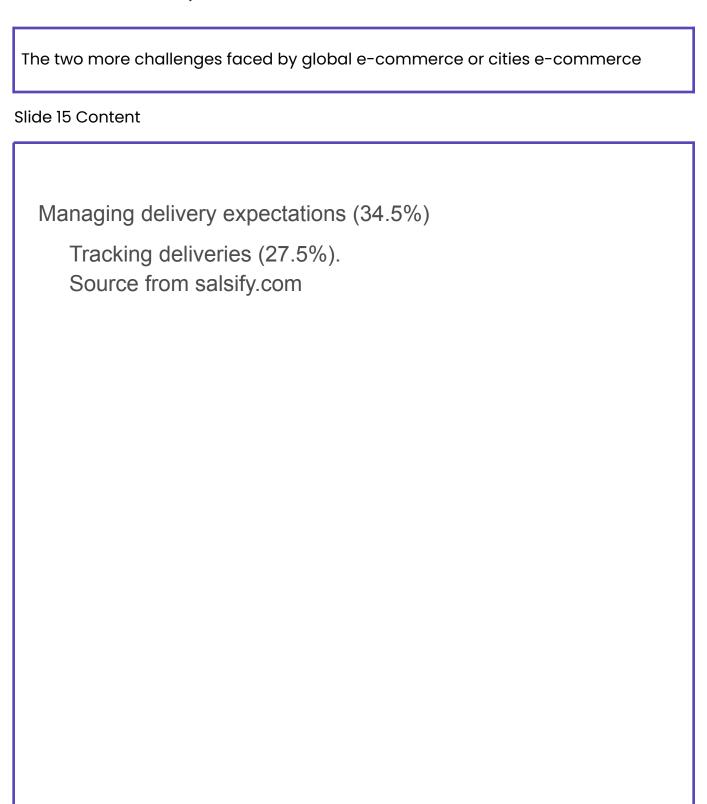
Slide 14 Content

> Bringing e-commerce and internet closer to people in such a way any product within a town can be got within 3hours.
>
> This would lessen the global or cities e-commerce logistics and shipping problems. At the same time it would increase the sales of local sellers and also make them want to board the online platform.

Slide 15: Appendix

Appendix. Share at least 2 pieces of information from your web research. This can be any information that you feel is important/relevant but that you didn't get to share in the main body of your presentation. For example, you may choose to include additional data or facts about your problem or solution(s), information about related solutions shown to be successful, identify unknowns and/or unanswered questions, list organizations that are doing similar work, etc. Please make sure that you list all sources for the information that you share on this slide.

Slide 15 Title

The two more challenges faced by global e-commerce or cities e-commerce

Slide 15 Content

Managing delivery expectations (34.5%)

Tracking deliveries (27.5%).
Source from salsify.com

Slide 16: Appendix 2

Appendix 2: List the info from Steps 1 & 2 (Target Demographic and User Persona) above in the same slide.

Slide 16 Title

Target Demographic and User Persona

Slide 16 Content

A person who wants to make an urgent purchase in his town and doesn't have the time to go to market.

And needs the good delivered within three hours of purchase

STOP

Please use all this content to create your slide deck. Add any missing visual elements, and fix the aesthetic and design of the slide deck.

SECTION B: SLIDE DECK LINK

Slide Deck Link

Once your slide deck is complete, ensure the following:

- The content you placed here in the worksheet is the same as that in your deck.
- Your deck meets all the requirements stated in the Milestone instructions, including the required visuals.
- Make sure the slides are visually appealing and well-designed. See the rubric for criteria related to design.

Paste the Slide Deck Link Below

https://docs.google.com/presentation/d/1NMjmwWTYaqUVVEww0Dhqavb07sQrvT
AZkMweg2seQN4/edit?usp=sharing

Once you have completed this worksheet:

1. Save to .pdf.
1. Rename it per the instructions.
2. Upload to Savanna as your Week 4 Milestone Submission.
3. **Celebrate a job well done!**