Project Brief: Toaster Website

CFT/FT: Toaster Designers Written By: Roshan Hegde | Date: August 8th 2023 |

Type: *Research, Experiment, PoC , Full Release*

Client Commitment: *None*

Status: *Go*

### What is the opportunity?

This project aims to create a website that will provide users with an easy, convenient way to find and purchase toasters. The website will be designed to appeal to a wide range of users, including those looking for budget-friendly options and those looking for the highest quality toasters. The website will also provide detailed information on each toaster, such as specifications, reviews, and comparisons. Additionally, the website will feature an easy-to-use search function that allows users to find the exact model they're looking for quickly.

### Why does this matter?

This project is important because it will give customers a reliable source for finding the best toasters for their needs. By providing detailed information on each toaster, as well as an easy-to-use search function, customers will be able to quickly and confidently find the perfect toaster for them. Additionally, the website will help drive traffic to our store, increasing sales and helping us reach our overall goal of becoming the leading provider of toasters.

The website will also serve as a platform for customer engagement. We plan to use the website to interact with customers and provide them with helpful advice and tips on choosing the right toaster. Customers will be able to leave reviews and comments, and we can use this feedback to improve our products and services. In addition, we will be able to use the website to announce new products and special offers, allowing us to keep our customers informed and engaged.

### How large is the opportunity?

This project has the potential to reach a large audience, as the market for toasters is estimated to be worth over $7 billion in the United States alone. Furthermore, with the growing popularity of online shopping, this project could significantly increase our customer base, as more and more people are turning to the internet for their toaster needs. By creating a website that is easy to navigate and provides detailed information on each model, we can ensure that customers are able to find exactly what they're looking for.

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### What is the hypothesis?

*{{We believe that if we...*

*then users will…*

*As a result…}}*

We believe that if we create a website that is user-friendly and optimized for search engines, provide accurate and detailed information on each toaster model, offer competitive pricing and promotions, and provide excellent customer service and support, then users will be more likely to purchase toasters from our website instead of our competitors. As a result, we will see increased website traffic, sales, and customer loyalty.

### What is critical to success?

Critical factors for success in this project include creating a user-friendly website with an intuitive interface that allows customers to easily navigate through the different toaster models. The website should also be optimized for search engines, making it easy for potential customers to find our site when searching for toasters online. In addition, it's important to provide accurate and detailed information on each toaster model, including specifications, reviews, and comparisons with other models. Offering competitive pricing and promotions can also help attract customers and boost sales. Finally, providing excellent customer service and support can help build trust with customers and encourage repeat business.

To further ensure success, we must also focus on website marketing. Developing a comprehensive marketing plan that includes SEO, social media, and email campaigns can help increase visibility and drive traffic to the website. Additionally, utilizing influencers and partnering with other brands can help boost our reach and give potential customers a positive first impression of our business. Finally, providing incentives such as discounts or free shipping can help entice customers to purchase from us.

To ensure the website is successful, we must also focus on user experience. This includes creating a visually appealing design that is easy to navigate and understand. We should also make sure the website is optimized for mobile devices, as more and more people are using their phones to shop online. Furthermore, we should test the website extensively to ensure it is free of bugs and glitches, ensuring a smooth shopping experience for our customers. Finally, we should use analytics to track user behavior and make improvements accordingly.

To ensure the success of this project, we must also focus on customer service. We plan to provide personalized support to customers by offering a live chat feature, as well as an FAQ section with detailed answers to commonly asked questions. We should also make sure our customer service staff are knowledgeable and friendly, so that customers feel comfortable asking questions and sharing feedback. Additionally, we should provide customers with clear instructions on how to use the website, as well as detailed information on the different toaster models. Finally, we should strive to respond to customer queries quickly and efficiently, so that customers feel valued and respected.

#### How will we ensure data quality?

We will ensure data quality by implementing the following measures:

**Coverage:** We will gather data from a variety of sources, including customer reviews, manufacturer specifications, and industry reports. We will also conduct our own testing and research to ensure that our data is comprehensive and accurate.

**Accuracy:** We will use automated tools to check for errors and inconsistencies in our data. We will also manually review all data to ensure that it is clean and accurate.

**Integrity:** We will take steps to ensure that our data is secure and protected from loss or corruption. This includes implementing backup systems and security protocols to prevent unauthorized access.

**Recency:** We will regularly update our data to ensure that it is current and up-to-date. This will involve monitoring industry trends and changes in customer preferences and updating our product databases and search algorithms as needed.

### How will we measure success?

**Primary KPI: *The primary KPI for this project is website traffic, with a target goal of 50,000 unique visitors per month within the first year of launch.***

| **Metric** | **Baseline (Date)** | **Target** |
| --- | --- | --- |
| Website Traffic | 500 unique visitors per month | 10,000 unique visitors per month |
| Conversion Rate | 0% make a purchase | 5% of website visitors make a purchase |
| Customer Satisfaction | 60% or less of customers rate their experience as positive | 90% of customers rate their experience as positive |
| Return on Investment (ROI) | Consistent Revenue | 10% increase in revenue from toaster sales |

### Risks, trade-offs, open questions

We have identified several risks and trade-offs that we need to consider during this project. One risk is that our competitors may launch similar websites, making it more difficult for us to stand out in the market. To mitigate this risk, we will need to focus on developing a unique value proposition and marketing strategy that sets us apart from our competitors. Another risk is that our website may experience technical issues or downtime, which could negatively impact our customer experience and reputation. To address this risk, we will need to invest in robust hosting and maintenance solutions and have a plan in place for addressing any technical issues that arise.

In terms of trade-offs, we may need to make some compromises in terms of website features and functionality in order to meet our timeline and budget constraints. For example, we may need to prioritize certain features over others or delay the implementation of certain features until after the initial launch. Additionally, we may need to make trade-offs in terms of website design and aesthetics in order to ensure that the website is functional and user-friendly.

Finally, there are several open questions that we still need to address. For example, we need to determine the best approach for collecting and displaying customer reviews and ratings on the website. We also need to decide on the best pricing strategy for our products, including whether to offer discounts or promotions and how to price our products relative to our competitors. These questions will require further research and analysis before we can make informed decisions.

### Dependencies & cross-team considerations

* ~~We have considered all possible dependencies with other CFTs and MDTs, and there are none to report.~~*~~{{If this is selected, you may delete the table above.}}~~*

### Scope

The scope of this project is focused on creating a website that will enable customers to easily find and purchase toasters. Our website will feature detailed information on each model, competitive pricing and promotions, and excellent customer service and support. We have identified all of the key features and functionality that the website should include, as well as the necessary resources for development and maintenance. Additionally, we have discussed potential risks and trade-offs, as well as any open questions that still need to be addressed. Finally, we have considered all possible dependencies with other CFTs and MDTs, and there are none to report.

### Timeline

Design: August 5th 2023

Development: August 8th 2023

Launch Date: August 13th 2023

### RACI Matrix

| **Process** | **Team(s) Involved** | **Responsible** | **Accountable** | **Consulted** | **Informed** |
| --- | --- | --- | --- | --- | --- |
| Design Phases | DRIs, Web-Apps Lead, Project Manager | Web-Apps Lead | Product Manager | DRIs | Team Memebers |

#### Design Phases

| **Project Phase** | **Who *could* attend** | **Design Review req?** |
| --- | --- | --- |
| *{{Eg: concept ideation, solution design, Final QA, etc}}* | *{{Eg: DRIs, Web-Apps Lead, Product Manager, etc}}* | *{{Yes/No}}* |
| Concept Ideation | DRIs, Web-Apps Lead, Product Manager | Yes |
| Solution Design | DRIs, Web-Apps Lead, Product Manager | Yes |
| Final QA | DRIs, Web-Apps Lead, Product Manager | Yes |

### Additional Resources

We will need to allocate resources for website development and maintenance, including web developers, designers, content creators, and marketing specialists. We will also need to work closely with our suppliers and manufacturers to ensure that all data provided to us is accurate and reliable. Finally, we will need to develop a comprehensive marketing plan that includes SEO, social media, and email campaigns to help increase visibility and drive traffic to the website.

### Release and experiment plan

{{How will this be released to users? Outline the plan.}}

| Release Goal | We want to learn if the website is functional and user-friendly, and if it meets the needs of our customers. |
| --- | --- |
| Release Audience | All potential customers who are looking for toasters online. |
| Target Release Date | August 13th, 2023 |
| Initial Measurement Period | Two weeks after the launch date. |
| Next Steps (if successful) | If the website is successful, we will release it to all users and continue to monitor its performance. We will also analyze customer feedback and make improvements as needed to ensure that the website continues to meet the needs of our customers. |

If the website is unsuccessful, we will analyze customer feedback and identify the areas that need improvement. We will then make the necessary changes to the website to ensure that it meets the needs of our customers. We may need to adjust the website's user interface, search algorithms, or product databases, or we may need to invest in additional marketing and advertising to increase visibility and drive traffic to the website. Ultimately, our goal will be to create a website that is functional, user-friendly, and meets the needs of our customers.