

Vision Statement

Kanabelle website is a tool that helps quickly and easily get Kanabelle information and purchase dairy products online, and then have them delivered promptly at little to no cost .

Business Goal

Expected outcome for product:

Provide information in details to customer

Expend market share

Deliver products to other cities around Australia

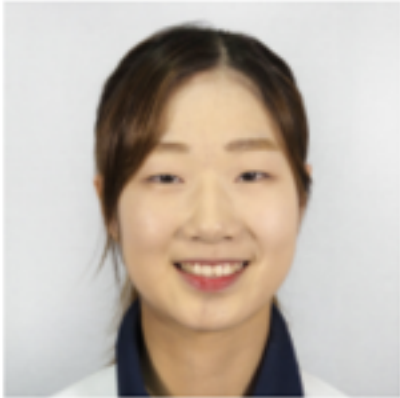
User's goal:

Quickly and easily search products and shop without spending extra time on it (online purchase), get dairy products delivered promptly.

Persona

After conducting a online survey among the milk product buyers, Kanabelle has determined that young mothers and procurement service make up a large portion of their product's target market.

Kristy Lin



"I would be very careful when I choose food for my family."

Age: 35
Work: Primary school math teacher
Family: Married, two kids
Location: Carlingford, NSW
Character: Mother

Personality

Introvert	Extrovert
Analytical	Creative
Conservative	Liberal
Passive	Active

Responsible Passionate Family-oriented

Goals

- Needs to select a milk brand for her family
- Would like to buy formula online for her two little kids
- To provide her family a scientific food plan

Frustrations

- Milk she used to buy for her children is usually out of stock in supermarkets and chemist stores
- Too many milk brands in Australia so she cannot make a choice among them
- Two children have different needs on formula

Bio

Kristy has two kids. Her son is 3 years old, while her little daughter is 12-month-old. Every two weeks she needs to go to stores to purchase formula for her kids. However, the formula milk she used to buy for her children is usually out of stock in stores. Kristy decides to select another milk brand for her children. Kristy is concerned about the quality of formula milk that she selects for her children, so she would like to do the research before selecting a milk brand. Furthermore, she would like to purchase milk online since she has work in primary school and online shopping can save plenty of time for her.

Motivation

Price	
Quality	
Convenience	
Speed	
Brand	
Service	

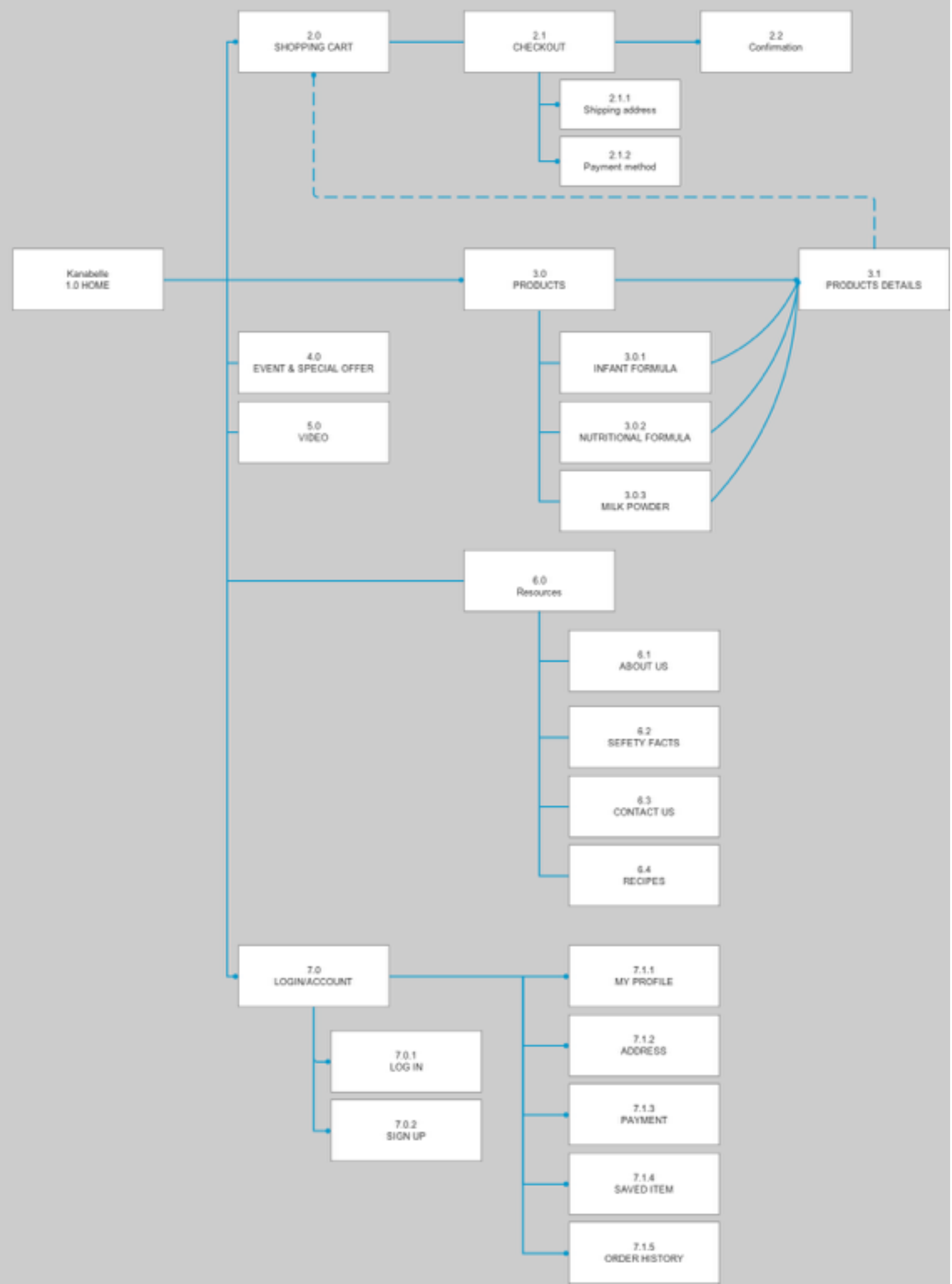
Websites

CHEMIST Warehouse ebay amazon DISCOUNT CHEMIST

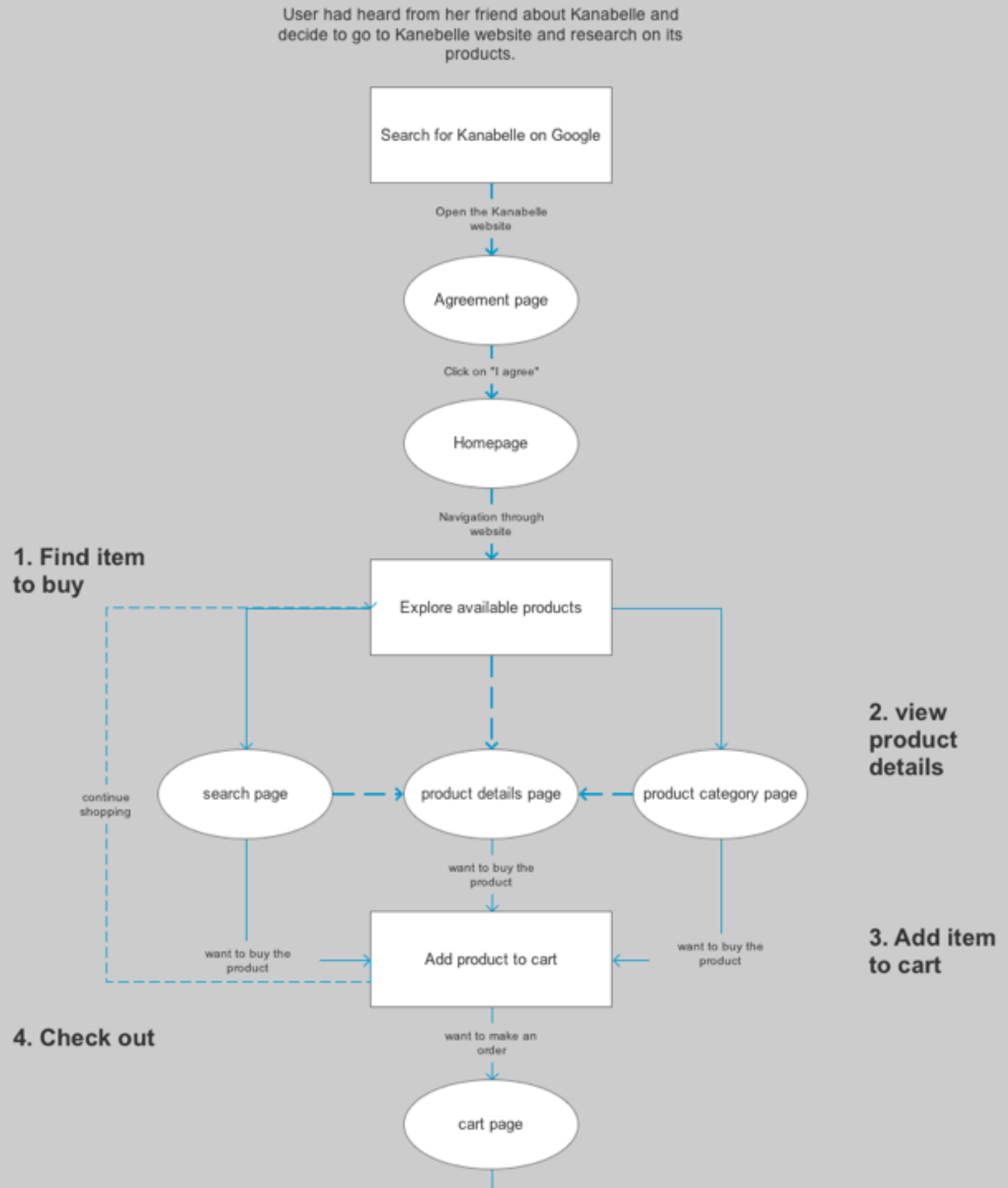
Preferred Channels

Traditional Ads	
Online & Social Media	
Referral	
Guerrilla Efforts & PR	

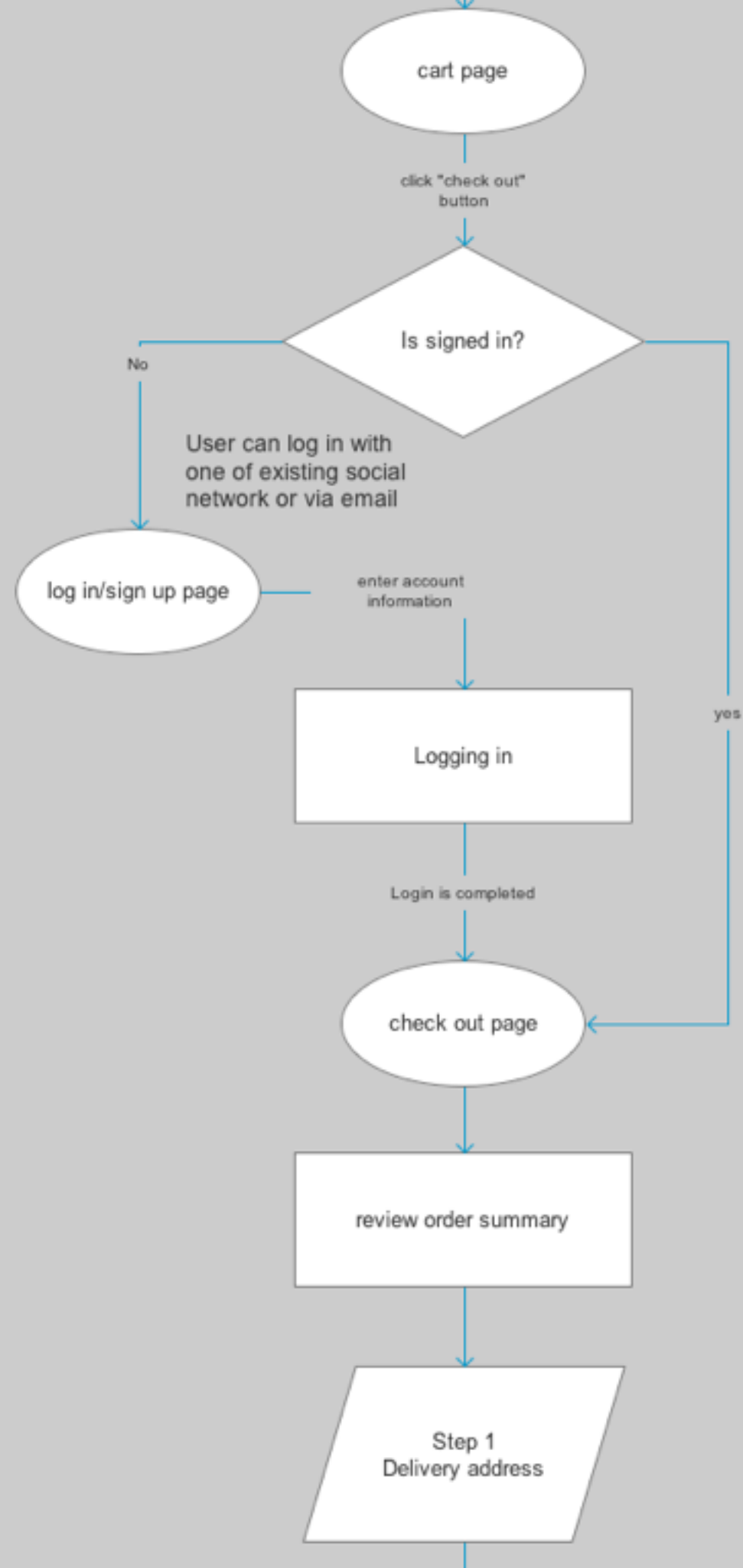
Site map



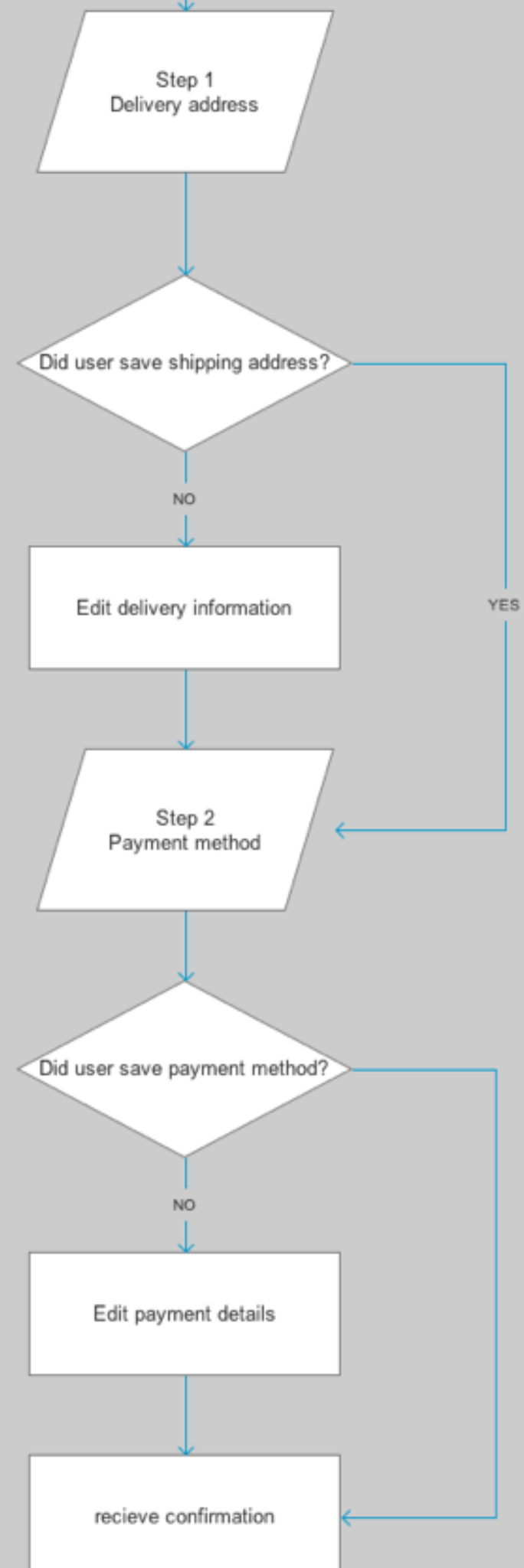
User flow 1



User flow 2



User flow 3



Add to cart

Home



Shopping cart

Helps to get direct access to shopping cart, observe number of products in the cart

Search

search by product title and other information

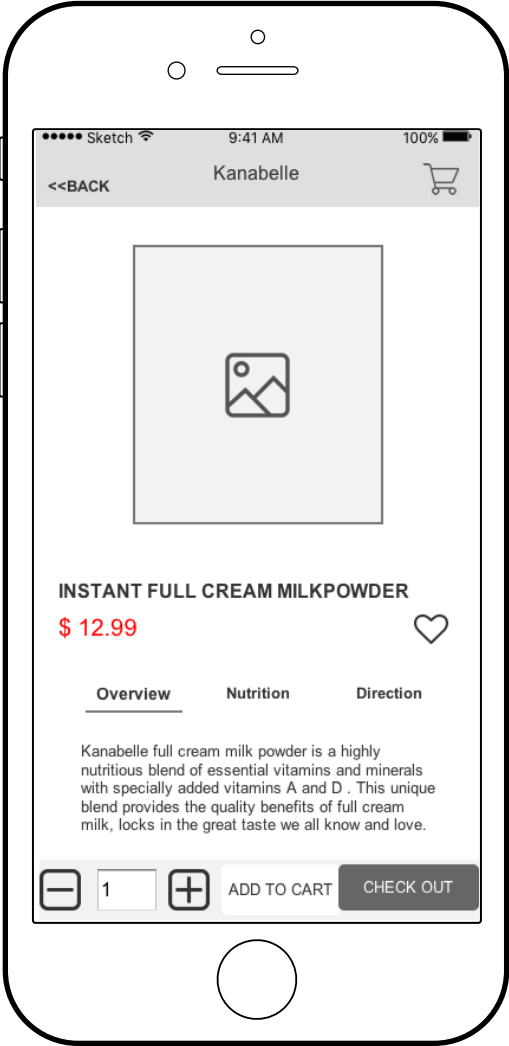
Shopping list

list of popular product give users a easy and quick access to products they needed instead of browsing and searching them over and over again

Menu bar

click on different icon to proceed to particular section

Product details



Product page

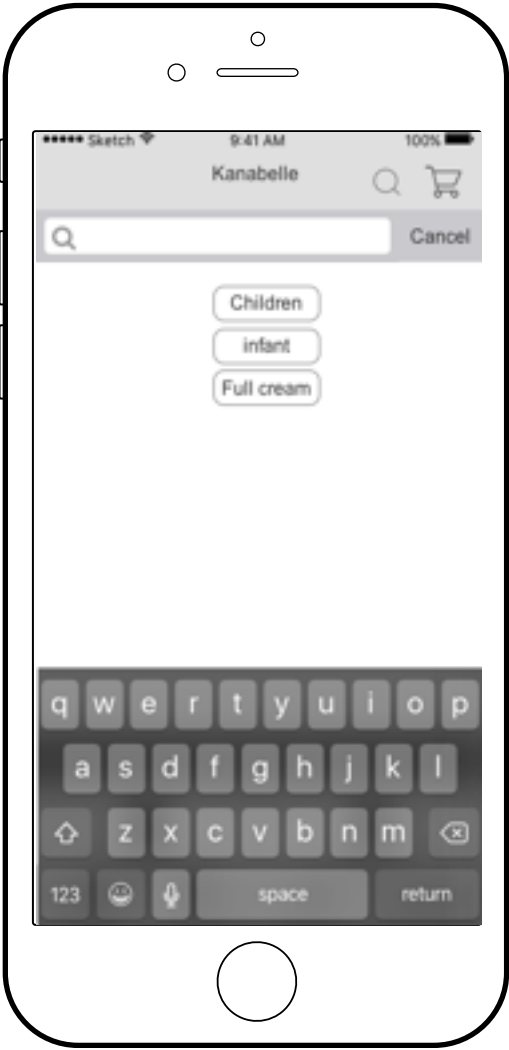


Search

Home



Search



Result



UI requirements

User Tasks

Arrives to home page, Finds items to buy.

Requirements

A homepage as a start point for browsing and navigation through content, finding items to buy. Products detail page for browsing within particular section. Search results page to provide suitable set of items for user's searches.

Pages to design

Homepage. Product page. Product detail page.

How the design could achieve these requirements

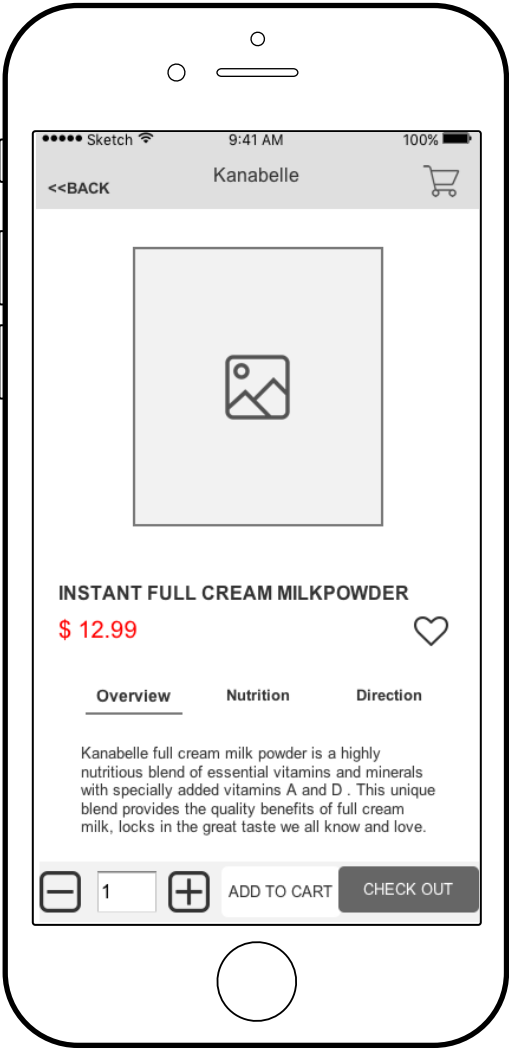
The homepage design will have clear top-level navigation with sub-categories, will contain browsable product page with collections of products that the user might like to buy. The page will allow user to get access directly to shopping cart. Search page allows user easily search the entire inventory of products.

Features, actions and content that each page will contain

High-level navigation and sub-categories, user's shopping cart, collections of products. When user just started with entering of search query it suggests latest and popular searches. Search can be done by entering product name,tag.

Check out

Product details



Shopping cart



sign up



Check out



UI requirements

User Tasks

Checks out, Signs up.

Requirement

We need a checkout flow that requires a user to log in or sign up before completing fields for: shipping address, billing address, credit card information, confirm and pay. If user has completed checkout process earlier (has placed an order once) then all those info should be saved and filled automatically for next checkout processes without need to enter it again each time.

Delivery confirmation should appear when checkout process is done and the order is placed.

Pages to design

Shopping cart page. Login / Sign up forms. Checkout page with three subsections: Payment info, Shipping address, Confirmation / Place order page.

How the design could achieve these requirements

For not logged in user we need a design for login / sign up process that appears / feels short. For first time users the checkout process should appear smooth and consistent and ask user to enter all needed info gradually, step by step, provide tooltips where its needed. Delivery confirmation should appear to inform user that his order has been received.

Features, actions and content that each page will contain

Shopping cart should contain a feature to edit / remove items from the cart, "Checkout" button to start checkout flow. User should be able to Login / Sign up with an email or social account. Checkout page should contain subsection for each portion of information that should be entered: Payment info, Shipping address. All info should be filled automatically if user did it in past sessions. Confirmation page informs user that his order has been received. Appropriate error messages for incorrectly entered info.

User journey

