| Expected Outcome/Milestones | Metrics | Baseline/Current Measure | We could measure |
| --- | --- | --- | --- |
| User Research to gain deep insights into the struggles of the users while using the website. | * 10+ user interviews / analysis | * Minimal to no information regarding customers, users, etc. | * User research document * CP feedback and discussion regarding results * Improved understanding of customer base (targeted changes that can be made) |
| A site design that provides and improves on current features and reduces user frustration | * Buyer conversion rate * Avg engagement time * Google Analytics via Shopify | * Current buyer conversion rate (<1%) * Current avg engagement time (~32s) | * An increase in the conversion rate. * An increase in the number of inquiries. * An increased engagement time * CP approval |
| Digital marketing strategy to attract more customers of the website | * Marketing professional’s approval on the marketing plan | * No digital marketing | * Increase in engagement rates, click-through rates, and conversion rates. |
| Social Media Strategy: Increase brand awareness and engagement through use of social media channels. | * CP approval * Number of followers & interactions with social media | * Current social media metric * Minimal marketing & posts | * Growth in followers, click-through rate, engagement rates, reach, and positive brand, social media traffic of the website. sentiment. |