

Task:

Enhancing Loblyst's E-commerce Platform – Prototype Development and Optimization

Overview:

This project focuses on improving Loblyst's (alias for Loblaws) e-commerce platform to address issues such as low conversion rates, high bounce rates, and customer dissatisfaction. The first iteration, a **Storyboard Prototype**, demonstrates a revamped user interface and streamlined processes for online shopping. The enhancements are aimed at increasing operational efficiency, boosting user satisfaction, and expanding market reach.

Key Components:**Prototype and Features:****1. Homepage:**

Displays upcoming festivals (e.g., Christmas and New Year) and dynamically updates featured products. Buttons like **"Shop Now"** and **"View Details"** guide users to product pages.

2. Product Pages:

- Differentiates **Member** and **Non-Member** pricing.
- Indicates out-of-stock items and suggests the nearest alternative store.
- Allows users to add products to the cart with quantity adjustments.

3. Cart Functionality:

- Reflects real-time updates in the cart as items are added or removed.
- Displays product totals based on selected quantities.

4. Account Management:

- Provides **"Create Account"** and **"Forgot Password"** functionalities with secure validations.
- Allows users to join the **PC Optimum Program** for member pricing, encouraging customer loyalty.

5. Checkout Process:

- Simplified form with validations for smooth order processing.
 - Offers a **Promo Code** feature (e.g., NEW25 for 25% discount).
 - Displays order confirmation upon successful payment.
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Analysis and Opportunities:**Challenges Identified:**

- **Conversion Rate:** Less than 2%, far below the desired benchmark of 4%.

- **Bounce Rate:** High at 45-50%, driven by slow website load times (11 seconds).
- **Customer Satisfaction (CSAT):** Low score of 2.5/5 due to inefficient processes and limited geographic reach.

Benefits of the Initiative:

- **Improved Performance:** Reduced load times to 3-5 seconds, decreasing bounce rates and increasing user engagement.
 - **Higher Conversion Rates:** Optimized checkout flow aims to increase online purchases by 4%.
 - **Expanded Reach:** Extends operations beyond the GTA to areas like Kitchener-Waterloo-Cambridge.
 - **Increased Satisfaction:** Enhancements target a rise in CSAT to 4-4.5/5.
 - **Operational Efficiency:** Streamlined order fulfillment processes reduce delays and support tickets by 50%.
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Tools Used:

- **XAMPP:**
 - **Apache Server:** Used for hosting the storyboard prototype locally.
 - **MySQL Database:** Managed backend data, including user information, cart details, and product inventory.
- **GitHub Repository:**
 - **Folder Structure:**
The GitHub folder contains the following files:
 - F24_Group 4_INFO8687_Assignment 1
 - F24_Group 4_INFO8687_Assignment 2
 - F24_Group 4_INFO8687_Assignment 3
 - F24_Group 4_INFO8687_Assignment 4
 - F24_Group 4_INFO8687_Assignment 5
 - F24_Group 4_INFO8687_Assignment 6
 - F24_Group 4_INFO8687_Assignment 7
 - F24_Group 4_INFO8687_Assignment 8
 - F24_Group 4_INFO8687_Final Presentation
 - F24_Group 4_INFO8687_Final Report
 - F24_Group 4_INFO8687_Lessons Learned Report

- F24_Group 4_INFO8687_Poster Presentation
- F24_Group 4_INFO8687_Storyboard-2

This structure includes all project deliverables, presentations, lessons learned, and prototype files, ensuring organized and accessible documentation.

Recommendations for Further Enhancements:

- **Focus on Speed:**
Optimize backend processes to consistently maintain website load times under 5 seconds.
 - **Geographic Expansion:**
Target underserved regions to broaden the customer base.
 - **Personalization:**
Implement AI-driven recommendations to improve the repeat purchase rate by 18% over the next year.
 - **Monitor ROI:**
Track key metrics to achieve an expected ROI of **52.67%**, as projected in the business analysis.
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Skills Utilized:

- **UI/UX Design** (Storyboard Prototyping)
- **E-commerce Optimization** (Conversion Rate Improvement, Operational Streamlining)
- **Customer Experience Design** (Account Management, Membership Integration)
- **Data Analysis** (Bounce Rate, Conversion Metrics)
- **Backend Development** (XAMPP: Apache and MySQL)