

# Girl Scouts of GCNWI

## Online Store Redesign Recommendations Brief

Current URL: [shopgirlscouts.com](http://shopgirlscouts.com)

Redirects to: [girlscoutsgcnwi.org/shop](http://girlscoutsgcnwi.org/shop)

**One Line Overview: Make the lives of Girl Scouts and those who support them easier.**

**Project Summary:** Many troop leaders and parents work 9-5, which may put their schedules outside of normal brick and mortar business hours, making it difficult to obtain items needed for their daughters. The online store provides a convenient way to browse and purchase Girl Scout materials and merchandise from internet-capable devices, serving a worldwide user base. The online store functions as a representative for the Girl Scouts by serving as a user-friendly interface to information and products, guiding users to what they need and acting as an efficient delivery system for membership-related products and programs.

### What Are the Goals?

1. Improve online experience
2. Provide new volunteers with a central resource location
3. Increase revenue through online store sales
4. Increase online accessibility
5. Reduce operational overhead
6. Satisfy PCI compliance requirements

### How Will We Meet These Goals?

#### 1. Improve Online Interaction Experience

- Allow customers to create accounts and log in to reuse previously entered data such as name, address
- Increase shipping options
  - Shipping should be proportional to physical dimensions shipped rather than a flat cost
- Education through navigation
  - Meaningfully group items into categories which match user mental models
    - Items can have multiple categories to allow for browsing
  - Descriptive item names as opposed to the catalog names (ex: "Tee with Servicemark Shorthand Kelly" should be "Shortsleeved Green Logo Tshirt")
  - Call out "gifts" (vs program materials) for non-members (parents, family) who

have little knowledge of internal terminology or structures, eg:

- Gifts bucketed by price
- Girl wants a present for a leader
- Family member present for a daughter/niece/etc
- Options (size, color, number) presented transparently and obviously
- Decrease page load times
  - Standardize image sizes
  - Compress images for faster loading
  - Integrate with Amazon S3
- Offer a mobile storefront that is easy to use on portable devices
  - potential for beacons/other technology to integrate with store experience
  - Increase traffic total by reducing mobile bounce-rate
- Consistent layout and presentation throughout store
- Dynamic, helpful, scheduled messaging for store alerts - prominent but not invasive
  - eg: Dates store will be closed, once-a-year sales
- Instant and helpful form validations - do not wait for form submit

## **2. Provide a Central Resource Location (make the content meaningful)**

- Offer an obvious starting point for new or inexperienced troop leaders to guide them through common processes and related purchases, such as bridging or starting a new troop
- Recreate in-store experience where shop associates guide customers who don't know where to begin
  - Create a soft "wizard" to ask questions like: "how old are the girls?", "is the troop new or existing?" to help guide purchases
  - Provide information such as: "What is a Journey Book?" "What is a Journey?" as well as links to purchase a journey book and other journey related items
- Mitigate information overload and provide clear, step-by-step process
- Offer a Guide to uniforms:
  - What are your options/types of uniforms - sash/vest/other items
  - What pieces are required and what they mean (troop number, etc)
  - Where to place each item on a vest and how to put your uniform together
  - Patch options (sew or iron on)
  - Meaningfully and usefully group patches of various kinds
  - Offer GS Program suggestions for each patch - knowing what is available can help guide activity decisions and offer programs and events to troop leaders
- Decrease "forgotten" essential items by gently urging users to purchase certain "highly related" items together, such as a "sash" and "troop number patch"

## **3. Increase Revenue Through Online Store Sales**

- Increase small-item purchase conversions

- Provide real-time shipping calculation based on weight and destination to increase small-item purchases, rather than purchase cost total
  - Offer more options with shipping providers
- Decrease time to purchase - allow customers to easily find what they are looking for with customer-centric navigation
- Encourage repeat customers by letting them create accounts
  - save contents of shopping cart between visits
  - ease checkout process by saving customer data
- Promotions
  - Coordinate and schedule online sales - ex: Cyber Monday, Christmas
  - Highlight seasonal items - eg camping supplies when it is camping season, cookie related items during cookie season
  - Promote new items
  - Coupons - potential to target specific customers - ex: can send out 10% of coupon to everyone who spent a certain amount in the month of May
  - Potential to integrate giftcards later with Mercury

#### **4. Increase Online Accessibility**

- Provide Spanish-language translations for the storefront
- Interface friendly to vision-impaired visitors
  - No text in images
  - Images have alt text
  - Descriptive text links
  - Logical tab order and semantic HTML navigation for screen readers
- Color-blind conscious themes and designs

#### **5. Reduce Operational Overhead**

- Live credit card processing through integration with CC processor
  - Current process requires manually charging cards by typing in information into computer and must be reentered with each purchase
- Real-time inventory data - do not need to call customers to let them know an item they ordered is out of stock
- Add product number to items to allow easy lookup of items without barcodes
- Decrease time spent on order processing through automation
- Decrease time to ship through automation
- Decrease manual labor for data entry and processing by integrating customer databases
- Increase data quality of known and new customers through automated processes
- Store maintenance -
  - Ease change of content (products)
  - Ease adding or changing pages or forms or categories
  - All item entry is done through RMS, does not need to be entered again

## **6. Satisfy PCI/DSS Compliance Requirements**

- Live credit card processing through integration with CC processor
  - GSGCNWI does not have the technical support to responsibly process credit cards and would benefit from offloading PCI/DSS compliance to a trusted third-party service
- Transition physical storage of PII and payment information to a standards-conforming location and method
  - Physically separate sensitive data storage from records and materials necessary for day-to-day operations
  - Provide physical locks, different from the keys used to access less sensitive materials
  - Restrict and log access to physical copies of information
- Encrypt all databases and backups
- Restrict access to digital materials
  - Unique passwords for access for every user - no shared passwords
- Log access and usage of digital materials
  - Track changes to all internal digital products, including membership database, online storefront, store inventory, and order/customer history