

Lola's Journey Map



INTERNAL MONOLOGUE

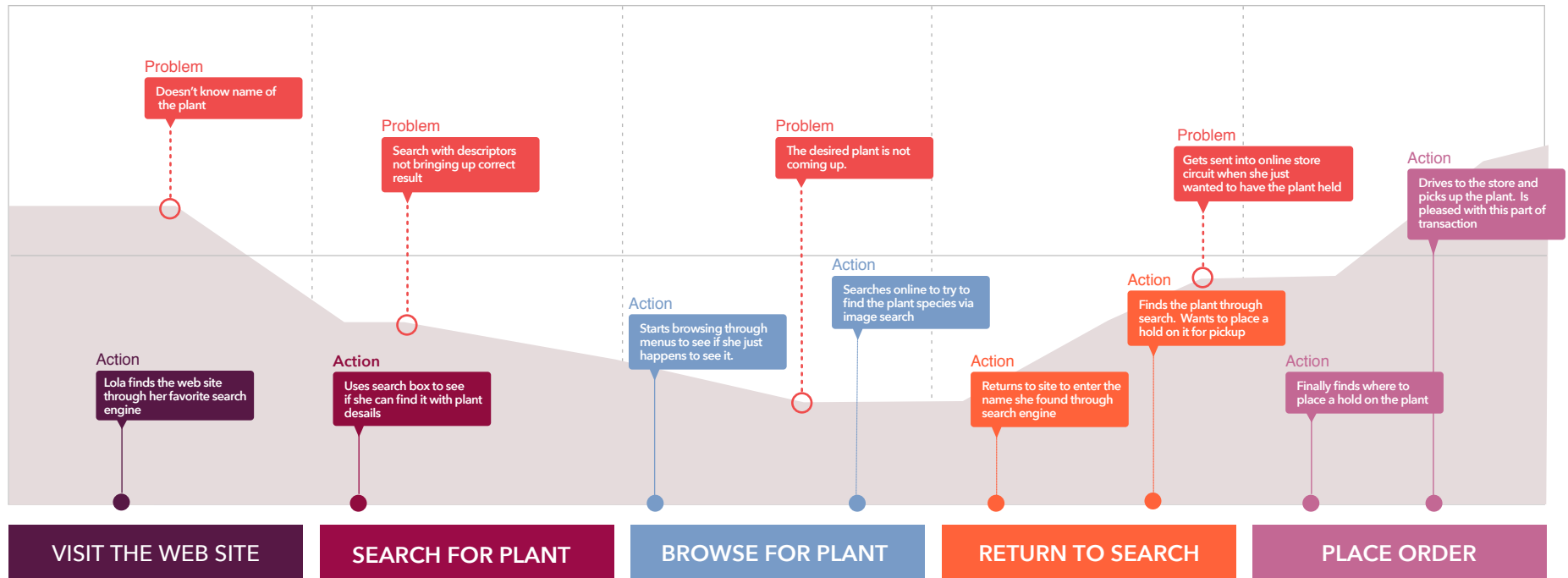
- "I love this plant I have and would like to get one for my friend in the hospital. Unfortunately, I can't remember what it's called. I'm going to see if I can find it online."
- "Maybe I can put in some descriptors on the web site to see if I can pull up this plant"
- "Maybe if I browse for the plant I will find it. I think it is a fairly common plant. Maybe I can choose some descriptors to help me identify it."
- "So I found the plant through my own search and will see if the plant store has it stock so I can pick it up on my way."
- "Wait, I want to just have it held, not buy it online, although I didn't know that was an option. Ah, here's the hold in store option."



HAPPY



SAD



OPPORTUNITIES

- Optimize the web site with lots of content pertinent to the inventory to improve SEO value. Offer free brochures for inbound marketing and to capture contact info.
- Develop SEM strategy to target certain keywords and get ad in front of buyers from the region.
- Improve meta-tagging of each product to enable it to be discovered through a variety of descriptors.
- Include images in search results for users who are less acquainted with plant species but know what their desired plant looks like.
- Use the Google Image API to make it possible to search for plant with a picture.
- Instead of just having dropdown menu, have a sidebar filter section with a variety of parameters to help the user narrow her search.
- Try to create a similarity matrix to affiliate plants that are like each other.
- Include as much information as possible about planting / care / medicinal values, etc. to engage the community and make the site more sticky.
- Better search features prevent users from leaving the site to find information about the plant to help them find it.
- Reduce forms and screens to the greatest extent possible to encourage easy purchase with a credit card.
- Encourage users to register with the site for information on sales, planting schedules and to keep track of the plants they've ordered before for easy re-ordering. Build a plant-loving community!