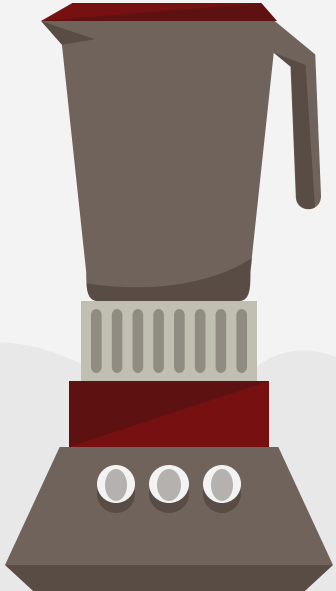




# eCommerce Solution for Bruno's Lucky Pandas

Kitchenware Company - PandaPantry

**C2S4**



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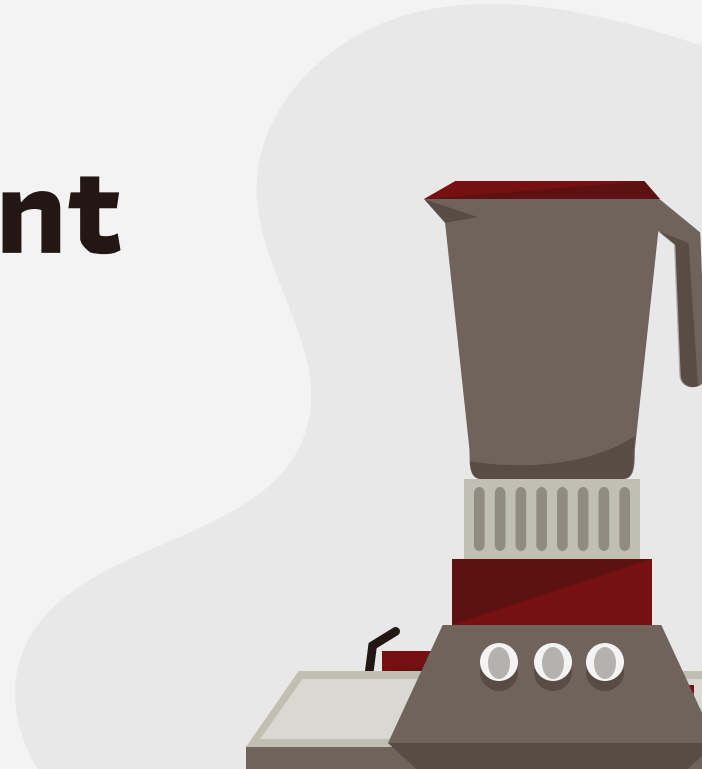
# Our Team - C2S4

<b>Yun Lien Tsai (5672048)</b>	<ul style="list-style-type: none"><li>• Webpage Design: Home, Community, About</li><li>• Presentation: Business Requirement, Site map</li></ul>
<b>Ting Yi Lee (5610529)</b>	<ul style="list-style-type: none"><li>• Webpage Design: Home, Product Category, Single Product page</li><li>• Presentation: Web design</li></ul>
<b>Jiayi Li (5630918)</b>	<ul style="list-style-type: none"><li>• Webpage Design: Home, Recipes, Basket and checkout</li><li>• Presentation: Web design</li></ul>
<b>Leah Xiao (5615963)</b>	<ul style="list-style-type: none"><li>• Webpage Design: Home, Services</li><li>• Presentation: Website demo, Evaluation &amp; Future</li></ul>

0

1

# Business Requirement



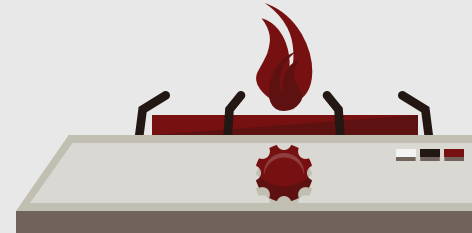


## **Business Context**

Bruno's Lucky Pandas now have extensive supplier networks across Asia, and strong relationships with manufacturers. However, they do not have clear product strategy for UK market and there is no digital presence or e-commerce capabilities.

## **Business Requirement**

- Seeking to enter the UK consumer market, leveraging their existing infrastructure to build a direct-to-consumer business.
- Identifying optimal product for UK market entry
- Design and build a website targeting UK consumer market

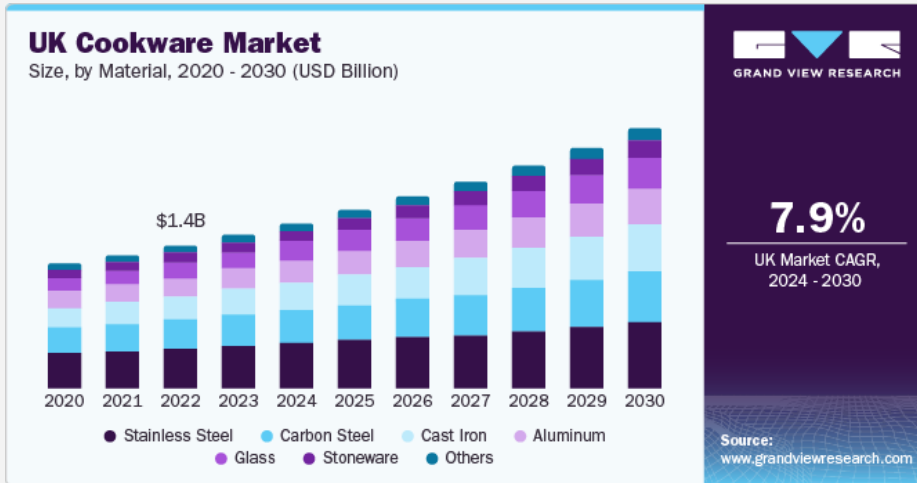


# Why kitchenware?



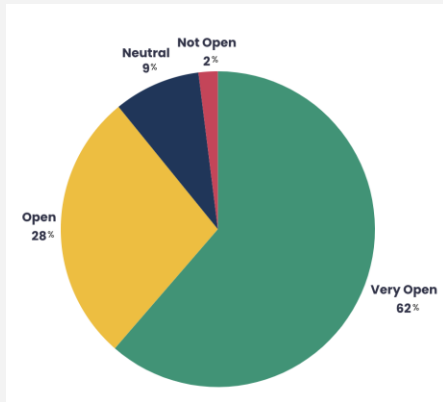
# Market Data - Market Size

- The UK cookware market is steadily growing, driven by changing lifestyles, increased interest in cooking, and the rising trend of home cooking.
- Key factors boosting the market include the home cooking trend, demand for premium and aspirational purchases, innovation in materials and design, and a focus on health and environmental consciousness.

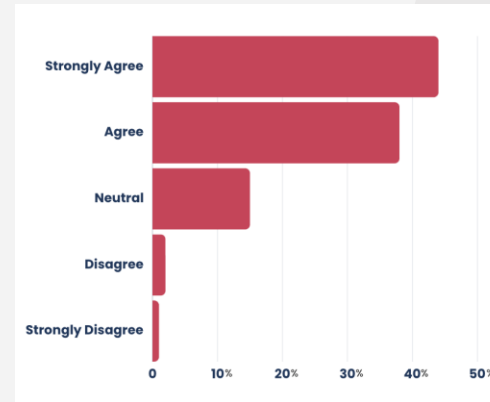


# Market Data - Consumer Survey

- 90% of UK consumers are open to trying new products from international cuisines they haven't experienced.
- 82% of respondents agreed that they would like to see a wider selection of international products in stores.



Q: How open are you to trying new products from or inspired by international cuisines that you haven't tried before?



Q: To what extent do you agree with the following statement:  
"I would like to see more new products inspired by international flavours, cuisines & trends in the supermarkets"





# About the Company - PandaPantry

PandaPantry is a company specializing in a wide range of kitchen products, including cookware, utensils, and culinary tools. Focus particularly on cooking equipment, such as bamboo steamers, cast iron woks, sushi molds, and more.

- **Mission:** To provide high-quality, versatile, and unique kitchen tools that empower people to experience authentic cooking of every style.
- **Positioning:** Addressing the challenge finding international cooking essentials in the UK market, making us the go-to brand for people who like cooking.

# Target Customers

## 1. Who are open to try new products :

- **Demographics:** Home cooks or working professionals with an interest in cooking.
- **Characteristics:** Seeking quality cooking tools to enhance their culinary experience.
- **Needs:** High-quality, easy-to-use, and affordable kitchenware.

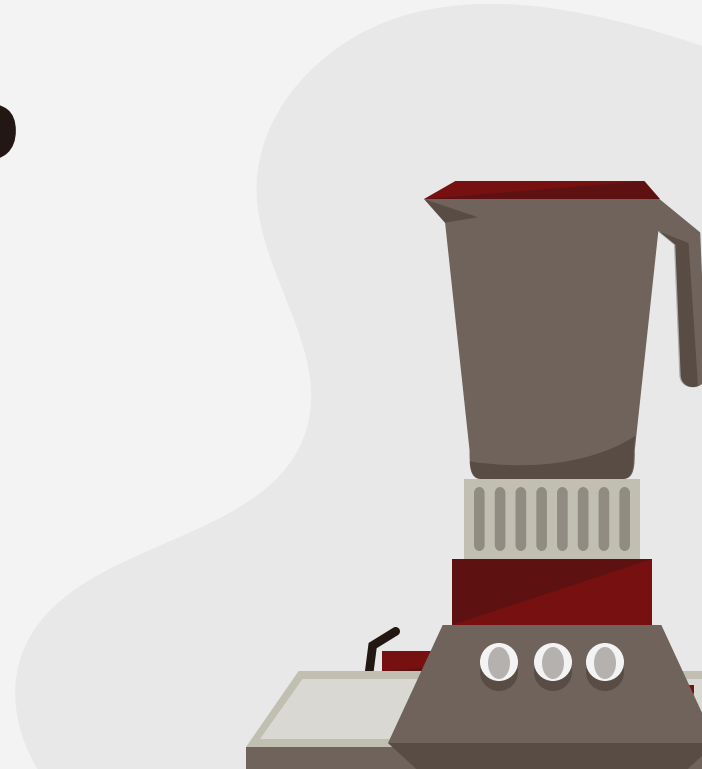
## 2. Immigrants in the UK:

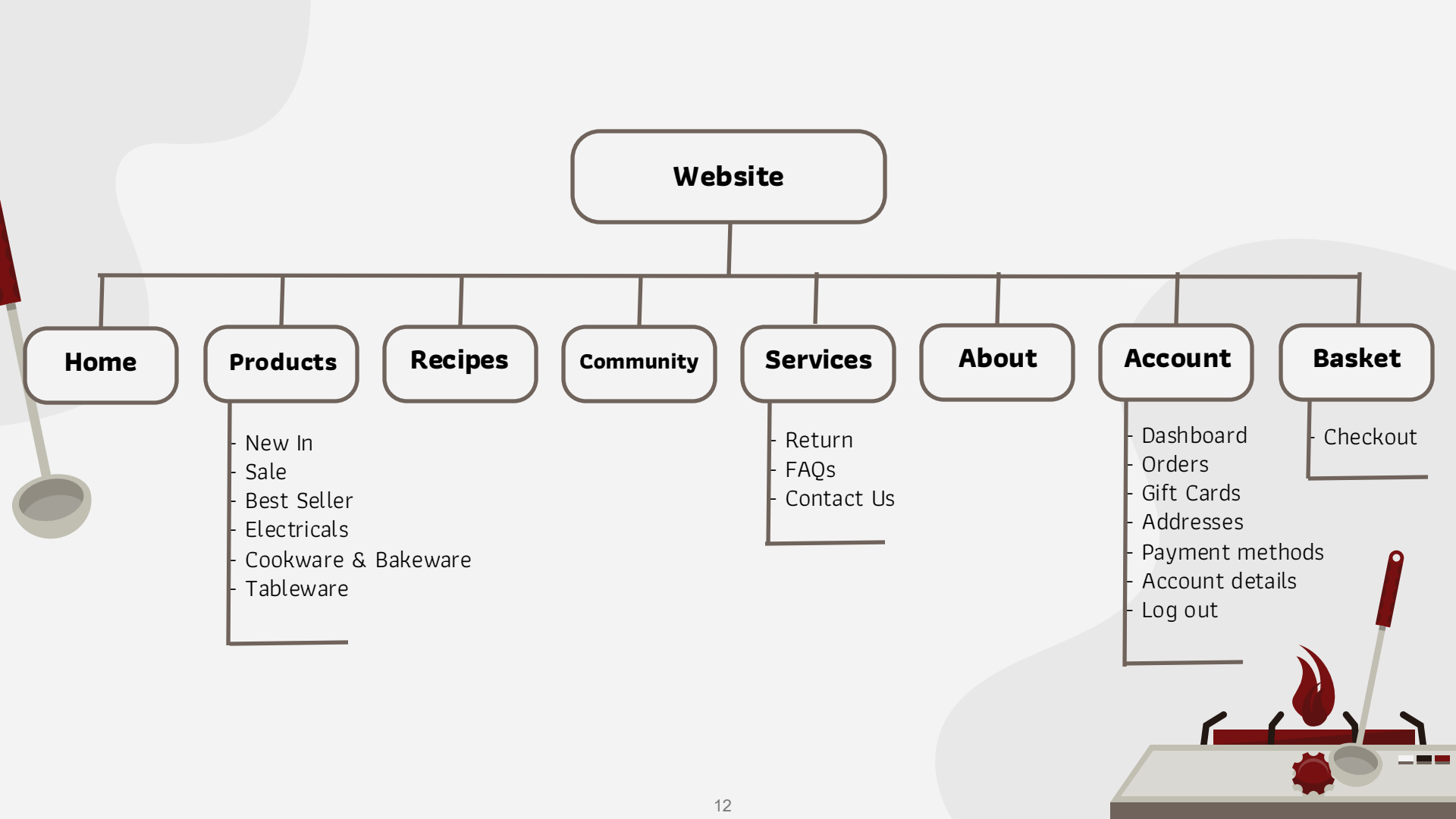
- **Demographics:** Originating from countries like China, India, Korea, or Europe, living in the UK as students or families.
- **Characteristics:** Desire familiar kitchen tools that are hard to find locally.
- **Needs:** Tools that help recreate the authentic flavors of their home cuisines.

0

2

# SITE MAP





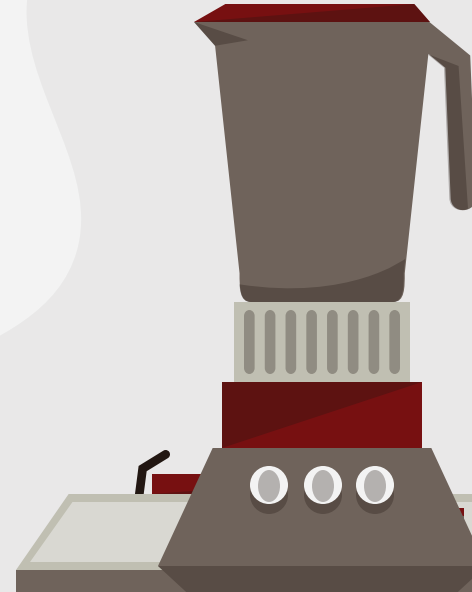


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3

# Web Design

Concept and Functionality



# Visual Concept



## Attracts Attention

Orange is a bright colour that stands out, making it easy to catch consumers' attention



## Psychological Impacts

According to colour psychology, orange can stimulate action and impulse.



## Energy and Increase appetite

Orange is often associated with energy, enthusiasm, and creating an inviting dinner environment.



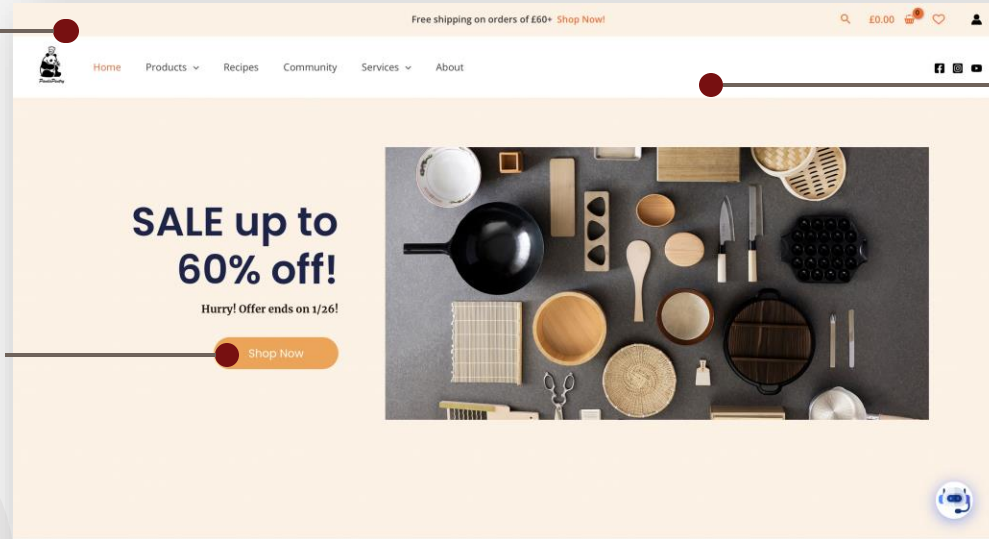
## Visual Comfort

Orange remains warm and inviting, conveying an impression of comfort.

# Web Design – Global / Main page

## Header

Free shipping text, search bar, shopping basket, wishlist, account



## Menu

Home, product, recipes, community, service, about, social media

## Banner/Action button

Marketing campaign, shopping button

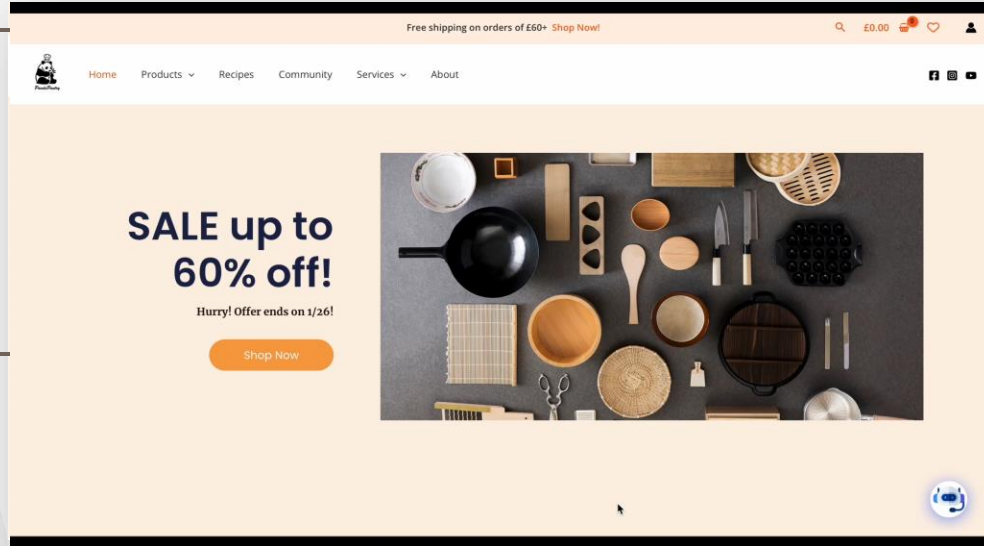
## Chatbot

Chatbot menu, live chat, contact information

# Web Design – Global / Main page

## Header

Free shipping text, search bar, shopping basket, wishlist, account



## Menu

Home, product, recipes, community, service, about, social media

## Banner/Action button

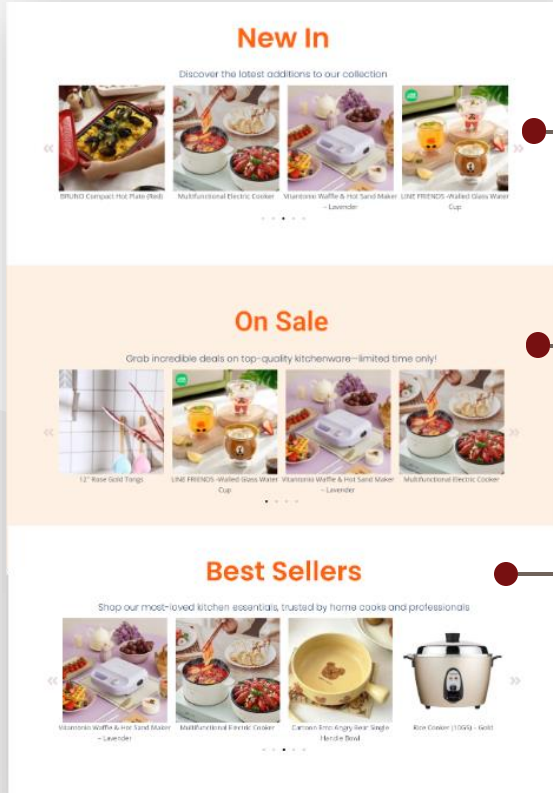
Marketing campaign, shopping button

## Chatbot

Chatbot menu, live chat, contact information



# Page Design – Home



## New In

Step1: Tell our customers what's new !

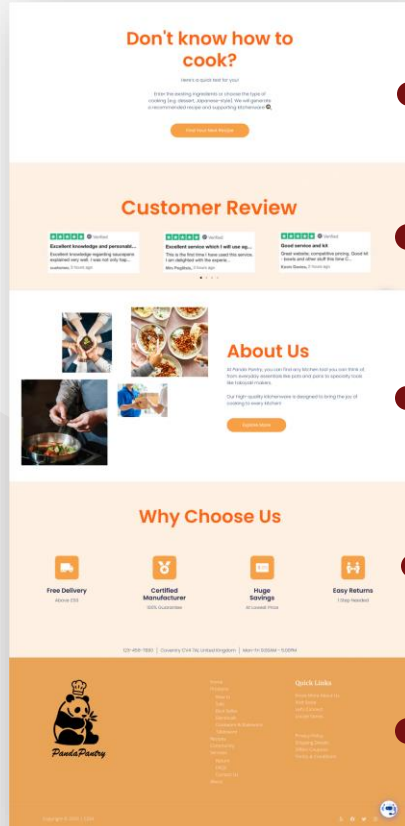
## On Sale

Step 2: Attract customers to buy ASAP

## Best Seller

Step 3: Let customers know our shop by the best approach.

# Page Design – Home



## Interaction Quote

Get connection with customer, launch interactive game

## Customer Review

Promote new customers to buy our products by customer experiences

## About Us

Create brand image

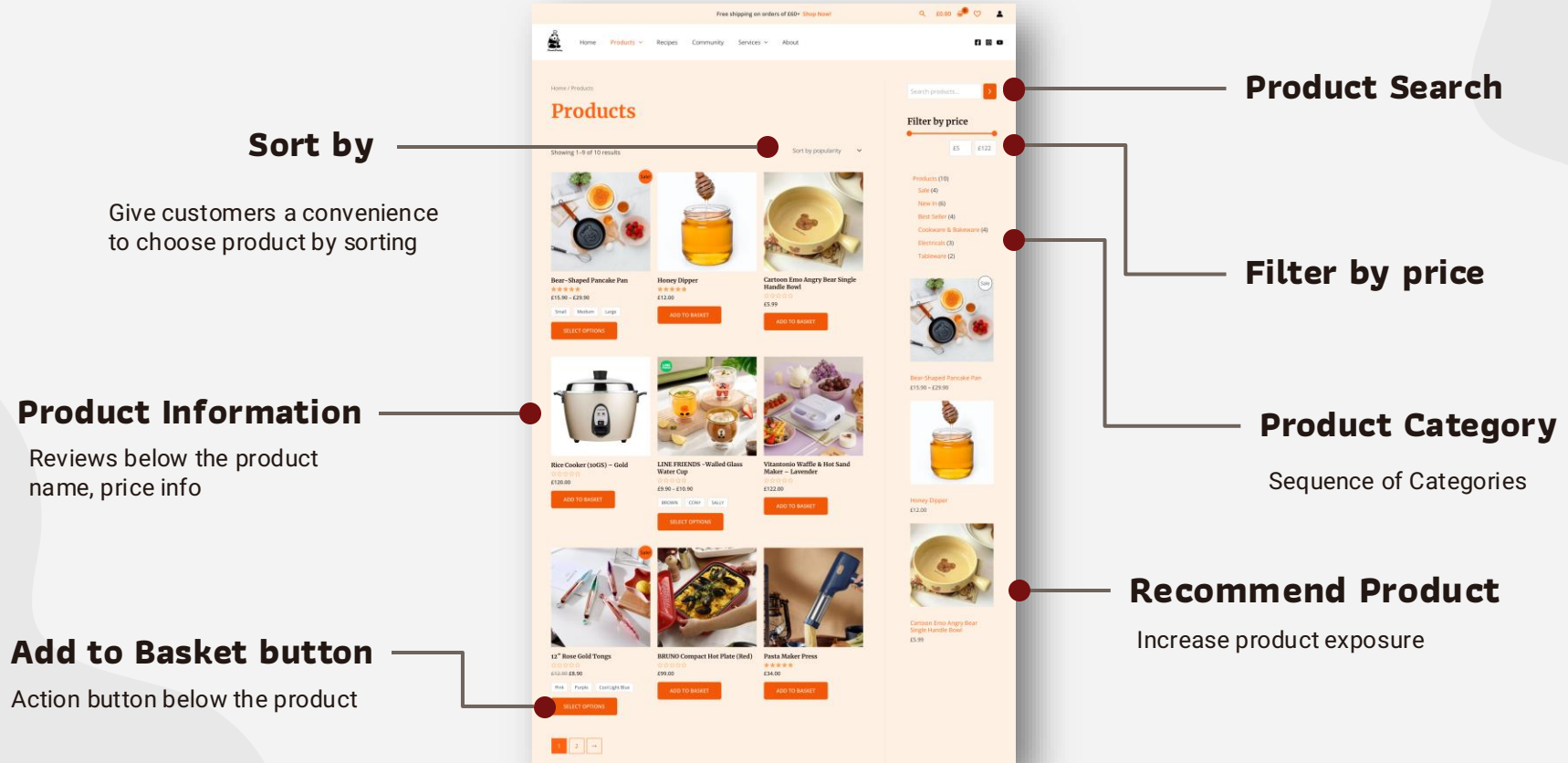
## Why choose us

Establish trust and credibility

## Footer

Brand logo and quick link

# Page Design – Product Category

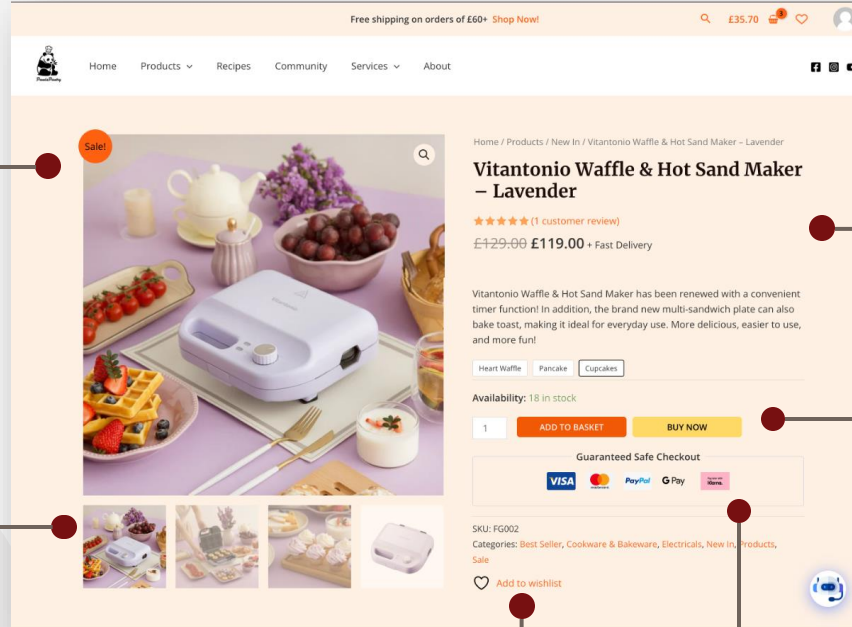


# Page Design – Single Product [1/2]

## Sale Sticker

Remind customers the product is on sale

## Product Gallery



## Product Info

Reviews, price, shipping text, short description, stock availability

## Add to basket/ Buy Now button

Take actions, One click checkout

## Wishlist

Saved interest items

## Payment Method

"Guaranteed Safe" text implies our buying process is secured

# Page Design – Single Product [2/2]

## Description/ Additional Information

Detail description, product specification in the tab

## Related Product

Recommend customers product that they may need

The main product page design is divided into several sections. At the top, there are three tabs: 'Description', 'Additional Information', and 'Reviews (1)'. The 'Additional Information' tab is active, showing product details: Weight (1.5kg ~ 2.5kg), Dimensions (25cm x 15cm x 10cm), Material (Outer Shell: Heat-resistant plastic or stainless steel; Inner Plate: Non-stick coated aluminum alloy), and Plates (Heart Waffle, Pancake, Cupcakes). Below this is the 'Related products' section, featuring three items: 'BRUNO Compact Hot Plate (Red)' for £99.00, 'LINE FRIENDS -Walled Glass Water Cup' for £9.90 - £19.90, and '12" Rose Gold Tongs' for £12.90 - £8.90. Each item has an 'ADD TO BASKET' or 'SELECT OPTIONS' button. The bottom section is 'Recently Viewed Items', showing three items: 'Multifunctional Electric Cooker' for £34.00, 'Vitantonio Waffle & Hot Sand Maker - Lavender' for £129.00 - £119.00, and 'Bear-Shaped Pancake Pan' for £19.90 - £29.90. Each item also has an 'ADD TO BASKET' or 'SELECT OPTIONS' button.

Description	Additional Information	Reviews (1)
Weight	1.5kg ~ 2.5kg	
Dimensions	25cm x 15cm x 10cm	
Material	Outer Shell: Heat-resistant plastic or stainless steel Inner Plate: Non-stick coated aluminum alloy	
Plates	Heart Waffle, Pancake, Cupcakes	

### Related products

BRUNO Compact Hot Plate (Red)  
£99.00  
ADD TO BASKET

LINE FRIENDS -Walled Glass Water Cup  
£9.90 - £19.90  
SELECT OPTIONS

12" Rose Gold Tongs  
£12.90 - £8.90  
SELECT OPTIONS

### Recently Viewed Items

Multifunctional Electric Cooker  
£34.00  
ADD TO BASKET

Vitantonio Waffle & Hot Sand Maker - Lavender  
£129.00 - £119.00  
SELECT OPTIONS

Bear-Shaped Pancake Pan  
£19.90 - £29.90  
SELECT OPTIONS

## Reviews

Real feedbacks from users to trigger customers know more about the product

The reviews section shows a single review from 'USER2' on 22 January 2025, with a 5-star rating and the text 'Nice Product!'. Below the review is a form to 'Add a review' with a star rating selector and a text input field, followed by a 'SUBMIT' button.

Description	Additional Information	Reviews (1)
USER2	22 January 2025	5 stars Nice Product!

Add a review

Your rating \* ☆☆☆☆

Your review \*

SUBMIT

## Recently Viewed Items

The viewed items mean customers have higher interest on these products. By memorising viewed items, it leads to greater conversion rate.

# About

## 1. Creating Emotional Connections - Interest

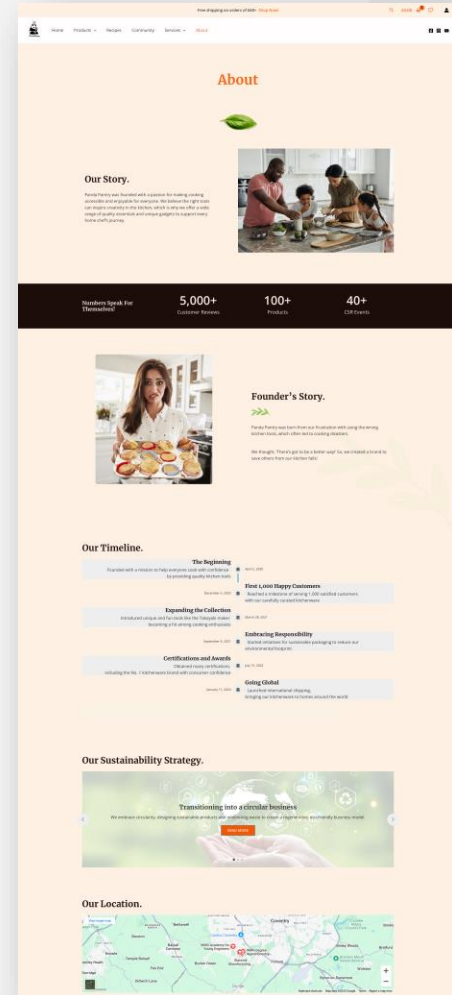
Modern consumers tends to be value-driven. They prefer to shop with brands that align with their own beliefs, such as company and founder's story, reputation.

## 2. Conveying Brand Values and Culture - Desire

Consumers are more likely to support sustainable actions, or social responsibility events.

## 3. Establishing Customer Loyalty and Retention – Desire + Action

By providing company's story and background, resonating with customers can further inspire their purchase intentions.



# Recipes



## Inspiring Recipes

Not only do we offer exceptional culinary products, but we also provide unique recipes to help you craft your next favourite dish.



### TRENDING

[EASTER](#)[DESSERT](#)[SEASONAL](#)[MAIN DISH](#)

### EASTER RECIPES

[see all →](#)

CARROT CAKE

[→](#)

EASTER BRAID

[→](#)

EASTER BUNNY

[→](#)

### COFFEE RECIPES

[see all →](#)

CAFÉ SHAKEDUTO

[→](#)

COFFEE GIN TONIC

[→](#)

COLD BREW

[→](#)

### DESSERT RECIPES

[see all →](#)

STRAWBERRY TRIFLE

[→](#)

AFFOGATO

[→](#)

LEMON CAKE

[→](#)

## Easter Recipes

Not only do we offer exceptional culinary products, but we also provide unique recipes to help you craft your next favourite dish.



CARROT CAKE

[→](#)

EASTER BRAID

[→](#)

EASTER BUNNY

[→](#)

EASTER SNAKE

[→](#)

EASTER BRUNCH

[→](#)

EASTER COOKIES

[→](#)

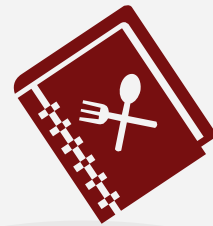
BRAIDED BUNNIES

[→](#)

CINNAMON ROLLS

[→](#)

# Recipes



1. Connect Consumer Interests

2. Search Engine Optimization

3. Best Practices in the Industry



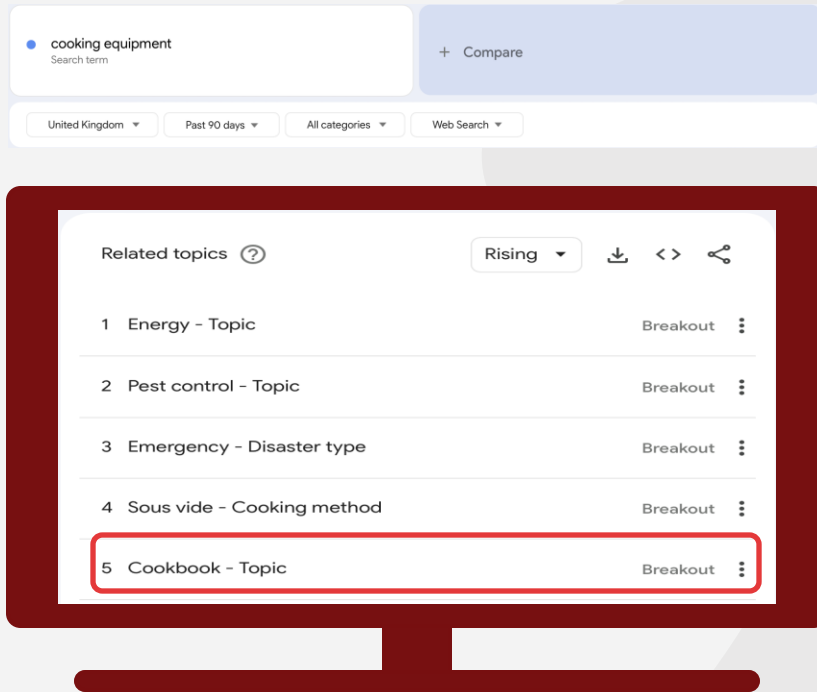
# Recipes



## 1. Connect Consumer Interests

## 2. Search Engine Optimization

## 3. Best Practices in the Industry



# Recipes



## 1. Connect Consumer Interests

## 2. Search Engine Optimization

## 3. Best Practices in the Industry

The screenshot shows a search interface with a search bar containing 'cooking equipment' and a '+ Compare' button. Below the search bar are filters for 'United Kingdom', 'Past 5 years', 'All categories', and 'Web Search'. The main content area is titled 'Related topics' and lists five topics, each with a 'Breakout' status and a menu icon. The third topic, 'Cuisine - Topic', is highlighted with a red border.

Rank	Topic	Status	Menu
1	Cookware and bakeware - Topic	Breakout	⋮
2	important - Topic	Breakout	⋮
3	Cuisine - Topic	Breakout	⋮
4	succeeding - Topic	Breakout	⋮
5	harmful - Topic	Breakout	⋮

# Recipes



1. Connect Consumer Interests

2. Search Engine Optimization

3. Best Practices in the Industry

## ATTACHMENT DETAILS



**CARROT-CAKE.jpg**

16 January 2025

244 KB

2100 by 1400 pixels

[Edit Image](#)

[Delete permanently](#)

Alt Text

Easter carrot cake recipe  
with cream cheese  
frosting

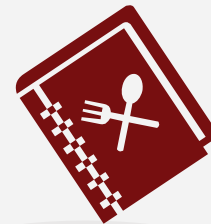
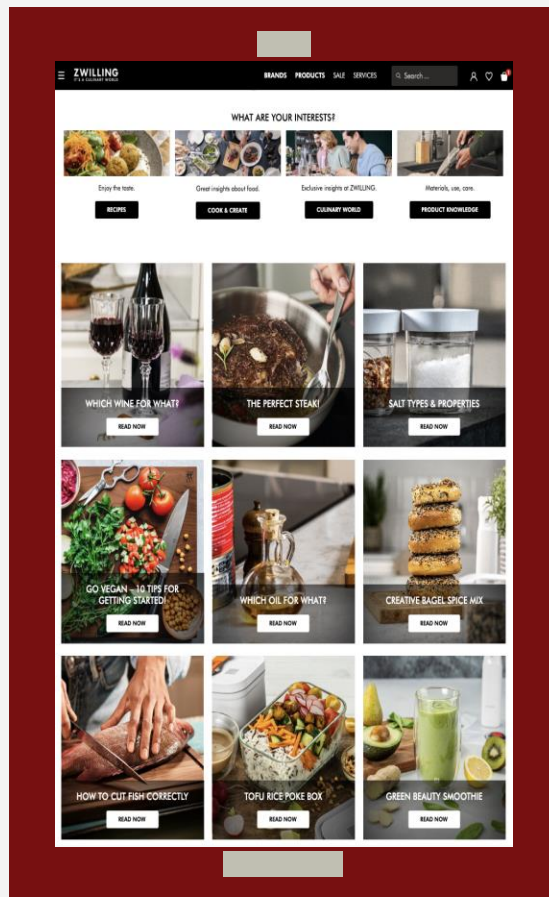
[Learn how to describe the purpose of the image.](#) Leave empty if the image is purely decorative.

# Recipes

1. Connect Consumer Interests

2. Search Engine Optimization

3. Best Practices in the Industry



# Community

## Takoyaki cooking tips

post by @elainetsai

As a takoyaki lover, I highly recommend this takoyaki machine! Only simple steps to make crispy, golden balls filled with flavor...

👍 25 💬 3 comments

[read more](#)



## Cute pancake pan ever!!

post by @ilovevwm

As a mom of two five year old daughters, they love the pancakes made in this pan! It won't stick to the pan and the pattern is very cute...

👍 32 💬 8 comments

[read more](#)



## Bake a cake using air fryer

post by @eliza.lee

Think air fryers are just for fries? Think again! You can bake a fluffy, delicious cake in the new air fryer from panda pantry...

👍 45 💬 7 comments

[read more](#)



## Takoyaki cooking tips

post by @elainetsai on 20 January 2025



As a takoyaki lover, I highly recommend this takoyaki machine! Only simple steps are needed to make crispy, golden balls filled with flavor. First, prepare the batter by mixing flour, dashi stock, eggs, and a pinch of salt. Once your takoyaki pan is preheated, lightly oil each mold to prevent sticking. Pour in the batter until each mold is about three-quarters full.

Next, add your fillings. Traditional takoyaki features diced octopus, but feel free to get creative with ingredients like shrimp, cheese, or even corn. Sprinkle finely chopped spring onions and pickled ginger for extra flavor. Let the batter cook for about a minute, then use a skewer or chopsticks to gently flip each takoyaki halfway, allowing the uncooked batter to flow out and form a perfect ball. Continue rotating the balls until they are evenly golden and crispy on the outside.

Once done, transfer the takoyaki to a plate and drizzle them with takoyaki sauce, Japanese mayonnaise, and a sprinkle of bonito flakes and seaweed powder. Enjoy these hot, flavorful bites as a fun snack or party dish! Trust me, once you try it, you'll want to make takoyaki every week!

## Comments

### 3 thoughts on "Takoyaki cooking tips"



HAPPYLEMON  
20 JANUARY 2025 AT 17:11

very useful!

[Edit](#)

[Reply](#)



# Community



## Encourage Interaction

- ✓ Foster a sense of belonging
- ✓ Strengthen brand loyalty



## Drive Conversions

- ✓ Authentic user-generated content resonates more with potential buyers than traditional advertisement

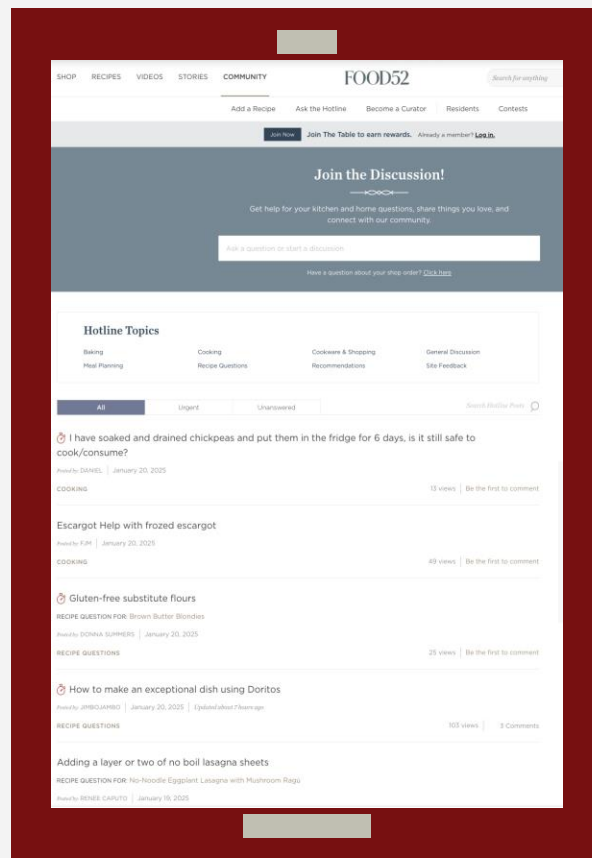
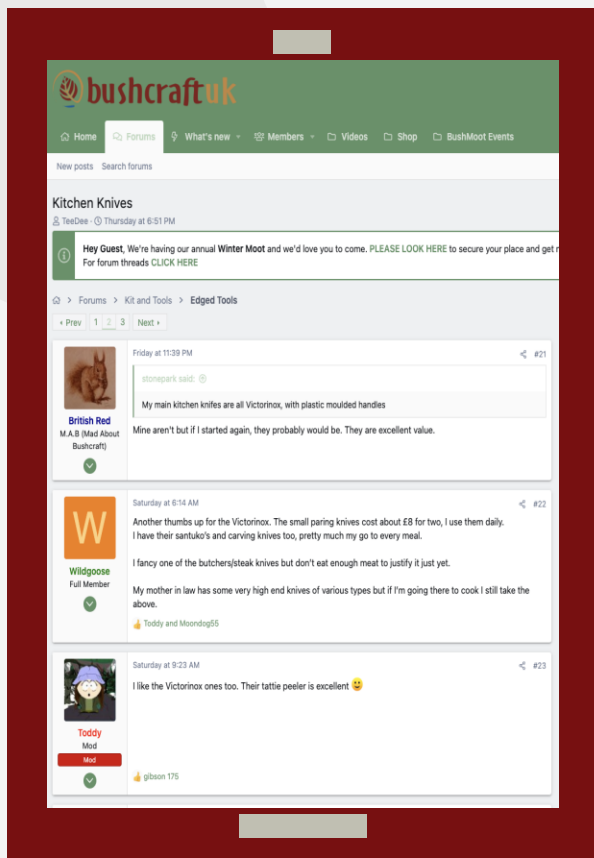


## Gain Insights

- ✓ Uncover valuable insights into consumer needs
- ✓ Guide product improvements



# Community





# Checkout

## Checkout

☐ Have a coupon? [Click here to enter your code.](#)

☐ Got a gift card from a loved one? [Use it here!](#)

## 1. Coupons and Gift Cards

Billing details

First name \*

Last name \*

Country/Region \*

United Kingdom (UK)

Street address \*

House number and street name

Town / City \*

County (optional)

Postcode \*

Phone \*

Email address \*

☐ Deliver to a different address?

## 3. Payment Methods

Order notes (optional)

Notes about your order, e.g. special notes for delivery.

/

### Your order

You are £48.00 away from free shipping! [Continue Shopping](#)

Product	Subtotal
 Honey Dipper × 1	£12.00
Subtotal	£12.00
Shipping	Delivery: £3.95
Total	£15.95

☐ Google Pay

☐ PayPal

☒ Credit card / debit card

Use test card 4000 0082 6000 0000 or refer to our [testing guide](#).

Card number

1234 1234 1234 1234



Expiry date

MM / YY

Security code

CVC

☐ Klarna.

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our [Privacy policy](#).

PLACE ORDER



# Checkout



## 1. Coupons and Gift Cards

## 2. Shipping Options

## 3. Payment Methods

### Checkout

☐ Have a coupon? [Click here to enter your code](#)

☐ Got a gift card from a loved one? [Use it here!](#)

- ✓ Simplify the payment process to reduce decision fatigue
- ✓ Avoid interruptions in the payment stage

# Checkout






## 1. Coupons and Gift Cards

## 2. Shipping Options

## 3. Payment Methods

### Your order

You are £12.31 away from free shipping! [Continue Shopping](#)

Product		Subtotal
	Cartoon Emo Angry Bear Single Handle Bowl × 1	£5.99
	LINE FRIENDS -Walled Glass Water Cup - BROWN × 1	£9.90
	Bear-Shaped Pancake Pan - Small × 2	£31.80
Subtotal		£47.69
Shipping		Delivery: £3.95
Total		£51.64

# Checkout



## 1. Coupons and Gift Cards

## 2. Shipping Options

## 3. Payment Methods

You are £55.00 short for free delivery

---

Subtotal	£5.00
Delivery	£3.95

**Standard Delivery** EVRi

2–5 working days. Fulfilled by EVRi

[More Delivery Options](#)

Shopify (2024). *Free Shipping: How To Absorb the Cost and Still Make a Profit (2024)* - Shopify. [online] Shopify. Available at: <https://www.shopify.com/blog/free-shipping-and-conversion?> [Accessed 20 Jan. 2025].

# Checkout



1. Coupons and Gift Cards

2. Shipping Options

3. Payment Methods

## Payment Method

☒  Credit Card

All fields are required unless marked otherwise.

Card number

1234 5678 9012 3456

Expiry date

MM/YY

Security code

3 digits

 Pay £8.95

☐  ProCook Gift Card

☐  Google Pay

☐  Pay over time with Klarna.

☐  Pay later with Klarna.

☐  PayPal

# Services



1. Returns

2. FAQs

3. Contact us


## Contact Us


### Address


PandaPantry UK  
10 Indurent Park  
Stonehouse, Haresfield  
Gloucestershire  
CV4 7AL

### Send Us a Message

Here's how you can contact us for any questions or concerns.

 [contact@pandapantry.co.uk](mailto:contact@pandapantry.co.uk)

 +44 24 7652 3523

 MON-FRI: 08.00am – 04.00pm

Name \*

Email \*

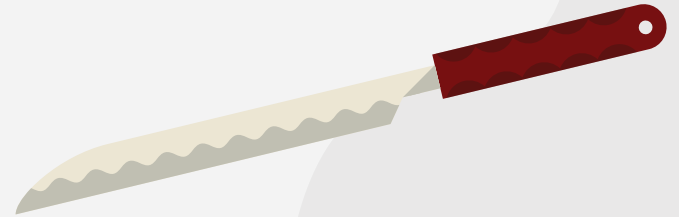
Message \*

SUBMIT FORM

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4

# WEBSITE DEMO





## Part 2 - Recipes & Community



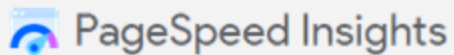


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**5**

# **Evaluation & Future Optimization**

# Performance



## Speed Index

Visual loading is very smooth

SI

FCP

## First Contentful Paint

Faster page loading speed

## Cumulative Layout Shift

Layout rarely changes due to dynamic content or other loading processes

CLS

LCP

## Largest Contentful Paint

Faster loading experience

94

Home Page

## Total Blocking Time

Script execution is very efficient

TBT

Multiple layout shifts

SI

FCP

CLS

LCP

75

Product Page

TBT

SI

FCP

CLS

LCP

91

Checkout

TBT

# Future Optimization



## Enhance User Experience

- Multi-language & multi-currency payment system
- Improving website performance
- Interactive Recipe Creator



## Boost Operational Efficiency

- Holiday offers via registered users' email
- Birthday discounts and personalized deals



## Improve User Engagement

- Membership Program
- Earn points by shopping, reviews, and discussions
- Redeem points for coupons or gifts
- Increase community activity

# Reference

- HRA Global (n.d.) *UK shoppers hungry for international flavours*. Available at: [https://hra-global.com/news/uk-shoppers-hungry-for-international-flavours/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=uk-shoppers-hungry-for-international-flavours](https://hra-global.com/news/uk-shoppers-hungry-for-international-flavours/?utm_source=rss&utm_medium=rss&utm_campaign=uk-shoppers-hungry-for-international-flavours) (Accessed: 22 January 2025).
- Grand View Research (n.d.) *UK cookware market size, share, and trends analysis report*. Available at: <https://www.grandviewresearch.com/industry-analysis/uk-cookware-market-report> (Accessed: 22 January 2025).
- John Lewis Partnership (2023) *Waitrose Cooking Report*. Available at: [https://www.johnlewispartnership.media/lookbook/download/waitrose/714/685\\_129\\_1688560824.pdf](https://www.johnlewispartnership.media/lookbook/download/waitrose/714/685_129_1688560824.pdf) (Accessed: 22 January 2025).
- Shopify (2024). *Free Shipping: How To Absorb the Cost and Still Make a Profit (2024)* - Shopify. [online] Shopify. Available at: <https://www.shopify.com/blog/free-shipping-and-conversion?> [Accessed 20 Jan. 2025].

A collection of kitchen items is illustrated in a flat, stylized manner. In the top left is a dark grey frying pan with a red handle. Below it is a yellow cleaver with a red handle. In the bottom left is a red microwave oven. On the right side, partially cut off, is a silver spatula with a red handle. The background features large, light grey abstract shapes.

# THANKS