

Dell Social Commerce

CREATIVE
INNOVATION

March 8, 2011



Perficient®



Angel Schatz: Lead UX Designer

While at Perficient Angel has consulted on several social commerce application for Dell including Facebook Storefronts and News Feed commerce applets, community sites, Android commerce application for streak, Blog Commerce, CMS, and Reputation Management Systems.

Past leadership experience includes working with sales and creative teams to deliver B2B & B2C solutions for technology companies such as IBM, HP, AT&T & Cisco. Deliverables include portals, widgets, AIR Applications, e-learning games, product demos, viral videos, and product launch and social media campaign strategy.



Nathan Mitchell: Senior UX Designer

Nathan is a User Experience Designer with a focus on Information Architecture and Interaction Design for client and web-based applications. In addition to independent consulting, Nathan has held previous UX/IA/Designer positions at LSI, Melior and Dell. Nathan graduated Cum Laude and received his Bachelors degree in Industrial design from Auburn University.



Kaysar Ridah: Lead Visual Designer

Kaysar is Lead Visual Designer with a focus on branding and solution strategy and UI Design. Kaysar has a degree in Economics from University of California, Irvine



Robin Krieglstein: Product Manager

Robin has previously functioned as a Technology Consultant, Founder/CEO, and Sr. Design Manager. Duties included improving user experience, designing and engineering applications, and building and launching a social network as well as other applications. Robin has 14 years experience professionally managing, designing and engineering consumer software.

Robin holds a Bachelors degree in Computer Science. One of his most recent completed projects was consulting for a variety of goal-achievement, web startups to improve their use of research-based behavior change strategies.



Chris Monnier: UX Designer

As a user experience generalist, I do a variety of things including:

- * Uncovering user needs and business requirements through user interviews

- * Defining information architecture and enterprise taxonomies

- * Creating wireframes for new user interfaces

- * Creating user personas

- * Conducting usability testing

- * Contributing to Perficient's healthcare blog, where I write about healthcare usability and strategy



Ryan Hauk: UX Designer

Ryan is Interaction and Visual Designer has a degree in Economics from University of Missouri, Columbia



Mike Demma: Visual Designer

Mike is a Visual Designer with experience in concept, design and development for web pages.

He has worked on Facebook games, branding and identity, motion graphics, e-commerce applications, direct marking and print design including skateboard and t-shirt designs.



DeAndre Hutton: Visual Designer

DeAndre has previously functioned as a UI Graphic Designer, Sr. Graphic Designer, and Lead Creative. Duties included managing a graphic directory, creating brand identity, and managing animation and online projects. He has had many of his logo creations selected for publication.

DeAndre holds a Bachelors of Fine Arts degree in Communication Design. One of his most recent completed projects was managing a visual icon directory, web style guide, and color palette implementation in an agile style working environment.

UX Activities

User Research

Competitive Research

User Acceptance Testing

Usability Testing

User Stories

Taxonomy/Folksonomy

Workflows

Wireframe Prototyping

Hi-fidelity Comps



Background

Based on Dell's internal research and market trends company foresaw opportunity in Social Commerce

They approached speakTECH/Perficient with the a proof of concept challenge to develop an app that would allow users to purchase a Dell Product in the Facebook News Feed.

The relationship has since evolved where we are helping Dell carve new directions into the marketplace offering software as a solution.

The latest phase will evolve the application to engage both experts and passive enthusiasts in sharing and talking about products.

What started has a small team has grown to include 50+ employees and a UX team of 8.



What is Social Commerce?

Helping people buy where they connect and connect where they buy.

The use of online social applications that supports social interaction and user contributions before, during and after a transaction takes place



Systems Envisioned or Elaborated

f-Commerce

Flash Applet that allowed a transaction in the Facebook News Feed
Facebook Storefront in iFrame of Facebook Page

Governance

Activating/Deactivating Accounts
Assigning Groups, Roles & Permissions,

Social CRM

Reporting on Traffic, Sales Conversion, Likes, Shares

Product Feed Management

6+ Level Taxonomy
Adding Multiple Feeds from different product catalogs
Change Management of Product Data

Reputation Management

Ratings & Reviews of Products
Badge & Points for Completing Activities



Systems Elaborated

Rewards & Redemption System

Gift Cards, Discounts & Product Rewards for Completing Activities
Transactional System to Redeem

Financial System

Commission Redemption, Tax

Recommendation Engine

Based on Organic Search Opportunity and Profit Margin
SEO Keyword Analysis

Marketing Tools

Customer Cash-back, Time-Sensitive Promotions, Ad Network,

Social Bookmarking & Sharing

Multiple Channel Syndication

Moderation

Black Hat List, Crowd-Sourced Flagging
Task Management of Moderated Content



Systems Elaborated

Sign-up

Open-ID login using Facebook & Twitter, Gmail, Yahoo, etc.

Publishing Network

Content Aggregate or Big Pages

Category Pages based on Folksomy

Individual Profile Pages

Blog CMS

Templates/Zone System, Widgets, Theme Rolling

Messaging

System Notifications, Email, Notes, Comments

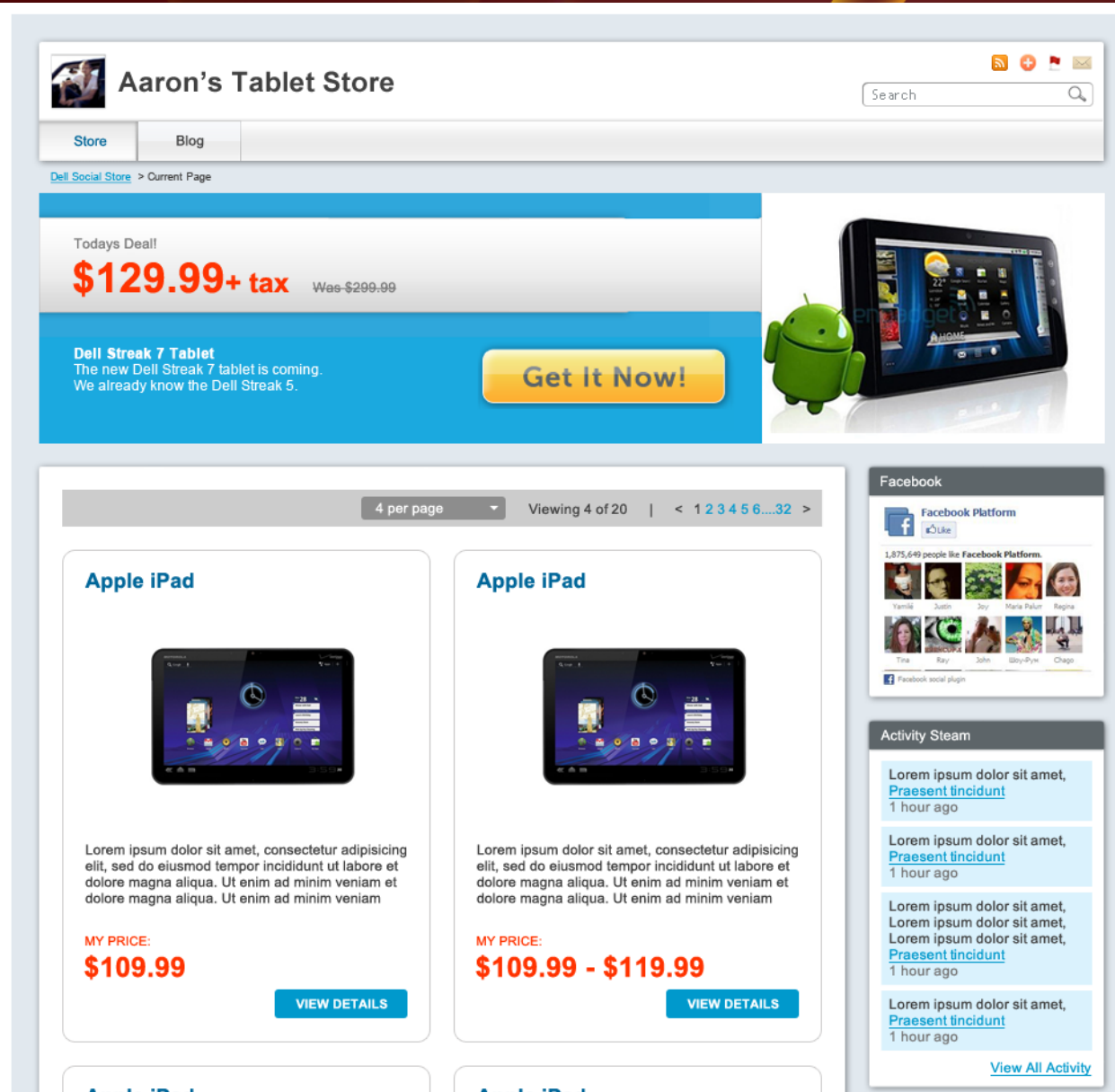
Helpdesk

Tooltips, CMS for Topics, Feedback Form

Search

Autocomplete, Faceting Real-Time, Simple





Breadcrumb > Breadcrumb

Dell Streak 7 Tablet



With so much to see and do on the Internet, you don't want to miss a minute of it. Powerful, pre-installed Adobe Flash 10.1 makes sure that your favorite sites load and look their very best on the Streak 7 tablet. Browse, game, surf, email, download, post and share the content you love, the way you want, with...

Ave. Price: \$449.00

ADD PRODUCT

Available from the following vendors

Best Buy	\$275.00	VISIT STORE
Compuplace	\$275.00	VISIT STORE
Dell	\$275.00	VISIT STORE
Walmart	\$275.00	VISIT STORE

[View all \(8\) Vendors](#)



GOALS

Monthly Estimated Commissions

\$1,500 .00

UPDATE



DETAILS



BLOG



TRAFFIC



BACKLINKS

Requirements

Traffic	30	<p>Intermediate</p> <p>Market trends and products demand change constantly. Based on the keyword terms you have entered, this product has a very good chance of selling well online, at this time.</p>	<p>difficulty level Intermediate</p>
Sales	\$17,000		
Units Sold	45		
Backlinks	22		
Focus	75%		

Target Phrases

PHRASES	TRAFFIC	COMPETITION
<input checked="" type="checkbox"/> Hot Dell Tablets	1,000,000	<div></div>
<input checked="" type="checkbox"/> Latest Dell Products	1,000,000	<div></div>
<input checked="" type="checkbox"/> Tablet Dell Streak 7	1,000,000	<div></div>
<input type="checkbox"/> CES Dell Tablet 7	1,000,000	<div></div>
<input checked="" type="checkbox"/> Dell Browse Tablet Touchscreen	1,000,000	<div></div>

Items per page: 05

1 2 3 4 5 6

Showing 48 - 601 of 1234

ADD PHRASE

Trends in Social Commerce

Group Clout

Users are connecting with like-minded consumers to make purchasing decisions. The feeling of camaraderie, the discounts from retailers leveraging benefits from bulk sales all influence the purchase.

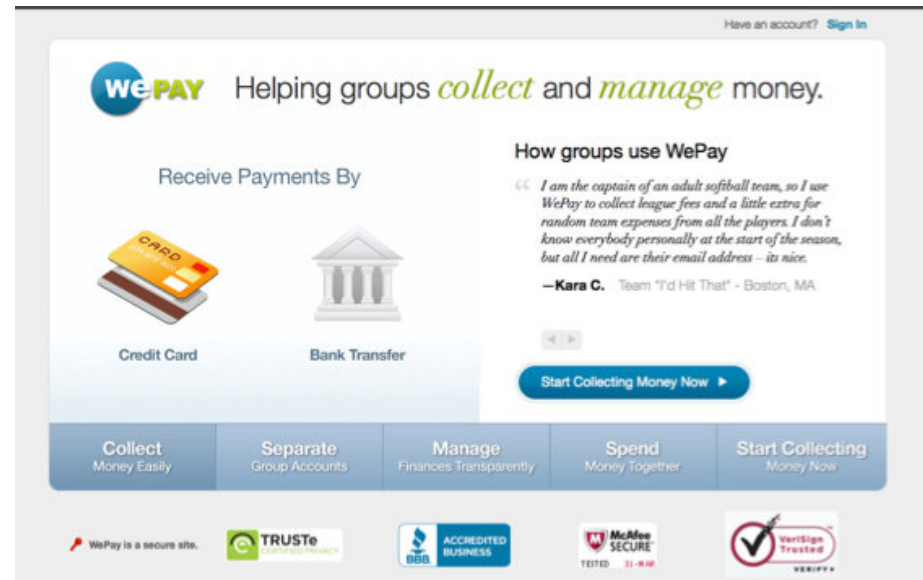
[Groupon](#)

[Gilt Groupe](#)

[Kickstarter](#)

[1bog.org](#) – Collective buying of solar power

[WePay](#) – Group collecting and managing money



Trends in Social Commerce

Ratings, Recommendation & Reviews

Shopping communities that allow user to have instant show and tell and get feedback. The FB Social Graph allows users to get ratings and reviews from their own network. Some companies using Social Graph and Twitter data to do affinity mapping to match people to products.

Fashism – Share photos & get rating

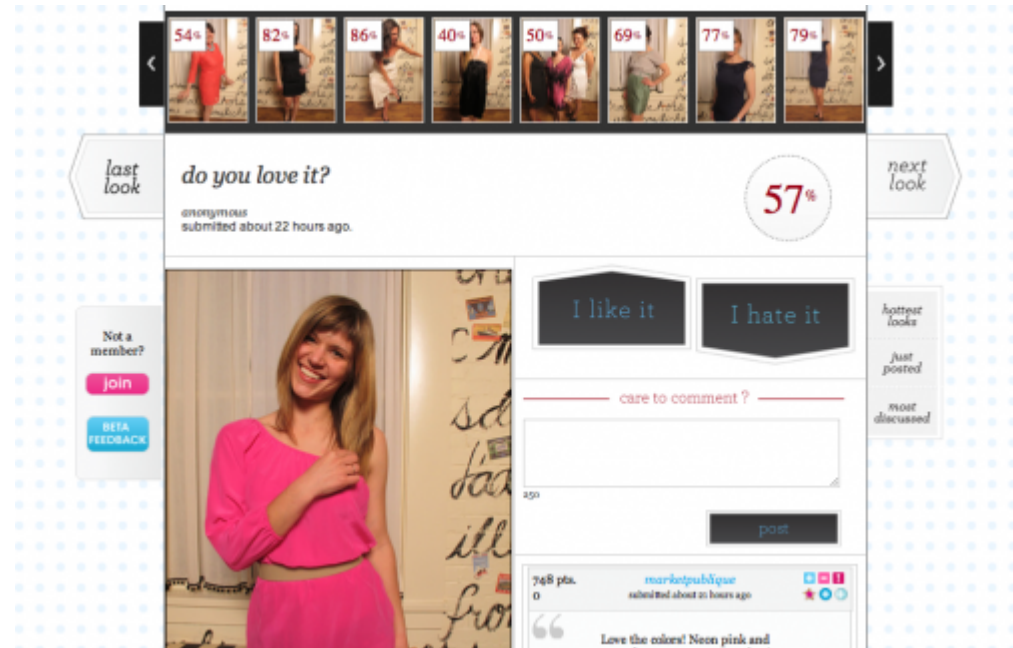
Haul – Videos showing off products

CarrotMob – Companies compete to make social and environmental improvements

Hunch – Building Taste Graph to map people to products

Made – Users vote on design decisions of furniture makers

Levi's Friend Store



Trends in Social Commerce

Flash Sales

By limiting time, inventory, membership, subscription encourages the sale.

Gilt – Quantity

Woot – Quantity

Groupon – Time



Trends in Social Commerce

Location Aware

ScoutMob

Coupious

Apple iGroup

Hurricane Party - Mobile app to create spontaneous parties with your friends

Scavengr

Gowalla

Foresquare -



Trends in Social Commerce

Product Bookmarking, Tagging, & Discovery Communities

Sites which allow users to create virtual product catalogs of products they love. User can share and discover other products within the community. Folksomy

Pinterest -

Zootool

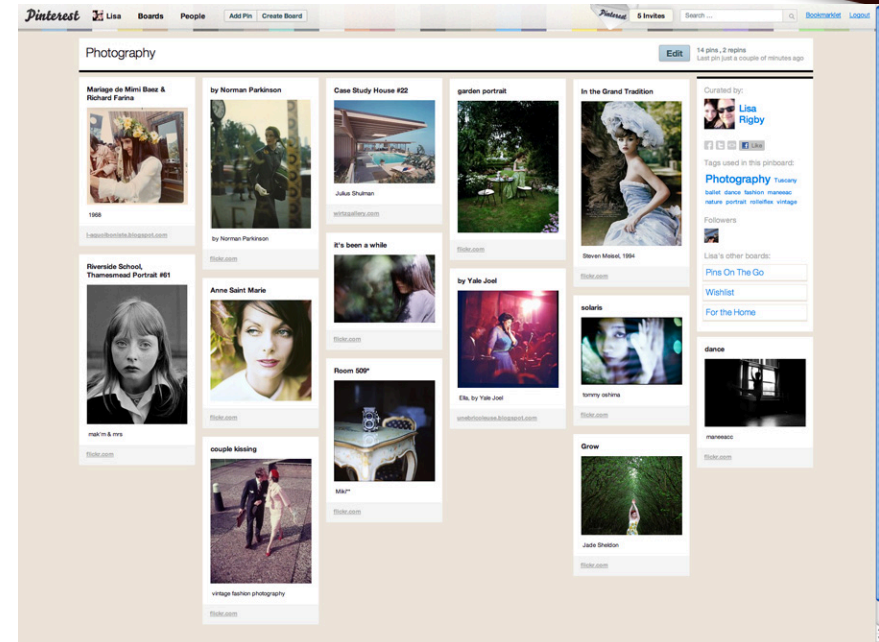
Svpply

Polyvore,

The Fancy

Hunch

Ahah Life



Trends in Social Commerce

Aggregate Content <http://www.scoop.it/>, <http://www.kaboodle.com/>, <http://paper.li/>, Storify, <http://summify.com/>

Share products after transaction: Swipely, Blippy

QR Codes, Microsoft Tags & Barcode Scanning (Shop Savvy, Red Laser, Sticky Bits) Bookmark, Coupons, Enter Contests, Play Games, Comparison Shop, and Share.

Facebook Commerce: Big Commerce, Payvment, Zibaba, Storefront Social)

Co-Browsing: Shop with Your Friends

Gamification: Lockerz, Ebates, Fatwallet Earn points, virtual currency and rewards for shopping

Augmented Reality: [Fashionista Topshop](#)

Affiliate Marketing: loved.by, Link Skimmer

Social Good: Help Attack!, Pay with A Tweet, Kickstarter

Selling the Ideal: OffermeaTrip, Trunk Club

Realtime-CRM (Get Satisfaction)

Trends in Social Commerce

Video: Video Consultation, Video Reviews, Video Contests, Haul

Pre-Order on Mobile: Food or Songs at Karaoke Studio

Pre Sale: <http://hellohealth.com>, Made.com

Pop-up Shops: Take store to the people American Apparel, Food, Salon, Health & Fitness

Thank You!

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