# sears

# **Community Initiative Phase 1 User Experience Strategic Framework**

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#### Vision

Not just win one sale, but win one's heart.

# **Build their Trusts; Win their Hearts**

#### Goals - Phase 1

Retain existing community members

Increase purchase confidence

Bridge the gap between community knowledge and shopping experience contextually.

**Increase Brand Loyalty** 

# Target Audience Value Propositions

Group 1

**Pre-Purchase** 



After Customer had identified a product, s/he needs validations to increase purchase confidence

Group 2

**Pre-Purchase** 



Customer needs guidance to find a suitable product(s) for a specific need and/or task

Group 3

**Post- Purchase** 



Customer service and product support

# **Guiding Principles**

**Contextual relevant** 

**Engage with customers** 

Respectful & responsive

**Exclusive** 

# **User Engagement in Community Setting**

#### Align with customers' expectations

Relate

Align ourselves with customers' expectations, especially customers who might potentially need some guidance before and/or after purchase.

Encourage customers to dive into one of the topics based on their interests or objectives. Relevant products/content will be populated based on their needs. Guide



Product recommendations and expert guidance will be provided based on customer's engagement.

Provide and embrace reviews, rating, and other interactions from both SME and general customers.

Decide

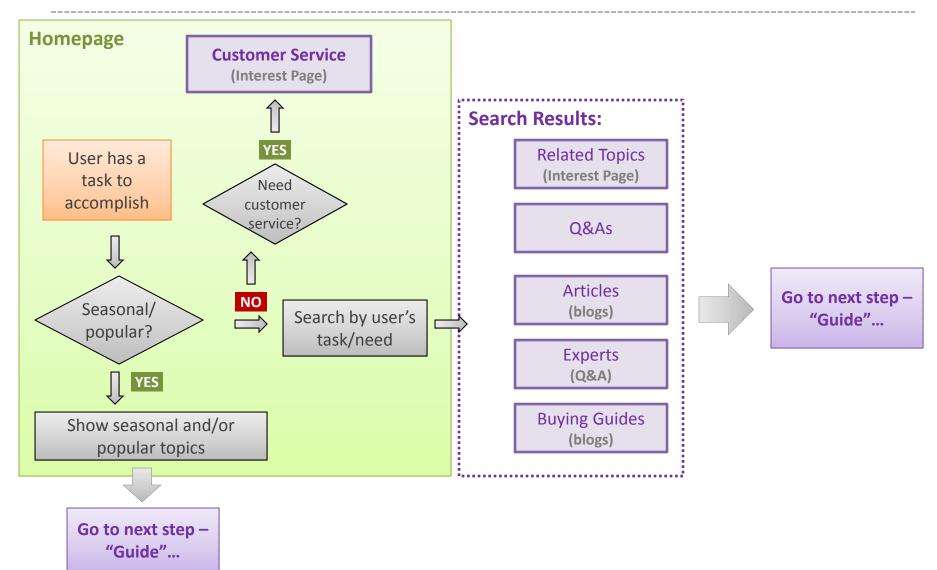
Allow customers to ask general questions beyond the product level

Go to related product/service details page

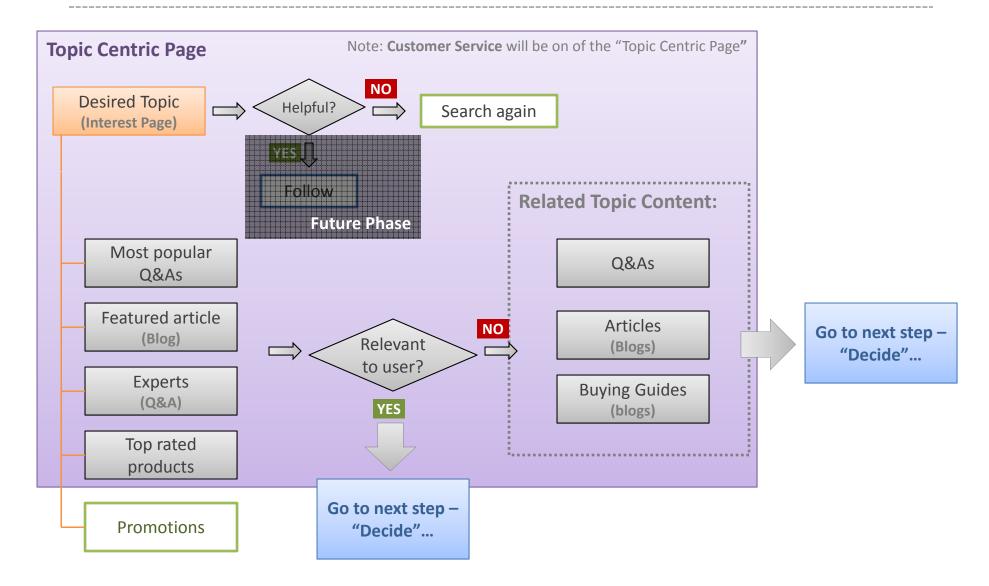
Share with others such as their friends if they need further suggestions.

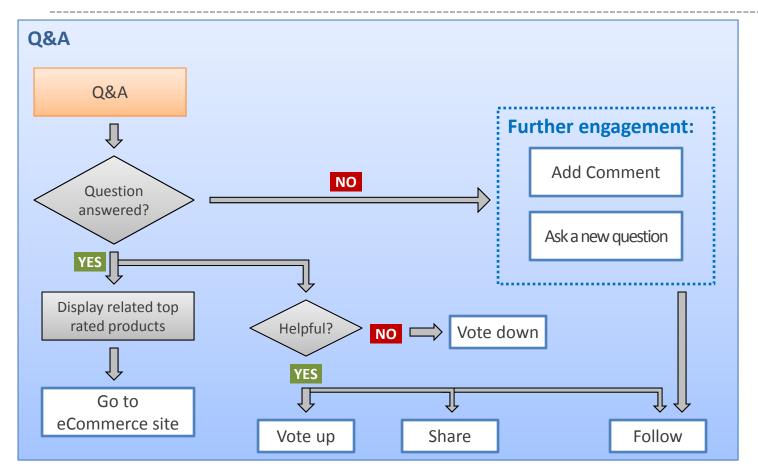
Continue to follow topic of interest.

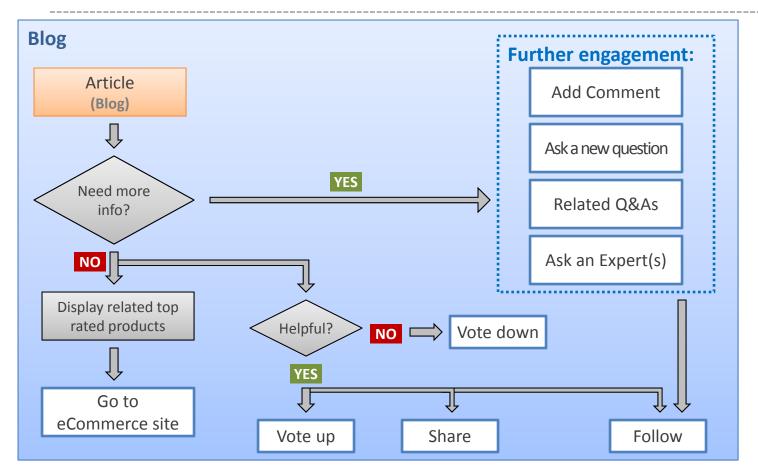
## **Workflow** – Relate → Guide

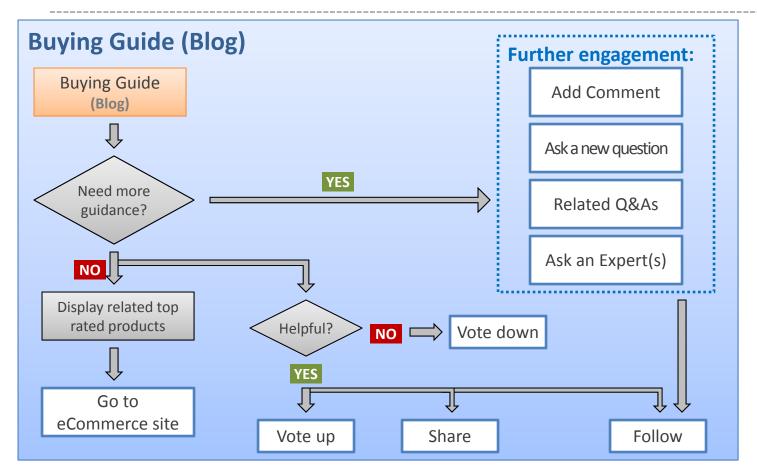


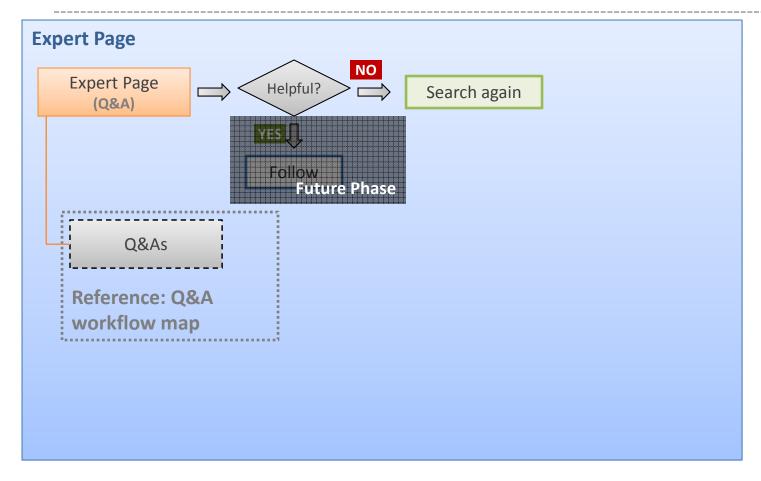
## Workflow – Guide











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# -- The End --