



Community Initiative Phase 1

User Experience Strategic Framework

Prepared by
Shirley McClain

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

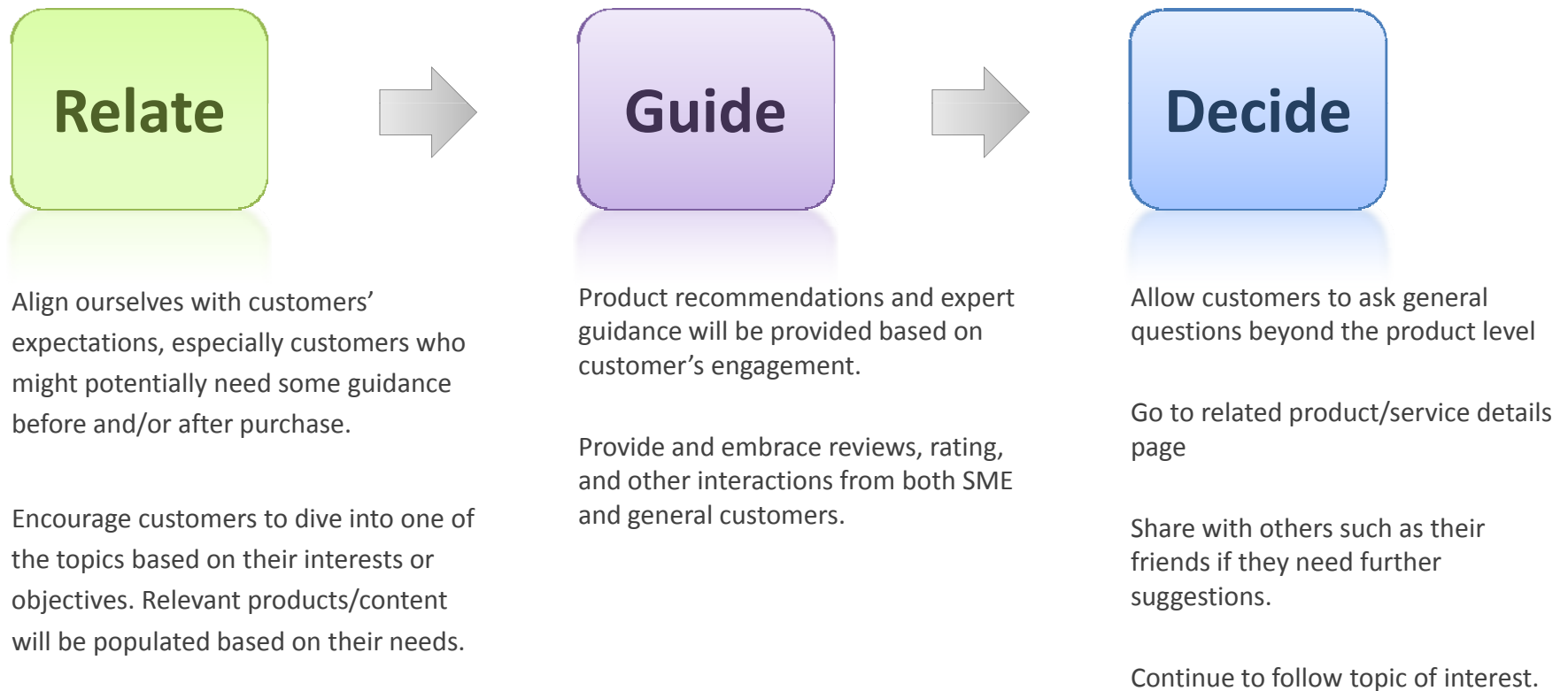
Engage with customers

Respectful & responsive

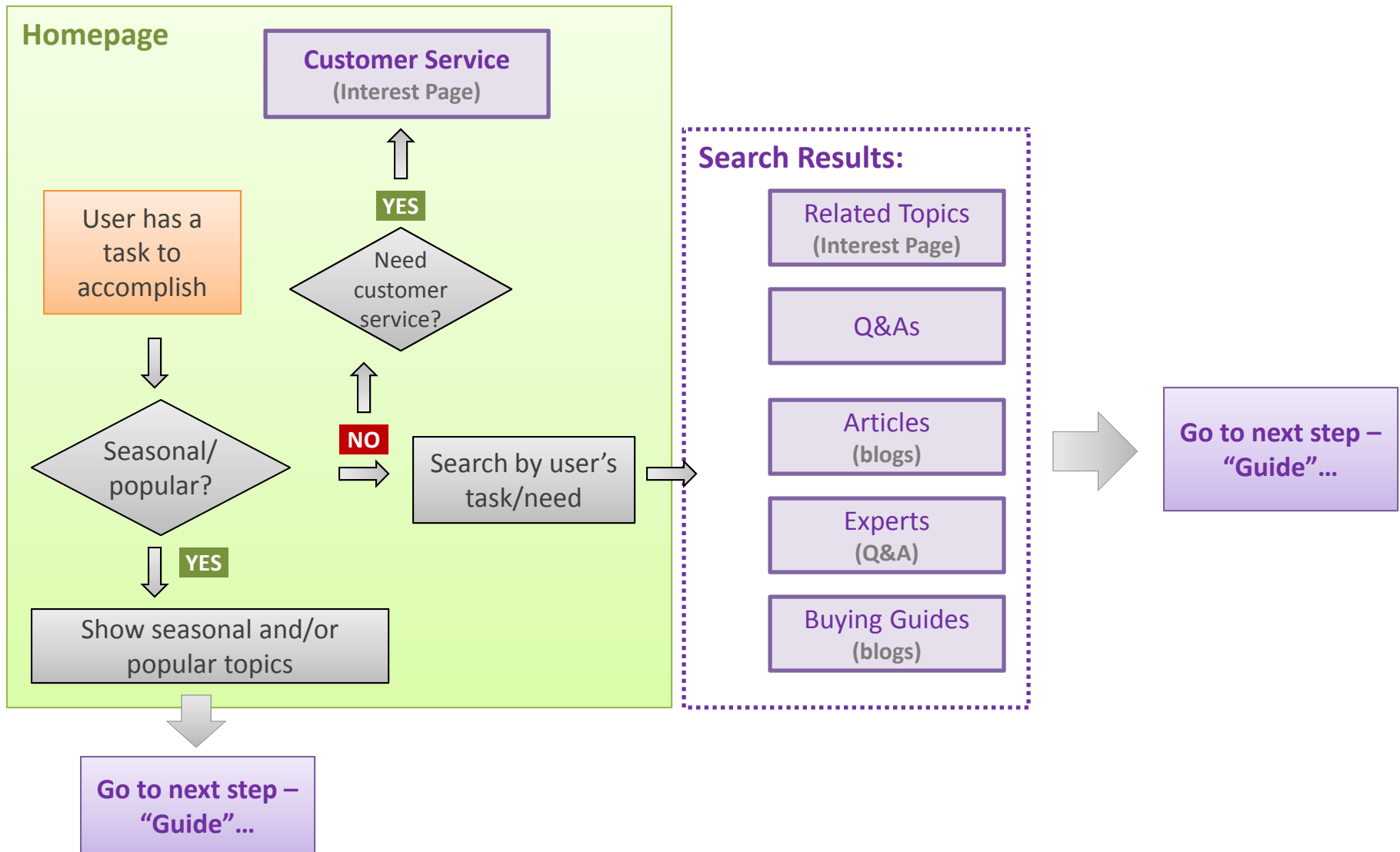
Exclusive

User Engagement in Community Setting

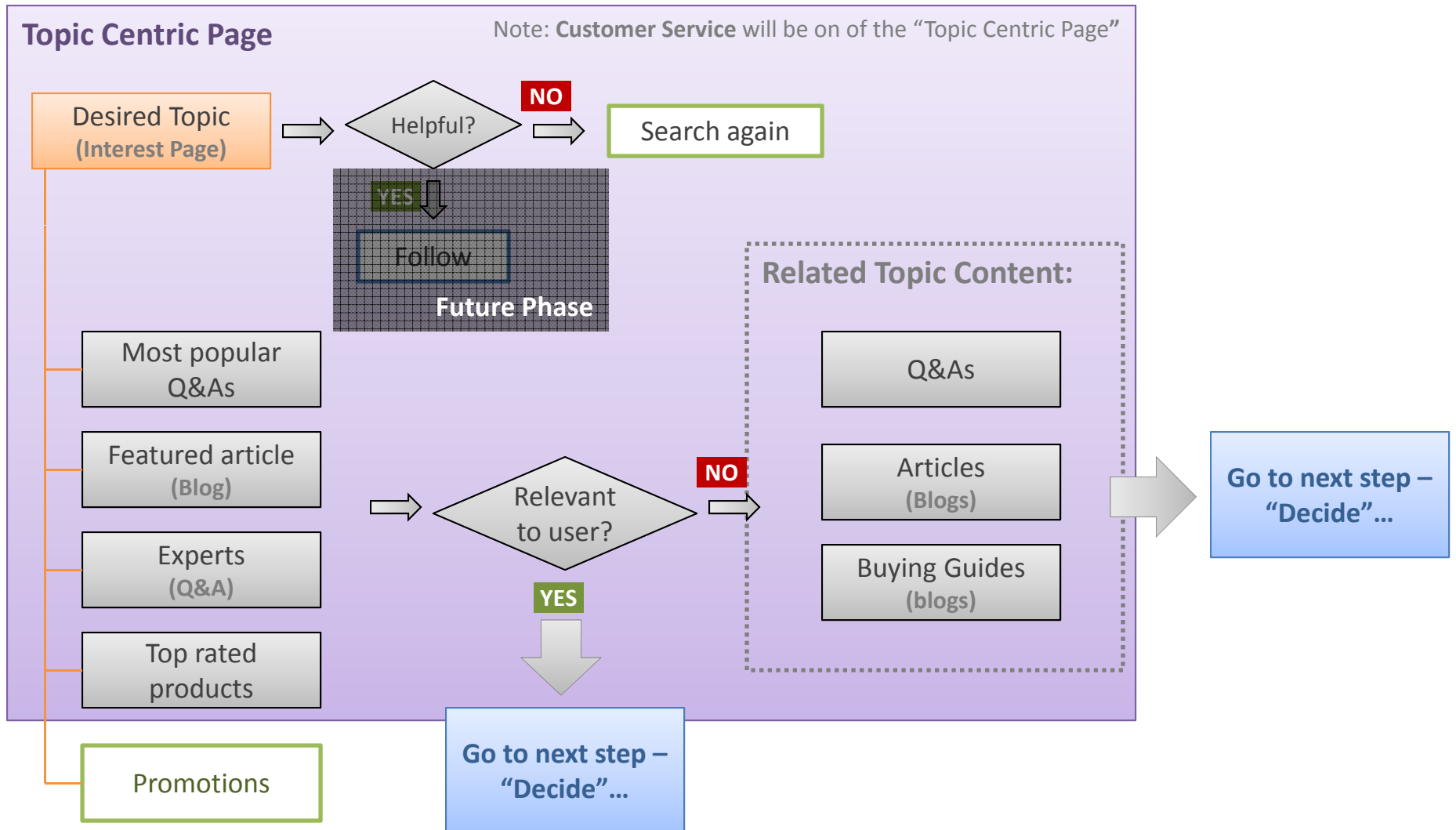
Align with customers' expectations



Workflow – Relate → Guide

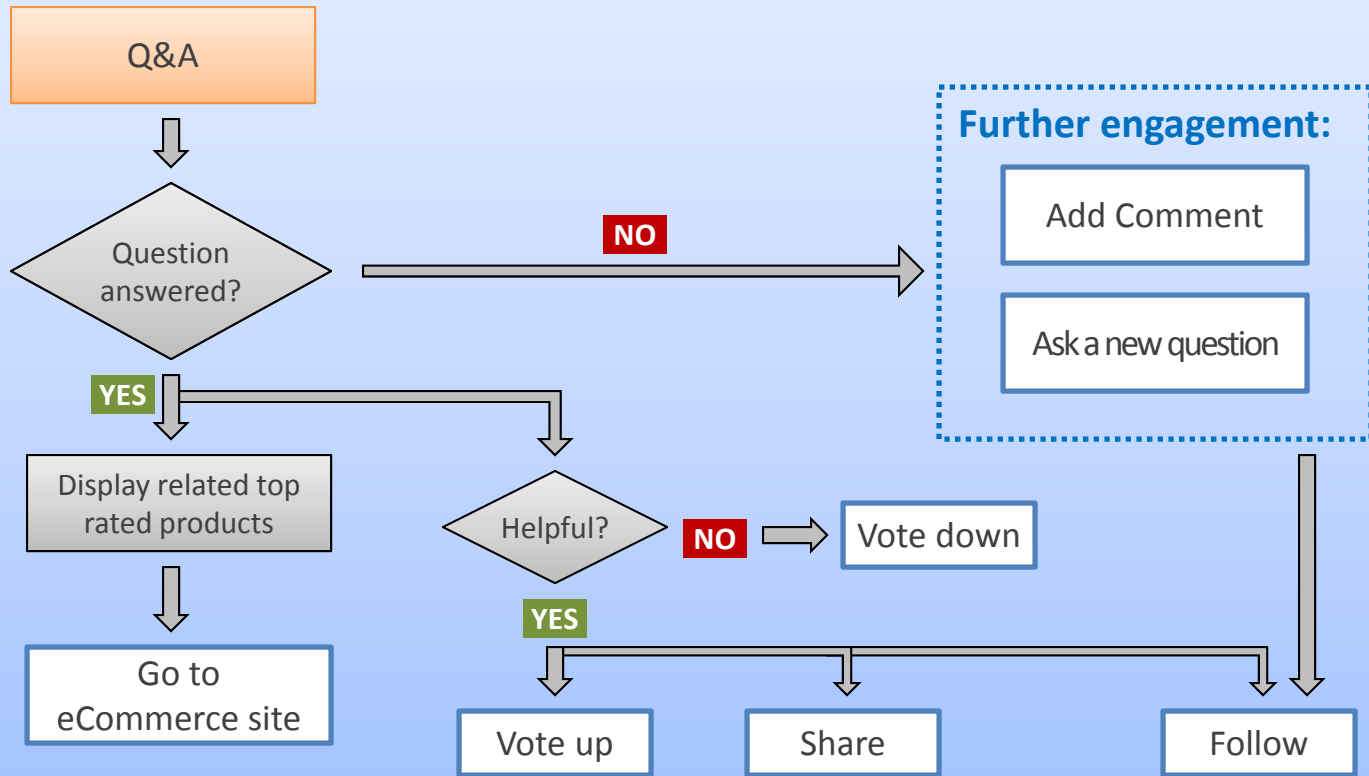


Workflow – Guide



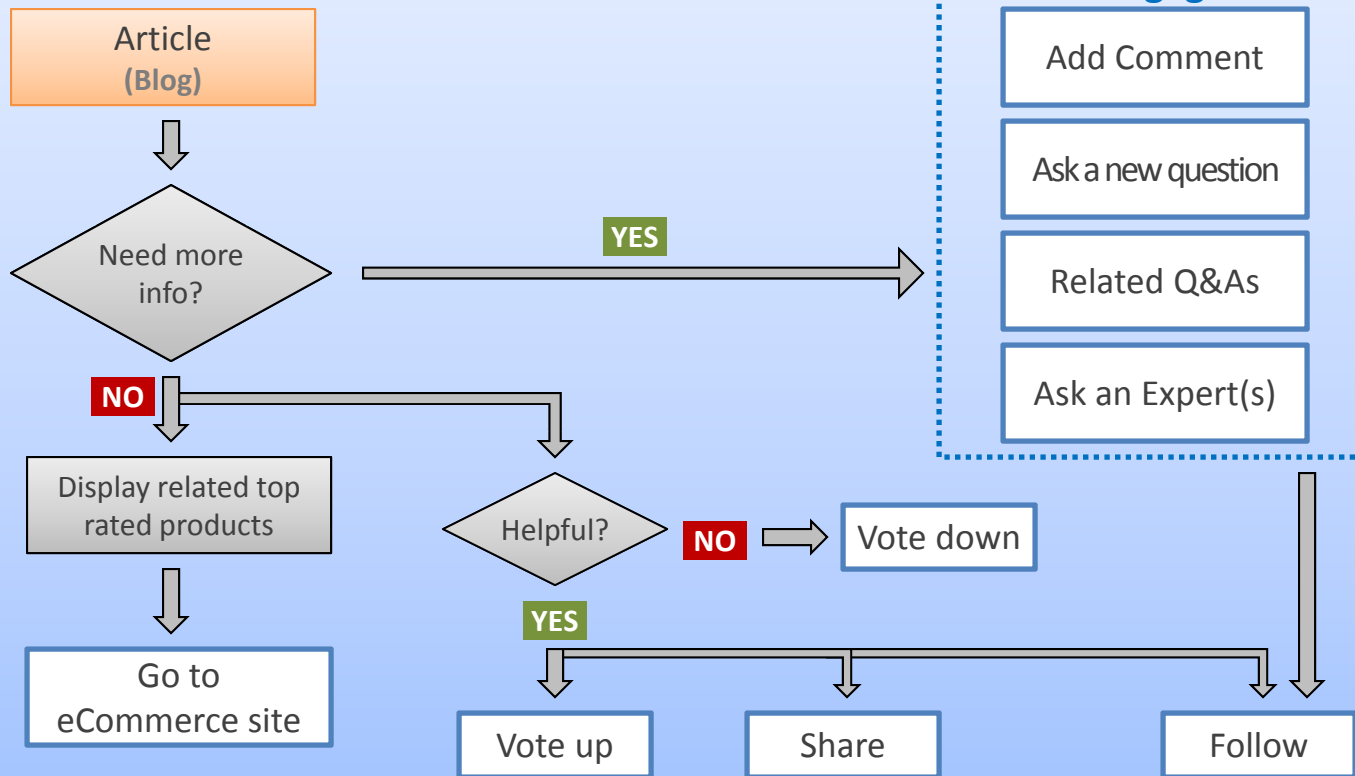
Workflow – Guide → Decide

Q&A



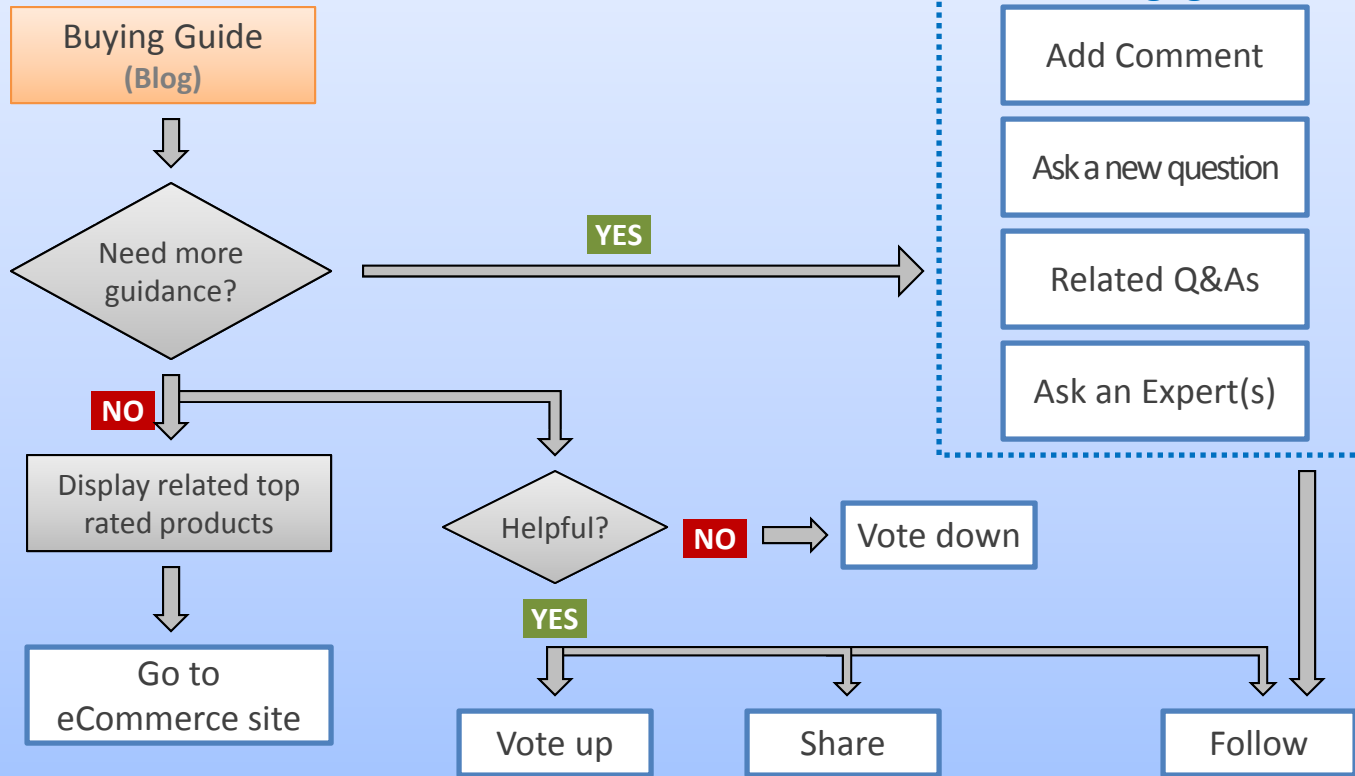
Workflow – Guide → Decide

Blog



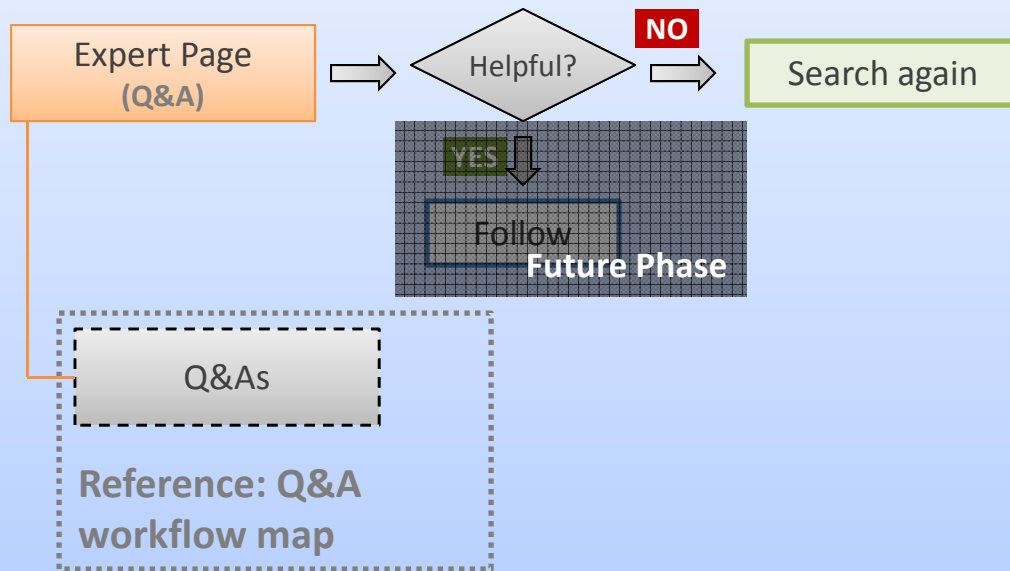
Workflow – Guide → Decide

Buying Guide (Blog)



Workflow – Guide → Decide

Expert Page



-- The End --