

TrendTreasure: Novelty eCommerce

Product Overview

Imagine a treasure trove of unique and exciting finds, all at your fingertips!

That's the magic of **TrendTreasure**, your one-stop shop for discovering and purchasing the most captivating novelty items from passionate individual sellers and small businesses.

● TrendTreasure Hunters



Shoppers:

Embark on an adventure of discovery, unearthing hidden gems and expressing your style with unique finds.



Store Owners

Turn your passion into profit, showcasing your creativity and connecting with a community of enthusiastic buyers.



Logistic Partner:

Be the bridge that delivers these treasures, ensuring a smooth and seamless journey from seller to happy customer.

● Unlocking the Treasure Chest!

While TrendTreasure boasts a treasure trove of possibilities, we understand the first impression is key.

That's why we're focusing on creating a **user-centred onboarding** experience that is both efficient & delightful.

We want your journey on TrendTreasure to be as smooth and enjoyable as discovering the perfect treasure!

● Streamlined Onboarding Experience

Get ready to dive into the world of TrendTreasure with a streamlined onboarding process designed to **minimize friction** and **maximize your experience**.

We've carefully considered the needs of each stakeholder group, ensuring a **positive first impression** that sets the stage for a successful journey on our platform.

User Persona



Sarah Savvy Trendsetter

“Sarah is a 28-year-old marketing professional with a passion for unique fashion and home décor. She follows several trendsetters on social media and enjoys discovering new, small businesses.”

● Shoppers' Needs

- Sarah needs a **quick & easy signup process** and an **intuitive interface** for browsing and searching.
- She desires **personalized product recommendations** based on her interests and browsing history.
- Security and data privacy are also important to her.

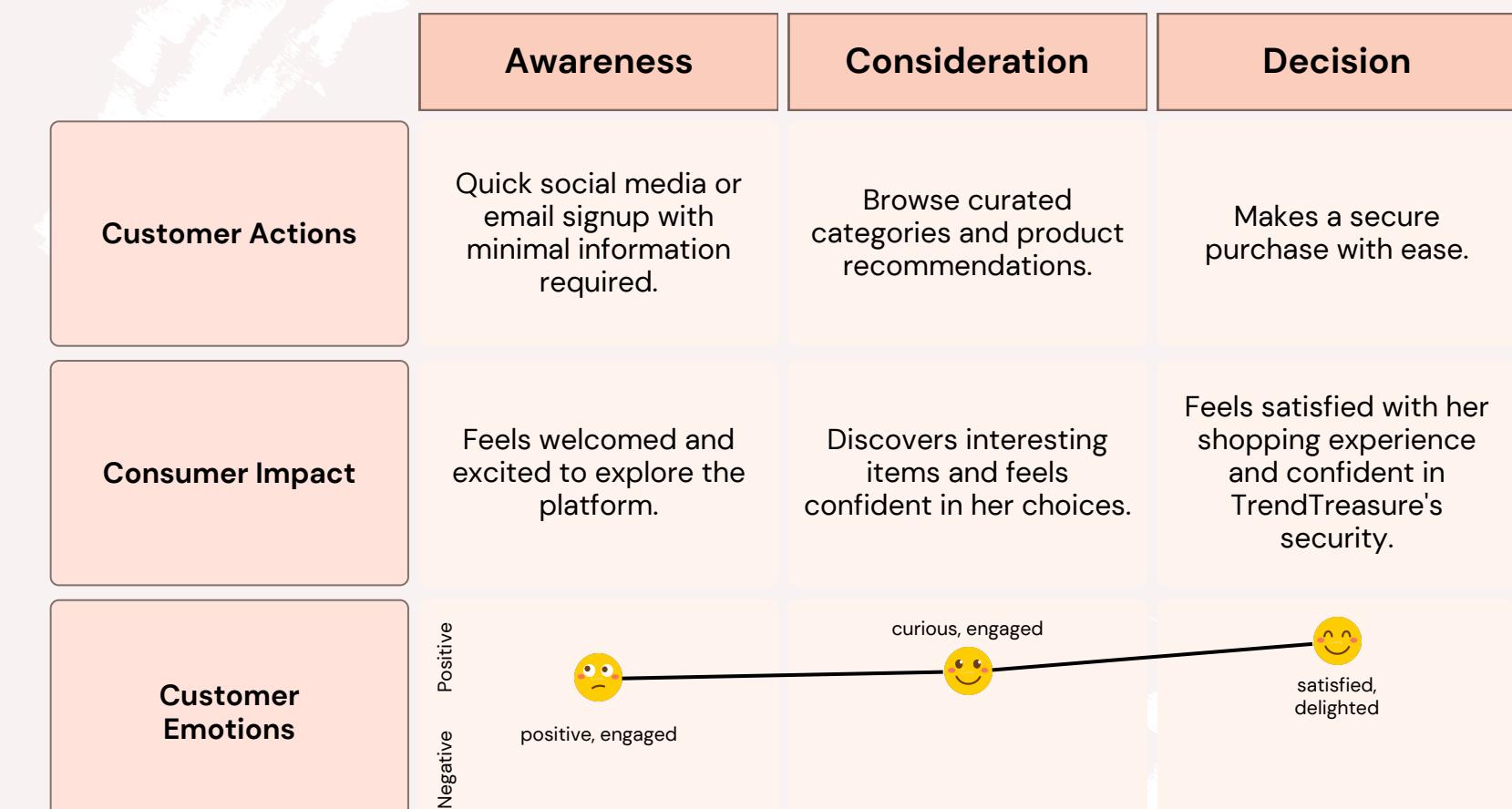
● Impact-Urgency Prioritisation

1. Ease of **Signup & Login**
2. Intuitive browsing and search experience
3. Personalized product recommendations
4. Secure and convenient payment options

● Shoppers' Goals

- Browse and discover trending novelty items.
- Find unique & personalized items for herself and gifts.
- Support small businesses and individual sellers.
- Make secure and convenient purchases within the app.

● Expected Onboarding Flow



User Persona



John Creative Entrepreneur

"John is a 35-year-old artist who handcrafts unique jewellery pieces. He wants to expand his customer base and establish an online presence for his business."

Owners' Needs

- John needs a **clear & user-friendly platform** for setting up his store and managing his products.
- He desires access to **marketing tools & resources** to help him reach new customers.
- Additionally, he needs reliable **Customer support**

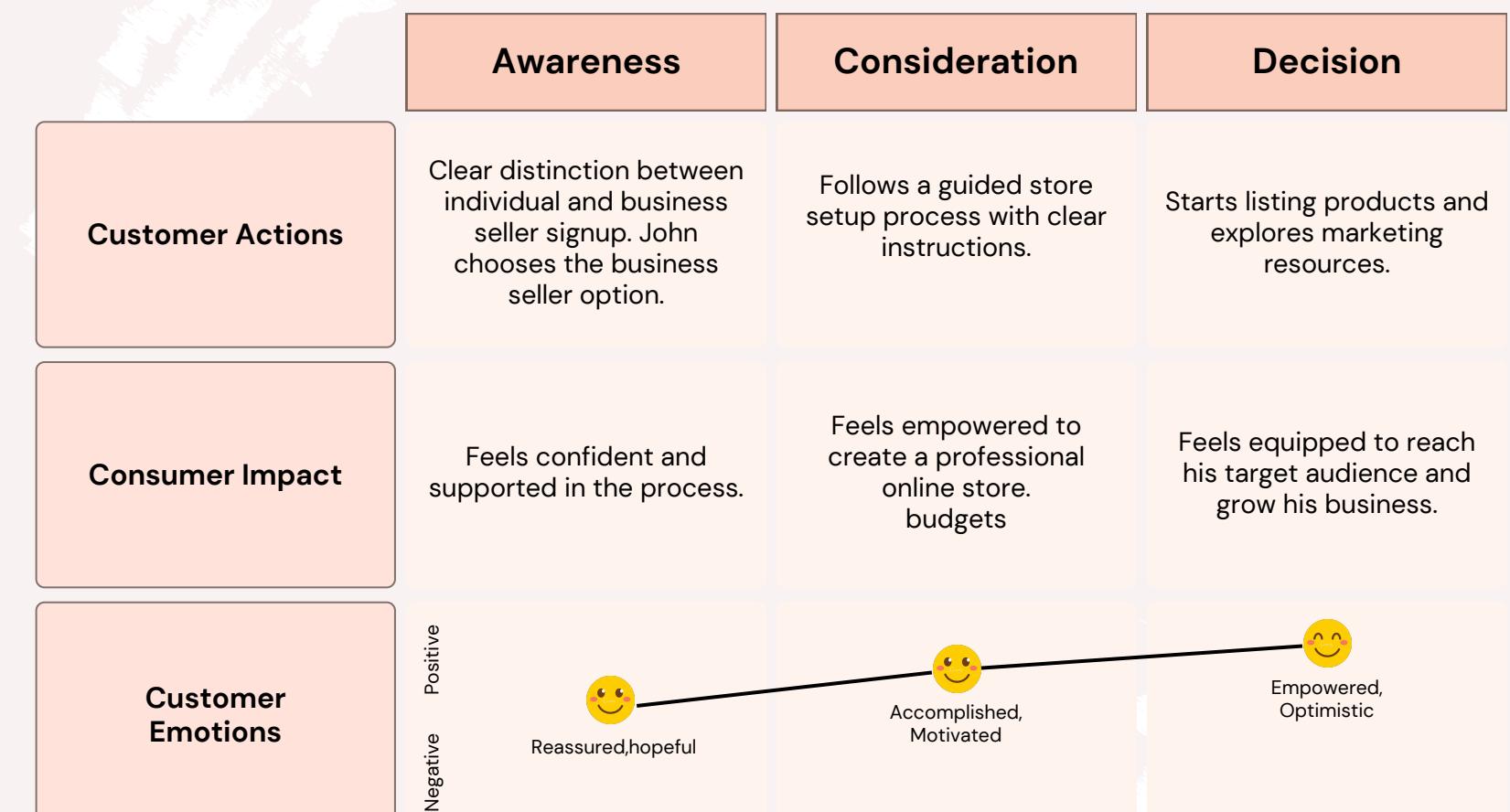
Impact-Urgency Prioritisation

1. Simple & Guided store setup process
2. Easy product listing and management tools
3. Access to marketing resources and analytics
4. Reliable customer support

Owners' Goals

- Set up a digital storefront to showcase and sell his products.
- Easily manage product listings, inventory, and orders.
- Connect with potential customers and grow his brand awareness.

Expected Onboarding Flow



User Persona



Maya Efficient Bridge Builder

“Maya represents Acme Logistics, a company specializing in fast and reliable delivery services. They are looking to expand their partnerships with e-commerce platforms.”

● Partners’ Needs

- Maya needs a **streamlined signup and verification process** for establishing the partnership.
- She desires a clear and documented API for **easy integration** & access to dedicated **support channels** for any technical assistance.

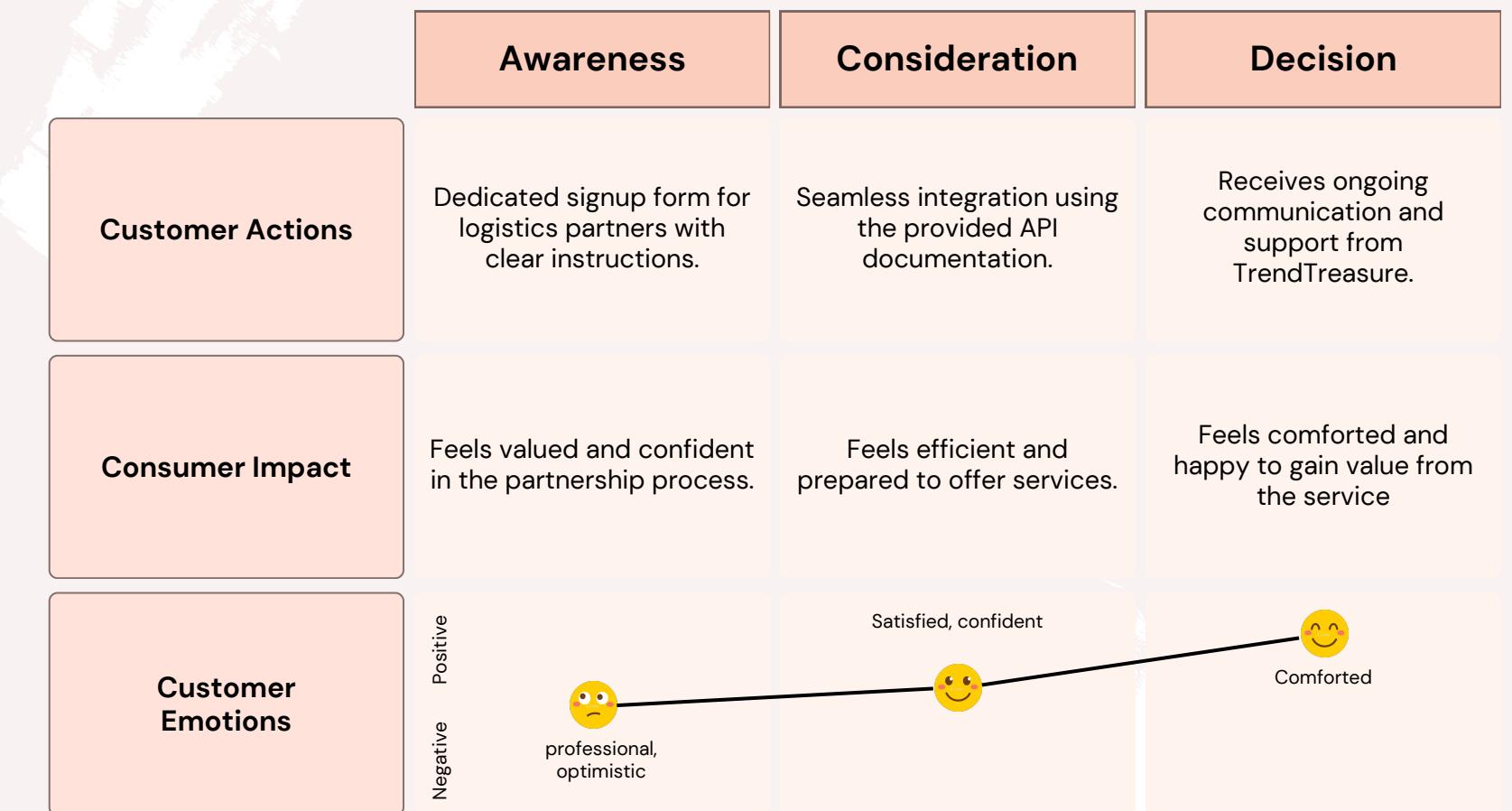
● Impact-Urgency Prioritisation

1. Efficient signup and verification process
2. Clear and well-documented API for integration
3. Dedicated support channels for technical assistance
4. Transparent communication and partnership management tools

● Partners’ Goals

- Establish a partnership with TrendTreasure to offer their delivery services.
- Integrate their logistics system with TrendTreasure's platform for seamless order fulfillment.
- Access clear communication channels and support resources.

● Expected Onboarding Flow



Progressive Profiling & Privacy

Unlocking the Full Potential, One Step at a Time !

• What ?

Imagine building a profile less like a daunting questionnaire and more like a step-by-step journey.

Progressive profiling allows us to collect essential information upfront to get you started quickly while giving you the flexibility to complete your profile at your own pace.

• Why ?

 **Faster and smoother onboarding:**

No need to fill out lengthy forms upfront.

 **Enhanced User Experience**

Personalized recommendations and features

 **Increased engagement:**

Encourages users to gradually complete their profile

 **Data privacy and security:**

Focus on collecting only essential information & respecting user control

• How ?

Essential Upfront:

During signup, we'll collect the critical information needed to enable you to enjoy the platform's core functionalities. This may include your name, email address, and basic contact details.

Gradual Completion:

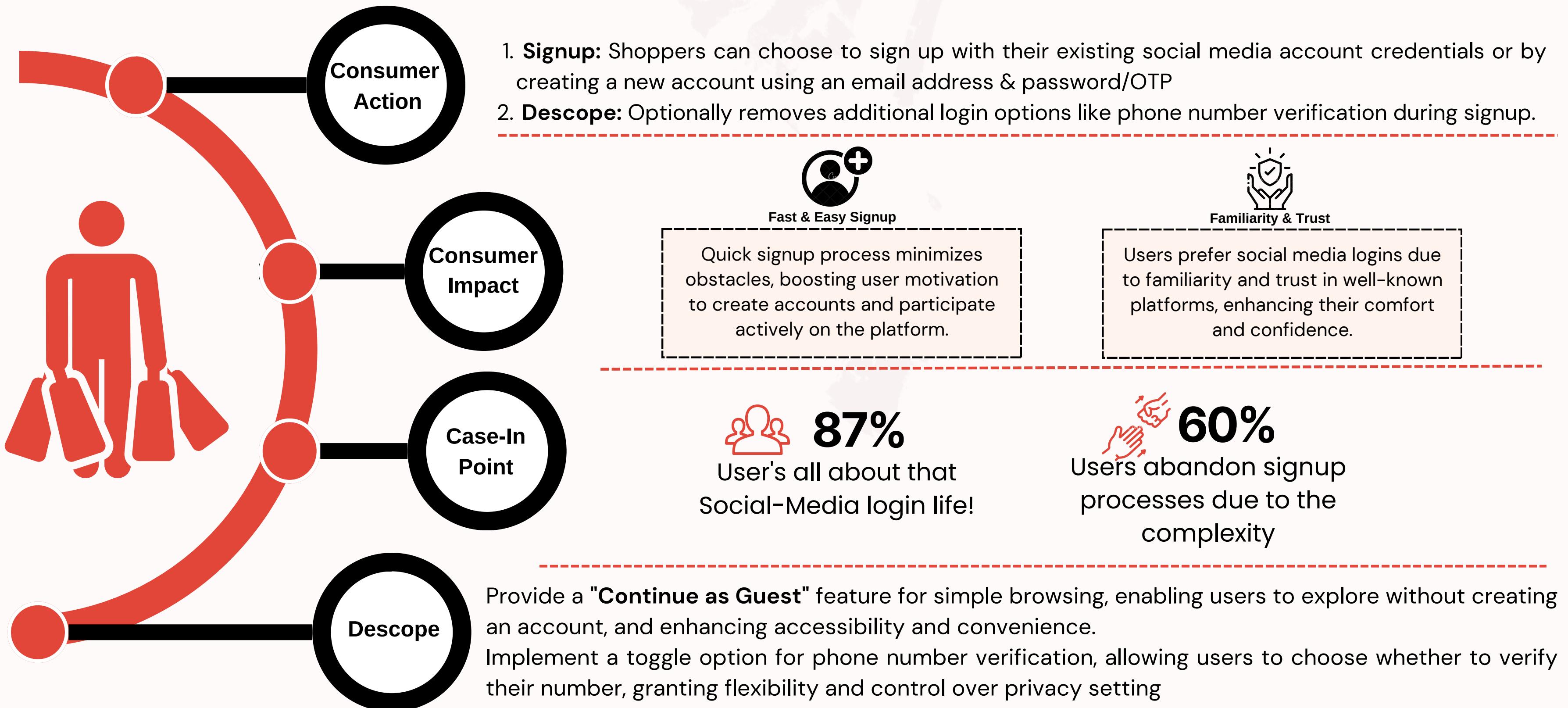
As you explore TrendTreasure, we'll present you with optional opportunities to add more details to your profile. This could include:

- **Shoppers:** Preferences, interests, and wishlists for personalized recommendations.
- **Store owners:** Detailed shop descriptions, product categories, and shipping information.
- **Logistics partners:** Additional service details and contact information for enhanced collaboration.

• Your Data, Your Choice

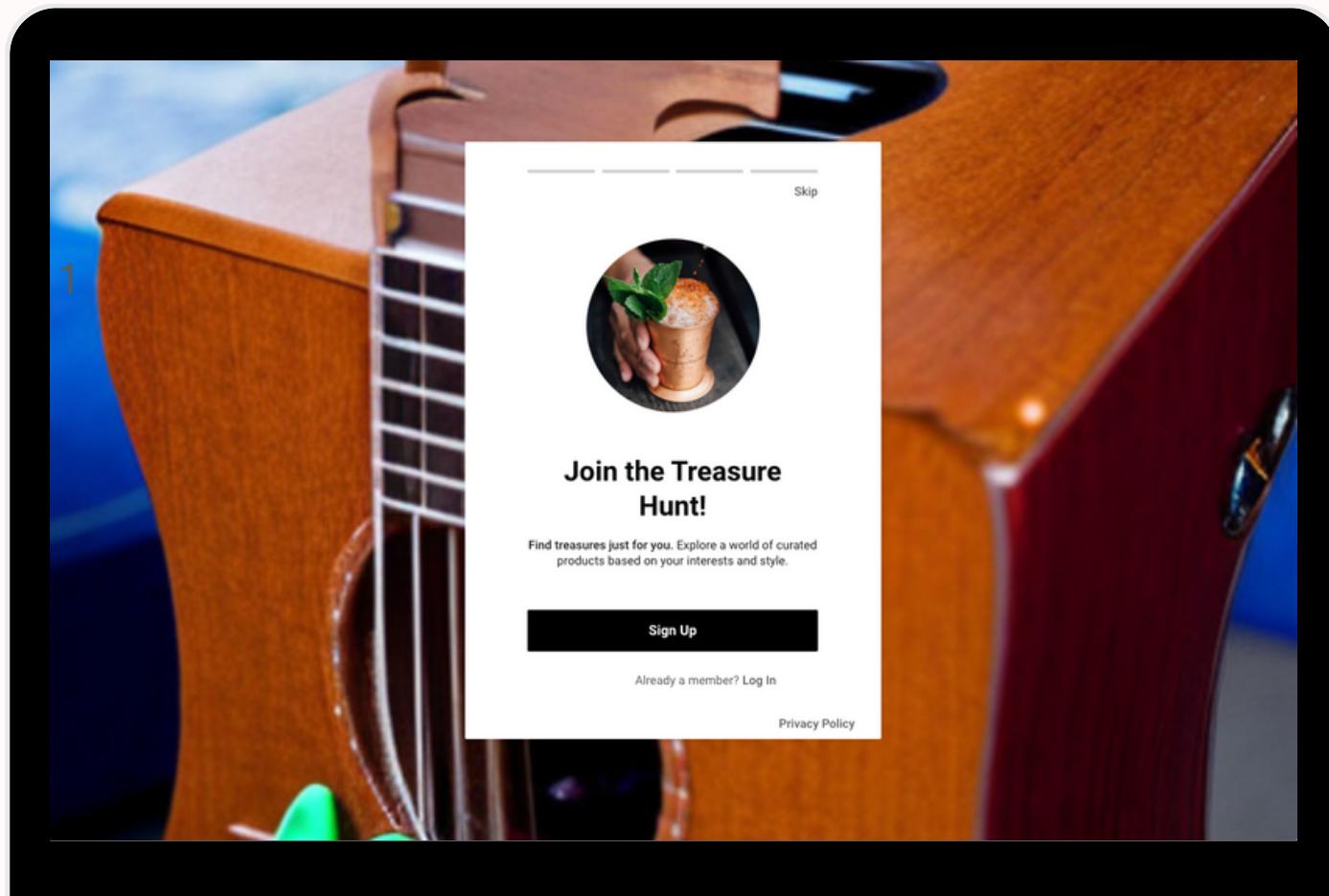
We are committed to your data privacy and transparency. We'll get your consent before using your data for anything other than TrendTreasure. You have full control over your profile and can edit or delete it anytime.

Authentication Methods



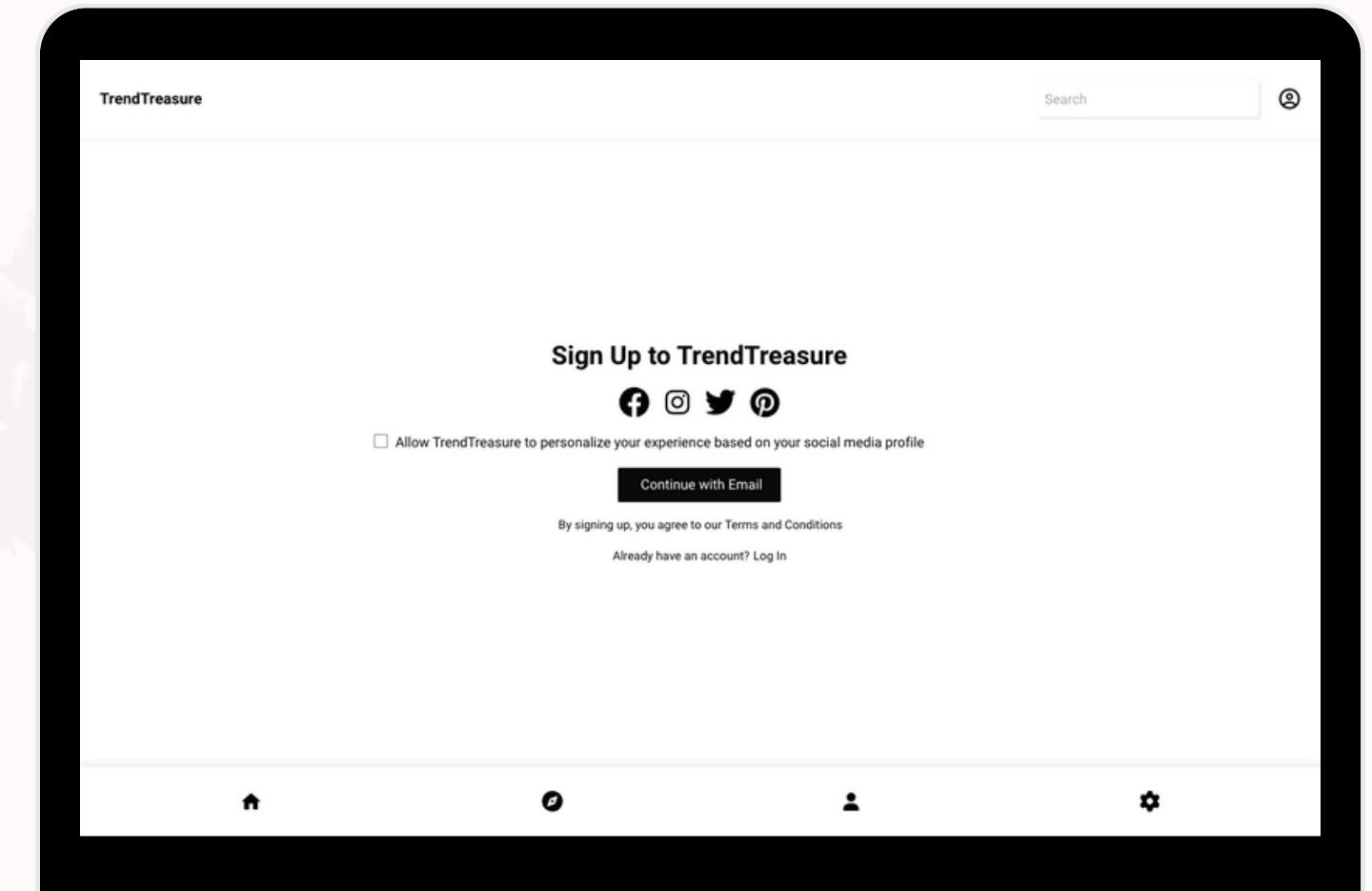
Wireframes & Onboarding Flow

Shoppers



1

Welcome Screen

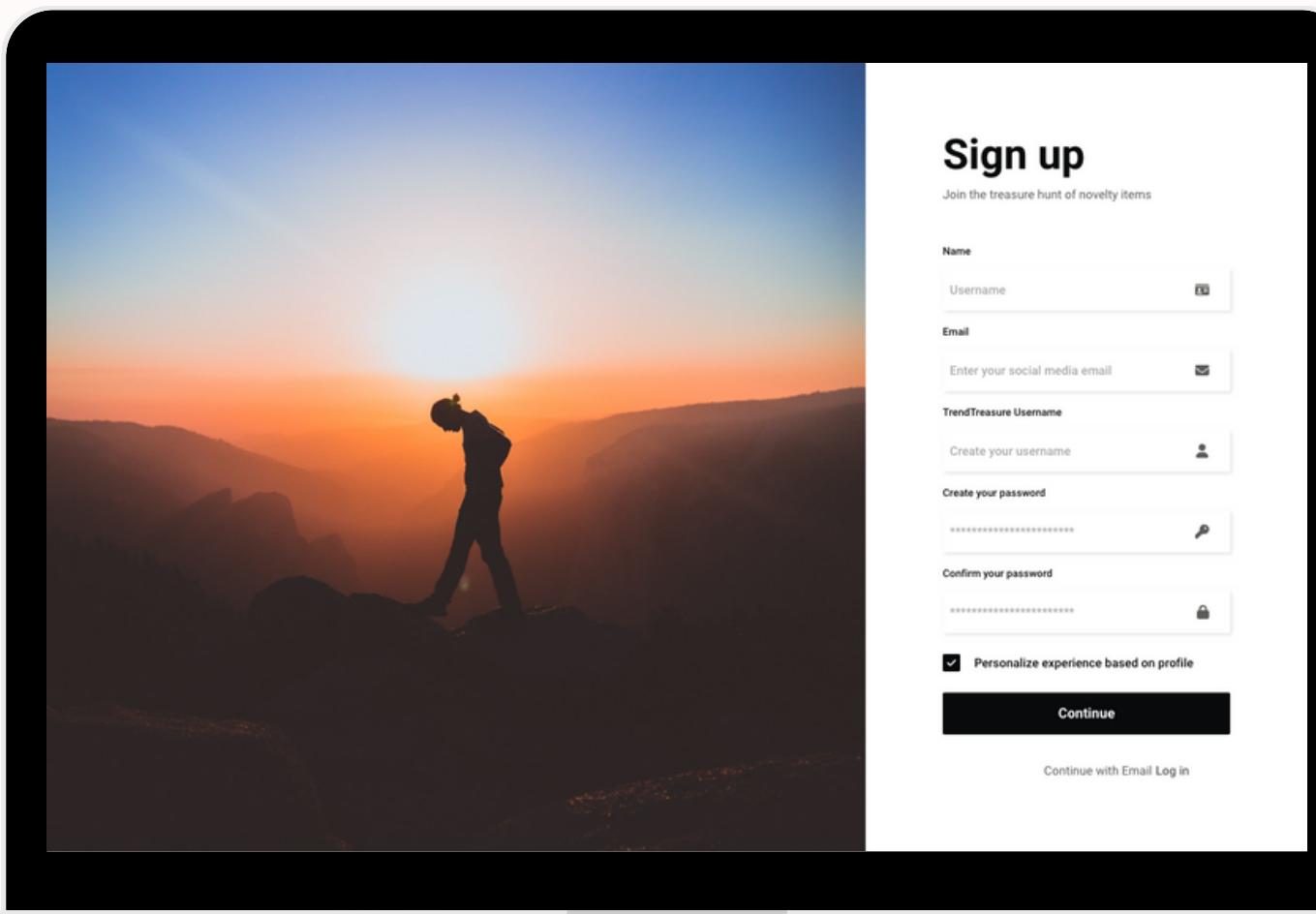


2

Signup Screen (Social Media)

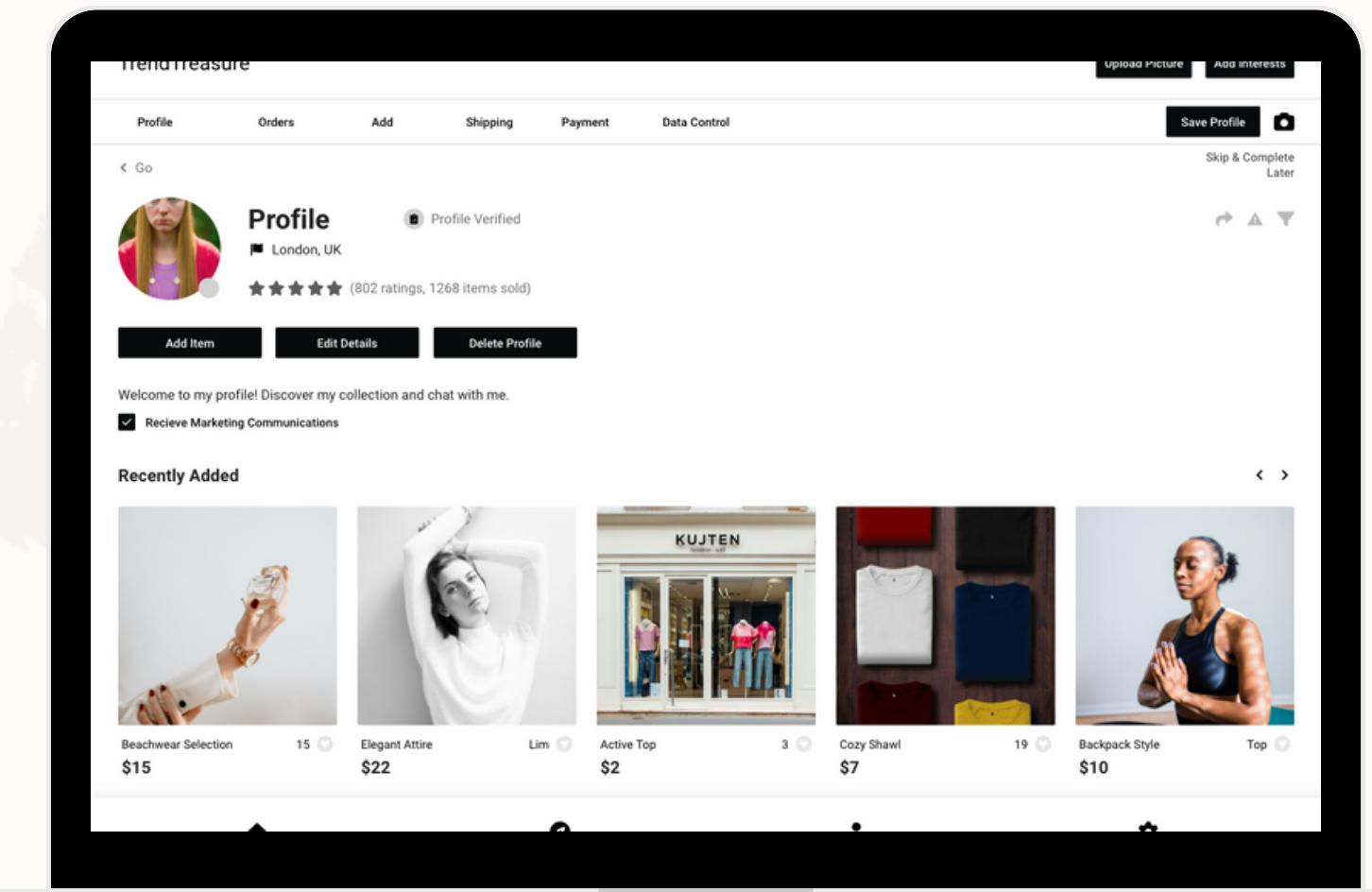
Wireframes & Onboarding Flow

Shoppers



2

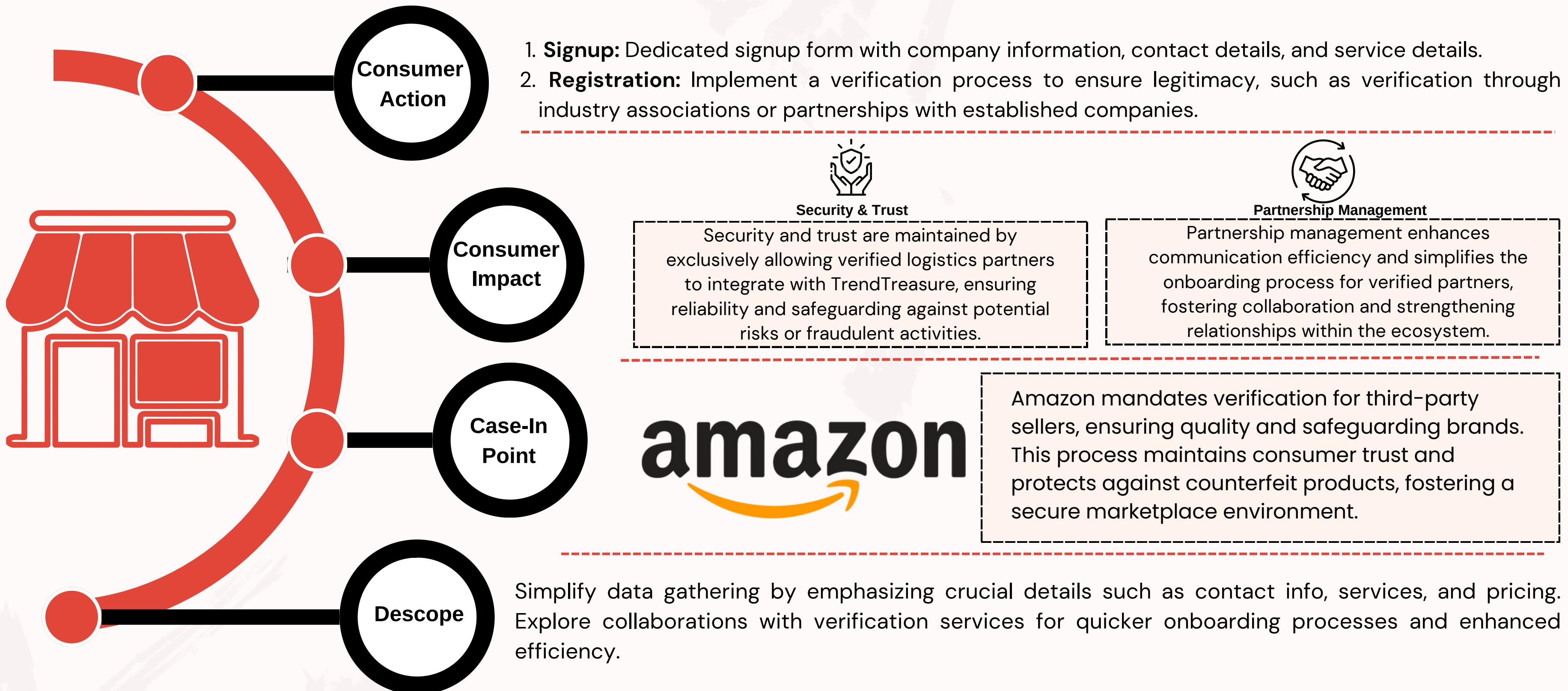
Signup Screen (Email)



3

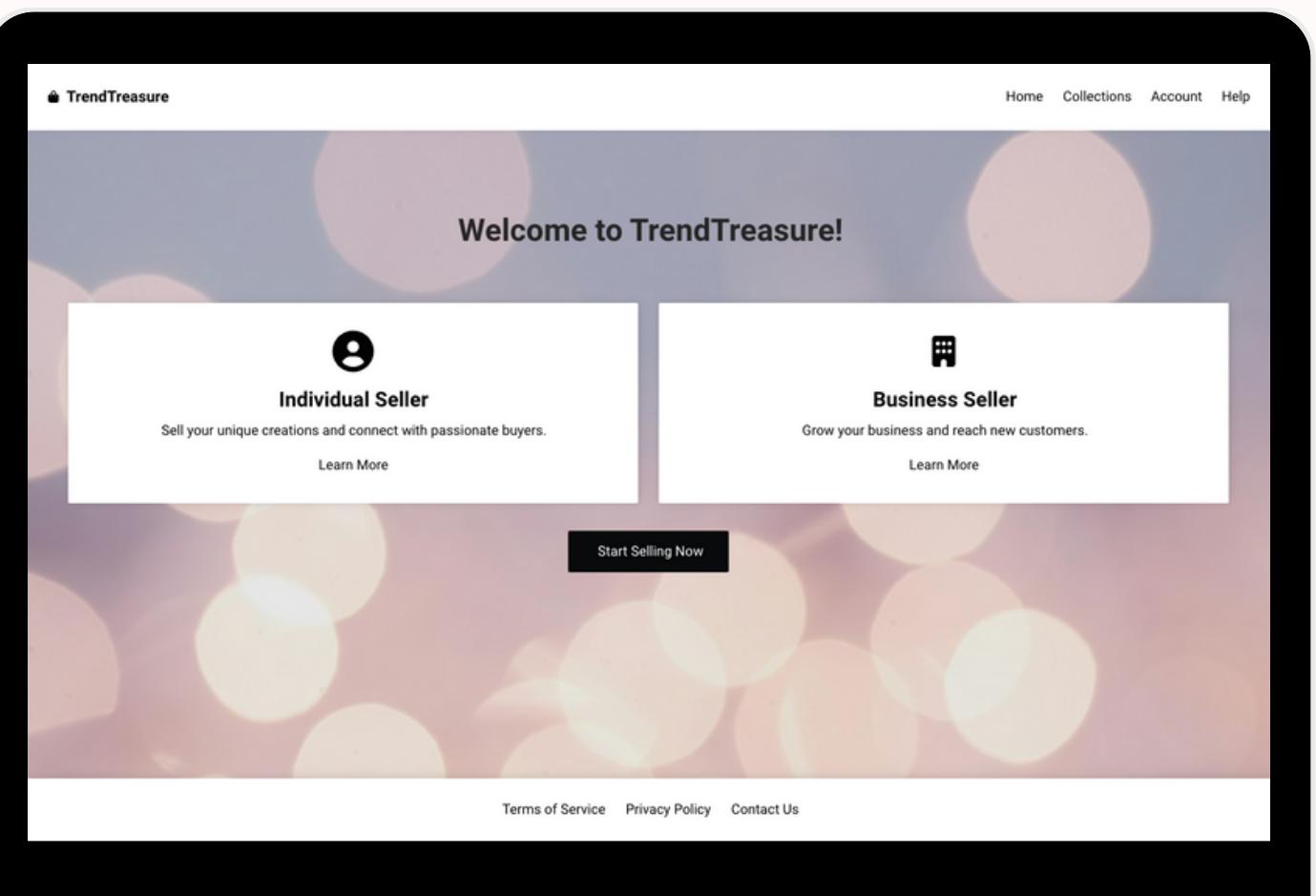
Profile Completion (Optional)

Authentication Methods



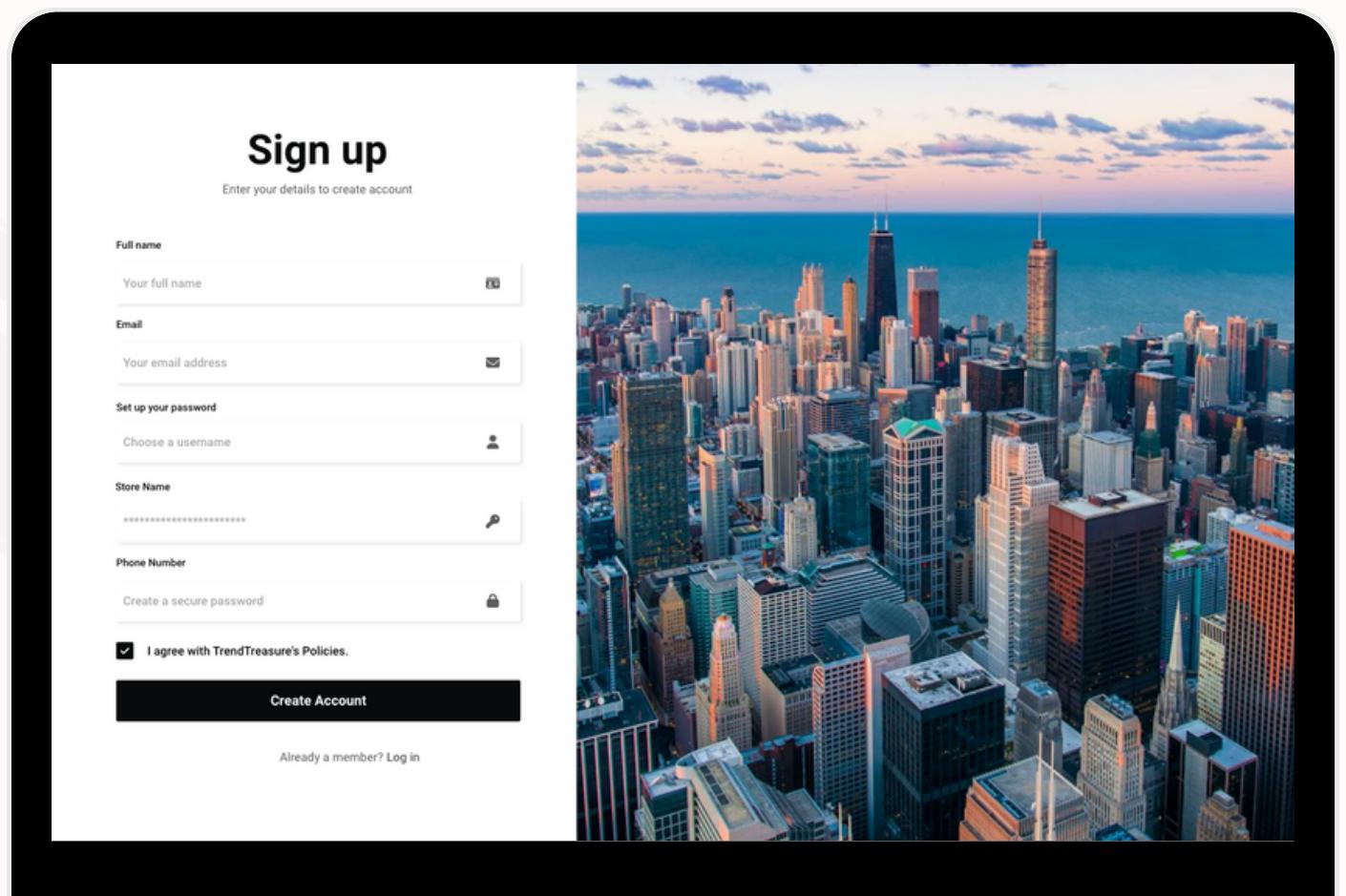
Wireframes & Onboarding Flow

Store Owners



1

Welcome Screen (Account Selection)

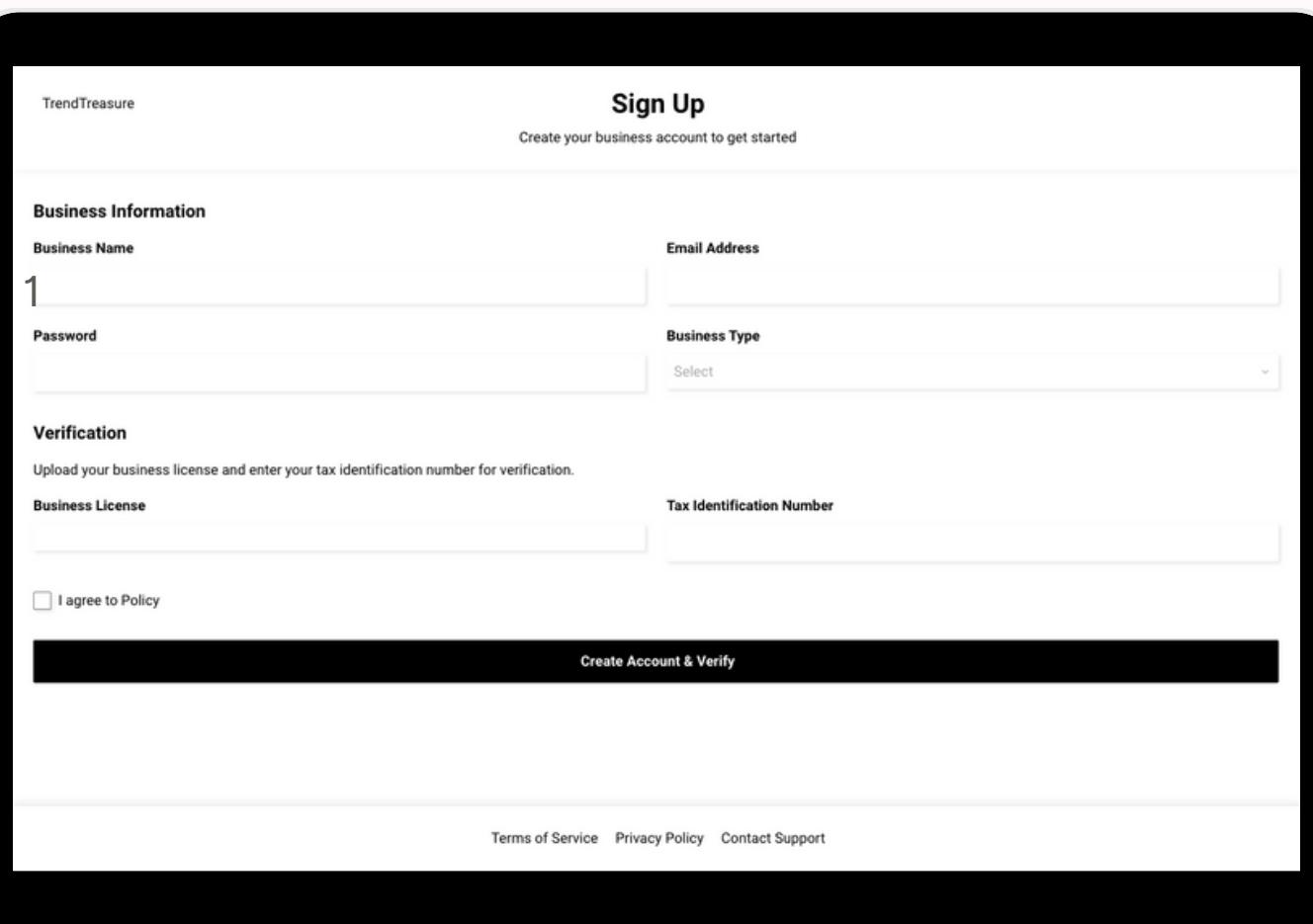


2

Signup (Individual Seller)

Wireframes & Onboarding Flow

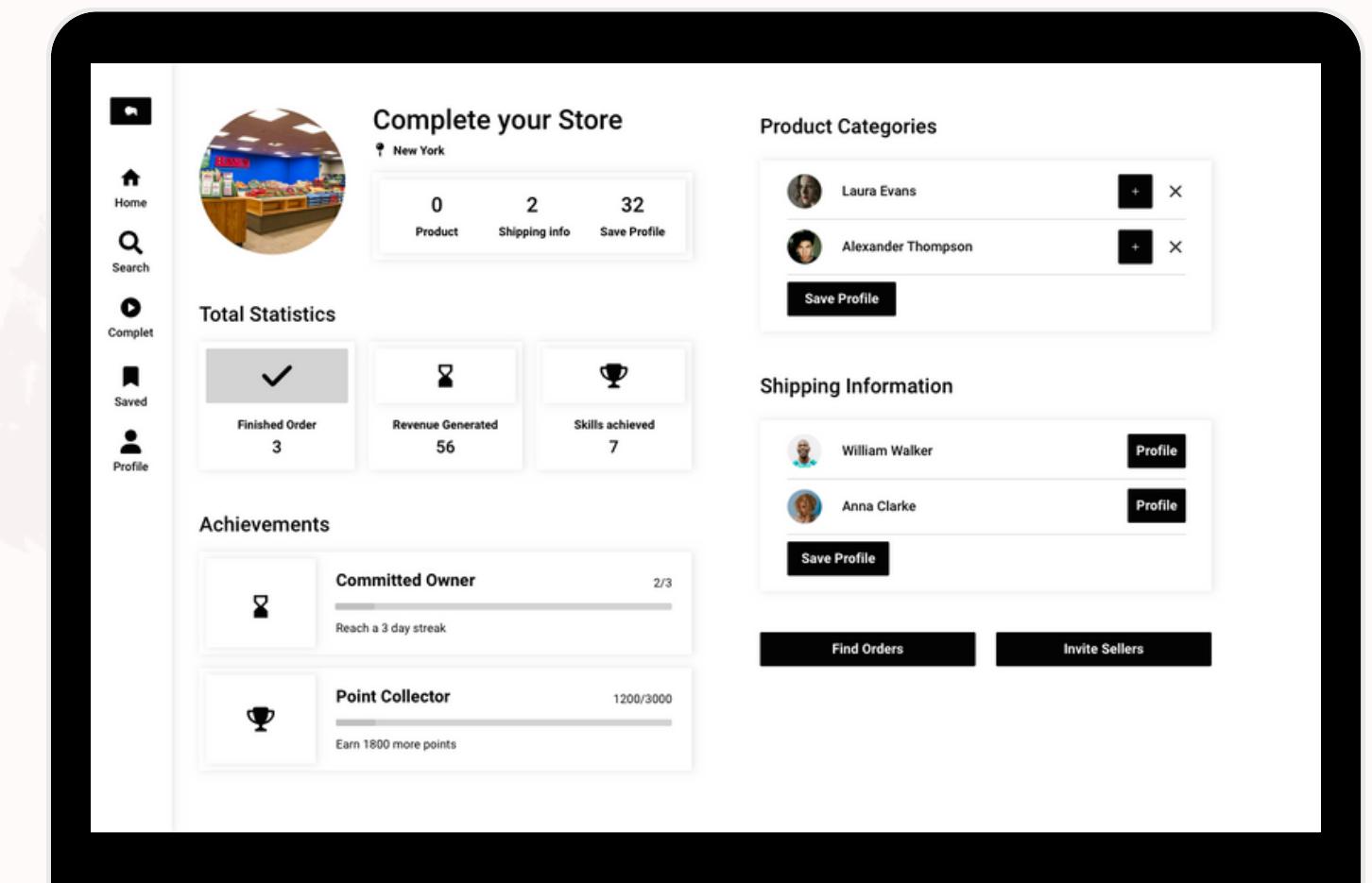
Store Owners



The wireframe shows a 'Sign Up' form for creating a business account. It includes fields for Business Name, Email Address, Password, Business Type, Business License, Tax Identification Number, and a checkbox for 'I agree to Policy'. A large 'Create Account & Verify' button is at the bottom.

2

Signup (Business Owner)



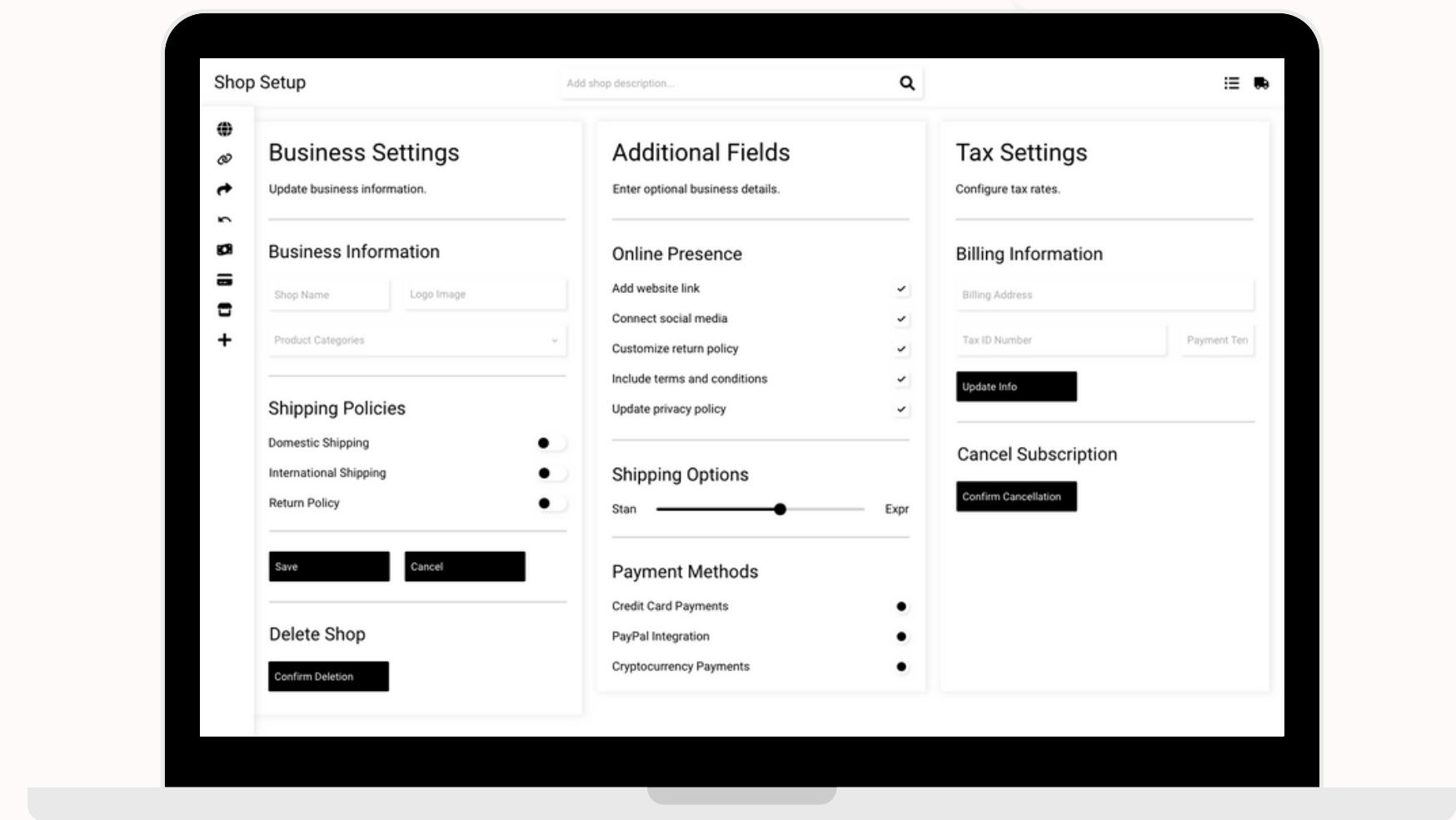
3

Store Setup: Individual Seller

Wireframes & Onboarding Flow

Store Owners

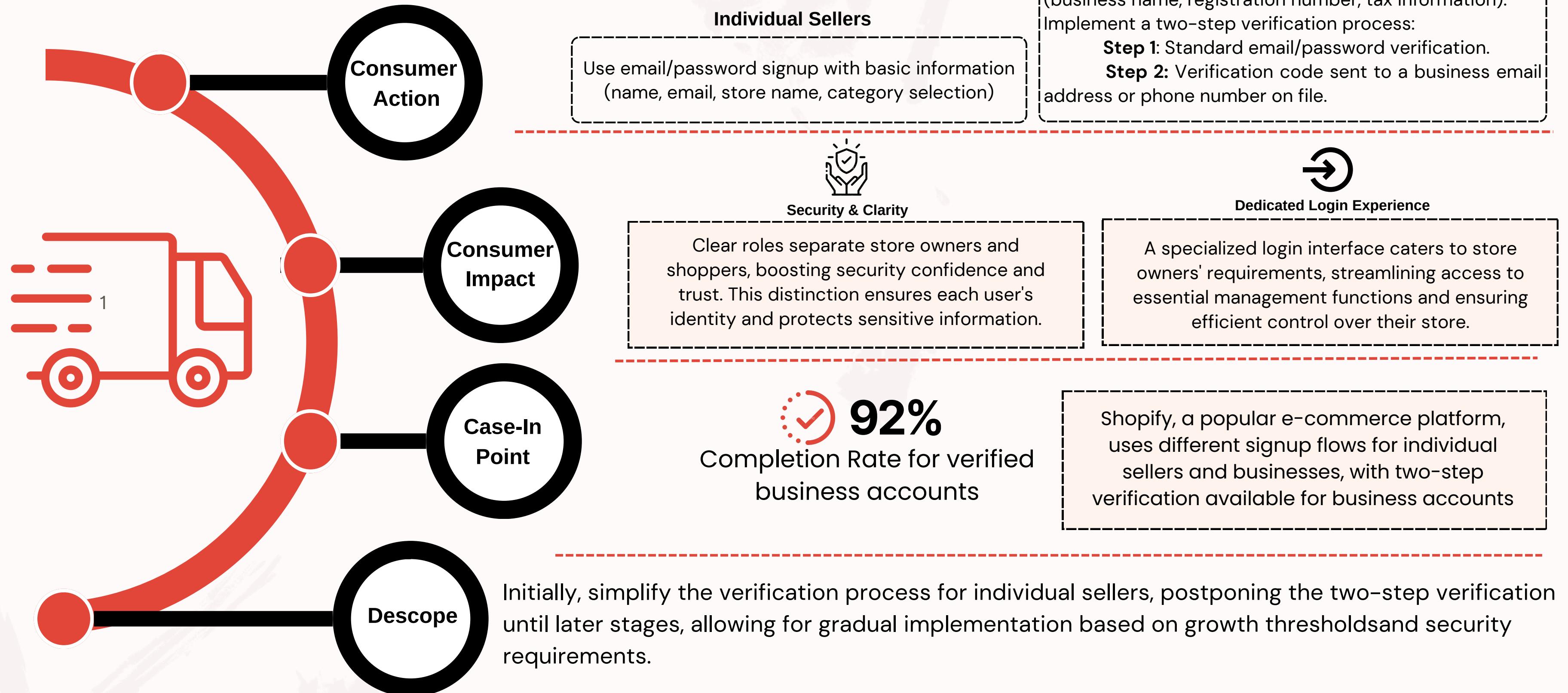
1



3

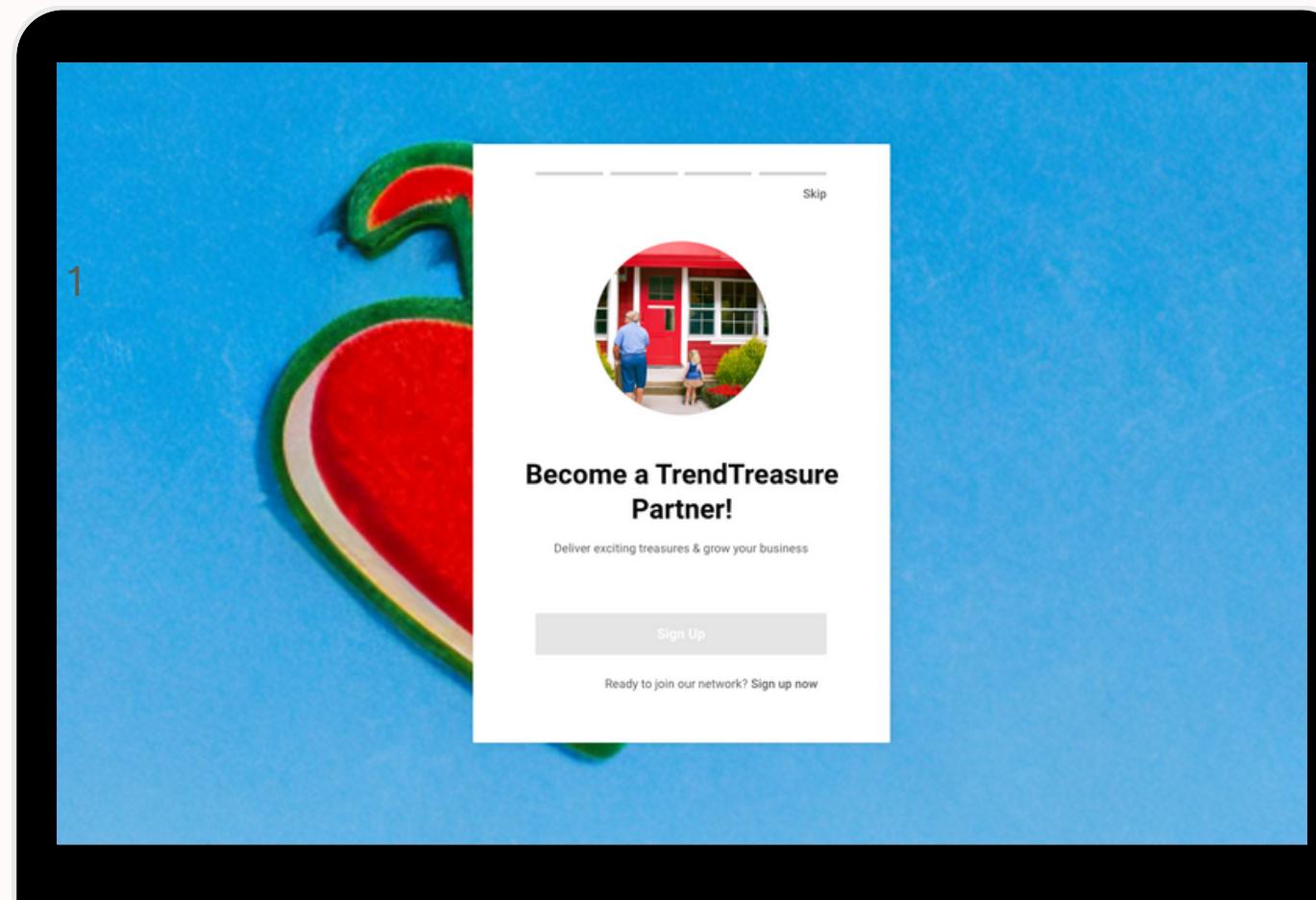
Store Setup: Business Owner

Authentication Methods



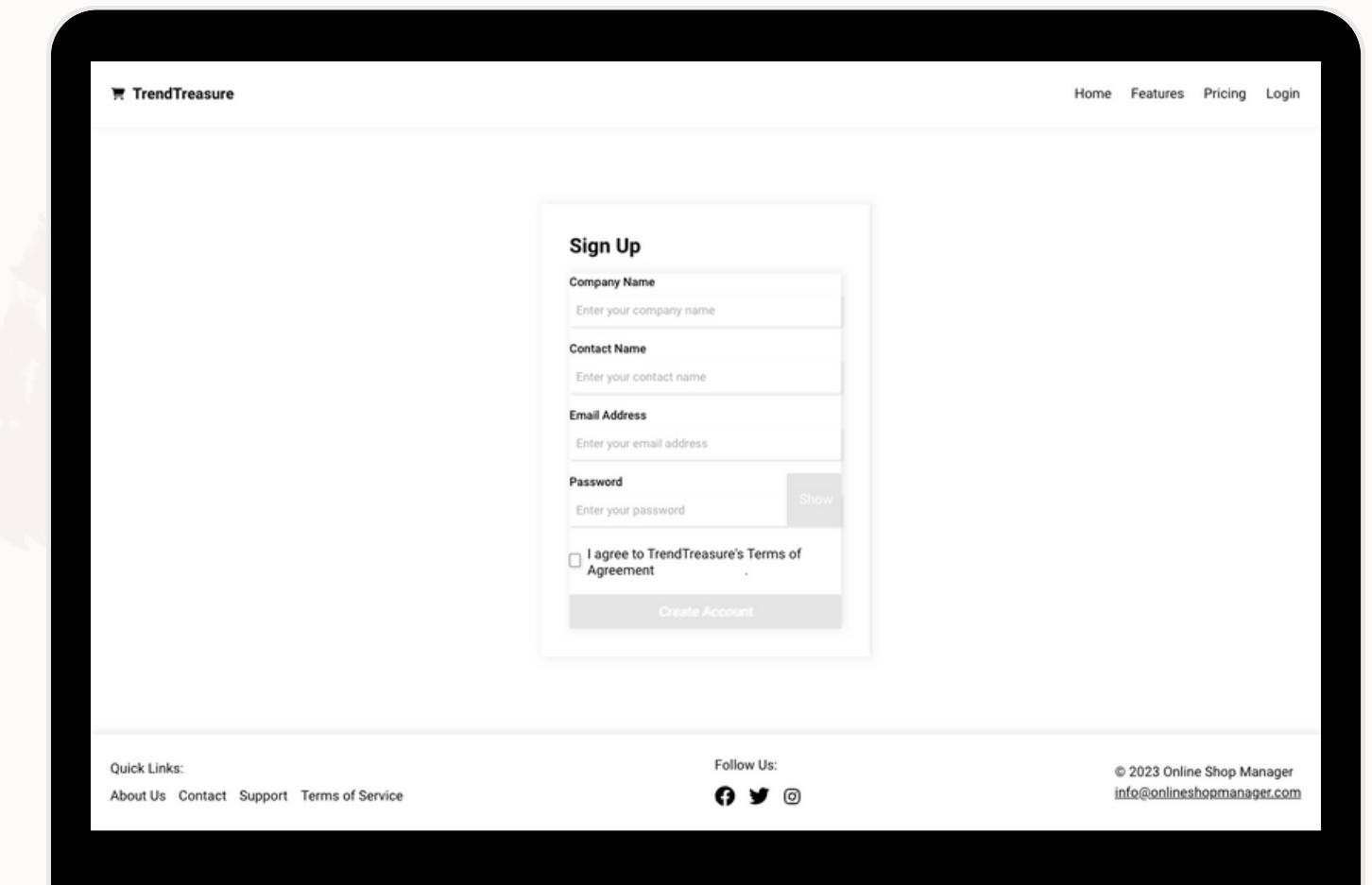
Wireframes & Onboarding Flow

Logistic Partners



1

Welcome Screen

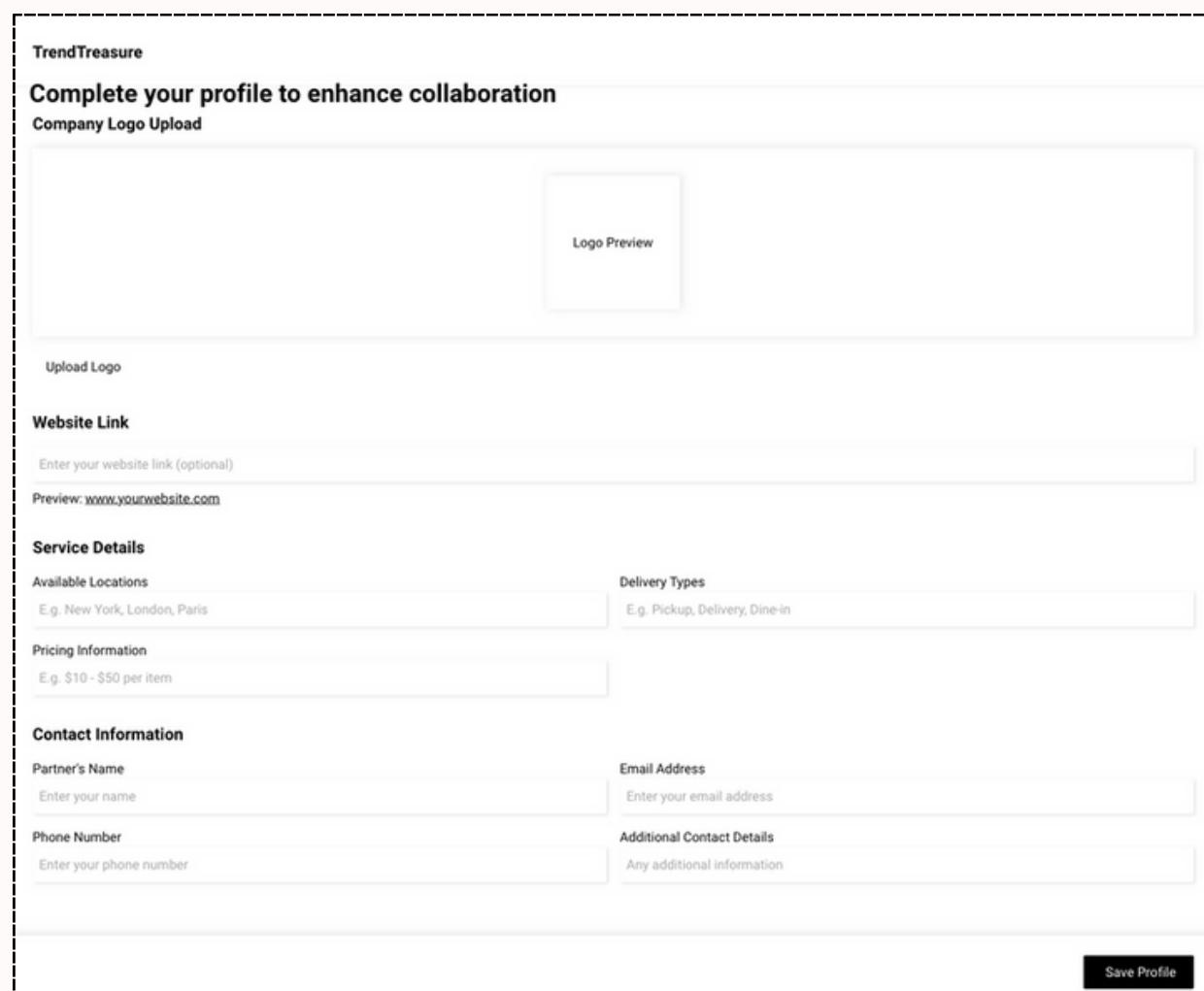


2

Signup Screen

Wireframes & Onboarding Flow

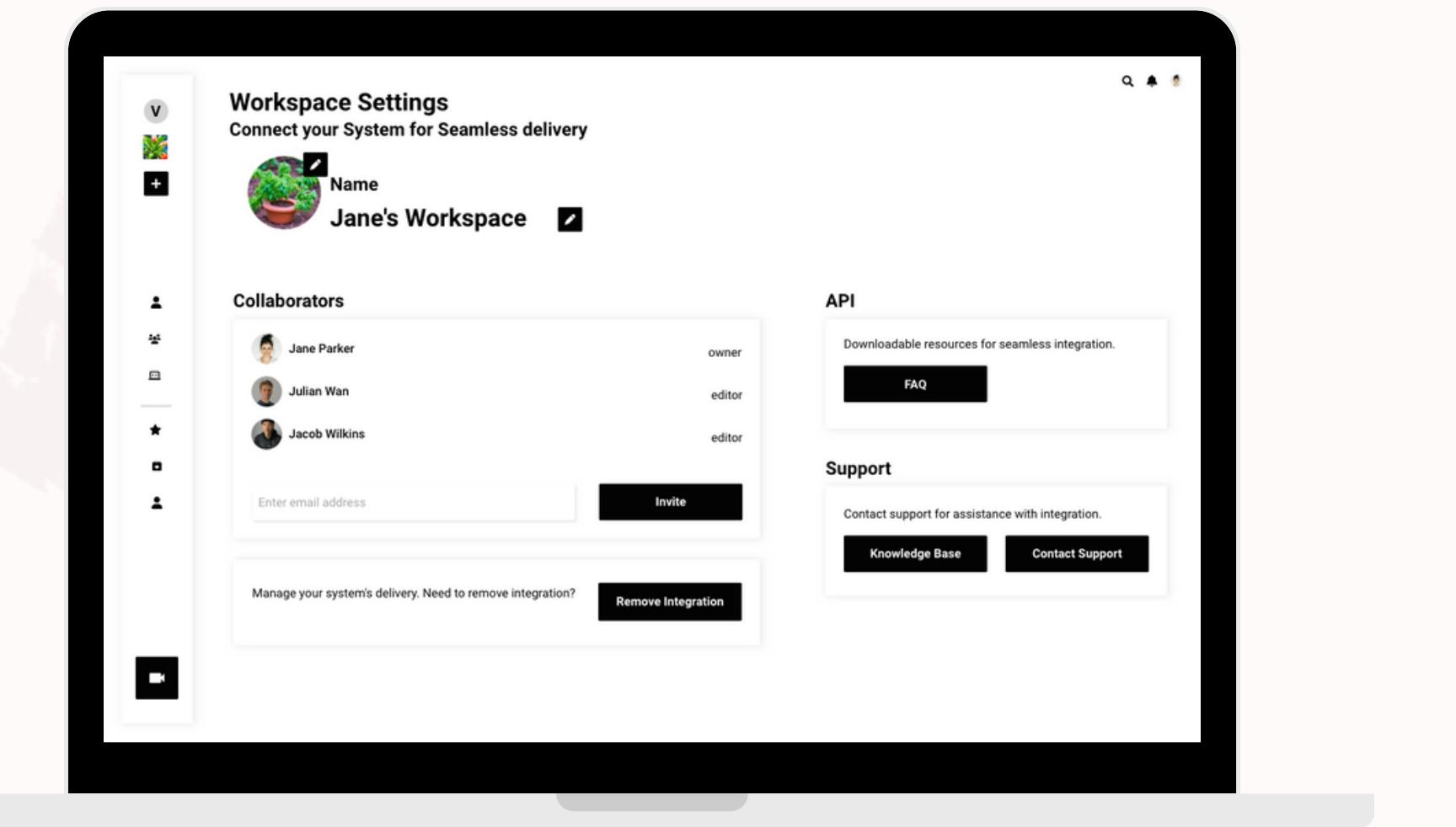
Logistic Partners



A wireframe showing the 'TrendTreasure' partner profile setup. It includes sections for Company Logo Upload (with a placeholder for 'Logo Preview'), Website Link (with a preview of 'www.yourwebsite.com'), Service Details (Available Locations: New York, London, Paris; Delivery Types: Pickup, Delivery, Dine-in), and Contact Information (Partner's Name: Jane Parker, Email Address: jane.parker@example.com, Phone Number: 123-456-7890). A 'Save Profile' button is at the bottom.

3

Partner Profile: Progressive



4

Partner Integration

Success Metric



Shoppers

Time to first purchase

- Account creation rate: Tracks the percentage of users who complete the signup process.
- App engagement metrics:
 - Session duration: Analyze the average time users spend browsing the app.
 - Number of searches: Indicates how actively users are exploring the platform.
 - Product page views: Shows user interest in specific products.
- Conversion rate for profile completion: Tracks the percentage of users who complete their profiles after initial signup



Store Owners

Active stores with listed Products

- Store creation rate: Measures the percentage of users who successfully complete the store setup process.
- Product listing completion rate: Tracks the percentage of stores that complete their product listings.
- Use of tutorial resources: Analyzes how often store owners engage with available resources and tutorials.
- Number of active stores: Tracks the number of stores with ongoing listings and activity.
- Customer Service enquiries



Logistic Partners

#Established Partnerships

- Signup completion rate: Measures the percentage of logistics partners who successfully complete the signup process.
- Integration completion time: Tracks the average time it takes for logistics partners to integrate their systems with TrendTreasure.
- Number of established partnerships: Indicates the success in establishing collaborations with reliable logistics providers.
- Customer satisfaction with logistics services: Measures shopper perception of the efficiency and reliability of delivery services.

Conclusion

TrendTreasure: Novelty eCommerce

Developed onboarding process for TrendTreasure, catering to shoppers, store owners (individual and business), and logistics partners. This approach balances **efficiency, user experience, and platform security**.

Onboarding Features



Progressive profiling:

Collects essential information upfront and allows users to gradually complete their profiles at their own pace.



Simplified signup:

Minimizes required fields for faster account creation.



Tailored experiences:

Personalizes the onboarding journey based on user type.



Data privacy focus:

Prioritizes transparency and user control over data.

Implementation

