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Strategy Guide

This strategy guide is a complete list of detailed recommendations for future content creation, social media integration, and customer service guidelines to ensure app maintenance, strong social media presence, and positive user experience. Adhering to this guide throughout ONME’s future will help our team guarantee that the app content is always up to date, the user base consistently grows, and users have the best experience while interacting with ONME.

1. Content Creation
   1. Updating Product Collection
   2. Changes Based Off User Needs
   3. General App Maintenance
2. Social Media Integration
   1. Posting For Target Audience
   2. Track Post Analytics
   3. Demonstrate Features
3. Customer Service
   1. 24 Hour Service
   2. Monitoring Feedback
4. Content Creation

Content creation in the ONME app will consist mainly of continuous updates to the clothing products that are offered to users for their avatar, based on availability, any interface adjustments that must be made as a result of these additions, recommendations by firsthand users, and/or general updates. Subtle and consistent improvements to the content and interface will promise growth of the app and the brand as a whole.

* 1. **Updating Product Collection**

Updating the collection of products in the ONME app will be one of the most important aspects of app maintenance. ONME’s goal is to expand its reach by continuing to develop partnerships with clothing brands. As ONME continues to make brand partnerships, updates to adjust the interface to present the brand must be made. Collections of a specific brand that already exists on ONME will also have to be updated as their inventory of products changes. Updates in this aspect will have to be almost instant to prevent ONME users seeing a product in our app that is not available on the brand’s website, which will be done with the help of automated tools.

* 1. **Changes Based Off User Needs**

As we collect feedback directly from customer service and interaction with ONME’s social media accounts, we will discover changes that need to be made as the result of users’ app use. User feedback is a vital part of the ongoing design process that continues to develop as more users interact with the interface. The user should always feel heard, and this will be demonstrated through responsive changes. Whether it be features that need to be added or existing features that are not working as they should, there will be interface changes that will need to be made after the app launches to improve the user experience as it is being used.

* 1. **General App Maintenance**

General maintenance of ONME will consist of any content, interface, or functionality changes other than product collection updates or changes based directly off user needs. General app maintenance may be determined by developers’ decision to make updates or by user feedback discovering a change that is necessary. Either way, it is guaranteed that updates will need to be made constantly. We also recommend that drastic changes are avoided when possible, to decrease the possibility of upsetting existing users. Changes to the interface should be made gradually, and functionality should only be adjusted when determined essential through testing.

1. Social Media Integration

Methodical social media integration is important for an app like ONME because it’s features will be unfamiliar to most people who come across it, so we have to make sure that there is precision in what content is posted and how it is done. The main goals when considering social media should remain posting content that will attract our target audience, understanding what type of posts experience the most traffic, and ensuring the people who discover our social media posts receive a thorough understanding of what ONME can do.

* 1. **Posting For Target Audience**

We have determined a target audience that we believe will make up the majority of ONME’s users based on thorough research. Therefore ONME’s social media presence must appeal to this population in order to build our user base. We will implement the use of hashtags that are helpful in reaching this audience. Posts will be published at an appropriate interval that continues to remind our audience of the features of our app without becoming overwhelming or annoying. We will ensure a consistent posting schedule with the use of a social media post management tool. Posts must be adjusted according to audience response because this group should ultimately inform all elements of our social media strategy. Our goal is to increase brand awareness through our target audience interests, that leads to traffic on our app and eventually, to product sales.

* 1. **Track Post Analytics**

Post analytics will be an important factor in decisions that are made related to ONME’s social media presence and content. Because of the fact that social media trends and the opinions of our target audience will mostly likely continue to change over time, especially considering the fact that our app is related to the ever changing fashion industry, analytics must be consistently monitored to determine if decisions made for posts are appealing to our existing audience. We also want to ensure that our audience and engagement is growing, so tracking post analytics will also help us determine what works in terms of type of posts, hashtags used on posts, timing and frequency of posts, and performance of posts on specific platforms, which will help inform an overall improved strategy.

* 1. **Demonstrate Features**

It is crucial that ONME’s social media posts are not only aesthetically satisfying, but exemplary of the app’s most important features. If a social media post representing ONME does not adequately demonstrate what the app has to offer, it becomes ineffective. We must make sure that each social media post is meaningful and has a positive impact towards ONME. Social media posts that are informative will help build the brand image based off of ONME’S features, both helpful and necessary for a new brand. Essentially, if people discover ONME through social media and do not understand it immediately, they will not spend the time to download and use it as a result.

1. Customer Service

Communication between the ONME team and the app’s users will be an important aspect of maintaining the app’s success and contribute to increased user satisfaction, and will be made through 24 hour service support and various feedback channels.

* 1. **24 Hour Service**

Our app’s content, including product collection and general maintenance, will be constantly and consistently updated, so we are bound to face technical issues between those changes. Possible issues mean that users will need access to 24 hour service to ensure that they do not become stuck at any point during app use without access to a helpful support system. If ONME were to reach a global market, 24 hour service would then become completely necessary to keep those users. Constant customer service availability will also add to the convenience factor of ONME in the users’ overall experience, which is a major point behind the reason for developing this app.

* 1. **Monitoring Feedback**

Monitoring feedback through various channels including social media, direct contact, and reviews, will be important in understanding the users’ needs, and will be the source of information that influences changes made with the user in mind. Users’ explanations of their experiences will be a major factor in determining what we are doing correctly and what needs to be changed. User feedback may also alert developers of any technical issues or bugs that may be present in the app. There must be constant communication between the ONME team and users, and responding to feedback will be the most efficient way to discover and solve any type of problem, and continue to build on UX research.

Additional Resources

1. Content Creation
   1. Updating Product Collection
      1. <https://www.sana-commerce.com/blog/the-importance-of-a-product-data-management-system-for-your-e-commerce-business/>
      2. <https://catsy.com/blog/product-content-important/>
   2. Changes Based Off User Needs
      1. <https://xd.adobe.com/ideas/process/user-research/collecting-user-feedback/>
      2. <https://uxdesign.cc/the-importance-of-user-feedback-20a773908325>
   3. General App Maintenance
      1. <https://uxmag.com/articles/overhauling-a-ui-without-upsetting-current-users>
      2. <https://speckyboy.com/annoying-ui-changes/>
2. Social Media Integration
   1. Posting For Target Audience
      1. <https://blog.hootsuite.com/target-market/>
      2. <https://buffer.com/library/social-media-marketing-strategy/>
   2. Track Post Analytics
      1. <https://iag.me/socialmedia/6-important-reasons-why-you-should-use-social-media-analytics/#:~:text=For%20example%2C%20analyzing%20your%20past,more%20engagement%2C%20traffic%20and%20sales>.
   3. Demonstrate Features
      1. <https://sendpulse.com/support/glossary/informative-advertising>
3. Customer Service
   1. 24 Hour Service
      1. <https://www.geckoboard.com/blog/24-7-support-benefits-and-tips-for-providing-round-the-clock-support/>
      2. <https://thinkaxiom.com/axiology/the-importance-of-having-24-hour-customer-support-for-your-business/>
   2. Monitoring Feedback
      1. <https://xd.adobe.com/ideas/process/user-research/collecting-user-feedback/>
      2. <https://qualaroo.com/user-feedback/guide/>