# Final Project Proposal

1155148764 XIANGYUN SHEN

#### **Problem Statement**

**How can we help** people who need to buy milk **to** have a one-stop understanding of the industry information, brand introduction and relevant evaluation **so that they can** buy the milk they like?

#### **Pain Points**

Don't know what kind of milk to buy.

Hard to find the ideal product.

Information is not centralized.

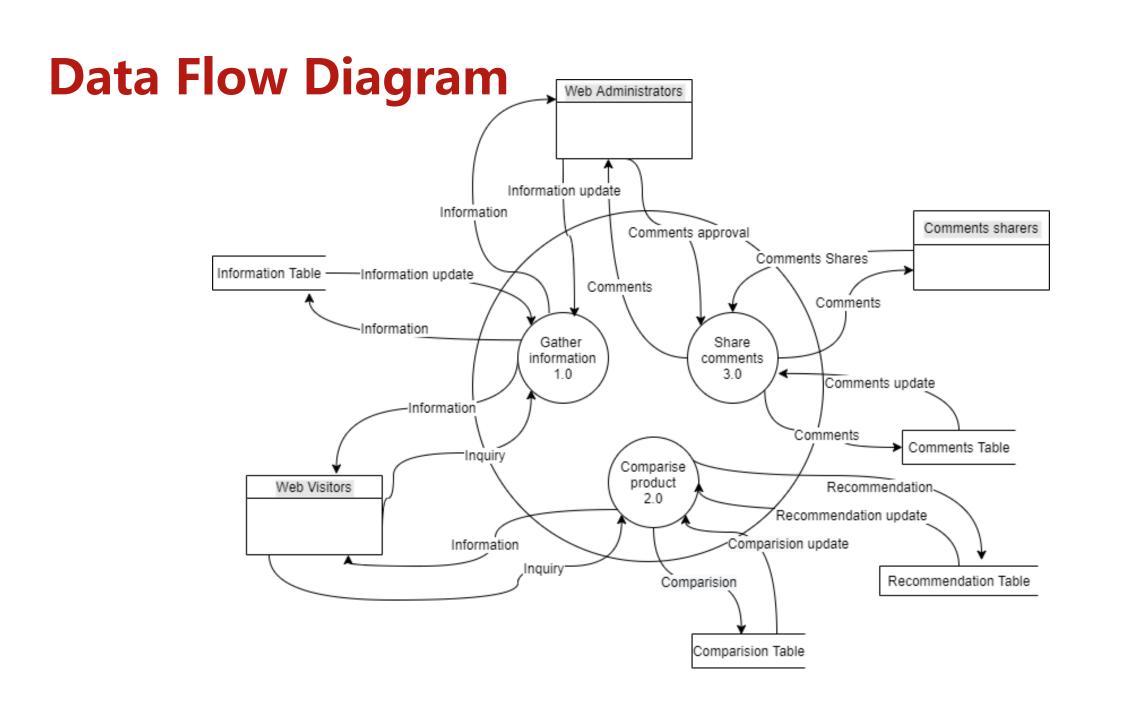
Take time to compare different products.

Product evaluation is not true enough.

Lack of a centralized evaluation center.

## **Customer Journey Map**

Scenario mapping	Create a desire to buy something	Search for information on the website	Search and view product reviews	Shop online or offline	Write comments and use feelings
Customer goals		Rich and concentrated information	True and reliable evaluation	High quality and inexpensive	True and free evaluation
Customer actions		Collect information	Collect information	Purchase	Write comments
Customer experience	Don't know what kind of milk to buy	Information is not centralized	Evaluation is not true enough		Lack of a centralized evaluation center
Touchpoints		Provide product information	Conduct product evaluation		Customer interaction evaluation
Process ownership	Generate demand	Gather information	Compare products	Purchase product	Share comments miro



### **Key Data Views**

行业资讯 Industry Information 品牌介绍 Brand Introduction

测评结果 Evaluation Results

产品推荐 Products Recommended 用户评论 User Comments

## **Entity-Relationship Diagram**

Information Table 1				
PK	行业资讯			
FK	国内资讯国外资讯			

Information Table 2				
PK	品牌一览			
FK	国内品牌国外品牌			

