Information about the company

Two local stores that sell books, antiques and host cultural events which are impacted by technology and struggle to get their customers

***“Sound strategy starts with having the right goal”***

***Michael Porter***

**Strategy**

Goal - What problem should the product solve?

**Our website should help business grow and attract more customers.**

UX Strategy Blueprint

**Challenges:**

Losing customers and experience challenge to reach customers in the world of online stores.

**Aspirations**

Reinvent the business and get customer recognitions

2. Objectives

Create a website that will help to reach new customers. The website will allow customers to shop online (books, antiques, tickets), send a request for the book they are looking for, and inform them about new coming products.

2b. Desire UX:

Make it immediately understandable

Make it delightful

Integrate information about the product that were easy to maintain

**Focus Areas:**

Users:

**Segments:**

People who are interested in antiques

People who read literature in Russia or Study Russian Language

People who are interested in attending events with Professors from Universities, Writes, and Musicians.

**Needs:**

Being able to get information about the store

Search for and see available books, antiques or events

See reviews and leave a review

Donate books

Purchase stuff online

Leave a request

Create an account and see purchases

**Geography**

Local communities

National wide

Russian speaking community in USA

**Products:**

Books

Antiques/Jewelry

Events

**Areas of UX:**

IA

IxD

Visual Design

Content

**Aspects of Usability**

Effectiveness

Efficiency

Control

Learnability

Memorability

Findability

**Guiding Principle/Approach**

Persuasive and user-friendly design

Constantly asking, checking, and questioning if this is what a user wants.

Mobile version of the website

**Activities:**

What types of activates solve the problems?

User Research

Card sorting

Storyboards

Design exploration

Wireframing

Prototyping

Build online recognition and enterprise on social media

**Measurements:**

**How do you know the UX design was successful?**

**Qualitative**

User Research (tests, interviews.)

Inspection (checklist, review.)

**Quantitative**

**Metrics (analytics -**Revenue growth)

**Scope of the project**

**What we are creating**

We are creating a website that will help users to purchase products online and get information about new arrivals and events. The nature of the website is to help business to promote itself and attract more customers.

**What we are not creating**

We are considering adding features to the website that will help customer communicate, watch videos or read books, but it does not ﬁt as possibilities for future releases.

**Define the requirements**

The user will go to the website browser the catalog of books, antiques, or event. If he/ she decides to purchase something she/he will add to the cart and purchase it now or later. When a user purchase a product, he/she could create an account or proceed without creating an account by inputting it is credit card info, and shipping address. In the account the user could see the history of purchases and leave a review.

When the user looks for a book he will be able to see other people’s reviews about it.

The website will provide user information about working hours on the Main page and address by clicking on Search Map in the top right corner.

In Book section, the user will see a list of the books organized by different categories and sort it by Name, New or Popular. If the user could not find a book, he or she could leave a request for a particular book.

In Antique section, the user will be able to see a list of Antiques and sort it by price range and new arrivals.

If a user looking for a particular product but could not find it, he/she could leave a request for it.

For books and antiques, new Arrivals will be allocated at the top of the first page

In Event Section, the user will see a calendar with all upcoming events and starting price for the ticket.

**The content requirements**

In Book section, each book will have the name of the book, author’s name, price, and ratings accompanied by photographs

In Antique section, each item will have a short description accompanied by photographs, authors Name, and price

In Event section, there will be a calendar with events’ name and possible photographs ( not a requirement)