4th Semester - Final Exam Project - Multimedia Design and Communication

Danexplus - Report

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Product: www.miloslacko.com/danexplus

Group 35: Milos Lacko

1. Introduction

My client Danexplus is a small online store business owner that sells high-quality and certified mattresses. ([Danexplus website](#)). Danexplus company struggles with a lack of customers and low sales revenue. The purpose of the project is to investigate and analyze the market for my client Danexplus to develop effective business strategy and redesign current client's website which does not meet customer's needs and needs to be re-designed to appeal company's target group.

Problem statement

Danexplus company has lately seen a drastic increase in competition. One of the biggest competitors has a modern-looking website, which is drawing Danexplus customers away. Danexplus company needs to redesign their website with a fresh and appealing new look to ensure existing customers are kept, and new ones are converted.

At first user research and market research will be done to identify the client's strengths, value proposition that will make client's business stand out in a crowd of competitors. Afterward, the key elements of the website will be defined and the final product website redesign

Methodology

To achieve objectives within my project I have decided to use design thinking method. Design thinking is a mindset how we approach a problem. It is a proven and repeatable problem-solving method that any business can employ to achieve big results. Design thinking combines creative and critical thinking that allows information and ideas to be organized, decisions to be made, situations to be improved, and knowledge to be gained.

The purpose of use design thinking method within my project is to find desirable solutions for my client Danexplus. Design thinking is solution focused and action oriented towards creating a preferred future. Within this method, I draw upon logic, imagination and systematic reasoning to explore possibilities of what could be and to create desired outcomes that benefit the end user (the customer).

Design Thinking process

Design Thinking involves 5 steps that begin with learning from customers and ends through iterations of product design and prototyping, producing a product that solves the customer's problem in a valuable way – a solution they love.

1. **DIscovery -** The first stage of the Design Thinking process is to gain an empathic understanding of the problem I am trying to solve. This involves consulting experts to find out more about the area of concern through observing, engaging and empathizing with people to understand their experiences and motivations, as well as immersing myself in the physical environment to have a deeper personal understanding of the issues involved.

2. **Interpretation** - During the Define stage, I put together the information I have created and gathered during the Discovery stage. I will analyse my observations and synthesise them in order to define the core problems that I have identified up to this point.

3. **Ideation** - During the third stage of the Design Thinking process, I as designer am ready to start generating ideas. I've grown to understand my users and their needs at the Discovery stage, and I've analyzed and synthesized my observations in the Interpretation stage, and ended up with a human-centered problem statement. With this solid background, I can start to 'think outside the box' to identify new solutions to the problem statement I've created, and I can start to look for alternative ways of viewing the problem.

4. **Experimentation** - Within the experimentation stage, I will now produce a number of inexpensive, scaled down versions of the product or specific features found within the product, so I can investigate the problem solutions generated in the previous stage. Prototypes may be shared and tested within the team itself or on a small group of people outside the design team. This is an experimental phase, and the aim is to identify the best possible solution for each of the problems identified during the first three stages.

5. **Evolution** - I will show the prototype to potential users and customers to get their feedback. The goal is to continue learning about the customer's core problem and solutions that provide them value. This is the final stage of the 5 stage-model, but in an iterative process, the results generated during the testing phase are often used to redefine one or more problems and inform the understanding of the users, the conditions of use, how people think, behave, and feel, and to empathize.

Project scope

A project scope statement is one of the most critical pieces of a project, and writing one can be a difficult task for a project manager – no matter what type of project management methodology is being used. But, an effectively written scope statement can help the rest of the project flow along with minimal problems.

The scope of the project is to redesign Danexplus online store website with a fresh and appealing new look to ensure existing customers are kept, and new ones are converted. The project will consist of user research, market research, business plan development, SWOT/TOWS analysis, ux design process, website design, website development. I will achieve my objectives with following digital media products:

- Digital Strategy and Concept (report)
- Website

Project plan

After I defined scope of the project my responsibility was to create project schedule with important deadlines and with expected dates for completion of each task within the project in order to successfully and in-time to accomplish the project with all predefined deliverables.

link to the project plan

Target group analysis

User research

I decided to conduct qualitative research because I needed to collect more insight information about the background of client's target group and that way understand how they behave and think, what are their priorities and preferences in the buying process. Qualitative Research is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations of the user/customer.

To collect the data I have done the semi-structured interviews with a small number of representants of our target group. It provides flexibility to follow up different areas depending on the response and interest of the interviewee. In the same time, it makes space for the unexpected as the questions are not asked the same way to each interviewee.

First, in the process of semi-structured interviews, I have written down a list of the key questions, using open ended questions. Secondly, I tested the guide, to make sure that questions make sense and are in logical order. I started each interview with the personal questions about the interviewee such as name, residence location, and occupation, then I continued with the general questions to get insights into e-commerce consumer behavior and I finished with questions directly related to client's e-commerce main product - mattresses, in order to investigate consumer behaviour, motivations, and problems which customers face when they shop mattresses online.

Below is the list of questions I asked during the interviews:

Personal

- What is your name?
- Where do you live?
- What is your occupation?

General questions about e-commerce consumer behavior

- How often did you make a purchase online in last 6 months?
- What products do you buy the most online?
- What method of payment do you prefer online?

Questions directly related to client's e-commerce main product - mattresses

- What comes to your mind when you hear the word mattress?
- Have you ever bought a mattress online?
    - Where did you get it?
    - Are you satisfied with your purchase?
    - Have you bought anything else from the store except mattress

    - Where would you buy a new mattress if you need a new one in the near future?
- What information do you need to buy the right mattress for you?
- Is there any feature online store should have which is necessary for you as a customer?

After I conducted semi-structured interviews I developed an initial understanding for further decision making. I started with data interpretation by pairing similar answers into the groups, which helped me to find patterns in the process of creating personas.

data interpretation
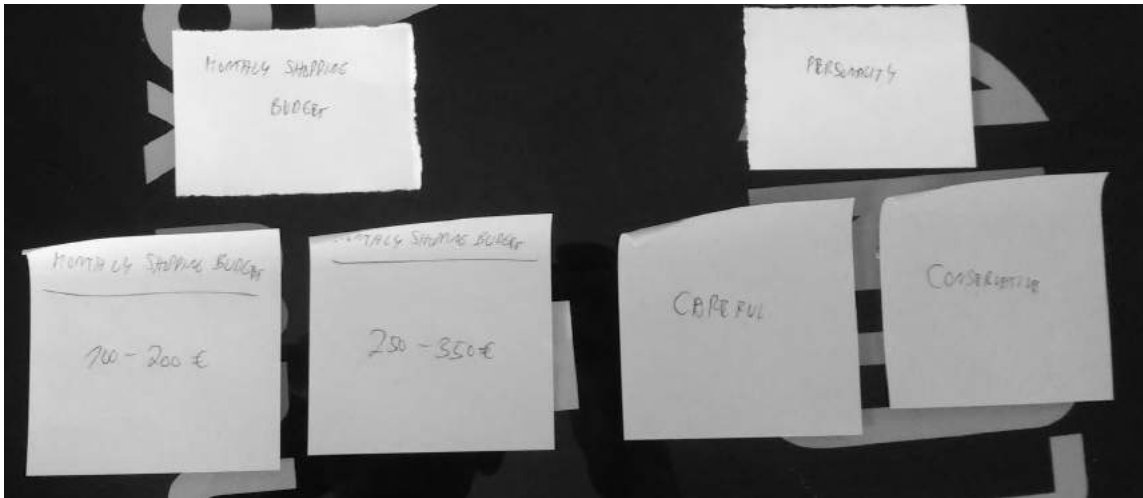
data interpretation - I paired similar answers into the groups to find common traits among interviewees

Findings and what I learned

According to the conducted research, the biggest struggle regarding shopping mattressess online is an inability to try the mattress before purchase, for that reason customers prefer to buy mattresses in retail. Customers find useful if they can read product reviews from previous buyers prior to making a buying decision. I learned that detailed product information is required when comes to buying a mattress online, because online shoppers cannot physically see what they buy or try the product they're interested in. Potential customers want to feel confident and safe when they shop online.

You can find the full interview with questions and answers in appendix.

Reflections on Interviewing

I have gained a basic understanding of shopping behavior, struggles, opinions of potential customers about shopping mattresses in retail and online. Some of them have recommended me features such as shopping guide and trial period to test out mattress that may solve customer's problem regarding trying a mattress before making a purchase.
I quickly realized that I need to dive deep into customer's needs and motivations regarding shopping mattresses and find out a suitable target group in order to meet customer's needs with product offer of my client.

To find out and determine client's target group I went through the other four phases of my research:

Consumer survey
Competitive analysis
Benjamin Franklin's method of decision makings
Better Sleep Council study

Online store consumer survey

Surveys are one of the quickest ways of finding out what matters to company's customers, what is missing or broken and what is getting in the way of conversions. I wanted to gain insights into the needs of company's customers and find out more about their behaviour.

What I did and why

I posted the online store consumer survey to Danexplus facebook page and I collected answers from 15 people across different demographic and geographical areas. The aim was to learn what customers want and what's making it hard for them to buy from Danexplus online store. What is customer experience with shopping mattresses online? What information do they need to have on website to purchase a mattress online?, and what features would customers welcome to have in online store to feel more comfortable when purchasin mattress online? Answers to these questions and many more I have discovered from the consumer survey.

I made survey with a list of questions related to online store main product "mattress" and I found out some interesting facts that I will use in the process of developing business strategy and in the web design process to define the key elements on the website with aim to create outstanding user experience for Danexplus's customers and satisfy customer's needs. Further below you can read about my findings and how I used them in the project.

Survey consist of a list of questions:

- What company/brand comes to your mind when you hear the word mattress?
- Your gender
- Your age
- Place of residence
- How often did you make a purchase online in last 6 months?
- Where would you buy a new mattress if you need one in the near future?
- If you answered the previous answer "I would prefer a retail store" please give a reason why you would not buy a mattress on the Internet.
- What information should the online store contain to consider buying in it? (You can mark any number of answers)
    - product availability information
    - delivery type
    - delivery speed
    - payment method
    - installment buying
    - amount payable on delivery
    - product customer reviews
    - country of origin
    - erified vendor information/certification
- What method of payment do you prefer online?

- If you go to buy a new mattress today, would you be able to choose the right one for you?
- What information would you need to know to choose a suitable mattress?
- Would you welcome an online shopping guide to help you choose the right product?
- Is there anything you think of an online mattress store should have so you would feel comfortable to make a purchase in it?

Findings:

- What company/brand comes to your mind when you hear the word mattress?
    - 12x Dormeo
    - 1x Materasso
    - 1x EMI
    - 1x JYSK

- Your gender
    - 78,1% - Woman
    - 21,1% - Man

- Your age
    - 0-17 - 15,8%
    - 18-24 - 10,5%
    - 25-34 - 21,1%
    - 35-44 - 21,1%
    - 45-54 - 21,1%
    - 55-64 - 10,5%
    - 65+ - 0

- Place of residence
    - Trencin area - 57,9% (location of client's retail store)
    - Trnava area - 31,6%
    - Zilina area - 5,3%
    - Banska Bystrica area - 5,3%

- How often did you make a purchase online in last 6 months?
    - 0x - 26,3%
    - 1-5x - 47,4%
    - 5-10x - 15,8%
    - more than 10 times - 10,5%

- Where would you buy a new mattress if you need one in the near future?
    - retail store - 68,4%
    - online store - 31,6%

- If you answered the previous answer "I would prefer a retail store" please give a reason why you would not buy a mattress on the Internet.
    - I want to try product before purchase
    - I want to see the product and see what I buy

- What information should the online store contain to consider buying in it? (You can mark any number of answers)
    - product availability information
    - delivery type
    - delivery speed
    - payment method
    - installment buying
    - amount payable on delivery
    - product customer reviews
    - country of origin
    - verified vendor information/certification

- What method of payment do you prefer online?
    - credit card - 26,3%;
    - amount payable on delivery - 36,8%
    - Paypal - 5,3%
    - bank transfer - 31,6%

- If you go to buy a new mattress today, would you be able to choose the right one for you?
    - Yes, I would - 73,7%
    - No, I would not - 26,3%

- What information would you need to know to choose a suitable mattress?
    - customer reviews
    - hardness, dimensions, surface quality of mattress
    - product composition
    - mattress properties for back pain, mattress adaptability

- Would you welcome an online shopping guide to help you choose the right product?
    - Yes, I would - 89,5%
    - No, I would not - 10,5%

- Is there anything you think an online mattress store should have so you would feel comfortable to make a purchase in it?
    - product video
    - the shop should give customers the opportunity to deliver the "trial" product for a few days
    - product reviews

The online store consumer survey was posted to Danexplus facebook page and I gained insights about customer's needs, shopping behaviour and demographics. Further below I will describe my findings in a detail and explain what I learned by executing the consumer survey.

A question I started the consumer survey with "What company/brand comes to your mind when you hear the word mattress?", helped me to clarify client's competitors on the market and I find out that most of the survey participants connect word "mattress" with brand "Dormeo" what is one of the client's strongest competitor on the market.

Learnings: I learned that I need to differentiate client's business from competitors and find a way to stand out from the crowd. I will use my findings later on in business development phase where with SWOT and TOWS analysis will brainstorm and define strengths, weaknesses, opportunities, and threats of the client's business in compare with client's biggest competitor on the market Dormeo and based on analysis results will define unique value proposition that will make client's business stand out.

Finding: I wanted to find out what brand/company people think of when it comes to word mattress. Research has shown us that most of people being interviewed has word mattress connected with one of the competitor's brand Dormeo.

Consumer Survey Question:

- What company/brand comes to your mind when you hear the word mattress?
    - 12x Dormeo
    - 1x Materasso
    - 1x EMI
    - 1x JYSK

Finding: I found out that 68% of people even though their already have a possibility to shop mattresses online and are already aware of existence of Danexplus online store, would still prefer to buy a mattress in retail. I bear in mind that I want to convince customers to shop online I need to offer them something unique in online store. One of a feature that I will implement into business strategy is a 30-day trial period that will make shopping online comfortable and risk-free for the customer.

Consumer Survey Question:

- Where would you buy a new mattress if you need a new one in the near future?
    - retail store - 68,4%
    - online store - 31,6%

Finding: According to my findings from the consumer survey, mattresses are one of those things that customer really want to try before he/she buys it and therefore prefer to shop at a retail store. Further in the process of creating a business plan and value proposition I need to find a strong reason in order to convince customers to choose to shop online and offer customers little extra than competitors, for instance already mentioned trial period to test out Danexplus mattresses with the money-back guarantee, free shipping etc.

Consumer Survey Question:

- If you answered the previous answer "I would prefer a retail store" please give a reason why you would not buy a mattress on the Internet.
    - I want to try product before purchase
    - I want to see the product and see what I buy

Finding: Answers on question "What information would you need to know to choose a suitable mattress?" will help me to create and define content on online store website to ensure the customer has the necessary product information when buying a mattress from the online store.

Consumer Survey Question:

- What information would you need to know to choose a suitable mattress?
    - customer reviews
    - hardness, dimensions, surface quality of mattress
    - product composition
    - mattress properties for back pain, mattress adaptability

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Finding: Based on the results of the questionnaire I have found ideas, that I can implement into my business strategy later on.

Consumer Survey Question:

- Is there anything you think of an online mattress store should have so you would feel comfortable to make a purchase in it?
    - product video
    - the shop should give customers the opportunity to deliver the "trial" product for a few days
    - product reviews

Reflection on my findings:

A trial period and return policy where a customer would get to just sleep on the mattress and decide how he/she feels about it could be the way to attract more customers online. Shopping guide that could help customers to choose the right mattress is another finding from the interview that I can implement into my business strategy further in the process. Product photos are crucial because online shoppers cannot physically see what they buy, touch or try the product they are interested in. I find out that customer reviews of the product are necessary to make a buying decision, consumers trust online reviews as much as personal recommendations.

Competitive Analysis

Definition: Identifying your competitors and evaluating their strategies to determine their strengths and weaknesses relative to those of your own product or service.

Why I chosen to do as I did

A competitive analysis is crucial part of Danexplus business and marketing strategy. The competitive analysis I did will force me to come up with new and creative ways to outgrow client's competition by comparing strengths and weaknesses of competitors relative to those of Danexplus product and service.

The evaluation part helped me to determine what Danexplus service makes unique and which attributes I would highlight in order to attract the target group.

Unique proposition:

- mattress quality and design - products are made in Italy
- 30-day trial period to test out Danexplus mattresses with money-back guarantee

Highlighted attributes:

- free shipping
- delivery within one business day
- 15 years product guarantee
- mattress made to measure

What I did

The competitors has been evaluated by placing them in strategic groups according to how directly they compete for the customer on the market.

How did I do it

The five competitors listed in competititve research are determined by user and market research. A quick and easy way to compare Danexplus service with similar five ones on the market is face them all against straight questions. I answered this list of questions:

- Who are your competitors?
- What products or services do they sell?
- What is each competitor's market share?
- What are their current strategies?
- What type of media are used to market their products or services?
- How many hours per week do they purchase to advertise through the media used in this market?
- What are each competitor's strengths and weaknesses?
- What potential threats do your competitors pose?

link to the competitive research

Benjamin Franklin's method of decision makings

After I have done the competitor analysis I realized that customers must do the decision as a process. The market is crowded by competitors and a number of different types of mattresses. As a result, customer might feel confused about how to go about comparison shopping and getting the best deal without sacrificing satisfaction.

What I did

Definition:

My way is to divide half a sheet of paper by a line into two columns; writing over the one Pro and over the other Con. Then during three or four days' consideration, I put down under the different heads short hints of the different motives, that at different time occur to me, for or against the measure. When I have thus got them altogether in one view, I endeavor to estimate their respective weights; and where I find two, one on each side, that seem equal, I strike them both out. If I judge some two reasons con equal to some three reasons pro, I strike out five; and thus proceeding, I find where the balance lies; and if after a day or two of further consideration, nothing new that is of importance occurs on either side, I come to a determination accordingly." –
Benjamin Franklin

Why did I use this method

Making decision-process is usually based on more elements which could be categorize as advantage and disadvantage. In my case I think about Danexplus advantages

and disadvantages. My aim was to find enough positive elements of Danexplus online store that can prove the viability of client's business, in other words, if my client has a sufficient product offer for the customer that can a one choose from and whether my client has a stronger value than competitors that can be delivered to its customers.

How did I do it

Look through clients eyes. I followed Benjamins method and divided a sheets of paper from a line into two columns. On the left site I put positive hints which client could consider as an advantage. Vice versa the right site is completed of negative hints which could ruins final decision making for us. The goal is find enough number of positive elements which client could recognize during research. It must help do not be stucked and seems to be attractive enough to make final decision for Danexplus company.

Benjamin Franklin's method	How to make good decisions
POSITIVE	NEGATIVE
mattress quality (made in Italy)	visual representation
15 years product gurantee	social media marketing strategy
30-day trial period	SEO
free shipping	support credibility - product photography
certification	calls to action
mattress made to measure	shopping guide

What I learned

Online comparison shopping is the norm these days, shoppers are looking for that little extra when choosing online store where to make their purchase. Those unique incentives such as 30-day trial period, free shipping, 15 years product gurantee, mattress qaulity and design that I found could be attributes what will cause customers to buy from Danexplus rather than their competitors. The negative aspects of client's business have to be turned into advantages in order to attract customers. Taking everything into account, I will use my findings to create a unique value proposition in business development phase. The unique value proposition has to be implemented and represented on a new client's website.

Target group definition

What I did

In the following process I specified client's target group based on user and market research and a study from the Better Sleep Council[1] that reveals changes in bedding-shopping behavior, mattress replacement cycles and examine habits, needs, and preferences of customers. Understanding the psychology behind what makes customers want to buy is important in helping to improve the sales figures. If I am able to tap into the motivation behind purchases I can tailor the marketing and company's business strategy better and improve my chance of increasing conversion rates.

Why I chosen to do as I did

My goal was to find a and define target group for my client Danexplus based on my findings. Discover and understand needs, motivations, behaviors of customers. Understand customer shopping habits and find answers on the following questions:

- For whom are we creating value?
- Who are our most important customers?
- What customer needs does the Danexplus company satisfy?
- Why buy a mattress online? What motivates customers to buy?
- What advantage does the company brings to customer?

Currently, my client has no defined target group. The company sells to a mass market without focusing on any target group. The more I know about the target group, the better I can empathize with the way customers live, what they think, enjoy, what discourage them, the more effective I can reach the target group with my campaign/communication. Therefore, based on insights I will gain and create a typical representative of my target group, a persona that I can imagine as an ideal customer which can and want to buy client's products.

How did I do it

In order to clearly defined my target group, I found answers to the following questions. The answers I got from findings based on user and market research and findings from Better Sleep Council study.

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1. [Better Sleep Council Consumer research](#) by The Better Sleep Council

Questions to Help Me Define My Target Audience[1]

When you decided to sell this product who did you plan to sell it to?

On the basis of current company's products, that are high-quality mattresses manufactured in Italy, Danexplus company specializes in high-end bedding and a solid product line of luxury mattresses. For that reason product's prices are higher in comparison to the competition on the Slovak market.

On the basis of the facts mentioned above, it can be concluded that target group cannot be a mass market and I need to specialize on consumer segment "Quality seekers[2]" and "Wellness Seekers". A group of people with a good-incomes, as well as high education levels that are less concerned about price, looking for a mattress that provides comfort and support, and expect good customer service.

Does this audience currently buy this product or service elsewhere?

I have found very few competitors on Slovak market that specialize in high-end bedding among online stores. Most of the competitors sell high-quality mattresses in retail stores and those who sell online specialize in lower priced products.

How does your product or service help your targeted audience or what problem does it solve for your audience?
Client's products cover and satisfy needs of customer such as:

- a need of comfort
- a need of sleep
- a need for relax
- a need for intimate moments

In addition to this, the high-quality mattresses provide also comfort, support and sleep/health benefits, values and benefits, Quality Seekers are willing to pay for.
High-quality mattresses help to resolve customers issues regarding health and sleep.

What are your marketing demographics?

- **Age -** customer with completed education, already having a stable job with high-income customer in middle age - 45 to 65 years old - a group of customers with an inclination to health and sleep issues

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1. Avalaunchmedia
2. Better Sleep Council Consumer research by The Better Sleep Council, page 36

- **Location -** Especially the capital city of Slovakia, Bratislava has the highest concentration of high-income level people, but those people can be located in other places too.
- **Gender -** Men and women
- **Income Level -** high-income level
- **Education Level -** high-education level
- **Marital/Family Status -** Married, Single
- **Occupation -** occupation with high-income, a lawyer, an entrepreneur, a politician etc.

How do you currently determine who buys a product or service like yours?

Client currently does not determine who buys their products. Client has no defined target group. There are retail stores in slovak market that specialize in high-end bedding, which aims to reach high-level income customer segment. I can determine customers according their needs, and issues, those who have a health or sleep issues, for instance: back pain, hip pain, sleep issues.

What specific things do your buyers have in common?

Buyers are able to buy high-end bedding products, due to the fact that belong to high-income level customer segment. It's common that people meeting people with common interests, I can assume people with high-income do certain activities and own certain things which people with low-income cannot afford.

For instance, expensive cars, yachts, luxury clothes may be a sign of belonging to a high-income class of people. Same as when a person visits luxury places, hotels and so on. I can use those findings in the area of social media advertising, PPC advertising where I can target people with certain interests/hobbies/lifestyles common for high-income people and as a result increase likelihood of successful marketing campaign.

What are your marketing psychographics?

Demographics explain "who" your buyer is, while psychographics explains "why" they buy. I focus on people with high-education and high-income that are willing to pay for quality and comfort products.

- Personality .
- Attitudes
- Values
- Interests/Hobbies
- Lifestyles
- Behaviors

- Individual's desire for status symbols.
- Tends to favor quality products
- Less concerned about price
- Most likely to rate importance of and engage in healthy behaviors, including sleep, diet and exercise
- Most likely to value comfort and support and sleep/health benefits of mattresses

What drives your target audience to make buying decisions?

BSC study provides retailers with fascinating insights into exactly what drives consumers to make the actual purchase. In reporting the survey results, researchers group more than two dozen specific factors that consumers consider when making their purchasing decision into seven broad categories:

1. Benefits, such as comfort, that they will derive from their new mattress
2. Customer service, such as free delivery
3. Choice, meaning a wide selection of brands or construction types
4. Retail environment, such as a store's cleanliness
5. Retail sales associates (are they knowledgeable? friendly?)
6. Reputation of the store or mattress brand
7. Price, including sales and available financing

It is not surprising that, when it comes down to it, consumers prioritize the direct benefits—particularly comfort— that a new mattress will provide them.

What I learned

I gained deep insights into the bedding-shopping behavior of the one particular customer segment - high-income level people, well-educated with a stable job or with a different source of income such as business income, investing income. I learned about customer's demographics and psychographics, findings that I can later on use to build my business strategy and marketing campaigns. I found insights into what drives consumers to make the actual purchase.Taking everything into account, I learned and found a sufficient amount of findings that I can use further more in the process of creating a buyer persona, that will represent my target group.
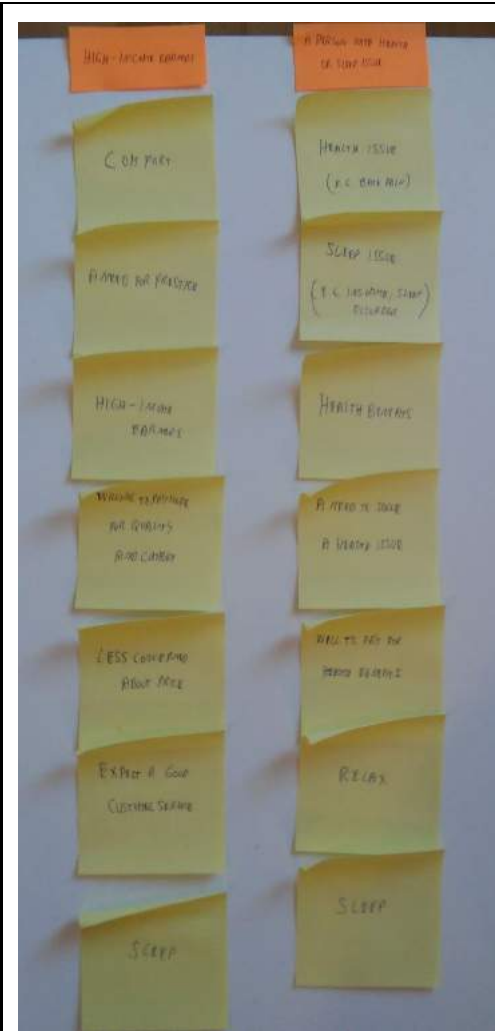
Personas

The personas bring the main target group to life in a very human and real way. Due to that it help me gain a better understanding of behavior, needs and preferences of client's customers. Moreover personas offer insights that can lead to improved functionality and a better experience. The buyer personas[1] are based on market research as well as insights I gathered from customer base (through customer surveys, interviews, Better Sleep Council consumer research.). Why is important to create a buyer persona? Buyer persona helps me to understand customer's needs and problems. This makes it easier for me to tailor company's content, messaging and services to the specific needs, behaviors, and concerns of my target group.

How I made my personas

Once I have gone through the research process, I have a lot of raw data about client's potential and current customers. The next step is to use my research to identify patterns and commonalities from the answers to my interview questions, findings from the Better Sleep Council study and develop at least one primary persona.

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1. How to Create Detailed Buyer Personas for Your Business by Hubspot

Upon completion of research I started with data interpretation by pairing similar answers into the groups. I used post-it notes to categorize the data and find patterns in the process of creating personas.

data interpretation - I paired similar answers into the groups, which helped me to find patterns in the process of creating personas

The reason why customers buy mattresses are need for comfort, sleep, relax, intimate moments, in addition to this, customers with health or sleep issue buy mattress for its health benefits and those customers with high-income value a mattress also for its comfort, support and sleep benefits

According to the research I made I learned about customer's needs, problems, behaviors and what motivates customers to buy. I looked at the information from data interpretation and divided them in 2 draft personas. Next I was more focusing on likes/dislikes, inner needs and values of personas and finally, I defined the body (name, age, picture) and background (occupation).

I have found that luxury mattresses with health benefits and orthopedic mattresses that my client offers in online store satisfy needs of the customer who is looking for mattresses that provide comfort and support, and in the same time customer who is less concerned about price and is willing to pay more for quality and comfort. I named that customer segment as <u>high-income earners.</u>

Apart from this, orthopedic mattresses and mattresses with health benefits fullfiling needs of customer who is struggling with either health or sleep issue, a customer who is willing to purchase a high-quality mattress with health benefits that help to solve or alleviate his/her issue. I named that customer segment as <u>a person with health or sleep issue.</u>

Next, I defined 2 types of persona:

a high-income earners

Danexplus mattresses solve needs of customers with high-level of income, looking for mattresses that provide comfort and support, and expect a good customer service. This customer segment is less concerned about price and is willing to pay more for quality and comfort. According to that, I created persona Anton. He represents a customer with high-income. He works as a Head of Marketing department in an international company in Bratislava. His monthly income represents 6000 €. He appreciates quality and expects to pay for it. Anton is less concerned about price and looking for a mattress that provides comfort and support. Expect good customer service.

Common traits: high-income level, high-education level, a customer with completed education, already having a stable job with high-income or has another source of high income

a person with health or sleep issue

A second group that I focus on in my project is customer segment that contains people with health and sleep issues, a customer who is willing to purchase a high-quality mattress with health benefits that help to solve his/her issues. I created a persona, Martina,

that represent the customer segment with a health issue, she struggles with back-pain, she is older and focused on health, belongs to age group 45-65, a group of older adults with a higher occurrence of health and sleep issues. She is willing to purchase a high-quality mattress with health benefits that help to solve or alleviate her issue.

Common traits: older adults with a higher occurrence of health and sleep issues

Anton   Appreciates quality and expects to pay for it.

Age: 45
Location: Bratislava
Occupation: Head of marketing departments
Family: Married, one children (10)

Anton is driven and ambitious man who loves to work. He is 45 years old and was born and raised in Bratislava. He has worked as a Head of marketing departments in a big company for 5 years. He worked his way up through the company. His monthly income represents 6000 €. Anton appreciates quality and expects to pay for it. He fully enjoys his successful life, visiting luxury places and stays in the best hotels around.

He recently moved to a new family house and plans to arrange the house with the furniture. He is looking for partner's mattress to his bedroom. Anton is less concerned about price and is willing to pay more for quality and comfort. He is looking for mattresses that provide comfort and support, and expect a good customer service. Since he lives a busy life does not have time to walk around retail stores and try a mattress personally. Anton decided to buy the new mattress on the Internet where he ran into Danexplus online store. The online store caught his attention with clear structured product offer and different type of luxury mattresses. He compared few of them, read product information and few customer reviews. Anton was afraid for a while when he realized he cannot try out the mattress when shopping online, but then he noticed that Danexplus company offers 30-day trial period with 15 years product guarantee and he had no doubt anymore and decided to order the chosen partner's mattress.

Common traits: high-income, less concerned about price, willing to pay more for quality and comfort

Needs: need for a prestige and quality, need for intimate moments, need for comfort, sleep and relax

a high-income earner persona

Martina   Active mother, manually working person

Age: 50
Location: Trencin
Occupation: Dressmaker
Family: Married, three children (20, 23. 27)

Martina is 50 years old Dressmaker, she enjoys craftsmanship and making hand-made products. She owns seamstress workroom where she employees and collaborates with another 5 seamstresses. Martina is married and has three children. Two of them still live with her in a family house.

Martina has worked manually for many years. She enjoys her job as Dressmaker, but due to the type of job she has, where she sits all the time, recently started struggle with back pain. She started to move more often and do some exercise, but the back pain has not disappeared. Martina looked for a help on the Internet to find some solutions. She knows that as she is getting older she has higher occurrence to have health issues. When browsing the Internet she find out that mattress with health benefits may alleviate or solve her issue with back pain. Martina found out the Danexplus online store with a wide offer of luxury and orthopedic mattresses and started to learn more about the orthopedic ones that have health benefits. She read detailed description of the orthopedic mattress along with customer reviews, the company guarantees and started to be convinced about mattress quality and advantages regarding due to many positive reviews from previous customers. She decided order the orthopedic mattress even though the price was higher as she expected, but she is willing to purchase a high-quality mattress with health benefits if there is chance to solve or alleviate back pain.

Common traits: older adults with a higher occurrence of health and sleep issues, willing to pay more for quality and health benefits

Needs: need to solve her health issue, need for intimate moments, need for comfort, sleep and relax

a person with health or sleep issue

What I learned

I have analyze my findings and described my target group into a buyer persona with his/her needs, motivations, frustrations, budget and short story about them to better imagine the persona when working with her during process The buyer persona will help me to clearly describe my business and its benefits to consumers on website with value proposition.

Business concept

Development of Business Model Canvas

What is Business model canvas and why and how I used it

link to Business Model Canvas with detailed description

Business model is a plan implemented by a company to generate revenue and make a profit from operations. It describes how the organization creates, delivers and captures value (economics, social or other forms of value).

To create the actual business model canvas, we used canvanizer, as it allowed us to edit our work easily. In the beginning of the process we fill in just our hypothesis, starting with the main pillars - Customer Segments, Value Proposition and Key Partners (which are more detaily described below).

According to those we continued with Key Activities, Key Resources, Customer Relationships and Channels. Finally we added Cost structure and Revenue streams.

After I have gathered all data from user research, competitive analysis and online store consumer survey I summarized all findings and I started to brainstorm ideas. In the process of creating business model for Danexplus, I will use my learnings from research to design and improve current business model and I try to take advantage of client's competitors weaknesses. In order to differentiate Danexplus online store from competition and create unique value proposition to stand out from the crowd I asked following questions. Answers to the questions will help me to define the business model.

- What differentiates Danexplus company from competitors?

- What advantage Danexplus company has in compare to the biggest competitor on the market company Dormeo?

- Why would customer buy a mattress online?

- What customer needs does the Danexplus company meet?

What differentiates Danexplus company from competitors?

Based on user research and our findings I found pros and cons of client's business and I defined the elements in which we have ability to compete on the slovak market. During my process I found also some negative aspects which client has, what I tried to improve within my project.

List of atributes that differentiate Danexplus from competitors:

- mattress quality - products are made in Italy
- Italian design and elegance
- 30-day trial period to test out Danexplus mattresses with money-back guarantee
- free shipping
- 15 years product guarantee
- mattress made to measure
- luxury mattresses with health benefits
- high-end bedding
- orthopedic mattresses with health benefits

Those atributes together represent the value proposition that needs to be reflected in my concept - website redesign.

What advantage Danexplus company has in compare to the biggest competitor on the market company Dormeo?

One of the biggest advantage in compare with Dormeo company is mattress quality supported by 30-day trial period to test out Danexplus mattresses with money-back guarantee. Trial period along with 15 years product guarantee, mattress certification and free shipping make Danexplus mattresses risk-free. On top of that Danexplus offers also mattress made to measure for those who have a need to buy an unusual size of a mattress.

Why would customer buy a mattress online?

Based on consumer survey I found out that customers prefer to buy mattress in retail mostly because they want to try the product before purchase and want to see what they buy, company eliminates that problem with 30-day trial period and high-guality product photos that must be implemented on website to support trustworthy online store. Shopping guide on website will help customer to make the right buying decision and make shopping mattress online easy and convenient.

**What customer needs does the Danexplus company meet?**

Danexplus solves and satisfies customer needs regarding choosing the right mattress and brings quality sleep to customer's home.

Client's products satisfy needs of customer such as:

- a need of comfort
- a need of sleep
- a need for relax
- a need for intimate moments
- a need to solve a health issue
- a need for prestige

In addition to this, the high-quality mattresses provide also comfort, support and sleep/health benefits, values and benefits, Quality Seekers are willing to pay for.
Orthopedic mattresses and mattresses with health benefits help to solve customer's problem regarding health and sleep.
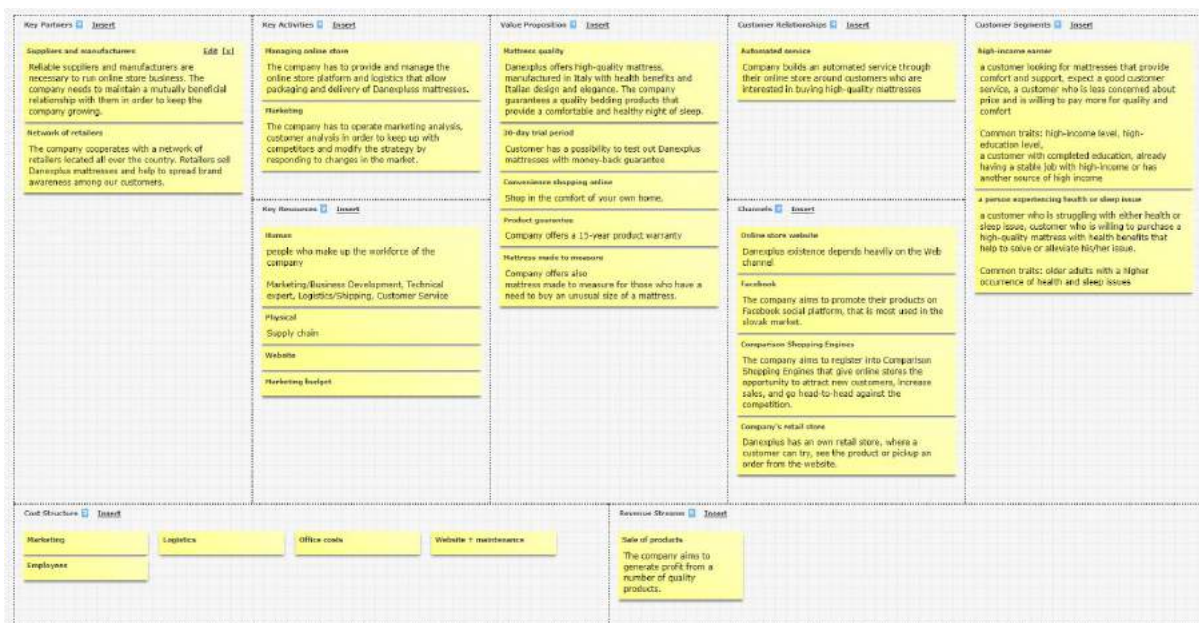
link to Business Model Canvas with detailed description

Customer Segments

Customer segments are one of the most important building blocks in business model. While filling it out we were trying to answer questions: "For whom are we creating value?"and "Who are our most important customers? "

high-income earner
a customer looking for mattresses that provide comfort and support, expect a good customer service, a customer who is less concerned about price and is willing to pay more for quality and comfort

Common traits: high-income level, high-education level, a customer with completed education, already having a stable job with high-income or has another source of high income

a person experiencing health or sleep issue
a customer who is struggling with either health or sleep issue, customer who is willing to purchase a high-quality mattress with health benefits that help to solve or alleviate his/her issue.

Common traits: older adults with a higher occurrence of health and sleep issues

Value Proposition

Value Proposition defines why a customer should choose our product over another on the market, while considering the unique value product/service offers. This building block of BMC should give answers to questions: "What core value does the company deliver to the customer?" and "Which customer needs is the company satisfying ?"

The mattress store deal exclusive with high-quality mattresses and high-end bedding products. Danexplus offers high-quality mattress, manufactured in Italy with health benefits and Italian design and elegance.The company guarantees a quality bedding products that provide a comfortable and healthy night of sleep. Danexplus offers comfort and convenience shopping online along with 30-day trial with money-back guarantee, mattress certification, free shipping and 15 years product guarantee, what makes Danexplus mattresses risk-free.

Key Partners

According to cleverism.com "This building block refers to the network of suppliers and partners that make the business model effective." Due to that we were trying to answer questions: "What relationship does our target customer expect us to establish?" and "How can we integrate that into our business in terms of cost and format?"

Reliable suppliers and manufacturers are necessary to run online store business. The company needs to maintain a mutually beneficial relationship with them in order to keep the company growing. The company cooperates with a network of retailers located all over the country. Retailers sell Danexplus mattresses and help to spread brand awareness among our customers.

Core message

The core message communicates how the company stands out, what makes it unique and what is the real value that it offers to the clients. It helps to express the message in the clearest and most effective way. Due to that it improves the marketing results.
The core message is the main benefit company offers to customers. In the the final version for Danexplus, I wanted to express the basic need company satisfies with mattresses along with health benefits that mattresses provide.

Final version: "Danexplus brings luxury sleep experience to your bedroom".

Mission statement

Mission statement is usually one present-based sentence describing the reason why the company exist. It helps both members and external community to better understand the priorities, actions and responsibilities the organization stands for. Good mission statement should be clear, memorable, and concise. In process of developing the one for the Dankurs, we were focusing on answering the question "Why does Danexplus business exist?" "Why do they operate their business?"

Danexplus sells luxury and high-quality mattresses, but what really customer buys it's not a product, it's a comfort and happiness along with better sleep experience that customer experiencing when sleeping on the Danexplus mattress. With mission statement I want to express the final state, what customer experiences when purchasing a mattress from Danexplus and what the product brings customer.

The final mission statement: "We help you to create a happy and comfortable home".

Vision statement

Vision statement is unlikely the mission statement future-based. It describes what the company wants to become. It should be a dream or a visualization of a positive future goal and it is meant to inspire and give direction to the employees of the company, rather than to customers. Good vision statement is inspirational, memorable, and concise.

In process of developing the one for the Danexplus, we were focusing on answering the question "Where do we see the business going?"

The final vision statement: "Increase the number of customers experiencing quality and healthy night of sleep".

SWOT and TOWS

These analysis are useful brainstorming tools to define strengths, weaknesses, opportunities and threats of the business and in the same way come up with new ideas when combining them. I used the outcome of them while creating the concept.

SWOT

This method helps to understand strengths and weaknesses. On the other hand also identify opportunities and threats. The analysis consist of table with 4 categories, 2 external and 2 internal elements. In the process of defining the content I was asking myself following questions:

- *Strengths - internal element*
    - *What advantages does the company have?*
    - *What does the company better than anyone else?*

- *Weaknesses - internal element*
  - *What could the company improve?*
  - *What should the company avoid?*
- *Opportunities - external element*
  - *What good opportunities can the company spot?*
  - *What interesting trends is the company aware of?*
- *Threats - external element*
  - *What obstacles does the company face?*
  - *What are the competitors doing?*

INTERNAL ASPECTS	Strengths	Weaknesses
	• product quality • tailored mattresses • luxury mattresses with health benefits	• product photography • non-responsive website • weak use of social media
EXTERNAL ASPECTS	Opportunities	Threats
	• increasing use of online shopping • high use of smartphones	• no chance to try mattress when shopping online • strong competitior in the market with big adveritising budget

TOWS

According to fact in swot analysis I created TOWS. This analysis helps to identify strategic alternatives that address the following questions:

- Strengths and Opportunities (SO)
  - How can we use companies strengths to take advantage of the opportunities?

- Strengths and Threats (ST)
  - How can we take advantage of Dankurs strengths to avoid real and potential threats?
- Weaknesses and Opportunities (WO)
  - How can we use companies opportunities to overcome the weaknesses you are experiencing?
- Weaknesses and Threats (WT)
  - How can we minimize Dankurs weaknesses and avoid threats?

What I learned

After creating a list of threats, opportunities, weaknesses and strengths, I found the ways how the company can take advantage of opportunities and minimize threats by exploiting strengths and overcoming weaknesses.

How I used finding further in the process

In the scope of my project, I have eliminated company's weakness regarding non-responsive website. I designed and developed a new responsive website that is optimized for mobile devices and offers better user experience for online shoppers.

I minimized company's threat regarding trying mattress before purchase with 30 nights trial period in which a customer may return the product free of charge at any time without giving any reason.

I have developed a new business strategy along with strong value proposition that will help Danexplus company outgrow their competition.

Inspiration moodboard

A mood board (or inspiration board) is a physical or digital collage of ideas that's commonly used in fields like interior design, fashion, and graphic design. It helped me to gather some ideas and isnpiration before I started with website redesign. Moodboard gives client an idea of what the finished product will look like and it helps avoid any misunderstandings that may result from trying to describe a design concept verbally.

Final moodboard serves as a inspiration for my creative process.

UX design process for web

In order to complete a web design project on time and in a seamless & professional manner, it's important to approach the entire project in specific phases. On completion of user research, market research, business plan development, next phase was to implement my findings and ideas into online store website.

[Information architecture](#)
[Card sorting](#)
[Sketches/Wireframe](#)
[Mockup](#)

Website redesign

Redesigning on Danexplus online store means getting more than a new look. It's about having an all-in-one solution that gives company's website visitors exactly what they are asking for when they need it. A website is a means of presenting information. That means at it's core the goal or purpose of web design is to create informational user experiences.Understanding this, I can say the purpose of the web designer, and my purpose

for this project, is to find out how to create the best possible informational user experiences for client's customers.

Prior to creating content for website I have in mind the value proposition that has to be reflected on the website to attract my customers. My way is to write down on paper list of aspects that represent the value proposition and what it's needed to be communicate on website.

List of atributes that differentiate Danexplus from competitors:

- mattress quality - products are made in Italy
- Italian design and elegance
- 30-day trial period to test out Danexplus mattresses with money-back guarantee
- free shipping
- 15 years product guarantee
- mattress made to measure
- luxury mattresses with health benefits
- high-end bedding
- orthopedic mattresses with health benefits

Those atributes together represent the value proposition that needs to be reflected in my product - website redesign.
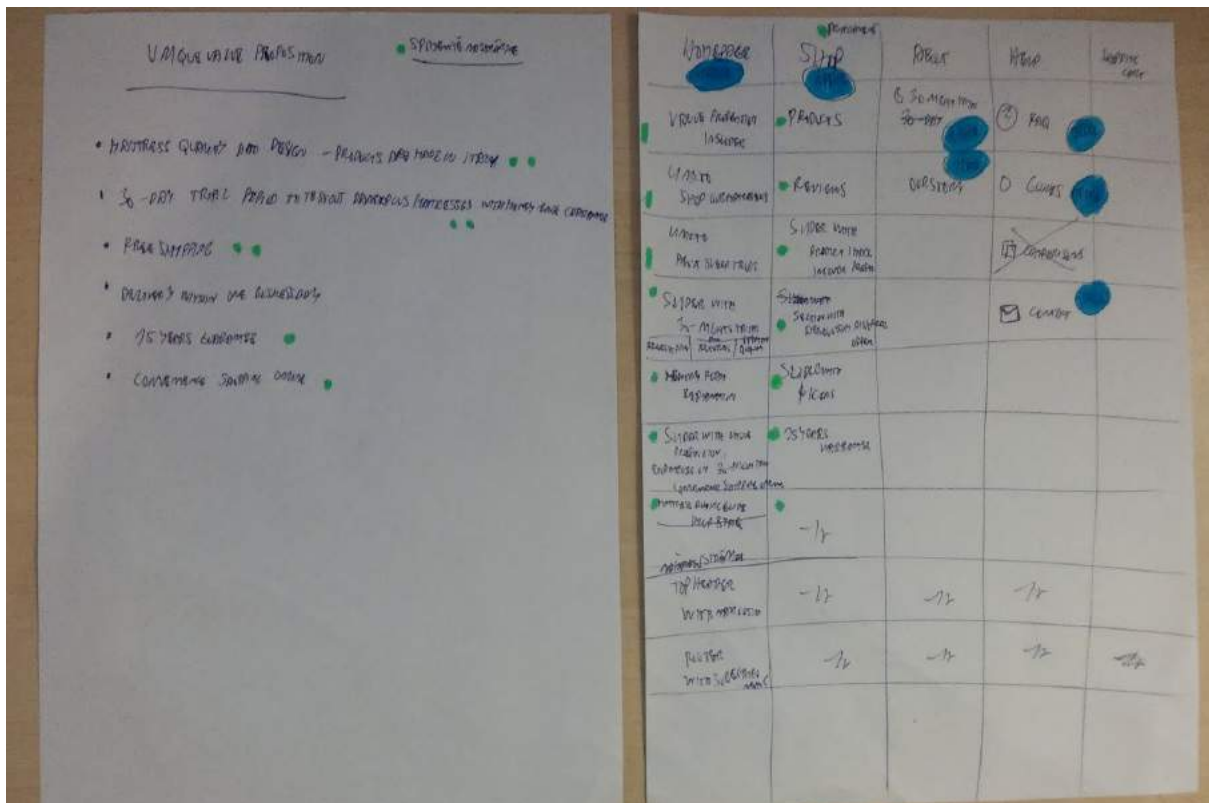
On the left side is a list with a value proposition and on the right side is the value proposition assigned to an individual page on the online store website.

Information architecture

What I did and why

The key to a successful project is to design and structure effective information architecture in the initial phase. Information architecture is overall structure of information on the website, key pages as well as its subpages, logical structure of the information, showing their relationship to each other and defining how the website overall navigation should be structured. This leads to increased usability and findability and provides the basis for next high-quality search engine optimization.

How did I do it

In the first place, I defined all type of information and content what I need to have on our website. I looked at current client's website www.danexplus.sk and my findings to record each type of information on post-it notes. Information architecture connect people, content and context together in a logical structure with relationship to each other. To stay focused on user needs I asked following questions with early developed personas in mind:

- What do my customers Anton and Martina need?
- What are they thinking?
- What do they know already?
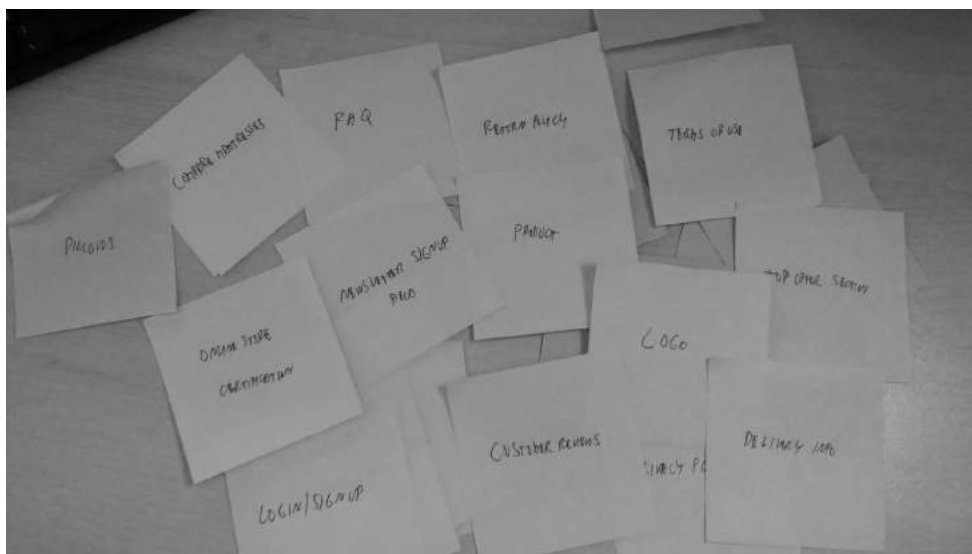
I defined all existing content with my user research as a guide.

When I defined all possible information that came to my mind, I started to group content around certain topics.

Homepage content: logo, navigation, search field, shopping cart, telephone number, e-mail, sign up button, customer reviews, certification, newsletter sign up field, payment option, delivery info, slider with news, product photo, product information, buy button, top offer section, social icons sales info

General information necessary for online store: terms of use, delivery info, payment method, guarantees, cookie policy, privacy policy, return policy, contact us, FAQ, buying guides, compare mattresses, about company section, blog, articles

Navigation buttons: Shop, About Reviews, Help, Luxury Mattresses, Orthopedic mattresses, 30 Night Trial, Our Story, Frequently Asked Questions, Contact

After I analyzed all existing content with my user research as a guide and according current client's website, I took post-it notes and started to prepare for card sorting to test the architecture and get more insights from users.

Card sorting

Card sorting is a research methodology used to better understand how users group concepts by having them sort, categorize and group cards on which are written information describing an interface's contents. I handed the post-it notes to my users and ask them to group them in the way that is most logical in their opinion. I allowed users to create new categories alongside those already provided.

Card sorting activity - information grouped by one of a user tester.

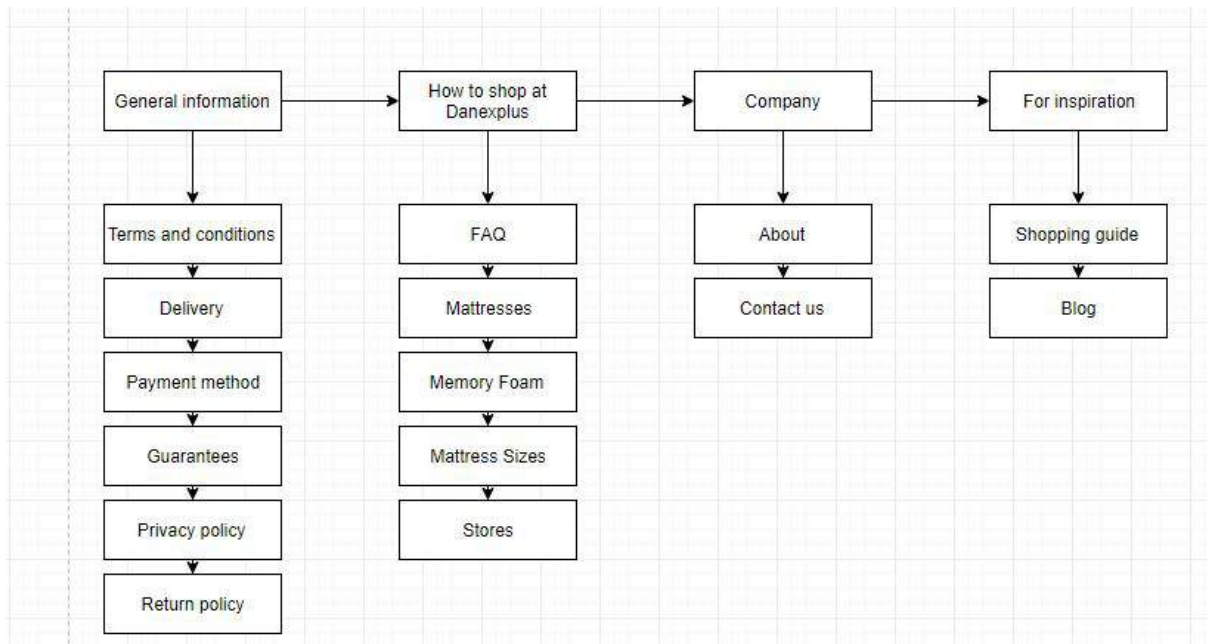Upon completion of card sorting test, I structured information into navigation tree and defined their relationship to each other and how the website overall navigation should be structured.
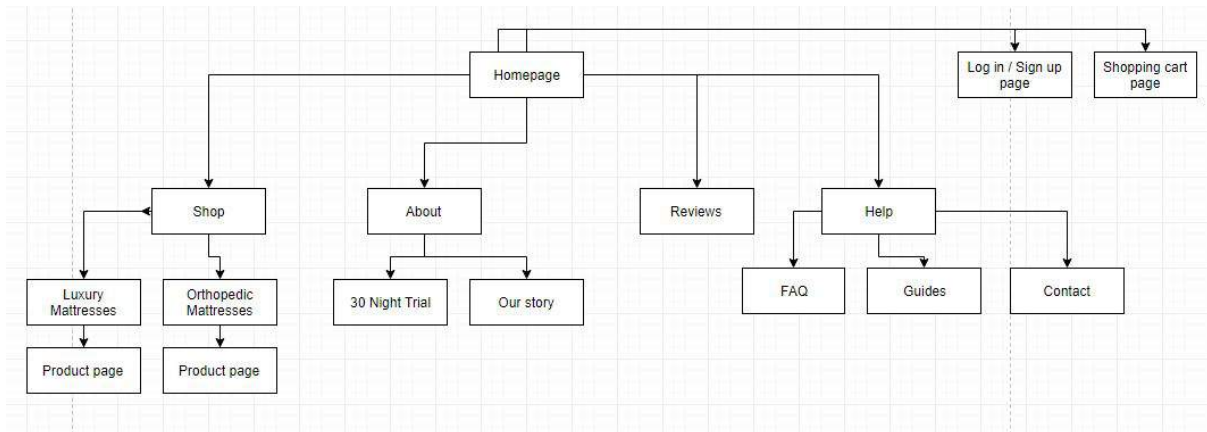
Information structured into main navigation tree.

Information structured into footer navigation tree with necessary online store information.

Sketches/Wireframe

A wireframe is a visual representation of a user interface, stripped of any visual design or branding elements. It is used by UX Designers to define the hierarchy of items on a screen and communicate what the items on that page should be based on user needs. The wireframe creates the structure—the backbone—of my entire project layout, making it easier to later build individual parts.

Why I chosen to do as I did

Designing the user interface for the online store is a process. It all begins with an idea, but that idea has to be translated into the material world, then I can work with it.

Sketching and wireframing allowed me to visualize my ideas into visible and clear form. I illustrated the basic concept of the homepage for the online store.
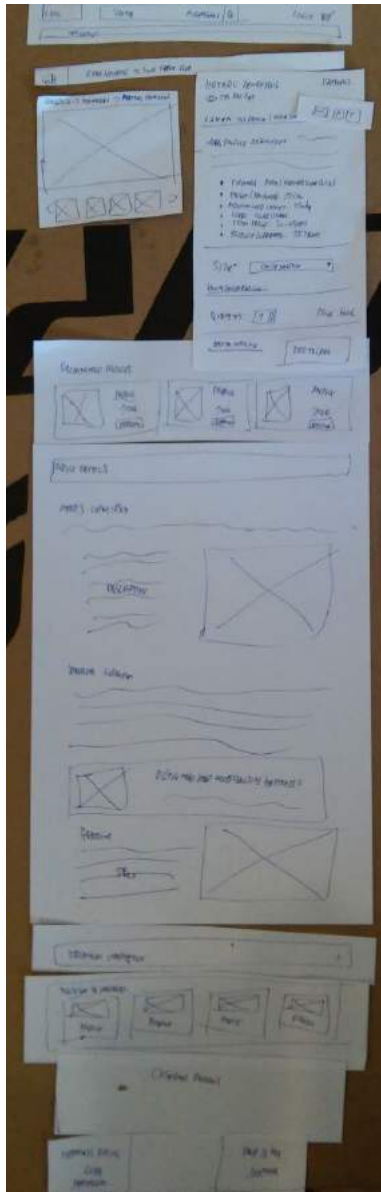
How did I do it

Before I started to sketch the website I defined elements that I will include at online store website. I will include following elements:

- **navigation** - effective and logic structure navigation is crucial for the online store, thank to comprehensible navigation user can get where he wants to go
- **logo -** a graphic representation of the company is a key element of Danexplus business and marketing strategy, a unique symbol that helps identify a company
- **search field** - used to quickly find a product at the online store
- **contact details** - customer service telephone and e-mail, so the customer may get in touch with company in case he needs any help, contact information on website also support trust in the online store
- **log in/sign up option** - a regular customer may create own account at the online store and save his delivery or payment information into account, a customer may save a mattress into wish list if he wants to buy the product later on
- **shopping cart** - serves to handle orders and payments at the online store
- **product itself** - well-presented product along with high-quality product photography and price
- **product information** - detailed information about product itself, mattress technical infomation
- **call to action buttons** - serve to guide the visitor through the online store into purchase decision and order a product from the online store
- **info about company** - story about company with core message, company's mission and vision
- **product photos** to support trust when customer shoping online, because online shoppers cannot physically see what they buy, touch or try the product they are interested in.
- **customer reviews** to increase online store credibility
- **certification** - to increase mattress credibility
- **delivery information** - serve to inform customer about delivery methods, price and time

value proposition that differentiate Danexplus online store from competitors:

- free shipping and returns
- 30 night trial
- 15 years product guarantee
- Help & FAQ section
- sign up for newsletter form
- luxury mattresses with health benefits
- high-end bedding
- orthopedic mattresses with health benefits

I started by sketching wireframes on paper.

Rough sketches of homepage

I defined the elements on the website according to current client's website, website of competitors and findings from my research. I wrote down on piece of paper each element of the website and then try to sort the information into a logical structure to ensure that information bind together and make a sense for customers.

Representation of homepage, category page and product page and the structure of information within them.

Wireframing helped me to plan the layout of website and interaction with an interface without being distracted by graphic and visual elements. I will use sketches and wireframe as a foundation of a building website mockup with colors, typography, photos and other visual elements.

Mockup

A mockup is a representation of the client's online store website, and shows the basics of its functionality. Mockups fill in the visual details (such as colors, typography, etc.) By looking at the mockup, you can get a good idea of how the final product will look and a rough idea of how it might function (even if the functions aren't yet working). A mockup can be considered as a high-profile visual design draft.
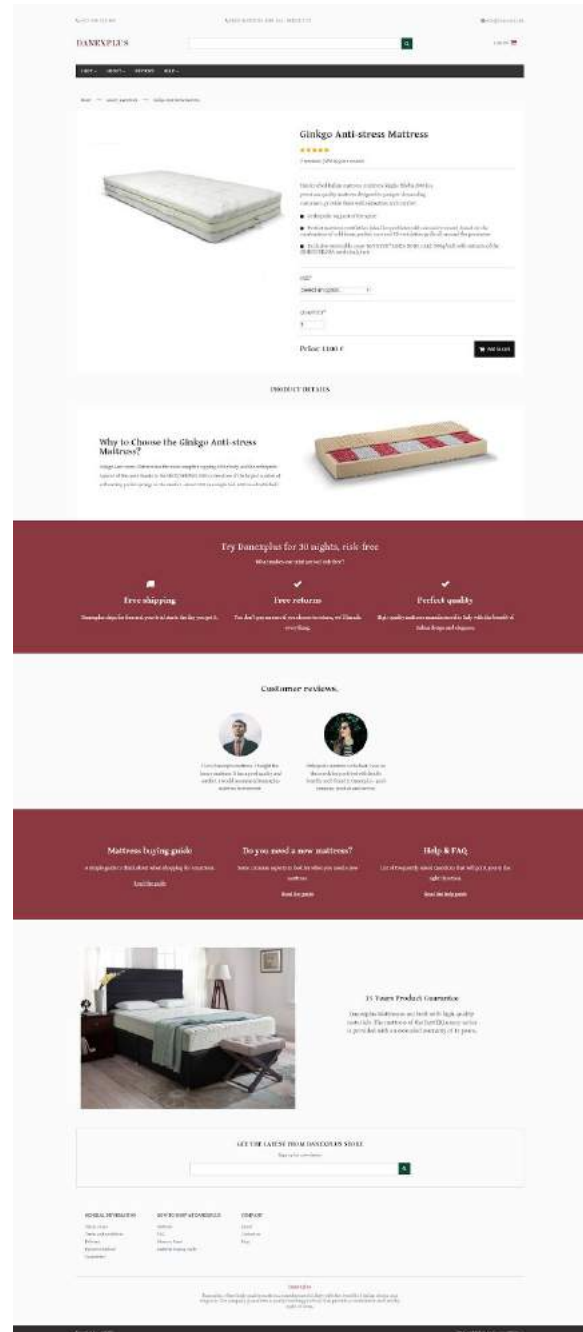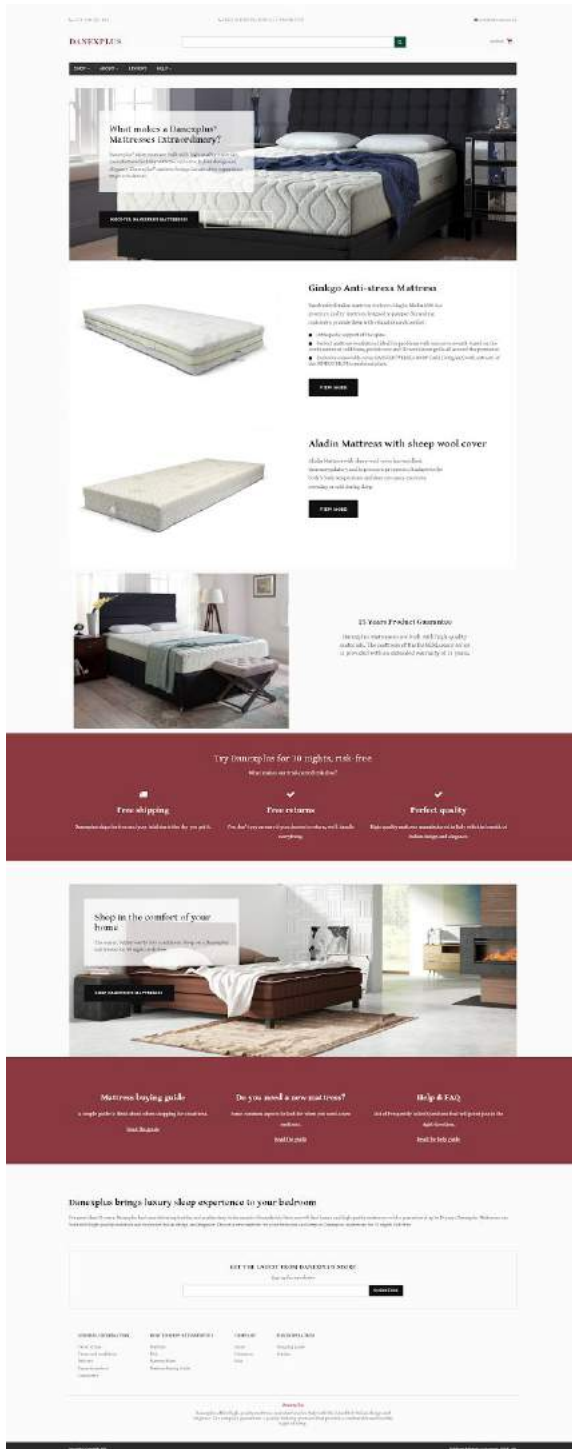
Screenshot of homepage and product page

Code process

The first step in the process of developing website was to map out the components of the site into HTML elements and write out the basic HTML structure. According final mockup I wrote content of the website into HTML elements. Then I styled the online store website with CSS styles according the visual represenation in the mockup. At the end I added jQuery script to make subpage with frequently asked questions interactive.

[You can find the prototype of the responsive online store website here.](#)

HTML

What is HTML?

HTML (HyperText Markup Language) is a language used to create documents on the web. HTML is meant for meaning and structure of a web page's content. HTML contains tags that organize and structure text, include images, create forms & tables, and link to other documents or web pages all across the Internet.

The basic syntax of HTML is made up of Tags, Attributes and Elements.

Example of HTML5 structure:

```
<!DOCTYPE HTML>
<html>

<head>
        <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
        <title>Your Website</title>
</head>

<body>
        <header>
                <nav></nav>
        </header>

        <section>
                <article>
                        <header>
                                <h2>Article title</h2>
                                <p></p>
                        </header>
                        <p></p>
                </article>
```

```
                    <article>
                          <header>
                                <h2>Article title</h2>
                                <p>></p>
                          </header>
                          <p>.</p>
                    </article>

        </section>

        <aside>
              <h2></h2>
              <p>.</p>
        </aside>

        <footer>
              <p>Copyright Your name</p>
        </footer>

</body>

</html>
```

I have used HTML5 to create a prototype of the online store website.

```
99     <div id="desktop_nav">
100         <div class="container">
101             <ul>
102                 <li class="dropdown">
103                     <a href="javascript:void(0)" class="dropbtn">Shop<i class="fa fa-angle-down" aria-hidden="true"></i></a>
104                     <div class="dropdown-content">
105                         <a href="luxurymattresses.html">Luxury mattresses</a>
106                         <a href="orthopedicmattresses.html">Orthopedic mattresses</a>
107                     </div>
108                 </li>
109                 <li class="dropdown">
110                     <a href="javascript:void(0)" class="dropbtn">About<i class="fa fa-angle-down" aria-hidden="true"></i></a>
111                     <div class="dropdown-content">
112                         <a href="trialperiod.html">30 Night Trial </a>
113                         <a href="ourstory.html">Our Story</a>
114                     </div>
115                 </li>
116                 <li><a href="reviews.html">Reviews</a></li>
117                 <li class="dropdown">
118                     <a href="javascript:void(0)" class="dropbtn">Help<i class="fa fa-angle-down" aria-hidden="true"></i></a>
119                     <div class="dropdown-content">
120                         <a href="faq.html">Frequently asked questions</a>
121                         <a href="guides.html">Guides</a>
122                         <a href="contact.html">Contact</a>
123                     </div>
124                 </li>
125             </ul>
126         </div>
127     </div>
```

An example of using HTML5 within my project - on the screenshot is a code of website navigation.

CSS

What is CSS?

CSS (Cascading Style Sheets) is a language used to create documents on the web. CSS is meant for the presentation of a web page's content, or rather, how a web page is meant to look. I can use CSS to modify any HTML tag, so as to deliver a branded experience in graphical browsers. Users accessing the pages with more primitive devices will still be able to understand and use the site. This is called graceful degradation.

CSS allows the author to specify formatting & presentation of HTML elements using CSS Style Rules.

Example of CSS code:

```
h1 {
        font-size: 21px;
        font-family: Arial;
        color: #000;
}
```



```
#logo {
    text-transform: uppercase;
    font-family: 'Old Standard TT', serif;
    font-weight: bold;
    color: #8a3940;
    display: inline-block;
    font-size: 1.6em;
    margin-left: 10px;
}

#cart {
    display: inline-block;
    float: right;
}

#cart .fa {
    color: #8a3940;
    font-size: 1.4em;
    margin-top: 5px;
}


.search {
    position: relative;
    color: #aaa;
    font-size: 16px;
    margin-top: 15px;
}

.search input {
    width: 100%;
    height: 32px;
    background: #fff;
```

An example of using CSS3 within my project.

Javascript/jQuery

What is Javascript/jQuery?

Javascript is an object oriented programming language that is primary used to enhance the behavior of a website or web application. jQuery is a cross-platform JavaScript library designed to simplify the client-side scripting of HTML.

Example of Javascript/jQuery code:

```
392    <script>
393    function openNav() {
394        document.getElementById("mySidenav").style.width = "250px";
395        document.getElementById("wrap").style.marginLeft = "250px";
396    }
397
398    function closeNav() {
399        document.getElementById("mySidenav").style.width = "0";
400        document.getElementById("wrap").style.marginLeft= "0";
401    }
402    </script>
```

An example of using jQuery within my project. On the screenshot is a code of side navigation.

PHP

What is PHP?

PHP is on of the most popular server side programming languages among web designers and developers because we can program directly in HTML code. PHP is a powerful tool for making dynamic and interactive web pages.

Example of PHP code:

```
32    <header>
33
34        <?php include 'contact-bar.php';?>
35
36        <?php include 'nav-bar.php';?>
37
38    </header>
```

An example of using PHP of include function.

The include statement takes all the code that exists in the specified file and copies it into the file that uses the include statement. Including files is very useful when I want to include the same PHP, HTML, or text on multiple pages of a website.

How I will use PHP?

Within scope of my project I developed an online store website with web technologies HTML5, CSS3 and jQuery. If I want to make a dynamic website with log in/sign up function, product catalog, administration system I need to use PHP. I can use it to design simple email forms or elaborate shopping carts that save past orders and recommend similar products. It can also deliver interactive forums and private messaging systems. PHP solves problems easier and faster that almost anything else out there. It is user-friendly and cross-platform.

If my web site will be small and simple, HTML/CSS is fine. On the other hand, if the content or structure of my e-commerce site is going to change frequently, I may want to consider an open source content management system (CMS) such as WordPress and Drupal. A CMS is software that allows users to add new web pages—or change content on existing pages— quick and easily. With a CMS in place, I won't need to worry about coding new content in HTML because the system will do it for me.

MySQL

What is MySQL?

MySQL is a free and open source relational database management system. It uses ASCII which stands for structured query language which allows me to easily manage and manipulate database information. I usually use phpMyAdmin to handle the administration of MySQL over the Web.

With PHP, I can connect to and manipulate databases. MySQL is the most popular database system used with PHP.

Example of MySQL code:

The SELECT statement is used to select data from one or more tables:

SELECT column_name(s) FROM table_name

How I will use MySQL?

I wiill use MySQL to store and retrieve data from blogs, photo galleries and content management systems . For example, blog software need to store the articles I write, and retrieve them when a visitor goes to my site. Similarly, photo galleries store information

about their pictures (for example, for sites that allow users to rate the photos, the numerical rating for each picture is stored in a database). Instead of reinventing the wheel and implementing their own system of storing and retrieving data, these software simply use the specialised database programs I mentioned earlier.

Usability testing

Upon completion of the website prototype, I ran a usability test with 2 users. The goal was to identify any usability problems. I told user testers to complete tasks such as: open the website and try to order a mattress, find the contact information to call a customer support and find an orthopedic mattress at the online store.

I observed the user testers how they completed the certain tasks. I have not found any usability problem.

Conclusion

In the last 6 weeks, I have gone through the process of redesigning client's website. My client Danexplus struggled with attracting customers to his online store. The goal of my project was to come up with a new solution based on client's strengths and make client's online store stand out in a crowd of competitors.

- Throughout my research that contained interviews with the target group, consumer survey, competitive analysis, and Better Sleep Council study I have found and determined client's target group that has a need to purchase company's products such as luxury mattresses with health benefits and orthopedic mattresses. I divided them into two segments high-income earners and a person with health or sleep issue.

- In the scope of my project, I have eliminated company's weakness regarding a non-responsive website. I designed and developed a new responsive website that is optimized for mobile devices and offers better user experience for online shoppers.

- I minimized company's threat regarding trying the mattress before purchase with 30 nights trial period in which a customer may return the product free of charge at any time without giving any reason.

- I have developed a new business strategy along with strong value proposition that will help Danexplus company outgrow their competition. I emphasized company strengths throughout the online store where I implemented following features that make a company and products attractive to customers.

- luxury mattresses
- orthopedic mattresses with health benefits
- 30-day trial period to test out Danexplus mattresses with money-back guarantee
- free shipping

- free returns
- 15 years product guarantee

- I designed and developed a responsive online store website with a fresh new look and with value proposition and company's strengths included on the website.

Within the scope of the project, I learned how to differentiate client's business from competitors and found a way to stand out from the crowd with the above-mentioned value proposition. Now, at the end of the project, I can say I successfully achieved my objectives. I conducted user and market research, developed a new business model with a unique value proposition and emphasis on client's strengths, specified target group, designed and developed a new responsive website and I met customer's needs with company's goals.

In the process of developing my final concept, I encountered challenges regarding clear definition of client's target group. The client itself did not know who the company creates value for and who is the company's most important customer. One of the reasons why my client was not clear about the target group is that company offers few mattresses also for a low-income segment that do not complement the main products that are luxury mattresses with health benefits and orthopedic mattresses.

For that reason, a potential customer may get confused when he enters the Danexplus online store because the value proposition on the website was not defined in a clear and comprehensible way. I have solved that challenge with the clear value proposition and core message implemented throughout the company's website and now it is clear for what the Danexplus company stands for and for whom the company creates value for.

To sum up my overall project experience, I would say that in the process I went throughout my project, I learned a lot of useful insights regarding defining target group, developing a business model with a unique value proposition for the online store, how to make a business stand out in a crowd of competitors and how to design and develop an online store website that meets customer needs and offer a good user experience when a user interacts with the website.

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List of literature used in the process
[Don't Make Me Think (Steve Krug)](#)
[Shopify guides](#)
[User Experience Design (Smashing magazine)](#)

Appendix

[Interviews](#)
[Competitive research](#)