

Stork Stack Project Summary

Background:

Stork Stack selects high-quality products to deliver monthly to babies and Moms. New Mothers and working mothers are incredibly busy, and Stork Stack takes the initiative to complement a busy schedule by delivering new and reliable products directly to the consumer.

The monthly subscription service allows Moms to have simplicity and the best products. Hand-picked Stacks are created each month and delivered to your doorstep. Each Stack contains \$50+ worth of products for only \$28 per month. The product line also consists of on-demand Baby Shower Stacks and other curated themes which make the perfect gift for expecting Mothers.

Their goal is to help members experience new brands and products, while having access to exclusive deals and offers from companies they trust.

Challenge:

Design a user friendly application that allows clients to understand the overall message of Stork Stack. Clients should be able to purchase Stacks from within the application and stay current with the latest news and updates from Stork Stack.

Solution:

By analyzing how parents purchase products and structure their daily personal activities around their children's schedules, I was able to

identify 5 user types and create personas tailored to these individuals.

To build engagement into signing up and purchasing items from within the application, I designed quick and simple paper prototypes and allowed users to identify the words and themes which they would build the application around.

The Stork Stack mobile application was designed with parent and child in mind. Parents gravitated towards designing a system towards social engagement and trusted affordable products.

“My family is my most important priority. I need to be able to purchase items for my baby from a reputable company who I can trust to.”

Emily Parker
Parent Persona
Stork Stack Mobile Application

A persona for Emily was created after identifying the: passive career oriented stay at home mother user type

Demographics Summary	
Age	36
Gender	Female
Occupation	Mother, Stay at home wife, Blogger
Location	Oregon
Children*(ages?)	Molly (11 months), Greyson (3 years)

Shopping and Purchases	
In Person	Difficult to shop in peace due to two young children and primary responsibilities. Happens rarely , usually when accompanied by another party who can help watch children while browsing . Reserved for groceries and necessities (items for children, presents, etc.)

Shopping and Purchases	
Online (Laptop/Desktop)	Primary means for shopping. Easiest method for being able to watch children and simultaneously browse . Most efficient for being able to look up information about products and compare different items. Price is important and being able to find deals is convenient . Returning items is a hassle .
Online (Ipad/Tablet)	Supplements laptop usage, it's nice to be able to browse trusted sites without having to be on a computer especially when running around with the kids. Appreciates sites such as Gilt where products can be purchased within the application
Online (Cellphone/Smart Device)	Cellphone is constantly nearby. Prefers larger screens for shopping and browsing but enjoys the convenience factor. Especially when it's a quick purchase that doesn't need to require much thought.

Background:

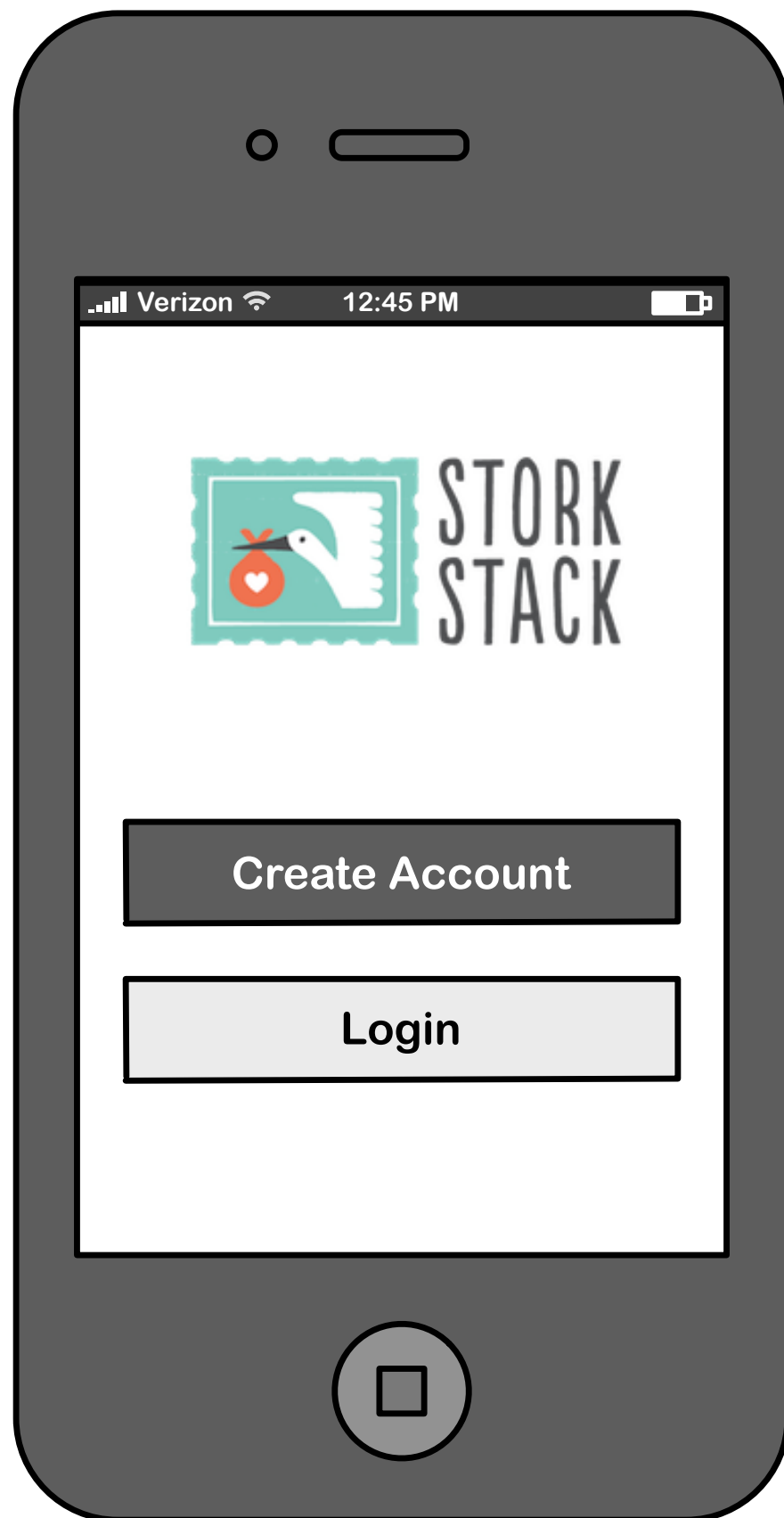
Emily grew up in Akron, Ohio with her three sisters and one brother. She is the middle child and her youngest memories are spending time helping her mother take care of her siblings. She moved to Iowa to attend the University of Iowa and graduated with a Bachelors in Marketing. She met her husband Richard, a Software Engineer during her last year of school. Together the couple moved to Oregon where they married after three years of dating. After the first year of marriage they had there first child, Greyson followed by Molly.

Business Career:

After graduating and moving to Oregon, Emily began her career as a Blogger. Her content is targeted towards young and busy adults. She posts quick and simple recipe tips, convenient excursions, and gives advice about life and relationships to her readers. After her two children were born, Emily steered her blog towards including parenting tips and reviewing products for children.

About:

Emily's day begins with making breakfast for the children and her husband. She proceeds by dropping Greyson off at preschool and organizing the house with Molly. During mid-morning, while Molly takes a nap, Emily charts out her blogging topics for the coming week. By charting out content in advance, she is able to plan and release posts on a frequent schedule to keep her readers engaged. Most of her work is done on her laptop and iPad, but she primarily uses her cellphone to snap photos for her posts



Account Creation and Details include incorporating information about the Child as well as the Parent

Verizon12:45 PM

Account DetailsCancel

Personal Information

Child Info

Date of Birth/Expected Due Date

__ / __ / __

Name (optional)

Male

Female

Neutral

Shipping Address

February	17	2009
March	18	2010
April	19	2011
May	20	2012
June	21	2013

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BackStorkStack



Account Details

Logout

Verizon 12:45 PM

Account Details Cancel

Shipping Address

first name

last name

shipping address (line 1)

shipping address (line 2)

city

State ▼ zip

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Account Details Cancel

Credit Card

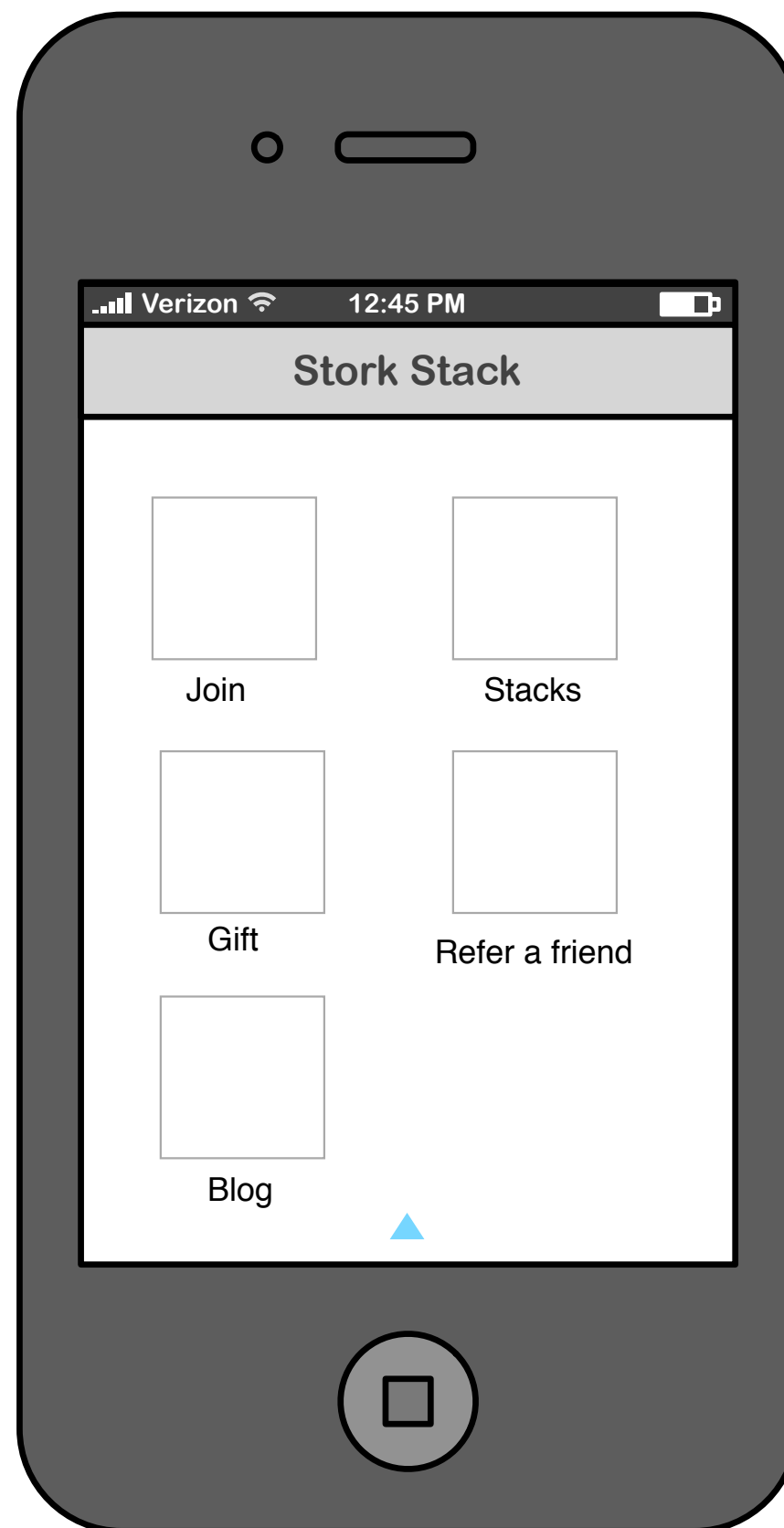
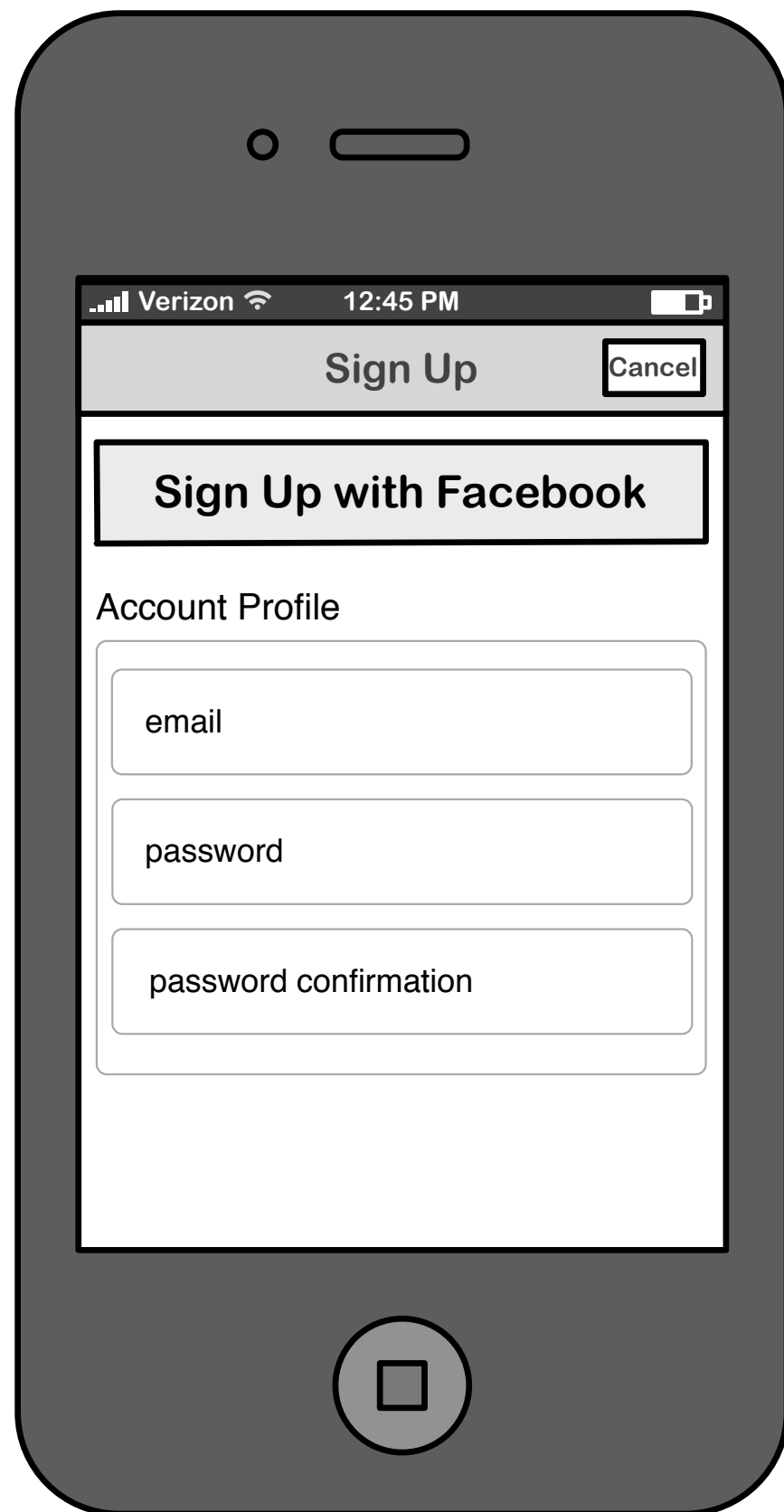
Scan Your Card

Credit Card Number

Expiration Date
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Save

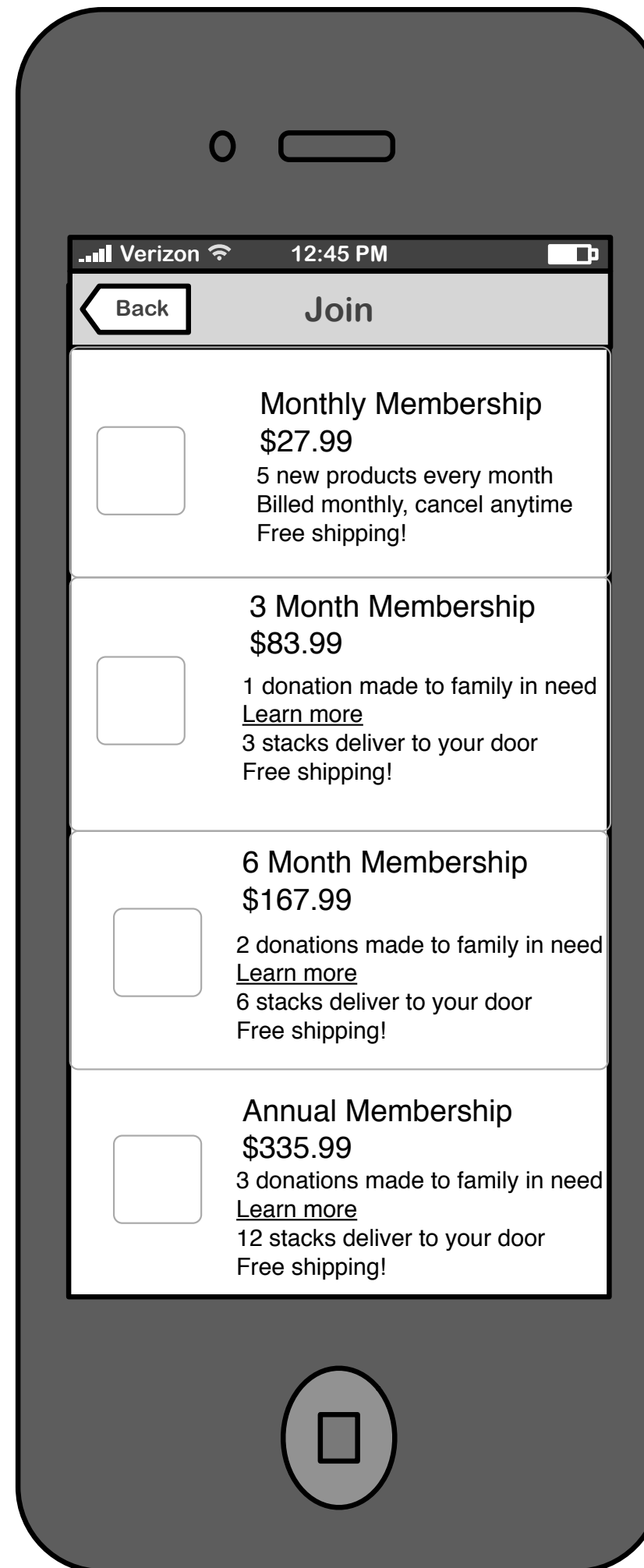
**Details are automatically
saved to increase
convenience**



Join: Memberships are able to be viewed and Purchase

Stacks: Display the various types of Stacks. Items from previous Stacks are on display. Clients are able to order Stacks based on their current membership

Gift: Shower Stacks and Regular Monthly Stacks are available to be gifted to expecting and new parents



Members are able to view there membership options and purchase the selection that is most convenient for there lifestyle.

Price is clearly displayed as well as shipping details. Potential shipping costs were identified as point of concern.

