

Advanced Topics

JUSTIN VENERACION

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Design Brief

Problem

There is a lack of focus on post purchase experience in e-commerce.

PROPOSED SOLUTION

Create a conceptual digital product to generate a better post purchase experience.

Note

Including all the different types of products and services to demonstrate the idea behind the conceptual product will create too many variables and thus, rendering the whole thing intangible. With that said, focusing on an industry like clothing retailers will be enough to represent the planned intention

Features of the product

- Ability to collect coupons and notify the users about it's details
- Gathering all items on a wish basket throughout every online retailer account
- Detailed Shipping information especially including customs
- Return Policies
- Stock count
- Recommendations to what to wear the product with
- Transparency of the product
- Reviews

Competitive Analysis

COMPANY

EVERLANE

American online clothing retailer based in San Francisco.

STRENGTHS

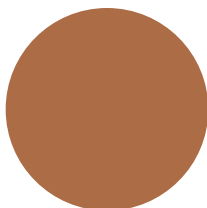
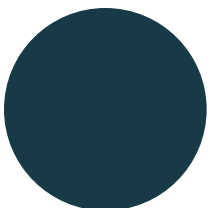
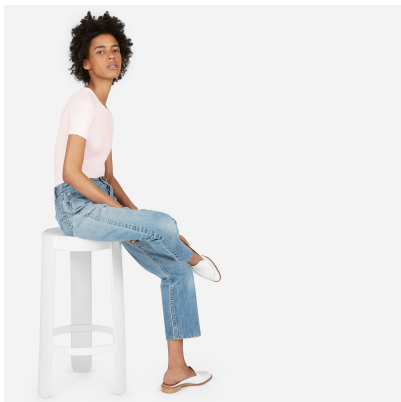
Their low prices and their transparency strategy. The business strategy is based on cutting the middleman to cut costs. With that being said the prices are generally fair. for example a men's crewcut sweater is \$65CAD + Shipping and taxes. For what the quality is made for, the sweater is built better than sweaters that are in the same price range.

WEAKNESSES

Their low selection of clothing and their focus on essential clothing (plain t-shirts, and plain chinos) does not make them stand out from other retailers.

WHAT TO GAIN FROM THEM

What makes Everlane stand out is their transparency of clothing. Each article of clothing is meticulously documented from the facility it's made down to the shipping cost. This information provided by Everlane gives the consumer a sense of honesty and loyalty.



Competitive Analysis

COMPANY

AMAZON

e-commerce and
cloud computing company

STRENGTHS

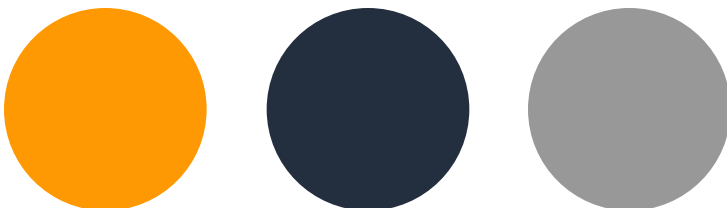
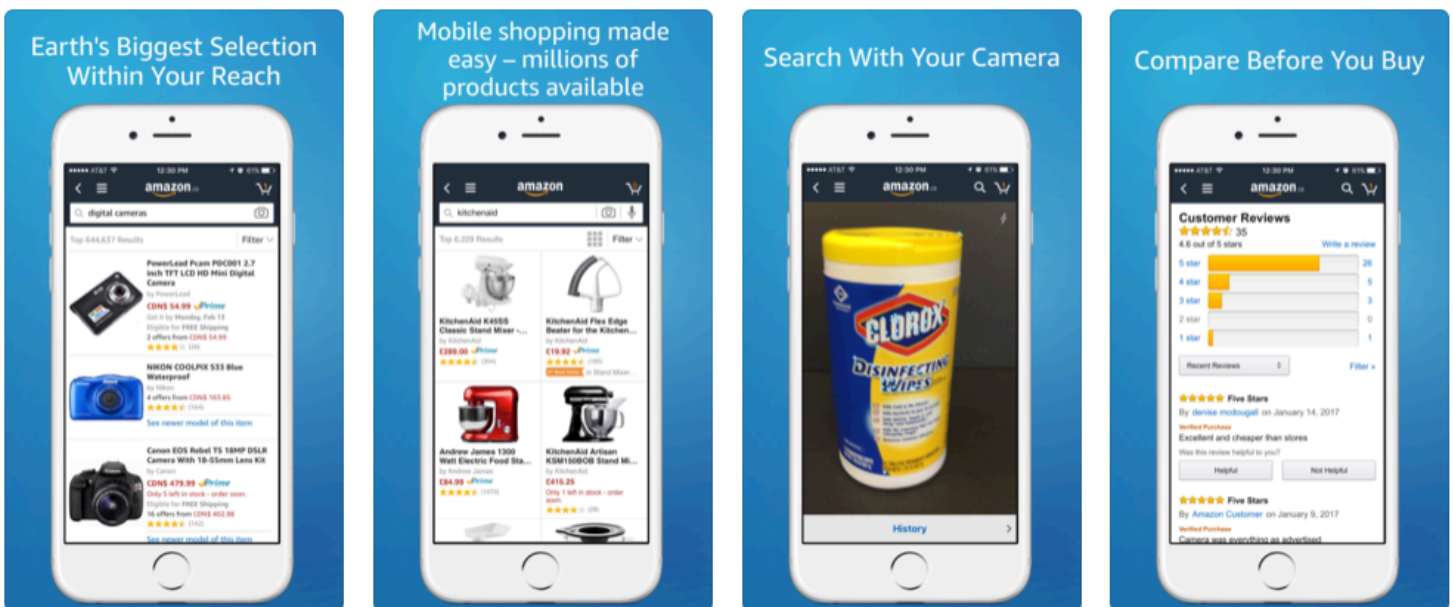
Fast and reliable shipping, return policies,
customers service basically all of the above.

WEAKNESSES

N/A

WHAT TO GAIN FROM THEM

There is no need for an introduction for a company like Amazon. The reason why Amazon is chosen to be one of the competitors is because of their fast shipping protocol.



Competitive Analysis

COMPANY

ARRIVE BY SHOPIFY

Package Tracker app

STRENGTHS

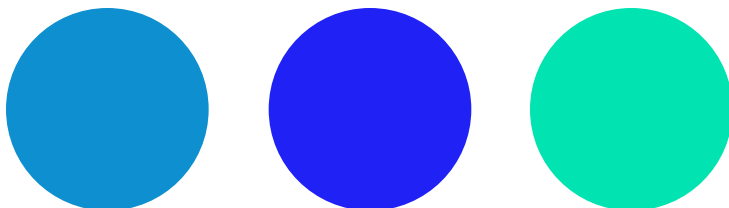
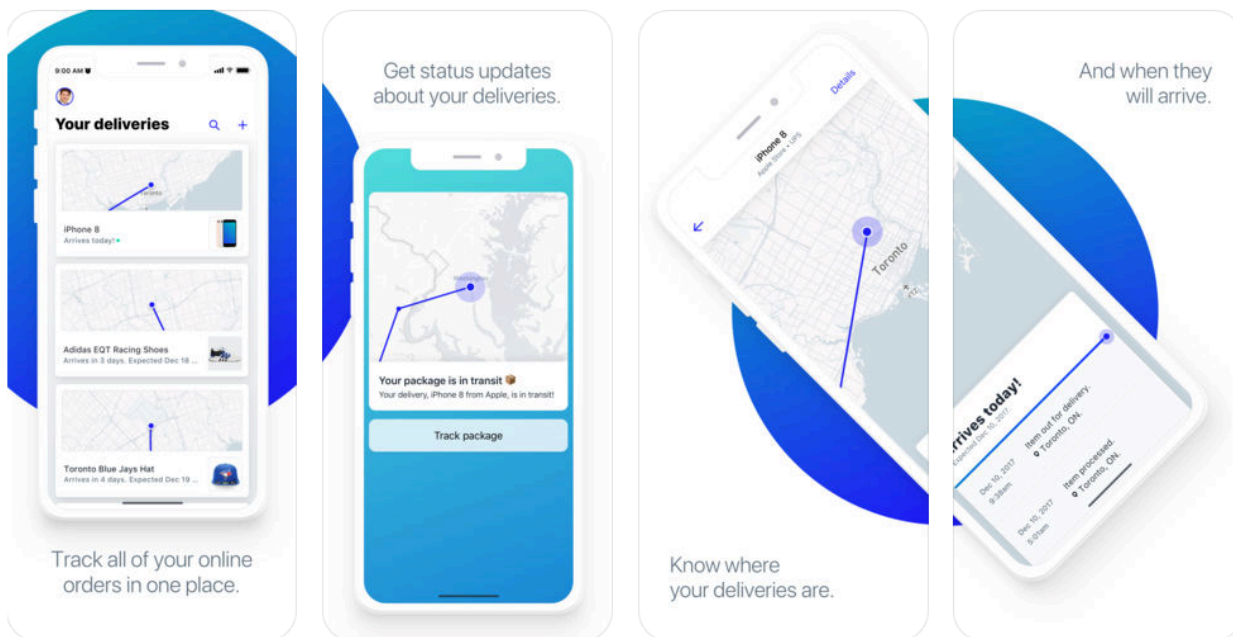
A quick and simple way to gather all the packages that you are tracking right from your email

WEAKNESSES

There's not enough information or features in the app.

WHAT TO GAIN FROM THEM

The simplicity of their app and the ease of collecting all your tracking information in one go. this feature could be replicated into the product.



PERSONAS



Name: Dustin Vanerate

Occupation: University Student

Age: 22

GOALS

Finding a best fitting design agency or product company that will help him grow as a designer and a person

Exercise creativity outside design like: Illustration, photography and etc..

BEHAVIOURS

Shops 90% of the time online

Somewhat follows the trend

Looks for deals most of the time

PAINPOINTS

Shops too frequently leading to some of the items bought online to be impulsive

Quickly purchases items due to the fear of going out of stock

PERSONAS



Name: Wendy Cloverfield
Occupation: Senior Designer
Age: 32

GOALS

Travel to all the continents

Find a bigger role in the creative field

BEHAVIOURS

Only buys clothing when she absolutely needs to

Despite not following the trend, she still radiates her style in her own way

Almost exclusively purchases articles of clothing when its on sale

She will pay any price if the deal is absolutely on her side

PAINPOINTS

Ends up not purchasing good deals because she waits too long

She regrets buying some of her clothing articles because she bought it because it was on final sale

PERSONAS



Name: Jack Myers

Occupation: General Contractor

age: 45

GOALS

- * Keep wife and children happy
- * Have a less labour intensive working hours

BEHAVIOURS

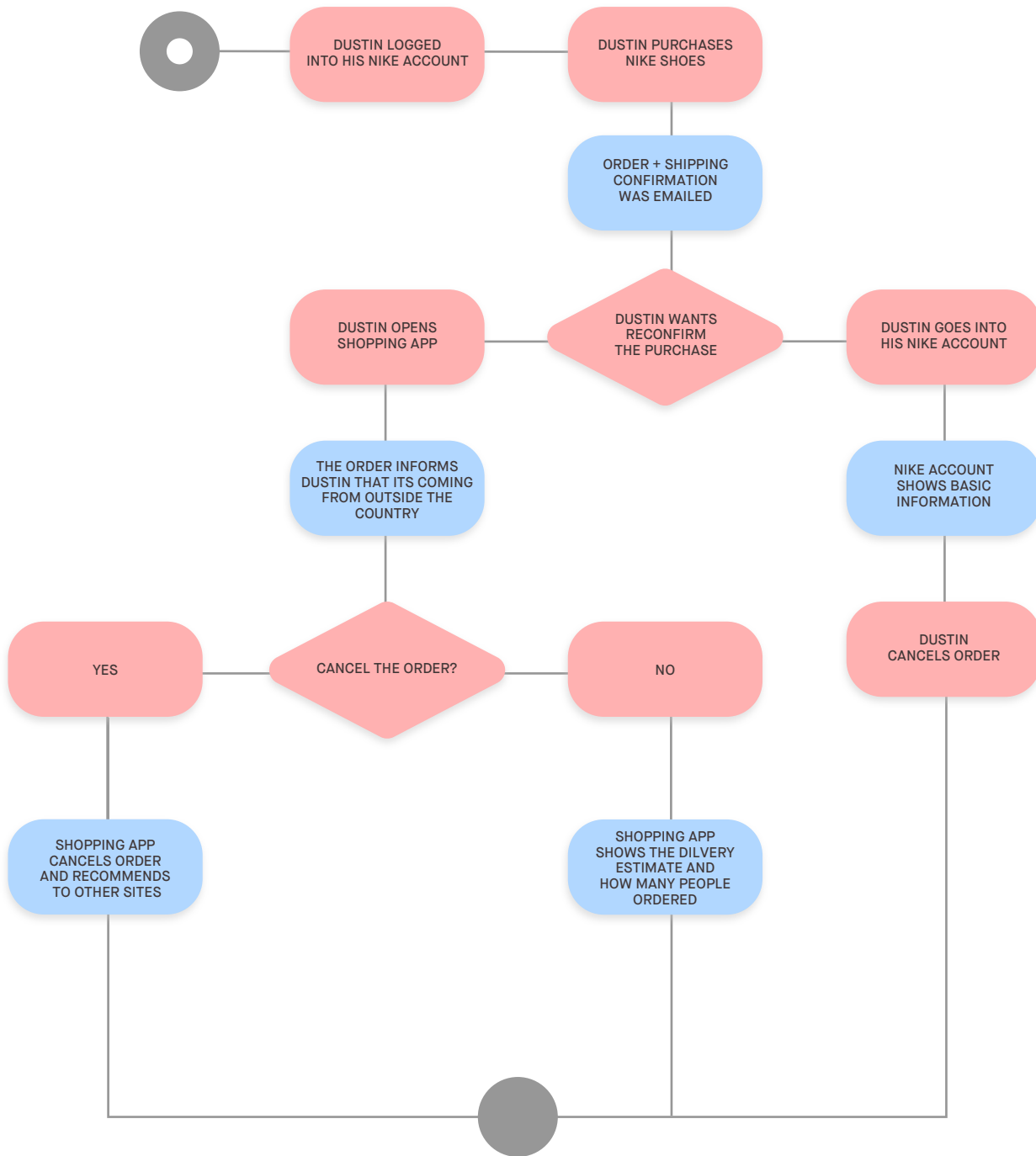
- * Mostly buys clothing in person but due to lack of time, he's trying to order more online
- * quite hesitant buying clothes online because he prefers to try on the clothing and feel the material.
- * A little dubious about shipping costs.

PAINPOINTS

His clothing of choice is very inconsistent, that means that he usually ends up buying the wrong sizes

USERFLOW 01

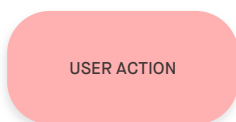
DUSTIN FINDS OUT THAT HE HAS WAS ABOUT TO GET CHARGED BY CUSTOMS AND BROKEAGE FEES



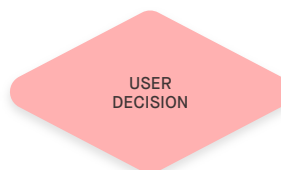
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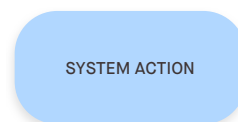
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USER ACTION



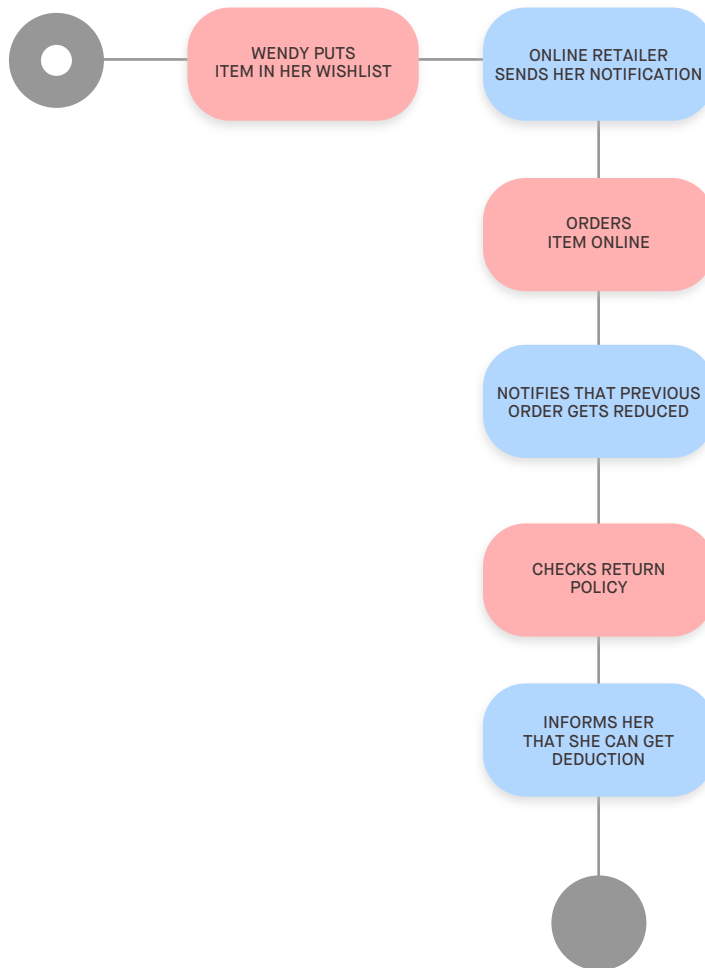
USER DECISION



SYSTEM ACTION

USERFLOW 02

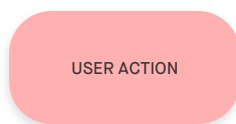
DUSTIN FOUNDS OUT THAT HE HAS WAS ABOUT TO
GET CHARGED BY CUSTOMS AND BROKEAGE FEES



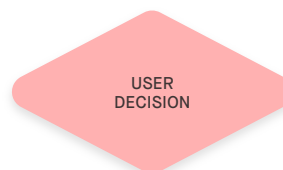
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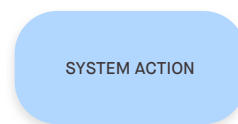
END



USER ACTION



USER
DECISION



SYSTEM ACTION