

Advanced Topics

JUSTIN VENERACION

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Design Brief

It's no question that persuading consumers to purchase products and services is the main focus in marketing (duh). There are countless of strategies, research, techniques, and etc on how to sell goods. Now with that being said, let's step back and give this a little quick thought: How come there's not a lot of focus on the post purchase experience? It seems to me—though my personal experience—that there isn't a lot of T.L.C. (tender, love and care) after we give our money away to these companies. Why so?

One of the biggest things that we should consider exploring is the post purchase dissonance or also known as "buyer's remorse" according to this random article I found on google, buyer's remorse is essentially a post purchase phase when a customer's mind is on a state of "doubt", "guilt" and question their recent purchase. Usually, this displeasurable experience happens when a big purchase is made—unless you're extremely frugal that you get buyer's remorse for buying french fries or something.

Looking back to our question before, how do we decrease this feeling? Is there a way to keep consumers happy after a purchase? And the answer is yes, of course there are. Tons of them actually. But right now, let's focus on the online shopping experience because after you click that confirm order button, there really isn't anything we can do other than check on that tracking shipment page every 2 hours.

I read a very interesting article on the Shopify blog about how our brains go through a dual process. It is a theory that our minds go into two different systems of thinking; the first system is our emotional rationality (it usually hits us quick and hard) and right after that is the logical system. Let me explain, for example, when we are buying a product—let's say a pair of shoes, we get triggered emotionally. We get excited, we get visually simulated, and etc. After all that rollercoaster of euphoric blast of dopamine thinking about how fire those shoes are going to look on your feet, and all of a sudden, our minds says: "hold on, what about your rent? I swear, did you just buy a pair of shoes last week? Like dude, they're not even that lit though". This dual process is how we decide if we should buy a product or not—sort of like that classical imagery of an angel and a devil arguing over your shoulder.

me 20 minutes after ordering a package online



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

AMAZON

e-commerce and
cloud computing company

STRENGTHS

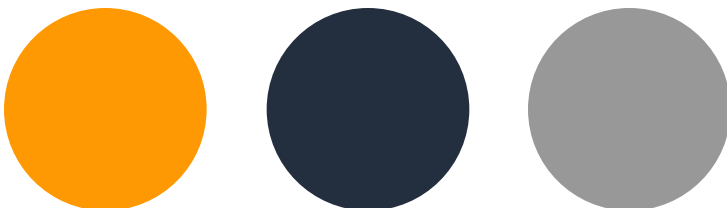
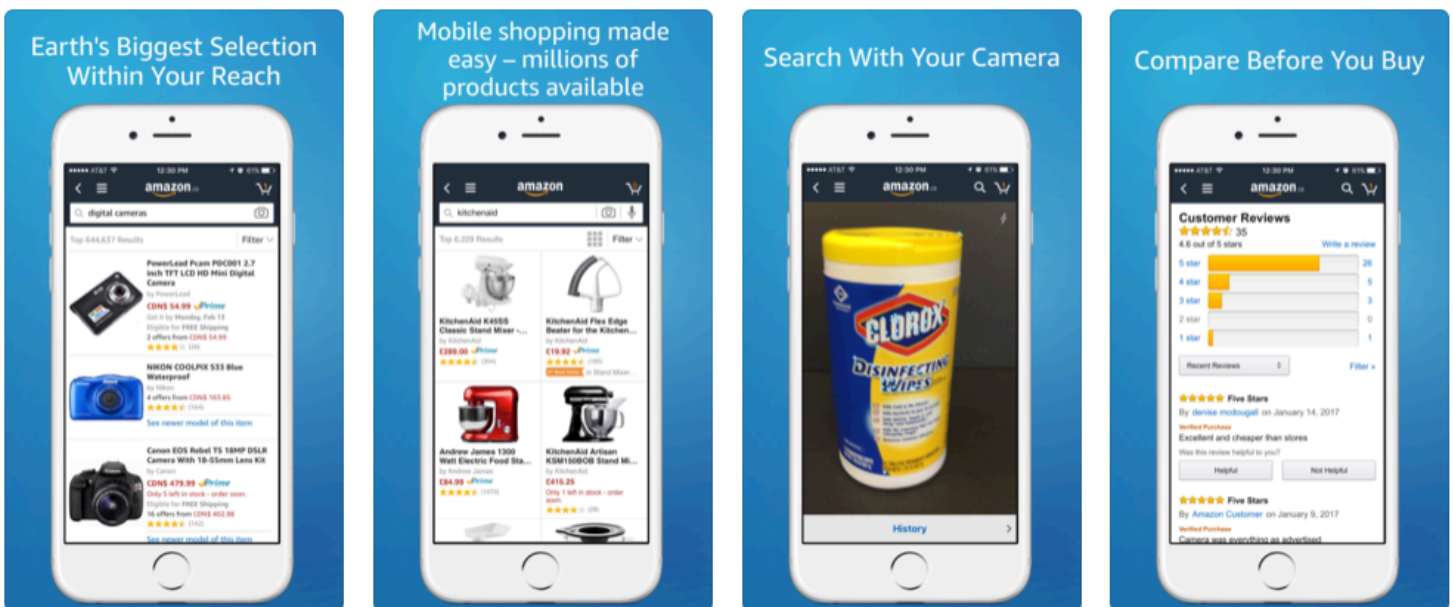
Fast and reliable shipping, return policies,
customers service basically all of the above.

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

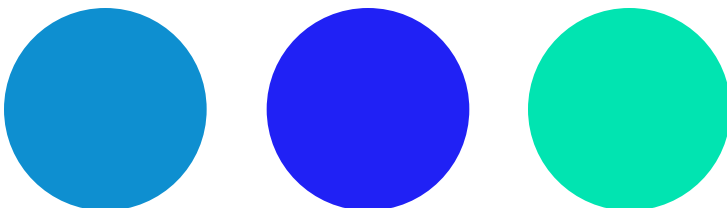
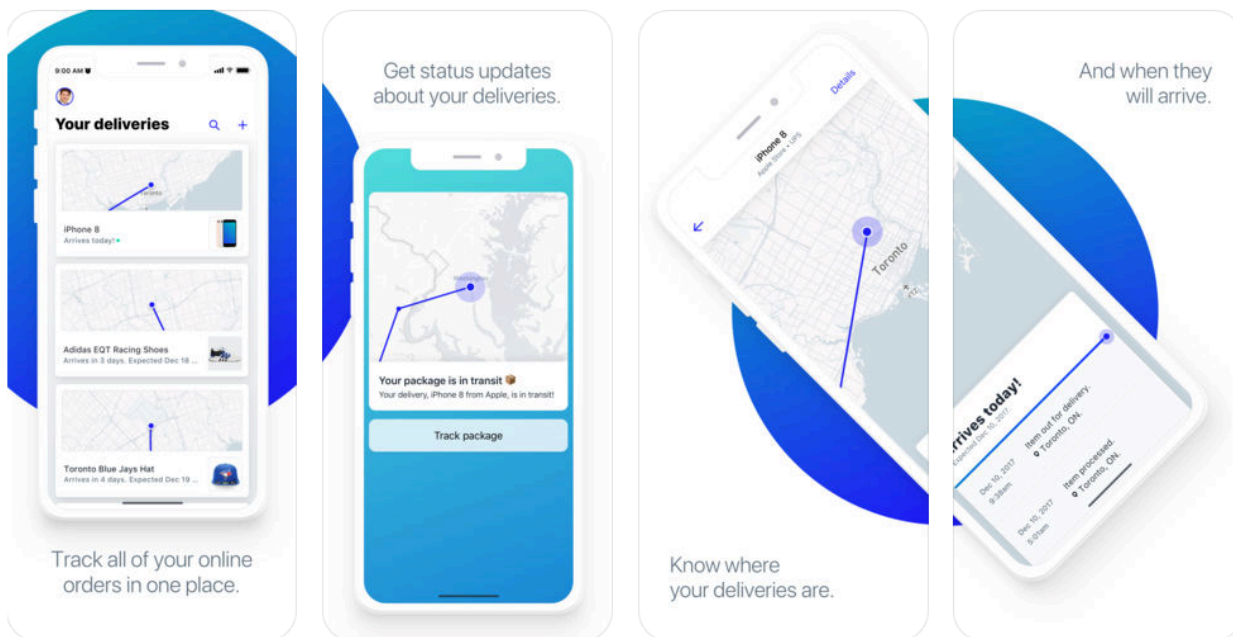
A quick and simple way to gather all the packages that you are tracking right from your email

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.



Competitive Analysis

COMPANY

EVERLANE

American online clothing retailer based in San Francisco.

STRENGTHS

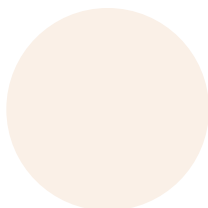
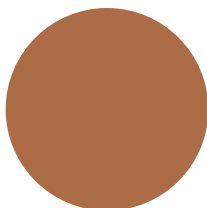
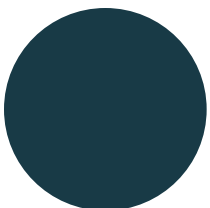
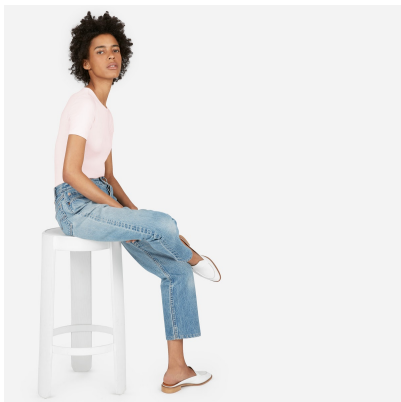
Their low prices and their transparency strategy. The business strategy is based on cutting the middleman to cut costs. With that being said the prices are generally fair. for example a men's crewcut sweater is \$65CAD + Shipping and taxes. For what the quality is made for, the sweater is built better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



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

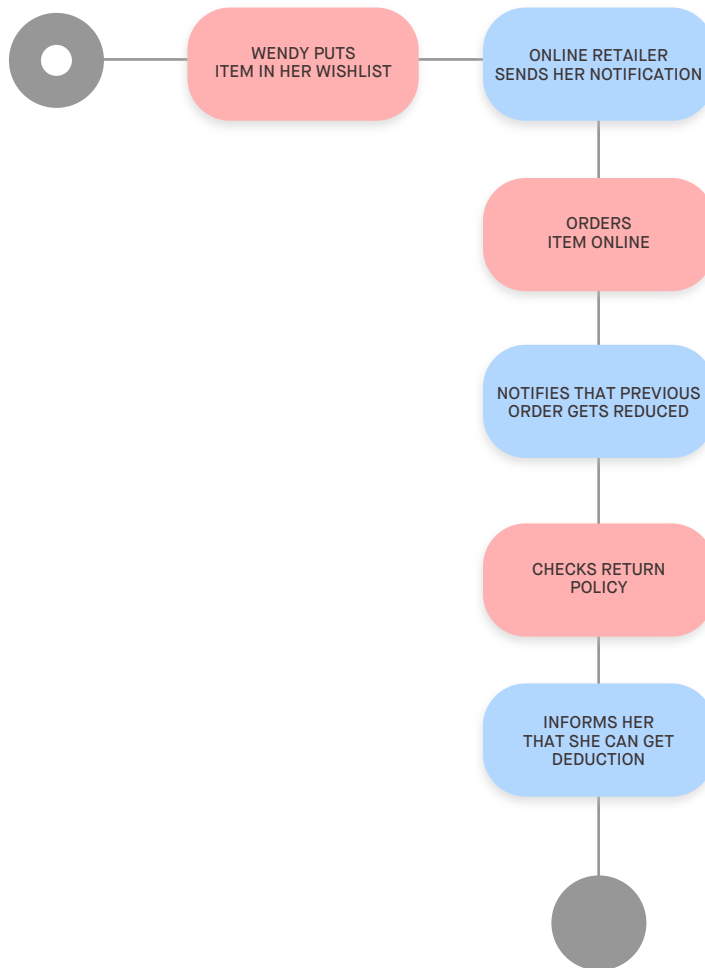
- * Mostly buys clothing in person but due to lack of time, he's trying to order more online
- * quite hesitant buying clothes online because he prefers to try on the clothing and feel the material.
- * A little dubious about shipping costs.

PAINPOINTS

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

USERFLOW 02

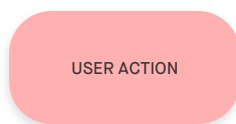
DUSTIN FINDS OUT THAT HE HAS WAS ABOUT TO
GET CHARGED BY CUSTOMS AND BROKEAGE FEES



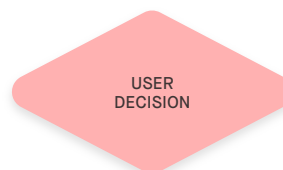
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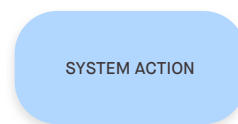
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USER ACTION



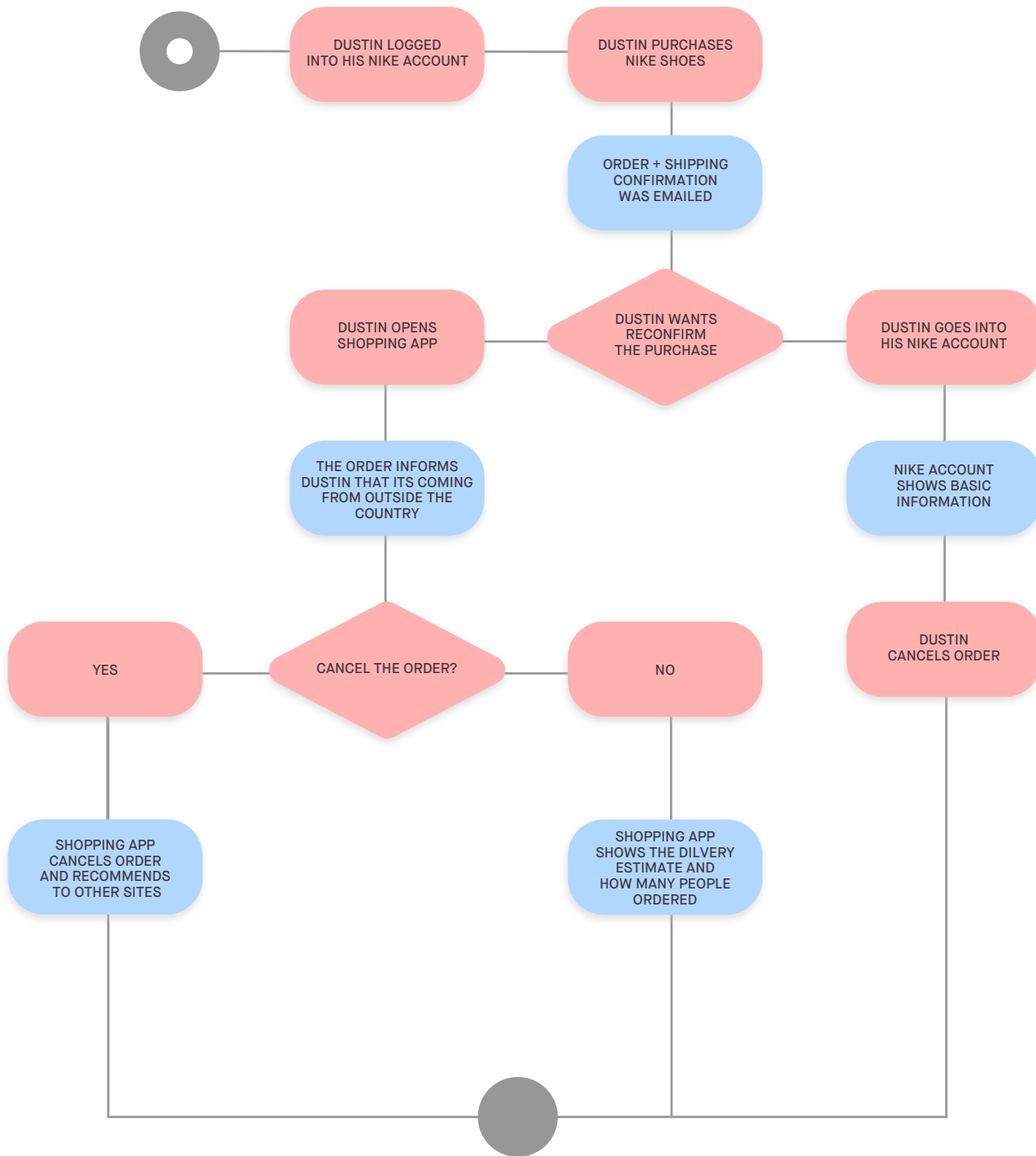
USER
DECISION



SYSTEM ACTION

USERFLOW 01

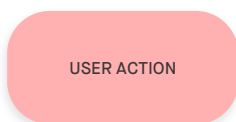
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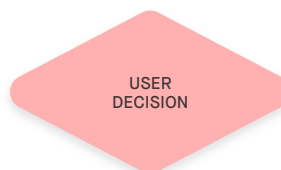
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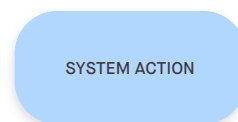
END



USER ACTION



USER DECISION



SYSTEM ACTION