

Q2 Personas: Based on your project proposal, derive up to three personas. Describe them as we discussed in class.

Persona1:

Vicky, a 25-year-old international computer science student studying at a university in Toronto, embodies a blend of technological passion and practicality. Hailing from Beijing, China, she sought academic opportunities in Canada to further her expertise in the field. Fluent in Mandarin, English, and with a basic grasp of French, Vicky navigates the diverse landscape of online shopping platforms to meet her needs as a tech-savvy student. With no access to a car, she relies heavily on online shopping for convenience and accessibility. However, she often finds mainstream platforms like Amazon to be too pricey for her student budget and platforms like eBay too uncertain in terms of product quality. Seeking affordable yet innovative solutions, Vicky turns to ShopSmart, a platform catering to emerging businesses and offering a curated selection of products tailored to the needs of students like her. With ShopSmart's assurance of quality and competitive pricing, Vicky can confidently explore new gadgets and innovations while staying within her budget constraints, aligning perfectly with her goals as an international computer science student.

Persona2:

Alien, the visionary CEO of Idress, hails from a lineage deeply rooted in the fashion and luxury goods industry, fostering his innate passion for design. Armed with a degree in fashion design from New York University and fueled by entrepreneurial spirit, Alien co-founded Idress during his college years. Specializing in apparel and accessories known for their high-quality craftsmanship and contemporary style, Idress faced the challenge of penetrating a competitive market without compromising its brand image. Rejecting platforms like eBay to maintain brand integrity and recognizing the daunting competition on Amazon, Alien strategically opted for ShopSmart. Leveraging ShopSmart's youthful user base and established platform, Idress swiftly ascended to prominence among similar products, showcasing Alien's foresight and ShopSmart's efficacy in amplifying the brand's visibility and appeal. Through this alliance, Idress not only found its niche but also cemented its status as a frontrunner in the fashion industry, captivating customers with its innovative designs and unparalleled value proposition.

Persona3:

Bob, the astute manager overseeing product and brand management at ShopSmart. Armed with a dual bachelor's degree in Data Management and Financial Management from Boston University, Bob brings a wealth of knowledge and expertise in both management principles and data analytics to his role. With a keen eye for detail and a knack for strategic decision-making, Bob plays a pivotal role in shaping ShopSmart's product offerings and enhancing its brand image. Leveraging his profound understanding of data management, Bob ensures that ShopSmart's product portfolio aligns seamlessly with market trends and customer preferences, driving growth and innovation within the platform. Bob's analytical prowess extends beyond mere observation; he meticulously analyzes data to derive actionable insights, which he then

adeptly channels back to the brand team. This feedback loop enables ShopSmart to continuously refine its product strategy, optimize marketing initiatives, and deliver unparalleled value to its customers. Committed to delivering exceptional value and fostering customer satisfaction, Bob's dedication and proficiency contribute to ShopSmart's continued success in the competitive e-commerce landscape.

Q3 Scenarios: Again, based on your project proposal, create at least two scenarios using the product you will create and the personas above.

Scenario1:

One day, Vicky wanted to attend a dance party and decided to shop online for a dress. She opened ShopSmart and noticed that Idress was experiencing high sales on the platform. Intrigued, she navigated to the brand's page and began browsing through their collection. Spotting a beautiful white dress, she was immediately drawn to it and found the price to be quite reasonable. Without hesitation, she made the purchase and received the dress within just five days.

On the night of the party, Vicky wore her new dress and instantly became the center of attention. Her stunning attire caught the eye of many other attendees, who were eager to know where she had found such a gorgeous outfit. Proudly, Vicky shared her shopping experience with them, praising ShopSmart for connecting her with Idress and invited them to explore the platform themselves. This scenario highlights how ShopSmart not only fulfills Vicky's need for convenience but also serves as a platform for her to discover and share fashionable finds with her peers.

Scenario2:

At ShopSmart, Idress has built a sterling reputation for its exceptional customer service, evident in its meticulous attention to detail and proactive approach to customer satisfaction. When Vicky placed an order for a white dress, Idress went the extra mile by not only ensuring the quality and quantity of her entire purchase, including a scarf, jeans, and shoes, but also surprising her with a complimentary pair of socks as a gift. Despite their efforts, Vicky found the white dress slightly too long, prompting her to provide feedback on the sizing discrepancy. Acknowledging her input, Idress promptly reached out to Vicky to gather more insights and discovered a pattern of similar feedback from other customers facing sizing issues.

In response, Idress demonstrated its commitment to continuous improvement by actively considering Vicky's feedback and those of other customers. By recognizing the recurring XS sizing concern, Idress initiated plans to reassess its sizing standards to provide a better fit for its diverse customer base. This scenario illustrates Idress's dedication to fostering customer loyalty through genuine care and responsiveness, showcasing how feedback-driven decisions can lead

to meaningful enhancements in product offerings and overall customer experience on the ShopSmart platform.

Q4 User Stories: Also based on your project proposal, create at least four user stories using the personas and scenarios above. Make sure they are in the conical form discussed in class.

Story1:

As a tech-savvy student like Vicky, I wanted to easily discover and shop for Idress's stylish apparel options on ShopSmart so I could stay stylish within budget constraints.

Story2:

As a fashion brand like Idress, I wanted to ensure that my clothing line was seamlessly integrated into ShopSmart so that I could attract a diverse user base and increase brand awareness and sales.

Story3:

As a Customer Service Representative for Idress, I expect any customer feedback or issues regarding product quality or size to be addressed and resolved promptly in order to maintain high customer satisfaction and loyalty.

Story4:

As a data-driven manager at ShopSmart, I hope to analyze user feedback and purchasing patterns to identify popular products and trends in order to optimize product recommendations and marketing strategies to enhance user experience and drive sales.

Q5 Using the method of highlighting phases in the scenarios above, identify at least four features in your product. How will your team avoid feature creep and stay focused to the personas, scenarios, and user stories you define?

Four Features Identified:

Seamless Integration for Fashion Brands:

As seen with Idress, ShopSmart provides a platform for fashion brands to showcase their products, leveraging a youthful user base to increase brand visibility and sales. This feature supports personalized shopping experiences and brand discovery.

Customer Feedback and Quality Management:

Highlighted by Vicky's experience, the platform encourages and manages customer feedback, using it to improve product offerings and ensure customer satisfaction. This includes addressing quality and sizing issues based on real user experiences.

Personalized Product Recommendations:

Drawing from the user stories and scenarios, ShopSmart uses data analysis to offer personalized product recommendations, optimizing user experience and driving sales by aligning with customer preferences and trends.

Comprehensive Customer Service Management:

This involves managing customer interactions, from feedback to resolving issues, ensuring a high level of customer satisfaction and loyalty. It's particularly relevant for maintaining the quality of service and product offerings, as demonstrated by Idress's proactive customer engagement.

Strategies to Avoid Feature Creep:**Align Development with Personas and User Stories:**

Continuously refer back to the personas and user stories, like those of Vicky, Alien, and Bob, to ensure that new features align with the real needs and challenges of your user base.

Prioritize Based on Value and Relevance:

Evaluate potential features by their ability to address the core needs highlighted in your personas and scenarios. Focus on what delivers the most value to your primary users.

Implement a Rigorous Review Process:

Before adding any new feature, conduct a thorough review to assess its impact on the current development cycle, user experience, and overall project goals. This can help in making informed decisions about what features to pursue.

Foster Open Communication: Encourage ongoing dialogue among team members, stakeholders, and potentially users, to gather insights and feedback. This can help in identifying essential features and avoiding unnecessary ones.

Set Clear Milestones and Objectives:

Define clear project milestones and objectives that focus on delivering a minimum viable product (MVP) that meets the core needs of your personas. Use these milestones to keep the project on track and resist the temptation to add features that don't serve the MVP.