



Case Study Project

YOUtensils

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Nkau Yer Lor

Our Website - YOUtensils



Our website/app that we are creating is called YOUtensils. YOUtensils sells all kinds of writing instruments that include a variety of pens, pencils, markers, and also a small section of stationery items. The products that we sell will come in sets of different colors and shades. Customers have the choice of purchasing our writing utensils individually, in sets, and can also order in bundles if they need larger quantities. Because the focus of our website/app is on writing utensils, we want to offer a small section of stationery items too. Examples of stationery items will include products such as writing pads, staplers, scissors, washi tape, sticky notes, etc. This section is important because it pairs well with writing utensils and not offering that section wouldn't complement our main products. The stationary products that we are selling, it is made from materials that will make the product durable, sturdy, and long-lasting.

We are also offering an extra service where our customers can customize their writing utensils. You're able to customize anything on the product that is purchased including any stationery items. We want to offer this service as well because customers may use this service and purchase it whether it's for themselves, as a gift, or for other reasons.

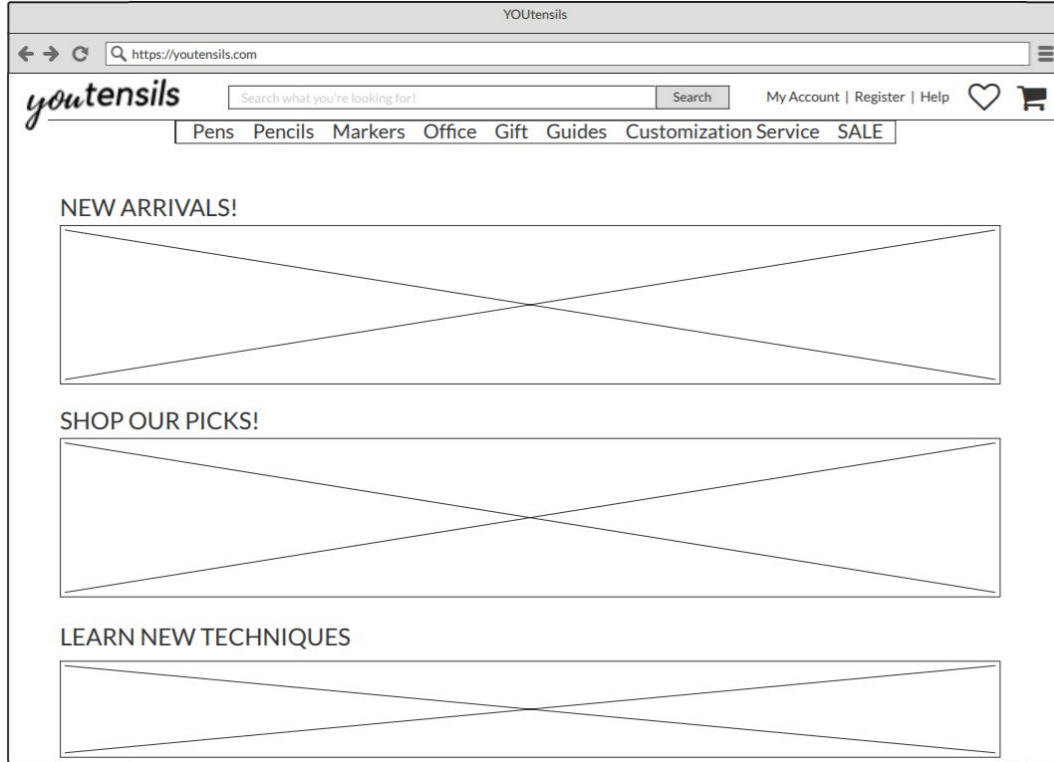
Target Audience



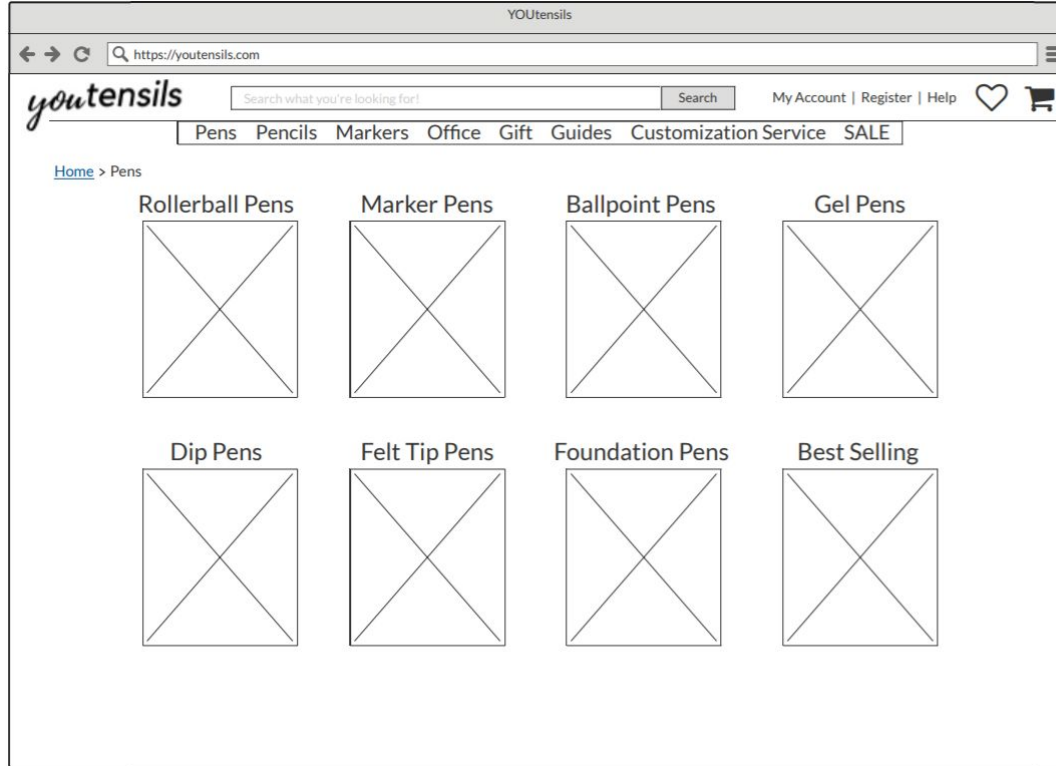
Our website/app is geared towards anyone that is purchasing writing utensils. We would like to target a variety of customers that includes writers, journalists, businesses, students, authors, typographers, calligraphers, or anyone interested in buying writing instruments. We want to prioritize our customers first and bring them the best writing utensils they have ever used and made their purchase worth it. This can be also for the collectors, who want the product to be specially customized in many different versions for themselves.

YOUtils Desktop Version

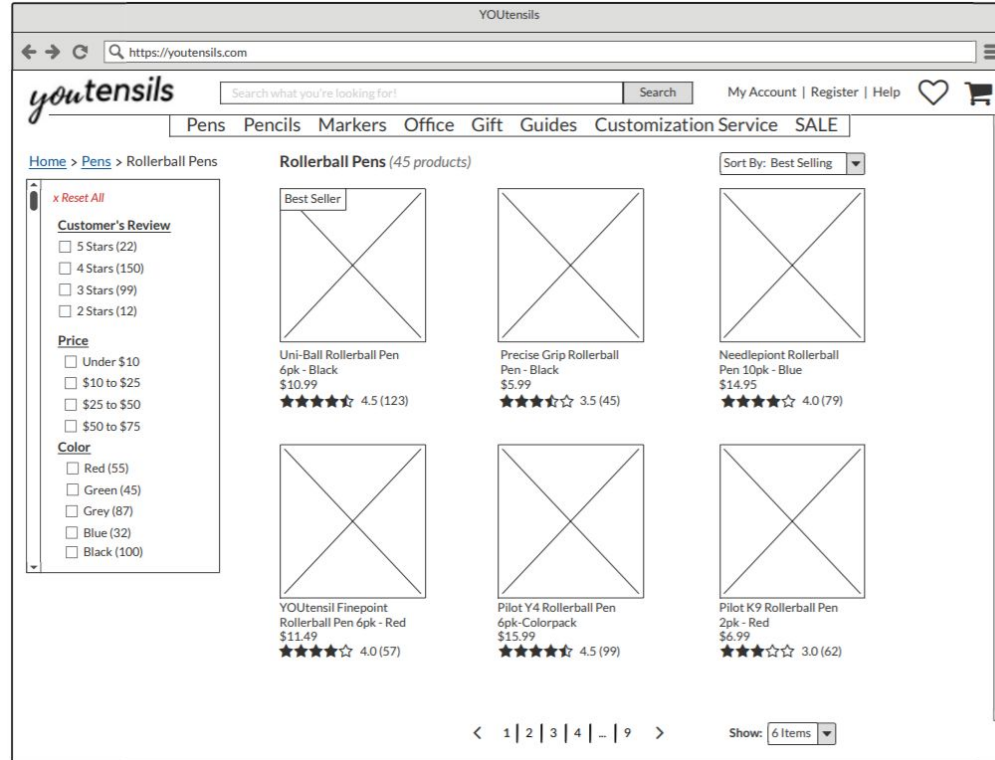
Home Page



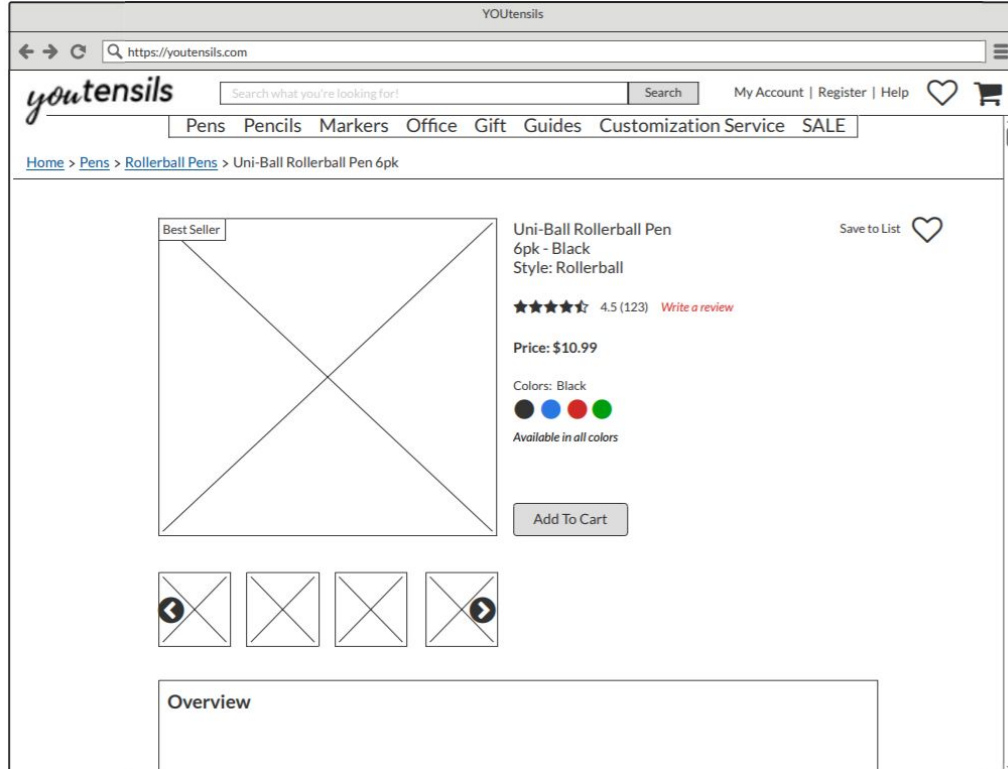
Product Category Page



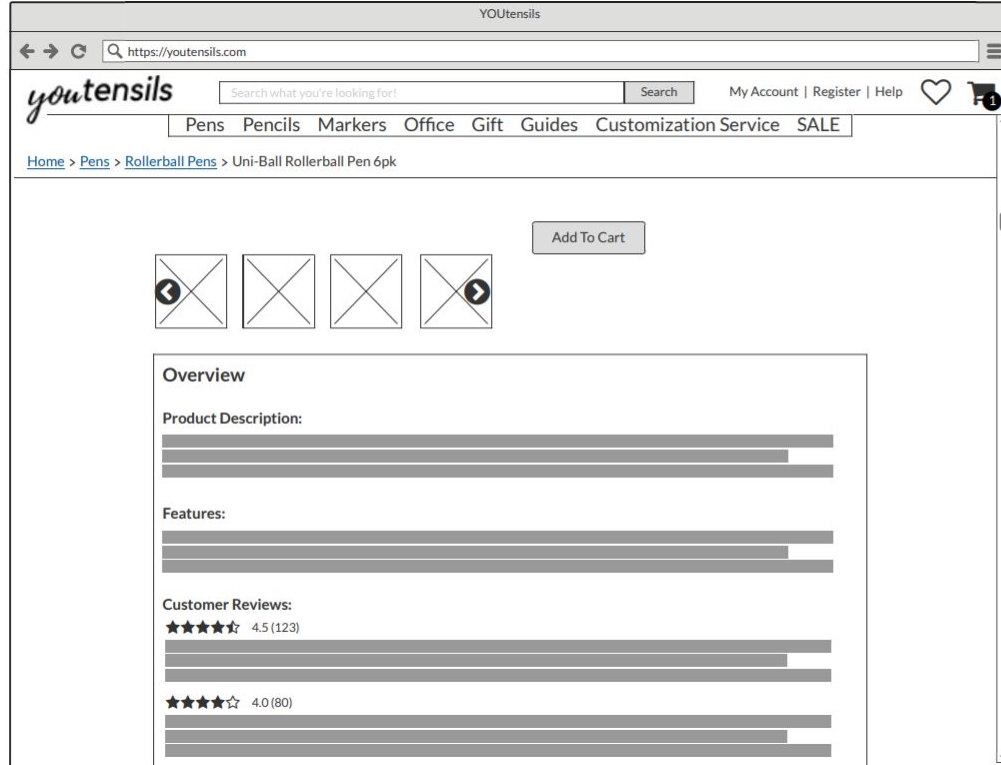
Product List Page



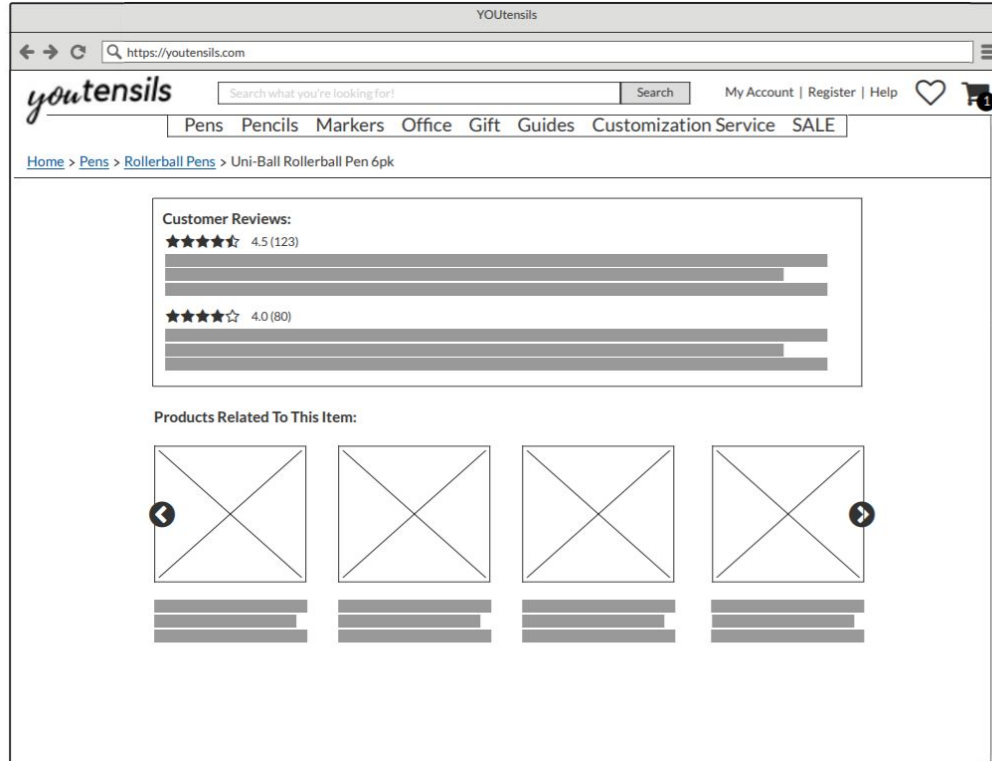
Product Detail Page



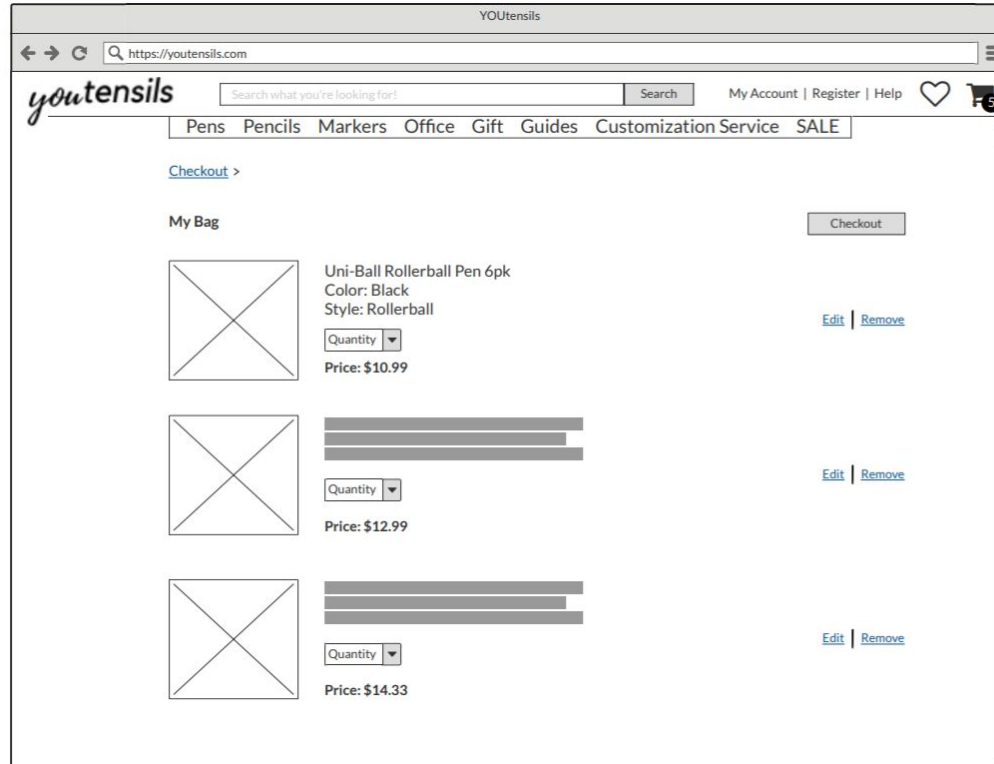
Product Detail Page Continued...



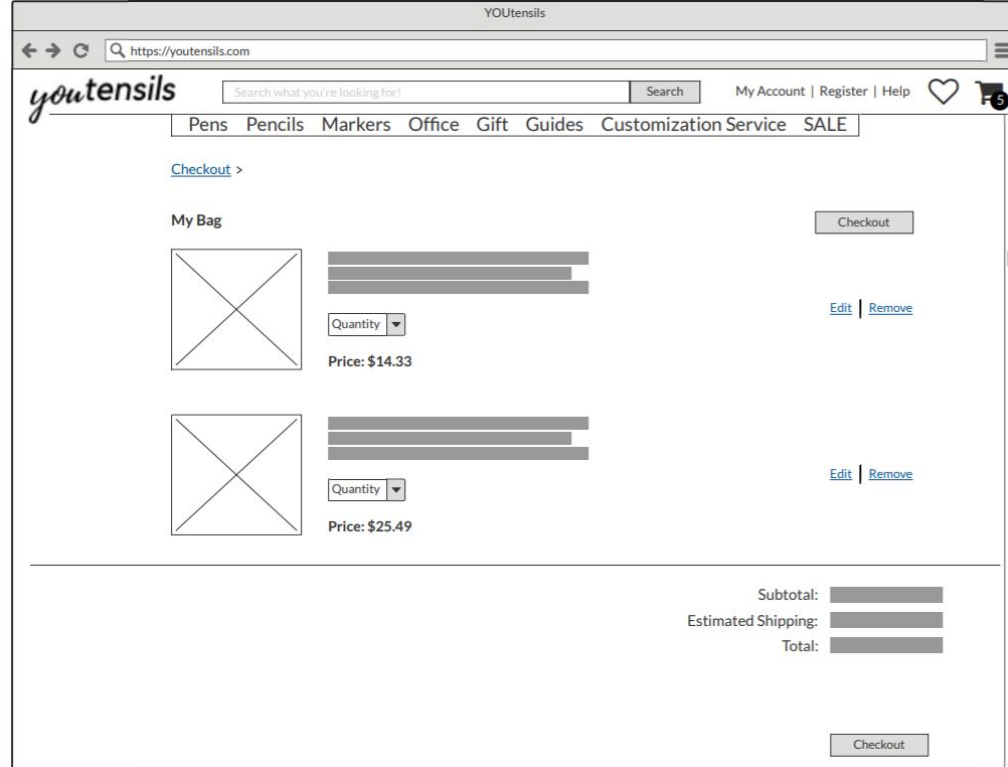
Product Detail Page Continued...



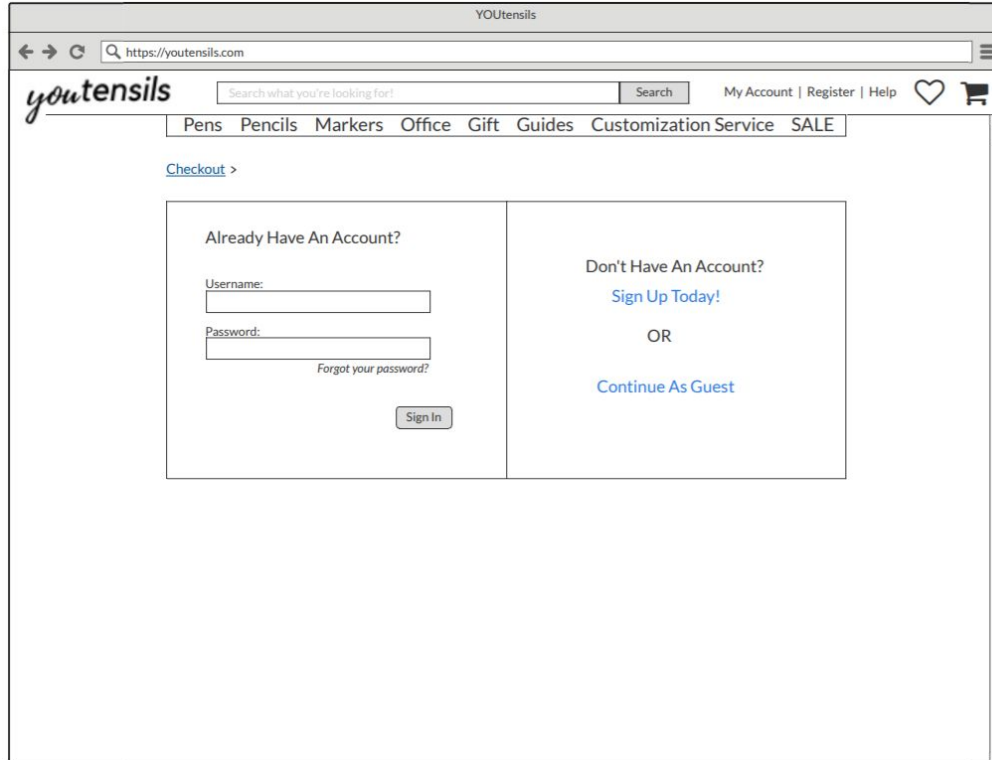
Shopping Cart



Shopping Cart Continued...



Checkout Page



The screenshot shows a web browser window with the address bar displaying "https://youtensils.com". The page header includes the "youtensils" logo, a search bar with the placeholder "Search what you're looking for!", and links for "My Account", "Register", and "Help". A navigation menu below the header lists "Pens", "Pencils", "Markers", "Office", "Gift", "Guides", "Customization Service", and "SALE". The main content area features a "Checkout >" link. Below this, there is a two-column layout. The left column, titled "Already Have An Account?", contains a "Username:" label with a text input field, a "Password:" label with a text input field, a "Forgot your password?" link, and a "Sign In" button. The right column, titled "Don't Have An Account?", contains a "Sign Up Today!" link, the word "OR", and a "Continue As Guest" link.

YOUtensils

Search what you're looking for! Search My Account Register Help

Pens Pencils Markers Office Gift Guides Customization Service SALE

[Checkout >](#)

Already Have An Account?

Username:

Password:

[Forgot your password?](#)

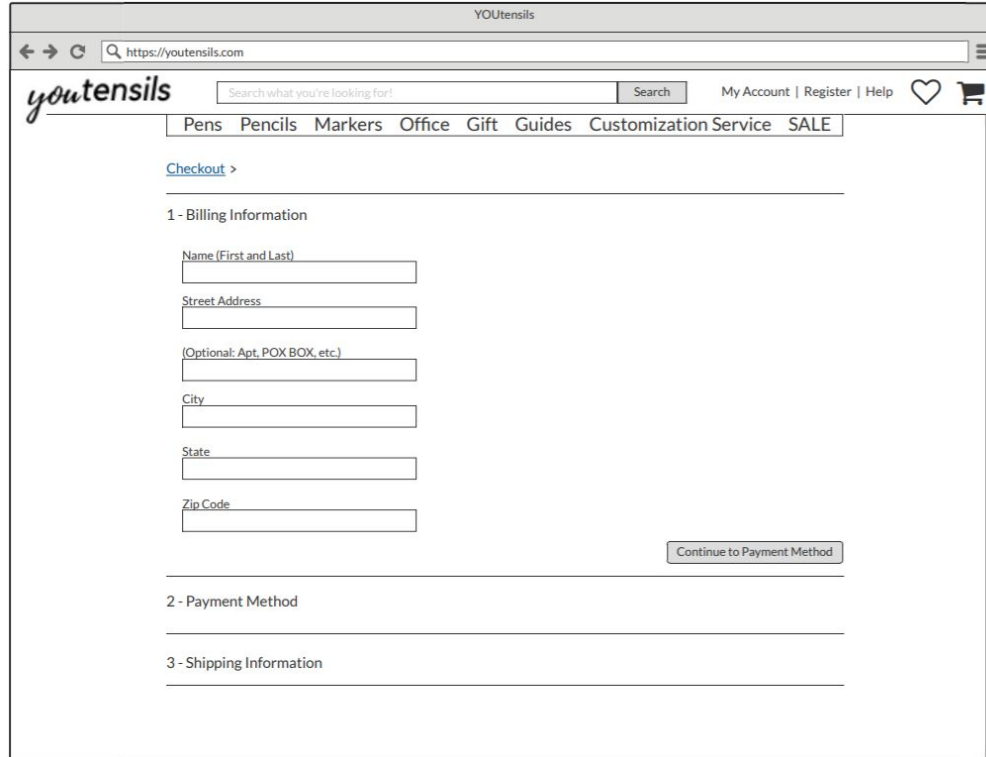
Don't Have An Account?

[Sign Up Today!](#)

OR

[Continue As Guest](#)

Checkout Page Continued...



The screenshot displays the checkout page for YOUTensils. The browser's address bar shows the URL <https://youtensils.com>. The website's navigation bar includes the YOUTensils logo, a search bar with the placeholder text "Search what you're looking for!", and links for "My Account", "Register", and "Help". A shopping cart icon is also present. Below the navigation bar, a horizontal menu lists various product categories: Pens, Pencils, Markers, Office, Gift, Guides, Customization Service, and SALE. The main content area is titled "Checkout >". The first section, "1 - Billing Information", contains several text input fields for user details: "Name (First and Last)", "Street Address", "Optional: Apt, POX BOX, etc.", "City", "State", and "Zip Code". A "Continue to Payment Method" button is located at the bottom right of this section. The subsequent sections, "2 - Payment Method" and "3 - Shipping Information", are currently empty.

YOUTensils

Search what you're looking for! Search My Account | Register | Help

Pens Pencils Markers Office Gift Guides Customization Service SALE

[Checkout >](#)

1 - Billing Information

Name (First and Last)

Street Address

Optional: Apt, POX BOX, etc.

City

State

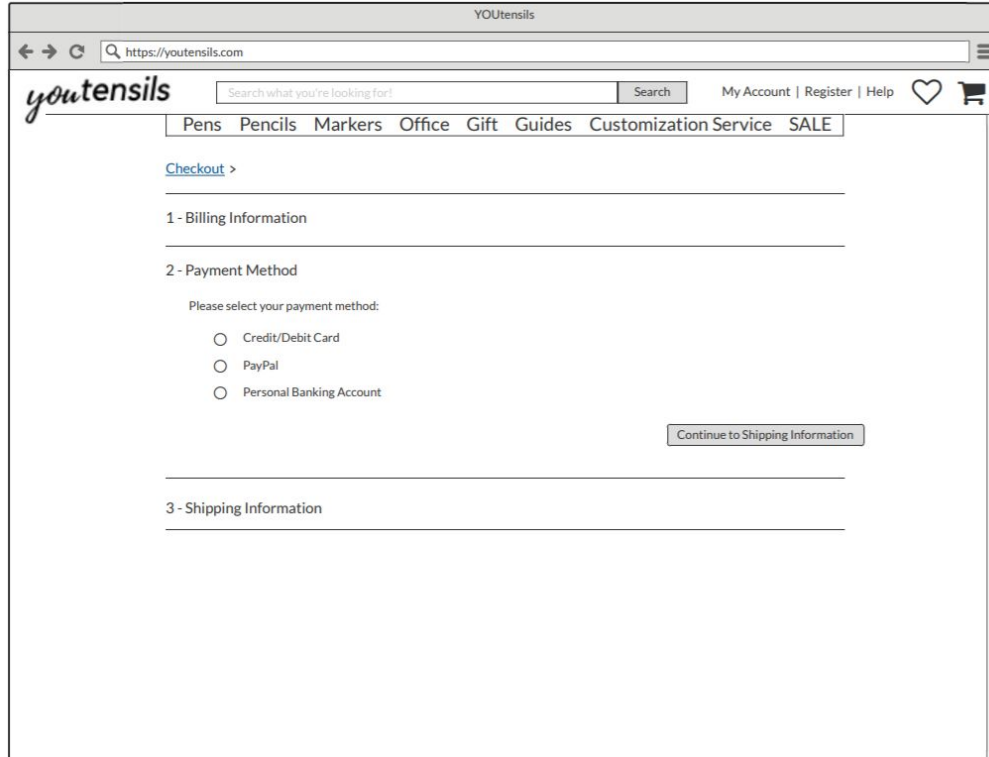
Zip Code

Continue to Payment Method

2 - Payment Method

3 - Shipping Information

Checkout Page Continued...



The screenshot displays the checkout page for YOUTensils. The browser's address bar shows the URL <https://youtensils.com>. The website's header includes the YOUTensils logo, a search bar with the placeholder text "Search what you're looking for!", and links for "My Account", "Register", and "Help". A navigation menu below the header lists categories: Pens, Pencils, Markers, Office, Gift, Guides, Customization Service, and SALE. The checkout process is indicated by a link labeled "Checkout >". The current step is "2 - Payment Method", which includes the instruction "Please select your payment method:". Three radio button options are provided: "Credit/Debit Card", "PayPal", and "Personal Banking Account". A "Continue to Shipping Information" button is located at the bottom right of the payment method section. The next step, "3 - Shipping Information", is partially visible at the bottom of the page.

YOUTensils

Search what you're looking for! Search My Account | Register | Help

Pens Pencils Markers Office Gift Guides Customization Service SALE

[Checkout >](#)

1 - Billing Information

2 - Payment Method

Please select your payment method:

☐ Credit/Debit Card

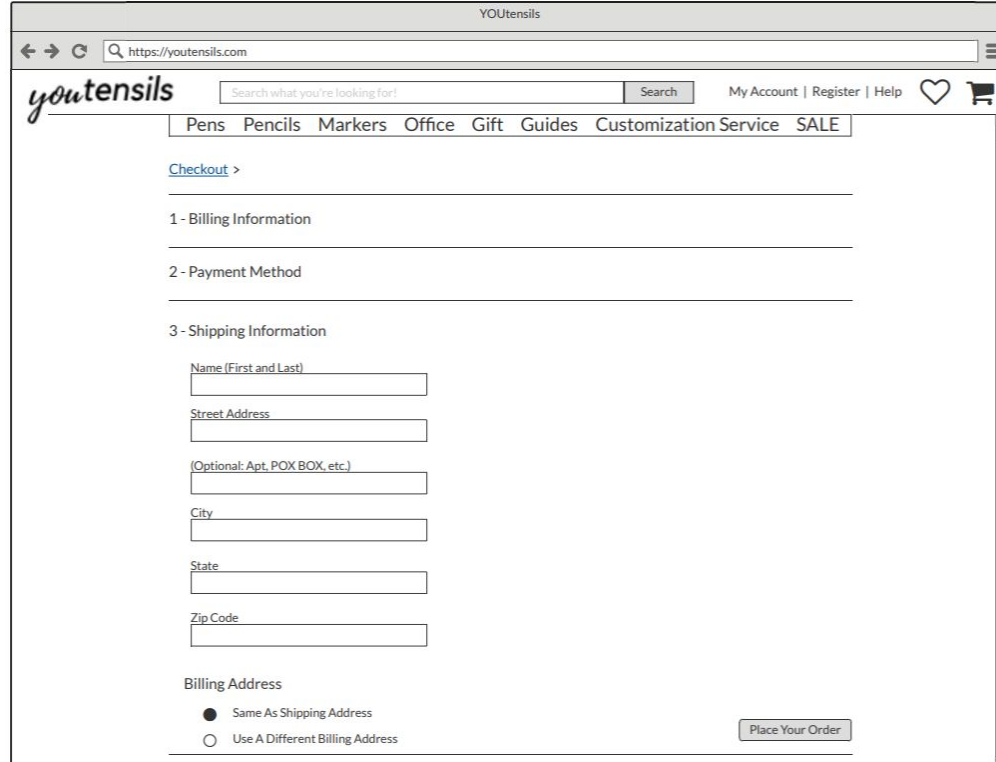
☐ PayPal

☐ Personal Banking Account

[Continue to Shipping Information](#)

3 - Shipping Information

Checkout Page Continued...



The screenshot shows the checkout page of the YOUTensils website. The browser address bar displays "https://youtensils.com". The website's navigation bar includes the "youtensils" logo, a search bar with the placeholder "Search what you're looking for!", and links for "My Account", "Register", and "Help". A shopping cart icon is also present. Below the navigation bar, a horizontal menu lists categories: "Pens", "Pencils", "Markers", "Office", "Gift", "Guides", "Customization Service", and "SALE". The main content area is titled "Checkout >". It contains three sections: "1 - Billing Information", "2 - Payment Method", and "3 - Shipping Information". The "3 - Shipping Information" section includes input fields for "Name (First and Last)", "Street Address", "(Optional: Apt, POX BOX, etc.)", "City", "State", and "Zip Code". Below these fields is a "Billing Address" section with two radio button options: "Same As Shipping Address" (which is selected) and "Use A Different Billing Address". A "Place Your Order" button is located at the bottom right of the form.

YOUTensils

Search what you're looking for! Search My Account | Register | Help

Pens Pencils Markers Office Gift Guides Customization Service SALE

[Checkout >](#)

1 - Billing Information

2 - Payment Method

3 - Shipping Information

Name (First and Last)

Street Address

(Optional: Apt, POX BOX, etc.)

City

State

Zip Code

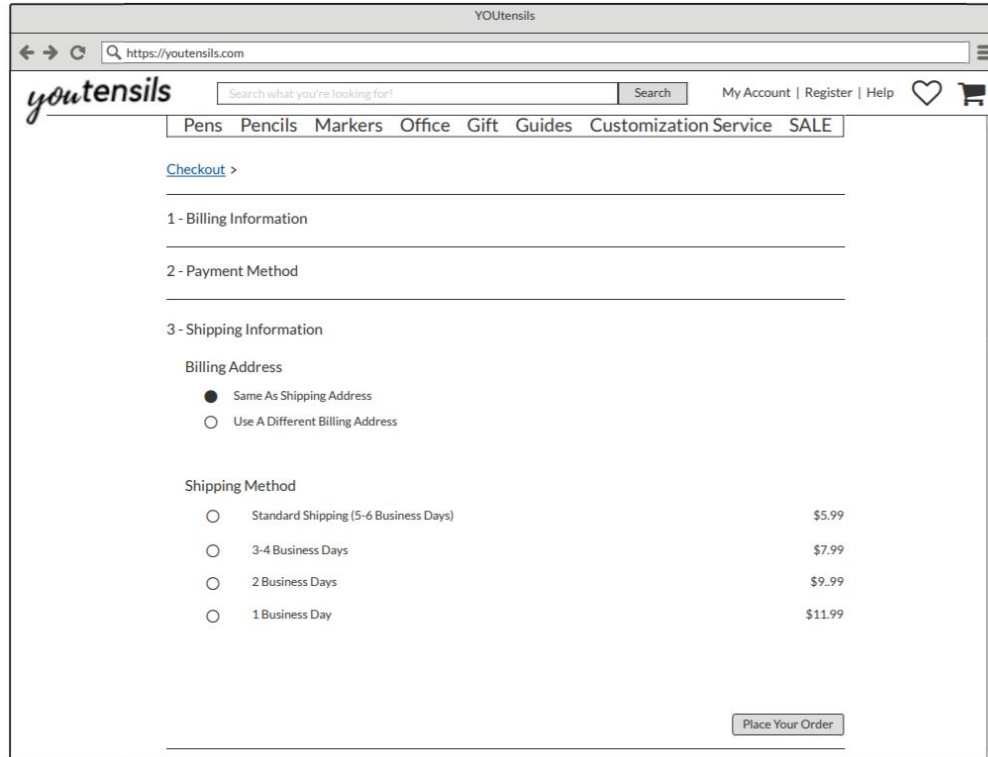
Billing Address

☒ Same As Shipping Address

☐ Use A Different Billing Address

Place Your Order

Checkout Page Continued...



The screenshot shows the checkout page for YOUTensils. The browser address bar displays 'https://youtensils.com'. The page header includes the 'youtensils' logo, a search bar with the placeholder 'Search what you're looking for!', and links for 'My Account', 'Register', 'Help', a heart icon, and a shopping cart icon. A navigation menu below the header lists 'Pens', 'Pencils', 'Markers', 'Office', 'Gift', 'Guides', 'Customization Service', and 'SALE'. The main content area is titled 'Checkout >' and contains three sections: '1 - Billing Information', '2 - Payment Method', and '3 - Shipping Information'. Under '3 - Shipping Information', there is a 'Billing Address' section with two radio button options: 'Same As Shipping Address' (selected) and 'Use A Different Billing Address'. Below this is a 'Shipping Method' section with four radio button options and their corresponding prices: 'Standard Shipping (5-6 Business Days)' at \$5.99, '3-4 Business Days' at \$7.99, '2 Business Days' at \$9.99, and '1 Business Day' at \$11.99. A 'Place Your Order' button is located at the bottom right of the page.

YOUTensils

Search what you're looking for! Search My Account Register Help

Pens Pencils Markers Office Gift Guides Customization Service SALE

[Checkout >](#)

1 - Billing Information

2 - Payment Method

3 - Shipping Information

Billing Address

☒ Same As Shipping Address

☐ Use A Different Billing Address

Shipping Method

<input type="radio"/> Standard Shipping (5-6 Business Days)	\$5.99
<input type="radio"/> 3-4 Business Days	\$7.99
<input type="radio"/> 2 Business Days	\$9.99
<input type="radio"/> 1 Business Day	\$11.99

Place Your Order

Psychology of Shopping Factors

Psychology of Shopping Factors



- Decisions
 - Emotions: We want to aim and market our products and the feel of the website, to give off feelings of confidence. This would be showing our writing instruments with pictures and the different strides they give, to let customers know that they can feel confident in their purchase and writing.
 - Goal Directed Decisions: If customers have a specific kind of writing instrument that they want to find, YOUtensils offers many different options which they can spend their time on the website to look for one.
 - Habit Based Decisions: If we have regular customers coming in and out from our website, they're more likely to purchase the regular items they usually do.

Psychology of Shopping Factors



- Social Factors
 - Reviews & Testimony: We want to build in customer reviews and testimonies because this will help enhance our customer's purchase. This would be super helpful for new customers.
 - Social Norms: People follow the way other people are buying items and want to get the product itself to feel accepted in it.
- Anchoring: We will want to build in anchoring because there'll be some sort of promotions that we'd like to implement to the website. This would help with the business especially during the holidays.
- Confirmation Bias: We have that already built in like customers reviews and ratings applicable for the products.
- IKEA Effect: We have the IKEA Effect from our customization section. We want to build that into our ecommerce website because when someone has something personalized, they cherish and value it more.

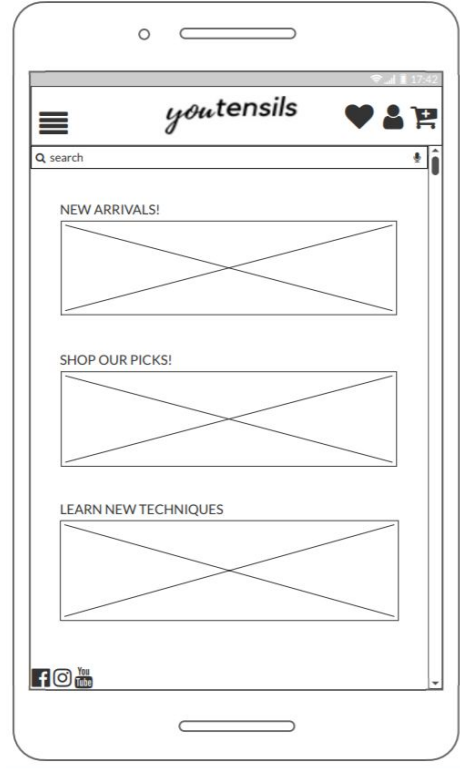
Psychology of Shopping Factors



- Stories: We want to build a section to add a story for our audience. This would help with giving them a little bit of background of where the business started from.
- Desire for Mastery: We would like to build a section in our website where customers can go in and learn how to use certain writing instruments. If we have some sort of calligraphy instruments, adding in a guide and tutorial for customers would help with their purchase especially if they're new. This would be different from just YouTube videos because our products may differ from other writing utensils, and the way it's created may be different in many ways.

YOUtils Mobile Version

Homepage - Mobile



Product Category Page - Mobile

