

# UX Strategic Report

## Treasure Island Toys Website Redesign



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# 1. Strategy

The UX strategies for web features match the sales funnel which moves the customers through all stages of digital purchase experience.

Strategy	1. Find & Awareness	2. Interest	3. Appraise	4. Decision	5. Purchase	6. Retaining
Focus	Findability and Brand Awareness	Brand voice and core feature area	Evaluation of product and creditability	Engage user to make a best decision	Delightful and safe check out process	Ongoing customer service and communication
Functionality	<ul style="list-style-type: none"> <li>- search engine optimization</li> <li>- Robust in-site search</li> <li>- A wide range of sources link to website such as social media, advertisement, store events, etc</li> <li>- Auto search suggestion</li> <li>- Accessibility for different users</li> </ul>	<ul style="list-style-type: none"> <li>- Hierarchical global navigation</li> <li>- Attractive categories</li> <li>- User-friendly login/sign up</li> <li>- Visible task status</li> <li>- Add to wish function</li> <li>- Newsletter subscription</li> </ul>	<ul style="list-style-type: none"> <li>- breadcrumb navigation</li> <li>- Local navigation with filter</li> <li>- Cart saver and reminder</li> <li>- Share to social media</li> <li>- Easy to redo and undo</li> <li>- Help section</li> </ul>	<ul style="list-style-type: none"> <li>- FAQ</li> <li>- Account management</li> <li>- No redundant steps</li> <li>- Live Chat</li> <li>- Guest operability</li> <li>- Enable to save default information</li> </ul>	<ul style="list-style-type: none"> <li>- Security payment</li> <li>- Visible and predictable checkout process</li> <li>- Minimized checkout steps</li> <li>- "Dangerous" operation confirmation( give up purchase, repeat payment)</li> <li>- Confirmation email of order complete and shipping</li> </ul>	<ul style="list-style-type: none"> <li>- delivery tracking/ status/ alerts</li> <li>- Bill of landing</li> <li>- Feedback reminder via email and account notification</li> <li>- Customer service</li> <li>- Repeat purchase easily</li> <li>- Returning customer discount offer</li> </ul>

<b>Content</b>	<ul style="list-style-type: none"> <li>- correct search result</li> <li>- Keyword optimization</li> <li>- Customized 0 result page and give clear instruction for next step</li> <li>- Inspiring "About us" section</li> </ul>	<ul style="list-style-type: none"> <li>- Featured toys</li> <li>- Best seller toys</li> <li>- Promotion information</li> <li>- Trendy feature (customize toys)</li> <li>- Up-to-date content</li> </ul>	<ul style="list-style-type: none"> <li>- USP (unique selling points) content</li> <li>- High quality imagery and concise introduction</li> <li>- Price list (shipping fee, regular price, sales price, etc)</li> <li>- Related product recommendation</li> <li>- Customer review and star rating</li> </ul>	<ul style="list-style-type: none"> <li>- short summing-up about core benefits</li> <li>- data about additional bonuses or special offers, engaging call to actions and explanation of purchase process</li> <li>- Store events and activities</li> </ul>	<ul style="list-style-type: none"> <li>- required and optional data entry</li> <li>- Highlight important information</li> </ul>	<ul style="list-style-type: none"> <li>- Product recommendation according to purchase history</li> <li>- Reviews in social media</li> </ul>
<b>Visual User Interface</b>	<ul style="list-style-type: none"> <li>- search bar placed on visible place</li> <li>- Style theme corresponds to the brand image and strengthen emotional feedback</li> <li>- Consistency between store, logo and website</li> <li>- Consistency across the whole website</li> <li>- Responsive design</li> </ul>	<ul style="list-style-type: none"> <li>- Spilt z layout pattern which leads user journey</li> <li>- Familiar UI elements</li> <li>- Visual hierarchy which makes the core zones of interaction instantly noticeable</li> </ul>	<ul style="list-style-type: none"> <li>- Typography readability</li> <li>- Good colour contrast</li> <li>- Call to action button in the folder screen</li> <li>- Flexible options (shipping or pick-in-store)</li> </ul>	<ul style="list-style-type: none"> <li>- Emotional colour for call-to-action button which increases conversion rate</li> <li>- Clickable UI elements</li> <li>- Tiny shadows which make elements stand out</li> </ul>	-	-

## 2. Design Criteria

- **Utility**

Lies in the nature of product, allow user customize toys, help user to choose the most suitable products and service what they really need

- **Usability**

Make the customer journey interesting and memorable, easy to control, without unnecessary actions, inconvenient steps and frustrations of late responding feedback

- **Accessibility**

Bring up design which can be used by different users (e.g. users with disabilities, low level of tech literacy)

- **Desirability**

Entire website( function, content, interface) enables user gain enjoyable experience and wish to get back again.

## 3. Success Measure

All these success metrics are measurable that we can track them by the quantity and qualitative analysis, which helps us to evaluate the final outcomes.

- **Increase of sales**

Increases the digital selling and store sales which meets business goals

- **Increase of brand traffic**

Brand traffic refers to the website traffic that comes from visitors who type in keywords that includes company brand and products. Brand traffic can be measured by web analytics tools

- **Increase of customer satisfaction**

Customer satisfaction can be measured by survey, online live chat and product reviews.

- **Increase of conversion rate**

Measures engagement based on analytical data ( e.g. time on different pages, task orientation time, sign-up customers, event registration, order place numbers)

- **Increase of retention**

Measures the returning customers and customer loyalty by repurchase data and positive reviews.

