

# 2

*Analysis*

## ***Problems to solve/improve***

- Increase Youtube subscribers.
- Connect Instagram account to website.
- Increase user retention rate for home page.
- Increase primary value drivers such as free shipping, huge product selection, and low prices.
- e-tailers should invest heavily in their ability to offer free and fast delivery. To win otherwise equal comparisons, e-tailers should also consider giving consumers the option to select what company delivers their order (20%) and the ability to see reviews from family and friends (10%). Technology driven offerings like chatbots, visual search, virtual reality (VR), and augmented reality (AR) move the needle too, but less so.
- Offer unique discounts and promotions to win Comparison Shoppers
- Provide pickup discounts
- Have a dynamic pricing tool
- Use promotions with gamification
- Offer discounts in exchange for repeat purchases
- Conversation pieces and engaging, game-like items are popular.
- Less sales on website than physical store.
- Define the uniqueness of MoMA Design Store
- Build the connection between online and offline experience (not just shopping).
- Easy access to the background story of the products
- Realignment of the information hierarchy
- Make it easier to share the shopping experience
- Easy access to membership information
- No price listd on home page
- Indifference of audience type

## ***Our Goals***

- Build connection between the online and offline museum experience
- Give our consumer a good reason to purchase in MoMA design store
- Bring more people to the website
- Improve the user experience
- Customize the website for different types of audiences

# SWOT analysis in current Moma design store

\* SWOT ANALYSIS IS A USEFUL TECHNIQUE FOR UNDERSTANDING YOUR STRENGTHS AND WEAKNESSES, AND FOR IDENTIFYING BOTH THE OPPORTUNITIES OPEN TO YOU AND THE THREATS YOU FACE.

Nice quality of content (goods, picture, design...)	Clear Information architecture in navigation.	Too much peripheral information in process of the sign-up.	Hard to share the information of goods with other people.
Moma design DNA inheritance.	Purchase with no Log in.	Weak Search function.	Low user activity
	Nice feedback system.	The weak link of the museum.	The process of join membership is hard to find.
		Messy information hierarchy in account page.	The low recommendation on Homepage.
		Messy information hierarchy in the detail page.	Low sales strategy.
			Low user activity
<b>STRENGTH</b>		<b>WEAKNESS</b>	
<b>OPPORTUNITY</b>		<b>THREATS</b>	
Easy to share. (Social Media, Like button)	Highlight Educational programming that is Moma design store mission.	Content upgrade.	updataing...
Improve the interaction system.			
Improve information hierarchy.	Improve sales strategy.		
Improve the visual hierarchy.	Get more user in membership.		

## STRENGTH

Nice quality of content (goods, picture, design...)

**Clear Information architecture in navigation.**

- All of the tags in the navigation can support most user needs.
- Hover each tag can find the different subtitle.

**Moma design DNA inheritance.**

- The Moma design store inherits the design style from Moma.org.
- Increased brand recognition for Moma design store.

**Purchase with no Log in.**

- Easy to purchase without login.
- Decreased the process of user purchase.

**Nice feedback system.**

- Build connection between the online and offline museum experience
  - Give our consumer a good reason to purchase in MoMA design store
  - Bring more people to the website
  - Improve the user experience
  - Customize the website for different types of audiences
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## OPPORTUNITY

**Highlight Educational programming that is Moma design store mission.**

**Every purchase you make supports MoMA's educational programs.**

**Improve sales strategy.**

**Get more user in membership.**

**Easy to share. (Social Media, Like button)  
Improve the interaction system.**

**Improve information hierarchy.**

**Improve the visual hierarchy.**

## WEAKNESS

**Weak Search function.**

- Hard to find the search function, while user browsing those pages.

**The weak link of the museum.**

- Can not find the connection with Moma.org in most pages.

**Messy information hierarchy in the detail page.**

- The part of pricing is hard to understand.
- Low information with description and details.  
(Decreased the willingness of users to purchase products)

**The process of join membership is hard to find.**

- Increased the difficulty of join memberships.

**The low recommendation on Homepage.**

- Can not get more recommendation in homepage.

**Low sales strategy.**

- Low sales information update.
- Low sales connection with Moma.org.

**Too much peripheral information in process of the sign-up.**

**Low interaction feedback.**

- The block of functions and items are hard to interact while the users hover on the block.

**Hard to share the information of goods with other people.**

- Only have two ways (Facebook, Pinterest) to share the information with other people.

**Messy information hierarchy in my account page.**

- The navigation of my account page is hard to understand.

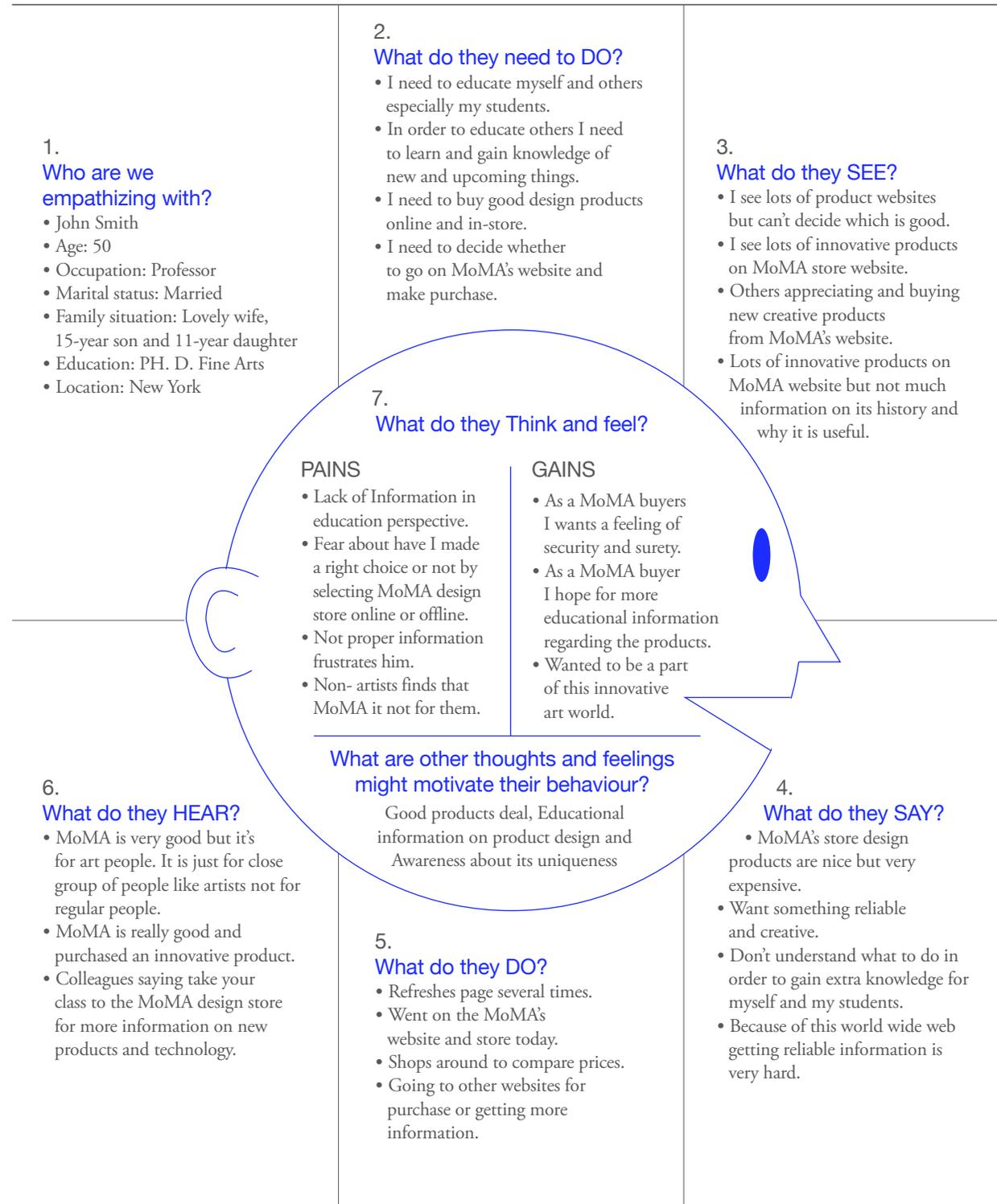
**Low user activity**

- Can not find any user review in each detail page, even Moma design store has a function to write down the user review.
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## THREATS

**Content upgrade and updating...**

# Empathy Map - JOHN SMITH - PROFESSOR



# Empathy Map - VIOLET THUNDERCLOUD -UNEMPLOYED

## 1. Who are we empathizing with?

- Violet Thundercloud
- Age: 21
- Occupation: Unemployed
- Marital status: Single
- Family situation: Parents, one younger brother
- Education: College student
- Location: Originally from Florida, currently in Kyoto, Japan as an exchange student

## 2. What do they need to DO?

- I am waiting for my next pay check.
- I am regularly visiting my favourite artist's page on the website.

## 3. What do they SEE?

- Oh wow! They got new collaboration goods with Kusama Yayoi. That's awesome!
- Their price is little expensive though.
- They have too many creative products..

## 7. What do they Think and feel?

### PAINS

- Why they are all pricey? Is their any specific reason?
- Why is this item so hard to find?
- When is the expected delivery date?
- I don't want to see interior stuff in my browser.

### GAINS

- I want to visit MoMA museum for this winter vacation!
- Does MoMA have any store event that I can participate?
- I don't think the web site is related to MoMA museum that much.

## What are other thoughts and feelings might motivate their behaviour?

The products are expensive.  
Finding the right products takes a long time

## 6. What do they HEAR?

- They have other locations in Japan too.
- The items in MoMA store is good for presents.
- There are some cool exhibition going on now in MoMA museum in NewYork.
- Few friends visited MoMA museum and they said it was really cool.

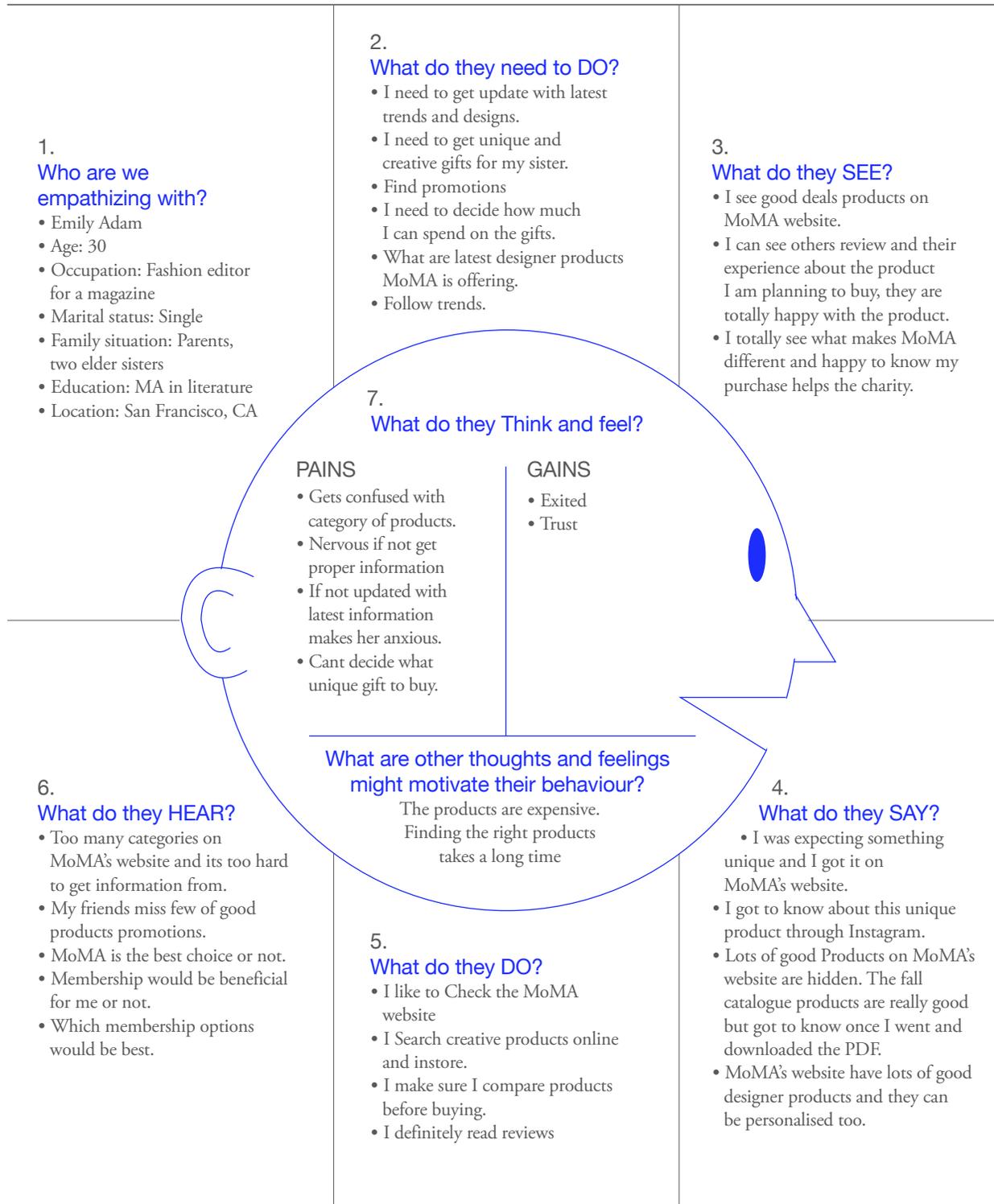
## 5. What do they DO?

- I am putting this item to my wishlist.
- I showed this item to friends who are also interested in artist's goods.
- I want to get notification for my favourite artists and designers.
- Wants to get notification for promotions and sales.
- I am saving my money to buy my favourite artist's book.

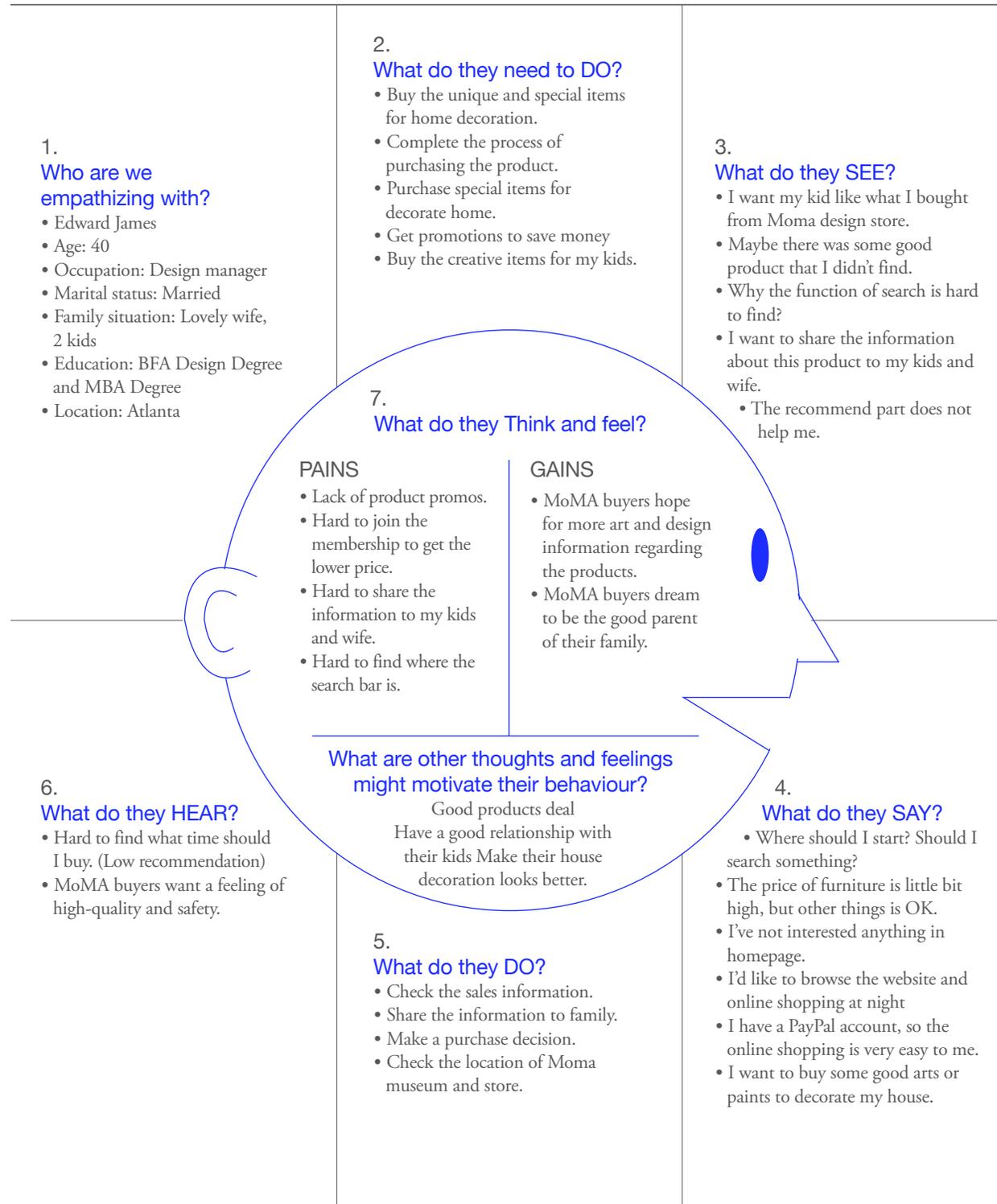
## 4. What do they SAY?

- MoMA Design Store has really unique goods. I love it!
- I don't remember the designer's name but there was a cool watch last time.
- Maybe I can order from MoMA Japan online store.
- It is great that they have stores in Japan too.

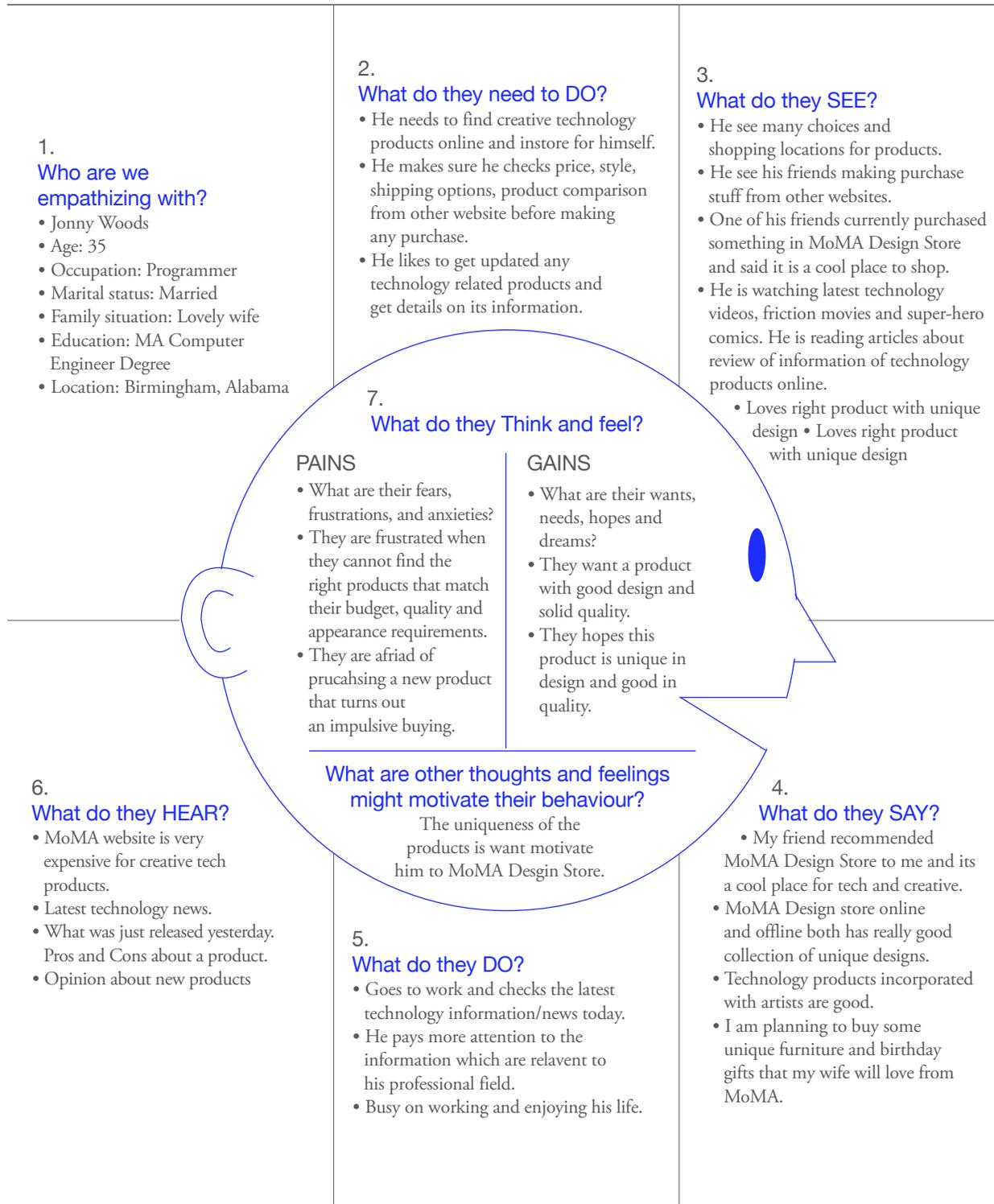
# Empathy Map - EMILY ADAM - FASHION EDITOR

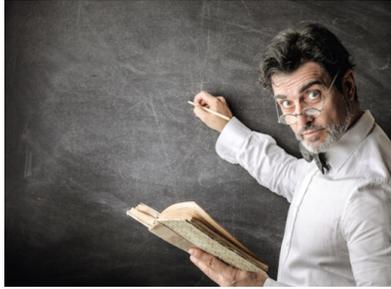


# Empathy Map - EDWARD JAMES - FATHER



# Empathy Map - JOHNNY WOODS -PROGRAMMER





## JOHN SMITH

**Age:** 50

**Occupation:** Professor

**Marital status:** Married

**Family situation:** Lovely wife, 15-year son and 11-year daughter

**Education:** PH. D. Fine Arts

**Location:** New York

### Behaviours/Attitudes

Always looking for ways and medium where he can educate his students in the field of design and creativity. Creative products fascinate him and because of the growing technology he is eager to know how these products are made. As a curious researcher he is interested in knowing the history of the products and the way it is designed in a particular way. Follows designs of his favourite artists on social media. Loves shopping online but prefers a physical store as he don't like to get something new and arty without experiencing it.

### Technical Proficiency

John is not a pro in using tech, but he knows how to get information through this world wide web. Constantly searching online, new exiting things that he can teach or take his students for more experience and knowledge, like a Study tour.

### Likes and Dislikes

John Likes to go and explore new websites and stores related to art. He thinks that websites act as a great communication and marketing tool. Current ongoing exhibitions and events information he gets through website. Lack of awareness related to art and design as it's a very closed group of people. When his students cannot explore much in the field of product design.

### User story

John teaches Fine art on a regular basis and have started teaching a class called innovative product design this semester which generally comes after every 2 years. In this growing technology he wants to be updated and wanted to make sure he can teach his students maximum and what is new in the field. As a curious one he will first go to the famous and known institutions for product design like MoMA. But he is looking for an in-depth knowledge which he can take his students or himself can experience it. He looked through lots of websites for information and has yet to decide. But after a long struggle he finalizes MoMA website and store as his inspiration. As MoMA provided John with all the information about latest events and exhibition he must be interested in. They also arranged an in-store study tour for his students which will be focusing on giving information on the latest products and its history. He is looking forward more such interesting things in the near future from MoMA both online and the store.

### Goals/Motivations

- Promote product design
- Arrange study trips
- Gain and spread knowledge

“Anything related to Art and design motivates me and I look forward for it.”



## VIOLET THUNDERCLOUD

**Age:** 21

**Occupation:** College student Marital status: Single

**Family situation:** Parents, one younger brother

**Education:** BFA in industrial design

**Location:** Kyoto, Japan, Originally from Florida

### Behaviours/Attitudes

Violet is a frequent online shopper. She also loves to find unique and creative goods from MoMA design store. The web site has several artists collaboration goods that Violet really like so she regularly checks this page especially to see if there is anything she want to get. She is also sensitive to trend and willing to shop many different artists goods and brands.

### Technical Proficiency

Being a college student, Violet brings laptop with her everytime. She sometimes use desk top at home but mostly browse and shop through her lap top. She is a generation that grew up with technology so she is very comfortable with searching informations via web.

### Likes and Dislikes

Violet enjoys meeting new people. She is very interested in current ongoing exhibitions and events information she gets through her freidns or websites. Since she can not afford too much expense on shopping, she likes to look for a sale to find the cheapest deal. However, Violet does not like websites with disorganized categories that she needs to struggle to find a information. She is also confused when she is looking for an artist's goods and there are lack of the information of the artist.

### User story

Violet is an american exchange student currently staying in Kyoto, Japan. It's been 4 months since she moved to Kyoto to study industrial design. Few days ago, she came to know this delightful news that there is one MoMA design store in Kyoto as well. Violet enjoys online shopping in MoMA design store since they have unique selection of goods and especially one of a kind artist's goods. Price range is little bit high for students but they sometimes have seasonal promotions or you can find some good items in sale section. Originally from Florida, she always wanted to visit MoMA museum and their design store in New York even when she was in America. She is planning to visit the store in Kyoto with her friends this weekend. She is wondering if she can pick up goods directly from store in Japan if she orders online. Also she wants to ask if there is any events or workshops that she and her friends can participate since she could not find much information from the website.

### Goals/Motivations

- Find good promotions & Sales
- Get the fastest delivery
- Obtain other information about the museum exhibitions & events
- Have a visual accuracy of an item from the web site

“I love artist collaborated goods and they are only in MoMA design store.”



## EMILY ADAM

**Age:** 30

**Occupation:** Fashion editor for magazine Marital status: Married

**Education:** BFA Degree

**Location:** San Francisco, CA

### Behaviors/Attitudes

Always looking for fashion and unique things which were useful in her work and improve my life in the field of design and fashion. Good design products will fascinate her and help her open her eyes to catch up the latest trends. As a fashion person, she is interested in buying and sharing the unique and good design items to her friends and colleagues. Also she like following the designers of her favourite artists on social media then she can keep catch the things which style she really like. In addition, She Likes shopping online so she don't need spend lots of times to find the things she want and explore.

### Technical Proficiency

She'd like to getting information from the website with her laptop. She enjoy browsing and collecting any special items to improve her life because she's work in fashion field. She also use these collected information and fashion items in her work..

### Likes

- Special edition goods promos
- Free shipping and lower price for members
- High quality and unique products

### Dislikes

- No reviews of products
- Lack of the description of product
- Hard to share to friends/no social

### User story

“My name is Emily Adam, I'm a fashion editor for magazine. I like shopping regardless online or in the mall because of my job and personality, it will bring me lots of inspiration and creation. I enjoy collecting and purchasing the unique and high quality items for my work, my friends and myself. I knew MoMA design store because when I have browsed the MoMA museum website for exhibition then I saw it. I excited because I have not to go to MoMA museum and I can buy the things which are special, good design and designer brands. I pretty like jewellers, so at first time, I got that from menu jewellery and browsed what kind of jewellers MoMA has, then I saw a jewellery that is Twist Lucite Necklace which is really special and beautiful. The only thing is when I look at the description and details it only has a little bit information and no reviews, but I saw that MoMA design store gives a lower price for members, only previews for all major exhibitions and members-only gallery talks, definitely I joined it! I enjoyed this shopping experience.”

### Goals/Motivations

- Get unique gifts
- Finding promotions
- Collecting products of designer brands
- Following trends

“Anything related to Fashion, unique gift attract me and I look forward for it.”



## EDWARD JAMES

**Age:** 40

**Occupation:** Design manager

**Marital status:** Married

**Family situation:** Lovely wife, 2 kids Education: BFA Design Degree and MBA Degree

**Location:** Atlanta

### Technical Proficiency

I like to browse the website and online shopping at night, I have my own Macbook, this is a very convenient device for me, I can use my Macbook everywhere in my house. For the online shop, I have a PayPal account and credit card, so the online purchase is very easy for me.

### Likes

- Make my house decoration looks better.
- Have a nice conversation that about good design and good art with my kids.
- High-quality and interesting product design.

### Dislikes

- Purchase the low-quality product design.
- Purchase a good product with a very high price.

### User story

“ Edward manages the money for his family and take care of the growth of his kid. He is an art person, he wants his kids can feel about what good art is and what good design is. Actually, He doesn't have enough time to spend with his children and there is no famous museum in their area. At one day night, he opens the google search, and type a sentence, 'good museum design store' he finds the Moma design store and open it, first he click the 'home' tab, and browsing the all of items, after five minutes, he wants to leave this page, because the price is very high. Then he clicked the 'Prints&Artist' tab, there are so many good arts attract his eyes, he is very excited, and click the price range '\$150-\$200, next he choose a Framed Print and jump into the detail page, then he scan the description of this print, and click the button named 'Add to cart', then he is going to the check out page and choice the 'check out with Paypal', finally he type the personal information for the purchase process without login. After 5 days, he got a beautiful framed print and hang on the wall, he can't wait talk about this art with her kids.”

### Goals/Motivations

- Purchase special items for decorate home.
- Get promotions to save money
- Buy the creative items for my kids.

“Let my kids feel the good artwork and nice design is the best thing for me.”



## JOHNNY WOODS

**Age:** 35

**Occupation:** Programmer

**Marital status:** Married

**Family situation:** 2 Children

**Education:** College Degree

**Location:** Birmingham, Alabama

### Behaviours/Attitudes

High technology lover. Like to buy cool products for himself or his family.

### Technical Proficiency

Johnny usually watches video reviews about technology products on YouTube. It helps him to make purchase decision. He also likes to do online research for new tech-products or unique tech-products for gifts or personal use. As a programmer and a geek person, he is comfortable and confident with this research process on purchasing technology products.

### Likes and Dislikes

- He likes **well designed** technology products
- Has a high standard for web UI/UX design in a programmer's point of view.
- **Doesn't like advertisings** on the website. They distract him very much.
- Like **clear category tab** that can lead him to the right product pages.
- Like to use **search filters** to narrow down the range of products to help him find things efficiently.

### User story

Johnny's headphone was broken. He wants to spend around 100-200 dollars to get a high-quality headphone with unique and cool design. He heard about MoMA Design Store many days ago from one of his friends. He decided to go there and look for the right product. He googled MoMA Design Store and clicked the first link which seems like the official website. As a confident web user, he quickly scrolled down the whole homepage to see what kinds of products that MoMA Design Store was selling. After that, he could not find the headphones that he was looking for. He quickly went back to the mega menu and clicked the Tech button to go to the tech category page and keep searching for the right products. When scrolling down the tech category page, he found two headphones. After spending some investigation on both products' official websites, he finally picked the one that has more latest technology features with a design he liked. Then he added that headphone to his shopping cart and checked out with free shipping over 80 dollars spending. He was attracted by the membership information on the checkout page and decided to check the detail information about the discount benefit if he would purchase something else that is expensive next time. He also got a confirmation email from MoMA Design Store.

### Goals/Motivations

- **Find high quality tech products with an affordable price**
- **Purchase latest technology with cool design**

"I am always looking for tech products with high quality and amazing designs."

# *Strategy*

INFORM

EDUCATE

PROMOTE

BUILT CONNECTIONS

VISUAL ACCURACY

FOLLOW TRENDS