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Research

Project Overview

Client Name: MOMA design store website - www.store.moma.org

Project: website realignment

Date: October - November, 2018

Project management tool: Base Camp

The goal for this project is to **research and do methodological practices related to user-centered design**. Explore a range of iterative processes in the validation of assumptions and solutions. To effectively communicate parameters and design solutions through written specifications.

The focus of the project is to enhance my skills of **Project management, Product design and also HTML and CSS coding** for an amazing website experience with other team members.

I worked with Levina, Yanbing, Jun and Flora to research, ideate, design, and prototype for the realignment of MoMA website.

Subject

MoMA Design Store website has classic modern and cutting edge design products for all age group, including items produced exclusively for the Museum of Modern Art New York, which is one of the world's most famous art museum. The unique selling point of MoMA design store is its diverse design assortments which goes through meticulous evaluation process.

Challenge

Because of its successes in the past few years MoMA's consumer base has grown to be a lot more mainstream. The Goal of online realignment was to **better serve their growing and diverse audience and also improve the perception of the brand.**

***Initial Statement of work proposes
a realignment of the MoMA Design Store
website in five areas:***

1. Fortifying uniqueness of MoMA Design Store.
2. Building a connection to the museum and physical store.
3. Customizing the website for different types of users.
4. Creating better registration and membership interface.
5. Rearranging categorization.

Research and findings

MOMA stands for Museum Of Modern Art (New York City, NY, USA)

MOMA DESIGN STORE

Museum of Modern Art's gift shop selling cutting-edge kitchenware, prints, books, jewelry & more.

Located in: The Museum of Modern Art

Address: 44 W 53rd St, New York, NY 10019

Hours:

Thursday 10AM–6:30PM

Friday 10AM–9PM

Saturday 10AM–6:30PM

Sunday 10AM–6:30PM

Monday 10AM–6:30PM

Tuesday 10AM–6:30PM

Wednesday 10AM–6:30PM

Phone: (212) 767-1050

Why open only till 6.30?

More locations:

- Museum Store, NYC
- Design Store, 53rd St. NYC
- Design Store, Soho NYC
- Design Store, Tokyo
- Design Store, Kyoto
- Japan Online Store

At MoMA Design Store, you'll find classics of yesterday and today, from humble masterpieces to transformation technologies. Design that elevates the everyday.

In 1932, MoMA was the first art museum to establish a curatorial department dedicated to Architecture and Design. As an extension of the Museum's educational mission, MoMA Design Store exemplifies good design with a discerning selection of design objects highlighting the latest in materials, production and concepts from around the world. Every piece you'll find at our stores has been reviewed and approved by MoMA's curators. Some are represented in the Museum's collection. Many are MoMA exclusives.

Come inside. Discover the world's most inspiring design objects.

MOMA DESIGN STORE ONLINE

<https://store.moma.org>

FACEBOOK PAGE LINK

<https://www.facebook.com/momadestore/>

YOUTUBE PAGE LINK - 615 SUBSCRIBERS

<https://www.youtube.com/user/SHOPMoMA/featured>

PINTEREST PAGE LINK

<https://in.pinterest.com/momadestore/>

108.3k monthly unique viewers

41,219 followers

INSTAGRAM LINK

<https://www.instagram.com/momadestore/>

1,263 posts

79.9k followers

678 following

WHAT MAKES MOMA DIFFERENT

Our point of view is uniquely informed by MoMA's historical relationship to design.

In 1932, The Museum of Modern Art established the world's first curatorial department devoted to architecture and design. MoMA has long recognized design's important role in our culture alongside more traditional mediums like painting and sculpture.

MOMA'S SELECTION PROCESS IS UNLIKE ANY OTHER.

First, we assess a potential new product against our design filters, a set of 8 criteria that we use to ensure every item is a good fit with our vision of good design. Next, each proposed product is evaluated by MoMA's curatorial department. Only those items that make it through these two steps successfully can become part of our assortment.

Design Filters

1. IN OR RELATED TO MOMA'S COLLECTION

The Museum of Modern Art established the world's first curatorial department devoted to architecture and design. MoMA Design Store carries a selection of design objects from that collection. We only offer authorized versions in the colors and materials selected by the original designers. MoMA's design collection —is ever-changing, a reflection of the evolving field of design itself.

2. IN OR RELATED TO MOMA EXHIBITIONS

The Museum of Modern Art has revolutionized what a museum exhibition can be. MoMA has sought to document and respond to important developments in the field of design as they happen. As MoMA continues to innovate and lead at the forefront of art and design exhibitions, MoMA Design Store mirrors that spirit of exploration by discovering ever-new and original products, many seen for the first time in MoMA Exhibitions.

3. INNOVATIVE MATERIALS

The Museum of Modern Art has always been attuned to the close relationship between design and materials—and seeks to represent ways designers employ new materials and technology to improve an object's function. MoMA Design Store offers products that reflect new advancements in the materials designers are using at the moment they emerge.

4. INNOVATIVE FUNCTION

Function plays a large role in defining good design. When designers look at an object, they don't just consider its aesthetic appearance—they should also challenge it to be more versatile, to respond to the user's need, or to achieve its purpose more elegantly. Good design has the capacity to solve problems that sometimes we didn't even know we had. This is one of the ways design touches and enriches our everyday life.

5. INNOVATIVE TECHNOLOGY

At MoMA Design Store, we offer the most cutting-edge products that use tech to enhance everyday life. Every item that is selected is product-tested using real-life scenarios, and reviewed by MoMA design curators to ensure that it passes our ultimate litmus test: Is this design truly useful? If it didn't exist, would the world miss it?

6. EDUCATIONAL DESIGN FOR CHILDREN

MoMA Design Store shares the Museum's educational mission through a commitment to well-designed children's products. We collaborate with the MoMA's educational and curatorial departments to provide the best tools for encouraging learning through play and the development of creativity.

7. TEXTILE INNOVATION

MoMA's selection of contemporary textiles represents designers from around the world. Although these textiles are rooted in craft traditions, the use of unconventional techniques and materials infuses them with a modern spirit, reflecting the Museum's commitment to innovation and good design.

8. ICONS OF DESIGN

The buying team for MoMA Design Store embraces the same spirit of modernism upon which the Museum's architecture and design department— first of its kind anywhere in the world—was founded. Our selection starts with designers and manufacturers that were integral to the establishment of modern design, and whose iconic designs remain relevant today.

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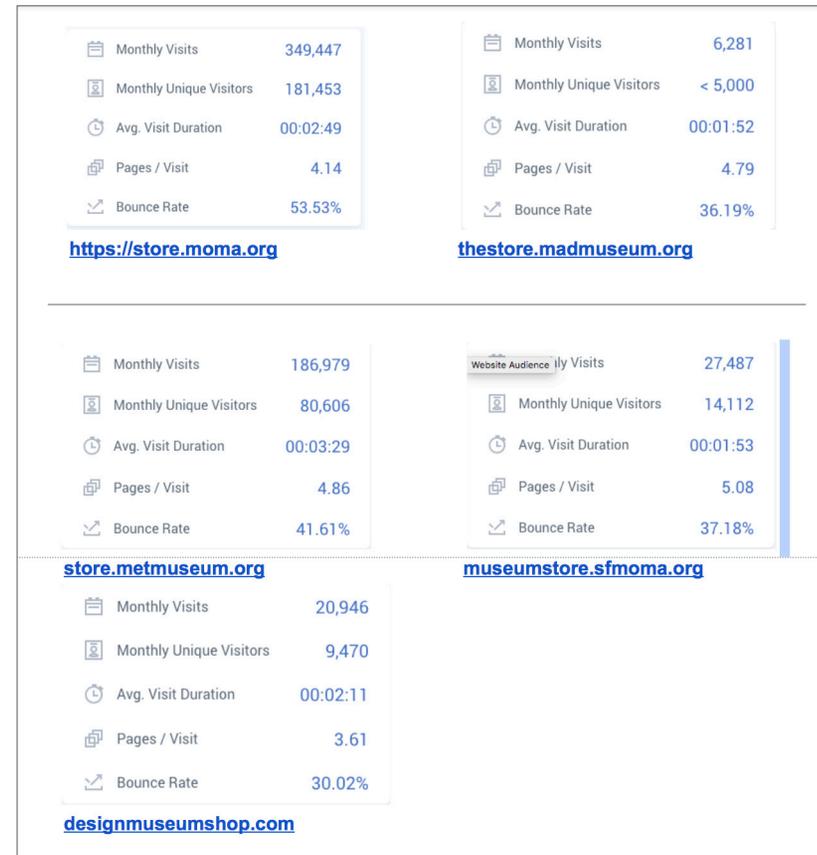
Data analysis

The Bounce Rate is as high as 53.53%, which means there are 53 people opened this website then they closed it immediately. We compared with five museum store, and try to find the difference with bounce rate.

Moma store has the highest bounce rate among the five stores, which means the homepage of Moma design store has the lowest user retention rate.

POTENTIAL REASONS WITH HIGHEST BOUNCE RATE.

- The top of the content cannot attract the user.
- The user cannot find the find good that they really want to buy.
- The sales strategy cannot touch on the user's heart.
- Bad instruction in homepage.
- The users are not interested in Moma design store.



DIG DEEPER THE BOUNCE RATE IN MOMA DESIGN STORE, WE FOUND A FEW INTERESTING POINTS.

The bounce rate of three channels that from the main traffic sources, is a little bit high. Ignore the not important channels, the most traffic is from the Direct, Referrals, and Organic search.

Direct: 43.24%. Referrals: 39.85%. Organic search: 33.08%.

In my used experienced work, an excellent range of bounce rate is about 25% to 30%.



Things we can offer in front of our goals

- **Understand how customers shop and how they can be lured away**
- **Customer shopping behaviors and preferences**
- 68% of respondents, usually starts shopping on channels like **Google Search, online ads, or other e-tailers.**
- To attract Open-Search Shoppers, marketers must hit key channels with the right message.
- To reach Comparison Shoppers, e-commerce companies need to **highlight the factors that drive the segment to e-tailers**
 - Low prices
 - In-store pickup
 - Product information
 - It's well known that e-commerce's primary value drivers are its **free shipping, huge product selection, and low prices.**
- We first need to divide consumers into groups based on how the company factors into their shopping process. Must plan their strategies around capturing customers at the key moments they break away from the e-tailer, whether that's during the initial product search stage, or when shoppers compare prices before checkout.
- **Open-Search Shoppers.** These consumers start their online purchase journeys on search engines. Targeting these shoppers at the right moment in the right channels, with messaging that highlights what the segment cares about in online shopping, will allow retailers to grab their attention.
- **Comparison Shoppers.** Shoppers in this segment find the product they want, but then look at other retailers to try to find better options, prices, and more. But only if they find ways to offer what they're looking for and present it in a way that will effectively capture their interest.
- E-commerce companies can better attract Open-Search Shoppers by highlighting the top reasons that drive the segment to shop

PROVIDERS SHOULD ACCENTUATE THE "FOUR P'S" BELOW:

- **Products.** A small majority of Open-Search Shoppers (59%) who shop at other e-tailers say they do so to buy products Amazon doesn't carry.
- **Prices.** Just over 1 in 2 Open-Search Shoppers (52%) who shop at other e-tailers do so to get the best prices on products they want to buy.
- **Positioning.** Twenty-seven percent of Open-Search Shoppers who patronize sites besides Amazon do so because they see products on non-Amazon sites first.
- **Physical stores.** Twenty-one percent of Open-Search Shoppers who leave Amazon do so to get items in a physical store.

- **Use to grow awareness and traffic by focusing on customer needs and behaviors**
- **Focus on mobile to grow organically in search listings.**
- **Use Actions to get ahead in Google Shopping.**

• **Get creative with text ads.** In addition to bidding for more common terms, marketplaces can also take a lesson from top brands by focusing on words related to consumer education. For example, a report by Gartner L2 shared that Tide focuses on educational search terms such as "how to do laundry" to grow awareness. The report shared that 45% of results on unbranded laundry search terms like "detergent" link to product pages on Amazon, compared with only 1% of search terms related to using the product, like "how to wash clothes." By coordinating with brands to develop "how to" pages and bidding on search terms, e-commerce companies can gain another edge over Amazon in attracting commerce-minded customers to their sites.

- e-tailer is putting greater emphasis on on-site ads that link to the site, Make price promises work to attract price-conscious customers
- Pioneer personalization approaches to serve customers better product recommendations.
- Personalization is key to growing email open rates
- Social networks like Facebook, Instagram, and Snapchat make up an increasingly important channel providers must hit in order to attract Open- Search Shoppers.
- Higher visibility of user-created content over advertising

FACTORS COMPARISON SHOPPERS ARE LOOKING FOR

- **Lower prices.**
- **The option to get the product in-store.**
- **Better product information.**

- 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**

Retailers should utilize tools like geolocation to identify what stores are closest to a consumer, and employ radio frequency identification (RFID) tags or an alternative in their inventory management to inform online shoppers of which aisle a product is located in.

FEATURE PRODUCT INFORMATION MOST RELEVANT TO A SPECIFIC CATEGORY.

Instead of providing the same details and layout for all products, customize these based on category. For example, e-tailers could offer videos and images for furniture and apparel, reviews from critics and consumers for books and movies, and instruction overviews for electronics. E-tailers still need to provide basic product information but having unique sections for each category will better cater to Comparison Shoppers' needs by increasing the chances of answering questions they have, in turn locking in their purchases. This is not a common practice, likely because e-tailers want to provide a consistent experience, but the functional value of customized product information may outweigh familiarity.

INTEGRATE SOCIAL MEDIA MENTIONS OF AN ITEM OR BRAND INTO THE PRODUCT PAGE.

Fifty-seven percent of consumers said social media influences their shopping, according to a study from Yes Lifecycle Marketing, and 30% found it useful in research. Including a section that displays social media mentions of the product and brand could help e-tailers tap into this influence by revealing new information that a consumer wouldn't have found elsewhere. It may also give the shopper the sense that other people have bought the product before, potentially moving them to make the purchase. If e-tailers and brands are concerned about negative information popping up, filtering words and employing moderators could help avoid the problem.

INCREASE FOCUS ON AFFILIATE MARKETING. E-tailers must also be prepared to reach consumers with product information when Comparison Shoppers look to third-party content about a product, and affiliate marketing is a key part of that process as it gets ad links into such pages. E-tailers should invest in their affiliate marketing process so they are able to provide more data to publishers to incentivize them to choose their ad links, or work with a thirdparty platform like Narrativ to help in the process. This is key for competing with Amazon, as such referrals generated nearly 8.2% of its traffic in May 2018, almost the same proportion as social and email combined, garnering millions of visits, according to SimilarWeb.

PRODUCT DETAIL PAGE (PDP)

personalize the page layout, as Monetate has done with Office Depot by using machine learning to analyze consumer data and select what information to present for each individual shopper. Having various sections appear first based on consumer data can help present the information shoppers care most about but considering what channel they come from is key.

<http://info.monetate.com/rs/092-TQN-434/images/Case-Study-Office-Depot-Individual-Fit-Experiences.pdf>

create a unique shopping experience and provide value to shopping with a specific retailer. Features like AR for furniture from Wayfair

<https://techcrunch.com/2018/03/20/wayfairs-android-app-now-lets-you-shop-for-furniture-using-augmented-reality/>

HAVE A FLEXIBLE AND INDIVIDUALIZED SHOPPING EXPERIENCE. An e-tailer's website should be immediately personalized to each shopper, avoiding treating new and infrequent shoppers as strangers, according to Clarkson. Using first-party data, if available from prior usage, and third-party data, etailers can immediately serve shoppers relevant products and recommendations, creating a welcoming and personalized experience, and potentially helping them find what they're looking for right away. Nivea, a personal care brand, saw its transactions jump 150% on Alibaba when it created different storefronts for first-time visitors, new buyers, and returning shoppers, and e tailers would do well to employ this tactic on a large scale, especially for Amazon Loyalists.

CUSTOMIZATION STRATEGY

- **Follow and utilize advancements in webcam technology**
- **Combine web search technologies with delivery logistics to deliver precise items viewed on Web**
- **Develop build-to-order technical capabilities.**
- **Offer inexpensive products that lend themselves to repeat purchasing.**
- **Build reputation for quality and reliability.**

Our assortment, like the pieces in MoMA's Architecture and Design Department, is item driven. We identify a particular design object that epitomizes an important movement, collection, or designer rather than creating a complete catalog of every item of a movement, collection, or artist.

We actively work to democratize good design at every price point. From the Butterup Knife to the WaterRower Rowing Machine and everything in between, our goal is to make design accessible to as wide an audience as possible.

Every purchase you make supports MoMA's educational programs.

Learn more link not working on this page

Every year, we engage with over one million people through our programming in the Museum, in all five of New York City's boroughs, and around the world.

ONLINE CATALOGUE LINK

<http://catalog.store.moma.org/moma-design-store-online-catalog-3/page/44-45>

WHOLESALE CATALOGUE LINK

<http://catalog.store.moma.org/moma-wholesale-catalog-2018/page/1>

Wholesale catalogue link

<https://www.moma.org>

MOMA website link

<https://www.moma.org>

Customer Service

<https://store.moma.org/moma-store-customer-service>

What it takes to get into MoMA's Design Store

<https://www.fastcompany.com/90174080/what-it-takes-to-get-into-momas-design-store>

- Having a product carried by the MoMA Design Store has long been a career-defining achievement for designers.

WHAT ARE IN MOMA'S DESIGN STORE?

Historic vs. Contemporary

Collectible vs. disposable

Functional vs. frivolous

EMMANUEL PLAT, DIRECTOR OF MERCHANDISE

- **Every item carried at the MoMA Design Store undergoes a rigorous eight-part vetting process.**
- Judge each design according to how iconic it is, along with how it relates to MoMA's collections, and whether it has featured in a past or present exhibition. Aside from cultural significance, there's also the consideration of a design's innovative approach to function, materials, textiles, and technology. Finally, they also consider the object's educational merit for kids.

CHAY COSTELLO, ASSOCIATE DIRECTOR OF MERCHANDISE OF MOMA RETAIL'S

- The museum itself opened in 1929
- Within four months of its opening, there were retail operations in the lobby.
- **People want to take some token of the experience home with them**

EMMANUEL PLAT

- **The last few years there's definitely an appetite for objects that are more decorative—items that are simply nice, really well-crafted products**
- **People are not so interested in this [desk objects] anymore."**
- **Conversation pieces and engaging, game-like items are popular.**
- **Small gifts and items priced at the lower end will be included in moderation.**

MoMA Design Store's Home page is not a Home page

- “Home” is actually a category of product page.

WHAT IS MOMA'S DESIGN STORE GOAL RIGHT NOW?

- Kids Education
- Reduce the admission fee for the museum
- Show the history of the MoMA museum and inform its future direction.
- More to add...
- What can become their future goals?
- The website is for different audiences
- Right now it seems like for everyone with no difference.
- We can improve the website by giving a customized experience to different users.

AUDIENCES

- Teachers
- Family
- Influencer
- Designer
- Art student
- Art lover

KEYWORDS TO THINK ABOUT

- Uniqueness of the products
- Future Designer discount
- Onlooker to purchaser
- Influencer
- Lifestyle
- Goals

INDOOR SHOP GETS MORE SALE THAN WEBSITE

MOMA FUTURE DESIGNER PROGRAM

- This is a program we may add to MoMA designer program in the future to encourage young designers to submit their works to the museum and sell to the public.
- Check MoMA's standard for its design store first
- What gets updated?
- What is connected to this product?

MoMA Store Current Website Screenshot

Home page

MoMA Design Store

Search | Sign In | Cart

New Home Kitchen & Dining Office Tech Jewelry & Accessories Prints & Artists Books Kids Gifts Holiday Sale

Exclusive Launch

New Roland Kiyola Pianos

This wildly popular design is now available in new finishes: black-stained oak (shown) and walnut, available online only.

Shop Now



Smiley face icon

Smiley face icon

New Home Kitchen & Dining Office Tech Jewelry & Accessories Prints & Artists Books Kids Gifts Holiday Sale



HAY Soft Edge P10 Chairs

New versions of the popular everyrtes, stackable chairs, made in Denmark. Only \$175 each.

Shop Now



Hightide Desktop Tools

This Japanese brand with a cult following makes desk accessories that are as fun as they are useful.

Shop Now



MUJI Kitchen Appliances

These designs are distinguished by Naoto Fukusawa's signature clean aesthetic.

Shop Now

Best Sellers

New Home Kitchen & Dining Office Tech Jewelry & Accessories Prints & Artists Books Kids Gifts Holiday Sale



KAWA Holiday Cards (Box of 12)



Blomus Planto Stainless Steel Watering Can



Champion Crewneck Sweatshirt - MoMA Edition



Modern Women Ornaments Set



Snowy Pine Holiday Cards



Holly Wreath Holiday Cards

Shop All

Free Shipping for Members

New Home Kitchen & Dining Office Tech Jewelry & Accessories Prints & Artists Books Kids Gifts Holiday Sale

Learn About Memberships



Discover what sets MoMA Design Store apart.

Do you know how we choose products for MoMA Design Store? Or what informs our unique point of view? Discover what sets MoMA Design Store apart in our What Makes Us Different story.

Learn More About Us

New Home Kitchen & Dining Office Tech Jewelry & Accessories Prints & Artists Books Kids Gifts Holiday Sale



See how your purchase supports the Museum of Modern Art.

Watch the Video

Get Email Updates

Enter your email for news and special offers

Sign Up

f y + @

Help + Info

- Shipping
- Returns
- My Account
- Gift Cards
- Gift Wrap

About Us

- What We Do

Our Stores

- Design Store, SoMa, NYC
- Design Store, Tokyo
- Design Store, Kyoto
- Japan Online Store

24/7

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Visit MoMA.org

What makes MoMA different

Members have access to free shipping and up to 20% off. [Learn More](#)

Search **MoMA Design Store** Sign In Cart

New Home Kitchen & Dining Office Tech Jewelry & Accessories Prints & Artists Books Kids Gifts Holiday Sale

World Design Store | The Difference

What Makes Us Different

Sign up and Save \$10
on orders of \$100 or more
Be the first to know about new products, MoMA exclusives, special offers, events and more!

Enter your email [Sign Up](#)

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[New Home](#) [Kitchen & Dining](#) [Office Tech](#) [Jewelry & Accessories](#) [Prints & Artists](#) [Books](#) [Kids](#) [Gifts](#) [Holiday Sale](#)

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[Explore Our Design Filters](#)

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[New Home](#) [Kitchen & Dining](#) [Office Tech](#) [Jewelry & Accessories](#) [Prints & Artists](#) [Books](#) [Kids](#) [Gifts](#) [Holiday Sale](#)

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From the Bulfinch Club to the Ballpoint, Bostick MacKenzie, and everything in between, our goal is to make design accessible to as wide an audience as possible.

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Every year, we engage with over one million

[New Home](#) [Kitchen & Dining](#) [Office Tech](#) [Jewelry & Accessories](#) [Prints & Artists](#) [Books](#) [Kids](#) [Gifts](#) [Holiday Sale](#)

[Learn More](#)

In The Collection

Just Launched

Exclusives

[New Home](#) [Kitchen & Dining](#) [Office Tech](#) [Jewelry & Accessories](#) [Prints & Artists](#) [Books](#) [Kids](#) [Gifts](#) [Holiday Sale](#)

Enter your email [Sign Up](#)

See how your purchase supports the Museum of Modern Art.

[Watch the Video](#)

Get Email Updates

Enter your email for news and special offers [Sign Up](#)

Help + Info About Us Our Stores 24/7
Customer Service Why We're Different Store Events 1.800.851.4009
Returns Design Store, Tokyo
My Account Design Store, Kyoto
Gift Cards Japan Online Store
Gift Wrap

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