

## Mirror | Accessible Clothing for Everyone

Based on the design brief and the synthesis of the 1-on-1 user interview research, below are the goals:

### Company Goals

1. To help Mirror differentiate themselves in the crowded market
2. **To leverage Mirror's existing brick and mortar customers as well as potential online shoppers**
3. **To use their new online presence for moving their remainder inventory**
4. To create a responsive ecommerce website that would work seamlessly on all platforms
5. To re-design their logo and create a brand identity that is in line with 'Accessible clothing for everyone': Neutral | Modern and fresh | Clean and clear

### User Goals

1. Discounts are more important than current fashion trends
2. **Time limit for purchase in the shopping cart is frustrating**
3. Infinite scrolling of the items is a huge annoyance
4. Substantive, customized recommendations would bring value
5. **Even though the clothes are cheap, the shopping experience should be classy**

Two goals have been identified from each category for the OKR framework. An additional component of 'Initiatives' have been added in order to understand what needs to be undertaken in order for the 'Objective' to get the 'Key Results' so that it is a success.

### OKR (Objectives and Key Results)

- Alignment and engagement around measurable goals
  - Set, Track, Re-evaluate
- A. **Objectives** are memorable qualitative descriptions of what you want to achieve. Objectives should be short, inspirational and engaging. An Objective should motivate and challenge the team
- B. **Key Results** are a set of metrics that measure your progress towards the Objective. For each Objective, you should have a set of 2 to 5 Key Results. More than that and no one will remember them.
- C. *Initiatives are what we believe we are going to do to reach our objective: projects, tasks, activities...*

### 1) Company's Objectives:

**Objective:** Leverage Mirror's existing as well as potential customers.

#### Key Results:

- Improve site traffic from X to Y
- Increase new visitors from X to Y
- Reduced bounce rate by Y
- Increase time spent of site from X to Y

#### Initiatives:

- *Promotions for the new ecommerce website in the existing brick and mortar stores*

- *Send flyers to existing customers*
- *One-time discount offers printed on the physical receipt received in the brick and mortar store: visit and buy from the new online ecommerce website*
- *Search engine optimization*
- *Other marketing promotion avenues (do a cost benefit analysis for each option to select the best possible avenues for marketing and promotions to drive more traffic)*

**Objective:** Move their remainder inventory

**Key Results:**

- Reduce the average age of remainder inventory by Y days: Average number of days it takes to sell to customers ( $(\text{cost of inventory at its present level} / \text{cost of goods sold}) \times 365$ ) should be less than 120 days
- Increase the sale count from X to Y for the remainder inventory
- Reduce the product return rate by Y for the remainder inventory

**Initiatives:**

- *Have a clearance sale*
- *Reduce the price of the remainder inventory*
- *Bundle discount offers for multiple items bought together*
- *Bundle fast-moving items with slow-moving items*
- *Double or triple expose the merchandise on the website*

## 2) User's Objectives:

**Objective:** Create a Classy Customer Experience *(to convert existing and new customer to repeat customers which would increase sales which would increase revenue)*

**Key Results:**

- Increase Repurchase Rate from X to Y
- Maintain Customer Acquisition cost under Y
- Improve average weekly visits per active user from X to Y
- Increase non-paid (organic) traffic from X to Y
- Improve engagement (users that complete a full profile) from X to Y

**Initiatives:**

- *Create a Neutral | Modern and Fresh | Clean and Clear ecommerce website*
- *Create a well-organized easy-to-browse products page*
- *Create an easy checkout process*

**Objective:** Time limit for purchase in shopping cart is frustrating *(increase the checkout conversion rate to increase the revenue)*

**Key Results:**

- Increase the shopping cart checkout conversion rate form the benchmark by Y%
- Reduce shopping cart abandonment from X to Y
- Improve engagement (users that complete a full profile) from X to Y

**Initiatives:**

- *Make the checkout process simple and easy*
- *Creating account is not mandatory*

- *Give free shipping, avoid unexpected shipping costs*
- *Have a secure payment gateway*
- *Provide discounts with coupons*

### **3) Developer's Objectives:**

**Objective:** Build and launch the new ecommerce website (*so we can immediately have a new revenue stream for the company*)

**Key Results:**

- All priority 1 features will be included in the first version
- We can get the first version up and running in X days
- The website will be stable, bug-free and with no downtime

**Initiatives:**

- *QA of the priority 1 features and the entire website*
- *Setup infrastructure needed for no downtime*

**Objective:** Make the checkout process simple and easy (*so we have a higher checkout conversion rate to increase the revenue*)

**Key Results:**

- We will build this feature in X days
- We will test this feature in Y days
- We will launch this feature in Z days

**Initiatives:**

- *Evaluate and validate the features to be included to make the checkout process simple and easy:*
  - *Creating account is not mandatory*
  - *Avoid unexpected shipping costs, taxes and other additional fees*
  - *Have a secure payment gateway*
  - *Should be able to calculate the final order cost up-front*