

CLIENT
USER JOURNEY
Future/Current State

Melody Williams

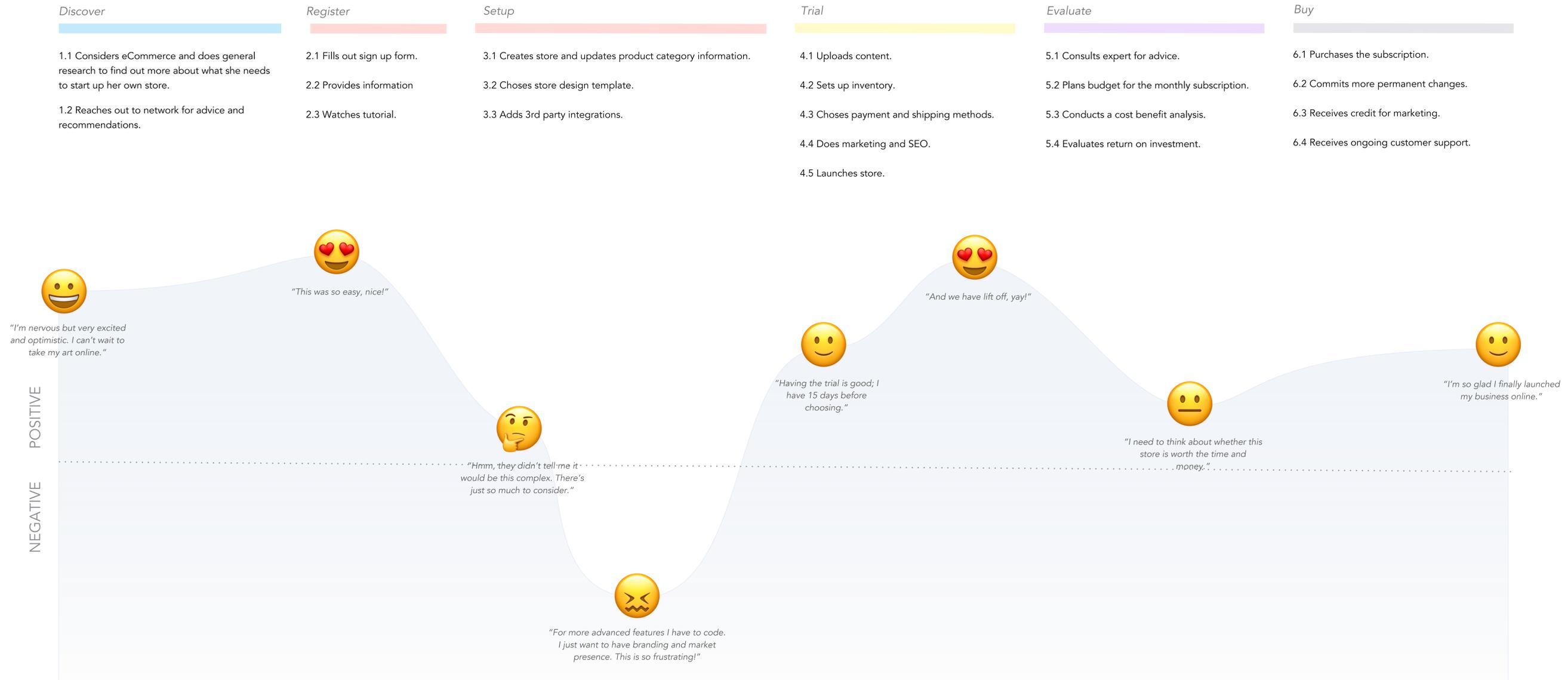
For first part: Melody is a Digital Marketer that works for a consulting company in Toronto. She started her first company by selling t-shirts she designed herself. She also worked at a digital marketing agency in their marketing department for over 3 years.

Scenario

In order to earn a side income, Melody decided to open up her business to clients all over the world. Here she is setting up her eCommerce store for the first time.

Expectations

- She wants to be able to generate revenue from her art.
- Establish an online customer base.
- Achieve visibility within the art community.
- Scale up business and expand in the future.
- Simplify operations and logistics.



Opportunity

| Discover | Register | Setup | Trial | Evaluate | Buy |
|---|---|---|--|---|---|
| 1.1 A one stop shop solution that will have everything needed from setup to launch. | 2.1 Shorten registration process by reducing steps. | 3.1 Enable an easy setup mode where the store can be up and running in less than 10 clicks. | 4.1 Logistics and integration with 3rd party applications. | 5.1 Clear payment plan. | 6.1 Pay per sale as opposed to pay per month. |
| 1.2 Easily manage business on the go. | 2.2 Enable social media signup. | 3.2 Pre-made store template based on AI determined skill level. | 4.2 Accessible AI supported customer service. | 5.2 No hidden fees. | 6.2 Analytics to help understand buying patterns and grow sales. |
| | | 3.3 Create store based on social media audience. | 4.3 Longer trial periods. | 5.3 Give AI powered feedback to help reveal store strengths and weaknesses. | 6.3 Allowing stores to cross-connect and partner with each other. |
| | | 3.4 Dedicated and free customer mentorship program. | | | |