

USER EXPERIENCE ROADMAP

PREPARED FOR FICTIONAL RETAIL CO.



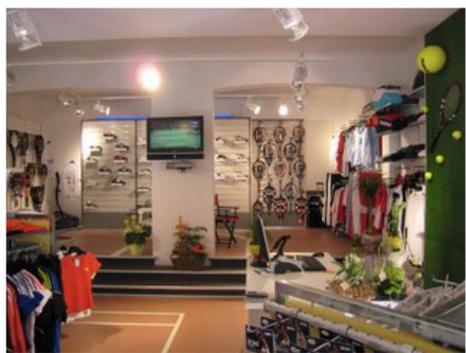
FRESH IN-STORE/ON-SITE IMAGERY



UPDATED LOGO

MODERN GRAPHICS

NEW ADS, SIGNAGE, PACKAGING & CAMPAIGNS



RETAIL STORE



VIRTUAL STORE

PRE-SALE EXPERIENCE

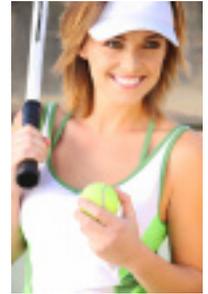
People hear about the store (retail/online) via:

- word of mouth/online mention
- advertising (offline & online)
- link/online recommendation
- event promotion

Message is delivered via:

- customers (word of mouth)
- retail salespeople
- print collateral
- print ads/billboards
- online ads/search engines
- walking billboards (clothing, hats, shopping bags)
- tennis centers/instructors

A HAPPY USER =



A CUSTOMER FOR LIFE!

BRAND EXPERIENCE

The brand experience, on first impression, should portray a hip, youthful mindset. Customers are either fit, young, young-at-heart, active, or *aspire* to be. It must be:

Hip - Youthful - Fresh - Confident - Fit - Athletic - Cool - Coordinated - Elite
Edgy, but with a nod to Classic Taste - Stylish - Unique - Different - Desirable

Subsequent brand impressions need to build on the theme. Customers should feel part of a cool, elite "club" and be proud of themselves for buying, wearing & using the merchandise. An updated corporate logo will be produced for greater impact.

RETAIL EXPERIENCE

The retail store is modern and athletic in feel, akin to a Nike store. Shoppers choose outfits, shoes and accessories from color-coordinated merchandise racks and displays. Video of tennis matches plays silently throughout the store, while alternative, modern music plays on loudspeakers. The staff wears the clothing, and accessorizes it with their own unique style (ala the Williams, Federer & Sharapova who bring fashion & style to the hard-core athleticism of their game.)

ONLINE USER EXPERIENCE

The new ecommerce site will reflect the feel and atmosphere of the retail store. Visitors to both should feel immediately at home and the experience online needs to mimic the "hipness" of the store and inspire people to be more fit and active. The ecommerce site will be developed in three phases so that we can launch soon and then add deeper content, personalization and community features.

POST-SALE EXPERIENCE

We need to increase the amount of actual data we have on customer satisfaction and assess the user experience of the new ecommerce store. We recommend a Wimbledon giveaway promotion that will help drive traffic to the new ecommerce site and encourage registration for valuable feedback surveys and follow-up.

PRODUCT GUARANTEE

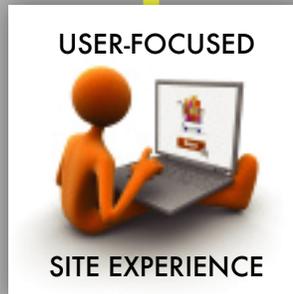
Once a customer has purchased or been given a product from the retail or online store, they are now immersed in a user experience. We recommend a product guarantee that defines the brand, user & customer experience, ensuring products:

- stand the test of time, with quality guarantees
- will perform to the users expectations
- be returnable/refundable/exchangeable
- be better quality than competitors
- elicit delight (to ensure repeat purchases)



USER EXPERIENCE ROADMAP

PREPARED FOR FICTIONAL RETAIL CO.



CURRENT EXPERIENCE STRENGTHS

- The retail store has a good reputation locally and loyal customers that we can seek testimonials from and build ad campaigns around.
- The products are cutting-edge, and second-to-none in quality. Pros use them.
- The company has been in business for almost 10 years and has a lot of experience buying, dealing with vendors and finding new merchandise.

CURRENT EXPERIENCE WEAKNESSES

- We need to improve the logo to match the newer, fresher identity. It is not hip, does not stand well and look interesting on its own, and doesn't represent the brand with power. The logo needs to be updated and launched in-store and online with the launch of the ecommerce site, which means we will need to do new packaging and signage.
- The product refund policy is not as generous as competitors and we want to work with marketing to improve it, in addition to crafting a guarantee message that we will use strategically to drive sales.
- There is not even an existing web site today for the retail location. We're starting from scratch to introduce the brand and the ecommerce site online, and this will also require ecommerce site customer support staff & training.

DELIVERING THE USER EXPERIENCE

This brief roadmap will serve to guide us as we create a number of planning documents and creative assets in greater detail:

Marketing Deliverables

- Competitive Analysis ✓ **DONE**
- Stakeholder & Customer Interviews ✓ **DONE**
- Ecommerce Site Requirements ✓ **DONE**
- Ecommerce Site Launch & Advertising Plan (offline & online)
- New Advertising Campaign for Print/Billboards
- Wimbledon Giveaway Promotion

Brand Deliverables

- Logo & Identity Update Plan (phased adoption for retail store) ✓ **DONE**
- New Logo
- New Packaging
- New Signage & Store Graphics
- New Merchandise Labels & Tags
- New Outdoor Signage
- New Print Ads, Collateral & Outdoor Advertising

Experience Design Deliverables

- User Experience Roadmap ✓ **DONE**
- Visual Prototypes
- Experience Architecture (sitemaps, wireframes, content organization)
- Interface Design
- Standards Guide
- Interaction Design
- Technical Design
- Customer Support Staffing & Training Plan

Usability Deliverables

- Usability Test Plan ✓ **DONE**
- User Testing Results (with prioritization of problem areas)
- Usability Expert Review Results
- Feedback Surveys & Results (following launch)