

Lamps Visualization Tool – Storyboard

Customers often lack confidence in making an online purchase of lighting without being able to see the merchandise in person. As a result, there are missed opportunities for sales or increased rates of return for online purchases. To help customers make informed purchases, the visualization tool was added to the lighting company’s website. This tool allows customers to upload a photograph of their room, and then test how different lamps will look. While this is a useful tool, visitors to the website do not consistently use this tool to inform their purchasing decisions. There is a need for customer education to build awareness of this tool and to demonstrate how to use this tool.

Target Audience: Customers who are interested in buying lighting.

Objectives: Increase customer confidence in purchasing lamps online that results in a greater conversion of items placed in shopping carts to sales and a reduction of non-defective merchandise being returned. To accomplish this, the video demonstrates how to find and use the visualization tool to inform purchasing decisions.

Screen Title: Introduction		
Audio:	On-screen text:	On-screen graphics:
<p>I just found these awesome lamps online but I’m worried that they won’t look right once they are delivered.</p> <p>I don’t want to buy a lamp that is too big for the space or one that is too small.</p> <p>I want a lamp that is the right size, style, and color!</p> <p>Luckily, LampsPlus lets you upload a picture of your room so you can see what the lamp will look like before you buy!</p> <p>Let’s go to LampsPlus.com and I’ll show you how it works!</p>	<p>None</p>	<p>Left side of slide: Character at table with laptop open. Images of lamps in laptop screen.</p> <p>Right side of slide: Living room with couch, coffee table, painting.</p> <p>Bring in lamp that is too big for table.</p> <p>Bring in lamp that is too small for table.</p> <p>Bring in lamp that is the right size.</p> <p>[Each lamp leaves the slide before the next lamp enters the slide.]</p> <p>Add image of LampsPlus website in laptop screen.</p>

Screen Title: Tips

Audio:	On-screen text:	On-screen graphics:
<p>Before we begin, let me show you a few design tips for purchasing a lamp for your nightstand.</p> <p>First, measure the widest part of your nightstand. Mine is 24 inches wide.</p> <p>The widest part of the lamp should be about one third to one half the width of your nightstand. A lamp that is between 8 inches and 12 inches wide is perfect for my space. You can go a little wider if you want the lamp to be a focal point of the room.</p> <p>Next, measure the height of your nightstand. Mine is 24 inches tall.</p> <p>Your lamp should be about the same height as your nightstand or slightly taller. A lamp that is between 24 inches and 27 inches is perfect for my space.</p> <p>You can shop more confidently if you know your furniture measurements before you shop.</p> <p>It also helps to take a picture of your room from the front view. An angled view makes it more difficult to visualize the lamp in your room.</p>	<p>Text near center of slide: Design Tips</p> <p>[1] text: width = 24”</p> <p>[2] text: width = 8-12”</p> <p>[3] text: height = 24”</p> <p>[4] text: height = 24-27”</p> <p>[5] text: front view</p> <p>[6] text: angled view</p>	<p>Left side of slide: Dresser in an angled position, next to windows with curtains. Character standing near middle of slide to the right front of window. The character is animated to explain information.</p> <p>Right side of slide: Nightstand with lamp on it, next to bed.</p> <p>[1] Bring in text and line to show width of nightstand.</p> <p>[2] Bring in text and line to show width of lamp.</p> <p>[3] Bring in text and line to show height of nightstand.</p> <p>[4] Bring in text and line to show height of lamp.</p> <p>[5] Bring in text near the right bottom of slide (by bed)</p> <p>[6] Bring in text near the left bottom of slide (by angled dresser)</p>

Audio:	On-screen text:	On-screen graphics:
<p>Start by selecting the type of lighting you want. I'm looking for table lamps for my bedroom.</p> <p>Next, use filters to narrow your choices. Since my nightstand is 24 inches tall, I want lamps that are between 26 and 30 inches tall.</p> <p>I'm also going to filter by color, because I want blue lamps in my room.</p> <p>The webpage will show you all the lamps that match what you want. Click on the picture of a lamp to see more detail.</p> <p>You can then scroll down to see more detail about the lamp, including the dimensions. This one is 29 inches tall and almost 16 inches wide. It's a bit taller and wider than what is ideal for my nightstand, but I want it to be a focal point for my room.</p> <p>Click the View in your room button to see how it will look.</p> <p>Click the Take or Select Photo button to upload your own photo. Remember that front view photos work best.</p> <p>Find and select the file on your computer to upload.</p> <p>When your image uploads, you can crop or rotate, if needed.</p> <p>Click the Apply button when you are finished making edits.</p> <p>Then click the Proceed with this image" button.</p> <p>You will then be able to move and resize the lamp to see how it will look in your room.</p>	<p>Arrow with text: Select the type of lighting you want.</p> <p>Arrow with text: Select filters to narrow your choices.</p> <p>Arrow with text: Select the lamp you like.</p> <p>Arrow with text: Make note of the lamp dimensions.</p> <p>Arrow with text: Click View In Your Room.</p> <p>Arrow with text: Click to use your own photo.</p> <p>Arrow with text: Select an image from your files.</p> <p>Arrow with text: Click to crop your image if needed.</p> <p>Arrow with text: Click Apply when edits are finished.</p> <p>Arrow with text: Click Proceed to continue.</p> <p>Arrow with text: Resize lamp to fit room dimensions.</p>	<p>Screen capture video performing actions on the website.</p> <p>Add arrows with text to synchronize with narration.</p>

<p>This lamp is a few inches taller than my nightstand, so I'm going to resize it to be just a little taller. Then I'm going to place it on my nightstand.</p> <p>I'm not sure if I like that lamp, so I want to compare it to another one I liked. To go back to your initial search, click the "Continue Browsing" link.</p> <p>Click on the picture of a different lamp to see more detail.</p> <p>Scroll down to see more detail about the lamp, including the dimensions. This one is almost 26 inches tall and 16 inches wide. It's the right height and a little wider than what is ideal for my nightstand.</p> <p>Click the View in your room button to see how it will look.</p> <p>Click the Add to Current Room button to add it to the room with the other lamp.</p> <p>This lamp is a bit shorter than the other lamp, and just 2 inches taller than my nightstand. I'm going to resize it to be just a little shorter than the other lamp and place it on my other nightstand.</p> <p>I like the color, size, and shape of the second lamp better than the first, so I'm going to delete the first lamp from the room. Click on the lamp and click the Remove Item link.</p> <p>I also want to see how this lamp looks when it is on both nightstands. To get a second lamp, click on the lamp and then click "Duplicate-Item".</p> <p>I resize this to match the size of the other lamp and place it on my other nightstand.</p> <p>If I'm still unsure what looks best, I can browse for more lamps and repeat this process.</p> <p>I'm really happy with this choice, so I'm going to add it to my cart to purchase and then check out.</p>	<p>Arrow with text: Continue browsing to compare lamps.</p> <p>Arrow with text: Select the lamp you like.</p> <p>Arrow with text: Make note of the lamp dimensions.</p> <p>Arrow with text: Click View In Your Room.</p> <p>Arrow with text: Click to add to current room.</p> <p>Arrow with text: Resize lamp to fit room dimensions.</p> <p>Arrow with text: Select lamp and click Remove Item to delete.</p> <p>Arrow with text: Select lamp and click Duplicate Item to copy.</p> <p>Arrow with text: Resize lamp to fit room dimensions.</p> <p>Arrow with text: Click Add to Cart to purchase.</p>	
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Screen Title: Ending		
Audio:	On-screen text:	On-screen graphics:
Now that I know that my new lamps will look great in my bedroom, I can relax and buy with confidence, and so can you!	none	<p>[same images as intro slide]</p> <p>Left side of slide: Character at table with laptop open. Image of LampsPlus website in laptop screen.</p> <p>Right side of slide: Living room with couch, coffee table, painting.</p> <p>Character stretching and relaxing.</p>