

Lighting Store_Design Document

<p><i>Business Purpose</i></p> <p><i>(This is hypothetical information for portfolio sample)</i></p>	<p>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.</p> <p>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.</p> <p>There is a need for customer education to build awareness of this tool and to demonstrate how to use this tool.</p>
<p><i>Target Audience</i></p>	<p>Customers who are interested in buying lighting.</p> <p>Customers range in age, geographic location, gender, race and ethnicity, socioeconomic status, comfort navigating websites, comfort making online purchases, and many other indicators.</p>
<p><i>Training Time</i></p>	<p>Less than 5 minutes.</p>
<p><i>Training Recommendation</i></p>	<p>Informational video.</p> <p>Training will be accessible from the front page of the lighting company’s website. This training is designed and recommended for customers who are not comfortable navigating websites, comfortable making online purchases, or have difficulty visualizing an image of a lamp in their space.</p>
<p><i>Deliverables</i></p>	<ol style="list-style-type: none"> 1. Design document 2. Storyboard 3. Powtoons video with website screen capture
<p><i>Learning Objectives</i></p>	<p>At the end of this training, customers will be able to</p> <ol style="list-style-type: none"> 1. Navigate the website to find the visualization tool 2. Use the visualization tool to inform purchasing decisions
<p><i>Content Outline</i></p>	<ol style="list-style-type: none"> 1. Intro – afraid that a lamp won’t look good in the space 2. Design Tips 3. Screen capture showing: <ol style="list-style-type: none"> a. how to navigate the website to find lamps <ol style="list-style-type: none"> i. Go to website ii. Select Lamp Type iii. Filter by height and color iv. Select lamp v. Check lamp details and dimensions b. how to use the visualization tool <ol style="list-style-type: none"> i. View In Room ii. Select Photo iii. Crop Photo iv. Add Lamp to Photo v. Adjust Lamp Size vi. Select Additional Lamps to View vii. Adjust size

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	<ul style="list-style-type: none">viii. Remove Lamps you don't likeix. Copy lamps if you want more than onex. Click Buy <p>4. Conclusion – buy with confidence</p>
<i>Evaluation Plan</i>	<p>The training video will not include customer activities or assessments</p> <p>To measure the effectiveness of customer awareness of the visualization tool, website metrics will track whether there is increased traffic and use of the tool.</p> <p>To measure whether the training was effective in increasing customer confidence in purchasing lamps online, website metrics will track whether customers who viewed the training and then used the visualization tool convert items in their carts to sales more frequently than those who do not watch the training and whether they return non-defective merchandise at a lower rate than other customers.</p> <p>(This is a portfolio sample only and was not developed for an actual client.)</p>