

# Béó App

Empowering businesses to do  
what they do *best!*

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# PACT Analysis

# People

The enterprise version of our app is targeted towards small retail business owners, specifically those who do not have established distribution networks to compete on the e-commerce market. These users can either be brick-and-mortar store owners or independent artisans who do not have a storefront. Our target audience will range from young adults to middle-age individuals, though primarily those who are technologically proficient enough to use smart devices and/or computers to receive and fulfill orders for their business. The wide age range of business owners means it is imperative that the typography has strong hierarchy and is readable at a variety of viewing distances. In order to provide prompt shipping to customers - the key feature of our business model - Béo will partner with those who operate shops locally and within city limits. With the cultural diversity of these city

business owners in mind, the copy writing will be designed to accommodate non-native English speakers. As the app's users are business owners, they will likely have their attention divided between a variety of tasks so the app needs to be easy and quick to use.

Simple, accessible language will be used throughout the app because our users are likely to be business owners who have no current e-commerce store or experience with e-commerce. According to Industry Canada's 2016 report on SME businesses, business owners are typically between the ages of 50 to 64 years old. The elements in the app need to be optimized for mature individuals - through increased text sizes, increased UI element sizes, and clear, consistent content hierarchies.

\*The color green highlights the changes made after user interviews

# Actions

The frequency of use will vary from a couple times a week to several times a day - depending on the type of the user's business. Users will be able to view current orders and the status of these orders, a list of past orders, view data analytics for their store's sales, and view a customer's past orders. For notifications during store hours, a sound and/or vibration notification will inform users that a new order has been placed at their store. After an order is placed, the user will be able to decide if they will accept the order or decline the order - for example, if an item is out of stock. After an order arrives, users will view the details of each order, package the products for the order, and set them aside for the courier to pick up. Additionally, the business owner is able to view all the items that they have added to their store's inventory in the app.

Most of the businesses owners interviewed grouped their most popular products in terms of their similar characteristics, so users are able to add tags to products - which can be searched, categorized, and tracked. The promotions feature allows users the ability to create and edit a variety of promotions and then share these promotions with their store's followers - whether through the app, social media, or email. Users are also able to adjust their business profile settings - such as a banner image or store title - and their notification settings. The owner or employee(s) will likely be using our app to fulfill orders while following store opening procedures. **Béo will be used in environments where users have their attention divided by multiple tasks.** As online orders will likely come in during the hours the store is closed, the app will be used during the early hours of a store's operations.

\*The color green highlights the changes made after user interviews

# Contexts

The app will be used in an indoor store environment that has bright lights, potentially loud conversations, a medium to slow pace of customers, and ambient music. The app will require a wi-fi connection to be used and, as businesses will have internet connection to power their point-of-sale systems, the app will be used in an environment with constant internet access. Users may be feeling frustrated due to the barrier to enter the e-commerce market prior to using our services,

but will feel supported in their business by the resources gained from using Béo. The design of the app will prioritize ease of use and will limit the design choices user's can make to help create a professionally designed look and feel throughout the platform. *As the app will be used by various employees, the UI of the app needs to be designed to maximize the store owner's privacy.*

*\*The color green highlights the changes made after user interviews*

# Technology

A **tablet** or computer with an internet connection and keyboard input functionalities **will be required**. The app will require disk space to store data (past orders, product meta-data, etc.) to provide insightful analytics for the business to utilize at a later time. Location services will be needed on the

app to provide an estimated arrival time for an order courier. Additionally, **the app will require a Google API for users to be able to share promotions to their social media and email accounts and to sign into the app using a Facebook or Google SSO.**

\*The color green highlights the changes made after user interviews

# Béo M.V.P

- Receive, View, and Decline Orders
- Inventory List
- Order Status



# MoSCoW Chart

Requirement	Rationale	Priority	Content	System Function
<b>Receiving &amp; viewing orders</b>	Users will need to know what orders have come in to be able to fulfill them in time for pick up.	Must	<ul style="list-style-type: none"> <li>- Incoming order and its details (specific products and quantities, order number, customer contact, time order is due)</li> <li>- Other current orders</li> </ul>	Receives and displays incoming orders and their details onto the screen for reference.
<b>Decline order</b>	Users will need an option to notify customers that their order cannot be fulfilled in the event of insufficient inventory.	Must	<ul style="list-style-type: none"> <li>- Decline order button</li> </ul>	Allows store owner to decline an order and, optionally, an input for estimate time for product restocking. Notifies the customer of the order cancellation.
<b>Settings</b>	Users will be in full control of the information they want to provide to customers in the event changes are necessary.	Must	<ul style="list-style-type: none"> <li>- Business Info</li> <li>- Accessibility</li> <li>- Help/Contact</li> <li>- Notifications</li> </ul>	Displays and allows editing of the user's notification settings and business information that users on the consumer-facing app will see.
<b>Inventory</b>	Users will determine the inventory they have for sale and upload it to their online store to be purchased by consumers.	Must	<ul style="list-style-type: none"> <li>- Detailed list of items that are available within a business's store</li> <li>- Series of tags to group items</li> <li>- Share to followers button</li> </ul>	Generates an editable list of products that the business is currently offering.
<b>Past Orders</b>	Users will have access to past orders in the event of error or other circumstances.	Must	<ul style="list-style-type: none"> <li>- List of past completed orders and their details</li> </ul>	Saves and compiles all past completed orders.

\*The color green highlights the changes made after user interviews

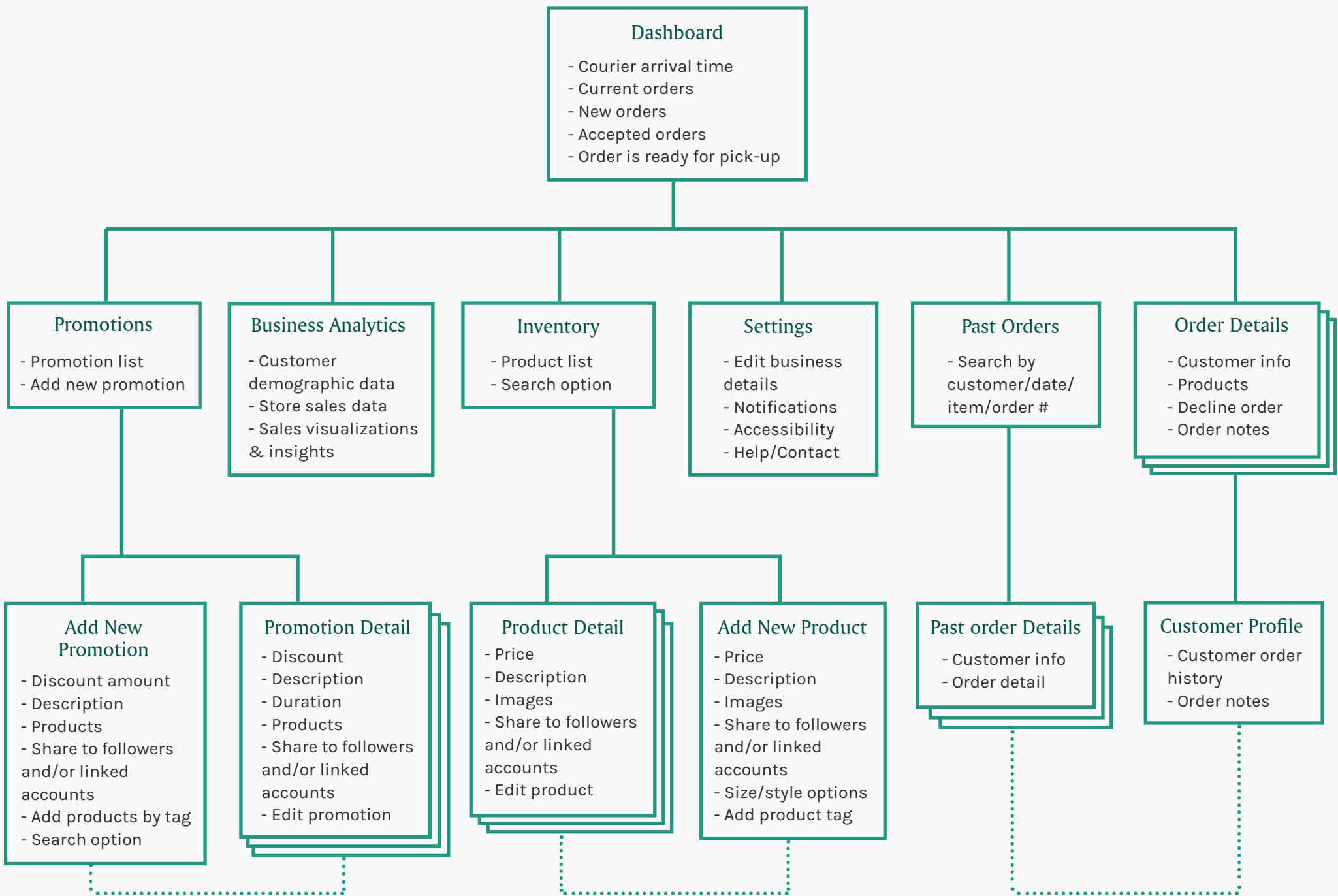
Requirement	Rationale	Priority	Content	System Function
<b>Notifications (Orders status &amp; courier status)</b>	Users will be notified of any orders, order changes, and the location status of the courier.	Should	- Changes in current orders or courier status	Push notification and on-screen message directing the user's attention to the change in order or courier status.
<b>Courier estimated time tracking</b>	Users will be able to gauge the time the orders must be prepared by.	Should	- Time of arrival of the incoming courier's location	Updates arrival time of the courier assigned to pick orders up at the shop.
<b>Business Analytics &amp; Metrics</b>	Users will be able to see the metrics and feedback regarding their products in a simplified form to help them derive business insights.	Should	- Sales data and consumer demographics of past orders - Store sales data - Sales visualizations & insights - Customer and follower data	Visualizes relevant information into easily digestible insights through drawing from data from past orders.
<b>Employee Profile</b>	Businesses will be able to track employee activity via the app.	Won't	- Individual employee user profiles	Creates individual employee logins. System tracks and retains the activity of each employee on their individual employee profile.
<b>Reviewing couriers</b>	Users will be able to send feedback to Béo regarding their couriers' behaviour.	Won't	- Input for rating and feedback for courier	Displays feedback input regarding courier.

\*The color green highlights the changes made after user interviews

Requirement	Rationale	Priority	Content	System Function
<b>Customer Profile</b>	Businesses are able to track their returning customers and better maintain relationships with them.	Should	<ul style="list-style-type: none"> <li>- Unique customer profile</li> <li>- List of past orders</li> </ul>	Unique customer profile that features a list of previous orders by that account and other information about the user - such as their profile picture, age, and gender.
<b>Promotions</b>	Business are able to offer sales and advertise their products to their Béo's store's followers and social media accounts.	Should	<ul style="list-style-type: none"> <li>- Details such as discount amount, duration, and description of items and promotion</li> <li>- Share button</li> </ul>	Allows businesses to select certain products and advertise them to their followers.

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# Site Map



# Personas

# Persona 1

## BM OWNER, NO E-COMMERCE, NON-PERISHABLE PRODUCTS

Name: Danielle Evans

Age: 35

Gender: Female

Occupation: Artist (ceramist)/ Store owner

### Hobbies:

- . Going to museums.
- . Going thrift shopping.
- . Doing hand-made art (ceramics,etc.)
- . Going to community art events.
- . Hosting pop-up markets.
- . Feng Shui and reorganizing her house Marie Kondo style.

### Traits:

- . She loves hand-made art/crafts.
- . She's vegan because of ethical reasons - including environmental and animal-rights concerns.
- . She has a unique sense of style and likes to have things no one else has.
- . She tries to reduce her carbon footprint as much as possible everyday.
- . She loves supporting local businesses.

### User's Pain Points in Selling Products Online:

- . She hates consumerist society but wishes there was a way to reach more people with her store without having to massively scale up her production.
- . She doesn't know how to even start to get into e-commerce.
- . Her store is on a side street that doesn't get a lot of foot traffic.
- . She is struggling to maintain her business since she doesn't get a lot of sales and doesn't know how to advertise her store without feeling silly or aggressive.



# Persona 2

## BM OWNER, NO E-COMMERCE, PERISHABLE PRODUCTS

Name: Mary Mas Gonzalez

Age: 29

Gender: Female

Occupation: Botanist / Houseplant Store Owner

### Hobbies:

- . Homeopathic remedies and natural approaches to health.
- . Sharing knowledge about plants, plant-care, and how they can provide holistic benefits to her customers.
- . Recently learned hot yoga as a means to incorporate more meaningful and relaxing exercises into her life.

### Traits:

- . She is at her store 5-6 days a week, 10 hours a day.
- . She manages 9 employees, both full-time and part-time.
- . She uses iPad with point-of-sale system daily, laptop for email and scheduling from home, and smartphone for business and personal communication.
- . She works closely with her suppliers - often giving them advice on how to grow and care for plants that she will sell at her store.

### User's Pain Points in Selling Products Online:

- . Most of her customers tend to come to the store between four and seven in the evening, which result in line ups and long wait times.
- . She worries e-commerce shipment facilities cannot adequately care for plants that will sit in warehouses for uncertain periods of time.
- . She does not want to overstock on plants in fear that they will perish.

# Persona 3

## BM OWNER W/ E-COMMERCE & DELIVERY

Name: Patricia Meza

Age: 47

Gender: Female

Occupation: Store Owner (Book Store)

### Hobbies:

- . Attending conferences and learning new skills.
- . She loves travelling around the world and experiencing different cultures.
- . Abstract expressionist acrylic painting.
- . Watching documentaries about pretty much everything.
- . Playing board games with her family.

### Traits:

- . She studied at the University of Toronto for a Bachelor of Philosophy.
- . She has a happy family with two daughters and two sons.
- . She likes to read before bed - with a glass of Sauvignon Blanc - and process the events of her day.
- . She lives a healthy lifestyle, has a regular gym routine, and eats a nutritious diet.

### User's Pain Points in Selling Products Online:

- . Her delivery system is giving her more problems than solutions. She wants an efficient way to deliver her products that doesn't interfere with her daily routine.
- . She finds herself very busy with customers during the day and often stays late to arrange the orders she received through her current e-commerce store.
- . She wants to expand her online presence and generate more orders.

# Persona 4

## SMALL-SCALE ARTISAN W/E E-COMMERCE & NO DELIVERY

Name: Michael (Mike) Leitch

Age: 29

Gender: Male

Occupation: Bank Teller/Jewelry Designer

### Hobbies:

- . Workshops for learning a new skill (such as carpet looming, jewelry crafting & embroidering).
- . Going to community art markets.
- . Potluck nights-in with close friends.
- . Biking, walking, & hiking!
- . Attending comedy shows.
- . Making jewelry.

### Traits:

- . He loves to DIY as many products in his life as possible.
- . He shops organic and local wherever possible.
- . He loves new clothing, jewelry, and interesting products but doesn't want to spend a lot of money for them.
- . He would prefer to support a local businesses.
- . He is very passionate about being environmentally friendly and does what he can to reduce his carbon footprint.

### User's Pain Points in Selling Products Online:

- . He wants to get his products to local consumers but doesn't want to deliver it himself.
- . He already works a full-time job so he doesn't have a lot of time to dedicate to selling his jewelry.
- . He likes making products but finds the business and logistics side of selling his products to be boring and intimidating.

# User Scenarios

# User Scenario 1

## PERSONA 1

**Scenario:** Danielle just launched her store on Béo and is excited when she sees that an order has been placed for one of her products!

**Needs:** To be able to look at the order details and decide to accept or decline it.

**Features:** Dashboard & Order Details.

**Behaviour (Flow Chart/Graphic):**



# User Scenario 2

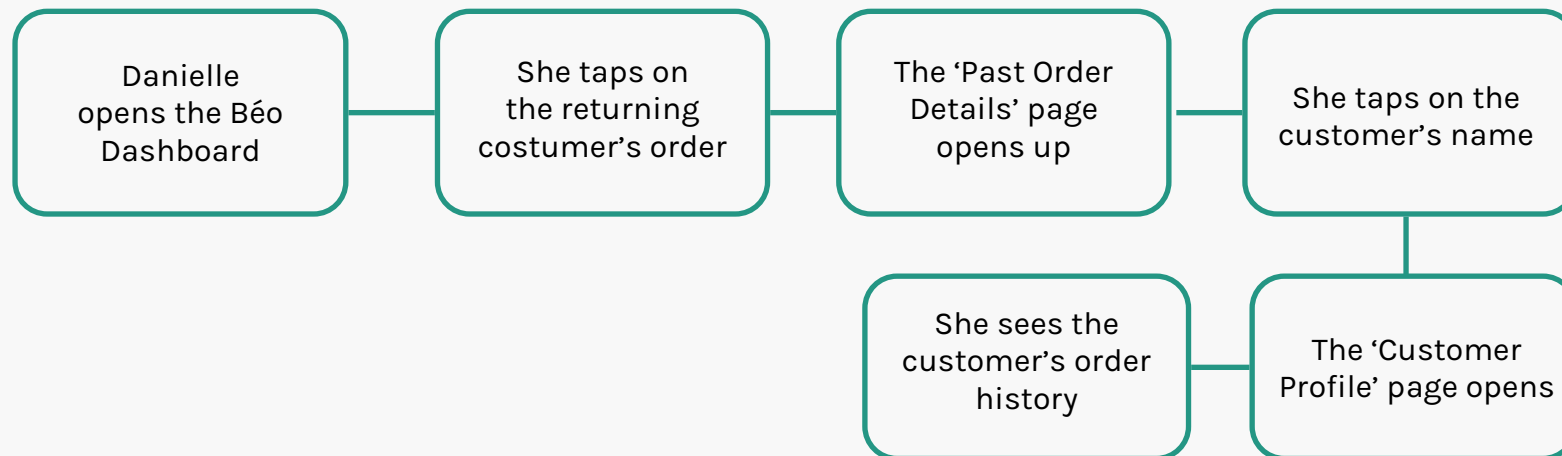
## PERSONA 1

**Scenario:** Danielle has been using Béo for a few months. She notices a returning customer just placed a second order. Danielle wants to know the customer's details so that she can add a little personalized thank you note to their package.

**Needs:** To be able to view a customer's profile.

**Features:** Order details & Customer profile.

**Behaviour (Flow Chart/Graphic):**



# User Scenario 3

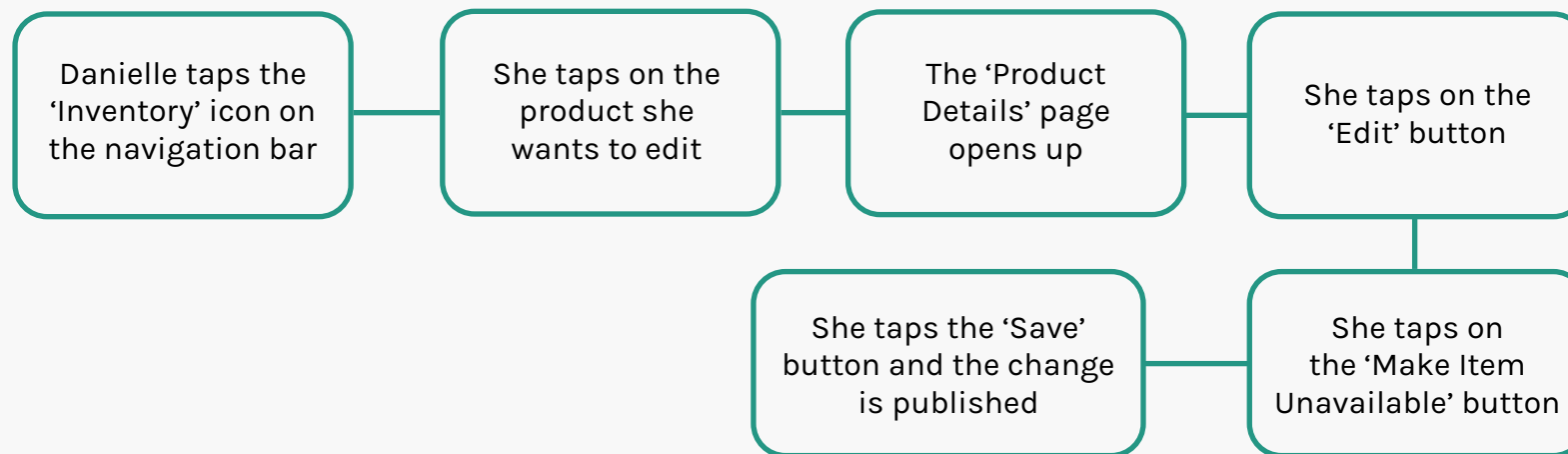
## PERSONA 1

**Scenario:** A specific product in Danielle's store went out of stock and she wants to make the item unavailable so no one can order the product via the app until she can restock the items.

**Needs:** The ability make a product unavailable.

**Features:** Inventory quantities are editable on product details page.

**Behaviour (Flow Chart/Graphic):**



# User Scenario 4

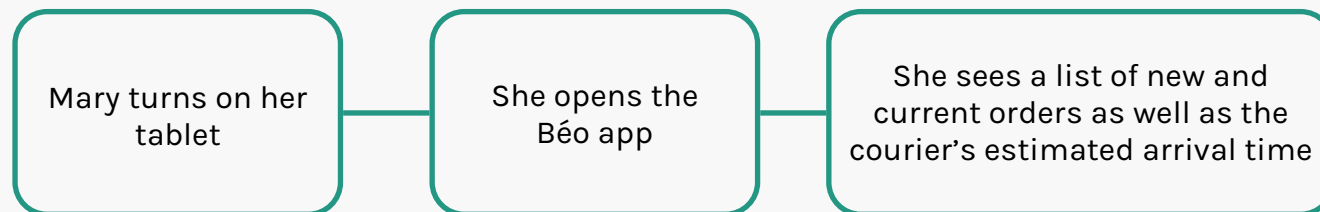
## PERSONA 2

**Scenario:** Mary has just arrived at her store and begins opening procedures. She needs to check if any orders have come in from Béo overnight and when the courier will come pick them up to plan her operations.

**Needs:** To view the incoming orders for the day and the courier arrival time.

**Features:** Dashboard.

**Behaviour (Flow Chart/Graphic):**





# User Scenario 5

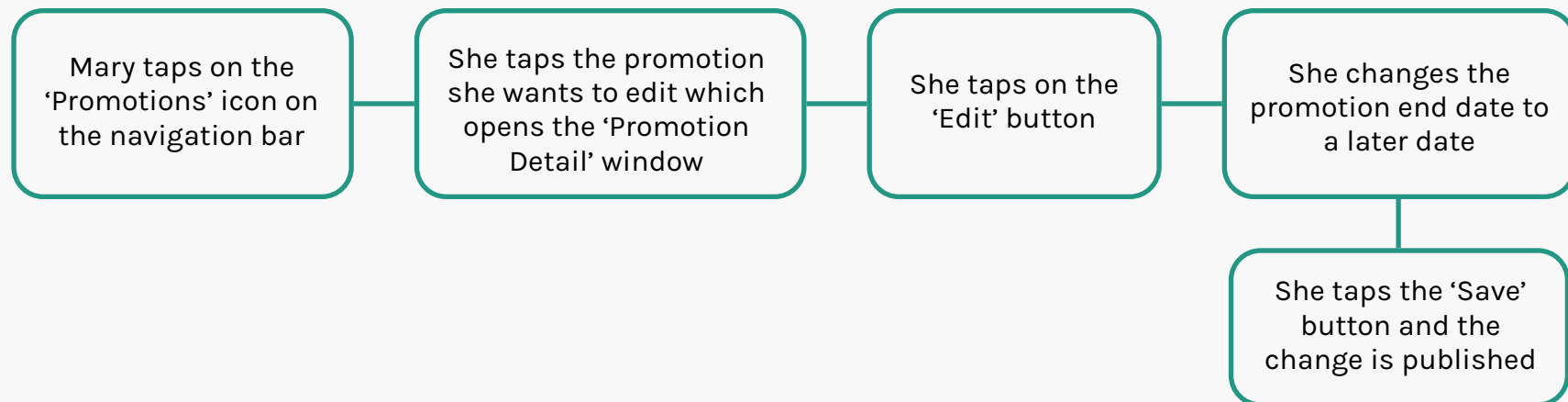
## PERSONA 2

**Scenario:** As part of a 2-week fall promotion, Mary has discounted a line of succulents that have been popular during the season. Although it is the end of the sale, she still has some extra succulents left. Mary decides to extend the duration of the promotion so that she can sell the remaining plants.

**Needs:** To edit an existing promotion.

**Features:** Promotion Detail.

**Behaviour (Flow Chart/Graphic):**



# User Scenario 6

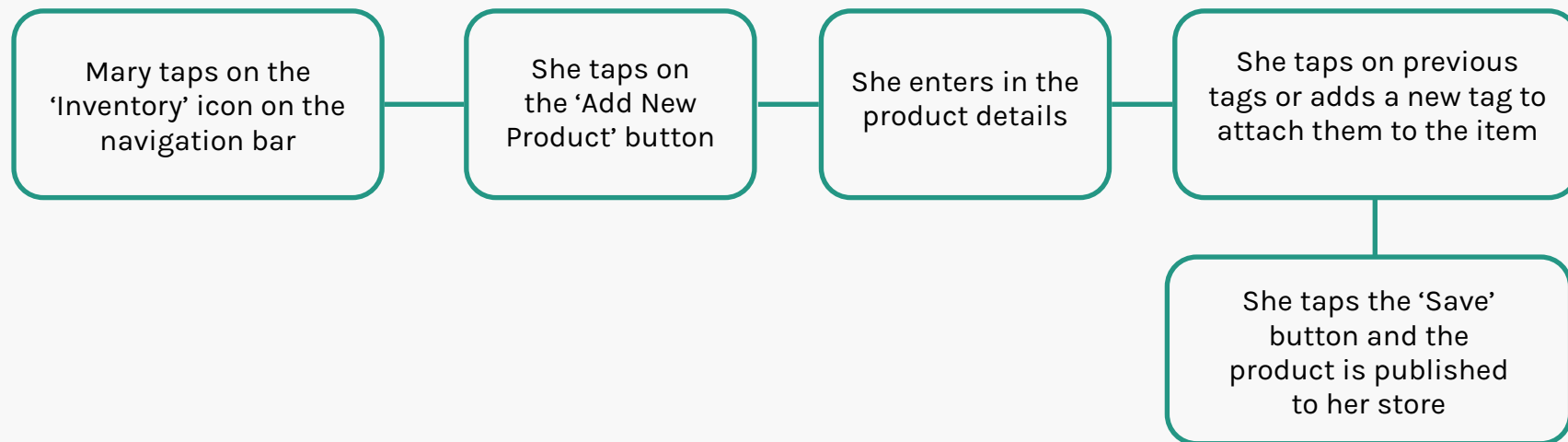
## PERSONA 2

**Scenario:** Mary has received a brand new snake plant. She wants to add the product to her Béo store.

**Needs:** To add a new item to the inventory.

**Features:** Add New Product.

**Behaviour (Flow Chart/Graphic):**



# User Scenario 7

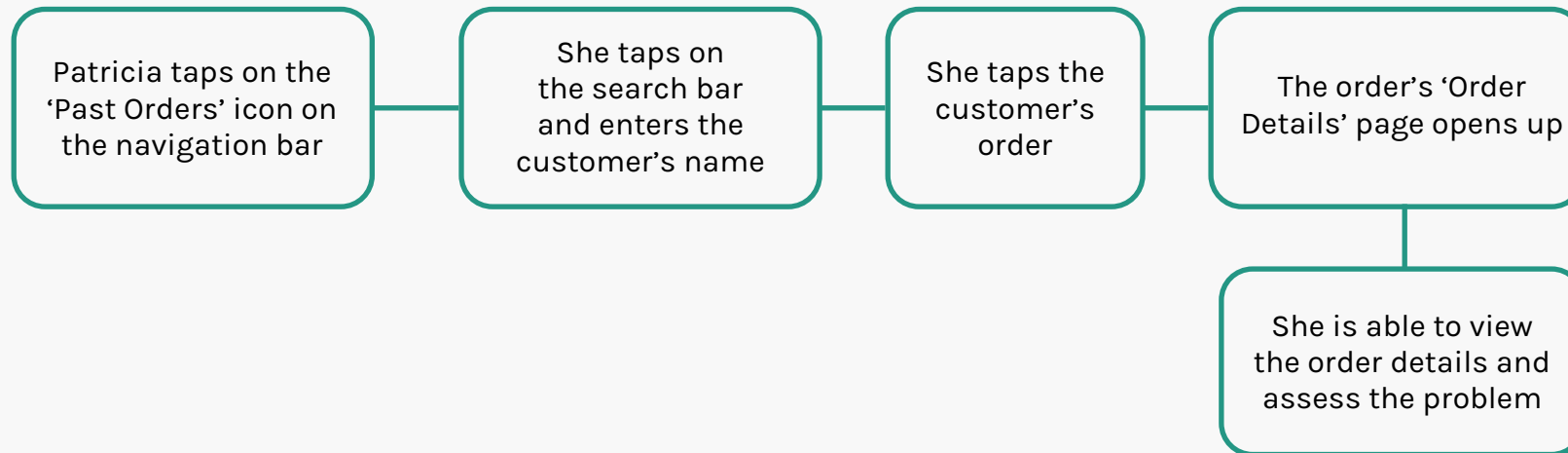
## PERSONA 3

**Scenario:** Patricia gets a call from a customer with a complaint that a product they ordered last week hasn't arrived yet. However, the product shows up in the system as having been delivered.

**Needs:** To be able to see the details of a past order.

**Features:** List of past orders and past order details.

**Behaviour (Flow Chart/Graphic):**



# User Scenario 8

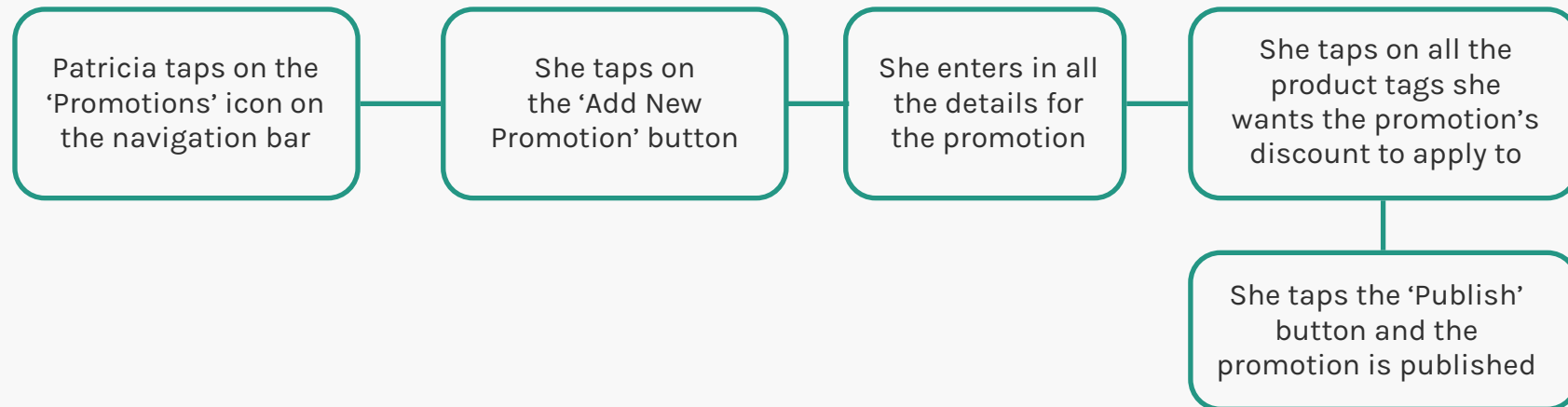
## PERSONA 3

**Scenario:** Patricia has noticed there are a couple products that haven't been selling as well as she expected and decides to discount them via a Béo promotion. She wants to publish the new promotion to her social media to connect with her already established store followers.

**Needs:** To be able to create a new promotion and share it to a user's Béo followers, social media platforms, or email.

**Features:** Promotions tab.

**Behaviour (Flow Chart/Graphic):**



# User Scenario 9

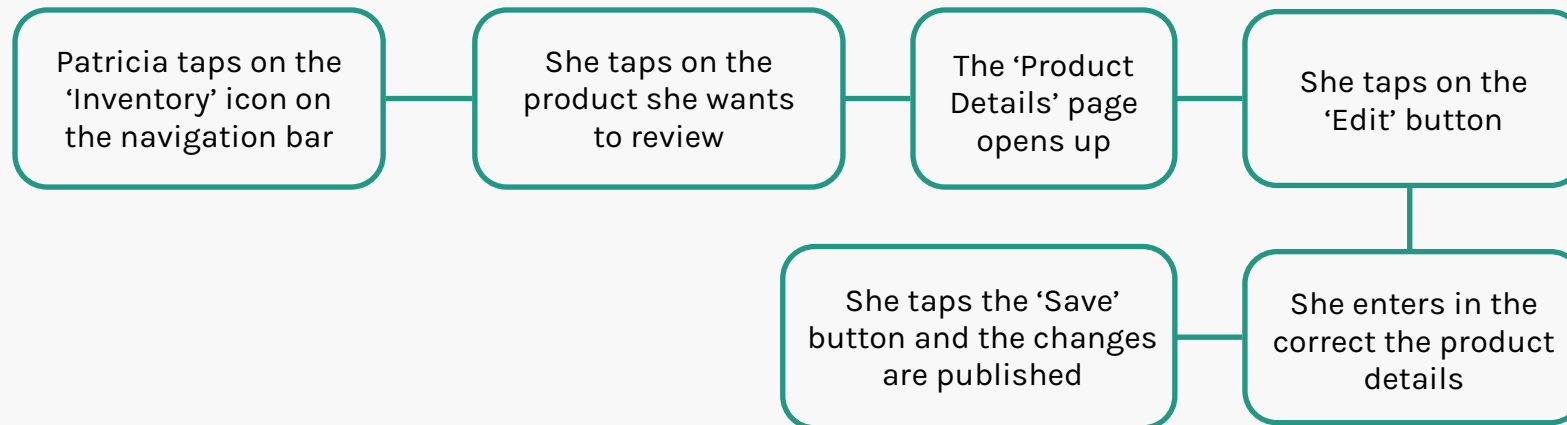
## PERSONA 3

**Scenario:** Patricia is not sure if one of the products in her inventory has the right information. She wants to review it and update the item's details if necessary.

**Needs:** To be able to view and edit her products' details.

**Features:** Product Details.

**Behaviour (Flow Chart/Graphic):**



# User Scenario 10

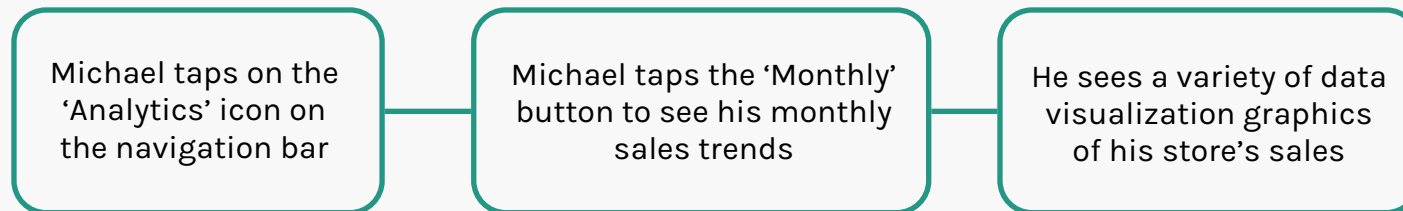
## PERSONA 4

**Scenario:** Michael is curious about which of his best-selling products have been selling the most over the past couple of months.

**Needs:** To view the sales trends and other business insights relating to a user's Béo store.

**Features:** Data visualizations of a store's sales trends and consumer demographics.

**Behaviour (Flow Chart/Graphic):**



# User Scenario 11

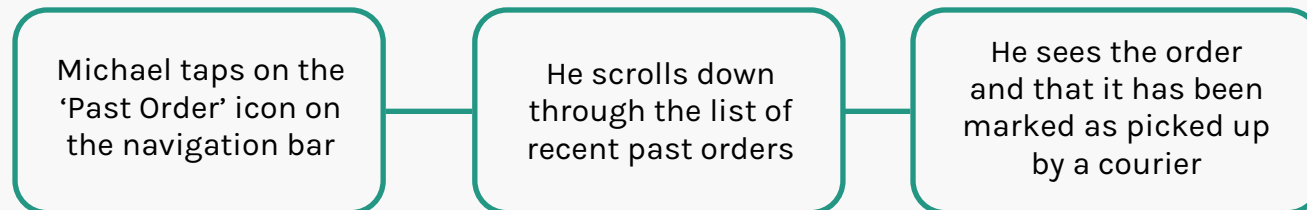
## PERSONA 4

**Scenario:** Michael has had a customer purchase a ring on his Béo store yesterday after a lengthy exchange via email. He wants to confirm that the order has been picked up by a courier and marked as a past order.

**Needs:** A list of past orders with access to additional order details.

**Features:** The ability to browse, search, and filter past orders.

**Behaviour (Flow Chart/Graphic):**



# User Scenario 12

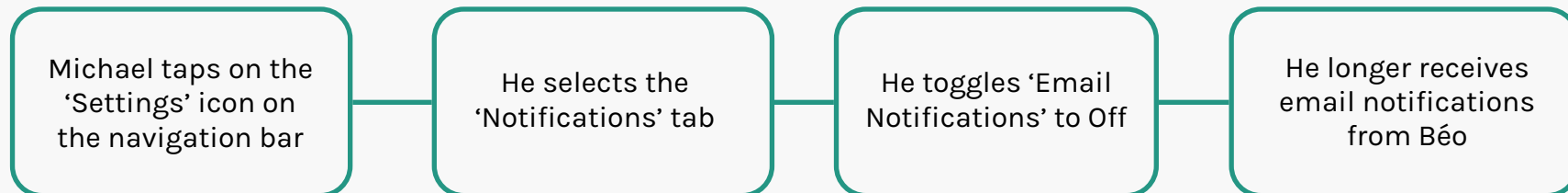
## PERSONA 4

**Scenario:** Michael wants to no longer receive notifications from Béo via email.

**Needs:** To be able to edit a user's notification settings.

**Features:** Settings tab.

**Behaviour (Flow Chart/Graphic):**





# Interview Plan

## 1 - Statement of user study goals. What do you want to find out and why is it important?

This project is a study to better understand the e-commerce market, product distribution, logistics, the day-to-day operations, and the challenges of brick and mortar small business owners and small-scale artisans. The goal is to better understand the challenges in regards to distributing their products effectively, quickly, and cost-efficiently. The gathered data will facilitate the development of the UX and UI for our app, Béo.

## 2 - What are the big questions you want to be answered that provide actionable insights?

1. What are the businesses that would benefit from a digital delivery platform?
2. What are the needs of a small business owner, in terms of operation?
3. How frequently would businesses use delivery services?
4. Where would business owners use a digital delivery platform? (home, in-store, at a desk, in an office, somewhere else?)
5. What are some challenges business owners encounter in running their business?
6. Why do businesses want to consider online ordering?
7. What are their needs in order to easily offer online delivery?
8. How do businesses currently get their product to the customer?
9. What kind of customer information is important for businesses to consider, if any?
10. How do businesses use customer information to increase sales?

### 3 - Provide a copy of the actual questions asked and the methods applied.

1. What is your name?
2. What type of business do you run? What is the scale of your business?
3. Do you have any employees, if so, how many?
4. How long have you been running your business for?
5. Where are you when operating or managing your business?
6. Tell me about what your day looks like when running your business.
7. What solutions do you use for your business' general operation? If there are any digital ones, what platform (i.e. tablet, phone, computer)?  
If yes to digital ones: How do they help you?  
If no digital ones, why not?
8. What are the challenges you face in running your business?
9. Do you have a specific type of customer you target? What is your average customer looking for?
10. What strategies do you use to increase sales?
11. On average, how many products does your business sell per week? What are your business's top 3 products?
12. How do you get your products to your customer? Tell me about that process.
  - If no delivery, why aren't you shipping your products currently?
  - If yes delivery, why did you decide to offer online shipping? Any frustrations with the current process?
13. Anything else you would like to mention that might be useful we haven't touched on?

### 4 - Are there any ethical issues that you may encounter? How will you address these?

While we do not anticipate any ethical issues, we will emphasize the use of the information obtained for strictly research purposes. Businesses may be reluctant to share their strategies or techniques in fear of losing their competitive advantage, so privacy will be important.

# Interview Responses and Insights

# General Insights

After mapping out key statements from the interviewees, a variety of trends emerged that were then addressed through adding features or changing the functionality of existing features. The interview responses have their text colour change to correspond with one of the seven main trends identified.

## 1. Expenses

We observed that the interviewees identified expenses to be the main challenge to running their business. Based on this, we believe that the app needs to easily augment their current digital solutions and, additionally, the app's UI needs to clearly display the amount of money users have made via the app.

## 2. Multitasking

We observed that the interviewees reported performing most or all of the tasks for their businesses and typically have their attention divided between many tasks at any given time. Based on this, we believe that the app needs to be quick and simple to use in addition to offering notifications to users when a new order is placed.

## 3. Loyalty

We observed that the interviewees valued and prioritized their relationship to their customer, as well as their communities. Based on this, we believe that it is imperative to have a feature that helps businesses track return customers who ordered an item via the Béo app.

#### 4. Unique items

Most of the interviewees reported that they sell primarily unique products. Based on this, we believe that it is imperative to streamline the process of adding new products and provide tips to users on how to take good product pictures during the app's onboarding phase.

#### 6. Social Media ads

We observed that all of our interviewees used some form of social media marketing to boost their sales - primarily Facebook and Instagram posts. Based on this, we believe that it is essential to include a feature in the app that allows users to compose promotional posts - using product images or online store sales - and share these posts with their supporters.

#### 5. Business assumptions

We observed that the interviewees had many assumptions about their consumers that contradict currently available data - such as which demographics shop online the most and how they shop online. Based on this, we believe that it is imperative to have a feature that visualizes the user data of consumers who visit a business's Béo store - and of Béo users in general - to provide businesses with actual user research in an easily understandable form.

#### 7. Device use

We observed that the interviewees were very likely to have access to a tablet, a desktop computer, and a mobile device, though all interviewees reported having access to a tablet. Based on this, we believe that it is imperative that the app is designed and optimized for a tablet screen size.

## 1 - What type of business do you own?

Three of the four business owners interviewed had brick-and-mortar stores while the other business only had an e-commerce store. Half of the interviewees are clothing retail stores.

- A. Jewelry Maker (Sole Proprietor)
- B. Housing Goods Retail Store
- C. Imported European Women's Accessories and Clothing Retail Store
- D. European designers' boutique for middle age women

## 2 - Do you have any employees? If so, how many?

- A. No
- B. Yes, 8 employees.
- C. No. Store is run by the 2 co-owners.
- D. Yes, 11 in all the locations

## 3 - How long have you been running your business for?

- A. 7 months
- B. 20 years.
- C. 5 years.
- D. 12 years

## 4 - Where are you when you operate your business?

- A. Home, Coworking space.
- B. In the back office or on the store floor.
- C. Everywhere. Only 1 owner is on shift at any given time, so I am doing every aspect of running my business.
- D. Mainly in the Toronto store, however we visit other locations from time to time.

## 5 - What do your day-to-day businesses operations look like?

Four out of four interviewees described having to perform a wide variety of tasks during an average day in their store. Three of the interviewees would even describe themselves as doing everything in their business. Two of the interviewees described also occasionally having to move to other locations outside of their business to complete tasks.

- A. I don't have any set hours. I'll check if I've received any orders via email. I'll take the respective molds to my silversmith, who smelts and sizes my jewelry, then I'll go home and finish the design, polish and finalize the piece. Then I'll either arrange a meet up with the customer or ship it out. Sometimes working on pop-ups, sometimes working on content for blog, every day is different.
- B. 4 employees are on the floor, typically, and 100-200 people come through the store in a given day. I am usually answering emails, unpacking and merchandising products, monitoring the floor, assisting staff on the floor, everything.
- C. I am opening the store, cleaning all areas, answering emails, merchandising and unpacking new orders and stock, and researching and ordering new stock for the future, pretty much everything.
- D. We are mainly on the floor managing sales, we work 10am to 6pm everyday and perform different tasks, a bit of everything.

Expenses   Multitasking   Loyalty   Unique items   Business assumptions   Social media adds   Device use



## 6 - What solutions do you use for your business' general operation? If there are any digital ones, what platform (i.e. tablet, phone, computer)?

Three out of four interviewees used computers for their general operations. Two of the interviewees mentioned using pen and paper to manually write down their orders while one of the interviewees reported they dedicated their computer to being a point-of-sale (POS) system. Half of the interviewees reported incorporating their smartphone into their business operations.

- A. Shopify, Etsy, & Instagram (DM's) for orders. I get an email in my Gmail account if I have an order from Shopify or Etsy. Gets the notification for the email on her phone but prefers opening it on a computer (wider screen). I write down all orders on a piece of paper. I use Mailchimp to keep a mailing list. At pop-up events, I use a Square reader in my phone to process card payments. I prefer Square over Shopify's processing system because the fees are lower.
- B. Custom POS system and dedicated terminal and computer.
- C. Tablet (POS system), mobile phone (for taking images of products and making phone calls), and laptop (for everything else)
- D. We manage all our operations manually including; the inventory, the financial statements, and all of our other documentation. It is cheaper for us and we don't find a need to incorporate any technology into our business.

Expenses   Multitasking   Loyalty   Unique items   Business assumptions   Social media adds   Device use

## 7 - What are the challenges you face in running your business?

Two of the business owners mentioned the expenses being the most challenging aspect of their business. One of the interviewees reported that their biggest challenge is forecasting and ordering the merchandise her clients will enjoy.

- A. 1. Discipline - Don't have anyone telling me what to do or any deadlines, have to be self-starter 2. Time management and prioritization. Blog post? Upcoming Valentine's Day special? New designs? What should I work on first? 3. Being resourceful - trying to keep expenses low. For a pop-up once, it was mandatory to have price labels but I didn't want to pay. I went to Muji where they had a sample label maker on display and used that to make all my labels. I make all my packaging to keep costs low.
- B. Rent, taxes, and labour costs
- C. I have lots of challenges in running my business.
- D. Our biggest challenge is to have the right merchandise for every season, we need to order our products 6 months in advance, therefore we need a lot of preparation in advance.

Expenses   Multitasking   Loyalty   Unique items   Business assumptions   Social media adds   Device use

## 8 - Do you have a specific type of customer you target? What is your average customer looking for?

Three of the interviewed businesses described targeting a specific age range of customers. Two of those interviewees reported that they targeted their marketing to a specific gender. Two of the four interviewees also mentioned targeting customers who value high quality goods.

- A. I imagine them to be creative, or aspiring to be creative, rebellious, introspective, searching and willing to pay for quality, can appreciate the thought and work in the designs. My brand targets a specific customer story. I think my customers (don't like to even call them customers) are looking for something that will last and fit correctly.
- B. The average customer is from aged between 18 - 75 and we are going for a really broad market - though the main customers are between the ages of 30 - 50.
- C. We target mature women, those specifically those who enjoy imported fashions and the experience of shopping in a store.
- D. We mostly target middle age women, though especially those who are looking for unique good quality products.

Expenses Multitasking Loyalty Unique items Business assumptions Social media adds Device use

## 9 - What strategies do you use to increase sales?

Four of the four interviewees stated that they post promotional content on social media accounts - including Facebook and Instagram - to increase sales. However, only one of the four interviewees used the targeted advertising feature on those platforms.

- A. Product tiers - lower cost/lower commitment jewelry to lower barrier to her brand. Occasional (e.g. Black Friday, Xmas) sales. **Content marketing - blog posts**, collabs with other artists, featuring each other on blogs. Influencer program - send jewelry to an influencer on Instagram who promotes + does giveaways. **Promotional content to her mailing list - newsletter about new designs**. I release new designs and check the sales analytics to see if it did well. If it does well, I continue, but if it doesn't, then I know for the future what doesn't work.
- B. We use in-store print promotions to increase sales, in addition to making **Instagram and Facebook posts** under our business accounts.
- C. **Instagram posts, static website with store information, and occasionally use Facebook posts**
- D. We use **social media posts on platforms like Facebook, Instagram**. As well, we have a **website and send emails to our customers, organize fashion shows, and host appreciation nights**. We also reach out to local newspapers/magazines for advertisement. We spend a small part of our budget for target advertisement.

Expenses   Multitasking   Loyalty   Unique items   Business assumptions   Social media adds   Device use

## 10 - On average, how many products does your business sell per week?

### What are your business's top 3 products?

Two of the four businesses interviewed sold unique products and could not determine what their top selling products were. Half of the interviewees described their popular products in terms of their similar characteristics - such as 'linen', 'rings', 'containers'.

- A. Per month: 0-200. More sales if I'm doing a market or pop-up. Online orders, 20-30 previous month. Top 3 selling products: Round About Ring (\$25) by far, Contour Ring (\$145), Snake Necklace (\$90)
- B. We are uncertain how many products are sold per week. The best-selling products are food containers, water bottles, and kitchen and bath wares.
- C. We sell a small amount of products a week at a high margin. **Most of our products are unique**, so we don't necessarily have 'best-selling products'.
- D. **It is difficult to choose 3 products** but our summer materials, like cotton or linen are very popular is usually our best sales season, our customers care deeply about quality.

## 11 - How do you get your products to your customer? If no delivery, why aren't you shipping your products currently? If yes delivery, why did you decide to offer online shipping? Any frustrations with the current process?

Three of the four interviewees do not have an e-commerce website or offer delivery to their customers. Most of the interviewees described their reasons for not offering e-commerce or delivery to be related to the initial expenses involved in starting an e-commerce store. Two of these interviewees expressed concern about potentially going through the process of uploading a product to an online store only to have it sell out in-store.

- A. Arrange to meet up with them (if they're not sketchy) and give their order to them directly. If they've paid for delivery, I package the item, print out the label from Shopify, and take it to Canada Post. Shopify will charge me \$10 for every label at the end of the month. If I'm at a pop-up, I bring more of the less expensive items because I know people do not go to a pop-up anticipating they will spend \$100+.
- B. No delivery for products and no ecommerce. I believe that e-commerce is way too expensive to be able to maintain and initiate, and it would be a large loss for my business for at least 5 years. Customers need to come into the store if they want a product.
- C. We like the experience of customers coming into the store where we can help and guide them. As well, we don't have ecommerce because we don't have enough room for the stock required to make such a thing happen. We also don't want to invest in uploading all of our images onto an e-commerce site because our products are usually unique from each other and it would involve a lot of upkeep.
- D. We only sell products in-store because we have a limited amount of products that are not geared towards mass production. In order to make delivery possible, we would need several of each product. Otherwise, it may have sold out before we received the order. We would also need an extra employee to check inventory and to update the e-commerce platform. Young people enjoy shopping online however my target market doesn't enjoy it as much. We also believe that shipping affects the environment in different ways and our business is proud of minimizing the waste as well as the materials used in our products. This is also important to our customers.

Expenses   Multitasking   Loyalty   Unique items   Business assumptions   Social media adds   Device use

## 12 - Is there anything else you would like to mention that might be useful we haven't touched on?

Two of the interviewees mentioned having a relationship and rapport with customers is very important to them.

- A. I have a rapport with my customers. I often throw snacks or little trinkets into the packages that I send out. Recently a customer who bought a ring with me before ordered the same one again saying she lost it during a vacation. I sent her a personal letter thanking her and some snacks with her new ring. Maintaining these relationships is extremely important to me, and my benefit as a small business.
- B. Millennials rarely shop in my store, as they are almost all off shopping online. Most people don't want to admit they shop online, but ultimately they do. It's become a way of life for most people. I don't have ecommerce because the barrier to entry is so high due to cost and the way to make an e-commerce business successful is to have a proprietary product or something with a very high profit margin. As I exist near the end of the supply chain of Factory Distributor Business Customer, my profit margins are very low. Amazon drains all the profits from the retail industry by monopolizing the industry. People aren't necessarily spending more than they were before but Amazon is just taking more and more of the percentage that people spend on products. And this is killing local businesses.
- C. Our relationship with our customers is one of the main reasons our business is successful. Most of the people that come into our store are regular customers.
- D. None.

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**Thank you for  
your time!**