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Interaction Design Proposal

A collaboration between Shopmakers and
students of IAT 333

July 31, 2023

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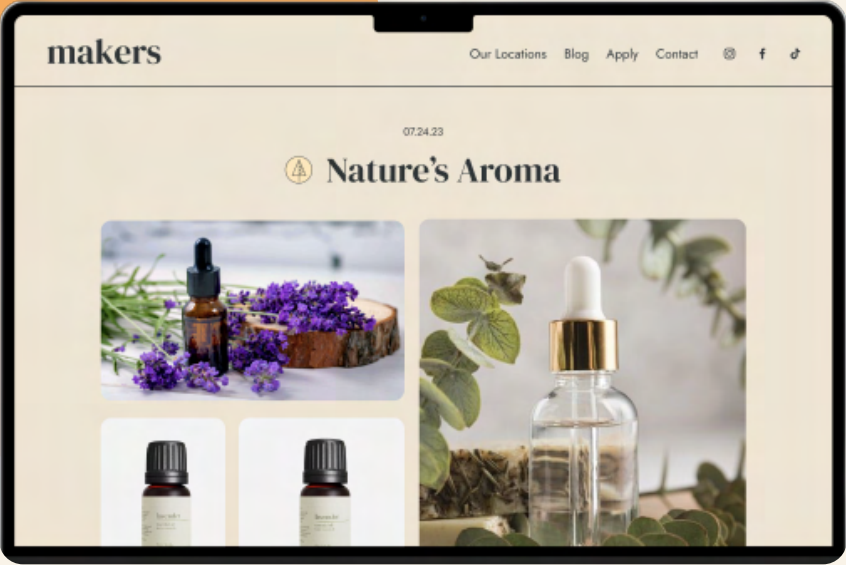
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How might we *enhance the interaction between users and makers*, both on Shopmaker's website and during their in-store experience?

About

This is a design hand-off document for the "Brand Card and Blog" concept, aiming to seamlessly integrate physical card design with website functions. The goals include better communication with customers, sharing product and brand information, enhancing website functionality, and improving the overall customer experience. The design consists of a physical Brand Card and a Blog page.



Brand Card

The physical card addresses limited communication between makers and customers, shelf space, and design constraints. It provides essential information, brand backstories, and marketing content along with links to the maker's socials and a QR code leading to their Shopmaker's website blog.

Taking photos of the shelf and QR code allows interested individuals to easily find the maker later. This design enhances maker-customer interaction, improves shelf design with more information and marketing, and connects customers to digital resources and the maker's brand.





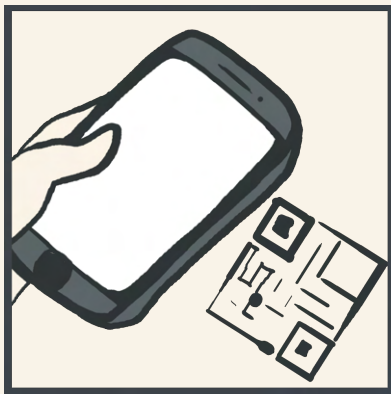
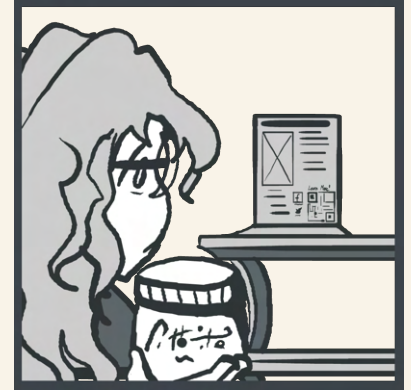
Blog

This function addresses the problem of the website catering mainly to Makers and missing potential customers. A proposed blog feature allows Makers to share more content and resources with customers, accessible through the website's head bar and the QR code on the Brand card.

Visitors can discover the Maker's products, brand, and backstory while finding their socials, asking questions, or leaving reviews. For potential customers, these blogs can ignite interest that encourage them to seek out the products in person. This feature offers an platform to further enrich the user experience for both existing customers and potential customers.

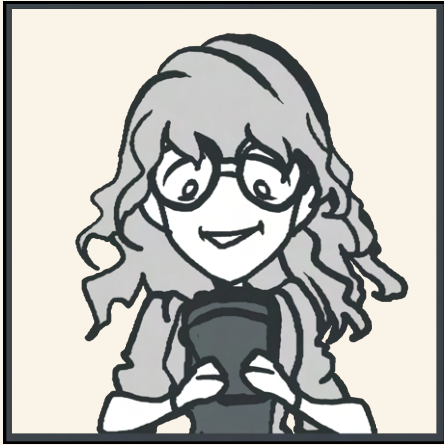
Vicky is interested in this essential oil, but she is also skeptical about all its claims.

She noticed the Brand Card on the shelf, which seems to be offering more in-depth information that she is looking for.

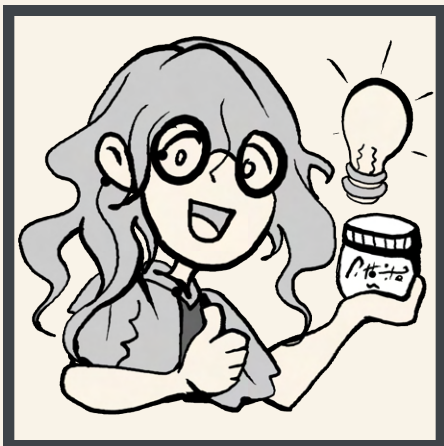


Vicky Scans the code on Brand card using her cell phone camera





Vicky finds the blog post that tells more about the usage of the product.

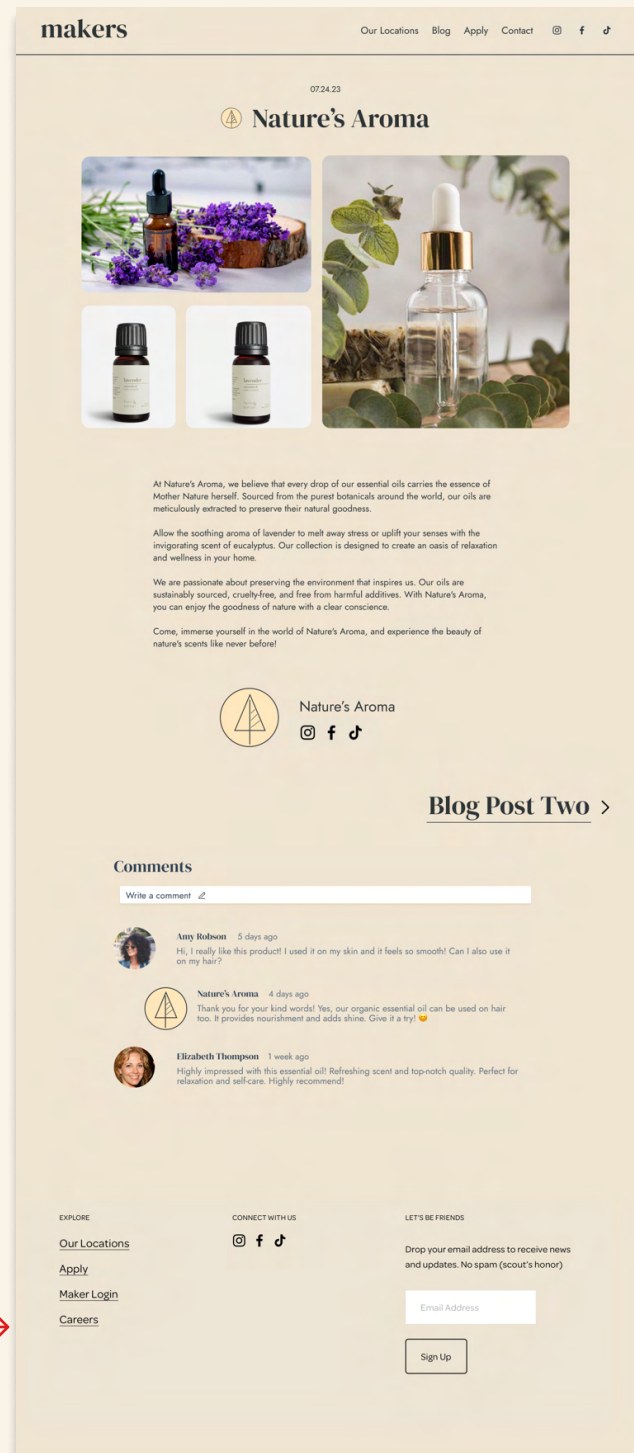
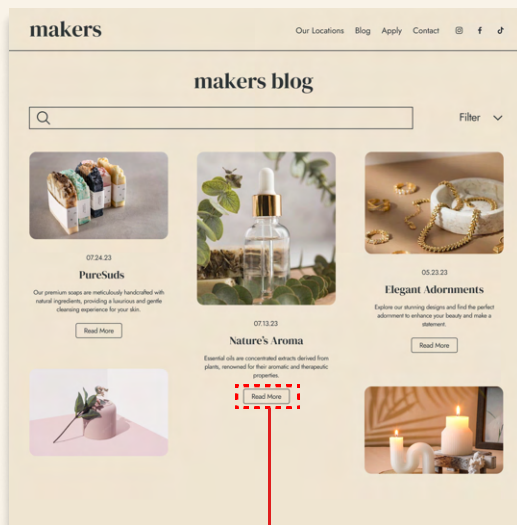
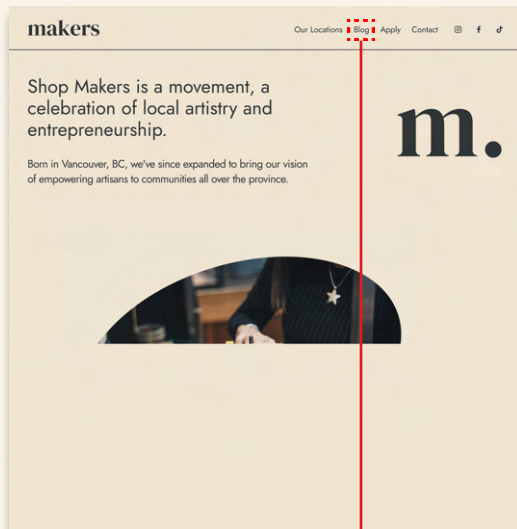


After reading the blog and comments, Vicky is intrigued by the positive reviews and decided to give it a go.



Potential Visitors

The concept of adding a Blog feature is to enhance the site engagement.



About this project

This is a collaborate design project between ShopMakers and SFU IAT333 Group 7. The project's primary goal is to analyze interactions within Shopmaker with aim to designing a technology solution to improve or enhance specific areas of the process.

We want to express our gratitude to **Anna**, the store manager of Shop Maker Gastown and the champion of communication, who supported us through out the project to made this happen. Thank you Anna!

Conclusion

In conclusion, the "Brand Card and Blog" design concept addresses key issues of limited communication and website accessibility for potential customers at Shopmakers. The integration of a physical Brand Card and a blog page offers a solution to enhance maker-customer interaction, improve shelf design, and provide essential product information. This initiative not only enriches the user experience for existing customers but also ignites interest in potential customers, fostering a stronger connection with the brand. Implementing this design presents a valuable opportunity for Shopmakers to elevate customer engagement and expand their customer base effectively.

Suggestion and Next steps

- To maximize the impact of this design, it is suggested to work with makers and designers to find out the most effective brand card design.
- The next step involves implementing the design concept into Shopmaker's platform.
- This involves the development of a basic blog posting system with comment system. Makers should be able to structure and edit the blog while a website manager can review the content. The comment system should be monitored with comment management functions. A account system should provide easy login method such as "login with Google".
- Manual content fetch can be considered to gather reviews from different sources and boost website SEO.
- Concurrently, monitoring analytics and customer feedback post-implementation will provide valuable insights for continuous refinement and optimizations for Makers and Shopmaker.

Some unused ideas that might be interesting

- A resume builder style Brand card generator for Makers. Possibly a form in the onboarding site that they can access online. Makers can fill in Information and content to see the auto generated design
- Digital business card under shop – a subpage under each shop in “locations” page to let people know about makers in that location.
- Put a art piece (statue, sculpture etc.) in the center of the shop to create more artistic/craft feeling.
- Offer business related resources that help a maker grow (Business model Canvas)

An interactive store layout tool we built in Figjam

- The share link:
- <https://www.figma.com/file/YxqnVkBhLGyWk2PJ3NdHO3/Shopmakers-shelf-plan-template?type=whiteboard&node-id=0%3A1&t=YWpW6EKO1vP4YGKD-1>
 - This is a small store layout we built in Figjam. It support drag arrangement, color setting, .csv file import, and more functions. Miro is a similar alternative. Figma is a step-up version with even more functionalities and freedom.
 - We think this could be an potential path to experiment for Shopmaker’s issues with of store layout management.