

ONLINE
SHOP



online shopping

Group3- Sunny, Peggy, Judy

01 Scenario



With online shop, you can get everything you want at home.
Sometimes, it's not easy to find the product we really want.

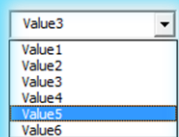
Why we do this?

Search “Foundation” on a online shop, it’s hard to find the product which is suitable for me.

If it takes lots of time, we may give up shopping on this online store.



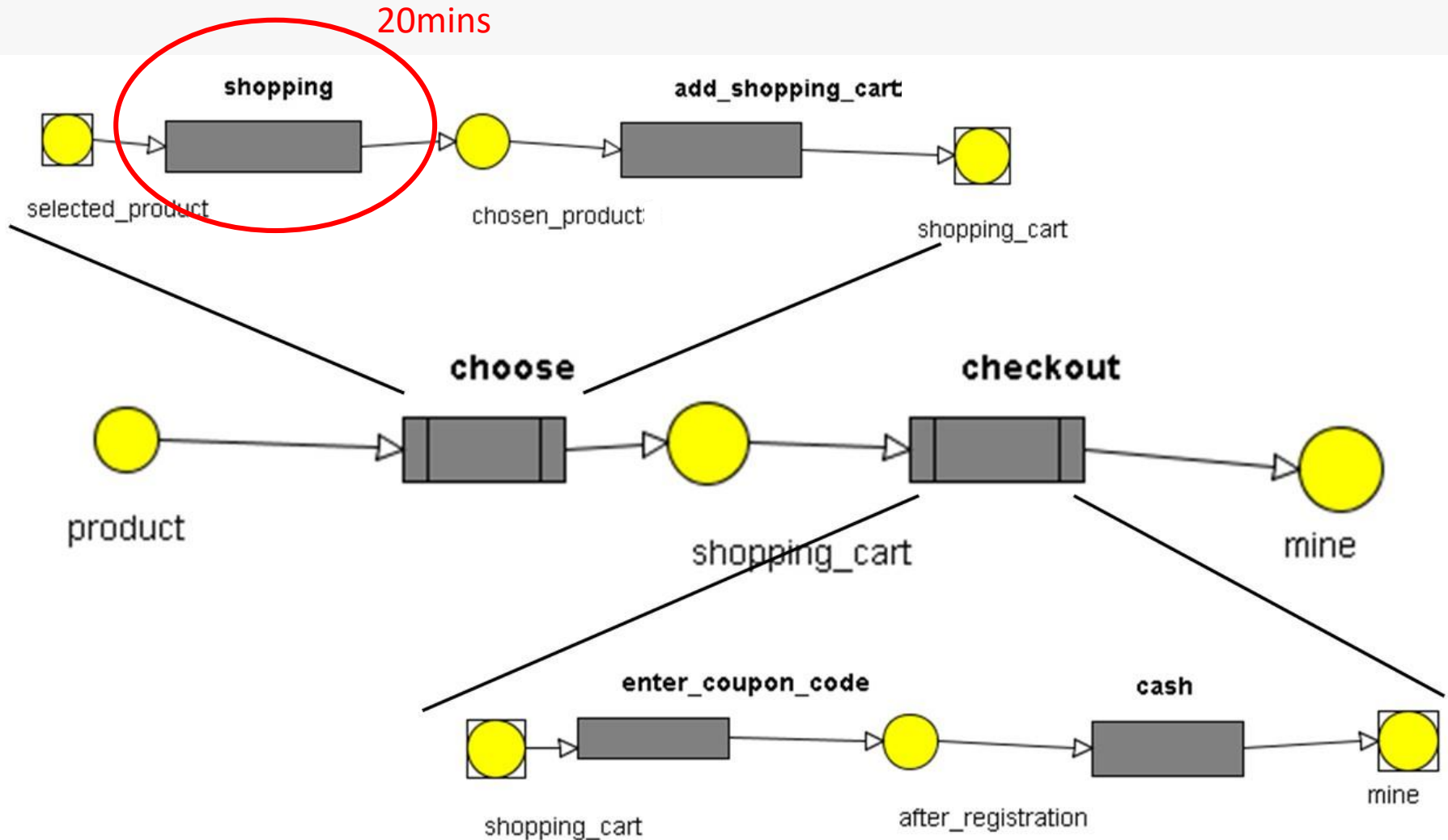
So, why not use a filter to narrow the range and reduce the time on searching?



02

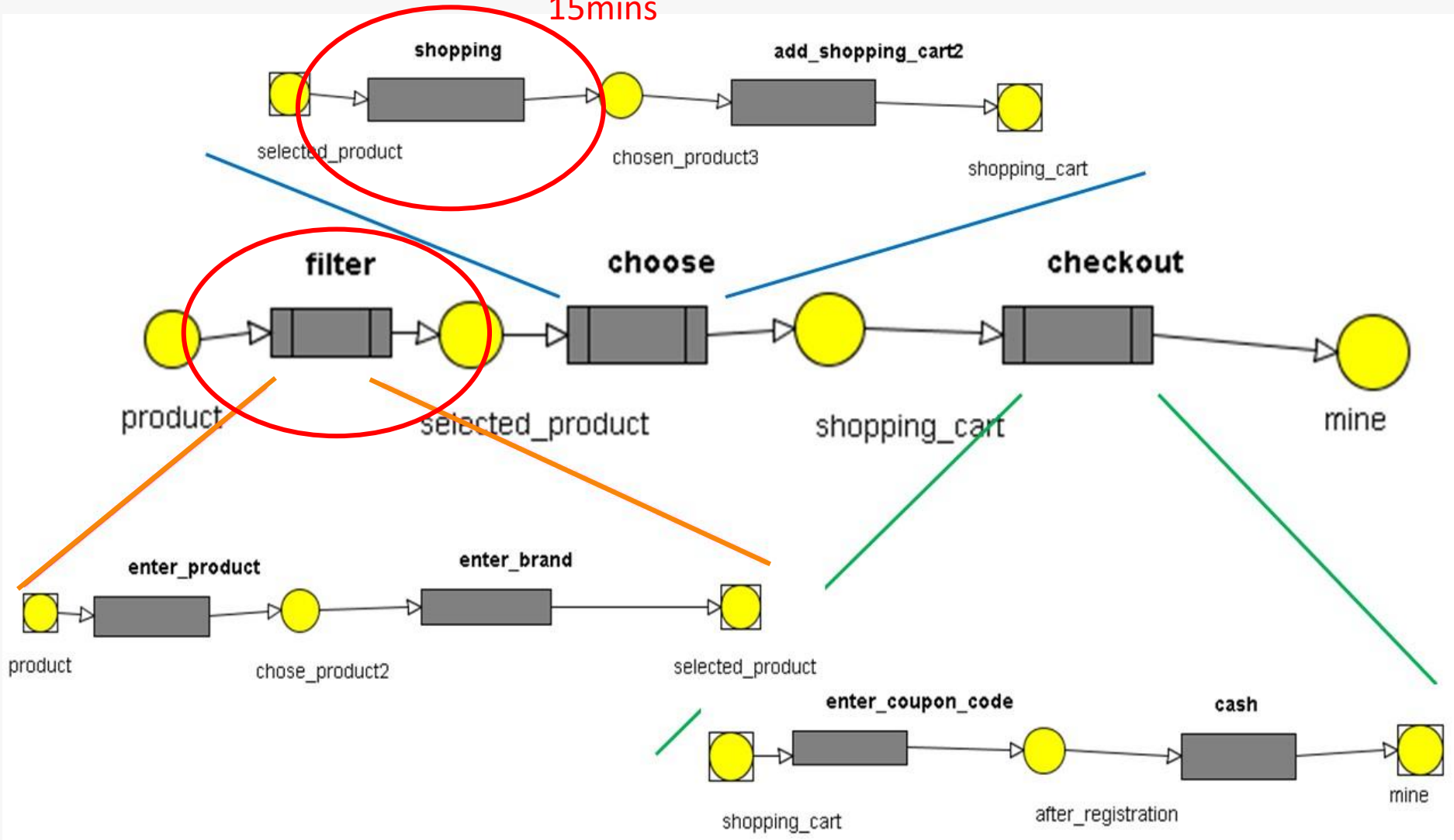
INCOME

AS-IS INCOME MODEL



TO-BE INCOME MODEL

15mins



INCOME MODEL RESULTS

<u>ASIS</u>	Count	Times(Hours)	<u>TOBE</u>	Count	Times(Hours)
Choose	40	13.444	filter	40	0.222
Checkout	40	1.444	Choose	40	10.111
Sum	80	14.889	Checkout	40	0.778
			Sum	120	11.111

- At beginning, we set 40 customers.
- Due to apply the filter procedure, we could reduce more than **3.5hours** that customers spend on searching their products on this online shop.

INCOME MODEL RESULTS

Up to \$100

**FREE
Shipping**



Up to \$1500, Get \$100 free!

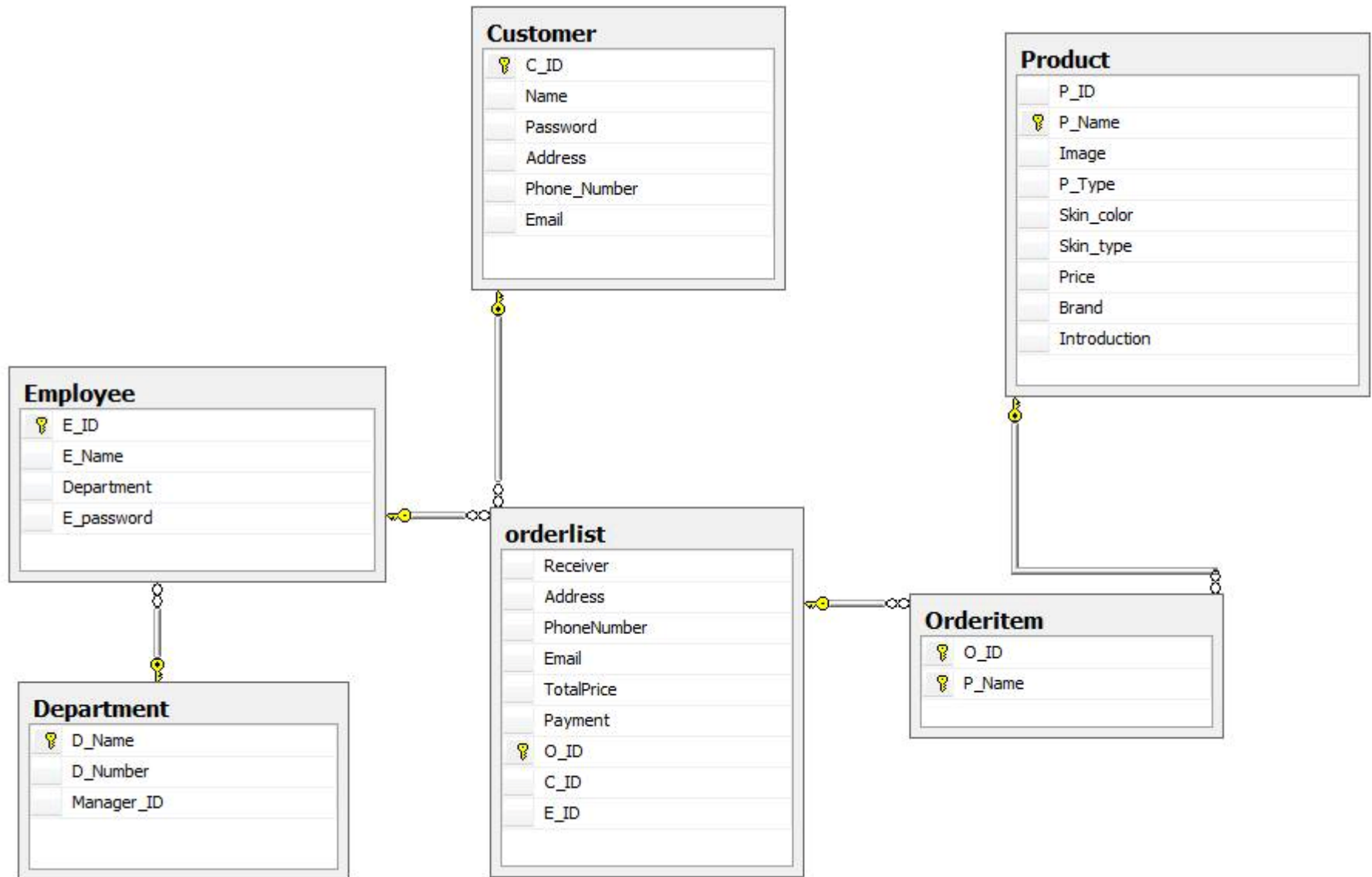


**Enter the coupon code
Get 20% off !**

03

ER-Model

ER-MODEL



04

Web demo

05 Further Improvement

Further Improvement

- “tailor-made” more pages for our VIP member.
- we can track the customer’s browsing record that have been recorded in database and recommend the product that they may like.





thank you.