

# Process

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How to create  
an engaging  
e-commerce site



# Our team

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Building things, crafting experiences





CLIENTS

Deus Ex Machina®

MANNING CARTELL

STATE OF ESCAPE

WANDERERS  
TRAVEL CO.

the beach people

COCKSOX®

the mindful company

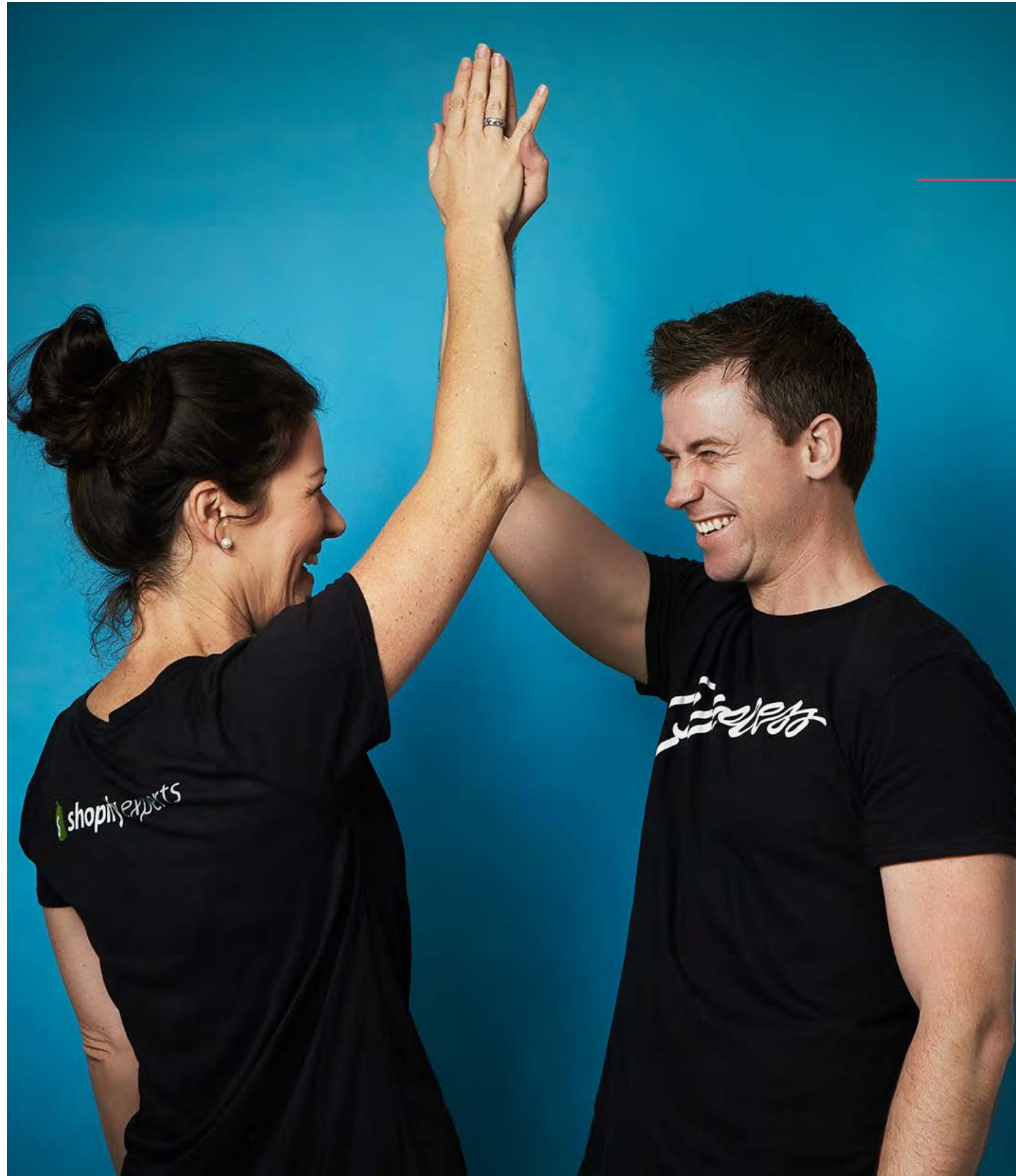
tropeaka

shine<sup>+</sup>

  
bisonhome

Taking your site to the next level





# Overview

- Thinking strategically
- Cultivating a strong brand narrative
- Delivering a more personalised user experience

Thinking  
strategically  
about your site

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Apathy is the enemy!

“ Design is not just about making things pretty — it’s about **problem solving**, and having a **dialogue with your customer**”

#### ASK YOURSELF

- Who are we as a brand?
- What makes us unique?
- Who are my customers?
- Why should they care about us?
- How should I communicate with them?
- How do we want them to feel about us?
- What are their potential concerns when purchasing from us?



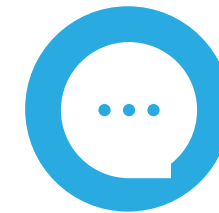
# Our favorite tools

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- Google Analytics (search data)
- Website order history
- Customer support (particularly chat history if it exists)
- Screen capture or heat mapping tools (e.g. Hotjar etc)
- Customer surveys (SurveyMonkey etc)



Google Analytics



A woman with dark hair, wearing a dark blue dress with white polka dots, is smiling and pointing her right hand towards a whiteboard. The whiteboard is covered with a grid of colorful sticky notes in shades of green, blue, orange, pink, and purple. Two men are standing in front of the whiteboard, looking at it. The man in the foreground has a beard and is wearing a dark t-shirt, looking back over his shoulder. The man behind him is wearing a light-colored shirt. A red rectangular box is overlaid on the right side of the image, containing the text 'Collate the data' and a horizontal line.

## Collate the data

- Who are they?
- How do they communicate?
- What are their needs / concerns?
- What stage of the purchasing life-cycle are they at?
- How can we get them engaged?



# The blue-prints for your site

CONSIDERED, 2018

LOGO

New Collection:  
The Ocean Waves

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed do  
eiusmod tempor incididunt.

SHOP NOW

Home

Beauty & Wellness

Fashion

Experience

Be inspired by a  
collection of artisans,  
designers and brands  
with a social & ethical  
commitment.

LOGO

AUD ▾

Q

2

New Collection:  
The Ocean Waves

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed do eiusmod tempor  
incididunt.

SHOP NOW

3

Home

Beauty & Wellness

Fashion

Experience

Be inspired by a collection of artisans, designers and brands  
with a social & ethical commitment.

FASHION RANGE

Featured Collection

1 HEADER

2 PROMO HERO BANNER

3 FEATURED CATEGORIES

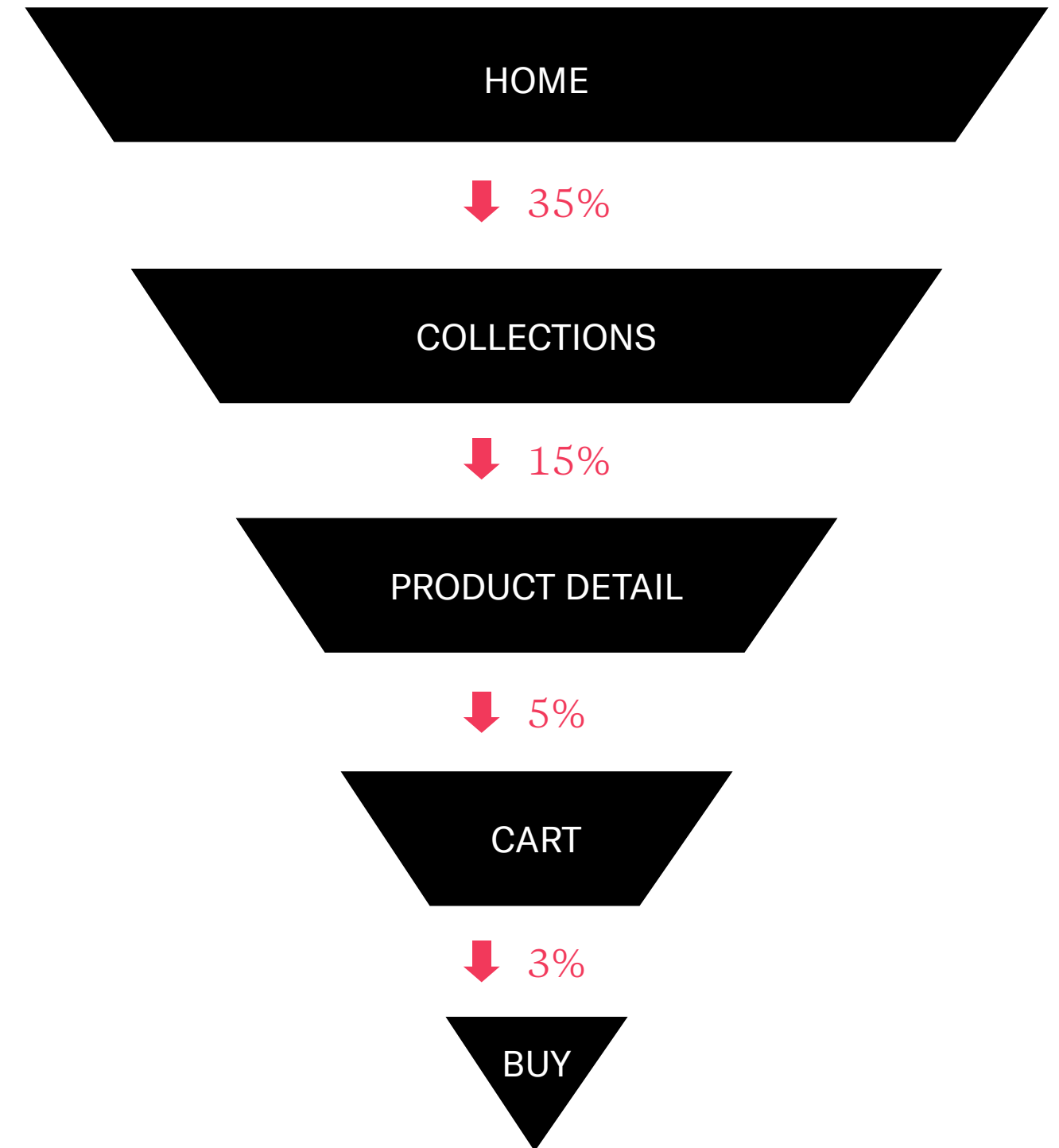
4 BRAND MESSAGE

5 FEATURED COLLECTION WITH FEATURED PRODUCTS SLIDER (IMAGES CHANGE TO CLOSE UPS OF FABRIC)



Always  
remember the  
sales funnel

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stateofescape.com



You are your adventures, within and far. Arm yourself with spontaneity. Equip yourself with possibilities. And escape to a life well lived.

Featured



Beyond the horizon



Petite



Deluxe



Creating beauty in utility

We are the creators of the original neoprene tote bag, made in Sydney, Australia. Designed to nourish your artistic soul, inspire your imagination and adventures. The perfect travel companion as you explore near and far.

OUR STORY



Instagram



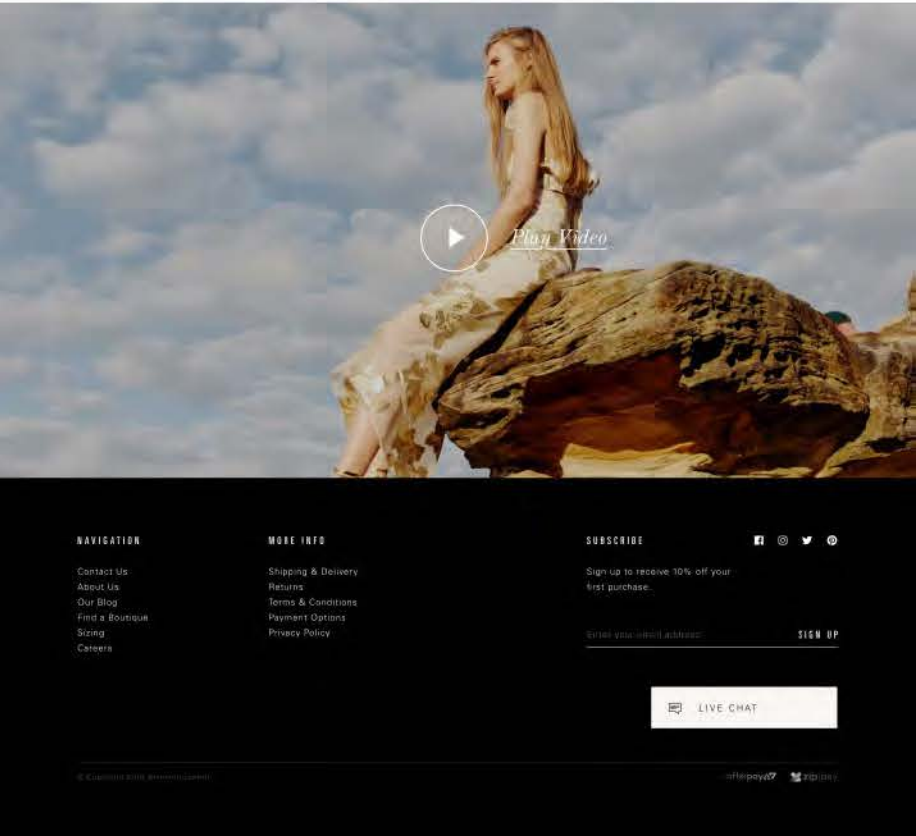
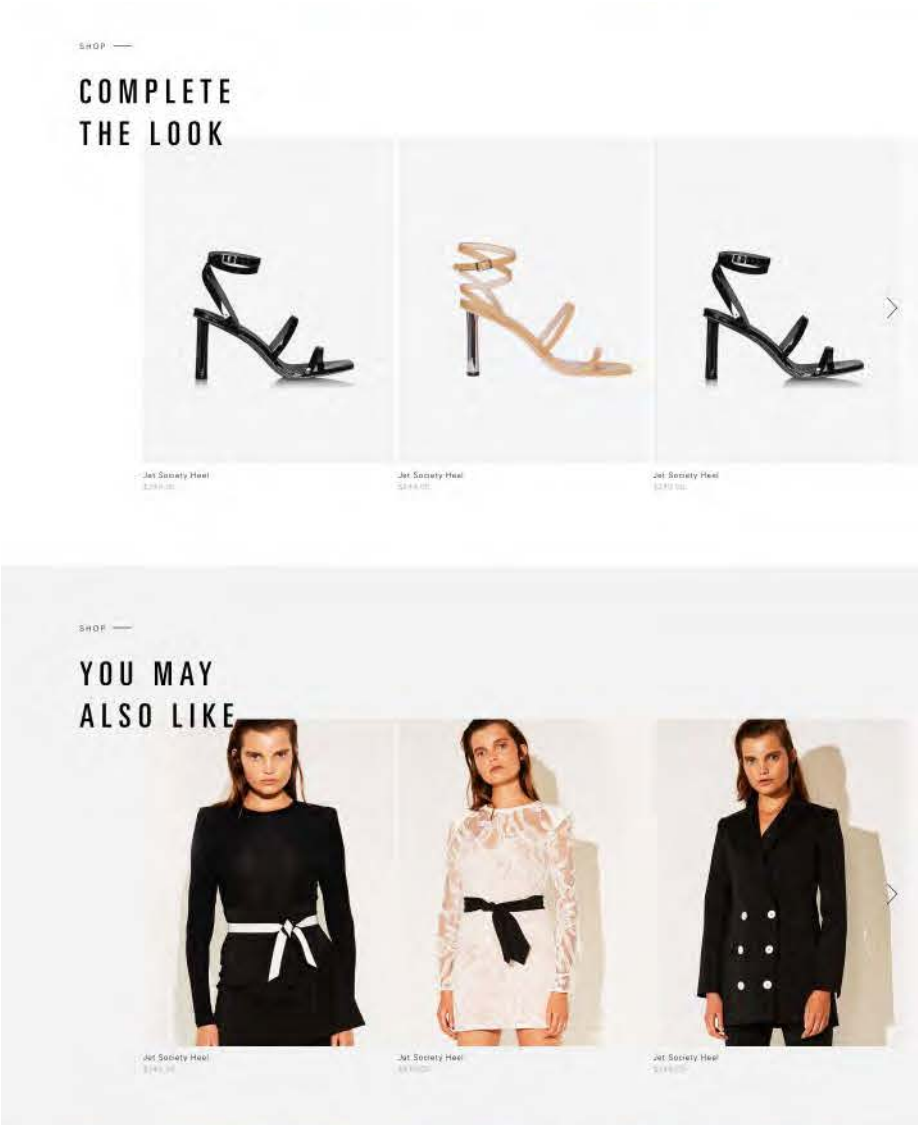
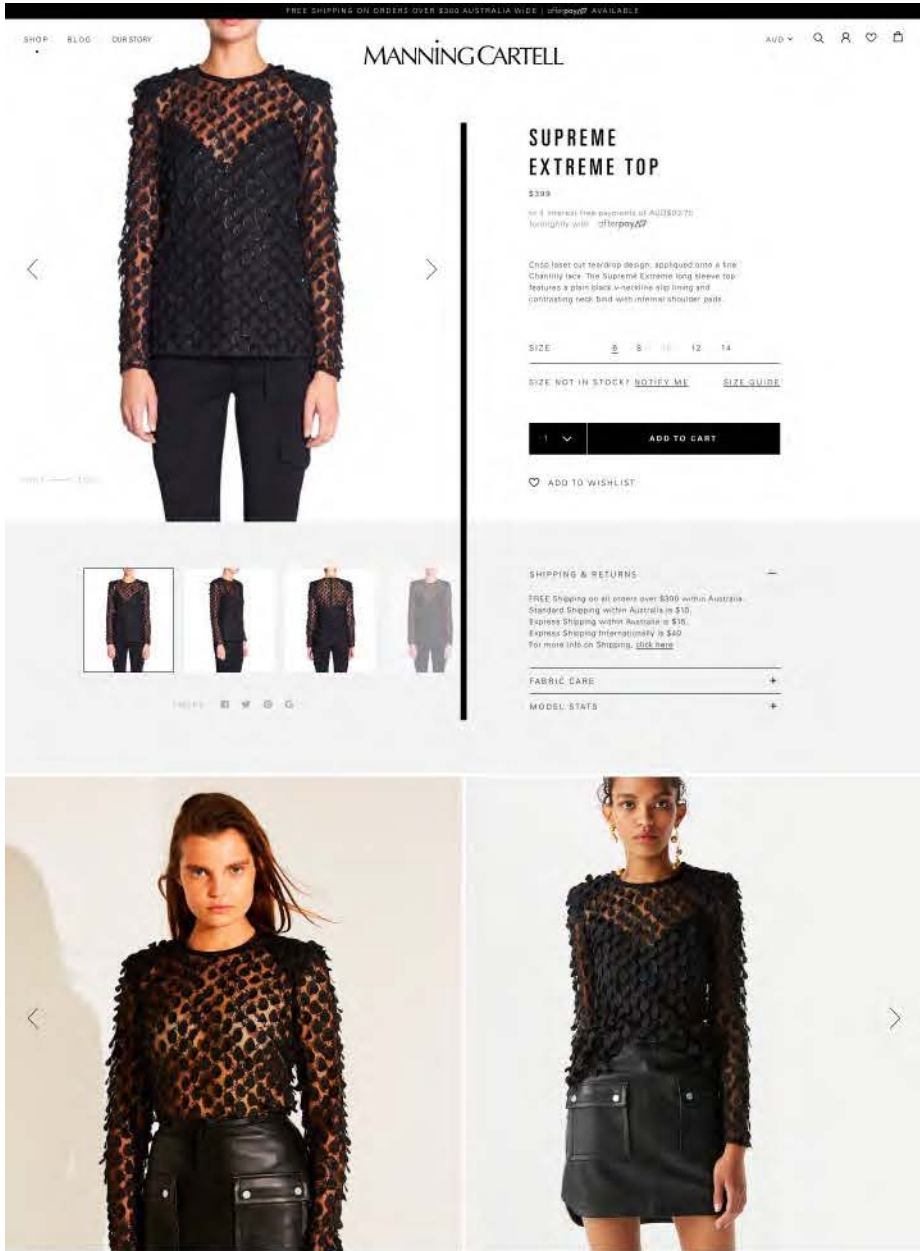
Stay in touch

Enter your email address  GO

[Contact](#) [Product care](#) [Shipping](#) [Returns & exchanges](#) [T&C's](#) [Privacy policy](#)



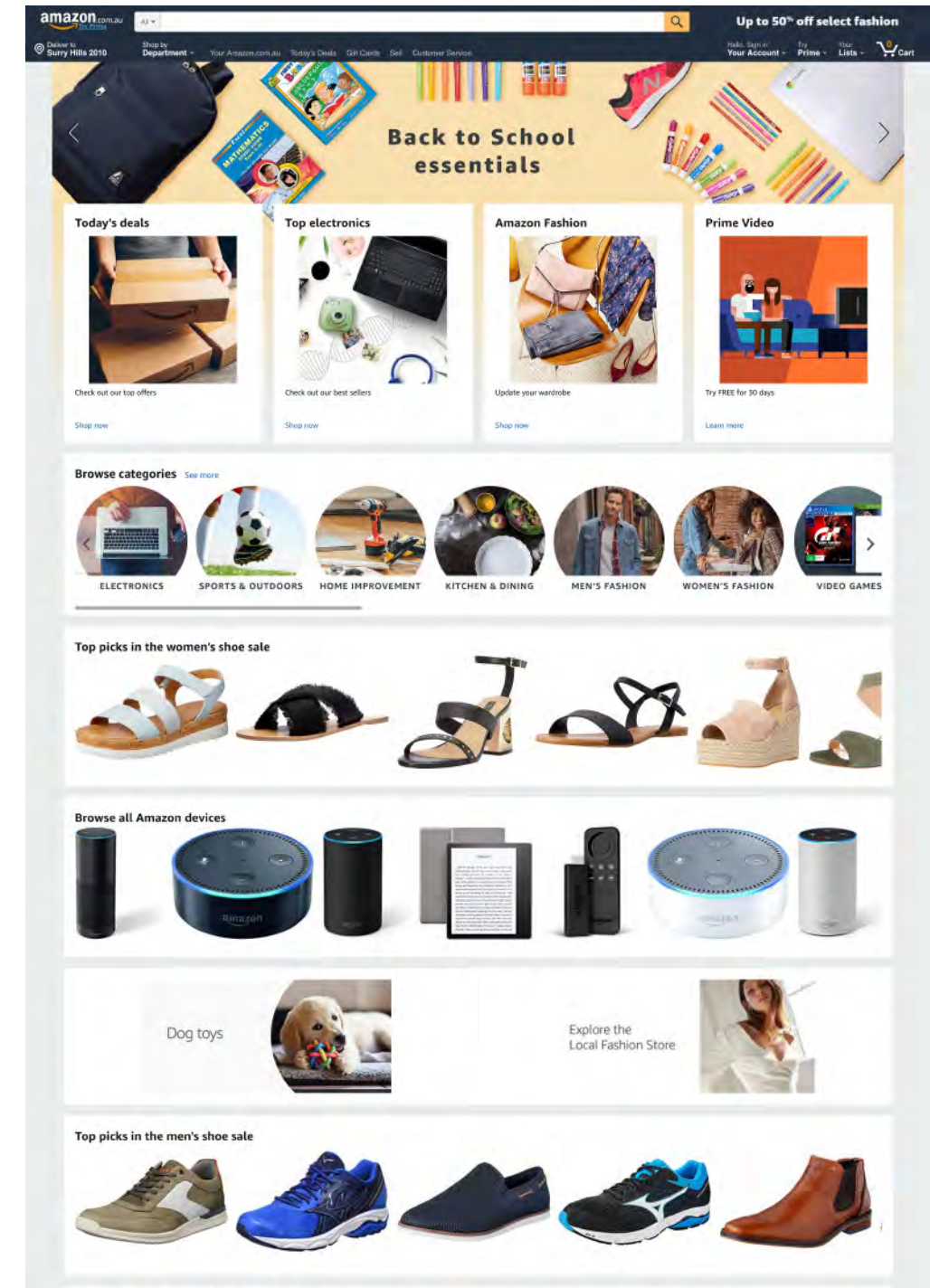




Cultivating a strong brand narrative

# Amazon's growing influence

- 50% of all online orders in the US take place on Amazon
- With regards to women's fashion it's 42%
- Amazon is set to overtake Macy's to be the largest seller of clothing to Americans this year



“

In order to be irreplaceable one  
must always be different.

Coco Chanel





Branding is an idea, set of beliefs or a philosophy to which your business seeks to align itself with.







# Your branding should define...

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- What your business stands for
- The wording and tone you use
- Pricing
- Colours and layout
- Packaging
- Even your voicemail message



# Consider

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- Why should people care?
- What truly separates you from your competitors?
- What do you do better than anyone else?
- What don't you stand for?



Don't be afraid to be niche

Be opinionated

Take a stand

Support a global or local cause

Communicate your narrative

People prefer to buy from people not brands



SPEND OVER \$200 AND RECEIVE A FREE ST.TROPEZ TRAVEL POUCH . . . FREE SHIPPING AUSTRALIA WIDE

# The importance of great photography

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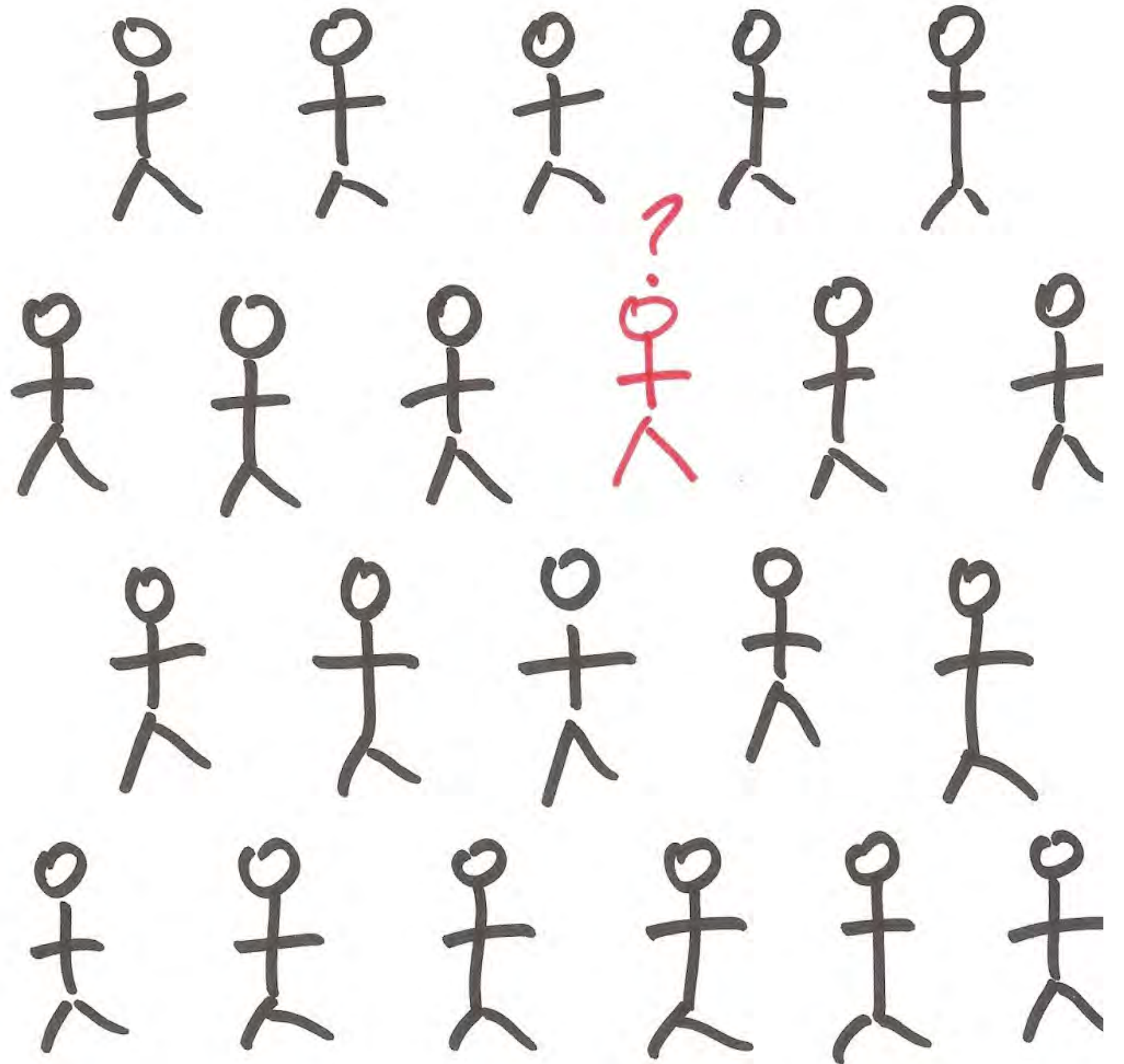


## CARRY BAGS

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

SHOP NOW ›

Delivering  
a more  
personalised  
user experience





Gartner predicts that digital businesses  
leveraging personalisation will be able to  
increase their profits by 15%  
by 2020

# Customer segmentation

## CAN INCLUDE

- Gender
- Women shopping for him / Men shopping for her
- Bargain hunters (sale/discounts)
- Category based (accessories)
- Location (state, domestic, international)
- Trend-setters (latest collections)
- Churn (haven't purchased for a while)
- Browsers (high sessions / low purchases)
- Hesitant buyer (abandoned cart)
- VIPs (high LTV)

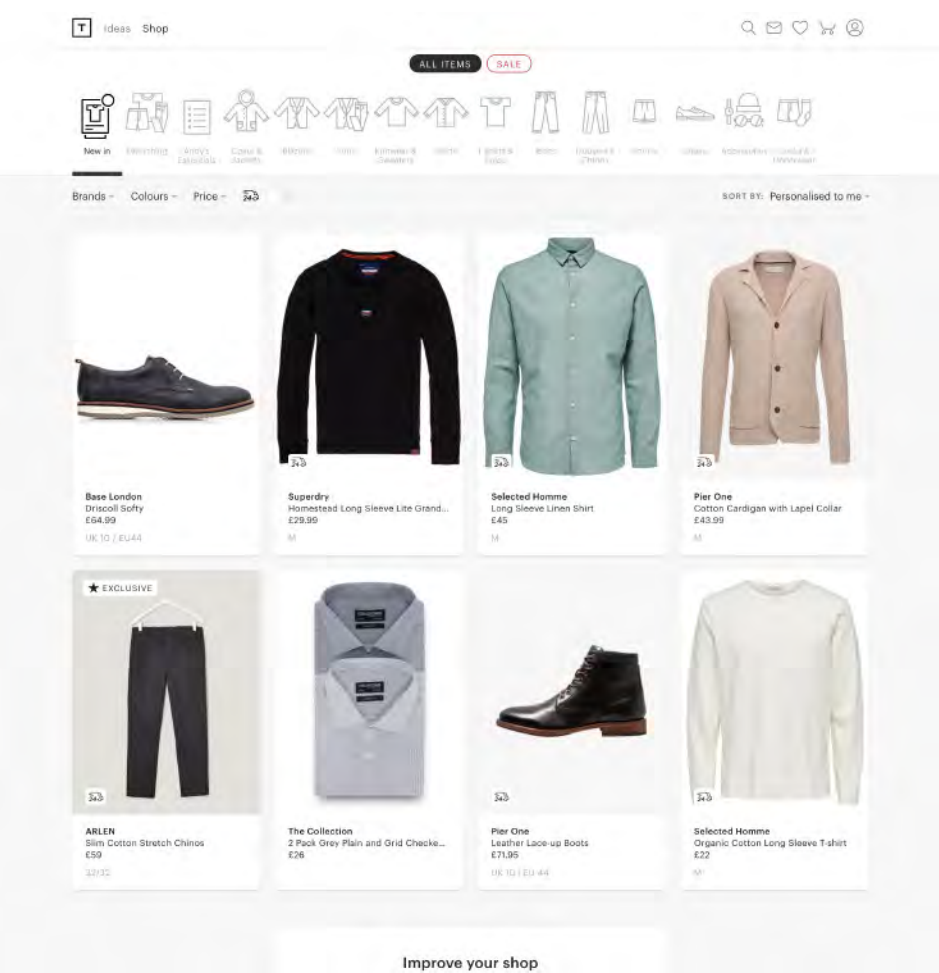
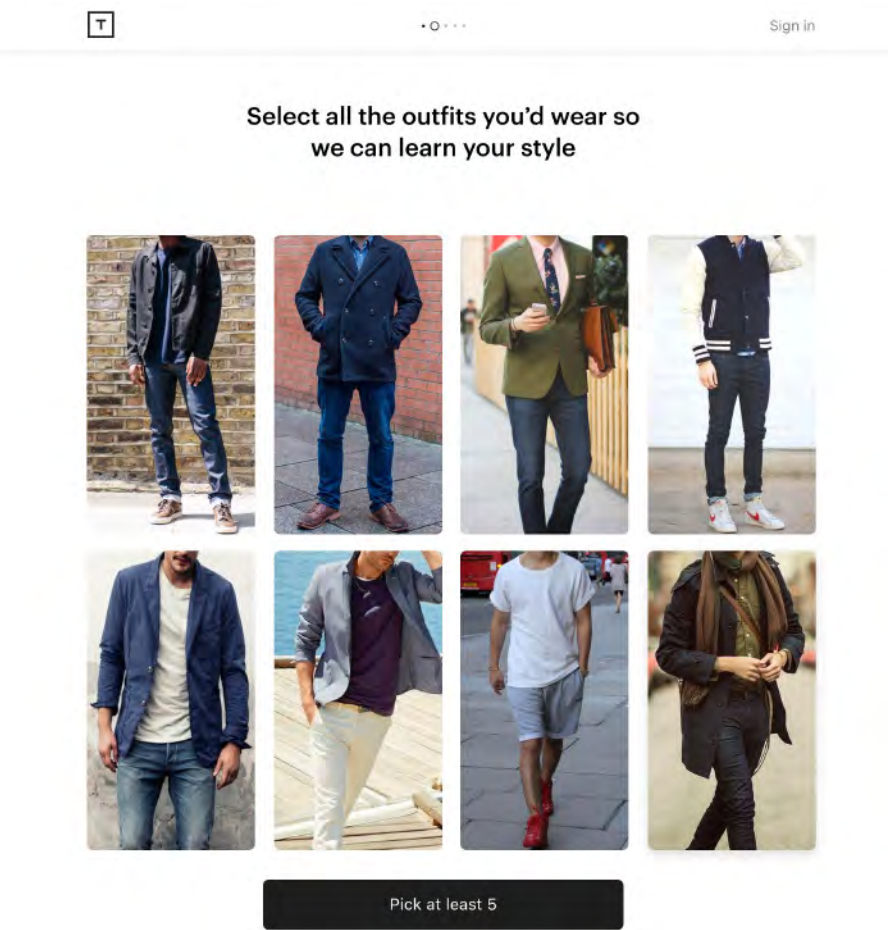
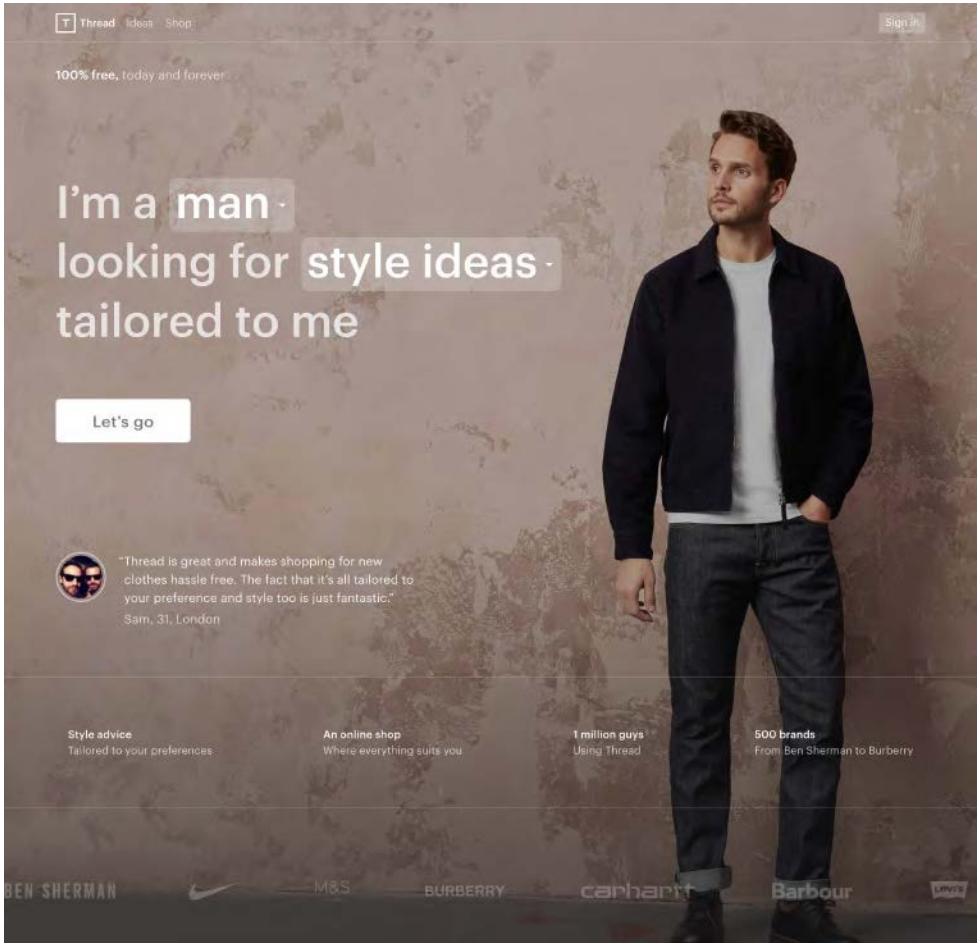
# Data collection; Explicit & Implicit

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# Questionnaire on sign up

thread.com





# My Account

- PROFILE
- ADDRESSES
- ORDERS
- WISHLIST
- ALERTS
- LOG OUT

## My Details

Date of Birth:

17/03/1982

Gender:

Female

## My Sizes

Shoe:

AU 9

Top:

AU 10

Skirts and pants:

AU 10

Dresses:

AU 10

CANCEL

SAVE

- ☐ Hermes (1)
- ☐ Isabel Marant (Etoile) (1)
- ☐ Maje (1)

▼ SIZE

Clear

- ☐ AU 6 (11)
- ☐ AU 8 (19)
- ☒ AU 10 (16)
- ☐ AU 12 (4)
- ☐ AU 14 (1)

▼ CONDITION

- ☐ New With Tag (2)
- ☐ Like New (8)
- ☐ Very Good (5)
- ☐ Good (1)

SORT BY Newest to Oldest ▾



MAJE

Silk Leopard Print Long Ballooning Top

M ?  
\$85



A.L.C

Black & White Silk top

INT 2 ?  
\$190 ~~New 550~~



SCANLAN & THEODORE

White Blouse

M ?  
\$150 ~~New 350~~



NEW WITH TAG

SCANLAN & THEODORE

White Sheer Geometric knit Tank

M ?  
\$80 ~~New 280~~



MAX MARA



SOLD

MAX MARA



NEW WITH TAG

PHILLIP LIM



VALENTINO




# Weather / Location

very.co.uk

IMPLICIT DATA

very

Welcome back to Very  
Nicky  
[Sign In](#) | [Register](#)

22°C MIN  [SHOP FOR WEATHER >](#)

Search or enter item number

Search

Your Basket

0 Items

My Account

Quick Order

Privacy and Cookies

Help

Contact Us

Wish Lists

Order Now 08448 222 321

New In

Women

Men

Child & Baby

Sports & Leisure

Home & Garden

Electricals

Gaming & DVD

Gifts & Jewellery

Beauty

Toys

Trends

Offers

Mother's Day


Free Next Day Delivery With Collect+

Spread the Cost

New Customers

Home Insurance


Treats



### Nicky brighten up


It's looking bright and cheerful outside and our colourful new outfits are perfect for such a day.

SHOP NOW >



very

Welcome back to Very  
Nicky  
[Sign In](#) | [Register](#)

5°C MIN  [SHOP FOR WEATHER >](#)

Search or enter item number

Search

Your Basket

0 Items

My Account

Quick Order

Privacy and Cookies

Help

Contact Us

Wish Lists

Order Now 08448 222 321

New In

Women

Men

Child & Baby

Sports & Leisure

Home & Garden

Electricals

Gaming & DVD

Gifts & Jewellery

Beauty

Toys

Trends

Offers

Mother's Day


Free Next Day Delivery With Collect+

Spread the Cost

New Customers

Home Insurance


Treats



### Nicky wrap up it's cold out there

Brrr don't be caught out by the cold snap keep warm and stylish with the latest looks in outerwear.

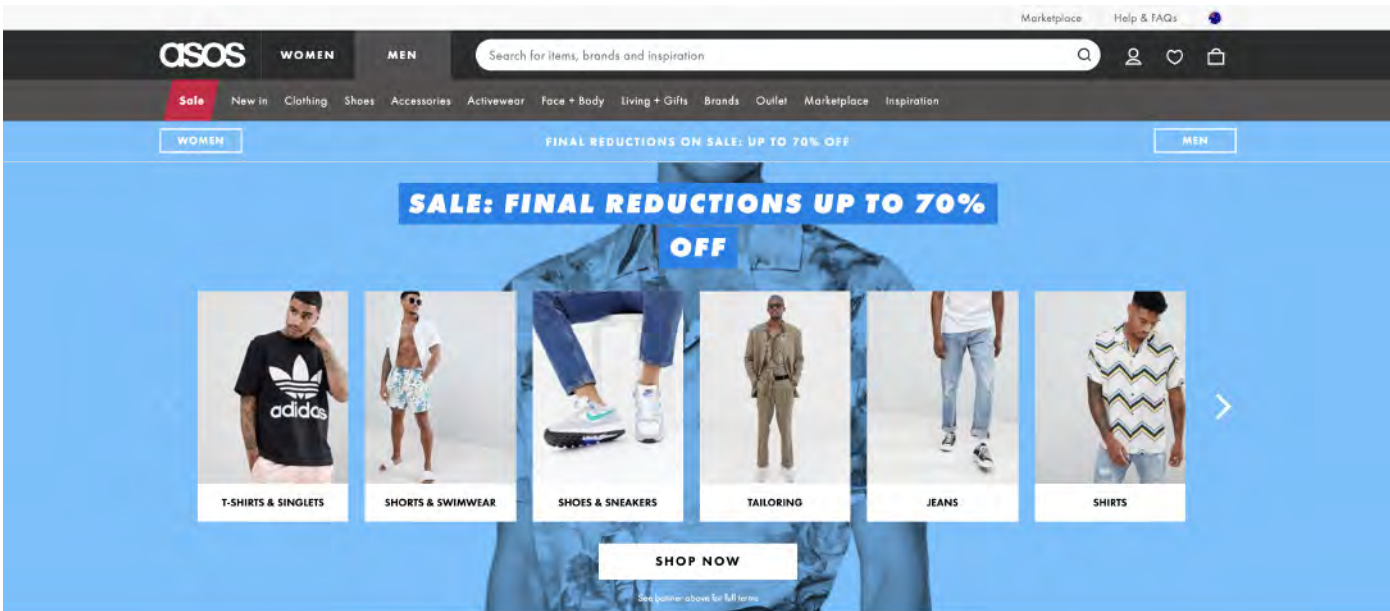
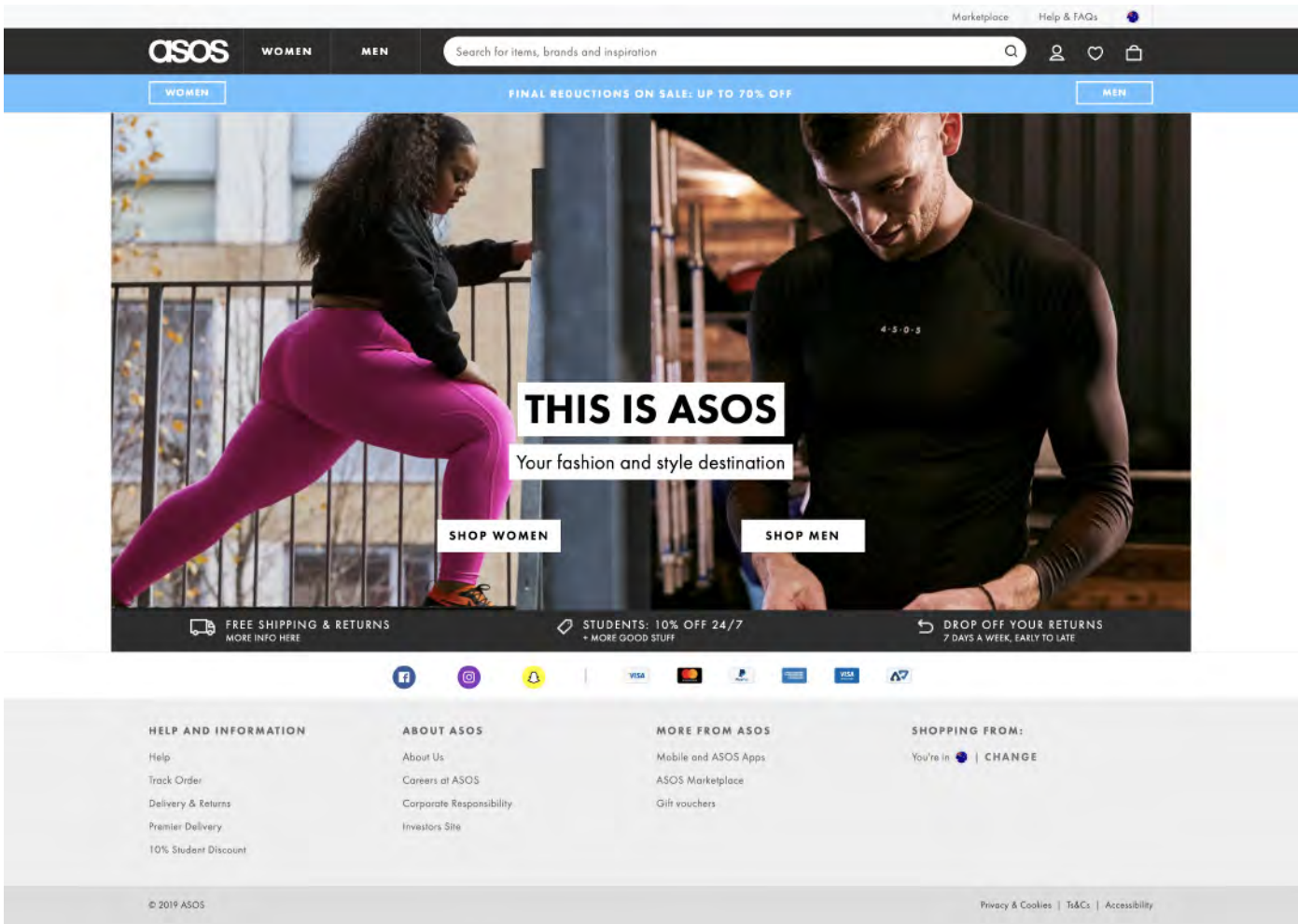
SHOP NOW >



# Gender-based navigation

asos.com

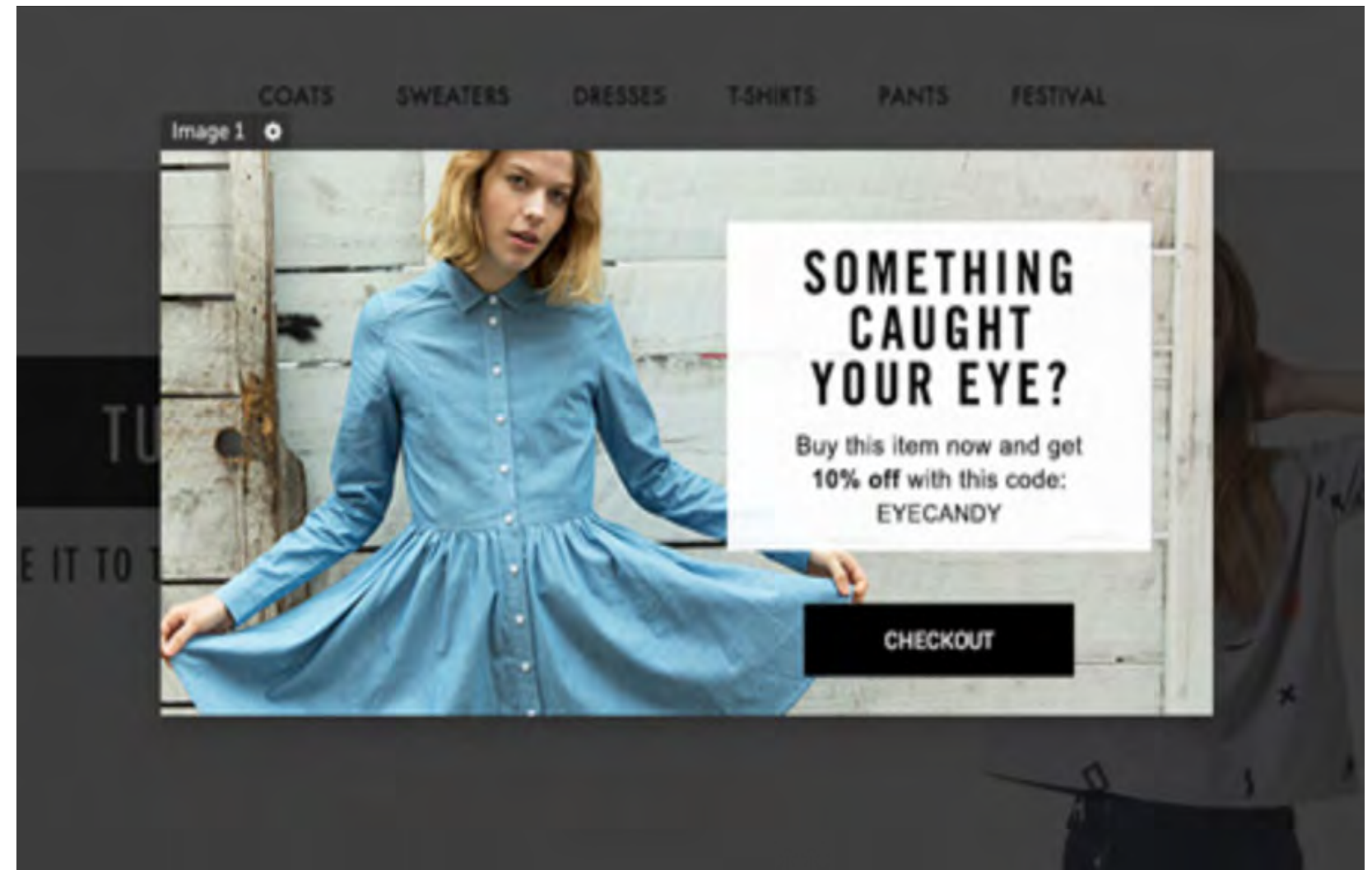
IMPLICIT DATA





# Context specific offers

IMPLICIT DATA



# Merchandising search & product listings sort order

shamp|

Shampoo

Matrix Shampoo

Aveda **Shamp**ure Pure-Fume Mist 100ml  
Aveda  
\$19.95

Aveda **Shamp**ure Conditioner 250ml  
Aveda  
\$12.95

Verb Volume **Shamp**oo 355ml  
Verb  
\$23.50

Verb Hydrating **Shamp**oo 355ml  
Verb  
\$23.50

VIEW ALL RESULTS

HOME > SHAMPOO

SHAMPOO

SORT BY

RELEVANCE

BRAND

SHAMPOO TYPE

PRICE

FROM: \$0 - ANY

CONCERNS

☐ Blonde Hair

☐ Coarse Hair

☐ Colour Protection

☐ Coloured Hair

☐ Curly Hair

☐ Damaged Hair

☐ Dandruff

☐ Dry Hair

☐ Fine Hair

☐ Frizzy Hair

Fanola No Yellow Shampoo 1000ml  
Fanola  
★★★★☆ 99 Reviews  
\$44.50- \$24.50

VIEW INFO

ADD TO CART

Olaplex Take Home Treatment Kit  
Olaplex  
★★★★★ 81 Reviews  
\$149.85- \$106.99  
FREE SHIPPING  
FREE GIFT

VIEW INFO

ADD TO CART

Tigi Bed Head Urban Antidotes Resurrection Shampoo and...  
Tigi  
★★★★★ 54 Reviews  
\$161.70- \$32.89

VIEW INFO

ADD TO CART

Fanola No Yellow Shampoo 350ml  
Fanola  
★★★★☆ 25 Reviews  
\$29.90- \$15.99

VIEW INFO

ADD TO CART

Matrix Biolage Hydrasource Shampoo 1000ml  
Matrix

VIEW INFO

ADD TO CART

Fudge Clean Blonde Violet Toning Shampoo 1000ml  
Fudge

VIEW INFO

ADD TO CART

Redken All Soft Shampoo 1000ml  
Redken

VIEW INFO

ADD TO CART

Matrix Biolage Colorlast Shampoo 1000ml  
Matrix

VIEW INFO

ADD TO CART



# Merchandising upsells

etonshirts.com

amazon.com

Hello, Rohit Khurana. We have [recommendations](#) for you. [\(Not Rohit?\)](#)

[Rohit's Amazon.com](#) | [Today's Deals](#) | [Gifts & Wish Lists](#) | [Gift Cards](#)


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Rohit, Welcome to Your Amazon.com [\(If you're not Rohit Khurana, click here.\)](#)

Today's Recommendations For You


Here's a daily sample of items recommended for you. Click here to [see all recommendations.](#)  
[www.troublefixers.com](#)




[Panasonic Lumix DMC-TS2 14.1 MP Waterproof Digi...](#)  
★★★★☆ (7)  
[Click for details](#)  
[Fix this recommendation](#)



[Panasonic DMW-BCF10PP Battery for Select Lumix...](#)  
★★★★☆ (19) \$32.29  
[Fix this recommendation](#)




[SanDisk Sansa View 8 GB Video MP3 Player \(Black\)](#)  
★★★★☆ (138) \$59.75  
[Fix this recommendation](#)




[Digital camera lens](#)  
★★★★☆  
[Click for details](#)  
[Fix this recommendation](#)


Others Viewed




White Signature Twill Shirt  
€ 189



Light Blue Signature Twill Shirt  
€ 189




The Invisible Tie  
€ 40




Brown Herringbone Wool Scarf  
€ 75


Products You Recently Viewed




Classic Plain Rose Cufflinks  
€ 180



The Invisible Tie  
€ 40




White Signature Twill Shirt  
€ 189



Navy Wool & Silk Tie  
€ 99

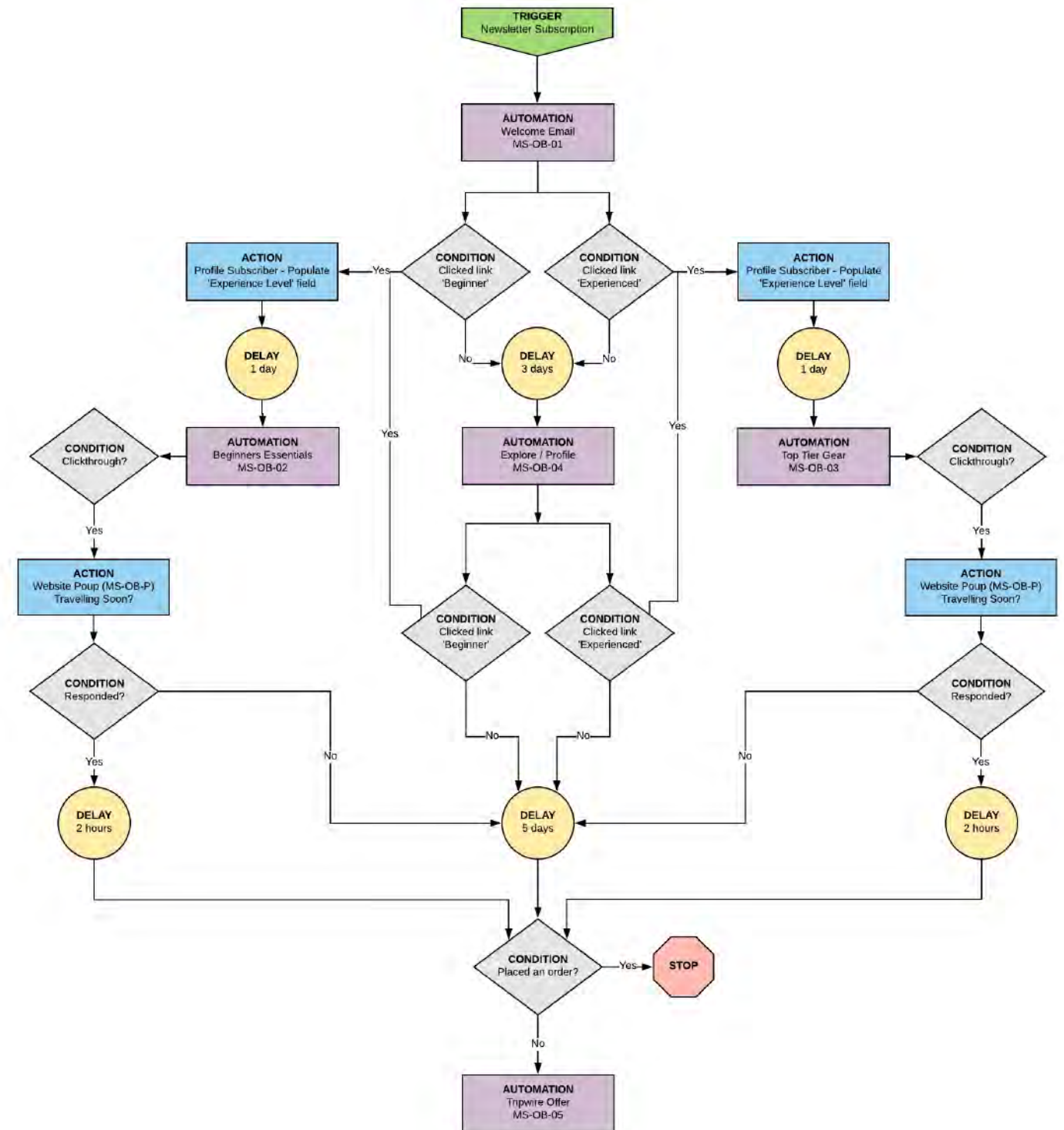
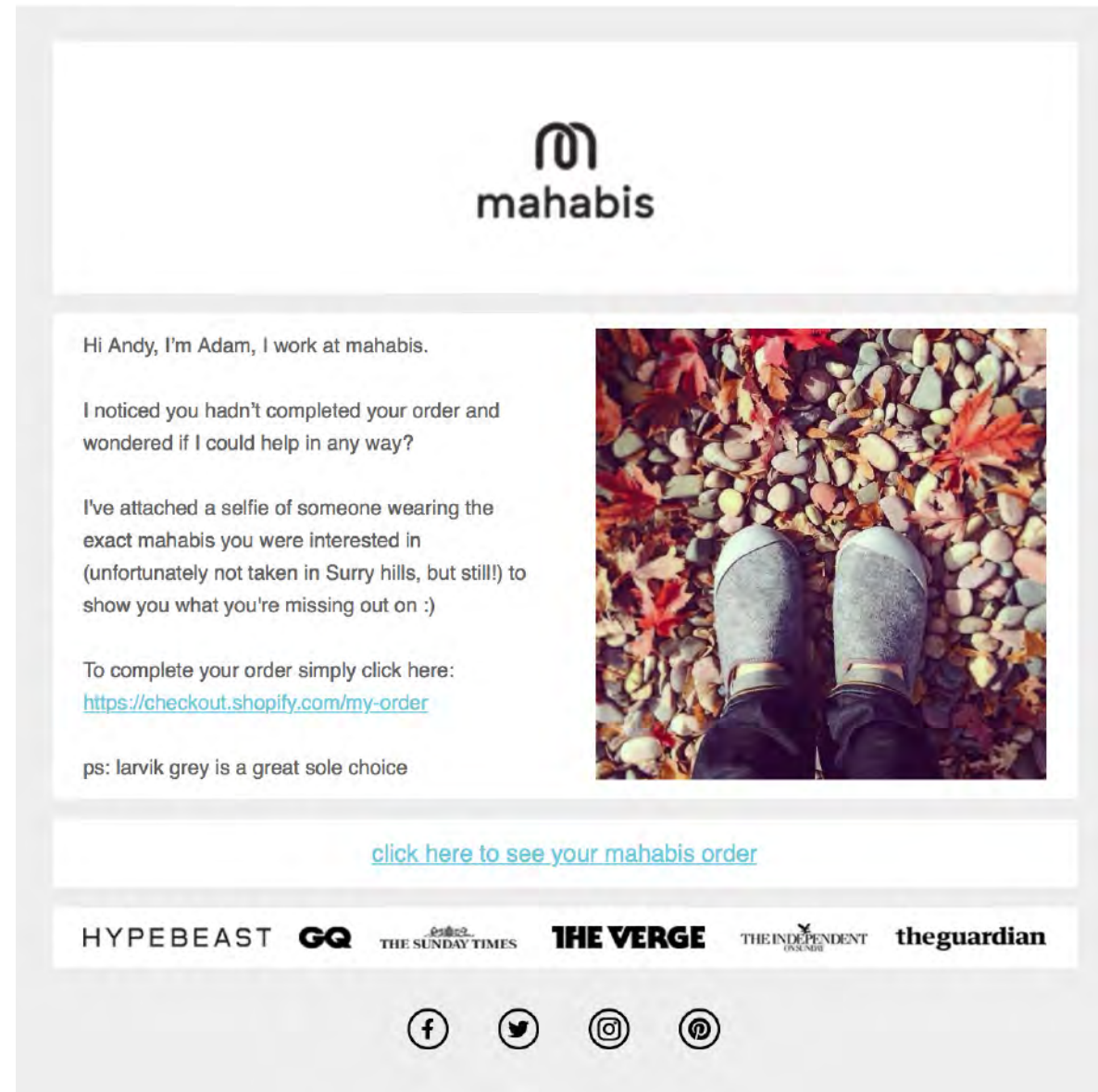
# Basket analysis based upsells

order summary	
subtotal	\$55.15 aud
discount	\$0.00 aud
buy 3 undies and save 10%	
shipping	\$12.73 aud
total	\$67.88 aud
all transactions are secure and encrypted.	
log in + checkout	guest checkout

 save on tampons, too! get the same % off tampons as your cycle set.	
add 'em to my bag	
order summary	
subtotal	\$165.44 aud
discount	\$16.55 aud
buy 5 undies and save 15%	
shipping	\$12.73 aud
total	\$161.63 aud
all transactions are secure and encrypted.	
log in + checkout	guest checkout



# Personalised abandoned cart





# Surprise & delight



Jeff Girard

@srgc\_supt

Follow

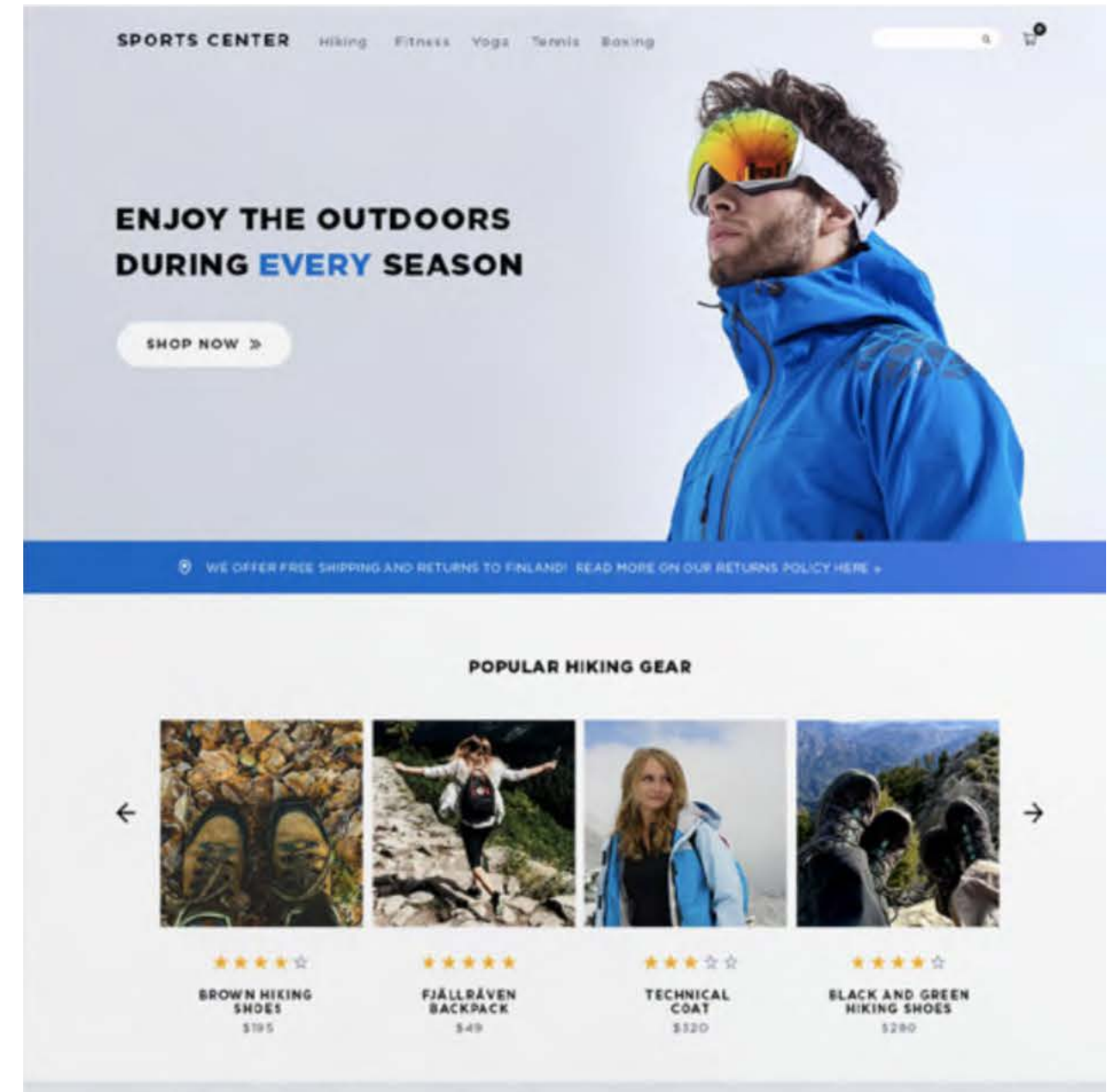
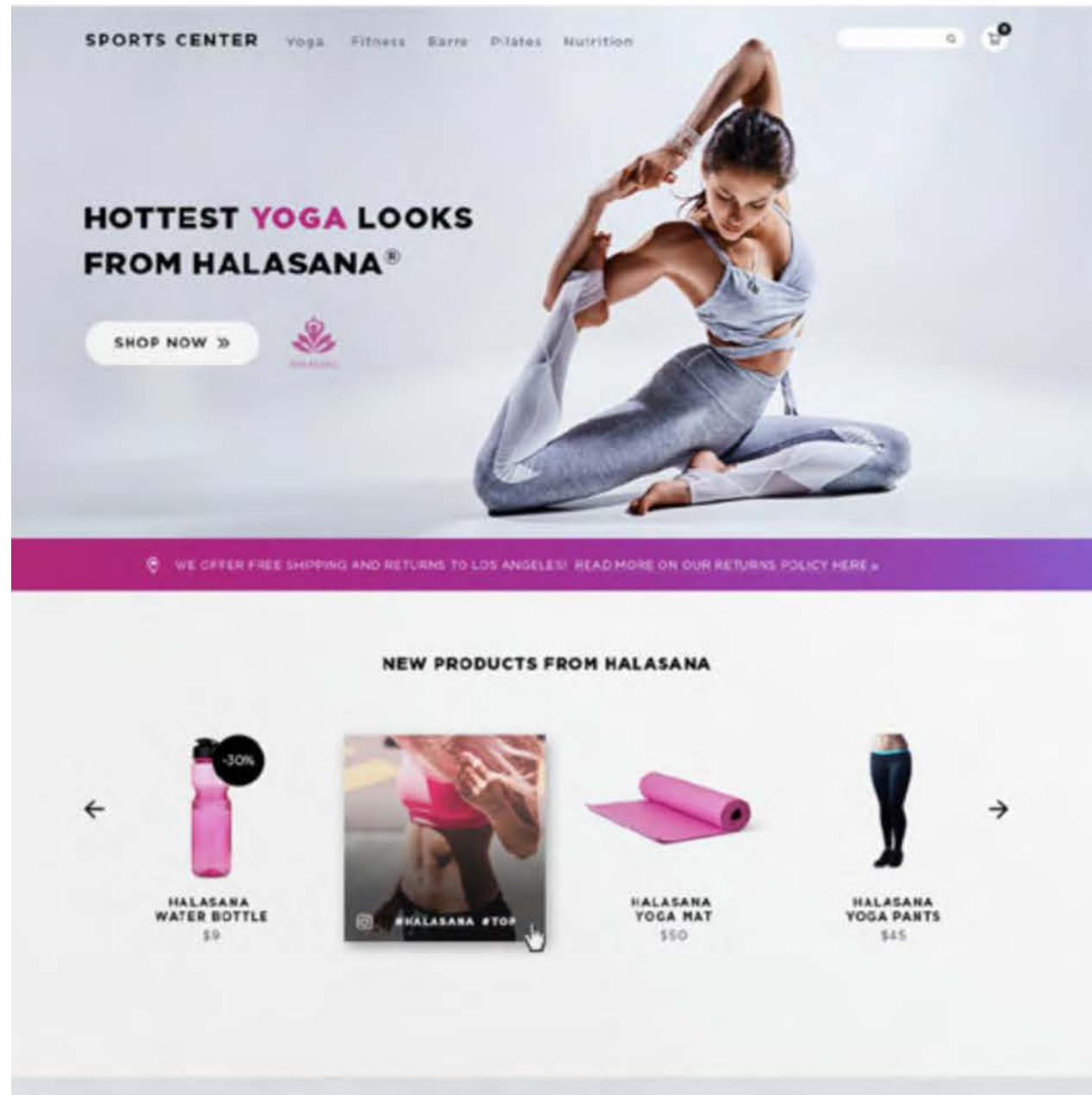
How awesome is this. Where else do you buy socks online...or anything for that matter...and get a handwritten thank you note AND a bag of your favorite candy ever?! Thank you @JohnsCrazySocks.



3:12 PM - 16 Feb 2018



# Personalise content based on interest



Wrapping up:  
It's all about  
relevance

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- Thinking strategically
- Cultivating a strong brand narrative
- Delivering a more personalised user experience



DOWNLOAD THE SLIDES

[processcreative.com.au/fashionexposed](http://processcreative.com.au/fashionexposed)

Thank you!

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Process Creative

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[www.processcreative.com.au](http://www.processcreative.com.au)