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**E-COMMERCE MANAGEMENT**  
571-CE4-AS sect. 04150

# The Youthful

**PROJECT 1 – CREATION OF AN ONLINE STORE**  
**FORMATIVE (WEEK 07)**

## SKINCARE

Presented to Professor Eric Martineau

LaSalle College  
October 9, 2020

### **INFO TO ACCESS SHOPIFY WEBSITE:**

Website Name: **theyouthful-2.myshopify.com**

Password Protected: " phauru "

Email: [liadavidson13@hotmail.com](mailto:liadavidson13@hotmail.com)

Password: Ecommerce123

### **TARGET MARKET**

Our target market for The Youthful is,

### **PERSONA FOR OUR IDEAL CONSUMER:**

#### Anastasia Bloomingdale



Audience 1: College Graduate

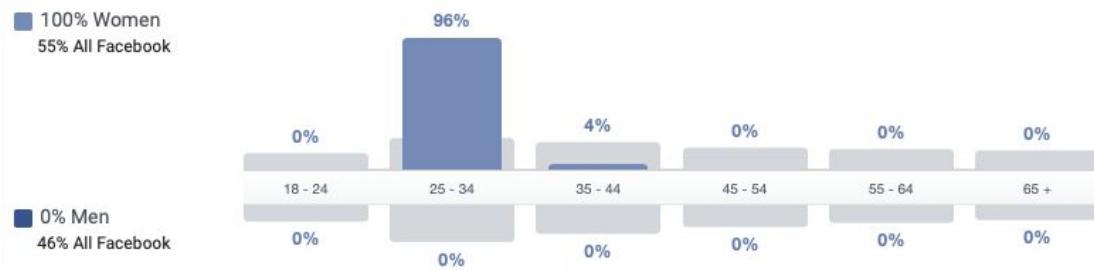
- **Age:** 25-34 years old
- **Gender:** Woman
- **Ethnicity:** N/A
- **Religion:** N/A
- **Socio-economic status:** Working and just received Diploma and applying for jobs in field of study, In-process of completing interviews
  - **Family life-cycle:** Married
  - **Income:** \$30 000 - \$50 000
  - **Education:** High School + College level education
  - **Location:** Greater Montreal Area

### **EXTENSIVE LIFESTYLE ANALYSIS - AIO ANALYSIS:**

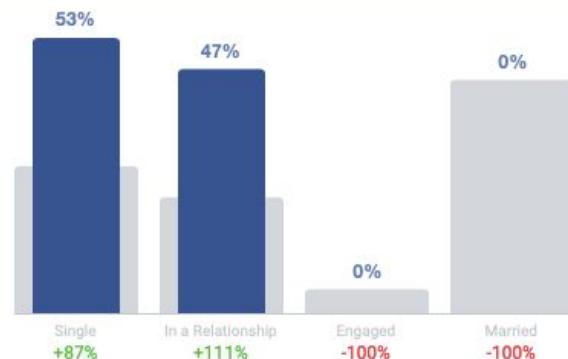
ACTIVITIES:	INTEREST:	OPINIONS:
<ul style="list-style-type: none"><li>- Chill at a bar &amp; grill</li><li>- Enjoys social media influencers (IG)</li><li>- Shopping</li><li>- Spends lots of time with friends (boyfriend if applicable)</li><li>- Staying home and relaxing</li></ul>	<ul style="list-style-type: none"><li>- Shopping at (Victoria Secret, Urban Planet, Pandora, The Body Shop, H&amp;M, Ardene)</li><li>- Skincare: (NYX, MAKEUP FOREVER, Benefit Cosmetics, Revlon, Garnier)</li><li>- Social life</li><li>- Health oriented</li></ul>	<ul style="list-style-type: none"><li>- Extrovert</li><li>- Spends money</li><li>- Flamboyant lifestyle</li><li>- Spends most of her time on her iPhone as opposed to a desktop</li><li>- Clicks 43 ads on Facebook</li></ul>

- TOP 3 Page Likes:  
 Physicians Formula  
 -Canada, LANEIGE,  
 NYX Professional  
 Makeup

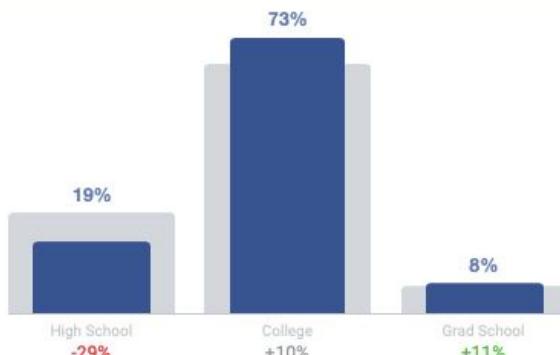
### Age and Gender



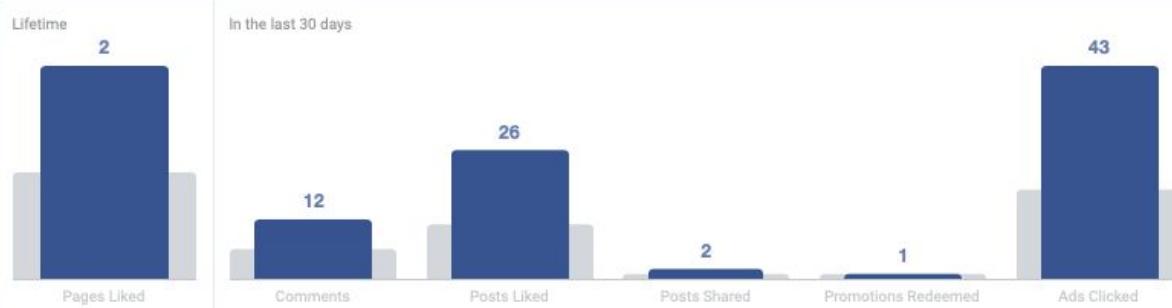
### Relationship Status



### Education Level



### Frequency of Activities



## Top Categories

1	Cosmetics Store	NYX Professional Makeup • MAKE UP FOR EVER • Benefit Cosmetics • Revlon • Garnier
2	Beauty, Cosmetic & Personal Care	The Body Shop • Bath & Body Works Canada
3	Clothing Company	Urban Planet
4	Health/Beauty	Physicians Formula - Canada • Urban Decay Cosmetics • IT Cosmetics • First Aid Beauty
5	Bar & Grill	Moxie's Grill & Bar
6	Jewelry/Watches	Pandora
7	Local Business	Student Life Network
8	Clothing (Brand)	Victoria's Secret PINK • Victoria's Secret • Manitobah Mukluks • H&M • Ardene
9	Wine, Beer & Spirits Store	Bacardi
10	Wine/Spirits	Smirnoff

Page	Relevance ⓘ	Audience	Facebook ⓘ	Affinity ⓘ
Physicians Formula - Canada	1	571	34.3K	4512x
LANEIGE Canada	2	496	30.3K	4432x
NYX Professional Makeup	3	634	52.3K	3286x
Urban Decay Cosmetics	4	1.1K	92.1K	3112x
IT Cosmetics	5	512	45.1K	3074x
MAKE UP FOR EVER	6	494	51.1K	2617x
First Aid Beauty	7	1.6K	167K	2591x
Benefit Cosmetics	8	925	102.8K	2436x
essie	9	772	143.5K	1457x
Revlon	10	618	127.5K	1313x

**CANADA X**

X  
All Canada

+ Country, region, or city

**Age and Gender**

Age

25 - 35

Gender

All Men Women

**Relationship Status**

Single  
In a relationship  
Engaged  
Married

**Education**

### Other Potential Consumers:

Audience 2: Young Married Women

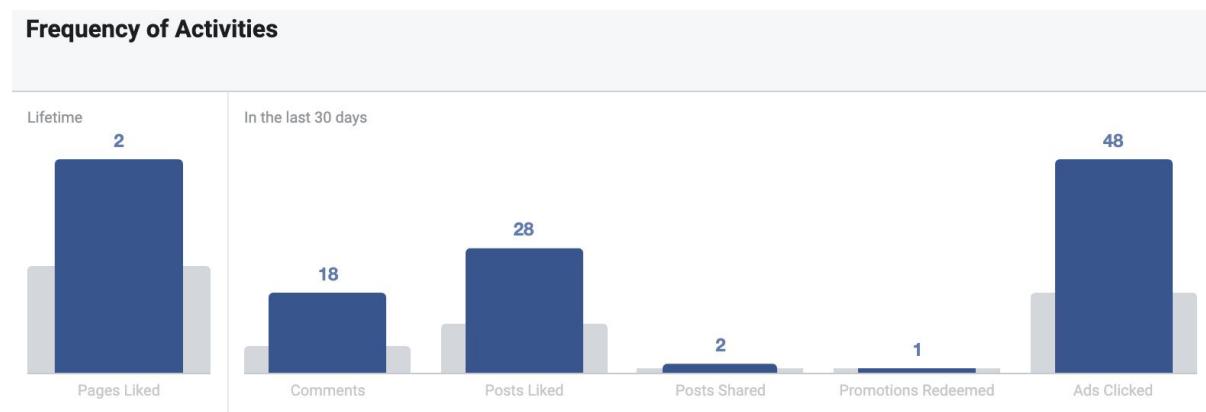
#### Catherine Tyler:

- **Age:** 25-35
- **Gender:** Women
- **Ethnicity:** N/A
- **Religion:** N/A
- **Socio-economic status:** Working in Administrative Services and/or in a Sales job role.
- **Family life-cycle:** Married
- **Income:** 40-60K
- **Education:** College Degree Education
- **Location:** Montreal Canada



### EXTENSIVE LIFESTYLE ANALYSIS - AIO ANALYSIS:

ACTIVITIES:	INTEREST:	OPINIONS:
<ul style="list-style-type: none"> <li>- Literature &amp; poetry</li> <li>- Spending time in the nature</li> <li>- Enjoys social media influencers (IG)</li> <li>- Shopping</li> <li>- Enjoys spending time with her husband and child</li> </ul>	<ul style="list-style-type: none"> <li>- Shopping at (Fisher-Price, Thyme Maternity, Pandora, People Jewelry)</li> <li>- Skincare: Benefit Cosmetics, NYX, Revlon, Garnier</li> <li>- TOP 3 Page Likes: Rodin Montreal, Fisher-Price, Enfamil Canada</li> </ul>	<ul style="list-style-type: none"> <li>- Extrovert</li> <li>- Saves money</li> <li>- Spends most of her time on her Android as opposed to a desktop</li> <li>- Clicks 42 ads on Facebook</li> </ul>



**CREATE AUDIENCE**

**(New Audience)**  
15K - 20K people *i*

**People on Facebook**  
Country: Canada *i*

**Demographics** | Page Likes | Location | Activity

**Age and Gender**

Age Group	100% Women (55% All Facebook)	0% Men (46% All Facebook)
18 - 24	0%	0%
25 - 34	90%	0%
35 - 44	11%	0%
45 - 54	0%	0%
55 - 64	0%	0%
65 +	0%	0%

### Page Likes

Page	Relevance <i>i</i> ▾	Audience	Facebook <i>i</i>	Affinity <i>i</i>
Rodin Montréal	1	403	30K	1542x
Fisher-Price	2	585	59.6K	1129x
Enfamil Canada	3	556	57.9K	1104x
Clinique	4	647	68.8K	1082x
NYX Professional Makeup	5	412	52K	911x
Huggies	6	720	94.9K	872x
Carter's	7	1.5K	201K	857x
Khaadi	8	557	76K	843x
Babies"R"Us Canada	9	1.1K	153.2K	823x
Urban Decay Cosmetics	10	658	93.7K	808x

[See More](#)



### 3 Other Potential Consumers:

Audience 3: Single Millennials

Emily Vandorf

- **Age:** 18-27
- **Gender:** Womens
- **Ethnicity:** N/A
- **Religion:** N/A
- **Socio-economic status:** Most likely is focused on doing well in school and socializing with friends, financially gets help from her parents.
- **Family life-cycle:** Single
- **Income:** 15k-40k
- **Education:** College
- **Location:** Toronto, Canada



#### EXTENSIVE LIFESTYLE ANALYSIS - AIO ANALYSIS:

ACTIVITIES:	INTEREST:	OPINIONS:
<ul style="list-style-type: none"> <li>- Shopping</li> <li>- Hanging out with friends</li> <li>- Sports</li> <li>- Social Media</li> <li>- Partying</li> </ul>	<ul style="list-style-type: none"> <li>- Shopping at (Urban Planet, Victoria Secret, Vans, Aritzia, Levis)</li> <li>- Skincare: Benefit Cosmetics, Revlon, Garnier, Clean and Clear</li> <li>- TOP 3 Page Likes: Origins, LaNeige Canada, Benefits Cosmetics</li> </ul>	<ul style="list-style-type: none"> <li>- Less cautious about her spending habits</li> <li>- 37 ad clicks</li> <li>- Uses her Iphone more than her computer</li> </ul>

**CANADA** X

X All Canada

**Age and Gender** o v

**Age**

18   - 27  

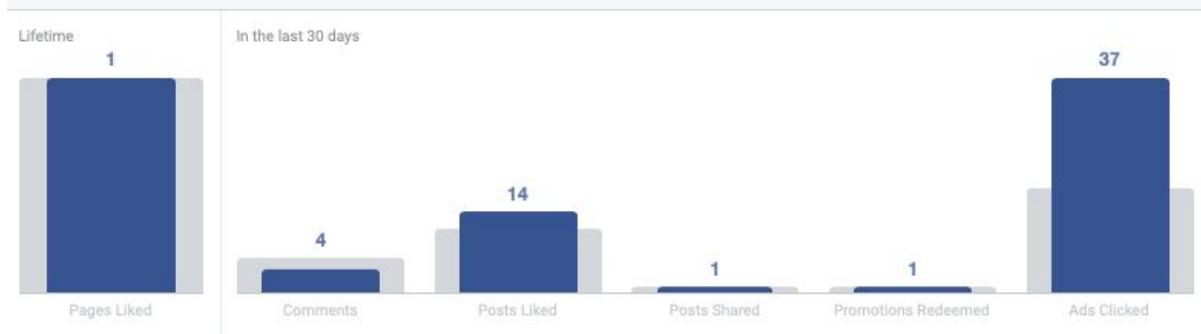
**Gender**

All Men Women

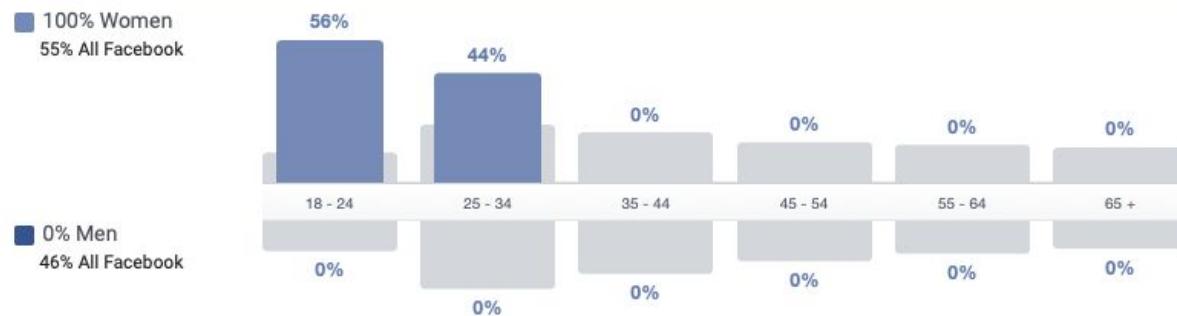
**Relationship Status** o v

Single  
 In a relationship  
 Engaged  
 Married

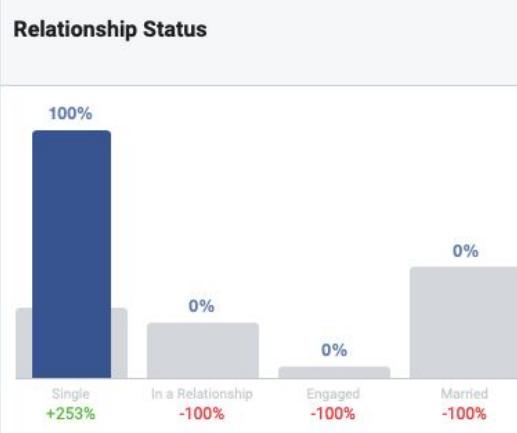
## Frequency of Activities



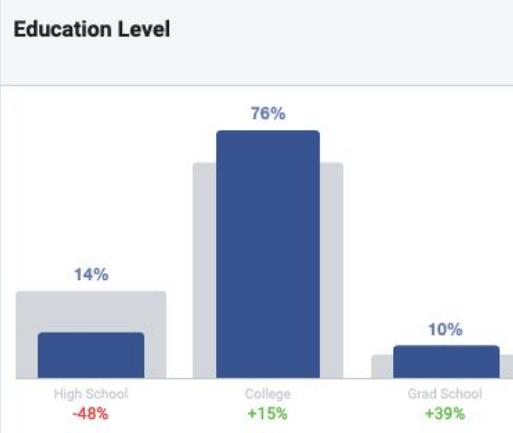
## Age and Gender



## Relationship Status



## Education Level



## Top Categories

1	Skin Care Service	Clean & Clear
2	Ice Cream Shop	Baskin-Robbins • Dairy Queen
3	Local Business	Student Life Network
4	Cosmetics Store	Benefit Cosmetics • Revlon • Garnier
5	Beauty, Cosmetic & Personal Care	The Body Shop • Bath & Body Works Canada
6	Health/Beauty	Origins • Urban Decay Cosmetics • essie • SEPHORA • Lancôme • eos • TRESemmé
7	Clothing Company	Urban Planet
8	Clothing (Brand)	Victoria's Secret PINK • Aritzia • Levi's • Ardene • H&M • Victoria's Secret • Garage
9	Footwear Store	Vans
10	Organization	HERSHEY'S

## Page Likes

Page	Relevance <i>i</i> ▾	Audience	Facebook <i>i</i>	Affinity <i>i</i>
Origins	1	366	18.6K	16672x 
LANEIGE Canada	2	116	30.4K	3229x 
Benefit Cosmetics	3	224	102K	1860x 
Urban Decay Cosmetics	4	203	93.3K	1842x 
Clean & Clear	5	141	65.6K	1820x 
Baskin-Robbins	6	191	116.3K	1390x 
SPC Card	7	148	107.2K	1169x 
essie	8	185	143.6K	1091x 
Student Life Network	9	336	274.2K	1038x 
SEPHORA	10	580	484.1K	1015x 

## **BRAND STORY**

TheYouthful is a Canadian based company, that is known for its innovative products and dedication to skin care. TheYouthful believes that the combination of natural ingredients and ancient remedies combined with modern science is the cure to help all skin types. Our company stands by their products and delivers an experience that transforms all consumers' skin health and look. Our brand not only establishes a dream of having healthy, flawless skin but stands out in comparison to other skincare lines because it focuses on individually providing consumers an easy, accessible and enjoyable client experience. We are making our products with the focus of reliability in mind and want each and every one of our buyers coming back for more. We are going to connect with our audience by really marketing our line and products towards our target audience and learning more about their needs and wants when it comes to skin care products.

To start off, TheYouthful is going to be very social media focused, as we are going to have three active social media accounts with Instagram, Facebook and Twitter. The brand's main goal is to be more innovative and reach out to as many clients as possible, including both local and international leads. Social Media apps can be addicting and time consuming, therefore we are going to utilize its power over our consumers to help influence our audience to buy from our skin care line over others. We will do so by direct marketing and the use of brand ambassadors. For example, our company is going to contact a few well known celebrities such as Addison Rae and others. These A-list celebrities are known influencers who reach more than 10 million people on a daily basis. We believe that their partnership with our products could be very beneficial to help get our company off the ground.

We are looking to generate as many leads as we can and get our consumers excited to use our products and love them as much as we do. This directly coincides with our efforts in advertising and website marketing. As we continue making connections with our consumers, we are going to be using web banners on similar niche sites to keep getting our brand name out there. TheYouthful's unique selling proposition caters to many different demographics as it's a necessity to keep your skin healthy and happy. TheYouthful has a unique selling proposition that does not just sell skincare products, but also sells a full experience. Living in the time we do, now more than ever consumers have more time to focus on self care and inclusion of all. As a company, we are focussing on creating a line that is diverse, accessible, and full of quality products. We are reeling our consumers in by offering affordable quality products that are unique to each individual's skin type and need. Having these select products featured would be beneficial to the brand and the companies main USP, as we will be known for creating a unique brand that encompasses different products for different needs. We are going to differentiate ourselves by providing products and services that are above and beyond, such as our 24/7 customer service online, engagement, clear product descriptions, product quality, brand awareness and accessibility online

## **CUSTOMIZED UX / UI EXPERIENCE:**

As a new brand our website offers many different perks that were catered to the consumer to have the best possible experience with our brand. To start off we have created the website with accessibility and simplicity in mind. With our current pandemic we are aware that our consumer base will be shopping more online rather than in stores. We want to take advantage of this statistic and make sure that our website is one they will visit. We are offering quality products with contents that match up to the name. We will be providing our consumers with 24/7 customer service, fast and accurate shipping times (depending on how much you buy), returns on purchases and all cards are accepted. We want all our consumers upon visiting our website to be able to navigate their options in an easy and relaxed way. Furthermore, the website works by presenting to its consumers exactly what our brand is about. As you initially press onto our URL and find our website you will be logged onto “The Youthful’s” home page. Immediately we wanted to draw our clients in by providing pictures that give the essence of young, dewy, healthy radiant skin. By doing this we are showing our users exactly what they could have if they used our products, as well as our aesthetic.

When it comes to navigational tools, our site was created to be very straightforward and accessible. We want our consumers to be able to find exactly what they're looking for when they want it. On the main page we started off by placing three icons in the top right corner; a search icon, login icon and a cart icon. Then, we sectioned our website into two parts, “Home” and “Catalog”. Within the Home tab the consumers are able to browse our two main collections and their products, as well as our blog posts and information about our team. On our Catalog tab we have provided a full viewing of all our listed and available products for sale. For these products we used good quality photos and in depth descriptions that are clear and concise. In addition we have added at the bottom of the site a “Help Tab”, in case our consumers have questions or need a hand as well as a “Newsletter” icon where all viewers are able to drop their email to be sent our brands newest updates, product promotions and special events. Lastly, we show all of the 7 different icons of what payment styles we accept through our website. We have put all these tools in place to make everyone's experience with The Youthful as pleasant, fast, easy going and positive as possible.

## **BRAND GUIDELINES**

When it came to our brand guidelines and aesthetic, we wanted to make sure our brand image was always flowing and mixing together well. For our font choice, we picked Americana, as we loved the style and felt it gave off a very clean but modern look. In addition, our colour scheme is really catering to our product and target market. We wanted to make sure that we used tones that reminded consumers of the feeling of serenity with a touch of softness. We chose our logo of T/Y because it was simple, elegant and is easy to remember when seen from a new viewer. While we keep advertising on our website and through Social Media's, we will carry the same look to keep our brand image strong. The logo chosen for our website is the transparent (T/Y).

**TWO LOGOS:** One for social media and one for social (one is transparent and the other is not)



LOGOS



COLOUR SCHEME



FONT

ABCDEFGHIJKLMNO  
PQRSTUVWXYZÀÅÉÍ  
abcdefghijklmnopqr

AMERICANA

## **PAGES ON WEBSITE:**

<p>Our Company</p> <p>About Us</p> <p>Contact Us</p> <p>Blog</p>	<p>Help</p> <p>Privacy Policy</p> <p>Refund Policy</p> <p>Shipping Policy</p> <p>Terms of Service</p>	<p>Newsletter</p> <p>Email address</p> <p>SUBSCRIBE</p>
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### Fall Favourite

TheYouths Limited Edition - GHOSTED fall favourite is most consumers fall favourite with a foamy creamy face exfoliant. The scrub is perfect for d...

[READ MORE](#)



### The Ultimate Hydration Cream

Taking care of your skin is very important to keep it looking young, hydrated and fresh. TheYouthful Moisturizer is our iconic, most used product t...

[READ MORE](#)



### The Hydration Bundle

What is it: A 3-step Ultimate Hydration Bundle routine that has all your hydration essentials featuring the following: To relieve winter skin by hy...

[READ MORE](#)

Under "Our Company" and "Help" are clickable links which have all the information of the following: About us, Contact us, Privacy policy, return policy, Shipping policy and Terms of Services. We have put these icons in place as mentioned above to really help with the accessibility of the site. To continue, we also have our 5 blog posts above the footer page. Once you click on the blog it will direct you to the page of the article. These articles were written to help give our consumers a deeper look into

our products, as well as some fan favourites. We are hoping that we can use our blog to answer many questions that our consumers may have.

### **"The Youth" Collection**

The Youthful's #YOUTH Collection is for those who are looking for healthier, radiant and glowing skin. We made this collection based on our inspiration of helping our consumers gain their confidence back, while feeling comfortable in their own skin. We have used the highest rated technological advances to ensure quality for our first line, as we are very proud of all our accomplishments. Our collection consists of The Prime Cleanser, Juvenescence Toner, Maturity Under Eye Creme , Bloom Serum , Rosie Glow Face Mist , Baby Lips Lip Balm , Original Face Scrub , Resilient Skin Face Mask and The Age Rewind. In more detail, our skin care line consists of ten products you can use in your skincare routine to help your skin look more flawless and ageless. We created these products to compliment one another and help our clients feel comfortable with their skin care routine and learn to love taking care of their skin. Our brand carefully selected the names of our products to match our brands mission, as well as our goal for our products performance. The names of our formulas are helping provide our consumers more clarity about what they do, by looking at the label. Our products are guaranteeing our clients skin, a step towards youthfulness and feeling confident. To ensure our guaranteed glow all ten products are recommended to be used in our clients daily routines for the best results. These are our best selling products, as we have put out heart and soul into creating a quality line of products that are marketed to perfection.



The Age Rewind  
Body Lotion  
\$45.00



Original Face Scrub  
\$40.00



Baby Lips Lip Balm  
\$10.00



Rosie Glow Mist  
\$25.00



Bloom Serum  
\$45.00



Maturity Under Eye  
Cream  
\$40.00



Juvenescence Toner  
\$30.00



The Prime Cleanser  
\$30.00



Resilient Skin Face  
Mask  
\$40.00



The Youthful  
Moisturizer  
\$27.00

### **The Soft Touch Collection**

Our second collection is known as the “Soft Touch Collection”. This flower based line is meant to leave your skin feeling clean and hydrated. We stuck with the colour scheme of beige and neutrals to go with the collections aesthetic. In addition to the colour scheme, we made sure that our packaging and labels for this line looked very simple, clean and warm not only match the names of the products but also the vibe. Within this collection we have put together a line of 10 products that if used will guarantee results. The line includes; the Milk Cream Cleanser, Coconut Face Mist & Toner, Silk Face Mask, Silk Serum, Dewy Moisturizing spray, Silk Peony Eye Cream, Coconut Lip Balm, Silk Hand bar, Silk Pillowcase and the Mini Travel Kit. We are trying to show our buyers that there are so many different ways to keep your skin healthy and fresh, without just using a serum. This line focuses on taking care of your skin but also adds in products such as a face mask, silk pillow and Hand/Face Soap to help prevent and reduce acne and blemishes. With this collection we want it to resonate in our consumers minds that when you buy products from this collection we are promising you relaxation and hydration by providing fresh quality products.



Mini Essential Kit  
\$35.00



Silk Pillowcase  
\$75.00



Silk Hand and Face Bar  
\$40.00



Lip Moisturizer  
\$15.00



Coconut Eye Cream  
\$48.00



Dewy Moisturizing Spray  
\$40.00



Hydration Oil-Infused Serum  
\$52.00



Coconut Face Sheet  
\$15.00



Coconut Face Mist & Toner  
\$45.00



Milk Cream Cleanser  
\$50.00

## CONSUMER JOURNEY & METRICS

Our priority for the journey that this website takes the shopper on was to make it as simple, easy and beautiful as possible. When you arrive on the homepage of the website you are greeted with an up close shot of some of our skincare products, as well as our logo and the phrase “bringing back that youthful glow”. At the top of the page on the left hand side you will find our secondary logo, in the middle the “home” and “catalog” buttons, and on the right the search button, the “my account” button, and the cart button. As you scroll down the main page you will see a small description of our most iconic product, followed by an overview of the two collections we have with an option under each to view all products. Just below that are thumbnails for our three blog posts with the option to read more. On the bottom left hand side there is a menu titled “Our Company” with links to “about us”, “contact us”, and our blog. Directly to the right under “Help” there is the option to click through to our privacy policy, refund policy, shipping policy, and terms of service. Then there is also the option to subscribe to our email newsletter, and just below those buttons we show small images of amex, apple pay, google pay, Mastercard, Paypal and Visa to show our payment options. If you were to click on the catalog button at the top of the home

page, you would be brought to all of our products with the choice to sort them alphabetically, by price, or by date added. If you click on the “my account icon” you have the option to either sign in or create an account.

The reason that we structured it this way is so that ideally, the consumer would arrive on the home page and see that the only other option at the top is “catalog” they would continue scrolling down the main page. By having all of our important information and products by collection available there, it makes for a very simple shopping experience. We would want them to scroll down through the two collections and notice the blog posts directly underneath, potentially either clicking on them for additional information or scrolling back up to view all of the products in our collections. They also have the choice to click on specific keywords under the blog posts such as “gentle”, “rejuvenated”, “nourishing” and many others to bring them directly to the blog post that would best apply to their skin concerns. If they are unsure of which collection is most suited to their skin type, they can go up to the top and look through the entire catalog product by product and explore the detailed descriptions of each. We would hope that from there they would add products to their cart and make purchases. We have also used soft nude tones and pinks throughout our layout to evoke a calm and relaxing energy for the entire shopping experience.

We will be analyzing different metrics for each of the routes through the website our consumer might take. We will be examining page views, time spent on each page, the amount of click throughs we get for our blog posts and “view more” for each collection, click throughs for all of our links at the bottom of the home page, click throughs to the catalog, if items clicked on are added to cart and finally if carts are purchased and go through checkout. We will also be monitoring how many visitors who scroll down chose to opt in for our newsletter, and how many decide to make accounts versus checking out as guests. We will also be keeping an eye on how many consumers use our limited time discount codes and how seasonal sales promotions affect sales overall. All of these metrics will be crucial in examining how well our online store is doing and if there is any point of our funnel that needs adjusting to improve sales.

### **BLOG POSTS:**

When creating our 5 blog posts, we really wanted to go into detail with our posts while informing and answering questions of those who buy our products. We are using our blog in a way to gain our brand more engagement, while also increasing our website's traffic. These posts include;

1. Fall Favourites

Search Engine Words: Dead skin, dehydrated skin, dry, fall, fall favourites, fresh, gentle, ghosted, limited edition, nourishing, soft smooth skin

## 2. The Ultimate Hydration Cream

Search Engine Words: 24hour moisture, aloe vera, antioxidant, best-results, complexion, hyaluronic acid, iconic, light-weight, looking young, time release technology

## 3. The Hydration Bundle

Search Engine Words: Three Step Hydration Essentials, Winter Skin, Protecting Sensitive Skin, Driest Areas, LiftS Away Dirt, Natural Oils

## 4. How To Fight Uneven Skin Tones and Textures

Search Engine Words: Uneven Skin Tone, Problematic, All Ages, Acne Prone, Stubborn Issues, Essential, Dirt and Bacteria, Pores, Exfoliating, Lactic Acid, Serum, Breakout, Amazing Glow

## 5. Vitamins Your Skin Will Love

Search Engine Words: Vitamin A, Vitamine B, Vitamin C, Vitamin D, Vitamin E, Helps Skin Heal, Scars, Retinal, Anti Ageing, Wrinkles, Redness, Eczema, Skin Conditions, Brightens Skin, Hyper Pigmentation, Dark Spots, Resilient, Brighten, Inflammation, Repair Damage, Uneven Skin, SPF, Antioxidants, UV Damage, Scars

## **STRATEGY TO INCREASE STORES CONVERSION RATE**

We will be implementing various strategies in order to increase our store's conversion rate. First of all, we will make sure to use high quality images and detailed descriptions for all of our products. In e-commerce the consumer cannot touch or sample the product, so the best way to make a sale especially with something as personal and specific as skincare is to make sure to have as much information readily available as possible about the ingredients, scent, texture and properties of each product on the website. The second thing we will be doing is offering free shipping above a dollar minimum and limited-time coupon code offers for shoppers. With online retailers all trying to sweeten the deal for consumers amid the rise of e-commerce due to COVID-19, it is crucial to make the offer as enticing as possible. Using limited time coupons also encourages the shopper to check out sooner rather than later so that they don't miss out on any deals. We will also be making sure to simplify the check out experience and tweak it as needed to make it as quick and efficient as possible by only requiring the absolutely necessary information from the consumer and having autocomplete options. We believe it would be incentivizing to

also allow consumers to easily check out as guests without being required to make an account if they do not want to. We will be ensuring to categorize all of our products in the most simple and logical ways so that if a shopper is looking for something in particular or simply browsing, everything is logically organized and easy to find. Another tactic that we felt would help shoppers feel secure is if we emphasize our payment options (credit card, debit card or PayPal) to show that we use customer-trust payment options and that their information is safe with our store.

### **STRATEGY TO DECREASE STORE'S ABANDONED CART RATE**

We have equally come up with several strategies to decrease our store's abandoned cart rate. To begin with we will be targeting cart abandoners with remarketing emails. Cart abandonment is a very prevalent issue in every avenue of e-commerce due to a whole host of reasons including distractions, second thoughts, or simply the shopper enjoying the full benefits of e-commerce compared to brick and mortar where you can leave an item in your cart indefinitely while you think about it instead of having to make a decision on the spot. By remarketing to them via email it may remind them to complete the check out. We thought that it would also be a great idea to have a progress indicator on our checkout page. If the customer can see exactly where they're at in the checkout process (i.e. shipping, payment, review & place order), they will be less likely to feel frustrated or abandon the cart because they feel it's taking too long. We will also be making sure to include thumbnail images of all of our products throughout the purchasing process. Despite the fact that most people are unlikely to forget what's in their cart, it makes checking out more similar to a brick and mortar experience where you can see what you're buying in front of you. We believe this has the potential to be a grounding experience for the shopper that will encourage them to complete the purchase. Another factor to consider is page load times. It is absolutely crucial to optimize load times as research has shown that cart conversion rates drop 7% for every one second delay. Even hugely established online retailers like Urban Outfitters haven't all figured this out, and it can take up to 15 seconds to load your cart on their website which is a definite deterrent. It is equally important to consider that a shopper is likely to feel more uneasy about purchasing something online without a money-back guarantee. As such we have created very detailed guidelines and a form for returns to simplify the experience and give the customer peace of mind. Finally, we feel that it is very important to make saving the cart simple and doable. Many e-commerce platforms will save your cart for a certain amount of time or only until you refresh, which can make shopping extremely frustrating if you have to go back and add everything all over again and lead you to want to abandon your cart. If you add something to your cart on the website it automatically stays there no matter if you page hop, refresh or come back to your cart a day later.

