The Online Shopping Wensite Storytelling System

Explorative learning from digital transformation at I Love Designer

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Abstract

In collaboration with ILD, the project focuses on building a unique storytelling system and a way for consumers to connect with products, designers, and brands when shopping online, intending to increase the online shopping experience and purchase rates. At the same time, as ILD is committed to the sustainability of the brand, it wanted to emphasize the cultural stories behind the products and pass on the local culture. To achieve this, I propose that both the consumer and the designer enter into the storytelling process. The designers fill in the design story themselves. Then consumers can browse the product details, understanding the brand culture, and building empathy.

Background

Before and after COVID, the market shows that online shopping will be one of the main shopping experiences and that digital shopping will be the future. The current online shopping experience uses images and text to showcase products. Pictures can help customers understand the features of a product more quickly. However, it seems that the online shopping approach just stops there. Some researchers mention virtual shopping, which does provide an immersive experience and stimulates desire. However, it costs money. So, ILD works as hard as many companies to find a way improve their online experience.

Introduction

An emotional connection between the customer and the brand through storytelling will increase the experience and loyalty. Storytelling is more effective if it includes interactions. The normal way is text and video with no interaction with the user. So users quickly get bored and give up halfway through. Also, encouraging local people to have confidence in culture, heritage and identity are sustainable for development. ILD works with brands from different countries with unique cultural identities. They want to provide a platform for brands to showcase diverse identities, allowing customers to choose products through narratives while preserving the culture behind the brand.

Design Diagram

Based on secondary research and user studies, and after several iterations, the main functions of this story system are
1. The designer fills in the design story step by step according to a "template", 2. An element network is generated on the shopping page according to an algorithm, 3. The consumer selects the elements they are interested in and reads the product story.

Designer → Customer

Research Methodology

The design process involved different research methods. Secondary research, reviewed literature, competitor analysis, looked for opportunities, and made hypotheses. Create personas. Primary research was conducted, and a mixed focus group was selected to find the needs and pain points of designers and to verify the hypothesis. Then designed separate questionnaires to further understand the needs and pain points of designers and consumers. Data analysis to create a user journey map. Usability testing to compare different prototypes and validate.

Two focus groups were conducted to test the low-fi hypothesis; a customer survey collected 35 responses and tested the low-fi hypothesis. Data analysis, further consumer interviews were conducted. Designed 2 sets of consumer prototypes, selected three previous participants for usability testing, and modify the prototype.

Research Results

Designers:
1. understood the way designers write stories through focus group
2. elements of product storytelling that matter
3. attitudes towards sharing cultural stories.

Consumers:
1. the focus group was used to understand consumer attitudes towards cultural stories and sources of inspiration.
2. customer survey to understand the top 5 elements that consumers are most interested in when shopping
3. and attitudes towards culture and history.
4. consumers' understanding of how the product narrative interacts with them.

Two prototype images were created. User testing was carried out to compare the prototypes and select the best solution.

Conclusion & Future Work

This project focuses on creating a storytelling system that presents the cultural elements behind a product in an interactive way that connects and resonates with the consumer and the brand. The designer creates a design story using a 'template' in the background, and the consumer reads the product narrative and cultural story through the "network" on the purchase page.

If there is still a chance, I hope to interview more designers to use my story template to create stories and test usability and accessibility. Collect a sample designer story and place it on a consumer page. Then invite existing ILD consumers to test the consumer page. The customer survey will be more detailed and will be split into younger and middle-aged versions, or perhaps a higher income group, to see if the product elements they are looking at deviate from the existing lower-income group and whether the focus will be more on cultural elements or functionality.