

shiipster.com – Design brief

Background & Purpose:

Shiipster.com is a new business concept that makes it easy and inexpensive for private individuals to ship packages to friends and families abroad. It is basically a website where customers can create and print shipping labels that they can put on their package and then drop off the package at any postal office.

The site is primarily targeted at ethnic minorities that often sends packages to friends and family in their home country. We offer a simple, inexpensive and convenient solution to them.

Initially, the site will launch in Denmark with options for sending to a limited range of countries. As we establish and grow the business we will also expand to additional sender countries and additional recipient countries.

The concept is build around bulk agreements with the national postal services. Thus, in all simplicity we are just a reseller of the postal service with a user friendly web-site for creating pre-paid shipping labels.

Task description & expected outcome

We need an initial site design for the launch of the concept. The site is fairly simple – see the attached wire frames and description below. We expect design of the entire label creation flow as well as basic content pages.

We expect finished psd files for our front end developer to slice.

Target audience

The target audience is private individuals.

Since the concept is new we don't know exactly who will be using the service, but we expect an overweight of female customers in the 30-50 years age group.

Which customer needs do we wish to meet?

Our target audience often sends packages to friends and family in their home country. Packages are typical small packages (5-10KG) containing all sorts of things such as gifts, products that cannot be bought in the home country etc.

What motivates the customers to use our service

Price and convenience (ease of use) are the main drivers for using the service. Secondary driver is trust, since the customers are entrusting us with often very personal items of high (personal) value.

What is the customers expected buying behavior

The service is fairly low involvement but we expect a substantial amount of repeat purchases, once the customers have tried our service. Our customers are expected to send packages 4-6 times a year or even more often.

Communication

Communication on the site should be centered around ease of use, price and quality of service (in that order/priority).

Our customer promise is to deliver the most convenient and least expensive high quality solution for shipping your parcels abroad.

Visual expression

The visual expression should reflect the USP's and communication above, i.e.

- Ease of use
- Price
- Quality of service/Trust/Professionalism

Inspirational sites that we like are sites like <https://www.airbnb.dk/>, <http://99designs.com/>, <https://www.uber.com/>, <https://evernote.com> and <https://buffer.com> (for their clean simple signup flow). With a slight overweight of women in the target group the site should be feminine in a airbnb like way – not in a “whimsical” way. Color scheme on our logo is orange (see logo file) uploaded in separate file.

Basic front end functionality

The customer must be able to create and print a shipping label via the following steps

1. Choose recipient country (sender country is currently limited to Denmark, but in the future will that also be a choice that customer must make)
2. Choose package weight class (5 options: 0-1kg / 1-5kg / 5-10kg / 10-15kg / 15-20kg)
3. Enter sender and recipient information
4. Enter some specific customs information (for custom clearance purposes)
5. Confirm & Pay
6. Print label (opens in separate window and is being sent as attachment in order confirmation)

Further to the above it must be possible to change language.

There must also be a simple introduction to the concept, a FAQ and standard about & terms/conditions and a customer service contact form pages.

Other than this there are no configuration options.

UX considerations

Overall, we wish a very simple site which is basically a one-way purchase flow. Thus, in the wireframes we have tried to more or less remove anything that is not about going through the flow. Only navigation elements are the footer links and then some light-boxes/pop-ups.

We do at this point however have some things that we are unsure about:

- 1) Having very little content on the site and extensive use of pop-up boxes won't give us any SEO juice. Thus we are considering whether we could find a different solution that would still stick to the "one-way purchase flow" concept. We would like designers to take this into consideration and if possible provide their thoughts on this and if needed; alternative options.
- 2) We haven't included the future choice of sender country in the wireframes but would like design suggestions on this (geo-location, pop-up, drop down or??)
- 3) In Step 1 we have indicated a mouse over pop-up explaining the importance of choosing the right weight class. We would like the designer to consider/advise on whether pop-up or static display of the text would work best.
- 4) In the future we will also implement the ability to store your own as well as multiple recipient addresses. This would be part of a "My Account" section but this has not been spec'ed yet. However for the design please consider where to include a "my account" login and also "Store for later" check-boxes. This would also mean that on the Sender and Recipient information pages (Step 2 & 3 screens) it should be possible to choose either "Enter new address" or "Choose existing".
- 5) Step 4 "Enter Customs information" requires some information where the meaning might be unclear for the consumer. We would like the designer to consider/advise on whether a ?-icon with a mouse over or simply just static display of the text would be the best. For example under "Package content" the text would be: *"Please provide a short description of the content of your package, for example "clothes", "food", "personal care products" etc."*

Additional material uploadet

Wireframes (shiipster mockup.pdf)

Note that the primary logo is orange graphic and white text.

Logo