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IT 172
Staging Area: https://www.star-mud.com/ux/index.html

Vision & Strategy

UX Vision for SmokoNow.com

To create a joy filled and stress free shopping experience. Playful and charming experiences through character based products that can connect with users on an emotional level.

Three C's - Charm, convenience and community

The Vision

joyful, stress free shopping experience

reflects the brand's whimsical and soothing product style (think cute lamps, cozy gifts, blind boxes).

playful, character based products

aligns directly with the product lines… character lamps, plush toys, novelty gifts, etc.

connect with users on an emotional level

supports my personas (*Grace the Gifter* and *Casey the Collectable*) who are emotionally driven and find meaning or joy in the products

Delight with charm, convenience and community

UX improvements like smoother cart flow, loyalty programs and better mobile design. Connecting vision to the possible strategy to come.

Notes

Emotion & Delight:

Joyful, resonant, surprises and charm

Lifestyle & Community:

lasting relationships, community, expressing personality

Site Experience:

mobile friendly experience, easily communicated shopping experience (keep the vibes in checkout), return for the fun/surprise value

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UX Strategy for SmokoNow.com

Objective

To align Smoko's quirky product line and lifestyle branding with a smoother, more rewarding digital experience… one that supports discovery, gifting, and community engagement.

Strategic Areas of Focus

1. **Simplify the Mobile Shopping Experience**

   ○ Streamline the product page and checkout flow for mobile-first users like *Grace the Gifter*.

   ○ Reduce steps to checkout and improve tap targets, page load speed, and gift options (like wrapping or messaging).

2. **Enhance Emotional Connection Through Design**

   ○ Use expressive micro-interactions, playful UI elements, and familiar brand characters to spark joy throughout the shopping experience.

   ○ Feature themed collections and seasonal releases prominently to create excitement and anticipation.

3. **Support Collectors & Community**

- Develop features for *Casey the Collectable* like wishlists, "notify me" options, loyalty rewards and early access for product drops.

- A "collection tracker" or gallery integration to let users show off what they own.

4. **Boost Loyalty and Return Visits**

- Introduce gamified rewards, exclusive discounts for members and limited edition perks for returning users.

- Encourage email list sign-ups with engaging calls to action and previews of upcoming products or promotions.

5. **Clarify Product Information & Compatibility**

- For users like *Colin in College*, clearly show power source types, charging options, dimensions and other practical details… especially for electronics.

- Add comparison features or highlight "dorm-friendly" products.