



Site Re-design

Less Than Three Designs LLC

Jin
Stephanie
Juliana



The Team



Jin

Jin is a serial entrepreneur who has spoken about and taught his own brand of gamification, which lends to his designs.



Stephanie

Stephanie's background experience as a visual designer in various corporate and start-up environments allow her to bring something new to the projects she participate in.



Juliana

Juliana graduated from La Salle College of the Arts with a BA in Design Communications. An avid branding designer. Aside from designing, she is into longboarding and leads the SG Longboard Girls Crew.

1.

Emotional Branding

The modern company's
pitch to the world.









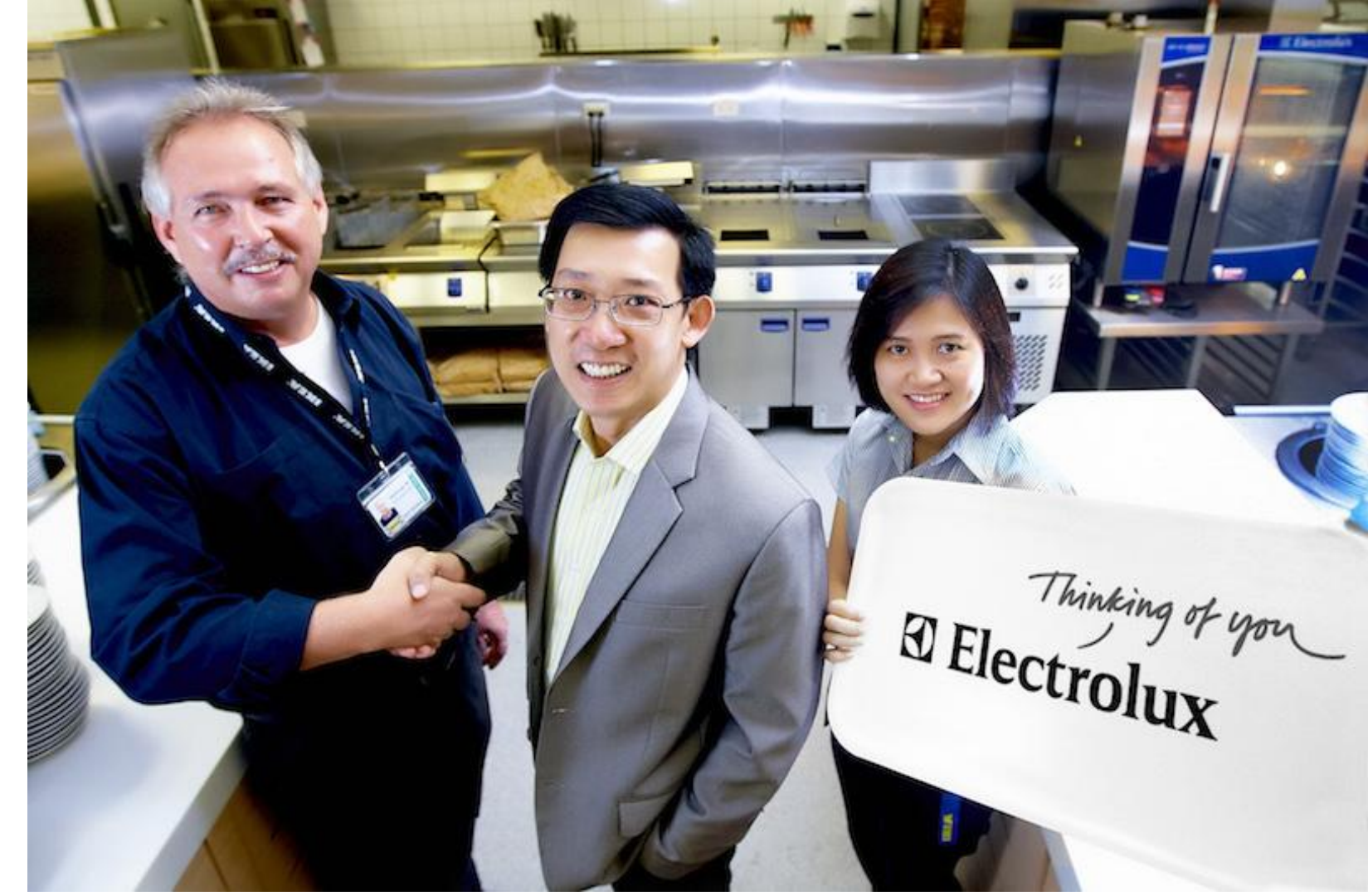


\$2.00



\$4.50

**A premium
consumer brand
best connects to
its customers
through emotional
branding & high
quality service**





Design Philosophy

'All of our design and product development is based on the philosophy of **Thoughtful Design**. This is a holistic approach, **rooted in the Scandinavian design** tradition...

Design has to generate emotion and desire in the user, but it must also ensure that the rational/functional aspects of the user experience live up to the user's **emotional and functional expectations**. That's what we mean when we say **"Thinking of You"**.'

360 Degrees Consumer Experience

01 Focuses on creating the best customer experience of Electrolux at different stages

02 Both online and offline touchpoints

03 Running engaging and innovative marketing activities during the year



Innovation & Social Consciousness

01 **Technological Innovation and Partnerships**

02 **Food related and other social engagement activities globally**

03 **Environmental sustainability and human health and well being**

Join us in creating a better world for children with asthma!

Visit electrolux.com/spacetobreathe to give children with asthma the #spacetobreathe

An illustration on a green background showing four diverse children riding bicycles. In the background, there is a simple drawing of a school building with a clock and the word 'SCHOOL' written on it.

Electrolux



User Research: Low emotional connection to brand



**Mature Markets:
Demand Cooling**

Asia:
Demand Increasing

Electrolux vs Competitors

The screenshot shows the Electrolux website homepage. At the top, there is a navigation bar with the Electrolux logo, "Household Appliances", "Discover Electrolux", "Support", "Promotions", and "happyplateSG". There are also links for "Warranty Registration" and "Store Locator". A search bar is located on the right side of the navigation bar.

The main header features a large image of a kitchen with various appliances. Below this image, there is a row of product category icons: Kitchen Appliances, Refrigerator, Dishwashing, Laundry-Washers and Dryers, Vacuum Cleaner, Air Care, and Small Appliances.

The main content area contains two promotional banners. The left banner is titled "TURN VIBRANT UP" and features an image of a woman and a child with a washing machine. The right banner is titled "TURN TASTE UP" and features an image of a family gathered around a table with food. Both banners include the text "PREFERRED FOR BRANDS IN EUROPE 100 YEARS" and a "Find out more" button.

Below the banners is a "Service & Support" section. It includes two columns: "Customer Support" with the text "Get help using your Electrolux product, contact us, or find a service centre." and a "Service and Support >" link; and "Register Your Product" with the text "For peace of mind, register your Electrolux product for warranty coverage." and a "Register Product >" link. A central image shows a woman sitting on a sofa reading a book.

At the bottom of the page, there are social media icons for Facebook, YouTube, Pinterest, and Instagram.

LIFESTYLE MAGAZINE ASPIRE

Aspire to more for the lifestyle of your dreams

2016 Vol. 01

This Panasonic Magazine "ASPIRE" offers true premium lifestyle ideas on fashion, food, interiors and design, entertaining, health and beauty. Your guide to better living starts here.

FIND OUT MORE



Lumix G Workshop

Take part in our workshop to learn from the experts, why



Discover a Japanese quality lifestyle

By combining the elements of construction and technology with the ideals of lifestyle and interior design, we build



ASPIRE

This Panasonic Magazine "ASPIRE" offers true premium lifestyle ideas on fashion, food, interiors and design.



Life's Good when you PLAY MORE with LG G5



LG TWIN Wash™

Perfect Black reveals Perfect Nature



OLED BRAND STORY



What we're doing today



2.

Understanding your consumers

Meeting Core Desires

Electrolux's consumer research



Interviews with consumers

01 Survey to identify potential interviewees and obtain preliminary data

02 Face to face or online interviews

03 Objective is to gain high quality data on consumer needs and habits

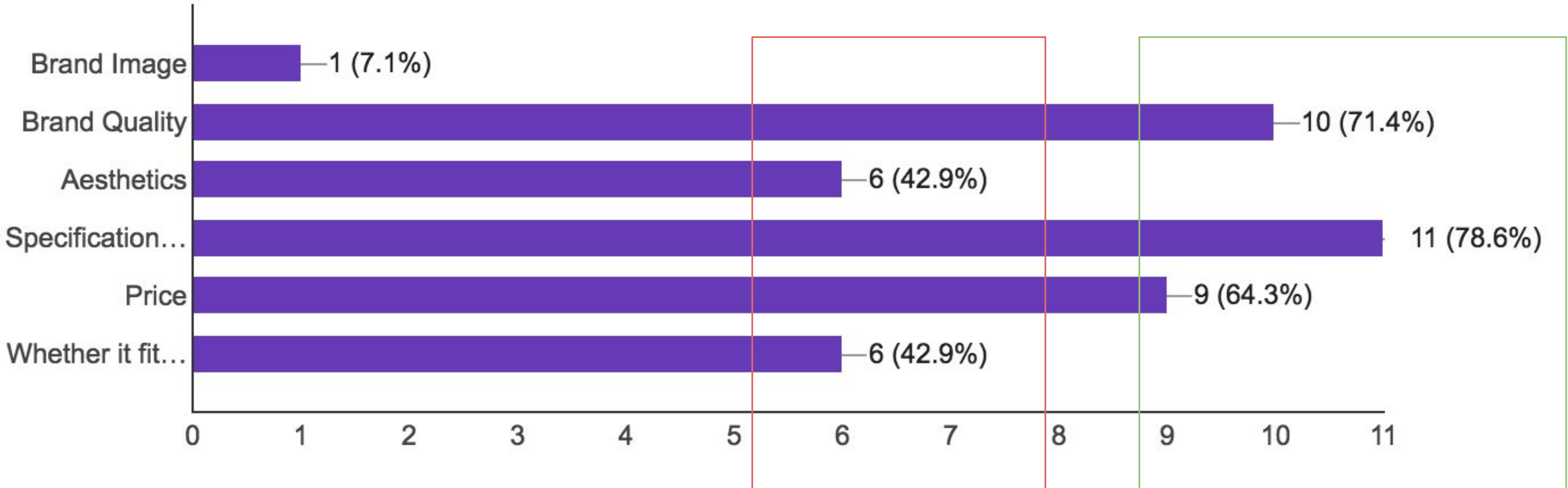
Identify Consumer Behaviours

Choose from the list below your top 3 priorities when purchasing a home appliance

(14 responses)

Emotional Connection

Practical Considerations



Identify Consumer Behaviours



Interviews with Consumers & Retail Staff

Interview Findings

01 Consumers have
**theme designs for
their homes and
want appliances to
fit in**

02 **Eco-friendliness** is
important to
purchasing
decisions

03 Consumers are
**willing to pay for
premium
products that
meet their
practical and
lifestyle desires**

Interviews with Consumers & Retail Staff

Interview Findings (2)

01 Research on appliances are done **online** and **in stores**

03 Information on products should be more **interactive**

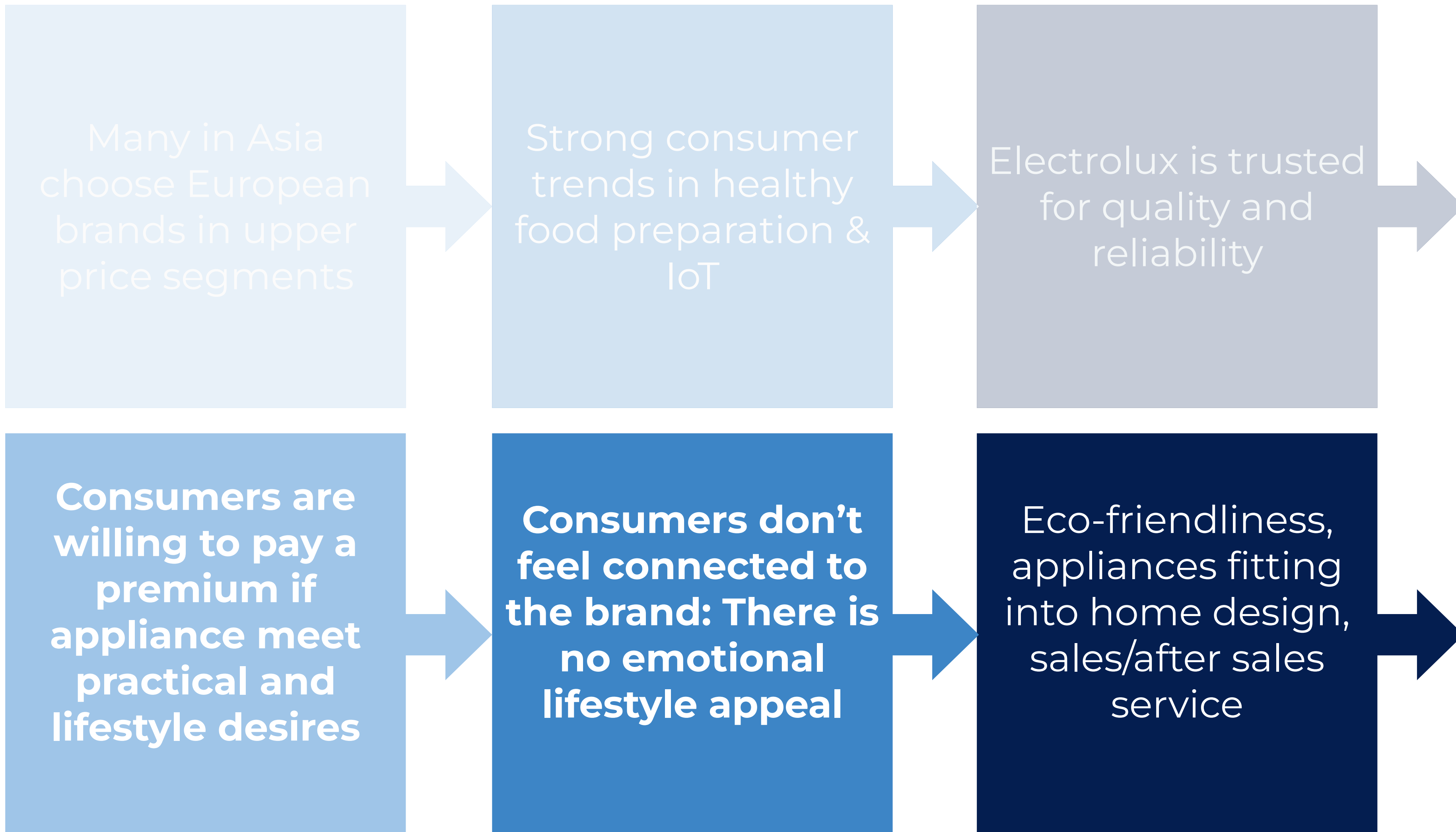
02 **Friends' recommendations** influence purchasing decisions

04 **Promotions, after sales** service & warranty are a priority

Electrolux's consumer research



Our Research: Behaviours in local market



Recommendations: Addressing needs



- Increase **emotional appeal** of the brand
- Address consumers' needs for **lifestyle and aesthetic needs**
- Provide **high quality services** that reflect a high level of customer care

The Two-Prong Approach

Site Functionality

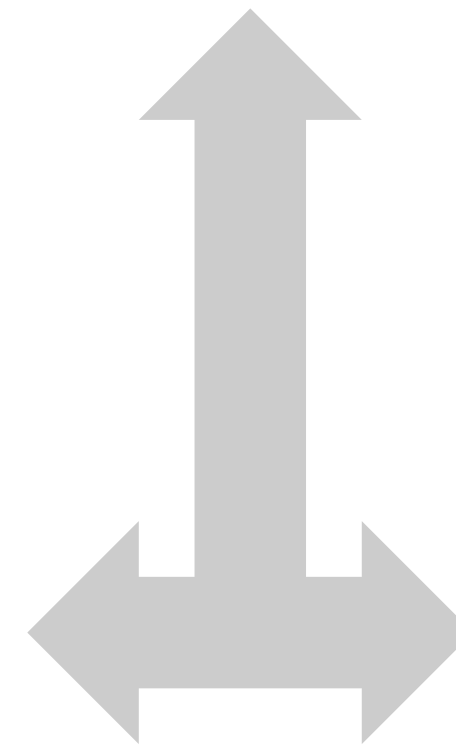
Provide
high-quality
experience

Provide
high-quality
service

Site Design

Gain customers'
awareness

Gain brand
preference
and trust

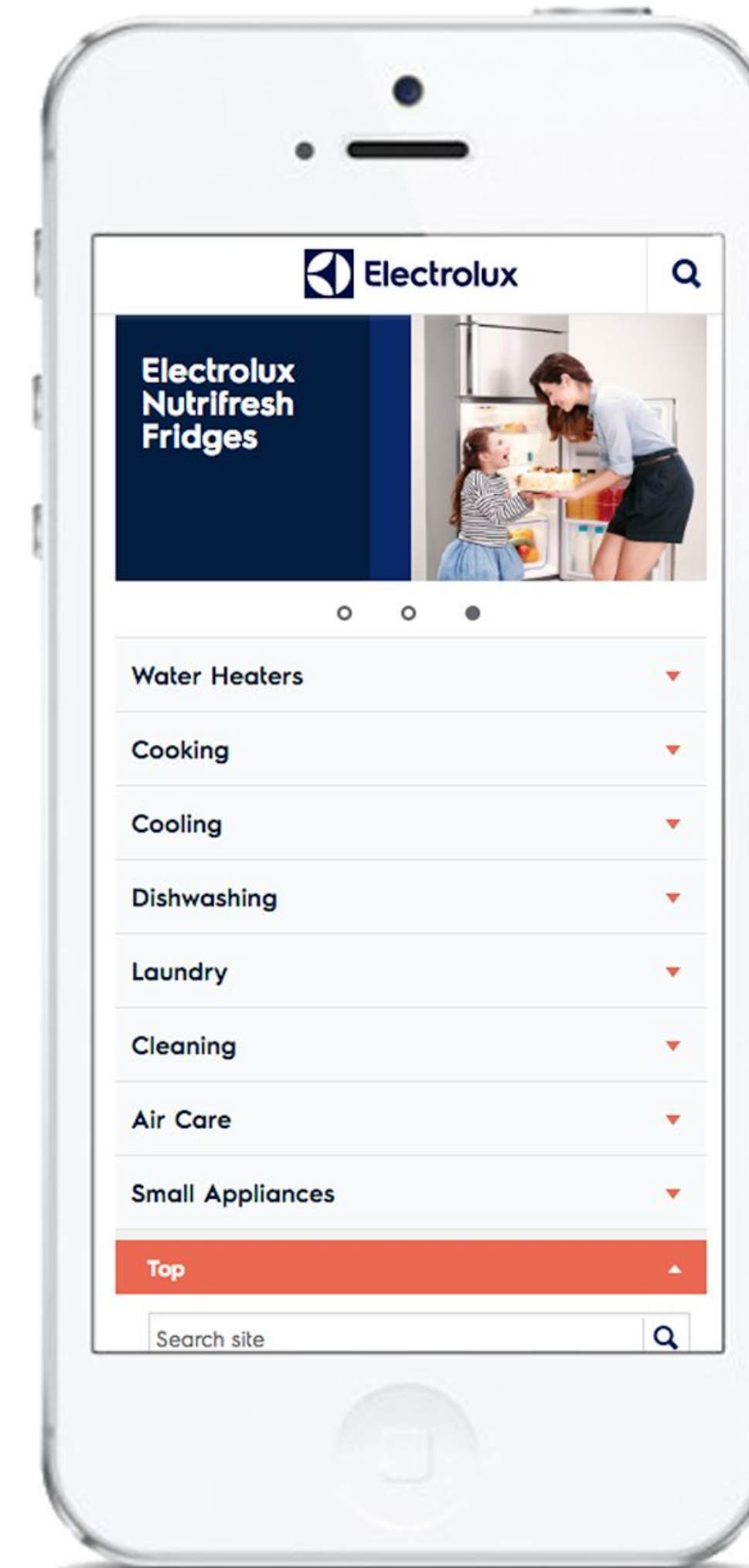
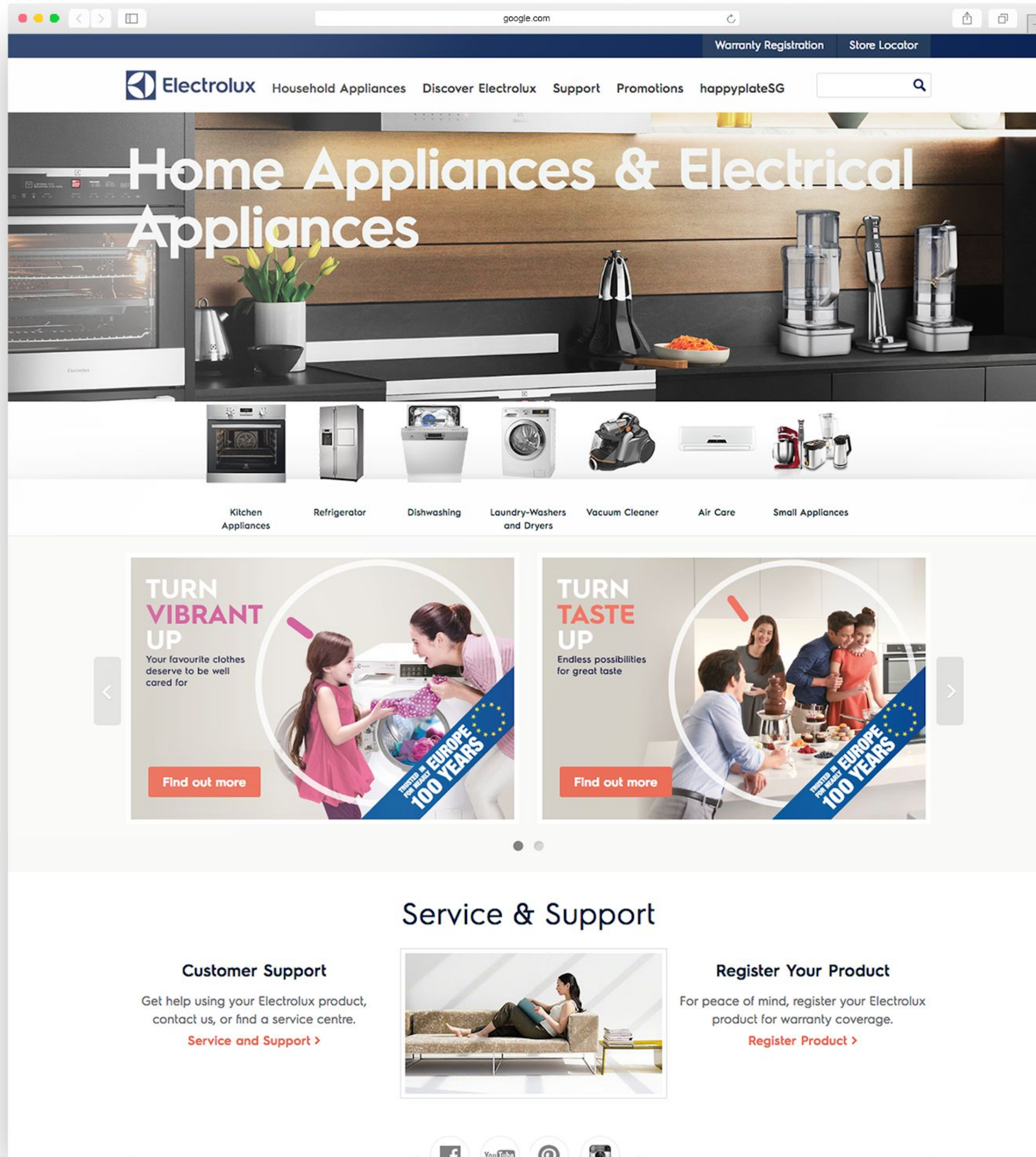


3.

The

Re-design

Our Work



Advantage of Responsive Web

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01 One Website, Many Devices

- Provide a **great user-experience** across **many devices and screen size**
- Single codebase,
Only one set of content

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02 Easier to manage

- Managing one site and one SEO Campaign is far easier than managing two sites and two SEO campaigns.
- Optimizing for **keywords** that are more likely to be searched when someone is on their smartphone.



Meet Francesca,
a newly married Home-owner. Her new BTO apartment is almost fully furnished, but they are still missing home appliances. As a modern adult concerned with ensuring the full functionality of her home, she wants to get a range of appliances.

Francesca visits the department store but is overwhelmed by the choices and is only familiar with select brands. Asking the salesperson for advice, they ply her with brochures from different brands, and one from Electrolux catches her eye. She decides to look further into it. This map depicts her purchase journey.

31, Nutritionist. Environmental, health and design conscious

Awareness

Research

Choose

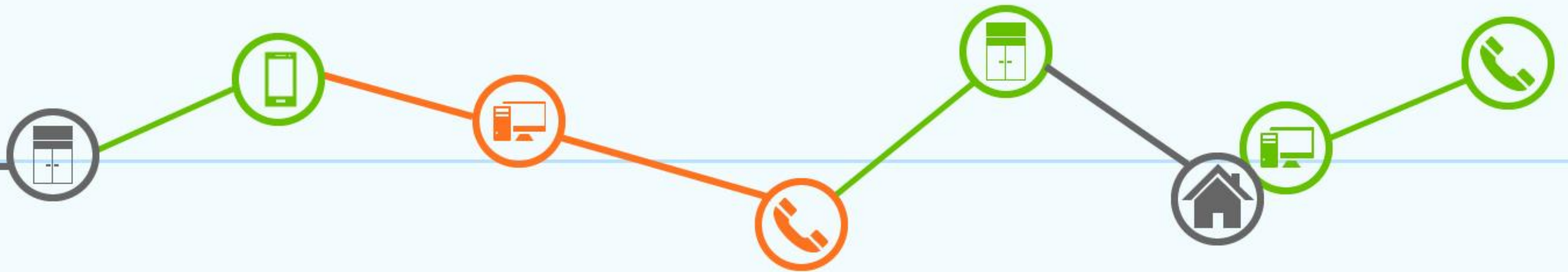
Purchase

Use and Support

+ Positive Experience

■ Neutral Experience

- Negative Experience



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+ On the way home, she looks up the Electrolux website on her mobile phone and browses through the products. She finds some things she might like, but it is hard to compare products one by one. She also wants to discuss this with her husband.

- At home, Francesca browses the site with her husband, comparing the models that she has chosen. They spend a while coming to a conclusion, but they finally find what they're looking for.

- They call up the nearest store in the store locator but they don't carry some of the items they are interested in. This goes on for a few more stores and the couple is left frustrated.

+ They finally find a store that carries all the items they are interested in and they make a successful purchase, and arrange for delivery the day after next.

■ Francesca encountered a problem with her fridge. She looks through her manual but has trouble finding . She is able to solve it in the end, but is left frustrated by the whole ordeal.

+ 7 years later, when the refrigerator breaks down, Francesca calls the Electrolux Service Center for help as her warranty is still valid.

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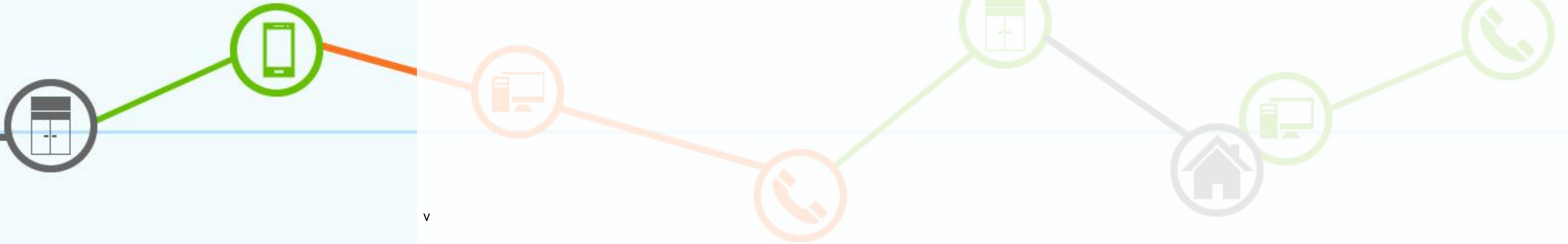
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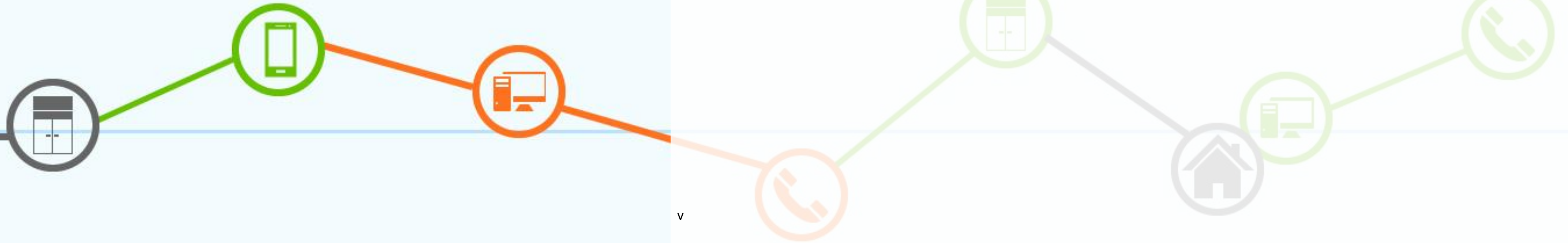
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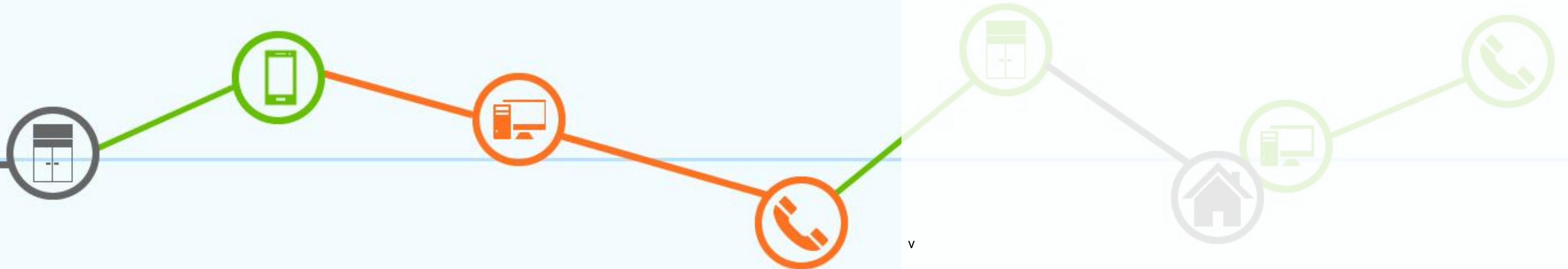
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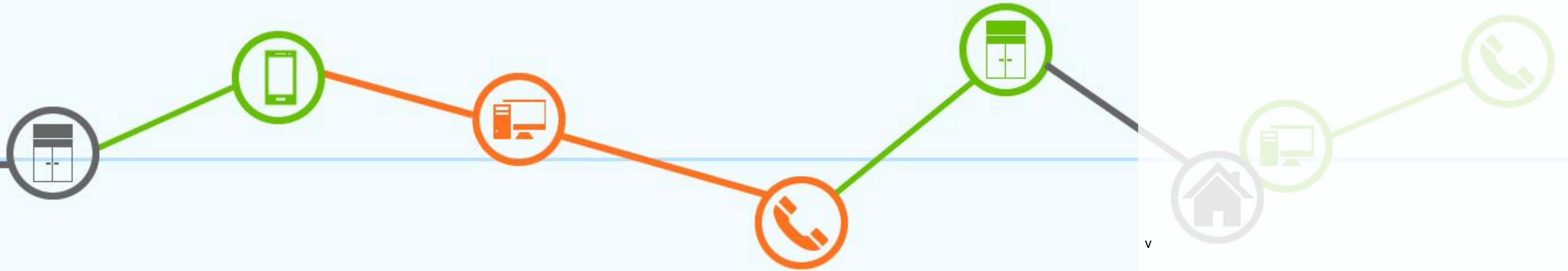
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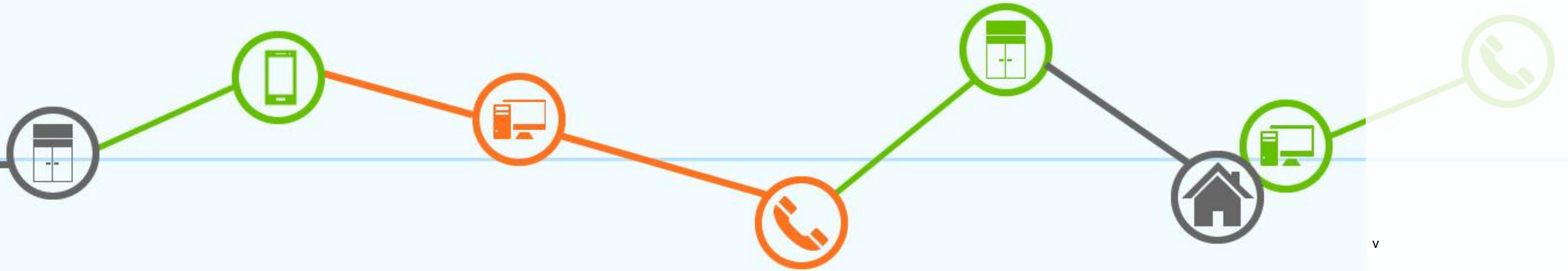
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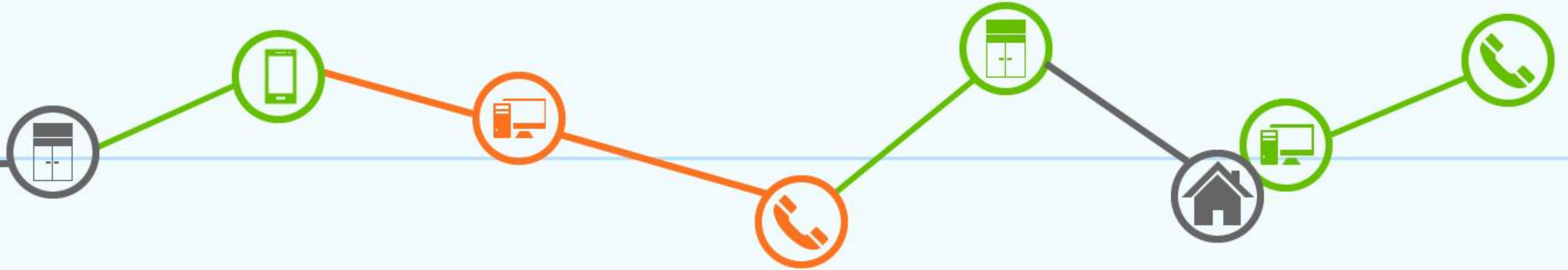
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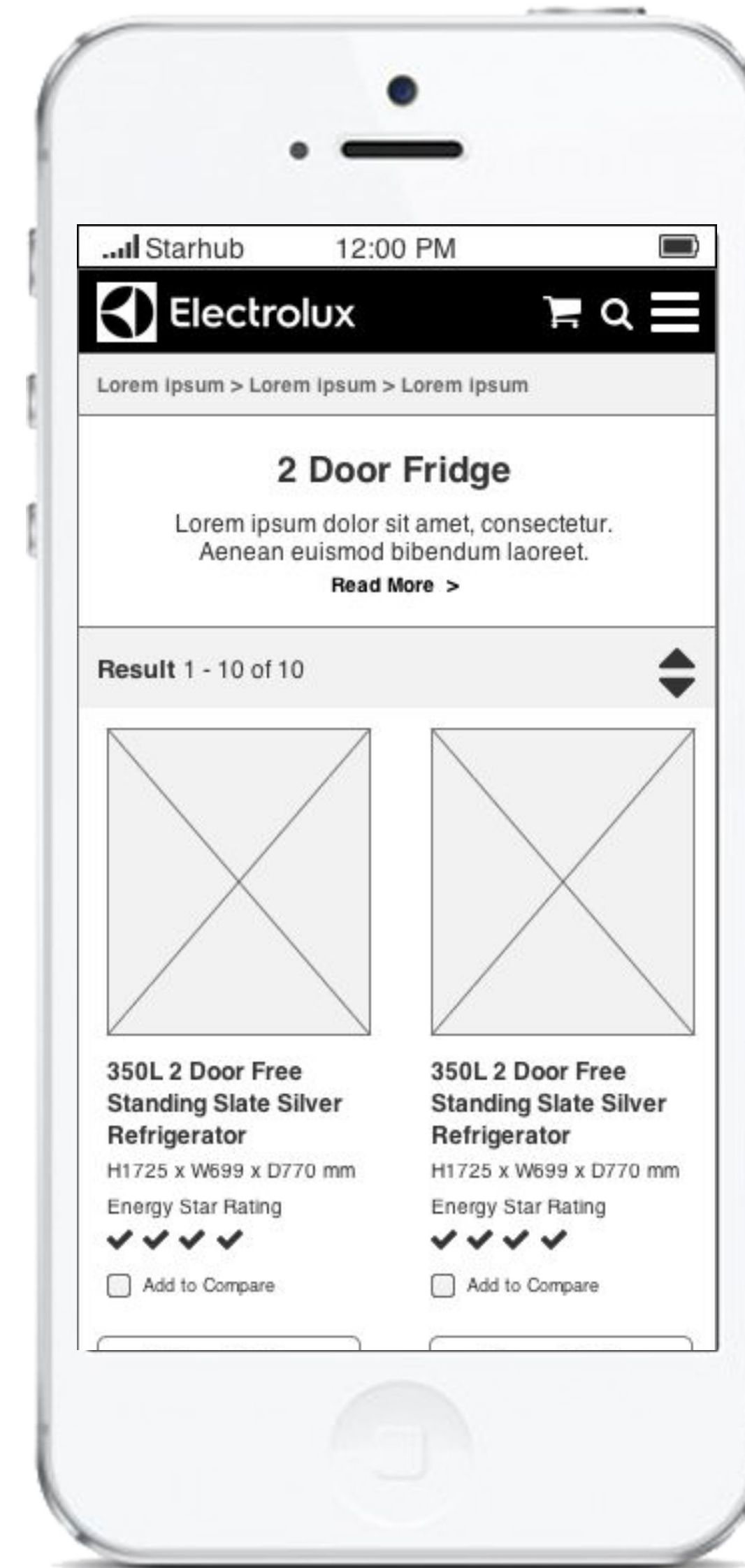
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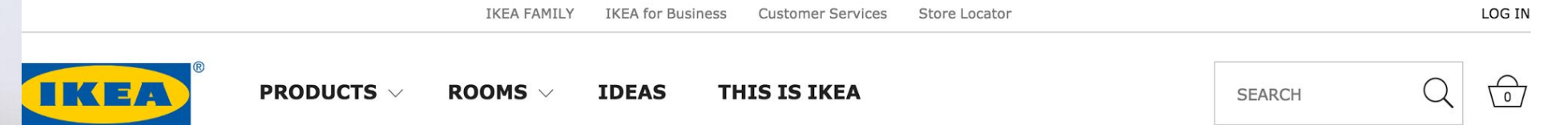
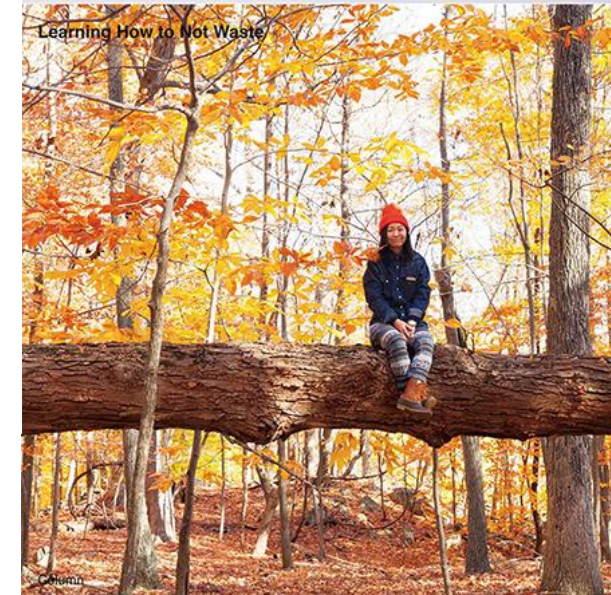
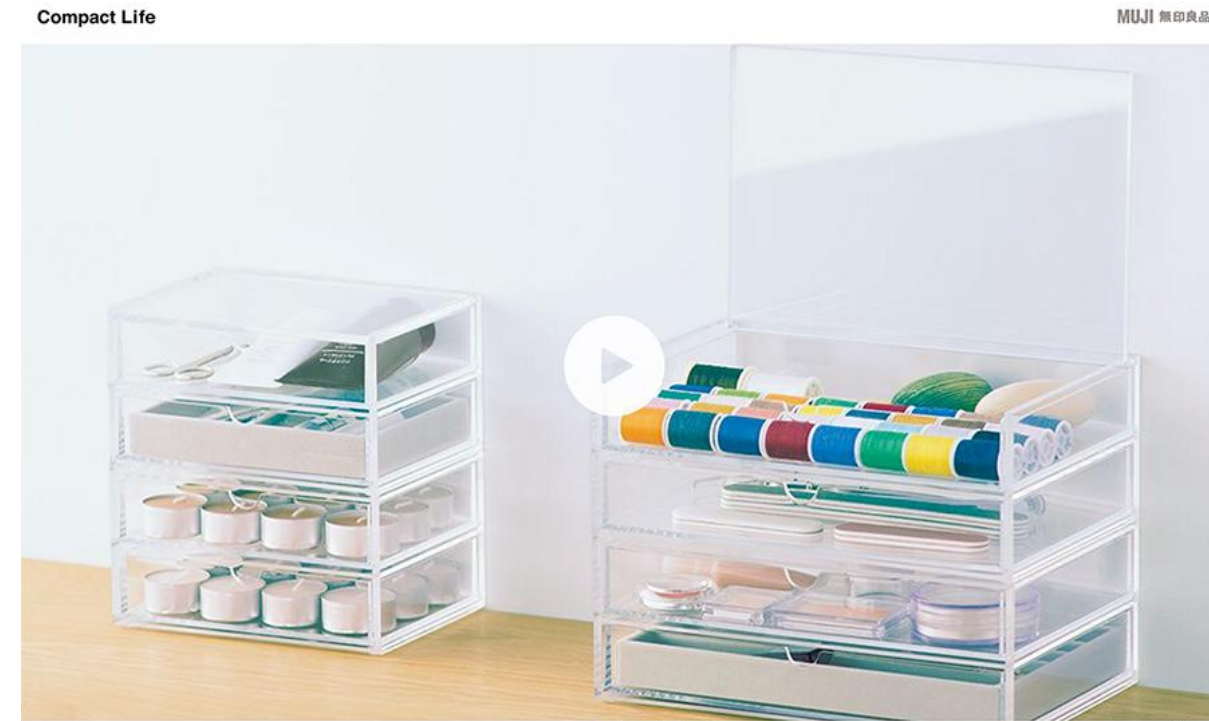
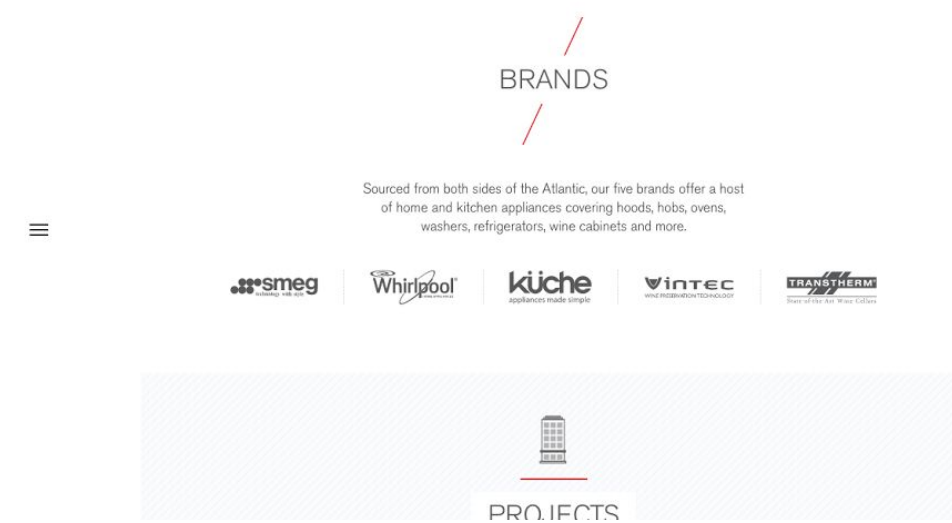
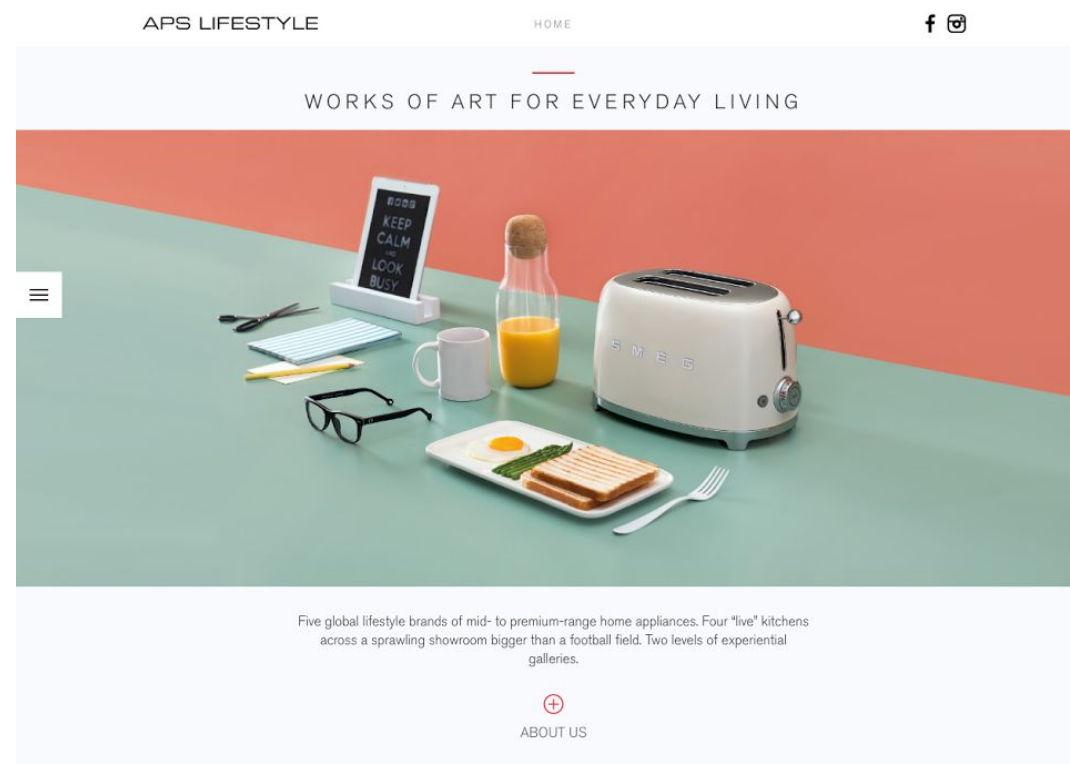
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- 07 **Show stores** that carry the **products, include contact number/ map**
- 08 **Prominently** show **About us / Company philosophy page**

Demo of Prototype.

<http://ygxobh.axshare.com/home.html>



Lifestyle Oriented Brands

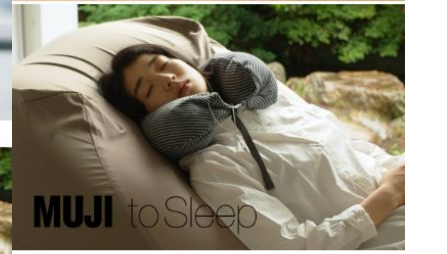
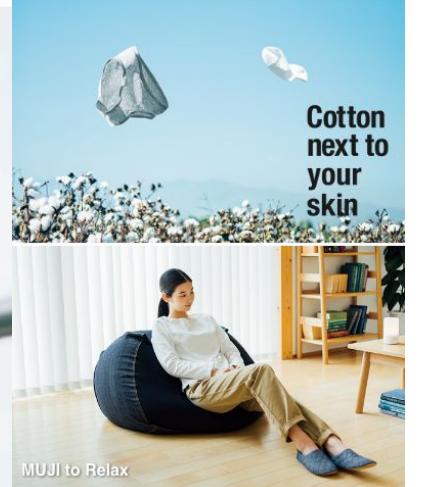
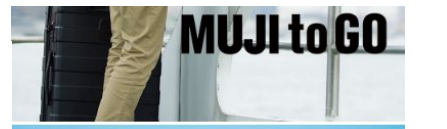


LOWER PRICES, SAME GREAT QUALITY

Wherever you see "New Lower Price" it means we've found a way to offer your favourite products for less.




MUJI 無印良品 II News Store Info FAQ Contact Us




Electrolux

OUR PRODUCTS ROOM IDEAS ABOUT ELECTROLUX CUSTOMER SUPPORT



Limited Space – E

Our home is our modern piece of land, our territory. It is uni
in big houses or sizeable apartments. Others prefer compac
urbanisation spreads over the globe. The result is smalle
live there. Compact living will be more common wh



White Kitchens: Love it, or Leave it?

Lorum ipsum lorem ipsum Lorem ipsum lorem ipsum

Kitchen Ideas!

7 Ways to Revamp Your Laundry Room


Your laundry room can also be beautiful

Laundry Room Ideas!

Electrolux

STORE LOCATOR

OUR PRODUCTS ROOM IDEAS ABOUT ELECTROLUX CUSTOMER SUPPORT PROMOTIONS [MAKE SALES APPOINTMENT](#)




Smart Appliances For Sustainable Cities

[Read More](#)

Our Expertise. Your Kitchen.

Developed for professionals, now adapted for you. Discover our Inspiration Range.


[View All Product](#)



Limited Space – Big Ideas!

Compact living is here to stay. Get inspired by some tips about how to treat limited space in your home.

[Get Inspired!](#)



Customer Support

Get help using your Electrolux product, contact us, or find a service centre.

[Service and Support](#)

Register Your Product

For peace of mind, register your Electrolux product for warranty coverage

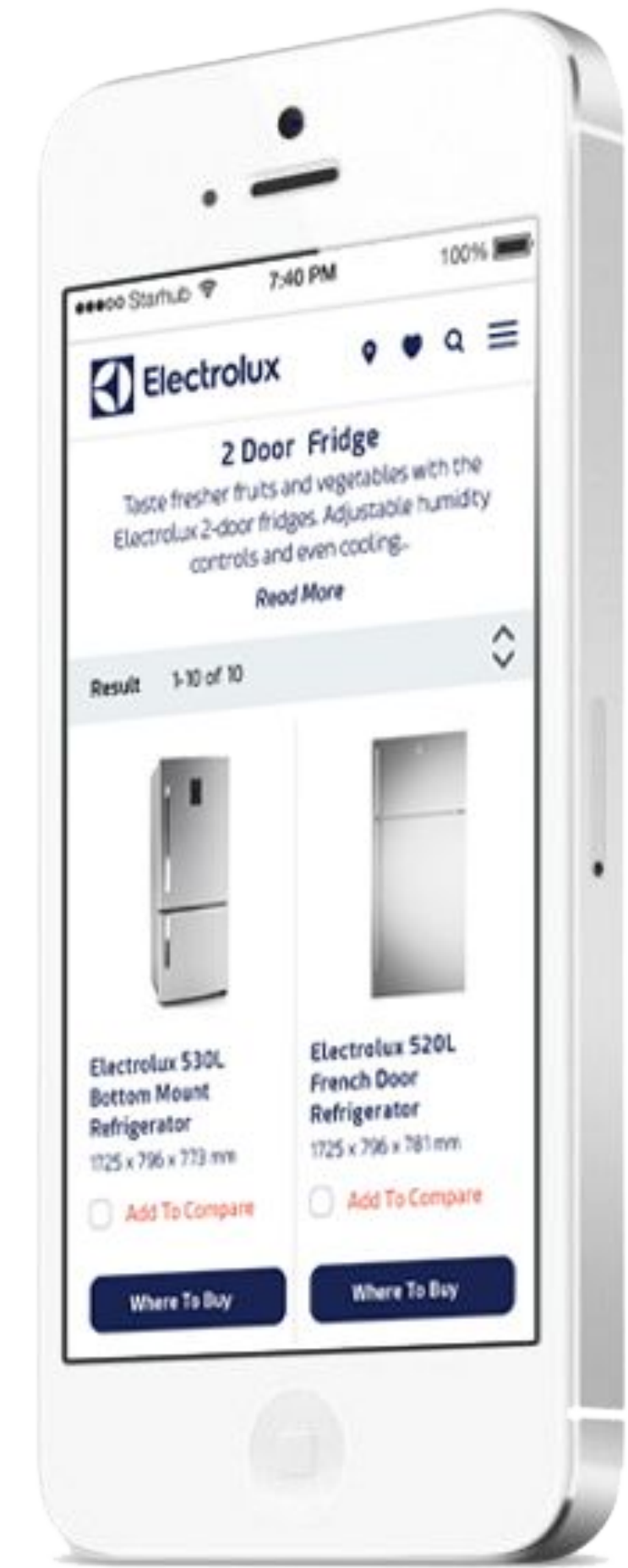
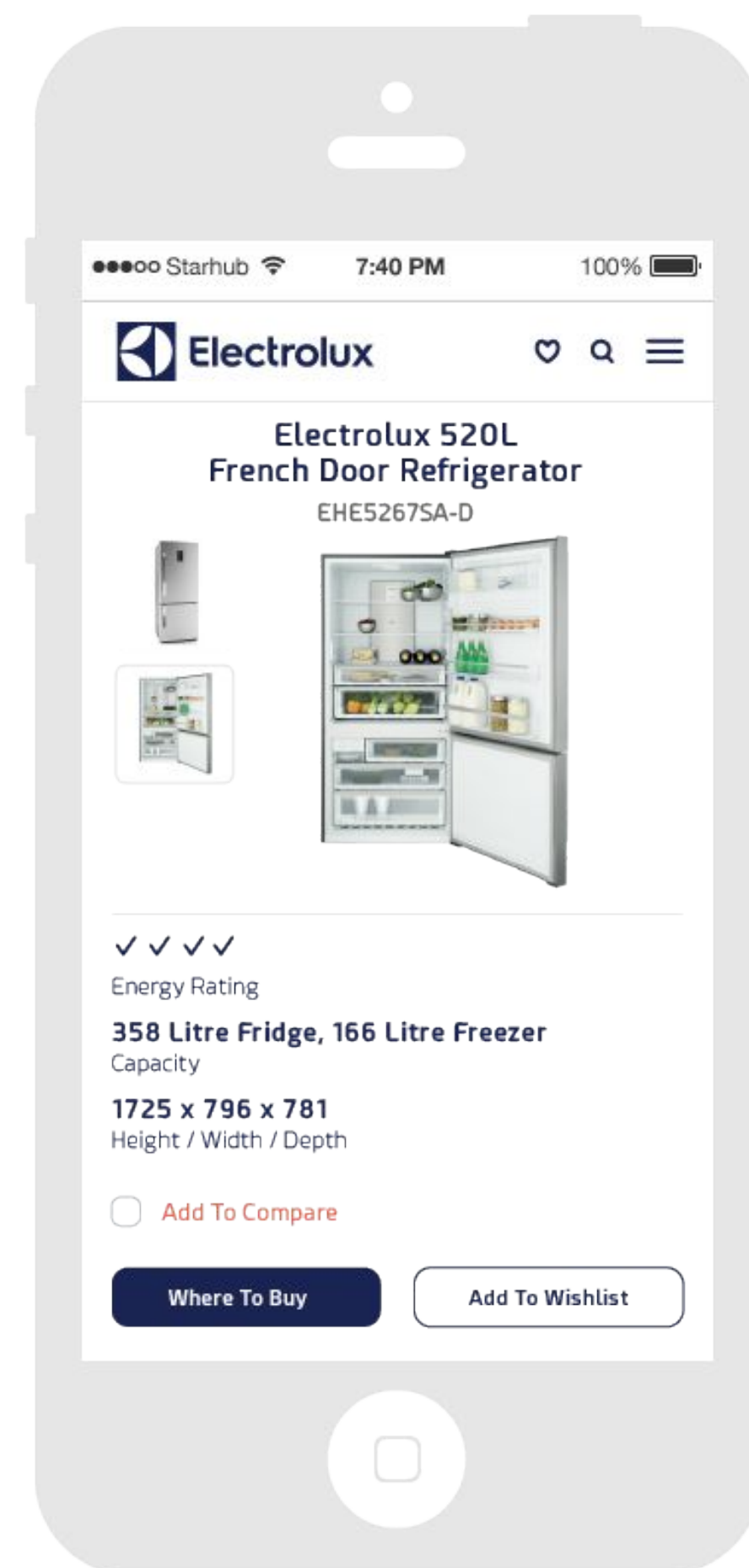
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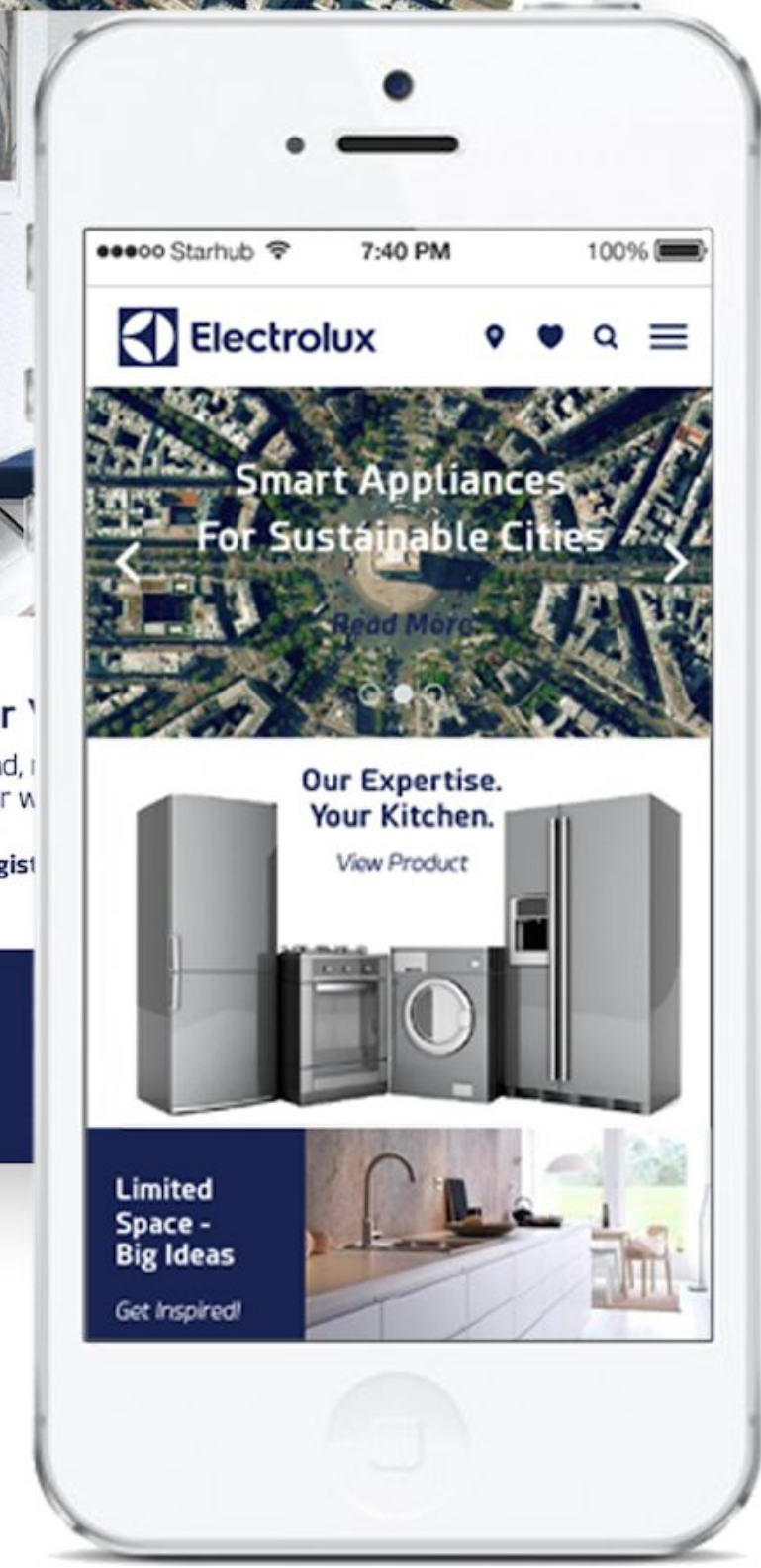
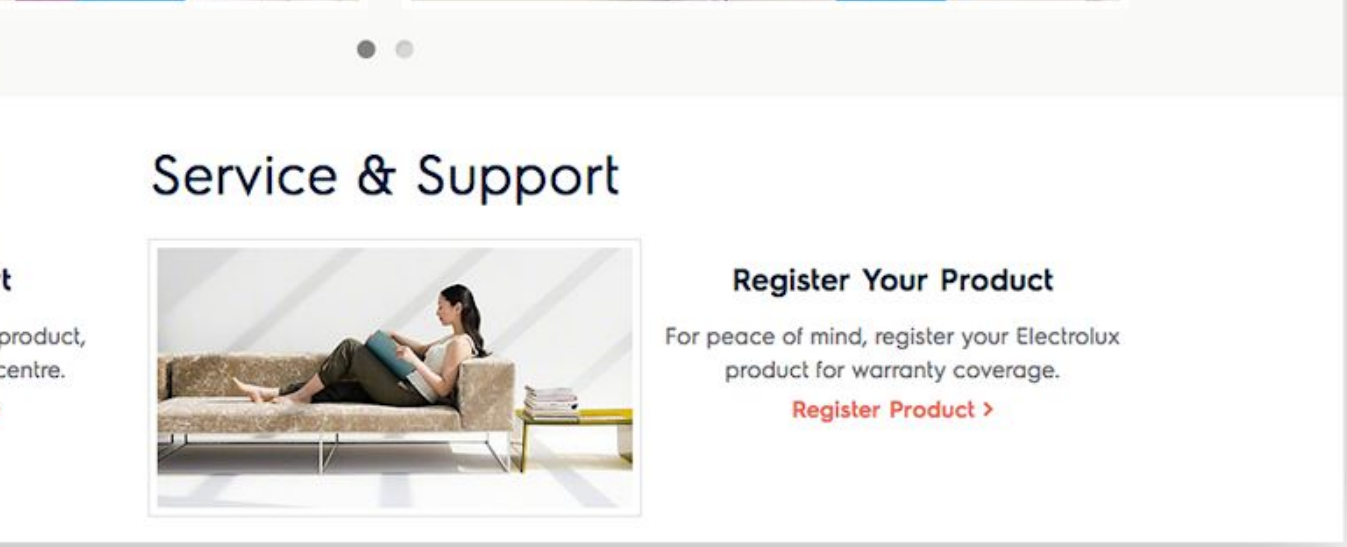
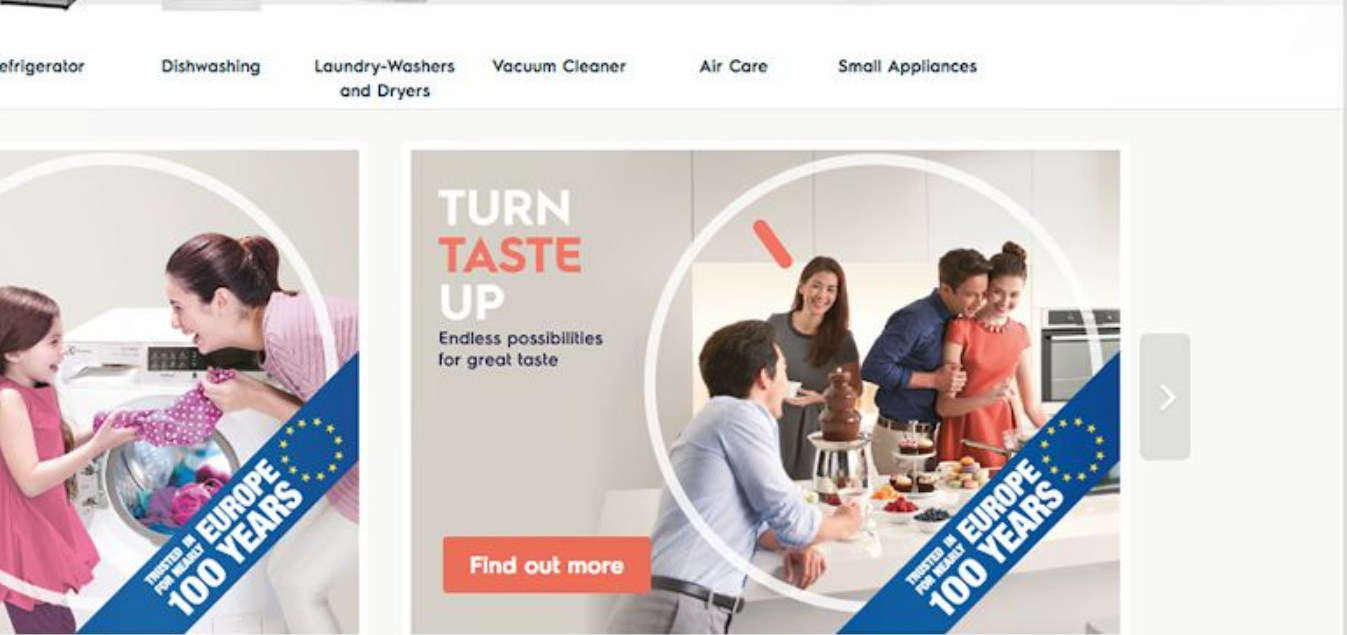
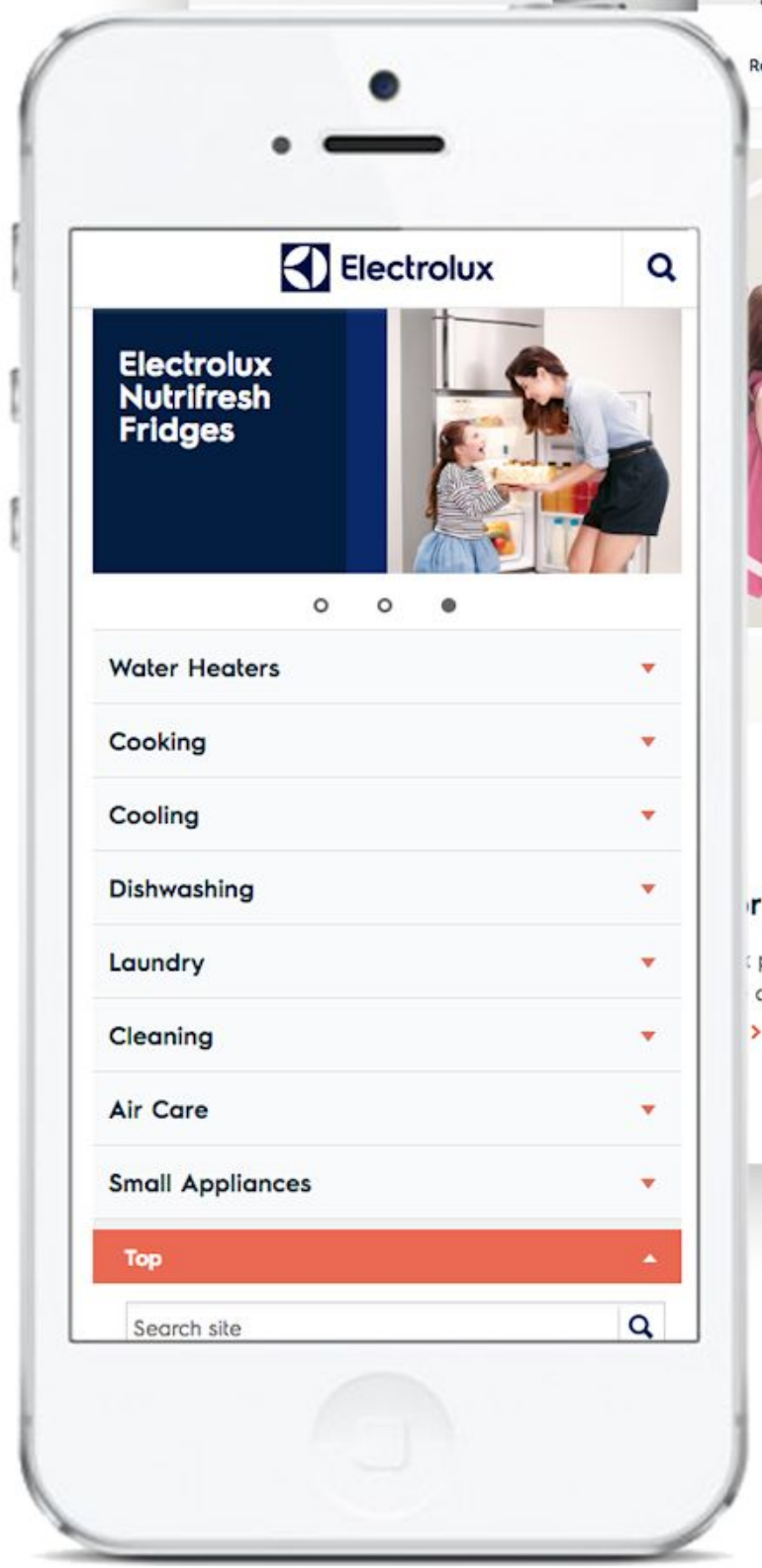
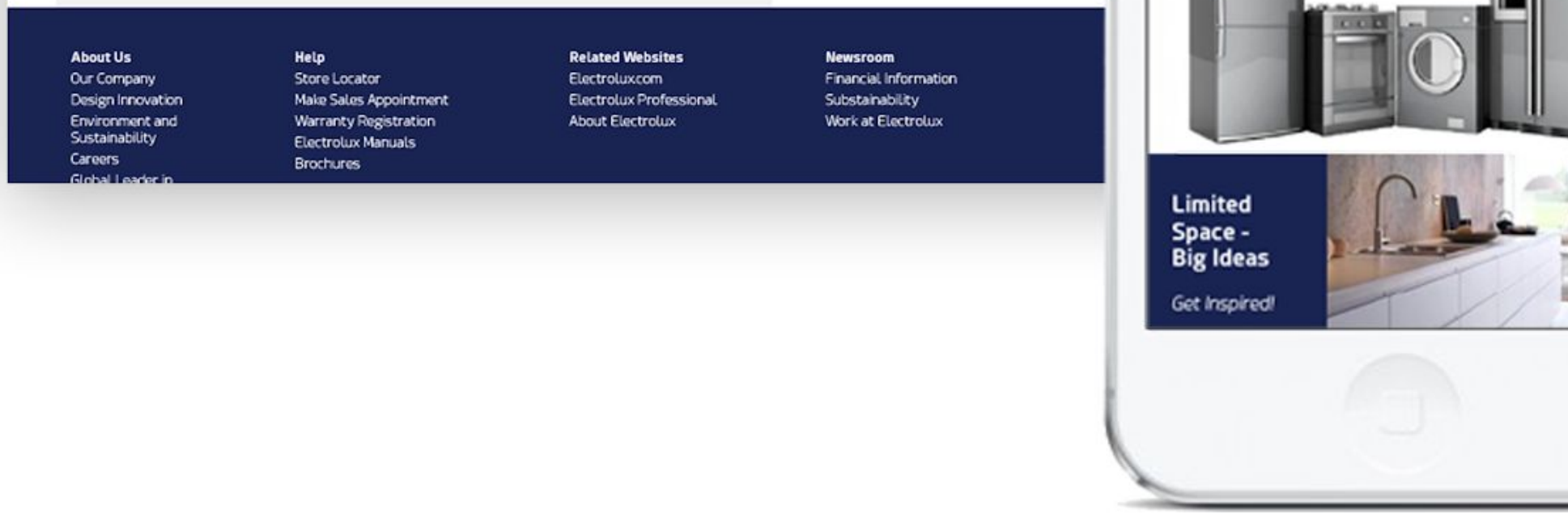
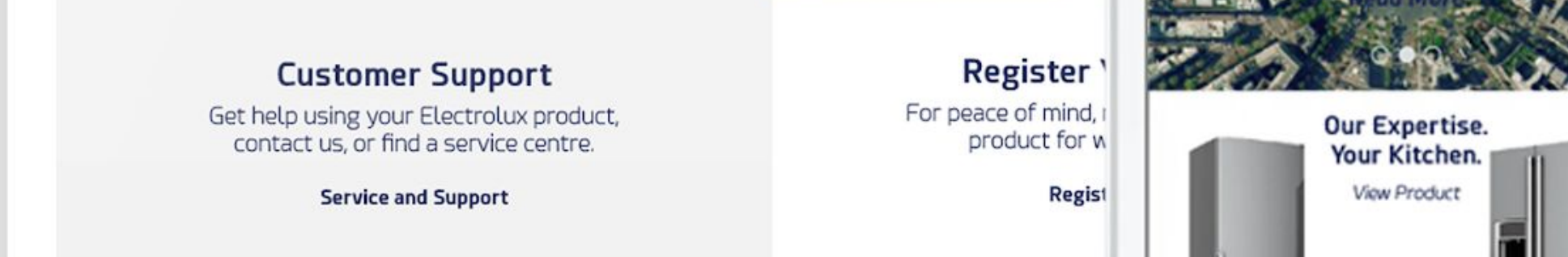
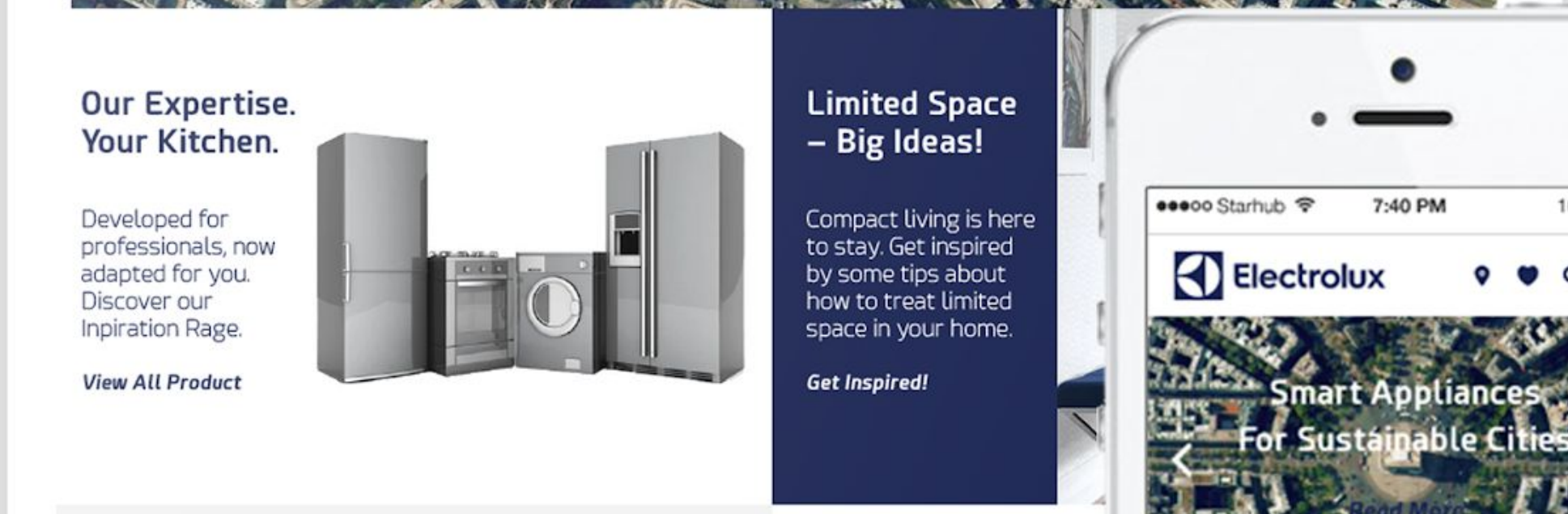
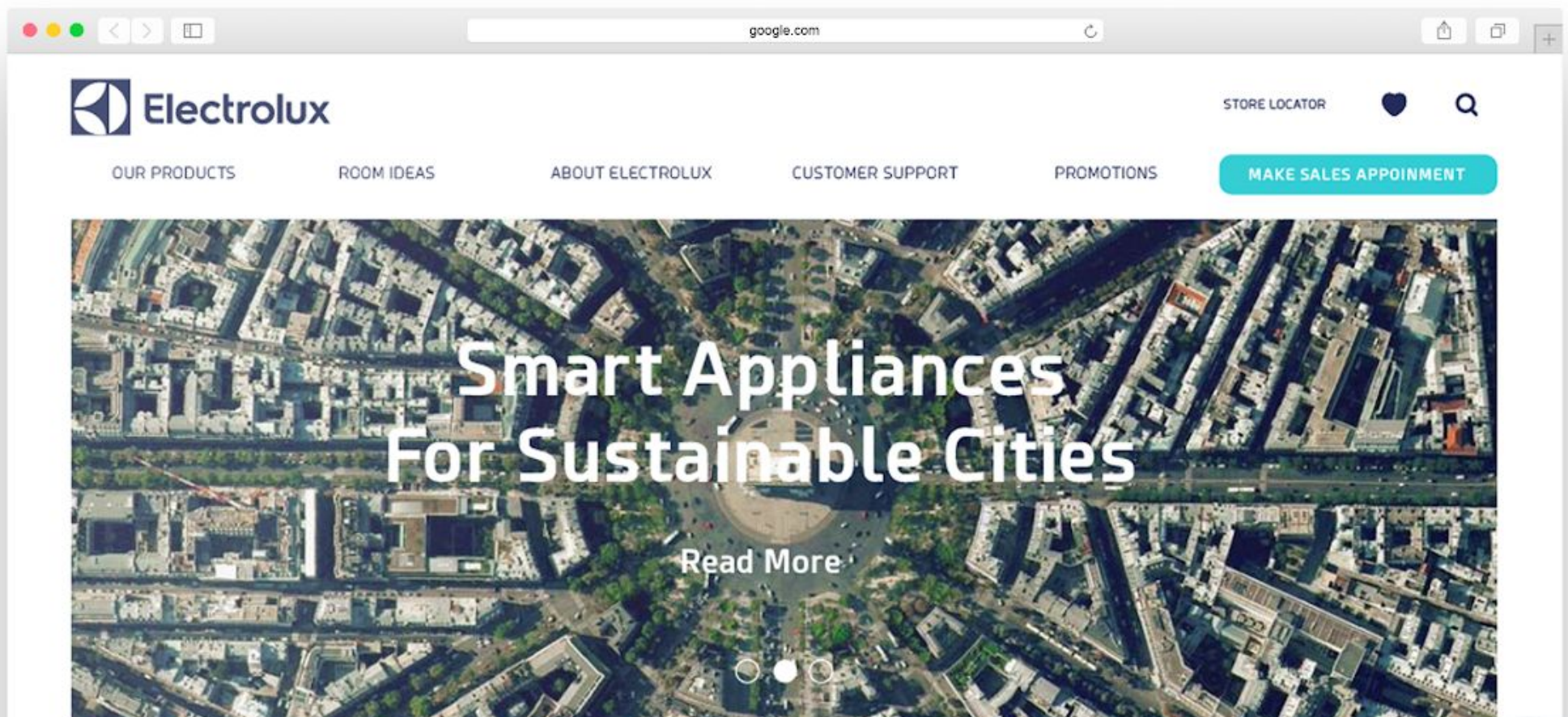
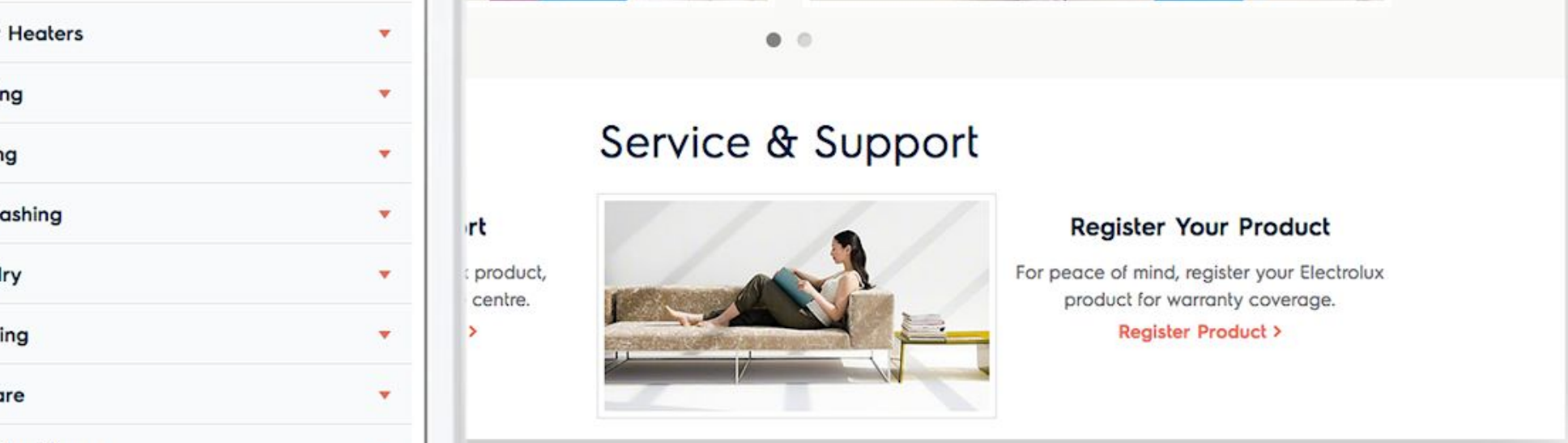
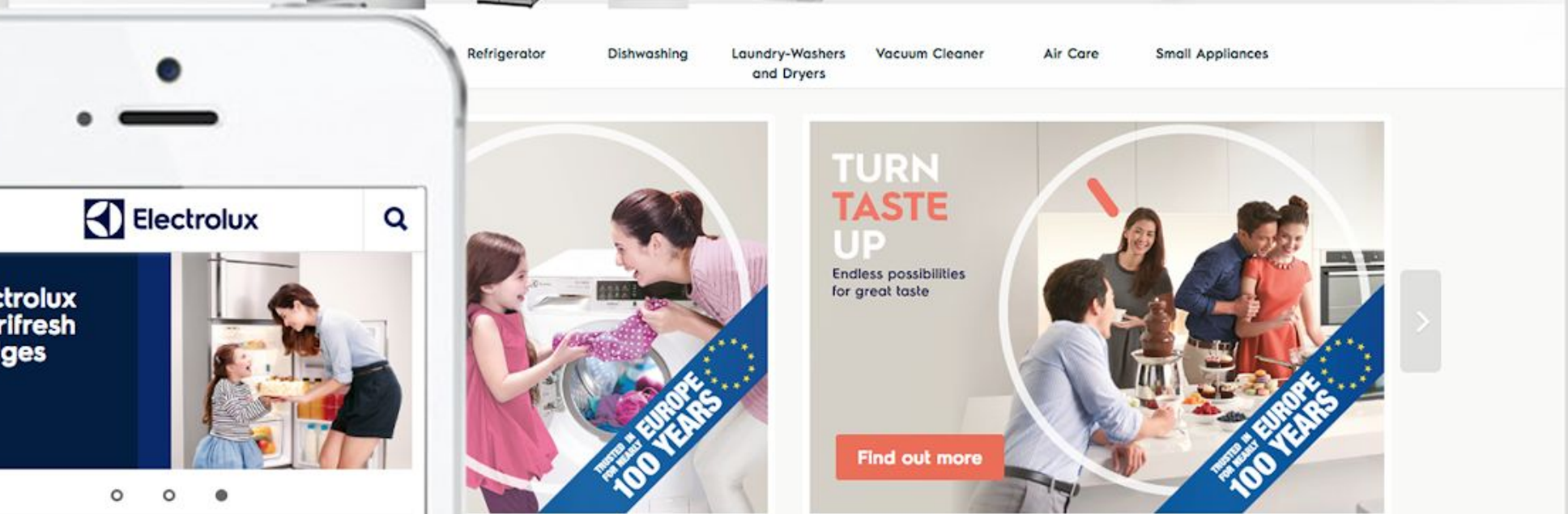
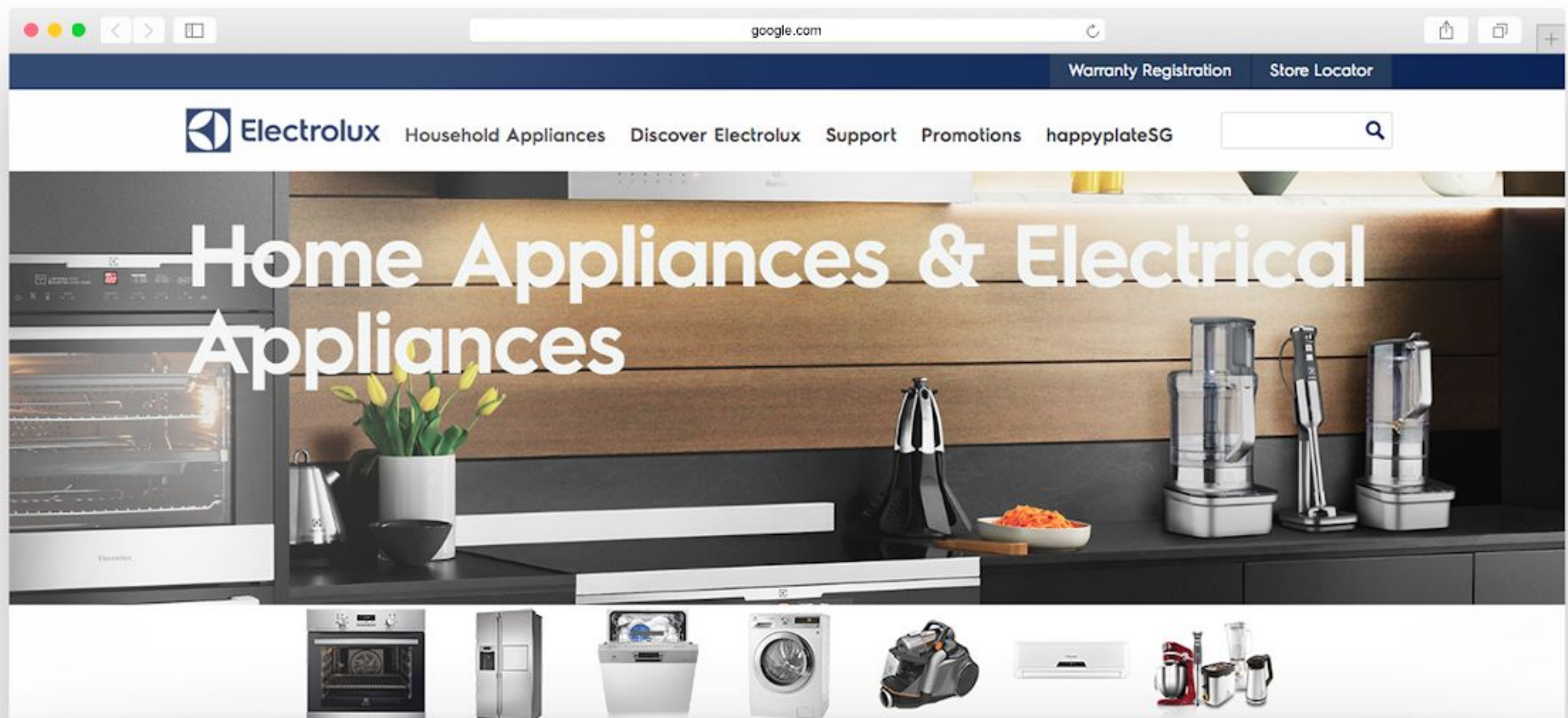
Be inspired!

Be inspired! Be creative! Start

In different stages

In different stages of life, a





4.

Work

with You.

Service & Stakeholders

Service Design proposal

Customer needs listed in priority according to interviews with retail staff:

01 **Inspire curiosity to
visit physical store**

02 **Product has to fit
consumer's lifestyle**

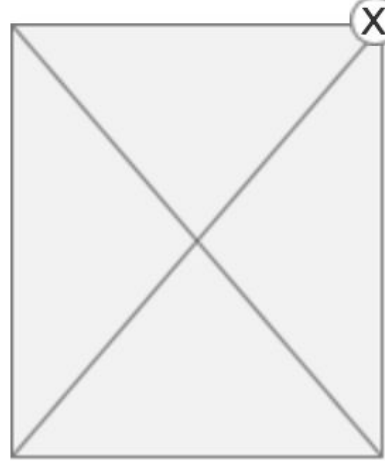
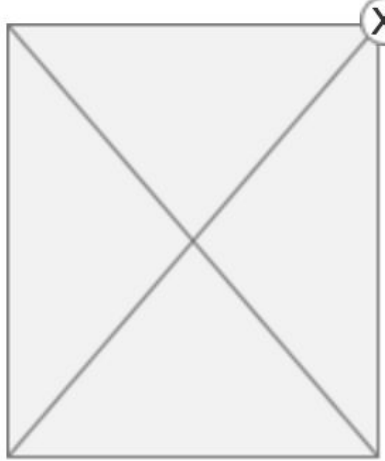
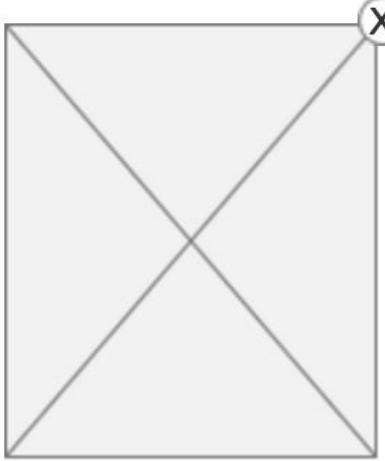


03 **Features that the
consumer would use**

04 **Promotions and bundles
to save money**

Appointment Feature

Introducing Make Sales Appointment feature will:

- 01 Give the customer a seamless experience from web to physical store
- 02 Promotional bundle because the customer can take their time to decide on a bulk purchase
- 03 Sales personnel will be welcoming a customer who has a higher chance of sales conversion

		
350L 2 Door Free Standing Slate Silver Refrigerator EBE4500AA	350L 2 Door Free Standing Slate Silver Refrigerator EBE4500AA	350L 2 Door Free Standing Slate Silver Refrigerator EBE4500AA
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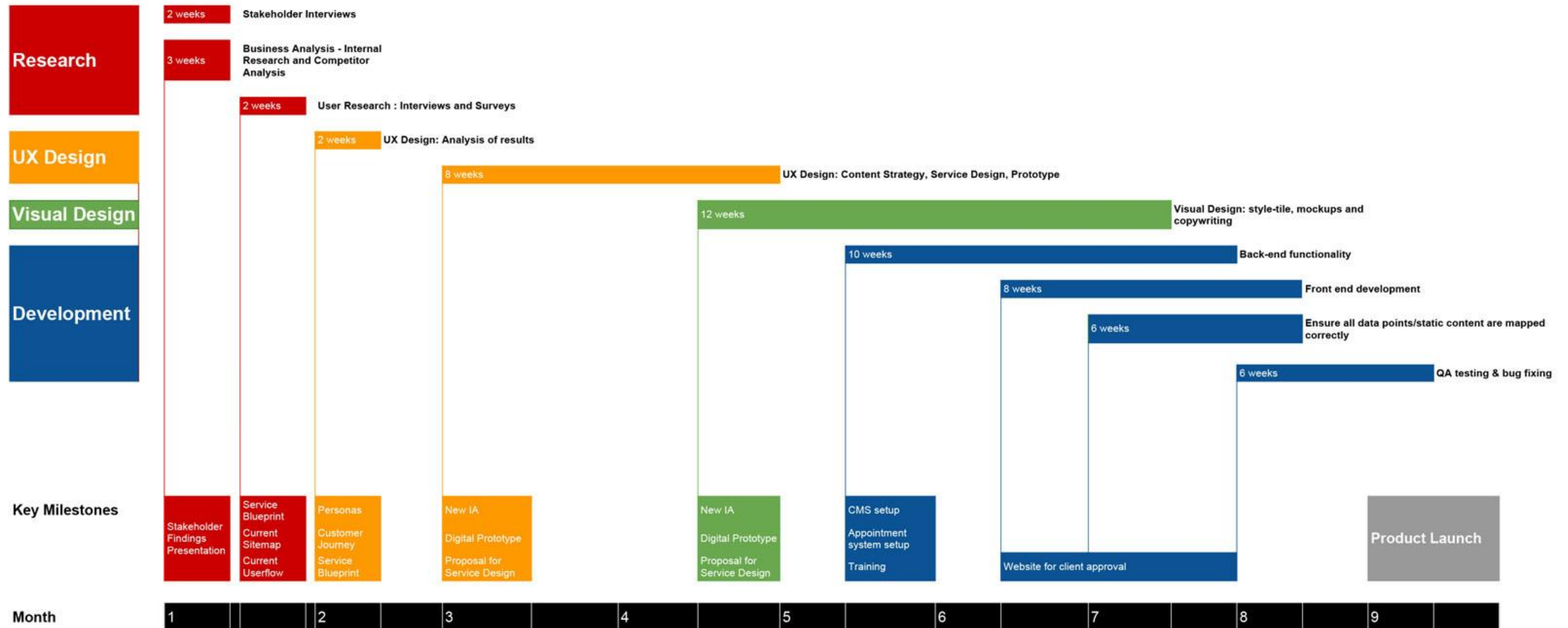
5.

The Plan

Overview.

The 9 Months Ahead

Project Timeline



Key Milestones

Research

Stakeholders Interview Findings
Competitor Analysis
Internal Research
User Interviews

UX Design

Persona Creation
Content Strategy
Digital Prototype
Service Design Proposal

Visual Design

Content Creation
Hi-definition Mockups

Development

Backend Functionality
CMS Set up and Training for retailers
Front-end Development
SEO Analysis

Proposed Quotation

Research

\$9000

UX Design

\$20,000

Content Design

\$27,000

Development

\$50,000

Total

\$106,000

Thank You.

Any questions?