



Market with Us is a consulting firm specializing in strategic retail solutions. Their website serves as a primary touchpoint for clients, showcasing their services and expertise. However, the existing one had usability challenges, making it difficult for users to navigate and engage effectively. The case study explores the redesign process that was undertaken to enhance user experience and optimize business outcomes.

Industry Overview

The retail industry is rapidly evolving, driven by digital transformation, omnichannel strategies, and data-driven decision-making. Companies increasingly leverage technology to enhance customer experiences, streamline operations, and improve engagement through intuitive digital interfaces. Modern retail websites prioritize mobile-friendliness, accessibility, and interactive design to cater to a tech-savvy audience.

Market Needs & Trends

Digital Transformation

The retail industry is rapidly adopting digital solutions to improve efficiency and scalability.

There is a growing demand for responsive web applications that offer real-time data, easy navigation, and comprehensive management tools.

User Experience (UX)

A user-friendly interface is critical for both distributors and customers.

Personalization and customization are key trends, with users expecting tailored experiences that cater to their specific needs.

Transparency & Trust

Transparency in commission structures and earnings is essential to build trust among distributors.

Clear and detailed product information is crucial for customers to make informed purchasing decisions.

Mobile Accessibility

With the increasing use of smartphones, a responsive design that works seamlessly across all devices is vital.

Mobile-friendly interfaces help distributors manage their businesses on the go and customers shop conveniently.

Target Audience

Administrators

Company executives and managers responsible for setting commission structures, overseeing operations, and ensuring compliance.

Distributors

Independent sales representatives who build and manage their own sales teams, driving revenue for the company.

Customers

End-users who purchase products directly from distributors, valuing convenience and a seamless shopping experience.

Persona #1

“ Seeks insights on omnichannel strategies and marketing analytics. ”

Background

Sam is an experienced professional in the retail industry with over 20 years of experience. He oversees the entire network, sets commission structures, and ensures smooth operations. Sam is tech-savvy and prefers tools that provide comprehensive control and real-time data.

Goals and Ambitions

- Efficiently manage commission levels and percentages.
- Monitor overall system health and performance.
- Ensure transparency and fairness in the MLM structure.

Pain Points

- Difficulty in managing complex commission structures.
- Lack of real-time data and insights.
- Need for a user-friendly interface to quickly access and adjust settings.

Needs

- A robust dashboard with detailed analytics and performance indicators.
- Easy-to-use tools for adjusting commission levels.
- Real-time alerts and notifications for any issues or updates.

Persona #2

“ Wants a structured, easy-to-navigate website that explains services concisely. ”

Background

Emily is a dynamic and ambitious distributor who has built a significant network within the retail company. She is focused on expanding her team and maximizing her earnings. Emily is motivated by clear goals and performance metrics.

Goals and Ambitions

- Expand her downline network.
- Monitor and motivate her team.
- Maximize her earnings through effective sales and team management.

Pain Points

- Difficulty in tracking the performance of her downline members.
- Lack of clear and actionable insights into her earnings and progress.
- Need for tools to motivate and manage her team effectively.

Needs

- An intuitive dashboard with key performance metrics.
- Detailed genealogy tree to visualize her network.
- Engaging gamification elements like badges and milestones to motivate her team.

Persona #3

“ Requires a website with clear segmentation for franchise-related services. ”

Background

Paul is a young professional who prefers shopping online for convenience. He is health-conscious and often looks for products that align with his lifestyle. Paul values a smooth and transparent shopping experience.

Goals and Ambitions

- Find and purchase products that meet his needs.
- Get a clear understanding of product benefits and usage.
- Have a smooth and hassle-free transaction process.

Pain Points

- Difficulty in finding specific products on cluttered websites.
- Lack of detailed product information.
- Complicated and time-consuming checkout process.

Needs

- An optimized store page with easy navigation and search functionality.
- Detailed product descriptions and reviews.
- A seamless and quick transaction process.

Problem Statement

Existing digital tools for retail companies often fail to provide an intuitive and efficient user experience for administrators, distributors, and customers.

Retail businesses struggle to understand and navigate 'Market with Us' services due to poor navigation, lack of visual engagement, and accessibility issues, leading to poor user experience and conversion rates.

Hypothesis

If we develop a responsive web application tailored specifically for retail companies, with a focus on intuitive design, real-time analytics, and seamless user experience, then administrators will be able to manage their networks more efficiently, distributors will feel more empowered and motivated, and customers will have a smoother shopping experience. This will lead to increased engagement, higher satisfaction levels, and ultimately, greater success for the retail business.

UI Screens

