



# **Market with Us**

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** 

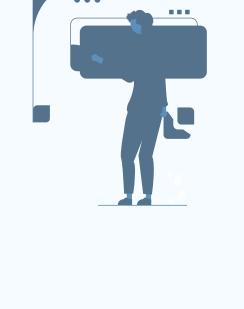


### The retail industry is rapidly adopting digital solutions to improve efficiency

**Digital Transformation** 

and scalability. There is a growing demand for responsive web applications that offer

real-time data, easy navigation, and comprehensive management tools.



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

User Experience (UX)

Personalization and customization are

key trends, with users expecting tailored experiences that cater to their specific needs.

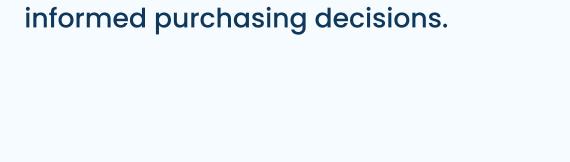
## and earnings is essential to build trust

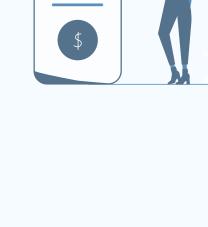
**Transparency & Trust** 

Transparency in commission structures

among distributors. Clear and detailed product information

is crucial for customers to make





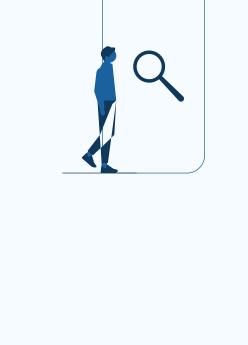
### responsive design that works seamlessly across all devices is vital.

**Mobile Accessibility** 

With the increasing use of smartphones, a

Mobile-friendly interfaces help distributors manage their businesses on the go and

customers shop conveniently.



# **Distributors**

**Target Audience** 

## setting commission structures,

**Administrators** 

Company executives and

managers responsible for

overseeing operations, and ensuring compliance.

# and manage their own sales

Independent sales

representatives who build

teams, driving revenue for the company.

**Background** 

and real-time data.

### convenience and a seamless shopping experience.

**Customers** 

End-users who purchase

products directly from

distributors, valuing

Persona #1

Seeks insights on omnichannel strategies

and marketing analytics.

Sam is an experienced professional in the retail industry with over

commission structures, and ensures smooth operations. Sam is

tech-savvy and prefers tools that provide comprehensive control

20 years of experience. He oversees the entire network, sets



**Goals and Ambitions** • Efficiently manage

 Monitor overall system health and performance. Ensure transparency and

commission levels and

percentages.

- fairness in the MLM structure.

## · Lack of real-time data and

structures.

**Pain Points** 

insights. Need for a user-friendly interface to quickly access

and adjust settings.

Difficulty in managing

complex commission

**Background** 

## Easy-to-use tools for

**Needs** 

adjusting commission levels. · Real-time alerts and notifications for any issues or

A robust dashboard with

detailed analytics and

performance indicators.

- updates. Persona #2
- Wants a structured, easy-to-navigate

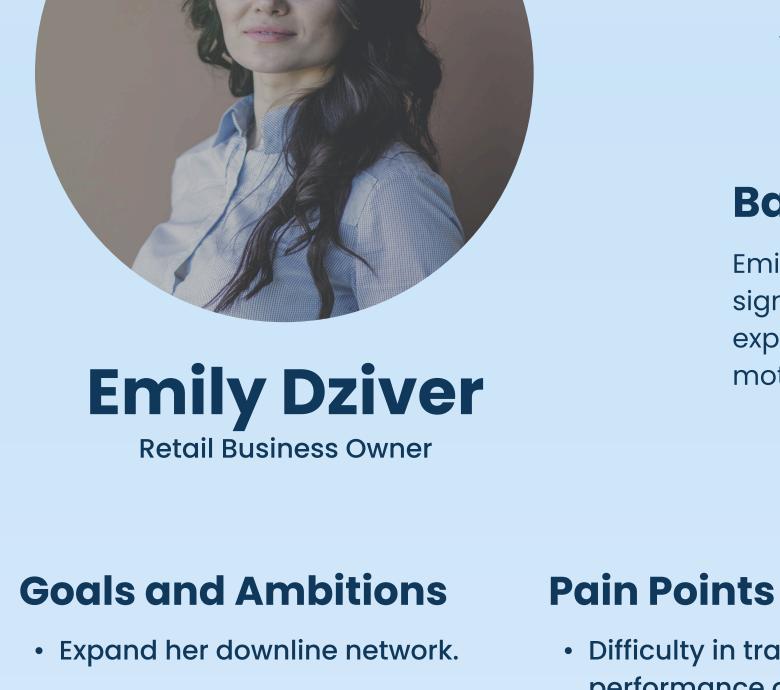
website that explains services concisely.

Emily is a dynamic and ambitious distributor who has built a

expanding her team and maximizing her earnings. Emily is

motivated by clear goals and performance metrics.

significant network within the retail company. She is focused on



 Maximize her earnings through effective sales and team management.

Monitor and motivate her

team.

## progress. · Need for tools to motivate and

members.

Difficulty in tracking the

performance of her downline

Lack of clear and actionable

insights into her earnings and

manage her team effectively.

Requires a website with clear segmentation for

**Background** 

shopping experience.

## Engaging gamification elements like badges and

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

**Needs** 

functionality.

and reviews.

A seamless and quick

transaction process.

**Needs** 

milestones to motivate her team.

· An intuitive dashboard with

key performance metrics.

· Detailed genealogy tree to

visualize her network.

- Persona #3
- franchise-related services.

An optimized store page with

easy navigation and search

Detailed product descriptions



products on cluttered

Lack of detailed product

Complicated and time-

consuming checkout process.

websites.

information.

**Problem Statement** 

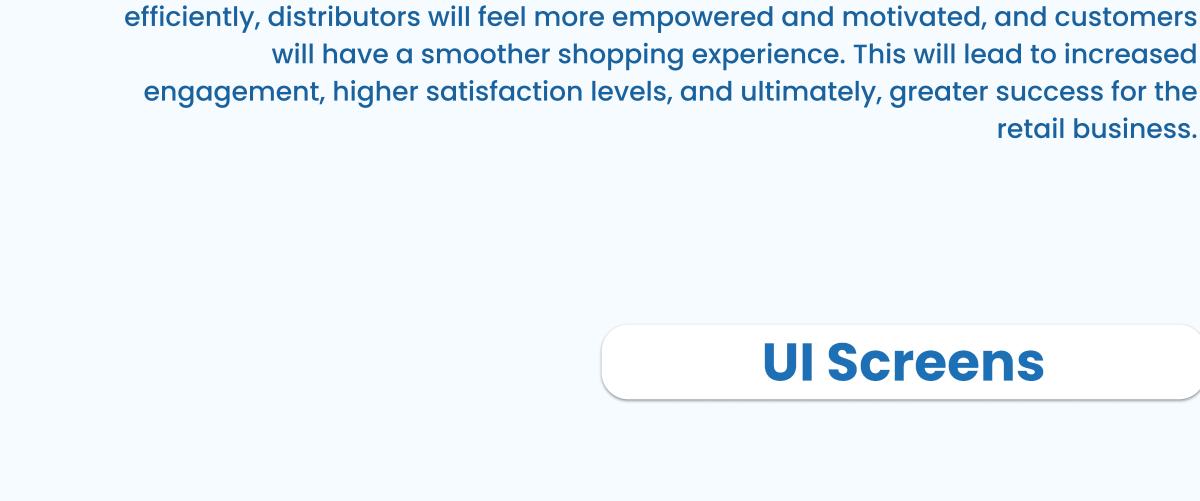
leading to poor user experience and conversion rates.

Retail businesses struggle to understand and navigate 'Market with Us' services

due to complex navigation, lack of visual engagement, and accessibility issues,

retail business.

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



ic insights for Effective Marketing

About Us

**UI Screens** 

**Hypothesis** 

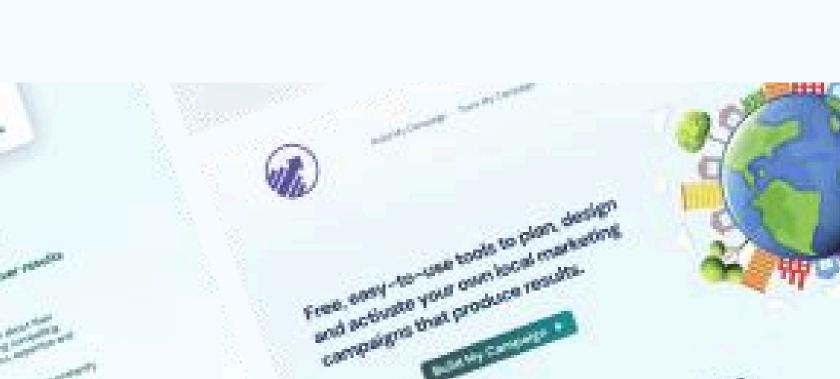
If we develop a responsive web application tailored specifically for retail

companies, with a focus on intuitive design, real-time analytics, and seamless

user experience, then administrators will be able to manage their networks more

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