

JOUÉ PETS

Website Conversion Improvement Proposal



About Joué Pets



Luxury pet brand

Online brand, no physical stores, shipping worldwide

New brand, just launched 4 months ago

Online presence:

MAIN

joué

Homepage
(Shopify)

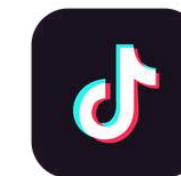


Facebook



Instagram

SUB



Tiktok



LinkedIn



X (Twitter)

Joué Products

EAT



Bowl



Scooper



Tray



Complete set

WALK



Slash

Product characteristics

Minimalist, fashionable appearance

High quality, pet safe materials, durable

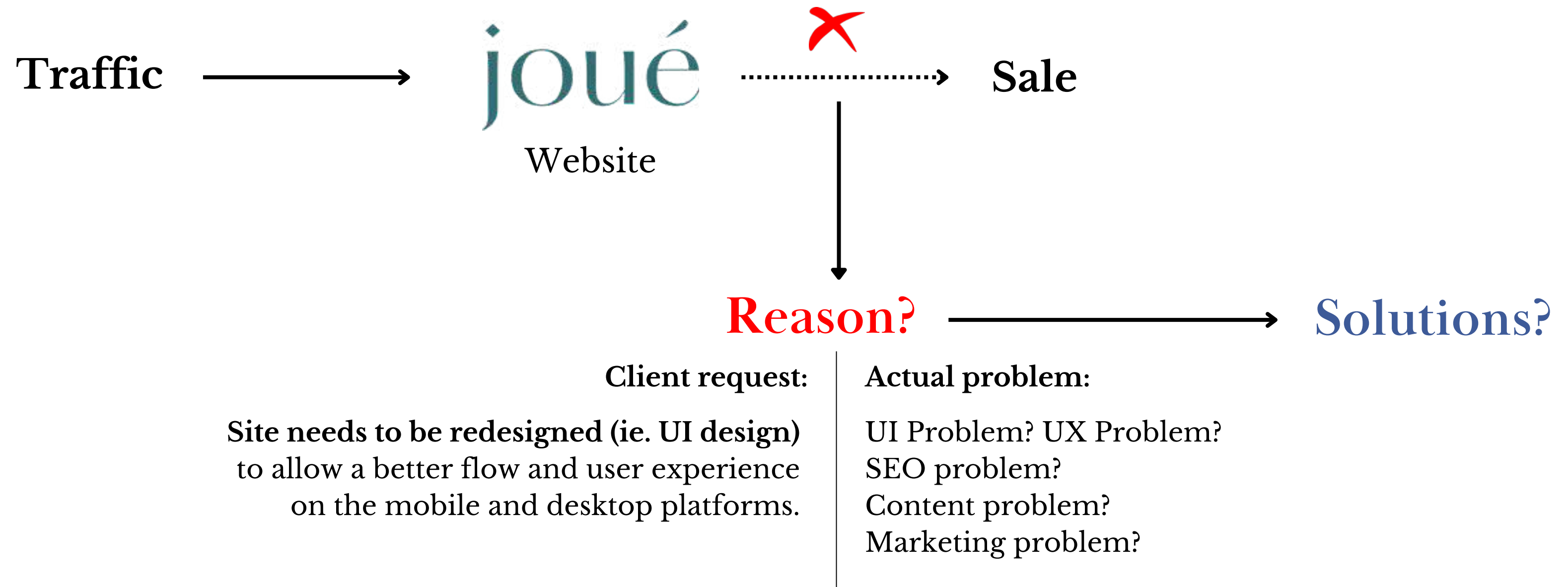
Well-designed functions

Easy to use, easy to clean

High-priced (lowest from 29.99\$)

Brand Problem: Sale Conversion

Unable to convert traffics into sales



Our Analysis

Joué Sale Conversion Problem

At the current stage, we are **unable to pinpoint the exact reasons** for Joué website's low sales due to lack of data and information

Traffic Data

Not enough data to understand
how good the traffic is

For examples:

*Where do the traffic come from?
(Facebook? Instagram? Google search? Google Ads?)*

Does the traffic come organically or from paid ads?

Which is the most visited and least visited web page?

Which is the most clicked product?

User behaviour / User journey

Not enough data to understand
how user interact with content / user purchase behaviour

For examples:

How long do users stay and view website? (Time on site)

Do users visit and exit website quickly? (Bounce rate)

Does product content have enough information to convince user to buy?

Do user add product to cart and then reconsider? (Cart abandonment rate)

Do user encounter difficulty during checkout and decide to stop buying?

 Need a closer look at data and metrics from Google Analytics, Website Heatmap....

Problem Speculations

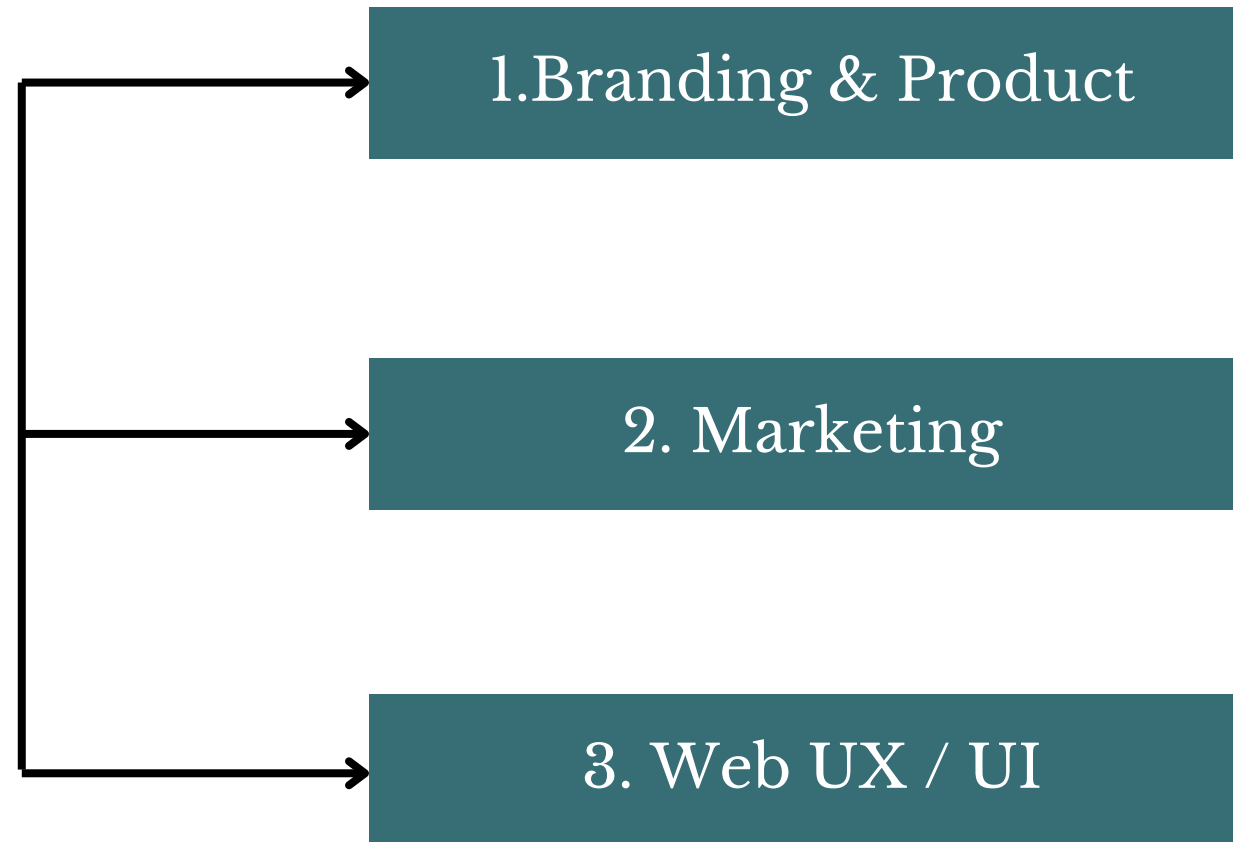
To effectively find out the actual problems and solutions, we need to examine real-time data.
However, we have some speculations on possible aspects that might affect Joué website performance.

joué

1.Branding & Product

2. Marketing

3. Web UX / UI



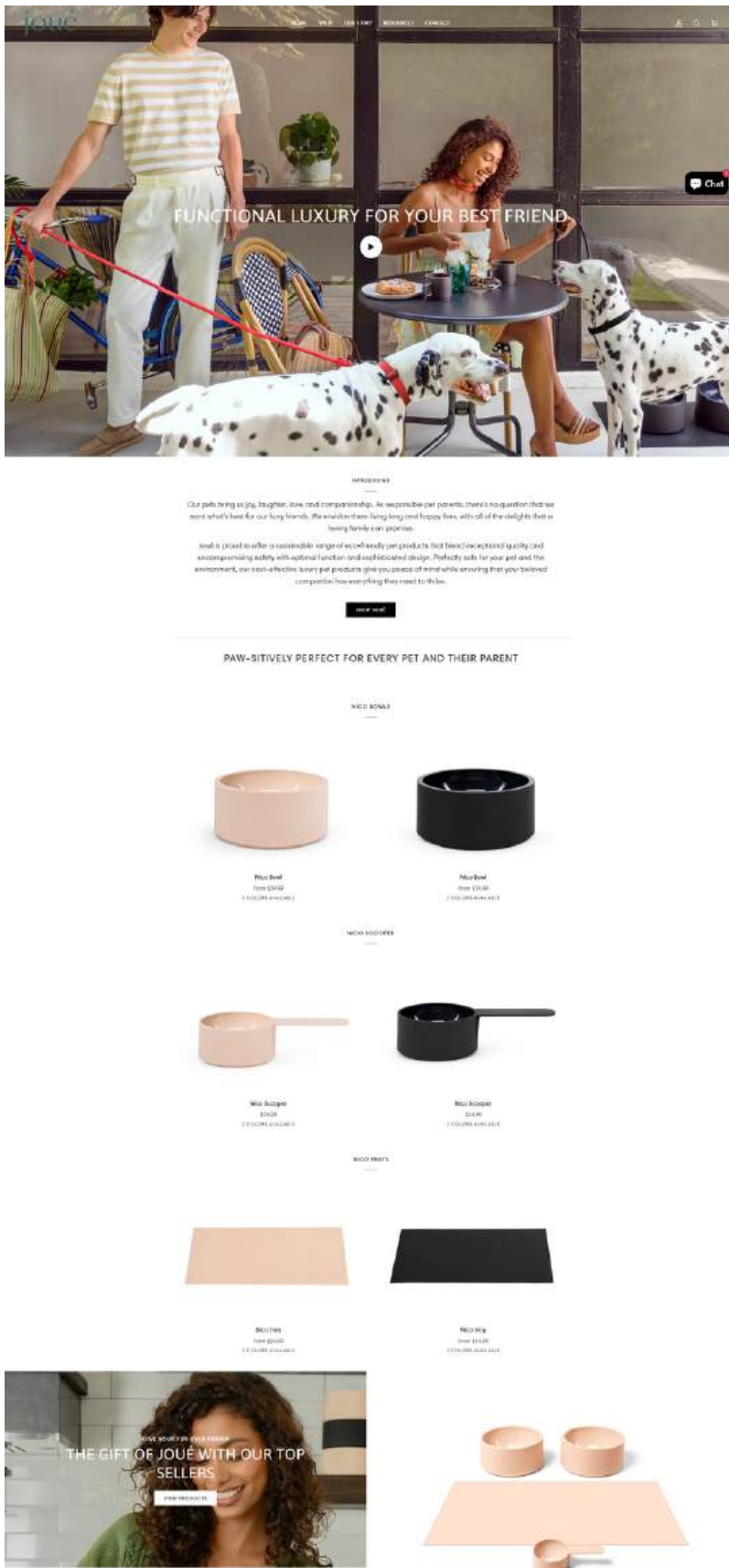
1.1 Brand Values

Joué is positioned as a luxury pet brand that focuses on:

- Sustainability & Eco-Friendly
- High Quality & Safety
- Optimal Functionality
- Sophisticated design



Currently Joué website visual and content doesn't fully & clearly reflect these brand values



USER POV



Sustainability & Eco-Friendly



High quality & Safety



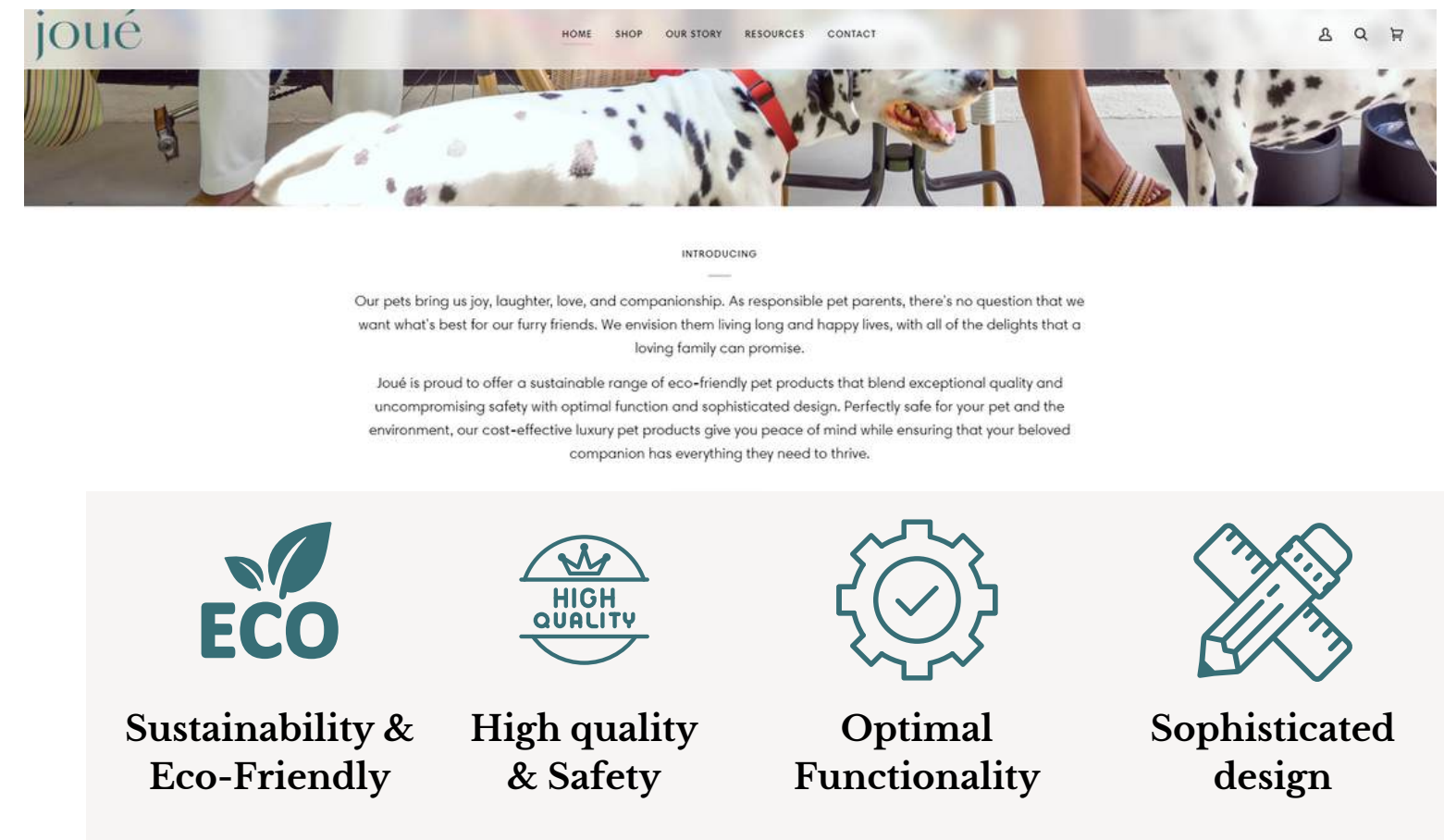
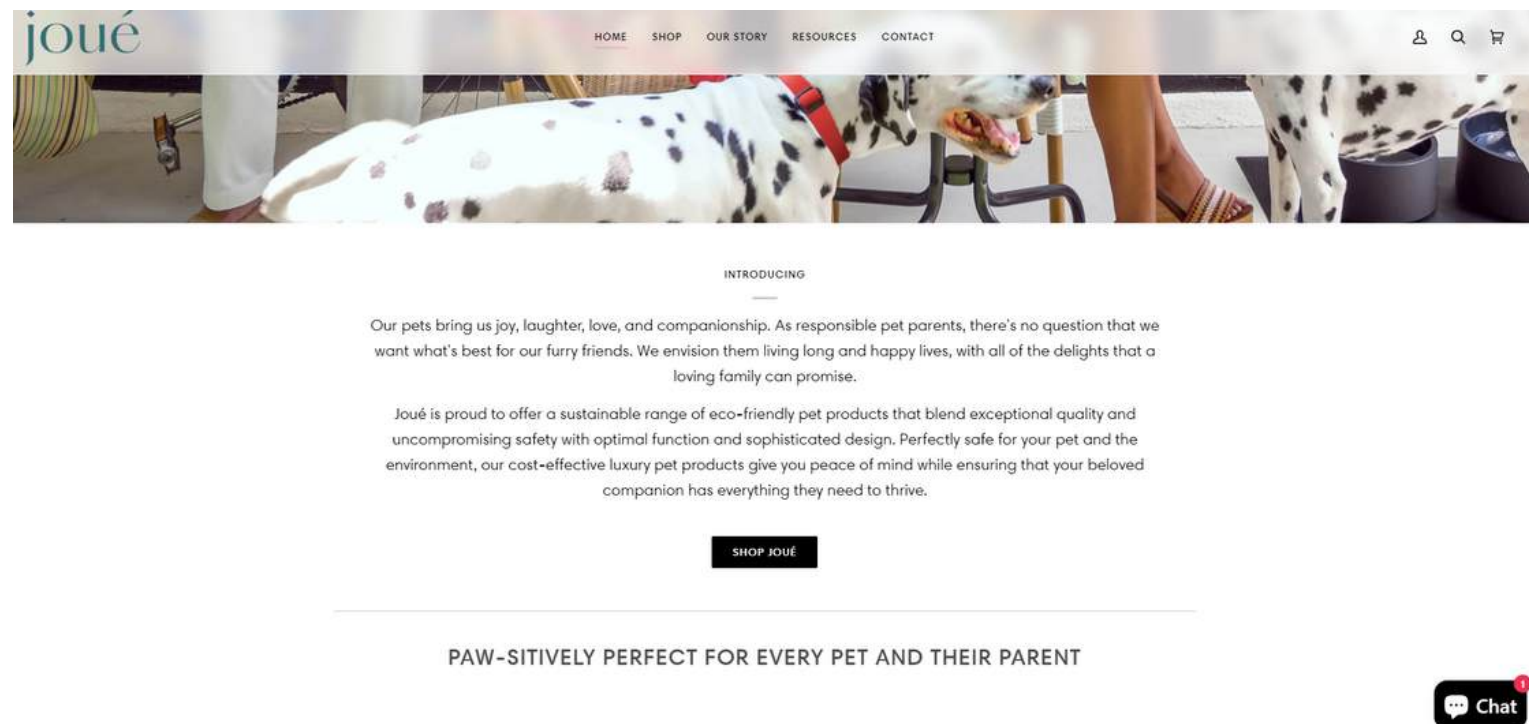
Optimal Functionality



Sophisticated design

1.2 Brand Values & Product USP

Joué Brand value & Product USP isn't **visually visible** and convincing on the Homepage



How?

Ecolabel /
Certified by
institutions

How?

Product
materials /
Food safe
certification

How?

Easy to feed
Good diet portion
Easy to clean

How?

Minimalist design
Can fit in any
interior style

1.3 Product Range & Value

At the moment, Joué **product range is relatively small**, which:

- May leave customers limited options to choose
- May not cover all the user's pet supply need (ie, food, drink, play, sleep, bath...), which in turn make user reluctant to order only 1 or 2 items per shipping

In addition, for a luxury product position, Joué products are yet to showcase their **unique story-telling and exclusive values** compares to other available products in the market.



VS

EMOTION?

Show the strong love for pets? Feel ease and comfort?

Create simple yet sophisticated lifestyle?

EXCLUSIVITY?

Unique design?

Limited edition?

Unique functionality? Can be personalized / customized?

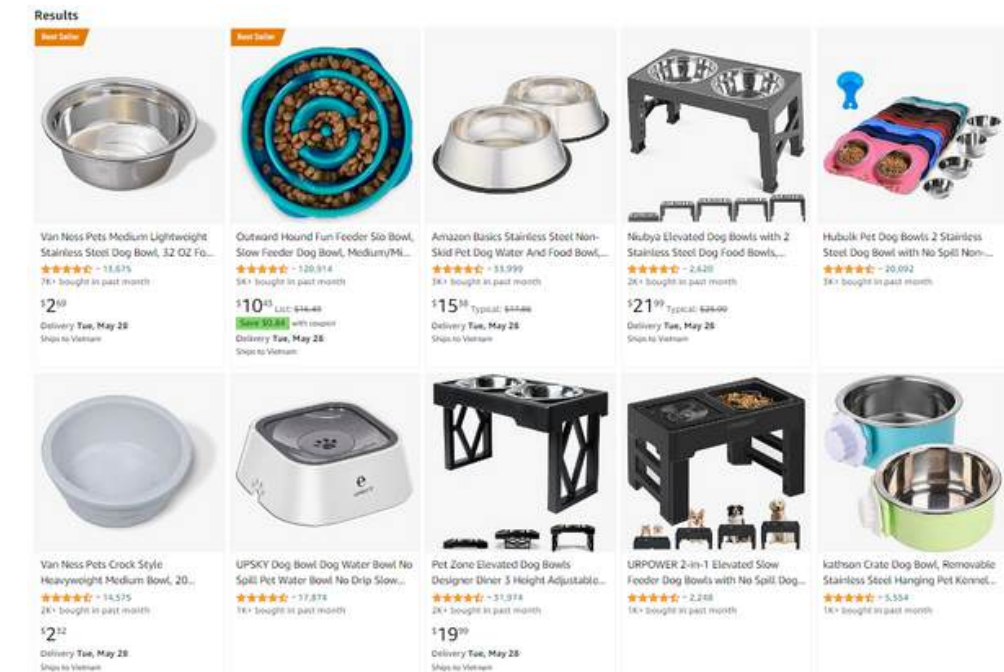
EXPERIENCE?

Memorable bond with pet when using product?

EXTENSION

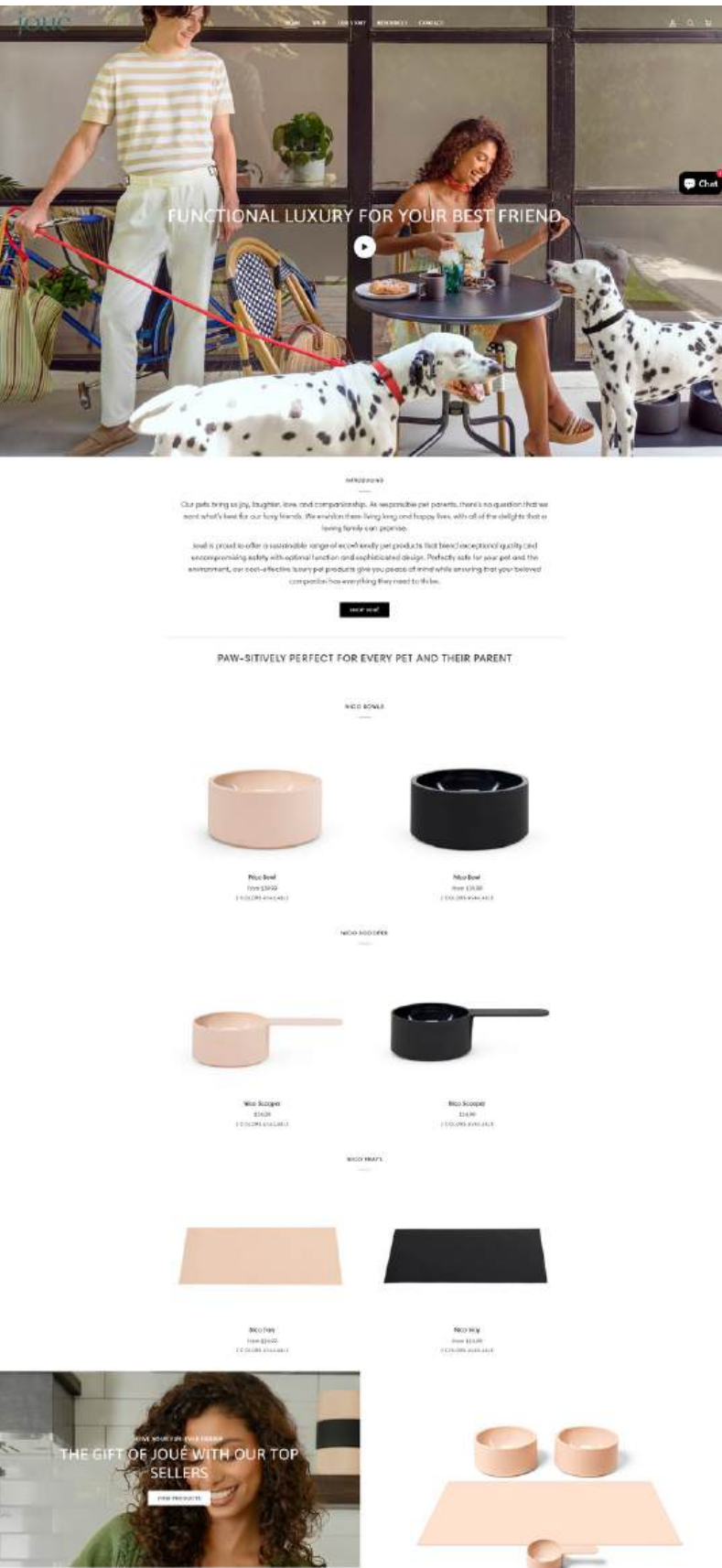
Leave good environmental impact?

Raise awareness for animal benefits?



2.1 Marketing Mix

For a new emerging pet brand, Joué marketing isn't fully fleshed out:

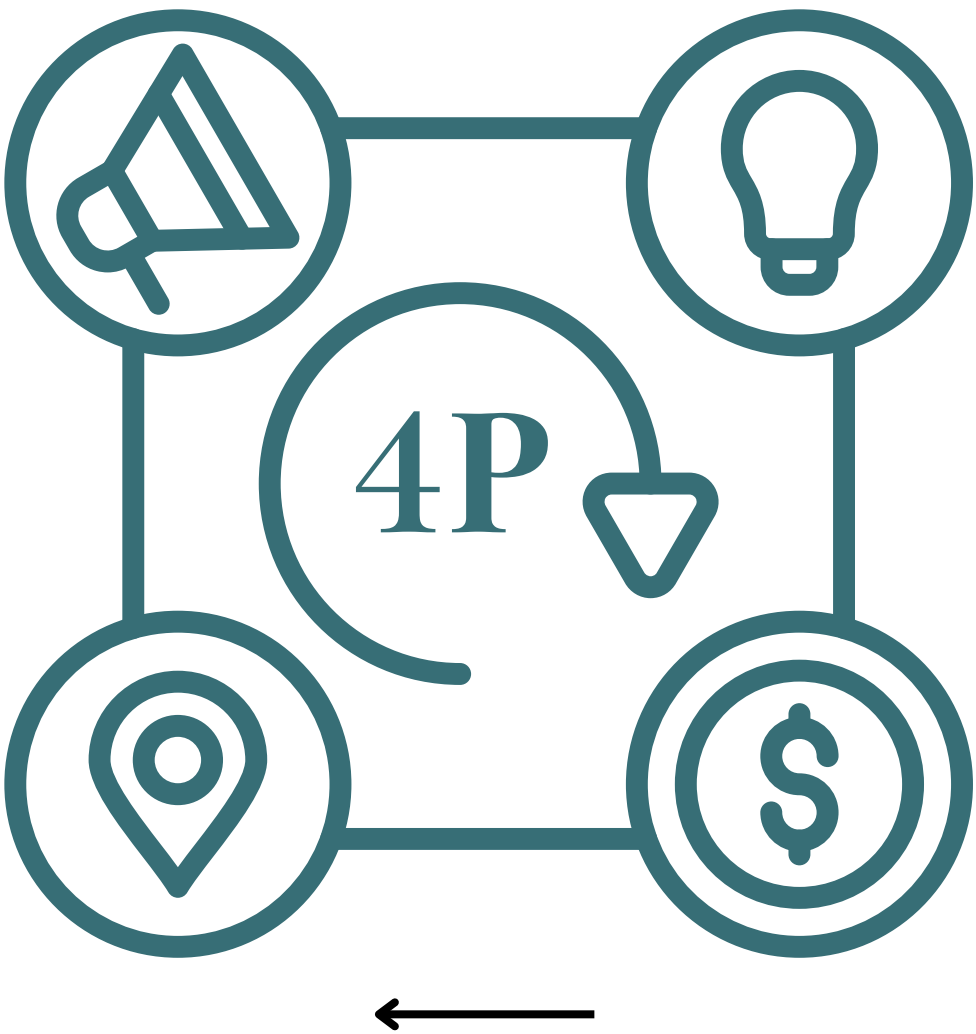


Promotion

People isn't familiar with Joué brand and products

Place

Product origin isn't showcased and optimized for a specific target market



Product

Brand values & Product USPs aren't fully showcased

Price

Price is on higher end but products don't completely stand out from the market

2.2 Target Audience

Joué is designated to be a global e-com firm, supports shipping worldwide.

However, because of that, Joué website lacks a clear and detailed picture of target market / convertible customers, which in turn make it difficult to understand their needs, optimize (website flow, design, content, marketing...) and nurture relationship with.



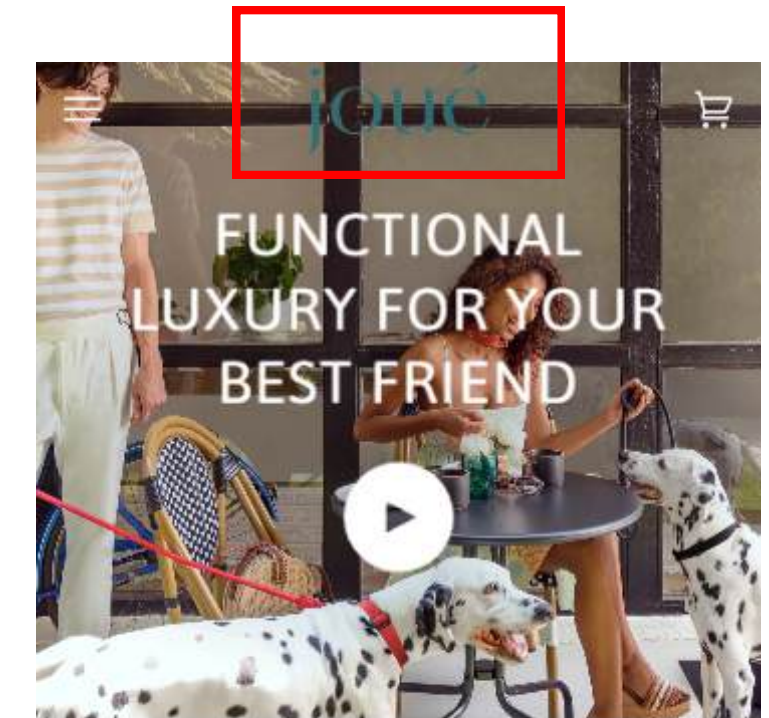
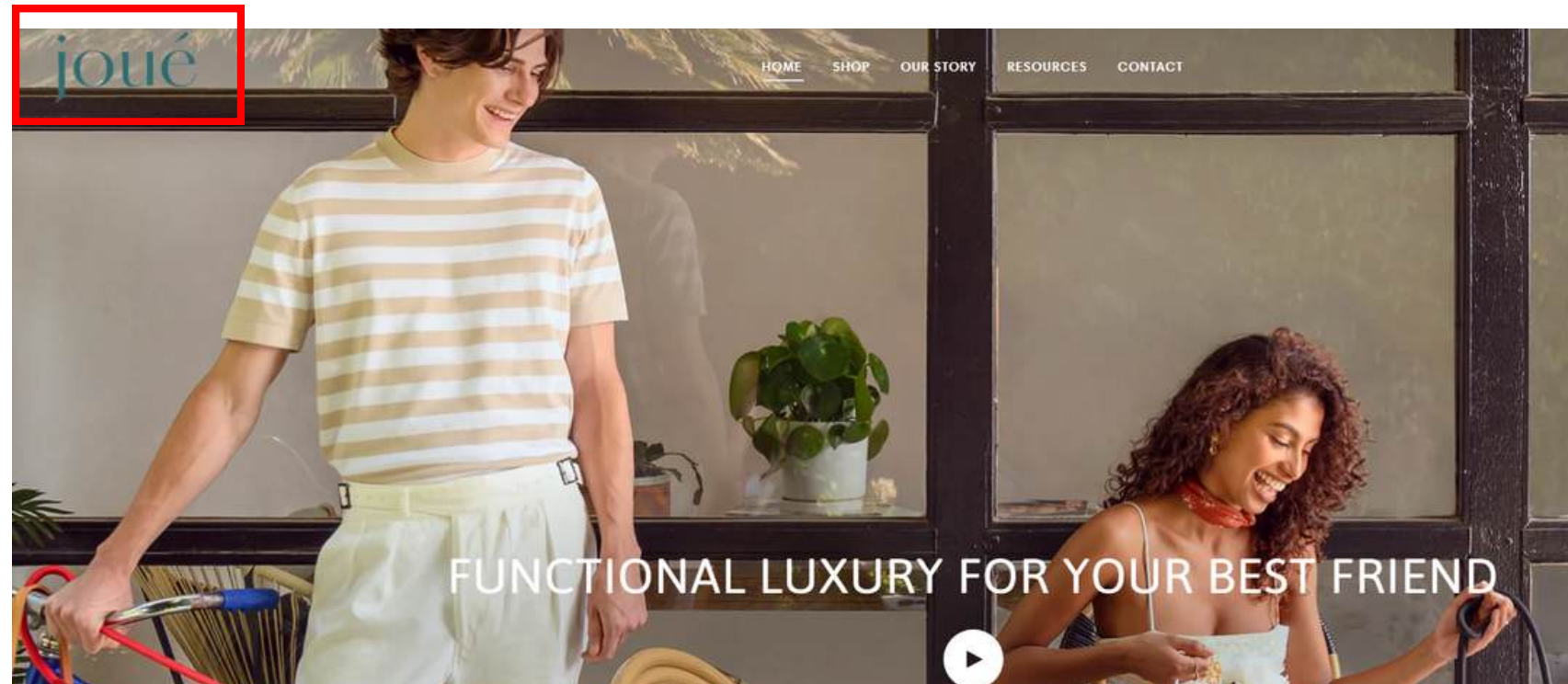
 Joué customer	WHO THEY ARE	WHAT THEY WANT	WHERE THEY LIVE	WHY THEY WANT TO BUY
	Nationality? (Westerners? Japanese?)	A good food scoop that brings good balance diet ?	In the US city where it is easy to buy stuff online ?	Hard to find safe pet product that is not made of plastic?
	Age? (Gen X? Millenials? Gen Z?)	A fashionable slash to complement their outfits?	In rural area of Southeast Asia where it takes 4 months to transport?	Frustrated with cheap product that make the house messy?
	Occupation? (Busy business owners? Regular office workers?)	A durable pet bowl that lasts 10 years?		Love animals & want their pets to stay healthy and live longer?
	Personalities & Interests? (Love pets? Eco-conscious ? Love high quality stuff?)	An easy to clean pet product that doesn't take too much of their busy time?		Want to make their house look sleek?

3.1 UX / UI

We notice some UX / UI aspects that can be improved

JOUÉ LOGO

Joué logo in teal color is not clearly and strongly displaced on website (both desktop and mobile)



INTRODUCING

Our pets bring us joy, laughter, love, and companionship. As responsible pet parents, there's no question that we want what's best for our furry friends. We envision them living long and happy lives, with all of the delights that a loving family can promise.

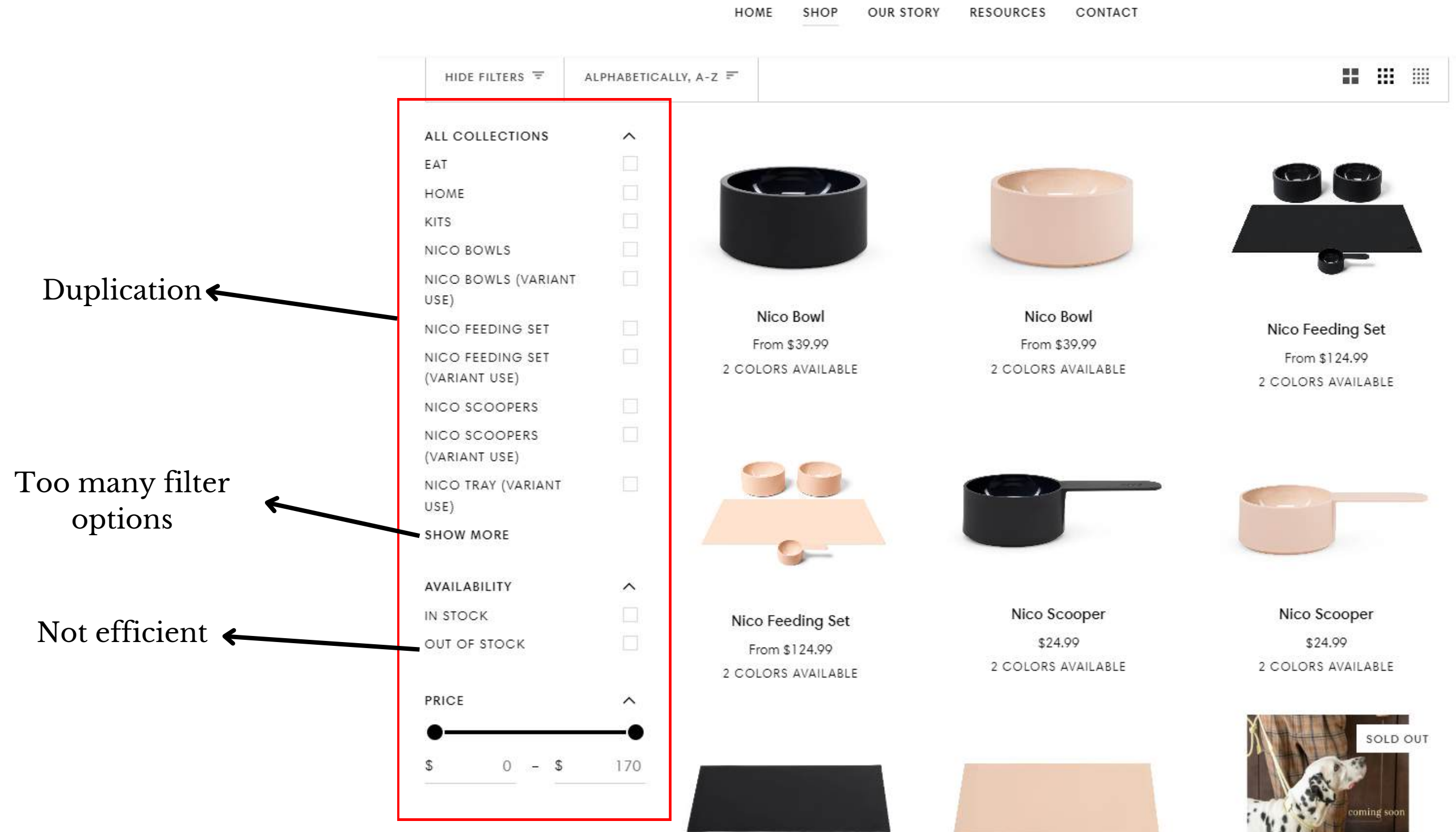
Joué is proud to offer a sustainable range of

3.2 UX / UI

We notice some UX / UI aspects that can be improved

PRODUCT FILTER

The filter in Shop page isn't efficiently optimized



3.3 UX / UI

We notice some UX / UI aspects that can be improved

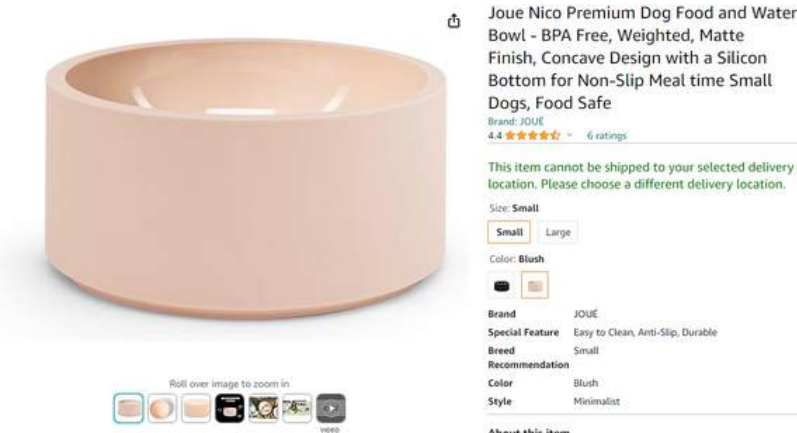
PRODUCT COPY

Product description is inconsistent across channels

Copies on website is not available / easy to find, which leaves pet owners confused / don't know if it's suitable for their pets

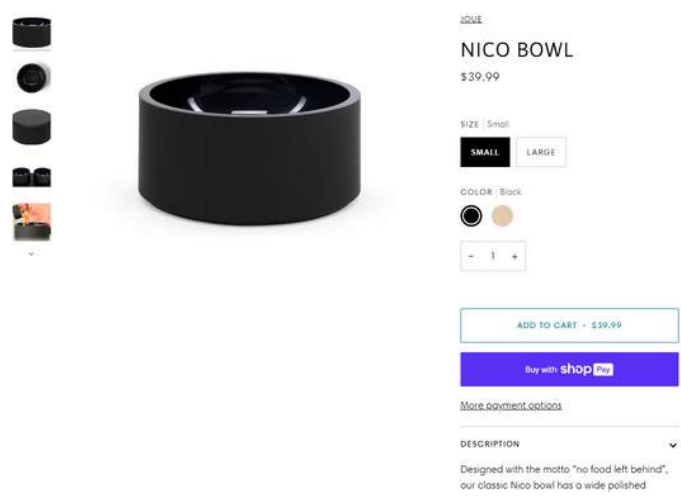
Amazon

Dog Bowl
Food and Water Bowl
Premium

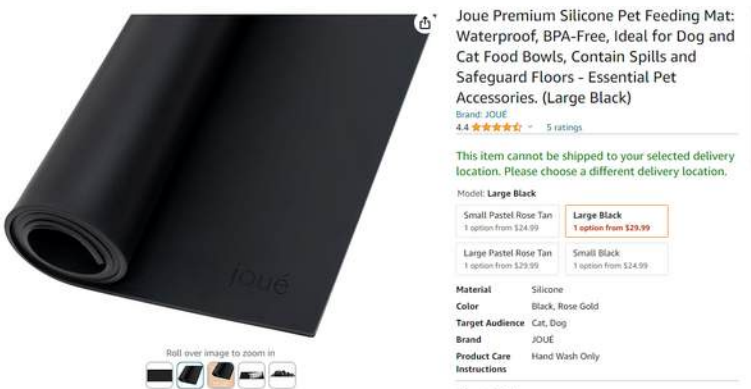


Website

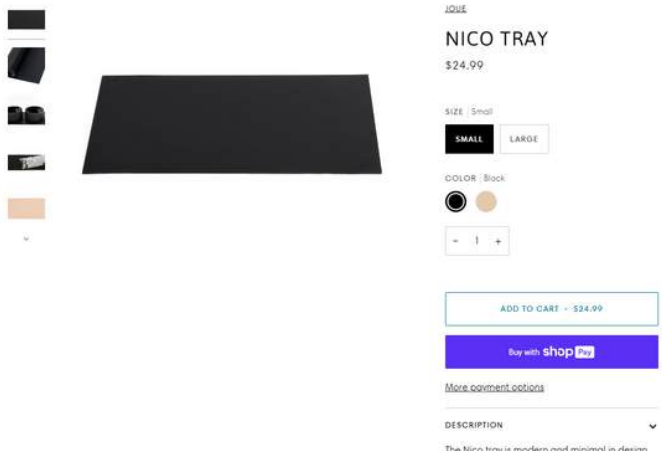
(Dog? Cat?) Bowl
(Food? Water?) Bowl



Feeding Mat
For Dog and Cat
Premium



Tray ?
For Eating? Littering?
For Dog or Cat?

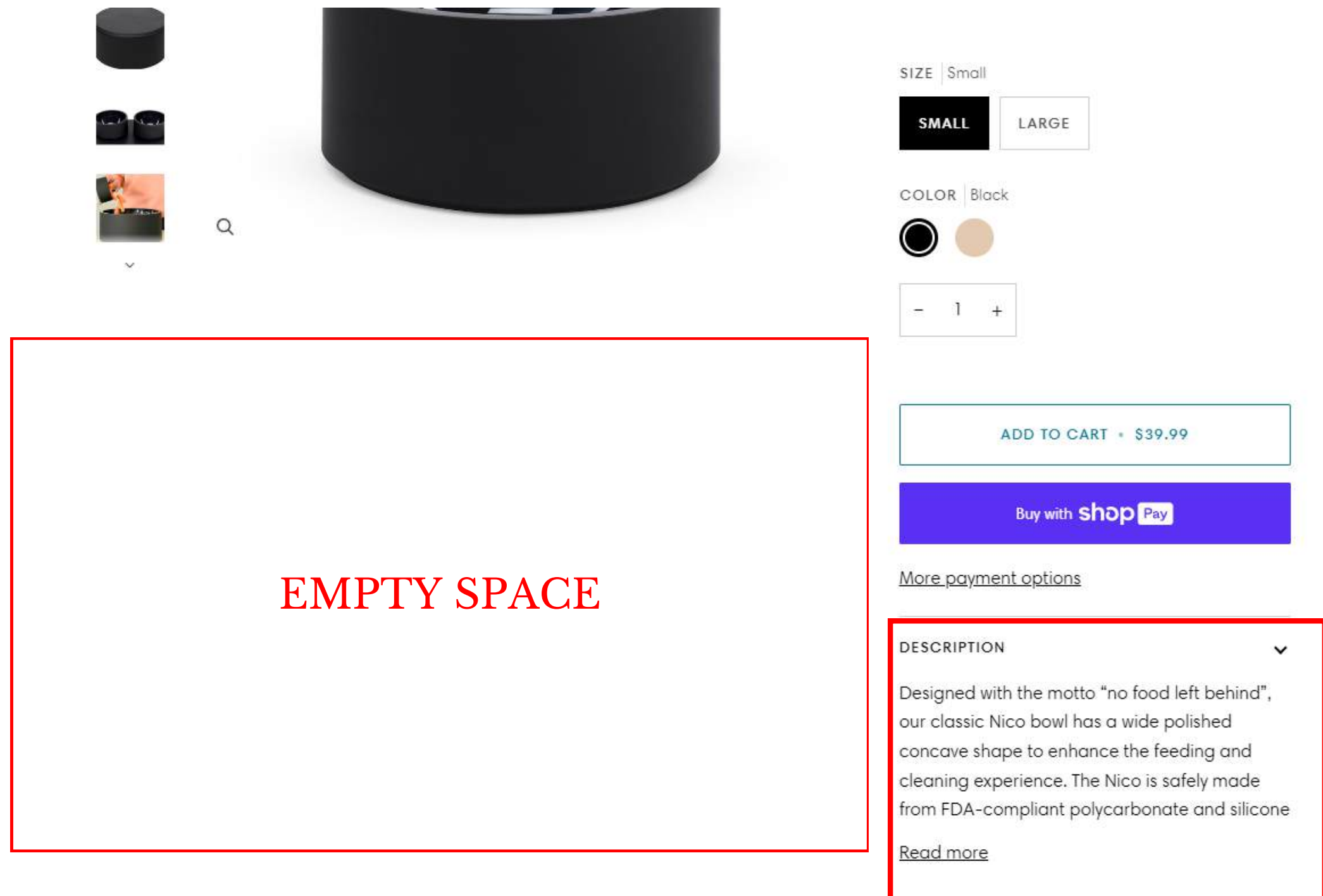


3.4 UX / UI

We notice some UX / UI aspects that can be improved

PRODUCT COPY

Product copy is hidden in small column on the right, while leaving large empty space on the left



3.5 UX / UI

We notice some UX / UI aspects that can be improved

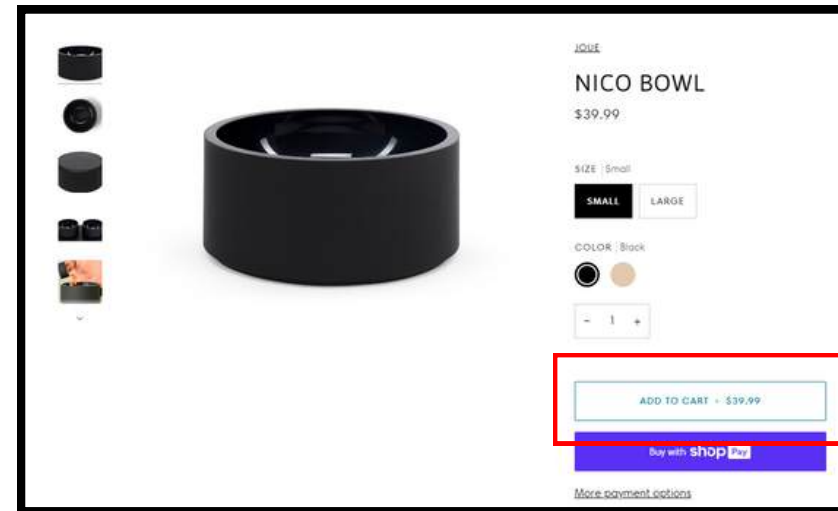
CHECKOUT PROCESS

Price display is inconsistent and checkout process is confusing

STEP 1

Product page

\$39.99

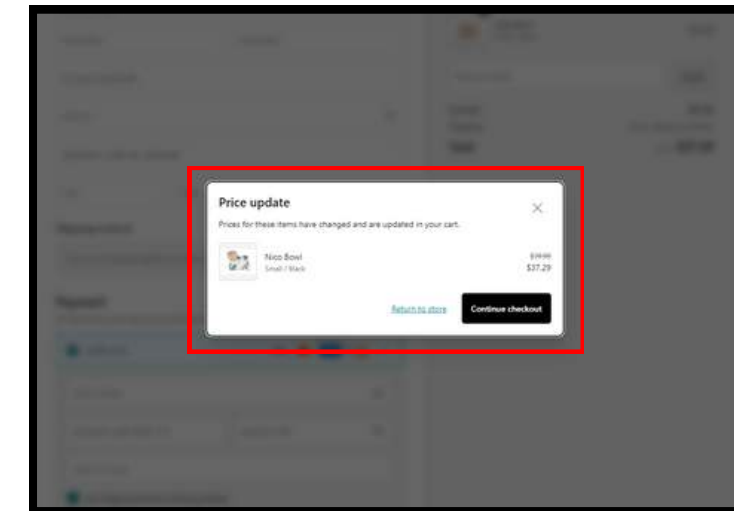


STEP 2

Checkout page

Price changes to **\$37.29**

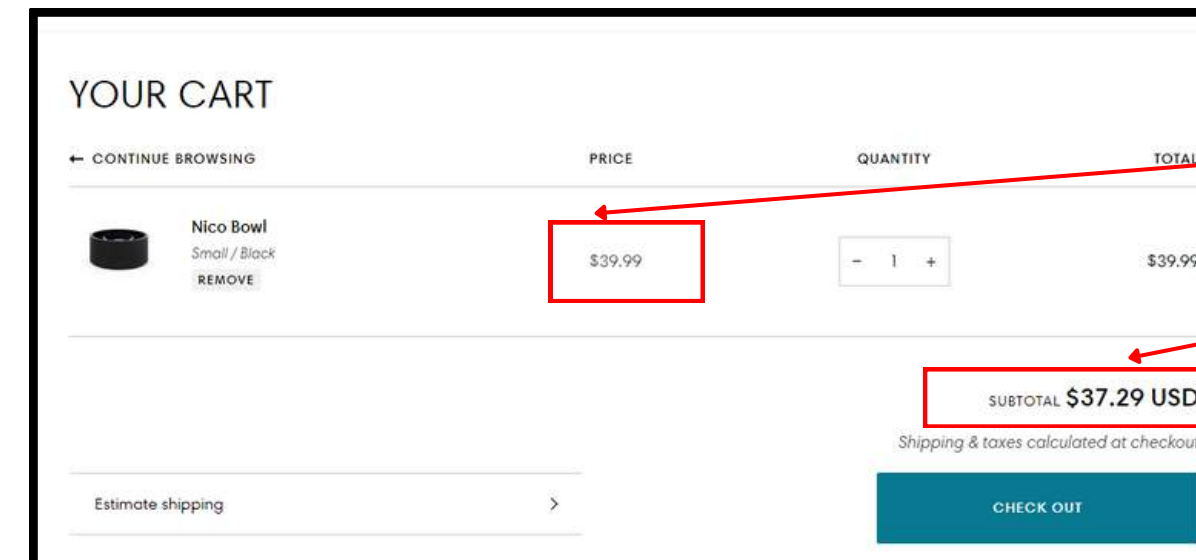
Promotion/Sale is hidden in checkout page, not visible anywhere else



STEP 3

Checkout page

Go back to cart, the price display is inconsistent



\$39.99

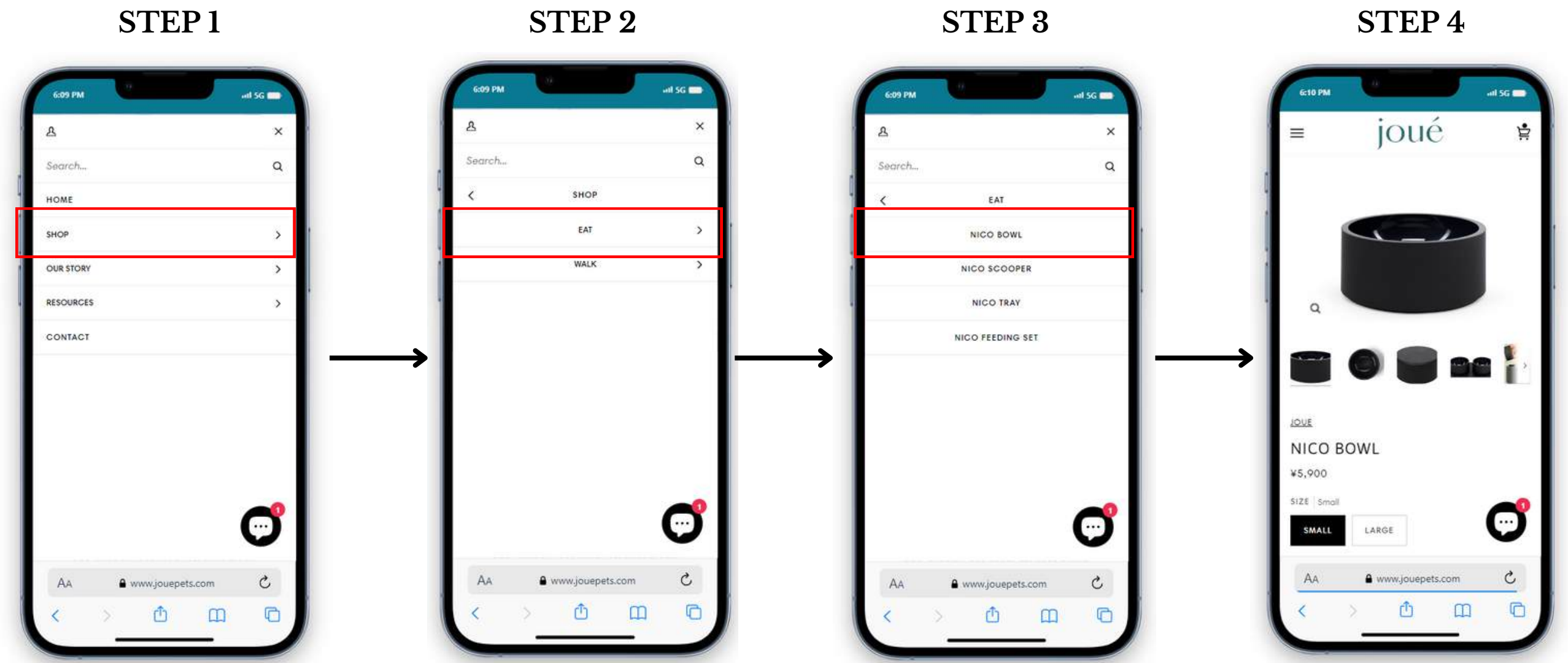
\$37.29

3.6 UX / UI

We notice some UX / UI aspects that can be improved

MENU NAVIGATION

On mobile, user has to navigate through 4 steps before reaching product page



Our suggestions

OUR SUGGESTION

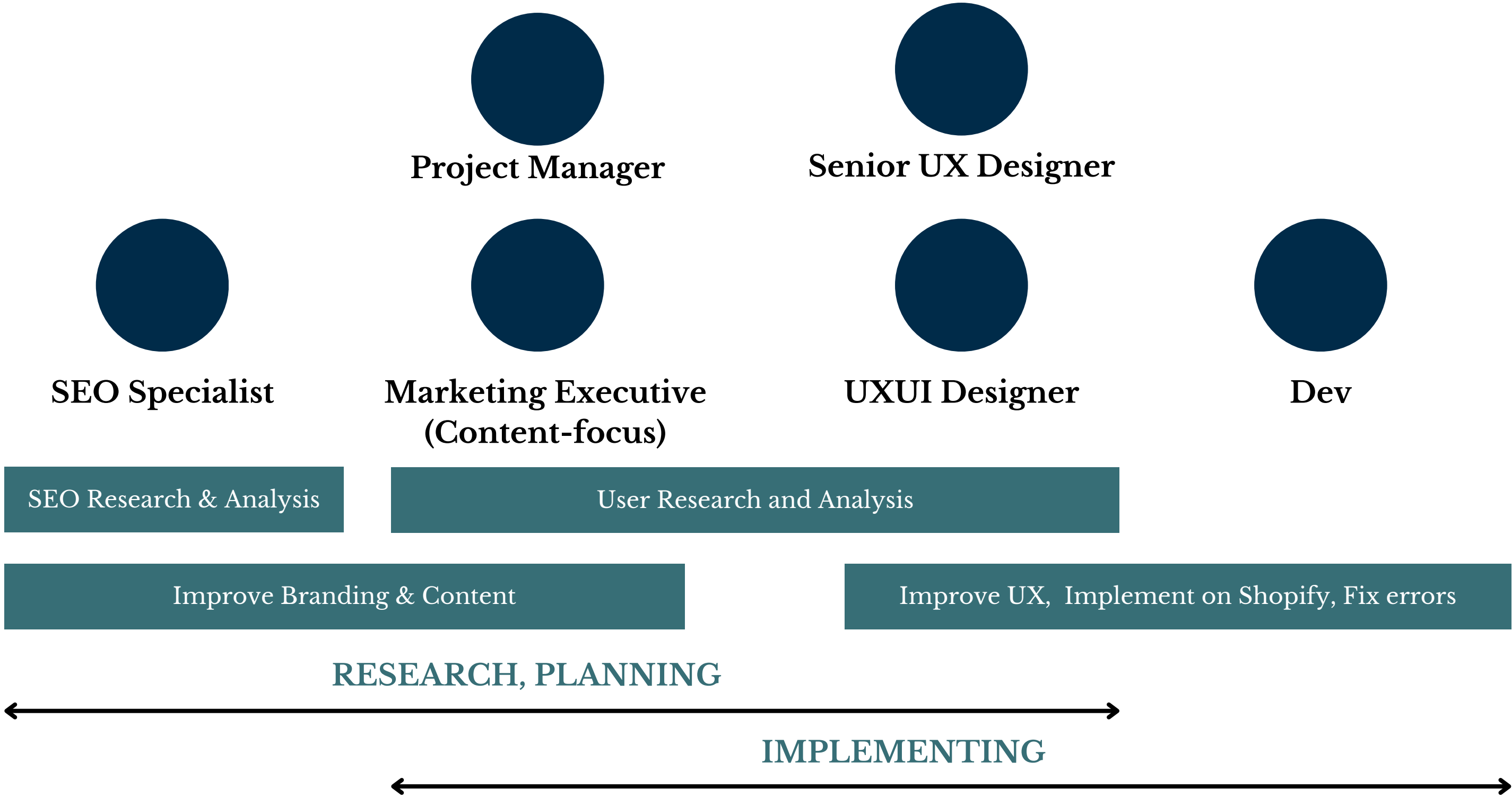
Our opinion is the current website has sleek UI,
however, we feel the key issues lie with
the **Branding Content and UX**



OUR APPROACH

- 1 ● SEO Traffic Research & Analysis**
Identify problems
Using tools like Google Analytics, Web Heatmap...to find out which aspects are performing well and which need improvement, user behaviours and struggles when using website
- 2 ● User Research and Analysis**
Identify the audience
Re-examine Joué target audience's needs in compare to Joué business goals
Find out user identity, motivation and pain points through user journey on website
- 3 ● Improve Branding & Content**
Brand Identity & Values
Highlight Joué's unique brand story, message and value in a more effective way
Check for branding consistency across all channels
Product Presentation and Information:
Highlight Joué product's exclusive features & USP
Improve display of product descriptions for easier read
Incorporate user-generated content such as reviews and testimonials to build trust and credibility
- 4 ● Improve UX, Implement on Shopify, Fix errors**
Information Architecture:
Improve Joué product categories and subcategories for easier navigation.
Ensure that product information is well-structured, easily accessible, and comprehensive
Search and Filtering Functionality:
Implement robust search functionality with autocomplete suggestions and filters to help users find products quickly.
Checkout Process Optimization:
Streamline the checkout process to reduce friction and increase conversion rates.
Offer multiple payment options and guest checkout for convenience.
Performance Optimization:
Optimize page load times to prevent user frustration and improve search engine rankings.
Minimize the use of large media files and implement caching and compression techniques.

OUR EXECUTE TEAM



THANK YOU