

PixelCollider

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Site Objectives

Brand Identity:

Pixel Collider is an online marketplace that caters to the geek crowd by specializing in Sci-fi and video game related fan-art.

They have created a community of artists who provide their art to the site and allow Pixel Collider to handle production and sales. Artists can choose to have their work displayed in various print sizes and paper types as well as on t-shirts, handbags, cell phone cases and coffee mugs.

Their site is different than other similar online market places in that they allow the sellers to have greater control over their product, including price setting, product types, and custom artist pages.

Business Goals:

Pixel Collider will focus mainly on reproducing and selling original, geek friendly artwork. Products will be easily searchable by topics such as "Video Games", "Star Wars", and "Robots". Site visitors can also browse by artist name, media type or popularity.

Pixel Collider aims to attract traffic to the site by providing superior quality, on-demand printing and better control for sellers.

Success Metrics:

Their main measure of success will be increased sales and returning customers. They are also dependent on how involved artists are with the site. Participation in product comment sections, storefront upkeep, and steady increase in new designs will be an important factor in measuring the success of their site.

Successful integration with social media and creating new partnerships with other related sites are also key factors. Increased referral traffic from these sites will translate into more sales.

User Needs Analysis:



Wendy

Typical parent of geek child

Wendy is looking for a present for her son who is in his mid-20's. She has decided that she wants to buy some kind of artwork for him to hang in his new apartment. She knows that he is a fan of Star Wars and Star Wars fan art. She navigates to the Pixel Collider Web site and clicks on the prints and posters section. She clicks on the Star Wars sub category and sorts by most popular. She picks the first poster on the list and is able to buy it without creating an account.

Age: 52

Occupation: Retired physician, Tile Maker

Family: Lives with Husband and daughter. Has a son in his mid 20's

Household Income: 120,000/yr.

Personal Profile: Wendy did not grow up using computers but has adapted to their everyday presence. She has quite a bit of experience with online shopping. She frequently uses sites like Amazon.com and Zappos.com. She also uses sites like Etsy to buy and also sell products.

She does well in an online environment but occasionally gets stuck (lost) when learning a new shopping site. She has become accustomed to many of the visual cues of the modern internet shopping experience but when they are absent – and she is left to instinct – she is often times wrong.

User Goal:

To easily find what she is looking for even though she is not quite sure what it is yet. She wants to find a product based on only two criteria and expects to have options returned to her by the site.

Wants & needs: She needs to have the categories clearly listed so that she can find her way based on her limited knowledge of pop art. Site needs to follow web standards used by bigger sites so that she knows she is on the path to making a purchase. Navigation must use popular “Industry” words related to pop/internet art so that she can translate the descriptions her son give her to find a related product. She needs access to easy returns in case she accidentally buys a Kirk poster instead of a Darth Vader poster.

Common sites:

Amazon.com

Etsy.com

Zappos.com



Jerome

The 20 something fashionable geek.

Jerome is a typical gamer type in his late 20's. He spends hours a day browsing social media sites. He just moved to a new apartment and decides that he needs something retro—game related to hang on his wall. He searches his favorite social media site and finds a post with a fan made Mario painting. Inside the comments section he finds a link to our site with the artists name as the top rated comment. The link lands him on the artist profile page where he easily finds the image. He clicks on it which takes him to buy a small print. To his left he sees other media types. He selects high quality poster print and adds to cart. He logs in to the account he already created and buys the print using his saved credit card information.

Age: 28

Occupation: IT department.

Family: Lives with his girlfriend

Household Income: 56,000

Personal Profile: Jerome has been using computers and playing videogames his entire life. He works with computers and spends his free time browsing social media sites and reading about new technology. He does some online shopping but still prefers visiting physical stores to browsing websites. He finds that it's too hard to stumble on something good when online. He only uses ecommerce sites when he knows exactly what he is looking for.

User Goal: To easily find a new high quality poster to hang on his wall.

Wants & needs: He needs a clear line from the site entrance to the product he has in mind. His continued use of the site depends on how well it can offer semi-random browse ability. He likes seeing what others have bought as well as items within similar topics. When he finds an artist he likes he becomes obsessed and wants to see everything they have ever done.

Common sites:

Reddit.com

Amazon.com

Steampowered.com

ThinkGeek.com