



Extended Features

Recommendations

YOU BETCHA!  **BOX**

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YOU BETCHA! BOX

Methodology

Competitive Audit: a look at YouBetcha!'s competitors to find out what's working, what might not be working, and where gaps in the market might be filled.

Stakeholder Interview: to align our visions and to get a better picture of the company's goals & the obstacles they face.

User journey Maps: to understand the internal and emotional journey of a user through a scenario as they interact with the website through its touchpoints.

Feature Cards: lo-fi sketch wireframes of proposed features in line with company goals—pitched to the tech lead for feasibility, scoping, and budgeting.

Kano Analysis: informed our decision-making in moving forward with prototypes. Weighed the desirability of a feature against its cost to the time budget.

Opportunity Space

YouBetcha!Box wants to grow their business by increasing corporate sales & affording custom gift box creation directly on their website, all while reducing friction in the shopping experience as much as possible.

Introduction

YOU BETCHA! BOX

BOX

User Journey Maps

Present → Future

YOU BETCHA!
BOX



Linda

- Head of accounting team at local Fortune 500 Co.
- Very busy during work hours
- Values team morale & cohesion

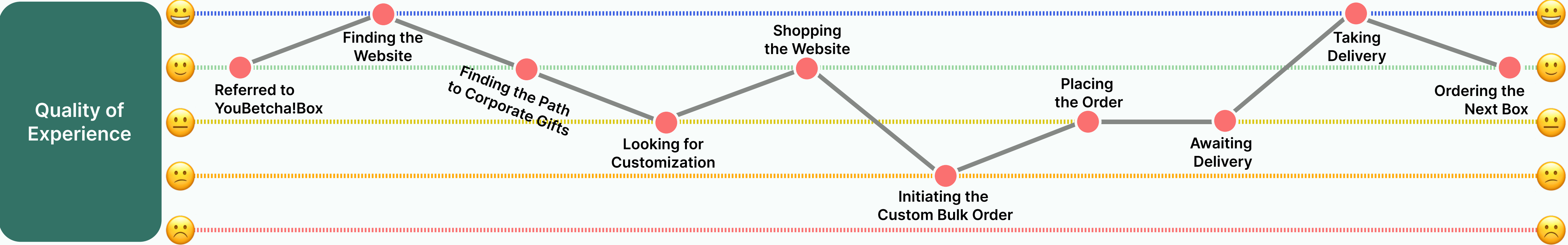
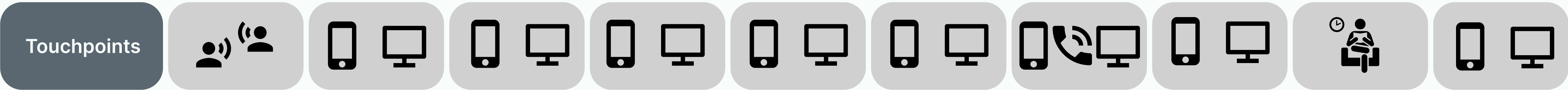
Persona

Linda's team just finished annual tax season, going above & beyond their normal time & effort. They're mentally & physically tired, and feeling pride at having performed well.

Scenario

- Edible gifts that are unique, local, & exciting.
- A small investment of mental energy & time
- Prompt, friendly, & effective customer support

User Goals



User Thoughts

- "Oh, perfect!"
- "A giftbox that isn't generic – it's acutally got local stuff!"
- "I wonder if they can handle our volume, though..."
- "Wait, do I have to go to Burnsville?"
- "Corporate gifts, right there at the top"
- "OK, they can do custom ones, too. Cool."
- "Looks like they can handle high volume, that's good!"
- "Wait, can I order online, or..."
- "I wish I could filter by Dietary restrictions."
- "Ok, the stuff in these boxes look delightful. "
- "I like the Minnesota shape on the box!"
- "It seems like I'll have to reach out using this contact form..."
- "I wonder how soon they'll get back to me..."
- "I wish I could have done this on the website, but the rep is friendly & helpful"
- "I like that the salesperson is taking care of the dietary restrictions and shipping logistics"
- "It's kind of hard to keep track of all the shipping logistics"
- "This is way cooler than what we got the accounting team last year."
- "I wish it saved my orders & addresses from last time."
- "I wish I could re-order for the team more easily - I'm pretty busy!"
- "I can get ahold of that salesperson again – they were really helpful."

Opportunities

- Finding the Website**
The website ranks on the first page of Google search results, but it could rank higher. It is outranked for ceratin searched by Minny + Paul.
Due to the Burnsville company address, YouBetcha!Box ranks 8th in map results on the Google search results page. If there is a Minneapolis address, you could rank higher.
- Finding Corporate Gifting**
We can feature corporate gifting prominently in more places, like the hero section and the announcement banner.
- Customization**
Adding the ability to custom-build boxes on the site preserves customers' momentum toward purchases, rather than interrupting it as with the contact form.
- Shopping**
Expanded filtering of products, esp. by dietary restriction would lower the friction of the shopping experience.
- Contact and work with Salesperson**
The contact form can promise a response time & outline next steps.
This may reassure the customer about what to expect, making corporate clients contacting via the form – and therefore entering YouBetcha's sales funnel – more likely to occur.
- Order Tracking**
An easy-to read, downloadable, and shareable order tracking interface will make following up on a bulk order easy.
This will increase good feelings, driving word-of-mouth and repeat sales while possibly lightening the load on shipping-related customer service inquiries.
- Repeat Orders**
Storing past orders and address lists for customers would reduce friction for future orders.



Linda

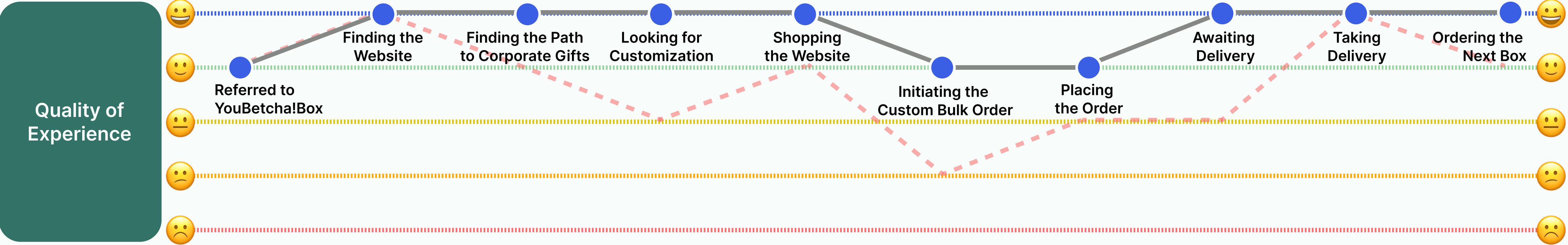
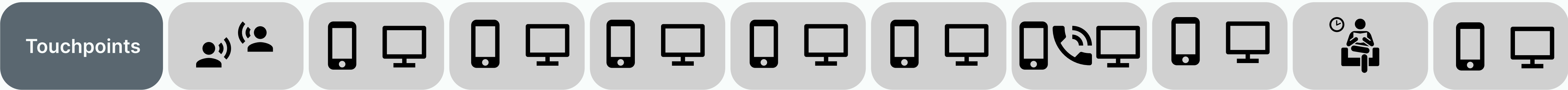
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Persona

Linda's team just finished annual tax season, going above & beyond their normal time & effort. They're mentally & physically tired, and feeling pride at having performed well.

Scenario

- Edible gifts that are unique, local, & exciting.
 - A small investment of mental energy & time
 - Prompt, friendly, & effective customer support
- User Goals**



User Thoughts

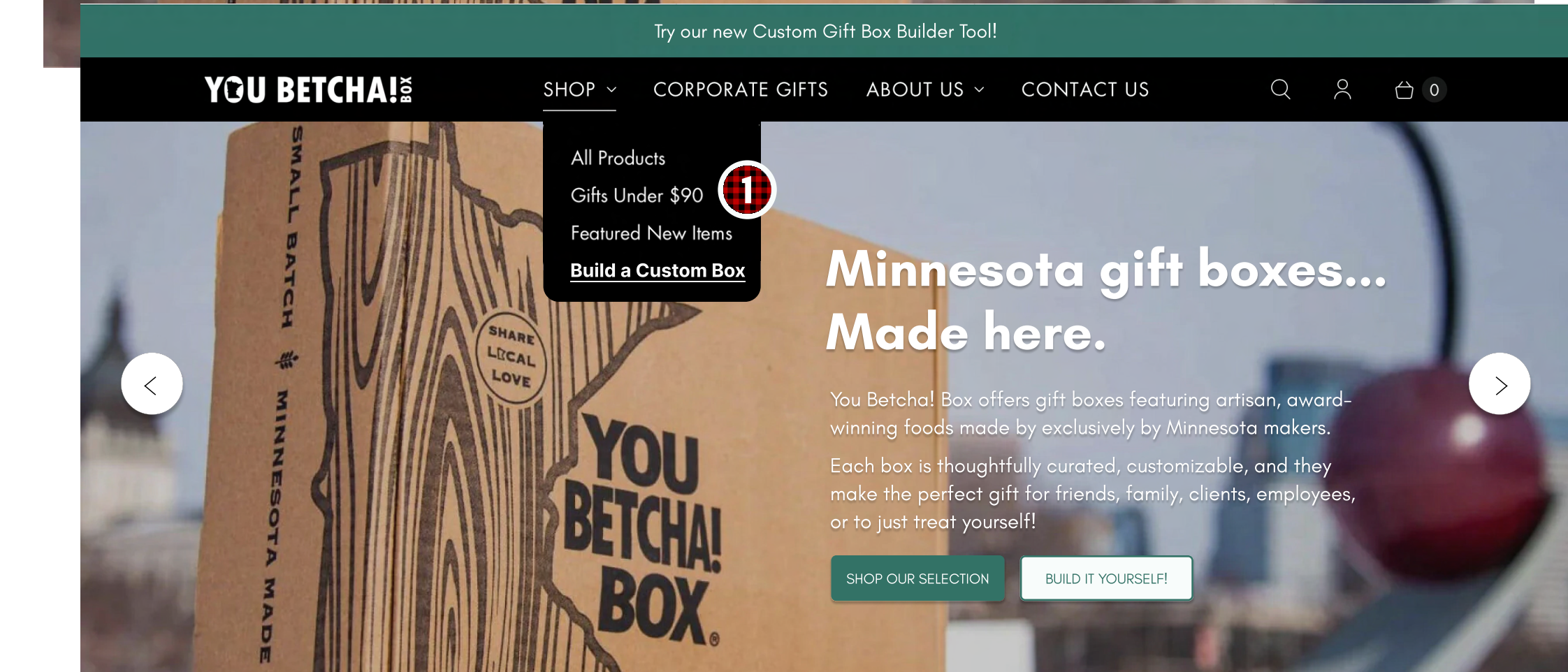
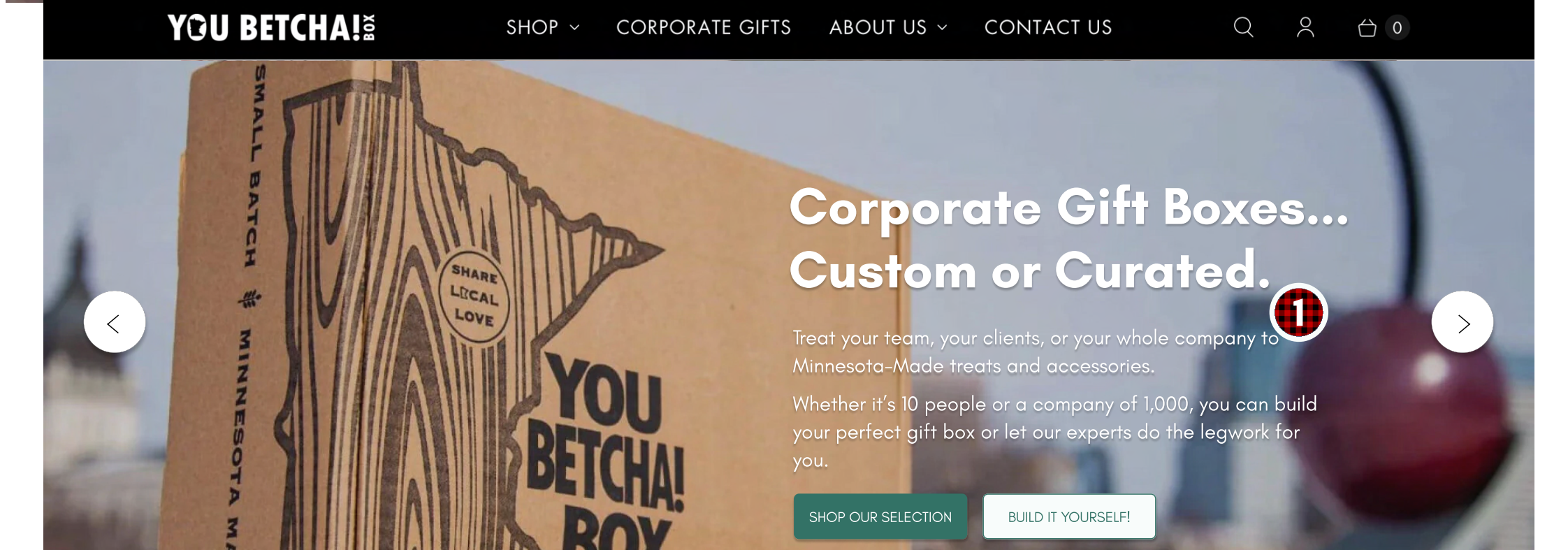
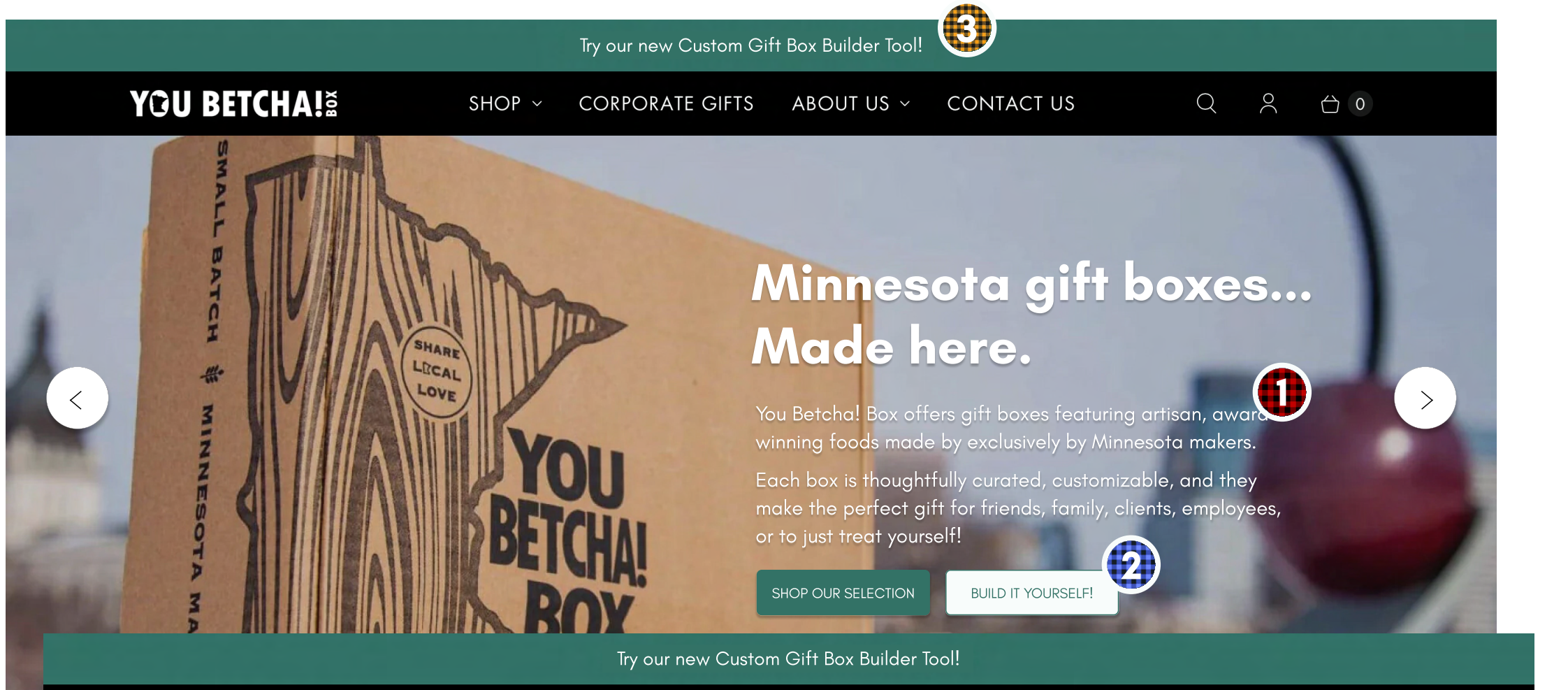
- "Oh, perfect!"
- "A giftbox that isn't generic - it's acutally got local stuff!"
- "I wonder if they can handle our volume, though..."
- "Wait, do I have to go to Burnsville?"
- "I can shop their selection or build my own"
- "It looks like they can handle really big orders!"
- "Usually it's a struggle to meet everyonb'es dietary needs "
- "Ok, the stuff in these boxes look delightful. "
- "That was easy!"
- "I'll just export the customer's addresses fro the CRM"
- "I'm glad it's verifying the addresses - typos happen!"
- "Looks like they're all delivered except for this ine - I'll click the tracking number."
- "This is way cooler than what we got the account-ing team last year."
- "I'll check my saved collections for ideas!"
- "I'll just select the customer list from last year's shipment. There it is!"
- "Wow, that was easy"

Feature Recommendation

- Corporate Gifting + Customization**
We can feature corporate gifting prominently in more places, like the hero section and the announcement banner.
The new box builder tool can increase the desirability of a curated bos with the ability to sub out an item for something more preferable
- Easy Filtering**
Expanded filtering of products, esp. by dietary restriction would lower the friction of the shopping experience.
- Bulk orders + shipping: anytime, anywhere.**
Users can enter addresses one by one or all at once using the .csv address upload tool, which veridies addresses to ensure deliverability
This may reassure the customer about what to expect, making corporate clients contacting via the form - and therefore entering YouBetcha's sales funnel - more likely to occur.
- Easy, shareable order tracking**
An easy-to read, downloadable, and shareable order tracking interface will make following up on a bulk order easy.
This will increase good feelings, driving word-of-mouth and repeat sales while possibly lightening the load on shipping-related customer service inquiries.
- Repeat Orders**
Customers can use their saved recipient lists, past orders, & the saved collections feature to easily order or re-order in just a few clicks.

Feature Recommendation:
Two Paths to Build a Box

Time Budget: 1 hour



↳ Home Page

1 More prominent Messaging on Customization + Corporate Gifting

Improved Hierarchy: The hero section has been enlarged, and H1 + intro copy has been moved to a more prominent place in this section. Now the most important messaging is the first thing users see!

Drive sales with the new Hero Carousel: The existing hero carousel show images. This new design turns the hero section into a member of the sales team. It prominently informs users about corporate gifting, in line with YouBetcha! Box's site goals

Find customization in the Header Nav: Users that are inclined to explore nav options before deciding on a path through the site will now immediately find the custom box-builder tool.

On click, users will be taken to the Shop page and the "Your Custom Box!" overlay will move in from the bottom of the screen.

2 Invite users to immediately to enter the sales funnel

Two ways to shop: The BUILD IT YOURSELF button has been added to inform users of YouBetcha!'s new custom box building functionality.

3 Announce the new feature on the banner!

Attention shoppers: The most important news that YouBetcha! Box wants users to know is featured in the announcement banner at the top of the page. Drive users into the customization sales funnel with a banner announcement.

On click, users will be taken to the Shop page and the "Your Custom Box!" overlay will move in from the bottom of the screen.

Two Paths to Build a Box

YOU BETCHA! BOX

↳ Shopping // All Products

1 Inform Users of the 2 paths to build their gift boxes

Prominence + Hierarchy: New, brief copy to inform shoppers that there are TWO paths to build a box with YouBetcha!Box:

- Purchasing a curated box.
- Customizing a box to your exact taste and needs

On click, the link in this copy summons the “Your Custom Box” builder (see annotation #2 below) overlay, which moves in from the bottom of the screen.

2 “Your Custom Box” building tool

A new tool in the toolbox: “Your Custom Box!” overlay appears under these circumstances:

- On click of the link in the “SHOP” menu header nav dropdown
- On click of the link in the copy in Annotation” #1
- On click of “Build it Yourself!” button in the homepage hero section
- On click of the announcement banner

-> When this box is empty, copy urges the user to start shopping to add products to their box.

-> When the box is empty, the “Check Out” button is greyed out, to indicate that it is not clickable.

The screenshot shows the YouBetcha!Box website interface. At the top, there's a navigation bar with 'YOU BETCHA! BOX' logo, 'SHOP', 'CORPORATE GIFTS', 'ABOUT US', and 'CONTACT US'. Below the navigation, the main content area displays 'All Products' with a sub-header 'Home > Collections > All Products'. The main heading is 'All Products' with a sub-copy: 'Shop our expert-curated boxes below, or build your own custom box from scratch here.' A red circle with the number '1' is placed over the underlined link. Below the copy is a '+ Add Filters' button and a 'Sort: Featured' dropdown. The product grid shows six items: 'You Betcha! Minni Treats' (\$34.99), 'MinnDulgent Gourmet Treats Deluxe' (\$114.99), 'You Betcha! Minni Treats Deluxe' (\$49.99), and three 'New' items. On the right side, a 'Your Custom Box!' overlay is visible, containing the text 'Start Shopping to add products to your Custom Box!' and a greyed-out 'Check Out!' button. A red circle with the number '2' is placed over the overlay's title.

Two Paths to Build a Box

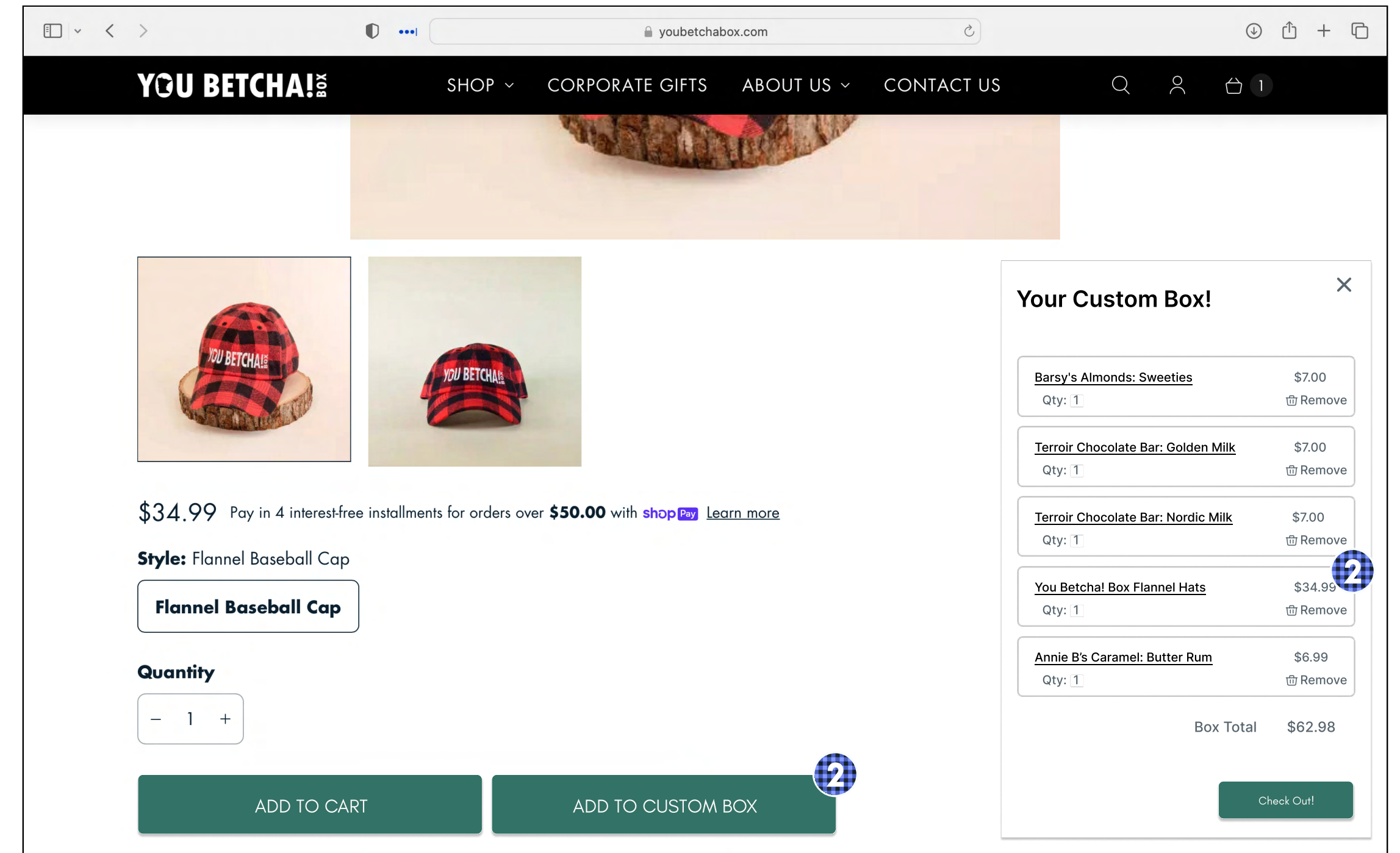
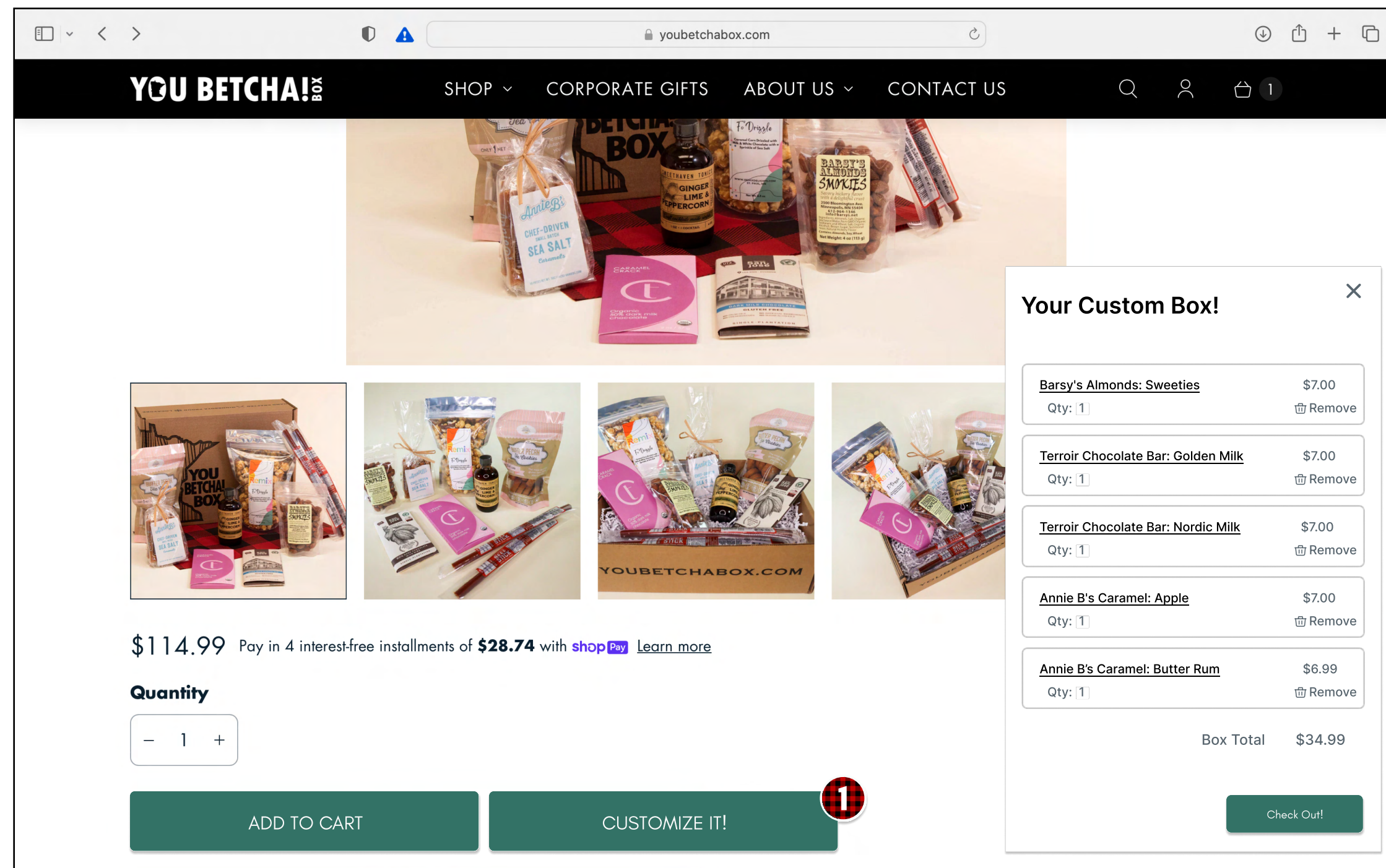
YOU BETCHA! BOX

Shopping Page // All Products // Discrete Products

1 Customize It! Button

On the product page for a given curated box, users now have the option to customize the contents of that box via the new “Customize It!” button.

On click, this button summons the “Your Custom Box!” builder overlay, which moves in from the bottom of the page and displays the contents of the currently-displayed box.



2 Add to Custom Box Button

On a single item page, this new button allows users to add a single item to the “Your Custom Box!” builder.

On click, this will summon the overlay if not already present, and add the item to the builder tool.

Two Paths to Build a Box

YOU BETCHABOX

Feature Recommendation:
Powered-Up Product Filters

Time Budget: 1 hour

↳ Shopping Page // All Products // Filter Products

1 More prominent Messaging on Customization + Corporate Gifting

+ **Add Filters:** The addition of a prominent button with consistent styling invites users to begin filtering products right away.

On click, the “Filter Products By...” overlay will open instantly in the middle of the screen, darkening the rest of the screen with a grey transparent overlay.

2 Invite users to immediately to enter the sales funnel

Powered-Up Shopping Filter: With more robust database management, precise filtering of products is possible. Checkboxes allow multiple filters to be applied with a few clicks.

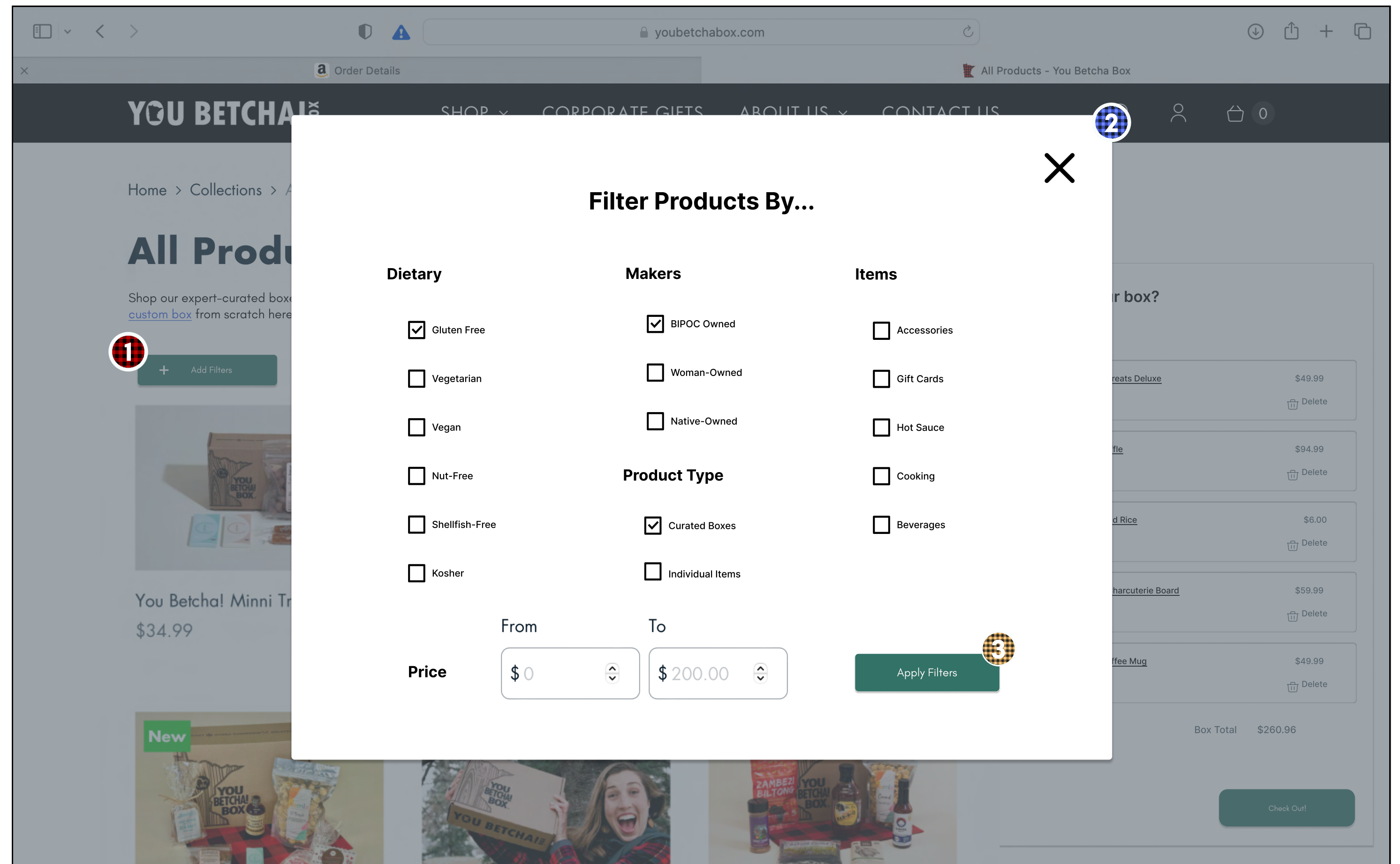
This will make it easier for users to shop, since they can filter by important categories, like:

- Dietary restrictions
- Price Range
- Business/Maker Type
- Specific Items
- Curated boxes vs. individual items*

*this will make customizing boxes easier, since you can filter out products that can't be placed into a custom box.

3 Apply Filters!

On click, the “Apply Filters” button will close the overlay and return the user to the Shopping > Products page, showing them only the products that match the applied filters.



Powered-up Product Filters

YOU BETCHA! BOX

Feature Recommendation:
Multi-Address Shipping

Time Budget: 1 hour

↳ Checkout // Shipping // Add Recipients

1 User-Generated Recipient Lists

.CSV file adaptability: comma-separated values files can be exported from Excel. They get really powerful when exported from another database, such as employee management or CRM software. The “+ Upload New” button is featured prominently, with internal consistency, so as to be unmistakable.

On Click, the “+ Upload New” button opens the “Upload Your Files” overlay, while the screen around the overlay is greyed out.

2 Saved recipient lists allow far lower-friction repeat business interactions

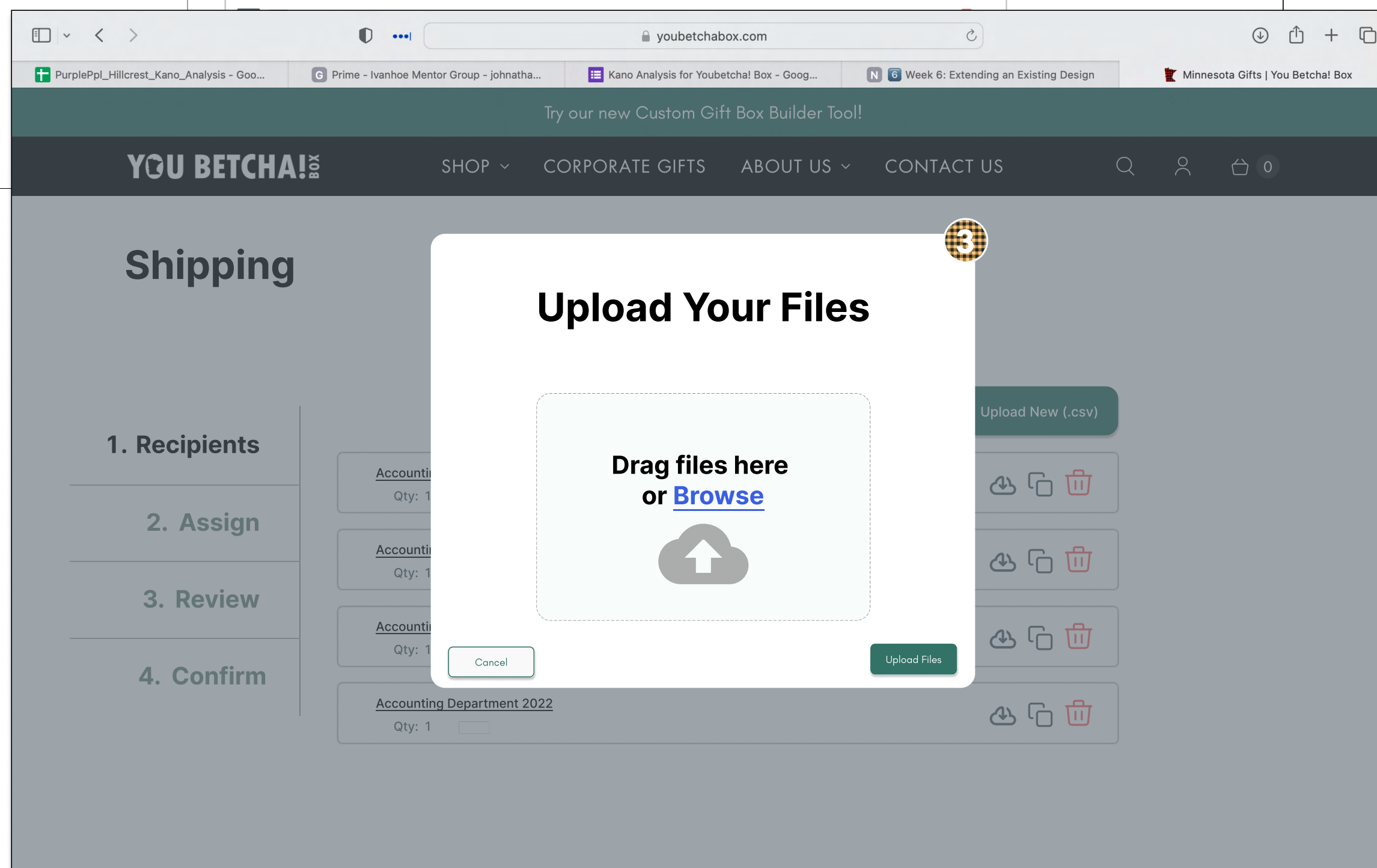
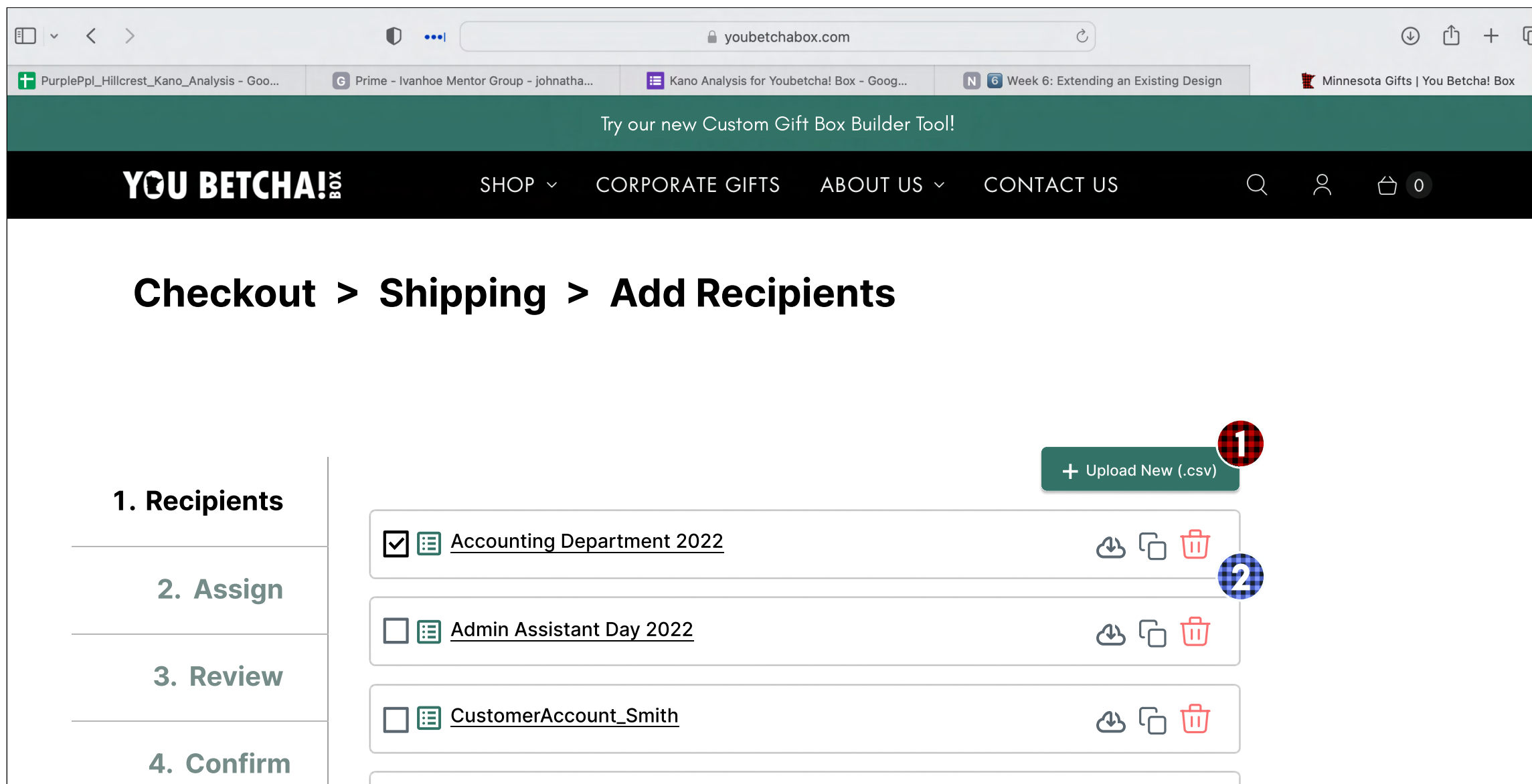
Users’ digital YouBetcha! rolodex: when logged in, a user’s previously created recipient lists are available to reuse. **On click,** the recipient lists may be viewed in an overlay.

Easy-to-read icons: Users can easily download, duplicate, or delete discrete lists by clicking universally recognized icons for each task.

Checkboxes allow users easily to add one or more existing recipient lists to a shipment.

3 Familiar Upload Files Overlay

On click of Browse link or **on drag** of a file, .csv files can be uploaded. **On click,** the “Upload Files” button adds the list to the user account’s database, and an external API is leveraged to verify addresses and ensure deliverability.



Multi-Address Shipping

YOU BETCHA! BOX

Feature Recommendation:

Order-Tracking Table

Time Budget: 5-12 hours

YOU BETCHA! BOX

↳ My Orders // Order Details // Order Tracking

The screenshot shows the 'Order Tracking' page for 'BizCo LLC - End of Tax Year 2023!'. The page features a table with columns for Product, Recipient, RecipientAddress, Ship Date, Tracking #, and Delivered?. A red circle with the number '1' highlights the 'Delivered?' column. Below the table, there is a download link for the data in .xlsx, .csv, or .pdf format, which is highlighted with a blue circle and the number '2'.

Product	Recipient	RecipientAddress	Ship Date	Tracking #	Delivered?
Custom Box	Erin King	1234 Maple Lane, Shakopee, MN 55634	April 20th, 2023	UPS 1Z4939382929283	✓
Custom Box	Ashley Madich	15604 Mt Olivet Road, Smithville, MO 64089	April 20th, 2023	UPS 1Z4939354642383	✓
Custom Box	Joel Jackson	12 Jolisa Court, Liberty MO 64110	April 20th, 2023	UPS 1Z4939364329285	✓
Custom Box	Bao Xiong	201 W 33rd St, Minneapolis, MN 55408	April 20th, 2023	UPS 1Z4939382926782	✓
Custom Box (V)	Mike Larson	1410 E 33rd St Minneapolis, MN 55407	April 20th, 2023	UPS 1Z4939382921236	✓
Custom Box (GF)	Bjørn Iverson	2317 27th Ave S, Minneapolis, MN 55406	April 20th, 2023	UPS 1Z4939382928963	✓
Custom Box (GF)	Shadow Lee	3517 13th Ave S, Minneapolis, MN 55407	April 20th, 2023	UPS 1Z4939382924353	✓

[download .xlsx, .csv, .pdf](#)



Easily keep tabs on your shipments

Logistics tracking at a glance: Upon order creation, each YouBetcha! Box is separated into an individual shipment. Users can access shipping and tracking data easily in the new order tracking table.

Quickly see what box went to which person, what day it was shipped, access shipping partner tracking info, and see whether the box has been delivered.



Use your shipping data in whatever way works best for you & your team

Store and share shipping data easily: This table is downloadable to a variety of useful formats, like .csv, .xlsx, and .pdf.

Order Tracking Table

YOU BETCHA! BOX

Feature Recommendation:

Saved Collections

Time Budget: 5-12 hours

YOU BETCHA!^{BOX}

↳ My Account // Saved Collections

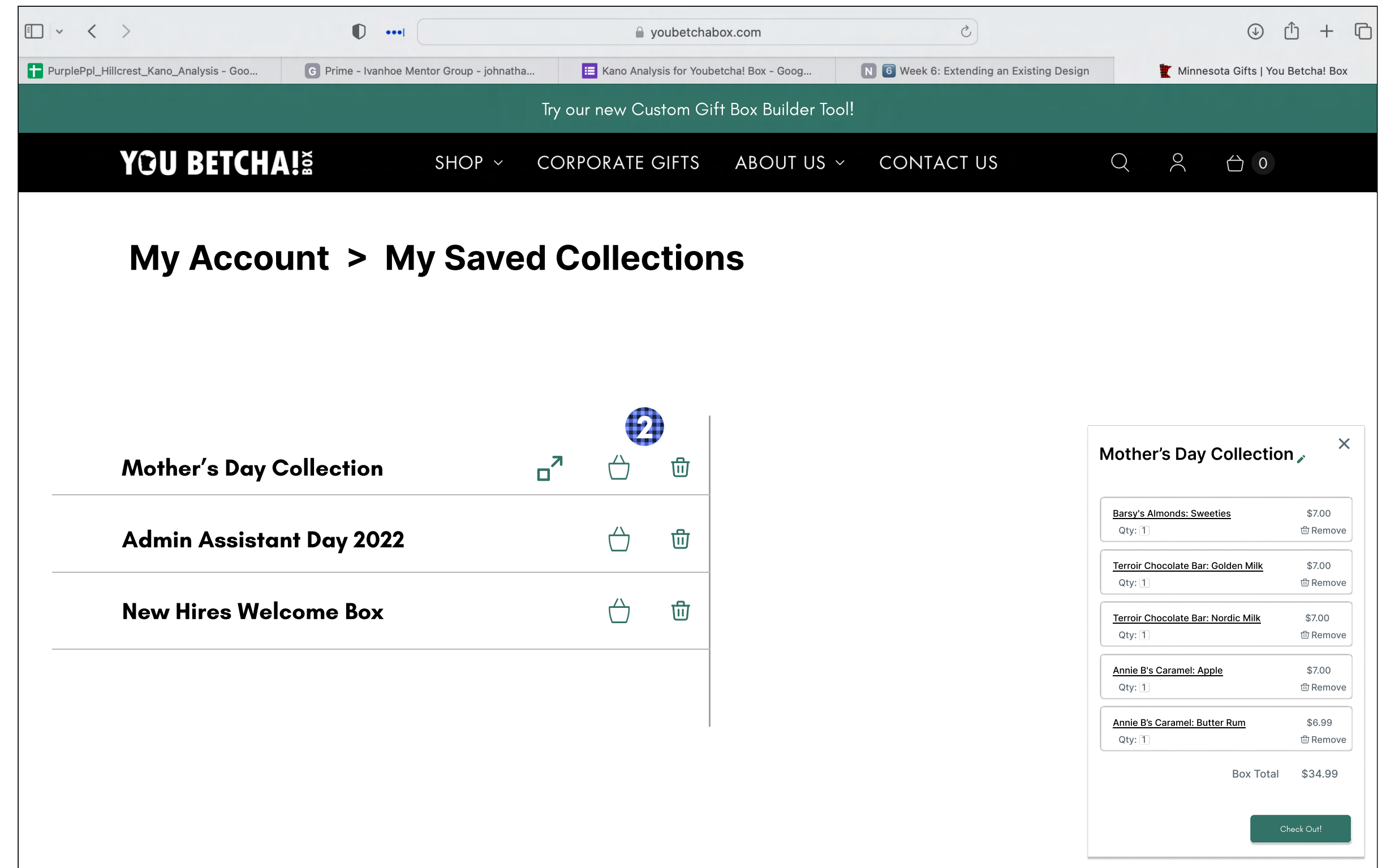
1 Reduce sales friction on repeat visits!

Revisit your favorites: Products, boxes, or collections you've seen, ordered, tried, or wanted to try next time can be saved to individual user-curated collections that can be accessed any time from the "My Account" menu.

On click, the selected collection will open in the Box Builder Overlay, which will move in from the bottom of the screen.

2 Manage and buy

Consistent, recognizable icons: Put your selection into your cart right from this page, manage your collections by clicking the expand icon to open the box builder overlay, or delete a collection by clicking the trash can icon if it's no longer needed.



Saved Collections

YOU BETCHA! BOX

Summary

Summary

Research suggests that **increasing independence for the customer** in shopping and shipping as well as **significantly lowering the friction** in the sales funnels should be pursued and, in fact, can be accomplished within the allotted 40 hour tie budget with room to spare.

Allotted time budget: 40 hours

So, I recommend the following features:

1. **Two Paths to Build a Box** . . . 1 hour
2. **Powered-Up Product Filters** . 1 hour
3. **Multi-Address Shipping** 1 hour
4. **Order-Tracking Table** 5 - 12 hours
5. **Saved Collections** 1 - 12 hours

Project Time Cost: 9 - 24 hours



THANK YOU