

Introduction

“Makers” are the independent inventors and small entrepreneurs who create the products featured on The Grommet. Because they are so important to who we are and how we are different as a company, the “Maker Page” is a primary destination for consumers from our landing pages and external traffic sources.

Maker Pages contain information about the Makers themselves (story, video, etc), but they also serve as a storefront, providing links to individual pages for all of the Products that a Maker creates. If a consumer wants to purchase one of the Maker’s products, they would have to click through to the Product Page in order to add the item to their cart.

Problem

Our mission is focused on finding the best products and supporting small, innovative businesses. We need to balance a user’s expectations in the e-commerce experience between shopping for a product, and learning more about the Maker (or the story) behind the product.

Objective

We want to reimagine the relationship between our Maker information and Product information. The primary objectives of this project are the following:

- Keep Maker information accessible and prevalent while improving product viewership/consideration
- Improve the experience of browsing Maker information as part of the product consideration for purchase
- Modernize the layout and UX - consider how other successful ecommerce sites in our space work.
- The primary measure of success is conversion. How can we optimize the experience to enable higher instances of product purchases?

Considerations

- Makers often have as few as 1 product, and frequently have less than 4, but sometimes can have as many as 10 or more. Designs should be flexible enough to accommodate all possibilities.
- Many products have additional options such as size, color, etc., which must be specified before adding to cart. These are considered “Configuration Products.”
- Sometimes consumers will navigate directly to a product. How should we present Maker information in this scenario?
- The more products we can sell for our Makers the more success we can bring them. Conversion is important to this success, but we do not want to lose the importance of their Story.
- Consider how to optimize for our success metric.

Deliverables

Be prepared to discuss your solution by identifying how you approached the problem, the steps you took to address the issues and ultimately how you came to your final result.

Provide the following to review with The Grommet team:

- Wireframes and/or lo-fi prototypes of a Maker and Product experience
- Relevant research and process materials
- Discuss any complimentary UI implementations you would recommend with your wireframes and/or lo-fi prototype solution(s)

Requirements

Consider the types of content and media which currently exist on our maker and product pages. Use as much or as little of this content as you think is necessary to meet project goals:

- Maker Name (Business Name)
- Maker Story
- Maker Video
- Quick Questions
- The Grommet Values (currently represented as Icons on the Maker Page)
- Product Name
- Product Price
- Product Images
- Product Details
- Product Reviews

Examples

- [Maker Page](#)
- [Configurable Product Page](#)
- [Standard Product](#)