

Ecommerce System Design

# The Nested Owl

A Presentation By  
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California State University

**Today's Date**

December 7th 2022

# **Overview**

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01 Background, Motivation, and Importance

02 Related Work and Inspiration

03 Methods

04 Demo

05 Lessons Learned



Background, Motivation, and Importance

# Background



## The Nested Owl was Established in 2016 by John and Linda Thurman

Successful products have a unique technology or positioning that sets them apart from other products on the market.



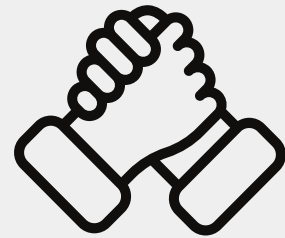
## Collaborative Project with CSU-Stanislaus and The City of Manteca

Supported by CSU-Stan Service Learning and Academic Internship Program and The City of Manteca, development began with former students, Josue Rojas and Jashan Singh.



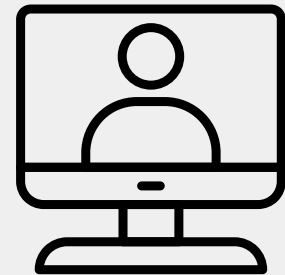
# Motivation

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## Support The Nested Owl's Business Owners

The primary goal during development was to create a modern ecommerce website that can be easily maintained by the business owners.



## Enable Hybrid Ecommerce Website Capabilities with Online Options

Opportunities for online experiences while still promoting customers to visit The Nested Owl.



## Expand Visibility For The Nested Owl and Promote A Small Business in Manteca, CA

Web presence for small businesses in Manteca encourages visitors and future customers.

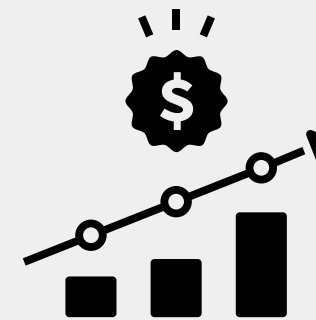


# Importance



## Inquiries from Customers to Have Online Options

Several customers have reached out to the business owner asking for online options such as curbside pickup!



## Increase Sales Through Online Presence

New customer relations may be formed from establishing an online storefront. A call to action online may entice customers to visit the store.



## Brand Identity

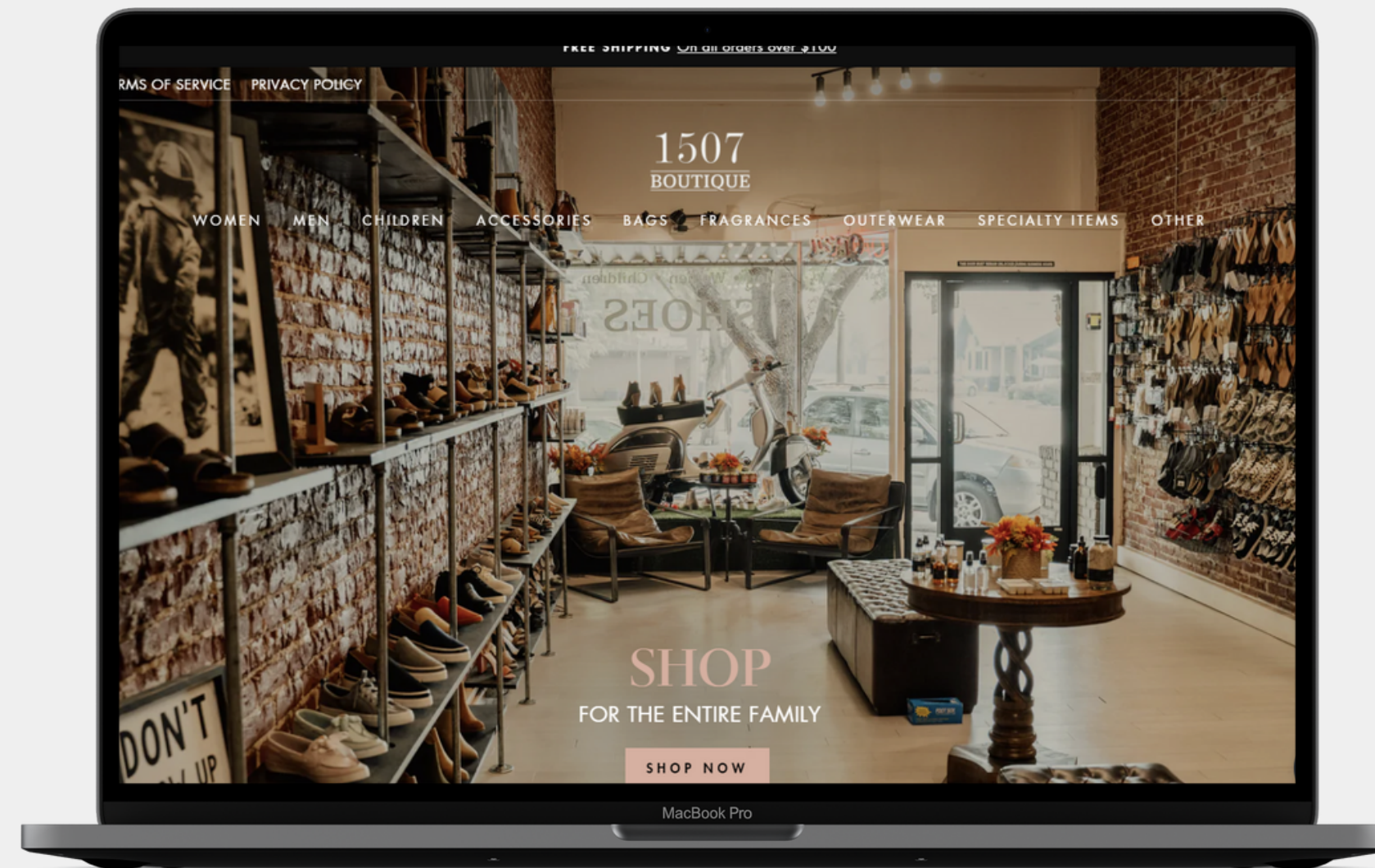
The business currently has an established brand identity but is beginning to expand reach via social media and this website.



## Related Work

# 1507 Boutique

Boutique located in Turlock,  
CA



**01** Visually balanced with a stylish design

**02** Features an intriguing image as the cover background and shows products

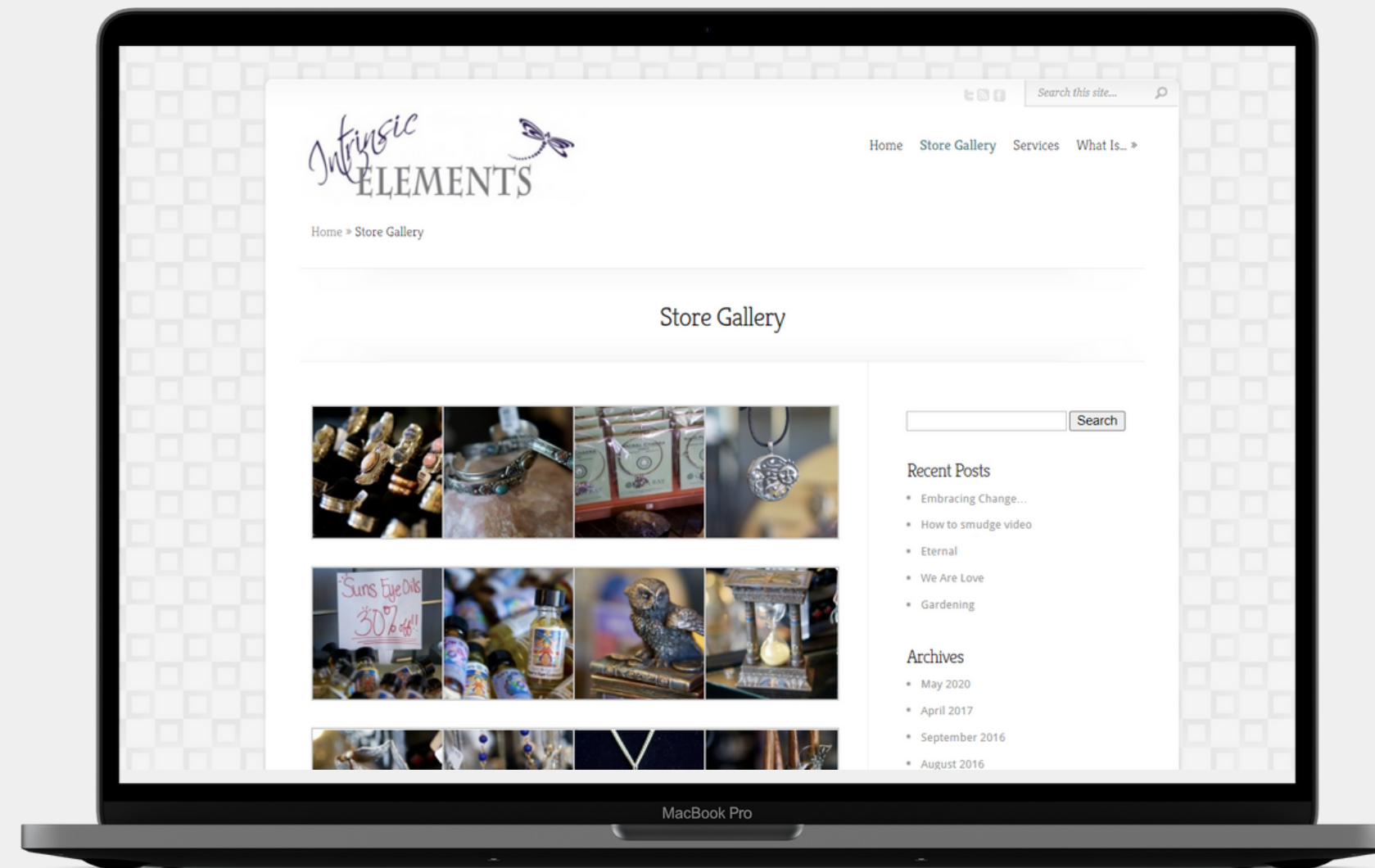
**03** Design is responsive and imagery overall is clean



## Related Work

# Intrinsic Elements

Small business featuring unique gifts and items in Modesto, CA



**01** Items images in the store gallery are professional and detailed to showcase products

**02** Missing HTTPS to provide security

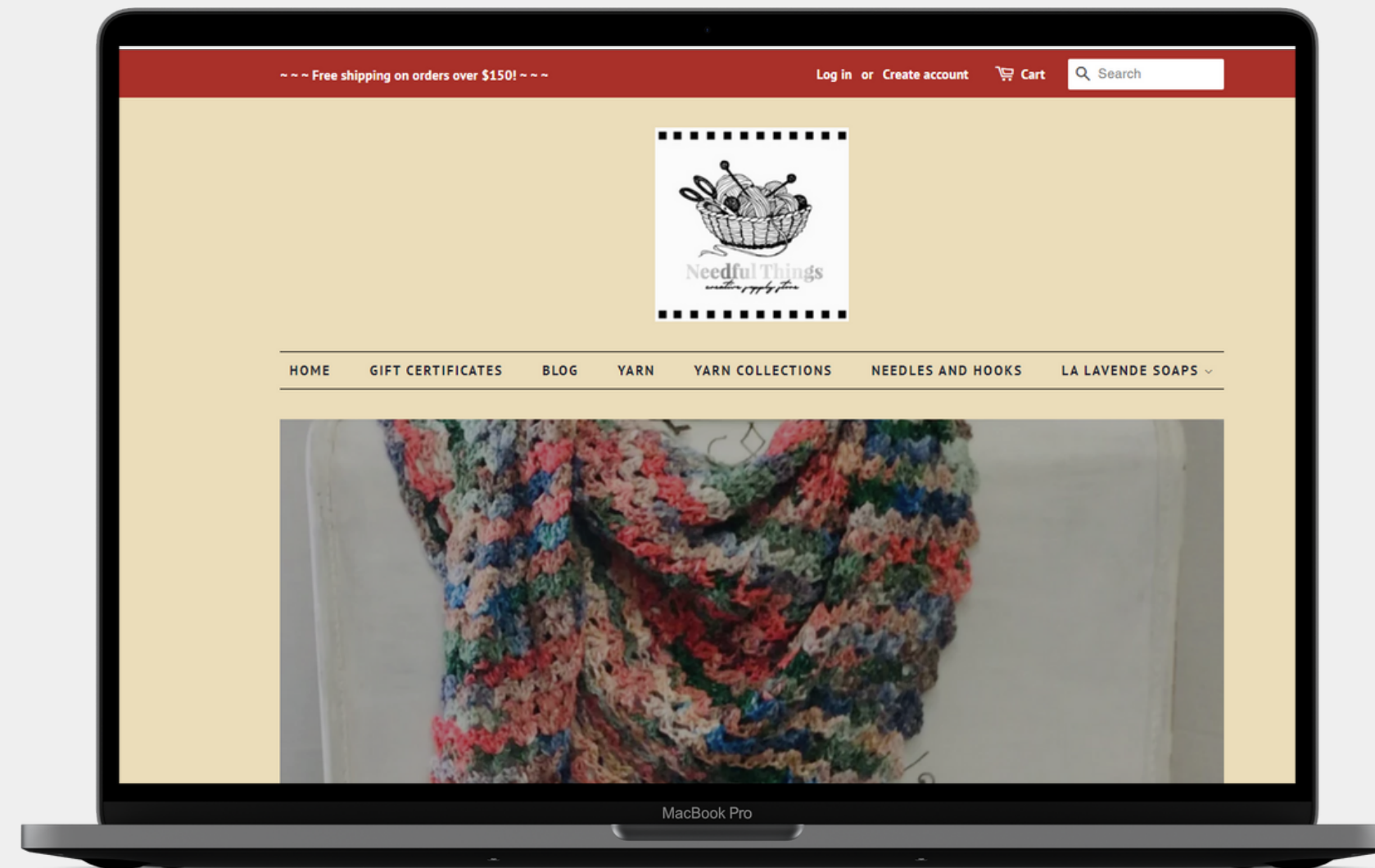
**03** Outdated design and no online purchasing options.



## Related Work

# Needful Things

Small business featuring clothes and accessories in Turlock, CA



- 01** Dark images and inconsistent image sizes on various pages
- 02** Color choices are not optimal for this type of website based on Color Psychology principles
- 03** Users may create an account to view previous orders





# Development Timeline

Progress on The Nested Owl Website

Phase I: Initial Meetings/Development

Phase II: Review of Previous Progress and Expand On Foundation from Phase I

Identify Potential Issues with UI/UX

First Meeting with Linda

Design, Build, Test, Repeat

Website Migration

Sept. 2021

Nov. 2021

Dec. 2021

Jan. 2022

Feb. 2022

Jul.

Aug.

Sep.

Oct.

Nov.

Dec. 2022

# Web Development Life Cycle



Source: <https://www.signitysolutions.com/blog/web-development-life-cycle/>

## Methods



### Animated Card Carousel

We tested a Featured Products Carousel that added some depth as the cards moved sideways.

## Previous Designs



### Cover Background

Similar to the 1507 Boutique Design, we tried using the storefront as a background cover image.

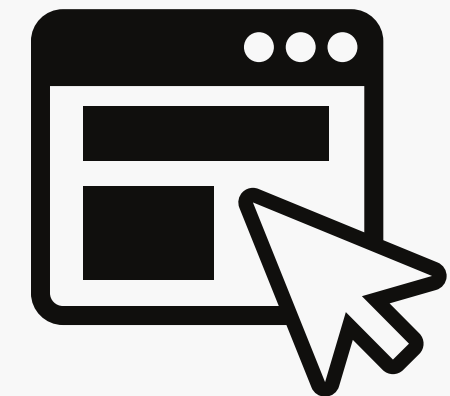
### Color Palette

Original color palette featured pink and navy blue but we found out later which colors are preferred by the business owner.



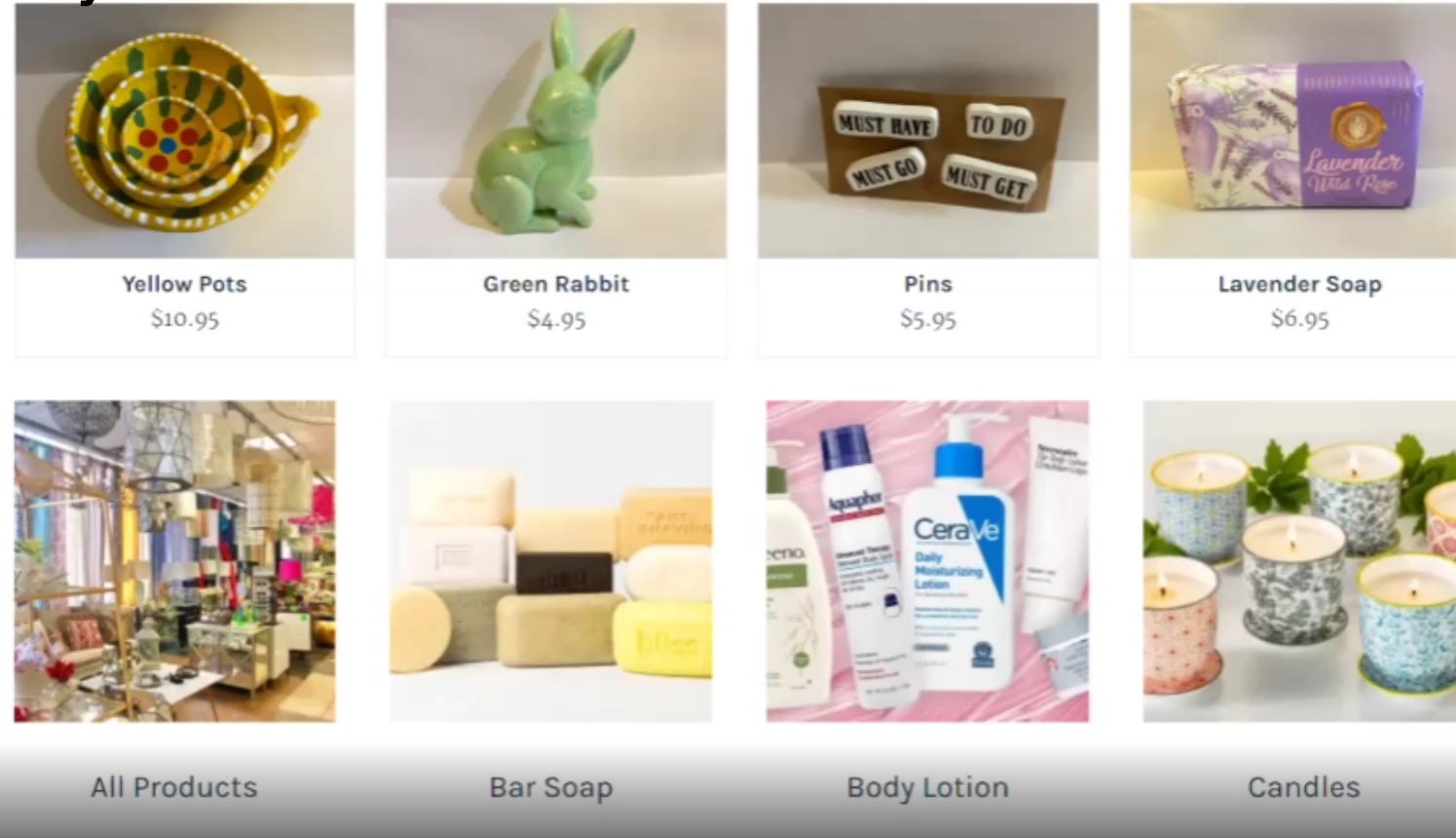
### Hero Section Image

Original website featured a collage of images so we tested how this looked

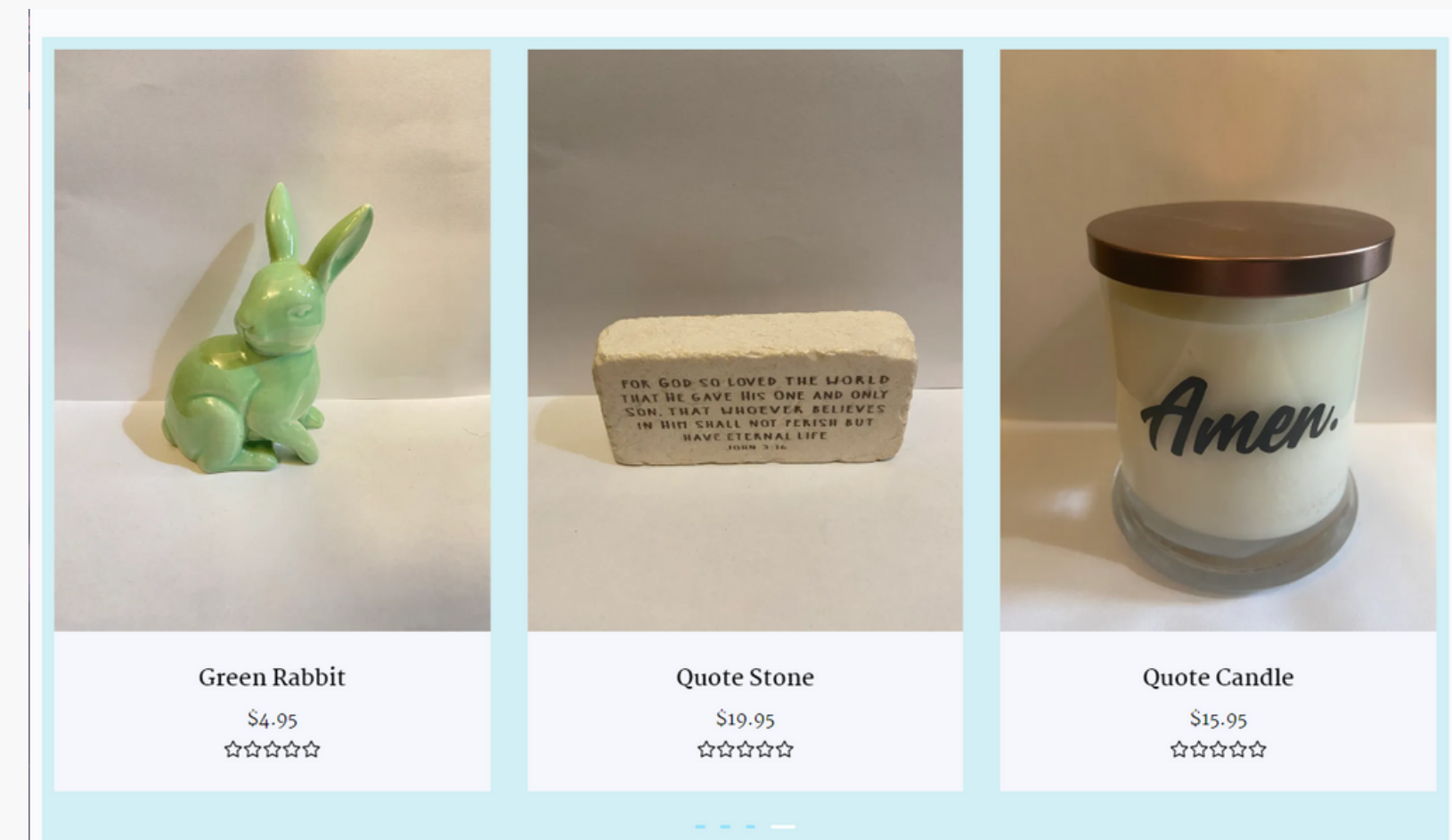


## Methods

### Style 1



## Current Style for Featured Items



### Style 2



**Style Objective 1:** Clearly distinguish sections (Ex: Featured Products should be different section from Categories)

**Style Objective 2:** Use meaningful colors that showcase items (avoid constricting sections to allow freeflow)

**Style Objective 3:** Remove Branded items on Categories section and find images that visually go together (natural, warm, bright, pop of color)

## Methods

### Current Style for Product Categories

#### *Product Categories*



All Products



Bar Soap



Body Lotion



Candles



Coffee Cups



Home Decor

**Solution 1:** Created modern, visually interesting, and open sections that are distinguishable from each other.

**Solution 2:** Imagery chosen for sections should be relevant and reflects the style of the business' products (natural, warm, inviting, handmade)

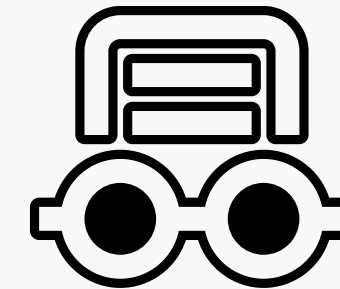
**Solution 3:** Remove Branded Items and Include Owls!

## Previous Style for Deals and Discounts

<p><i>Free Gift Wrapping</i></p> <p>Free gift wrapping with a five dollar minimum purchase</p>	<p><i>Merchandise</i></p> <p>We sell new, used and handmade merchandise</p>	<p><i>Senior Discount</i></p> <p>Tuesday senior discount, 10% off for 55+yrs</p>
<p><i>Gift Certificates</i></p> <p>TNO gift certificates available</p>	<p><i>Customizable</i></p> <p>Some merchandise are customizable such as our mats and quote spine books</p>	<p><i>Layaway</i></p> <p>Five week layaway plan</p>



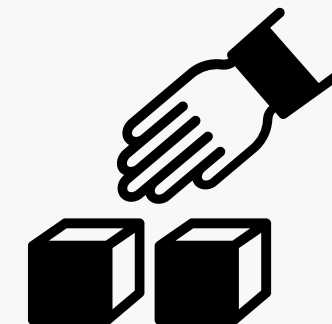
**Enhancement 1:**  
Include language with a call to action



**Enhancement 2:**  
Changed heading font for readability

## Current Style for Deals and Discounts

<p>Senior Discount Monday</p> <p>Seniors (55+) will receive a 10% discount in-store on Mondays.</p>	<p>Gift Wrapping</p> <p>Buying something for someone else? Ask us about our complimentary gift-wrapping!</p>	<p>Gift Certificates</p> <p>Not sure what gift to buy? We offer gift certificates at our storefront for your loved ones.</p>
<p>Customization</p> <p>Ask us about our customizable products at the checkout section of our store.</p>	<p>Contactless Payments</p> <p>The Nested Owl accepts Apple Pay, Google Pay, Square Payments and RAD Card.</p>	<p>In-Store Pickup</p> <p>Save time by paying online and stopping by our store to pick-up your purchased items!</p>



**Enhancement 3:** Border-style is more open and promotes continuity, proximity, and similarity.

The Nested Owl Ecommerce Website

# Demo

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# What We Learned

## Technical Skills

- 01** How to utilize features of a Content Management System (WordPress) and its various plugins
- 02** How to inherit the website foundation from previous developers and build upon their work
- 03** How to migrate a website from one domain to another



## Soft Skills

- 01** How to work as a team to accomplish our primary objectives and find solutions
- 02** Developing relationships and understanding business owner needs/expectations
- 03** Time management and communication



# Thank You!

## Any Questions?



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