

UX web and mobile – Goals, Metrics and Mechanisms

Company Name

Context Multimedia

Company description

Arnietherobot.com is an online/offline entertainment project based around the escapades of a small, fictional robot in existential crisis in Los Angeles. It incorporates non-linear, location/time based storytelling utilizing video, photography, text, music and anything else that seems interesting.

Site purpose

Become a go-to local/regional entertainment site and showcase Arnie's various adventures, generate interest, serve as a point of contact and eventually monetize the brand via merchandise and advertising. Eventually become a national and international brand.

Site Audience

- Regional to Southern California area at first. Perhaps expanding other states in the future.
- People with a computer and/or mobile device that can access the Internet (preferably via broadband).
- College age or older.
- Enjoys art, literature, comics or gaming.
- Bonus – if they enjoy Alternate Reality gaming.

Business Goals

- Create and display engaging content
- Showcase the Arnie brand consistently throughout the site
- Provide a section for the press easily get media info on Arnie
- Build merchandise revenue
- Enable fans to engage with the brand and each other by building a community.
- Create subbrands within other characters
- Creation of dedicated native app if needed to streamline and customize the user experience

Business Metrics measured by

- 30 percent increase in traffic in 3 months.
- Reduced homepage bounce rate of 30% in one month
- Increased average site “stickiness” by 20% in 3 months.

- At least 3 Press leads generated via the site's media section in one month.
- Merchandise revenue at least equals e-commerce costs in 3 months.
- At least 100 members joined on site in 2 months.

Potential Business Mechanisms *

** denotes additional information not part of the regular assignment*

- Create in page incentives like contests or special member privileges to encourage sharing via social media and registration.
- Display what Arnie is in a simple, easily understandable, striking graphic on the homepage and an alternate banner in the header or footer.
- Entice users to drill deeper into the site via demographically targeted sections featured on the homepage.
- Niche market and form relationships with related sites to increase quality traffic and reduce bounce rates from non targeted users.
- Create interactive elements to entice people to stay longer.
- Contribute to media oriented blogs that list the direct link to the Press section.
- Create fun and related merchandise. Display prominently on site. Draw direct correlation between purchases and Arnie's ongoing adventures.

Customer Goals

- Find entertaining things online and in the real world.
- View Arnie related media.
- Reinforce personal identity via purchases.
- Share interesting experiences with friends both online and in the real world.
- Figure out what this Arnie thing is.
- Contact the makers with comments of suggestions.
- Get information about specific installations or events.

Customer Metrics measured by

- Am I inspired to press something like a Facebook Like button or a Google+?
- Do I see some social sharing links/ buttons one click away on each page?
- Do I want to share a page with friends?
- Do they agree with me?
- I see the links to find out about Arnie, events, locations and other media.
- I see the place to buy Arnie related stuff in the main navigation or on the homepage.
- I understand what Arnie is on the homepage.

Potential Customer Mechanisms *

- Demonstrate who Arnie is and why he can be entertaining on the homepage.
- Have clear links in the Main Navigation and on the Homepage to his blog, videos, pictures and text.
- Feature celebrity endorsements from targeted groups.
- Insert social sharing and social proof elements into pages as secondary content.
- Display recent maps and schedules of events/installations on the homepage with a link to past archives.
- Have a clear Contact link in the navigations.
- Create a dedicated app or web app that is oriented towards interaction and sharing on location.

Potential Competition – Industry and Regional *

Real analysis probably depends on serious research on customers, competitors and regional trends that would need to be undertaken prior to the production of this document.

Regional:

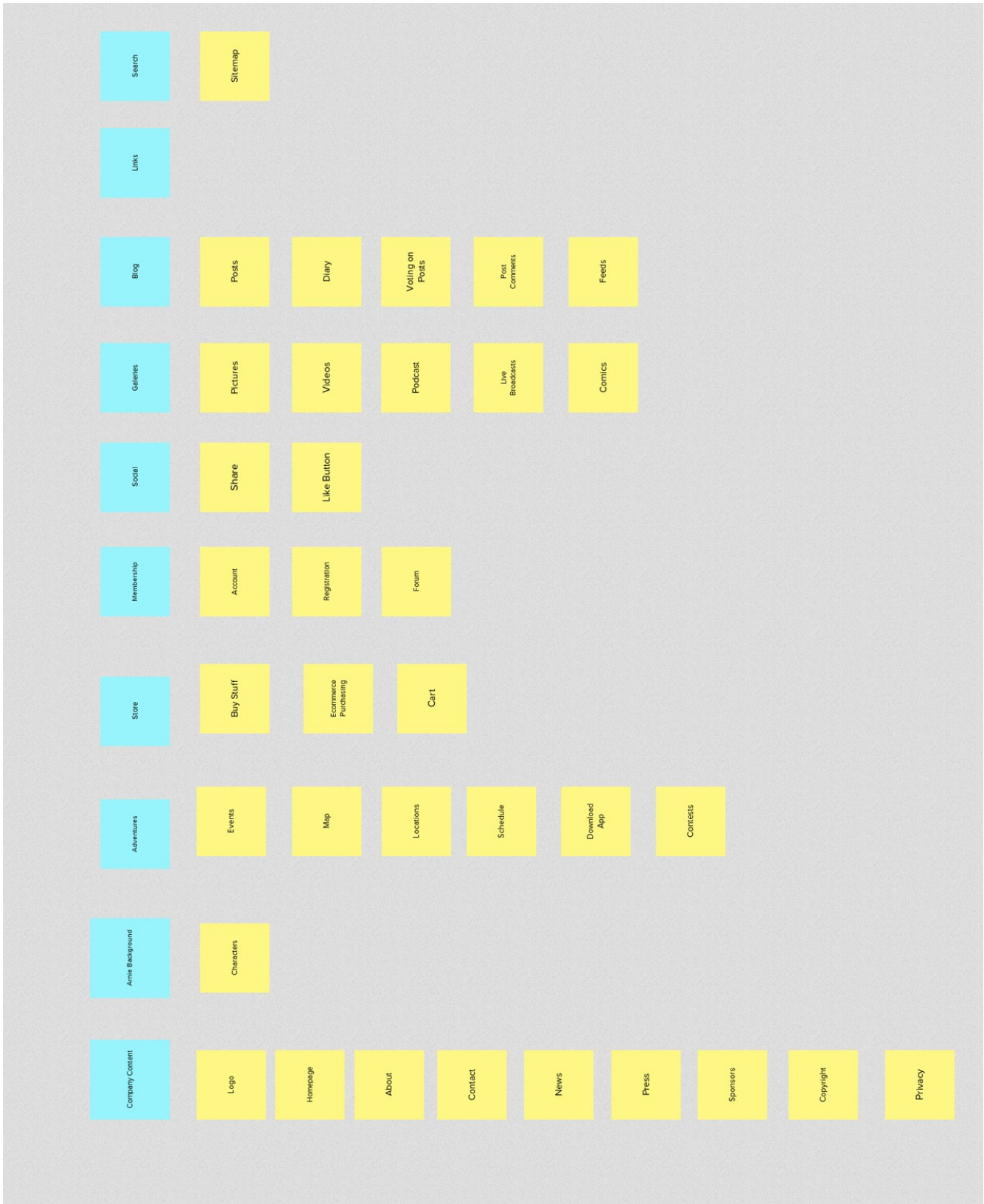
- obeygiant.com/about– Social/Political commentary “propaganda” by Shepard Fairey
- ingress.com – Googles Augmented Reality Game initiative

Robot themed comics:

- chrisharding.net/wetherobots
- intrepidgirlbot.com
- robotbeach.com
- nuklearpower.com

Brainstorm Map

View Live here: <http://mrl.li/1679WM0> or See Printable below



arnietherobot.com

