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## Introduction

Traditionally, the aspects and principles of information architecture have been exclusive within a particular context by default. Due to this, this particular field has normally been associated with the development and design of websites, intranets and other interactive systems. However, as a request for applying these principles in new untraditional settings have arisen, in order to fulfil certain purposes, it has been necessary to reevaluate the roles of information architects. This has led to the concept of pervasive information architecture, in which the creation of new information spaces allows for using these theories in unfamiliar contexts.

While there are potentially numerous reasons for applying the concepts of pervasive information architecture, one particular purpose could be to create an additional sales channel for a business. This allows for the creation of a new interactive platform, potentially able to reach and appeal to new customers. However, it is important for the business to decide on how this newly added extension will be operated, compared to its existing services. In recent years, an increasing number of retailers have begun to unify the operations of their channels in order to avoid a silo-effect, by which the individual channels acts as separate entities. Due to this, many businesses have applied a Cross-channel strategy, in which the multiple channels are designed, presented and used in the same way. To achieve this integration, all channels must apply the same set of data, the same principles and provide the same opportunities for the customers. This unified approach will allow for a seamless shopping-experience, often resulting in advantages for consumers and retailers alike.

In this thesis project, the aspect of pervasive information architecture will be applied in conjunction with the principle of a cross-channel approach, in order to support and enhance the sales channels as well as the provided services of an existing business. We chose this subject due to our interest in the fields, which incidentally are relatively new. Because of this, a particular case was presented to us by a supervisor from Aalborg University who had been in contact with the local retailer of By Schøn. This newly founded business specializes in female clothing, beauty-products and accessories and offers customers to attend events, concerning fashion and make-up. The existing sales channels consist of a web shop and a showroom, at which the events are taking place. The owner of By Schøn was open to the idea of expanding the cross-channel environment of

the business which we decided to implement by using the earlier mentioned concepts. Thus, the foundation for a collaborative process was created.

The development of a solution will involve several theories and principles, all of which will be used to cover the different aspects of our designed outcome. As the first part of this process concerns an establishment of the existing business and the strategy of the owner, we will obtain this knowledge through a stakeholder interview as well as an assessment of the By Schøn website. Based on the findings from these phases, we will develop and present an interactive system, which would potentially be applicable as an added sales channel, based on the principle of pervasive IA. The fundamental pillars of information architecture will be used to cover the aspects of organization, navigation, labelling and search in the system, in order to ensure a high level of usability. Furthermore, the principles of persuasive design will also be embedded in the design, in the attempt of convincing users to perform certain actions or adopt specific behaviors in the system.

In order to create a visualization of an envisioned interactive solution, applicable with the remaining services of By Schøn, we have decided to develop this as a series of different prototypes. This will not only allow us to present a tangible product, but will also enable us to let potential users test and evaluate the solution. We find this aspect important, as the perception of ordinary users could reveal unforeseen challenges or shortcomings in the design. In regard to the development of this solution, we have decided to follow the agile approach of Scrum, applied as a framework that allows for a sequential process towards a final prototype. Due to the iterative nature of the approach, we are able to revise and redo past stages of our design, in order to ensure that the end result is neither inadequate nor too complex.

On the background of this scenario, the following problem statement has been formulated:

***How can Pervasive Information Architecture support and enhance cross-channel communication?***

***How can pervasive IA be designed for use in cross-channel communication?***

***Which types of cross-channel products may be usable?***

## Method

### Research method

The framework for the research phase will be the three circles of Information Architecture. This is useful for deciding which areas to focus on and still maintain a balanced approach (Morville & Rosenfeld, 2007, p. 233). Each circle in the Venn diagram represents an area of the overall information ecology and information architecture is found at the intersection of the three.

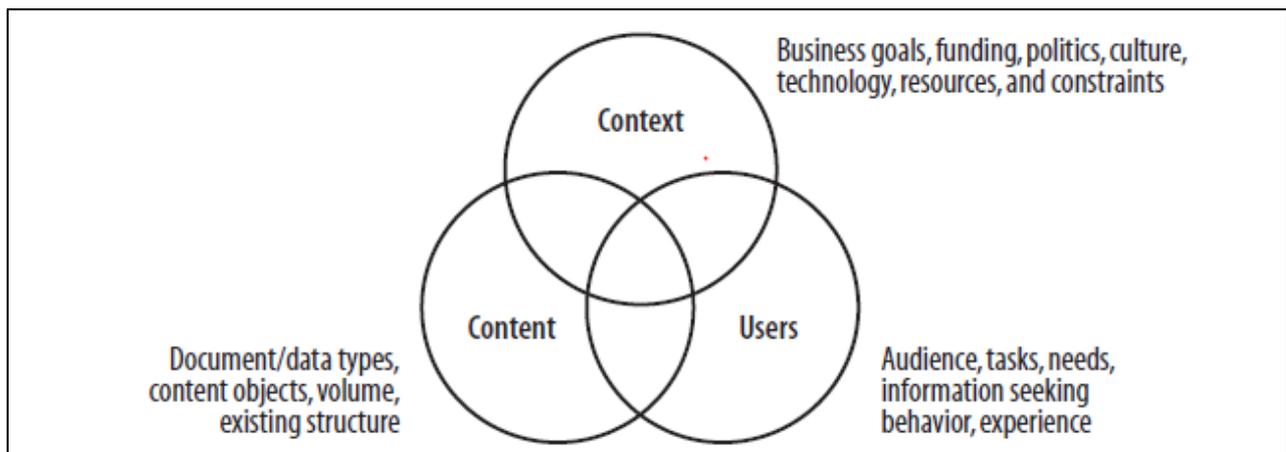


Figure 1: The three circles of IA (Morville & Rosenfeld, 2007, p 25)

The context area concerns the organizational and business aspects of the framework. This applies to the strategy of the business, the goals and culture, processes and procedures and infrastructure and culture, all of which are distinct to each individual organization (Morville & Rosenfeld, 2007, p. 26). This means that we as information architects have to take this unique context into account when creating IA, thereby tailoring it to match the specific needs of the organization. In the context area some of the knowledge needed is tacit, such as e.g. business goals and ideas for future developments. This information is often not made publicly available through a website or a press release. Sometimes it is not even explicitly written down internally in the organization. However, in order to match the business to the IA, we need to identify this. In the case of By Schøn, the tacit knowledge is of vital importance as it allows us to gain an insight into the strategy of the business, such as future developments and the technical aspects as well. This information will be a determining factor in developing an addition to the business, corresponding with the existing platform and services.

Content is defined by Morville & Rosenfeld as consisting of documents, metadata and services. Besides this, they also include applications and schema, in effect making 'content' a designation

that encompasses the information found on a site (Morville & Rosenfeld, 2007, p. 27). The content will differ for individual information ecologies and can be identified by aspects such as ownership, structure, format, volume, dynamism and metadata. Because the content is a deciding factor in the usability, information architects must carefully consider the implementation and balance of these different aspects. An improper application of this will likely affect both business owners and the users. The website might not be as effective in reaching users as intended, thereby also lessening the user experience.

The user area relates to gaining an understanding of the intended users of the IA. This includes knowing their behaviors and preferences and the “*different information needs and information-seeking behaviors*” (Morville & Rosenfeld, 2007, p. 28). Knowledge concerning the use of a website and what information users want cannot be obtained through conventional meetings or brainstorming but hinges on studies involving the users themselves.

Each circle has some specific tools and methods associated with them that can be useful in the research phase.

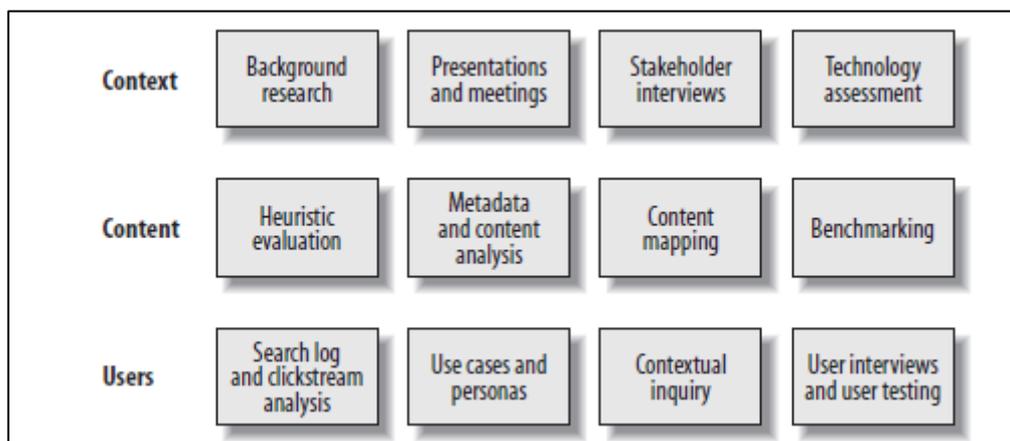


Figure 2: Research and evaluation methods (Morville & Rosenfeld, 2007, p 234)

As this project focus on how pervasive IA can support cross-channel communication it is essential to investigate the context area. Therefore, the context will be baseline for our research phase as the business strategy and goals are necessary knowledge in order to determine how to create the pervasive IA. Furthermore, we also find it important to investigate if the organization has existing

cross-channel integration or e.g. uses multi-channel communication. This is part of the background research method, beginning with *“a review of background materials”* (Morville & Rosenfeld, 2007, p. 235), which is defined as including documents on culture, structure, mission, vision and goals. However, as this is directed specifically at organizations, we also find it important to focus on a broader perspective due to the context of this project.

As such, the background research will include literature on pervasive IA and cross-channel since it is necessary to gain an understanding of these terms in order to use them on a specific business. It is also beneficial to study businesses that use cross-channel communication and/or pervasive IA to learn from existing examples. One of such is saxo.com, the online bookstore that transformed the walls of two Metro stations into the largest bookshelf in Denmark (*“Saxo.com - Denmark’s largest bookshelf”*). In the case of By Schøn we also find it relevant to examine comparable businesses to obtain an understanding of the immediate competition and possible find ideas for design as well.

The By Schøn website does not offer much regarding documentation of structure, goals and vision. It does state that *“everyone should have the possibility to look good for a reasonable sum of money”* (*“By Schøn”*) which is arguably a mission statement. However, besides this the amount of information on the website is limited and further knowledge is likely tacit and resides with the owner. Therefore, we have decided to interview the owner which corresponds with a second method in the context area; Stakeholder interview.

A stakeholder interview is a useful method for e.g. obtaining knowledge that has not been explicitly stated anywhere. This is characterized as *“one of the most valuable components of the business context research”* (Morville & Rosenfeld, 2007, p. 238) and is often aimed at senior management. Since the By Schøn organization consists of a single owner and a part time student worker, it is natural to interview the owner. We will do this by following the principles from Steinar Kvale’s book *“Doing interview”* which focus on the qualitative research interview.

Lastly, a technology assessment of the By Schøn website will help us to evaluate the IT environment, including what is possible and who is responsible for maintaining the system. Based on this, a gap analysis can be made *“identifying the disconnects between business goals, user needs, and the practical limitations of the existing technology infrastructure”* (Morville & Rosenfeld, 2007, p. 239). It is likely that By Schøn uses a dedicated ecommerce solution so the

assessment will reveal the advantages and disadvantages of the overall infrastructure of the software.

The next area we will investigate is content. Following up on the technology assessment, a heuristic evaluation of the current By Schön website will be made based on the four components of IA. A heuristic approach is useful for examining the functionality and usability of the site and can help us identify issues that are affecting the user experience negatively and should be optimized. This evaluation will be done according to the heuristic approach as presented by James Kalbach.

Another tool associated with the content is a content analysis. This helps determine the kind of information that is found on the website, including the format of the content, the type of document and metadata (Morville & Rosenfeld, 2007, p. 241). The metadata in particular is interesting to investigate as a well-developed metadata set used across product description and channels enhances the management of content and the information retrieval for users. In this project we will include the content analysis as a part of the overall heuristic evaluation

The three areas will be gone through sequentially with user being the last. At this point, our examination of the context and the content has resulted in findings that will form the basis for creating a design solution. Once this has been achieved it is time to involve the users in testing the solution. The methods chosen will depend on the type of users involved e.g. potential customers for the business. It is likely that we will choose an approach where the users are involved directly in testing the solution and is subsequently asked follow-up question. In this way, our solution will be evaluated while also allowing for an enhanced insight into the users.

User methods were also considered during the analysis of the current website. Usage statistics such as Google Analytics can reveal information of the most visited pages while a search-log analysis shows statistics on search queries. Both can be very useful for optimizing the current website as it reveals information of demographics, user types, traffic and landing pages (Morville & Rosenfeld, 2007, p. 247). However, there is no guarantee that this data will be available to us but we will bring up the subject during the stakeholder interview.

Overall, the three circles of information architecture will help us obtain the knowledge we need to examine in regard to creating a design solution. The obtained knowledge through the research, the stakeholder interview and the analysis will be applied in our development phase for which we

will use Scrum as a process for creating the prototype. This leads to the phase of user testing in which our developed prototype will be evaluated. As we use scrum as a framework, this agile approach allows us to revise the prototype based on the user feedback. In this way, the knowledge gained by using the three circles will be applied across the entire project, thus creating a tangible outcome in the process.

## Phenomenology

The purpose of this project is to design pervasive information architecture that can support cross-channel communication. As this will be accomplished in collaboration with a local business, we have found it necessary to obtain a certain understanding of the stakeholder's perspective, perception and lifeworld in terms of the business. These parameters are of vital importance for the conducted work of the project as a major part of our research is based on a stakeholder interview and prototype testing involving users. Because of this, we have decided to apply a phenomenological approach towards the project as this enables us to investigate how the involved collaborators perceive certain phenomena. Thus, we are attempting to gain an insight into the contextual background of these people, in order to establish how they experience the phenomena in their individual lifeworlds.

The fundamental core of phenomenological studies revolves around the question of being; how individual people *are* in the world and what does it mean *to be*. The originator of phenomenology Edmund Husserl, stated that all consciousness is consciousness of *something*. This statement, which acts as an example of the phenomenological term of Intentionality, *"(...) grounded all consciousness in its objects."* (Resmini, 2014, p. 61). This means that consciousness cannot be perceived as divorced from the object of consciousness. Instead, any conscious subject will always be intimately connected to the surrounding world of objects. Due to this, phenomenologists perceive and understand the world through personal engagement and concrete actions. This is in direct contrast to abstract speculations, not grounded in empirical research; *"That is to say knowledge and understanding can only result from action, or praxis."* (Resmini, 2014, p. 61). This way of perceiving the world around us can also be linked to Information Architecture as creating new information spaces, something that we aim at designing in this particular project, is always designed for a particular purpose. Due to this, we as information architects will base our work and findings in this project on empirical research, conducted with external collaborators. Tomas Wendt exemplifies this with an information architect talking about ontology, acting as a way of articulating information's mode of being. *"Phenomenology is a framework for understanding this mode of being and how humans are embedded and embodied in information spaces."* (Resmini, 2014, p. 62). This statement corresponds with our own understanding and usage of phenomenology in our work, defining how we perceive content, context and users as well as the way we have chosen to perform empirical research. This is evident in our qualitative research

interview with the stakeholder, as we are attempting to understand themes related to the business and lifeworld of this person. Thus, the conducted questions for the interview will be affected by the applied approach, as these will not only be covering the technical or business-oriented data of By Schøn but are also intended to establish the contextual background of the stakeholder. While this exemplifies how the approach is related to the contextual aspect, our perspective of users will also be affected by the way we perceive the work in the project. The developed prototypes will not only serve as visualized sketches of the envisioned solution but will also be examined and tested by potential users. This phase will also include an establishment of these persons technical and domain-oriented expertise, in order for us to determine their current knowledge and understanding within the particular field. Finally, one could also argue that we as information architects have a different perspective on content due to our technical knowledge and background, while the stakeholder is likely to have less knowledge on aspects such as metadata.

The famous student of Husserl, Martin Heidegger, expanded upon his teacher's studies with a particular interest for the "essence" of technology. In other words; what is technology. He stated that rules in modern technology are challenging and that technology itself will lead to situations which we could not experience naturally. Thus, technology can be stated as acting as a significant force, able to provoke and challenge through revealing. However, Heidegger also established that this "force" carries the potential to create order, able to provide "(...) *the frame through which we see the world as standing-reserve, or a pool of energy we are able to call on at any time to accomplish a goal.*" (Resmini, 2014, p. 62). We perceive technology in a similar matter as we use it as a frame, allowing us to create experiences that carry the potential of creating order and provoking reactions from users. It must be noted that such provocations are not necessary negative, but simply encourages the user to perform certain actions within the technology.

Within the field of phenomenological studies, we as researchers must emphasize the importance of context. Heidegger used the term *Dasein*, literally meaning "*being-there*". Specifically, the term indicated that one must convey the individual's engagement with the world. People are not simply present in the world but are actively involved within it. This is due to human existence against a contextual background upon which all of our behaviors, cognitions, interactions, etc. are contingent (Resmini, 2014, p. 63). This contextual background is the foundation of technology professor Albert Borgmann's three types of information; natural, cultural, and technological. While

natural information is stated as information *about* reality and technological information concerns information *as* reality, cultural information is particularly important within information architecture as it focuses on information *for* reality. We are aware that involved collaborators and envisioned users alike have a certain contextual background, influencing their perception and usage of technology and our specific solution. Due to this, the principle of cultural information is particularly applicable for us, as we are developing and designing a solution that is intended for a specific usage within the ecology of the existing business. Thus, we are designing information *for* reality.

Information architects work primarily within the category of cultural information where conventions are like language. They appear as closed systems, designed for a specific purpose in order to convey a particular type of meaning, with the cultural domain lending itself towards direct manipulation. Borgmann explains that cultural information spaces are designed information spaces, indicating that they are the result from systems “(...) enacted within them by teleological beings. *Dasein’s intentionality plays itself out within cultural information; it allows us to interpret and make meaning out of the natural and hyper-natural worlds.*” (Resmini, 2014, p. 63). As we perceive information spaces as phenomena, we are able to explore the aspects of these systems in order to identify their essence. This is related to the concept of *dasein*, as the information spaces will always contain a particular intention from the designers, determining how users will receive and apply the system.

This phenomenological perspective corresponds with our personal perception of our own work in this project, as we develop and design a solution for a certain purpose and usage. The principle of *dasein* will be applied to our perspective of users as we actively involve them in the process of developing our solution. Furthermore, by focusing on a specific case involving a stakeholder, we also actively involve that person. By founding major parts of our research on involved individuals, our findings and solutions are not based on personal speculations but rather on empirical data.

While Borgmann’s principles for cultural information indicate a progression from natural to hyperreal, by which technology spirals farther and farther away from reality, they omit that humans are actively engaging with their environment. “*It explains information’s mode of being but, on its own, it lacks the means to incorporate real interactions.*” (Resmini, 2014, p. 63). This aspect were expanded upon by Don Ihde, who classified two types of relations with technologies;

embodied and hermeneutic. By applying an embodied relation, the user will *act-through* the object in order to achieve a particular goal. A hermeneutic relation indicates that an object is experienced as something different. The user will experience a detachment from bodily relations, thus perceiving the object as something that must be analyzed objectively (Resmini, 2014, p. 64). This is in contrast to the embodied relations, in which the focus is on an end goal. We exemplify this with an ordinary dial phone, a device that is normally used in order to make a call, indicating an embodied relation. Once the phone is out of order, one must cope with the defectiveness of the device, traditionally by resolving the issue or replace the phone with a new. In the defective state, the device has become the object of attention, indicating a shift towards a hermeneutic relation.

The aspects of embodied and hermeneutic relations are also interesting within interactive and computing technologies. Within context-aware computing, users will typically be trying to accomplish a specific goal, thus indicating embodied relations. *"If a computing system can have specialized knowledge of a user's contextual situation, it can organize information in a way that significantly decreases the amount of conscious, intentional interaction the user has with the system."* (Resmini, 2014, p. 65). We find this particular perspective very interesting, as we are developing an application for mobile devices. Modern smartphones contains great potential in terms of delivering customized content and functionality for the user, based on his or her contextual settings. Criteria such as the user's location, time, movement and former use of the application will act as embodied relations, enabling the potential users to achieve a desired outcome as easy as possible. We are however aware, that an object is never static in its relation to users. A smartphone is a classic example of this, as such issues as a lost signal, a dead battery or a broken screen all may result in *"(...) a movement from the embodied side to the hermeneutic."* (Resmini, 2014, p. 65). Due to the unpredictability of such issues, our tests of the developed prototypes will not be able to take these incidents into account. This means that a solution might prove inadequate in certain situations, unless further and more thorough tests are conducted in order to eliminate as many unforeseen issues as possible. Our empirical research will be limited to the stakeholder interview and the tests with potential users, due to such methods often being time-consuming. However, as we have chosen the agile approach of Scrum for developing our solution, we are able to revise past work and outcome by applying additional empirical research. The amount of revision that is possible will obviously depend on the time and options available.

## Scrum

The process of developing software frequently proves to be a quite complicated and even difficult task, as such projects often involves a high level of unpredictability, thus making it difficult for team members to maintain an overview. This was especially a serious issue in the early days of software development, as the majority of such projects applied a work method widely attributed with the American computer scientist Winston W. Royce. Back in the early 1970's Royce presented a design approach in which the process was linear and carefully planned from the beginning of a project. This process is known today as the Waterfall-model, consisting of a series of sequential phases during which the development constantly flows steadily downwards in a one-way direction ("Princeton - waterfall model").

Because the process in this development method was linear, the tasks within a particular phase had to be completed before the next phase could be initiated. However, this allowed several serious issues to occur, something Royce himself had identified. One of these issues are related to the creation of a projects' requirement list as the content of this may not be definitive from the beginning and can change unexpectedly during the work process. In some instances, a prototype of the envisioned solution can prove crucial, as a review of this may indicated that a revision of the specifications might be necessary. However, due to the linear approach of the waterfall model, it is not possible to revise the work of an earlier phase once it is initially declared completed. Another problem with the method appears in projects in which new technology and tools are implemented, as the approach is often unpredictable and very inflexible ("ctg.albany.edu - waterfall").

Due to these disadvantages, a need for changes in the process of developing software arose. The solution became a reality in the early nineties, devised by computer scientist Ken Schwaber and former US Military pilot Jeff Sutherland. At this point, both men were employed in American software development companies, in which they were involved in the development processes. In both cases, the two companies adapted similar methods for creating software projects, emphasizing the importance of flexibility and the option of redoing inadequate phases of the process. Due to their common perspective on approaching software development, Schwaber and Sutherland decided to cooperate, resulting in a jointly presentation in 1995, dealing with a method to advance software projects. This presented approach was entitled Scrum.

Unlike the waterfall-model, Scrum was described as a framework in which the involved team members can work accordingly with their preferred processes and techniques (“Scrumguides - the scrum guide”). As the framework allows for applying different progress-methods, any included methods or workarounds will benefit from what is probably the most characteristic part of Scrum, being its agile procedure. Because Schwaber and Sutherland both emphasized the importance of flexibility in development processes they devised Scrum as an iterative approach, allowing team members to revise and change earlier conducted work.

Scrum was built upon three fundamental pillars: transparency, inspection and adaption. These principles ensures that the work process remains visible for the team members, thereby avoiding any unwanted deviations, as the teams are able to adjust the process (or the developed products) in the case that it becomes necessary. Due to these fundamental principles in the Scrum-process, the individual teams are able to solve particular issues with the selected tools and techniques, which they find the most suitable. The involved teams must work accordingly with the described framework and are classified as Scrum-teams. Each of these teams consists of multiple groupings, one of which is the development team. These are the persons responsible for designing and developing the particular product, resulting in the presentation of a functional and definitive solution. This group is self-organized and there is no overall team leader to determine the process. Instead, any decisions taken during the project involves the entire team. This means that the Scrum team works as a cross-functional unit, as everyone is necessary to take a feature from initial idea to a final implementation (“Scrumguides - the scrum guide”). The size of the development team will vary according to the scale of the project, though a number between three and five persons is often advised, in an attempt to create a proper balance between interaction and coordination.

While the responsibility for the work is distributed among all team members, a Scrum project must also include a ScrumMaster. This person is normally a member of the development team, but is also responsible for ensuring that the group is working accordingly with the principles and values of Scrum. In this regard, the role of the ScrumMaster can be compared to that of a coach. Thus, a ScrumMaster will make sure that individual team members do not undertake overwhelming nor too insignificant workloads. It is however vital to understand that “(… ) *although the ScrumMaster has no authority over Scrum team members, the ScrumMaster does*

*have authority over the process.*" ("Mountain goat software - scrummaster"). By having the responsibility of implementing Scrum correctly, this obviously means that the ScrumMaster must have a sufficient knowledge about the approach. If that is not the case, it will certainly cause negatively consequences for the work process. *"ScrumMasters who don't fully understand Scrum are like novice bicyclists riding down major highways."* (Schwaber, 2004, p. 36).

While the ScrumMaster and the remaining development team is responsible for designing and creating a particular software solution, their work is based on the wishes and needs of the product owner. This person is the last major part in a Scrum collaboration and is responsible for maximizing the value of the created product as well as the work of the Development Team ("Scrumguides - the scrum guide"). *"The product owner is commonly a lead user of the system or someone from marketing, product management, or anyone with a solid understanding of users, the market place, the competition, and of future trends for the domain or type of system being developed."* ("Mountain goat software - product owner"). Furthermore, the Product Owner has the sole responsibility of the Product Backlog, a dynamic list which represents the functionality, technical requirements, possible defects, future expansion-possibilities and knowledge acquisition of the product ("Mountain goat software - product backlog"). The Product backlog is never complete as it evolves accordingly to the progress of the designed product. In long-term Scrum projects, the Development team and Product Owner will conduct Product Backlog refinements in which the items of the backlog are reviewed and revised ("Scrumguides - the scrum guide"). Thus, the elements of the Product backlog greatly influence the work process and the final design of the solution.

Because of the Product backlog is often quite comprehensive and diverse, the Development team must categorize and divide the content of the backlog. Doing so eases management of the project, as the team can divide the work process into separate phases, in which selected parts of the Product backlog are included. This action is described as the very heart of a Scrum project and is specified as the act of planning and executing Sprints. Sprints are time limited phases during which the Development team can create a usable and potentially releasable product, often including some form of prototyping. *"A new Sprint starts immediately after the conclusion of the previous Sprint."* ("Scrumguides - sprint"). While most Sprints have duration of about a month, their lengths are determined by the size and scale of the particular project. Each Sprint is initiated by a

planning meeting in which the entire Scrum team must find answers to the following questions; what can be delivered in the Increment resulting from the upcoming Sprint and how will the work needed to deliver the Increment be achieved? (“Scrumguides - planning”). The Planning meeting will result in the identification of two defined artifacts, the first of which is the overall goal for the individual Sprints; the Sprint Goal. *“A sprint goal is a short, one- or two-sentence, description of what the team plans to achieve during the sprint. It is written collaboratively by the team and the product owner.”* (“Mountain goat software - planning meeting”). In order to ensure that the result of the Sprints will be in accordance with the wishes of the Product owner, thus allowing achievement of a certain Sprint Goal, the Development team includes selected parts from the Product backlog which are associated with the particular Sprint. These chosen elements make up the Sprint backlogs, acting as the second defined artifact from the Planning meeting.

During the Sprints, the Development team initiates intensive collaboration which is exemplified by the occurrence of Daily Scrum, a daily meeting between all members of the Development team. A Daily Scrum last for approximately 15 minutes during which time the team members will be scheduling the next 24 hours (“Scrumguides - daily scrum”). By doing so, the team must inspect the work of the previous day, thus deciding the forthcoming tasks on the following questions; what did you do yesterday, what will you do today and are there any impediments in your way? (“Mountain goat software - daily scrum”). This means that the Development Team uses the Daily Scrum to inspect the progress toward the Sprint Goal as well as inspecting how progress is trending toward completing the work in the Sprint Backlog. The ScrumMaster is responsible for ensuring that a meeting is held each day in the Sprint, though the entire Development team is responsible for conducting the Daily scrum (“Scrumguides - daily scrum”).

Upon completing a Sprint, the team convenes for two separate meetings; the Sprint Review and the Sprint Retrospective. In the Review, the Development team will present the designed functionality or prototype, developed during the finished Sprint, to the Product Owner. The meeting seeks to ensure that the Sprint has been successful and that a desired outcome has been achieved. The team will discuss which challenges have been encountered during the Sprint and how they have been solved (<http://www.scrumguides.org/scrum-guide.html#events-review>). Shortly afterwards, the Sprint Retrospective is conducted, in which the Scrum team will inspect itself as a unit. The members reflect upon their own efforts and performance in the past Sprint, in

order to strengthen the effectiveness of the team in the progress towards the next Sprint Goal (<http://www.mountangoatsoftware.com/agile/scrum/sprint-retrospective>).

After each completed Sprint, the development team will initiate another shortly afterwards. This process will continue until the designed product is fully developed according with the needs and wishes of the Product owner.

In this particular project, the principle of Scrum serves as framework in the process of designing and developing a prototype. One of the major benefits of Scrum is its great flexibility, as it allows for revising past work in the design process. Thus, the fundamental features and specifications of the solution can be continuously adapted to the dynamic product backlog, ensuring that the prototype is not outdated or inadequate when finished. Due to these advantages, the fundamental principles of Scrum are important for the work procedure of this master's thesis. It will function as a guideline allowing us to work sequentially and continuously revise our work. Additionally, the approach works as a framework for the project, in which the selected technologies and tools are applied.

The entire Scrum team can be divided into multiple subgroups. The project group, consisting of two students from the graduate study in Information Architecture, acts as the Development team as we are responsible for designing and developing the solution. We are self-organized team and take all major decisions jointly. One member also acts as ScrumMaster, stated as a vital part of a Scrum collaboration. In this project, the ScrumMaster will ensure that the principles of the approach are implemented correctly and may operate as a coach within this field. The ScrumMaster is thus responsible for the execution of Daily Scrums and ensuring that each Sprint is initiated and completed correctly. It should however be underlined, that the both of us acts equally, as no team member has higher authorization than the other. In this particular project, the role of the ScrumMaster is also somewhat limited, as we both possess thorough knowledge about Scrum principles and implementation.

As the collaborate partner in the case acts as a stakeholder of the project, the person can partly be used as a Product Owner of the solution, though there are several changes to the role. Even though we have identified the person as a collaborative partner in the project, the level of cooperation will be somewhat limited compared to typical Scrum cases. This means that the

requestor will not be responsible for a Product backlog, but will be providing ideas and information to the list. This will be apparent in the Daily Scrums where we, acting as the development team, will be the only participants. The principles for the Daily scrums will however be complied with, in the attempt to establish the status of each team members work from day to day. In preparation for each Sprint, the content of the Product backlog will be evaluated as certain content will be applied for the individual Sprint backlogs. In terms of the duration, a traditional Sprint can easily last for many weeks. In comparison, the Sprints of this project will be significantly shorter in length due to the limited timeframe available for developing, designing and testing the prototype. The principles and associated phases will however still be evident in the work.

The iterative nature of the approach allows us to review, revise and update the developed solution of the project. Due to the flexibility of Scrum, the functionality and features of a designed prototype can be continuously changed throughout the casework, thus reducing the risk of completing an unusable product.

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## Qualitative research interview

The qualitative research interview is defined by Steinar Kvale as “A semi-structured life-world interview (that) attempts to understand themes of the lived daily world from the subjects' own perspectives” (Kvale, 2007, p. 10). Being semi-structured, the format falls in between an ordinary conversation and a closed quantitative questionnaire and aims to uncover factual as well as a meaning level during the interview. This is in accordance with our phenomenological approach to the project as we seek to gain knowledge of the stakeholder’s lifeworld. In the research framework, the qualitative interview falls under the context areas specifically the stakeholder interview. This means that the results of the interview will have an impact on the later stages of the project, as the findings will be used in both the technology assessment and the analysis of the website. Furthermore, this will also affect the design solution through both the result of assessment and analysis and also what is discovered concerning e.g. the future plan and vision for the business.

As Kvale mentions, the interview study consists of seven interdependent stages that should be followed continuously. This means that we have to make the correct choices during the early stages as this has an effect on the later stages. If we pose inadequate question, it is likely that we will not have enough relevant data to analyze upon.

### Thematizing

Thematizing takes place at the beginning of the process prior to any interviews. In this stage we will formulate the themes we want to investigate and a set of research question. In this regard, there are three key questions we will answer sequentially.

- *Why: clarifying the purpose of the study;*
- *What: obtaining a pre-knowledge of the subject matter to be investigated;*
- *How: becoming familiar with different techniques of interviewing and analyzing, and deciding which to apply to obtain the intended knowledge. (Kvale, 2007, p. 37).*

As we intend to collect of the By Schøn business, we have decided to conduct an explorative interview. This interview allows us to use open questions and seek new information and angels by e.g. pursuing and following up on answers (Kvale, 2007, p. 38). Our purpose of interviewing the owner of By Schøn is to gain general knowledge of the business and specifically an understanding

regarding cross-channel integration, the application of IA on the website and if pervasive IA has been used. It's important for us to know whether cross-channel is already integrated since the focus of this pervasive is on cross-channel communication and pervasive IA. If it is revealed that this already exists, then it is important to follow up on this subject to get further information. As for the IA, the website will function as a foundation for designing the pervasive IA, making this important to investigate. The knowledge we need includes the website structure, navigation possibilities and metadata, all of which can help get an overview of the IA and reveal findings to further investigate during the website analysis. Furthermore, it could be very beneficial to be granted access to the administrative section during the interview and view the functionality of the ecommerce software. This could form the basis for the technology assessment as trying to recreate some of the structure and content could be a good way to gain hands on understanding of the software. It is also be valuable to include questions concerning the marketing strategy and the future plans and wishes for development of the business, as this could potentially be included in the design solution. Information such as this cannot be found by browsing the publicly available information on the website so it's likely tacit knowledge held by the informant.

To answer the question of 'what', we decided to research the existing literature and gain a base level of understanding. This is essential to obtain in order to ask relevant questions and if not achieved, could result in the interview study not contributing to the creation of new knowledge. As the fields of pervasive IA and cross-channel are relatively new, we contacted a librarian at Aalborg University Library who helped us search for literature, both independently and in combination if possible. Furthermore, as the case specifically concerns a business selling clothing product online, studying existing competitors allowed us to examine and compare these to By Schøn. This contributed to strengthening our empirical foundation and being able pose relevant questions based on the findings.

After having answered the first two questions we decided to sort the questions into six themes that we wanted to investigate. This allowed us to narrow in on some subjects while also giving the interview some structure. However, since the interview form is explorative we will allow overlap and open ended questions as this can result in revealing useful information not thought of in advance.

The ethical concerns that have to be addressed in the thematic stage is that the purpose of the interview study should, *“beyond the scientific value of the knowledge sought, also be considered with regard to improvement of the human situation investigated”* (Kvale, 2007, p. 24). In this project, an improvement is arguably to design a solution that can help By Schøn expand the business.

## **Design**

In the design stage we considered all the seven stages before beginning the interview. (Kvale, 2007, p. 27). As the interview study includes a dimension of time through the seven stages, it is important that we take this aspect into account. As mentioned, we decided upon the themes after doing the research which minimizes the risk of not having sufficient data to analyze upon at the later stages. So ultimately, the choices we made at the beginning of the interview study, does not only affect the later stages but also the design solution.

As the interviewer, it is important that we are open to gaining new knowledge and insights into the topics discussed. This allows the informant to bring up subject which can contribute to new angles and ultimately also potentially strengthen the final product.

The ethical aspects of the design phase include getting informed consent by the participant. To achieve this, we created an interview contract in which we mentioned the topics of the project. We will further expand upon the purpose prior to the interview while also briefly explaining our background and interest. (Kvale, 2007, p. 27). Furthermore, it is important to treat the data collected confidentially and ensure that the participant’s privacy is respected.

## **Interview**

In this stage, we created an interview guide that will serve as a basis for the interview. The guide will consist of six categories each representing a theme that we find important to investigate. As such, the interview guide is based upon knowledge we have uncovered though and will be presented sequentially as follows:

**Background question:**

The first theme is background questions concerning the informant and the decision to open By Schøn. Furthermore, the background, range and scope of the products are also relevant for us as is why the business only operates online and at events.

**Customer segment**

This theme concerns the customers and their characteristics.

**Marketing**

We are interested in the current marketing strategy and the possible future developments

**Cross-channel**

This concerns the informant's knowledge of cross-channel and whether this is an integrated part of the business. Furthermore, this theme also includes questions on Shopify and events.

**Metadata**

We are interested in how metadata is applied to the website and if we can be allowed to view the administrative section of Shopify

**Project collaboration**

This concerns the collaboration in the master thesis.

There are two dimensions an interview question can be assessed on: a thematic and a dynamic. Thematically it is *"with regard to producing knowledge, and dynamically with regard to the interpersonal relationship in the interview"* (Kvale, 2007, p. 57). As such, we prioritize to include questions that produce knowledge, based on our findings from the thematizing stage, and some that facilitates interaction. It is important to remain objective and not try to lead the participant in a specific direction in order to reach a goal that we have predefined. Furthermore, it is also necessary to be aware of potential consequences for the participants such as stress and *"changes in self-understanding"* (Kvale, 2007, p. 24) due to the interaction.

## **Transcribing**

A prerequisite for being able to transcribe an interview "*is that it was in fact recorded*" (Kvale, 2007, p. 93). We will record the interview by using mobile phone and take written notes during the interview as well. As the focus is on the verbal communication, it is not necessary to record the interview on video.

The method for transcribing will be "*verbatim and word by word, retaining frequent repetitions*" (Kvale, 2007, p. 95), though not noting pauses. However, as laughs and sounds of agreement can contribute to the context of the statement, we will note them with \*Laughs\* and 'Mmh\*' respectively. Furthermore, if something physical happens that is essential to the context of a statement, such as showing things on a laptop screen, then this will be included as well. As the interview will be in Danish and the statements chosen for the analysis has to be translated, we agreed upon a verbatim transcription as the best solution. While it is possible that meaning can get lost during both transcription and translation, it is likely better to use the verbatim approach as the result will be as close to the original interview as possible. In contrast, by converting the statements into a formal written style and then translating these into English they become further removed from the participant's oral statements, thus presenting a larger risk of meaning getting lost. It must be mentioned that the participant will remain anonymous in the transcription and be referred to as 'Informant even though we mention the business by name throughout the project.

## **Analysis**

The mode of analysis will be based on the meaning categorization which is a "*systematic conceptualization of a statement, opening for quantification*" (Kvale, 2007, p. 105). Since the focus is on the meaning of the interview as opposed to the language, we found this approach is useful for sorting the statements into categories, thereby making it easy to get an overview. Given the nature of the seven interdependent stages, we discussed the mode of analysis prior to starting the interview. This is reflected in the interview guide being sorted into six categories.

A meaning categorization is often used when the amount of interview material is vast and includes several participants. The occurrence of a phenomenon in a text can be "*expressed by a simple '+' or The strength of an opinion can also be indicated with a single number on a scale of, for example,*

1 to 7" (Kvale, 2007, p. 105) the result of which can then be sorted into tables. However, since there is only one participant in the stakeholder interview and the focus is on the themes that are important to investigate, we will not use a scale. Instead, meaning categorization will be used as a template for categorizing the findings. However, it is also important to consider whether the initial categories are sufficient to cover the themes investigated. If the informant or we bring up new angles that will be examined during the interview, it could be necessary to expand or rename the categories in order to fit the data collected. The final result of the categorization will then be presented in the analysis in the form of representative quotes from the transcription. This also means that we will categorize and look through all the statements and then select some that are representative of the meaning as a whole. An advantage of this is that repetition can be avoided while the quotes selected are still as close to the original oral statements as possible. It should also be noted that it is imperative that the statements chosen are representative and that we have a responsibility to not cherry pick quotes that represent a meaning decided upon in advance.

### **Verification**

Verification concerns the reliability, validity and generalizability of the data collection. By being consistent in the design and execution of the seven stages, we lessen the risk of inconsistency. The validity can arguably be met by being objective throughout the interview study. It can be difficult to determine whether the results are transferrable as per generalizability though given that we are working on a case featuring a specific business one can argue that it is not our primary intention to create a result that is generalizable.

### **Reporting**

The last stage is reporting in which "*the findings of the study and the methods applied in a form that lives up to scientific criteria*" (Kvale, 2007, p. 35) is communicated with respect to both ethical and scientific criteria. We will present the result of the study as an analysis upon which the further analysis will be based, due to the interview study being one part of a larger project. It is our intention that the data is representative of the interview and that the informant is referred to as 'interview person' (IP) in order to secure anonymity.

## **Theoretical foundation**

### **Introduction to the theoretical framework**

In order to answer the questions in the problem statement of this thesis project in the best possible manner, we will introduce the theoretical frameworks. These descriptive presentations serve the purpose of clarifying personal understanding of the backgrounds, usage and importance in the attempt of stating how each is applicable in the project. In addition, the descriptions are also briefly highlighting the connections between the individual parts in order to reveal their intertwined context of use. This aspect will be further expanded upon in the respective sections.

### **Cross-channel**

As retailers struggle to avoid their individual channels from being isolated from each other, often resulting in a silo-effect, an increasing number of businesses have recently adopted their own cross channel environments. By emphasizing synergy within the business by unifying the content and usage of all channels, retailers are likely to create several advantages for themselves as well as for consumers. Cao & Li describe five mechanisms in cross-channel integration, all of which are taken into consideration with concern to the business strategy of this project's stakeholder (Cao & Li, 2014). Furthermore, Lee & Kim have identified two consumer-types in multi-channel shopping; hedonic- and utilitarian shoppers (Lee & Kim, 2010). As the two types of consumers have completely different motivations and perspectives in terms of shopping, the analysis will establish the existing consumer-type of By Schøn, in order to ensure that any suggested solutions will appeal to such costumers. We view cross-channel as a framework of its own and in other instances it can be created without using the other frameworks introduced here. However, in this context of this project, cross-channel will be used in connection with IA and the design approaches belonging to this.

### **Information Architecture**

For several years, Information Architecture has been widely-defined by the theories of Peter Morville and Louis Rosenfeld (Morville & Rosenfeld, 2007). Their thoughts and research within this field are considered to be the core of IA, with their works making them recognized by the Information Architecture Institute (IAI) ("IA Institute - What is IA"). We view IA as the framework for the analyzing of the By Schøn website in an attempt to establish the functionality, features and

overall usability. The four pillars of IA, organization, navigation, search and labelling are applied in this process, ensuring that all of the major aspects within the system are covered. Furthermore, we also view IA as the framework in which the design approaches of Pervasive Information Architecture and persuasive design belong. As such, the principles of IA will also be used in the development of a mobile application along with the heuristics of pervasive IA and the persuasive tools. As such, the new information space will be an example of pervasive information architecture, created within the framework of IA.

### **Pervasive Information Architecture**

Resmini and Rosati expand upon the official IAI definition of IA, which itself is adapted from Morville & Rosenfeld. Pervasive Information Architecture concerns the practice of moving IA out of the context of the internet and instead transcend the principles into new dimensions (Resmini & Rosati, 2011). This allows for the creation of new information spaces, in which new as well as existing users can be influenced in new settings. In this project, the developed mobile application is intended to act as an additional information space, working in conjunction with the other sales channels of the stakeholder.

### **Persuasive Design**

In order to convince users to perform certain activities within a system, the principles of Persuasive Design can act as useful guideline to achieve this. B.J. Fogg is considered the mastermind of the modern perception of persuasive technology. His attribution to this field includes the term of Captology, describing how computers can act as persuasive technology as well as his seven tools of persuasion (Fogg, 2003). This set of tools aims at optimizing persuasion within interactive systems, strengthening the possibility of making the designer influence the behavior of users. The analysis of the By Schøn website will establish the persuasive potential of the site, in order to use the same elements in the developed solution, constructed and designed in the form of prototypes. This outcome will integrate the principles of the seven tools in the attempt of increasing the chances of successful persuasion.

## **Interactive design**

Interaction design is the last theoretical framework of the project and the process of creating this will be done based on the lifecycle model (Rogers, Sharp, & Preece, 2011). As one of the primary tasks of this project is the suggestion of a new information space, in accordance with the existing content and services of By Schøn in order to apply as a fully developed Cross channel environment, the envisioned solution will be created as a series of different prototypes. In accordance with the theories of Human Computer Interaction (HCI) researchers Sharp, Rogers and Preece, the developed outcome can be classified as either low- or high-fidelity prototypes. By using simple paper and cardboard prototypes or by applying programs build specifically for the same purpose, designers are able to visualize initial design-ideas as well as letting potential users test the functionality and usability of the envisioned product. These users will be perceived accordingly to the novice/expert model of Russell-Rose & Tate, enabling us to determine their technical skills and domain knowledge (Russell-Rose & Tate, 2013). In this regard, we have decided that users will evaluate our prototype by conducting individual checklist reviews (Kalbach, 2007). This allows users to rate and comment upon a series of presented statements, all associated with certain aspects of the system. These findings may help us to identify and eliminate unpredicted issues, which could potentially result in negative consequences for the final product.

## Cross-channel

The majority of retailers have for many decades used multiple channels as part of their distribution policy and external profile. Thus, retailers face the basic choice of combining or separating alternative channels. By separating channels, retailers often seek to align these channels to particular target groups, in the attempt of ensuring that targeted segments do not overlap and the channels do not cannibalize one another." (Cao, 2014, p. 69). However, previous studies in this area established that the often-cited fears of cannibalization have been largely overstated, as physical retail stores appear to cannibalize direct channels initially, but result in new customers at a faster rate on a long-term scale. Furthermore, by separating retailers channels will automatically create a silo-effect, *"(...) wherein lack of communication or coordination between operations leads to, for example, poor customer satisfaction; a poorly managed inventory, causing loss of sales or erosion of margins; and duplication of investment and efforts."* (Cao, 2014, p. 69).

Several studies have suggested that these negative effects can be avoided by integrating the separate channels. A particular study by the Aberdeen Group established that by 2010, separate channels characterized 74 % of the multichannel retail operations. One year later, 50 % of leading retailers had chosen to align their brand, product offerings, and marketing message in order to offer a uniform customer experience across channels (Cao, 2014, p. 70).

To distinguish the new approach from traditional silo-operated multichannel retailing, the integrated multichannel strategy is widely identified by the term Cross-channel. *"Cross-channel integration is the degree to which a firm coordinates the objectives, design, and deployment of its channels to create synergies for the firm and offer particular benefits to its consumers."* (Cao & Li, 2014, p. 3). By applying this uniform approach, retailers seek to better satisfy the consumers' expectations of a seamless shopping experience, in the attempt to differentiate from the competition. A Cross-channel retailer consists of integrated processes and decisions, all of which support *"(...) a unified view of a brand from the perspective of product purchase, return, and exchange, irrespective of the channel (...)"* (Cao, 2014, p. 71).

The effects of integrating Cross-channel in retailing are especially evident in sales growth and can be linked to the following five mechanisms; improved trust, increased customer loyalty, higher consumer conversion rates, greater opportunities to cross-sell and the loss of special channel features.

Mechanisms	Effects
<b>Improved trust</b>	Combining channels allows retailers to explore benefits and deficiencies of separate channels. This allows for the creation of appealing and safe shopping experiences.
<b>Increased customer loyalty</b>	Providing value-added services by combining channels and leveraging insights of consumer behavior, buying patterns and trends can result in increased customer loyalty.
<b>Higher consumer loyalty conversion rates</b>	In cross-channel environments, consumers can be convinced that they have made the right decision at time they consider a purchase, due to the combination of channels. An example is the interaction between traditional stores and online shopping, with each domain providing different advantages.
<b>Greater opportunities to cross-sell</b>	By visiting one channel, users can be encouraged to use other channels, thereby causing brand loyalty and cross-buying.
<b>Loss of special channel features</b>	By coordinating marketing across channels, the retailer might reduce strategic flexibility or a unique offerings, thus limiting the ability to satisfy customer expectations of a specific channel. The result might even eliminate competitive advantages.

*Fig 3: Effect of integrating cross-channel (Cau & Li, 2014, p. 4)*

Besides the risk of losing special channel features, the integration of a Cross-channel approach suggests that the effects will be of positive character. Such effects can be strengthened due to recent developments in the multichannel environment. An example is the progress in interactive

technology, as it can encourage consumers to combine different channels in the process of purchasing a product. A consumer will most likely start by researching a particular product online, in order to know its availability and price. The product can then be investigated first-hand in the physical store, which offers the product in the desired size or color and at the lowest price. This process can be described as a buying cycle across different channels, all of which appears as a unified entity of the shopper. The tendency supports the result of a survey, conducted by IBM, stating that consumers value a seamless experience across channels higher than the special or unique features of an individual channel. The availability of new technologies can also allow channels to offer features that are traditionally associated or restricted to a particular channel. *"(...) Nordstrom.com uses Shoefitr's 3D-imaging software to provide online shoppers with size and fit recommendations, similar to those they could receive from in-store employees."* (Cao & Li, 2014, p. 5). Such implementations will reduce differences across channels, in terms of services and functionality. While the consumers may often benefit from being offered a seamless shopping experience, a cross-channel implementation might also result in advantages for the retailers, besides the opportunity for increasing sales. A vital part in cross-channel integration is to provide the same content on all channels of the retailer, meaning that resources must be available on different platforms. This means that the information of all products should be made available from a singular form of database. This enables retailers to analyze the behaviors and purchasing habits on all channels, thereby gaining an overall understanding and insight of the consumers. Such possibilities allows for future improvements of the cross-channel integration, as retailers can *"(...) measure and leverage how the synergy across their channels influence consumer behavior."* (Cao & Li, 2014, p. 5).

Due to the positive effects of cross-channel integration, we perceive this approach as an advantage for the By Schøn business. By providing a unified shopping experience for the consumers which is applied on all channels, the business is likely to appear as trustworthy and appealing, increasing the loyalty of the customers. While this could potentially reduce the uniqueness or provided services of a particular channel, we believe that a seamless shopping experience will be of greater value to the business.

While cross-channel can be useful to investigate and establish the habits and buying patterns of consumers, the retailer should also determine which consumers belong to the target group. The

characteristics, behaviors and habits of multichannel consumers is the primary element in the article; *Investigating Dimensionality of Multichannel Retailer's Cross-channel Integration Practices and Effectiveness* (2010) by Hyun-Hwa Lee and Jihyun Kim. They establish that more than half of multichannel shoppers are female and that young people in the age of 18 to 34 account for 45 % of these shoppers (Lee & Kim, 2010, p. 285). In terms of other demographic aspects, multichannel shoppers did not differ significantly from single-channel consumers in terms of age, gender, income, or education level. Instead, multichannel shoppers are stated as being more likely to receive advertising and promotion methods from retailers, as they will often respond positively toward those. This could be one of the reasons why such consumers “(...) value building a relationship with the retailer via communication through several channels more than single shoppers do.” (Lee & Kim, 2010, p. 286).

Past studies suggest that multichannel shoppers tend to be more loyal towards stores and brands and spend more time and money during shopping, compared to single-channel shoppers. However, other studies have presented contradictory results, stating that some multichannel shoppers are in fact less loyal compared to single-channel shoppers, as consumers will often use several channels in the attempt of finding the best prices and are willing to switch between retailers or channels to achieve this goal (Lee & Kim, 2010, p. 286). These findings establish some of the different motivations for using multiple channels in a shopping process, thereby identifying some of the characteristics, which belongs to different multichannel segments.

Multichannel shoppers can be identified as belonging to either a hedonic or utilitarian segment, with each group seeking different advantages when using multiple channels. People with a hedonic approach will most likely shop due to its recreational orientation; they enjoy browsing familiar stores as well as exploring new ones and are excited by finding new products. Furthermore, such consumers will often make impulse purchases, a result of their hedonic purpose of shopping (Lee & Kim, 2010, p. 287). These people emphasize the excitement in the process of buying products and services, thereby allowing themselves to be engulfed in the shopping experience. Conversely, consumers with a tendency of a utilitarian shopping orientation will often have a more conservative approach towards shopping. They are predominantly goal-oriented, thus viewing shopping as a necessary task rather than an explorative and enjoyable activity. This means that consumers with utilitarian shopping orientation do not associate an

emotional experience with shopping, as they prefer to focus on minimizing the time, effort and resources involved in shopping. *“Thus, it is plausible to argue that hedonic and utilitarian shopping orientation had an influence on the perception of attributes of multichannel department stores because they seek different benefits.”* (Lee & Kim, 2010, p. 287).

Due to the significant differences between the two types of multi channel shoppers, each segment will seek and identify the particular advantages, which conform to their own needs and wishes. Because a cross-channel shopping environment provides the convenience of using various channels at different stages of shopping, it allows consumers to select the specific channel, which is best suited for their shopping. Some cross-channel benefits, such as letting consumers decide what channel to use for transaction and return of goods as well as several options in terms of delivery, may strengthen the utilitarian perception of consumers, due to the enhanced convenience by saving time and minimizing the efforts to shop (Lee & Kim, 2010, p. 288). While this means that consumers, who emphasizes the utilitarian aspect of shopping are likely to find the mentioned examples useful, consumers with hedonic shopping orientation might also benefit from such cross-channel advantages. This is due to their enjoyment of browsing for fun and gather product information, making them perceive multichannel environments as attractive and useful to their needs and desires, because of the availability of both online and offline channels. Utilitarian shoppers are thus likely to use both traditional as well as online shopping platforms, in the process of seeking information and purchasing the selected product. Based on past studies in cross-channel environments, it seems fair to argue that *“(...) multichannel retailing environments provide benefits to consumers with both hedonic and utilitarian shopping orientation, as supported by previous academic research.”* (Lee & Kim, 2010, p. 288). Thus, some of the beneficial effects of using multiple channels might apply to both segments, even though their motivations in doing so are very different.

In a study conducted by Lee and Kim, the shopping orientation, buying habits and store loyalty of consumers were investigated through an extensive number of surveys. The results supported the statement that multichannel shoppers tend to be female as well as having a college education and higher annual household income (Lee & Kim, 2010, p. 295). The study established five dimensions, based on consumers' perception of multichannel retailers; information consistency between channels, freedom in channel selection, e-mail marketing effectiveness, channel reciprocity, and

appreciation of store-based customer service (Lee & Kim, 2010, p. 302). In accordance with the first of these dimensions, the respondents perceived that the multichannel retailers provide “(...) *consistent information about store image, information about product and promotion, and pricing and customer service policies between channels.*” (Lee & Kim, 2010, p. 302). In other words, the answers from the respondents indicate, that the multichannel retailers provides a cross-channel environment for the consumers. In terms of freedom in channel selection, the results showed that participants positively assessed the ability of multichannel retailers to select channels based on their needs, making the possibility of choosing a specific channel a new convenience for the consumers. The third dimension, being the effectiveness of e-mail marketing, describes how retailers can easily and frequently communicate with consumers through e-mail. The respondents identify e-mail marketing as a dimension of multichannel retailers, though it proved to be neutrally perceived by users. Regarding channel reciprocity, consumers used both online/offline channels reciprocally, due to the useful outcome in doing so. Online channels proved useful for gathering information, while the products were further inspected in traditional stores. This tendency is in accordance with the typical buying process in a cross-channel environment, as “(...) *multichannel shoppers use the online channel at the beginning of their information search and then visit the offline retailer.*” (Lee & Kim, 2010, p. 303). The last dimension, appreciation of store-based customer service, suggesting that sales personnel is a significant strength of brick-and-mortar stores, something that online channels cannot offer.

In addition to the five dimensions, the study also revealed that both consumers with higher utilitarian shopping orientation as well as those with hedonic shopping orientation “(...) *positively perceived that multichannel retailers provide consistent information about products and promotions, pricing, and customer services.*” (Lee & Kim, 2010, p. 303). Furthermore, both consumer segments seemed to positively value the channel selection provided by multichannel retailers and positively perceived the channel reciprocity dimension. Both shopping orientations also “(...) *positively influence consumer’s perception regarding the appreciation of store-based customer services.*” (Lee & Kim, 2010, p. 303). Hedonic shoppers did however prove to be the only segment that was significantly influenced by the effectiveness of e-mail marketing. This is likely due to their interest in exploring the multichannel environment, meaning that this dimension is an opportunity to find and investigate new offerings for the sake of fun itself rather than for achieving a particular goal. This is in contrast to utilitarian shoppers, who are likely to have a

determined goal toward the shopping process. Their motivation for shopping is not related to exploration of the retailing environment, such consumers will instead initiate a search process based on their specific needs and goals (Lee & Kim, 2010, p. 304).

Overall, the outcome of the study suggest that *“(...) multichannel shoppers convey both hedonic and utilitarian shopping orientations; thus, multichannel retailers should maintain all five dimensions of the multichannel retailer’s cross-channel integration practices and effectiveness to capture the demands from both hedonic and utilitarian multichannel shoppers.”* (Lee & Kim, 2010, p. 304). This statement suggests that a multichannel shopping environment will provide a variety seeking situation, as both hedonic and utilitarian consumers should be emphasized in a multichannel shopping environment. In most instances, a retailer will be able to appeal to both kinds of consumers, without having to compromise the shopping experience for one of the segments.

It is also worth noticing, how the earlier described mechanisms in a cross-channel environment actually applies to the five dimensions as well as to the two consumer segments. The effects of improved trust and increased customer loyalty can be directly linked to the dimensions of information consistency between channels and freedom in channel selection. Consumers can explore the benefits of using a specific channel, fitting their particular needs, while they are also able to take advantage of the combined effects, only achieved by using all of retailers’ channels in a unified shopping process. This combination may also result in higher consumer conversion rates, given that consumers are convinced that they have made the right decision at the time of purchase. The effect greater opportunities to cross-sell can be reflected in the dimension of channel reciprocity, as the interaction between channels may help encouraging the consumer to make an actual purchase. If the retailer fails to take advantage of the characteristics of each channel, the consumer might choose to buy the product elsewhere. In order to prevent this from happening, the retailer must also ensure consistency between the content of channels, thus improving the chance of making consumers recognizing the brand of the store.

While the five dimensions suggest that most effects of a cross-channel environment will often apply for both hedonic and utilitarian shoppers, one may argue that the five mechanisms might be particularly targeted towards a hedonic segment. From a consumer perspective, the mechanisms seems to concern the explorative aspect of shopping, as the effects applies to those consumers,

who may be persuaded into a shopping experience, due to their enjoyment of the activity. In this thesis project, the hedonic segment is of particular interest, based on the interview with the stakeholder.

While there are many existing examples of how a cross-channel environment can prove successful for retailers, a Danish project involving a cross-channel strategy shares several similarities with our thesis project. Saxo.com is the largest online bookshop in Denmark, has more than 60.000 customers and over four million books for sale, available as both physical as well as digital copies (Kongsholm, Frederiksen, & Pej Gruppen, 2014, p. 142). The company initiated a new project in the fall of 2013, in which they collaborated with the Copenhagen metro. In two of the city's metro-stations, Saxo launched a 'poster-store', which was also present in 34 of the metro trainsets. Saxo wanted to create a virtual bookstore at the two stations and trainsets, created by covering the walls with large posters of bookshelves. Thus, the thousands of daily metro-travelers were met by the largest bookstore in Denmark. Each printed book on the posters had individual QR-codes on the spines, all of which could be scanned by smartphones, linking to the website of Saxo. This offered users the opportunity to buy the particular book, either as a physical copy or as a digital e-book. While physical copies would be delivered by mail, the digital downloads could be read instantly on the users' smartphone, meaning that travelers were able to read a newly purchased book while on the move. To initiate the project, Saxo offered several titles for free, in the attempt of appealing to a wide audience. Saxo stated that the primary purpose of the concept were not to sell as many books as possible, but rather to brand the company itself and encourage people to read while travelling (Kongsholm, Frederiksen, & Pej Gruppen, 2014, p. 143).

In order to initiate such an elaborate project, Saxo had to adopt significant technical and organizational changes in the company. Before launching the project, Saxo operated two different websites, with one version was built for traditional desktop browsing and the other being optimized for mobile devices. While this was a normal solution at the time, managing two websites did however prove to be problematic, resulting in an inconsistent user experience as *"the mobile website had fewer features and far less books than 'the real website.'"* (Kongsholm, Frederiksen, & Pej Gruppen, 2014, p. 143). This caused Saxo to create a singular responsive website, thus making it equally suitable on computers, smartphones, tablets etc. The new website

was created with an internal development department as well as an external team, creating the responsive design and lasted for 35 days.

In addition, the company also adopted organizational changes, as the collaboration between the departments of business and research and development was enhanced. In 2011, Saxo wanted to ensure that developers would obtain a better understanding of business-needs before new software projects were initiated. Developers also got the opportunity to express any disagreements, meaning that the business department would accept presented estimates and project solutions. Furthermore, it was decided to let the development department and marketing department share location in order to enhance internal collaboration and communication. These changes allowed for revising the IT-platforms, some of which were severely outdated. This also involved an update of the product information (such as titles, authors etc.). Simultaneously, the marketing department also emphasized the external communication to customers by applying several social media, creating a TV channel, blogging, making a platform for authors to publish books directly to readers and an author school (Kongsholm et al., 2014, p. 144). These actions improved the customer service, making it easier for both parts to interact with each other.

The concept of creating a virtual bookstore in the Copenhagen metro proved to be very successful, gaining significant publicity as well as resulting in great sales numbers. At the end of 2013, Saxo had experienced an impressive increase of 23 %, and was awarded the most popular online shop in Denmark the same year. It seems fair to conclude, that Saxo could not have achieved such success, if not for the technical and organizational changes in the company. By rejecting the old concept of operating two different websites, as well as optimizing communication and internal relationships between departments, Saxo has managed to create an impressive cross-channel environment. The company is now providing a very consistent experience on all channels and offers an improved customer service, available via multiple platforms. The virtual bookstore concept also acts as an example of channel reciprocity as the combination of the metro bookstore and the new responsive website allowed for a unique consumer experience, only achievable by utilizing both offline/online platforms.

Because Saxo was able to transcend their traditional concept into a new, physical realm, the project is an example of pervasive information architecture due to the creation of a new information space. In this particular thesis project, we will utilize the advantages of a cross-

channel environment as a vital part of the creation of a new information space. The incorporation of the principles of cross-channel into the concept and business of By Schøn ensures that existing product information, interaction design, customer service and other resources are applied across all of the stakeholder's channels. In order to achieve this, we did an interview with the collaborative partner in which the current conditions and operations of the business was clarified. This meeting established a foundation for our work on this project, as details about the existing web shop, the showroom and overall market strategy was revealed. The information from the interview allowed for an enhanced understanding of the stakeholders business, products and services. Upon examining the revealed details from the meeting, the opportunity for investigating both existing as well as future scenarios for a cross-channel environment was possible.

The principles of cross-channel integration proved to correspond with the strategy of the stakeholders business, as the vital concept of applying the same set of data throughout the different systems and platforms within a business have already been emphasized. This means that all of the available content is accessible at both the physical store and at the online web shop. An equally interesting aspect is the intended consumers. In this particular case, costumers are not encouraged to use the services of the business in order to save time or money, or for sake of achieving an efficient buying process. Instead, the presentation and accessibility of the offered products are attempting to appeal to people's explorative interest. By allowing people to take participate in an experience we view it as an obvious choice to regard the consumers as hedonic shoppers.

In order to strengthen an implementation of these aspects in the solution, the five mechanisms of cross-channel integration will be used as general guidelines in an attempt of predicting the effects of using the prototype. In addition, the five dimensions of consumers' perception of multichannel retailers will also be included in the design process, in order to ensure that the designed solution corresponds with the overall business strategy of the By Schøn. The example of saxo.com shows that by offering a new channel to customers, thereby creating cross-channel integration, it is possible to increase the awareness of the brand and also increase sales. Since By Schøn is more of a niche business and does not have as broad an appeal or level of recognition the same principles may also potentially apply here. As we suspect that the typical customer type of By Schøn is hedonic, shopping for the purpose of exploration and experiences, we believe that the business

should further emphasize a cross-channel perspective. Due to this we find it natural to relate this to the dimensions identified by multichannel shoppers. Thus, consistency between store image, product info and promotion are of importance as is the freedom of selecting channel to purchase items. Furthermore, we will also emphasize the opportunity for users to use By Schøns' online/offline channels reciprocally, in order to achieve the best possible shopping experience.

## Information architecture

In their book “Information Architecture for the World Wide Web”, Peter Morville and Louis Rosenfeld define Information Architecture as:

1. *The structural design of shared information environments.*
2. *The combination of organization, labeling, search, and navigation systems within web sites and intranets.*
3. *The art and science of shaping information products and experiences to support usability and findability.*
4. *An emerging discipline and community of practice focused on bringing principles of design and architecture to the digital landscape.* (Morville & Rosenfeld, 2007, p. 4)

As mentioned previously, the Venn diagram visualizes the information ecology. This is defined as being “*composed of users, content, and context to address the complex dependencies that exist*” (Morville & Rosenfeld, 2007, p. 24) in which IA takes place at the intersection of the circles. The Information Architecture itself consists of four components: Organization System, Navigation Systems, Labeling Systems and Search Systems (Morville & Rosenfeld, 2007, p. 43). It is important to state that not all parts of the individual components will be mentioned, as we will focus on the principles which we find relatable for an e-commerce site as that of By Schøn.

Organization Systems concerns organizing and classifying information in a way that makes it easy for users to access the knowledge they need. It consists of two parts; organization schemes and organization structures. Organization schemes define “*the shared characteristics of content items and influences the logical grouping of those items.*” (Morville & Rosenfeld, 2007, p. 58) and is a way to divide information on websites through exact organization schemes, ambiguous organization schemes and hybrids. The exact organization scheme splits content into sections that are mutually exclusive and well-defined, meaning that no section should have any overlap of information (Morville & Rosenfeld, 2007, p. 59).

Exact organization schemes	
Alphabetical	This scheme organizes information alphabetically and as such is used for indexing dictionaries and encyclopedias. Alphabetic schemes is frequently used “ <i>as an umbrella for other organization schemes</i> ” (Morville & Rosenfeld, 2007, p. 59). An example that could be related to By Schøn is if the items are categorized alphabetically.
Chronological	The chronological scheme is based on date of release, meaning that it lends itself to press releases and other news where the date of announcement is important (Morville & Rosenfeld, 2007, p. 60). However, in the context of By Schøn , this scheme can be used to showcase new arrivals to the store or the latest products from a specific brand.
Geographical	This is a way to divide information based on geography (Morville & Rosenfeld, 2007, p. 60). Some examples of this are international brands that cater websites to a specific location such as Europe or Denmark. While this is not currently applicable to our case it could potentially be useful in the future if By Schøn decides to expand to other countries.

Figure 4 Exact organization schemes

Exact organization schemes have the advantage of allowing easy classification of content and being easy to create and maintain. This way of organizing information is easily understood by the users. However, when retrieving information that is divided by exact schemes it is necessary for users to know the exact name of the information they are searching for.

Ambiguous organization schemes are “*mired in the ambiguity of language and organization, not to mention human subjectivity*” (Morville & Rosenfeld, 2007, p. 61) and does not allow for dividing content into mutually exclusive categories, meaning that they are more helpful to users who only have vague ideas of what to look for.

Ambiguous organization schemes	
Topic	A topic scheme divides information by topic or subject. Few sites rely solely on organization by topic though <i>“most should provide some sort of topical access to content”</i> (Morville & Rosenfeld, 2007, p. 63). This can relate to By Schøn as it allows for dividing product into categories like clothing and accessories and then further into subcategories as <i>“Jeans”, “Dresses”</i> etc.
Task	A task scheme concerns functions or task that users will likely want to perform (Morville & Rosenfeld, 2007, p. 64). These are actions that are possible to predict and are often associated with ecommerce websites. This is definitely implement on the By Schøn website as functions like shopping carts, checkout and secure payment are necessary for webshops. Since the task scheme is limited in functions it is likely used in conjunction with other organization schemes.

Figure 4: Ambiguous organization schemes

As designer we are not limited to using just one organization scheme. Instead, a hybrid combining two or more schemes can be used. An example that is likely relevant to By Schøn is to use a topic scheme on the front page to divide items into product categories while also displaying a topic scheme by offering quick access to the shopping cart.

Organization structures define *“the primary ways in which users can navigate”* (Morville & Rosenfeld, 2007, p. 69). These structures can be applied individually but also complement each other on the same site.

The top down organization structure focus on hierarchy and is based on taxonomy. This approach is beneficial since this way of organizing is likely familiar and easy to use. Furthermore, the top down structure allows a designer to *“quickly get a handle on the scope of the web site without going through an extensive content-inventory process”* (Morville & Rosenfeld, 2007, p. 69). The categories in a top-down structure are often mutually exclusive, though they can be made polyhierarchical, thereby allowing for content being listed in several categories. Next, the depth and breadth of the taxonomy should be decided upon, as it should be neither too broad nor too deep. Instead, we as information architects should strive to find the right balance for the specific website.

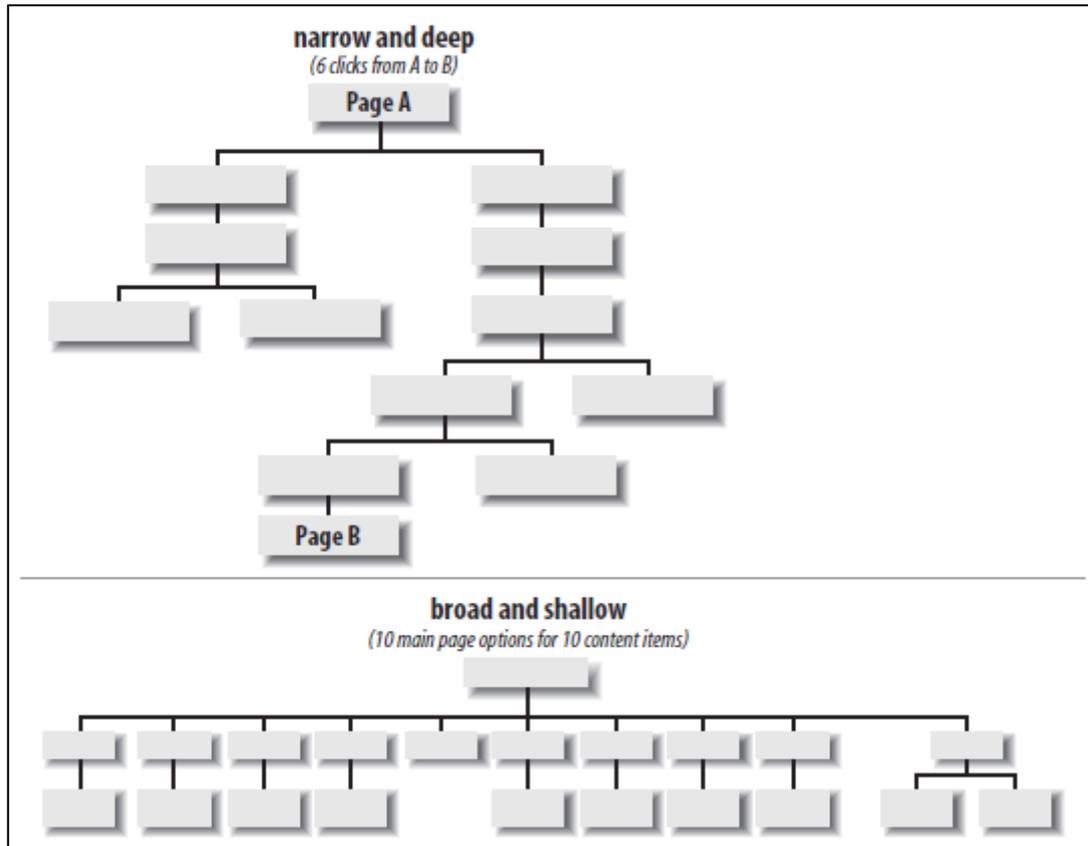


Fig 5: two forms of top down organization structures(Morville & Rosenfeld, 2007, p. 71)

A second organization structure is the Database Model which has a bottom-up approach. This model is based on metadata and the relation of these elements. Objects such as documents and other information can be tagged with metadata and thereby “enable powerful searching, browsing, filtering, and dynamic linking” (Morville & Rosenfeld, 2007, p. 74). According to dictionary.com Metadata is “definitional data that provides information about or documentation of other data managed within an application or environment” (Morville & Rosenfeld, 2007, p. 194) and can contain information regarding characteristics, context and condition about the data. Examples of using a database model to organize content are catalogs and directories while also being applicable to website sections such as a product list, the latter of which might be applicable to the By Schøn website.

In the analysis of the By Schøn website it is important for us to examine the organization of the site. We view Organization Systems as an umbrella of sorts for the other three components as it sets the baseline for organizing the information on the website. If issues with this system are

revealed through our examination, a worst case scenario could result in a need for redesigning the taxonomy and classification, possibly affecting the need to change the other IA systems as well.

The organization schemes will help decide whether the content has been organization in a way that is clear and understandable to users. If the website uses hybrids, which is a reasonable assumption, there is a risk that it can cause confusion if not properly thought out. However, as exact schemes help users who are looking for items already known and the ambiguous schemes are good when browsing for items, it would be a good idea to integrate both types. Identifying the information structure is also a necessary part and it's possible that several structures are used. Given the context of a webshop, we also find it interesting to identify whether a database model has been used to link content through metadata.

The second component of IA is Labeling which is used to *“represent larger chunks of information”* (Morville & Rosenfeld, 2007, p. 82) such as e.g. representing information on an organization’s values, history and employment opportunities through an “About us” label. Labeling offers condensed information about the content found within, thereby simultaneously acting as a shortcut to users while also saving space by displaying the content on a sub site.

Labeling is beneficial to both organization systems and navigation systems as it helps define the content for the users and the navigation as well. In the example above, the “About us” label makes it clear to users that a group of content regarding the organization can be found within. Furthermore, it also makes the navigation clearer as the label acts as a shortcut to a sub site.

There are two types of labels; Textual and iconic. The textual labels are further divided by the authors into sub-labels which are not mutually exclusive.

<b>Textual labels</b>	
Contextual links	This label type <i>“hyperlinks to chunks of information”</i> (Morville & Rosenfeld, 2007, p. 86) somewhere on the same page or another page on the site. These are easily created and usable on websites though some caution should be advised since contextual links can reflection personal association of content. Much like the hypertext organization structure, contextual links can result in confusion, due to the user’s expectations of the content not the same as the authors. An example related to By Schøn is to create

	contextual links leading to other items that are related the one they are currently browsing. As related items can be a broad definition, some thought should go into deciding the relationship between items.
Headings	Heading labels describe the information that follows and are <i>“often used to establish a hierarchy within a text”</i> (Morville & Rosenfeld, 2007, p. 90) in the same manner as e.g. a newspaper article. By Schøn uses heading labels on product pages to describe the content that follows. This can be product name and manufacturer. The following product texts can also include heading labels like <i>“size”</i> and <i>“style”</i> further breaking up the text.
Navigation system choices	These labels are representative of the navigation system routes and need to be consistent throughout the website (Morville & Rosenfeld, 2007, p. 92). In essence, changing the labels on individual pages will likely cause frustration since users are dependent on the same labels to appear on every page.
Index terms	These labels can be used to <i>“describe any type of content: sites, subsites, pages, content chunks”</i> (Morville & Rosenfeld, 2007, p. 95) and include tags, descriptive metadata and keywords. Index terms can make both searching easier while also offering an alternate way to browse. It could very well be that By Schøn uses index terms on items so they will be easier to sort through for customers.

Fig 6: Types of textual labels

The second label type is iconic labels which uses icons to represent information instead of using text (Morville & Rosenfeld, 2007, p. 97). An example that is regularly used on ecommerce sites like By Schøn is an icon of a shopping cart which grants access to the customers shopping cart. Such a substitute can be aesthetically pleasing and in this instance most users likely identify the icon with accessing the shopping cart. This, however, also poses a challenge for information architects who use iconic labeling. There is no guarantee that users will associate the label with the intended meaning especially when not accompanied by text labels. This lack of understanding and the absence language due to solely using icons can result in unnecessary confusion and frustration for the users.

On the By Schøn website it will be necessary for us to determine whether the labeling is consistent, such as examining the comprehensiveness of the labels. A clothing webshop should for instance not list " *pants,*" *ties,*" and *shoes,*" while somehow omitting *shirts*" (Morville & Rosenfeld, 2007, p. 100). One way to examine the labels on the website is to do a content analysis by using the four components of IA. Evaluating the labeling systems can be done by e.g. concentrating on a particular type of labels such as headings. This makes it easier to test the labels and discover inconsistencies as opposed to e.g. evaluation index terms. These can be too vast in numbers and we cannot be guaranteed to be granted access to this (Morville & Rosenfeld, 2007, p. 101).

The next component is navigation systems which complements the organization structures already in place. These organization structures help define the main ways of navigating on the site so the navigation systems is used to add flexibility and offer a context. According to Morville & Rosenfeld; *"Structure and organization are about building rooms. Navigation design is about adding doors and windows"* (Morville & Rosenfeld, 2007, p. 115). The context concerns making users aware of their location, which can be accomplished by offering a breadcrumb navigation (Morville & Rosenfeld, 2007, p. 52) and having the same graphic display throughout the site. The latter can be beneficial if users are directed from other sites or a search engine (Morville & Rosenfeld, 2007, p. 119). The flexibility part is based on hierarchies being rigid and navigation systems offering other possibilities such as e.g. navigation by hypertext.

There are two types of navigation systems; embedded systems and supplemental systems. These mostly fall into three primary categories; structural navigation, associative navigation and utility navigation where structural is based in hierarchical navigation from top layers and down, associative has pages being bound by similar content and utility are features that help users while not always part of a central hierarchy (Kalbach, 2007, p. 86). Though the types of navigation systems and the primary categories are presented by different authors they overlap and can be used in conjunction.

The embedded navigation systems are “typically wrapped around and infused within the content of the site” (Morville & Rosenfeld, 2007, p. 116) thereby offering users assistance in realizing their placement on a page and where they can navigate to.

Embedded navigation systems		
Navigation category	Navigation System	
Structural navigation	Global navigation	The global navigation is located on all pages and is “often implemented in the form of a navigation bar at the top of each page” (Morville & Rosenfeld, 2007, p. 122). It is representative of the upmost level of pages and often “defines the boundaries of the site itself” (Kalbach, 2007, p. 87). It is referred by Kalbach as main navigation and is in the category of structural navigation since it’s based on hierarchy. It is likely that By Schøn uses the global navigation on the top of the website, where it is most usually. This often includes a link to the main page, making it easy for users to find their way back. Furthermore, one could expect that a search bar is present the top and that the global menu will link to products, new arrivals and on sale items.
Structural navigation	Local navigation	The local navigation often complements the global navigation which “enable users to explore the immediate area”(Morville & Rosenfeld, 2007, p. 124) and makes it part of the structural navigation category. Local navigation can e.g. take the form of a drop-down menu that expands upon a category in the global menu. This arrangement is referred to as “Horizontal” since the local navigation is embedded within the global navigation menu (Kalbach, 2007, p. 89). An example of Horizontal that can be relate to By Schøn is to expand upon a global category named “New arrivals” in order to provide links to the different categories of clothing within such “Dresses” and “Jeans”. The local navigation then grants access to sub sites where the desired content for can be found. It should be noted that a drop-down local navigation

		menu is not limited to one layer but can have several if needed..
Associative navigation	Contextual navigation	Contextual navigation offers links that does not fall under the global or local navigation. This is part of the associative navigation category as it often links to specific documents or pages that are similar such as a “Related product” or “See also” in webshops. Contextual navigation lets users explore new product they might be interested in as this type of navigation provides the option “ <i>to create a web of connective tissue that benefits users and the organization</i> ” (Morville & Rosenfeld, 2007, p. 126). The contextual navigation is commonly embedded in text such a product description or placed on one side of the content or at the end of a text (Kalbach, 2007, p. 91). This could also be the case for the By Schøn website if contextual navigation in the form of e.g. “Related product” is offered.
Associative navigation	Adaptive navigation	This can be considered an extension of contextual navigation as the “ <i>links are generated from a process referred to as collaborative or social filtering...an algorithmic ranking of some kind, based on user behavior</i> ” (Kalbach, 2007, p. 94). Adaptive navigation is highly relevant to ecommerce sites as a customer preparing to buy an item such as a dress can be given suggestions/recommendations on what to buy besides the dress. This will be based on what other customers who bought the dress purchased along with that item. Amazon.com is a good example of this as looking at items reveal a “Frequently bought together” and a “Customers who bought this item also bought” function. Implementing features such as these could also be beneficial to both customers and to By Schøn.
Associative navigation	Quick links	Quick links are used to give access to areas or content that is deemed important but “ <i>may not represented in a global navigation</i> ” (Kalbach, 2007, p. 96). As opposed to contextual navigation, the quick links are not bound to single pages but is applicable throughout the entire site. In this way, a designer is not

		limited to narrow the links to certain areas but can implement quick links that encompass both the most popular content while also highlighting content the organization considers important. In the context of By Schøn it could be useful to quick link to certain product or services.
Associative navigation	Footer navigation	The footer navigation normally consists of text links that leads to information unconnected to the main navigation subject. Examples of this on By Schøn can be terms and conditions, contact information, site credits and copyright information (Morville & Rosenfeld, 2007, p. 97). Using footer navigation can save space while also keeping topically unrelated information apart.

Fig 7: Types of embedded navigation systems

Supplemental navigation systems are often used in conjunction with embedded navigation systems. Supplemental systems “*exist outside the content-bearing pages*” (Morville & Rosenfeld, 2007, p. 116) and are often vital to findability and usability, especially on content heavy or large websites.

Supplemental navigation systems		
Navigation category	Navigation System	
Utility navigation	Toolboxes	The toolbox offers link access to important functions though these are not necessarily topically related (Kalbach, 2007, p. 100). Examples of this that could potentially be useful for By Schøn is to include links to a shopping cart and terms and condition.
Utility navigation	Linked logo	A linked logo is clickable and returns the user to the front page (Kalbach, 2007, p. 100). It is often embedded in the global navigation area and is likely also done so on the By Schøn website.
Utility navigation	Internal page navigation	Internal page navigation can be used on content heavy sites to offer the possibility of jumping between sections (Kalbach, 2007, p. 103). This could arguably be useful on a text heavy page containing

		terms and conditions as it allows users to jump to the specific point needed.
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Fig 8: Types of supplemental navigation systems

James Kalbach argues that the types of navigation are closely related to types of pages on a website and that any “given navigational scheme may have two different purposes on different page types” (Kalbach, 2007, p. 105). The three main page categories are: Navigational pages which lead users to the desired content, content pages and functional pages that contain tools used to complete tasks.

Types of pages		
Page category	Page type	
Navigational pages	Home page	The home page gives and overview of the entire site
Navigational pages	Landing pages	Landing pages match the menu selections in the main navigation thus providing an “overview of main site categories”(Kalbach, 2007, p. 107). This could correspond with an overview of categories such as “New arrivals”, “On sale items” and other sections on the By Schøn website.
Content pages	Product pages	On ecommerce websites such as By Schøn, the product pages are essential. They often include information on products such as description, related items, pictures and details (Kalbach, 2007, p. 110). Furthermore, content pages offer functions such shopping cart and purchasing options, the ability to view and change the size and color of products and the possibility of sharing the product/page by email or on social media.

Fig 9: Types of pages

Our examination of the By Schøn website navigation will be based on a heuristic evaluation approach. Heuristic evaluations are dependent on expert reviewers who make “*judgments as to the compliance with recognized principles, or heuristic*” (Kalbach, 2007, p. 155) and in this instance the principle of Navigation Systems will be evaluated. However, since the four components are related, this approach will be extended to evaluating the other systems as well. It is reasonable to assume that a mix of navigation categories is used on the By Schøn website, as this will help users in navigating the site.

The last IA component is Search Systems which allows users to search for objects on a site. It is based upon search engines in which a designer can then assign search zones available to users such as e.g. type of content and topic (Morville & Rosenfeld, 2007, p. 152). Another thing that might be useful to address is that a search can bring up both destination pages and navigation pages, of which the former consists of information regarding products and the latter is a navigational tool in order to find the destination page (Morville & Rosenfeld, 2007, p. 153). An example related to By Schøn is that it might be useful to limit the search result to destination pages only.

An information architect must also consider how to present the search results, including what and how much to display. The search retrieval results can be listed by either sorting or ranking (Morville & Rosenfeld, 2007, p. 168). The sorting can be alphabetical by e.g. product name and size or chronologically. Furthermore, a sorting can be displayed by popularity, price and other features. Results by ranking is “*typically used to describe retrieved documents’ relevance, from most to least*” (Morville & Rosenfeld, 2007, p. 168). Examining the search systems on the By Schøn website can likely reveal how the search retrieval functions. Furthermore, it can also be evaluated whether the search result listing is sufficient or if it’s possible to make enhancements.

## Pervasive information architecture

Morville & Rosenfeld's book on IA has been hugely influential on the field, so much that the Information Architecture Institute (IAI) decided to adopt their definition of IA with minor adjustments. The official definition by the IAI is as follows:

1. *The structural design of shared information environments*
  2. *The art and science of organizing and labeling Web sites, intranets, online communities, and software to support usability and findability*
  3. *An emerging community of practice focused on bringing principles of design and architecture to the digital landscape*
- ("IA Institute - What is IA")

This is expanded upon by Resmini and Rosati who argue that this definition of IA is not limited to the context of www since only the second part of the official definition specifically concerns the web. The first and third definition suggest IA that as both *"a practice and a future discipline has more to it than the simple art of labeling and organizing of online content and that it is evolving"* (Resmini & Rosati, 2011, p. 32). In essence this means that IA is moving from the confinements of the web and into information spaces which is something that an information architect must take into account. This new stage of IA is named pervasive information architecture and concerns the design of these new information spaces. This is referred to as a process which opens up *"conversation with ubiquitous computing and service design, and where the information architect recognizes gathering, organizing, and presenting information as tasks analogous to those an architect faces in designing a building"* (Resmini & Rosati, 2011, p. 34). This analogy views both types of building as spaces that humans can explore even though the building materials are clearly different. The task of creation of an information space that presents people with information they can use, is similar in concept to the architect designing a building where people can live.

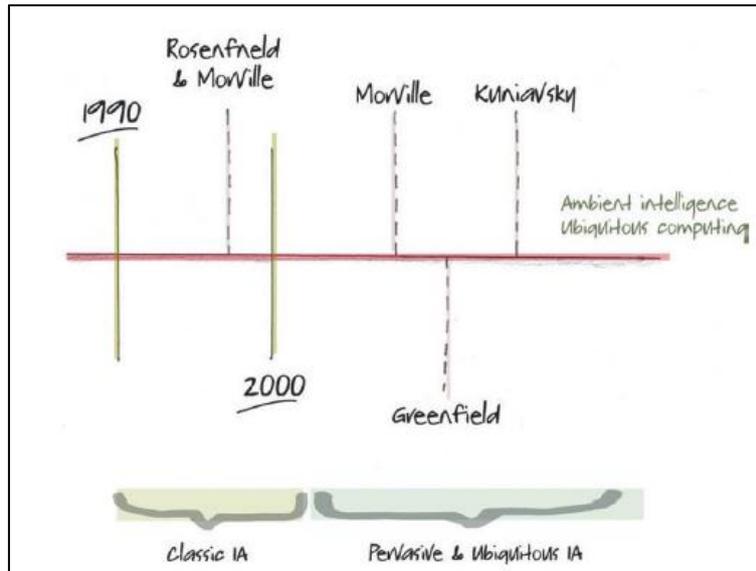


Fig 10: Moving into pervasive information architecture. (Resmini & Rosati, 2011, p. 34)

Two terms that need to be touched upon is ubiquitous computing and service design since aspects of these are likely included or are mirrored in the process of designing pervasive IA. Ubiquitous computing refers to “embedding computing power into the environment, in objects, appliances, displays, and systems, mostly in invisible ways” (Resmini & Rosati, 2011, p. 18) as people process information from objects such as these every day. According to Sylvain Cottong service design aims to provide customers “with useful, usable, desirable, attractive, and credible services” (Resmini & Rosati, 2011, p. 34) in order to fulfill a task while at the same time allowing producers to provide an excellent experience that does not forego e.g. value and efficiency. In this process, transparency and a full view of the channels that allow interaction is necessary.

Since the design of information spaces take place in different channels, this opens up for the use of cross-channel in conjunction with pervasive IA. As mentioned in another chapter, cross-channel concerns using the same information across multiple channels. This allows a business to create a homogenous experience for their customers, no matter the channel, device or domain that they use. In order to give an understanding of pervasive IA, an example will be used throughout this chapter. The example concerns a clothing business that is attending a convention or an event where only a limited amount of products made available to the customers due to space restriction. The business also has physical stores, a website and a mobile application, thereby not fully mirroring By Schøn. We are aware that By Schøn does not currently contain all of these

element but it is still similar in business type and domain and depending on the future developments, it is possible that By Schøn could end up in such a scenario. A pervasive IA designer could use the convention table as a part of an information space and design pervasive IA that showcases or gives access to more content than what is physically available at the convention. This corresponds with cross-channel if the content is the same as found on a website or in the store. Access to this content could be given through e.g. a touch screen stand or by offering QR codes, both of which grant access to the business app or website where the full product catalogue is available. The customer can then browse to all the products and make purchases through these two channels. Alternatively, it could also be possible to be directed to the nearest store, if the customers want to view the products in person. In this example, the initial information space is a physical one which grants access to digital spaces in the form of either a website or a mobile application. The customer can then use these digital channels for purchasing items or be directed to a physical location in the form of the nearest store. By taking all these environments, services and products into account, the process becomes pervasive, holistic and results in the formation of a singular IA ecology *“where old and new media and physical and digital environments are designed, delivered, and experienced as a seamless whole”* (Resmini & Rosati, 2011, p. 41). As pervasive IA is much broader in scope than the classic IA represented by Morville & Rosenfeld, a manifest has been made that can act as a base for a design model.

<b>Pervasive IA manifesto</b>	
1. Information architecture become ecosystems	As a diverse mix of contexts and media are firmly entangled, every artifact becomes a part of this ecosystem and within this systems they are all linked or related in multiple ways and have to <i>“be designed as part of one single seamless user experience process”</i> (Resmini & Rosati, 2011, p. 51) . In the example from the convention, artifacts include the convention table that showcase products, the touch screen stand, the QR code, the website and app and the physical store.
2. Users become intermediaries	The classic relation between a producer of goods and a customer is dissolved since users are able to participate in

	<p>actively growing the ecosystem. This can be done by remediating “existing content by ways of linking, mash-ups, commentary, or critique” (Resmini &amp; Rosati, 2011, p. 52) or developing new content. A way to remediate existing content is to share it through social media, thereby allowing even more users to link comment or critique. An example related to the business attending the convention is if customers share content such as a dress through the app or website or take a picture with a mobile phone and upload it to e.g. Pinterest or Facebook.</p>
<p>3. Static becomes dynamic</p>	<p>Some content within the architecture might be located in a specific location and have been intended for a specific purpose before being aggregated and remediated elsewhere. However, as users play the role of intermediaries, this content is open to constant change, thereby remaining unfinished and continually being refined and manipulated (Resmini &amp; Rosati, 2011, p. 52). Continuing the dress example, it can be argued that sharing a picture of a dress changes the intention of viewing the item as a single user on a website to having friends on social media commenting upon it. This also makes it open to change and potentially remaining unfinished.</p>
<p>4. Dynamic becomes hybrid.</p>	<p>The confinements that traditionally separated the producer of goods and the customers are waning as is the borders between genre and media. The new architectures encompass “different domains (physical, digital, and hybrid), different types of entities (data, physical items, and people), and different media” (Resmini &amp; Rosati, 2011, p. 53). This also means that experiences in the ecology are all either a bridge between the various media or are crossmedia. If a customer has traditionally been limited to</p>

	<p>trying on a dress in a store, then pervasive IA can integrate the possibility of taking 3D pictures of a customer's body type into a mobile application. This picture can then be used on the website or in the app to provide a visual of how an item such as a dress fits the specific customer. In this way the boundaries between the domains are disappearing as the media is mixed and to the experience extends through environments.</p>
<p>5. Horizontal prevails over vertical</p>	<p>In pervasive information architectures the <i>"correlation between elements becomes the predominant characteristic at the expenses of traditional top-down hierarchies"</i> (Resmini &amp; Rosati, 2011, p. 54). This is due users acting as intermediaries, making it harder to uphold the hierarchical structures as they move toward a more temporal stage of spontaneity and change.</p> <p>While a hierarchical structure can be maintained on classic IA such as a website, it becomes harder when the IA is pervasive and all parts of the clothing business belong to the same overall ecology.</p>
<p>6. Product design becomes experience design.</p>	<p>In a situation where all artifacts belong to a larger ecosystem, crafting experiences across these takes precedence in contrast to designing the single items (Resmini &amp; Rosati, 2011, p. 54). Shopping for clothes is not limited to physical stores but is a process that can begin at an event that functions as a virtual showroom through e.g. a touch screen stand. The process can then move to a physical store where the customer tries on the clothing item while moving to the website to order the item. It is then possible to keep updated with the business and acquire assistance through a website, an app or social media.</p>

7. Experiences become cross-media experiences	<p><i>“Experiences bridge multiple connected media and environments into ubiquitous ecologies”</i> (Resmini &amp; Rosati, 2011, p. 54) . In this process, all the different elements add to a unified user experience. All the elements in the clothing business example play a part in a seamless and global experience for the users.</p>
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Fig 11: Pervasive IA manifesto

The manifesto describes the pervasive information architecture trends that the authors have identified. In order to turn these trends into a method for designing pervasive IA, five heuristics have been created. The heuristics should be considered guidelines and *“reside in process part of design, not in the procedure”* (Resmini & Rosati, 2011, p. 55). They consist of Place-making, Consistency, Resilience, Reduction and Correlation, with the former three being base heuristics and the last two building upon this.

Pervasive IA heuristics	
Place-making	<p>Place-making lays the groundwork for the ecology and is concerned with helping users to decrease disorientation and <i>“build a sense of place, and increase legibility and way-finding across digital, physical, and cross-channel environments”</i> (Resmini &amp; Rosati, 2011, p. 66). A place is described as something that is communitarian and also subjective and individual. It does not only consist of a physical space but is also comprised of experiences, patterns and memories (Resmini &amp; Rosati, 2011, p. 71). When implementing a place across different environments and channels, both digital and physical and hybrids, it is essential to help users find their way, since the context can change depending on environment,</p>

	<p>users, time and location. Some tools that are traditionally associated with place-making are maps and navigation systems like GPS. An example of place-making tools relevant to the clothing business is to use QR codes to direct users to the website or mobile app and directing them to the nearest store by offering a map with GPS coordinates.</p>
<p>Consistency</p>	<p>Consistency applies to both the internal and the external part of the ecology. Internally, this is related to <i>“the single artifact, collection, or organization”</i> (Resmini &amp; Rosati, 2011, p. 105) While the external consistency is related to when several of these are linked together, the latter being necessary as a pervasive IA ecology span different environments and media. Consistency in this context is focused on the classification of the pervasive IA. This can be obtained by being consistent in terms of labeling between the app, website and the store.</p>
<p>Resilience</p>	<p>This concerns the interaction between humans and information and since individuals are different, the strategy for seeking information is likely to be as well. Resilience is defined as <i>“the fundamental capability or incapability of an information space to shape and adapt itself to different specific users, needs, targets, and seeking strategies”</i> (Resmini &amp; Rosati, 2011, p. 113). In this context, it’s not enough to rely on the structures built by designers but also</p>

	<p>examine the user behavior when interacting with object, the environment and other users. This is referred to as palimpsest (Resmini &amp; Rosati, 2011, p. 125). Furthermore, Kuniavsky notes that <i>“almost every object in the physical world projects into the digital world”</i> (Resmini &amp; Rosati, 2011, p. 129), a process called information shadow. This can give knowledge on how to form the resilient environments by filtering, monitoring and reusing information shadows.</p>
Reduction	<p>Users who are presented with a vast amount of information sources, goods and services risk experiencing frustration and a heavy cognitive load due to the vast amount of choices that can be made. Reduction aims to address these potential problems through organizational means, instead of focusing on taking choices away (Resmini &amp; Rosati, 2011, p. 144). It is important to offer users choices but also help them in their search for these and this applies both internally and externally in the ecosystem. Two principles that can help with this. The first is <i>“organize and cluster”</i> which concerns how to list items in a meaningful way that allows users to cluster them. This also implicitly says that a shallow and wide structure is preferable if items are easily clustered since it is easier to choose from one menu with six items than two menus with three items in each. However, if they are not easily clustered in meaningful lists,</p>

	<p>it might be better to place items in sub-lists (Resmini &amp; Rosati, 2011, p. 155). The second principle is “focus and magnify” which correlates to users focusing on one item and then magnify their view to look for items that are similar (Resmini &amp; Rosati, 2011, p. 157). In this way, a user is directed to their specific niche of choice and being offered a “related item” feature.</p> <p>In the example of the clothing business, if the website has a shallow and wide structure, this can be applicable to the app as well. Furthermore can also be offered related items.</p>
Correlation	<p>Correlation is the ability to recommend <i>“relevant connections among pieces of information, services, and goods to help users achieve explicit goals”</i> (Resmini &amp; Rosati, 2011, p. 168). By creating correlation between information, the pieces become part of a shared meaning, whether internally or externally. Therefore, they can also create continuity between channels, if applied to the whole of the ecosystem. To achieve this, a designer should look to the horizontal axis in which the similarities of items are spotlighted instead of the vertical axis where the hierarchical relationship is represented. <i>“Correlating means empowering the traversal, horizontal dimension of information architecture over the vertical one”</i> (Resmini &amp; Rosati, 2011, p. 183). By connecting items</p>

	<p>through correlation, this also strengthens the relationship across channels and can ensure that information flows seamlessly between them.</p> <p>In the example of the clothing business, the individual channel are not merely copies of each but offers something unique while still being a part of the overall ecologu.</p>
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Fig 12: Pervasive IA heuristics

The axis representing the hierarchical relationship and the similarity links is referred to as the two dimensions of information architecture. It is important as it presents a logic-semantic relationship between items, even though the might belong to different hierarchical categories, which allows them to be tied across channels as mentioned in the correlation heuristic.

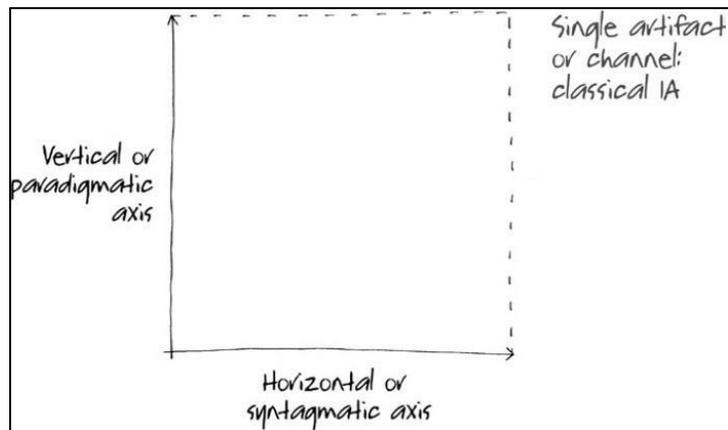
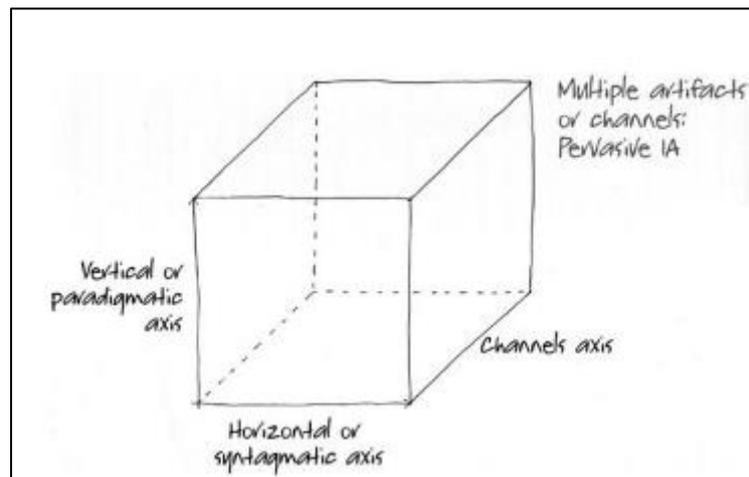


Fig 13: Two dimensions of IA (Resmini & Rosati, 2011, p. 196)

It's important to note that depending on whether it is used internally or externally, the axes function differently. The vertical axis that represents the hierarchy is "mostly an in-channel structure: it describes relationships that are entirely connected to one single channel at a time" (Resmini & Rosati, 2011, p. 196) and even when the same structure is used in different channels, these are copies of each other rather than e.g. shared categories. On the other hand, the horizontal axis pertains to the both internal and external part of the ecology which is something new since it was previously limited to one channel. This is the very key concept behind pervasive

IA according to the authors who state that: *“If place-making is essential to making people stay and feel comfortable, and consistency, resilience, and reduction help people make sense of what they have around, correlation is the backbone of the horizontal axis, the one that conceptually makes the process one single, flowing layer”* (Resmini & Rosati, 2011, p. 197). In fact, the two dimensions of IA model has been also been revised to include channels as well, making it markedly different from the classical approach.



Fi 14: Three dimensions of IA (Resmini & Rosati, 2011, p. 198)

It's necessary for us to emphasize that we view pervasive IA as both an expansion of information architecture but also something that should be used in connection with the classic IA. In itself, we do not consider pervasive information architecture to be sufficient as the four components have to be included in the information space that will be created. Therefore it can be argued that the classic IA is the foundation that enables us to create pervasive information architecture. However, as we are not interested in simply making a copy of the current website, thereby utilizing only the vertical axis, we do need to take into account the heuristics and what is shared between the individual channels and what makes them unique. As pervasive information architecture is a relatively new field for us, it has been interesting to examine whether it brings something new. As mentioned, it is viewed as an expansion of the classic IA and one could argue that creating an information space is the same as creating IA. For example, a mobile application of an existing website can be created by solely using the classic approach and still include features that are unique to the platform. However, it can be argued that what pervasive IA does bring, is the concept of the ecology across all the individual channels and the relationship both internally and

externally. This allows an information architect to create or expand upon this ecosystem where every element is intertwined and adds to the unified user experience, which is not something that the classic IA is not concerned with.

## Persuasive design

The study of persuasion is by no means a newly explored concept. For thousands of years, philosophers and scholars have been examining persuasion, in the attempt of convincing other people that your opinions and statements are correct. In ancient Greece, Aristotle conceived the rhetorical appeals of Pathos, Ethos and Logos, in order to allow a person to present opinions with great conviction. By appealing to people's emotions, credibility and logic, the chance of achieving a successful persuasion will most likely increase significantly. The philosophers of ancient Greece are also the masterminds behind the five canons of rhetoric, described as an art of discourse, enabling people to inform, motivate and persuade an audience through speak or text. While these principles still are of great significance today, their usage has changed due to recent development and advancement in technology. This has allowed for applying appeals and rhetoric in entirely new ways, making it possible to persuade people via technical platforms and mediated communication. This new form of persuasion, achieved by utilizing modern technology, is also known as persuasive design.

The general understanding of persuasive design is largely based on the works of Stanford University scientist B.J. Fogg. In 2003, Fogg defined persuasive design as "*(...) an attempt to change attitudes or behaviors or both (...), achieved without the use of coercion or deception*" (Fogg, 2003, p. 15). In relation to this, Fogg conceived the term of Captology, described as the study of viewing computers as persuasive technology, within the scientific field of Human-Computer Interaction (HCI). Captology does not focus on computer-mediated communication but is instead aimed at investigating "*(...) how people are motivated or persuaded when interacting with computing products rather than through them.*" (Fogg, 2003, p. 16).

According to Fogg, the effects of persuasive technology were not initially planned or intentional, but were rather unintended side effects of usage. Unintentional outcomes are not included the concept of Captology, as it solely focuses on the attitude and behavior changes, originally intended by the designers of interactive technology products (Fogg, 2003, p. 17).

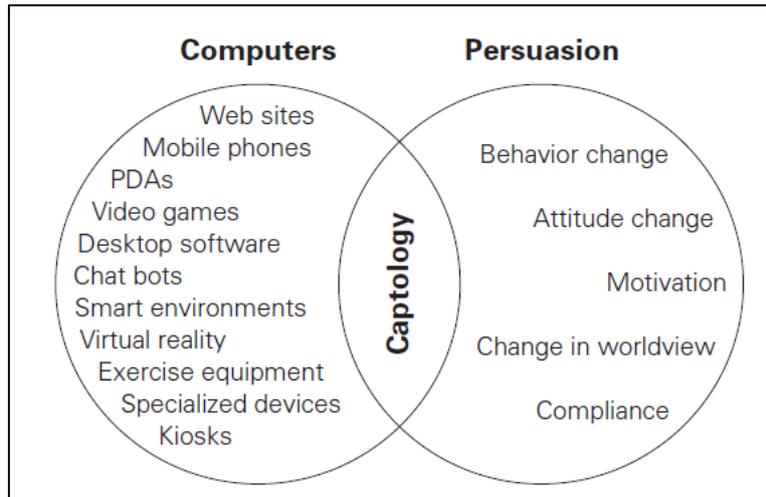


Fig 15: Captology; the merger between technology and persuasive principles (Fogg, 2003, p. 5).

In order to integrate the principles of captology, in the attempt of creating a persuasive design, Fogg presents seven types of persuasive technology tools. Because these tools were conceived to be used within the field of captology, they are very useful in designing interactive technologies and aims at “(...) making a desired outcome easier to achieve.” (Fogg, 2003, p. 32). The seven tools identified by Fogg can be described as followed.

Persuasive Technology Tools	Definition
1. Reduction	Aims at simplifying certain tasks and processes within a system
2. Tunneling	Leads users through predetermined sequences of actions or events within the system
3. Tailoring	Provides the specific information, relevant to certain types of user groups
4. Suggestion	Presents proposals for the user, based on the persons actions or location in the system
5. Self-monitoring	Allows users to monitor their current condition, position or progress in the system
6. Surveillance	Enables one party to monitor the behavior of

	another in order to modify behavior
7. Conditioning	Seeks to change users' behaviors through operant conditioning

Fig 16: Fogg's 7 tools (Fogg, 2003, p. 33 - 54).

Because this set of tools is based on the concept of captology, each tool is highly applicable in interactive systems, seeking to persuade users in certain ways. The principle of the first tool can be applied to almost every aspect in creating interactive technology, as Reduction aims at making complex tasks simpler. The targeted user behavior is more likely to be achieved, if a complex activity is reduced to only a few simple steps. Thus, the effect of reduction is in accordance with psychological and economic theories, stating *"(...) that humans seek to minimize costs and maximize gains."* (Fogg, 2003, p. 33). In the attempt of simplifying user behavior, reduction technologies can also increase personal self-efficacy and strengthen personal belief in the ability to perform the particular behavior. This principle is also applicable in the By Schøn case as a simple design makes it easier for customers to perform actions within the site. The principles of Tunneling may be equally beneficial in an interactive system, allowing designers to lead users through sequential actions or events. Fogg even compares such predetermined steps with a rollercoaster ride; *"(...) once you board the ride, you are committed to experiencing every twist and turn along the way."* (Fogg, 2003, p. 34). This means that users will have to give up a certain level of self-determination, due to the exposure of information and activities, implemented by the designers. Thus, users will confront content that they otherwise might not have engaged or encountered, often resulting in a similar effect as Reduction, making it easier to go through a certain process. This allows the designers with an opportunity to provide an effective persuasion. Furthermore, the implementation of tunneling technologies will often prove effective, because people value consistency. Once users have committed to an idea or process, they will often tend to stick with it, even in cases of contrary evidence (Fogg, 2003, p. 36). In relation to By Schøn, the principle of tunneling could be applicable with a shopping cart function as this allows customers to go directly to the completion of a purchasing process.

The persuasive tool of Tailoring technology is described as *"(...) a computing product that provides information relevant to individuals to change their attitudes or behaviors or both."* (Fogg, 2003, p.

37).By applying this concept, designers can persuade certain people, by customizing the system accordingly to their characteristics, demographics, behaviors etc. Thus, users will be presented to specific types of content, attempting to match their needs or goals. The result will not only be an increase of the persuasive potential in the technology; the users will often benefit from reduced time consumption and a simplified experience. An example of how this could relate to a business such as By Schøn if it is applied to e.g. different fashion types.

The fourth of Fogg's seven persuasive tools is Suggestion, describing the practice of presenting proposals for the user, accordingly to his or her current actions or location in the system. As the system should present such suggestions at the most opportune moment, it can be perceived as an example of the persuasive principle of Kairos. This Greek concept has been known for millennia and prescribes that one should find the opportune moment to present a message (Fogg, 2003, p. 41). Within the field of technology, such suggestions will often be based on peoples' existing motivations, which is why "(...) *the suggested action must be compelling and timely enough that you implement it.*" (Fogg, 2003, p. 41). A suggestion on the By Schøn could be related items in accordance with the customer's earlier purchases or the item they are currently browsing.

In addition to the effect of presenting useful suggestions to users, a successful persuasion can also be achieved by enabling people to monitor their own activities, state, location or progress in the system. By allowing users to self-monitor themselves, they will be able to modify personal attitude and behavior in order to achieve a predetermined goal (Fogg, 2003, p. 44). According to Fogg, self-monitoring technologies corresponds with the natural human drive for self-understanding and can help people to learn about their personal behavior and habits. Due to this, the use of self-monitoring technologies prove intrinsically motivating, thereby increasing the persuasive potential (Fogg, 2003, p. 44). An example of this is showing users how far they are in the payment process.

In somewhat contrast to self-monitoring, Fogg presents the persuasive tool of Surveillance, enabling users to observe other peoples activities. Specifically, Surveillance enables "(...) *one party to monitor the behavior of another to modify behavior in a specific way.*" (Fogg, 2003, p. 46). Surveillance is described as the most common of the persuasive tools, applied in several aspects of our modern society. This is due to the high persuasive potential of the tool, as observation has very powerful effects on our behavior. When people are aware that they are being monitored, their activities are likely to change. If the observer reacts to these activities by rewarding or

punishing the observed individual in the system, the person “(...) is likely to make his actions meet the observer’s expectations.” (Fogg, 2003, p. 46). It can be argued that showcasing a feature like “Others customers have purchased this item” is an example of surveillance. However, for a full effect of this principle users should be view the user-id of the buyers.

The final of the seven tools is the persuasive concept of Conditioning technology, describing “(...) a computerized system that uses principles of operant conditioning to change behaviors.” (Fogg, 2003, p. 49). Operant conditioning is also known as “behaviorism” and “instrumental-learning”, with all terms covering the practice of using positive reinforcements and rewards, in order to increase instances to shape complex behaviors. Fogg compares this method with the training of a dog, as rewarding your dog with some kind of praise, upon performing the targeted behavior; the owner is given positive reinforcement (Fogg, 2003, p. 49). In order to strengthen existing behavior, reinforcement will be most effective if they are unpredictable. In such situations, the targeted behavior will be significantly more addictive. In addition to reinforce behaviors, operant conditioning can also be used to shape complex behaviors. Within the realm of technology, such behaviors could include collaboration among employees, working in different locations. This can be achieved by using interactive systems, thus reinforcing increased cooperation (Fogg, 2003, p. 53). In this regard, such behaviors are certainly much more achievable and common today, as the technological possibilities has progressed significantly since the time Fogg presented the possible usage of the concept. This persuasive tool may not currently be directly applicable to the existing By Schøn business. However, one could imagine a scenario in which loyal customers are rewarded randomly with e.g. discounts or small gifts.

While each of these tools may cause a persuasive effect in themselves, the combined effect of multiple tools will likely increase. As each of the seven persuasive tools is especially applicable at certain phases of an interactive experience, the designer must be aware of the potential of each tool. The principles of reduction and tunneling are likely to be evident throughout the entirety of an interactive system, while such tools as suggestion or tailoring will only result in limited persuasion from the start as the systems requires some information about the customer to be fully applicable. The effect of these tools will not be evident until the persuaders has obtained a certain level of knowledge about the particular user, in order to persuade the person in the most effective manner.

Even though many researchers have expanded upon Fogg's persuasive findings and theories, the seven tools of persuasion are still established as vital pillars within this field. In comparison to comprehensive persuasion tools, such as the PSD-model by Harjuma and Oinas, Fogg's tools may appear somewhat limited. However, much of the content in the PSD-model is actually based specifically on the findings and principles by B. J. Fogg, while some vital aspects of persuasive design have been omitted from the works of such researchers. In contrast, Fogg heavily emphasizes the potential issues within the field of persuasion, with a particular focus on potential ethical dilemmas in persuasive technology. This aspect must be considered by designers, if they choose to integrate persuasive elements in a project. By neglecting ethical considerations, a newly developed project could cause serious issues for the users. An example could include an opaque implementation of tunneling technologies, thereby making users believe that there is no exit from a predetermined process. Thus, the risk of causing users to perform a forced action will rise significantly. This might also be the outcome, if tailoring technology presents inappropriate content for a particular user. If a user with a former gambling addiction is suddenly recommended to try an online roulette, it could result in serious consequences for the person. Implementing surveillance technologies can obviously also be the cause of ethical concerns, as users should not worry whether or not any of their private information is being monitored by third parties. An inappropriate or inadequate implementation of persuasive tools may ultimately lead to involuntary actions from the users, thereby causing a shift from a persuasive intent to coercive actions. As this should obviously never be the intent, the designer must use these tools with great consideration.

By creating the modern perspective on persuasive technology and presenting the concept of captology, Fogg has positioned himself as the mastermind of persuasive design. Due to his set of persuasive technology tools as well as the considerations towards potential ethical issues, we have chosen to implement the theories of Fogg in this thesis project. The seven tools will be used to evaluate the persuasive potential of the stakeholder's existing web shop, thus establishing whether the web site corresponds to Fogg's persuasive principles. If we identify certain features of the web shop as containing a persuasive potential, such elements are more likely to be included in our developed prototype. As for the creation of this solution, the persuasive principles will be incorporated in the design for several reasons. By following the persuasive principles, the design and usage of the prototype would have to be simple and intuitive, thereby appearing significantly

more appealing to users. Furthermore, the implantation of persuasive tools will also seek to adapt users to performing certain behaviors within the system. The effects of these principles would hopefully result in an increased use of the stakeholder's different services, resulting in both happier customers as well as greater revenue.

In order to achieve persuasion in the design solution, we need to include the four components of Information Architecture. In itself, the tools are not sufficient since they implicitly require some form of framework to be implemented in. In this project the framework will be the information architecture that is applied in the mobile application. Furthermore, as we are creating an information space as per pervasive design, the heuristics will also have to be considered. In fact, there is some overlap between the pervasive IA heuristics and the persuasive design tools as e.g. both include reduction which functions in similar ways.

## Interaction design

Interaction design is defined by Human-computer-interaction researchers Rogers, Sharp and Preece, as the art of “(...) *designing interactive products to support the way people communicate and interact in their everyday and working lives.*” (Rogers et al., 2011, p. 9). In order to implement the possibility for interaction within a system, the designer should always involve potential users in the development of the solution. While there are several ways to include an intended user group in the design process, creating and testing of prototypes is an obvious method to ensure, that the perspectives of potential users are integrated in the development phase.

However, the design process does not begin with involving users but consists of activities that are related to each other in a lifecycle model. (Rogers et al., 2011, p. 332). The first activity is establishing requirements which will be based on IA, and specifically the technical assessment and analysis of the website which enabled us to assess what should be included in the prototype. The next three activities are designing alternatives, prototyping and evaluating (Rogers et al., 2011, p. 332). Regarding the designing alternatives, it can be argued that the conceptual design can resemble the basic sketches we aim to start with and the physical design is akin to a detailed prototypes, which will be tested by users during the prototyping activity. Finally, the evaluation activity allows us to evaluate the result and revise if necessary, since the lifecycle model is agile.

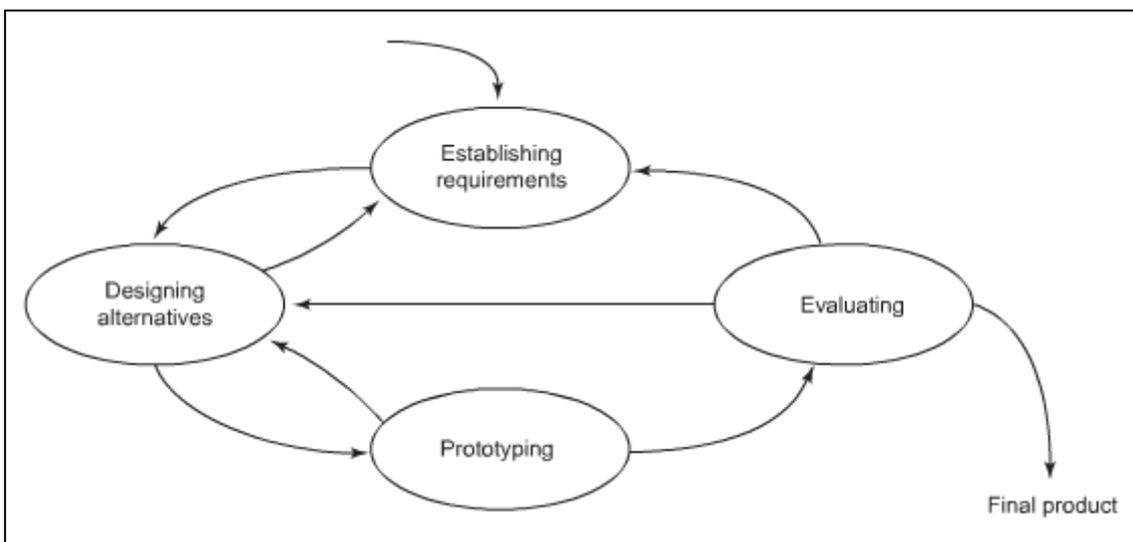


Fig 17: Lifecycle model (Rogers et al., 2011, p. 332)

Designing and developing prototypes does often prove to be very changeable and unpredictable process, as the prototype itself will resemble a final and fully usable product. Because the intended solution may vary from a specific hardware device to a website, mobile application or another form of an interactive design, the work process toward the result can be extremely diverse. Due to this, prototyping solutions can be manifested in multiple forms, such as basic paper sketches as well as advanced software-based designs. However, while the construction and platform of prototypes may vary significantly, the purpose of the prototype will always be the same. A prototype allows stakeholders as well as potential users to interact with an envisioned product, in order to gain experience of using it in a realistic setting. It enables stakeholders to explore the sustainability of the developed product and *"(...) will usually emphasize one set of product characteristics and de-emphasize others."* (Rogers et al., 2011, p. 398). This means that both stakeholders and potential users are allowed to try out a particular functionality, the usability of which the designer wants to have tested before the implementation in a final product. The selected testers will obtain an understanding about certain characteristics of the design, thereby gaining an insight of the intentions, which the designer seeks to implement in a product.

Because prototypes act as incomplete representations of a design, the needed work time, expenses and resources for developing these are significantly lower, when compared to the resources required for a finished solution. Thus, the designer is able to provide the stakeholders of the project a visual impression of the design, often achievable at both a limited time duration as well as a relatively small budget. This provides a foundation, on which the partners can engage a joint dialogue about the development of the project. Because there are numerous situations in which the development of prototypes may be useful, they can serve a wide variety of purposes; *"(...) to test out the technical feasibility of an idea, to clarify some vague requirements, to do some user testing and evaluation, or to check that a certain design direction is compatible with the rest of the product development."* (Rogers et al., 2011, p. 391).

While the intentions of prototyping are almost always characterized by the description above prototypes can be separated into two different categories of low-fidelity and high-fidelity. With low-fidelity prototyping, the prototypes are not supposed to closely reassemble a final product in either form or design, as the prototypes within this category are often constructed by paper or cardboard. This will typically involve some basic and rough sketches, illustrating particular menus,

features or the intended design language of the envisioned product. Due to this, such prototypes serves the purpose of testing the basic ideas of the designers. This means that the development and usage of low-fidelity prototypes will mostly occur in the early phases of the project, as *“(…) prototypes that are used for exploring ideas should be flexible and encourage rather than discourage exploration and modification.”* (Rogers et al., 2011, p. 392). In addition to test the initial concept of a project, low-fidelity prototypes may also be used to create a storyboard. In this case, the designer can sketch an intended usage-scenario of the developed product, in order to illustrate specific examples of the actions that users are expected to perform. This enables the designer to display a particular situation, in which the product is intended to be used and applied.

Overall, the primary reasons for creating low-fidelity prototypes are the low fabrication cost, a limited construction period as well as the opportunity of letting potential users test your initial thoughts and ideas. On the other hand, the possibilities of a paper prototype are quite limited in terms of actual usage, as testers are only able to interact with sketches and illustrations. Thus, the person must be able to use his or her imagination in order to imagine a real situation of actual usage. Furthermore, low-fidelity prototypes are often not optimized for troubleshooting and identifying errors, as paper prototypes are only supposed to visualize the basic ideas of the designer. They are not intended to represent the actual build and design of the developed solution. To achieve this, the designer should instead consider the use of high-fidelity prototypes.

Prototyping within this category will often occur at a later phase of the project, with the prototype-designs resembling the final product significantly more. In contrast to the simple paper prototypes, a high-fidelity design can be much more advanced, as they are normally developed and presented with certain programs, specifically designed to create such prototypes. These opportunities makes high-fidelity prototypes particularly useful *“(…) for selling ideas to people and for testing out technical issues.”* (Rogers et al., 2011, p. 395). By creating a virtual prototype of an application or program, potential users are able to test the design on the very device, on which the final product is intended to operate. Due to this possibility, users are much more likely to relate to this type of prototype as the form factor, construction and interface will probably resemble an actual working product or service. This results in a significantly more convincing experience, compared to a typical low-fidelity prototype. However, the designer should not focus solely on the technical possibilities and benefits of an advanced prototype. In addition to this perspective, one

should also consider the context of use in which the developed product is normally used. By providing users with an alternative to a traditional and often sterile testing environment, the test results could benefit from being conducted in a more authentic setting. This could ensure that the particular platform is being tested in a realistic situation. If a project team were to develop a mobile application, they might decide to create an advanced prototype, before a final version is developed and released. In this case, it would be an obvious choice to test the software while on the move or in casual settings. By doing so the testers should pay particular attention to the impressions that will occur during the usage as well as the physical actions that are performed during the test (Fling, 2009, p. 104). The opportunity for creating much more versatile prototypes, allowing for increased interaction and functionality, are generally stated as the most noticeable benefits within high-fidelity prototyping. However, such prototypes come at the cost of greater development expenses as well as the need for prolonged design phases.

Type	Advantages	Disadvantages
Low-fidelity prototype	<ul style="list-style-type: none"> <li>• Lower development cost.</li> <li>• Evaluate multiple design concepts.</li> <li>• Useful communication device.</li> <li>• Address screen layout issues.</li> <li>• Useful for identifying market requirements.</li> <li>• Proof-of-concept.</li> </ul>	<ul style="list-style-type: none"> <li>• Limited error checking.</li> <li>• Poor detailed specification to code to.</li> <li>• Facilitator-driven.</li> <li>• Limited utility after requirements established.</li> <li>• Limited usefulness for usability tests.</li> <li>• Navigational and flow limitations.</li> </ul>
High-fidelity prototype	<ul style="list-style-type: none"> <li>• Complete functionality.</li> <li>• Fully interactive.</li> <li>• User-driven.</li> <li>• Clearly defines navigational scheme.</li> <li>• Use for exploration and test.</li> <li>• Look and feel of final product.</li> <li>• Serves as a living specification.</li> <li>• Marketing and sales tool.</li> </ul>	<ul style="list-style-type: none"> <li>• More expensive to develop.</li> <li>• Time-consuming to create.</li> <li>• Inefficient for proof-of-concept designs.</li> <li>• Not effective for requirements gathering.</li> </ul>

Fig 18: The advantages and disadvantages of both low- and high fidelity prototyping. (Rogers et al., 2011, p. 398)

In the process of prototyping, the designer will often have to compromise the functionality, due to the limited applications of the prototype. This is however not the only compromise that the designer will have to face, as the form of a prototype will be shaped accordingly to either a horizontal or vertical setup. A horizontal prototype is often able to incorporate a large amount of features, while the level of details is normally reduced. This is in contrast to a vertical prototype, as this allows for more details in the design but with less incorporated features (Rogers et al., 2011, p. 398). As this project involves the prototyping of a mobile application it is an obvious choice for us to develop a vertical prototype, as this format applies with the typical design of modern smartphone applications. In addition, it is often an advantage to include a relatively low number of features, in the attempt of not making the usage unnecessary complicated. This also corresponds with our thought on prototyping as we emphasize a greater level of detail in the design.

Upon completing and successfully testing the newly developed prototype, the design team must decide for one of the following two possibilities. They can choose to continue the development of the prototype by incorporating new functionality and features or optimizing the interface, based on the findings from the user tests. Thus, the prototype will be developed into a fully functional product, making it the final product of the process. This approach is known as Evolutionary Prototyping, in which the continued development on the prototype will make it evolve into the end result of the project. If the designer chooses to only use the experiences and knowledge from the prototype tests to initiate an entirely new product design, it would be an example of Throwaway Prototyping. With this approach to prototyping, the conducted prototypes acts as stepping stones towards the final design, while the final outcome will be built from scratch (Rogers et al., 2011, p. 399). If the design team decides to continue the work on an existing prototype, it is essential that the designers have chosen a suitable software solution from the beginning. An attempt of initiating Evolutionary Prototyping will be futile, if the initial prototype is created with an inadequate program or on an incompatible platform. Thus, designers must consider the future application of the prototype, if this approach can be technically possible. In this particular project we have decided to apply the concept of evolutionary prototyping as we will continuously revise and update the features and functionalities of the high fidelity prototype. Thus, if given enough time and the right opportunities, it would likely be possible to actually implement and use the prototype in the By Schøn business.

Overall, the creation and testing of prototypes are very useful way to verify, that the designers' initial ideas of the form, functionality and usability of an envisioned product are realistic. This is also the main reason for bringing the aspects of prototyping into this particular project. Specifically, the theories of developing prototypes have been included in order to create a visualization of a mobile application that is applicable with the existing services, strategy, vision and channels of the stakeholder's business. While the outcome of prototyping can be aimed at both stakeholders and potential users, any high-fidelity prototypes of this project are mainly directed towards the latter of the two. By letting potential users test the outcome of prototyping, the findings might point out unforeseen shortcomings. If the envisioned navigation is stated as confusing, or if the organizational structure proves far too complex for ordinary users to handle, any such dilemmas would be elucidated for the designers, allowing for a quick correction of the problems. Because the development phases in this project follow the agile principles of Scrum, it is possible to revise and redo past work without having to reject current designs and start from scratch.

Because the content and form of the application is very much depended of the By Schøn website, the development of the prototype is largely build on the findings in the technical assessment as well as the analysis of the site. The outcome of these investigations will be present in the product backlog, describing which elements must be integrated in the solution. The content of the product backlog will be spread amongst the Sprint backlogs, only containing the elements that needs to be implemented in particular sprints. Regarding the members of the Scrum team, the stakeholder of the project will probably have a significant interest in any prototyped outcome, as the solution may be useful in conjunction with her overall services and business strategy.

While any basic low-fidelity prototypes, conducted by paper and cardboard, will be used to visualize initial ideas in terms of form and design, the users are only intended to test an advanced software-based prototype, belonging to the category of high-fidelity prototyping. This will be based on the fundamental principles of Information Architecture, in order to ensure a high level of usability in terms of organization, navigation, search and labelling. Furthermore, as the design is envisioned to act as an extension of By Schøn's existing business, the design, content and labels are likely to reassemble the parts of the existing website which are established as well functioning and useful in the analysis. To improve the chances of making users perform certain activities

within the system, the principles of Fogg's seven persuasive tools will be applied in the development. By influencing the behavior of the users, the envisioned solution could potentially increase the sales and revenue of By Schøn.

### ***Novice/Expert***

In regard to the testing of prototypes, the designers should consider the characteristics of the included users, who are performing the tests. Firstly, the testers should possess a certain level of knowledge about the tested platform, if they are to act as potential users of the developed product. If the selected persons have little to no idea of how to use a prototyped product, the tests might be inadequate and not fulfil the designer's intentions of the process. However, if testers with limited technical skills prove capable of using unfamiliar systems, it could be a strong indicator of well-functioning usability. However, one should also take other aspects of skills and knowledge into consideration. Because interactive systems traditionally grant access to certain kinds of products, services or experiences, users will approach the offered content with different backgrounds.

This way of perceiving users applies with the novice/expert model of Russell-Rose & Tate. They categorize users as either novices or experts, indicating whether they possess certain skills within an area. According to Russell-Rose & Tate, expertise is often lumped into a single category, even though they have identified two types of expertise; domain and technical. Technical expertise is evident in users, who are capable of using and taking advantage of the features in interactive systems. Users, who can be categorized as technical novices, will often practice a breadth-first strategy, when initiating information seeking within a system. This is an attempt to avoid disorientation which could occur if such users venture too far away from the starting point. Technical experts, on the other hand, tend to apply a depth-first approach, as they are not afraid of exploring the system. This approach will often be followed by using links, in order to move deeper into the information space (Russell-Rose & Tate, 2013, p. 4). In this project, users with enhanced skills in using mobile technology and applications will apply as technical experts. In contrast, domain expertise *"(...) defines one's familiarity with a given subject matter (...)"* (Russell-Rose & Tate, 2013, p. 4). This form of expertise can also be related to our project, as users with significant experience of using retailers and services, similar to that of By Schøn, can be

categorized as domain experts. Such users will know the particular terms and language within this field, giving them an advantage in comparison to domain novices. Domain novices are stated as often experiencing “(...) difficulty discerning the relevance of information or the reliability of its source, whereas domain experts make these judgments much more naturally.” (Russell-Rose & Tate, 2013, p. 4).

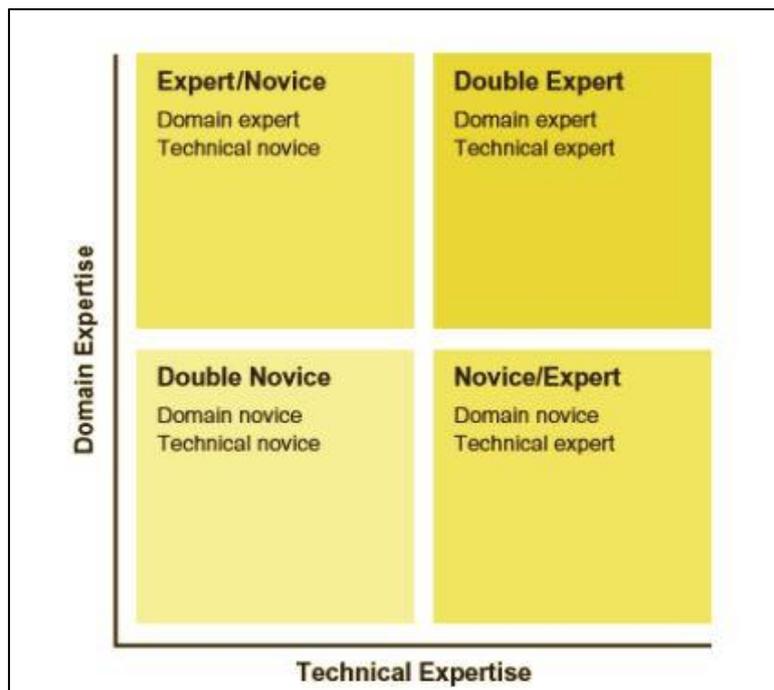


Fig 19: The novice/expert model. (Russell-Rose & Tate 2013, p. 5)

While each of these dimensions is valuable, users who possess a certain level of both types of expertise are more likely to achieve a desired outcome, when interacting with interactive systems. Such users will thus be acting as double experts, enabling them to confront and solve challenges within an interactive system.

As we are involving potential users in the development and design of our prototype, we find it relevant to consider the technical/domain expertise of these test persons. Due to this, we will conduct a series of questions, in the attempt of establishing the test persons' dimensions of expertise. Thus, we will determine their level of technical expertise in terms of mobile applications

as well as their domain knowledge, regarding their familiarity of retailers who offer products and services, similar to that of By Schøn.

### ***Checklist Review***

The process of prototyping an application, designed as an addition to the existing sales channels of By Schøn serves several purposes. Besides from visualizing our envisioned concepts in order for us to better evaluate personal ideas, the developed high-fidelity prototypes will also be used for user tests. By letting potential users test and evaluate an interactive prototype, we are able to gather important information, regarding the functionality and usability of the design. This allows us to establish and change unforeseen issues, which proved challenging for the involved users.

To obtain this knowledge we have decided to conduct a series of Checklist Reviews. This type of evaluation can be compared to heuristic assessments, consisting of a series of concrete test statements. These are all related to certain aspects of the prototype which are vital for the overall use of the application. These statements are divided into four categories; organization, navigation, labelling and visual design, all of which are major principles within information architecture. This is also an attempt of ensuring that the test persons are aware, what an individual statement is related to.

The involved test persons will individually rate each of the presented statements on a scale, ranging from zero to four. Each of these numbers indicates a specific level of performance, related to the particular statement. (Kalbach, 2007, p. 156).

0. No problem at all
1. Cosmetic issues only
2. Minor problems present for some users
3. Major problems are present
4. Catastrophe and unusable for nearly all use

In addition to these ratings, the checklists will also include the opportunity to let reviewers elaborate with additional notes, making answers significantly more detailed. We will encourage users to add descriptive comments, if they find a particular part of the prototype to be especially useful or problematic.

After all of the reviews are finished, their results will be applied as a part of our analysis. The test persons' ratings and comments will be used in the evaluation of the tested prototype, in an attempt of specifying which aspects of the application, which were not well received and should be revised. In order to do so, we will evaluate the outcome from the reviews and search for any patterns across the findings, which will then be summarized in the analysis (Kalbach, 2007, p. 158).

Before initiating the reviews researchers should consider some key aspects in a preparation phase. Firstly, it is important to determine what kinds of users should conduct the checklist reviews. Because a checklist review is associated with heuristic evaluations, the test persons will normally possess a certain amount of expertise within the area. We are however taking a different approach in this aspect. As we are going to evaluate and revise our designs of the prototypes, the final high-fidelity prototype will already be thoroughly investigated from an IA perspective. Instead of simply adding additional evaluations conducted by people with our own background, we find it relevant to bring in the perspectives of ordinary people, who can be classified as potential users of the application. This means that the test persons will all be female, as the products and services of By Schøn are addressed to women.

## **Analysis**

### **Introduction to analysis**

The analysis is split in two parts; the first part consists of an analysis of the qualitative research interview with the stakeholder upon which an assessment of the ecommerce technology behind the website will follow. This leads to a heuristic evaluation of the website based on the principles of IA.

The second part of the analysis focus on our design solution. In this, we will present our choice of solution, the results from the user tests and finally the design solution itself. The results from this part of the analysis will be based on findings from the first part.

## Stakeholder interview

The stakeholder interview took place at a meeting on March 17<sup>th</sup> 2015. Prior to beginning the interview, the informant was given a briefing concerning the purpose and procedure of the interview study and presented to a contract allowing us to use the interview in the thesis project (Appendix A). Furthermore, we briefly presented our background and interests as well. In this way, the informed consent was collected.

The interview was based on an interview guide (Appendix B) that was split into six specific themes we wanted to investigate. Due to us deciding to do a meaning categorization early in the interview study, we used the themes as categories in the meaning categorization. However, we were also aware that due to possible new themes being brought up, we might need to expand or change the categories as a result of the data analysis.. Each theme was had some questions associated that could be used to obtain the knowledge we were interested in. However, it should be noted that the questions functioned as guidelines and as mentioned the informant was allowed to bring up themes as well due to the explorative interview form.

The data analysis was split in two parts. First, the data was read and categorized with the specific themes we wanted to get insight into. This resulted in an initial coding of statements, placing them in the following six categories: Background questions, Customer segment, Marketing, cross-channel, metadata and thesis collaboration. Then, after having gone through the transcription, it was looked at again, focusing on the informant and the potential new themes that could have arisen.

During the second review of the transcription it became clear that the theme of “Events” is an integral part of the By Schøn business and a theme that was focused on and expanded upon by the informant. Therefore, it was decided to give this theme its own category, thus moving it from being a part of the “Customer segment” category. We also decided that the theme “Metadata” was not sufficiently broad to use as a category. The original intention was to focus mostly on the products descriptions but the interview turned out to cover Shopify as a whole. The informant brought up e.g. payment and search engine optimization so the category was changed to “Shopify” in order to encompass both the theme of metadata and these as well. The other themes

were kept but subcategories were added based on both the original questions and what the informant brought up.

The categories are presented in a table and when analyzing, representative quotes from each category will be used to represent the meaning of the interviews. It must be noted that the all the categories does not have the same amount of subcategories attached as the data decides on the amount of these. As the interview was in Danish it has been necessary to translate the representative quotes into English. The whole transcription can be found in appendix C.

<b>Categories and subcategories</b>			
<b>Background questions</b>	<i>Background of By Schøn</i>	<i>Products</i>	<i>Webshop and events</i>
<b>Customer segment</b>	<i>Characteristics</i>	<i>Customer service</i>	<i>Customer club</i>
<b>Events</b>	<i>Current events</i>	<i>Homeparties</i>	<i>Future developments</i>
<b>Cross-channel</b>	<i>Existing cross-channel integration</i>	<i>Our ideas</i>	
<b>Shopify</b>	<i>Statistics</i>	<i>Payment</i>	<i>Metadata</i>
<b>Project collaboration</b>	<i>Scrum</i>	<i>Plans and wishes</i>	<i>Prototype and testing</i>
Fig 20: hemes and subcategories			

### **Background questions**

The first category is background question which acts both as an introduction and is also used to establish the background for both the informant the business. This was split into three subcategories during the meaning categorization: “Background of By Schøn”, “The Products” and “Webshop and events”

In the “background of By Schøn” subcategory it was revealed that the informant started out as a trainee in a Matas store and in time proceeded to buy a Matas store. This store was so successful that the informant received an offer to sell which was agreed upon. Then, thinking that a webstore was the future, By Schøn was created.

*IP: Well, ehm, I have had a traineeship in a store, a Matas store, and ehm as a 24 year old I thought, ehm, I am really, really good at this but I don't want to attend it for others so I bought a Matas store here in Aalborg (Appendix C, statement 39)*

*IP: And then I'm thinking, I received a good offer to sell it, and thought that it was time for something new and, ehm, then I'm thinking that a webshop is simply the future (Appendix C, statement 6)*

The informant does not have an open physical store. However, the storage facility, which is also being used as a showroom, resembles a physical store.

*IP: Where I also have, have storage (Appendix C, statement 24)*

*IP: One cannot come in from the street, it is ehm, it is just for invited customers (Appendix C, statement 28)*

The next subcategory is on the product, focusing on the breadth of it and from where it originates. By Schøn offer a mix of clothes, make-up and beauty products, with the clothes mostly being picked up in Paris. Some Danish brands are used as a supplement, possibly to attract customer by known brand names, though this was not revealed in the interview. The beauty products are the best of those the informant used to sell in Matas. It was also revealed that the split in sales between clothes and beauty products are 50/50.

*IP: So it's a mix of clothes and make-up and beauty products and (Appendix C, statement 8)*

*M: Ehm, what do you sell the most of. Is it, you mentions both clothes and ehm beautyproduct and..*

*IP: Well, I'd say its 50/50 (Appendix C, statement 85 - 86)*

*IP: And my slogan is "All the things women love"so, so it's almost everything women love that is in the storage (Appendix C, statement 97)*

The last subcategory is "webshop and events" where it was revealed that family matters are part of the reason why the informant does not have a physical store. Furthermore, the informant preferred being devoted 100% to the customers when hosting events in the showroom, instead of being tired after working all day in the store. On the other hand, some customers have inquired about being able to visit outside the scheduled events, thus making it a possibility that the facilities will be opened a couple of times a week at some point.

*IP: A showroom, so it is also due to my family that I do not have an open, physical store. (Appendix C, statement 128 - 133)*

*IP: Ehm, but on the other hand I also, well I yes, I actually think it is a great way to have customers, I am there 110% when I host for them, instead of having been there all day and being very tired at the last event. (Appendix C, statement 136 - 138)*

*IP: So it could be a such a part of it, I think, a couple of times a week or something like that. (Appendix C, statement 146)*

Lastly, the informant commented upon the webshop itself and expressed that it had not been given enough attention. This was partly due to lacking knowledge and having to build it from the ground up. The informant is aware that a webshop offers the possibility of generating more sales and would like to focus further on this. It was also revealed that By Schøn has a Facebook site which can potentially reach new customers as well as. Furthermore, it is revealed that the events contribute to 70% of the current sales while the webshop is responsible for the last 30%.

*P: Yes. Is it rightly understood, have I rightly understood that you can see that there might be more, that there is potential for more sales in the webshop*

*IP: Yes, definitely. Because I can see the events, so what they buy that night, they go home and order, and I'm thinking, it could be turned up a notch on that account plus some other customers I could target. (Appendix C, statement 178 - 179)*

*IP: But this precisely I do not focus on enough, it is also because ehm as webshop is for (Appendix C, statement 354)*

*IP: For the whole world I almost said, for Denmark at least (Appendix C, statement 356)*

*IP: In that its, I'd say 70 on the events, 30 in the webshop (Appendix C, statement 159 - 160)*

## **Customer segment**

The next category concerns the customers and the first subcategory is characteristics. The customers are mostly from Aalborg and the surrounding areas and the typical age at events are 30 and up, with some inviting their mothers and grandmothers to the showroom. In fact, the oldest was around 80 years old with three generations of women being represented. The typical amount of attendees is 10 per night. Besides families, the typical customers attending events are group of

friends or workplace colleagues. So, the attendees are mostly familiar with each other, though the Facebook site had been used to invite Facebook friends to an event. In that instance, the attendees were not necessarily familiar with each other. A reason given for the Facebook site is that it is easier to reach new customers in other cities since the showroom is primarily directed at those from Aalborg and the surrounding areas.

*IP: It is primarily from Aalborg and the surrounding areas, I would say. (Appendix C, statement 185 - 187)*

*IP: Well, it's not the very young, no it's not. I have had all ages (as customers) but, but I'd say that it's primarily 30 and up (Appendix C, statement 213)*

*IP: Yes, so three generations were going together. But otherwise it's typically work places or groups of friends. (Appendix C, statement 232)*

*IP: Yes, I think so, actually. It's not the very young, I don't catch their eye. And it is not really those I want to catch. (Appendix C, statement 221)*

As mentioned, the focus is on providing for the customers by catering to them at events. On the basis of this, we introduced the utilitarian and hedonic shopping orientation to the informant and wondered whether the By Schøns customers might belong to latter shopping orientation. This was agreed upon. Furthermore, the informant again mentioned being undecided upon whether to open the store a few times a week. On one hand it could take away the uniqueness of the concept though it would also be a way to reach new customers.

*IP: Yes. I don't think they do it because they are aware of the prices. I don't give discounts. (Appendix C, statement 287)*

*IP: Those who, they do it when, because then want an experience with their friends.*

*M: Yes*

*IP: And to get something out of the ordinary (Appendix C, statement 291 - 293)*

*IP: So I am a bit split, I have to admit, regarding my concept (Appendix C, statement 309)*

The next subcategory is "Customer service" in which it is revealed that the informant finds customer service to be lacking in the current market. This is something that the informant intentionally focuses on as a vital part of the business.

*IP: Well it, it's service all the time. I think that service almost, it's a ehm, it's nonexistent, it's in chain stores and then people who are employed in the stores (Appendix C, statement 419)*

*IP: Or, I also send a small gift and, well it's lightning fast when they receive answers to thing and I measure and, and what's it called, sizes for them and, well everything that can be done on, on the account of service is so important. (Appendix C, statement 488)*

*IP: And that is where I think it's lacking here.. (Appendix C, statement 491)*

The last subcategory is "Customer club". Having a background in Matas, the informant is well aware of the success of 'Club Matas' and that it is something that could potentially be implemented in the By Schøn business model. Advantages for customers could potentially include discounts and exclusive events and also being able to collect loyalty points that can be exchanged for goods.

*M: Have you considered what it would mean, well what the advantages could there be for being a member, would it be in the form of discounts or exclusive events.*

*IP: Well it could be experiences, it could be discounts, it could be, it could be small gifts, small. Yes it could be many things.*

*M: Yes.*

*IP: And then a token amount of money to, to have something to use of course, but also so there's, so they can be kept here. (Appendix C, statement 403 - 407)*

*IP: And I did that when I had the Matas with huge success, so the, the whole foundation is, is being pampered, so it concern collecting points and being pampered (Appendix C, statement 419)*

## **Events**

The next category is "Events" which, as revealed previously, is a vital part of the business and currently generate 70% of the sales. While the events are briefly mentioned in the "Background questions" category, they will be further expanded upon here. The events are free of charge and consist of five or more customers being invited. At the events customers are being pampered with goodie bags and are given personal instruction regarding the products, for example a make-up course. Events are hosted two to three times a week and the customers feel special since they are being allowed to visit By Schøn.

*IP: And then, ehm, firstly it's free and they are given goodie bags and being pampered but they also get a little show, ehm personal instruction in the things (Appendix C, statement 14)*

*IP: So they are simply given a little, their own little stylist make-up course at these evenings (Appendix C, statement 70)*

*M: How, now I don't know how often you have these events*

*IP: I have that two to three times a week (Appendix C, statement 155 – 156)*

Besides the events at By Schøn, the informant has also considered attending events locally such as having a stand at 'Forårsmessen' and 'Modebørsen'. This might help expand the customer base.

*IP: Yes well, that's when I make purchases, but see there is "Forårsmessen" in Aalborg, where one could have a stand and increase exposure of one's business (Appendix C, statement 262)*

One event that is currently being considered is home parties. Customers can book a private visit where the informant will showcase By Schøn products to a group, much like private Tupperware parties. This allows for a new way to reach customers and the plan is to bring a sampling that will appeal broadly. However, the informant is also aware that one has to be selective when choosing the sample since it's not possible to bring everything. One solution could be to bring an iPad to showcase the rest of the inventory. The home party idea could possibly be expanded to include Fyn and Sjælland at some point in the future.

*IP: Well I'm thinking homeparty, that's something my mom used to go to with tupperware and all different sorts of stuff but I am sure that its upcoming, this home party, so so, when I am back in gear I might actually try to develop that side of it. (Appendix C, statement 193)*

*IP: Well I think I will take, well, I haven't been out doing it yet because they have come to my home or my showroom but, but I imagine that one take a rack along and then ehm, yes, I will take some make-up as well and then I will shot and tell and then I could have an iPad along and show them. From this. (Appendix C, statement 204)*

*IP: Yes, yes, it has to target, target broadly (Appendix C, statement 208 - 211)*

The informant has been inspired by the success of other companies that sell exclusively through this format.

*IP: There you have to have some, but there, there are successful business that have made it, well Pomme De Lux childres clothing they only aim at home party and their*

*webshop. There is also another clothing company, is it called, The Black Swan I think it's called. (Appendix C, statement 466)*

The last category in events is "Future developments" and one ultimate goal is to create a By Schøn chain that is based on the same concept as the current business.

*IP: But it wasn't possible since one could not buy more Matas stores when they became corporately owned. So, so regarding By Schøn I would like to developed it into more businesses, more franchises/branches in Denmark maybe or in the Nordic countries. (Appendix C, statement 444)*

*IP: Events. And yes, that's the way the sales will be*

*P: Well is it correctly understood that such a, such almost a chain of exclusive businesses, or businesses that offers pampering beyond the usual or.*

*IP: Yes, yes. Well simply present in, in several cities and one attends events and such (Appendix C, statement 452 - 454)*

## **Cross-channel**

The investigation of the cross-channel theme was used to both gain an insight into its use in the By Schøn business and also as an opportunity to present some of the ideas that we came up with during our research prior to the interview. During the interview it was revealed that the informant was only recently introduced to the concept of cross-channel but agrees with the principles and that By Schøn already offers this in some form.

*IP: Yes. One can say that it is kind of, it is kind of what I do, I think so. (Appendix C, statement 520)*

*IP: Yes, it's a part of an context. Yes, I think so. Yes.*

*M: So it's not that you have to two different mind-sets regarding the two*

*IP. No*

*M: Well, event and, and the website*

*IP: No, no, not at all. No I don't think so. See, it's the same things I show that are also in the webshop (Appendix C, statement 569- 574)*

We ended this theme by presenting our own ideas to get a feeling of whether the informant thought them fitting in the By Schøn business. It must be noted that even if an idea is well received it is not certain that it will be included in the design solution or will be possible to implement. The first idea brought up is to implement the possibility of taking a picture of one's

body type via a mobile application and then using the picture in combination with By Schøn's clothing pictures on the website in order to see how it fits the specific body type. Another idea is to use QR codes to provide access to additional products when attending events and then adding a QR scanner to a mobile app. In this way, the informant can add QR codes to a convention stand or even specific products which could then lead the customer to a specific product page in order to view sizes and colors. This is an advantage since the amount of product will be limited at such events. QR codes could also be used in advertisement signs in Aalborg City, again leading to the website. If the informant decided to use such an approach to marketing, this will potentially make all of Aalborg a showroom.

*P: Yes, or, or having a picture taken through an app and then, it will be on the website and well, ehm, one could see, how does my body type fit such a dress and things like that.*

*IP: Yes, yes, yes. (Appendix C, statement 551 - 552)*

*M: That was also one of the reasons why we asked about, for example, about, about some of your product, that are present at fashion conventions and such thing. Because one could imagine that if models were wearing your clothing or some of what you offer, well then it could be possible to say, here's a screen with the exact same dress as being shown now or a plate/poster, then one could have a QR code and scan it on one's phone.*

*IP: Yes.*

*M: And then be led directly to the sales site or product information and.*

*IP: Yes yes. That could be done. (Appendix C, statement 559 - 562)*

*IP: Yes. But it could also, it could be advertising in the city, as you said by scanning some sort of code. P (Appendix C, statement 586)*

## **Shopify**

The focus of this category was originally on metadata but since the informant brought up other subjects, these will be included as subcategories. The subcategory "statistics" concerns search engine optimization and website statistics and it is revealed that the informant have contacted a company that can help with this.

*IP: Yes. So, ehm, so I'm thinking some collaboration with another company that.*

*M: Well one can. That is search engine optimization (Appendix C, statement 674 – 675)*

*IP: And. But, but now I've had a meeting with, with a company in Aalborg that can view this.*

*P: Yes*

*IP: And it's very interesting that he is able to view that, that people searched for. (Appendix C, statement 702 – 704)*

The informant also comments upon the news section of the website and why it is important.

*IP: And that is exactly such an interesting area. What does one think? My own thinking has all the time been that, when I am on the site, well then I quickly enter "Nyheder". What is new? And then it has to be simple, it has to be easy and fast. (Appendix C, statement 725)*

The informant also brought up the subject of the payment system which was not initially considered a theme to investigate. As it turns out, By Schøn has used both Paypal and Mobilepay but discarded it due to difficulties and now uses Nets. As Mobilepay is currently being implemented in several businesses such as Føtex and Rema100 it is important to know that the informant is not currently convinced, that this is an option to consider for the design solution.

*IP: But they had a choice and so if I was sometimes too quick to send the products then, then I had to tell them "You know, it did happen via mobilepay and I haven't received any money yet and.." it .. it (Appendix C, statement 794)*

The last subcategory is "metadata". It is important to obtain knowledge regarding the metadata on the website as this can potentially be used to optimize the organization and navigation. As such, it was also relevant to ask to see the administrative part of Shopify in order to get an understanding of how it is used. We also asked whether the informant made the description of the product which turned out to be mostly true. At times, the student helper also contributed to this. When asked if there were any guidelines for describing product, the informant answered that they included information concerning sizes, such as a product being wide fit or slim fit and information for washing. Furthermore, the description should be so thorough that if read aloud, a blindfolded person should be able to picture it.

*IP: Yes, exactly. I keep telling myself that when I have to write, because it actually is pretty hard to describe some blouse. One thinks it's easy but it is really not. I keep thinking that one has to be blindfolded and then a blind will have it read aloud and form a mental picture of it. (Appendix C, statement 742)*

The informant also showed us how to view orders and how to input new products. We also presented an idea that pertained to the organization of the products. During the research phase

we noticed that By Schøn had no category representing the fashion of each season and that this could be implemented. The informant was in agreement on this idea.

*IP: Yes, yes. I've sometimes have something but it is also broader. It is actually a good idea to sort it in seasons. (Appendix C, statement 752)*

Another idea that we brought up was using tags in the product description, which is not currently used. This can be used both as organization and navigation. The informant agreed that this is something that could be implemented.

*P: Yes, because some of what we have thought about – if you try to go a bit further – was the tag thing. It is also some of that, we have thought about, one can do. Make some tags because when one enters a product site it is easy to press the tags and advance through other in the same, for example.*

*IP: Yes, and precisely that is something I have to become better at. I have no idea what it is I have to write to. (Appendix C, statement 850 - 851)*

The final idea we presented was to relate products differently than is being currently done. When looking at e.g. a specific body stocking it is described as being a perfect fit when combined with a pair of slim jeans. However, the related products that are being shown might be other body stocking but not a pair of slim jeans, which otherwise could direct customers to the matching product. The informant also agreed that relating different product types could result in more sales.

*P: I have a question. I am on your website and looking at the “Geztuz Majse bodystocking \*shows the product – <http://byschoen.dk/products/gestuz-majse-bodystocking>)\* It is stated: “The bodystocking with its classic look can be styled perfectly with a pair of slim jeans (“Body’en kan med dets klassiske udtryk styles perfekt til et par slim jeans”). Is it something like this you think of? (Appendix C, statement 880)*

*P: Could something be done, in some way, that a related products is something that can fit together, perhaps. that such a related product is something that can fit, perhaps.*

*IP: Yes. That would be damn good. (Appendix C, statement 894 – 895)*

*M: There are a lot of possibilities. One can almost imagine that there would be the possibility of being directed to a package deal where one is shown, well, some clothes that match. And there you were offered. A discount or.*

*IP: I think so too as well that I would provide ground for further sales. (Appendix C, statement 898 – 899)*

## **Project collaboration**

The last category is project collaboration. This concerned whether the informant would agree to our scrum method and her being partly a product owner, which was agreed upon. Furthermore, we presented our plan for making an app that could function as pervasive information architecture.

*P: Well, I think our immediate thought is that we will make a design solution with this information architecture/pervasive information architecture in relation to cross-channel. And this will be, and in many ways it'll comprise all the products. Because if we makes some things – well, this will be nice to include in and app, it will – well, then it has to be repeated on the website as well. (Appendix C, statement 957)*

*M: Simply by moving it out of a context and using it in a new one.*

*IP: Yes.*

*M: A new channel as it will be for you, yes. (Appendix C, statement 962 – 964)*

We also asked whether the informant had any wishes that we should try to include. It was mentioned that getting inspiration and new ideas would be perfect, due to concept of a webshop being new. Furthermore the informant again mentioned some sort of search optimization, though we already had said that this is not our primary field of interest. The last subject we will include concerns the testing of the design solution which will be in the form of a prototype. The informant argued that using By Schøn's customers could be an advantage due to domain knowledge. However, we did not fully agree since it can be argued that women besides the existing customers can be potential customers.

*P: Well, if you ask both some of your customers who have a lot of knowledge but also someone from the outside who does not possess the same knowledge, just for the thought of them being potential customers. (Appendix C, statement 1064)*

After analyzing the themes we have come up with some key findings from each category. The findings are those that we find the most important during the later stages of the analysis and in creating the design solution. It must be mentioned that some of the findings will be actively tested, such as e.g. assessing our idea regarding related products during the technology assessment. Others findings will serve as important background knowledge. As with the categories, the findings will be presented in a table.

<b>Categories and subcategories</b>			
<b>Background questions</b>	50/50 split on the type of products sold	70 % sales are generated through events, 30% through the webshop	Informant would like to focus more on the webshop
<b>Customer segment</b>	Customers are typically age 30 and up and focus on experiences rather than price	The website isn't currently being used to advertise events	Informant is interested in starting a customer club
<b>Events</b>	By Schøn hosts events where customers are pampered	Informant considers home parties as a future development	The informant would like to open a chain of By Schøn businesses
<b>Cross-channel</b>	By Schøn already integrates cross-channel	Using body type pictures to match with clothes could be a possible development	Using QR codes to lead customers to product is a good idea
<b>Shopify</b>	The informant has hired a company to help with search engine optimization	By Schøn uses Nets after having used both Paypal and Mobilepay	Well received ideas: <ul style="list-style-type: none"> <li>- seasonal fashion categories</li> <li>- using tags on product pages</li> <li>- relating items that match through "related items"</li> </ul>
<b>Project collaboration</b>	Agreement on Scrum approach	Design solution as a prototype of an app were well received	Agreement that non-customer test persons could be potential new customers

Fig 21: Themes and subcategories

## Technology assessment

By Schøn uses the ecommerce software Shopify for the webshop. Shopify is a complete ecommerce package that enables its users to create an online store within the framework. According to the FAQ on the website, Shopify *“lets you organize your products, customize your storefront, accept credit card payments, track and respond to orders — all with a few clicks of the mouse”* (“Shopify FAQ - what does Shopify do”). The software offers three pricing plans: Basic, professional and unlimited, with the last two layers progressively including more features while also becoming more expensive (“Shopify - pricing”). Besides the plans, Shopify has an app store with free and paid plugins that can be used to grow the business (“Shopify - app store”). Furthermore, a range of free tools are also offered for anyone interested, even though they do not have an account on the site. One example is an invoice generator and another is the policy generator. Both potentially useful for a business owner (“Shopify - tools”).

In order to assess Shopify hands on, we decided to take advantage of the 14-day trial. This allowed us to explore some of the features and functionalities and use the By Schøn website as a template for creating structure and adding products. Thus, the assessment will be an opportunity to gain an understanding of the possibilities and limitations of the software and get an insight into how the specific webshop was created. Furthermore, it provides an opportunity to view whether the findings and ideas presented during the interview are technically possible to implement. The following findings will be examined and noted in the text.

Findings to be assessed	
Seasonal fashion categories	Assessing creating categories that represent seasons, e.g. “Spring/Forår”
Using tags on product pages	Assessing using tags on product pages
Relating items that match through “related items”	Assessing the possibilities of relating items
Using QR codes to lead customers to product	Assessing the possibilities of creating QR codes
Informant is interested in starting a customer club	Assessing is it’s technically possible to implement a customer club

*Fig 22: Findings to be assessed*

The front page of the Shopify administrative section offers tools on the left and a workspace in the middle. The work space changes according to the choice of tool on the front page, where users are offered the possibility of downloading a Shopify Point of Sale (POS) app, setting up a domain name, adding and viewing products and customizing the look of the website.

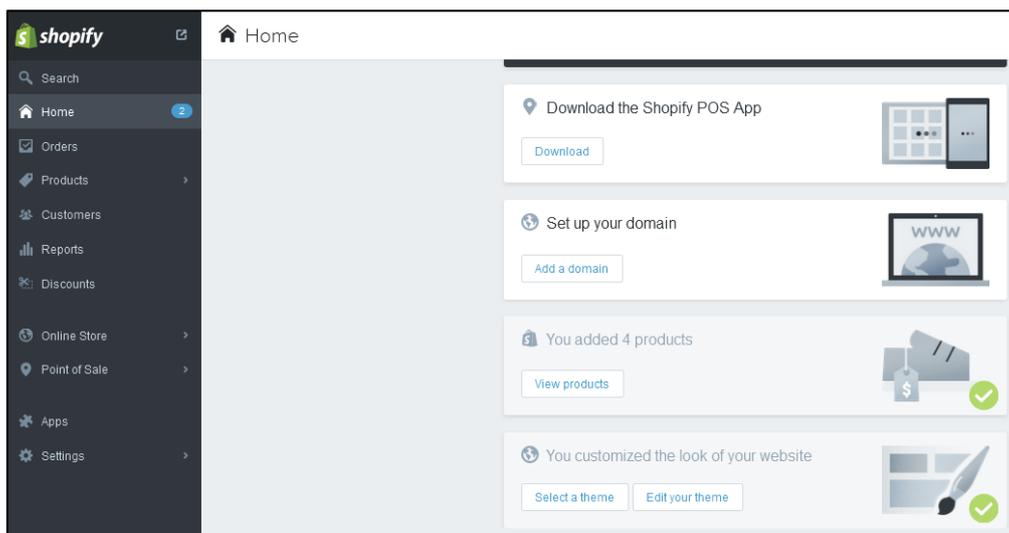


Fig 23: Shopify admin frontpage

The basic store has a default of two pages: an “About us” page and a “Storefront” page. Further pages such as contact and customer service can be added to these.

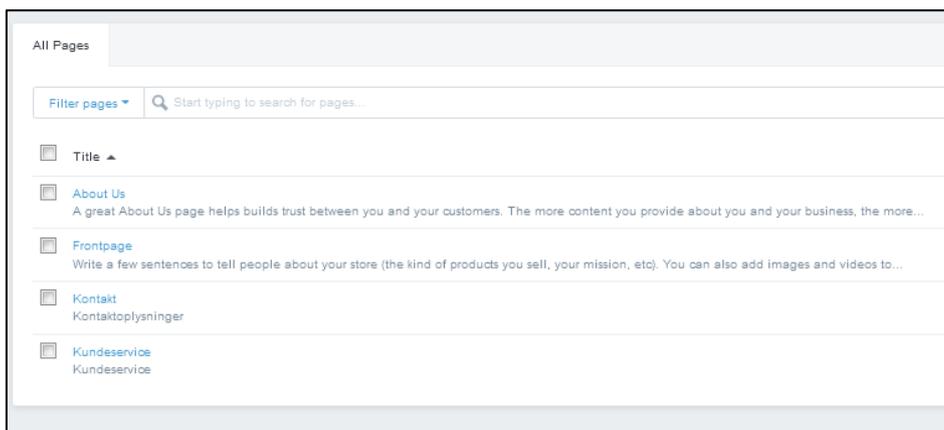


Fig 24: Pages

The global and local navigation on the site is created by using the default link list and tweaking it as needed. In this example, both the main menu and the footer menu have been changed to resemble some of the navigation on the By Schøn website.

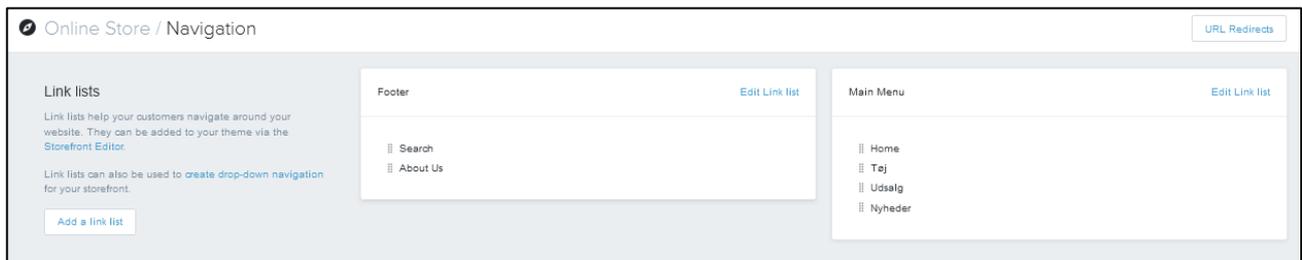


Fig 25: Link list

Adding products is done through the “Products” menu. Titles, description and images can be added and in the visibility section a publish date for an item on the website can be set. This allows entering many items in the same session while still being able to control a date of choosing to publish the items. Furthermore, if the Shopify Point of Sale (POS) app has added to the business, visibility is also an option here, though publish date is not available. An important section is the organization which essentially enables the business owner to organize items through different facets such as product type and vendor.

### ***Findings: Seasonal fashion categories & using tags on product pages***

A collection can be used to group products together and since we brought up the idea of organizing content by season, we created a collection named “Forår”. This proved that the idea is possible within the Shopify system. We also assigned tags to clothing items as it was revealed during the interview that the informant did not use this possibility. By assigning these, it provides an extra way of organizing items and also allows for navigation through tags.

Title  
Gestuz Sandra skirt

Description

Skøn sort plisseret nederdel. Nederdelen har elastik i taljen. Længde 70cm  
Størrelsen som angivet.

Images [Add image from URL](#) [Add images](#)



Visibility

Online Store 

Point of Sale

Organization

Product type  
Nederdele

Vendor  
Gestuz

Collections

Search for collections

Frontpage x

Forår x

Tags [View all tags](#)

Vintage, cotton, summer

Sort x Nederdele x Gestuz x

Fig 26: Add a product

It is worth mentioning that directly below the image section, one can input price, inventory data, weight and variants like the different sizes and colors the product comes in.

Pricing

Price  Compare at price

Charge taxes on this product

Inventory

SKU (Stock Keeping Unit)

Barcode (ISBN, UPC, etc)

Inventory policy  
Don't track inventory

Shipping

Weight  kg

This product requires shipping

Variants [Add variants](#)

Does this product come in multiple variations like size or color?

Fig 27: Add a product continued

When having added the product information, a preview of the search engine listing is provided. This can be edited as needed. It is also possible to enable google analytics on Shopify to track customers on the website, which is something the informant is currently assisted in by another company. (“Shopify docs - Google analytics”).



Fig 28: Add a product continued

Most of the functions on Shopify are dependent on purchasing a payment plan which is not a part of the 14-day trial. It can however be determined that they do offer functionalities such as being able to manage orders and customers and getting reports on these along with shopping cart analysis and other useful features. This also verifies the informants statement regarding being able to view customers and their orders.

Shopify has a theme store that allows users the choice of free and paid themes that fit a variety of industries. These themes can be further tweaked and since the design is responsive, it is easy to view how the changes would fit a laptop, a tablet and a mobile.



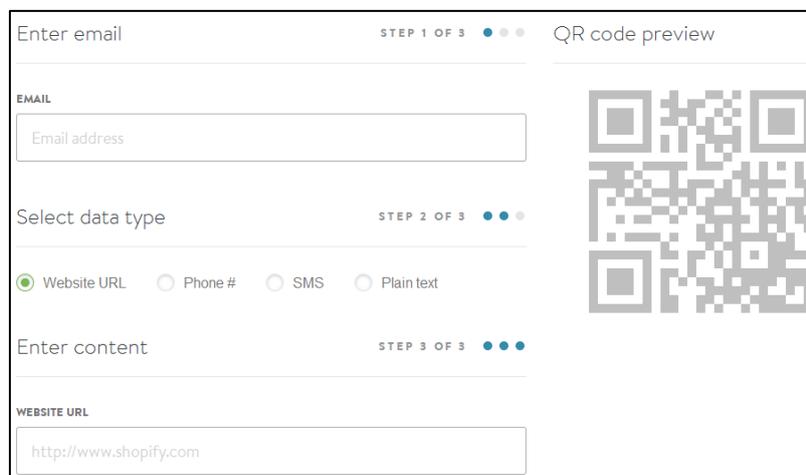
Fig 29: responsive web design

### **Findings: Related items**

One of our suggestions was to relate the products differently than was being currently done. Depending on the theme selected, relating items is possible. This is something that can be changed. Furthermore, a paid app called “Recommendify” (“Shopify apps - Recommendify”) is available through the Shopify app store, offering the opportunity to “*increase sales and provide a personalized shopping experience to every customer*”. Features that could be useful for by Schøn include “Product page recommendations”, “Cart page recommendations” and “Hand page recommendations”. The latter allows business owners to manually related products to a specific item such as relating the slim jeans to the body stocking as was mentioned during the interview.

### **QR codes**

Another idea we presented was using QR codes at homeparties or events to direct customers to products and product pages on the website. If the informant chooses to use this idea, the QR codes will be easy to create since Shopify has a QR code generator (“Shopify tools - QR code generator”).



*Fig 30: QR code*

### **Customer club**

The informant mentioned that a customer club is a possible future development and that the inspiration behind this is Club Matas. It was not expanded upon how this will be implemented and if the club will be included on the main By Schøn site or be on a separate site such as Club Matas (“Club Matas”). As such, it’s hard to determine what format will work best. We can, however,

assess whether this is technically feasible in Shopify. It is possible to add customer accounts and a login template to a webshop (“Shopify docs - customer login”). Furthermore, an app called “Social login” (“Shopify apps - Social login”) allows the use of social media profiles to create accounts. According to the informant, the customer club could offer its members discounts on products, small gifts or exclusive events. Several apps in the app store can support such functions, two of which are “Customer Pricing” (“Shopify apps - Customer Pricing”) and “Alicanto” (“Shopify apps - Alicanto”). Customer Pricing can be used to arrange multiple levels of customers and pricing, while Alicanto enables the business owner to send out electronic postcards to customers for special event such as birthdays. Other events can be added as well, meaning that postcards can potentially be used to alert members of the customer club to special events or sales. While the format of a customer club has yet to be decided, it does seem that the elements needed to get it running are available.

One issue that we thought of after the interview is the possibility of sharing products on social media, specifically on Facebook. Currently it is only possible to “like” individual items but not share them. However, given the context of cross-channel, sharing products on Facebook is something that is worth considering, as it can potentially help to increase awareness and sales. It is possible to implement a share button on certain themes and also through the use of an app such as “GetSocial” (“Shopify apps - GetSocial”), which does require payment for continued use.

An interesting feature from a cross-channel perspective is the “Buy button” (“Shopify apps - Buy button”) that can be embedded on non-related websites such as Tumblr and Wordpress, e.g. on a personal blog. Another way to use cross-channel is an app called “Facebook store” (“Shopify apps - Facebook store”) which would allow By Schøn to sell products directly through the Facebook site. Neither of these will be part of the design solution but are worth mentioning due to them being something that could potentially be worth implementing as a future development.

The last part of the technology assessment concerns mobile application. As our intention is to create a prototype of an app it is necessary to investigate whether an official Shopify app exists. As mentioned, the themes in Shopify are responsive and will automatically adjust to a tablet or a mobile when the desktop version is viewed in a mobile browser. Further optimization can be found in an app such as ShopPad (“Shopify apps - ShopPad”) from the app store, being applicable for iOS and Android. There is also an official mobile app for store owners that allow them to

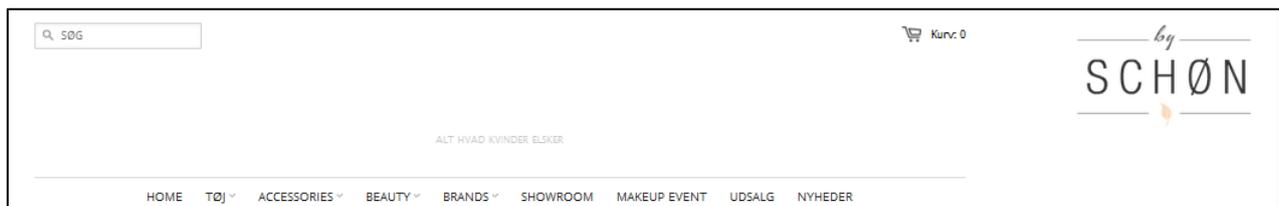
manage and sync the store on the go (“Shopify - mobile”). However, there is no official Shopify application for users.

In summary, we found that the findings we investigated are technically possible to implement with the possible exception of the customer club. However, due to the format having not been decided upon and that it does seem technically possible to implement features that could be used in such a club, we identified no gaps between the findings and the ecommerce software.

## Assessment of the current website

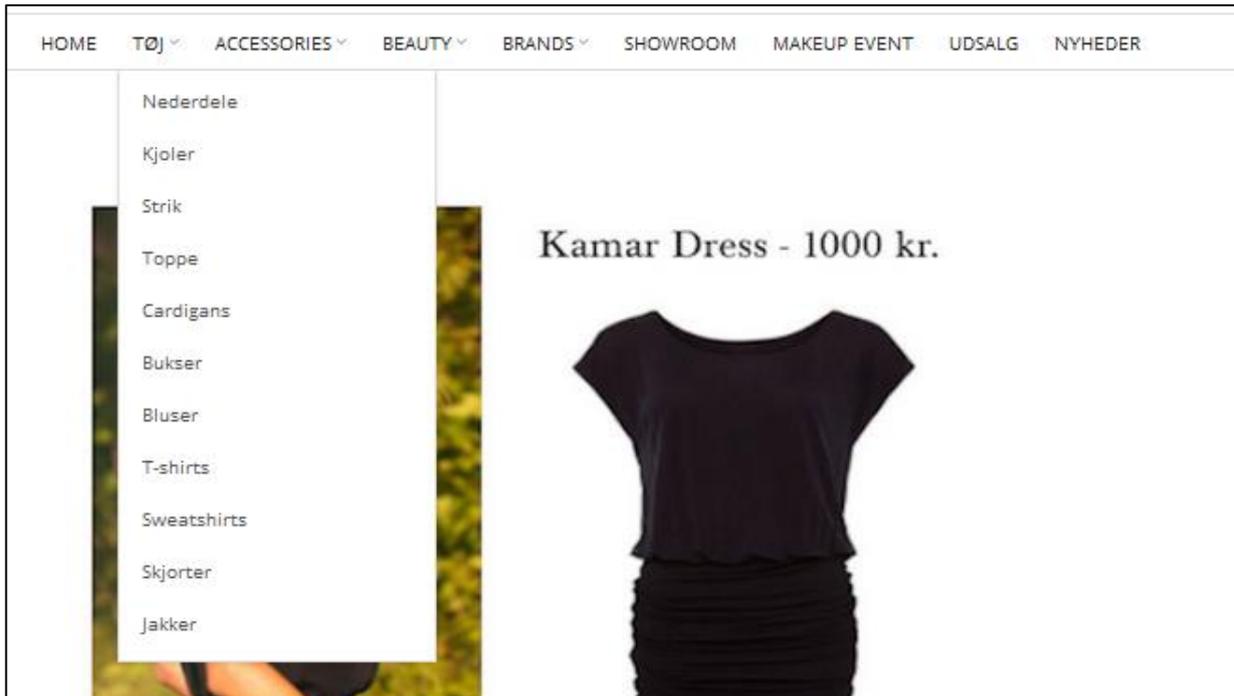
In the technology assessment we investigated the possibilities and limits of the Shopify ecommerce software. As mentioned in the research method chapter, the next step is an evaluation of the current website based on the four components of IA. This will be done using a heuristic approach.

Upon entering the By Schøn website (“By Schøn”) users are met with a relatively simple front page. The top of the page contains several consistent elements, present throughout the website. This includes the By Schøn logo that acts as a shortcut to the front page, followed by the slogan of the business; ‘Alt hvad kvinder elsker’. This is an example of the “linked logo” utility navigation system. The upper left corner contains a search bar, allowing users to search for content internally on the site, while the right corner grants access to the shopping cart, which displays the current number of selected products.



*Fi 31: global menu*

Directly below these elements is the global menu of the website, containing links to clothing, accessories, beauty-products, brands, showroom, make-up events, discount products and new offerings on the site. These also function as heading labels and are consistent throughout the whole of the site. The menus which showcase products are not clickable but instead expanded into drop-down menus, providing links to specific categories of products. This is an example of local navigation. The remaining menus are in contrast clickable, linking to dedicated content pages for each topic.



*Fig 32: Global menu*

The majority of the front page is occupied by a slideshow of three different images, showing current offers, suggested products and information about customer service. Below these changing images, three containers inform visitors about shipping costs, the opportunity to get a free nail polish and the possibility of booking a showroom. All boxes link to content pages that provide additional information about each topic, making an example of contextual navigation that does not fall under the main navigation on the site. It must be noted that “Showroom” is a part of the global navigation but the other links are not. In fact, the “Mid-season sale” link does not lead to the regular “Udsalg” menu but instead a page containing a limited number of items on sale. These items are also contained as a part of the inventory in the regular “Udsalg” site. However, but “Mid-season sale” is a content site unto itself. Further information is located directly beneath two of the boxes. The footer navigation contains contact information, quick links to customer service and a link to follow By Schøn on Facebook, which. By displaying this consistently, the customers always have easy access to this information. At the very bottom is a series of icons that represents the payment-options on the site.

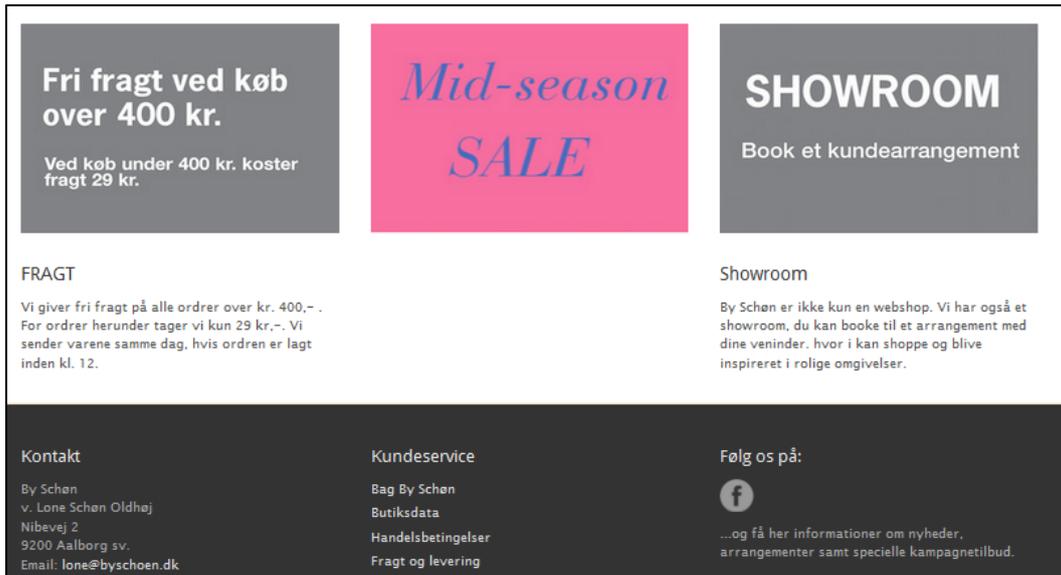


Fig 33: Bottom of the front page

The “Nederdele” section is a landing page that contains an overview of the skirts for sale. Besides this, it also provides users with breadcrumb navigation. It’s interesting to note that some of the skirts are have an added “Udsalg” sign, signaling that they are on sale. In fact, while this is not clickable, the same skirts can be found in the “Udsalg” category.



Fig 34: “Nederdele” section

The product pages are content pages that provide a description of the product, allows users to choose size and the number of items needed. It also provides the opportunity to share on Google

+, Twitter, Pinterest and share the link on Facebook. As mentioned previously, the related items are all of the same product type.



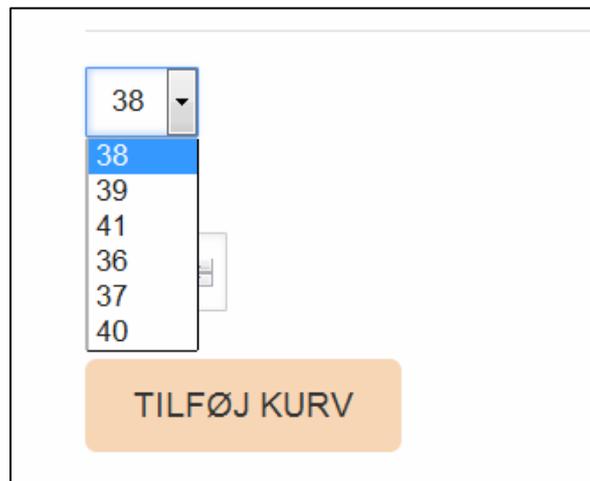
*Fig 35: Related products*

When searching for items, users are presented with a list of items, though it is not based on name, size or price. It could possibly be chronologically based though it could also be ranked by popularity. The listing does not offer the possibility of filtering the search results.

Based on this evaluation of the front page and the "Nederdele" section, it can be established that By Schøn uses a top-down organization structure that is broad and shallow. Since some of the products are also listed in "Udsalg" and "Nyheder" it is likely that these have been grouped in a collection, much like "Forår" from the technology assessment. As such, including a main menu category named "Udsalg" and displaying the specific collection within, is arguably an example of polyhierarchical top-down structure. We did not find any explicit examples of the database model, though individual items can be assigned tags in Shopify, thereby making navigation through these as possibility.

By Schøn uses a hybrid of schemes throughout the site. The main menu and local menu is an example of a topic scheme, clearly dividing clothing products into categories. A task scheme is used at the top of the page where customers have easy access to the shopping cart. This scheme is also used on the whole process of checkout and payment. The section of "Nyheder" is an example of a chronological scheme as the newest items are displayed here, while an alphabetical scheme is used on product sites, arranging the items alphabetically.

One possible point of confusion for customers is that on some product pages, the sizes of product are not in order, though this is easy to correct in the Shopify administrative section. One such example is a From Lou shoe (“By Schøn - From Lou shoe”).



*Fig 36: Shoe sizes*

We find it relevant to include persuasive design in this analysis as the principles can also be used in the design solution. Since the website and design solution will include the items from the same overall recourse qua cross-channel, the persuasive elements already in place could be applicable to the app as well.

The overall simplicity and ease-of-use of the site conforms to the principles of reduction. By granting direct access to By Schøn products as well as vital information such as shipping costs, booking of makeup events, showroom and customer service, users are likely to find and access what they are searching for from the front page. Tunneling is found in the form of the shopping cart and “Til betaling” which is accessible throughout the website, though “Til betaling” only shows up after the customer has added product to the cart. In this way, the customer is lead through a predetermined payment sequence. Furthermore, the shopping cart functions as self-monitoring since the cart icon changes when products are added or removed, reflecting the progress on the site. Another example of self-monitoring is the breadcrumb navigation, showing one’s position on the site. One can argue that events could be an indication of a certain level of tailoring, due to it possibly only interesting to a certain type of customer. However, we have no knowledge of the customer types and it is could be that the business owner does not either. The

principle of suggestion is found in the related product but as described several times, this function could use an update as related products currently only link to other items of the same type. While it is present on the website, it is arguably not as effective as it could be. Another example of suggestion is if customers are suggested items based on previous purchases. This is something we are not able to test but it could be worth implementing if not done so already. We were not able to identify the principles of surveillance and conditioning on the site.

To summarize the analysis of the website, the IA is consistent and we have not identified major issues regarding the usage. Some things can be optimized, such as related products, using tags in clothing description and listing search results. These should however be perceived as enhancements rather than something that negatively affect the overall user experience. It should be noted that issues such as product sizes being out of order should definitely be improved upon. This can create confusing and is below what should be expected of a webshop. The persuasive principles have been used well on the website and it is likely that some of them will be transferrable to the design solution.

## Design solution

During the duration of the project we have discussed several possible design solutions. Our initial idea was to create a virtual showroom for By Schøn somewhere in Aalborg, possible in Friis or at some sort of event. We were inspired by the saxo.com virtual bookstore created in the Metro in Copenhagen and thought of ways to recreate such an experience for By Schøn. However, we were also aware that creating such a design solution based on this idea could prove unrealistic since there would be many unknown factors to take into account. Since By Schøn is a small company, it would likely not be financially viable to develop and display a virtual showroom. It can also be argued that there is a limited amount of locations where such advertising could be effective, due to it being more of a niche store as opposed to the virtual bookstore which likely has a broader appeal. As such, a good location could likely be an event such as “Modebørsen”, though this does not rule out that Friis would be a successful placement. However, if chosen as a solution, one would have to carefully consider where to display the showroom and if it is cost-effective. In the end we decided to focus on designing a mobile application, something we had already considered as an alternative solution. This also allowed us to suggest features that plays specifically to the strength of the platform and would not be possible to implement in a virtual showroom.

As was revealed during the stakeholder interview, cross channel is already integrated to some degree. The current business consists of the website and the events so from a cross channel perspective we will focus on how an app can be advantageous in growing sales. We will also focus on the overall ecology which relates to pervasive IA. Since there is significant overlap between the two, we will bring in both when describing the design solution.

A top priority of By Schøn is to focus on the customers and give them a unique experience while also creating loyalty. This loyalty can be further enhanced by adding an app to the combined channels and provide value to customers, an example of the increased customer loyalty mechanism from cross-channel. This loyalty can be further enhanced by offering an application that has a likeness to the website, which pertains to both the information consistency dimension of cross channel and the consistency heuristic from pervasive IA. In order to achieve this, we used the same labels, content and images from the website and this is something we will emphasize in the user test. Furthermore, due to this likeness and the new features specific to the app, there will also be an improved trust, which is another of the cross channel mechanisms.

The combination of a webstore, Facebook page, events and an app offers the customers several channels, thereby making it possible to shift between channels and take advantage of both combining the different channel but also specific features of each channel. When customers are currently attending events, they are able to purchase products directly in the showroom but also buy these later on from the webshop. Alternatively, customers that view product on the website can then book a time for a showroom event. By adding an app to the channels, customers are given the opportunity to view and purchase product on the go, such as when attending events. This relates to the mechanism of greater opportunities to cross-sell and the freedom of channel selection dimension. We intend to implement some unique features in the app such as a QR scanner that can be used to access products directly in the app. This can be especially relevant if By Schøn attends conventions or homeparties where only a limited amount of product will be available. By providing QR codes, customers are lead to another part of the overall ecology beyond the event. An alternative possibility is to use NFC (near field communication) which has become a standard functionality in modern smartphones. This is another way to access content in the app by connecting to NFC chips, granting access to links or product. We also want to integrate reminders so customers are reminded when they have an upcoming event to which they have agreed to participate. The technical possibilities of the platform also allows for integrating Google Maps, thereby providing directions to where the event takes place. Taking advantage of the specific domain is applicable to the mechanism of higher consumer conversion rates and is also an example of channel reciprocity. Furthermore the place-making heuristic is brought in as directing customers to other parts of the ecology, such as events, help them find their way across channels and context.

The pervasive IA heuristic of reduction will be used when creating the design solution. Our analysis showed that the website used a shallow and wide structure, which matches the recommended way to organize and cluster. Since no major issues were found concerning the structure of the website it is likely that any changes when designing the app will be minor. It can also be argued that the other aspect of reduction, focus and magnify, is already fulfilled as users are offered similar items through the related items function. However, a decision has been made to optimize this feature to showcase product that will match an item, but we will still argue that it is still within the aim of reduction.

The last heuristic is correlation which is stated as being the key concept behind pervasive IA. As the application make use of cross channel but also include features unique to the platform, we have not simply made a copy of the existing parts as per the vertical axis. Instead we have actively created pervasive IA by making the app an individual channel while still being a part of the overall ecology. As such, it has contributed to creating a seamless and unified experience for the users.

As we design the application for the By Schøn business, the design will reflect the current website. However, we have also taken the medium of smartphones into account as it offers both limitations and possibilities when compared to desktop. One such example is the navigation which is not simply transferred to the prototype.

## User tests

The process of prototyping a mobile application was initiated and held as sprints. In preparation for this, a Product backlog had been completed, containing all of the elements that were decided as required in a future solution. This list has constantly been updated and is very influenced by the findings and conclusions from the technical assessment as well as the investigating analysis of the By Schøn website. Following this, the first early drafts and sketches of the envisioned product were conducted in order to visualize our initial ideas and suggestions in terms of form and functionality (Appendix F) . These simple low-fidelity prototypes eventually created the foundation for more advanced and interactive high-fidelity prototypes, developed by using dedicated prototyping software. We have decided to create all high-fidelity prototypes in Axure RP 7, a feature-packed program specifically targeted the creation and design of advanced prototypes.

The first high-fidelity draft was developed over the course of a few days, with the work process proceeding as a short sprint, though no actual Sprint Review or Retrospective completed the phase. Instead, the newly designed prototype were used in an initial user test, involving three female university students ranging from 25 to 36 years in age. The following day, an additional two persons were asked to test the prototype both of who were also female university students and in their mid-twenties. It should be noted that a few changes were made to the prototype between the two tests-phases. However, as these changes were relatively minor, involving the addition of a few new labels, we have chosen not to distinguish between the tests and their results.

Each of the test persons were introduced to the project individually and completed the tests one at the time. Upon explaining the concept of By Schøn's business and the envisioned role of the application, test persons were introduced to the existing website. After a few minutes of exploring the content and features of the site, they were asked to complete four concrete tasks, which actual customers are likely to perform. These tasks consisted of the following requests; how to find information about the showroom, how to locate By Schøn's contact information, the placement of the shopping cart and the location of a specific product page. Upon completing this set of tasks, they were presented to the most recent state of our prototyped application. After a short exploration of the system, the test persons were once again asked to perform the exact same set of actions. These specific tasks were selected as all four actions represent vital parts in a typical shopping process. Furthermore, as the tasks required the test users to explore several parts

of the application, we ensured that the aspects of organization, navigation and labelling within the system were covered. It should be mentioned that a functional search-feature has not been integrated in the prototypes, though a non-functional search field is present.

Following the completion of the tasks, the test persons were asked to conduct a Checklist review. The checklist consisted of a series of statements categorized within typical information architecture topics; organization, navigation, labelling and visual design. Each statement would then be rated at a scale, ranging from zero to four, with a zero indicating no problems while a score of four would state a certain feature or aspect to be almost unusable. Furthermore, the test users were encouraged to elaborate upon their statements with additional comments if they found certain elements of the prototype to be particularly useful or problematic. Each statement was presented in both English and Danish, as users were able to submit comments in both languages. All of the test persons decided to submit their comments in Danish.

Upon completing the checklists, the test users were asked a few questions, in order to establish their technical and domain expertise. We started by asking if the test persons owned a smartphone, which all of them did. They were then asked how many different applications they would normally use on a monthly basis and if they had any experience, using mobile applications for online shopping. We then asked if they had used applications that are associated with female fashion, clothing, make-up or beauty-accessories. If this was the case, we asked them to specify the number of such application and how regular they were used. Afterwards, we asked what they believed to be the biggest advantages and disadvantages of using mobile applications for online shopping. The final question addressed the user's overall expertise of mobile technology. In order to determine this, the test users were asked to rate themselves on a scale, ranging from one to ten, with one indicating they were novices while a rating of ten would imply that they considered themselves experts within the area.

These finishing questions served the purpose of determining the test persons knowledge and usage of smartphone applications within the fields of online shopping and female fashion. Such information is very useful for our evaluation of the checklist reviews, as it may give a clue of why the individual test persons have rated the statements as they did. If certain aspects of the system seem confusing or unintuitive for a test user, it is relevant for us to determine whether the

particular person is unfamiliar with smartphone applications, related to online shopping or female fashion.

### ***Checklist evaluation***

Each of the five conducted checklists is entitled with a number, arranged in chronological order. This means that the first completed checklist will be referenced to as 'checklist 1'. We have decided to evaluate each category within the checklist separately, in the attempt of determining which aspect of the tested prototype proved to be the most problematic for the users. This approach allows us to search for and identify patterns across the findings. All of the results have been collected in a separate table, containing the individual ratings, the overall rating of both statements and categories, the average rating of each statement as well as the standard deviation. The later of these will showcase the level of agreement among the test persons, indicating which parts of the application that divided their opinions. As mentioned earlier, the tests were conducted over the course of two days, with minor changes being implemented in the prototype during the process. Because the checklists show no evident differences of these additions, we are not distinguishing between which day the tests were happening.

The first of the checklist categories is organization which contains a total of seven statements. The most problematic part is related to the scope of the applications features, as users did not find these visible from the start up. This is evident due to the average rating of 2.4 which indicates that users identified serious issues in this area during their tests.

Test statement	Individual ratings	Final rating	Average rating	Standard deviation
<b>Organisation</b>		35		
The scope of the applications features are visible on the start up	2 2 2 3 3	12	2,4	0,54
All major parts of the application are accessible from the start up	1 1 1 1 1	5	1	0
The function of the main navigation is easy to locate and use	1 3 3 1 2	10	2	1
The individual content components within a topic are logically arranged (The content of "Tøj", "Accessories" etc.)	0 0 0 0 0	0	0	0
Access to personal information is easy and intuitive	0 1 0 0 0	1	0,2	0,44
The personal content and options within the application are useable and sufficient	0 2 0 0 0	2	0,4	0,89
The grouping of information is logical and easy to understand	1 1 1 1 1	5	1	0

Fig 37: Ratings within the category of organization

The ratings to the statement have a standard deviation of 0.54, which indicates that users agree with each other. This is further strengthened by the fact, that all test users added comments to this particular statement. In 'Checklist 4', it is stated that *"it was difficult to figure out the menu-buttons in the application, as I did not know that I had to use the arrows in order to find the other sections in the menu."* A similar comment is added to the statement in 'Checklist 5', as *"it was not clearly visible, what the menu is. It appears as the other functions after "Tøj" are hidden."* These comments are not only related to the same topic but are also representing an overall issue, which caused frustration for all test users. In our initial design, we decided to implement swiping gestures in the main navigation, allowing users to move horizontally back and forth. However, as all test persons needed our help in order to figure out how to access the different categories of the application, they were not instantly able to gain an overview of the features. A comment in 'Checklist 3' agrees with this perspective, but also states that *"(...) the placement of the shopping cart is a bit uncertain. Likewise, the search function is also hidden."* This statement also highlighted an issue of our initial prototype, as the shopping cart was integrated within the "Mit By Schøn"

menu, with no labels or icons indicating that the shopping cart would be present within this menu. The same principle applies for the search bar, as we decided to integrate this within the top-left menu. Though we have decided to keep the search bar at the same location, the addition of a shopping-cart icon was among the few additions, which was added immediately after the first test phase. However, it was the frustration of how to use the main navigation that we identified as the most critical issue. As the comment from 'Checklist 5' states, users were unsure if the initial start page of "Tøj" were acting as a home- or front page within the application. Because they were unable to access the remaining categories without our help, we decided to include a dedicated home-page, in order to ensure that users would no longer mistake the "Tøj" page as the main page of the prototype.

Apart from the initial issues of accessing the different categories, the test users did not encounter serious challenges in terms of organization. They found the arrangement of content components within topics very logical, as all users rated the statement with a zero. Similar ratings were given in terms of access to personal information, which they generally also found usable and sufficient for their needs. The only other part that is not positively rated is stating that the function of the main navigation is easy to locate and use. A comment in 'Checklist 3' says that *"It is not (easy to locate and use). However, it was easy to use, once I found it."* The test person of 'Checklist 5' adds a similar statement; *"While it is easy to find, it was difficult to figure out how to use it."* These comments are once again related to the test persons frustrations of using the main navigation, as they did not perceive it for what it actually was. Due to this, we decided to drastically change the design and application of the main navigation. While these comprehensive changes were not present in either of the test phases, they are evident in the final version of the prototype.

The next part of the checklist review is the category of Navigation, consisting of five statements. The most problematic part within this category, states that there is a clear indication of how to navigate between the different pages of the applications. Two of the test persons gave this statement a rating of three, indicating major issues within the system. This is another issue which is related to the functionality of the main navigation, emphasizing that this aspect should probably be revised.

<b>Navigation</b>		<b>36</b>		
The different topics within the application are easy to navigate to ("Tøj", "Events", "Udsalg" etc.)	2 2 2 0 1	7	1,4	0,89
The touch screen navigation of the application is consistent	3 2 0 0 2	7	1,4	1,34
It is easy to navigate from one topic to the next	2 1 2 1 2	8	1,6	0,54
There is clear indication of how to navigate between the different pages within the application	2 3 0 3 1	9	1,8	1,30
It is easy to locate and retrieve information within the application	0 1 1 0 3	5	1	1,22

Fig 38: Ratings within the category of navigation

One of the test persons who gave this particular statement a rating of three conducted 'Checklist 2', and stated that "Something is missing, in order to indicate that you had to swipe. An example could be arrows." As this checklist was conducted in the first of the two test phases, we tried to implement such icons in the attempt of indicating that you had to swipe in order to access the other categories. However, as the following tests proved that this addition did not solve the problems for the test persons, we eventually decided to remove the icons.

Another interesting part within the navigational aspect is the statement about the touch screen navigation being consistent. While the average rating of 1.4 is not especially high or low, the standard deviation is quite high at 1.34. This means that the test persons disagreed about this part, making it difficult to establish a clear tendency. However, some of the added comments are providing some useful insights of the test person's thoughts. A comment from 'Checklist 2' states that "It works fine, though it changes between clicking or swiping", while the test person of 'Checklist 4' found that "(...) it works in the same way, all the time." Though these notes are contradictory, they also indicate that using swiping gestures works fine, once the function was

discovered. This also seems to be the general tendency in relation to the statement which claims that it is easy to navigate from one topic to the next. In 'Checklist 5', a comment states that it is not initially easy to switch between the topics, but that "(...) as you figure it out, it is quite easy." All this could indicate that the swiping-based navigation works fine, but that it is too difficult to detect the functionality. Due to these statements, the opportunity to swipe between different pages in the application has been retained, though it is no longer the only or even primary navigational approach in the application.

The following category of Labelling only consists of three statements, all of which are rated less negatively than the elements of the previous categories. According to the test users, the applied labels were consistent throughout the application, due to the average rating of 0.6. Furthermore, both our selected labels and language were appearing clearly understandable for users, resulting in a low average rating of 0.2.

<b>Labelling</b>		<b>13</b>		
The labels are consistent throughout the application	0 1 1 1 0	3	0,6	0,54
The labels are clear and easy to understand	0 1 0 0 0	1	0,2	0,44
The language used is simply and in terms that users can understand	1 0 0 0 0	1	0,2	0,44
It is possible to navigate the application with the existing amount of labels	2 3 0 0 3	8	1,6	1,51

Fig 39: The ratings within the category of labelling

This statement was also commented upon in 'Checklist 4', as this particular test person found that it is "nice to have few, simple sentences, which are easily perceived and read, especially when you are reading on a small screen". In this context, it is relevant to bring in the finishing questions of the test phases, in which the users were asked about their habits and knowledge in terms of smartphone applications. While the test person that conducted 'Checklist 4' did not use

applications, associated with online shopping or female fashion, she considered herself a quite capable smartphone user. She stated that she used up to 15 applications on a monthly basis and rated herself a ranking of eight on our scale from one to ten. As this implies that she has a considerable knowledge of the design and labelling in smartphone applications, one may argue that her positive comment of our use of labels in the prototype acts as an expert verification. This also corresponds with her opinion on the biggest advantage of using mobile applications for online shopping, stating that applications will often include larger icons and text size, compared to mobile website browsing.

The test person of 'Checklist 3' also agrees on this perspective. While she does comment that the applied labels *"(...) could be designed to appear more like those on the website, in order to ensure consistency and recognizability"*, her ratings indicate that she did not experience any problems when using our applied labels. She also considers herself a mobile expert, giving herself a rating of nine on our scale and has personal experience of using applications associated with female fashion. She also expresses to favor applications over traditional web browsing on mobile devices, as applications allows for easy sorting options and search functionality. Because of her experience of using smartphones for purposes similar to that of By Schøn, we also consider her statements to act as an expert verification.

The only statement in the category, which the test persons did not give an overall positive statement, states that it is possible to navigate the application with existing amount of labels. The test persons gave an average score of 1.6, though a standard deviation of 1.51 indicates a high level of disagreement. One of the more negative ratings is present in 'Checklist 5', giving the statement score of three and elaborates upon this with a comment, stating that the existing labels are sufficient *"(...) once you have figured out how to use the menu, but this was not easy."* This is another example of a test person expressing her frustration of using the main navigation, emphasizing the need for further investigation of this aspect. In relation to the finishing follow-up question, the person who conducted 'Checklist 5' considered herself to be a mobile expert, giving herself a rating of nine. She also has past experience of using applications for online shopping, as she mentions herself using an application from H&M. As this major retailer is offering some of the same products as By Schøn and is probably targeting the same types of users, one may argue that this particular test person can be considered both a technical as well as a domain expert.

The last of the categories within the checklist is Visual design, containing three statements. The first of these states that navigation options are readable, to which the test persons did not agree. The average score of two indicates that minor issues are present, some of which are mentioned in additional comments. In 'Checklist 2', a comment states that *"It was unclear, how you would navigate in the application."*

<b>Visual Design</b>		<b>25</b>		
Navigation options are readable	1 3 3 1 2	10	2	1
Navigation options are quickly scannable	2 2 2 0 3	9	1,8	1,09
There is a clear graphical connection/coherence between website and application	1 2 2 0 1	6	1.2	0,83

Fig 40: The ratings within the category of visual design

A comment in 'Checklist 3' provides a more specific opinion in this regard: *"I needed to know that I can swipe in the top menu. Likewise, it is not obvious, that you can simply close the side-menu by swiping, without having to click on the black arrow."* This comment is not only mentioning the issues that are related to the main navigation, but is also expressing a dissatisfaction of the two additional menus which were originally granting access to personal information and general By Schøn information. These issues also apply in the following statement, claiming that navigation options are quickly scannable given an average rating of 1.8. A comment in 'Checklist 5' explains that *"(...) the menu in the middle made me believe, that there was no further options."* The problem of users not being able to access other parts of the system, due to the navigation being difficult to grasp, might therefore be related to the visualization of certain elements. As we established that most of the users experienced some type of difficulties with the navigation and menus of the prototype, these aspects have been drastically revised in our final version.

The last statement concerns the graphical connection and coherence between the By Schøn website and our prototype. While both the average score of 1.2 and the standard deviation of 0.83 are not particular high, some of the comments elaborate upon these ratings. In 'Checklist 2', the

test person states *"the content appears as the same, but you do not navigate in the same way."* A comment from 'Checklist 4' somewhat agrees with this perspective: *"Yes there was coherence between website and application). The same images were used and almost the same text."* The test person who conducted 'Checklist 3', thinks that the *"top menu could be consistent with the menu-topics at the website."* Thus, the test users of checklists 2 and 4 seem to agree, that the content appears to be the same on both platforms. However, the comments in checklists 2 and 3 indicate that the navigation and menus are not appearing to be consistent on the website and in our prototype. In this regard, it is important to state that we never intended to implement the same navigation in our application as the one on the website. Because the two platforms are used in different ways on separate types of devices, we wanted to implement navigation suitable for the particular media. Likewise, some of the menu topics from the By Schøn website were renamed or merged in our initial prototypes. We decided to merge the categories of 'Showroom' and 'Events' into a single topic, simply called 'Event'. This decision was an attempt of gathering similar topics at one place, making it easier for customers to access the content of By Schøn. However, because these changes seemed to confuse the test persons, the final version of the prototype now contains the exact same categories as the existing website. While this move is intended to eliminate the confusing element, we also realized that keeping the original topics would be in accordance with the principles of cross channel. In terms of making the navigation differ from that of the website, we still find this aspect to be important. Even though the website navigation works perfectly fine for desktop browsing, the format and design of our mobile prototype suggests for the implementation of another type of navigation, specified directly for mobile devices. Because our initial main navigation of swiping horizontally between the different categories was not well received in either of our test phases, the final state of our prototype includes a different sort of navigation.

## Presentation of the design solution

Our design solution is presented on the following pages. The functionalities in the prototype are limited but even though a feature has not been implemented, the intention behind it will be explained.

We have decided to keep the broad and shallow organization structure but also added the possibility of tag navigation on product pages. The color scheme on the prototype is based on the website colors and we have added a logo that is similar as well, thereby enhancing the possibility of obtaining the improved trust mechanism. Navigation also differs from the desktop version as we have taken advantage of the possibilities that smartphones offer, including adding the possibility of swiping. The menus and the labels have been retained, thereby using the consistency heuristic and the information consistency dimension as mentioned during the introduction to the design solution

The prototype can be viewed on mobile phone by using the following link <http://51ex6i.axshare.com/home.html>. It is also possible to view with a sitemap, though this is not recommended for mobile browsers <http://51ex6i.axshare.com/#p=home>. Please note that due to resolution it is necessary to zoom out when having loaded a page.

### ***Login page***

The first page of the prototype is the login page which allows users to create or log in with an existing account, log in with Facebook and enter the application without having an account. This has been implemented due to the stakeholders wish to create a customer club and us finding that it is to likely possible to implement. We are aware that not all users are interested in having a profile, as some might wish to browse items before signing up or some does not want to deal with the inconvenience of creating a profile. Furthermore, there is also an important ethical aspect to consider as not everyone is interested in sharing personal information in an app. Therefore, it is essential to offer the possibility of continuing without creating a user, since omitting this can be perceived as coercive action to force users to sign up. A result of coercion will likely be that some users will decline to use the application and also creating an aversion to By Schøn as a whole. It must also be mentioned that all users can purchase products in the app, regardless of whether

they have a user account. It must also be noted that the login function has not been implemented, so entering the prototype can be done by pressing any of the three login buttons.

The image shows a mobile app login screen for 'by SCHØN'. At the top is the brand logo with the tagline 'ALT HVAD KVINDER ELSKER'. Below the logo are two input fields: 'BRUGERNAVN' (username) and 'ADGANGSKODE' (password). There are three buttons: 'OPRET BRUGER' (Create user), 'LOG PÅ' (Log in), and 'LOG PÅ MED FACEBOOK' (Log in with Facebook). A fourth button, 'FORTSÆT UDEN BRUGERPROFIL' (Continue without user profile), is located at the bottom.

Fig 41: Login page

## ***Front page***

The front page features three menus; the main menu in the upper left corner represented by three lines, the “Mit By Schøn” in the upper right corner along with an icon representing the shopping cart and the menu bar in the middle, informing which page the user is currently on. In this menu bar we have implemented swiping as a secondary navigation option to swipe between the pages of the main menu. The rest of the front page consists of three pictures, each allowing access to specific pages within.

As noted, we have kept the organization structure intact and also implemented a task scheme on the front page by granting access to the shopping cart and the personal “Mit By Schøn” page. As these are consistent throughout the app, we will mention them this once. This also applies to the linked logo, an example of utility navigation directing users to the home page. Each picture is taken from the By Schøn desktop front page, though in the prototype the first two pictures lead to the category “Tøj” whereas they would lead to specific brand pages in the finished application. The last picture leads to the contact information that is embedded within the main menu.

The simple design of the front page lends to the reduction principle from persuasive design. It can also be argued that tunneling is proved through the shopping cart as this offers quick access to the purchase process throughout the prototype. Furthermore, the shopping cart is also intended to be updated continuously, allowing the user to view the number of items as per the self-monitoring tool. This, however, has not been implemented in the prototype.



Fig 42: Front page

## **Main menu**

The main menu can be accessed on any page in the app by pressing the main menu icon, represented as three lines. These three lines are usually recognized as an iconic label representing a menu. As the main menu is intended to be consistent throughout the app, it is formed as a panel that will be dragged in over the page that the user is currently viewing. The navigational means to close the menu is to press the iconic label “X” or to swipe left in the greyed out area showing the page.

The main menu consists of a help button, leading users to a panel offering help with navigating the site. This should not be viewed as the navigation being of lesser quality but instead as an intention to offer help to users. This corresponds with the persuasive tool of tunneling by simplifying tasks and arguably also suggestion as this proposes ways of navigating. The search option is also placed in the main menu as this is an important feature that should be readily accessible to users. While a functioning search bar has not been implemented, we have agreed to listing search results by sorting and allowing further filtering by e.g. “Price” and “Product type”.

The main menu is displayed below the search bar and consists of the same categories as the website with the further addition of “Homeparties”. Furthermore, the “Om By Schøn” category provides access to information concerning the business such as terms and services and delivery. This has not been implemented in the prototype. As for the organization schemes, it is an example of the topic scheme which was also the case on the website. Each of the categories from the desktop version is clickable, leading users to the respective content pages.

The last item is the contact information at the bottom which offers access to Google maps. This is an example of the place-making heuristic which helps users find their way across channels in the overall ecology, while it also represent a feature unique to this domain.

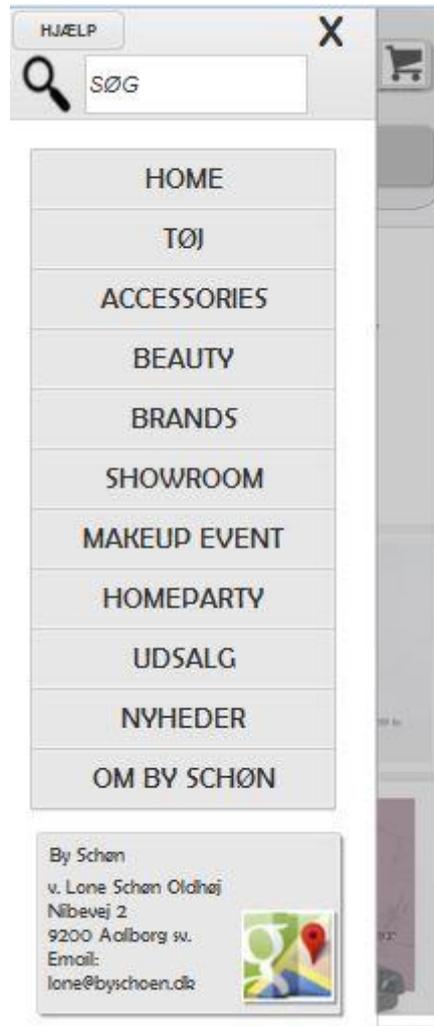


Fig 43: Main menu

## ***Mit By Schøn***

The "Mit By Schøn" is a new addition that is not featured on the website. As with the main menu it is available on all pages and is in the form of a panel which covers most of the site, that the user is currently viewing. The same navigation principles apply, though the users have to swipe left instead of right.

As this menu specifically concern the user and their user profile, it is important to state that this menu is also available to users without an account. In this instance, the menu will adapt, showing the shopping cart, the QR scanner and the follow us on Facebook button. It should be noted that the menus within "Mit By Schøn" has not been implemented in the prototype.

There are several examples of the task scheme present in the panel, such as the shopping cart and the account settings, which allows users to access and edit account information. Another scheme used is the Topic scheme due to the focus on topics related to a user page, with the possible exception of scanning QR codes. Thus, a Hybrid scheme is used in the panel. It can also be argued the reduction heuristic from pervasive IA is used through the principle of organize and cluster, as the content within is clustered in a meaningful way.

"Kundeindstillinger" is found at the top of the panel and whereas navigation is concerned, we view it as a toolbox from the utility navigation. The shopping cart is an example of tunneling as the user is led through a predetermined sequence in order to purchase items. As it is possible to edit the cart, adding and deleting items within it, is also considered a tool box. Directly below the shopping cart is the "Tidligere køb" button, giving an overview of previous purchases which is an example of self-monitoring.

The "By Schøn kundeklub" is a something that the stakeholder considers implementing, though the format is not yet decided upon. However, we decided to include it in the prototype as an example of how where it might be placed within the finished app. Being a member could be rewarding for customers as benefits might include discounts, small gifts or loyalty points which can be exchanged for goods. However, it is also necessary to evaluate the ethical aspects of such a club. One possible concern is that loyalty programs measure loyalty by purchasing power or at least how much an individual is willing to spend. A follow-up argument to this can be, that those who spend less might be perceived as lesser customers. Another aspect is surveillance as the

business gains knowledge of the purchasing history and can potentially use this knowledge to the customer's disadvantage. In this case, transparency of how the information is handled is important.

The next item is the "Scan koder", allowing users to scan codes at events. "Notifikationer" offers reminders for the events that a customer has signed up for. Both are examples of the place-making heuristic. The last button allows users to connect to the By Schøn Facebook site, presenting an entry to another part of the ecology.



Fig 44: Mit By Schøn

## TØJ

The “Tøj” product site offers access to the subcategories of clothing products. In the finished app, all the buttons will be clickable, though in this prototype only “Nederdele” is active, leading users to an overview of all the skirts. The page is a landing page which utilizes a topic scheme to divide the content into subcategories. We have chosen to keep the same textual labels and listing view as on the website, even though these are not presented through e.g. an alphabetical or chronological scheme.



Fig 45: Tøj

### Accessories, Beauty and Brands

As the “Accessories”, “Beauty” and “Brands” menus are similar to “Tøj” we will not go through these. It must be noted that none of the buttons are interactive.

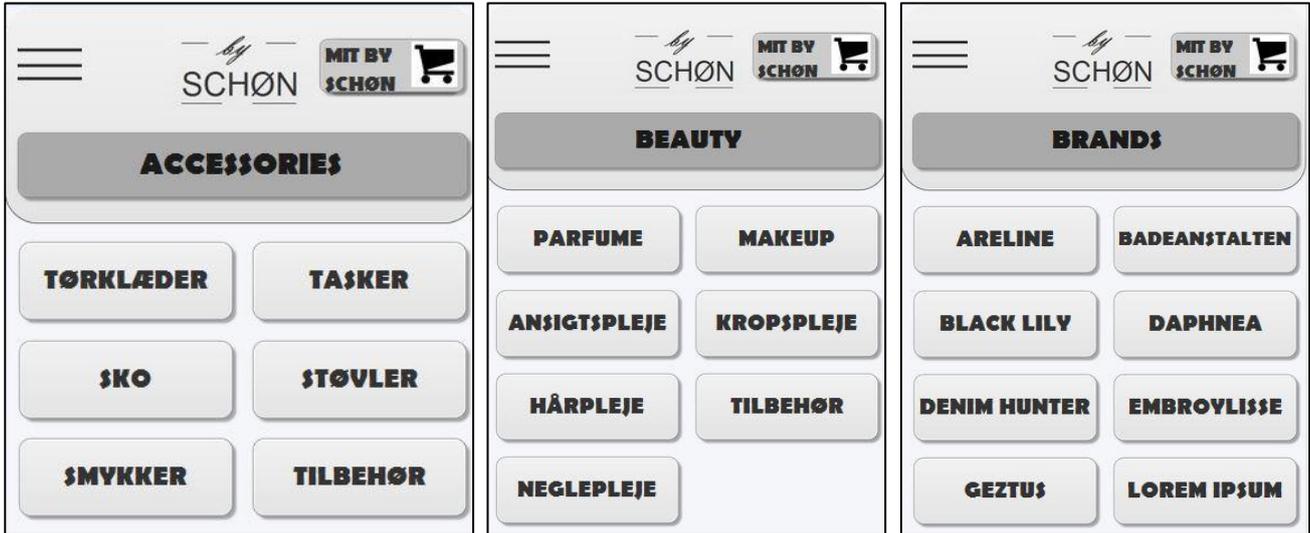


Fig 46: Accessories, Beauty and Brands

## Showroom

The “Showroom” page is a content page containing information about the showroom at By Schøn. Users who enter are greeted with a picture from the showroom and a text concerning the event and how to book. The text is identical to that on the website.



**SHOWROOM**



Du har mulighed for at booke en dag, aften eller en weekend, hvor du og dine veninder, arbejdskolleger, naboer, familie og venner kan shoppe alt inden for fashion i rolige og hyggelige omgivelser, hvor du som kunde vil være i centrum.

En tid ved By Schøn vil typisk indeholde en kort præsentation af tøj og makeup samt en let forfriskning. Yderligere vil der være en lille goodiebag til alle deltagere. Efter præsentationen har du mulighed for at prøve og shoppe tøj i en rolig atmosfære. Arrangementet er gratis.

Min passion er at alle kvinder skal have mulighed for at føle sig smukke og se godt ud for rimelige penge.

Saml minimum 5 kvinder fra dit netværk book en aften via email [lone@byschoen.dk](mailto:lone@byschoen.dk) eller via tlf. 5172 0341

Fig 47: Showroom

## Makeup event and Homeparty

As the “Makeup event” and “Homeparty” menus are similar to “Showroom” we will not explain these. It should be noted though, that “Homeparty” will likely feature information similar to the other two.

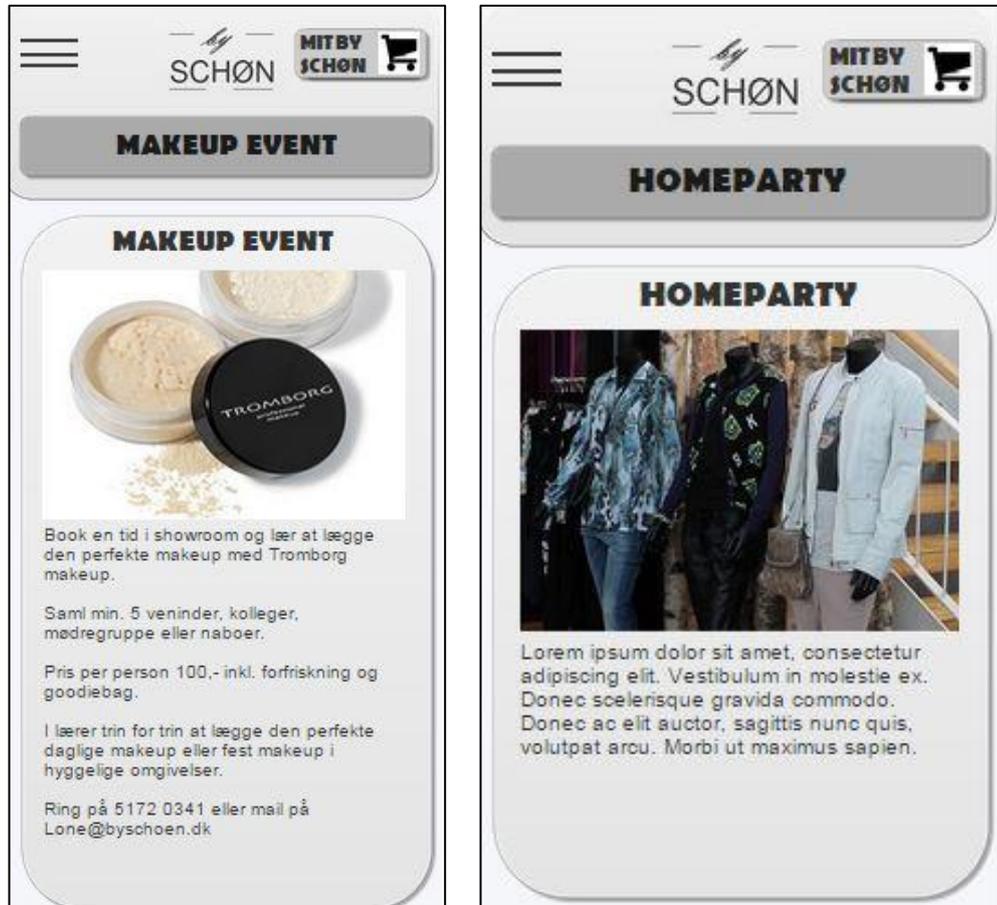


Fig 48: Makeup event and Homeparty

## Udsalg

“Udsalg” is a landing page that offers an overview of the products on sale. These are listed by price and as such do not use a scheme, though it is possible to sort the product alphabetically. It is divided by subject, which is sale, thus a topic scheme has been used. The number of product per page within “Udsalg” is limited but users can click the “arrow” iconic label which directs users to the next page. Furthermore, using numbers in connection with this navigation, allows the user to monitor their place in the system. This corresponds with the self-monitoring persuasive tool. In this prototype, none of the products can be accessed

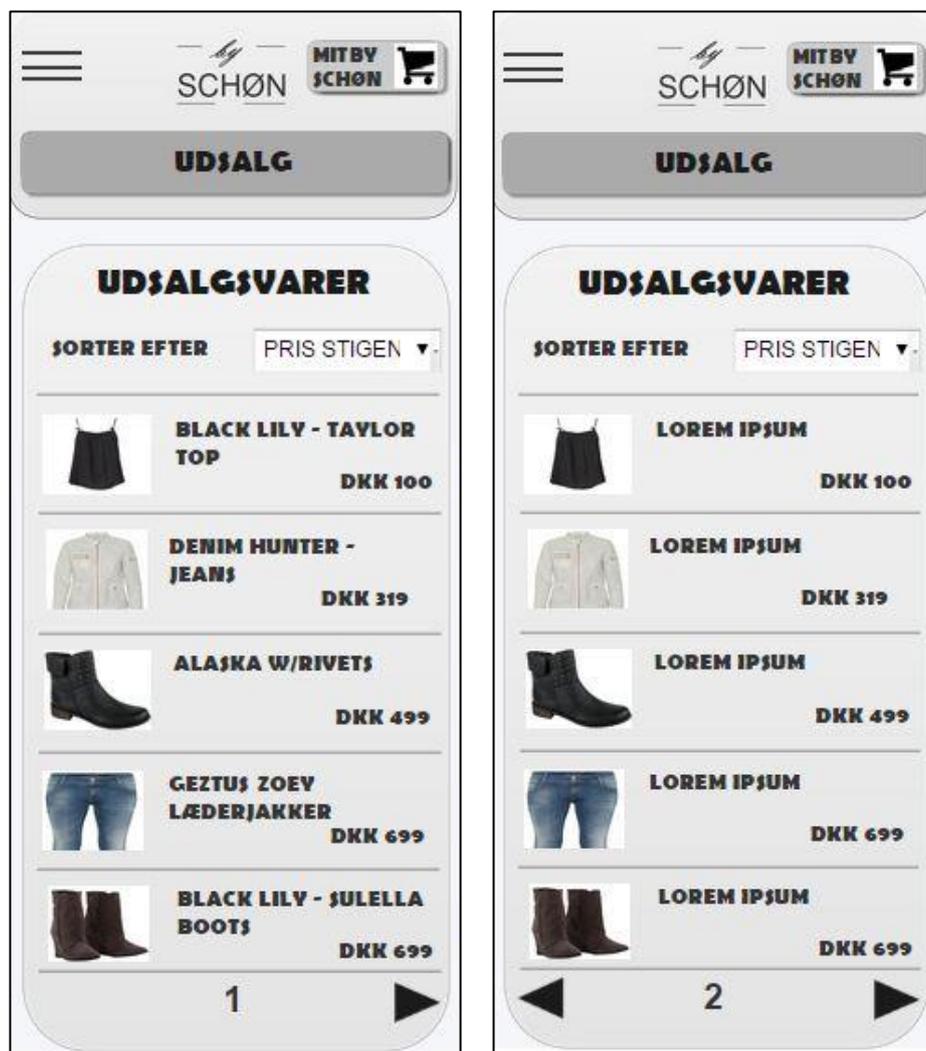


Fig 49: Udsalg

## Nyheder

As “Nyheder” is similar to “Udsalg” we will not explain this. It should be mentioned, though, that these pages is an example of the chronological scheme, showing the latest items first.

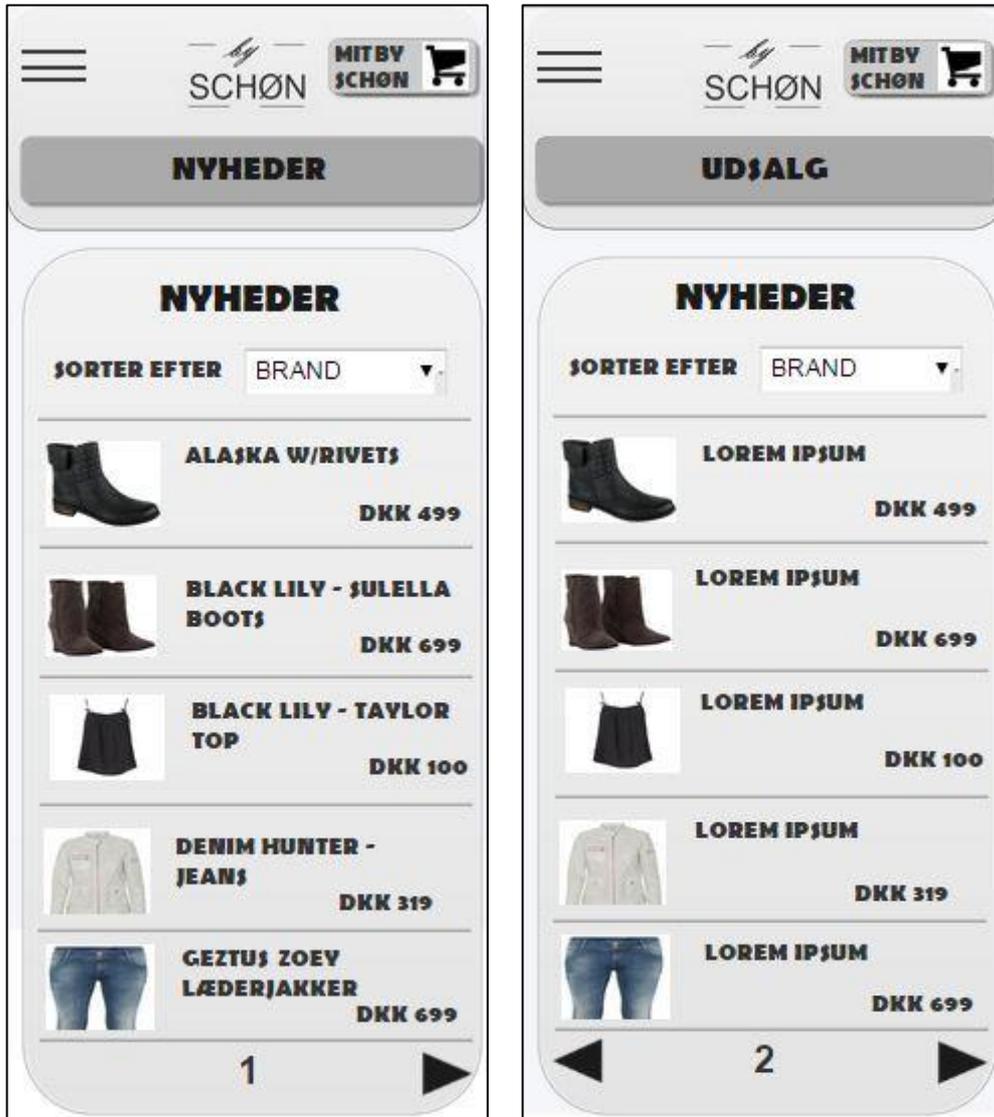


Fig 50: Nyheder

## Hjælp

As mentioned, the help panel is designed to help users in navigating the design and corresponds with tunneling and suggestion. The panel includes text explaining the main menu, the personal page and that it is possible to swipe between the menus on the menu bar. The panel can be closed by clicking the iconic label “X”. It should be noted that only a portion of the panel is shown.



Fig 51: Hjælp

## Nederdele

“Nederdele” is similar to “Udsalg” though it uses an alphabetical scheme on the website. This will also be implemented in the application. The first product on this page can be clicked, directing to the specific skirt. We have changed the menu bar to implement the possibility of navigating back the previous level. This can be done by clicking the arrow next to “Tøj”, which signals the level a user can return to. However, as the logo is linked, this can be used to navigation to the front page. It should be mentioned that this type of menu bar navigation is only possible when accessing level three or deeper in the hierarchy. We are aware that this breaks with the consistency of the navigation and menu bar, but we found it more significant to offer users the opportunity to move upward one level.

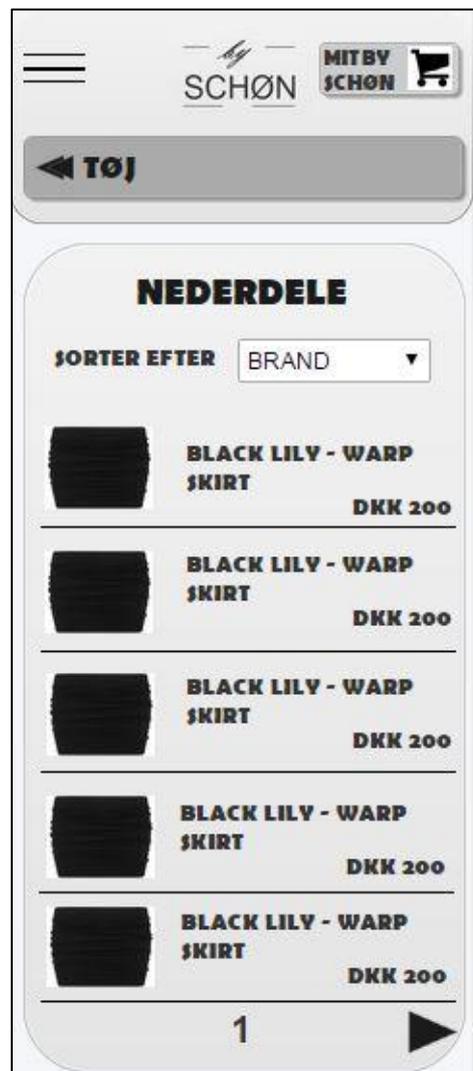


Fig 52: Nederdele

### **Black lily – Jessica wrap skirt**

The product page containing the Black Lily – Jessica Wrap skirt is the final page of the prototype. As with the “Nederdele” section, users can navigate back through the menu bar. On this page, a description of the product is presented, mirroring the one on the website. Furthermore, users are given the choice of size and amount of product. As mentioned during the website analysis, we find it relevant to include tags on product pages in order to offer new ways of navigating products. Therefore, we created a seasonal tag named “sommer”, using the bottom-up approach of the database model by linking through metadata. This is also an example of index terms that can make sorting and browsing easier. When clicking the tag, users are directed to a landing page that will mirror the “Udsalg” page, though sorted by the seasonal products. The “Føj til kurv” button is a toolbox utility navigation while also being an example of tunneling. One of the things we wanted to implement was the ability to share on Facebook, which has been included at the bottom of the product page. The last thing we will mention is the related items. It has not been implemented in the prototype, but will be presented on the page and help users find items that fit the one they are looking for.

☰
by  
SCHØN
MIT BY  
SCHØN 

◀
**NEDERDELE**

## BLACK LILY - JESSICA WRAP SKIRT



Black Lily -  
Jessica Wrap  
Skirt

**DKK 200,00**

STR:

ANTAL:

**Føj til kurv**

**Beskrivelse/detaljer:**  
Sort elastisk basis nederdel med elastik i taljen.

**Størrelse og pasform:**  
Størrelserne er som angivet.

**Materiale og vaskeanvisning:**  
Lavet i 97% bomuld og 3% spandex. Vaskes ved 30 grader.

**TAGS**

SOMMER

ELASTISK

SORT

FEST

**DEL PÅ SOCIALE MEDIER**

 Share

 Share on Twitter

Fig 53: Black lily – Jessica wrap skirt

## Conclusion

In this project we have shown how pervasive information architecture can support and enhance cross-channel communication. We have done this by designing pervasive IA, in order to create a new information space, applicable in a cross-channel environment. This extension is designed to expand the scope of the business for which it has been developed, by creating a foundation for new features and opportunities. Thus, the cross-channel communication of the business has been enhanced, allowing for a seamless shopping experience for the customers. As the developed solution for this purpose has been created as a prototype of a mobile application, we have been able to test the usability of our design, by letting potential users evaluate the product. In order to create this solution, we have established the cross-channel products of the involved business, which have also been applied and emphasized in our design solution. Due to this, the combined effect of the principles has resulted in an enhanced cross-channel environment.

## Reflection

As the initial work of this thesis project was officially started at the beginning of February 2015, the project has lasted for several months. During this comprehensive process, we have been reconsidering and revising the design and functionality of our developed mobile application for the By Schøn business. As newly emerged requests and needs for changes have occurred continuously, due to both personal conviction as well as the evaluations from the involved test persons, the form and features of the solution have been changed and updated multiple times. This has only been possible, since we have decided to apply the agile approach of Scrum in the development phases. The recommended principles and methods for developing software, accordingly to this iterative approach, proved to be applicable from the beginning of the project.

However, in retrospect, we should note that certain aspects of Scrum have not been fully performed in the project. A concrete example of this relates to the collaboration with the Product Owner, being the owner of By Schøn who is also identified as the stakeholder. In traditional Scrum collaborations, the content of the Product backlog will be entirely under the control of the Product Owner. Furthermore, the Product Owner should also participate in the Sprint reviews of the Development team, in which the results of the latest Sprints are presented. In our case, it has not been possible nor favorable to comply with those principles. While the stakeholder had expressed interest and willingness to participate in this collaboration, this person had no particular requests or demands, which we had to accommodate. Instead, we have been able to decide and control the content of the product backlog, though the Product Owner has strongly influenced it, due to the qualitative research interview. The Product Owner has also been omitted from our conducted sprints, which is once again related to the fact that we did not need to accomplish a series of demands from a requirement list. In this context, it should be noted that most of our conducted sprints have been of very limited duration and with no actual Sprint reviews or retrospectives to end the phases. However, the last of the sprints in this project, involving the completion of the high-fidelity prototype that had been tested by potential users, will be completed by a sprint review, in which the Product Owner will participate.

Overall, we find that the application of Scrum in this project has been very beneficial for the developed solution, even if not all aspects of the approach have been covered. The opportunity and freedom to change the design and functionality of the developed prototypes have been of

vital importance, as we have been able to revise and enhance our solution, without having to start from scratch each time the need for changes occurred.

Another aspect which is worth mentioning is our user tests. While we had decided to include users in the design process from the very beginning of the project, the decision of choosing checklist reviews occurred relatively late in the process. This particular way of conducting user tests was eventually chosen over the likes of think-aloud tests and contextual inquiries, as we found that this approach could be customized directly for our needs. Because we wanted users to evaluate certain aspects of the system, the opportunity to create statements within certain categories enabled us to let test persons review the particular parts of the design we wanted to be investigated. However, while the additional comments from the test persons would enable them to highlight aspects, which we did not necessarily consider, the opportunity for doing so is still relatively limited. This could potentially be a shortcoming of the particular approach, as important perceptions or impressions of the test persons could be missing from the findings. Furthermore, it is important to remember that checklist reviews are traditionally conducted by experts within the field of information architecture. However, as it turned out that all test users had knowledge of mobile technology and the usage of applications, it can be argued that this did compensate for the lack of IA experts. Furthermore, the specific ratings and comments to certain statements allowed us to easily apply the evaluations in the analysis, without having to guess or speculate about the meaning of the users' answers.

Overall, we find the advantages of conducting checklist reviews to be more significant than the disadvantages of applying these. The opportunity to instantly input user ratings and statements in the analysis, has allow for a precise and direct evaluation of our solution.

## Discussion

As our design solution is in the form of a prototype, the functionality will naturally be limited. However, we have been able to implement or visualize the features that we found it realistic to do in the context of both the By Schøn business and also the technical possibilities of Shopify. One idea we brought up during the interview was to take 3D pictures of a body type and then match it with the product pictures in the app or on the website. In this way, customer would be given a precise view of how a specific piece of clothing would fit them. In the end we decided to omit this from the prototype, due to it likely being unrealistic to implement. The idea was actually conceived when we started discussing the possibility of a virtual showroom.

Another idea we thought of was the concept of using social media as a part of the shopping experience. Pictures of customers wearing clothing items could be shared on social media and then be bought based on the feedback of friends. In such a scenario, an outcome could be to gain a discount based on a number of likes, while the store gains more exposure through these channels. However since By Schøn does not have an open store and the idea is likely to appeal to a younger set of customers, a group that is not of highest priority to By Schøn, this idea was rejected as a part of the project. Furthermore, there are some ethical concerns that should be addressed before implementing such an idea, but given the right circumstances it could be worth considering.

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## Appendix

### Appendix A – Stakeholder contract

#### Kontrakt

Jeg indvilger hermed i, at Mathias Gammelholm Kønig Nielsen og Peter Hass har lov til at anvende lydoptagelsen optaget ved et interview den 17-3-2015. Dette indgår som empirisk grundlag for et kandidatprojekt på kandidatuddannelsen i Informationsarkitektur på Aalborg Universitet, omhandlende pervasive information architecture og cross-channel markedsføring.

Underskrift og dato:

17/3-2015.  
Jone Schön Olden

## Appendix B – questions for By Schön

### Temaer

#### Baggrundsspørgsmål

- Hvad er baggrunden for BySchön?
  - Hvad er din egen baggrund (uddannelse, demografi, interesse)?
- Hvordan vil du beskrive de produkter du sælger?
  - Hvor får du dine varer fra?
  - Designer du selv nogle af produkterne
  - Hvad sælger du mest af?
  - Vil du karakteriserer varerne som budget/luksus-produkter. Måske en blanding?
- Hvordan opstod idéen om at sælge tøj fra dit hjem via internettet?
- Hvilke erfaringer har du trukket på i forhold til at starte butikken?
- Hvad er årsagen til at virksomheden ikke har til i en fysisk butik?

#### Kundesegment

- Der findes en lang række af kundesegmenter og købere. Har du rettet din butik imod et bestemt kundesegment?
- Din hjemmeside og visningen af dine varer fremstår simpelt og ret eksklusive. Stemmer vores opfattelse af din hjemmeside overens med din produktportefølje og hvilke type varer du reelt sælger flest af?

#### Markedsføring

- Har du en overordnet markedsføringsstrategi – i så fald, hvordan vil du beskrive denne?
- Har du nogle tiltag du overvejer at gøre/drømmer du om at gøre på sigt?

#### Cross-channel

- Kender du begrebet cross-channel
  - I hvor land tid har du kendt til begrebet?
- Hvordan er BySchöns eksterne profil indtænkt i virksomheden. Hvilken rolle har det spillet?
  - Hvordan har du prøvet at fremstå sammenlignet med lignende konkurrenter?
- Betragter du din hjemmeside som en enkelt del af flere i din virksomhed, eller fungerer siden som den eneste reelle salgskanal?
- Marianne har fortalt at du bruger Shopify. Hvordan anvender du dette – indtaster du produktbeskrivelser i selve shopify, eller bruger du en ekstern database?
- Deltager du i messer eller holder kundeevents. I så fald, er produktudvalget til disse det samme produktudvalg som er tilgængelig på hjemmesiden
  - Hvilke slags events afholder du og hvordan forløber de?

- Hvilke produkter viser du typisk til disse events?
- Bliver dine produkter anvendt i andre event-sammenhænge hvor du ikke nødvendigvis deltager? Eksempelvis modeshows eller lignende?
- Holder du statistik over de besøgende på din side og hvilke varer der er mest vist?
  - Anvender du mere avanceret statistik, eksempelvis demografi og avanceret oversigt over brugeradfærd.

## Metadata

- Har du selv lavet produktbeskrivelserne af dine varer
- Hvilke tanker har du gjort dit ift. produktbeskrivelserne og hvilke informationer du har valgt at inkludere? (Er de rettet mod et bestemt kundesegment?)
- Har du bevidst fravalgt specifikke produktbeskrivelser – i så fald, hvilke og hvorfor?
- Hvordan lagrer du disse informationer? Internt på siden, via database etc?
  - Kategoriserer du selv denne information? I så fald, hvordan har du valgt at organisere data?
- Er det muligt at vi kan få adgang til databasen for at se produktbeskrivelserne
- Overvejer du yderligere tiltag/udbygning på dette område?

## Projektsamarbejde

- Vi har tænkt på at arbejde i overensstemmelse med udviklingsmetoden Scrum, hvor man i faser udarbejder ens løsningsforslag, som i dette tilfælde blandt andet bygger på dine ønsker. Vi vil derfor høre om vi må betragte dig som en form for product owner og om du dermed vil hjælpe os med at fastslå hvad et løsningsforslag kan være.
- Produkterne

## Appendix C – transcription of the stakeholder interview

IP: Interview Person

P: Peter

M: Mathias

1. P: Vi har jo det her vi følger og vi har jo også fortalt lidt om hvad vores egen baggrund er så vi er også interesserede i nogle baggrundsspørgsmål omkring dig og din forretning.
2. IP: Mmh.
3. P: Og det første det er hvad er egentlig baggrunden for By-schön eller Byschön eller hvad det nu egentlig, sådan.
4. IP: Ja. Jamen øh, Jeg har jo haft arbejde med detailhandel i mange år, 16 år lige nu nøjagtigt haft Matas-forretningen her i Aalborg.
5. P: Ja.
6. IP: Og så tænker jeg, jeg fik et godt tilbud om at sælge den, og så tænkte at nu skulle jeg i gang med noget nyt og øh, så tænker jeg at webshop det var simpelthen fremtiden.
7. M: Ja.
8. IP: Det var der det skulle ligge, men øh, omvendt vidste jeg godt at det var ikke, det kunne ikke ene og alene gøre det , så øh, en del jeg er rigtig god til, det er at holde store shows og få kunder ind via den måde, derfor købte jeg eller lejede et showroom hvor jeg kunne vise kunderne tingene.
9. M: Okay.
10. IP: Så det' jo en blanding af tøj og make-up og skønhedsprodukterog.
11. M: Ja.
12. IP: Ja. Så jeg holder simpelthen sådan nogle aftner hvor jeg inviterer kunder fra fem kvinder og opefter så de føler sig sådan lidt, øh, lidt særlige når de får lov at komme ud i Byschön.
13. M: Ja.
14. IP: Og så, øh, for det første er der gratis og de får goodiebags og rigtig forkælelse, men de får også en lille show øhm, personlig vejledning i tingene.
15. M: Ja. Okay.
16. IP: Så øhm, ja.
17. M: Showroom, er det øh, er det stadig det samme du holder fast i siden du startede.
18. IP: Ja.
19. M: Det samme sted.
20. IP: Ja, det ligger ude på Nibevej, lige over for Burger King derude.
21. M: Okay.
22. IP: Dé har jeg 120 kvadratmeter derude.
23. M: Okay.
24. IP: Hvor jeg så også har, har lager.
25. M: Så det er ude i selve forretningen den egentlig har til.
26. IP: Ja, men det er jo ikke en åben fysisk butik.
27. M: Nej.
28. IP: Man kan ikke komme fra gaden af og ind, det er øh, det er så man kun er inviterede kunder.
29. M: Ja.

30. IP: Og der står også på døren efter aftaler, og man kan sige jo, det jo både for mig selv fordi det er jo en god måde at arbejde på øhm, jeg tilretteligger jo selv min, min, min dagligdag.
31. P: Ja.
32. IP: Men også øh, også som kunde at man føler sig lidt særlig når man får lov til at komme ind i Byschön. \*grin\*
33. P: Ja.
34. M: Ja. At det er lidt en oplevelse man får ud af det.
35. IP: Ja lige nøjagtig. Ja
36. M: Ja.
37. IP: Så det er sådan lidt ud over det sædvanlige, ja.
38. M: Ja. Din egen baggrund egentlig, sådan helt tilbage til, med uddannelse og, og så videre, hvad kommer du egentlig af.
39. IP: Jamen øh, jeg har været i lære i en forretning, i en matas forretning, og så øh som 24 årig så tænkte jeg øh, det er jeg rigtig, rigtig god til det her, men jeg vil ikke stå der for, for andre, så der købte jeg så en matas forretning her i Aalborg.
40. M: Ja.
41. Og, og så simpelthen arbejdet mig op via den vej.
42. M: Ja.
43. IP: Så jeg startede med 70 kvadratmeter og sluttede af med megaomsætning og 400 kvadratmeters forretning og 15 ansatte.
44. M: Ja.
45. P: Okay. Hold da op.
46. IP: Så det gik bare derudaf.
47. M: Ja.
48. IP: Og som sagt så fik jeg et godt tilbud og solgte den her, øh år 2013 ja, solgte jeg butikken.
49. M: Okay. Så det er ret nyt, hele.
50. IP: Så det er ret nyt. Altså man kan sige, jeg har ikke engang haft åben et år endnu i Byschön.
51. M: Nej.
52. IP: Øhm, så sidste januar, sidste år i januar tog jeg på messe nede i Paris og tænkte at øh, jeg måtte hive noget af alt det her fantastiske tøj med hjem.
53. M: Ja.
54. IP: Jeg synes at meget af det ligner, det ligner hinanden og øh, eller også er det rigtig, rigtig dyrt, så hele min filosofi omkring forretningen er at øh, alle kvinder skal have lov til at se godt ud for rimelige penge.
55. M: Ja.
56. IP: Så det er sådan nogle, et fornuftig øhm, grundlag.
57. M: Ja.
58. IP: Det, det ligger i.
59. M: Ja.
60. IP: Og så, øh, så kører jeg selv ned og henter tøjet nede i Paris og får det med direkte og det gør jeg en fire gange om året.
61. M: Okay.
62. IP: Og så supplerer jeg ellers op med danske mærker.

63. M: Ja. Altså en blanding lidt af, af det du henter i, i Frankrig og så.
64. IP: Ja og så danske mærker ja.
65. M: Okay.
66. IP: Og så øhm, så har jeg så de, de bedste skønhedsprodukter fra, fra min tid i Matas har jeg jo hivet med.
67. M: Ja.
68. IP: Og, og det er så dem jeg også står og præsenterer kunderne for
69. M: Ja. Okay.
70. IP: Så de får simpelthen sådan et lille, deres eget lille stylist make-up kursus på de her aftener.
71. M: På de kurser, eller de events her. Ja.
72. IP: Ja.
73. M: Øh, varerne du har, det er ikke nogle, altså det er kun nogle du importerer eller hvad kan man sige, du er ikke med til at designe noget af det selv eller.
74. IP: Nej, Det er jeg ikke.
75. M: Det er noget du. Nej.
76. IP: Det er færdigdesignet når jeg køber det.
77. M: Det er færdigdesignet det hele fra andre forhandlere.
78. IP: Ja, ja. Jeg ville ønske jeg kunne fordi jeg synes tit jeg har lyst til at lave om på tingene, men, men jeg tænker man er nødt til at gøre det man er god til.
79. M: Ja.
80. IP: Fordi skal man være med i *hele* processen så tror jeg, ej så, det er simpelthen for
81. M: Det er nok også en ret omfattende.
82. IP: Lige nøjagtig.
83. M: Del man skal ind i.
84. IP: Ja, ja, ja.
85. M: Øh, hvad sælger du hovedsageligt mest af. Er det, nu nævnte du for eksempel både tøj og øh kosmetikprodukter og.
86. IP: Jamen det, det vil jeg sige det er 50/50.
87. M: Det er 50/50 af det.
88. IP: Ja, det er det.
89. M: Det er ikke sådan at der er fokus på tøjet frem for det andet eller.
90. IP: Nej, nej. Det er begge dele.
91. M: Ja.
92. IP: Det er simpelthen et færdigt koncept når man som kvinde kommer derind, jamen så.
93. M: Ja.
94. IP: Så kommer man ud og kan lige lidt af hvert
95. M: Ja.
96. P: Ja.
97. IP: Og mit slogan er jo også Alt hvad kvinder elsker, så, så det nærmest alt hvad kvinder de elsker, det er inde i den forretning.
98. M: Ja, lige præcis.
99. P: Ja.
100. M: Det er hele pakken.

101. IP: Ja.
102. M: Ja.
103. IP: Lige nøjagtigt.
104. IP: Man kan sige, det med at have webshop, det var meget, meget nyt for mig. Jeg kunne nærmest ikke skrive en mail før jeg fandt ud af at jeg skulle have en webshop, så øh.
105. P: Okay.
106. IP: Så der havde jeg *virkelig* en udfordring.
107. P: Ja.
108. IP: Altså, virkelig.
109. M: Ja.
110. IP: Så øhm.
111. M: Ja for det er lidt noget nyt at starte ind på så, hvis man er vant til at have fysisk butik
112. IP: Det må man sige. Lige nøjagtigt.
113. M: Ja.
114. IP: Og også en anden måde at have kunder på.
115. M: Ja.
116. IP: Ja.
117. P: Hva, har du, er der så nogle specielle erfaringer du har trukket på i forhold til at nu er du vant til at have kunder på én måde og så på en anden måde, er der en eller anden speciel erfaring, er der nogle, måske tidligere kunder fra Matas der har kendt dig i forvejen der har spurgt ind til hvor du er henne eller.

#### 05:00

118. IP: Absolut. Jeg har brugt mit netværk. Alt hvad det overhovedet kunne trække altså. Selvfølgelig har jeg det. Det er mange års kundeopbygning jeg har.
119. P: Ja.
120. IP: Haft gang i, så selvfølgelig har jeg brugt dem.
121. M: Ja.
122. IP: Også til at invitere, jeg holdt arrangementer derover så det er også dem jeg fik fat på med det samme igen og sagde, prøv at høre, nu er jeg her og øh.
123. P: Ja
124. M: Ja.
125. IP: Så øh, og så rygtes det jo bare lige så stille og roligt.
126. P: Ja.
127. M: Ja.
128. P: Hvad er så, årsagen til at du ikke har fysisk butik nu og er det noget du kunne overveje, måske senere hen.
129. IP: Ja, det er det. Ja. Altså det er jo fordi jeg har jo lige fået en lille datter som er syv måneder.
130. P: Ja.
131. IP: Så jeg har jo været på barsel siden jeg har åbnet den her webshop.
132. M: Okay.
133. IP: Og showroom, så det er også til ære for min familie at jeg ikke har en åben, fysisk butik.
134. P: Ja.

135. M: Ja.
136. IP: Øhm, men omvendt har jeg det også sådan lidt, altså jeg ja, jeg synes faktisk det er en fed måde at have kunder på altså, jeg er 110 % på når jeg har dem, frem for jeg har stået fra morgen til aften og skidetræt til det sidste arrangement.
137. P: Ja.
138. IP: Så her er jeg bare to, tre timer max på over for dem.
139. M: Ja.
140. P: Ja.
141. IP: Så som kunde tror jeg man får mest ud af at jeg ikke har en åben fysisk butik.
142. P: Ja.
143. M: Ja.
144. IP: Men, men der er godt nok mange som siger, ah hvor kunne det være fedt hvis man bare lige kunne komme ind fra gaden og kan vi ikke lige få lov at prøve det og sådan noget, så.
145. M: Ja.
146. IP: Så det kunne være sådan en del, tænker jeg, et par gange om ugen eller et eller andet
147. M: Hvor man havde mulighed for at kunne åbne op og.
148. IP: Ja, lige nøjagtig ja. Så ja.
149. M: Hvad så med i forhold til de events du laver, altså der sælger du jo også produkter der til de events eller er det bare hvor de.
150. IP: Nej, dér sælger jeg.
151. M: Dér sælger du.
152. IP: Ja.
153. M: Ja.
154. P: Ja.
155. M: Hvordan, nu ved jeg ikke hvor ofte du har de her events.
156. IP: Det har jeg en to-tre gange om ugen.
157. M: To-tre gange om ugen.
158. IP: Mmh.
159. M: Hvordan ligger det så, sådan salg fra events og salg fra webshop, hvordan ligger de fordelt af hinanden.
160. IP: Der ligger det, jeg vil sige 70 på event, 30 på webshop.
161. M: Okay. Så det er event-delen der virkelig trækker dér.
162. IP: Helt klart.
163. M: Ja.
164. IP: Og det er ikke godt nok og det er simpelthen bevist at jeg ikke har gjort så meget ud af min webshop for som sagt så er det, var det helt nyt for mig, jeg skulle til at starte virkelig fra bunden af.
165. M: Ja.
166. IP: Og nu, nu har jeg lært mere og mere, kan selv finde ud af at ligge billeder ind og beskære billeder, tage billeder og sådan noget, så jeg skulle sådan lige.
167. P: Ja.
168. IP: Skulle lige finde mig selv i det her.
169. M: Ja.

170. IP: Og så også øhm, man kan jo købe sig til mange ting med at komme op i søgefelt og alt det der.
171. M: Ja.
172. IP: Det ved i sikkert en helt masse om.
173. P: Ja
174. M: Ja.
175. IP: Og jeg havde også sådan lidt, jeg skulle selv være gearret til at kunne hoppe med på den vogn der.
176. M: Ja.
177. IP: Så når jeg starter igen efter barsel, så, så tænker jeg at den skal have mere gas på webshoppen.
178. P: Ja. Er det så rigtig forstået du, har jeg forstået rigtig at du godt kan se at der måske er mere, at der er potentiale for mere salg i webshoppen.
179. IP: Ja, bestemt. For jeg kan se de arrangementer her, så det de køber den aften, det går de hjem og bestiller, og jeg tænker, kunne den lige få lidt mere gas på den konto der plus at nogle andre kunder som jeg kunne ramme.
180. P: Ja.
181. IP: Så tænker jeg at det bliver rigtig godt.
182. P: Ja, altså nu har vi også talt øh.
183. IP: Undskyld, der noget der ringer. Undskyld. Slår den lige på lydløs her. Såh.
184. M: Ellers tænkte jeg om vi skulle.
185. P: Ja, nu har vi jo talt lidt om de kunder her. Hvad er der for nogle typer kunder du har, er det, og da tænker jeg måske, er det specielt, er det nogle specielle ældre de kommer, er det sådan man kan sige det måske er nogen der normalt køber dyrt tøj, billigt tøj sådan, er der nogle karakteristika for kunderne du har, er det sådan lidt over
186. M: Ja, og hvor kommer den fra, er det fra Aalborg eller.
187. IP: Det er jo primært fra Aalborg og opland vil jeg sige.
188. M: Okay.
189. IP: Altså til arrangementerne, ja.
190. M: Ja altså, inden for sådan, relativt nærløst.
191. IP: Ja, det er det. Øh, men jeg gør så også det at jeg både har kundeevents ude i mit showroom, men også home party.
192. M: Ja.
193. IP: Altså jeg tænker homeparty, der er, det var sådan noget min mor rendte til med Tupperware og alle mulige forskellige ting, men jeg er sikker på at det er simpelthen upcoming, det der home party, så, så, når jeg er gearret igen så kunne jeg faktisk godt finde på at udvikle den side af det.
194. M: Ja.
195. P: Det home party der, er det, er det noget med så du jo kommer hjem til nogen og viser produkter.
196. IP: Lige nøjagtig, ja. Ja.
197. P: Er det sådan event i folks hjem nærmest.
198. IP: Ja. Ja. Og så eftersender man jo så varerne.
199. M: Efterfølgende.

200. IP: Ja.
201. P: Jeg kunne godt forestille mig at ved home party, du har selvfølgelig ikke mulighed for at tage så meget med, men tager du noget repræsentativt med eller.
202. IP: Ja.
203. P: Viser du det på hjemmesiden eller hvad gør du sådan.
204. IP: Jamen jeg tror jeg vil tage, altså nu, nu har jeg ikke rigtig været ude at gøre det endnu for de er kommet til mit hjem eller til mit showroom, men, men jeg forestiller mig at man tager et stativ med og så øh, ja, tager jeg noget make-up med og så står jeg og viser og fortæller, og det kunne også være man havde en iPad med og kunne vise dem ud af. Ud af det.
205. P: Ja, fordi det er, det kan man så se i forhold til noget af det vi laver, så kunne det måske være et sted hvor man kunne tage noget med.
206. M: Et sted hvor man kunne gøre noget interessant
207. IP: Ja, ja.
208. M: Hvordan man kunne vise kunder produkter på en ny måde.
209. IP: Ja, lige nøjagtigt.
210. P: Fordi dér, der skal. Du skal vel være meget selektiv med hvad du tager med, noget repræsentativt, sådan lidt af hvert fra butikken, ja.
211. IP: Ja ja, det skal være, det skal ramme, ramme bredt.
212. P: Men altså, hvad er aldersgruppen på de, er der en eller anden speciel aldersgruppe eller er simpelthen bare alle kvinder eller sådan.
213. IP: Altså det er ikke helt, helt unge, det er det ikke. Jeg har haft alle aldre, men, men jeg vil sige primært fra 30 og opefter.
214. M: Okay.
215. IP: Ja.
216. M: Og så derefter, så er det sådan lidt, det går højt op også eller hvad.
217. IP: Ja, det synes jeg.
218. M: Ja.
219. IP: Jeg har haft både mødre og bedstemødre også, ja.
220. M: Okay. Så det er helt op til pensionistalderen også.
221. IP: Ja, det synes jeg faktisk. Det er ikke de helt unge, dem fanger jeg ikke. Og det er egentlig heller ikke dem jeg ønsker at ramme.
222. M: Ne.j

## 10:00

223. IP: Altså dem jeg ønsker at ramme, det er dem som, i min egen alder som har børn og ikke har tid til at shoppe og har heller ikke har tid til at se sine veninder men gerne vil det hele på én gang.
224. M: Ja.
225. IP: Så øh, ja. Og så har de jo så inviteret deres mødre med for at få en hyggelig aften med deres mødre også, så ja.
226. P: Ja så bliver det jo nærmest en hel, hel familieevent eller hvad man nu vil sige sådan, ja.
227. IP: Ja.

228. M: Ja for er det også folk eller kvinder i alle aldre der dukker op, er det helt op til, ja for folk i trediverne og op til.
229. IP: Ja, ja jamen jeg har da haft nogen på, hvad var hun den ældste. 80 tror jeg.
230. P: Okay.
231. M: Okay.
232. IP: Ja, sådan tre generationer der var afsted sammen. Men ellers er det typisk arbejdspladser eller også venindegrupper.
233. M: Ja. Som møder op samlet.
234. IP: Ja.
235. M: Ja. Det er ikke bare sådan et mismask af forskellige folk der tilmelder sig eller, det er.
236. IP: Nej, det er det ikke. Nej. Nej, for det er. Altså mit budskab er jo at de selv finder fem og fra fem piger og opefter.
237. M: Okay.
238. IP: Typisk så er de sådan ti pr. aften. Ja
239. M: Ja. Okay.
240. IP: Nu har jeg opbygget en, en Facebook også og har nogle kunder der. Som i går holdte jeg så stort modeshow hvor jeg skrev til alle mine Facebook-venner der at der var modeshow, og der kom. Det var så, altså forskellige folk, ikke nogen der kendte hinanden der kom, men ellers så er det primært folk der kender hinanden.
241. M: Ja.
242. IP: Og det er også der man sælger fordi så pisker de jo en stemning de her kvinder at, at de ikke kan leve uden det her jo.
243. M: Ja, lige uden den.
244. IP: Uden de produkter eller det tøj.
245. M: Ja.
246. IP: Ja, lige nøjagtig.
247. M: Okay. Hvad siger, er der modeshow, er det også hjemme i det lager du har der.
248. IP: Mmh. Showroom
249. M: Hvordan fungerer det, altså er det hvor du bare viser det frem eller har du.
250. IP: Så har jeg nogle modeller der gik i går i tøjet og viste og ja.
251. M: Altså sådan lidt a la det som man kender fra en, en catwalkagtigt.
252. IP: Ja, sådan ja. Så gik de bare sådan på gulvet mellem, mellem tingene. Mit showroom ligner fuldstændig en butik. Så ja.
253. M: Så det fungerer på samme måde som.
254. IP: Ja.
255. M: Ja. Har du øh. Nu har du de events derhjemme og du snakker også om det der med at kunne home party.
256. IP: Ja.
257. M: Ude ved andre. Er der andre sammenhænge til for eksempel til større messer eller noget hvor du har gjort øh, hvor du har været aktiv.
258. IP: Det har jeg ikke endnu nej, men det kunne sagtens være.
259. M: Ja.
260. IP: Ja.
261. M: Jeg ved slet ikke om der, der må være større modemesser tænker jeg, hvor

262. IP: Jo altså, der handler jeg jo ind, men se nu er der jo forårsmessen her i Aalborg, der kunne man jo sagtens have haft en stand og stået og profileret sin virksomhed.
263. M: Ja
264. P: Ja.
265. IP: Sådan nogle ting kunne man sagtens gøre. Der har også lige været noget der hedder Modebørsen her i Aalborg, hvor der er nogen der har en stand, så øhm, så det kunne man sagtens.
266. M: Ja.
267. IP: Ja.
268. M: Gøre det på den måde.
269. IP: Det ville være en god måde at vise det på også.
270. M: Ja. Er det noget du sådan direkte eller aktivt har overvejet indtil videre eller er det bare sådan.
271. IP: Jeg har bevidst fravalgt det på grund af tiden simpelthen.
272. M: Okay
273. IP: Ja. Så øhm, jeg tænker sådan hele tiden, også fordi jeg er nået dertil at jeg i erhvervslivet eller min karriere her som, som selvstændig at, at der skal også nogle penge bag, altså jeg skal vide jeg sælger, fordi ellers gider jeg sgu ikke bruge min tid på det.
274. M: Nej. Nej, nej.
275. IP: Ja. Så øh.
276. M: Så i forhold til kundesegmenter, så inden for Cross channel som vi har læst om, så er der nogle researchere som har fundet ud af at der er sådan to store segmenter, dem som er utilitariske som gør det fordi de kan spare penge og de kan spare tid.
277. IP: Mmh.
278. M: Og som kun gør det på grund af nemhed, og så er der så dem som tilhører det hedoniske segment hvor de gør det fordi de lader sig blive opslugt af den her oplevelse og øhm, hvor de har mulighed for at prøve en masse nye varer som de ikke vidste var der i forvejen.
279. IP: Ja.
280. M: Og øh, som jeg hører det umiddelbart kunne det godt lyde som dit kundesegment nok tilhører lidt den anden gruppe.
281. IP: Ja.
282. M: Der er vel ikke. Altså, i forhold til hvis man går ned i en butik her i Aalborg og så tager til de events du har så er det jo ikke nødvendigvis fordi det er nemmere, men det er nærmest fordi man vil have den her oplevelse ud af det, lyder det til.
283. IP: Ja. Ja.
284. M: Også med du. De får goodiebags og de gør det som en, en fælles oplevelse.
285. IP: Lige nøjagtig.
286. M: Med veninderne.
287. IP: Ja. Jeg tror ikke, de gør det ikke fordi at de ved at priserne er. Jeg giver blandt andet ikke rabatter.
288. M: Nej.
289. IP: Altså de aftener. Det er ikke dem som er prisvidste som gør det.
290. M: Nej. nej.
291. IP: Dem har, de gør det når, fordi de vil have en oplevelse med, med veninderne.

292. M: Ja.
293. IP: Og få noget ud over det sædvanlige.
294. M: Ja.
295. IP: Ja.
296. M: Okay.
297. P: Er det, er det så noget du måske, måske fremtidsrettet skulle, lad os nu sige at det var hedonisk, at man skulle have fat i et andet segment også, er det noget du kunne overveje måske eller vil du holde det med det her at det skal virke eksklusivt for folk, at det skal virke sådan, en oplevelse.
298. IP: Jamen det er jo der jeg er lidt delt fordi med det samme jeg begynder at åbne det og lave en fysisk butik så, så er det lige pludselig ikke så specielt længere.
299. M: Nej, det er rigtig.
300. IP: Så, så jeg er lidt delt hvad jeg skal der må jeg indrømme. Men, men jeg tænker at det vil være nemmere for mig selv hvis jeg holdt åbent et par gange om ugen.
301. P: Ja.
302. IP: Fordi der er mange på webshoppen der skriver "kan vi ikke lige komme ud og prøve og hvornår er du der" og alt sådan noget, så var jeg fri for det.
303. M: Ja.
304. IP: Så kunne jeg skrive til dem, jeg har åbent dér og dér og så komme ind.
305. M: Ja.
306. IP: Plus også det er jo altid rart at få nogle kunder ind fra gaden af, man ikke skal kæmpe så meget for.
307. M: Ja.
308. P: Ja,
309. IP: Så jeg er lidt delt må jeg indrømme med mit, lige nøjagtigt med mit koncept.
310. M: Ja.
311. IP: Og som sagt så har jeg kun haft åbent, ikke engang i et år, nu her til sidst i april måned har jeg haft åbent i et år, ja.
312. M: Okay.
313. IP: Så, så jeg skal sådan lige, jeg skal også lige have prøvet nogle ting af før jeg finder ud af.
314. M: Sådan fremadrettet agtigt.
315. IP: Ja, ja. Lige nøjagtigt. Ja.
316. M: Dem som, som typisk skriver til dig om hvorfor du ikke holder åbent og vi ikke har mulighed for at kunne kigge ind, er det de samme som møder op til eventsene eller er det dem som netop ikke har mulighed for at kunne komme til de aftener eller er det forskellige.
317. P: Er det, er det noget du ved noget om kan man sige, du kan se ud fra.
318. IP: Jeg tror det er blandet.
319. M: Ja.
320. IP: Ja. Det er typisk fordi de har måske været inde at se et eller andet på webshoppen.
321. P: Ja.
322. IP: Og så tænker de, åh, de kunne godt tænke sig at se om det var ene eller anden skostørrelse de gerne vil prøve det.
323. M: Ja.

15:00

324. IP: Ja. Eller de vil have byttet det til en anden størrelse eller en anden farve eller et eller andet så. Jeg tror de er blandet.
325. M: Det er blandet.
326. IP: Ja. Men jeg vil sige lige nøjagtigt med dem der er til arrangementer, de bytter faktisk ikke deres ting igen.
327. M: Nej okay.
328. IP: Så, så øh, jeg tror det sådan meget gennemtænkt og de har haft tid til at prøve tingene og.
329. M: Ja.
330. IP: Ja.
331. M: Har de mulighed for at prøve tøjet til de arrangementer også.
332. IP: Ja, ja, ja. Lige nøjagtigt.
333. M: Altså der er prøverum, ligesom der er i butikker og.
334. IP: Ja. Ja. Og det er jo netop det der går ud på, der er at der er tid og ro til at de kan prøve stille og roligt og få lagt noget make-up og alt sådan nogle ting der. Ja.
335. M: Ja.
336. P: Kan det, kan det også passe at dem der har, der nu tager sig tid til at komme til arrangement, de har nok lidt intentioner om at købe, hvor måske dem der kommer ud i butikken måske er mere browse, bare gerne vil se.
337. IP: Lige nøjagtigt.
338. M: Ja, mere nysgerrige.
339. IP: Det, det er. Det er virkelig. De er opsat på at når de siger ja til den her aften, så skal de ud at bruge nogle penge.
340. P: Ja.
341. IP: Og det er faktisk meget, meget godt bevist, fordi jeg havde lige haft et arrangement hvor de ville overraske, altså det var en veninde der, der havde inviteret hendes veninder. De vidste ikke hvad de skulle.
342. P: Nej.
343. IP: Så da de kom ud til mig, de købte ikke ret meget, fordi de havde ikke oppe i hovedet gjort den der at, at nu skulle de ud og bruge nogle penge.
344. P: Nej.
345. M: Nej.
346. IP: Så, så det var et meget godt eksempel på at øhm, at det, at de gør nogle overvejelser når de siger ja til sådan et arrangement her, at de rent faktisk gerne vil ud og bruge nogle penge.
347. M: Ja.
348. IP: Så det er en vigtigt at den lige har.
349. M: Ja. Det kan jeg ikke engang huske. Vi har jo være inde og kigge din hjemmeside, men i hvor høj grad vil du sige du øh, du prøve at skabe det her budskab med øh, med de her events på hjemmesiden eller er det i højere grad via netværk og kontakter.
350. IP: Det er mere netværk. Ja.
351. M: Ja.

352. IP: Jeg har sådan en lille, ja rubrik på forsiden hvor der står at der er kundearrangementer.
353. M: okay.
354. IP: Men lige nøjagtig der gør jeg ikke nok ud af det, det er også fordi at øh, en webshop er jo til.
355. M: Ja til salg.
356. IP: Til hele verden var jeg lige ved at sige, til Danmark i hvert fald.
357. M: Ja.
358. IP: Så, så. Og man kan sige, mit eget showroom nu er jo mere aalborgenserne og omegn, ja.
359. M: Ja okay.
360. IP: Så det er mit eget netværk vil jeg sige.
361. P: Ja.
362. M: Til de events der.
363. IP: Ja. Og så via Facebook rammer man selvfølgelig også nogen der bor i andre byer.
364. P: Ja.
365. M: Ja. Er det også en Facebook-side du har til Byschön.
366. IP: Ja.
367. M: Ja.
368. IP: Det er så.
369. M: Og bruger du i høj grad den til at sige med, at nu kommer der et nyt arrangement eller.
370. IP: Ja. Ja. Jeg bruger faktisk kun den. Jeg har ikke sendt nyhedsbreve og sådan nogle ting ud.
371. M: Nej. Og det står heller ikke på hjemmesiden at nu er der nyt arrangement igen her om.
372. IP: Nej, det gør der faktisk heller ikke. Nej. Det er kun på Facebook.
373. M: Ja.
374. P: Men du har vel en, en mail på hjemmesiden, man kan lave arrangementer.
375. IP: Ja.
376. P: Det har vi i hvert fald set at man kan kontakte dig fra.
377. IP: Ja, lige nøjagtigt. Så kan I skrive en mail ja. Eller ringe, ja.
378. M: Ja.
379. IP: Men, altså lige nøjagtig det budskab kunne man også gøre mere ud af for at booke nogle flere hold.
380. M: Ja.
381. IP: Og jeg tænker også det home party, hvis man skulle videreudvikle det, så skulle man også have nogen til at køre for sig på Fyn og Jylland måske, eller Fyn og Sjælland og så kunne jeg selv tage Jylland.
382. P: Ja.
383. IP: Men med det samme man begynder at investere noget mere tid i det, så koster det selvfølgelig også noget mere.
384. M: Ja det er klart.
385. IP: Så det skal også være velovervejet når man går i gang med sådan noget.
386. M: Ja..
387. IP: Og man kan sige, endnu har jeg ikke haft svært ved at få booket nogle hold derud og jeg har holdt de der tre arrangementer om ugen.
388. M: Ja. Okay. Og der er mennesker hver gang .

389. IP: Ja der er der. Og så begynder de jo, jamen så har de købt deres sommertøj, så skal de have deres vintertøj og så begynder de jo forfra.
390. M: Ja.
391. P: Ja.
392. IP: Så nogle af dem har jo været der mange gange efterhånden, så øhm. Ja.
393. P: Kan man kalde det stamkunder på en eller anden måde, du får nærmest også.
394. IP: Ja, ja. Og man kan faktisk godt arbejde lidt i havde jeg tænkt at man faktisk kunne lave et eller andet medlemskab.
395. P: Ja.
396. M: Okay.
397. IP: At, at det faktisk også kunne være lidt en ny måde at gøre tingene på.
398. M: Ja.
399. P: Ja, altså det er faktisk også noget at det vi har engang arbejdet med i forhold til Friis i en opgave, med man kunne lave sit eget Friiser-medlemskab, så fik man nemlig, man blev del af et eller andet.
400. IP: Ja.
401. P: Et community på en eller anden måde, man bliver et eller andet fællesskab på en eller anden måde.
402. IP: Ja. Ja.
403. M: Har du overvejet hvad det ville betyde det der, altså hvad fordelene kunne være ved at være medlem, er det i form af rabatter eller eksklusive events.
404. IP: Jamen det kunne være oplevelser, det kunne være rabatter, det kunne være, det kunne være små gaver, små. Ja det kunne være mange ting.
405. M: Ja.
406. IP: Og så et eller andet symbolsk beløb for, for ligesom at have noget at gøre med selvfølgelig også, men også for at det, at der var lidt hold på dem.
407. M: Ja.
408. P: Har du så overvejet hvordan det skulle udformes, for at man skulle gå ind på en hjemmeside, man kunne få en applikation eller et eller andet sådan, har du overvejet hvad man kunne gøre sådan.
409. IP: Nej det har jeg faktisk ikke. Altså jeg har jo luret en lille smule på, på Matas kundeklub, øh, det er jo den største kundeklub i Danmark, er det, nu kan jeg ikke huske hvad, er det fire millioner medlemmer, det er fuldstændig vanvittigt,
410. M: Hold da op.
411. IP: Det, det er den største klub i, i Danmark.
412. M: Ja.
413. IP: Og det skete jo sådan hér.
414. P: Og den fungerer, altså jeg er selv blevet, den fungerer godt.
415. IP: Jamen den fungerer rigtig, rigtig godt.
416. M: Den med point, ikke.
417. IP: Jo, point og så med gaver, ja. Så øhm. Så lige nøjagtig forkælelse kører jeg meget min forretning på.
418. M: Ja.

419. IP: Og det gjorde jeg også da jeg havde en Matas derovre med store succes, så hele, hele grundlaget er, er forkælelse, så altså det kunne godt være noget med at man samlede point og blev forkælet.
420. M: Ja.
421. IP: Altså.
422. M: Ja, jo mere loyal du havde været måske, jo..
423. IP: Lige nøjagtigt. Ja. Og det kunne det også være på webshoppen, jo mere du købte på webshoppen, jo mere blev du forkælet.
424. M: Ja.
425. P: Ja.
426. IP: Så, så det kunne være en meget interessant en at arbejde videre med synes jeg, den der.

## 20:00

427. M: Ja
428. P: Ja
429. M: Men det ville jo nok selvfølgelig kræve et eller andet, som Matas har deres hjemmeside, så ville det nok kræve at har et eller andet personligt.
430. IP: Det kræver et eller andet koncept, ja, ja. Og der er jo tit at mange små virksomheder, de tænker "åh nej" altså.
431. M: Ja
432. IP: Før hen da stod de og skrev i hånden hvis man købte og så fik man en eller anden check sendt
433. M: Ja
434. P: Ja
435. IP: Det var der mange små tøjbutikker der gjorde her i Aalborg.
436. P: Ja
437. IP: Det kræver jo et enormt set-up for, for at styre sådan nogle ting, ikke også
438. M: Ja, helt sikkert
439. P: Ja, det kræver i hvert fald nogle, en del oplysninger om alt muligt
440. IP: Ja, ja det gør det. Men der er jo ikke noget der er.
441. P: Altså der er ikke noget der er umuligt, der er ikke noget der er umuligt overhovedet så. Altså nu har vi talt lidt om det her markedsføring også, du har talt lidt om at du vil gerne holde det eksklusivt lige nu, men så måske komme videre, men har du en eller anden overordnet, overordnet plan, altså et eller andet, noget, for eksempel om fem, om to eller tre eller fem, hvilke tiltag vil du gerne tage sådan, er der et eller andet specifikt du ved, det her skal jeg bare have gjort for at jeg kan få min virksomhed til at vokse, for nu talte vi lidt om du har nogle forskellige idéer og sådan og, har du et eller andet du ved du bare skal have gjort.
442. IP: Nej. Altså jeg har, jeg har hele tiden godt kunne tænke mig, dengang jeg have Matas også, at få flere butikker.
443. P: Ja
444. IP: Men det kunne ikke lade sig gøre for man kunne ikke købe flere Matas forretninger da de så gik over til at være koncern-ejet. Så, så altså Byschön kunne jeg da godt tænke mig at

udvikle til at skulle have flere forretninger, flere filialer rundt omkring i Danmark måske eller i Norden.

445. P: Ja

446. IP: Ja

447. M: Også efter samme koncept som du kører nu.

448. IP: Ja.

449. M: Altså med at holde det øh, ikke i butiksform men i showroom.

450. IP: Ja, ja. Eller stadigvæk det der med det i hvert fald er, er.

451. M: Events.

452. IP: Events. Og ja, at der er den måde salget det bliver.

453. P: Altså er det forstået rigtigt, sådan, sådan en kæde nærmest af eksklusive butikker, eller butikker der tilbyder forkælelse sådan lidt ud over det sædvanlige eller

454. IP: Ja, ja. Altså simpelthen lå rundt omkring i, i flere byer og man kommer ind til de her events her og det bare

455. P: Ja

456. IP: Ja

457. M: Ja. Ja for det er jo rigtig nok hvis du siger de fleste af kunderne de kommer fra Aalborg og omegn her, så igen hvis man kunne forestille sig hvis det var lignende i Århus eller København.

458. IP: Lige nøjagtig. Ja.

459. Så var det nået en masse andre mennesker.

460. IP: Ja

461. P: Nu, nu nævnte du før, lige, lige i sammenhæng med det her, nu nævnte du det med at køre rundt til folk og sådan noget der, er der en eller anden begrænsning for du siger hvor langt kan det betale sig at køre rundt, har man kun Nordjylland med her til at starte med eller sådan.

462. IP: Jamen nu har, jeg har ikke rigtig været ude til de her home parties der og. Jeg tror man er nødt til at sætte en begrænsning i hvert fald.

463. P: Ja

464. IP: Altså det kan ikke betale sig at køre til Fyn selv i hvert fald

465. M: Nej

466. IP: Der skal man jo have nogen, men der, der er jo succesvirksomheder rundt omkring der har gjort det, altså Pomme de Lux børnetøj de stiler jo kun via home party og så deres webshop. Der er også et andet tøjfirma, hedder det The Black Swan tror jeg det faktisk det hedder.

467. M: Ja

468. IP: Eller bare Black Swan bare. Ja. De sælger, det er også kvindetøj de kun sælger via home party og så.

469. M: Okay

470. IP: Så, så der er nogen der gør det med, med stor succes.

471. M: Ja

472. P: Er det, er det nogen du har kigget sådan lidt på, også i forhold til, hvordan har de gjort det, er det noget jeg kan bruge af deres erfaring, er det noget du har gjort sådan.

473. IP: Altså dér med den Pomme de Lux for da, da tænker jeg tit selv, altså hvad kvinder de ikke køber af børnetøj, så tænker jeg hvorfor fanden kan de ikke gøre det til dem selv i stedet for.
474. M: Ja
475. P: Ja
476. IP: Og jeg synes ikke der var nogen der, der havde et, altså stort udvalg til kvinder
477. M: Nej
478. P: Nej
479. IP: Så øhm.
480. P: Så, er det, har du så, da du fik den her idé, er det noget, synes du selv der, synes du selv der har været et eller andet øh, hvad kan man sige, et eller andet hul i markedet der har gjort at det kunne måske være. Eller du kunne udfylde
481. IP: Jamen altså det, det er jo hele tiden service. Jeg synes jo nærmest service, det er et øh, det findes jo ikke længere her, det er jo inde i kædebutikker og så folk der er ansatte i butikkerne.
482. P: Ja
483. IP: Så, så hele tiden det der med at det er service, service, service og, og anderledes og personlige oplevelser og.
484. M: Ja
485. IP: Jamen altså bare sådan noget som min webshop, altså jeg skriver altid en personlig hilsen og en lille smiley eller et lille hjerte til sidst.
486. P: Ja
487. M: Ja
488. IP: Eller, jeg sender også altid en lille gave med ud og, jamen altså lynhurtigt så har de fået svar på nogle ting og jeg måler og, og hvad hedder det, størrelser til dem og, altså alt hvad man overhovedet kan gøre på, på servicekontoen det er så vigtigt.
489. M: Ja
490. P: Ja
491. IP: Og *der* synes jeg der er et hul herhjemme.
492. P: Ja, ja okay.
493. M: Og der er ikke nogle umiddelbart konkurrenter i Aalborg eller omegn som laver det der koncept med, vi dropper butikken og så sælger vi kun de her produkter til, til events og.
494. IP: Nej.
495. M: Nej
496. IP: Nej, det er der faktisk ikke. Nej. Der er selvfølgelig mange, altså butikker der holder, men ikke så ofte som jeg gør.
497. M: Nej. Nej, med så mange, med flere arrangementer om ugen
498. IP: Nej. Nej, det er der ikke.
499. M: Ja, jeg tænkte øhm. Jamen alt det her inden for det her Cross channel som, jo var det som Marianne Lykke hun præsenterede det som, var det et begreb du kendte i forvejen.
500. IP: Nej det var det faktisk ikke.
501. M: Var det hende der præsenterede dig for det.
502. IP: Ja
503. M: Ja

504. IP: For jeg spurgte også min mand, sagde "Hvad betyder det her", det vidste han sgu heller ikke.
505. M: Nej
506. IP: Så øh, nej
507. P: Hvordan fik du egentlig kontakt til Marianne Lykke, sådan om hun hørte fra dig eller sådan
508. IP: Jamen hun skrev jo til mig
509. P: Ja
510. IP: Fordi hun havde talt med Søren tror jeg. Ja
511. P: Ja
512. IP: Så øh.
513. M: Og sagde der var potentiale, eller der kunne være mulighed for at kunne lave noget arbejde
514. IP: Ja. Ja
515. M: Ja. Men Cross channel. Vi har jo læst en, en dansk bog som blev udgivet her i slutningen af sidste år omkring, for vi havde heller ikke hørt om det før Marianne hun præsenterede det for os. Og selv om vi ikke er, er inden for detail handel branchen eller forretnings branchen generelt, så synes vi, vi kunne sagtens selv se potentialet i det og se meningen med det.

**25:00**

516. IP: Ja
517. M: Har du også sådan, selve begrebet Cross channel, kunne du også godt se hvad, hvad der menes med det, med at dele dataen ud på det forskellige kanaler.
518. IP: Ja
519. M: Ja
520. IP: Ja. Fordi man kan sige jo sige, det er lidt, lidt det jeg gør, synes jeg selv altså.
521. M: Ja lige præcis
522. IP: Ikke også. Så, så øhm, så jeg fangede den ret hurtigt og synes. Det også, det er netop det jeg også synes man skal. Altså
523. M: Ja
524. P: Ja det er jo det du kan gøre, hvis du kommer til et event og sådan noget det, jamen så kan de gå hjem og bestille en eller anden kjole, måske en anden størrelse, men de ved den er der jo.
525. IP: Ja, ja
526. M: Ja
527. P: Fordi du har de samme varer til events som du har på hjemmesiden.
528. IP: Ja, ja. Lige nøjagtig. Ja.
529. M: I forhold til hvis du havde, havde et event hvor der var nogen inde og fandt ud af at det her faktisk var spændende men så kan man ikke finde den samme kjole eller parfume.
530. IP: Lige nøjagtig. Ja
531. M: På hjemmesiden. Der er der det vil gå galt, må man sige.
532. IP: Ja, så der skal køre en parallel der, ja
533. M: Ja

534. P: Og ikke bare have nogle eksklusive varer, kun med til en event fordi som man ikke kan finde på hjemmesiden, det er måske der, som du nævnte, det kunne gå galt
535. M: Ja. Der måske også der, der var noget potentiale i forhold til det her home party halløj med at, du ved, man på en eller anden måde kunne sørge for at kunder har mulighed for at kunne se hele segmentet, alt tøjet og alt.
536. IP: Ja
537. M: Det kan de selvfølgelig via hjemmesiden men om.
538. IP: Ja, men nogle gange så vil man gerne lige selv mærke og prøve og røre.
539. M: Ja lige præcis
540. IP: Så, så ja. Så jeg tror at via den vej kunne der også sælges nogle flere produkter. Ja.
541. M: Ja. Ja
542. P: Og man kan jo heller ikke se hvordan det sidder på en noget, altså man kunne jo, noget af det vi har talt om blandt andet, det er at man kunne tage et, et billede af sin kropsform og så måske se hvordan ser den ud på modellerne inde på siden og sådan noget der.
543. IP: Ja, ja
544. P: Det er også sådan noget, man kunne gøre så, men det, igen, det er bare noget vi har, vi har talt om hvordan kan det bruges og hvordan er det brugt i andre lande, for der er kommet en masse eksempler på det også.
545. IP: Ja
546. P: Og det er sådan noget de kan finde på, de er meget langt, langt fremme både i England og USA med det her.
547. IP: Ja
548. P: Hvor de blandt andet bruger sådan noget her.
549. M: Ja.
550. IP: Hvor man simpelthen sætter sine egne mål og så.
551. P: Ja eller, eller kan få taget et billede inde via en app og så få, den kommer ind på hjemmesiden og så øh, kunne man der se, hvordan passer min kropsform i sådan en kjole og sådan noget der.
552. IP: Ja. Ja, ja
553. P: Det er sådan, det er noget man i hvert fald, det bliver brugt meget forskelligt i udlandet det her.
554. IP: Ja
555. P: Men det bliver brugt ret meget, det er også noget som, tror jeg, kommer til at blive i Danmark.
556. IP: Ja.
557. P: Kunne man forestille sig.
558. IP: Ja. Ja
559. M: Det var også en af grundene til at vi spurgte det der med, for eksempel om, om nogle af dine varer, de er tilstede på modemesser og sådan nogle ting. For der kunne man jo igen forestille sig hvis der var modeller med dit tøj på eller noget af det du tilbyder, jamen så er der måske mulighed for at sige :Hér er en skærm med lige præcis den kjole som bliver vist nu eller en planche, så kunne man have en QR-kode og scanne det på sin telefon.
560. IP: Ja.
561. M: Og komme direkte til salgssiden eller til produktinformation og.

562. IP: Ja. Ja. Det kunne sagtens.
563. M: Der er i hvert fald gjort sådan at man fik oprettet sådan en ekstra.
564. IP: Ja
565. M: Kanal
566. IP: Ja. Lige nøjagtig. Ja
567. M: Men som igen trækker på den samme data og.
568. IP: Ja. Ja
569. P: Ja og når vi nu taler om det her med kanaler og sådan, betragter du egentlig din hjemmeside som en enkelt del, øh er det, det har du måske allerede svaret på allerede men implicit, men en del af virksomheden eller er det bare en, en del ud af en større ting øhm altså, du betragter ikke hjemmesiden som, som noget separat i forhold til dine events, men det er en del af en sammenhæng.
570. IP: Ja, det er en del af en sammenhæng, ja. Det synes jeg. Ja.
571. M: Det er ikke sådan du har to forskellige mind-sets hvad angår de to
572. IP: Nej
573. M: Altså event og, og hjemmeside.
574. IP: Nej. Nej, slet ikke. Nej, det synes jeg ikke. Altså, det er samme ting jeg viser som også er på webshoppem.
575. M: Ja.
576. IP: Og det er også det samme helt tiden med, med service og forkælelse, både på webshoppem
577. M: Ja, lige præcis
578. IP: Og, og. Så. Og det er samme priser også så øh, nej det. Jeg synes det ligger sammen.
579. M: Ja
580. IP: Det tror jeg også det skal, for at man får solgt mest muligt.
581. M: Ja, præcis
582. P: Det, det er også noget af det der ligger i det her Cross channel, men det var også bare lige for at, fordi der er måske nogen der opfatter, der er i hvert fald nogen der opfatter forskellige, nogle butikker opfattes som én ting og en anden ting.
583. IP: Ja
584. P: Der er helt separat.
585. IP: Ja. Men det kunne jo også, det kunne jo også være reklamer ude i byen, når du siger selv med at scanne en eller anden kode.
586. P: Ja præcis
587. IP: Det kunne det sagtens være
588. M: Ja
589. P: Ja
590. IP: At man så.
591. M: At man fik flyttet det ud i.
592. IP: At man gjorde dem nysgerrige.
593. P: Ja
594. IP: Og så var der en kode og så gik de ind på siden eller sådan noget.
595. M: Ja
596. P: Ja

597. IP: Der kunne jo, der kunne jo laves mange sjove muligheder og en masse ting.
598. P: Det er jo også noget man kan tage med til events eller til messer eller sådan noget der.
599. IP: Ja
600. M: Ja
601. P: Det er også, det var, det var også sådan lidt, som det de lavede ved Saxo, det er simpelthen at føre det ud i.
602. M: Lidt det samme
603. P: Lidt det samme, scanne en QR, føre det ud i bybilledet, du kan gøre folk nysgerrige
604. IP: Ja. Lige nøjagtig. Ja.
605. M: Og det går jo skridtet videre end bare en almindelig reklame man ser på en bybus, men her har du mulighed, måske mulighed for at gå hen, lad os sige at der er en QR-kode man kan scanne, jamen så kan du faktisk komme direkte ind til din hjemmeside.
606. IP: Ja
607. M: I stedet for at man først skal hjem bagefter og søge sig frem til øh.
608. IP: Ja. Ja
609. M: Ja
610. P: Og så er hele byen nærmest et potentielt showroom, jo hele Aalborg kan man sige.
611. IP: Ja. Lige nøjagtig. Ja det er så. Det ved i også med, med hensyn til koder og sådan noget, der har jeg svært ved at sætte på om det er alle andre.
612. M: Ja, det er nemlig det, i forhold til det om.
613. IP: Jeg ved ikke om det er helt unge.
614. P: Nej.
615. IP: Altså jeg er ikke selv så god til det, men.
616. P: Det er nemlig, det er nemlig der den ligger med sådan nogle QR-koder, det er også det, hvem bruger det, hvem har en smartphone.
617. M: Ja
618. IP: Ja, ja. Ja.
619. P: Og har folk inden for ens segment også en smartphone.
620. IP: Ja
621. M: Det er nemlig det. Og da kan man selvfølgelig sige også, hvis du, hvis du også sælger til ældre.
622. IP: Ja
623. M: Ældre kvinder.
624. IP: Ja
625. M: Jamen det er måske ikke sikkert de er så åbne over for det jo.
626. IP: Men man, man kan så sige at de er blevet gode til at, til at bestille over nettet, nu har jeg også nogle veninder som har webshop så.
627. P: Ja.
628. IP: Og da, hun, de kan altså også se at det er øh, det er en anden generation, det er, de er også blevet rigtig, rigtig gode til og øh, at handle på den måde.
629. M: Ja
630. P: Og det kan godt være.
631. IP: De er blevet mere tro. Altså før da turde de ikke engang bruge dankortet jo, fordi de tænkte nej, nu står der nogle og lurer dem.

632. M: Ja.
633. IP: Nu tør de faktisk godt handle på.
634. M: Ja
635. IP: På nettet.
636. P: Jeg tror også, også de fleste, eller de fleste af os, de fleste, eller mange har i hvert fald en smartphone i dag.
637. IP: Ja, det har de.
638. P: Så.
639. IP: Ja.
640. M: I forhold til din øhm, din webshop, da kan du jo i dag, da kan man jo få lavet sådan noget statistik og sådan nogle ting og gå ind og kunne se på dem der handler der.

### 30:00

641. IP: Ja
642. M: Er det noget du, du, du følger på nogen måde.
643. IP: Ja altså.
644. M: Går ind og ser øh.
645. IP: Ja. Altså. Jeg har nok aldrig været særlig god til at kigge på statistikker, jeg har altid været mest kreativ, men.
646. M: Ja
647. IP: Men, men er der lige et navn jeg kan kende og sådan noget, så går jeg lige ind og kigger, er det nu.
648. M: Bare følge op på.
649. IP: Ja, og hun ikke har handlet før, så kunne jeg godt finde på at skrive i den personlig hilsen, øh hvordan gik det med bukserne, er du glad, stadig glad for dem.
650. M: Ja
651. IP: Som dem du købte sidste gang og sådan nogle ting, så
652. P: Ja
653. M: Ja
654. IP: På den måde bruger jeg det.
655. M: Ja
656. IP: Ja
657. M: I den sammenhæng.
658. IP: Ja
659. M: Men du bruger ikke sådan deciderede værktøjer til at kunne gå ind os se, hvor kommer de fra og øh.
660. IP: Nej. Nej. Og, og det skal jeg også blive bedre til, men da tænker jeg igen, det er når jeg skal til at videreudvikle min webshop og jeg skal til at.
661. M: Ja
662. IP: Så, så skal jeg til at finde ud at, hvad er det jeg gør for at ramme lige nøjagtig dem.
663. M: Ja
664. IP: Men helt klart, det er storbyerne der handler, det, det er København og det er Odense og Århus og, og Aalborg.
665. M: Okay

666. IP: Helt klart.
667. P: Hvad, hvad tænker du i forhold til øh, udvikling af webshoppen, har du noget specifikt dér du, sådan. Nu nævnte du selv.
668. IP: Jamen. Altså jeg tænker jeg skal have nogen til at komme op i søgefeltet, altså nogen der kan finde ud af at, at indgrænse det for mig og, og finde ud af, finde ud af hvad jeg skriver i teksterne for at jeg kommer længere op og at de kan finde mig på de mærker jeg nu gerne vil findes på.
669. P: Ja.
670. M: Ja.
671. P: Ja.
672. IP: Men, men det har også taget noget tid for, for mig at finde ud af, hvad er det egentlig folk de vil have.
673. M: Ja. Hvad er det de søger på for at finde frem til.
674. IP: Ja. Så øh, så jeg tænker et eller andet samarbejde med et eller andet firma som.
675. M: Man kan. Det er jo sådan noget søgemaskineoptimering.
676. P: Ja, søgemaskineoptimering.
677. IP: Ja, sådan nogle ting der. Ja
678. M: Ja
679. IP: Men så også, altså gi' den endnu mere gas med, alt hvad man kan med reklame på Facebook og alt sådan nogle ting der.
680. M: Ja
681. IP: Der kan man også betale sig for ting nu om dage.
682. M: Ja
683. P: Så. Men når, er det også sådan nogle produktbeskrivelser man tænker og sådan noget der, er det så beskrivelser af selve produktet eller er det mere, sådan.
684. IP: Altså hvad tænker du, for at, for at
685. P: Ja, ja for.
686. IP: Flere handlende på webshoppen.
687. P: Ja altså for blandt, ja blandet andet for at det, er det nye produktbeskrivelser du også mener skal være der, skal det være sådan specifikt for at komme med søgeoptimering eller er det bare sådan.
688. M: Jeg tror du tænker internt på siden.
689. P: Ja intern, internt på siden ja, om du tænker mere om øh, du vil lave, måske ikke nye produktbeskrivelser men om der er flere beskrivelser til produkter der skal med for at give en, måske en bredere.
690. IP: Jamen det ved.
691. P: Beskrivelse eller sådan
692. IP: Det ved, altså lige nøjagtig det ved jeg ikke om, om hvor, hvor er det, hvor er det den ligger, altså hvor, hvor er det man kan få flere.
693. P: Ja
694. M: Ja og hvad søger folk sig frem til for eksempel for at finde en bestemt kjole eller.
695. IP: Ja. Ja.
696. P: Ja. Fordi noget af det vi talte om også, det var, hvad havde øh, hvis, hvis, hvis nu, kunne man se hvad folk søgte mest efter derinde, øh.

697. IP: Ja.
698. P: Og den slags, er det måske noget man, der skulle beskrives mere fyldigt eller et eller andet sådan.
699. IP: Og det kan, det kan jeg ikke se.
700. P: Nej
701. M: Nej
702. IP: Og. Men, men nu har jeg haft et møde med, med et firma her i Aalborg som netop kan se det.
703. P: Ja
704. IP: Og det er jo meget interessant at han netop kan gå ind og se at, at folk de søgte på.
705. M: Ja
706. P: Men det er også noget af det vi havde talt om kunne være interessant og kigge på. Også det med at lave måske lidt mere fyldige beskrivelser af ting
707. IP: ja
708. P: som folk søgte på. Altså, indsnævre søgninger eller
709. IP: Ja
710. M: Man kan sige at hver af varekategorierne kan man typisk tildele nogle tags. Du ved, noget som kommer frem. Hvis det er en kjole kan det være kjoletypen og det kan være størrelsen og det kan være..
711. IP: Ja
712. M: Og det er jo igen det med at så vil folk måske hurtigere kunne finde frem til måske de produkter de søgte efter
713. IP: For nogle gange så sidder jeg også og tænker: "Hvordan fanden har de fundet mig?"
714. M&P: Ja \*griner\*
715. IP: Altså, jeg kan jo nærmest ikke engang selv hvis jeg skriver et eller andet så
716. M: Nej
717. IP: Så altså. Men, igen, det var en stor udfordring for mig at åbne den her webshops her
718. M: Ja
719. IP: Så jeg er så glad for, at jeg er nået hertil hvor jeg er. Så næste skridt er, at jeg skal finde ud af, hvordan fanden skriver man egentlig for at komme op?
720. P: Ja. Lige præcis. Og der tror at, at det vi tænker er meget internt på siden. Hvordan at, når du først er kommet ind, hvordan finder man så frem til de produkter man gerne vil..
721. IP: Ja
722. M: Ja, om folk de mest det samme går op i det søgefelt. Der er sådan et søgefelt på din side. Om de søger der eller om de går ind og først kigger på tøj og så finder..
723. IP: Ja
724. P: Det er også noget af det, vi synes kunne være ret interessant, i hvert fald
725. IP: Og et er jo netop så spændende et område. Hvad er det man tænker? Hvor jeg selv hele tiden har tænkt, at når jeg selv er inde på siden, jamen jeg går hurtigt ind under nyheder. Hvad er nyt? Og så skal det være enkelt, det skal være nemt og hurtigt
726. M: Ja, lige præcis
727. P: Har du selv lavet de produktbeskrivelser der er af varerne derinde?
728. IP: Ja
729. P: Har du selv siddet og tastet det ind

730. IP: Og selv taget billeder og beskåret og det hele \*griner\*
731. M: Okay, så det er nærmest helt fra bunden af faktisk at ..
732. IP: Det er det, ja. Altså, jeg fik jo et skelet og så har jeg selv sat billeder derind
733. M: Ja, okay. Og den daglige drift af hjemmesiden, det er også kun dig der står for den?

### 35:00

734. IP: Ja
735. M: Har du flere medarbejdere end dig? Der er ikke en studiemedarbejder eller?
736. IP: Jo, jeg har en studiemedhjælper, jo jo
737. M: Hvad er det typisk? Er det pakkeopgaver eller er det?
738. IP: Nej, altså, jeg kan godt finde på, hvis der kommer en hel sending hjem af tøj og give hende det. Og så skal hun sidde og beskrive noget af det og så deler vi bunken
739. P: Er der så nogle retningslinjer for at du skal have eksempelvis det, og det og det med? Altså, de der nogle retningslinjer for hvad man skal have med i beskrivelser af et produkt? Har du det?
740. IP: Jo, altså der er jo den vaskeanvisning, hvad den kan tåle og så også så meget kan man skrive om produktet, så man ikke skal have det retur igen. Er størrelsen stor og lille, bred eller hvad den er. Det er i al fald vigtigt, også med sko og sådan noget, at man får det ordentligt beskrevet
741. M: Ja, så kunden ikke er i tvivl om..
742. IP: Ja, lige nøjagtigt. Jeg siger hele tiden til mig selv når jeg skal skrive, for det er faktisk ret svært at skulle beskrive en eller anden bluse. Man tror det er nemt, men det er det altså ikke. Jeg tænker hele tiden på, at man skal have bind for øjnene og så skal det være en blind der får læst det her op, og skal danne sig et billede af det.
743. M: Nå, altså forestille sig?
744. IP: Ja. det siger jeg til mig selv i hovedet, når jeg skal beskrive det her
745. P: Bare sådan en ting. Altså nu siger du at folk kommer ind så, nu er det sommertøj de skal have. Eller forårstøj eller sådan noget der. Har du også noget der siger, en kategori der siger at det her er måske mere til vinter, det her er måske mere til forår, det her er til sommer eller sådan noget der?
746. IP: Altså, jeg håber at når man kommer ind på min forside, at man tænker "Nu er det forår, ja".
747. P: Jamen, det var mere om der var en kategori for eksempel. At man havde lagt det ind under..
748. IP: Nej, det kunne man faktisk godt
749. P: Altså, det er sådan noget..
750. IP: Det var faktisk en god idé
751. P: Det er sådan noget vi har tænkt på, hvordan kan man. Fordi det er med til at indsnævre mulighederne for brugerne sådan. Det er noget af det vi synes kan være interessant også, det er heller ikke sikkert, at det skal være sådan, men hvis man skal ud til en eller anden forårsmesse. Jamen, så er det nemt at finde alle forårsting..
752. IP: Ja, ja. Jeg har sommetider haft noget men det er også det bredere. Det er faktisk en god ting med netop at inddele det i årstider.

753. P: Det er noget af det vi har meget med. Hvordan organiserer du, hvordan kategoriserer du og sådan noget. Og det er sådan noget vi synes der er meget spændende. Det er derfor vi har nogle af de spørgsmål her om det data der ligger bagved simpelthen
754. IP: Ja
755. M: Man kan sige at selvom vi måske ikke er, at det ikke er specifikt hjemmesiden v vil prøve at udvikle. Eller det er noget nyt, så er det også det der med at: Jamen, når det er cross-channel – hvis vi ændrer det på et sted, så skal det helst fremgå af det andet også.
756. P: Præcis
757. M: Så man skaber den der samlet, konsistente profil
758. IP: Ja
759. P: Den der samlede oplevelse. Men er det også derfor, som du lige sagde der. Det er godt at se hvordan det ser ud bag der, så vi ved hvad der er af metadata
760. M: Marianne hun snakkede om, at på hjemmesiden bruger du det, der hedder Shopify. Er det, er det. Vi var lige hurtigt inde og se på det, men er det bare at selve hjemmesiden der er i Shopify, eller hvordan fungerer det
761. IP: Altså, det er hele betalingssystemet. Altså selve de, altså skelettet til butikken, kan man sige.
762. P: CMS systemer som Shopify
763. M: er det i den du har opbygget selve hjemmesiden, eller hvordan det skal se ud?
764. IP: Ja
765. P: er det så noget med at du kan lok, tilkøbe moduler eller sådan hvis du har brug for det, går jeg ud fra.
766. IP: Ja, jeg tror der er tre pakker. Altså, det er der ja. Jeg tror der er tre pakker at ku vælge imellem, og så betaler jeg en eller anden pris for det
767. M: Okay, så når du for eksempel skriver sådan noget som produktbeskrivelser, så er det også derinde, at du gør det?
768. IP: Ja
769. M: Altså, hele webshoppen det er derigennem?
770. P: Du bruger ikke noget eksterne database eller sådan noget der overhovedet?
771. IP: Nej. Og så havde jeg Paypal til at starte med, men nu har jeg så fået over på nets, altså betalingssystemet.
772. M&P: Ja
773. IP: Det fungerer helt klart bedre end Paypal
774. M: Paypal er lidt.. som jeg husker det, så er det en lidt mere besværlig proces man skal igennem, ikke?
775. IP: Det var helt vildt besværligt, ja. Man skal hente pengene ned og man bruger lang tid inden. Og der skulle stå et vist procent penge inden du kunne hente det ned og, det var helt klart til deres fordel.
776. P: Men Nets er vel også dansk, er det ikke?
777. IP: Ja, jo
778. P: Og Paypal det er jo
779. M: Det er jo Manchester, er det ikke?

780. P: Jeg kom til at tænke på, nu når du taler om det. Har du egentlig overvejet, nu er der meget tale om det, har du overvejet sådan noget som mobile pay eller noget lignende?  
Bare af ren nysgerrighed
781. IP: Det havde jeg faktisk til at starte med
782. P: Måske også til events, eller?
783. IP: Ja. Altså, det har .. jeg har det også nu til events
784. M: Nå du har..
785. IP: Men jeg havde det også på min webshop, men var hurtig til at fjerne den igen, fordi vi kunne faktisk ikke helt styre det
786. M: Okay
787. IP: Fordi kunderne.. nogen gange så lavede de ordren, og så fik jeg sendt ordren, og så havde de ikke overført pengene, hvis jeg ikke lige var opmærksom på at.. at de havde ønsket det på Mobilepay
788. M: Ja
789. P: Nå, okay
790. IP: Men nu så jeg godt at supermarkederne rent faktisk går ind og begynder og
791. M: Ja, begynder at arbejde med det. Ja, for jeg går ud fra, at det fra hjemmesiden, er hvor de først betaler og så sender man jo selvfølgelig når betaling og det er gennemført.
792. IP: Ja
793. M: Det jo lidt noget..
794. IP: Men de havde jo et valg og så hvis jeg var nogen gange lidt for hurtig til at sende varerne så, så skulle jeg bagefter sige "Ved du hvad, det var godt nok over Mobilepay og jeg har ikke fået nogle penge endnu og.." det .. det
795. P: Nej, der går jo altid lige
796. M: Det kan være en træls situation at
797. IP: Hvad hedder den her
798. M: Åh ja, det er jo. Det er vist den.. (Hun skal logge ind på internettet)
799. IP: Den der?
800. M: Nej, den nedeunder, tror jeg
801. IP: hmm
802. M: Den der
803. P: skal vi bare logge på kan du gøre det med din computer
804. M: Ja, det kan jeg vist godt lige huske
805. P: ellers kan jeg gøre det

#### 40:00

806. P: Ja, det der ofte man ser meget frem til, det også det mobilbetaling simpelthen. og det kan jo egentlig være lidt vildt alligevel hvis man – og det er slet ikke sikkert – at man i fremtiden med en app kunne gå ind og bestille og betale med Mobilepay. Så har man faktisk hele pakken på sin smartphone
807. IP: ja, det jo helt vildt, ik?
808. P: Jo, men det kunne jo eventuelt være noget
809. IP: altså, jeg har dankort, almindelig dankort ude i butikken

810. P: Ja
811. IP: Til at starte med havde jeg kun min bærbare og troede egentlig at jeg skulle. Jeg havde rent faktisk mine to iPads derude til at starte med og jeg troede at kunden selv ville gå og oprette en ordre. Men det vil de ikke. Og det dur slet ikke, også med min bærbare der. De tog simpelthen for langt tid, også når der stod ti kvinder der vil betale med det samme på én gang
812. M: Ja
813. IP: Så jeg var nødt til at have et kasseapparat og så. Og det der er lidt ulempen ved det, der er at jeg skal huske og få skrevet ned og få trukket ud af min webshop, så det sidder..
814. M: Åh, ja
815. IP: De kører ikke sammen de to systemer jo
816. P: nej
817. IP: Nej
818. P: Nej, det jo så rigtig, så
819. IP: Det kunne jeg så godt betale mig fra, men
820. M: Du kan lige tilføje et snabel-a. Det er det eneste jeg ikke lige kan huske hvordan man laver på en Mac. Det er så længe siden.
821. IP: Ja
822. M: Sådan der, så tror jeg godt du kan logge ind
823. IP: Og så opret?
824. M: Ja. Se om den vil det. Og jeg tror du skal trykke fortsæt. Ellers hvis det er noget bøvl så kan jeg godt lige gøre det på
825. P: [uhørbart]
826. IP: Bare så i kunne se opsætningen \*Hun viser os webshoppen backend\*
827. P: Det vil vi meget gerne. Fordi som jeg sagde i starten så har vi overvejet at gå ind og få en 14 dages prøve, men det vil vi ikke gøre, før vi har haft møde med dig. For så pludselig så.. så er det måske det nemmere for os og derefter se, det er sådan vi bruger det. Når vi har set hvordan du har brugt det.
828. M: Men så i hele webshoppdelen der bruger du faktisk ikke andet end det ene, den ene service
829. IP: Ja
830. P: Er det også dig selv der har lavet baggrundsgrafik og sådan noget der?
831. IP: Det der er nu, det er faktisk hende den unge pige, der har gjort det, som den ser ud nu
832. M&P: Okay
833. IP: Cecilia, min ansatte. Det, det jo et amerikansk system og det er også okay, men det kunne være rart nogle gange at det var på dansk. Fordi, der er nogle udtryk man tænker: "Hva faen betyder det"
834. M&P: Ja
835. IP: Men sådan her er det simpelthen bygget op. Så kan jeg så se, at i dag er der kommet to ordrer ind.
836. P: Ah, okay
837. IP: Og se, hvad der er omsat for på webshoppen og sådan noget, ikke også.
838. M: Så den holder til dels selv lidt øje med noget statistik og.

839. IP: Ja. Så kan jeg så se, at hende her hun har bestilt to gange, og en gang, og hvor de kommer fra
840. M: Nå, der kan du simpelthen se den samme kunde, hvor mange gange vedkommende har bestilt?
841. IP: Ja. Der er en her, der har bestilt tre gange. Og det er så der, hvis jeg kan huske navnet, så er det jeg går ind og kigger, hvad det var hun købte sidste gang. Jamen, typisk så går jeg ind om morgenen og kigger om der er nogle ordrer, og så går jeg ind og stiller mig der \*Viser hvor hun kan se det henne i Shopify\*. Og så kan jeg se at han skal have et par øringer, ham her Simon her. Det er til en gave. Og så printer jeg ud og sender varen og så henter jeg pengene, og så skriver en mail til kunden at – det gør den selvfølgelig automatisk – at pengene bliver hentet, og din vare er sendt afsted. Og når jeg lægger varer ind, jamen så lægger jeg dem under produkter her, og så går ind og skriver nye produkter. Og hernede lægger man så billedet ind
842. P: Må vi lige prøve...prøv at gå lidt op...ja der. "Price" og "Compare price!"
843. IP: Det er hvis jeg har tilbud eller udsalg på noget af det
844. P: og det er hvor mange der er, og det er bare på...
845. IP: Ja
846. P: Er det nogle du selv har oprettet, de her
847. IP: Ja. Armbånd og webshop, eller. Så går man ind og trykker hvad det skal ind under
848. P: Ja, fordi noget af det man kunne gøre nu. Hvis man tog sådan et eksempel som det der hedder forår, kan man så lægge det ind under armbånd og så også forår. Eller skal det kun have en?
849. IP: Det kan jeg faktisk hernede. Til collection. Der kan jeg simpelthen gå ind og trykke det, hvad det nu skal hedde.
850. P: Ja, fordi noget af det vi også har tænkt på – hvis du prøver at gå lidt længere.. – det var det her med tags. Det er også noget af det, man har tænkt på, at man kan gøre nemlig. Lave nogle tags, for så når man kommer ind på det produkt, er det nemt at trykke på de tags og så komme videre til andre i samme, eksempelvis.
851. IP: Ja, og lige nøjagtig den, skal jeg blive bedre til. Jeg aner ikke hvad det er, jeg skal skrive for at..
852. M: Nej, for at det bliver anvendt
853. IP: For at det bliver bedre
854. P: Det er noget af det, som vi har tænkt på man kunne gøre. Også det måske er noget man kunne bruge ude i anden sammenhæng end bare internettet. Det er også noget af det, vi har haft noget om. Meget med tags
855. M: Der kan man selvfølgelig kigge på, nu du sagde der var, du havde haft snakket med en virksomhed som kunne se på, hvad de søgte efter. Jamen, det kunne jo netop være noget, som man overvejer at putte ned i sine tags
856. IP: Ja
- 45:00**
857. P: Der. Search engines, meta description. Ja, det er der, hvor man kan sætte beskrivelser ind. Ja, for at det så kommer op i søgemaskinerne

858. M: Ja, det er jo egentlig meget smart, at der er mulighed for det
859. IP: Så om det skal hedde en "Sort kjole", en "kjole" eller en "festkjole" eller hva..
860. M: Ja, lige præcis
861. IP: Altså, hvad er det, de søger på. Og det den så også fortæller mig her -det synes jeg også er dejligt at jeg har givet mig selv noget tid til at finde ud af – hvad tidspunkt. Altså, søndag det er den helt store shopping dag for kvinder. Når børnene er lagt, det er det store tidspunkt. For at indgrænse, så jeg kan gå hen til det her firma og sige "Jeg skal ikke betale 24 timer i døgn". For det koster faktisk rigtig mange penge, det kan jo koste helt op til 50 kr. pr. klik.
862. P: Okay
863. IP: Så det er vigtigt, at man får indgrænset. Og det kan man sige, det har jeg så brugt det her år på at finde ud af, hvornår er det..
864. P: Så det er måske søndag at du gerne vil fremhæves, kan man sige?
865. IP: Det er søndag, og det er efter at børnene er blevet puttet, og det er også nogle bestemte varegrupper og sådan nogle ting.
866. M: Det er, når de sidder og har tid til at ku..
867. IP: Ja.
868. P: Og de varegrupper, er det så dem, der måske er oppe i tiden eller sæsonen eller er det et eller andet sådan. Hvordan finder du ud af, hvilken varegruppe der er populær, egentlig?
869. IP: Jamen, jeg kigger lidt på hvad min egen sunde fornuft siger, og så også hvad det er de køber, og hvad jeg sælger til mine kundearrangementer.
870. P: og det ændrer sig alt efter hvilken årstid det er, hvilken kollektion der kommer ind?
871. IP: Ja, det kan det. Så der er det også vigtig at man indgrænser.
872. P: Det er jo også sådan noget som måske vi også kunne være interesseret i. Måske senere hen finde ud af også, hvad er populært, når man skal lave et eller andet, at man skal fremhæve noget specielt på bestemt tidspunkter.
873. IP: Ja, men jeg tror også meget det med at spille på følelserne. At netop sådan en kvindebutik som den her webshop er, at det er når du har tid, når ungerne er lagt. Alt sådan nogle ting der..
874. M: Ja, det er vigtigt at fremhæve de dele af det
875. IP: Ja, hvor nemt det er at få sendt det til døren, du skal ikke parkere og alt sådan nogle ting. At man spiller lidt på den del
876. P: Er det primært, altså, et eller andet narrativ på en eller anden måde.
877. IP: Og alt sådan nogle ting der. Det skal jeg hele tiden tage mig selv i. Det jo ligegyldigt, men omvendt så synes jeg også igen, altså vi køber jo med følelserne, jo netop som butik her, så derfor skal man også give den
878. M: I nogle situationer må man gerne være lidt
879. IP: Man må godt overspille den lidt nogle gange
880. P: Jeg har et spørgsmål. Nu er jeg inde og kigge på den her Gestuz Majse bodystocking \*Viser produktsiden – <http://byschoen.dk/products/gestuz-majse-bodystocking>)\* Der står at: "Body'en kan med dets klassiske udtryk styles perfekt til et par slim jeans". Er det sådan noget her du mener?
881. IP: ja
882. P: Og i så fald, har du så nogle til salg (indforstået: Nogle jeans til salg).

883. IP: Ja
884. P: Kunne det så ikke være..
885. IP: Så kunne det godt være fedt hvis det kom op
886. P: Lave et link på en eller anden måde til sådan nogle der.
887. IP: Jo
888. P: Det var bare fordi jeg tænkte, at det kunne være en ide måske
889. IP: Det kunne være rigtig godt. Man kan sige at de produkter de kommer op med
890. P: Fordi vi har de her relaterede..
891. IP: Og det er bare noget, den kommer op med
892. M&P: Ja
893. IP: Så kunne man lave et link, ville det jo være
894. P: Kunne man lave et eller andet, på en eller anden måde, med at sådan et relateret produkt er noget der kunne passe sammen, måske
895. IP: Ja. Det kunne være skidegodt
896. P: Det var bare lige en tanke i forhold til produktbeskrivelsen. Så kunne det være, at det rent faktisk også..
897. M: Der er mange muligheder. Der kan man næsten forestille sig også, at der er muligheder for at komme direkte videre til en pakkeløsning hvor du fik, jamen, noget tøj der matcher sammen. Det fik man måske. Enten tilbud eller..

## 50:00

898. IP: Det tror jeg virkelig også, at der var grundlag for mere salg.
899. P: Men der ved vi, der ved vi. Vi ved jo heller ikke hvordan Shopify fungerer. Vi skal selv hjem og have det undersøgt hvordan den fungerer
900. IP: Ja ja
901. P: Vi ved jo heller ikke hvad der er muligt at gøre, men det var bare en tanke
902. IP: Nej
903. P: Men det var bare en tanke, i hvert fald. En måde man ku..
904. IP: Men jeg tænker lidt i stedet for at I. Jeg ved ikke, var det gratis i 14 dage?
905. P: Ja
906. IP: Ja, for ellers kunne jeg sige. Ellers kunne vi jo gøre et eller andet med. For de er faktisk rigtig, rigtig søde til at svare lynhurtigt, så kunne I jo lege, at I var mig, hvis det var. Hvis der var nogle ting I skulle have spørgsmål på
907. M: Jamen, det var måske heller ikke utænkeligt, at det var interessant og
908. IP: Så kan jeg lige sende oplysningerne til jer..
909. P: Det tror jeg da gerne at vi meget gerne vil
910. M: Der var måske nogle tekniske spørgsmål man kunne høre om. Hvad, hvad er mulighederne indenfor det her
911. IP: Ja. De er faktisk rigtig gode til hurtigt at svare og, det jo så altid på engelsk, men, men
912. M: Ja ja
913. IP: Men det sprog kan i jo sikkert
914. P: Ja ja. Og så kan vi jo altid, altså, udforske sådan lidt selv der. Og så de spørgsmål kan vi sende til dig så du måske kan hjælpe os med at få svar på

915. IP: Ja
916. M: Eksempelvis: Det kunne være interessant at høre – og det er jo nok dem der skal vide det der ned..lad os nu sige, at vi laver et eller andet som fungerer mobilt på en mobilapp eller hvad det nu kunne være. Jamen, er der mulighed for at man kan bruge nogle af de funktioner du har på din hjemmeside uden at skulle til at rykke det over. Men at vi kan bruge det i det sammenhæng mellem det
917. IP: Ja
918. M: Og det er nemlig igen noget af det helt store indenfor det her cross-channel. Det er at de vil helst ikke have, at man har to databaser ; en henvendt til deres hjemmeside og en henvendt til mobiltelefonen
919. IP: Nej
920. M: Men hvis det kan trække på det samme
921. IP: Ja ja
922. M: Så at man undgår det der med at det ikke er det samme produkter og ikke de samme oplysninger og priser
923. IP: Ja, lige nøjagtigt, ja
924. P: Det er jo også noget af det vi vil sidde og kigge på nu: Hvad er mulighederne og alt sådan noget der
925. IP&M: Ja
926. P: Se på hjemmesiden, sådan lidt. Jeg tror også det er det vi. Altså, lige nu og her har vi selvfølgelig en del vi skal skrive og sådan. Jeg tror vi har en, at vi har i hvert fald talt om, at vi har en, hvad er det nu det hedder, en deadline. Eller ikke en deadline. Men efter påske, der den 5., der vil vi gerne i gang med at lave prototypen.
927. IP: Ja
928. P: Så indtil da, der skal vi skrive en masse teori og skal vi have, ja vi kigger lidt på hvad mulighederne er. Ja, selvfølgelig kigge på den nuværende hjemmeside og måske komme med nogle forslag til hvad der, hvad vi synes der måske kan forbedres
929. IP: Ja
930. P: eller hvad der kan gøres anderledes og sådan noget der.
931. IP: Ja
932. P: Og tænke på at vi vil prøve at lave en prototype på et eller andet
933. IP: Ja
934. P: Det handler lige om et spørgsmål jeg har i forhold til at vi bruger en udviklingsmetode der hedder Scrum hvor man arbejder med sit løsningsforslag i faser. Særlig en agil tilgang og man arbejder i faser og så vil vi egentlig høre om det var sådan at du kunne være med inde over det på den måde der hedder product owner, hvor vi spille ideer af mod hinanden og sådan
935. IP: Mmh
936. M: vi arbejder, vi har tidligere arbejdet med det tilbage på 6. semester hvor vi samarbejde med en ungdomspolitisk organisation her i Aalborg, hvor de godt ville have en ny hjemmeside. Og så satte vi os ned sammen og lavede en liste over nogle af de ting som hjemmesiden – eller det var så faktisk en mobil applikation vi endte med at lave til dem – hvor vi lavede sådan en product backlog over de ting, som det skulle kunne
937. IP: Ja

938. M: Og så i små faser – det er noget vi kalder for sprint – så laver man så de forskellige dele sådan i små trin
939. IP: Ja
940. M: Og hvor man så kan have møde med en product owner. Det var det vi tænkte på, om vi kunne anse dig lidt som det. Man kan sige at du er en vi lidt kan bruge som samarbejdspartner i løbet af.. måske have
941. IP: Af semestret eller det projekt her
942. M: Ja, til det projekt her
943. P: Fordi at, det er ikke sådan at man. Man har måske møder et par gange og sådan i løbet af selve processen med at skrive og sådan
944. IP: ja
945. P: Det er jo ikke sådan at det er hele tiden. Men det er mere hvis man har nogle idéer eller man har brug for en eller anden viden og
946. IP: Ja
947. P: Spørgsmål "Hvad synes du om det" og sådan noget der
948. IP: Jo jo bestemt. Jamen, det er jo egentlig det jeg troede at det hele gik ud på
949. M&P: Okay
950. P: Jamen, det var det også. Det er fordi i scrum der skal man have en specifikt product owner, så vi vil egentlig bare lige høre helt sådan
951. IP: Men man kan jo sige, at det er næsten det vi er i gang med her
952. M: Jo, det jo nemlig det
953. IP: at vi hver især kommer med nye ideer
954. M&P: Det jo nemlig det
955. P: Ja, men vi sku bare lige sikre os fordi det..
956. IP: Men, men skal I komme med en ide eller skal I. Er det flere idéer?
957. P: Altså, jeg tror vores umiddelbare tanke er, at vi vil komme med et løsningsforslag der har det her informationsarkitektur/pervasive informationsarkitektur i forhold til cross-channel. Og det kommer så til at og, det kommer nok på mange måder til at gå ind over alle produkter. Fordi hvis vi lave nogle ting – jamen, det kunne være fedt at have på en app, det her – jamen, så skal det også repeteres på hjemmesiden.
958. IP: Ja
959. P: Så det bliver en løsning, men det er nok noget der kan , der handler om alle sammen, kan man sige
960. M: Ja, Jamen jeg tror også at vores løsningsforslag vil nok være ret specifikt, men jeg tror også meget af det vi vil bruge opgaven på, det er også vores problemformulering, der går ud på lige nu: "Jamen, hvad er mulighederne for at kunne udvide og forbedre cross-channel ved at bruge det her pervasive information architecture"
961. IP: Ja
962. M: Sempelthen ved at rykke det ud af en kontekst og bruge det i en ny
963. IP: Ja
964. M: En ny kanal som det vil være for dig, jo
965. P: Ja, så du har ret. Det bliver meget specifikt, men
966. M: Men vi vil helt sikkert kunne komme med en masse idéer og forslag i løbet af samarbejdet

967. IP: Ja
968. P: Og nogle idéer der kan bruges både på hjemmesiden men måske også til events og sådan der så. Det bliver specifikt men kan bruges på alle kanaler.
969. IP: Ja
970. P: Det er egentlig det, vi tænker
971. IP: Ja

## 55:00

972. M: Og det er netop derfor jeg tror vi er så interesseret i det der med dine events og de der homepartyng eller modemesser hvor man netop kunne have mulighed for at lave en ny salgskanal for dig
973. IP: Og udbrede budskabet, ja
974. M: Hvor vi så laver den tekniske baggrund for det
975. IP: Ja
976. P: Har du - det var også bare lige - har du nogle ting du ting, du tænker på du meget gerne vil have man skal undersøge eller meget gerne der kunne være interessante? Fordi så er det noget vi måske kunne tage med i overvejelserne eller sådan
977. IP: Nej, altså jeg sagde ja, fordi jeg tænker at vi begge to kunne få noget ud af det, men også at jeg måske kunne få nogle nye idéer. Og også fordi, igen det er så nyt for mig det her webshop her og I ved meget mere om den verden end jeg egentlig gør, så..
978. P: Ja ja
979. IP: Så der er egentlig ikke sådan nogle specifikke ting, jeg egentlig havde tænkt. Men netop sådan noget med hvordan kommer man op i søgefeltet og hvad er det man skal gøre. Også fordi der findes jo et hav af virksomheder, man kan tage fat i og betale rigtig rigtig mange penge for og, så det kunne godt være sådan nogle ting der: Jamen, hvem skal man egentlig tage fat i og hvad gør man og
980. M&P: Ja
981. P: Altså, jeg tror lige præcis søgeoptimering er nok ikke det vi ved mest om, men til gengæld noget af det vi nævnte her med at – noget af det vi nævnte med at lave nogle forskellige kategorier og lave et eller andet sammenhæng eller sådan der, eller
982. IP: Ja
983. P: Den er nok meget, jeg tror mere det er det, vi har
984. M: Ja
985. IP: Man kan jo sige det er en super idé, netop det der med at det vil passe sammen med det produkt her
986. P: Ja, på den måde. Jeg tror mere, det nok mere internt for at sige det på den måde, fordi søgeoptimering det er nok ikke det vi er i hvert fald eksperter i, kan man sige. Men vi kan godt..
987. M: Ja, men man kan stadig sige, hvis man er med til at lave noget produktbeskrivelse, så vil det jo også helt automatisk være med til at give lidt bedre søgeresultater
988. IP: Ja
989. P: Og vi kan sagtens gøre et forsøg
990. IP: Ja

991. M: Men det er jo nemlig det. Det er også det der med, du selv nævner at det kunne være interessant at se på en loyal kundeklub man er medlem af, ja af en klub i By Schøn og sådan nogle ting. Det kunne nemlig være sådan noget der kunne være interessant at sige, hvordan kan man bruge en mobil telefon eller en personlig login på hjemmesiden kunne det jo også være. Det kunne også være en dimension man lagde til
992. IP: Ja
993. P: Ja, præcis
994. IP: et eller andet nemt for kunden
995. M: Ja, lige præcis
996. IP: Ja
997. P: For en af de ting vi også kommer til at arbejde med, det er noget der hedder persuasiv design. Og det handler meget om hvordan, ja, hvad kan man sige, hvordan får man kunder til at – ikke at gøre som man vil – hvordan får..
998. M: Ja, hvordan fremmer du at de opfører sig på en bestemt måde
999. IP: Ja
1000. M: For eksempel hvordan det der med, hvordan du i højere grad får kunder til at kigge de bestemte ting på din hjemmeside du gerne vil og i sidste ende, ende med at købe
1001. P: Eller til at bruge en kundeklub og det kan man bruge meget på den måde, med at sige hvad incitament skal der være for, et incitament og sådan noget
1002. IP: Ja, hvordan rammer vi dem
1003. P: Præcis. Og det er også noget af det vi har tænkt på, vi vil bringe ind over
1004. IP&M: Ja
1005. M: og det er nemlig også det der med, at, at det lyder til at det her er et hedoniske kundesegment du er ude i, som gør det for oplevelsen og for servicen og
1006. IP: Ja
1007. M: Det er også dem, der er i målgruppen til at blive ramt af det her
1008. IP: Lige nøjagtig, ja
1009. M: og som gerne lader sig sådan forføre lidt af det her koncept
1010. IP: Ja, for man kan sige at der synes jeg selv at jeg har rimelig styr på at, hvordan rammer jeg dem i den fysiske butik. Men der vil en udfordring i, hvordan man rammer dem i en webshop, men, men
1011. M: Ja, i den digitale virkelighed
1012. IP: Men tror mange gange det hænger meget godt sammen
1013. M&P: Ja
1014. IP: Men det skal så lige findes: Hvor er de
1015. M: Ja, lige præcis
1016. IP: Hvor er, hvad er det for nogle medier de er i, de her
1017. P: Det er noget man kan også bruge til de der ta, de der kundeklub. De her med at tage hjem til folk eller events, der kan man også bruge, hvis man har en kundeklub på en eller anden måde. Der er jo masser af muligheder, i hvert fald der, jeg synes det lyder meget spændende for at det kan, det her med..
1018. M: Ja, der er jo mange muligheder indenfor det her, lyder det til
1019. IP: Ja

1020. M: Også det her med, at du egentlig ikke er.. der er ikke nogle områder du været afvisende overfor, at. Man kan sige, om det hedder noget i det offentlige rum eller noget der skulle forbedres eller hvad kan man sige.. noget digital udvidelse til events eller homepartyng. Der er meget at gå videre med
1021. IP: Ja
1022. M: og se hvad, hvad der er potentiale i
1023. P: Så jeg tror det handler også meget for os
1024. IP: Og afgrænse
1025. P&M: Ja, afgrænse også \*griner\*
1026. P: Nu skal vi selvfølgelig hjem og lige have transskriberet det her interview og så have et overblik over det, og så skal vi i gang med at tænke: hvad kan vi gøre?
1027. IP: Ja
1028. P: Lige have noget teoretisk ind over det også
1029. IP: Ja
1030. P: Så jeg tror først sådan rigtig, at vi kommer i hvert fald til at begynde og lave prototyper og sådan noget. Det gør vi efter påske, regner jeg med
1031. IP&M: Ja
1032. P: Det er i hvert fald det vores plan er indtil videre. Og så.
1033. IP: Men I skriver bare, hvis I har nogle spørgsmål og ringer eller et eller andet
1034. P: Vi havde faktisk lige et enkelt til mere. Du har nogle kunder her. Vi har talt om måske, hvis vi skal ud og have , måske stille dem nogle spørgsmål på en eller anden måde. Om det er muligt at lave et spørgeskema af en eller anden art. Det er vi ikke sikker på er nødvendigt endnu
1035. IP: Overfor nogle kunder, eller
1036. P: Ja
1037. M: Vi snakkede i hvert fald om det der med, hvis du har nogle loyale kunder om der er mulighed for at få kontakt til på en eller anden måde, sådan med at kunne stille nogle spørgsmål i forhold til eksempelvis hjemmesiden
1038. IP: Ja
1039. M: Nu ved jeg ikke om - nu kan vi se at der er nogle der har bestilt derinde flere gange nu – om der er mulighed for at sende en mail eller
1040. IP: Ja. Eller også kunne det være til et kundearrangement, når I er kommet så langt at jeg kunne have et eller andet spørgeskema og lige fortælle om hvad det her projekt vi har gang i her, og om de har lyst til lige at svare på de spørgsmål her
1041. M: Ja, helt sikkert
1042. P: Sagens, sagtens
1043. IP: Så tror jeg det rammer bedst
1044. P: Ja, fordi man skal også passe på det der med og give folk, sende ud til folk som man ikke har spurgt om . Man skal også passe på med og give in the face
1045. IP: Ja
1046. P: Så man skal også finde den rigtige
1047. M: Det skal ikke modstride den service du
1048. IP: Ja
1049. M: så det selvfølgelig det

01:00:00

1050. IP: Så nu kan jeg lige fortælle, lige kort og godt om hvad, hvorfor de skal svare på det her
1051. P: og det er også, hvis det, vi skal også finde ud af, om det er noget vi vil gå videre med. Det er fedt at muligheden er der, i hvert fald, hvis det er noget vi gerne vil.
1052. IP: Det vil jeg sige bestemt ja
1053. M: For det er nemlig det vi tænker. Hvis vi kommer med et løsningsforslag til det her, om det er en eller anden form for noget digitalt vi vil præsentere. Om det er til computeren eller mobiltelefon, så tror jeg det kunne være fedt at få input fra nogen som har noget viden indenfor området, noget domæneviden
1054. IP: Ja
1055. M: og hvad de siger til det
1056. IP: Ja
1057. M: Om de kan se sammenhængen
1058. IP: I hvert fald at det er de kunder der nu er, som jeg har
1059. M: Ja, lige præcis
1060. IP: Og man kan sige, du kan godt finde fem studerende hernede der er kvinder der kunne. Men de vil så have, de vil ikke have den rigtige baggrund for at svare på det
1061. M: Nej, det er nemlig det
1062. P: Men derfor kunne det være interessant også, både med de kunder men måske også nogen som ikke har så meget baggrund for at se, hvad er potentialet for sådan nogle der. Har de samme interesser? For det kunne være potentielle kunder måske, på sigt
1063. IP: Ja, ja jaja. Bestemt, ja
1064. P: altså, hvis man både spørger nogle af dine kunder som har en masse viden om det men også måske spurgte nogen udefra, som ikke har så meget vide, bare for at tænke at det kunne være potentielle kunder
1065. IP: Ja
1066. P: Hvordan har de det med de ting vi gerne vil spørge om. For at få begge ting med
1067. IP: Altså, jeg [uhørbart]selv det er en meget god måde at afprøve med det samme man laver sådan en webshop og alt hvad vi nu laver, det er at man prøver det på nogen, som slet ikke beskæftiger sig med det
1068. M: Ja
1069. IP: Og så se om man kunne ramme dem og friste dem. Så tænker jeg, at så er man nået langt
1070. M: Ja
1071. P: Selvfølgelig så, men man skal også, man skal heller ikke gøre det sådan, at dem der er kunder i forvejen, de synes det er noget
1072. M: Nej nej, det er med at finde den rigtige balance
1073. IP: Ja
1074. P: Det er noget vi også kommer ind på, når det, når vi når dertil
1075. IP: Men der kan I bare sige til, så finder vi ud af det
1076. M&P: Ja
1077. M: Men det er nok deromkring. Jeg kunne forestille mig omkring påske at vi er ved at være derhenne af, hvor vi begynder at udforme nogle løsningsforslag

1078. IP: Ja
1079. P: Men jeg tror også det var ved at være
1080. M: Ved at være derhenne af
1081. P: Ja, jeg tror..vi havde ikke flere spørgsmål, faktisk kan jeg se
1082. IP: Ja, men hvis I har behov for at komme i kontakt med Shopify, så kan I lige sige til
1083. M: Ja
1084. P: Jo tak. Altså, jeg tror i hvert fald at vi starter med det med at vi selv kigger på det her en af dagene

## Appendix D – product backlog

### Personal user-login

- Login functionality, possibility of creating a personal user account
  - Login by creating standard account
  - Opportunity to login with Facebook-account
- Opportunity of storing name, address, credit card etc.
- List of prior purchases (purchase history)
- Possibility of letting the application remind users of events, which they have decided to submit.
- Customer club
  - Not mandatory!
  - Possibility of saving on purchases
  - Collecting points from the purchasing of items
  - Special events

### Products

- Browsing products by type, price, brand, tags
- Possibility of sharing products
  - General sharing-possibility
  - Sharing of recent purchases.

### Social media

- Possibility of sharing products via social media (Facebook, Twitter, Instagram, Pinterest)
- Possible for both signed-up users and regular users with no account
- Following By Schøn on Facebook

### QR-code

- Opportunity to scan codes, in order to get direct access for product page
- Direct access to buy certain products

### Events

- Keep track of future events
- Notify users (notifications)
  - Reminder. Informs user of upcoming events, which the user has signed up for
- GPS – notify users of events and offers, based on current locations
  - Possibility of directing users to the specific location of the event.
    - Maps integration

## Appendix E – Sprint backlog

### High-fidelity prototyping

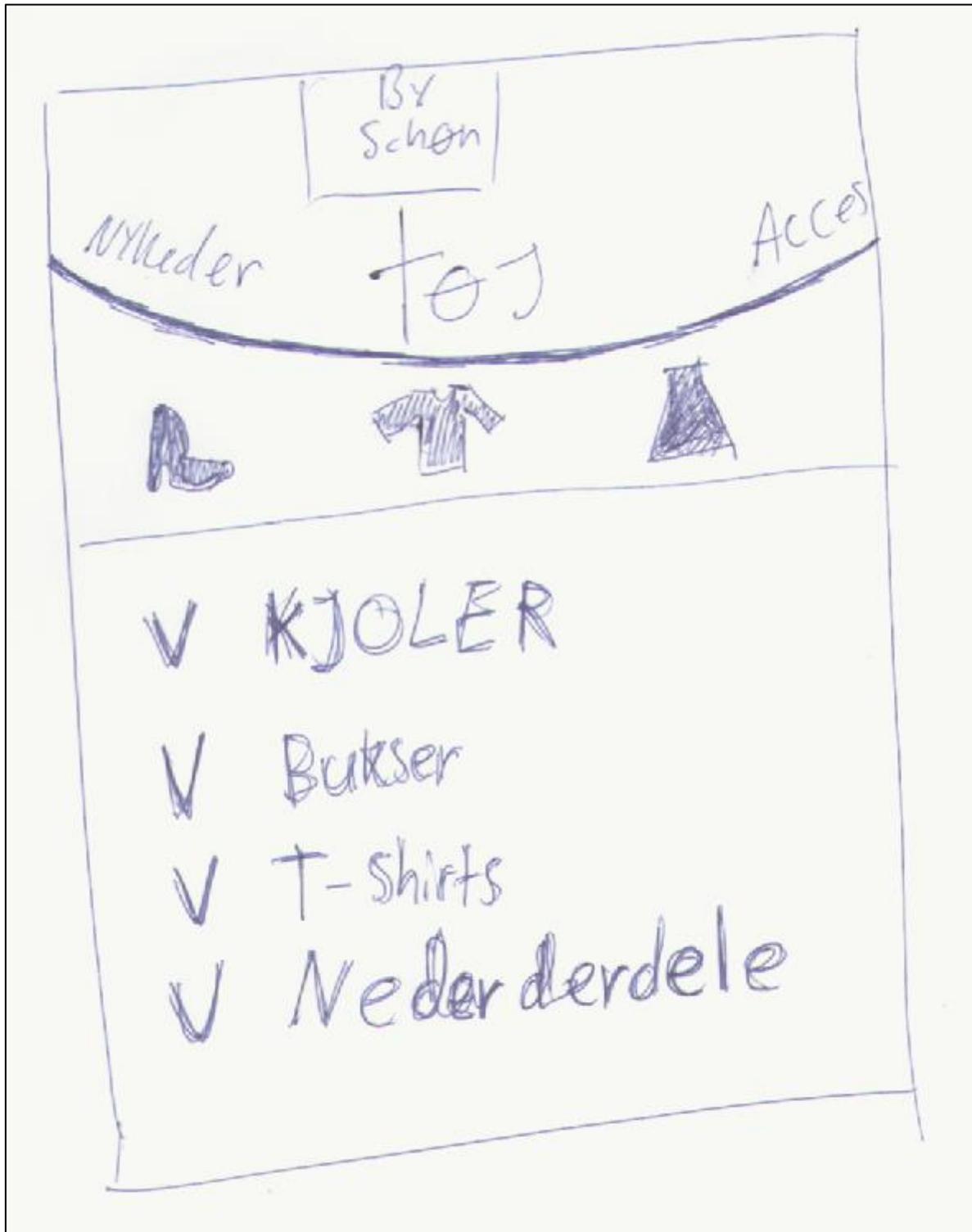
- **Global elements**
  - Swipe-gestured navigation in global menu
    - Top-located. Menus update automatically, accordingly to the chosen topic
    - The chosen topic-heading is highlighted. Other topics are subdued in terms of size and color
  - Personal profile
    - Accessible from a button, located at the upper right corner of the screen
    - Access to personal account info
    - Visible as an overlay, taking up most of the existing screen content
    - Direct access to launch QR-code scanner
    - Dynamic shopping cart
    - Access to customer club
- Additional information panel
  - Accessible by clicking on the menu at the upper left corner
  - Grants access to instant search within the application
  - General information about By Schön
    - Customer service
    - About By Schön
    - How to find us
    - General contact information (Phone, email)
- List of selected product category
  - Only one list of content
  - Scrollable
- Event-page
  - Includes short information about the By Schön showroom, make-up events and home party.
- Example of content page
  - Display an example of a specific product page. Contains information (color, price, sizes etc.). Image from By Schön website
  - Add items to the shopping cart or add to favorites.
  - Each subcategory within a given category is accessible by a series of tiles
  - Titles are arranged two-by-two

## Appendix F - Low fidelity sketches

Login page



"Tøj" section



"Mit By Schøn"



## Appendix G – Checklist review

### Checklist 1

Test statement	Rating	Comment
<i>Organisation</i>		
The scope of the applications features are visible on the start up <i>(Applikationens funktioner er synlige fra start)</i>	2	Det var svært at finde ud af at "menuen" kunne køre frem og tilbage. Derudover ville det være godt hvis den ikke kun flyttede en af gangen.
All major parts of the application are accessible from the start up <i>(Alle vigtige dele af applikationen er tilgængelige fra start)</i>	1	Manglede at det var synligt hvor showroom var placeret
The function of the main navigation is easy to locate and use <i>(Hoved-navigationen er nem at finde og anvende)</i>	1	Så ikke med det samme at den kunne navigeres
The individual content components within a topic are logically arranged (The content of "Tøj", "Accessories" etc.) <i>(Det individuelle indhold under et emne er logisk arrangeret (Indholdet af "Tøj", "Accessoires" etc.))</i>	0	
Access to personal information is easy and intuitive <i>(Adgangen til personlig information er nem og intuitiv)</i>	0	
The personal content and options within the application are useable and sufficient	0	

<i>(Personligt indhold og muligheder er brugbart og tilstrækkelig)</i>		
The grouping of information is logical and easy to understand <i>(Grupperingen af applikationens indhold er logisk og letforståelig)</i>	1	Da hjemmesiden var set før, var det lidt svært da nogle af tingene ikke var de samme steder.
<i>Navigation</i>		
The different topics within the application are easy to navigate to ("Tøj", "Events", "Udsalg" etc.) <i>(De forskellige emner i applikationen er lette at navigere frem til ("Tøj", "Events", "Udsalg" etc.))</i>	2	Som beskrevet tidligere.
The touch screen navigation of the application is consistent <i>(Navigationen via touch-skærm er konsistent)</i>	3	
It is easy to navigate from one topic to the next <i>(Det er let at navigere fra ét emne til et andet)</i>	2	
There is clear indication of how to navigate between the different pages within the application <i>(Der er klar indikationen af, hvordan man navigerer mellem de forskellige sider i applikationen)</i>	2	
It is easy to locate and retrieve information within the application	0	

<i>(Det er let at finde/genfinde information i applikationen)</i>		
<i>Labelling</i>		
The labels are consistent throughout the application <i>(De anvendte labels er konsistente igennem applikationen)</i>	0	
The labels are clear and easy to understand <i>(Anvendte labels er enkle og lette at forstå)</i>	0	
The language used is simply and in terms that users can understand <i>(Det anvendte sprog er simpelt, i termer som brugere kan forstå)</i>	1	
It is possible to navigate the application with the existing amount of labels <i>(Det er muligt at navigere i applikationen på baggrund af antallet af anvendte labels)</i>	2	
<i>Visual Design</i>		
Navigation options are readable <i>(Navigations-mulighederne er forståelige)</i>	1	
Navigation options are quickly scannable <i>(Man kan hurtigt danne sig et overblik over navigations-mulighederne)</i>		
There is a clear graphical	1	

connection/coherence between website and application <i>(Der er klar, grafisk sammenhæng mellem hjemmeside og application)</i>		

## Checklist 2

Test statement	Rating	Comment
<i>Organisation</i>		
The scope of the applications features are visible on the start up <i>(Applikationens funktioner er synlige fra start)</i>	2	Ikke let at få et overblik, da det ikke var klart at man skulle swipe
All major parts of the application are accessible from the start up <i>(Alle vigtige dele af applikationen er tilgængelige fra start)</i>	1	Det var nemt når man vidste hvordan man skulle navigere
The function of the main navigation is easy to locate and use <i>(Hoved-navigationen er nem at finde og anvende)</i>	3	Det var ikke nemt i starten, fordi det ikke var klart hvor hovednavigationen var
The individual content components within a topic are logically arranged (The content of "Tøj", "Accessories" etc.) <i>(Det individuelle indhold under et emne er logisk arrangeret (Indholdet af "Tøj", "Accessoires" etc.))</i>	0	
Access to personal information is easy and intuitive	1	Nemt at finde

<i>(Adgangen til personlig information er nem og intuitiv)</i>		
The personal content and options within the application are useable and sufficient <i>(Personligt indhold og muligheder er brugbart og tilstrækkelig)</i>	2	Det var ikke tydeligt at indkøbskurven befinder sig under den personlige side
The grouping of information is logical and easy to understand <i>(Grupperingen af applikationens indhold er logisk og letforståelig)</i>	1	
<i>Navigation</i>		
The different topics within the application are easy to navigate to ("Tøj", "Events", "Udsalg" etc.) <i>(De forskellige emner i applikationen er lette at navigere frem til ("Tøj", "Events", "Udsalg" etc.))</i>	2	Det var kun nemt når man vidste at der skulle swipes
The touch screen navigation of the application is consistent <i>(Navigationen via touch-skærm er konsistent)</i>	2	Det fungerede fint, men det skiftede om man skulle trykke eller swipe
It is easy to navigate from one topic to the next <i>(Det er let at navigere fra ét emne til et andet)</i>	1	
There is clear indication of how to navigate between the different pages within the application	3	Der mangler noget der viste at man skal swipe. F.eks. pile

<i>(Der er klar indikationen af, hvordan man navigerer mellem de forskellige sider i applikationen)</i>		
It is easy to locate and retrieve information within the application <i>(Det er let at finde/genfinde information i applikationen)</i>	1	
<i>Labelling</i>		
The labels are consistent throughout the application <i>(De anvendte labels er konsistente igennem applikationen)</i>	1	Jeg synes at knapperne er temmelig store
The labels are clear and easy to understand <i>(Anvendte labels er enkle og lette at forstå)</i>	1	
The language used is simply and in terms that users can understand <i>(Det anvendte sprog er simpelt, i termer som brugere kan forstå)</i>	0	
It is possible to navigate the application with the existing amount of labels <i>(Det er muligt at navigere i applikationen på baggrund af antallet af anvendte labels)</i>	3	Der manglede pile der viste hvordan man kom videre. Det var heller ikke nemt at lukke "Min side", da knappen ikke gjorde noget
<i>Visual Design</i>		
Navigation options are readable <i>(Navigations-mulighederne er forståelige)</i>	3	Det var ikke tydeligt hvordan man bevægede sig rundt i app'en

Navigation options are quickly scannable <i>(Man kan hurtigt danne sig et overblik over navigations-mulighederne)</i>	2	Se ovenstående
There is a clear graphical connection/coherence between website and application <i>(Der er klar, grafisk sammenhæng mellem hjemmeside og application)</i>	2	Indholdet ser ens ud, men man bevæger sig ikke rundt på samme måde.

### Checklist 3

Test statement	Rating	Comment
<i>Organisation</i>		
The scope of the applications features are visible on the start up <i>(Applikationens funktioner er synlige fra start)</i>	2	Der er lidt uvist hvor indkøbskurven er placeret. Ligeledes er søgefunktionen gemt væk. Det var IKKE synligt at man kan swipe i topmenuen.
All major parts of the application are accessible from the start up <i>(Alle vigtige dele af applikationen er tilgængelige fra start)</i>	1	
The function of the main navigation is easy to locate and use <i>(Hoved-navigationen er nem at finde og anvende)</i>	3	Det var den ikke. Den var dog nem at anvende, da jeg først fandt den.
The individual content components within a topic are logically arranged <i>(The content of "Tøj", "Accessories" etc.)</i>	0	jeps

<i>(Det individuelle indhold under et emne er logisk arrangeret (Indholdet af "Tøj", "Accessoires" etc.))</i>		
Access to personal information is easy and intuitive <i>(Adgangen til personlig information er nem og intuitiv)</i>	0	
The personal content and options within the application are useable and sufficient <i>(Personligt indhold og muligheder er brugbart og tilstrækkelig)</i>	0	Det virker umiddelbart logisk og overskueligt.
The grouping of information is logical and easy to understand <i>(Grupperingen af applikationens indhold er logisk og letforståelig)</i>	1	Søgefunktionen skulle måske trækkes frem?
<i>Navigation</i>		
The different topics within the application are easy to navigate to ("Tøj", "Events", "Udsalg" etc.) <i>(De forskellige emner i applikationen er lette at navigere frem til ("Tøj", "Events", "Udsalg" etc.))</i>	2	Ja når man først ved hvor de er. (henvisning til swipe i ovenstående kommentar)
The touch screen navigation of the application is consistent <i>(Navigationen via touch-skærm er konsistent)</i>	0	
It is easy to navigate from one topic to the next	2	Ja når man ved hvordan

<i>(Det er let at navigere fra ét emne til et andet)</i>		
There is clear indication of how to navigate between the different pages within the application <i>(Der er klar indikationen af, hvordan man navigerer mellem de forskellige sider i applikationen)</i>	0	
It is easy to locate and retrieve information within the application <i>(Det er let at finde/genfinde information i applikationen)</i>	1	Mangler måske en søgefunktion på "startskærmen"
<i>Labelling</i>		
The labels are consistent throughout the application <i>(De anvendte labels er konsistente igennem applikationen)</i>	1	De er forståelige, kunne dog godt laves så de ligner dem på hjemmesiden for at sikre konsistens og genkendelighed.
The labels are clear and easy to understand <i>(Anvendte labels er enkle og lette at forstå)</i>	0	
The language used is simply and in terms that users can understand <i>(Det anvendte sprog er simpelt, i termer som brugere kan forstå)</i>	0	
It is possible to navigate the application with the existing amount of labels <i>(Det er muligt at navigere i applikationen på baggrund af antallet</i>	0	

<i>af anvendte labels)</i>		
<i>Visual Design</i>		
Navigation options are readable <i>(Navigations-mulighederne er forståelige)</i>	3	Jeg mangler at vide at jeg kan swipe i topmenuen. Ligeledes er det ikke helt klart, at man bare kan lukke side-menuen ved at swipe, uden at trykke på den sorte pil.
Navigation options are quickly scannable <i>(Man kan hurtigt danne sig et overblik over navigations-mulighederne)</i>	2	Ja dog mangler der tydeliggørelse af swipe funktionerne
There is a clear graphical connection/coherence between website and application <i>(Der er klar, grafisk sammenhæng mellem hjemmeside og application)</i>	2	Topmenuen kunne godt være konsistent med menu-punkterne på hjemmesiden.

#### Checklist 4

Test statement	Rating	Comment
<i>Organisation</i>		
The scope of the applications features are visible on the start up <i>(Applikationens funktioner er synlige fra start)</i>	3	Det var svært at finde ud af menuknapperne på app'en, da jeg ikke vidste at jeg skulle bruge pilene til at finde de andre punkter i menuen.
All major parts of the application are accessible from the start up <i>(Alle vigtige dele af applikationen er tilgængelige fra start)</i>	1	
The function of the main navigation is	1	

easy to locate and use <i>(Hoved-navigationen er nem at finde og anvende)</i>		
The individual content components within a topic are logically arranged (The content of "Tøj", "Accessories" etc.) <i>(Det individuelle indhold under et emne er logisk arrangeret (Indholdet af "Tøj", "Accessoires" etc.))</i>	0	Ja det var nemt at finde ud af.
Access to personal information is easy and intuitive <i>(Adgangen til personlig information er nem og intuitiv)</i>	0	Ja det var det, fordi man havde adgang til oplysningerne hele tiden.
The personal content and options within the application are useable and sufficient <i>(Personligt indhold og muligheder er brugbart og tilstrækkelig)</i>	0	Ja det var det.
The grouping of information is logical and easy to understand <i>(Grupperingen af applikationens indhold er logisk og letforståelig)</i>	1	
<i>Navigation</i>		
The different topics within the application are easy to navigate to (“Tøj”, “Events”, “Udsalg” etc.) <i>(De forskellige emner i applikationen er lette at navigere frem til (“Tøj”, “Events”, “Udsalg” etc.))</i>	0	

The touch screen navigation of the application is consistent <i>(Navigationen via touch-skærm er konsistent)</i>	0	Ja det fungerer på samme måde hele tiden.
It is easy to navigate from one topic to the next <i>(Det er let at navigere fra ét emne til et andet)</i>	1	
There is clear indication of how to navigate between the different pages within the application <i>(Der er klar indikationen af, hvordan man navigerer mellem de forskellige sider i applikationen)</i>	3	Nej jeg synes det var svært at bruge de der pile. Det forstod jeg ikke helt 😊
It is easy to locate and retrieve information within the application <i>(Det er let at finde/genfinde information i applikationen)</i>	0	
<i>Labelling</i>		
The labels are consistent throughout the application <i>(De anvendte labels er konsistente igennem applikationen)</i>	1	
The labels are clear and easy to understand <i>(Anvendte labels er enkle og lette at forstå)</i>	0	
The language used is simply and in terms that users can understand	0	Dejligt med få, enkle sætninger som er nemme at overskue og læse specielt

<i>(Det anvendte sprog er simpelt, i termer som brugere kan forstå)</i>		når man sidder og læser på en lille skærm, som en mobiltelefon har.
It is possible to navigate the application with the existing amount of labels <i>(Det er muligt at navigere i applikationen på baggrund af antallet af anvendte labels)</i>	0	
<i>Visual Design</i>		
Navigation options are readable <i>(Navigations-mulighederne er forståelige)</i>	1	
Navigation options are quickly scannable <i>(Man kan hurtigt danne sig et overblik over navigations-mulighederne)</i>	0	
There is a clear graphical connection/coherence between website and application <i>(Der er klar, grafisk sammenhæng mellem hjemmeside og application)</i>	0	Ja det var der. De samme billeder blev brugt og også næsten samme tekst.

### Checklist 5

Test statement	Rating	Comment
<i>Organisation</i>		
The scope of the applications features	3	Det er ikke synligt, hvad der er

are visible on the start up <i>(Applikationens funktioner er synlige fra start)</i>		menuen. Det er som om, at de andre funktioner efter tøj er gemt væk.
All major parts of the application are accessible from the start up <i>(Alle vigtige dele af applikationen er tilgængelige fra start)</i>	1	Ja tøj og kurven er synligt.
The function of the main navigation is easy to locate and use <i>(Hoved-navigationen er nem at finde og anvende)</i>	2	Altså den er nem at finde, men den er svær at gennemskue.
The individual content components within a topic are logically arranged (The content of "Tøj", "Accessories" etc.) <i>(Det individuelle indhold under et emne er logisk arrangeret (Indholdet af "Tøj", "Accessoires" etc.))</i>	0	Ja, det tip top
Access to personal information is easy and intuitive <i>(Adgangen til personlig information er nem og intuitiv)</i>	0	Ja, fordi det står "mit"
The personal content and options within the application are useable and sufficient <i>(Personligt indhold og muligheder er brugbart og tilstrækkelig)</i>	0	jep
The grouping of information is logical and easy to understand <i>(Grupperingen af applikationens</i>	1	Ja, når man finder dem er det nemt

<i>indhold er logisk og letforståelig)</i>		
<i>Navigation</i>		
The different topics within the application are easy to navigate to (“Tøj”, “Events”, “Udsalg” etc.) <i>(De forskellige emner i applikationen er lette at navigere frem til (“Tøj”, “Events”, “Udsalg” etc.))</i>	1	Dette var svært at finde ud af. Det fremstod ikke tydeligt. Troede kun, at der var tre ting
The touch screen navigation of the application is consistent <i>(Navigationen via touch-skærm er konsistent)</i>	2	Ja, fungerede ok. Jeg swiper kun, når jeg skal bladre.
It is easy to navigate from one topic to the next <i>(Det er let at navigere fra ét emne til et andet)</i>	2	Ikke I første omgang, men når man først har fundet ud af det, så er det ok nemt.
There is clear indication of how to navigate between the different pages within the application <i>(Der er klar indikationen af, hvordan man navigerer mellem de forskellige sider i applikationen)</i>	1	Nej, den venstre pil i menuen gjorde, at jeg ikke troede, at det var noget, som man kunne køre frem og tilbage til, og fordi home stod i midten.
It is easy to locate and retrieve information within the application <i>(Det er let at finde/genfinde information i applikationen)</i>	3	Ja, menuen oppe i venstre hjørne var klar og tydelig
<i>Labelling</i>		
The labels are consistent throughout the application	0	Ja, de er fine

<i>(De anvendte labels er konsistente igennem applikationen)</i>		
The labels are clear and easy to understand <i>(Anvendte labels er enkle og lette at forstå)</i>	0	Jep, de er klare og tydelige
The language used is simply and in terms that users can understand <i>(Det anvendte sprog er simpelt, i termer som brugere kan forstå)</i>	0	Ja, ingen problem
It is possible to navigate the application with the existing amount of labels <i>(Det er muligt at navigere i applikationen på baggrund af antallet af anvendte labels)</i>	3	Ja, når man først har fundet ud af fidusen med menuen, men det var ikke nemt
<i>Visual Design</i>		
Navigation options are readable <i>(Navigations-mulighederne er forståelige)</i>	2	Pilene var ikke, men andet var
Navigation options are quickly scannable <i>(Man kan hurtigt danne sig et overblik over navigations-mulighederne)</i>	3	Nej menuen i midten gjorde, at jeg ikke troede, at der var flere muligheder
There is a clear graphical connection/coherence between website and application <i>(Der er klar, grafisk sammenhæng mellem hjemmeside og application)</i>	1	Ja, men mener ikke, at showroom stod på samme måde, det var gemt væk under en anden kategori

## Checklist ratings collected

Test statement	Individual ratings	Final rating	Average rating	Standard deviation
<b>Organisation</b>		<b>35</b>		
The scope of the applications features are visible on the start up <i>(Applikationens funktioner er synlige fra start)</i>	2 2 2 3 3	12	2,4	0,54
All major parts of the application are accessible from the start up <i>(Alle vigtige dele af applikationen er tilgængelige fra start)</i>	1 1 1 1 1	5	1	0
The function of the main navigation is easy to locate and use <i>(Hoved-navigationen er nem at finde og anvende)</i>	1 3 3 1 2	10	2	1
The individual content components within a topic are logically arranged (The content of "Tøj", "Accessories" etc.) <i>(Det individuelle indhold under et emne er logisk arrangeret (Indholdet af "Tøj", "Accessoires" etc.))</i>	0 0 0 0 0	0	0	0
Access to personal	0 1 0 0 0	1	0,2	0,44

information is easy and intuitive <i>(Adgangen til personlig information er nem og intuitiv)</i>				
The personal content and options within the application are useable and sufficient <i>(Personligt indhold og muligheder er brugbart og tilstrækkelig)</i>	0 2 0 0 0	2	0,4	0,89
The grouping of information is logical and easy to understand <i>(Grupperingen af applikationens indhold er logisk og letforståelig)</i>	1 1 1 1 1	5	1	0
<b>Navigation</b>		<b>36</b>		
The different topics within the application are easy to navigate to (“Tøj”, “Events”, “Udsalg” etc.) <i>(De forskellige emner i applikationen er lette at navigere frem til (“Tøj”, “Events”, “Udsalg” etc.))</i>	2 2 2 0 1	7	1,4	0,89
The touch screen navigation of the application is consistent <i>(Navigationen via touch-</i>	3 2 0 0 2	7	1,4	1,34

<i>skærm er konsistent)</i>				
It is easy to navigate from one topic to the next <i>(Det er let at navigere fra ét emne til et andet)</i>	2 1 2 1 2	8	1,6	0,54
There is clear indication of how to navigate between the different pages within the application <i>(Der er klar indikationen af, hvordan man navigerer mellem de forskellige sider i applikationen)</i>	2 3 0 3 1	9	1,8	1,30
It is easy to locate and retrieve information within the application <i>(Det er let at finde/genfinde information i applikationen)</i>	0 1 1 0 3	5	1	1,22
<b>Labelling</b>		<b>13</b>		
The labels are consistent throughout the application <i>(De anvendte labels er konsistente igennem applikationen)</i>	0 1 1 1 0	3	0,6	0,54
The labels are clear and easy to understand <i>(Anvendte labels er enkle og lette at forstå)</i>	0 1 0 0 0	1	0,2	0,44
The language used is simply	1 0 0 0 0	1	0,2	0,44

and in terms that users can understand <i>(Det anvendte sprog er simpelt, i termer som brugere kan forstå)</i>				
It is possible to navigate the application with the existing amount of labels <i>(Det er muligt at navigere i applikationen på baggrund af antallet af anvendte labels)</i>	2 3 0 0 3	8	1,6	1,51
<b>Visual Design</b>		<b>25</b>		
Navigation options are readable <i>(Navigations-mulighederne er forståelige)</i>	1 3 3 1 2	10	2	1
Navigation options are quickly scannable <i>(Man kan hurtigt danne sig et overblik over navigations-mulighederne)</i>	2 2 2 0 3	9	1,8	1,09
There is a clear graphical connection/coherence between website and application <i>(Der er klar, grafisk sammenhæng mellem hjemmeside og application)</i>	1 2 2 0 1	6	1.2	0,83



## Appendix H – Prototype questions

### Prototype questions 1

<p><b>Do you own a smartphone?</b> (Ejer du en smartphone?)</p>	Ja
<p><b>How many different applications do you use regularly (approximately pr. month)?</b> Hvor mange forskellige mobilapplikationer anvender du på regulær basis (cirka pr. måned)?</p>	5-10
<p><b>Do you have any experience using mobile applications for online shopping?</b> (Har du erfaring med at bruge mobilapplikationer til at shoppe online?)</p>	Nej
<p><b>Have you used mobile applications, associated with female fashion, clothing, make-up or beauty-accessories?</b> (Har du anvendt mobilapplikationer i forbindelse med kvindelig mode, tøj, make-up eller tilbehør?)</p>	Nej
<p><b>If you have any experience using such applications, how many and how regularly do you use them?</b> (Hvis du har erfaring med at bruge sådanne applikationer, hvor mange drejer det sig om og hvor ofte bruger du dem?)</p>	
<p><b>What is in your opinion the biggest advantage of using mobile applications for shopping, compared to traditional website browsing?</b> (Hvad mener du er den største fordel ved at anvende mobilapplikationer til online indkøb,</p>	Hurtigt og nemt overblik. Lettere end at skulle finde ting i en mobil browser

<i>sammenlignet med traditionel browsing på en hjemmeside?)</i>	
<p><b>What do you find to be the biggest disadvantage of mobile applications, compared to traditional desktop browsing?</b></p> <p><i>(Hvad mener du er den største ulempe ved at anvende mobilapplikationer til online indkøb, sammenlignet med traditionel browsing på en hjemmeside?)</i></p>	Man glemmer at bruge dem
<p><b>In your own opinion, do you consider yourself a mobile expert user or novice? Rate from 1 to 10; with 1 indicating that you are a novice, 10 indicating that you consider yourself an expert</b></p> <p><i>(Er du efter egen mening en mobil ekspert-bruger eller novice? Bedøm fra 1 til 10, hvor 1 indikerer at du er en novice og 10 at du opfatter dig selv som ekspert)</i></p>	7

Prototype questions 2

<p><b>Do you own a smartphone?</b></p> <p><i>(Ejer du en smartphone?)</i></p>	Yes
<p><b>How many different applications do you use regularly (approximately pr. month)?</b></p> <p><i>Hvor mange forskellige mobilapplikationer anvender du på regulær basis (cirka pr. måned)?</i></p>	5-10
<p><b>Do you have any experience using mobile applications for online shopping?</b></p> <p><i>(Har du erfaring med at bruge mobilapplikationer til at shoppe online?)</i></p>	Yes, cinema tickets

<p><b>Have you used mobile applications, associated with female fashion, clothing, make-up or beauty-accessories?</b></p> <p><i>(Har du anvendt mobilapplikationer i forbindelse med kvindelig mode, tøj, make-up eller tilbehør?)</i></p>	no
<p><b>If you have any experience using such applications, how many and how regularly do you use them?</b></p> <p><i>(Hvis du har erfaring med at bruge sådanne applikationer, hvor mange drejer det sig om og hvor ofte bruger du dem?)</i></p>	
<p><b>What is in your opinion the biggest advantage of using mobile applications for shopping, compared to traditional website browsing?</b></p> <p><i>(Hvad mener du er den største fordel ved at anvende mobilapplikationer til online indkøb, sammenlignet med traditionel browsing på en hjemmeside?)</i></p>	<p>Hurtigt kan tilgå det</p> <p>Slipper for at bruge en hjemmeside, der ikke er tilpasset til det</p>
<p><b>What do you find to be the biggest disadvantage of mobile applications, compared to traditional desktop browsing?</b></p> <p><i>(Hvad mener du er den største ulempe ved at anvende mobilapplikationer til online indkøb, sammenlignet med traditionel browsing på en hjemmeside?)</i></p>	<p>De fylder på telefonen</p> <p>Man får dem ikke brugt</p>
<p><b>In your own opinion, do you consider yourself a mobile expert user or novice? Rate from 1 to 10; with 1 indicating that you are a novice, 10 indicating that you consider yourself an expert</b></p>	5

<i>(Er du efter egen mening en mobil ekspert-bruger eller novice? Bedøm fra 1 til 10, hvor 1 indikerer at du er en novice og 10 at du opfatter dig selv som ekspert)</i>	
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Prototype questions 3

<b>Do you own a smartphone?</b> <i>(Ejer du en smartphone?)</i>	ja
<b>How many different applications do you use regularly (approximately pr. month)?</b> <i>Hvor mange forskellige mobilapplikationer anvender du på regulær basis (cirka pr. måned)?</i>	5 - 10
<b>Do you have any experience using mobile applications for online shopping?</b> <i>(Har du erfaring med at bruge mobilapplikationer til at shoppe online?)</i>	Ja
<b>Have you used mobile applications, associated with female fashion, clothing, make-up or beauty-accessories?</b> <i>(Har du anvendt mobilapplikationer i forbindelse med kvindelig mode, tøj, make-up eller tilbehør?)</i>	Ja. Zalando
<b>If you have any experience using such applications, how many and how regularly do you use them?</b> <i>(Hvis du har erfaring med at bruge sådanne applikationer, hvor mange drejer det sig om og hvor ofte bruger du dem?)</i>	2 men bruger dem ikke
<b>What is in your opinion the biggest advantage of using mobile applications for shopping,</b>	Det er let og tilgængeligt. Websider på mobil-devices fungerer ikke godt. Det er nemmere at

<p><b>compared to traditional website browsing?</b>  <i>(Hvad mener du er den største fordel ved at anvende mobilapplikationer til online indkøb, sammenlignet med traditionel browsing på en hjemmeside?)</i></p>	<p>bruge app's, da de ofte har gode sorteringsmuligheder og søgemuligheder</p>
<p><b>What do you find to be the biggest disadvantage of mobile applications, compared to traditional desktop browsing?</b>  <i>(Hvad mener du er den største ulempe ved at anvende mobilapplikationer til online indkøb, sammenlignet med traditionel browsing på en hjemmeside?)</i></p>	<p>Den største ulempe er push beskeder</p>
<p><b>In your own opinion, do you consider yourself a mobile expert user or novice? Rate from 1 to 10; with 1 indicating that you are a novice, 10 indicating that you consider yourself an expert</b>  <i>(Er du efter egen mening en mobil ekspert-bruger eller novice? Bedøm fra 1 til 10, hvor 1 indikerer at du er en novice og 10 at du opfatter dig selv som ekspert)</i></p>	<p>9</p>

Prototype questions 4

<p><b>Do you own a smartphone?</b>  <i>(Ejer du en smartphone?)</i></p>	<p>Yes</p>
<p><b>How many different applications do you use regularly (approximately pr. month)?</b>  <i>Hvor mange forskellige mobilapplikationer anvender du på regulær basis (cirka pr. måned)?</i></p>	<p>10-15</p>
<p><b>Do you have any experience using mobile</b></p>	<p>No</p>

<p><b>applications for online shopping?</b></p> <p><i>(Har du erfaring med at bruge mobilapplikationer til at shoppe online?)</i></p>	
<p><b>Have you used mobile applications, associated with female fashion, clothing, make-up or beauty-accessories?</b></p> <p><i>(Har du anvendt mobilapplikationer i forbindelse med kvindelig mode, tøj, make-up eller tilbehør?)</i></p>	No
<p><b>If you have any experience using such applications, how many and how regularly do you use them?</b></p> <p><i>(Hvis du har erfaring med at bruge sådanne applikationer, hvor mange drejer det sig om og hvor ofte bruger du dem?)</i></p>	
<p><b>What is in your opinion the biggest advantage of using mobile applications for shopping, compared to traditional website browsing?</b></p> <p><i>(Hvad mener du er den største fordel ved at anvende mobilapplikationer til online indkøb, sammenlignet med traditionel browsing på en hjemmeside?)</i></p>	<p>Det giver mulighed for en hurtigere oplevelse, sammenlignet med mobil hjemmeside visning. Tekst og ikoner vil desuden ofte fremstå større end på alm. mobil browsing.</p>
<p><b>What do you find to be the biggest disadvantage of mobile applications, compared to traditional desktop browsing?</b></p> <p><i>(Hvad mener du er den største ulempe ved at anvende mobilapplikationer til online indkøb, sammenlignet med traditionel browsing på en hjemmeside?)</i></p>	Ikke alt indhold der bliver vist
<p><b>In your own opinion, do you consider yourself</b></p>	8

<p><b>a mobile expert user or novice? Rate from 1 to 10; with 1 indicating that you are a novice, 10 indicating that you consider yourself an expert</b></p> <p><i>(Er du efter egen mening en mobil ekspert-bruger eller novice? Bedøm fra 1 til 10, hvor 1 indikerer at du er en novice og 10 at du opfatter dig selv som ekspert)</i></p>	
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Prototype questions 5

<p><b>Do you own a smartphone?</b></p> <p><i>(Ejer du en smartphone?)</i></p>	yes
<p><b>How many different applications do you use regularly (approximately pr. month)?</b></p> <p><i>Hvor mange forskellige mobilapplikationer anvender du på regulær basis (cirka pr. måned)?</i></p>	Ca. 6
<p><b>Do you have any experience using mobile applications for online shopping?</b></p> <p><i>(Har du erfaring med at bruge mobilapplikationer til at shoppe online?)</i></p>	Yes. H&M
<p><b>Have you used mobile applications, associated with female fashion, clothing, make-up or beauty-accessories?</b></p> <p><i>(Har du anvendt mobilapplikationer i forbindelse med kvindelig mode, tøj, make-up eller tilbehør?)</i></p>	Not besides the H&M application
<p><b>If you have any experience using such applications, how many and how regularly do you use them?</b></p> <p><i>(Hvis du har erfaring med at bruge sådanne applikationer, hvor mange drejer det sig om og</i></p>	

<p><i>hvor ofte bruger du dem?)</i></p>	
<p><b>What is in your opinion the biggest advantage of using mobile applications for shopping, compared to traditional website browsing?</b>  <i>(Hvad mener du er den største fordel ved at anvende mobilapplikationer til online indkøb, sammenlignet med traditionel browsing på en hjemmeside?)</i></p>	<p>Available while on the move, waiting.</p>
<p><b>What do you find to be the biggest disadvantage of mobile applications, compared to traditional desktop browsing?</b>  <i>(Hvad mener du er den største ulempe ved at anvende mobilapplikationer til online indkøb, sammenlignet med traditionel browsing på en hjemmeside?)</i></p>	<p>The lack of tabs. Quick-view</p>
<p><b>In your own opinion, do you consider yourself a mobile expert user or novice? Rate from 1 to 10; with 1 indicating that you are a novice, 10 indicating that you consider yourself an expert</b>  <i>(Er du efter egen mening en mobil ekspert-bruger eller novice? Bedøm fra 1 til 10, hvor 1 indikerer at du er en novice og 10 at du opfatter dig selv som ekspert)</i></p>	<p>9</p>