UX Presentation Deck

Virtual Comic Book Shop

Evan Metcalf
2016

Persona

Name	**Relocated Larry**
Role	Avid Comic Book Collector
Age	**35**
Occupation	**Editor**
Gear	**iMac 2012**
Quote	I no longer live near a comics shop after years of frequenting the same one.

Goals

Main Needs:
• Announcements of monthly comics/ collectibles
• Customizeable pre-order/ product reservation
• Competitive pricing
• Social networking

Relocated Larry up until recently frequented the same comics shop weekly for over a decade. Every week, he would pick up his pull list (previously order monthly comics) and browse the racks for something new and different. He also enjoyed talking to other patrons and the store owner, discussing waht is new and interesting.

Now he has a new job and home which is no longer near any comics shop. He would like to keep up with his books, but driving back to his old shop is a hassle and if he doesnt go there frequently enough, his books won't be saved and he won't receive the Pull List discount.
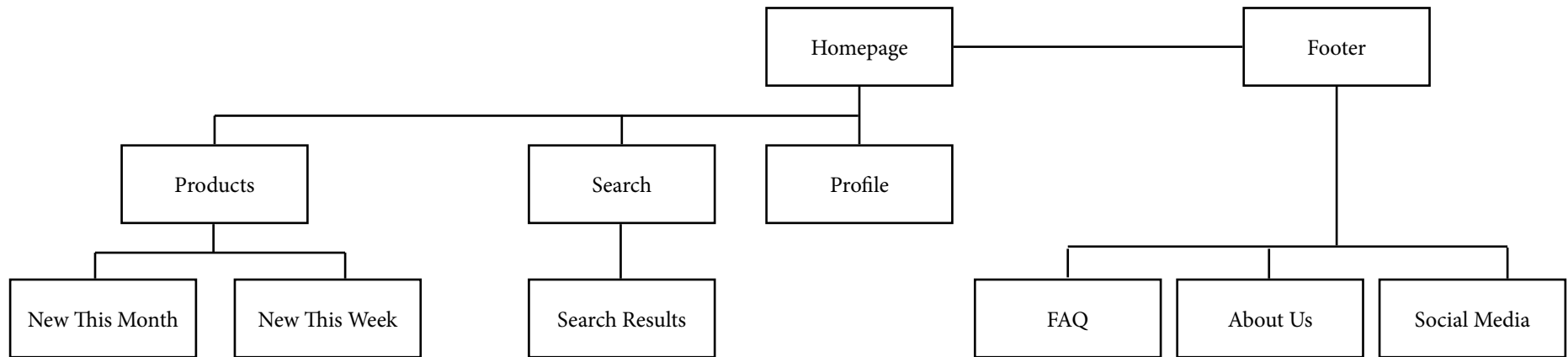
Value Proposition

Enjoy all of the social and personal services of your local comics shop from the comfort of your own home!

Success Metrics

Success will be measured by an increase in the number of subscriptions/ pull lists which are pre-paid and fulfilled.
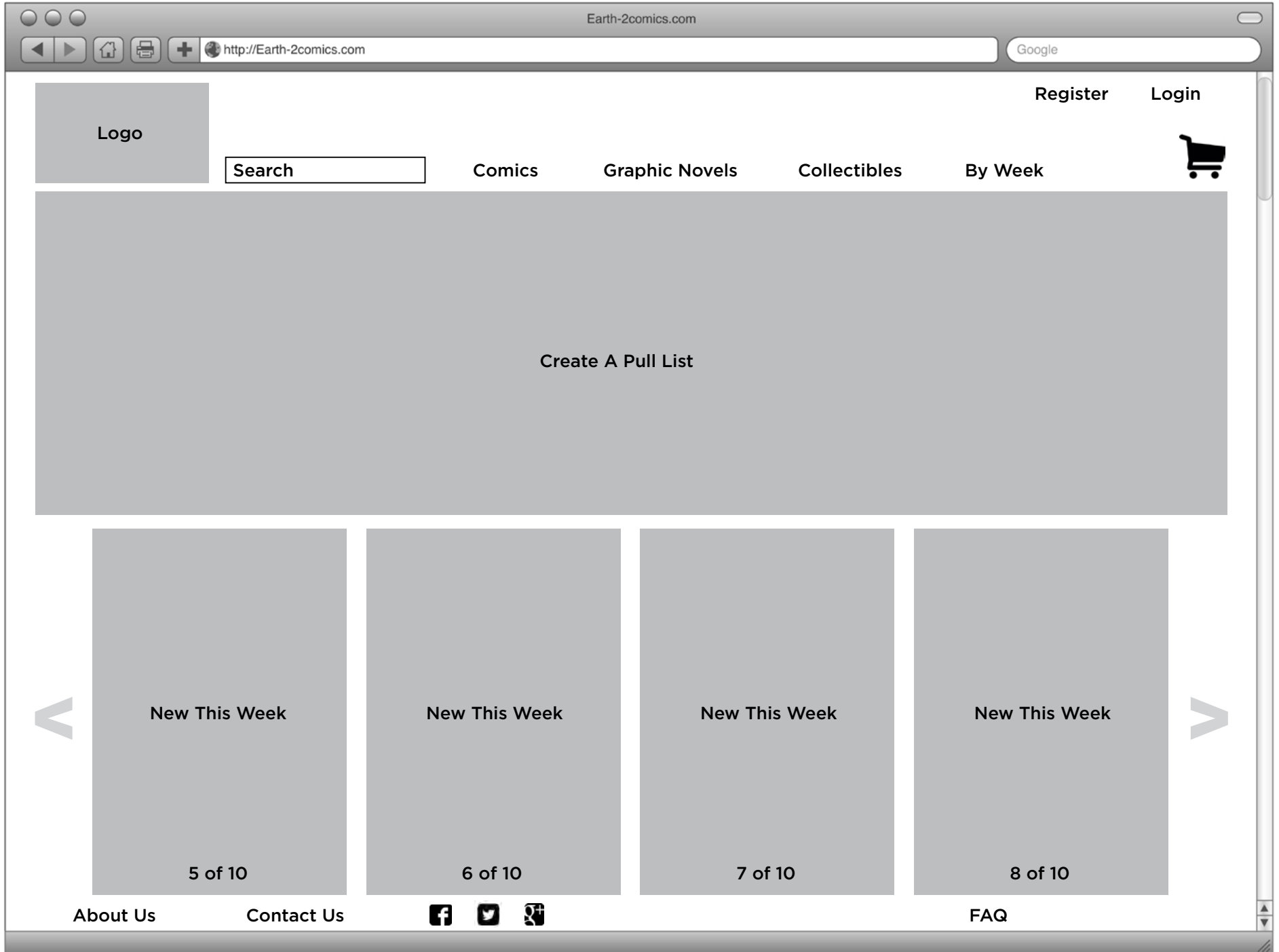
Site Map   www.virtualcomics_shop.com

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                        ┌───────────┐              ┌───────────┐
                        │ Homepage  │──────────────│  Footer   │
                        └───────────┘              └───────────┘
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│New This   │ │New This   │ │Search Results │ │  FAQ  │ │ About Us │ │ Social Media │
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Small Snapshot

Relocated Larry
adds comic books to his Pull List
and creates Login Account

Home Page

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Search   Comics   Graphic Novels   Collectibles   By Week

Create A Pull List

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New This Week

5 of 10

New This Week

6 of 10

New This Week

7 of 10

New This Week

8 of 10

>

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Landing Page

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Marvel	DC	Image	Dark Horse	Boom!/ IDW/ Other	**Show All**

Filter by Publisher

Week 1

DC Comic Book 1	Issue No.	$3.99/$2.99	Issue Series	Add To Cart	■ DC
DC Comic Book 2	Issue No.	$3.99/$2.99	Issue Series	Add To Cart	■ Marvel
DC Comic Book 3	Issue No.	$3.99/$2.99	Issue Series	Add To Cart	☐ Image
DC Comic Book 4	Issue No.	$3.99/$2.99	Issue Series	Add To Cart	☐ Dark Horse
DC Comic Book 5	Issue No.	$3.99/$2.99	Issue Series	Add To Cart	☐ Boom!
DC Comic Book 6	Issue No.	$3.99/$2.99	Issue Series	Add To Cart	■ IDW
DC Comic Book 7	Issue No.	$3.99/$2.99	Issue Series	Add To Cart	☐ Dynamite
IDW Comic Book 1	Issue No.	$3.99/$2.99	Issue Series	Add To Cart	☐ Fantagraphics
IDW Comic Book 2	Issue No.	$3.99/$2.99	Issue Series	Add To Cart	☐ Drawn Quarterly
Marvel Book 1	Issue No.	$3.99/$2.99	Issue Series	Add To Cart	☐ Oni Press
Marvel Book 2	Issue No.	$3.99/$2.99	Issue Series	Add To Cart	☐ Other
Marvel Book 3	Issue No.	$3.99/$2.99	Issue Series	Add To Cart	

Filter by Week

■ Week 1
■ Week 2
■ Week 3
☐ Week 4
☐ Week 5

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Week 1

DC Comic Book 1

DC Comic Book 1	Issue No.	$3.99/$2.99	Issue Series	Add To Cart
Comic Book 2	Issue No.	$3.99/$2.99	Issue Series	Add To Cart
Comic Book 3	Issue No.	$3.99/$2.99	Issue Series	Add To Cart
Comic Book 4	Issue No.	$3.99/$2.99	Issue Series	Add To Cart
Comic Book 5	Issue No.	$3.99/$2.99	Issue Series	Add To Cart
Comic Book 6	Issue No.	$3.99/$2.99	Issue Series	Add To Cart
DC Comic Book 7	Issue No.	$3.99/$2.99	Issue Series	Add To Cart
IDW Comic Book 1	Issue No.	$3.99/$2.99	Issue Series	Add To Cart
IDW Comic Book 2	Issue No.	$3.99/$2.99	Issue Series	Add To Cart
Marvel Book 1	Issue No.	$3.99/$2.99	Issue Series	Add To Cart
Marvel Book 2	Issue No.	$3.99/$2.99	Issue Series	Add To Cart
Marvel Book 3	Issue No.	$3.99/$2.99	Issue Series	Add To Cart

DC Comic

Book 4

Cover Art

Filter by Publisher

- ■ DC
- ■ Marvel
- ☐ Image
- ☐ Dark Horse
- ☐ Boom!
- ■ IDW
- ☐ Dynamite
- ☐ Fantagraphics
- ☐ Drawn Quarterly
- ☐ Oni Press
- ☐ Other

Filter by Week

- ■ Week 1
- ■ Week 2
- ■ Week 3
- ☐ Week 4
- ☐ Week 5

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Qty	Item		Discount	Your Price	Total	
1	DC Comic 1	Issue **Series**	Sub Discount 25%	$3.99	$2.99	Delete
1	DC Comic 2	Issue **Series**	Sub Discount 25%	$3.99	$2.99	Delete
1	DC Comic 4	**Issue** Series	N/A	$3.99	$3.99	Delete
Total Item (s) Quantity: 3				Total Price:	$9.97	

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Qty	Item		Discount	Your Price	Total	
1	DC Comic 1	Issue Series	Sub Discount 25%	$3.99	$2.99	Delete
1	DC Comic 2	Issue Series	Sub Discount 25%	$3.99	$2.99	Delete
1	DC Comic 4	Issue Series	N/A	$3.99	$3.99	Delete
Total Item (s) Quantity: 3					$9.97	
Shipping Frequency: Weekly					$5.00	
				Total Price:	$14.97	

Place Order

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