# Objectives

Smart Pop-ups' main objective is to better serve each member and non-member visitor with relevant profile-based informed messaging thus improving customer enagement rate.

By levering existing user/customer data system, we are able track customer user-engagement data where a point-system algorhythm can be built upon that can trigger custom messages timely based on user's interaction with the the site's content.
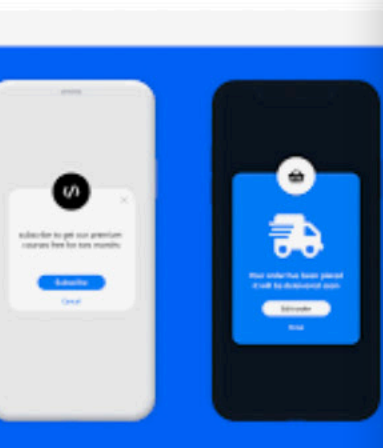
By achieving these goals, marketing/design team gains higher awareness of customer behaviour patterns when engaging with targeted promotional ads. Below are the UI/UX design and development phases used for this project:

Phase 1 **Ideation**
Phase 2: **Research**
Phase 3: **Sketching**
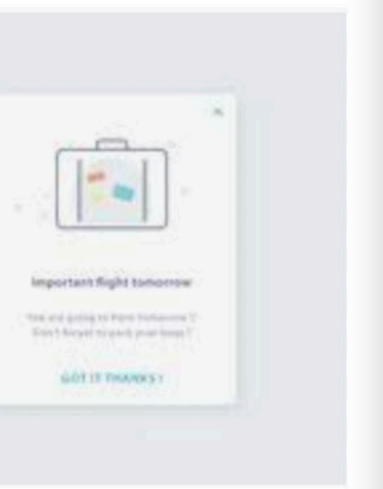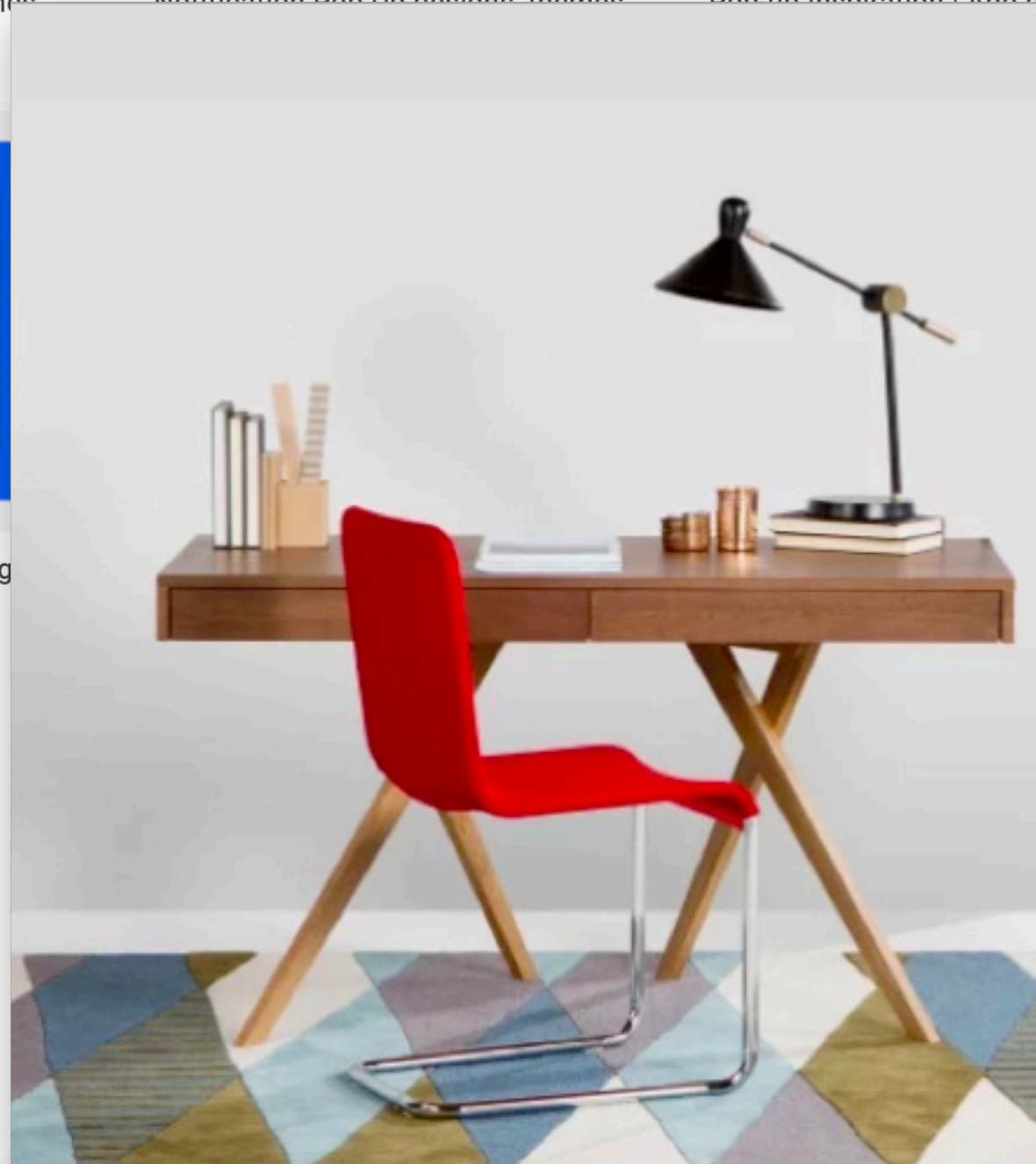Phase 4: **Wireframing**
Phase 5: **Mockups**
Phase 6: **User Flow**
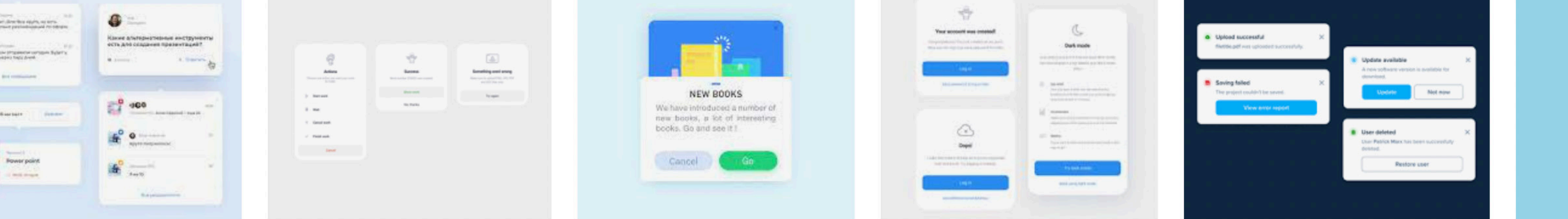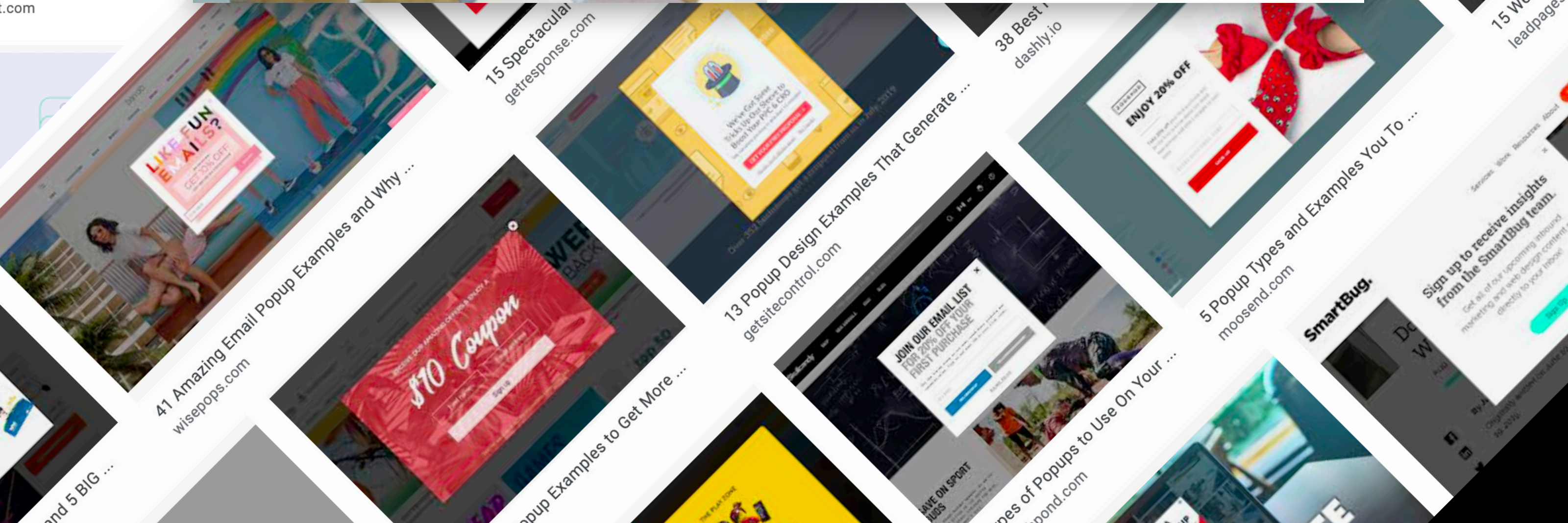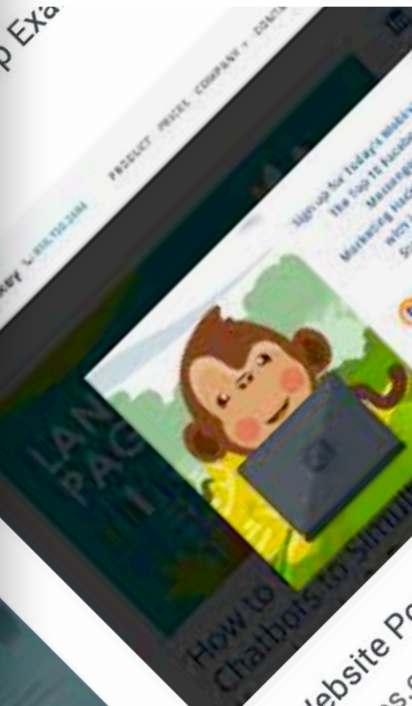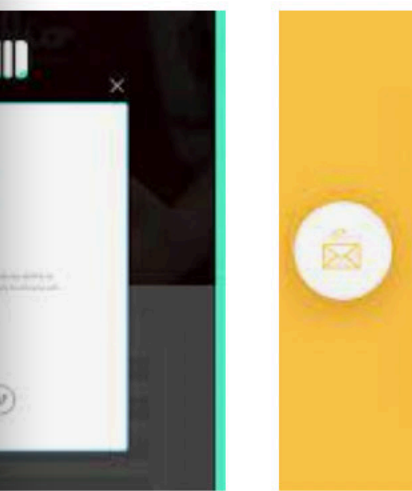
Phase 1:

Ideation

There's nothing like getting inspirations from existing online product design examples to kick-off the ideation process. Understanding current trend ideas and standard practices guide me to my design goals. Best sites to get some great ideas are *Dribbble, Awwwards, Pinterest, Behance, Screenlane* and many more!

For this project, my first focus is to get a good pulse on what the target customers are already familiar with in terms of friendly non-intrusive pop-up ads. I then borrow some of these valuable design ideas, apply my own principles, and improve upon them.

Phase 2:

Research

The second phase is to build a conceptual user diagram called empathy map. This diagram will assist on developing an environment to better understand and identify ideal customer thoughts, feelings, and state on mind in regards to using a common product. And therefore begin to gather well-informed insights on the next series of product improvement.

For this user empathy map research, the focus is to define user known and trending attitudes and impressions of pop-up ads including their desires and dislikes to prevent high volume of distress and anxiety while engaging with the product. This research also helps determine the pain points and rewards if the product is designed and executed timely and efficiently.

User-aware pop-up ad

Pop-up ad only shows up when the system detects a user with a matched target demographic profile or meets score system requirements

https://www.buffiniandcompany.com

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Phase 3:

Sketching

The phase three portion deals with low-fidelity visual ideation, representation and overall proposal of the potential look and feel of the product in development.

The illustration on the right shows the initial visual display and presentational concept of the product including it's general function, purpose, positioning, and content treatment.

Here also shares the fundamental concept and objective of the product which is to hyper-target a current user based on systems record of user engagement history and data.

Smart Pop-up

Clicking the "close" icon will retract and hide the ad with 24hr "pop-up" hold period and engagement history tracker

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Banner ad examples

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Phase 4:

Wireframes

Wireframes are essential when determining the blue print presentation of the product's ideal design, structure, behaviour, user-appeal, visual contrast, level of attraction, and over all marketability.

In this wireframe phase series, we focus on short attention spanned customer visits. The idea is to deliver a custom message that aligns with the user's current member-profile data, engagement history, and score matching which can improve user engagement rate.

The proposal is to deliver a profile-based messaging trigerred by realtime customer engagement behaviour and activity. This includes frequency management using cookies and a round-robin-like series of relevant promotional hyper-targeted messaging.

Smart Pop-up Default View
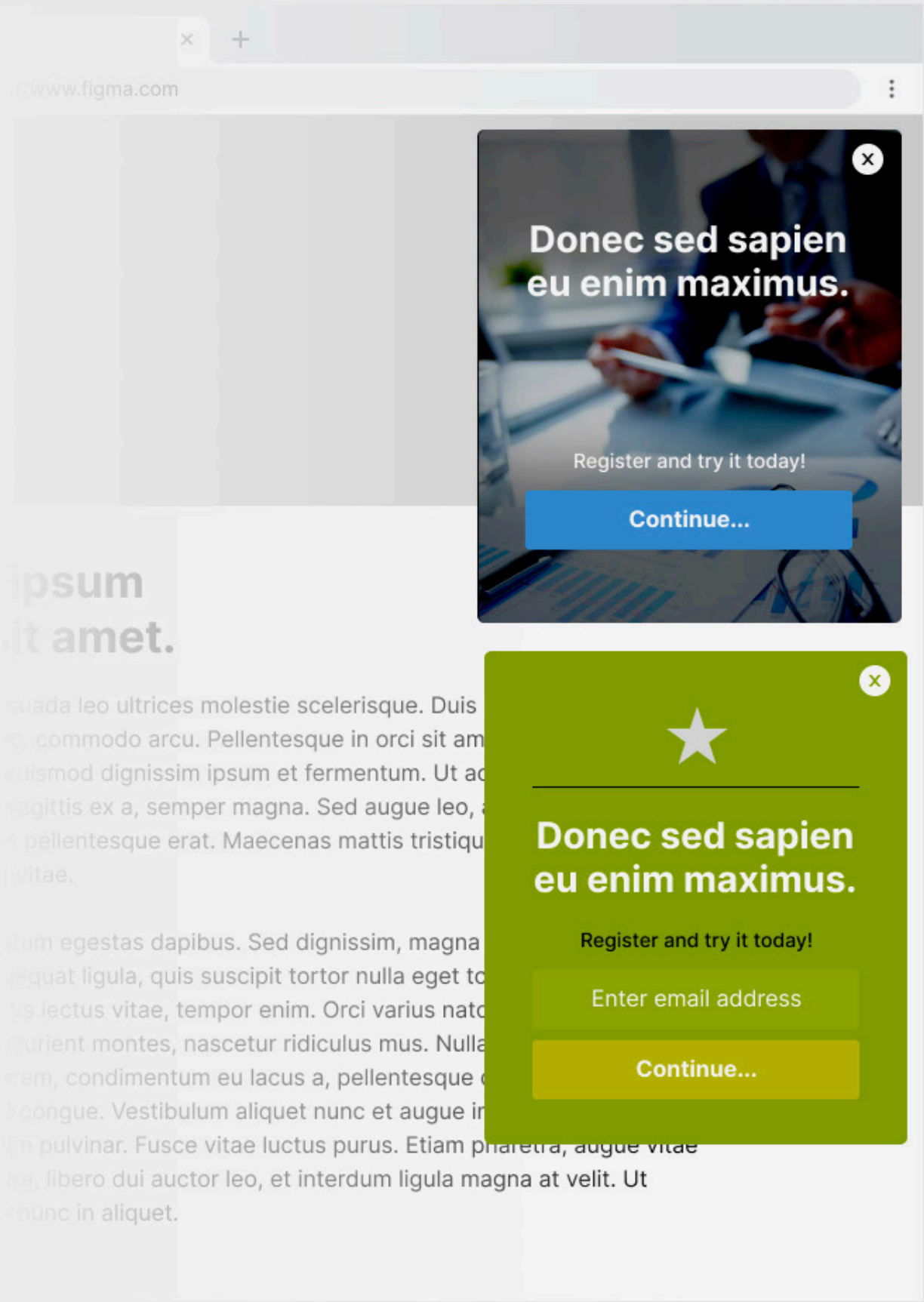
Smart Pop-up Hide View
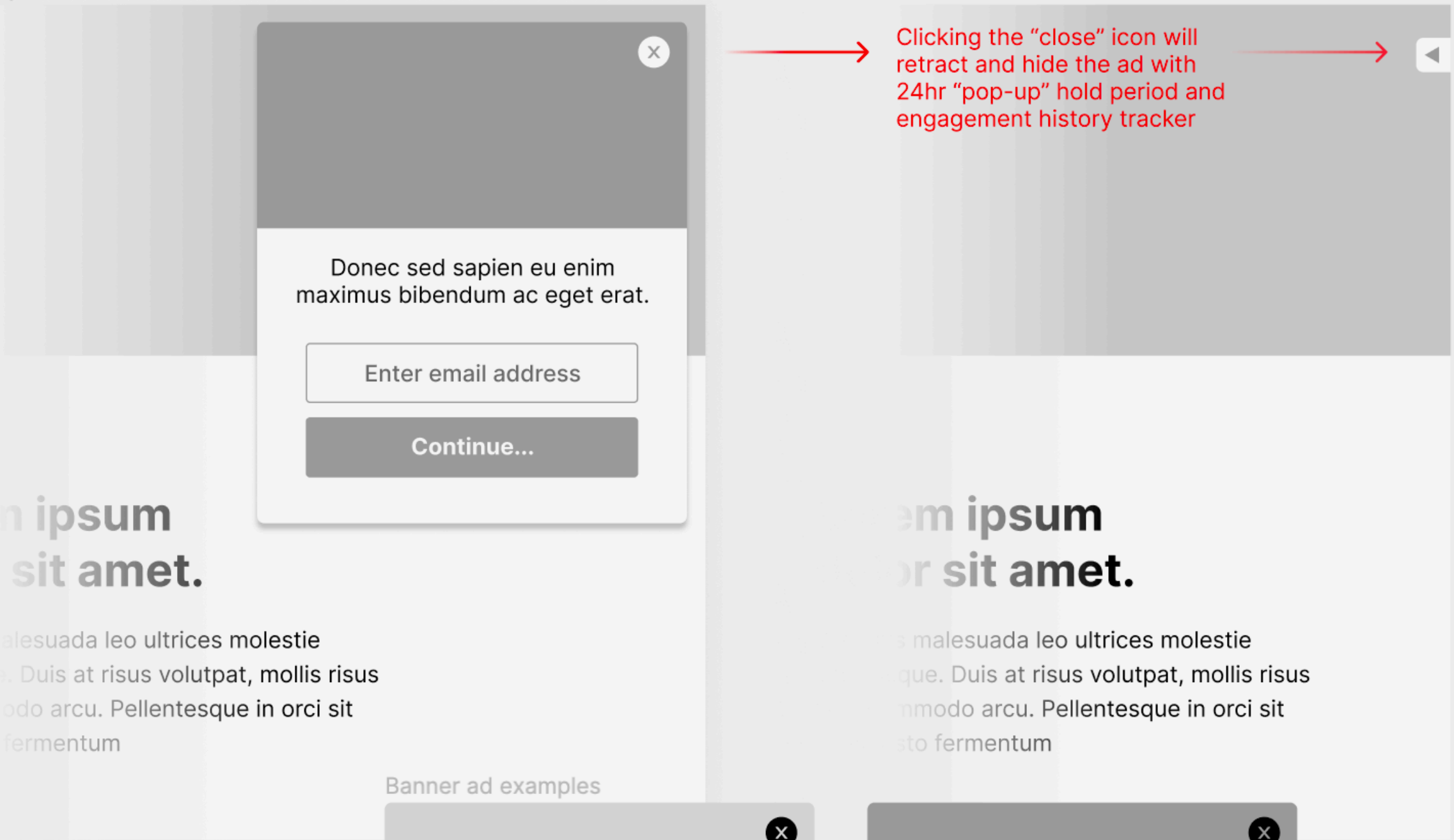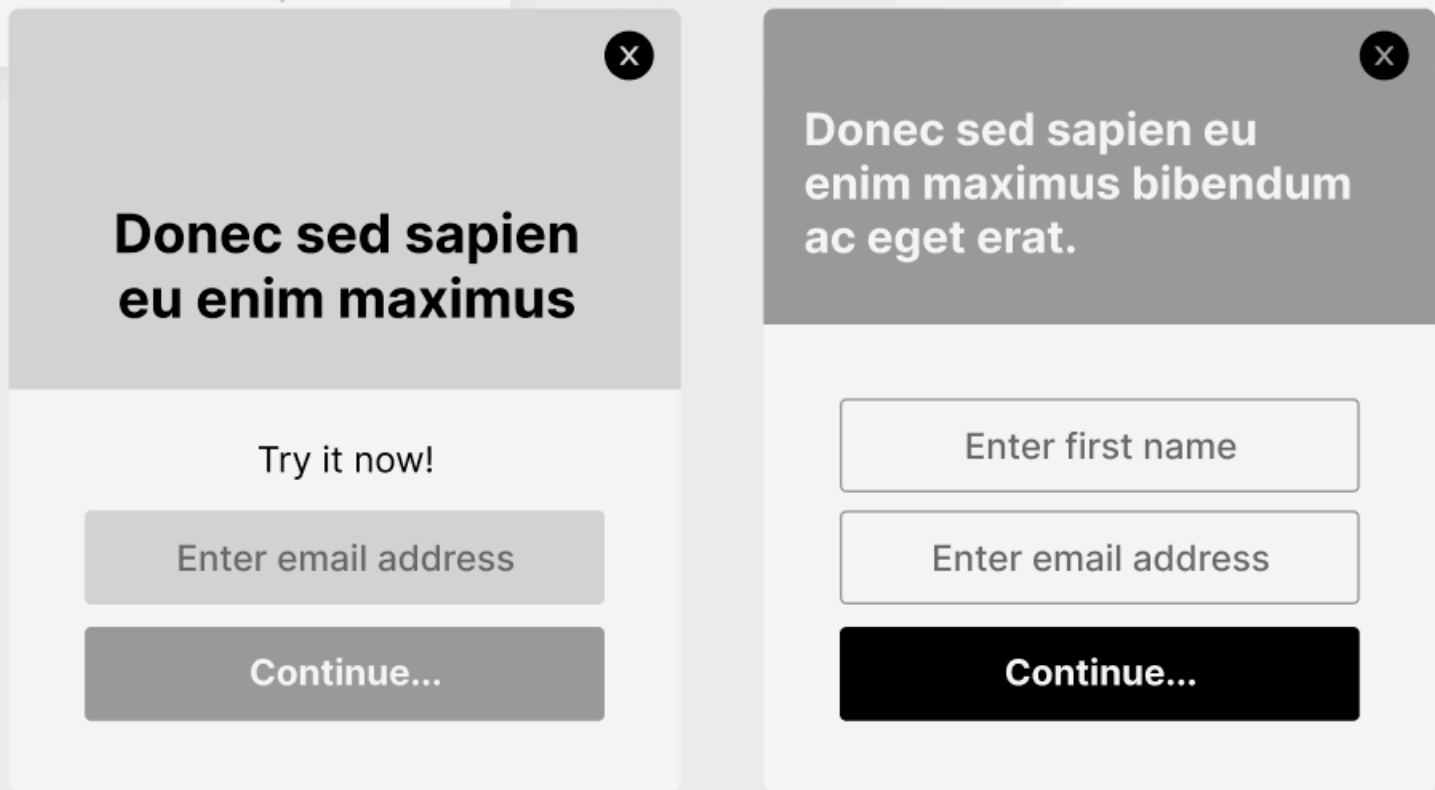
Phase 5:

Mockup

In this series of high-fidelity mock-ups, the stakeholder(s) should get the overall idea on strategy on how to best execute the plan. This phase also deals with final drafts on creatives, overall main functions, presentation, and design structure.

Mockups also guide all cross-functional team members to get the a final alignment on design, functional, business, maintenance, action tracking/ analysis, and user-experience objectives.

The main objectives of the mockup series is to set a final tone on the product branding, define common design and funcional objectives from the majority and improve upon the discoveries.

Phase 6:

User Flow

User Flow takes the production closer to a business strategical home-run. This phase usually deals with my the final proposal to align all party requirements and objectives from increasing user-engagement, executing a well-informed business logic to securing a scalable application core code.

This phase also finalizes the overall business requirements while being consistantly aware of the final user-experience flow to determine and track positive and quantifiable results, identify potential system errors, and determine potential challenges for both organization and customer loyalty in the long term.