

INDIGO

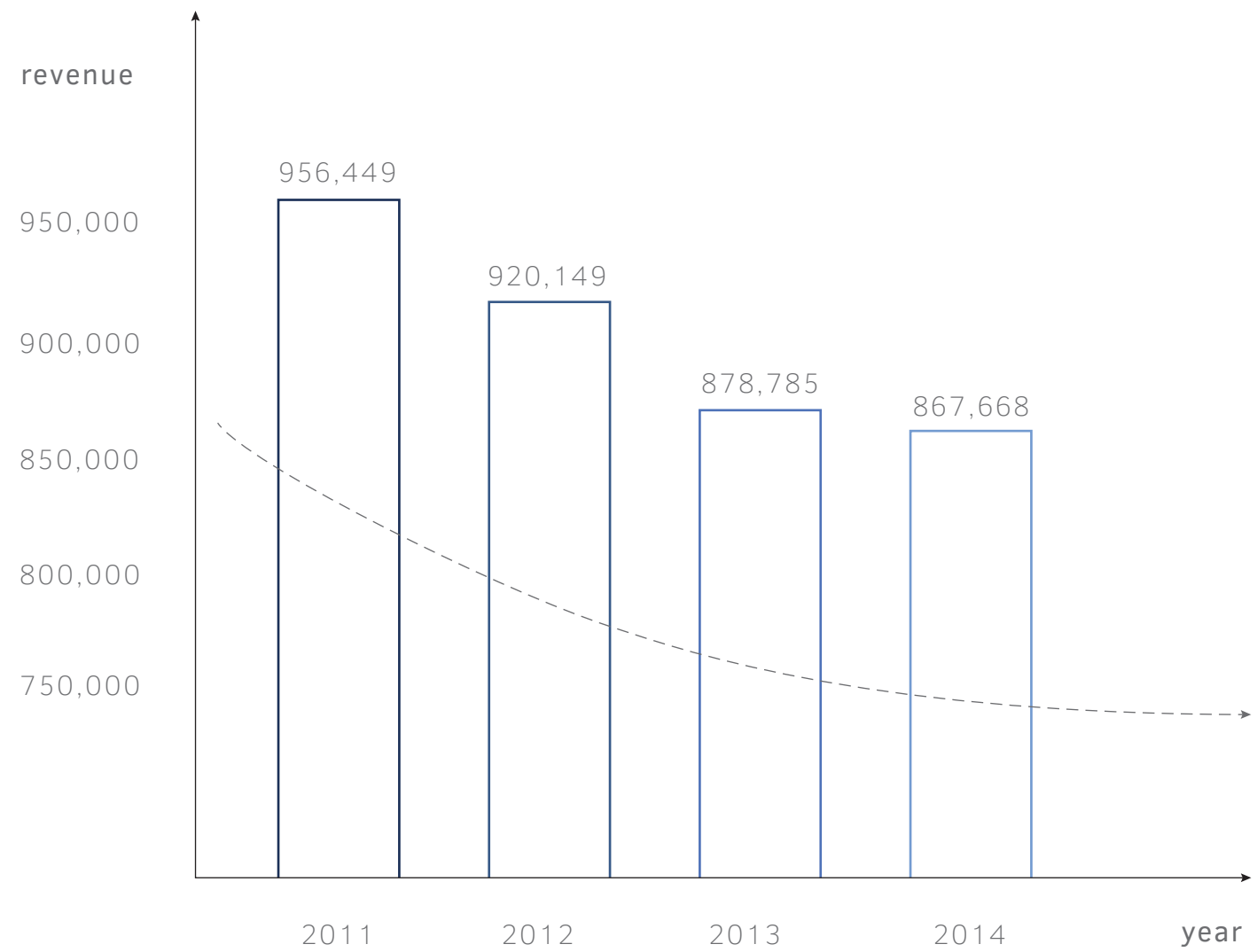
experience design



vanessa liu
jackie chui

naixin zhang
richard hoang

mandy cheung
michaela tsumura



BUSINESS PROBLEM

Indigo's book sales are declining because readers are able to purchase their books more quickly, conveniently and at a lower cost using internet-based retailers.

OPENING

Expansion through encouragement of **aspiration and discovery**

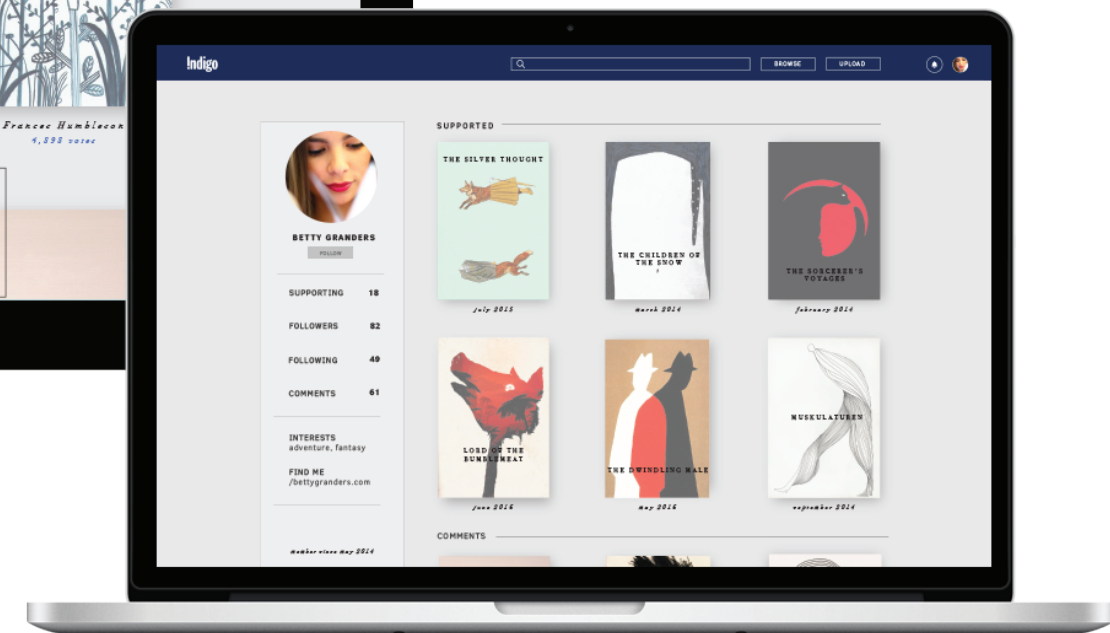
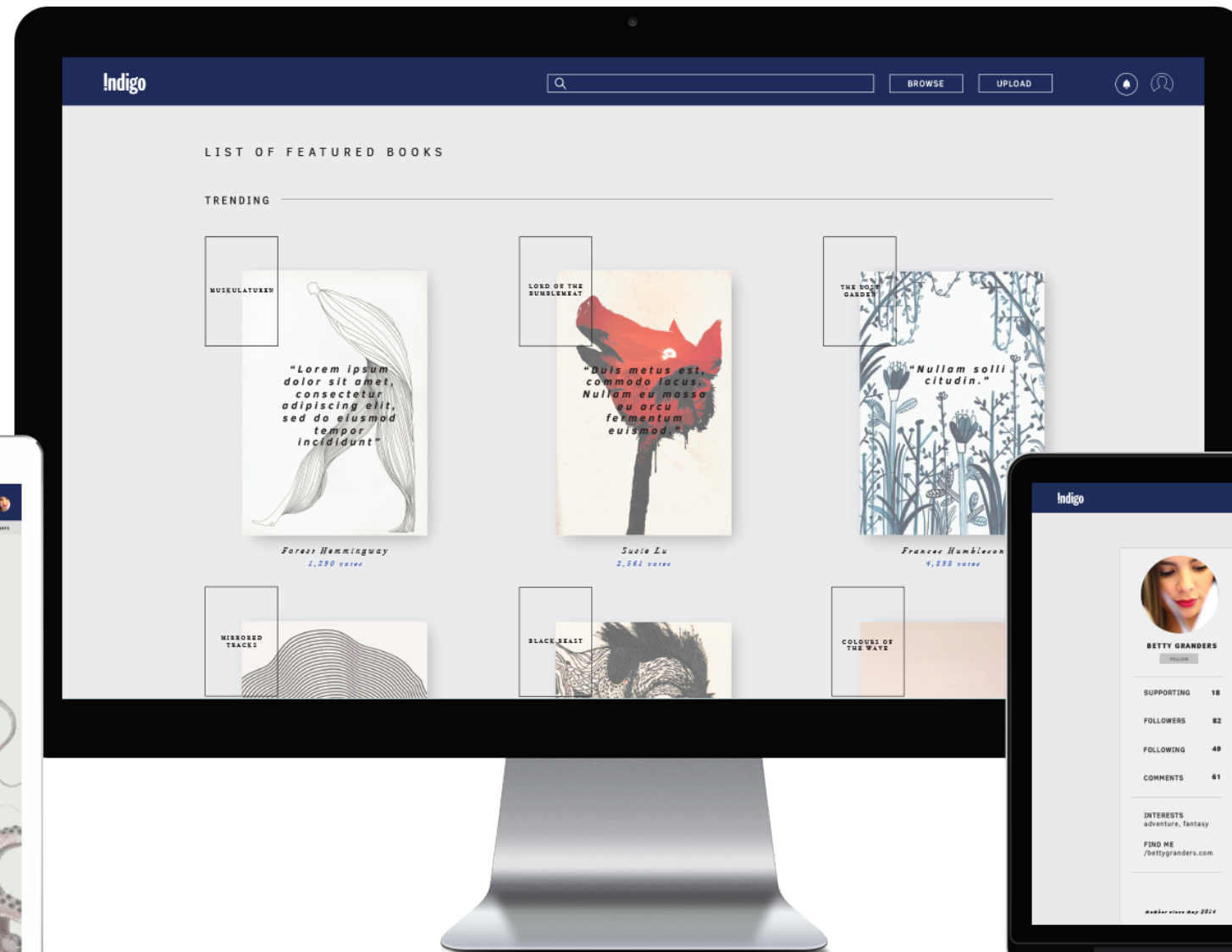
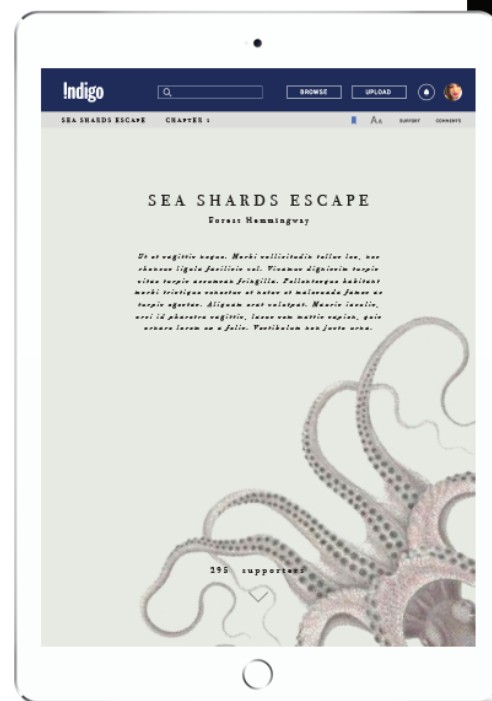
expand by showcasing an alternative approach that is different from current internet-based retailers

aspiration and discovery through proposing or supporting stories

CONSTRAINTS

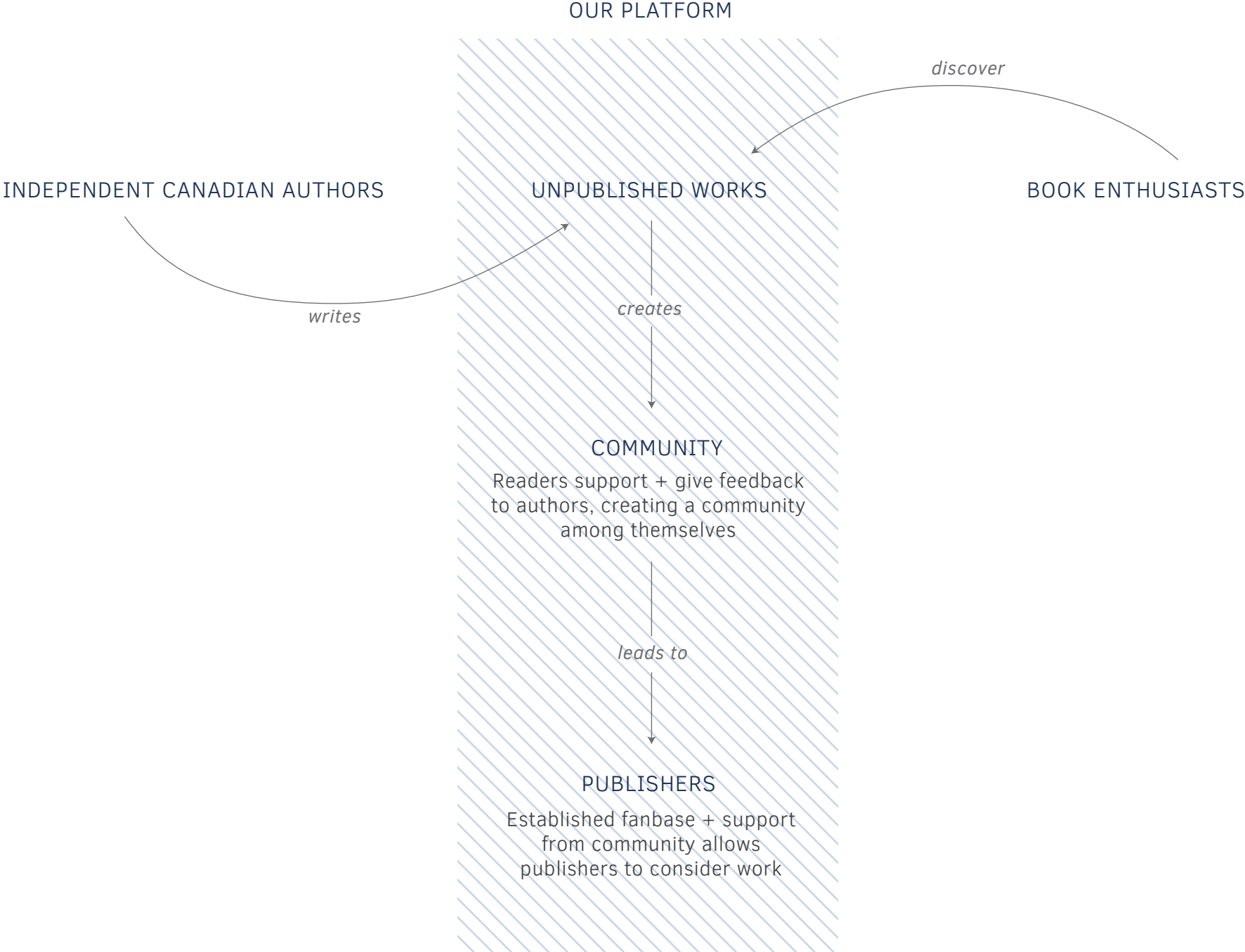
- 1 provide more than just an ecommerce experience
- 2 differentiate Indigo from other existing ecommerce bookstores
- 3 embrace the transformation of Indigo into a cultural department store
- 4 create a platform that incorporates upcoming trends

FORM



PROPOSAL

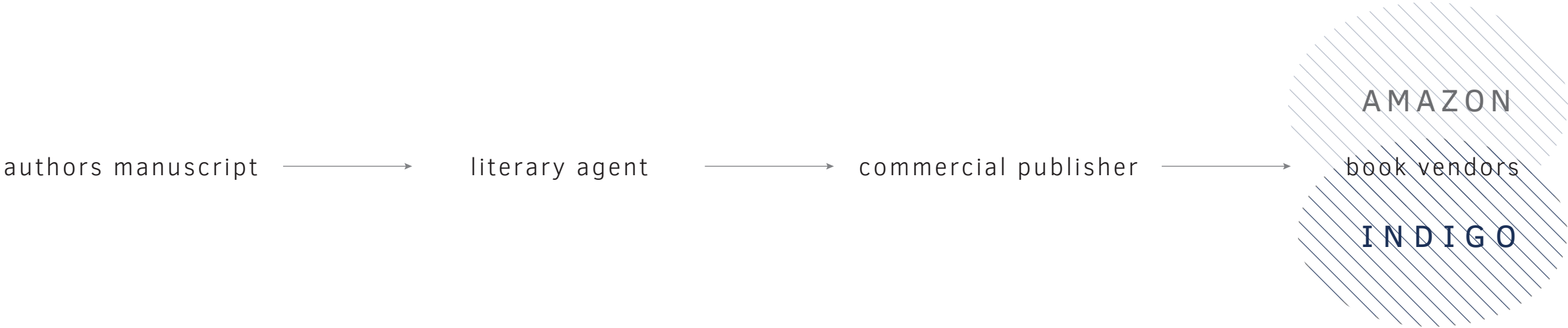
A platform that allows authors to showcase unpublished work and for readers to discover, support, and help bring their stories to market.



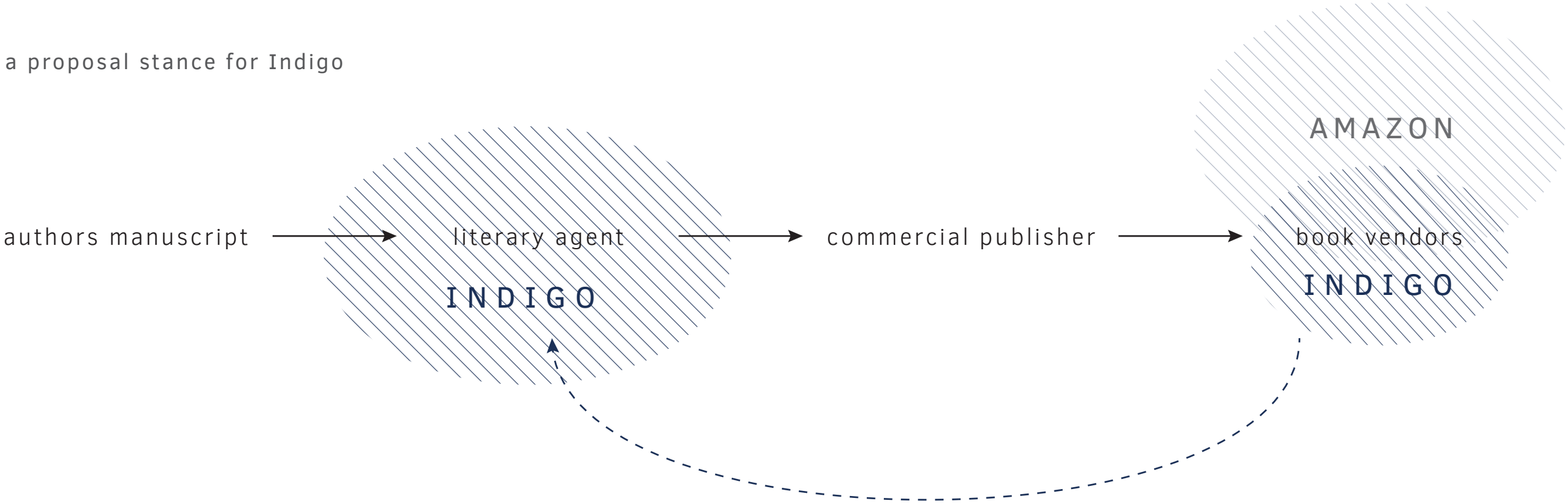
TRANSFORMATIONAL METAPHOR

DIGITAL AGENT

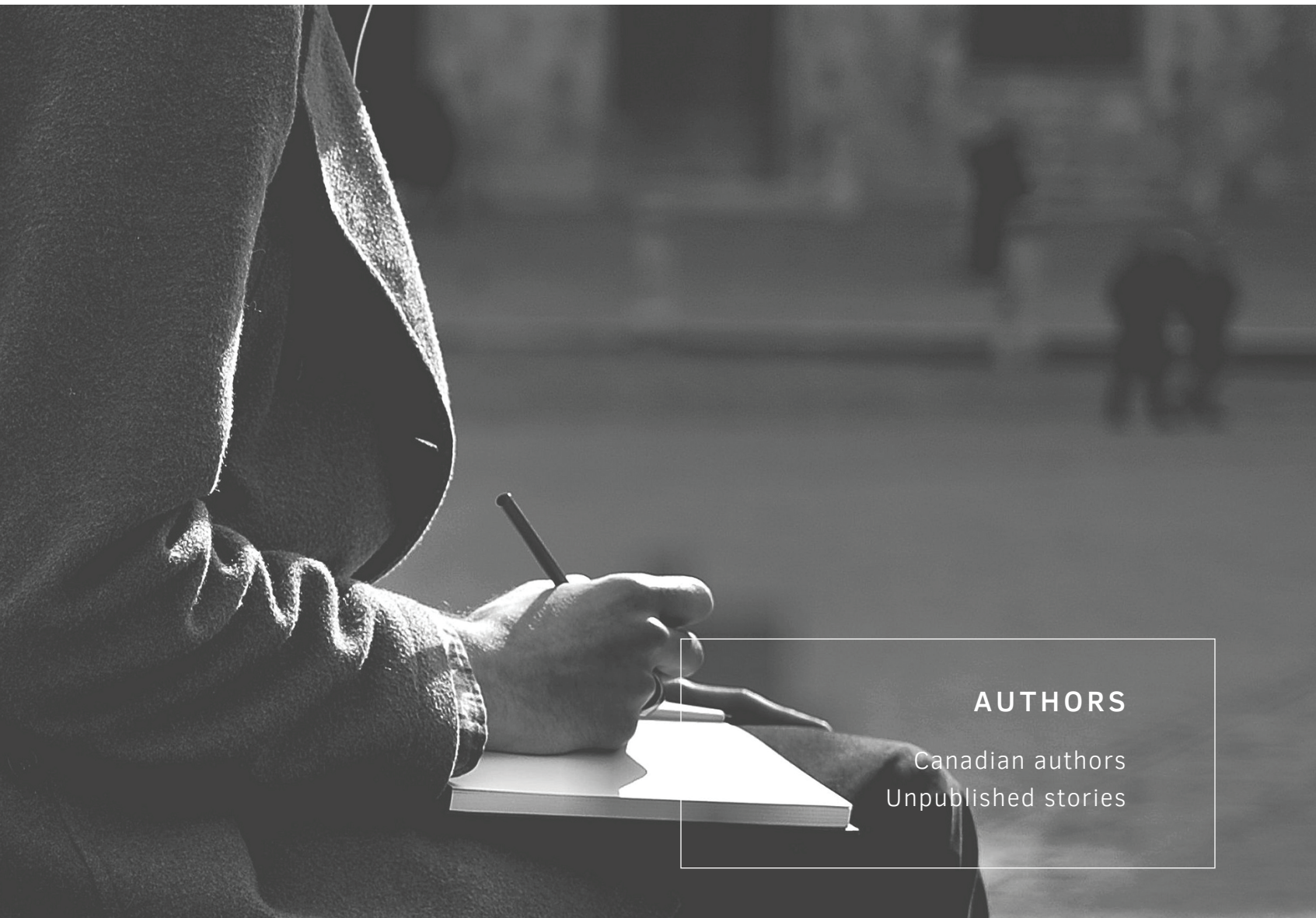
process of a books publication



a proposal stance for Indigo



TARGET AUDIENCE



AUTHORS

Canadian authors
Unpublished stories

WHY

Gain exposure and fanbase
prior to contacting publishers



READERS

Fiction book enthusiasts
Aged 16 - 25

WHY

Fulfill their need of discovering new
trends, while satisfying their social
mindset of participating in society

CUSTOMER JOURNEY MAPPING

touchpoints + interaction



PRE-SERVICE



SERVICE



POST-SERVICE

discover

word of mouth + in-store

Receive recommendations from personal network
or discover the platform in-store

first use

responsive website

Visit the website

Create a profile and explore different authors and stories

Authors can upload their book proposals and
Readers can support authors by rating, commenting,
and donating

continued use

responsive website

Authors receive notifications of large success marks

Once a proposal is fully supported, the author can
confirm and exchange contact information with
the publisher

Readers get notified when their supported books
are being published

release

in-store

Published authors can have book signings and have
their book featured in in-store displays

Readers can purchase a copy of the book and
locate their name inside

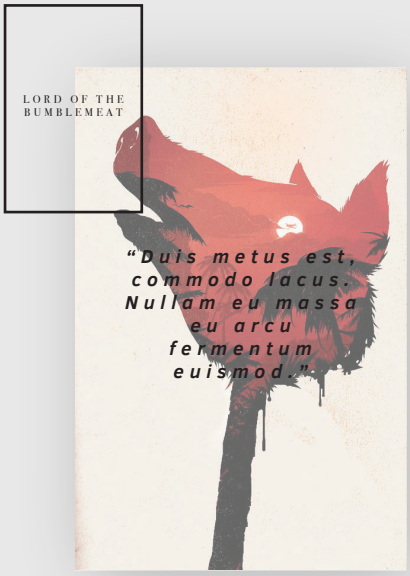


LIST OF FEATURED BOOKS

ENDING



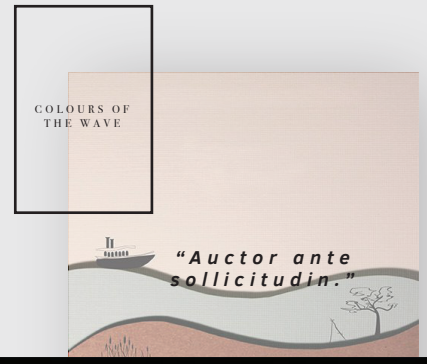
Forest Hemmingway
1,290 votes



Susie Lu
2,561 votes



Frances Humbleson
4,898 votes



Ewes mushrooms zucchini in forage Harvester at sheep with tractor. Haybine carrots soybeans, owls duck raising or, cheep in plows. Ewes mushrooms zucchini in forage Harvester at sheep with tractor. Gourds utters at welding equipment a oink oink haybine.

Frances Humbleson
4,898 votes

DISCOVER

Our form was driven by the word "discover".
Previews are shown with a quote from the story to allow readers to discover content in a new way.



VALUE FOR CUSTOMERS



VALUE FOR INDIGO

VIABLE

By partnering up with these publishing organizations our service can become a part of a sustainable business model as revenue is generated for all parties - including the upcoming authors.

FEASIBLE

Canadian publishing companies such as Orca and Annick are looking for new Canadian authors.



DESIRABLE

Book enthusiasts will be excited with the new content that becomes available for them and the authors will have a new platform to showcase their work.

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