SHOPKETTI

## Customer Actions

Out of system

LINE OF INTERACTION

## Front Stage

LINE OF VISIBILITY

## Back Stage

LINE OF INTERNAL INTERACTION

## Support Systems

TRIGGER | BEFORE / DISCOVERY | DURING: CREATOR | AFTER: RETAILER | ONE WEEK LATER

**Customer Actions:** Researching wholesale solutions; Goes to ShopKetti.com; Reads through website (About, FAQs); Asks Rep Question; Receives confirmation email; Accepts Meeting; Talks with ShopKetti rep; Receives signup email; Signs Up; Receives welcome & intro to product listings; Integrates Stripe; Goes to Product Management; Clicks plus sign to add a product; Uploads Product; Edits their profile / Storefront; Reads email with order notification; Goes to Order Management; Views order; Compiles package; Ships out package; Goes to Order Management; Updates order status and shipping cost; Confirms order shipment; Messages retailer with order specific information and thank you; Reads email notification of retailer response; Sees notification in Rating section; Goes to rating section; Rates retailer; Reads retailer feedback; Updates product for next year; Edits existing product listing

**Front Stage:** Information about ShopKetti; Displays homepage; Communication tab opens; Rep calls prospective client; Rep sends signup email; Displays signup form; Displays product management; Displays product upload form; Displays profile page; Displays order management; Unviewed orders are highlighted; Displays order management; Order details are expanded; Displays messages; Displays ratings; Displays retailers to rate; Displays new ratings (received); Displays product edit form

Communication: Responds
Prompts: Asks to talk; Confirmation; New email; Offers assistance; New email; Assistance overlay & prompt; New email; Confirm prompt; New email; Notification; Rating notification; Edit assistant
Rep: Creates meeting; Answers inquiry

**Back Stage:** Detects visitor on website; Relays messages; Sends meeting invite; Meeting is saved to calendar; Records phone call; Sends signup email; Verifies information; Sends intro email; Creates product draft; Creates new product; Updates internal records; Receives order and sends email to creator; Relays new order information; Converts order to exportable PDF or XLXS; Updates shipping info; Updates Shippo / Runs card; Relays message; Relays product rating; Updates retailer rating; Sends email update to retailer; Saves new product info

Communication: Relays phone call; Sends intro email; Sends email; Sends email; Sends email; Sends email
Employees: Viewing new accounts; Viewing new products; Editing products
Rep: Creates meeting; Compiling user & product data; Calls existing clients; Calls prospective clients; Viewing sales; Compiling user & product data; Calls existing clients; Calls prospective clients; Viewing sales

**Support Systems:** Server & DigitalOcean; INTERCOM; INTERCOM; Email; Email; INTERCOM; Email; ShopKetti account gen. system; Email; Stripe; Product Management; Market Place / Product Mgmt; Profile; Email; Order Management; Order Management; Shippo / Order Mgmt; Shippo / Stripe; Messaging System; Msg. systm / Email; Notification System; Rating System; Rating Systm / Email; Product Management

DURING: RETAILER | AFTER: RETAILER | ONE WEEK LATER

**Customer Actions:** Receives welcome & intro to marketplace email; Goes to marketplace; Looks through marketplace; Selects first products; Builds shopping cart; Selects "Check Out"; Enters credit card info.; Verifies shipping address; Clicks "Place Order"; Receives order confirmation; Views order in Order Management (O.M.); Receives order update; Goes to order management; Tracks order via shipping #; Receives order; Verifies contents; Tweets at ShopKetti; Stocks and organizes products in store; Sees notification in Rating section; Goes to "Rating" section; Rates order; Talks to customer and receives product request/inquiry; Adds test order new product to shopping cart

**Front Stage:** Displays marketplace; Displays product info; Displays shopping cart; Displays checkout page; Displays order management; Displays order management; Displays tracking information; Receipt email sent with Social Media links; Displays ratings section; Displays new product ratings; Displays product page

New email; Thank you mess.; Confirm. email; O.M. notification; Update email sent; Receipt email; Rating notification; Displays rules

**Back Stage:** Sends intro email; Tracks product popularity; Saves internal cart record; Sends credit card info; Saves shipping address; Generates Order # / Runs card; ShopKetti Slack pings with sale; Order is updated in system; Relays shipping info; Updates shipping info; Relays new notification; Relays rating options; Updates product info; Sends email update to product creator; Saves internal shopping cart record

Sends email; Sends email; Sends email; Sends email; Compiling user & product data; Calls existing clients; Calls prospective clients; Viewing sales

**Support Systems:** Email; Server & DigitalOcean; Marketplace; Shopping Cart; Stripe; Order Management; Slack / Stripe; Email; Order Management; Shippo / Stripe; Order Management; Shippo; Shippo / Courier; Notification System; Rating System; Product Page / Rating System; Email; Shopping cart / Market-place

## 6 micro blueprints

### SIGN UP- RETAILER

**Customer Actions:** Clicks Sign Up link; Selects retailer; Enters general info; Enters Tax ID; Adds login info; Double checks information; Agrees to terms and signs up

LINE OF INTERACTION

**Front Stage:** Asks if assistance is needed; Shows verification "check"; Requests confirmation click

LINE OF VISIBILITY

**Back Stage:** Goes to signup screen; Opens up retailer portal; Cataloges info; Verifies Tax ID; Saves information to account name; Moves account from pending to active

LINE OF INTERNAL INTERACTION

**Support Systems:** Account generation system; Account gen. / Tax ID verification; Accout generation

### BUILDING SHOPPING CART

**Customer Actions:** Goes to marketpalce; Selects filters; Selects product; Adds product to cart; Goes to shopping cart; Adjusts inventory level; Selects check out

LINE OF INTERACTION

**Front Stage:** Asks if assistance is needed; Asks if assistance is needed; Shows verification "check"; Requests confirmation click

LINE OF VISIBILITY

**Back Stage:** Goes to signup screen; Opens up retailer portal; Cataloges info; Verifies Tax ID; Saves information to account name; Moves account from pending to active

LINE OF INTERNAL INTERACTION

**Support Systems:** Account generation system; Account gen. / Tax ID verification; Accout generation