

Figure 2. Personalized Feedback for Each Papers

1. Brief explanation for the problem

Group #: 4 Date: 01/26/23 (SP#)
Name: Katie Kuratko, Sean Ahrens, Dani Teifer, Haley Kesler

Explanation: Evaluating: <https://www.zara.com/us/>

2. Your Answer (Feel free to discuss!)

Three Questions to evaluate Zara:

- 1) What are they offering?
This is very hard to decipher. At first glance, one would think they are selling either clothing or modeling services. It took us a second to figure out what exactly they are selling.
- 2) Why should I pick Zara?
There is no clear reasoning to pick Zara.
- 3) What do they want me to do next?
After selecting country and language, we are redirected to a page with everything they offer. However, after sitting on the site for a moment, the pages begin to flip up quickly and involuntarily. It is unclear where to go next. There are minimal CTA buttons and way too much movement happening at once.

Evaluation:
Upon reaching the landing page, you have two options to choose what country you're in and what language you speak. The CTA button is a button that says "Go". This CTA is extremely vague, providing no direction or information on where they will take the customer next. Additionally, there is no option to scroll down on the main page. There is no fold, what you see is what you get. It is simple and clear in the fact that you only have the option to click "Go", however, this gives no contexts to the brand whatsoever. If we were to change to CTA, we would add a few more that direct customers specifically to women and men categories. Our CTA's would say: "Shop Women", "Shop Men", "Shop Shoes", "Shop Accessories", etc. As for trust symbols, we found none that are visible, there would need to be some digging for things such as a return policy. Zara was recently rated #1 for worst Digital Marketing in the industry, which we believe speaks for itself in terms of trust. We would add a CTA to inform customers about how their clothing is made and where it comes from. The webpage is centered around large photos of their models - we would shift this focus to the products themselves instead of the models who are awkwardly posed. We would also want to avoid making our clothes look like high-end fashion pieces, and instead make them look like the daily wear/office attire they truly are. The website is very misleading compared to the in-store experience.
As for an A/B test:
Instead of the original landing page being 6 models wearing the same coat, staring at the camera. We would insert a more welcoming photo with a variety of different items of clothing. We would also include drop down menus for Women, Men, Shoes, Accessories, and Beauty. Our main CTA button would be in the bottom middle on the page saying, "Shop Now".

Student Viewed Document: Feb 3 at 11:48pm

Submitted Files: (click to load)
ShortPaper2.docx

Assessment
Grade out of 15
15

Assignment Comments

Great job guys. Your team always go beyond the goal of the SP. Thank you for that.

Zara website might be a familiar website, which you frequently access (maybe), but if you were able to find/discover some things that weren't seen/recognized before due to what we learned last time and interpret that differently, you succeeded!

Mikyoung Lim, Feb 3 at 11:35pm

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Reassign Assignment

Group #: Group 7, Jennifer Rhodes, and Alexia Paras Date: September 15, 2022 (SP2)

1. Brief explanation for the concept and theory (your own words)

The concept we chose is Perception, specifically the "Attention" concept. Attention is a process when something catches our eye and stimulates our mental processes.

2. Real world examples

- A real-world example that we thought of, is the use of attention grabbing found in stores. Often, stores will place items in eyesight of their target market for specific products. This phenomenon is called placing products in the golden zone. For example, products marketed towards children would be placed lower on shelves where they can easily see and grab them. Whereas products marketed towards adults would be found higher up in their line of sight.
- Another example we discussed was how certain colors are used to attract our attention. A lot of fast-food places have the colors yellow, red, or blue, because they are primary colors and help them stand out. Chick-Fil-A is red, McDonald's is yellow, Burger King is blue, red, and yellow, and Dairy Queen is blue. These colors draw our attention to them, and we associate them with hunger.

3. Marketing application ideas (solutions, suggestions)

- Although many brands market towards adults when using the eye level technique in stores, for child brands or products meant for children after a certain age, such as 5, should be placed on a lower level. Once the kids see the item on the lower level, since they are short, they can draw their parent's attention.
- Additionally, it might be useful for stores to place products they are having a harder time selling in the golden zone. Buyers might feel more inclined to purchase something if they are locating in a place that is convenient to them when they are shopping, or they could have their attention drawn to that product that they might not have originally considered purchasing.
- In our daily lives, when we want to ensure we complete a task, we can place a note or the assignment in our "golden zone". We could place sticky notes of reminders on our mirrors at eye level, or on our walls. It will remind us to complete it and draw our attention, ensuring we're on top of assignments/obligations.
- Companies sometimes consider rebranding to draw more attention to themselves and in turn, get more business. One example of this is Burger King. Their old logo was orange and red but in 2000 they revamped their logo to be blue, red, and yellow, which are more attention-grabbing colors. We suggest that companies in the process of rebranding or in need of

Student Viewed Document: Sep 16, 2022 at 7:22pm

Word Count: 14 words

Submitted Files: (click to load)
Format_MA Short Paper.docx

Assessment
Grade out of 15
15

Assignment Comments

Thank you so much for finishing (with this good quality) with only two members. I really appreciate it. I can see that you tried to bring more specific (real-world) examples accepting the last feedback. Great job!

Mikyoung Lim, Sep 16, 2022 at 7:17pm

thank you!!

Alexia Paras, Sep 16, 2022 at 7:22pm

Thank you!

Jennifer Rhodes, Sep 16, 2022 at 7:22pm

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Group #4 (Buyer Behavior Buds) Names: Macy Marshall, Hunter Graham, Bianca Barbieri, Brooke Harris

Date: 9/22/2022 (SP#)

1. Brief explanation for the concept and theory (your own words)
We decided to look at stimulus generalization and in particular licensing and co-branding. Stimulus generalization is the tendency of stimulus to invoke similar, conditioned responses. The purpose of stimulus generalization is for companies to capitalize and generate more revenue with consumers' positive association with those specific stimuli. In particular, co-branding and licensing is using well-known names with the hope that the association with that name will give the company a positive reaction to the product with which it is teaming up with. The term halo effect is associated with co-branding and licensing. The halo effect is the impression created from one thing to influence the opinion in another area/thing. Basically, when companies do co-branding, they want the impression from the one thing they are licensing/co-branding with to influence consumers to buy their product or service.
2. Real world examples
One real world example of co-branding and licensing to give a sort of halo effect is Breyers ice cream . They have been teaming up with popular candy bars and sweets, majority of which are chocolate ones, to get that halo effect on consumers and hopefully generate more revenue. Image 1 below shows the different brands of candies and sweets: Breyers ice cream have teamed up with . It should be noted Image 1 is not every flavor. This created a positive effect and in turn sales increased. I know for us personally, as a group, we would more likely buy the well-known candy/sweets Breyers has teamed up with . For instance, the Oreo ice cream over a typical cookies and cream flavor. The reason for this is because we know what Oreos taste like, and we like the flavor of them, therefore we would buy the Oreo and Breyers collaboration . You can also see in image 1 that Breyer's did a 2-in-1 with popular candy bars/sweets where they combined two different brands into one carton of ice cream . This could have an even better effect on consumers, if those consumers like those two flavors. But it could also have a negative effect if a consumer

Mikyong Lim
Nice summary and great elaboration

Mikyong Lim
Good to know about the brand's diverse collaboration works! Great example.

Mikyong Lim
Thanks for deeper discussion!

Student Viewed Document: Sep 25, 2022 at 9:28am

Word Count: 16 words

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Short Paper 3.docx

Assessment

Grade out of 15

15

Assignment Comments

Group 4: Macy Marshall, Hunter Graham, Bianca Barbieri, Brooke Harris

Brooke Harris, Sep 22, 2022 at 2:34pm

Great job as always! Best example which should be shared with classmates.

Mikyong Lim, Sep 25, 2022 at 1:39am

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