**The Big Idea**

In order to truly complete our transition to an e-commerce company, Laddawn.com and all the systems that support it need to transform in order to meet the growing needs and opportunities we face. This is most evident in product marketing: our existing Shop tab forces concessions in how we represent our product capabilities to our customers, diminish their user experience online, and ultimately, slows down or prevents altogether the commercialization of new products that stand to grow sales and profit.

The next wave of improvements to Laddawn.com will cement the Virtuous Cycle, propel our organic growth in existing categories, and capture market share in new categories. These advancements will allow us to become *The Marketplace for Packaging and More*.

**Marching Orders**

Build a product finding tool that:

1. is receptive to any and all kinds of products
2. shortens the product commercialization timeline
3. makes customers more aware of all the products we supply
4. makes customers more inclined to buy a broader array of product categories from Laddawn
5. makes the work of laddawn.com users easier, guided by the Model Service Experience

**User Needs and Intentions**

1. understand Laddawn’s capabilities and determine if we can supply what they need
2. get results that include pricing and availability on those products fast and hassle free
3. place orders efficiently

**How We’ll Know We’re Winning**

When:

1. It’s fast and easy for marketing and IT to work together to commercialize any new product opportunity
2. CE and CR become proud and passionate evangelist’s not obligatory apologists - criticism of *their* website provokes an emotional response that will require emotional intelligence to rein in
3. The UX design, underlying database, and development and commercialization process are repeatable across other business units within Berry, creating value in the larger organization

**Quantitative Goals**

Increase percentage of total customer user totals from 33% to 50%

Cement virtuous cycle: 30% close rate, 50% conversion rate

**Guiding Principles**

If we wanted to sell cars on Laddawn.com, could this design support such a product (both customer UX and IT development/programming)?

Nana test early and often?

Find balance between a clean and minimal design and one able to represent the breadth of product offering and details necessary to making a good purchasing decision

Benchmark against leading e-commerce companies, especially B2C brands our distributors interface with in their personal lives