

LA MUSICA

Joey, David, Max, Deydanh



TikTok Shop

Design Analysis
Joey



Mission Statement

“We aim to bring discovery, inspiration, and joy back to shopping by making TikTok the commerce channel of choice for merchants, creators, and affiliates”



The Colors

The colors of TikTok/ its shop counterpart are the same. Inspired by the contrast between a dark arena and bright stage lights, evoking the energy of live performances and the vibrant nature of the platform's content.

BLACK #010101

SEA SERPENT
##69C9D0

WHITE #FFFFFF

HOT PINK #EE1D52

Media Summary

Marketplace with items sold from creators on app.

The screenshot displays the TikTok Shop interface. At the top, there is a search bar with the text "women's clothing" and a "Search" button. To the right of the search bar is a shopping cart icon with a red notification bubble containing the number "2". Below the search bar are navigation icons for "Orders", "Messages", "Following", "Favorites", and "Offers".

The main content area is divided into several sections:

- Today's Deals:** A row of five items with discount percentages: "Up to 40%", "-65%", "-34%", "-30%", and "-62%".
- Featured Brands:** A section for "Pacsun" featuring a t-shirt for \$28.00.
- Clearance:** A section for "Limited time deal" featuring a hoodie for \$9.84.
- TikTok Picks:** A section with three items: a "LOVE AT FIRST FIND" product for \$17.97 (down from \$34.99, -49%), a t-shirt for \$15.16 (down from \$18.95, -20%), and a red t-shirt for \$17.60.
- Navigation:** Buttons for "For you", "Clearance", and "Extra savings".
- Category Tabs:** "All", "Home Refresh", "Fashion", and "Beauty & Person".
- Product Listings:**
 - A "Vintage Kendrick With Si..." t-shirt, 4 sold, with a "Flash Sale" tag, priced from \$7.41.
 - A "NEW Total Moisture Soap!" advertisement for Squatch, offering up to 55% off and a "\$80 coupon bundle".
 - A "Creative Round Tufted Rug" for \$15.16 (down from \$42.89).
 - "Men's Loose Solid Pocket Drawstring Waist Cargo Pants" for \$19.19 (down from \$29.09).
 - "COTTON CANDY CUSTOM BACKWARD LETTER D 999" t-shirt.
- Bottom Navigation:** A "TikTok Shop" icon and a "More offers" icon.

Delivery System

On TikTok shop items are sold by the creators on the app and ship directly from where they distribute to customer. Similar to Etsy which you will learn more about shortly from David. TikTok shop also has coupons and many great deals daily you can use to save on your shopping experience.

The TikTok shop is embedded into the main TikTok app. Some TikTok videos link directly to a product where you can click a link that sends you right to an item of interest. They also advertise products you are most likely interested in kind of like the for you page algorithm.



ETSY'S MARKETING STRATEGIES

The screenshot shows the Etsy website interface. At the top, the Etsy logo is on the left, followed by a search bar with the text 'Search for anything'. To the right of the search bar are icons for a heart, a gift, a bell, a shopping cart with a '4' notification, and another shopping cart with a '2' notification. Below the search bar is a navigation menu with links for 'Gifts', 'Seller Deals', 'Home Favorites', 'Fashion Finds', 'Registry', and 'Gift Cards'. The breadcrumb trail reads: 'Homepage > Home & Living > Spirituality & Religion > Cemetery & Funeral > Caskets & Urns'. A grey message box says 'Sorry, this item is unavailable.' Below this is a section titled 'Similar items on Etsy (Results include ads @)'. It displays a grid of 12 product listings, each with an image, a title, a price, and shipping information. The products include various styles of cremation urns, wooden boxes, and personalized gifts.

Similar items on Etsy (Results include ads @)

- Exclusive Cremation Urn for As...
Ad by PulvisArtUrns
\$607.70
FREE shipping
- Handwriting Gift For Men | Sig...
Ad by BrassHoncho
\$49.97
Eligible orders get 20% off
- Wooden Cremation Box for Fu...
Ad by WoodenBoxCompany
\$127.49
\$169.99 (25% off)
FREE shipping
- Minimalist Birdseye Maple Urn ...
Ad by MinimalistWoodworks
\$329.99
FREE shipping
- Farm Urn Custom Engraved, F...
Ad by SandednBranded
\$255.00
FREE shipping
- Traditional Urn - Walnut Wood
Ad by PerennialMemorialUrn
\$185.00
FREE shipping
- Personalized Mini Urn, Tree of ...
SimonaDustinTimes
- Golf Ball "Fairway to Heaven" C...
AmoralAnnalTime
- Personalized Mini Urn, Dog Mi...
CraftsAndCuteCA
- Personalized Mini Urn, Cremati...
DotEallCrafts
- Cremation Urn, Urn for Ashes, ...
BlueBlauTimeuse
- Industrial Design Urn Hourglass
JustHourglassCo

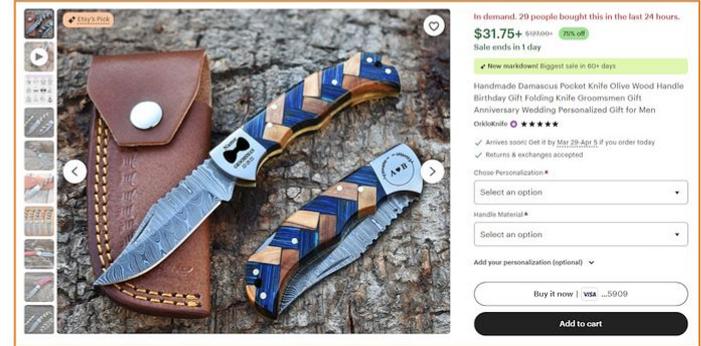
- Arts- and crafts-based online company developed to create revenues for company and vendors.
- Very open value range for all items offered.
- Product postings are regulated within a standardized template structure.
- Numerous sub-group listings and category postings, such as:
 - Gifts
 - Seller Deals
 - Home Favorites
 - Fashion Finds
 - Registry
 - Gift Cards

ETSY'S DELIVERY TECHNIQUES *

Etsy's marketing drives traffic to its platform and empowers its sellers.

Platform Marketing:

1. Etsy invests in marketing that drives buyers to the Etsy marketplace. This includes things like SEO, and off-site advertising.
2. Etsy optimizes the platform for search engines, increasing vendor visibility and sales.



Seller Empowerment Tools:

Etsy sellers own their own market.

1. **Etsy Ads:** Sellers can pay to promote their listings within Etsy search results.
2. **SEO Tools:** Etsy encourages and provides information on SEO best practices, to improve seller listing visibility.
3. **Social Media Integration:** Etsy facilitates social media marketing, connecting shops with platforms like Facebook and Instagram.

* Gleaned from **Gemini AI 2.0 Flash**: "What is Etsy's primary marketing strategy?"

ETSY'S FORMATTING STYLE GUIDE

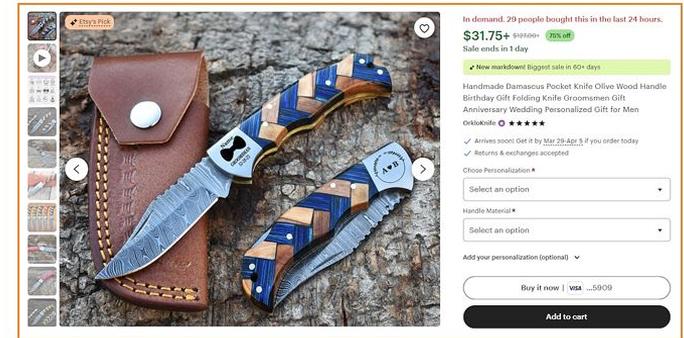
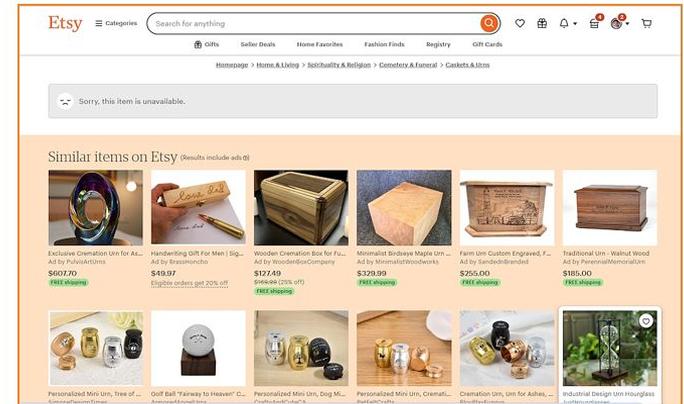
Simplicity is the goal.

Platform Front Page:

1. Organized boxes with standardized
 - Etsy logo color: E14900. Light blue fields: EAEAEA. Light pink fields: FFE0C3.
 - Standard white background
 - Nearly all font style is created using Arial, with different point sizes to match the listing size,

Seller Listing Page:

1. Large image in front with up to ten images on the left to open for display
2. Price on top with buying options.
3. Complete listing in the middle.
4. Call-to-Action buttons on the bottom.



ETSY'S BUSINESS STANDARDS

Etsy's Mission Statement: "To reimagine commerce in ways that build a more fulfilling and lasting world."

Primary Competitors:

- **Amazon Handmade** is the #1 competitor.
- **EBay**, particularly in the vintage and collectibles market.
 - ✓ While EBay offers a broader range of products, it competes with Etsy in those specific categories.
- **Shopify** is not a direct competitor in the eCommerce marketplace, it provides an alternative for sellers who want more control over their brand and sales.

E-Commerce Marketing Factors:

- **Reach:** Platforms like Amazon and eBay have a much larger customer base.
- **Specialization:** Etsy's focus on handmade and vintage gives it a distinct identity.
- **Seller Control:** Platforms like Shopify offer sellers greater control over their branding and operations.

Walmart

Business Design Analysis

Maxwell Foster



"Save Money. Live Better."

By providing equitable prices to communities far and wide, improve standard-of-living and provide opportunities.

Mission Statement



Colors

Primary Blue

Walmart's Primere and proud blue. It's designed to evoke confidence and safety throughout your shopping experience.

Accent Yellow

Sparse but true, and always seen in the titular "Spark" logo, Walmart's famed yellow hue leads users throughout the wealth of pages and products.

Shades / Tints

Meant to fill the blanks and bask in the limelight when needed, Walmart's assortment of tones, tints, and shades provide a pleasant variance to prospecting visitors.

Stark White

Usually seen as the background and baseboard for elements all across Walmart's web domain. Simple, classy, and easy on the eyes.

Media Summary

- Any people depicted across the Walmart Website are ecstatic and overly bright/saturated
- Where applicable, products sold/marketed are usually white pastel shades to contribute to a soft and pure palette
- Custom font face "EverydaySans" is utilized across all outlets as well as external marketing material/advertisements

-Images taken from various listings across the Walmart website





Delivery and Expression

- Website - Primary system for content/product delivery, Rounded Tile and card based, reminiscent of classic in-store flyers and pamphlets. Use of a digital cart and check-out system, where products are shipped to end user(s).
- Mobile App – A simplified/streamlined port of the primary website, oriented towards touch navigation and shopping.
 - Also incorporates some in-store functionality, but that's not too important.



AMAZON



Deydanh Hackett



Mission/Vision Statement:

"Spend Less. Smile More."

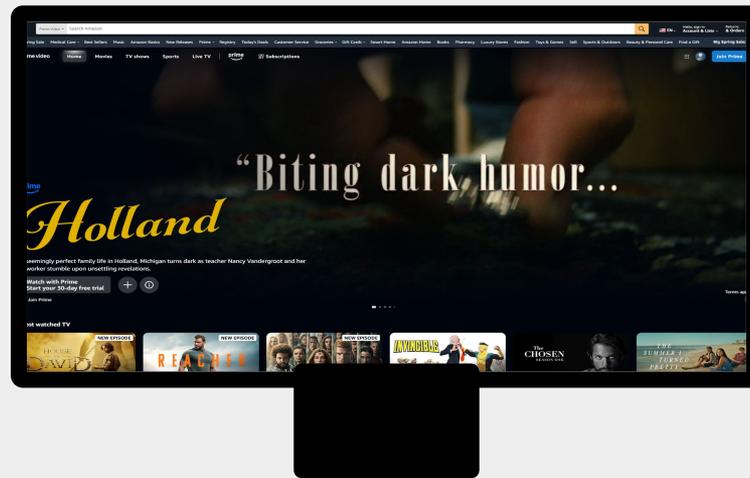
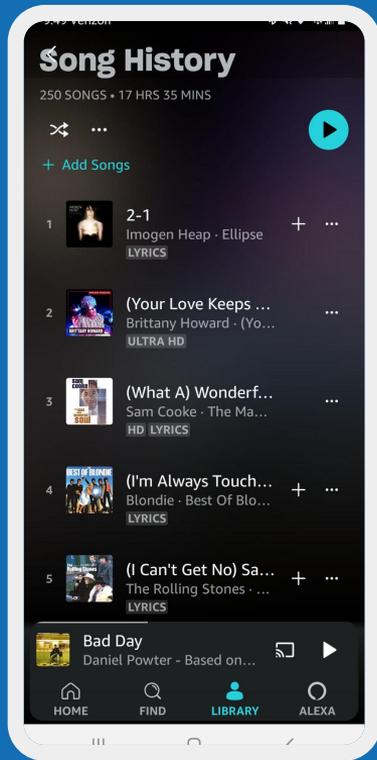
Amazon wants to be able to serve customers through online and physical stores, while being able to provide a vast number of products at competitive prices for customer satisfaction.



Target Audience

When it comes to target audience Amazon has a very broad and wide range of consumers. Attracting customers who are shopping for electronics, clothing, books, groceries, etc. While also having Amazon Prime which is a subscription that offers benefits like faster shipping, exclusive discounts, and the access to Amazon streaming services (Prime Video, Prime Music).





Content / Media Summary

Amazon has a bunch of different platforms and services that they offer. Whether it's streaming video, music, audiobooks, and live gaming. Amazon invests in original content, creates revenue streams, and is also willing to compete in the media and entertainment sectors.

Delivery System

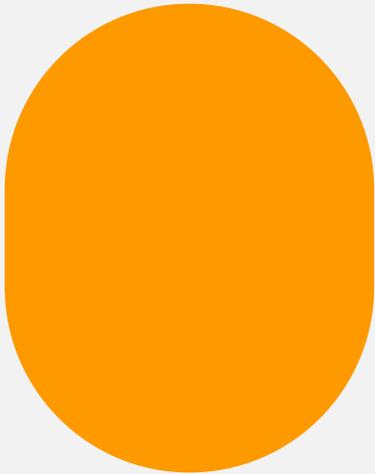
Amazon has a high and efficient delivery system to where it's designed to fulfill orders quickly and reliably. They have multiple Amazon Fulfillment Centers and also have Amazon Prime Delivery where you can get two-day shipping, and or same-day/one-day delivery.



Amazon's Primary Colors

HEX #ff9900

Amazon Orange



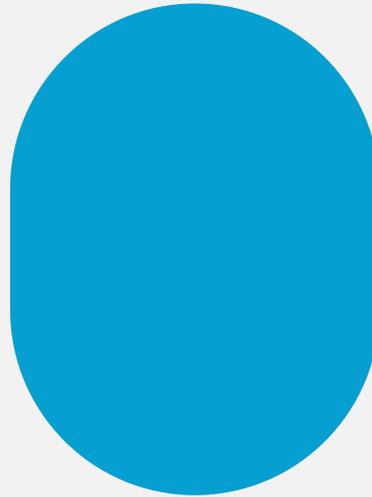
HEX #232f3e

Squid Ink



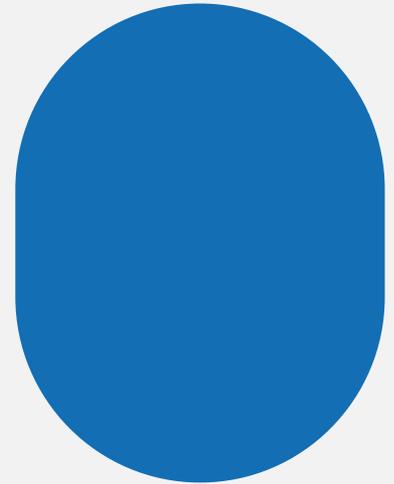
HEX #f2f2f2

Alexa Blue



HEX #146eb4

Amazon Blue



LA MUSICA STYLE GUIDE pg. 1

TYPOGRAPHY –

HEADING FONT - DRUK SUPER

SUBHEADING FONT – ROBOTO SEMIBOLD

BODY FONT – ROBOTO REGULAR

COLORS

PRIMARY

PURPLE
R: 114 G: 0 B: 255
HEX: #7200FF



GRAY
R: 145 G: 145 B: 145
HEX: #919191



SECONDARY

BLACK
R: 0 G: 0 B: 0
HEX: #000000



OFF-WHITE
R: 241 G: 241 B: 241
HEX: #F1F1F1



STYLE GUIDE pg. 2

UI Elements:

All heading texts use DRUK Super with all caps. Buttons to switch pages use purple with black/white text. Example below. Website uses white background as the main but dark mode is an option to switch on and off.

Tone:

laid back, engaging, casual

Aesthetic:

Minimalism, modern, sleek



GENERAL NOTES FOR LA MUSICA

Basic Platform Descriptions

Our platform is created to provide opportunities for growth, and to emphasize creator sales/merchandising for musicians.

Standardized Template Format:

- **Primary Colors:** Purple, Grey
- **Secondary Colors:** Black, White

Target Audience(s):

- Young adults
- Musicians
- Potential / Future employers

Site's Dual Function:

- **Part One:** Social media platform
- **Part Two:** Selling sound/media, with additional merchandise sales

Overall tone of website:

- Serious, Casual, Humorous with Purpose



* *Cartoon image taken from:* www.dreamstime.com

DELIVERY SYSTEM & PLATFORM

Delivery System and Platform Descriptions

Delivery system:

- Musicians sell their private, custom sounds & media right through the app.
- Other musical artists can download it via mp3 file.

Our Platform:

- **La Musica** is accessed through the Apple App Store, or the Google Play Store.
- **La Musica** can also be accessed on web-browsers to make uploading media files a little easier for users.

* *Cartoon image taken from:* www.dreamstime.com

