



SHOP MACK

service design overview

RPS CONSULTING



Tamara Mack

**Interior
Designer**

**Real Estate
Staging**

SHOP
MACK

1.2M Annual Revenue • 2K Customers

“Deliver an incredible selection of designer furniture and accessories to people via an online shop”

.....
500,000 Subscribers

YEAR 1

*Create a delightful
1 click shopping experience that
innovates online furniture retail space*

BUSINESS

No Brand Recognition → No Trust

Bootstrapping

No Brick & Mortar Location

CLIENT

Resistance

Laundry List of Expectations

The Client



- ▶ A client management strategy suited for client's personality using the DISC assessment
- ▶ A Commitment to providing Tamara with an actionable plan that would create real results

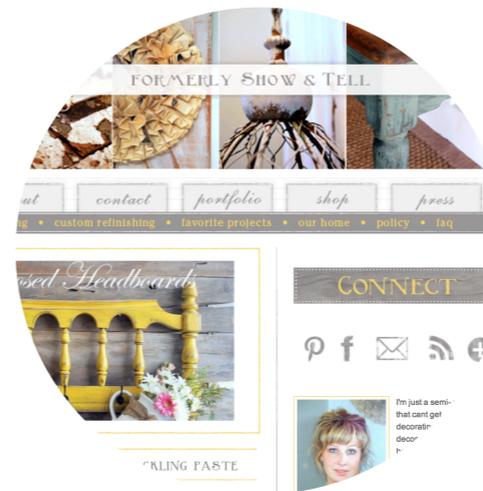
The Business



- ▶ A structured list of business development priorities that are based on factual furniture industry trends & shopping behaviors
- ▶ A frame of Shop Mack's business scale
- ▶ Tools to appeal to VCs

BRAND CAMPAIGN

- ▶ Establish periodical small events with designers, bloggers and other media.
 - ▶ Use current staging spaces
 - ▶ Bloggers, media and trends setters
 - ▶ “Cheese and Champagne” happening



BRAND CAMPAIGN

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Create a campaign that positions Shop Mack brand and tells a compelling story in blogs and social networks.

- ▶ Create video portrait of Tamara Mack
 - ▶ Story to give credibility to the brand and designer.
 - ▶ Use social networks to distribute stories and content (Facebook, Houzz, Pinterest, Vimeo).

RICH CATALOG EXPERIENCE

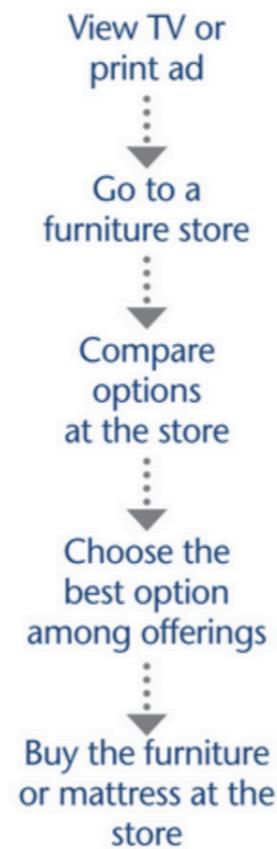
Provide a video catalog where users can have a better connection with the items.

- ▶ Short videos (25-45 seconds)
- ▶ Show:
 - ▶ Materials
 - ▶ History and designer
 - ▶ Main Features
 - ▶ Use and care



Online Furniture Shopping Process Diagram

The previous process
Linear and store dependent



The NEW process



MARKET

63 Billion dollars

2.4% Expected growth in next 3 years

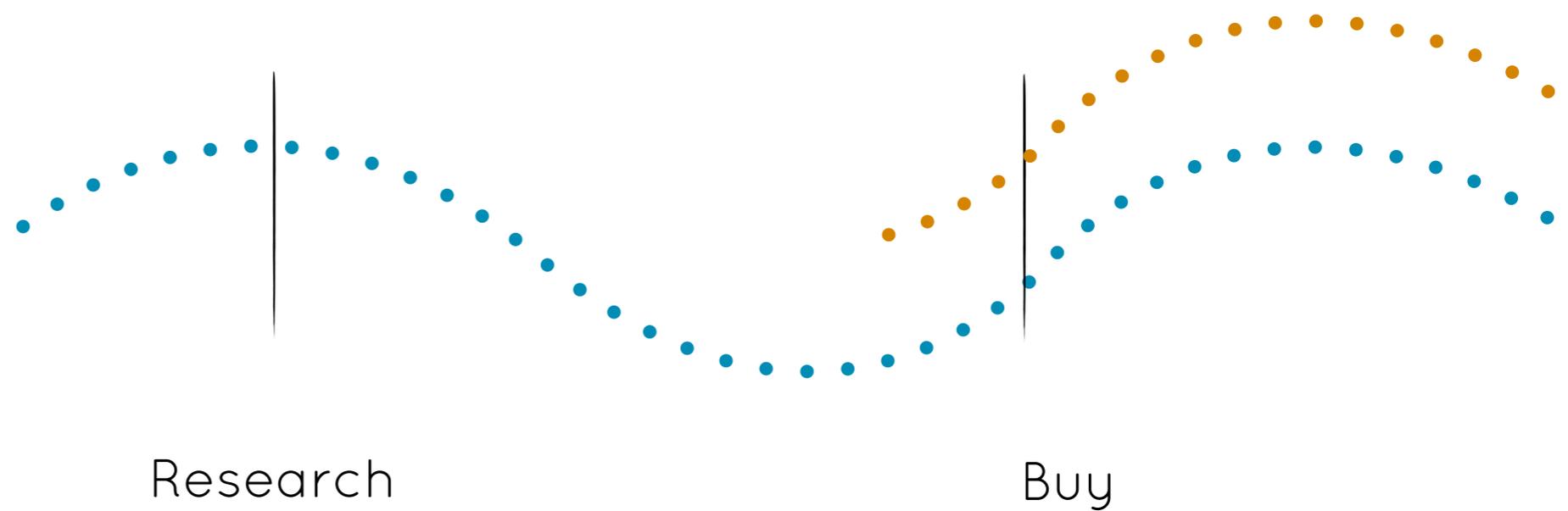
25% Online shoppers

13% Year growth

SHOPPING BEHAVIOR

CONVENIENCE

VALUE



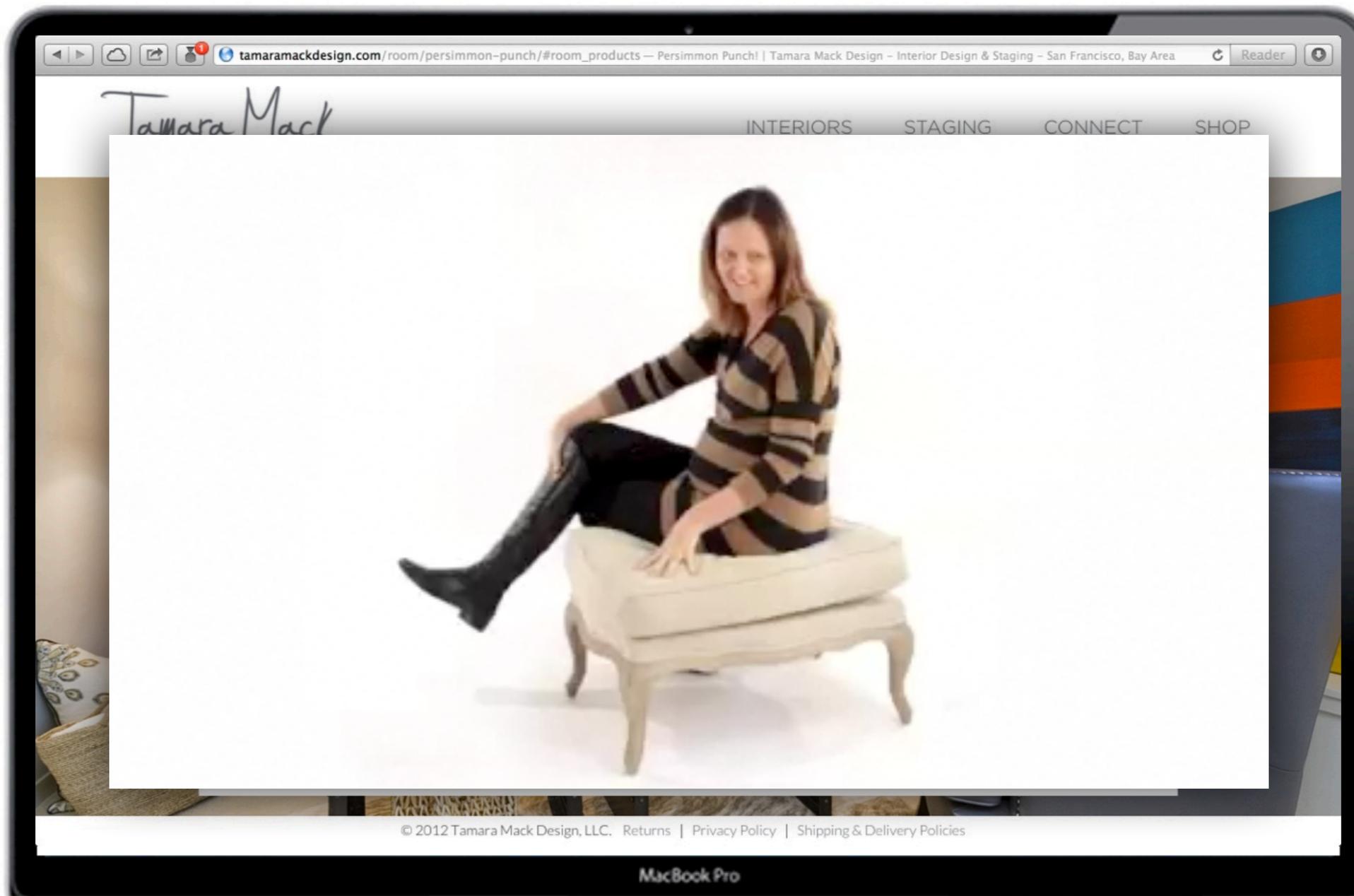
*Shipping
&
delivery*

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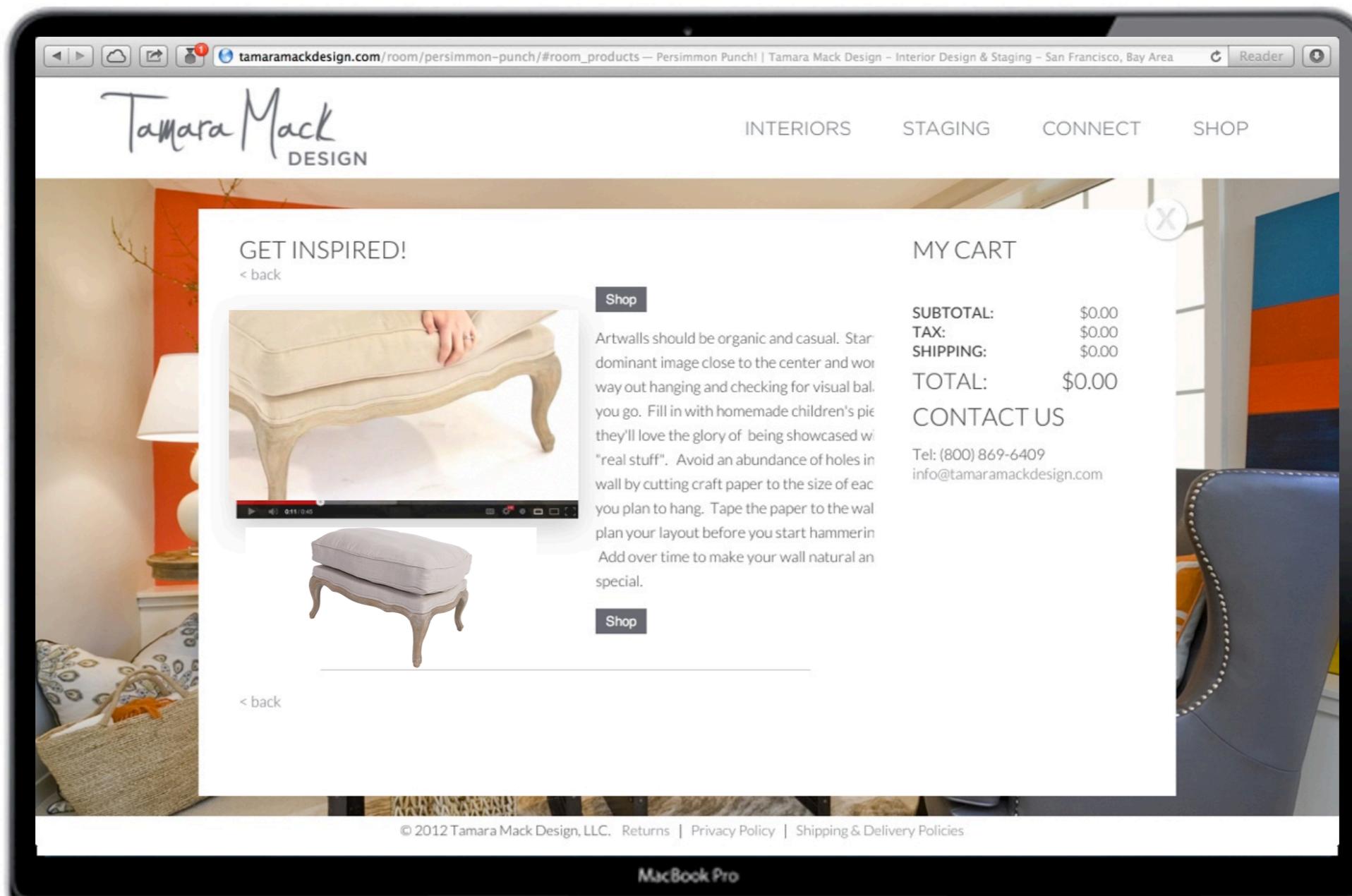


- ▶ A major factor for people not considering buying online is the shipping experience
 - ▶ Ambiguous and tedious return process
 - ▶ High costs
 - ▶ Risk of damage

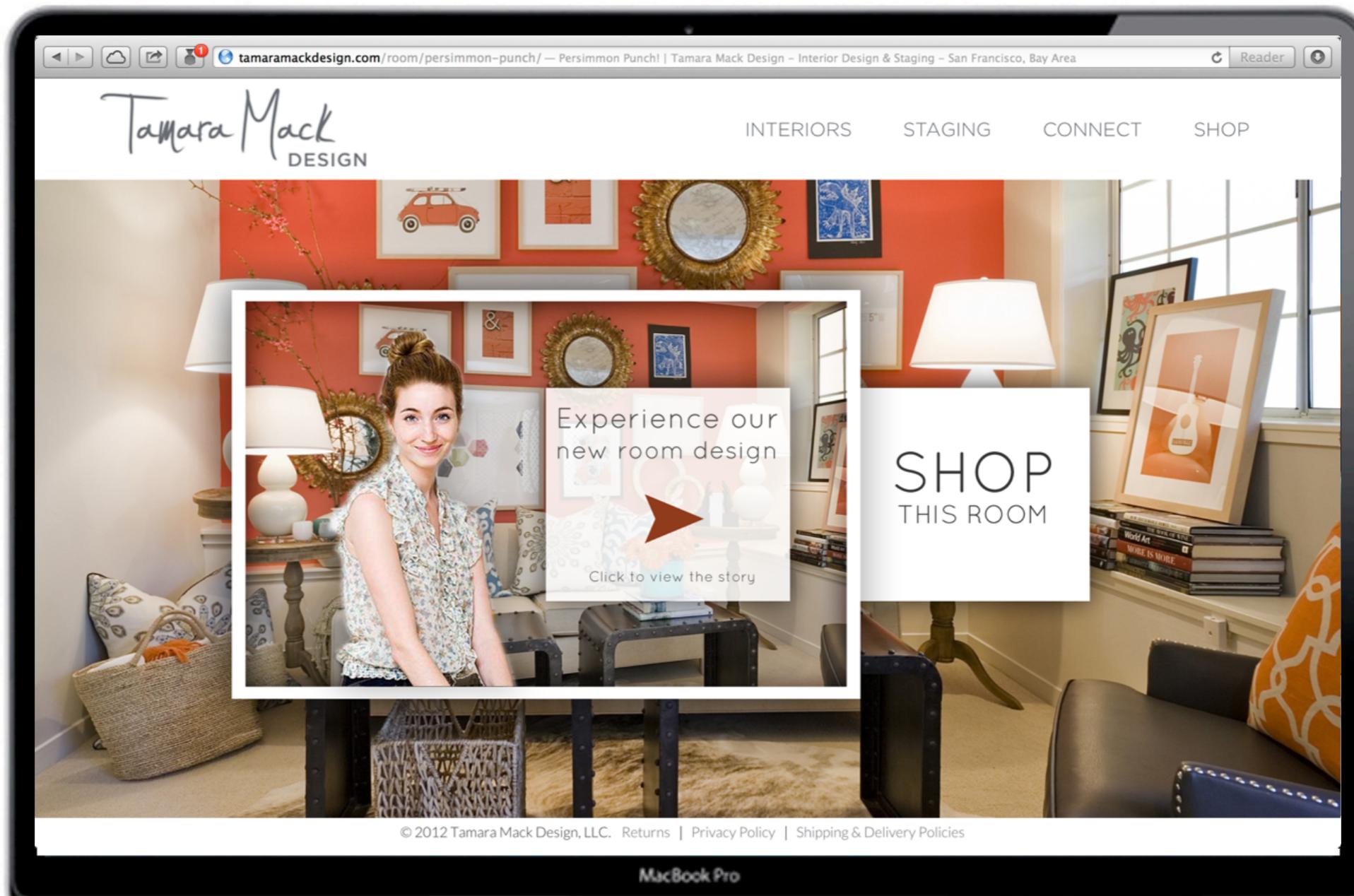
RICH CATALOG EXPERIENCE



RICH CATALOG EXPERIENCE



RICH CATALOG EXPERIENCE



*Reset
Priorities*



- ▶ Build a foundation that connects with the emotional needs of customers
- ▶ Shift web development efforts from creating additional features to conveying a deep level of trust to customers

Results



- ▶ Client confidence
- ▶ Customer Profiles
- ▶ Market validation
- ▶ Product market fit
- ▶ Increased web traffic
- ▶ Rich shopping experience

“MACK was named an "innovative e-commerce site to watch" alongside HauteLook, Warby Parker and #AmazonCart in May of 2014 by iMediaConnection”

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FEATURED

The SF Chronicle

HGTV

Rue Magazine

Houzz

Pop Sugar

7 Home Decor Startup Trends to Watch

By [Charlotte Nichols](#) January 29, 2015

7. Out-of-the box solutions.

For the hands-off shopper looking for convenience, companies can provide entire rooms for sale that look professional and polished.

[MACK](#) is one such company, taking the staged-room concept a step further by offering fully designed rooms for sale at the click of a button. Launched in San Francisco in 2013, MACK aims to replace the need for an interior designer altogether and solve one of the biggest challenges consumers face when decorating -- being able to envision the complete, finished look of their home.

I was so excited about MACK's approach to design that my company, UGallery, has partnered with it to [offer original art in rooms](#).

JULIA RYAN

LIFE + STYLE

APRIL 29, 2014

Have you shopped MACK yet?

I'm really excited to introduce y'all to an awesome company with an innovative way to shop. MACK takes the your desire for a well styled room and pairs it with whole room shopping, but with style. Imagine how wildly popular certain national brands have been at serving up rooms to go. If you're reading this blog then you're probably cringing like I am at the thought. Now think for just a minute at how awesome that same service would be if it was provided by an interior designer offering a carefully curated collection of high style finds where you could purchase a whole room or even just one item. Genius right.



designer.

Enter MACK. Founded by interior designer Tamara Mack, MACK is a San Francisco based furniture and home decor ecommerce site that provides professionally designed spaces without the effort, expense, and time commitment of working with a traditional interior

REAL ESTATE



GET SOCIAL



SHOP THE FEED



A close-up photograph of a woven basket, likely made of bamboo or rattan, showing a complex, repeating geometric pattern of light and dark brown strips. A large, white, semi-transparent circle is centered over the basket, containing the text "Thank You" in a black, elegant serif font. The text is underlined with a dotted line.

Thank You