

Making Wanelo a Relevant E-Commerce Brand

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It's 2015 and the digital world is making major strides to work with this technology fueled world. One of the larger trends that has appeared in the last few years is merging social media and e-commerce elements. This strategy works great for some companies and not so great for others. A company that falls in the latter, is Wanelo. Wanelo is a company who has a website and an app, designed for online shopping while also acting as a social media website. Users can save items to boards and follow others while they are browsing/purchasing products. Since the company chose to get in on such a large and upcoming trend, most would assume that they are doing well. The reality is that there are a fair amount of issues with Wanelo. When looking at their website we found that there are physical issues with the purchasing process/checkout and overall user experience. We also determined that they are lacking in their market opportunity and their branding. In order to fix these problems, we decided to rebrand and reposition the Wanelo company. By placing them in a new market, with new branding and issues fixed, the popularity of the site will increase and therefore their revenue and overall success will increase as well.

Seeing as Wanelo is meant to be an e-commerce site, the first part of Wanelo we analyzed was the checkout/purchasing process. We found some problems in the process of purchasing an item from Wanelo. These problems can be classified into two main categories: the login account and the checkout. In terms of the login account, the first problem is that the Wanelo e-commerce platform requires the consumer to create a login account to purchase an item. This mandatory login may stop some consumers from buying their selected items if they do not want to create a login account. Terminating the process of buying an item may lead to consumers' dissatisfaction. Which in turn, the dissatisfaction by the consumers, will affect the profitability of Wanelo because the consumers will not try to buy from them again and may not recommend this website as an e-retailer to their friends. In order to solve this problem, we

decided to allow the consumers to purchase an item from Wanelo as a guest, without creating an account. If they decide to use this option, it will increase consumer's satisfaction, which will lead to an increase in profitability.

If the consumer does decide to create an actual account, they have the option to create a login account through an email address or a Facebook account. Accessing Wanelo from a Facebook account can create a lack of focus on Wanelo's main purpose. Furthermore, even when the consumer decides to login by using an email, Wanelo highly recommends the consumer to select friends as an optional step to create a login account. This lack of focus on whether Wanelo is a retailer or a social media site makes the consumers confused about what the main purpose of this site is. To address this problem, we decided to remove the option of creating a login account by using a Facebook account and removing the option of selecting friends to make it more focused and to the point that Wanelo is an e-retailer site.

In addition to the problems of creating a login account, we found problems in the checkout process to complete purchasing an item from Wanelo. In the checkout process, Wanelo does not specify the type of bank cards they accept. This creates uncertainty on the side of the consumers to which bank cards Wanelo will accept because they will need to try with their bank cards until the transaction is successfully completed. In order to make it more clear to the consumers what types of bank cards Wanelo accepts, we decided to include pictures for the type of bank cards Wanelo accepts. With this feature, the consumer can save time and will not need to do a trial and error experiment until he or she can complete his or her purchase.

When the customer decides to go ahead and purchase the item, there are some complications regarding the purchasing of more than one item. Since the Wanelo website has no shopping cart, the consumer needs to buy the selected item, then, if they want to buy a second

item, they have to go back again and select another item to buy it. Having no shopping cart increases the steps of the checkout and causes the process to be tedious. In order to make the process of the checkout more convenient to the consumers, we decided to add a shopping cart, which consumers can add as many items they want in the cart. Then, they can check them out within a single process. Not having a shopping cart on the website breaks the mental model of a shopping website. Most websites that people can purchase from have a shopping cart where all the items they have selected to buy are put so there is only a need for one transaction, instead of multiple.

Even if Wanelo were to have a shopping cart, the consumer would still need to make multiple transactions because there is no option to add the quantity of the item they are looking to purchase. The only way to buy more than one quantity of the same item is to go back through the website and purchase it again, which requires going through the same checkout process multiple times. Repeating the checkout process multiple times can annoy the consumer and may hinder them from buying as many quantities as they want. To solve this problem, we decided to allow the consumer to add to the number of quantity they want of the selected item by giving them an option to select the number of quantity. Allowing the consumer to select the number of quantity they would like to purchase will make them more satisfied, which leads to an increase of profitability.

Furthermore in the checkout process, there is a slight gimmick where the user is directed off the website sometimes, but not all times. There are some purchases that will go directly through Wanelo, but there are other checkouts that will go to the website of the company that is selling the item. This happens because there are actual stores that own pages on Wanelo that are selling their clothes and accessories, so Wanelo will redirect the user purchasing something from

one of those companies to the company website to complete the purchase. This could potentially create a lack of focus because it takes the users off of the website when it, Wanelo, should be retaining their customers on their website so people will continue to purchase from them instead of going to purchase from another company website they might not have known existed before they were redirected to it. To solve this, all transactions should be made on the actual Wanelo website. It will also allow the users to feel comfortable typing in their bank card information because if they were redirected to a website they were not sure is a real website, they might not purchase anything and label Wanelo as a “sketchy” website. This will cause Wanelo to lose their customers and credibility; therefore, they will lose business and profit.

The next part that we decided to take a look at, is the market opportunity. An important part of every business plan is determining the market opportunity. Anybody could wake up one morning and decide to create a new product or a new company. Their idea may be great, but if it is not what the consumers want, then there is no point in going further. What individuals and companies should do is listen to what the consumer wants and/or needs and then create a market opportunity and the following elements. Market Opportunity is concerned with filling the consumers’ needs or wants that have not been addressed before another competitor has the chance.

When determining the market opportunity, marketplace, value proposition, and the environment must be considered. The marketplace is the physical/virtual place where the company plans to sell. Wanelo currently has their foot in the door of multiple marketplaces. The first marketplace that they are in is a social media marketplace. This marketplace creates a space where users can follow their friends or other users to follow their activity. Users can also save items onto boards that they create in order to keep them on their profile. Having a social media

marketplace is a good tactic because the social media part adds the element of fun for the users. However, for a website who has a goal of making revenue, this is not a good primary marketplace. It is their current primary marketplace when it should be in an e-tailer/e-commerce marketplace. They currently do have some aspects from that marketplace. Wanelo allows its users to buy items, and stores that have a Shopify account can sell their products. They are using business to consumer e-commerce in this marketplace. The problem is that the social media aspects are accentuated so much more than the e-commerce features. If they are looking to make a revenue, they should push the features that guide the users into buying behavior. If the company were to put more of a focus on those elements, theoretically they would make a lot more money. Some things they could do are create a sales tab to show the users what deals they could get and create a buy button on the images along with the save button. Both of these items would grab the user's attention and remind them that they can purchase these items as well as save them. However, introducing or emphasizing a few e-commerce elements is not going to easily shift the view of the users who view the website as a social media platform. As long as all of the social media elements are still there and prominent, the user is going to assume that is the main purpose and utilize it for that purpose. The company needs to reduce the emphasis on some of these elements or remove them entirely. They could remove the news tab that is on the same page as the alerts and they can also remove the need to follow "friends" or popular people when the user creates an account. If it is truly a website that is designed for e-commerce, the need for "friends" should not overshadow the products and purchasing process.

The second thing to consider is the value proposition. The value proposition for this company is unknown. There is not a specific known element that sets them apart from other companies. The main goal of Wanelo is to bring together social media and shopping. They also

strive to bring users items that they may not find in physical stores and a variety of items. This is a good idea in theory, but many other companies have the same goals. The latest trend on social media has been introducing a buy button of some sort, so users can now purchase items on the majority of the main social media platforms, such as Twitter and Facebook. Pinterest offers essentially the same thing as well with a combination of social media, saving products, and e-commerce. The value proposition for this company would be the fact that they sell such a variety of products that may not be found in stores. The problem is that the company is located in a competitive environment where other companies have similar value propositions.

Competitive environment refers to the number and nature of the competitors in the same marketplace. The competitors are companies that the company will directly be competing with. They could offer the same products or they could just be in the same general marketplace. The two main competitors for Wanelo are Pinterest and Etsy. Pinterest is almost exactly the same concept. User's pin items to boards that they create and as of this year, users can purchase the items as well. So, there really is no difference in value between the two, only that Pinterest is better known. Etsy is similar in the way that the products both come from smaller stores and they are sold online. Another competitor could be Amazon. If users are looking for something unique or quickly, they are more than likely going to look for that item on Amazon, not Wanelo. The problem doesn't lie solely in the fact that Amazon is a large brand but also that most people do not go to Wanelo when they need to buy something. Users typically go to the website when they are bored or just feel like browsing. The main two problems that lie in their competitive environment are their lack of a value proposition and their popularity. There is always going to be some form of competition in their environment(s), but there are some ways that they could put themselves out there. First of all, they could start advertising on more platforms and getting their

name out there. The popularity issue will not change until more people learn about the company. Also, when they work on emphasizing their spot in the e-tailer/e-commerce marketplace, as mentioned above, that will increase the recognition of their sales and hopefully increase the number of users who go to the site to purchase items.

Yet another thing that is not clear, is how their revenue model works. After looking it up, we discovered that Wanelo currently has a transaction fee revenue model in place. This would be difficult to determine, because the issues with checkout, which were discussed earlier. They do not make it clear if the sales go through Wanelo or if they go through the original company. This confusion and organization could lead to a lack of trust in the company. Many consumers are already weary about purchasing online, even if they are familiar with the brand. Wanelo itself is not the most popular site and by using products off of other sites, it may look a little sketchy to some users. Also, unlike most online stores, they do not sell any of their own products, they only sell products from other stores. The products that appear on the site come from both Shopify stores, which are registered, and other retail stores who have websites. The problem with this method is that any user can post an item with its details, from any site. The problem with this is that Wanelo must approve the site and or product before it can be sold through Wanelo. So essentially the product is just sitting on Wanelo with no real purpose, because it cannot be bought. To solve this issue, the posting should be limited. If Wanelo does not have permission to post certain items or if an item is from a website that has not been approved, the user should not even get the option to post the product. Wanelo should only contain items that can be purchased in order to uphold their e-commerce presence. In addition to this transaction fee, they should look into getting an advertising revenue model as well. They could place ads near the top of the page or on the sides. This would probably only generate a small amount of revenue because most

people tend to pass over the ads, but it will give the company a little more revenue until they truly establish themselves. The company could also take their transaction fee model even further while establishing their credibility at the same time. If they develop a partnership with a company where, for example, customers could get certain sales on items by purchasing them through Wanelo. Not only would this get the company more popularity by being featured on the company's site, but it will also give them more revenue through an increase in sales and give them the credibility from being connected to the store.

Like all companies and websites, Wanelo has a target audience. Wanelo's target audience is made generally of female, young adults. We asked a variety of different people around the campus, finding out that most of the males have never heard of Wanelo before and have no idea what it is. However, for the females, there were some who have never heard of Wanelo before, and there were some females who said they have used it back in high school but do not use it much anymore. Out of the people asked, there were definitely more females that used and knew about Wanelo than there were males. Nevertheless, there is an increase in the number of male consumers. As most of the people around the campus are college students, they provided that they used it when they were in high school, but once they started college, they stopped using it, or it stopped being popular once they were no longer high school students.

The target audience has other aspects than just being a female, high school student. The people who generally purchase or follow other people on Wanelo are people who are more interested in unique items than more mainstream items, generic products. The items on Wanelo are one of a kind and once the item is bought there is a very unlikely chance that someone else will be able to buy the same item. However, on the site, there are accounts that are linked to large brand stores. Even though most people believe there are only independent sellers, there are

a lot of large brand sellers as well. Wanelo is often compared to Etsy, another website for individual and large brand sellers to sell their things. As long as a representative from the store claims the page, then they can manage the store pages and enable them to interact with the Wanelo community through the comments and stories to gain visibility into which products they are selling are trending. Therefore, if the user is buying from a large brand store, then there will be more of the item; versus if the user buys from an individual seller, there might not be more of the item because it is unique. As a customer can purchase an item from a store or an individual seller, it is considered a Business to Consumer (B2C) type of e-commerce. Wanelo is considered a B2C e-commerce site because it involves different businesses, or individual sellers, selling to consumers.

As a great way to reach out to the vastness of Wanelo's audience, there is an app for the user's smartphone or mobile device. If the user has a smartphone or a mobile device, it is more likely they will access their account to Wanelo than a user who just uses the website. It is generally easier to quickly access the app to Wanelo than to take out a laptop or find a computer, granted there is one around, boot it up, search for Wanelo in a search engine, and then finally log into the account. On a smartphone, the user can just find the app, tap it, and maybe log in, or if the user just stays logged in, then the user will be ready to use the app as soon as it loads on the phone. Smartphones are great for on the go when the user is looking to follow stores and sellers or if they just want to save something to their wish list or quickly post something to their store page. People will browse through the stores' pages for what is trending while they are waiting for a bus or class to start.

With 550,000 stores that use Wanelo across the United States, having been founded in San Francisco, California, it is easy for Wanelo to reach and cater to the desires of many people.

It has reached as far as Pennsylvania on the East Coast, one of the farthest states from California on the West Coast. It is one of the biggest online malls based in the United States. Wanelo is only used in the United States; there is no availability anywhere outside of the country. The stores on the site and app are only able to see to customers based in the U.S. Therefore, if the customer has a credit card with a U.S. billing and shipping address, then the customer can shop directly from within the app. There are many shoppers outside of the United States who are interested in buying on Wanelo and the developing team is working on enabling international shipping for those who are not located in the United States.

Of the people who use Wanelo, there are two kinds of customers: old customers and new customers. The old customers, if they have not yet reached their twenties and are still teenagers, then it is more likely they will continue to use Wanelo. However, as we have asked people who are now in their early twenties whether or not they still use Wanelo, they have confirmed they do not use Wanelo. Some added that they might look at it if they are really looking for something unique and trendy, because they have not found anything they particularly liked in any of the large brand stores or any of the small, local boutiques.

An account is needed for the use of Wanelo. Old customers have an account already set up, so they are able to use the site or app whenever they want to, if they remember their account information. However, once the old customer's age reaches around the twenties, she (or he) will stop visiting Wanelo and purchasing from the site. A few college students have reported of being old customers and only going back to the website if they could not find something unique in one of the large brand stores or a local boutique. If the old customers are still within their teenage years, there is a likely chance that they will continue to use Wanelo throughout their day to day activities to either view, follow, or purchase items from the website or app.

Old customers should have an easy time knowing how to use Wanelo because they have already used it before. Therefore, their model map of the website and the app are already made. The only reason they would need to relearn to use the app or the website is if there are any major changes from the updates. Especially for the app, a lot of app designers and companies create many updates to fix bugs or anything that has a problem with it to allow smooth and easy use of the app. If the Wanelo app undergoes a major change in the layout of where things are and how it is used, then the old customer will have a more difficult time making his or her way through the app to follow, save, or purchase an item. The same goes for the Wanelo website. If there is a major change to the website, the old customer may be thrown off and will have a frustrating time figuring out where things are that were easy to find for them before the change. However, most apps and websites have a quick tutorial when updates are applied to teach the user what to do or show the user where things are if the location on the website or app has changed for them.

For new users, it is fairly easy to use. In the beginning, to sign-up, the users have the choice of either using their Facebook as a login or to use a valid email address to use as a login with a username attached. Once they have successfully signed up, they are greeted with a pop up telling them it would be helpful for them to pick at least three pages to follow. After the pages are picked and the next button is clicked, the option of putting the user's' phone number in is offered to have a link for the app sent directly to their phone. But there is an option to skip it, if the users so desire to not give the site their phone number, which is guaranteed to be private. As soon as the user has created an account to access the store, using the email option instead of the Facebook one, there is an email that is sent to the user's email address that promotes the Wanelo app.

The new customers must create their own account in order to use Wanelo. Wanelo is inaccessible to people who have not created their account. The user can go to other parts of the Wanelo website besides the actual store part, such as the About page. To do this, the user will have to search “Wanelo” in a search engine, but instead of going to the website link, click on the About page instead. The website link will take you to the website where the user will have no ability to click on anything but to join, sign in, sell, or download the app. However, because the user must have an account first before being able to browse and purchase from the store, the home page only allows the user to view a “preview” like strip where they can see some of the clothes and accessories. Wanelo wants the user to join, sign in, sell, or get the app, so the website has ads for its own website on top of what the browsing part of Wanelo looks like, creating the “preview” like strip. After creating an account and signing in, they will be able to shop and browse as much as they want.

Learning the Wanelo website is easy to do because it is not very different from other shopping websites. The website has the navigation bar like a social media website and a shopping website. The mapping of the the website is much like that of other websites that people have used so it is easy to figure out where things should be located. There is an alerts and news button that takes the user to a page where the user is able to see the recent activity from the people they follow, as well as some alerts and recommendations for the user of items the user will like based on the pages he or she follows. There is a trending tab that allows the user to browse the trending items for either women, men, home, all three, or two of the three. These few good elements however, are not seen as much as they should be due to the lack of popularity and quality branding.

Wanelo identifies themselves as an online mall that has many more stores than any mall most people have ever been to. While there is no problem with claiming to be the biggest E-Commerce mall out there, the problem is Wanelo's brand identity. The name Wanelo comes from the first two letters of each word in their tagline: (Wa)nt (Ne)ed (Lo)ve. Although this is a clever name, it is not effective and it does not reflect what the company is, an online mall. The name of the company is hard to pronounce in general and the way it is supposed to be pronounced is not spelled the way it should be. (Visual 1) Some may not see the name as a problem, but when the first thing you see after the company's name is how you're supposed to say it ('wah-nee-loh'), there is a brand crisis. (Visual 2)

In order to become one of the more successful online retailers out there, the name and brand identity of a company has to be clear. "Want Need Love" does not allude to e-commerce, malls, nor online shopping. To go along with the name and tagline, the logo of Wanelo is unclear as well. If it can be considered a logo at all, it is nine squares that are the same colors of the text on their site. (Visual 3) Random squares for a logo, a name that cannot be pronounced and a tagline that has nothing to do with what the company represents: these are reasons why Wanelo needs to be rebranded.

Amazon is one of the most well-known e-commerce brands out there and they are a great example of a company that carries out their brand identity in everything they do. The way they brand themselves is genius. With the name "Amazon", their tagline is "Everything from A to Z." (Graphic 4) Amazon is an online store that sells just about anything fathomable, so using that tagline is clever and very effective. It reinforces the brand identity, and it is clever because it uses the "A" and "Z" from the name Amazon. Although their logo is very small, it is very well-done and reinforces the brand identity without using words. Under Amazon's name, they use an

arrow that is also a smile, the beginning of the arrow starts at the A in Amazon and ends at the Z with a point. This is to show that they have everything from A to Z. (Visual 5) Emulating brand identity and consistency such as this is what sets companies apart from one another and Wanelo could become a very well-known e-commerce brand if they utilize strategies similar to this.

The first rename option we chose for Wanelo was, Splurge. We think that the users will see this and associate the word “Splurge” with splurging on items when shopping and they will understand that the app is designed for e-commerce. We also used simple subliminal messaging in the text of “Splurge” by making the “S” an American dollar sign (\$) and the “E” the European euro (€.) We believe that these small hints will make the user realize that the app is something you spend money on and further the message that Splurge is an e-commerce app and website. Instead of having three different colors associated with the brand Splurge, we chose green to be our signature color. People associate the color green with the color of money, so we believe this will be another effective tactic in alluding to the fact that Splurge is an app designed for e-commerce.

For the logo of Splurge, we combined the idea of splurge giving off the thought of a liquid and somebody spending money, and came up with the the green water drop, with a white dollar sign inside of it. All of the branding for Splurge revolves around letting the user know that the company is meant for e-commerce because Wanelo did such a poor job of doing so. To tie in with all of that, we chose a new tagline to go along with Splurge. Wanelo’s original tagline was “Want. Need. Love.” This does absolutely nothing for the user knowing what Wanelo is. That is why with Splurge, we chose “The clothes you buy to make you look fly.” There are two very important keywords in this tagline, “clothes” and “buy.” The word “buy” lets the user know that

Splurge is an e-commerce company and the word “clothes” lets the user know what they can buy from Splurge. (Visual 6)

For our next rebrand of Wanelo, we chose the name “Threads.” This name comes from a nickname that people use for clothing and we believe the users will pick up on that when they see the name of the company. For Threads we chose cursive font and a more conservative shade of maroon. The cursive font and conservative color choice makes the brand appear as if they have higher quality products, than having three different vibrant colors.

For the logo of Threads, we incorporated it in with the text by having the “s” in “Threads” come off and turn into a thread that wraps around a sewing needle. We believe this represents the stitching and sewing that goes into making clothing and users will be able to identify with that when seeing the logo. The cursive font, mixed with the old-time feel of a sewing needle really creates a nice, retro brand identity that could work really well for Wanelo. The company gives off a very hipster-like vibe and to have a brand identity that does the same is very effective when it comes to the morale of the company and the authenticity of the brand to the consumers. (Visual 7)

As for the tagline for Threads, we chose “We thread it, you get it.” We feel as though this addresses our two main concerns for the branding message: it lets the user know that we sell clothes and they buy the clothes we sell. This makes it clear the we are an e-commerce company that sells clothing and that is what is most important for a brand like Wanelo, which does not make any of that information evident with their current brand identity.

For the third and final re-branding option we chose for Wanelo, we chose the name “Tailored.” The name Tailored comes from one Wanelo’s claims, that they have so many stores, that you will be able to find whatever you are looking for. As if you were going to a tailor and

they can make you whatever you are looking for. For Tailored, we thought the color scheme of black and white would work best with the name and identity.

As for the brand's logo, in the text, the "o" in "Tailored" serves as the knot in a bowtie. The text is white and sits on a black background that forms the shape of a bowtie. Having the bowtie included with the text, allows the consumers to see the bowtie and the name of the company at the same time and it registers with them that the company sells clothing.

The third and final tagline we chose for one of Wanelo's possible brand identities is "The clothes made for you, by you." Unlike the other two taglines we chose, we strayed away from focussing on the purchasing and selling of clothes and focused on more of getting the thought of a shopping mall incorporated into the tagline. This is to alert the consumers that may see the branding and have a better idea of what it is the brand does.

After analyzing all of our potential brand identities for Wanelo, we decided to choose Threads. All together, the logo, name and tagline all represent what Wanelo does really well. Consumers and new users won't have to question what it is that the brand does. It is not a bad acronym that gets pronounced incorrectly and the logo does not leave users guessing. It is a simplistic identity that effectively speaks to what the brand is and does and when it comes to brand identities, that is the most important thing.

After reading this paper, it is clear to see that Wanelo has a few issues. The company entered a fairly big market, with a large amount of competition, and failed to think about some crucial details, which in the end would affect their performance. In order to increase their performance, we took some measures that included a complete makeover in the branding sense, moving their primary marketplace, and fixing issues with checkout and user experience. All of these measures were necessary in order to increase the popularity and overall user experience of

the website. Once the popularity increases, that will more than likely mean more revenue and trust in the brand, leading them to become more successful.

Visuals

Visual 1

The Wanelo logo is displayed in a bold, sans-serif font. The letters 'W' and 'A' are green, 'N' and 'E' are blue, and 'L' and 'O' are yellow.

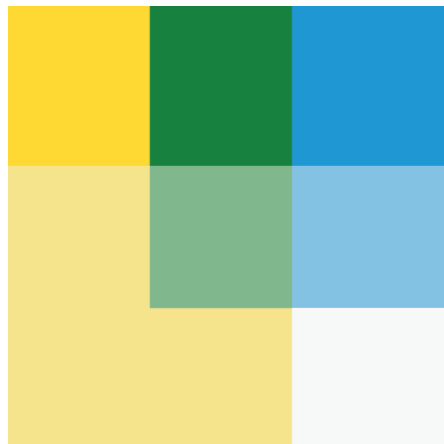
Visual 2

Wanelo - Want, Need, Love

<https://wanelo.com/> ▼

Wanelo ('wah-nee-loh', from Want, Need, Love) is an online community for all of the world's shopping.

Visual 3



Visual 4



Visual 5



Visual 6



Visual 7



Visual 8

