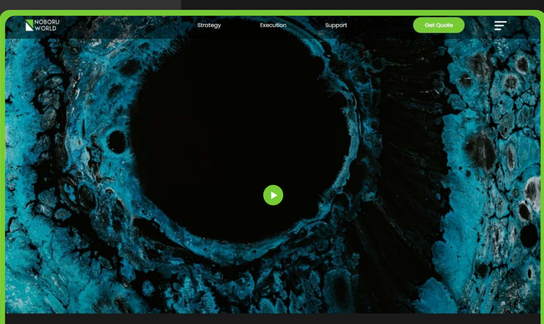
NOBORU WORLD

About Noboru

Noboru World got started with a mission to supply the best business solution across the globe. Their business model is based on B2B, but they are motivated with the simplicity of a B2C e-commerce platform. So they have an idea to standardize the service industry and build a platform to showcase and sell marketing and advertising services.



This all started with
a single idea.

Ekenzoku framework

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Learn more

What we do

Every thing starts with an audit. Why are you missing?

You cannot shield your customers from your competitors. The goal is to draw in your customer time and time again with relevant communication and sharp imagery.

Get your free audit

Paid media

Over the last 70 years, video has evolved from grainy black and...

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UI/UX

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Strategy

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USO

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Social media

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Programmatic Campaign

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Video Production

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Content Development

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Marketing Automation

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Creative Support

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Digital PR

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Asset Development

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Photography

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Consultation

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Advanced Analytics

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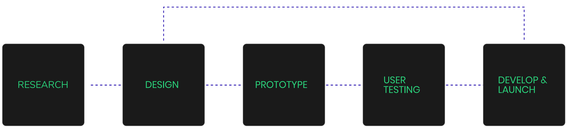
Our Process



Research

- Analytics review
- Competitor analysis
- User research:
- User testing Interviews / focus groups
- Empathy map

Design

- Personas
- Brainstorm
- Workshops
- Sketching
- Wireframe
- Visual design

Prototype

- Low fidelity Prototypo
- High fidelity prototype

User Testing

- Usability test tasks
- Remote user testing
- User test and iterate

Develop & Launch

- UI style guide
- Development
- User Acceptance Testing (UAT)
- Launch and reporting
- AB testing and iterate

In B2B service sales, generally, the following steps are followed:

- Identify a potential client
- Build a communication
- Set a time frame for the pitch
- Explain your services
- Explain how your services can benefit the client's business
- Explain the budget
- Offer a deal, negotiate if required
- Ask for the next steps if the deal is closed and the service contract is signed.

Objective:

E-commerce has proven to be a disruptive force in the current B2B environment. The objective of this project is to build a platform that supports an online buying journey for the businesses that outsource their marketing efforts, keeping the B2B spirit intact.
Furnishing a service agency with such a platform empowers with better client servicing, transparency in the deal, and ease of the whole process from pitching-serving.

Task:

Determine customer segment and needs in an interactive way

Prepare customer's need specific service catalog and pricing

Allow customers to add or subtract specific services as per their need

Allow the customers to customize the volume of effort under selected services as per their budget, which will mimic the B2B negotiation to some extent.

Challenges:

- **How to establish a close relationship with the customer using an e-com platform?** A Close interaction with the customer is a vital aspect in B2B sales. This challenge is not very significant in the case of a B2C e-commerce website because the communication is based on mass and it is impersonal, which can not be followed in a service industry.
- **Where is the scope of negotiation?** In B2B sales, the ticket sizes are huge unlike e-commerce sites. Being fully transparent and showing up all the prices(High ticket size) is tough. Also the decision to purchase in B2B is generally driven by needs and budgets, therefore it tends to be a very rational decision. What if your price doesn't suit the potential customer?
- **How to keep intact the consultative selling, on a website?** The B2B service selling is based on understanding a client's needs, wants and developing a relationship of trust. Moulding this approach of selling into an e-commerce set-up that looks like a B2C, hell, yeah! This is some real challenge.
- **How to capture customer's input for the need and suggest a service?** It is easy to capture and process a customer's need on an e-commerce site. Viz. Just select the T-shirts category, put in your size and choice of colour, boom! There you go. Hundreds of products that may match your requirements. But is such customization possible when the product is a service?
- **How to justify the cost that you are charging?** B2C sales is emotional, based on impulsive decisions, and is often irrilated. But when it comes to B2B sales, the decision-makers are highly rational, features driven, logical and may take forever to make a decision for their business! So it will not make sense if a price is simply shown against a specific service.
- **How to quote prices for different services and get started with the service?** Business solutions can not be generalized. The service requirements vary with great quotients from business to business. Showing precise quotations based on complex requirements on a monthly basis is a real brain teaser.

Brainstorming and ideation:

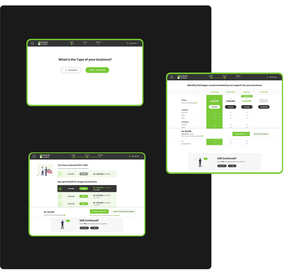
Based on our research, we gathered essential information to start investigating the problems in the service industry. On top of that, we brainstormed about the pricing of all the service lines, hundreds of use cases, pros and cons of each element, etc, and collected these insights.

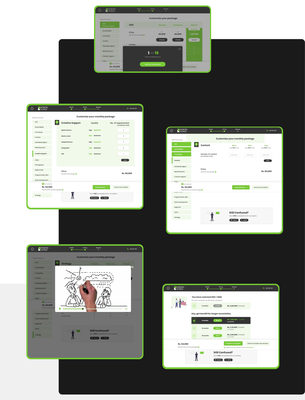
Insights:

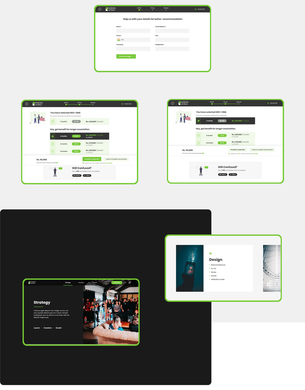
- The potential clients should be aware of all the service lines that we deal with
- Their requirements should be captured by asking specific questions about their business.
- Make the platform able to understand the inputs of the requirements and suggest the best packages of services.
- Let them customize the services as per their need, if they want to!
- Enough explanation should be given at each step to justify the cost
- Help them to understand the approximate market value of the service and plan their budget by being transparent about the prices
- Save time and ease the process!!!

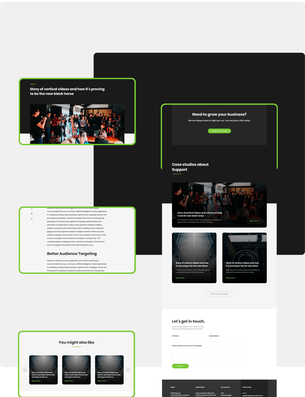
Screens

Mockuphone

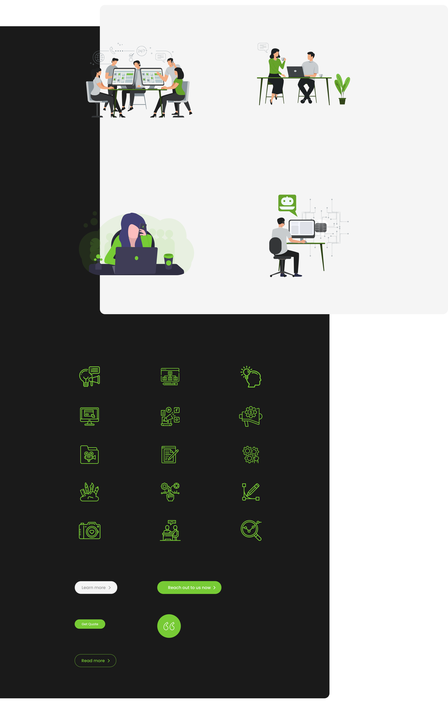








Illustrations & Components



Typography

Font: Popins

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Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Bold

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Light

Colors

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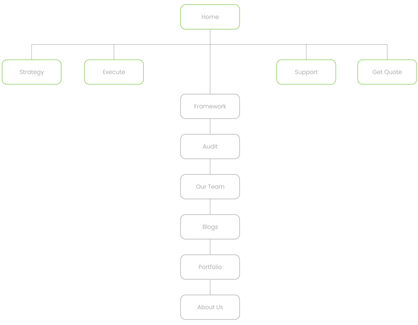
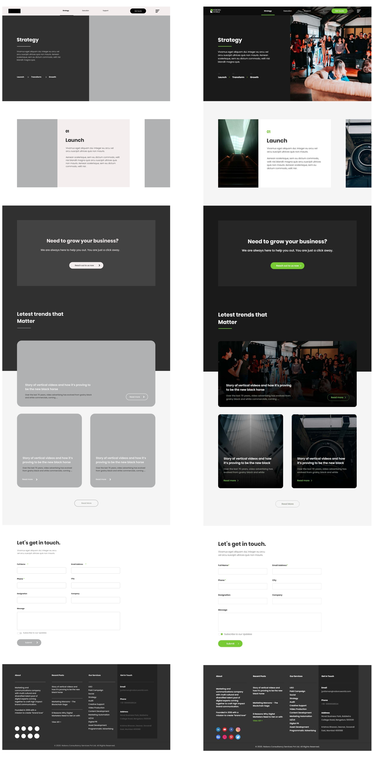
flow diagram



Wireframe