

# The Reimagined Shopkeeper

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# Introduction

# Team



Alex Fu



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# Problem Domain

Shopkeepers! The people we interact with when we purchase something.

What does their life look like?



# **Needfinding Methodology**

# Who We Interviewed

- Town & Country!
- One shopkeeper from each store to interview
- Variety of shops:
  - Pharmacy, grocery, stationary, coffee shops, etc.
- Interviewed both managers and store workers



# Questions We Asked

- How long have you been working here?
- What does your normal work day look like?
- What are your main responsibilities?
- What are the most challenging parts of your work?
- What improvements could make your work better / more enjoyable?
- Who are your colleagues?
- Why do you decide to work here?
- What is the most enjoyable part of your work?

# **Interview Results**

# Ellen (CVS Worker)



- Favorite part of the job is the customers!
- Recently transferred from different CVS
- Stocks shelves, price changes, customer service, training
- Exhausted because of busy store, but finds work fulfilling

# Jeremy (Peet's Coffee Barista/Manager)

- Working at Peet's for 2 years
- Oversees many younger employees, always hiring more people
- Helps employees achieve long- and short-term goals.
- Working hours-flexibility makes employees happy



# Bradley (Paper Source Manager)



- Worker for 6 years, manager for 2 years
- Uses job as a creative outlet
- Enjoys helping customers more than office work
- Helps customers 1-on-1 and holds regular classes in store

# Ken (Trader Joe's Worker)

- Worker for 9 years
- First and only job
- Helps with food sampling, shopping carts, garbage, milk boxes
- Most enjoys forming connections with customers





**Analysis**

# Empathy Map: Say

“My end goal is to **make more managers**. I want to start people down a career path that will help them **support their family**.”

“I like working here more because I get to help people **bring their creative ideas to life**.”

“This store is a lot **busier** than the other one. But I like it more. The **people** [customers] here are a lot **friendlier**.”

“In the last couple of years, there have been many **management and organizational issues** that have made my job more frustrating.”

# Empathy Map: Do

Ask **customers** if they need anything

Make small talk with **customer**

Develop **friendships**

Mentor **coworkers**

Learning to be a more **courteous customer**

Prefer working in **friendlier neighborhoods**

Befriend **regular visitors**

# Empathy Map: Think

## Managers

Corporate business  
does not share  
long-term goals

Wants to make  
employees happier

Customers first

## Employees

Settled down, not  
fighting to climb the  
job ladder

Out of their control

Typical 9-5 job

Would be nice to  
meet new people

# Empathy Map: Feel

Exhausting, but  
fulfilling

Frustrated with  
higher powers

Feeling passionate  
about one's work

Expressing  
creativity

Physically  
challenging at times

Coworkers inspiring  
each other

Empowered through  
helping others

# Summary

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**Thanks!**