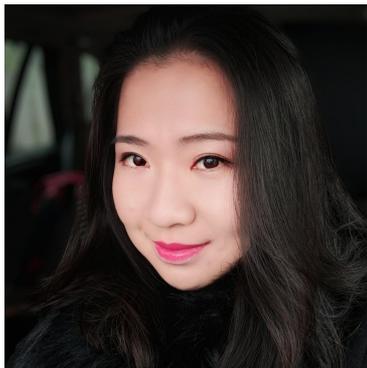# The Reimagined Shopkeeper 1.1

Alex Fu, Tyler Yep, Joy Yuzuriha, Adam Halper

Team

Alex Fu

Tyler Yep

Joy Yuzuriha

Adam Halper

Recap

Problem Domain

Cashiers, baristas, retail associates, and all other customer-facing employees involved the in-store shopping experience.

How can we empower store workers to better serve customers?

How can we make employee knowledge and experience more accessible to the customer and other employees?

Initial POV

Ken, a long-term worker at Trader Joe's for 9 years.

He's **never worked at another job**, despite high employee turnover at his location

Game changer: A way to make his **knowledge and expertise accessible** to customers and other employees

"I like Macy's because I already know where everything is."

Shrada

Ramiro

- Student from New Delhi
- Does street shopping
- Rarely shops for clothes online (quality concerns)
- Bargaining can make or break customer-store keeper relationships

- Student from Mexico
- Infrequent shopper
- Buys clothes in-store, rest online
- Starbucks Barista knows his name
- Uses reviews to inform purchasing

Natalie & Matt

- Couple visiting from Miami, both physical therapists
- Neither enjoys shopping
- Loyal to their neighborhood grocery store
- Natalie: *"We don't have much room, so if we don't NEED things, we don't buy it"* but she likes window-shopping
- Matt always researches the item he's buying and a parking spot before going to a store

Themes and Takeaways:

- 3 out of 4 described their ideal shopping experience as "efficient"

- All primarily shop in-store, but appreciate the convenience, selection, and reviews that online offers

- Shopping usually begins online, and ends in-store (each offers unique advantages the other lacks).

- Customer-worker interactions can be a powerful way to secure or lose customer loyalty.

New POV #1

Natalie and Matt, a physical therapist couple from Miami

Despite striving for efficiency while shopping, purchasing an item is a **multi-step process** for them

Game-changer: **Integrate online and in-store shopping** into a single unified experience.

New POV #2

Shrada, a Stanford undergrad from New Delhi

The act of bargaining can often **build or destroy relationships** between customers and shop-keepers

Game-changer: A tool that helps any employee **develop personal rapport with customers**

New POV #3

Jeremy, a Peet's coffee shop manager

He derives much of his happiness from **mentoring** his younger colleagues

Game changer: A way for managers to **track and develop employees' customer service skills**.

How might we...

Ramiro

Enable customers to locate products in-store as seamlessly as they can navigate online shopping site?

How might we...

Help any socially-awkward employee build rapport with customers?

How might we...

Create a mechanism for managers and employees to measure and improve their customer service skills?

Jeremy
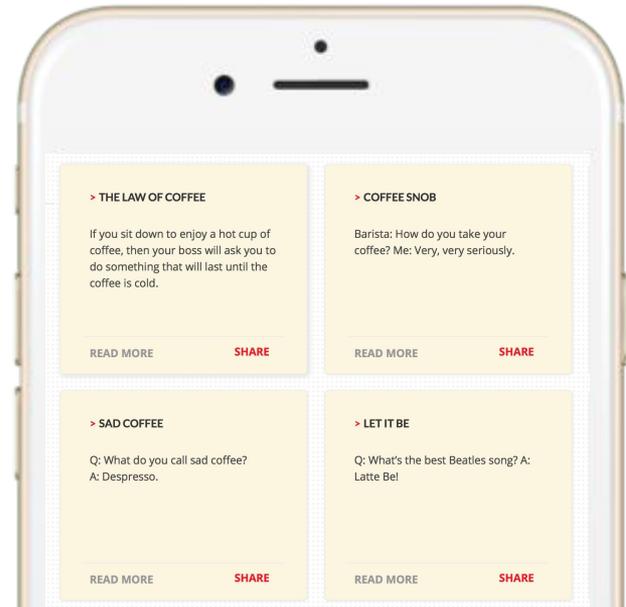

Ken

Experience Prototype #1

Coffee + Joke

Test: Roleplayed serving a customer coffee with a joke. Measured impact on customer experience

Results:
a.   Peets Barista lol'ed
b.   With Rachel, uncomfortable confusion

Finding: Fail. Bad jokes backfire

Prototype

> THE LAW OF COFFEE

If you sit down to enjoy a hot cup of coffee, then your boss will ask you to do something that will last until the coffee is cold.

READ MORE   SHARE

> COFFEE SNOB

Barista: How do you take your coffee? Me: Very, very seriously.

READ MORE   SHARE

> SAD COFFEE

Q: What do you call sad coffee?
A: Despresso.

READ MORE   SHARE

> LET IT BE

Q: What's the best Beatles song? A: Latte Be!

READ MORE   SHARE

Experience Prototype #2
CVS Map

Test: How much faster can someone gather a list of 10 items with a map in CVS?
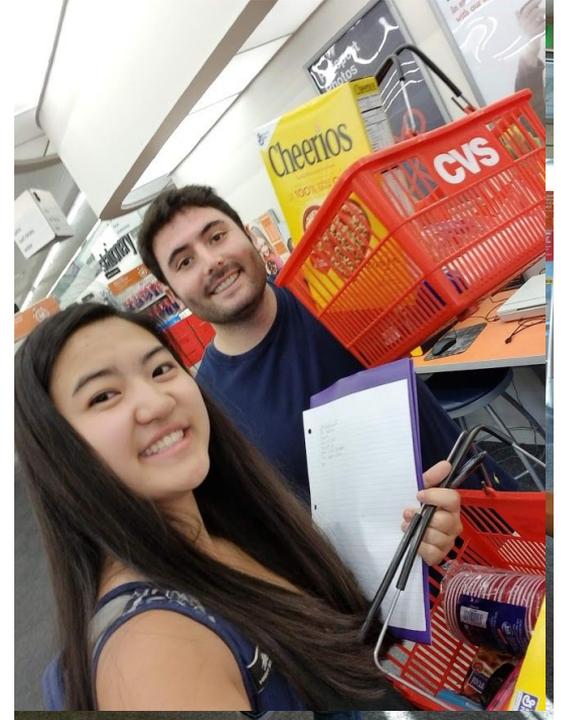
Rachel estimated
4 minutes with map
10 minutes without map

Time trial (min/sec)
With map: 2:01
Without map: 5:56

Finding: **Map improved shopping efficiency by 66%**

Experience Prototype #3
Real-time Customer Feedback

Test: Uber-esqe rating system for in-store experiences

Results:
- Ben rated experience & cashier '5 out of 5'
- Had no specific feedback to give
- Did not recall name of cashier

Finding: Mixed. Probably overkill

Summary

Coffee + Joke 👎

Real-time Customer Feedback ✋

CVS Map 👍

Next step: Focus on in-store navigation. Do market research.