



# Shopping

**Alex Weitzman || Cisco Vlahakis || Rachel Hyon || Rhea Karuturi**

# The Team



Alex Weitzman



Cisco Vlahakis



Rachel Hyon



Rhea Karuturi



1.

# Problem Domain

Online and Physical Shopping

**2.**

# **Needfinding Methodology**

Participants (why, how, where);  
Questions

# The Participants



Nadi,  
26, works at  
Dolma, a Tibetan  
store. From Fiji  
originally.



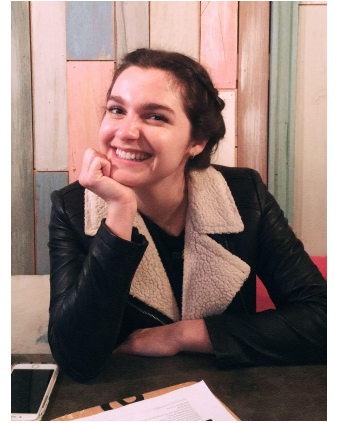
Tom,  
24 year old sales  
clerk from  
Cincinnati, Ohio



Kendra,  
35, runs  
non-profit for  
artists with  
special needs



Grace,  
96, retired  
Stenographer from NY.



Elena,  
21, Student at  
Stanford in  
International  
Relations

# Why?



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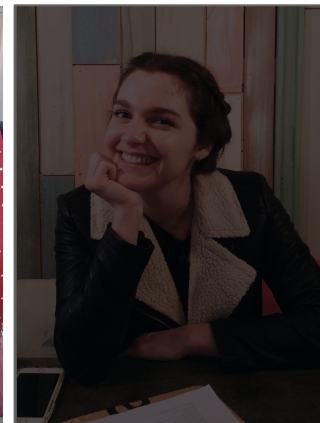
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Stanford Shopping  
Center



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Stanford  
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# Why?



Blue Bottle, California



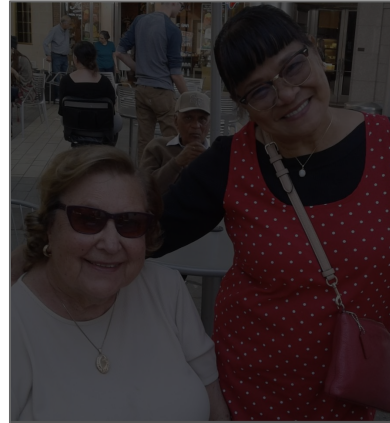
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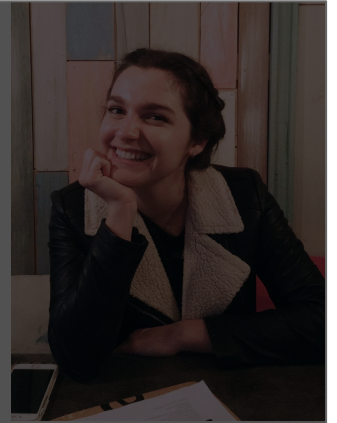
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# Why?



Downtown Palo Alto



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# Why?



Stanford, California



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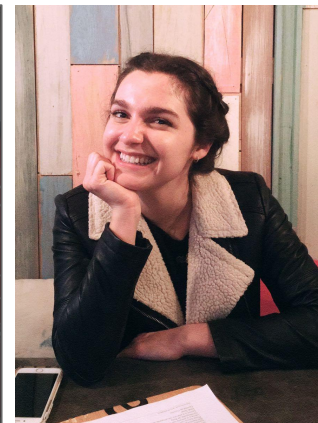
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# Questions

*How does your parent shop? How is this different/similar to you?*

*What products do you most enjoy shopping for?*

*What's your favourite purchase recently and how did it happen?*

*How have your shopping habits changed?*

*What is your favourite thing to do while shopping?*

*Can you describe the worst shopping experience you've had?*

*Can you describe the best shopping experience you've had?*



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**3.**

## **Interview Results**

What they said, did, thought and felt

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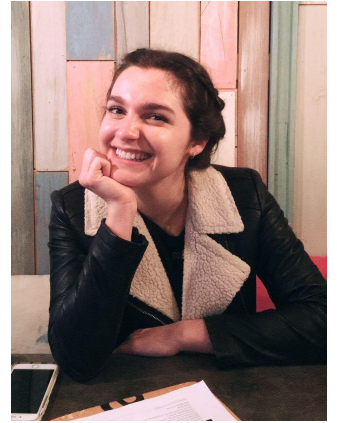
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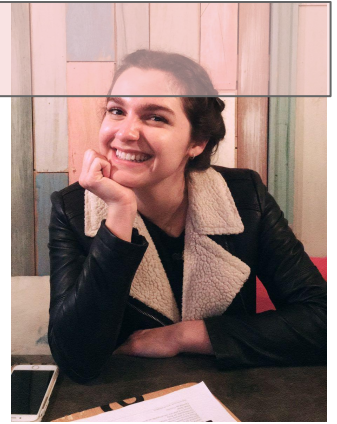
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# The Findings



Nadi,  
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Say

"the best part of my job is  
the people" (customers)

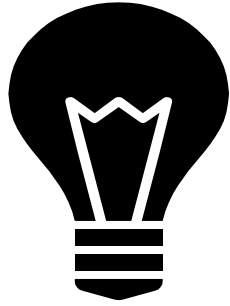
"thrift shopping is a  
luxury, I love it but I never  
have time"

"I like little boutiques  
since you can find stuff  
you'll never see anywhere  
else"

# The Findings



Nadi,  
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originally.



## Think

thinks people come to her store  
to get a "time out"

thinks customers are in awe of  
the store because it sells  
different products than normal  
stores - and she has been to  
other Tibetan stores and they  
don't sell as unique of products

thinks owner is gifted at picking  
out beautiful products

# The Findings



Nadi,  
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## Do

buys all her jeans from Old Navy, doesn't need help finding them anymore- always gets same type in different colors

window shops often

sometimes customers come, admire something, and come back and it's gone, and they get frustrated

# The Findings



Nadi,  
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loves interacting with diverse /  
international customers in  
Palo Alto

feels like a "therapist" of the  
customers

loves peaceful and uplifting  
energy of "Deseret Bookstore"  
in Sacramento, it's an  
experience- not just products



# The Findings



Tom,  
24 year old sales  
clerk

Say

"I don't shop very often"

"I am a pretty simple guy"

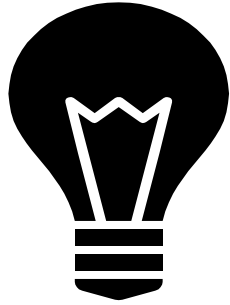
"I don't shop for fun, only  
for things I need"

"I don't really like using  
technology, so I don't like  
to online shop"

# The Findings



Tom,  
24 year old sales  
clerk



## Think

thinks that DSTLD (denim company -- quality jeans for less) is pretty interesting (marketing ploy states premium denim no retail markup)

thinks the length or fit of clothing is really the most important thing he searches for

thinks that tech makes things too automated

# The Findings



Tom,  
24 year old sales  
clerk



Do

only buys things online if the item is something he has already owned before and knows the size (i.e. shoes)

shops about once a year

when helping out a customer, he seemed most knowledgeable about fit/size of an item

# The Findings



Tom,  
24 year old sales  
clerk



nonchalant about  
shopping

content when he finds  
clothes that fit

interested in finding  
quality at affordable price

not fond of the hassle of  
having to return items

# The Findings



Kendra,  
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special needs

Say

"to decide if I want to buy something I don't really think about it, I just see if it calls."

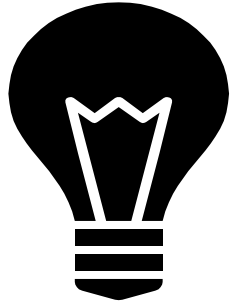
"Shopping at home makes me feel like a part of the community."

"we feel isolated online so it's nice to get offline if you can"

# The Findings



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Think

Doesn't trust the fit unless  
it's in person

thinks shopping is a fun  
experience

thinks a store is "good" when  
its products are  
well-sourced (good  
environmental practice)

# The Findings



Kendra,  
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Do

shops mostly at thrift stores  
in person

seeks out vintage clothing  
and bookstores when she is  
traveling (if there is time)

shops with friends who also  
want to sift through  
everything

# The Findings



Kendra,  
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feels adventurous when she  
thrifts in new cities

likes that thrift shopping is  
environmentally sound.  
doesn't like stores with a lot  
of waste / clothes packaged  
in plastic / etc -  
environmentally conscious

likes that online shopping is  
quick and easy



# The Findings



Grace,  
96, retired  
Stenographer from NY.



“I want to go in the store, see for myself the item”

“Online shopping not reliable”

“Careful about shopping”

# The Findings



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96, retired  
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Shopping online is not reliable,  
why do people do it?

Hipster/millennial thing to do

Only materialistic people like  
shopping for fun. Shopping is a  
chore, should be done out of  
necessity

Shopping in-stores gives me  
more time to choose, more  
variety/choice

# The Findings



Grace,  
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Do

Shook her head at online shopping

Did not look happy when shopping was discussed

Complimented on clothes  
assistant bought but did not  
engage with them

Seemed content, wore  
fancy jewelry

# The Findings



Grace,  
96, retired  
Stenographer from NY.



Content, happy

loves shopping in-stores

Pleased

not distracted

hates shopping online

hates busy cities

# The Findings



Elena,  
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Say

online only stores: "I can't try it on! I have to return it and it's such a pain!"

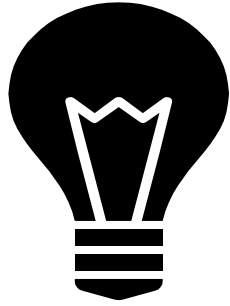
"I don't like asking for help"

"Doesn't look the way you thought it would"

# The Findings



Elena,  
21, Student at  
Stanford in  
International  
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Think

thinks about fit of clothing  
before selecting by looking  
at prices

thinks forever 21 and H&M  
have too many options  
(overwhelming)

thinks mom goes more  
often so she can spend  
more time contemplating

# The Findings



Elena,  
21, Student at  
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International  
Relations



Do

Goes through shop methodically (starts on one side and combs through from one side to another)

Picks up everything she likes first to try on

Touching clothes

# The Findings



Elena,  
21, Student at  
Stanford in  
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feels nice buying with gift cards  
(not spending real money)

annoyed/frustrated with  
returning clothes bought online

likes to go alone so she isn't  
taking up anyone's time

likes to touch clothes, feel  
them if they are soft etc



4.

# Analysis

Trends; Empathy Maps; Needs and Insights

Say

“ ”

Think

“ ”

Do

“ ”

Feel

“ ”

SAY: What are some quotes and defining words your user said?					THINK: What might your user be thinking? What does this tell you about his or her beliefs?				
elena	kendra	nadi	tom	grace	elena	kendra	nadi	tom	grace
online only stores	"thrift shopping fe	"the best part of r	"I don't shop very	"I want to go in th	Thinks about pric	doesn't trust the	thinks people cor	thinks that findin	Shopping online
I dont like asking	"to decide if to bu	customers like th	"I am a pretty sim	"Never used Ama	thinks about fit of	thinks the Khloe	thinks men come	thinks that DSTL	Only the poor sh
About her mom:	"i don't trust the f	"i'm not a good si	"I like to go to pla	"Do not like shop	thinks she will de	thinks shopping i	thinks customers	thinks the length	Only materialistic
Even if i go with f	"when i shop onli	"thrift shopping is	"I don't shop for f	"Online shopping	thinks forever 21	thinks a store is "	thinks owner is g	thinks that J. Cre	The old-fashione
on fast fashion pl	"unless it's really	"I would like shop	"I don't really like	"Do not like shop	thinks mom goes		thinks there shou	thinks that tech n	People need to b
"Doesnt look the	"if i'm traveling ar	"I like little boutiq		"Never worried a			considers herself		Shopping is a ch
Look online and :	"just being a part	"I don't shop onli		"I'm rich"			thinks she has to		Shopping should
	"we feel isolated			"Careful about sh			thinks her boyfrie		Shopping in-store
	"you gotta be witt			"Keep receipts fo					Shopping in-store
DO: What actions and behaviors did you notice?					FEEL: What emotions might your subject be feeling?				
elena	kendra	nadi	tom	grace	elena	kendra	nadi	tom	grace
Goes to shops in	shops mostly at t	hardly wears old	buys items he kn	Sat attentively	feels nice buying	feels adventurous	loves interacting	nonchalant about	content
Goes through sh	shops once or tw	store has a webs	only buys things	Smiled	frustrated when t	fun experience di	feels like a "thera	content when he	happy
Picks up everythi	mostly shops onli	workers use Fac	buy clothes for fri	Looked into the c	annoyed/frustrate	loves her jacket f	never feels borec	interested in findi	proud
Then tries them	rarely buys clothe	buys all her jeans	shops about once	Looked proud wh	likes to go alone	likes that thrift sh	loves peaceful ar	not fond of the ha	pleased
Looks at clothes	makes sure she	only shops when	makes sure to dc	Shook her head	finds trying on cl	likes that online s	wishes there wer		not distracted
shops online whe	seeks out vintage	window shops of	when helping out	Did not look happ	doesn't like to as	loves the feeling	loves shopping a		hates shopping c
goes shopping di	only buys \$100+	uses coupon app		Listened attentiv	likes to touch clo	hates stores with	loves feeling of "t		loves shopping ir
While looking, wi	shops with friend	she was looking		Let her assistant		doesn't like store	sense of commur		hates busy cities
goes to expensiv		sometimes custo		Complimented o		doesn't like crow	doesn't like waitir		
Touching clothes		people often call		Seemed content,		feels isolated shc			



# Contradictions

## Physical Locations

Kendra doesn't like crowds in stores,  
BUT she loves the sense of community of shopping in person

## Online Shopping

Can avoid the crowds, more easy  
BUT  
feels more isolated shopping online



# Contradictions

## Thrift Shopping

Nadi loves thrift shopping, but thinks it is a luxury experience / no time for it.

Kendra also loves thrift shopping

## Online Shopping

Kendra finds online shopping more quick & easy



# Contradictions

## Downsides of shopping

Grace does not enjoy shopping, so needs a personal assistant to take the worrying behind shopping away

## Upsides of shopping

Grace needs the experience behind shopping more than shopping itself.

Doesn't like to change the way she shops even if there are more efficient ways to do it.



# Contradictions

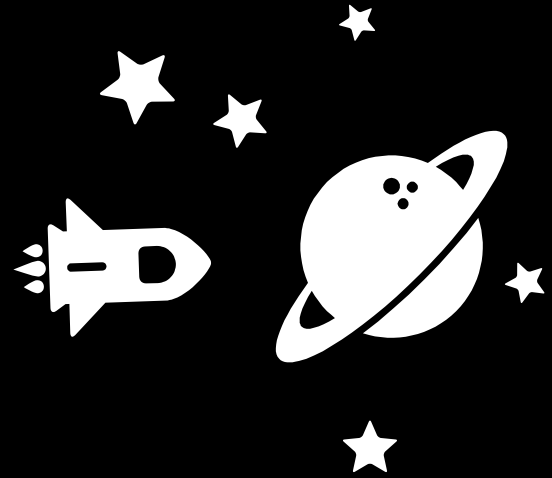
## Likes choice

Elena likes having **choices** and likes to look around the shop. She goes through it **methodically** so she doesn't miss anything.

## Dislikes Choice

Feels **overwhelmed** when there's too many options. Feels like it leads to more **impulsive** decisions and turns her away from buying altogether.

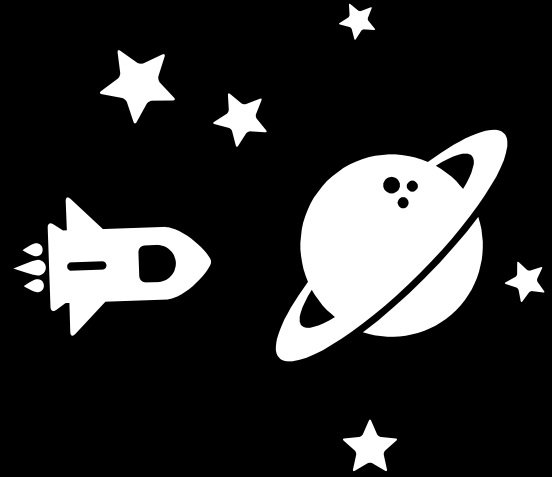
# Needs





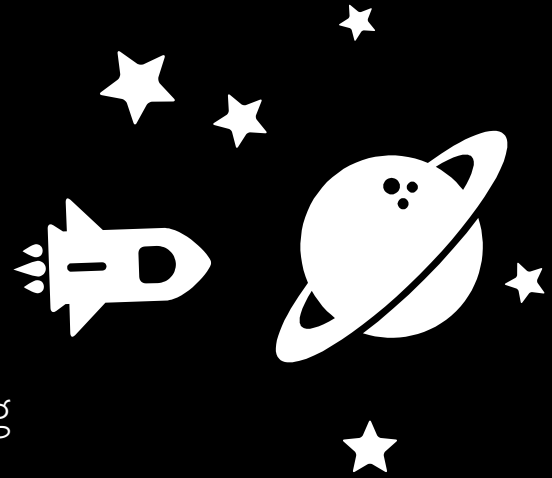
# Needs

Finding a good fit is important to people



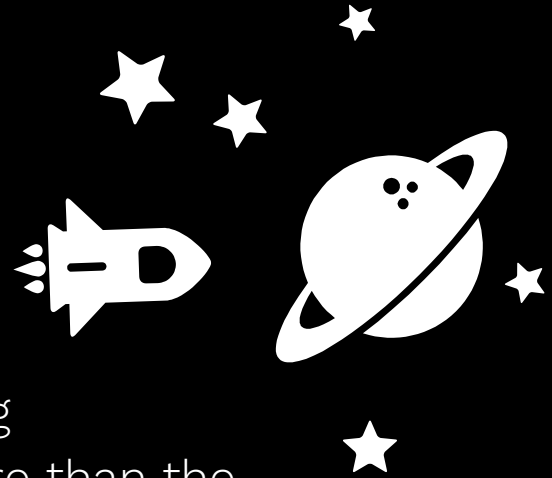
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Finding a good fit is important to people  
People don't like to feel rushed when shopping

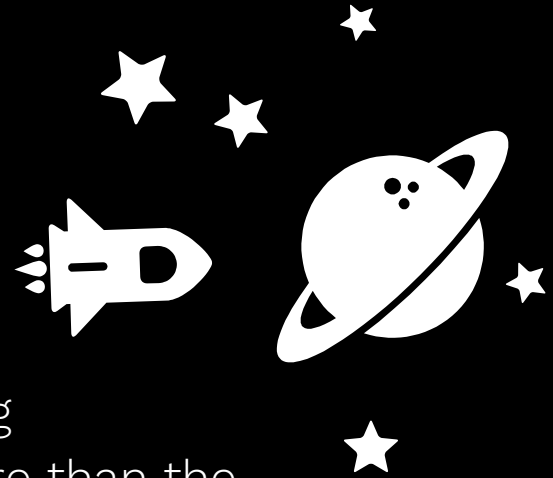


# Needs

Finding a good fit is important to people  
People don't like to feel rushed when shopping  
Like the experience of shopping — maybe more than the utility



# Needs



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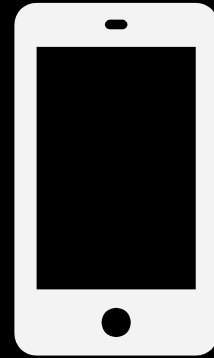
Like the experience of shopping — maybe more than the utility

experiencing the "adventure" of thrift shopping

experiencing the "people" and ambiance of a store online

experience feeling the clothes, seeing nice things

# Fit



It would be game changing if:

Could change the fact that online representations are not good enough to give people a real sense of the clothing

Assure people of the “fit” of the clothing so they can buy new items too (all items tailored to them?)

# Experience



We could merge the quick & easiness of online shopping with the  
ambiance / adventure / peopleness of thrift or small boutique  
shopping. Add community to the shopping experience

We can accentuate the ~experience~ of shopping for people online  
they may enjoy it more.

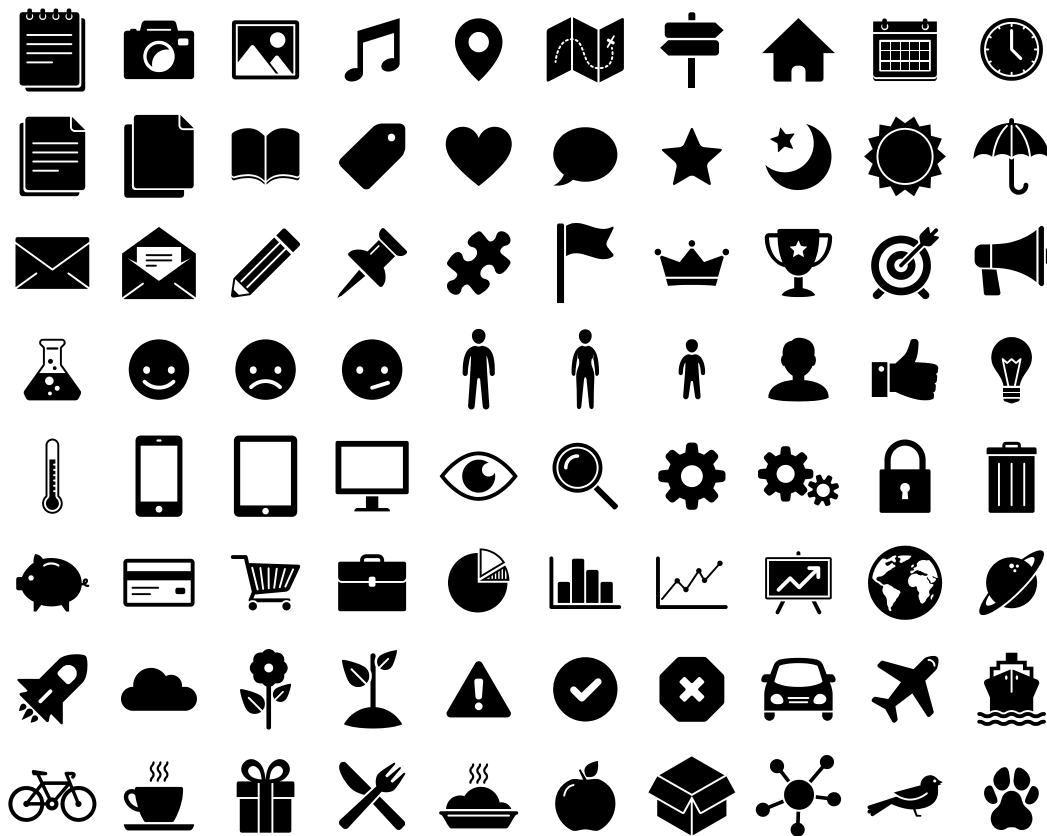
6.

# Summary

Our two cents

**How can we create a  
more personalised online  
shopping experience by  
putting together the best  
of physical and online  
shopping?**





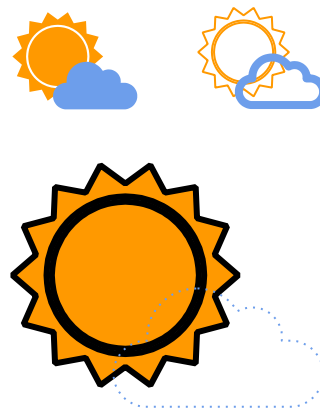
**SlidesCarnival icons are editable shapes.**

This means that you can:

- Resize them without losing quality.
- Change fill color and opacity.
- Change line color, width and style.

Isn't that nice? :)

Examples:



# A picture is worth a thousand words

A complex idea can be conveyed with just a single still image, namely making it possible to absorb large amounts of data quickly.

