



JUNE 2016

# RUX RESEARCH STUDY

## **SIMPLE ORDER CREATE**

# AGENDA

- Executive Summary
  - Overview
  - Objectives
  - Top Findings
- Usability Metrics
  - Methodology
  - Participant Task Completion
  - Completion Breakdown
- Application Based Findings
  - Task Goals
  - Findings Detail
  - Additional Findings
  - Change Management Findings
- For Discussion
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SIMPLE ORDER CREATE

# EXECUTIVE SUMMARY

# EXECUTIVE SUMMARY

## OVERVIEW

The purpose of this document is to outline the in-depth findings for the Retail User Experience (RUX) team's usability testing for Best Buy's new Simple Order Create flow. The results will be used to inform further designs on the application and serve as a baseline for future tests.

The testing occurred on May 17<sup>th</sup> & 18<sup>th</sup>, 2016 in Cleveland Ohio and surrounding areas, and on May 23<sup>rd</sup>, 2016 in Eden Prairie, Minnesota.

- Front Lane Associate- 4
- MCSA- 4
- BBYM Sales Associate - 2
- Big Box Sales Associates - 8

18 blue shirts participated in usability testing of a high-fidelity prototype.

- The testing was performed on tablet device in a controlled environment.
- Participants were instructed to "think out loud" so that a verbal record exists of their interaction with the prototype.
- Success/Failure measurements began when the participant started a task.



# EXECUTIVE SUMMARY

## OBJECTIVES

The below objectives were to guide the testing in order to meet both business and user experience requirements for the new designs:

- Determine inconsistencies and usability problem areas within the new user interface design.
- Determine whether the new application structure is intuitive and easy to use.
- Gather qualitative feedback from users in regards to the new user interface design, as well as introducing new interaction functionality.
- Establish baseline user performance and user satisfaction levels for future user research evaluations.

Best Buy employees were asked to complete a set of tasks to gather feedback on the following general principles:

- Do participants understand the flow of activities in the prototype?
- Can participants find the needed interactions to complete an activity?
- Are participants favorable towards the new application interface design?



# EXECUTIVE SUMMARY

## TOP FINDINGS

There was an overall **82.86% success rate** across all tasks and all participants. The Front Lane Tasks have been excluded from all metric calculations due to no significant road-blocks from Order Create enhancements in POS.

The below findings are considered the top results based on commonalities across participants and tasks:

Issue	Description	Finding	Recommendation
Level of Service	Total shipping price on the Level of Service page	Several participants were confused as to what the total price was when selecting Level of Service on orders.	Consider adding a "Total Shipping Cost for Order" to the Level of Service page
Enter Shipping Address	"Enter Shipping Address" on the Order Summary Screen.	All participants were confused as to where to update a shipping address and assumed it was a clickable link.	Make the "Enter Shipping Address" clickable. Make "Enter Shipping Address" black instead of red.
Virtual Receipt	Lack of item description on virtual receipt in POS.	Participants commented that the lack of item description on the virtual receipt is confusing especially with longer transactions.	Consider adding a brief item description to the virtual receipt.



SIMPLE ORDER CREATE

# USABILITY METRICS

# USABILITY METRICS

## METHODOLOGY

Usability metrics refer to user performance measured against a set of specific key performance indicators (KPIs) that show the rate of success of the defined user tasks.

### Evaluation Criteria

#### GLOBAL CRITERIA

##### Completion Rate

- The percentage of tasks completed without critical errors

##### Errors

- Error-Free Task
- Non-Critical Errors
- Critical Errors

##### Subjective Feedback

- Qualitative feedback provided throughout an interview

#### IMPACT

##### High

- Prevents the user from completing a task (critical error)

##### Moderate

- Causes user difficulty but the task can be completed (non-critical error)

##### Low

- Minor problems that do not significantly affect the task completion

#### PROBLEM SEVERITY

##### Severity 1

- High impact
- Critical errors

##### Severity 2

- Moderate-high frequency
- Moderate-low impact

##### Severity 3

- Moderate impact, low frequency
- Low impact, high frequency

##### Severity 4

- Low impact
- Low frequency



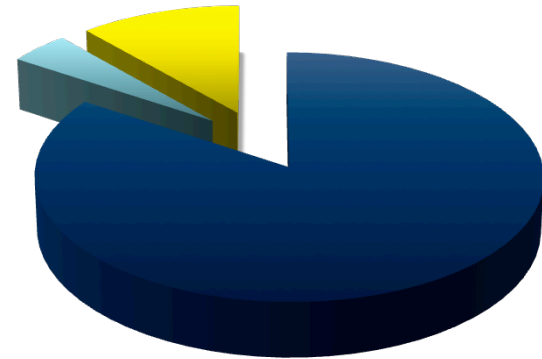


# USABILITY METRICS

## POS - TASK COMPLETION

There was an **84.29% success rate** across all tasks performed by participants going through the POS scenarios. *Performance will be outlined in the Task-Based Findings section.*

Tasks were measured on efficiency, and participants were instructed to “think out loud” so that a verbal record exists of their interaction with the application. Each session was recorded, in full, for future analysis.



■ Error Free ■ Non-Critical Error ■ Critical Error



# USABILITY METRICS

## POS - TASK BREAKDOWN

Defined tasks are broken down, specific to the POS test scenario, to give a more in-depth view of completion by participant.

Participant Tasks	P1	P2	P3	P4	P5	P6	P7
Task 1: Item Selection							
Task 2: Add accessory to order							
Task 3: Inventory Lookup							
Task 4: Select items to order							
Task 5: Update Address							
Task 6: Level of service							
Task 7: Change to store pickup							
Task 8: Store Selection							
Task 9: Add Friends and Family							
Task 10: Add Grab and Go item							

**KEY:**



Critical Error



Non-Critical Error



Error-Free



Not Tested



# USABILITY METRICS

## COREBLUE - TASK COMPLETION

There was an **81.43% success rate** across all tasks performed by participants going through the Coreblue scenarios.

*Performance will be outlined in the Task-Based Findings section.*

Tasks were measured on efficiency, and participants were instructed to “think out loud” so that a verbal record exists of their interaction with the application. Each session was recorded, in full, for future analysis.



■ Error Free ■ Non-Critical Error ■ Critical Error



# USABILITY METRICS

## COREBLUE- TASK BREAKDOWN

Defined tasks are broken down, specific to the Coreblue test scenario, to give a more in-depth view of completion by participant.

Participant Tasks	P1	P2	P3	P4	P5	P6	P7
Task 1: Item Selection							
Task 2: Select Ship Item							
Task 3: Update Address							
Task 4: Level of service							
Task 5: Change to store pickup							
Task 6: Store Selection							
Task 7: Add Friends and Family							
Task 8: Add Grab and Go item							
Task 9: Inventory Lookup							
Task 10: Add Accessory							

### KEY:



Critical Error



Non-Critical Error



Error-Free



Not Tested



RETAIL USER EXPERIENCE - RETAIL OPS

SIMPLE ORDER CREATE

# APPLICATION BASED FINDINGS

# APPLICATION-BASED FINDINGS

## OMS – ORDER SUMMARY

The screenshot shows the OMS Order Summary screen. At the top, there's a navigation bar with 'Menu', 'coreBLUE', and user icons. Below this, there are tabs for 'Store Pickup' and 'Ship to Home'. The main content area is divided into sections for items and accessories. Callout 1 points to the 'Enter shipping address' text in red. Callout 2 points to the 'Enter shipping address' text in red. Callout 3 points to the 'Purchaser' information section.

**Store Pickup**

**Change to Store Pickup**

**Friends & Family**

**Shipping Address**

**Change to Store Pickup**

**Remove Item(s) from Order**

**Ship to Home**

**Shipping Address**

**Level of Service**

**Remove Item(s) from Order**

**Apple - iPad mini 4 Wi-Fi 16GB - Silver**

**SKU: 4266101**

**Model: MK6K2LL/A**

**Ship to Home**

**Shipping to: 02138**

**Enter shipping address**

**Accessories**

**Speck - StyleFolio Case for Apple® iPad® mini 4 - Black/Slate**

**SKU: 4557100**

**Model: 7180-5B565**

**Ship to Home**

**Shipping to: 02138**

**Enter shipping address**

**012345678901234567890**

**Create Date: 05/17/2016**

**Order Status: Draft Order**

**Origin Store: BBY\_162**

**Associate: Joseph D.**

**Purchaser: Sue Smith**

**1111 Edgewater Drive**

**Lakewood, OH 44107**

**(216) 555-0809**

**susieq70@gmail.com**

**my elite**

**ID: 1234567890123456**

**Cancel**

**Next**

**IMPACT**  
High

**FREQ**  
High

**SEV**  
1

Participants found the Order Summary screen to be clean and liked the details that are displayed on the screen.

### INSIGHTS

- 1) None (0/14) of the blue shirts were able to locate where to update a shipping address, and attempted to click on the red "Enter shipping address" messaging to make this change.
- 2) None (0/14) of the blue shirts located the side menu to update a shipping address.
- 3) Several (9/14) of the participants commented on how they like having the purchaser information on the screen.

### RECOMMENDATION(S)

Consider making "Enter Shipping Address" a clickable link to update an address, or make the text black so it does not appear to be clickable.



# APPLICATION-BASED FINDINGS

## OMS – ORDER SUMMARY

**IMPACT**  
Low

**FREQ**  
Low

**SEV**  
4

All of the participants commented that they like having the options to change things from the order summary screen.

### INSIGHTS

- 1) All (14/14) of the participants were easily able to locate the “Change to store pickup” option. However all participants (14/14) were confused by what changed (ie. Item checkboxes).
- 2) None (0/14) of the blue shirts used the side menu to change the order to a store pickup.

### RECOMMENDATIONS

Consider using visual design to highlight the item background when “Change to store pickup” is selected to bring attention.

OR

Consider a prompt showing the selected items to order to bring attention to what changes when selecting “Change to Store Pickup”

The screenshot shows the Best Buy OMS Order Summary interface. At the top, there's a navigation bar with the Best Buy logo and 'coreBLUE'. Below this, there are two main tabs: 'Store Pickup' and 'Ship to Home'. The 'Store Pickup' tab is active, showing a list of items. The first item is an Apple iPad mini 4 Wi-Fi 16GB - Silver. The second item is a Speck Stylefolio Case for Apple iPad mini 4 - Black/Slate. Each item has a 'Change to Store Pickup' button. A callout box labeled '2' points to the 'Change to Store Pickup' button for the first item. The 'Ship to Home' tab is also visible, showing a list of items. A callout box labeled '1' points to the 'Change to Store Pickup' button in the 'Ship to Home' section. The bottom of the screen has a 'Cancel' button and a 'Save Draft Order' button.



# APPLICATION-BASED FINDINGS

## OMS – ORDER SUMMARY

The screenshot shows the OMS Order Summary interface. At the top, there's a navigation bar with 'Menu', 'coreBLUE', and user icons. Below this, a header bar allows switching between 'Store Pickup' and 'Ship to Home' modes. The main content area is divided into sections for item details, accessories, and order metadata. Callout 1 points to the 'Friends & Family' link for the main item. Callout 2 points to the contact information for the person added to the order. Callout 3 points to the 'Store Pickup' details for the accessory. Callout 4 points to the 'Accessories' section header.

Store Pickup		Ship to Home	
Change to Store Pickup	Friends & Family	Pickup Location	Pickup Date
Change to Ship to Home	Shipping Address	Level of Service	Remove Item(s) from Order

<b>1</b>  Apple - iPad mini 4 Wi-Fi 16GB - Silver SKU: 4266101 Model: MK6K2LL/A	 Store Pickup Pickup on: 05/17/2016 Cambridge, MA #537	 Friends & Family Jenny Smith (617) 555-7800 jennys84@gmail.com	012345678901234567890 Create Date: 05/17/2016 Order Status: Draft Order Origin Store: BBY_162 Associate: Joseph D.
<b>4</b> Accessories			
<b>2</b>  Speck - StyleFolio Case for Apple® iPad® mini 4 - Black/Slate SKU: 4557100 Model: 7180-58565	 Store Pickup Pickup on: 05/17/2016 Cambridge, MA #537	 Friends & Family Jenny Smith (617) 555-7800 jennys84@gmail.com	Purchaser: Sue Smith 1111 Edgewater Drive Lakewood, OH 44107 (216) 555-0809 susieq70@gmail.com <b>my best buy elite</b> ID: 1234567890123456

**3**

**2**

Cancel Save Draft Order

### ERROR FREE

All of the participants liked the overall display of information presented to them on the order summary screen.

#### INSIGHTS

- 1) All (14/14) of the participants were able to easily locate the Friends and Family option, and could add the information with no issues.
- 2) All (14/14) blue shirts commented that they like having the Name, Phone, and email of the person they added on the order summary screen.
- 3) Several (9/14) of the participants commented that they like seeing the store pickup information but would like to have a phone number for the store.
- 4) Many (8/14) blue shirts mentioned that they like the way that they products are listed; main item on top with the accessories listed below.

#### RECOMMENDATION(S)

Consider adding the store phone number underneath the store details.





# APPLICATION-BASED FINDINGS

## OMS – LEVEL OF SERVICE

	Standard Order by 7PM local time	Expedited Order by 7PM local time	Express Order by 7PM local time	Next Day Order by 7PM local time	Same Day Order by 7PM local time
1 Apple - iPad mini 4 Wi-Fi 16GB - Silver Ship to: 02138	In-hand date: 05/22/2016 FREE	In-hand date: 05/20/2016 \$4.99	Not Available	In-hand date: 05/18/2016 \$15.99	In-hand date: 05/17/2016 \$20.99
2 Speck - StyleFolio Case for Apple® iPad® mini 4 - Black/Slate Ship to: 02138	In-hand date: 05/22/2016 FREE	In-hand date: 05/20/2016 \$4.99	Not Available	In-hand date: 05/18/2016 \$15.99	In-hand date: 05/17/2016 \$20.99

...“I’m confused, is the shipping \$15.99 for both products or \$15.99 for each item? If this isn't clear it could really upset the customer at checkout”...

**IMPACT**  
Medium

**FREQ**  
Moderate

**SEV**  
3

All of the participants were able to easily recognize what shipping speed they were selecting, and liked the simple layout.

### INSIGHTS

- 1) All (14/14) of the blue shirts were able to easily select the desired shipping service.
- 2) Half (7/14) of the participants commented that they were initially confused by the grey background, stating that grey currently indicates that something is Not Available in other applications.
- 3) Most (9/14) of the participants were confused by the pricing when multiple items were being shipped.
- 4) Several (8/14) blue shirts stated that the “Not Available” was difficult to see and would like something more obvious to alert them.

### RECOMMENDATION(S)

Use visual design to update the background color.

Consider doing a combined “total for shipping” instead of listing each price individually.

Consider using visual design to add a red X next to “Not Available” when a product is not available.



# APPLICATION-BASED FINDINGS

## OMS – CHANGE PICKUP LOCATION

**IMPACT**  
Medium

**FREQ**  
Moderate

**SEV**  
3

Menu

BEST BUY | coreBLUE

### Change Pickup Location

Search By

ZIP code

City & State

Location #

ZIP code

44107

Location Type

All Locations

4

Reset

Search

	Parma OH Cleveland, OH	Great Northern Mall North Olmsted, OH - 1.50 mi	North Olmsted OH North Olmsted, OH - 2.50 mi	Avon OH Avon, OH - 7.30 mi	Strongsville OH Strongsville, OH - 8.30 mi
1 Apple - iPad mini 4 Wi-Fi 16GB - Silver	<div>Current Pickup Location</div> <div>Available Today</div> <div>✓ 10 Available</div>	<div>Available Today</div> <div>✓ 2 Available</div>	<div>Not Available</div> <div>1</div>	<div>Available on</div> <div>5/30/2016</div>	<div>Available on</div> <div>5/30/2016</div>
2 Speck - StyleFolio Case for Apple® iPad® mini 4 - Black/Slate	<div>Available Today</div> <div>✓ 3 Available</div> <div>3</div>	<div>Available Today</div> <div>✓ 5 Available</div>	<div>Not Available</div> <div>2</div>	<div>Available on</div> <div>5/30/2016</div>	<div>Available on</div> <div>5/30/2016</div>

Cancel

Apply

All of the participants were easily able to change locations, and liked the ability to search by location type

### INSIGHTS

- Many (12/14) participants stated that they would like a phone number listed with the store number, so they can verify a low stock product.
- Several (7/14) participants said that they would like 'Not Available' to stand out more.
- Many (9/14) participants stated that the grey background was confusing at first, since it currently indicates out of stock items in other applications.
- A few (3/14) blue shirts mentioned that they would like to be able to filter the location types (select check boxes for locations they would like to see).

### RECOMMENDATION(S)

Consider adding the store phone number underneath the store name/address.

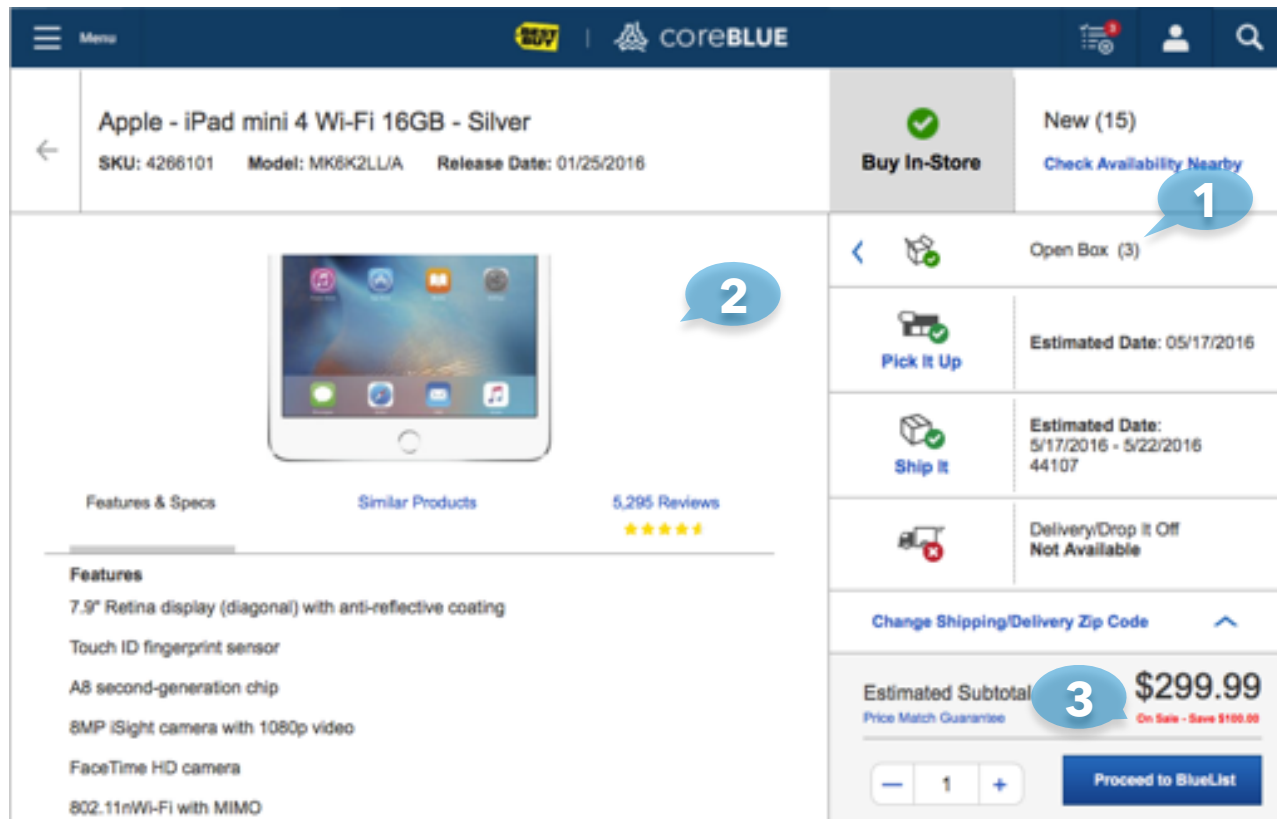
Consider changing the background highlight to a different color

Consider adding a red X to the "Not Available" listings.



# APPLICATION-BASED FINDINGS

## COREBLUE - PDP



### ERROR FREE

*All of the participants (7/7) found it easy to select the method of delivery the customer wanted and like the clean look of the display.*

#### INSIGHTS

- 1) Several (5/7) of the blue shirts commented that they like having the Open Box displayed and how easy it is easy to see product availability.
- 2) All (7/7) of the participants liked how the price stays present while they scroll through features and reviews.
- 3) A few (2/7) of the blue shirts mentioned that customers love to see how much money they are saving, and think this should stand out more.

#### RECOMMENDATION(S)

None.



# APPLICATION-BASED FINDINGS

## COREBLUE - BLUE LIST

**IMPACT**  
Low

**FREQ**  
Low

**SEV**  
4

Many of the participants commented that the overall appearance of this screen was easy to read, and liked how the overall information was displayed.

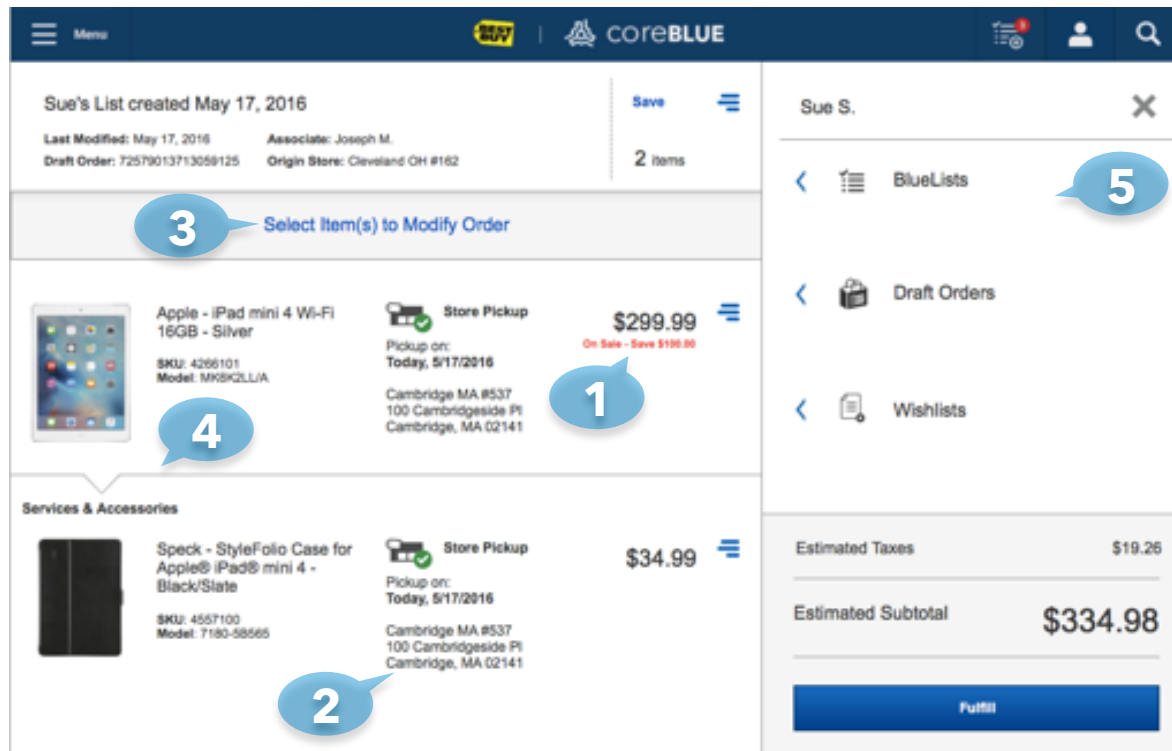
### INSIGHTS

- 1) A few (3/14) participants mentioned that "On Sale" should be more apparent, they like to show customers what they are saving before tendering the transaction.
- 2) Some (6/14) Of the participants would like to have a store phone number listed with the store information displayed on the page
- 3) A few (3/14) of the participants commented on the select items to modify link being available at this point in the transaction.
- 4) Many (8/14) of the participants commented on how they like the display of the Main item and then the accessories/services being listed below.
- 5) Several (9/14) of the blue shirts identified this area, however (7/9) said they did not know what these "lists" actually were.

### RECOMMENDATION(S)

Consider making the "On Sale" more apparent.

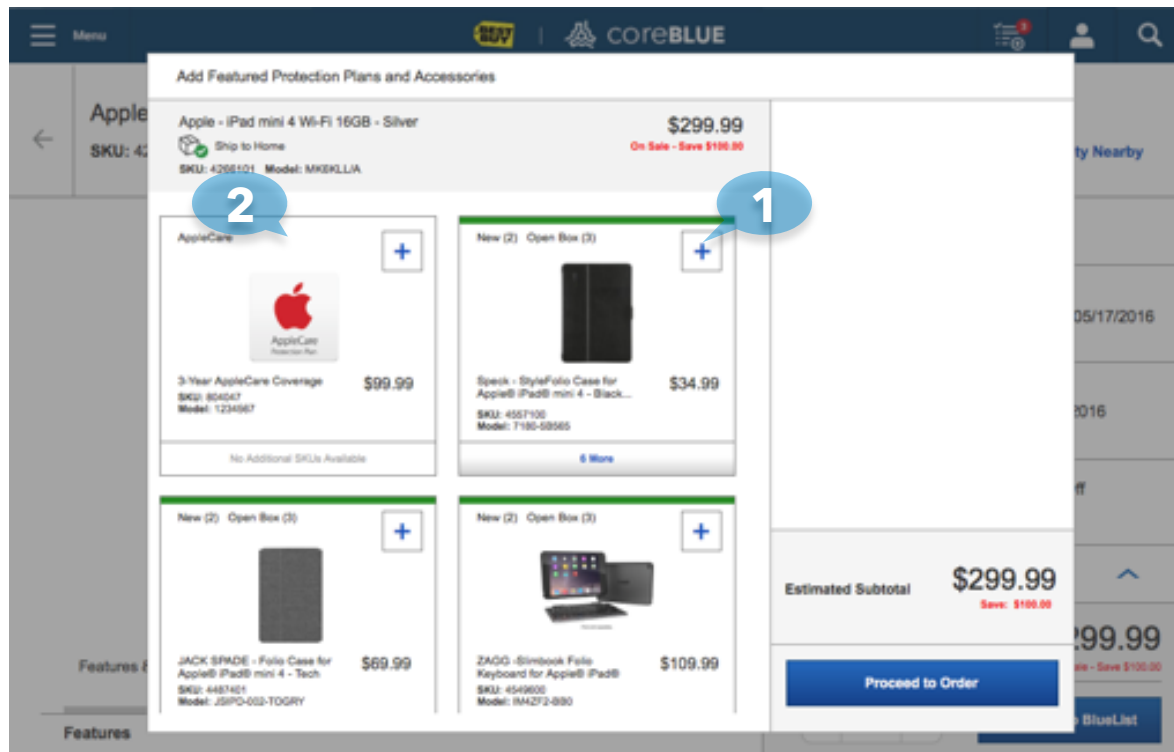
Consider adding a store phone number to the page.



# APPLICATION-BASED FINDINGS

## COREBLUE - ACCESSORIES

### ERROR FREE



All (7/7) of the participants were easily able to add accessories to the order, and liked the feature. They also noted that this should increase sales, because its so easy.

### INSIGHTS

- 1) All (7/7) of the participants stated how easy it was to add an accessory to the order.
- 2) Some (5/7) participants stated that this is a nice reminder to offer service plans.

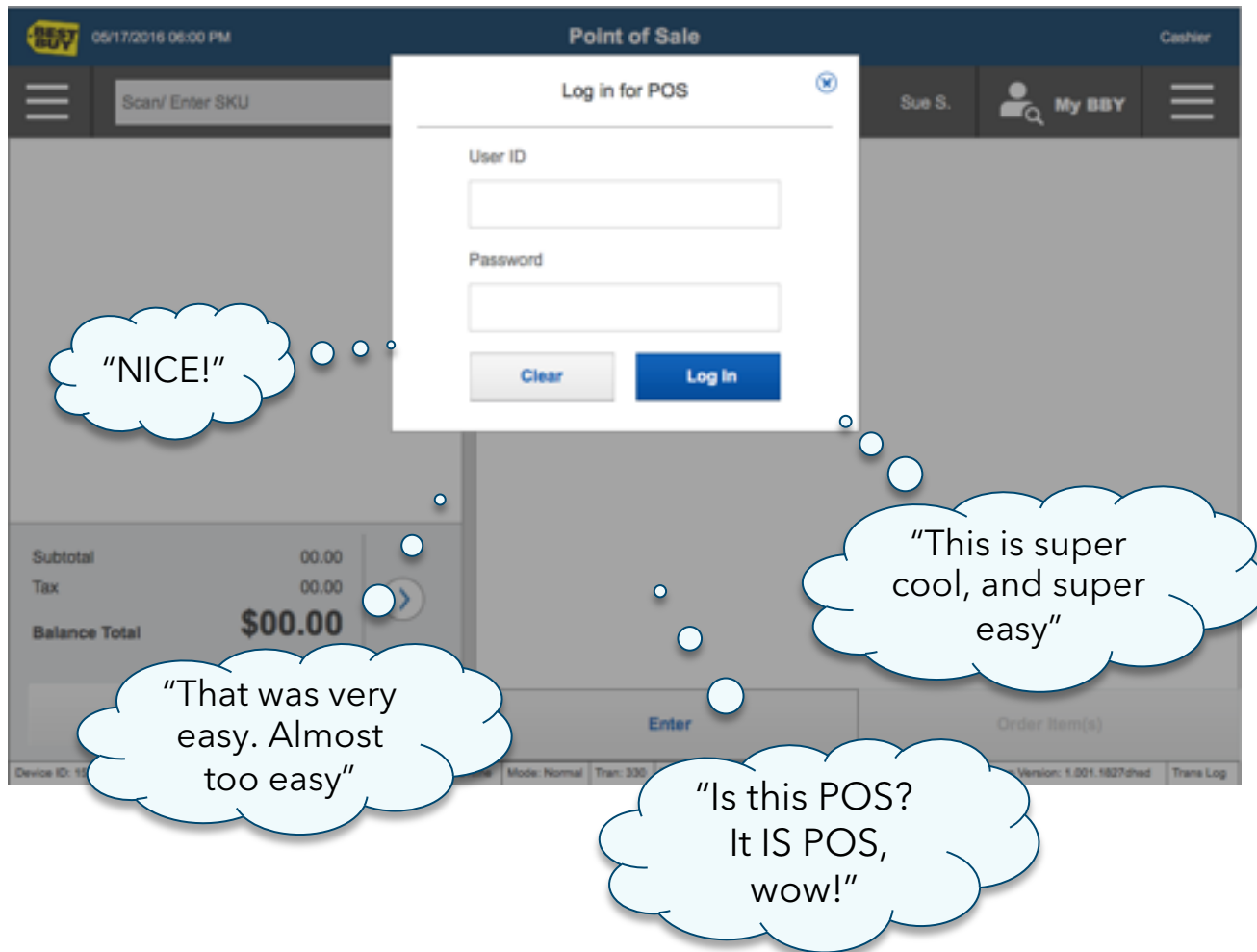
### RECOMMENDATION(S)

None



# APPLICATION-BASED FINDINGS

## POS - TRANSITION LOGIN



*All of the participants were thrilled with how simple it was going from Core blue into POS.*

### INSIGHTS

- 1) All (7/7) of the blue shirts were very happy with how simple it was to go from Core blue to POS. All comment how awesome this is.

### RECOMMENDATION(S)

None



# APPLICATION-BASED FINDINGS

## POS - TRAN

**Point of Sale** | Cashier

05/17/2016 06:00 PM

Scan/ Enter SKU

Sue S. | My BBY

7716614 118197	3.99	>
4266101 MK6K2LL/A	399.99	>
4557100 71805-B565	34.99	>

**3**  
Select Item(s) to Order

Subtotal	438.97	>
Tax	25.24	
<b>Balance Total</b>	<b>\$464.21</b>	

**Total**

Speck - StyleFolio Case for Apple® iPad® mini 4 - Black/Slate  
Model: 71805-B565

**2**

**1**  
Inventory Lookup  
View Accessories

<b>Protection Plans</b> No Plan is available.	<b>Internal List</b> ITUNES DIGITAL CODE \$25 25.00 ITUNES DIGITAL CODE \$15 15.00
--	--

Enter | Order Item(s)

Device ID: 15 | Device Status: Open | Business Date: 04/21/16 | DB Status: DB Online | Mode: Normal | Tran: 330 | Network: kdkdkkd299 | System Version: 1.001.1827dhd | App Version: 1.001.1827dhd | Trans Log

**IMPACT**  
Low

**FREQ**  
Low

**SEV**  
4

*All of the participants were able to add a grab and go item to their order with ease.*

### INSIGHTS

- 1) Almost all (16/18) of the blue shirts noticed Inventory Lookup and the View Accessories links.
- 2) Most (16/18) of the Blue shirts commented on the "My BBY" lookup option in POS being a good feature.
- 3) Some (3/7) participants initially had trouble finding the "Select Items to Order" link.

### RECOMMENDATION(S)

None.

... "Wait, how do I order the...  
Oh, Duh! The Select items to  
order link- thats actually really  
cool!"



RETAIL USER EXPERIENCE - RETAIL OPS

# APPLICATION-BASED FINDINGS

## POS – VIRTUAL RECEIPT

**BEST BUY** 05/17/2016 06:00 PM **Point of Sale** Cashier

Scan/ Enter SKU Sue S. My BBY

4266101 MK6K2LL/A	299.99	>
\$100.00 TRAN DISCOUNT		
ORDER #	57187981513136136136	
4557100 71805-B565	34.99	>
ORDER #	57187981513136136136	
4070013 F9K1113-BBY	89.99	>

Select Item(s) to Modify on Order

Subtotal	428.96	>
Tax	24.67	>
<b>Balance Total</b>	<b>\$453.63</b>	

**Total**

Swirlz Cotton Candy 2.1 oz  
Model: 118197

Unavailable for Order

[Inventory Lookup](#)  
[View Accessories](#)

**Protection Plans**  
No Plan is available.

**Internal List**

[Enter](#) [Modify Item\(s\)](#)

**IMPACT**  
Low

**FREQ**  
Moderate

**SEV**  
4

*All of the participants like the clean look of POS and like the new features that are available.*

### INSIGHTS

- 1) Most (15/18) of the participants commented on the lack of a description in the Virtual receipt. It is hard to know what you're looking at in a big transaction.
- 2) A few (4/14) of the participants found "Unavailable to Order" being red slightly distracting.
- 3) Several (6/14) participants were able to easily locate the select items to modify on the virtual receipt with no assistance.

### RECOMMENDATION(S)

Consider adding a brief description of what the item is on the virtual receipt.

Consider changing the Unavailable to Order to black so that it is less distracting.





# APPLICATION-BASED FINDINGS

## POS – INVENTORY LOOKUP

**Inventory Lookup**

07/13/2015 06:00 PM

Search

Belkin - Dual-Band Wireless-AC+ Gigabit Router - Black **\$89.99**

SKU: 4070013 Model: F9K1113-BBY

[Features & Specs](#)

**#162 — Parma OH**

7400 Brookpark Rd  
Cleveland, OH 44129

Sun: 11:00 AM — 8:00 PM  
Mon — Sat: 10:00 AM — 9:00 PM

10 New in Box

0 Open Box

0 New in Box  
DC # 9002

50 New in Box  
DDC # 9002

[Nearby Locations](#)

Store Pickup Estimated Date: 5/17/2016

Ship to Home Not Available

**Add to Transaction**

Device ID: 15 | Device Status: Open | Business Date: 5/4/21/16 | DB Status: DB Online | Mode: Normal | Tran: 330 | Network: kdkdkdkd299 | System Version: 1.001.1827dhd | App Version: 1.001.1827dhd | Trans Log

### ERROR FREE

Most of the participants (16/18) saw value in having this information available. Some of the participants (2/18) were confused as to why you would need the inventory feature available in POS.

### INSIGHTS

- 1) All (18/18) of the participants liked the “Nearby Locations” link.
- 2) All (18/18) of the participants liked having the “Open Box” information displayed on the screen.

### RECOMMENDATION(S)

Consider adding the store’s phone number, so blue shirts can easily call for more information.



# APPLICATION-BASED FINDINGS

## POS – VIEW ACCESSORIES



### ERROR FREE

*All (18/18) of the participants were easily able to add accessories to the order, and liked the feature. They also noted that this should increase sales, because its so easy.*

### INSIGHTS

- 1) Several (14/18) participants commented that they liked the "Apple Watch" as an accessory and that having those types of products could increase sales.
- 2) All (18/18) of the participants stated how easy it was to add an accessory to the order.

### RECOMMENDATION(S)

None



# APPLICATION-BASED FINDINGS

## POS - TENDER

**IMPACT**  
Low

**FREQ**  
Low

**SEV**  
4

*All of the participants stated that the Tender screen looks very similar to what they are currently using.*

### INSIGHTS

- 1) Some (7/18) of the participants commented that the tender screen has too much blue.
- 2) Some (6/18) of the blue shirts said that the symbols look too much alike.

### RECOMMENDATION(S)

Consider using visual design to give the page more color variation.

Consider using visual design to differentiate the symbols.

**Point of Sale** Cashier

Sue S. My BBY

**Enter amount and select tender type**

**Tender Amount**

1 Cash Credit/Debit Check Gift Card

2 CurrentC™ Store Credit My Best Buy Manufacturer

Cancel

Device ID: 15 Device Status: Open Business Date: 04/21/16 DB Status: DB Online Mode: Normal Tran: 330 Network: kdkdkdkd299 System Version: 1.001.1827dhsd App Version: 1.001.1827dhsd Trans Log



SIMPLE ORDER CREATE

ADDITIONAL FINDINGS

# ADDITIONAL FINDINGS

## POS - FRONT LANE

- All (4/4) front lane associates were able to add grab and go items to the transaction with no interruption.
- One (1/4) participants stated that they would like to see the current store's inventory "at a glance" in POS instead of clicking Inventory Lookup.



# ADDITIONAL FINDINGS

## POS - MCSA

- All (7/7) associates were able to add a grab and go item to an OMS order with little assistance.



# ADDITIONAL FINDINGS

## COREBLUE - SALES ASSOCIATES

- All (7/7) associates were able to add a grab and go item to an order originating in Coreblue with little assistance.
- All (7/7) participants stated that the transition from Coreblue to POS was simple, clear, and were very excited for this feature.
- Most (6/7) participants stated that they do not use Coreblue on a regular basis, but after seeing how beneficial it can be during customer consultations they are excited to use Coreblue.



# ADDITIONAL FINDINGS

## QUALITATIVE RESPONSES

In addition to completing a task-based scenario, participants were asked a few questions about the new flow design:

- What did you like most about the new design?
  - All participants (14/14) stated that the application new flow is a major improvement, and stated that this would make the process much faster. All blue shirts were very excited for this flow to be implemented.
  - BBYM was excited that this new “transact anywhere” flow being on a tablet could increase their sales on accessories especially during the Holiday’s, freeing up a register and dedicating a tablet to the quick sale items.
- What do you think would be a good title for the new flow?
  - Two (2/14) of the participants said to call it POS.
  - One (1/14) suggested “Simple Order System”
  - One (1/14) suggested POS-Order Management. (POSOM)
  - The majority (10/14) of participants were unable to come up with a title on the spot.
- What do you think of the title “Simple Order Create”?
  - Most of the participants (11/14) said that this was an “OK” title.
  - A few (3/14) said “No” to this title, and would like something different.
  - One participant asked if the new design has issues if it can be called “Dirty SOC”.
- What about “SPU/STH Order Create”?
  - All (14/14) participants said “No” to this title, stating that it was way too long.





# ADDITIONAL FINDINGS

## CHANGE MANAGEMENT

For this project we were able to partner with the Change Management team, they provided the RUX team with a few additional questions for our participants. These responses will help to define the Change Management Plan.

### **When something has changed in the past - what has made it successful?**

- Enough time to figure out changes
- Leadership Buy-In
- Making things easier to use - self-explanatory designs
- Getting feedback-research; asking real users
- Things are simple to use - not creating additional steps/ processes

### **When something has changed in the past - what has made it difficult?**

- Not enough time for training
- Always bugs/issues to resolve
- Lack of communication or knowledge regarding changes or updates - *"It is embarrassing when you are not aware of changes in front of a customer"*

### **What do you believe will be the biggest changes within your transaction and customer processes?**

- This will speed up the customer experience; takes less time
- Understanding the overall navigation
- Increasing convenience/more options for our customers
- Being able to order in POS
- Easy for Black Friday shoppers buying accessories/non-activation items
- Wont lose sales to out of stock items



# ADDITIONAL FINDINGS

## CHANGE MANAGEMENT

### What do you believe will be the most important things to learn and/or get used to with this new user interface?

- Getting used to the new flow and interface; figuring out where things are
- Using the inventory feature
- How to add accessories from the product screen
- Just the little things *"It's not drastically different, seems like a nice improvement and easy to learn"*

### How would you like to learn these things?

- Hands on learning (13/14)
- Playground/Training device to learn on
- Have the SME's help train who are experts on the system
- Have an "expert" on during shifts for questions
- E-Learnings that create a 'playground' environment
- Videos



SIMPLE ORDER CREATE

FOR DISCUSSION

# FOR DISCUSSION

## RECOMMENDED UX CHANGES

### Update Shipping Address - (Impact: High - Frequency: High - Severity: 1)

*All of the participants were unable to update a shipping address without assistance.*

- Consider changing the current "Update shipping address" from red to black to make it look less like a clickable link .
- Consider making the "Update Shipping address" a clickable link that allows blue shirts to edit from there. All (14/14) participants assumed clicking the red update shipping address was how the task could be completed.

### Shipping Price - (Impact: Medium - Frequency: Moderate- Severity: 3)

*Participants commented that the price of shipping is unclear if it is for both selected items or if the total is being shown per order*

- Add a "total shipping price" to the shipping screen to alleviate confusion

### "Not Available" Display - (Impact: Medium - Frequency: Moderate- Severity: 3)

*Participants commented that during large sales the lack of an item description can be confusing for both the associate and the customer, when needing to find items.*

- Use visual design to add a red X to Not Available items or services

### Background Selection Color (grey) - (Impact: Medium - Frequency: Moderate- Severity: 3)

*Participants commented that in current applications a grey background indicates "not available" and found this distracting and/or confusing.*

- Consider using visual design to come up with a less confusing background color.

### Store Phone Numbers - (Impact: Low - Frequency: Moderate - Severity:4)

*Participants liked having access to the additional store information throughout the new flow, however the lack of store phone numbers was common concern.*

- Add store phone numbers to screen that have a store number/address
- Use a consistent format for Store Numbers, Address, Phone throughout the flow.

### Virtual Receipt - (Impact: Low - Frequency: Moderate - Severity: 4)

*Participants commented that during large sales the lack of an item description can be confusing for both the associate and the customer, when needing to find items.*

- Add a brief description of items on the virtual receipt.



# QUESTIONS?

For additional questions/concerns contact:

**Brigitte Dahlberg**, Mgr, Retail User Experience  
[brigitte.dahlberg@bestbuy.com](mailto:brigitte.dahlberg@bestbuy.com) or 612-291-7943

**Timothy Embretson**, Director, Retail User Experience  
[timothy.embretson@bestbuy.com](mailto:timothy.embretson@bestbuy.com) or 319-429-5295

