


The background features several abstract, organic shapes in shades of purple and blue. A large, irregular shape dominates the right side, with a smaller, more circular shape above it and another smaller shape in the bottom right corner. The shapes have a soft, blurred appearance with a gradient from light blue to deep purple.

**Improvement of
the university
market.**



Group members
1 Khismetullina Dilnaz
2 Sydyk Arnur

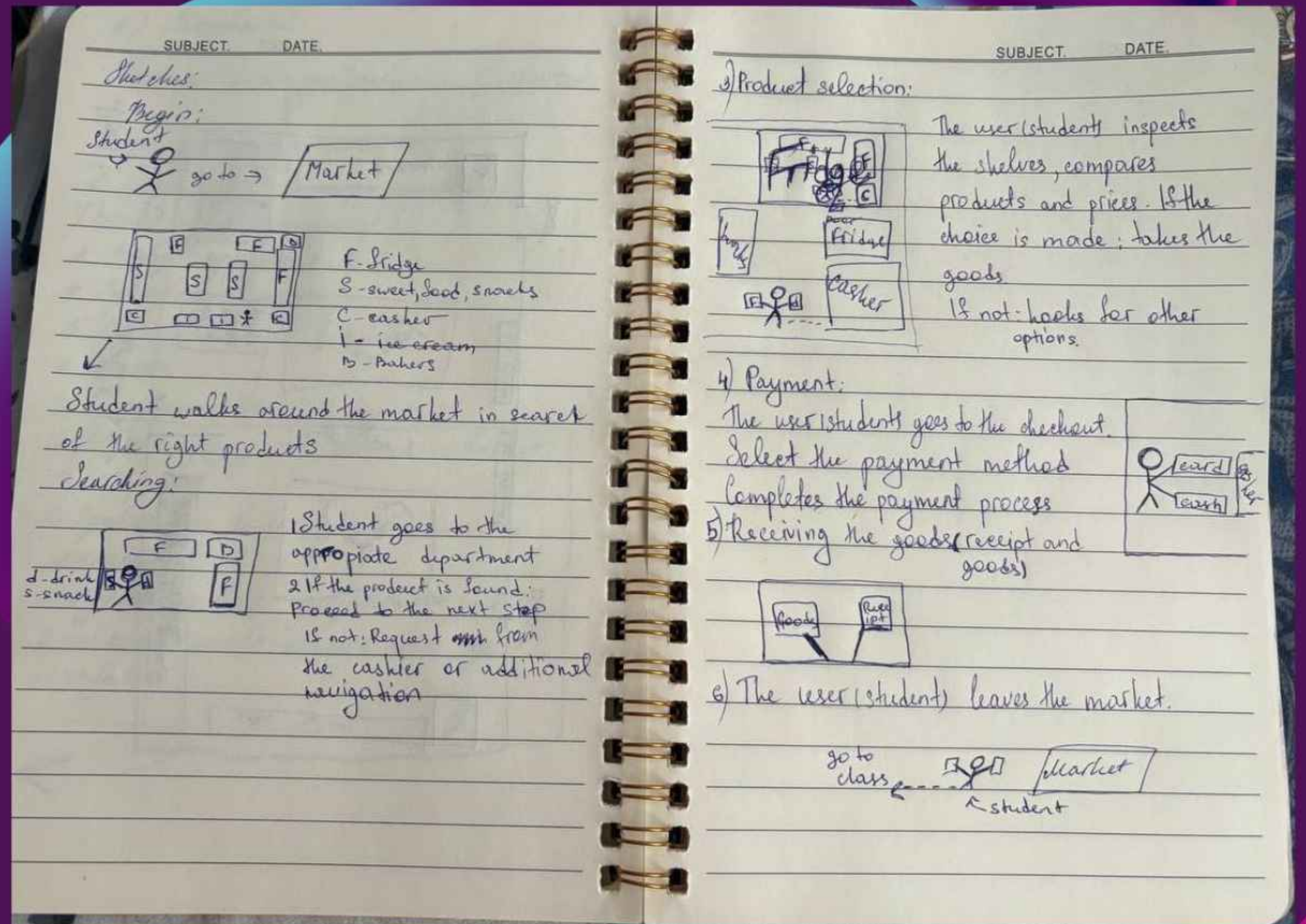
The background features three large, overlapping organic shapes in shades of purple and blue. One large shape is in the upper left, a smaller one is to its right, and a third shape is partially visible in the bottom right corner. The text is positioned in the lower-left area of the slide.

The goal of the project is to improve the operations of the market and increase user satisfaction by providing everything necessary in one place, right on the university campus.

We conducted interviews with three students, and here are the issues they encountered:

- **Inaccurate store hours (the exact opening hours are not displayed on the outside sign).**
- **Lack of cashiers on-site.**
- **Poor Wi-Fi connectivity (SDU Wi-Fi signal is weak).**
- **Long queues.**
- **Inaccurate self-checkout system.**
- **Limited product variety.**
- **Limited space.**

During the discussion, a sketch was made depicting a student who came to the market to shop.



Task Flow Diagram

1 Defining Project Goals

2 Conducting Research

3 Formulating Ideas

4 Creating a Prototype

5 Testing the Prototype

6 Implementing the Project

7 Evaluation and Optimization

User journey map

Stage:

- 1Arrival at store
- 2Entering the store
- 3Finding WI-FI
- 4Waiting in line
- 5Using self-checkout
- 6Paying for items
- 7Leaving the store

Appropriate choice of evaluation method and its execution

Correct choice

- 1Inaccurate store hours
- 2Lack of cashiers or self-checkout stations
- 3Poor Wi-Fi connectivity:
- 4Long queue

Correct execution

- 1Digital Displays or Signage with Store Hours
- 2Self-Checkout System
- 3Wi-Fi
- 4New Queues and Layout

Evidence of Change(s) That Happened Because of the Evaluation Method(s)

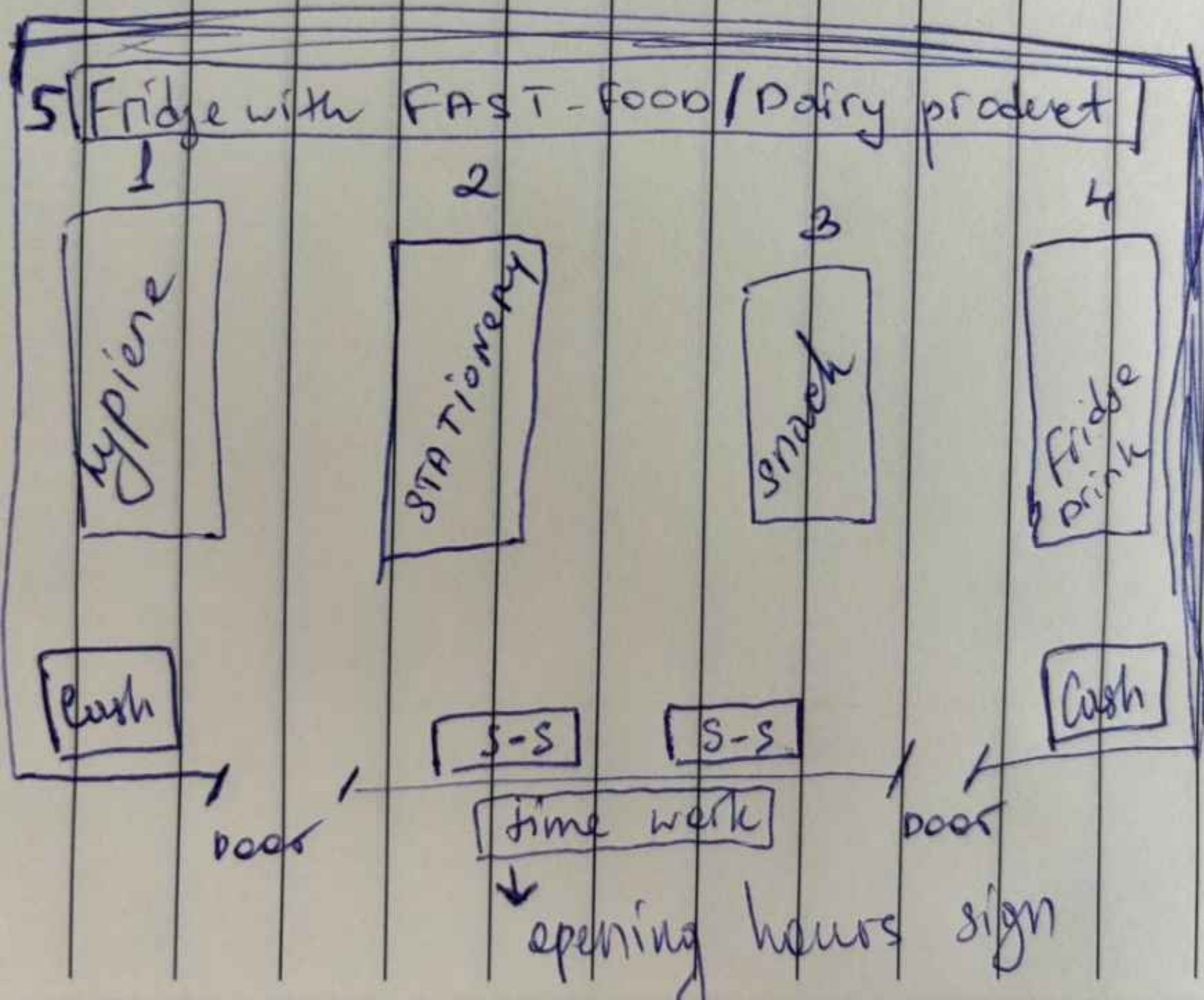
Clear Store Hours

Self-Checkout System

Improved Wi-Fi

Revised Store Layout and Queue
Management

Final Design



In the new design, upon entering, there are two cash registers and two self-checkout stations on either side. Then, there are five signs indicating product shelves, which are as follows:

1. Hygiene Products (detergent, wipes, masks, etc.)
2. Stationery
3. Snacks (candies, noodles, various sweets, chips, etc.)
4. Refrigerator with Drinks
5. Fast Food, Dairy Products, and Ice Cream

The shelves are placed at a reasonable distance from each other to allow space for two people to comfortably pass through.

Thanks for attention