Myer

A futuristic experience for 2031

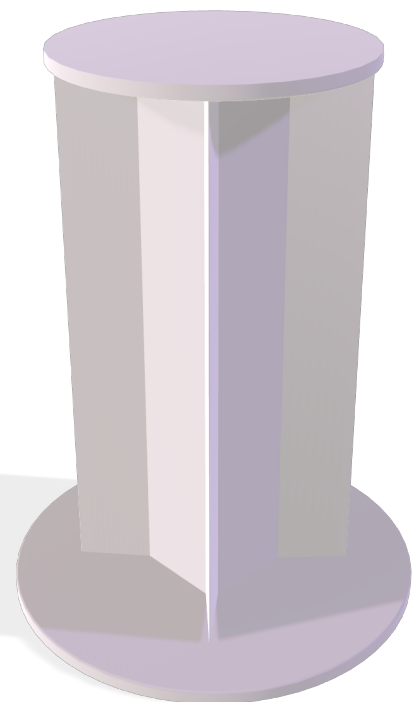| Duration:	My Role (Group):
4 Months	User Research | UX Design

Summary:

Myer is one of the leading department brands in retail. Myer wants to be one of the first in transforming the in-store experience. To aid customers a built in AI mirror is introduced.

Problem:

Bringing in a new customer by improving the in-store experience.

Methods:

- Interviews
- Surveys
- Quick Findings
- Personas
- 3D Modelling

The Process

The general process that I go through with my projects

Define the
Problem $\longrightarrow$ Interviews $\longrightarrow$ Findings and
Recommendations $\longrightarrow$ Personas and
Senarios $\longrightarrow$ Ideation and
Final Solution

Research Analysis - Quick Finding

Interviews were conducted with interviewees that have different backgrounds ranging from the Myer target and a newer audience. The interviews and surveys are the main source of information.

Shopping

General Experience

Through the surveys that have been conducted regarding how people purchase shoe at Myers.
- Majority of users surveyed said that they sometimes try on clothes/shoes before they make purchases.
- Many respondents voted 'sales' section is where they gravitate to first.

How much do customers usually spend?

- More than 70% respondents said they spend less than $250
- Less than a quarter said they spend more than $250

How long do they usually stay in the store?

- Majority of respondents said they just grab what they want and go (%60)
- %25 of them said approximately an hour would be ideal for shopping
- Less than %10 respondents said they need more than an hour

### How can customers satisfaction be improved?

- The friendliness of the staff also helps improving the shopping experience satisfaction
- Self- checkout
- Spend less time to try on shoes
- Beat price and quality
- Exclusive items

Concerns, or problems

- Narrow aisle/space
- Long queue to get into fitting room/checkout
- Too many unavailable cashiers

Footwear

- Majority of the surveys stated that people mostly use their footwear for casual. Some just use for leisure, sports and work.
- Many respondents said the design and comfort are the most important aspect of the shoes.
- More than ¾ people purchase the footwear for casual wear.
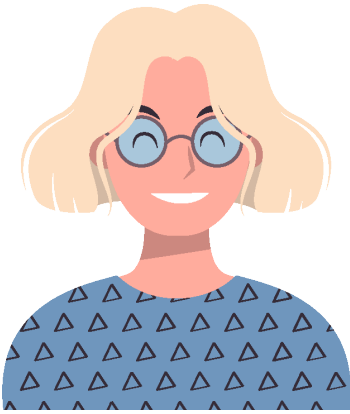
Persona - Rose Burton

"The hardest thing is to stay in the middle of your frustration."

Occupation:
Full time Accountant

Demographics:
- Female, married
- Has children
- Small business owner
- Middle class

Frustrations:
- Have to be multitasking
- Have to follow the trend
- Always have to be well dressed for social media

Persona - Maurice Angelo

"Just stay cool in and out"
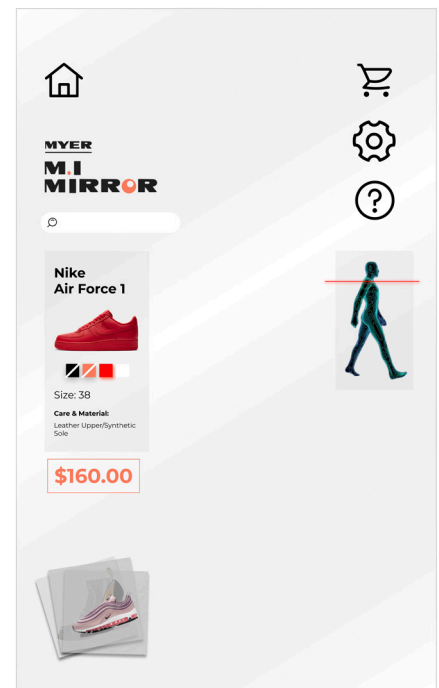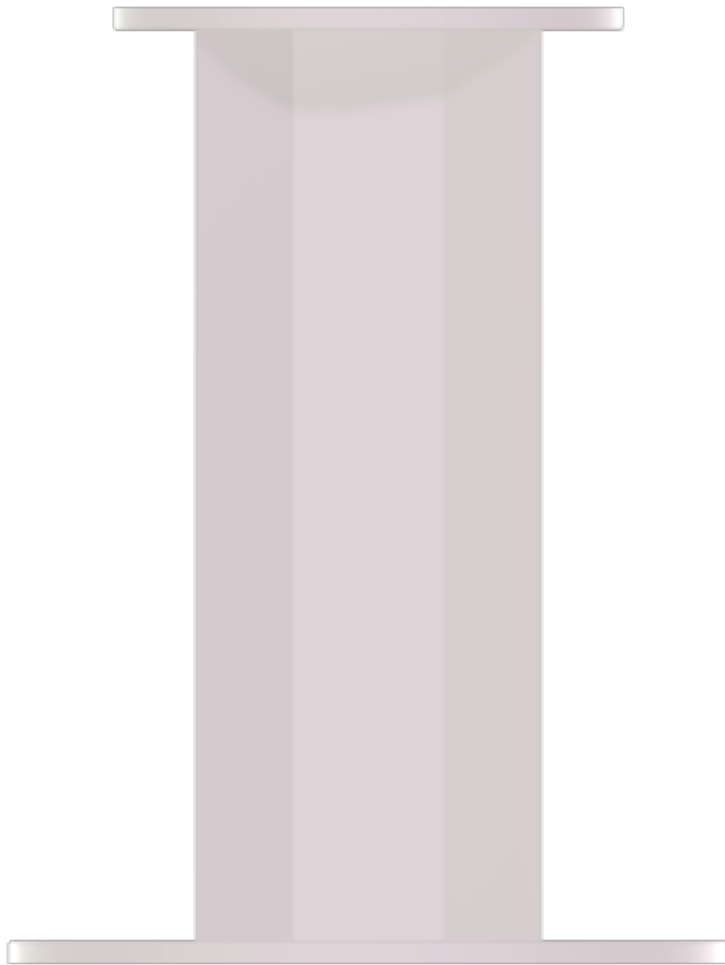
Occupation:
Full time web
developer

Demographics:
- Single
- Graduate
- Middle - Lower class

Frustrations:
- Too many wish lists to spend
- Doesn't have too much savings because of a lot of spending
- Easy to get affected by market ads

Solution

Reflection

This project is one that I had a lot of fun with especially as it was part of a collaboration project. This taught me a lot with working with others and thinking creatively for people in the future and how that translates in that time.

Prototype:

https://bit.ly/3dlRP0c

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