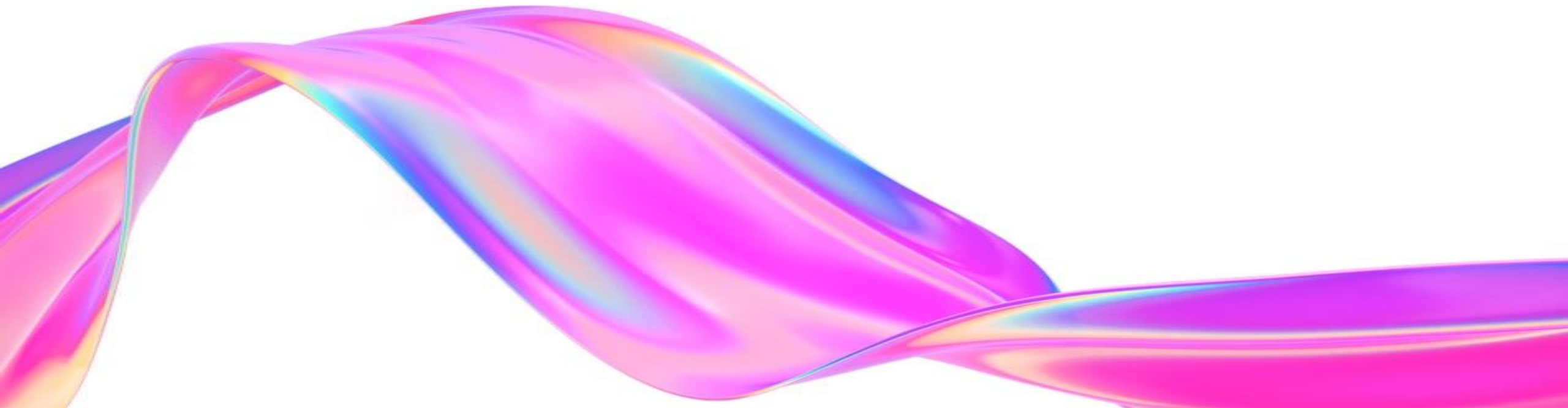


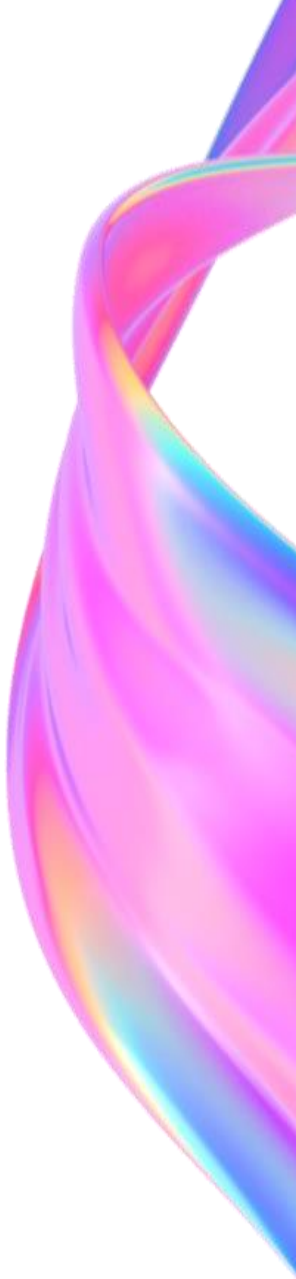
Interactive Display - Discovery Table

Ema Devcic



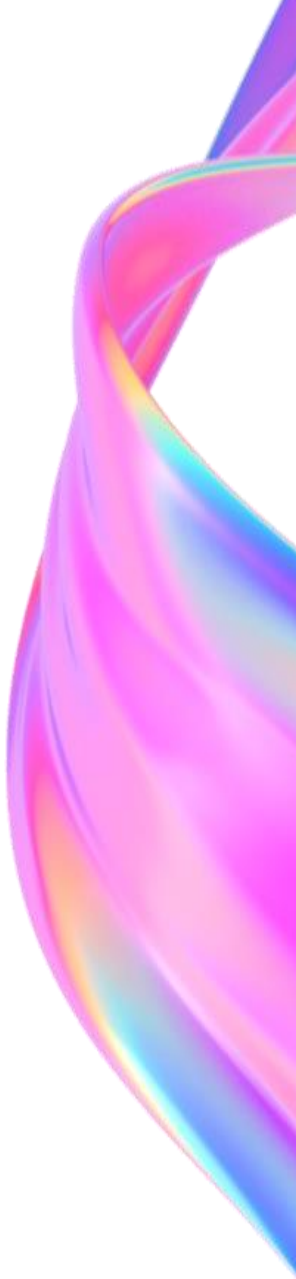
Market Research

- Effective & convenient
- Interactive retail stores create stand-out customer experiences
- Three is the first mobile network to offer interactive customer experience
- Future of retail is phygital



Goals

- Better connected life
- Digital lifestyle brand
- Provide a personalized shopping experience
- Build the store of the future



Scenario

Selling products & services to a new customer
(acquisition)

Field study



Discovery table

OBSERVATIONS

Unaware that it's an interactive display

- Customers are unaware that its an interactive digital display
- Unaware that they can browse products & services
- Rarely engage on their own

Quickly lose interest

- On first interaction, customers are amazed and excited to use it, but very quickly lose interest
- Enjoy the feature of "floating bubbles"

Need assistance to use

- Don't engage on their own only when getting assistance from the staff

OPPORTUNITIES

Call to action button

"Touch here" icon

First display page redesign

Stop the floating bubbles when customers engage

More information about the products

More pictures of the product: all colors / front & back of the device

Larger pop-up window size

Engaging language

Consistent UI with tablets & web site



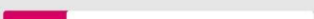
Persona

Fernanda Da Silva

"Work towards the life that I want, and stay connected to my friends on social"



Role: Waitress
Age: 26
Status: Single
Education: English school
Location: Dublin City Centre

Social media 
Software 
Tech-savvy 

Goals

- Improve her English language skills
- Go to college and study economics
- Stay trendy while on a budget

Frustrations

- Want's a new phone but doesn't know a lot about technology
- Struggles with technical terms and formal language
- Gets overwhelmed and anxious easily

Info

Fernanda moved to Ireland to study English and save enough to start collage. She has an old android phone but is looking to upgrade to an iPhone, as all her friends recommended it. She isn't tech-savvy and easily gets frustrated when dealing with technology. She likes to keep up with the trends, but is also on a budget and wants to pay for her phone monthly.

Customer Journey Map

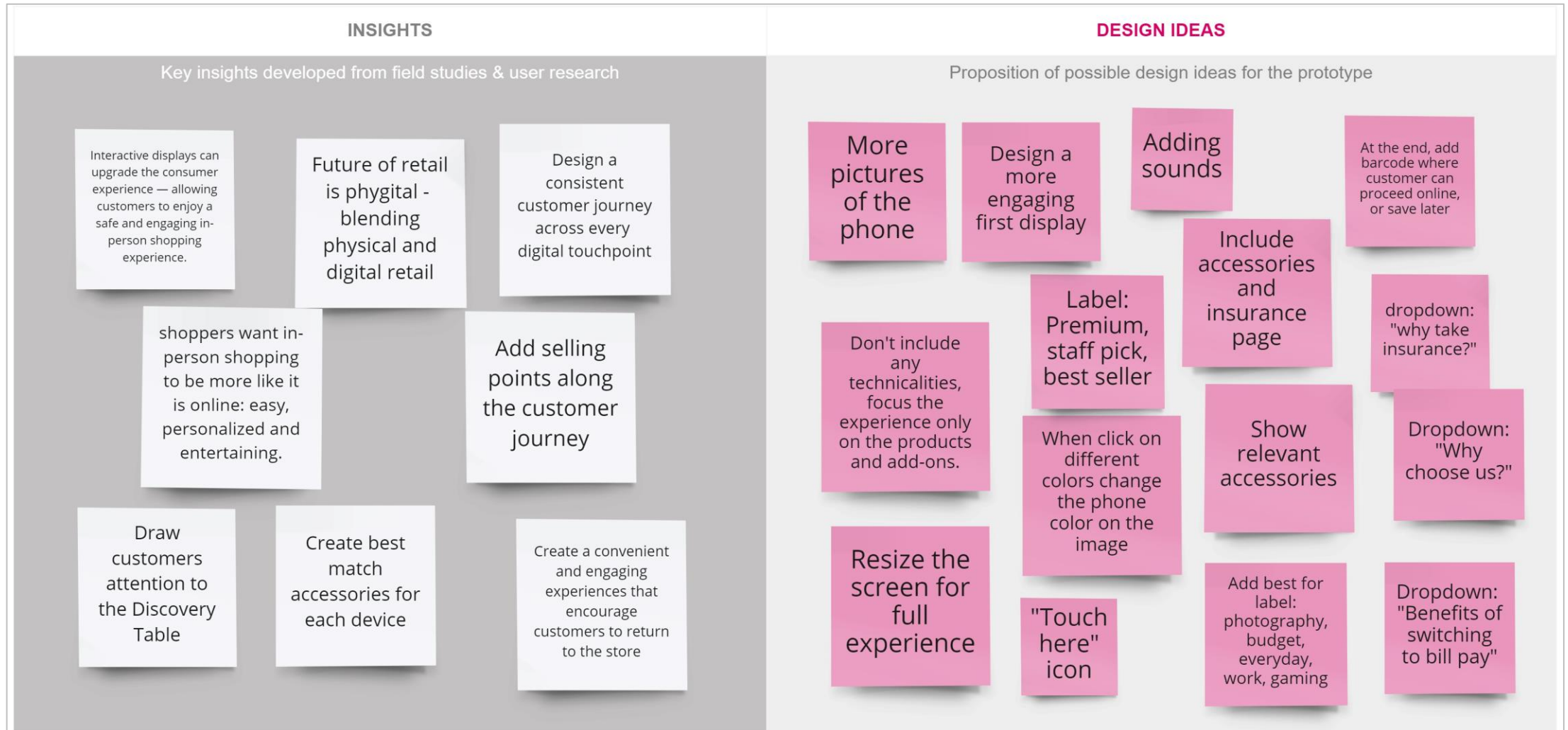


Scenario

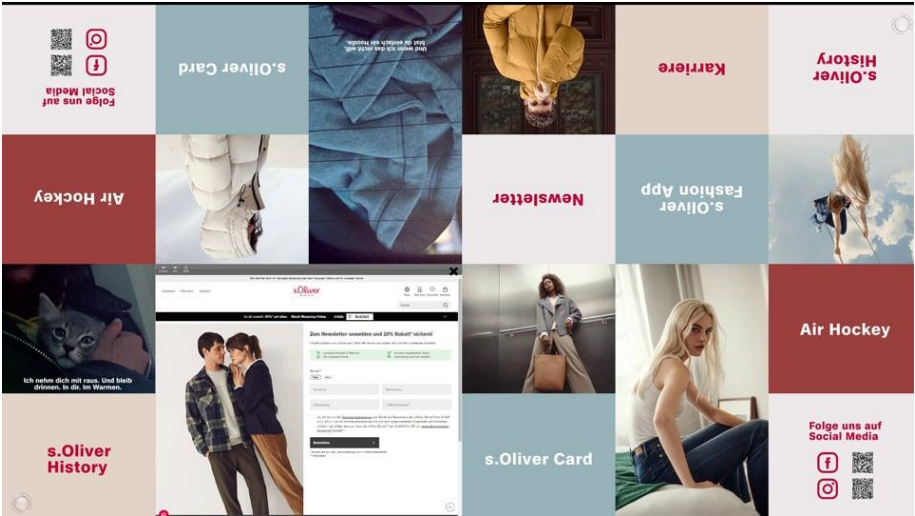
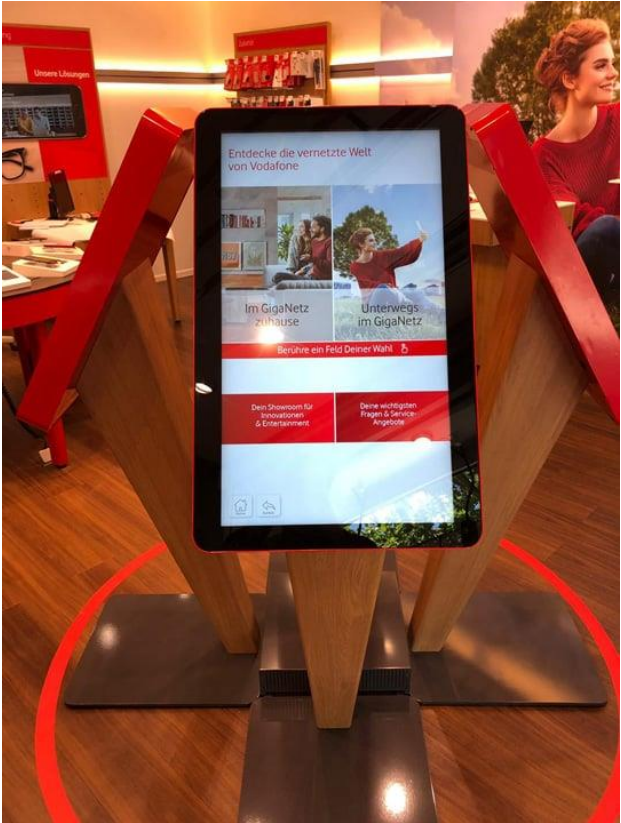
Fernanda saw the social media campaign for an iPhone. She decides to go to the nearest Three store to ask about promotions. She is welcomed by a staff member and redirected to the discovery table. She browses different options and chooses the best bill plan for herself. Fernanda goes home happy with her new phone.

User goal		Purchase a phone on bill pay				
Journey Steps		FIRST CONTACT	DISCOVER	DECIDE	PURCHASE	LOYALTY
Behavior		Asks the member of staff about phone plans Is lead to the discovery table Excited to use	Looks for offers and discounts Finds and select products easily Compares features	Compares plans and prices Opens a page to check product details Asks for help from a staff member	Scans the barcode Asks for help	Recommends the store to her friends Downloads the 3 plus app
Thinking		I need to buy a new phone I want to pay for my phone monthly Likes the look of the store	Want to know more details about the phones Wanders about offers and discounts	This meets by price expectations I need to check other products for comparison Is this a good phone?	Can I but this phone now? How fast can I get my phone? How do I do proceed?	Unique way of shopping I will bring a friend next time I will come back to this store
Feeling		Curious Uncertain 🤔	Excited Overwhelmed 😊	Interested but hesitant 😊	Excited and happy 😊	Satisfied Exhilarated 😊
Pain points		Uncertain where to start What questions to ask Doesn't know how plans work	Technical terms Lack of information & formal language are difficult to understand	Worries if she choose a right device for herself Lack of confirmation The color she prefers is out of stock	wonders about what's next	Still has some questions about the plan
Opportunities		Welcoming message: Touch here / Shop / choose you phone Friendly, informal and consistent language	"Best for" label or option Why choose us? / benefits of switching to bill pay	Best seller / staff pick label Option to click on color and see the phone Mark the best bill plan Highlight or write best offer	Call to action - buy now Friendly message Multiple choice options: buy in store / buy online / buy later	FAQ about bill pay

Key Insights & Design Ideas

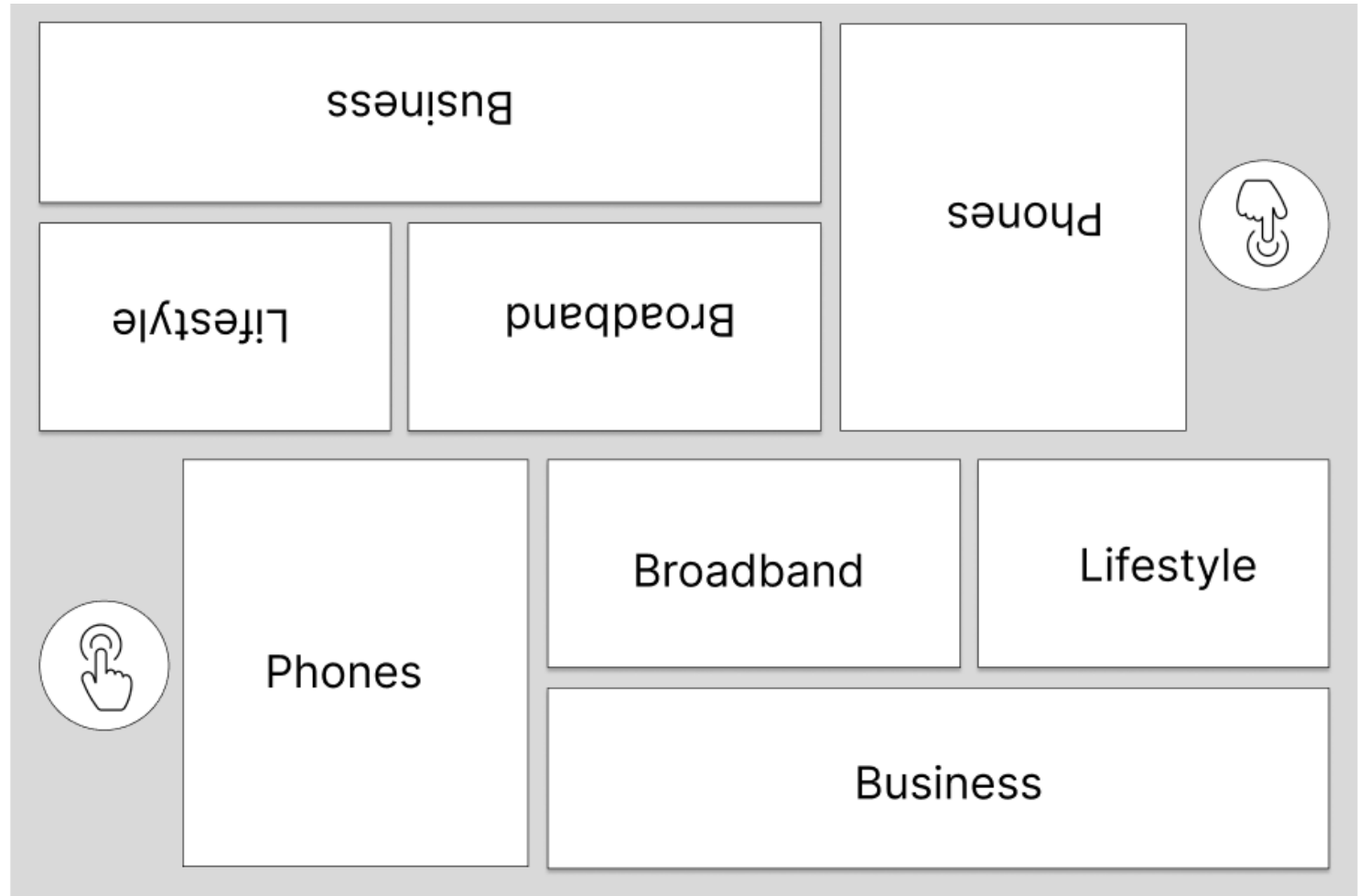


Retail Competitor Analysis – First Page



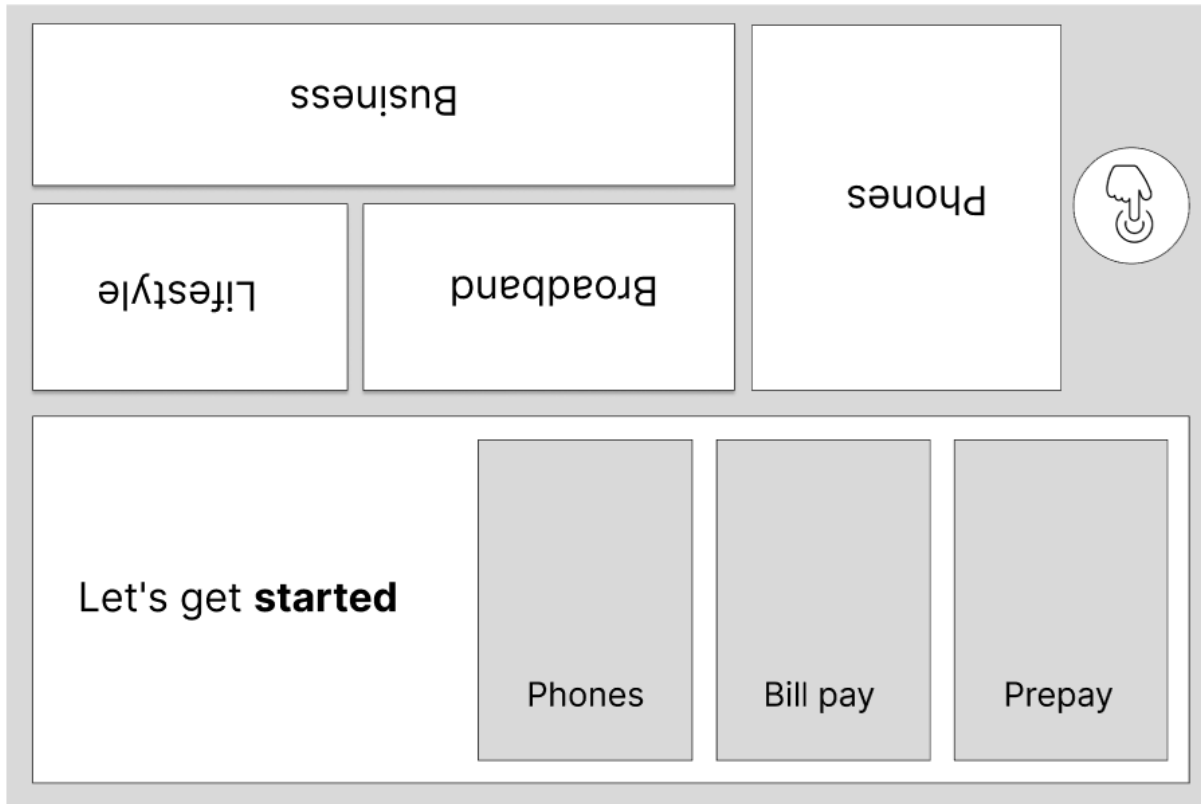
Prototype – Our First Page

- Animated “Touch Here” button
- Two customers can engage at the same time, without disrupting each other



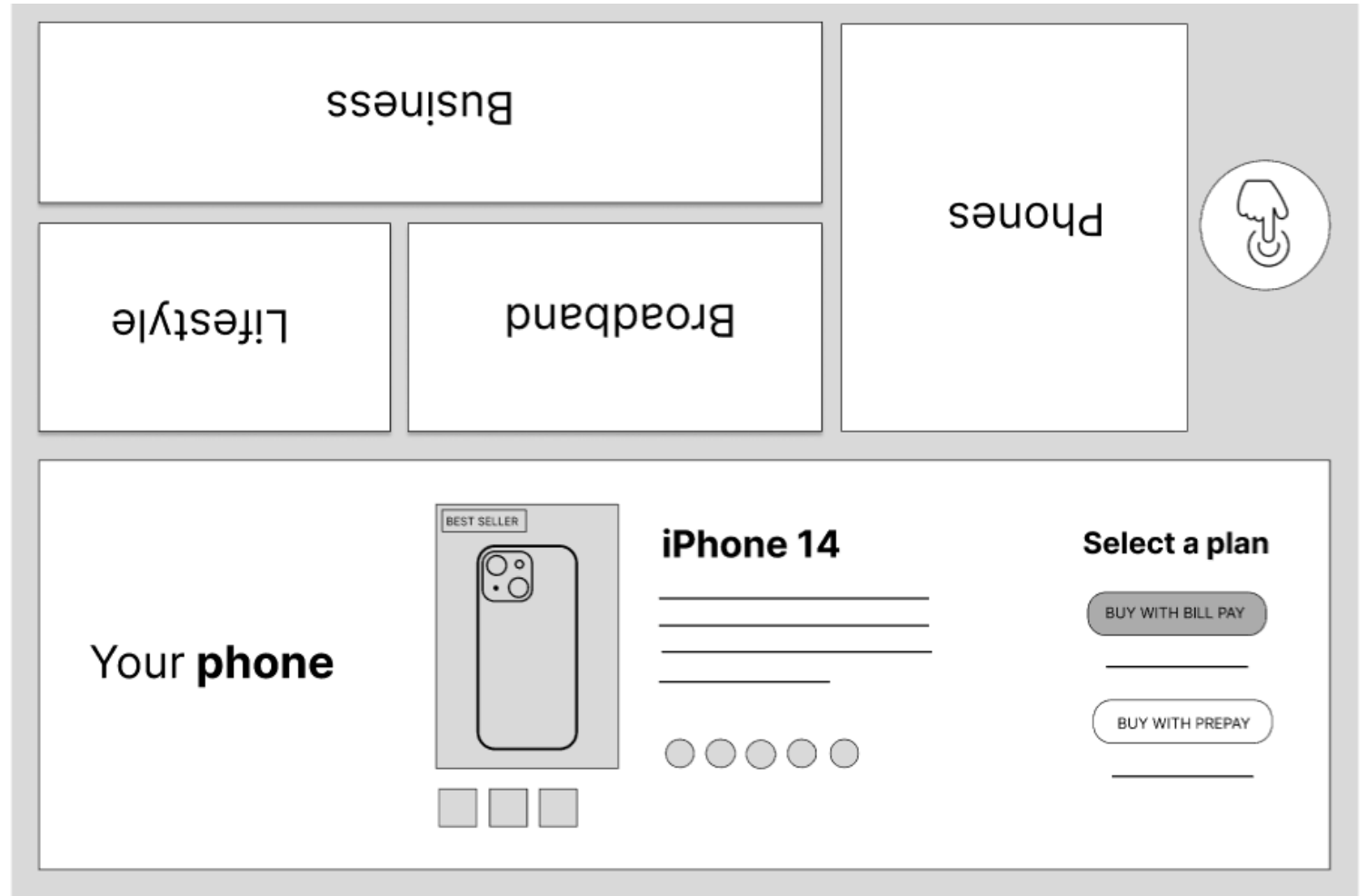
Prototype – Let's get Started & Choose a Brand

- Consistent design across Three digital platforms



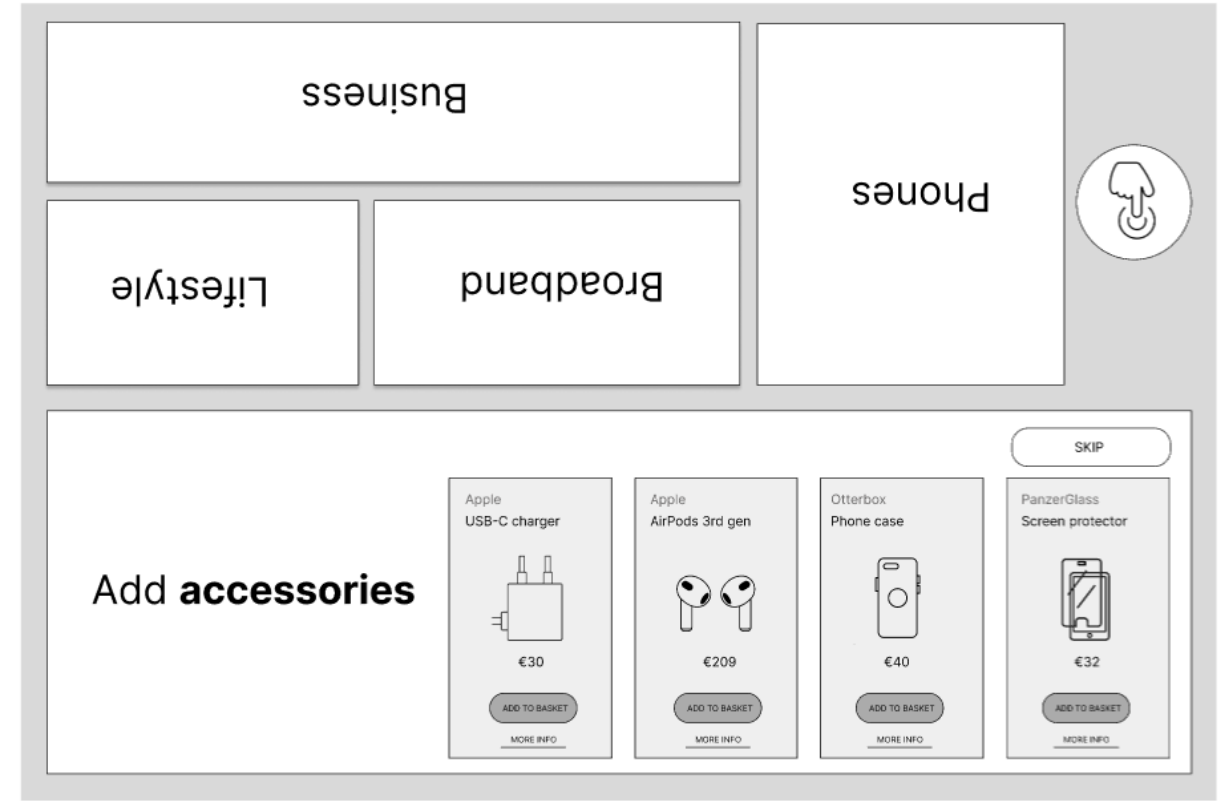
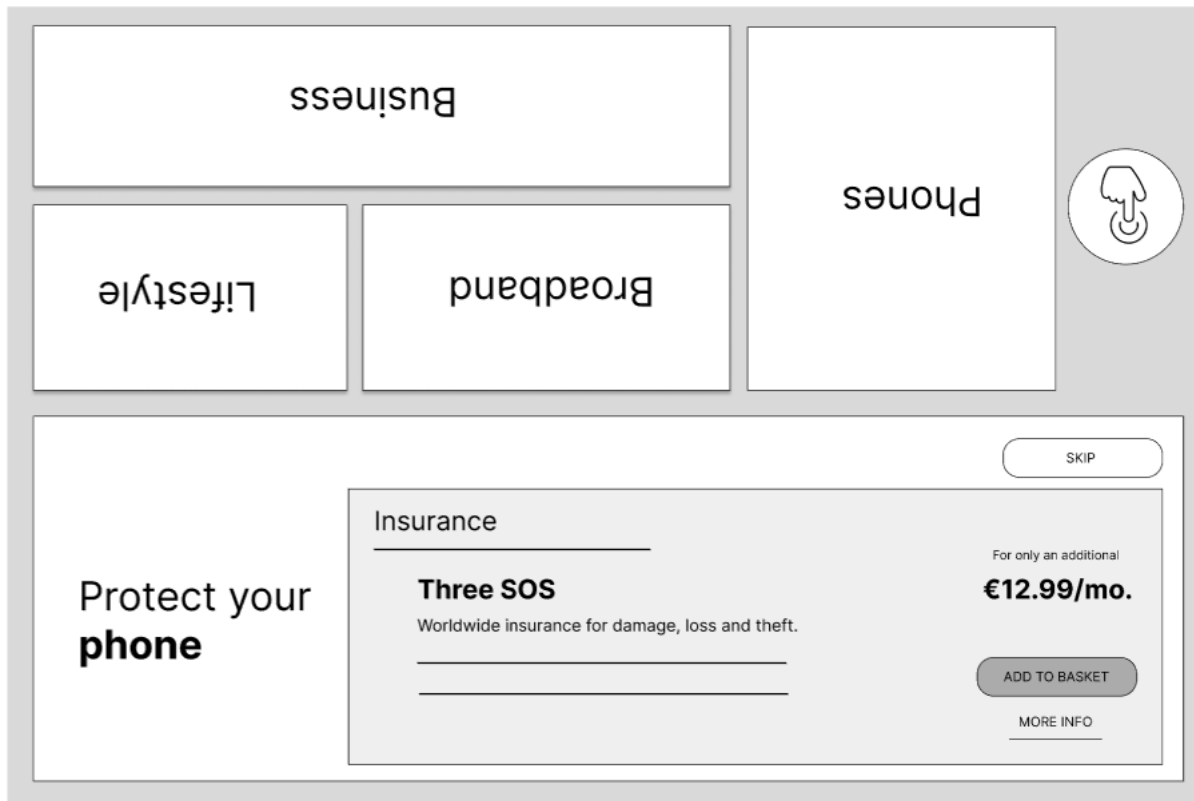
Prototype – Your Phone

- “Best seller” label
- 2 -3 images of the phone
- Click on different colours will change the colour of the phone



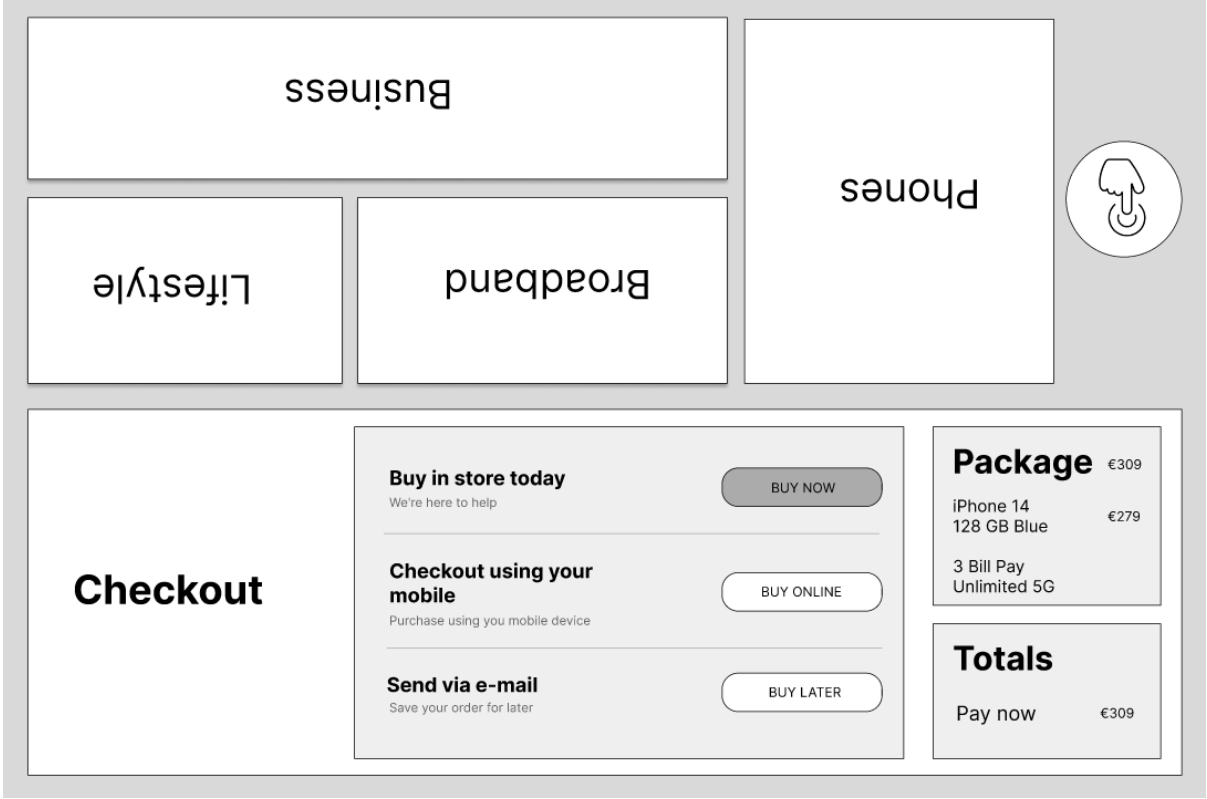
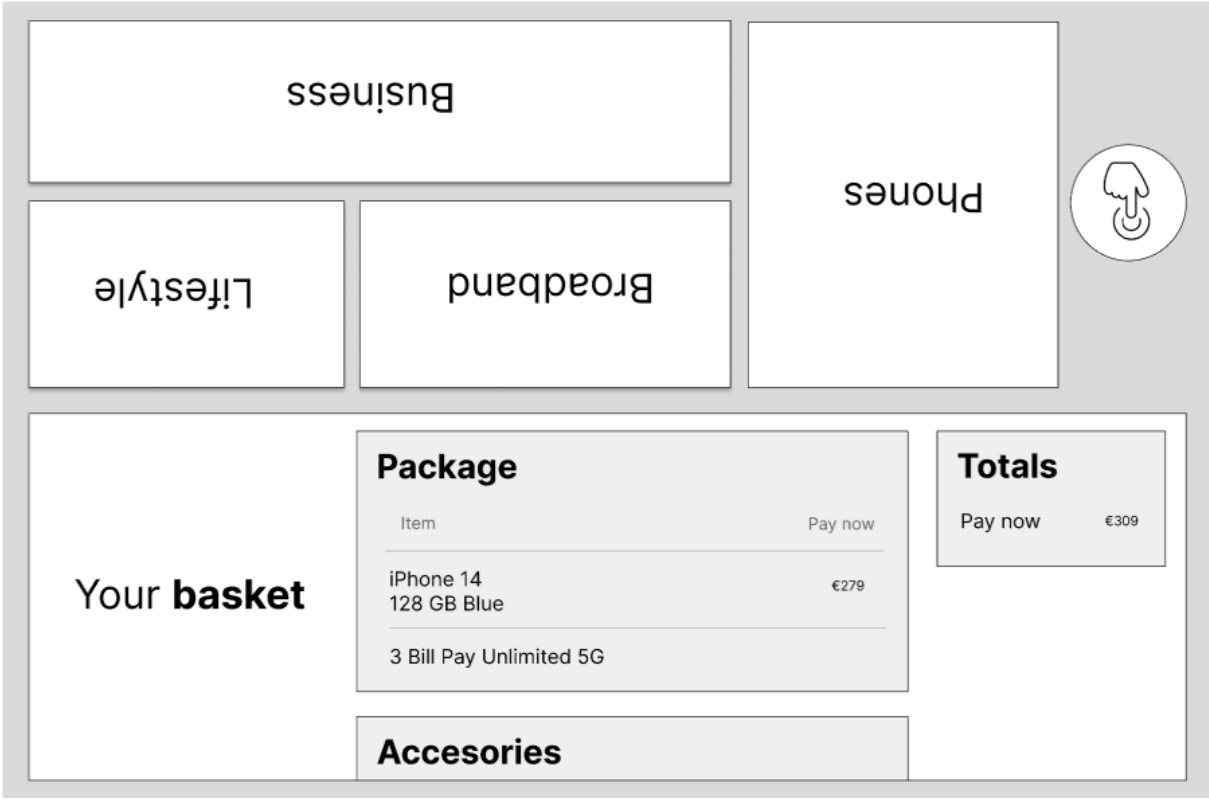
Prototype – Insurance & accessories

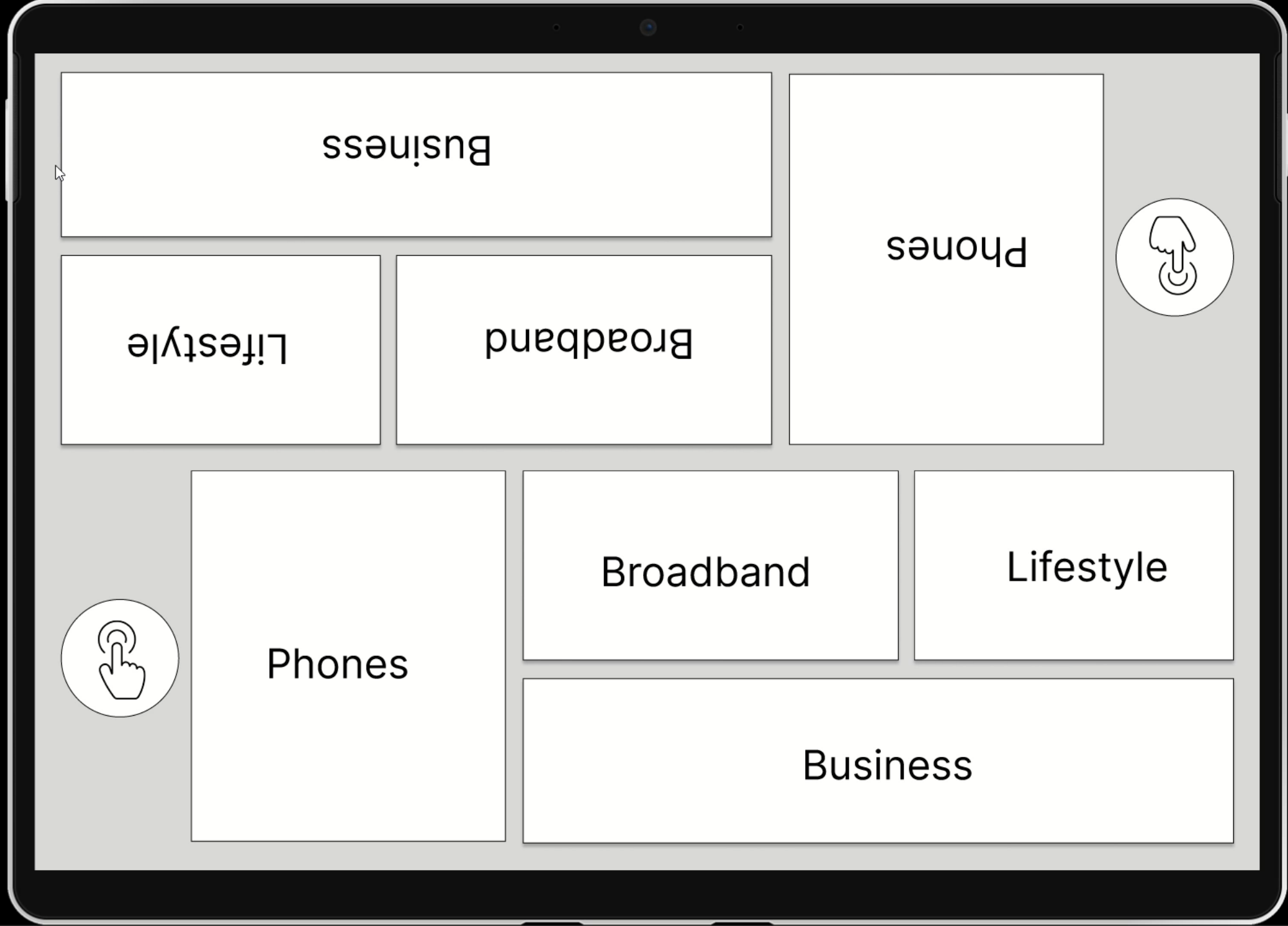
- Customized best match accessories for every device



Prototype – Basket & Checkout

- Buy now – ask staff for assistance
- Buy online – scan the barcode that leads to online purchase
- Buy later – send a barcode to your email





Business

Phones

Lifestyle

Broadband

Broadband

Lifestyle

Phones

Business

Thank you!

