

UX CASE STUDY

# KIOSK + MOBILE

Alice Casadei

2018 – 2019

# *Challenge*

*The challenge was set by a major italian mass-market food retailer, in creating a new multi-platform experience, to engage analogic customers in store.*

# *Challenge*

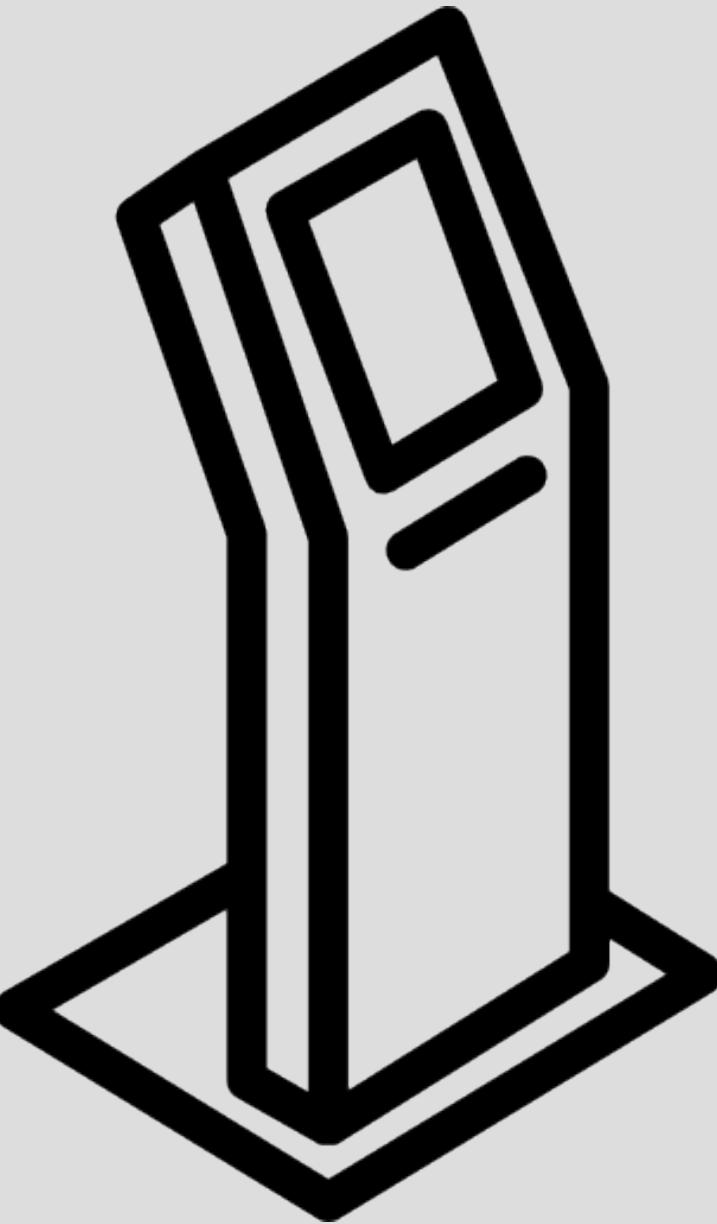
# *Touchpoint*

*Client Big Italian GDO Player*

*Industry GDO*

*Duration 6 weeks*

*Role Ux Designer*



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# Personas

*Analogic customers*

# *Analogic customers*

Age: 70 years old

Retiree

Average expenditure: 20 euros

Spending time: 1h

Weekly frequency: 2.3



# User Research

*One-to-one interviews*

## *One-to-one interviews*

*10 interviews made to selected users*

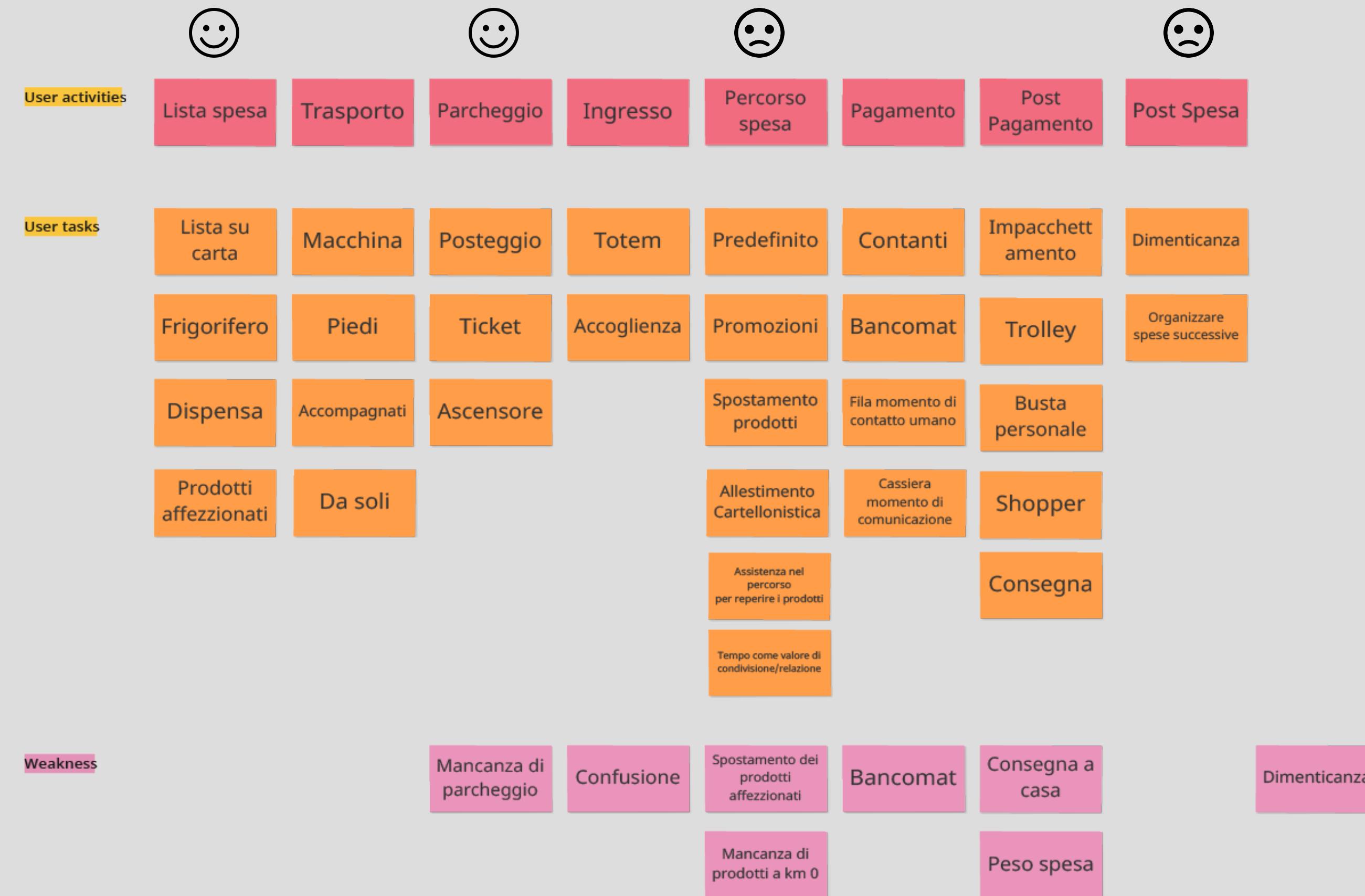
## *Insights from interviews*

*The analogic client mainly needs of human contact, to save money, to find his favorite products and to pay easily*

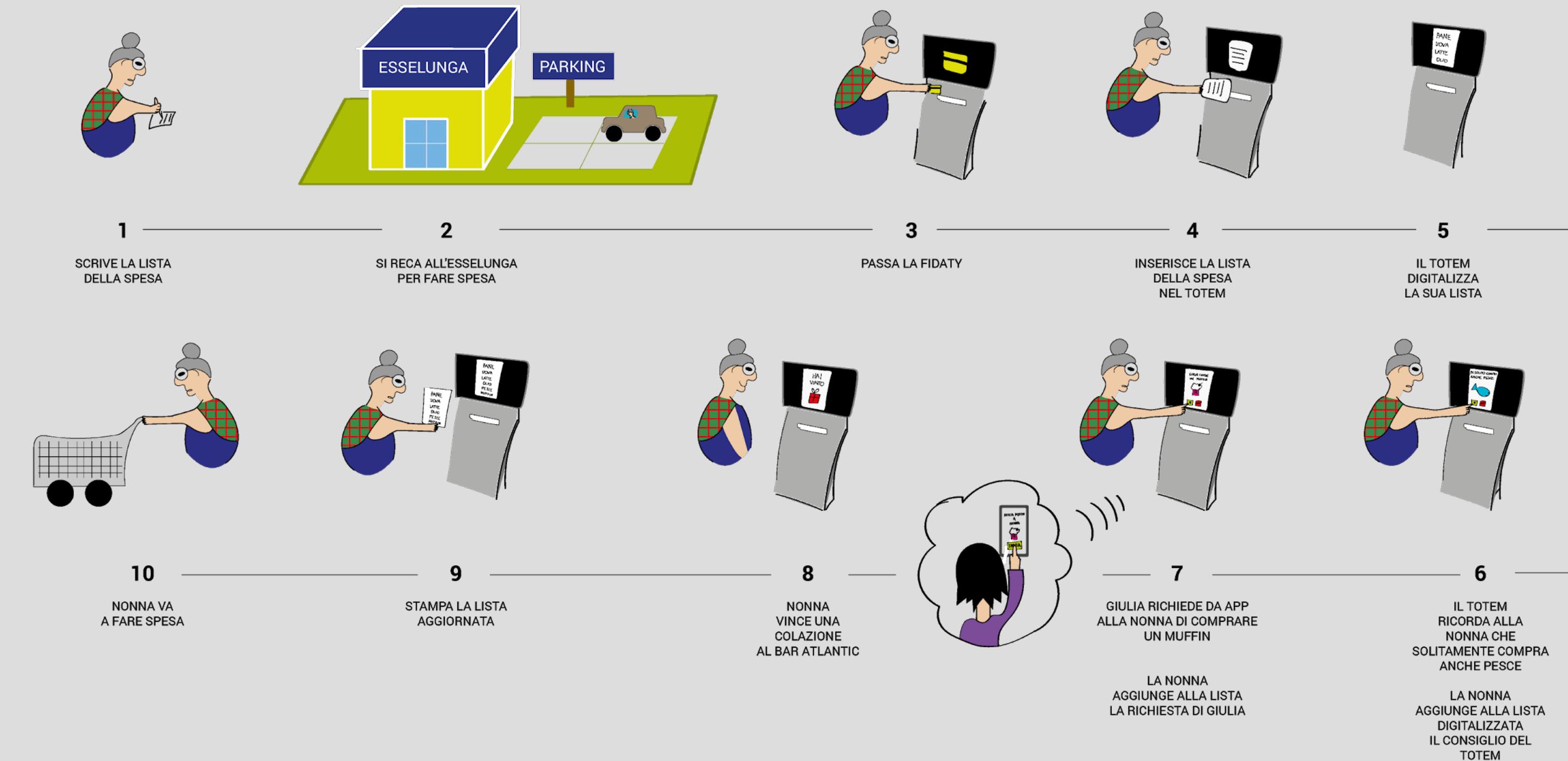
# Experience Journey

*Customer Journey Map, Storyboard*

# Customer Journey Map



# Storyboard



# Concept

*Description*

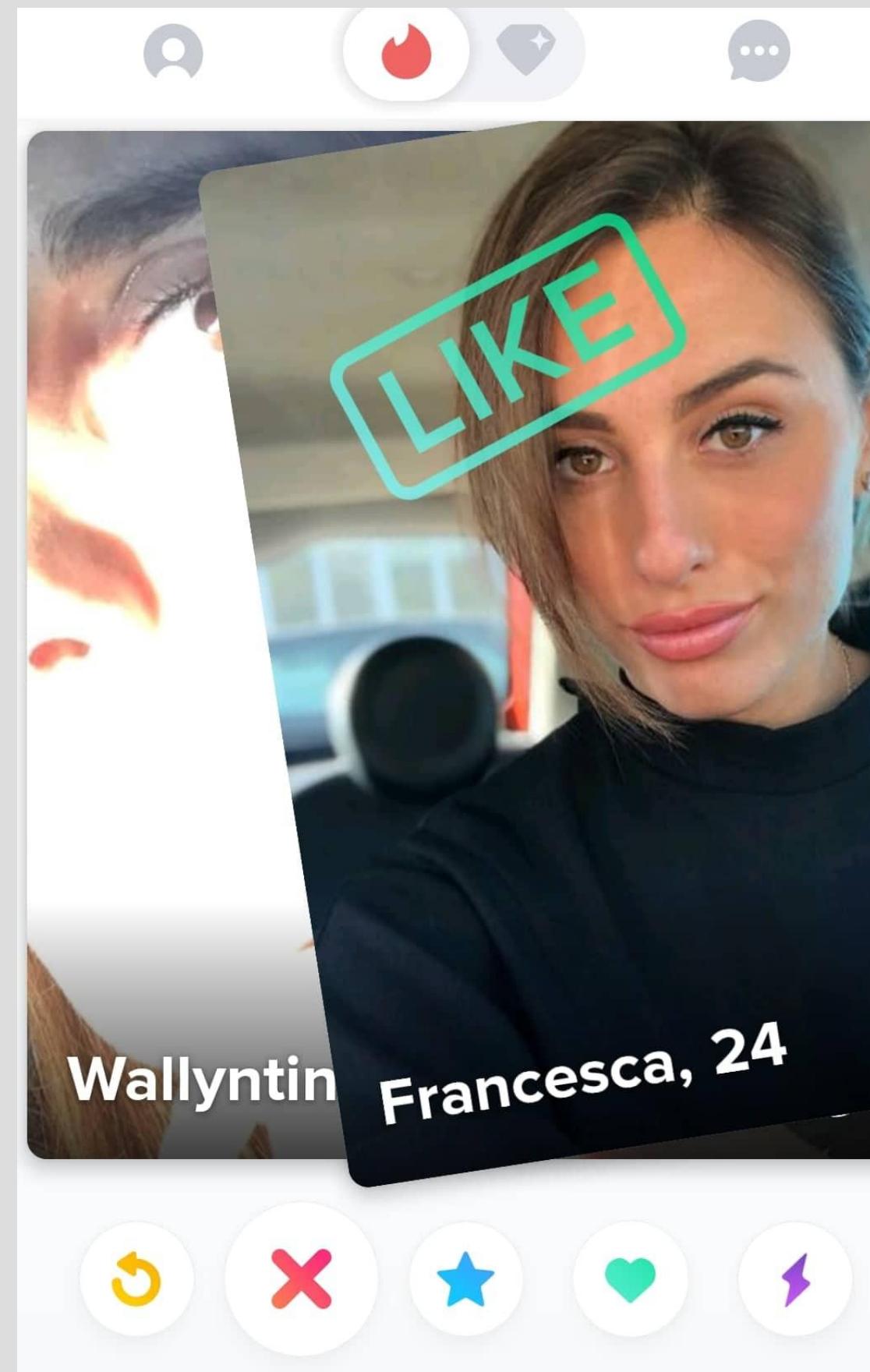
# *Description*

*The concept is based on routine behavior of the analog customer, based on the shopping list and on the purchase of trusted products. By digitizing the shopping list, let's get closer to the digital world while offering personalized suggestions.*

# Benchmark

*Tinder, Glovo, Cortilia*

# Tinder



**Functionality**



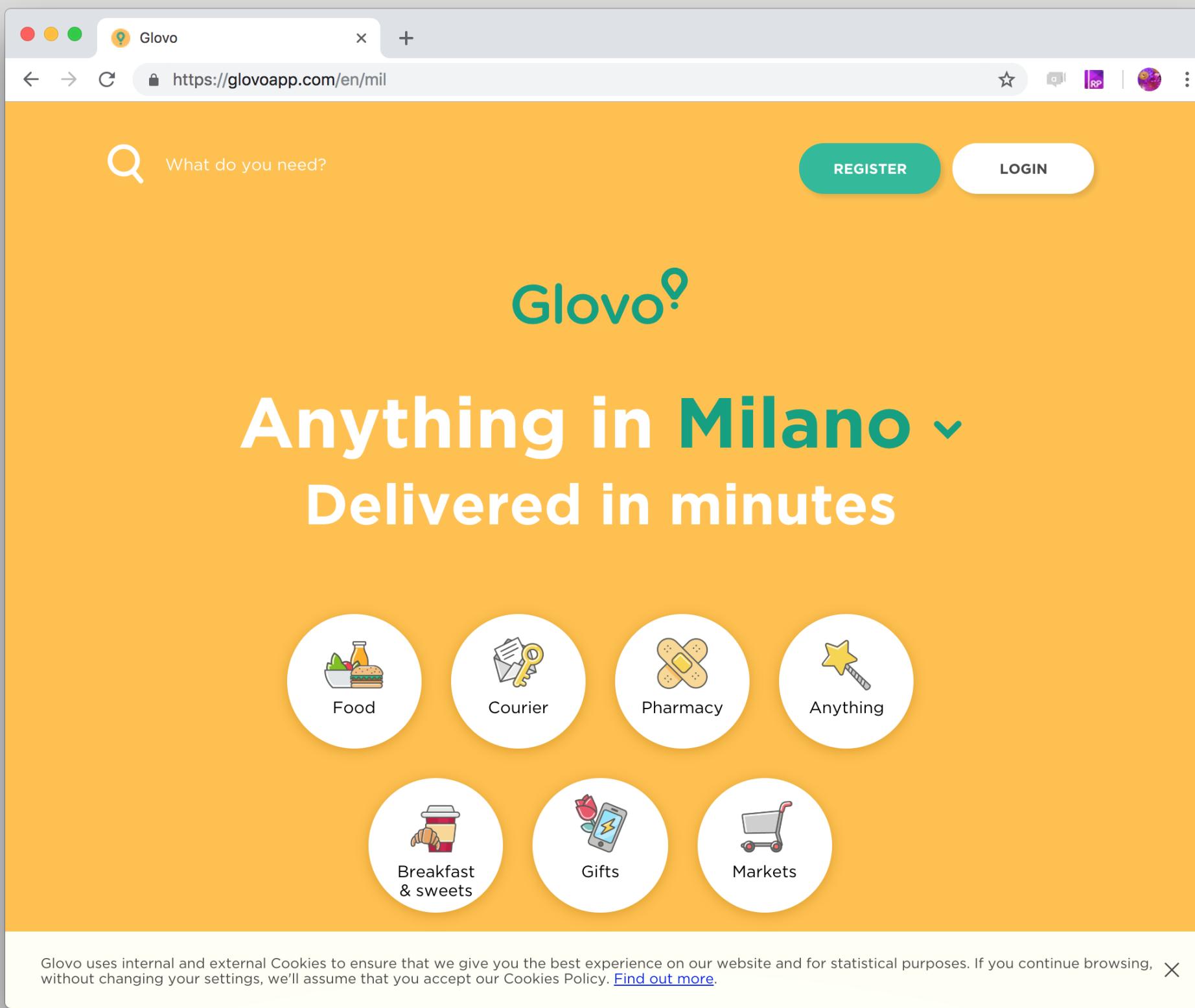
**Usability**



**Design**



# Glovo



## Functionality



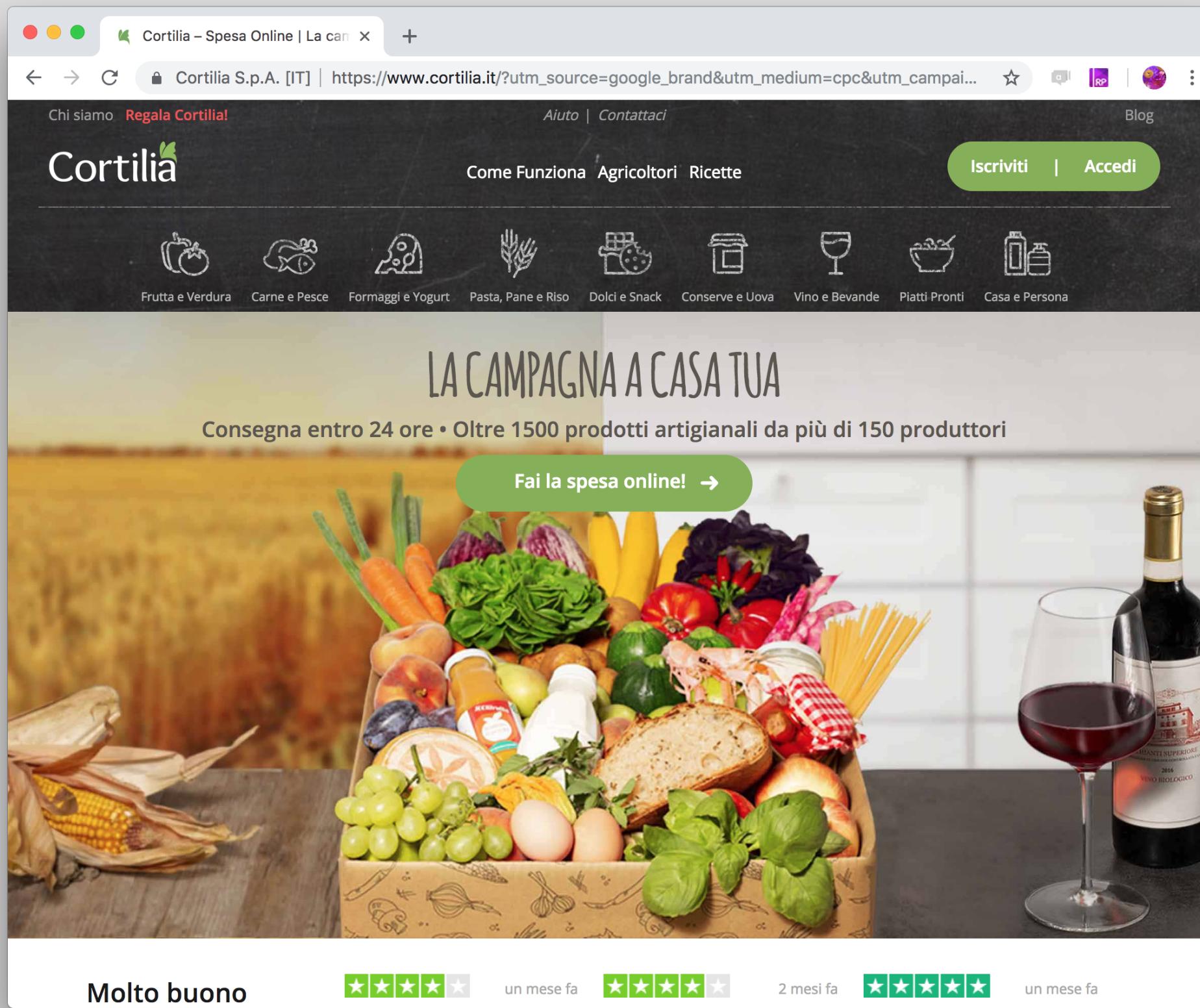
## Usability



## Design



# Glovo



## Functionality



## Usability



## Design



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# A/B Test

*Solution 1, Solution 2*

*1 facilitator, 1 reporter, 1 observer, 5 user tests*

# *Solution 1*



The kiosk has a navigation menu that allows you to choose between 3 features:

See tips  
See discounted products  
Try your luck

The user chooses his own path.

# *Solution 2*



**Solution 2 does not have a menu.**

User lets himself be guided by the suggestions of the kiosk.

# Solution 2



Don't make me think !

The user only has to choose between adding or not customized products to his shopping list. By performing only one action that is repeated x times, the use of the Totem is optimized and the experience it simplified.