

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

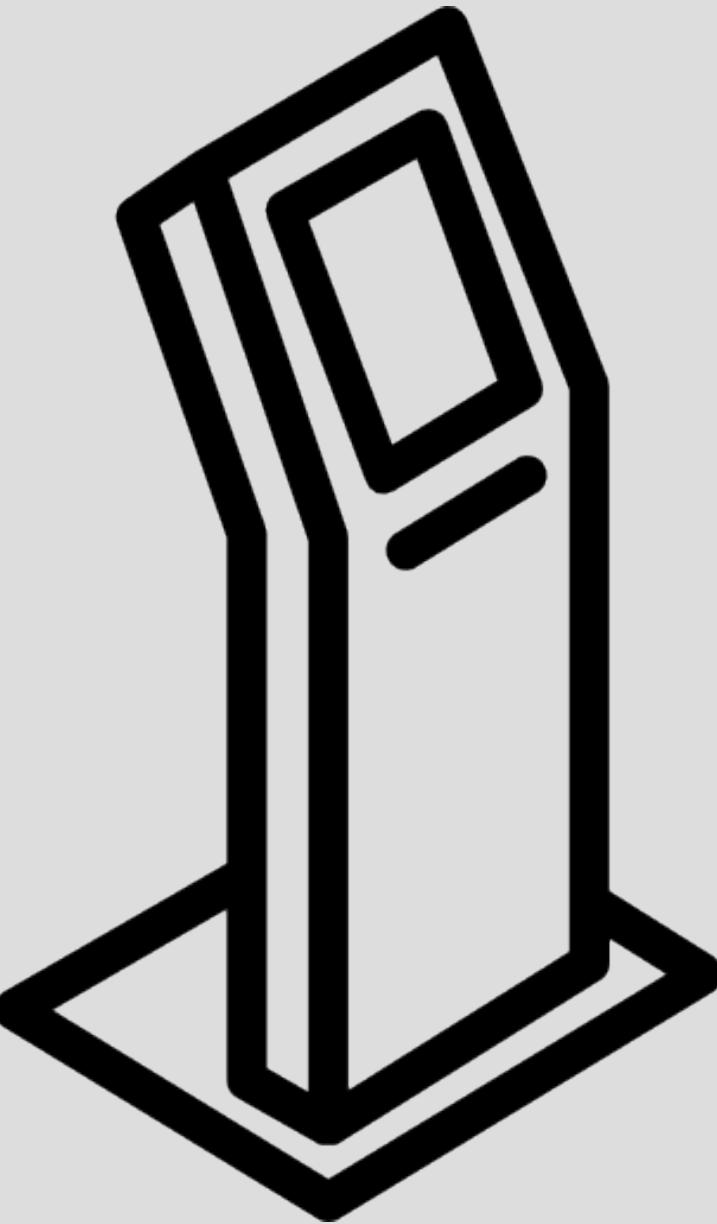
Touchpoint

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

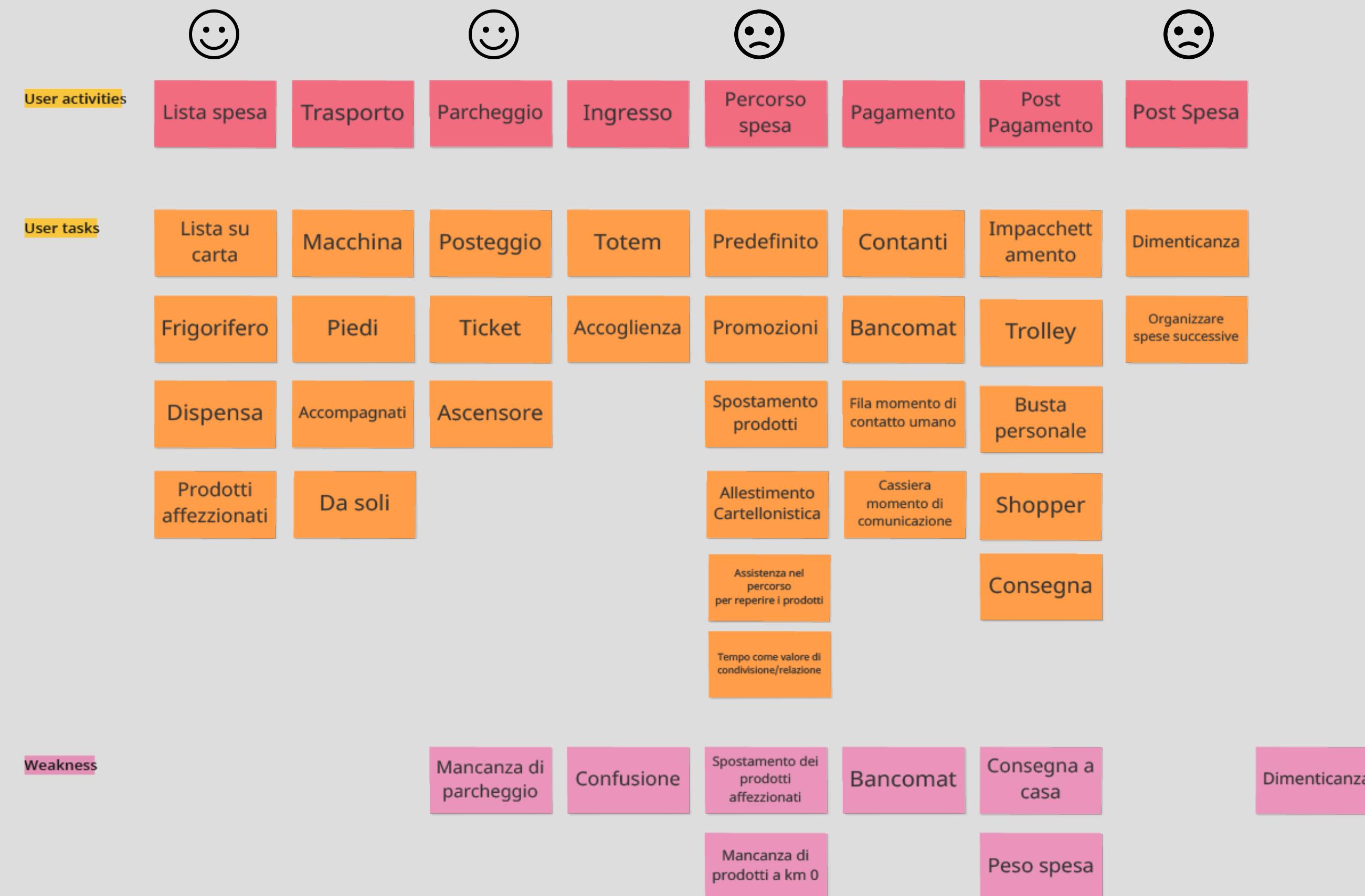
Insights from interviews

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

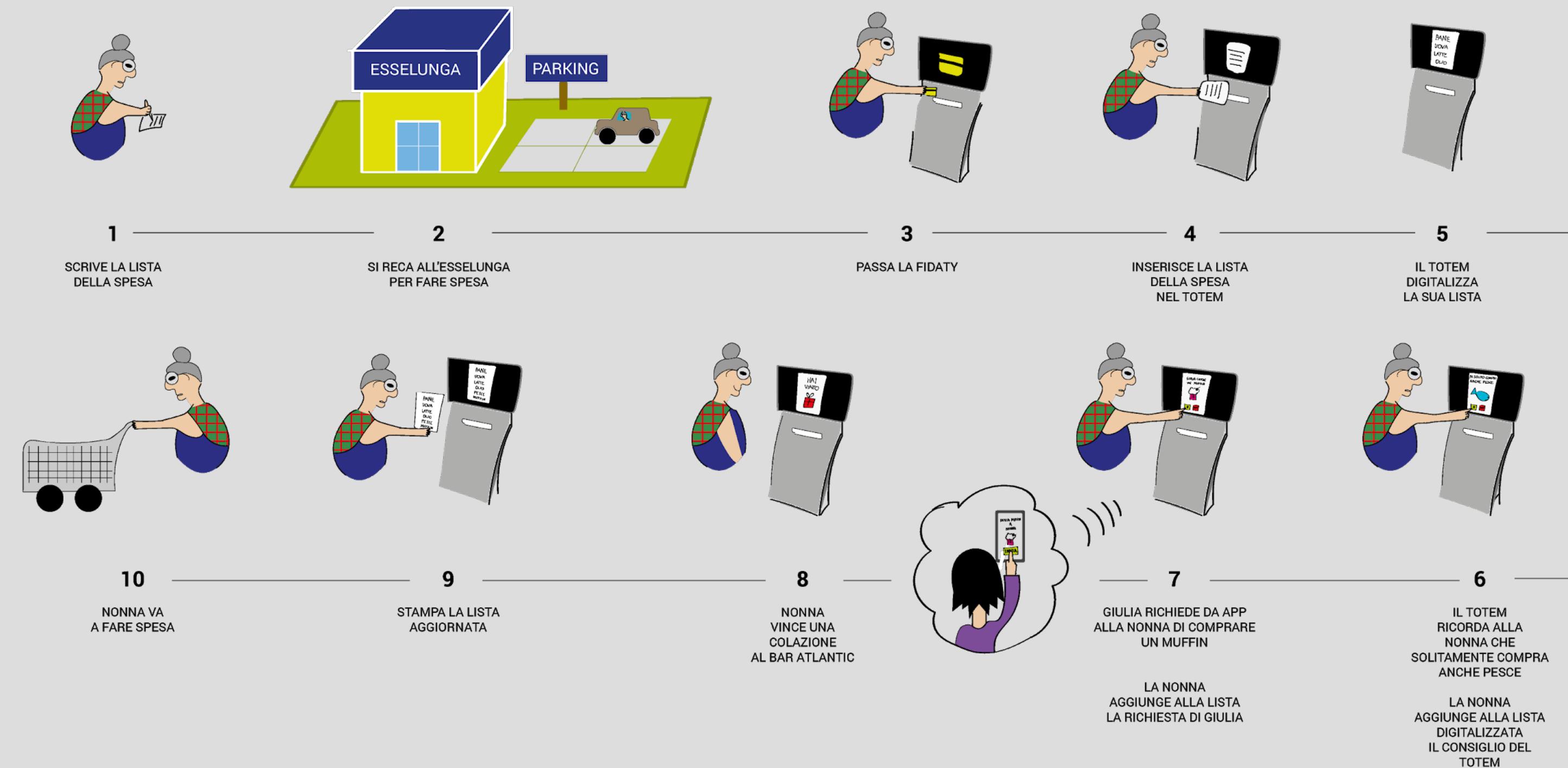
Experience Journey

Customer Journey Map, Storyboard

Customer Journey Map



Storyboard



Concept

Description

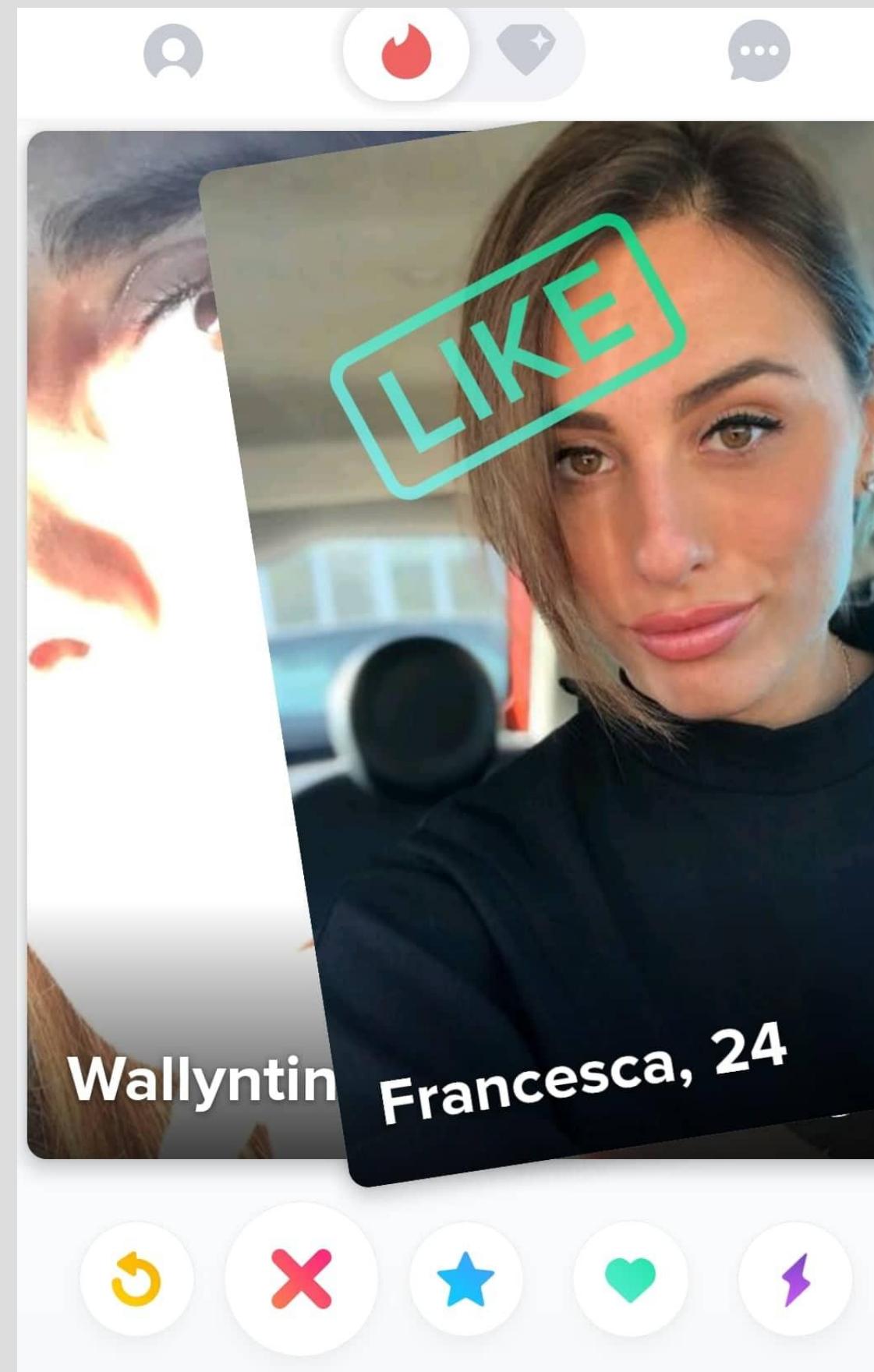
Description

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



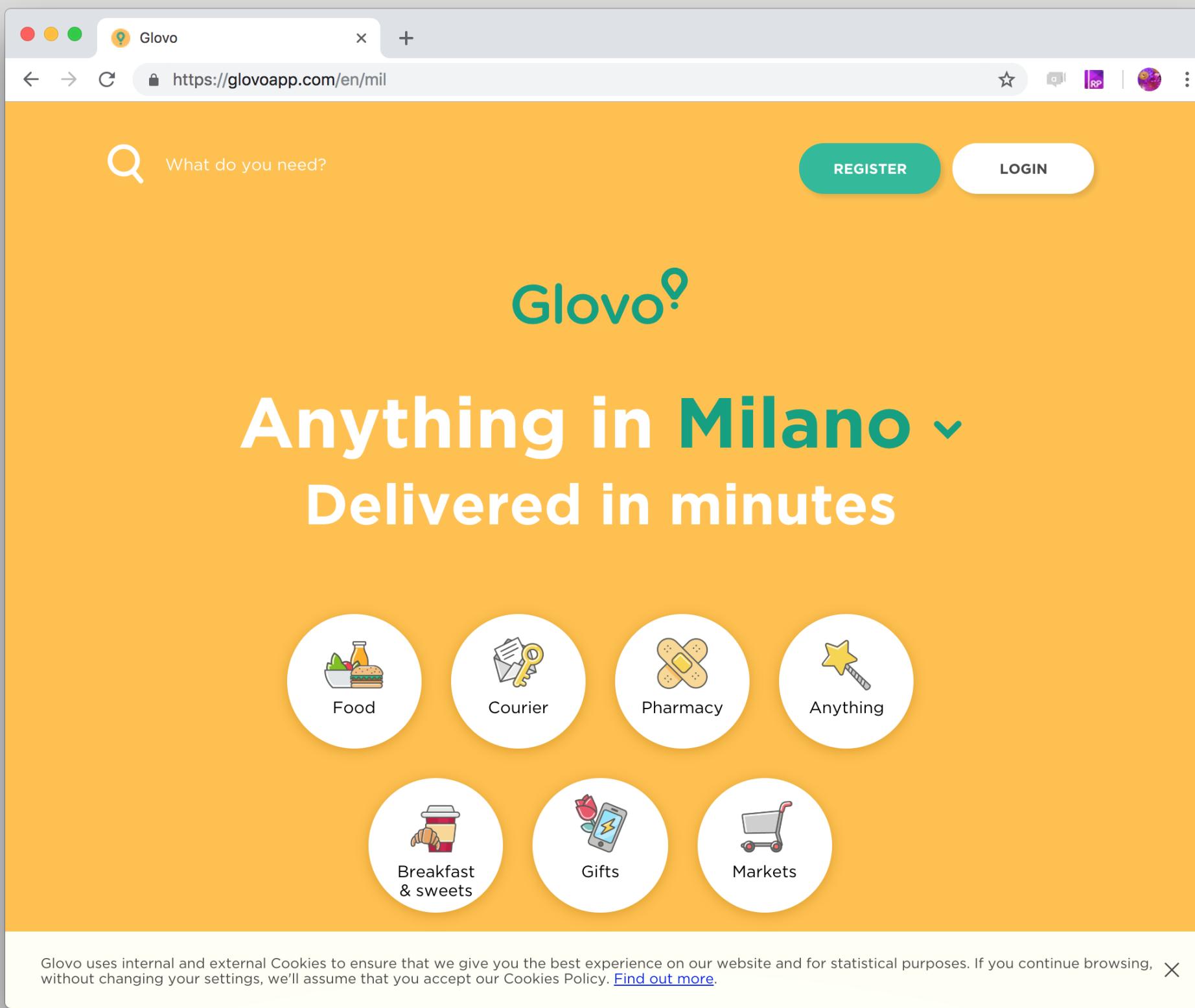
Usability



Design



Glovo



Functionality



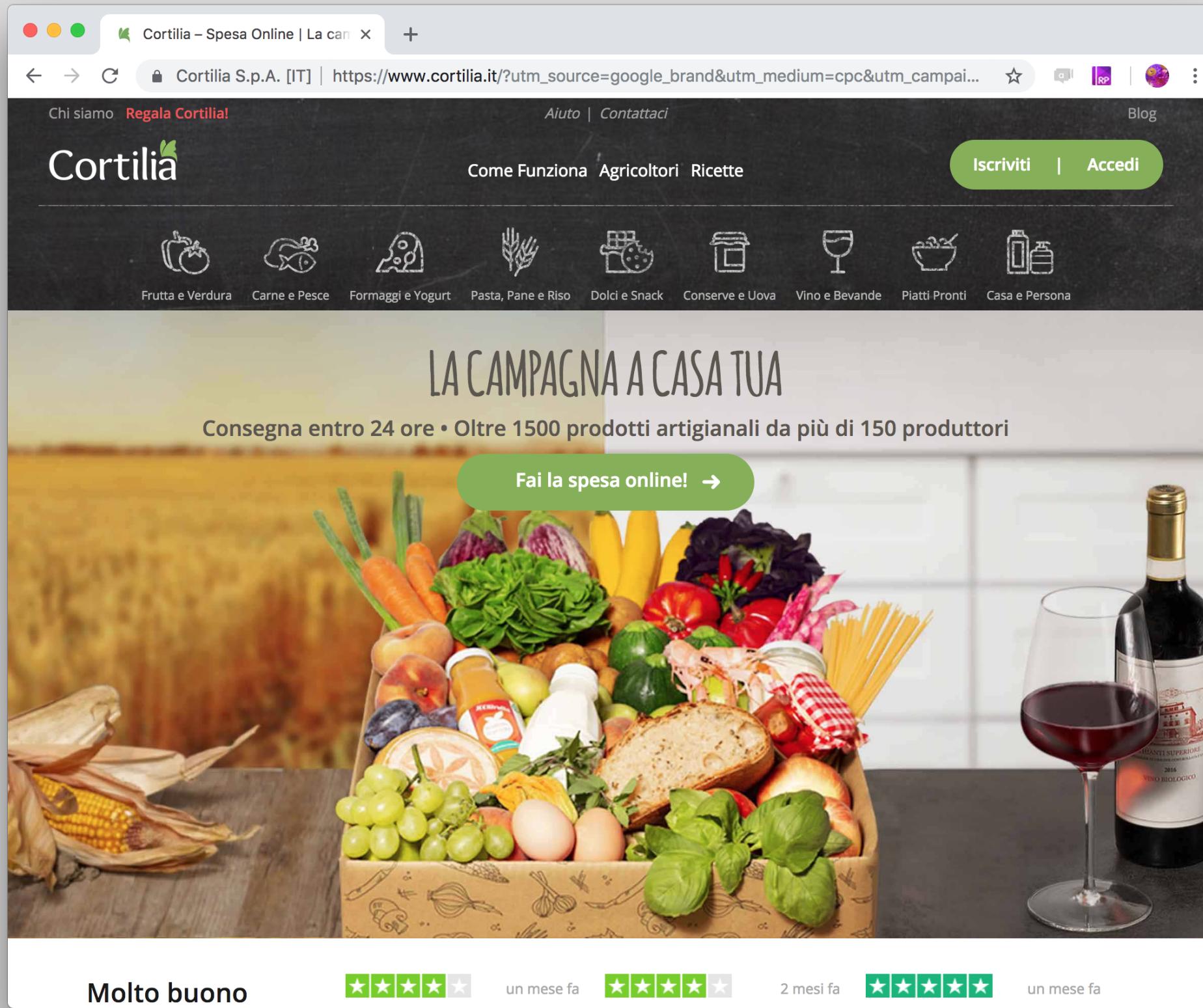
Usability



Design



Glovo



Functionality



Usability



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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.

Prototyping

Interactive prototype

APP

<https://overflow.io/s/G6T0PF/>

TOTEM

<https://invis.io/QFP65YUW49M>