

Transforming Convenience: Walmart's Tire Installation Scheduler

Enable tire installation service online combining with grocery/GM pickups

Sep 2020 - Mar 2021 | 2,580 Walmart stores

UX design & strategy with cross-functional team across US & India

Understanding the Customer

Millennial Insights

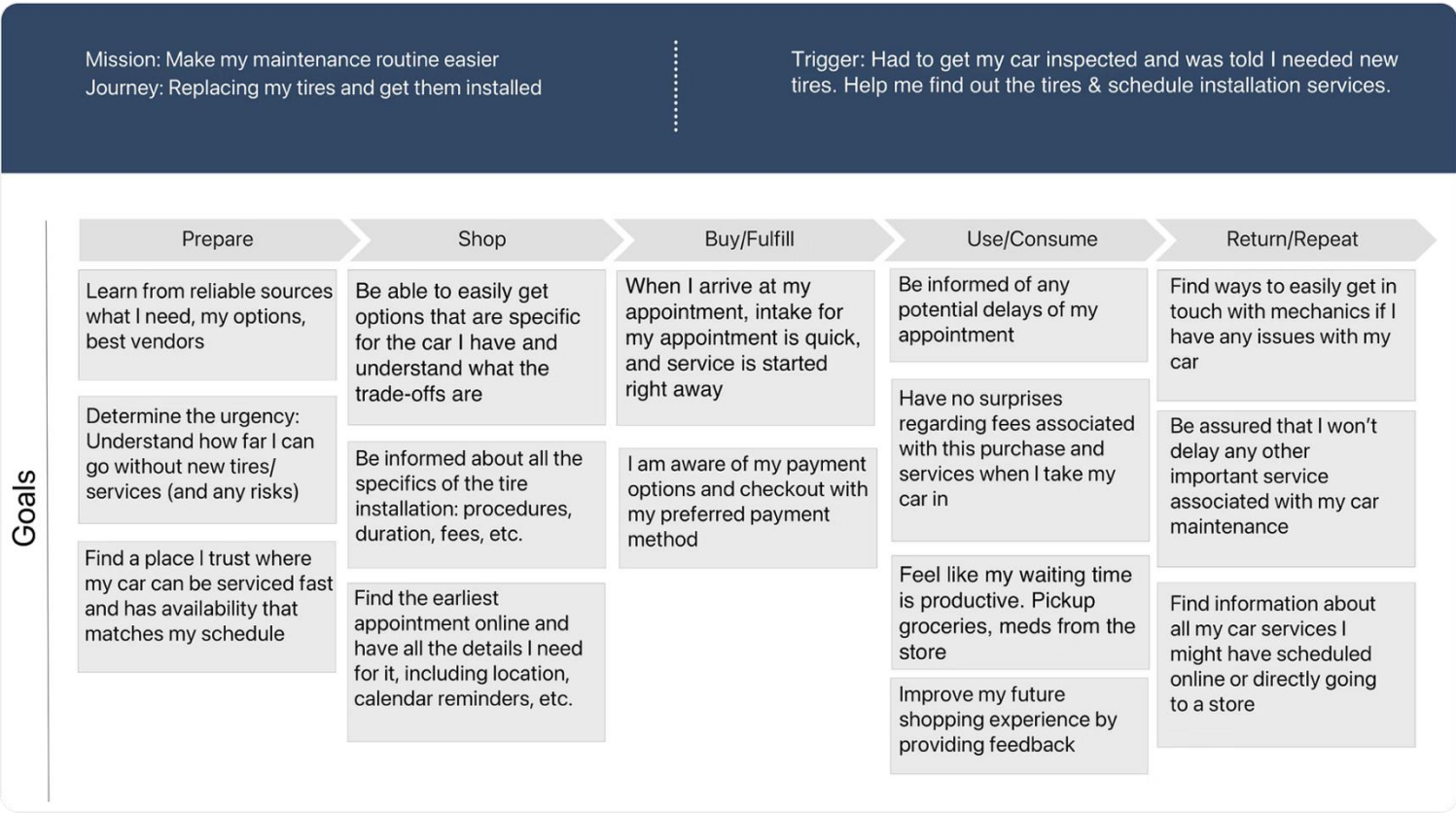
- 54% prefer online shopping
- 64% own garages needing tire services

Business Reality

Tire sales >40% of Auto Care revenue

Customer Apprehensions

- Transparency in availability, costs, wait times
- Frustrated by long waits, unclear communication



Problems Identified

Unclear Store Selection

Customers struggled to choose service locations

Limited Scheduling

Inconsistent options across stores

Lack of Transparency

Missing service info on fees and availability

The Solution



Online Scheduling

Book tire installation during purchase



Grocery Integration

Combine with grocery/GM pickups



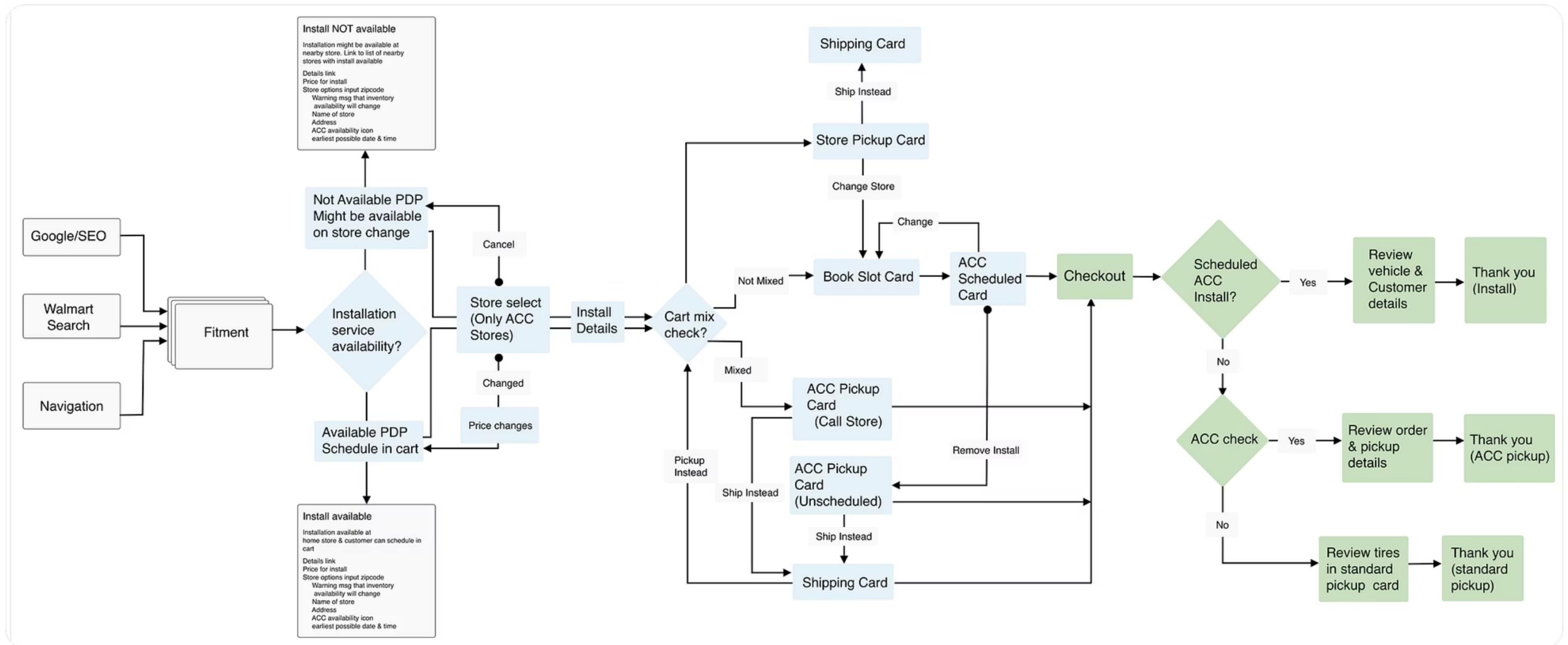
Unified Checkout

Mixed cart for seamless experience



Clear Communication

Transparent fees and delivery options



Designing with Precision

Discoverability

"Design trailers" on key pages



Collaboration

Cross-functional team using Walmart's design system



Flexibility

Mixed carts, alternate stores, pickup preferences



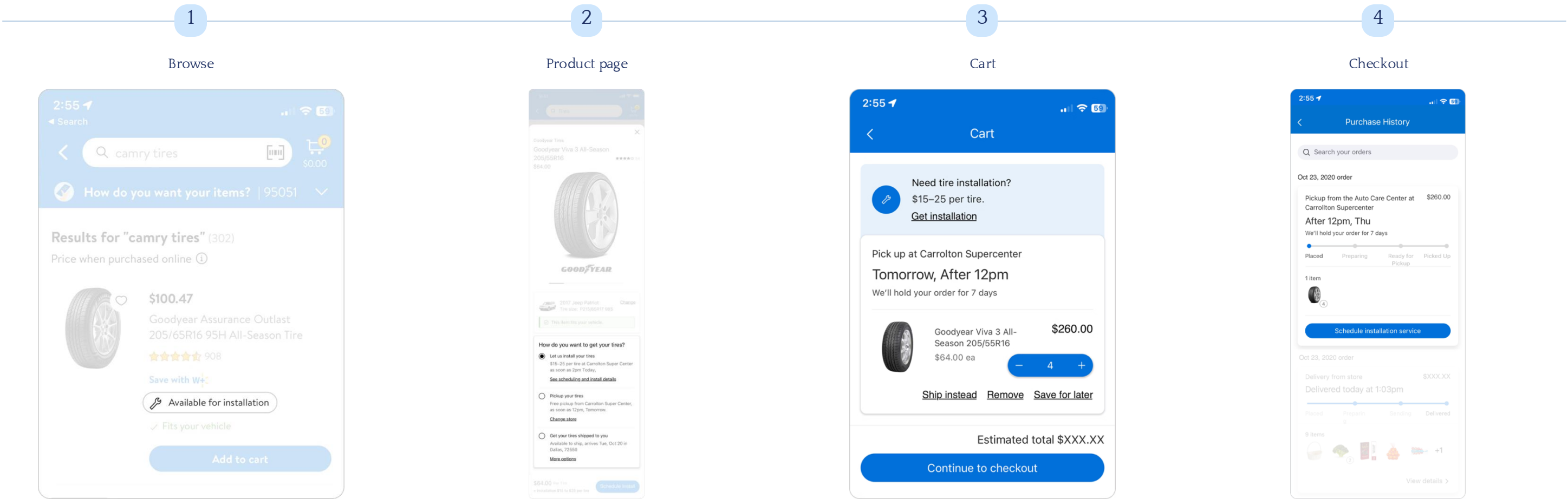
Exception Handling

Clear communication for unavailable services



Discoverability

"Design trailers" appeared throughout tire shopping. Strategic placement on browse, product, cart, and checkout pages. Customers could easily discover installation options at every touchpoint. Clear visibility prevented missed service opportunities.



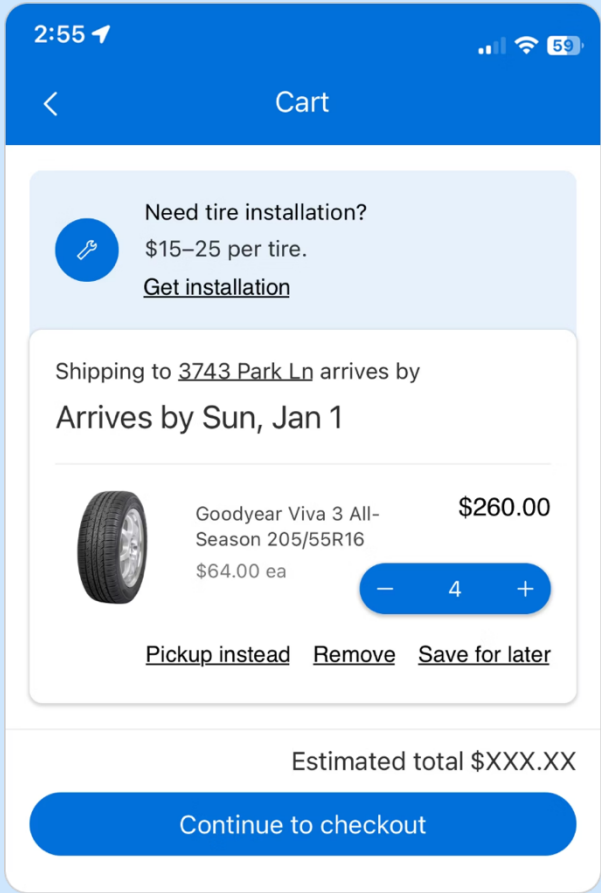
Research Insights from top 20 Auto apps:

- 80% apps lacked effective online-offline integration
- Found missing service availability and scheduling details

Flexibility to Opt for Services

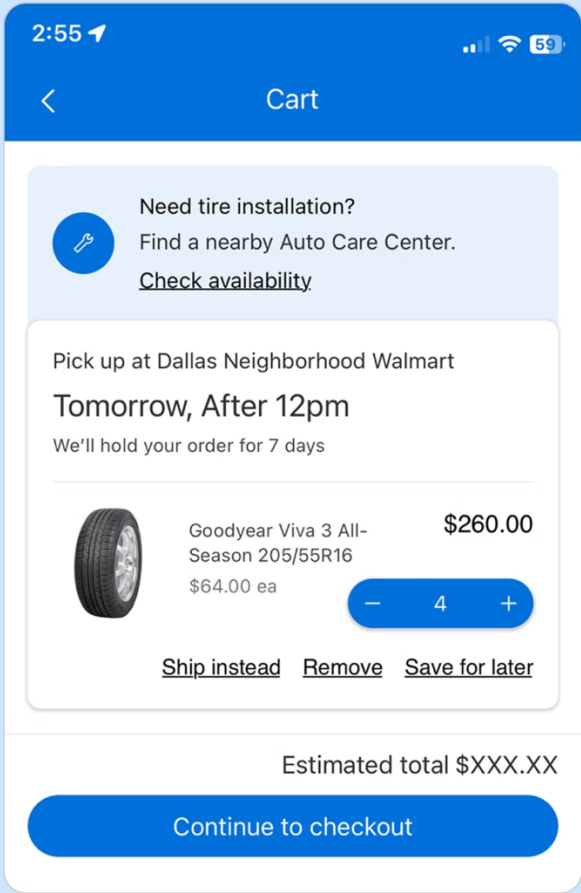
Delivery Options

Service choices for different delivery methods



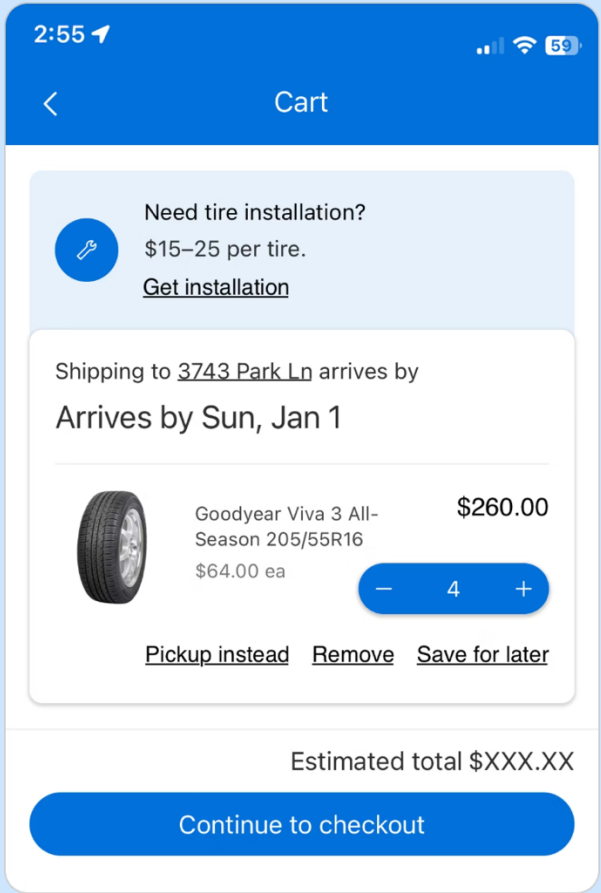
Alternate Store

Easy booking at nearby stores when needed



Alternate Scheduling

Get shipped to store where service can be scheduled



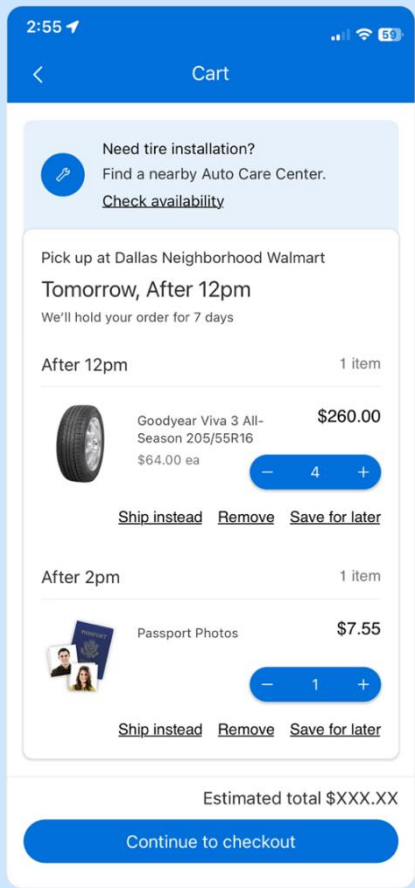
Research Insight from 'Voice of Customer' studies:

54% of millennials preferring online shopping and 64% owning garages highlighted the need for convenient online scheduling options

Mixed Cart Innovation

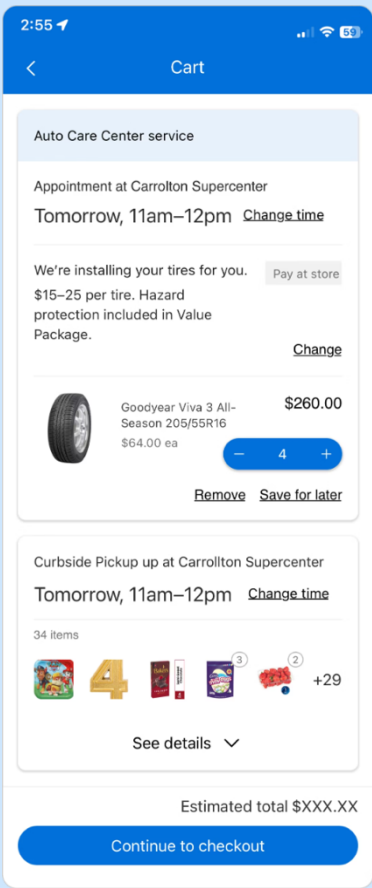
Unified Experience

Auto care and other store services in one checkout



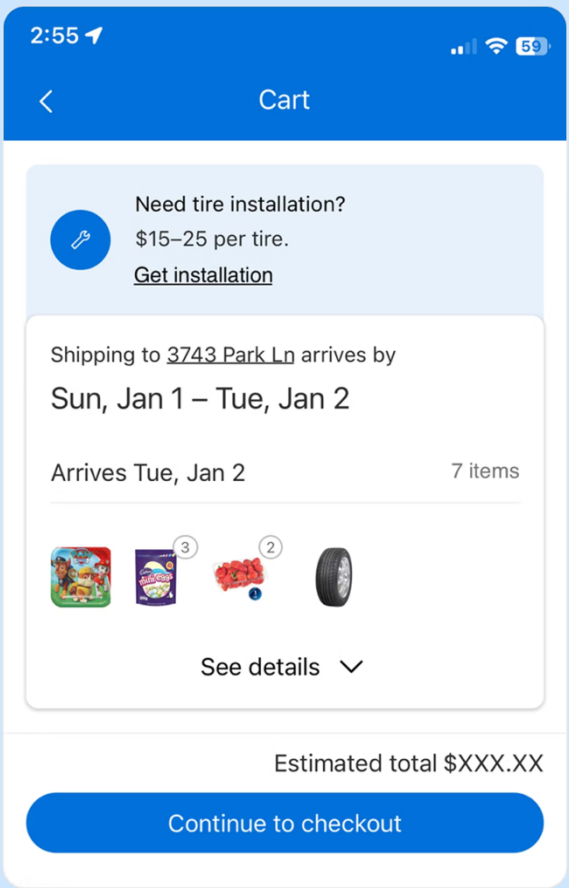
Mixed Cart Solutions

54% of millennials overlap shopping needs



Upsell Opportunities

Aligned with omni-channel strategy



Research Insight from 'Voice of Customer' studies:

A significant **overlap between customers purchasing groceries and needing auto care** with 54% of millennials love online shopping, and 64% have a personal garage

Measurable Impact

20%

Service Time

Reduction in overall service time

49

Fulfillment

Basis points improvement in speed

33%

Order Growth

Surge in orders within two quarters

~8%

Revenue share

Auto-care share doubled within a year