

DESIGN PROJECT 3

design thinking bootcamp fall 2012



YOUR CHALLENGE:

“Redesign the retail shopping experience for the millennial generation”

THE DESIGN BRIEF

The landscape and nature of retail shopping is changing rapidly—what does it mean to engage with a retailer in the modern era? There are numerous options for every purchasing decision and unprecedented access to information and instant feedback. For Generation Y (those born roughly between the late 1970s and 1990s), shopping is becoming increasingly digital and connected, but nonetheless still depends on satisfying physical experiences with retailers. How do retailers position themselves to successfully meet the needs of their millennial customers, whether they encounter them ‘live’ in brick and mortar stores or online in virtual store environments? From discovering products and making purchasing decisions to enjoying products or deciding to return them, millennials present retailers with many opportunities to create a more meaningful and satisfying shopping experience.

Your partner:

Currently, Nordstrom operates a total of 238 stores located in 31 states, with 117 full-line stores, 117 Nordstrom Racks, two Jeffrey boutiques, one treasure&bond store and one clearance store. By the end of 2012, Nordstrom will have opened one new full-line store, 15 Racks and relocated three Rack stores. The company plans to relocate one full-line store in 2013 and open three new full-line stores in 2014. Nordstrom has also announced plans to open its first full-line stores in Canada at premier shopping centers in Calgary, Ottawa, Toronto and Vancouver, and is exploring additional store opportunities as part of its future expansion into Canada.



Today, Nordstrom continues to grow with a focus on serving more customers in more ways. In 2011, the company achieved an all-time record for total net sales at \$10.5 billion. The company is taking advantage of opportunities to open more full-line stores in new and existing markets, as well as remodel and update existing stores. It is also increasing the number of Rack stores, and expects to open more than 230 Racks by 2016. At the same time, the company is accelerating online growth—investing and innovating in e-commerce, mobile and putting technology in front of the customer faster.

Nordstrom remains committed to its founding principles of providing the best possible customer experience.

Your challenge as designers:

- + Engage consumers of retail goods like those offered at Nordstrom to gain empathy for them.
- + Uncover useful insights by seeking to understand their perspectives toward, behaviors around, and underlying needs relating to retail shopping.
- + Develop a framework that reveals barriers and opportunities in this space and articulate a clear, meaningful point-of-view.
- + Create prototypes of solutions to spur conversations with your users, allowing you to learn more.
- + Propose and refine a final solution that allows millennial consumers to engage in a retail shopping experience that meets their specific needs.

THE DETAILS

You will create a product, service, or experience that helps Nordstrom shoppers of the millennial generation engage in a more satisfying shopping experience. Your prototype can be physical or digital, and it should be functional enough to elegantly and clearly convey the essence of your concept. As in DP2, we are very interested in your empathy work and insights, but in DP3 you are expected to develop and iterate your prototyping to a more refined level such that it can be experienced on final presentation day. This solution should be grounded in user needs that come from direct empathy with Millennial shoppers.

Your final product, due Monday, December 3, has three parts:

1. A 3-minute video.
2. A physical in-person demonstration/experience of your prototyped solution.
3. A two-page project summary

Why a video?

You will have the opportunity to build on your experiences from DP2 and deepen your video presentation skills.

Remember:

- + Video shows off the human-centered aspect of your process.
- + The storytelling aspect of video challenges you to identify what's compelling about your user, need, and solution.
- + You'll encapsulate and crystallize your work in an accessible, aesthetic way that's appropriate to the resolution of your prototype.

What makes a good video?

- + Make us care about your user(s). Actual footage of users can really help with this.
- + Make us understand the need you found and articulated.
- + Make us understand the solution you created, and why you created it.



Video technical specs

- + Your video must be no longer than **3 minutes**.
- + Your video must be uploaded to the class Vimeo account (username: bootcamp@dschool.stanford.edu; password: yesand) **before 9am on December 3**.
- + The first 3 seconds of your video should be a still frame with your team name and team members' names.

Prototype demonstration/experience

On presentation day you will be given a space at the d.school to display or set up your final prototype. Your entire team will staff your station for a portion of the final presentation day. This will be your chance to show the teaching team, Nordstrom and your fellow students your prototyped solution. Be prepared to answer questions on your process, including empathy work, insights, POV, prototypes, testing and iterations. Don't worry about making banners, posters, tradeshow paraphernalia—we're interested in your **prototype**.

Project summary

The video centers on your solution. However, since we're a process-focused class, your grading takes process into account just as much as product. We want to give you a chance to show off your process learnings as well. So, in addition to your video and your Q&A session, we'll ask you to fill out a 2-page report about your process. This should take no longer than 30-45 minutes. Like in DP2, we will provide you with a template for this.

TIPS

- + Focus your scope: The user group of millennial retail shoppers is full of opportunities for rich empathy work, but it is also has a huge range of people and needs. Focus early. Narrow right at the beginning of the project to a subset of the possibilities. Then concentrate on the meaningful issues that come forward during your fieldwork, and let those guide your subsequent focus.
- + Think about when to apply the Nordstrom lens: Use constraints to your advantage and remove them when it is useful to your design process. Put aside Nordstrom when you are abstracting observation and conversations to meaningful needs and insights, but then consider Nordstrom's learnings and capabilities when it is useful to you in developing solutions and evaluating them.
- + Prototype early!: Use early rough prototypes to learn from your users. Leave time to refine a final prototype (a prototype to inspire) to physically show your solution idea.

GUIDELINES FOR DOING RESEARCH AT NORDSTROM AND NORDSTROM RACK

- + Please remember Nordstrom rule #1: Use best judgment in all situations. There will be no additional rules.
- + If you are planning to conduct extended observations in store, please connect with the store manager and manager of the department(s) you plan to be in. Letting them know who you are and what you are doing will not only avoid any confusion, but will also open the chance to engage them in their observations of customer behaviors and needs. Customer traffic flows are also very different throughout the week- if you want to engage with customers, weekday



evenings and weekends tend to be busier. If you want to explore the store space and talk to Nordstrom staff, weekdays tend to be a bit slower.

+ You need verbal permission from interview subjects in order to publish their name, voice, or image – given that your deliverable is a video, it's highly advantageous to get permission. If subjects don't want to give their names, you can offer them the option to use first names only, or, if that fails, you can ask permission to change their names in the final project.

+ Our partner at Nordstrom is Ben Grossman-Kahn, Design Strategist at Nordstrom Innovation Lab. Please designate one person from your group to liaise with Ben as necessary.

SCHEDULE

DATE	CLASS PLAN	DUE
Friday 11.02.12	+ Launch DP3 with Ben Grossman Kahn	+ Plan your initial empathy work. Get materials for fieldwork (notebook, etc.)
Monday 11.05.12	+ Empathy 2.0	+ Team name and photo to Facebook
Wednesday 11.07.12	+ Define 2.0	
Friday 11.09.12	+ Coaching	+ Preliminary POV
Monday 11.12.12	+ Ideate 2.0	
Wednesday 11.14.12	+ Prototype/Test 2.0	
Friday 11.16.12	+ Coaching	+ Prototypes and initial testing
Monday 11.19.12	THANKSGIVING BREAK no class	
Wednesday 11.21.12	THANKSGIVING BREAK no class	+ How can you continue to test prototypes on vacation?
Friday 11.23.12	THANKSGIVING BREAK no class	
Monday 11.26.12	+ Storytelling 3.0	+ Substantial user testing with prototypes
Wednesday 11.28.12	+ Taking it Home	
Friday 11.30.12	+ Coaching + Dress Rehearsal	+ Storyboard/rough cut of video
Monday 12.03.12	+ Screening of final presentations + Prototype fair + Debrief with Ben	+ DP3 video (by 9am) + Demonstration/experience prototype + Written project summary

NORDSTROM

