

After Party Vending Machine

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Meet Payton

She's planning on going to a party



She wants to dress nicely

DRESS CODE POLICY

NO CAPS, HOODS OR
TRACKSUITS WILL BE
ALLOWED TO ENTER
NYT.

SMART DRESS ONLY
2000-2001



She puts her heels on and is
now...



...ready to party!

Her feet are
sore. What else
can she do?



Opportunity

- We have a surplus of unused vending machines.
- Payton and many like her have a problem that needs to be addressed!
- We have a solution.

Solution

Vending Machine + Comfy footwear =
After Party Vending Machine

Cultural Research I

Defining *Party* Culture:

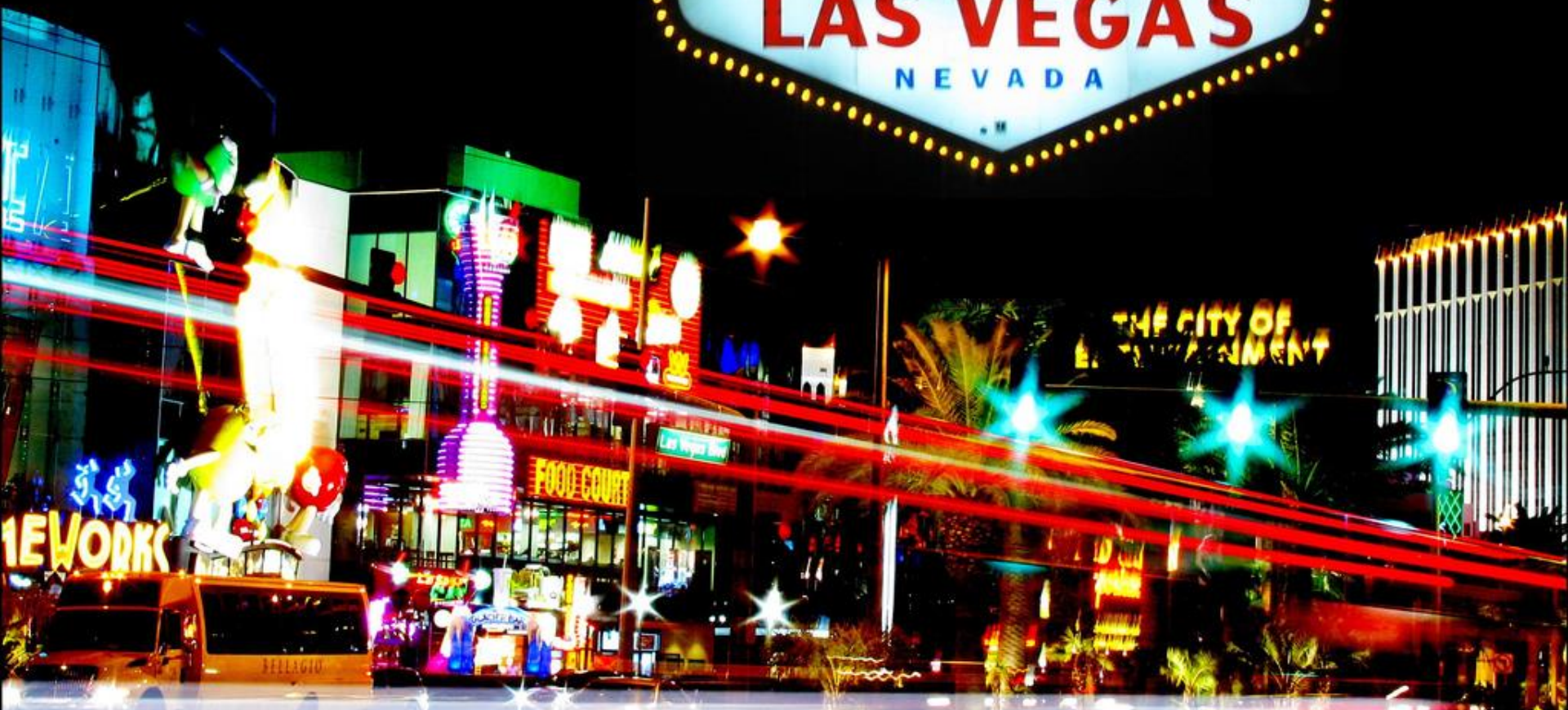
- Alcohol & Culture
- Loose vs. Tight Culture
- Demographics:
 - Metropolitan
 - Young and Active
 - Focus on Females (but also considering Males)

Cultural Research II

Defining Location:

- Environment that fosters the criteria for *Party Culture*
- For initial release, we've scoped to **one** location

**Party Culture* exists beyond the one location we've decided to feature



User Research

An online survey with 19 female participants (ages range from 18-49+) using Amazon Mechanical Turk

We found the following:

- 12/19 enjoys going out at night *at least* once every other month
- 8/19 wear heels or pumps, 4/19 wear boots, and 7/19 wear flats
- 14/19 feel discomfort or pain from their footwear after a night out
- 4/19 would go barefoot to resolve their discomfort, while 8/19 would try to ignore it

Utilizing the cultural and user research, we sketched various concepts and flows.

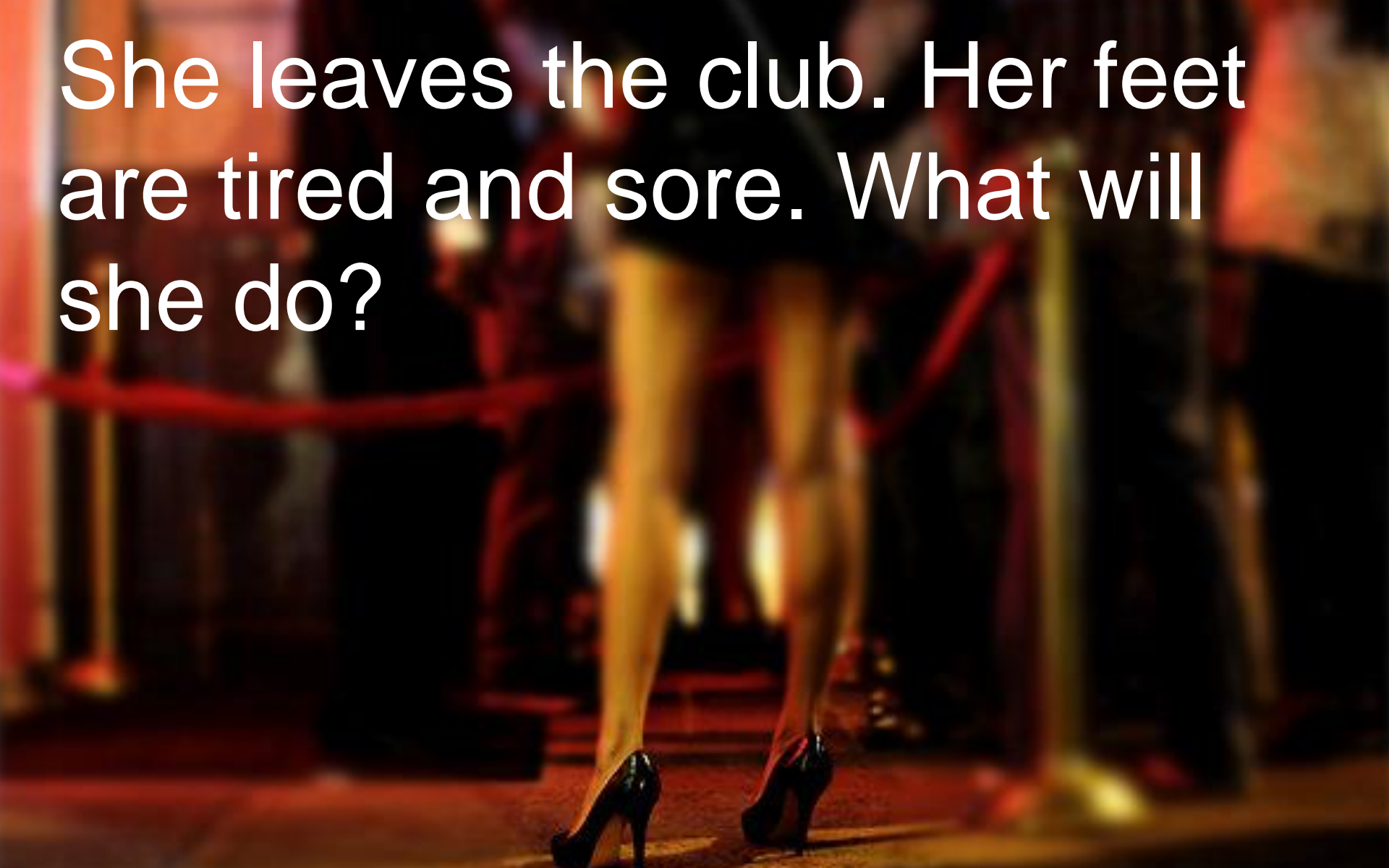


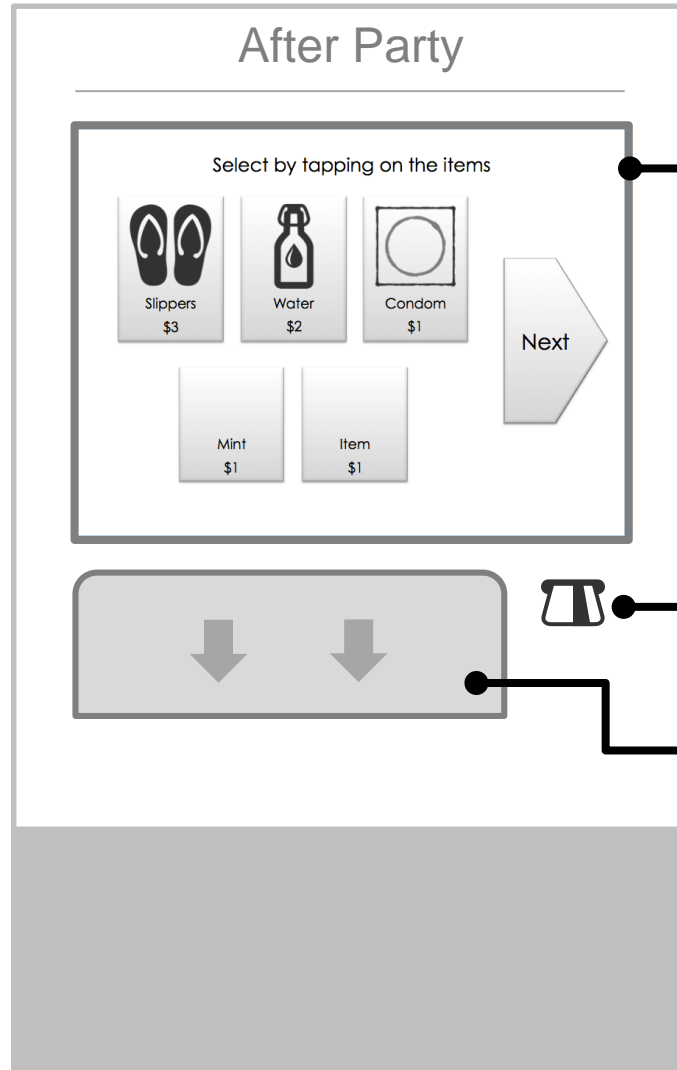
Meet Payton, again



She's at the party
wearing her Jimmy
Choo's

She leaves the club. Her feet
are tired and sore. What will
she do?





**Touch screen
interface**

Payment Card Slot

Dispenser

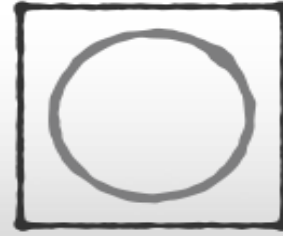
Select by tapping on the items



Slippers
\$3



Water
\$2



Condom
\$1

Next

Mint
\$1

Item
\$1

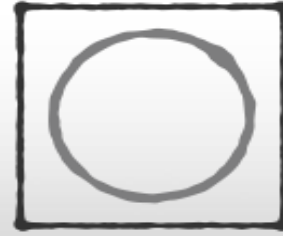
Select by tapping on the items



Slippers
\$3



Water
\$2



Condom
\$1

Next

Mint
\$1

Item
\$1



Slippers
\$3



Choose Size

7

+

-

Cancel

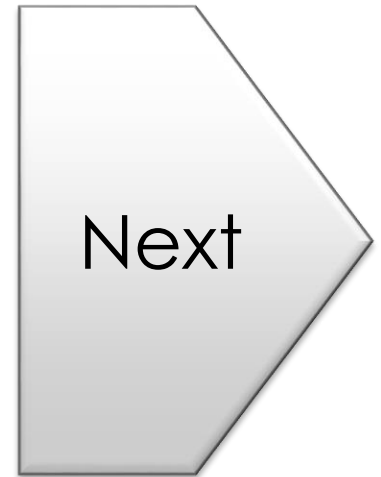
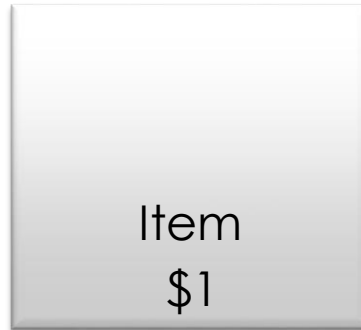
Done

Next

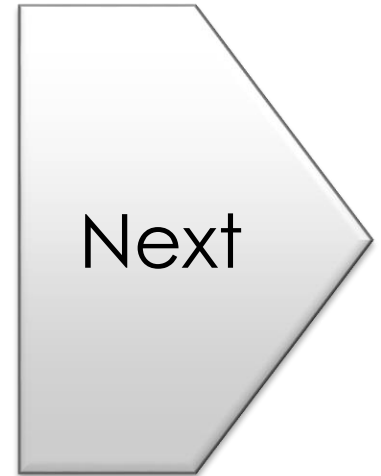
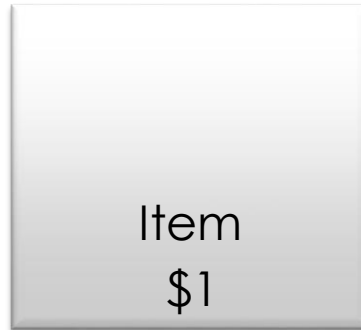
Slippers
\$
3

Slippers
\$
3

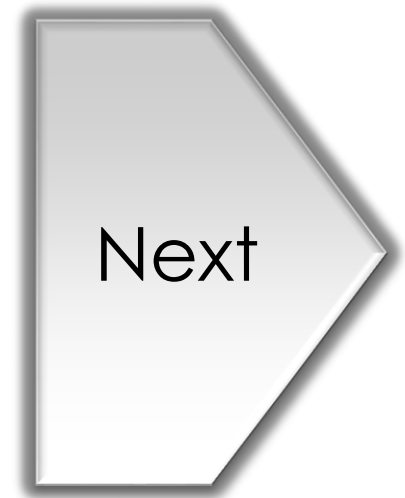
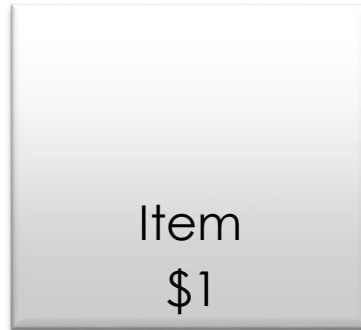
Select by tapping on the items



Select by tapping on the items





Select by tapping on the items



Items selected for purchase





	Items	Cost
	Slippers Size: 7	\$3
	Water Bottle	\$2
	Total	\$5



Items selected for purchase



Items		Cost
	Slippers Size: 7	\$3
	Water Bottle	\$2
Total		\$5



Please swipe your card to buy the items

Items

Cost



Slippers
Size: 7

\$3



Water
Bottle

\$2

Total

\$5

We
accept



Look for the card slot below



Processing Payment

Items

Cost



Slippers
Size: 7

\$3



Water
Bottle

\$2

Total

\$5

We
accept



Look for the card slot below



Payment Successful

Items

Cost



Slippers
Size: 7

\$3

Now Dispensing



Water
Bottle

\$2

Waiting

Total

\$5

Payment Successful

Items

Cost



Slippers
Size: 7

\$3

Done



Water
Bottle

\$2

Now Dispensing

Total

\$5

Payment Successful

Items

Cost



Slippers
Size: 7

\$3

Done



Water
Bottle

\$2

Done

Total

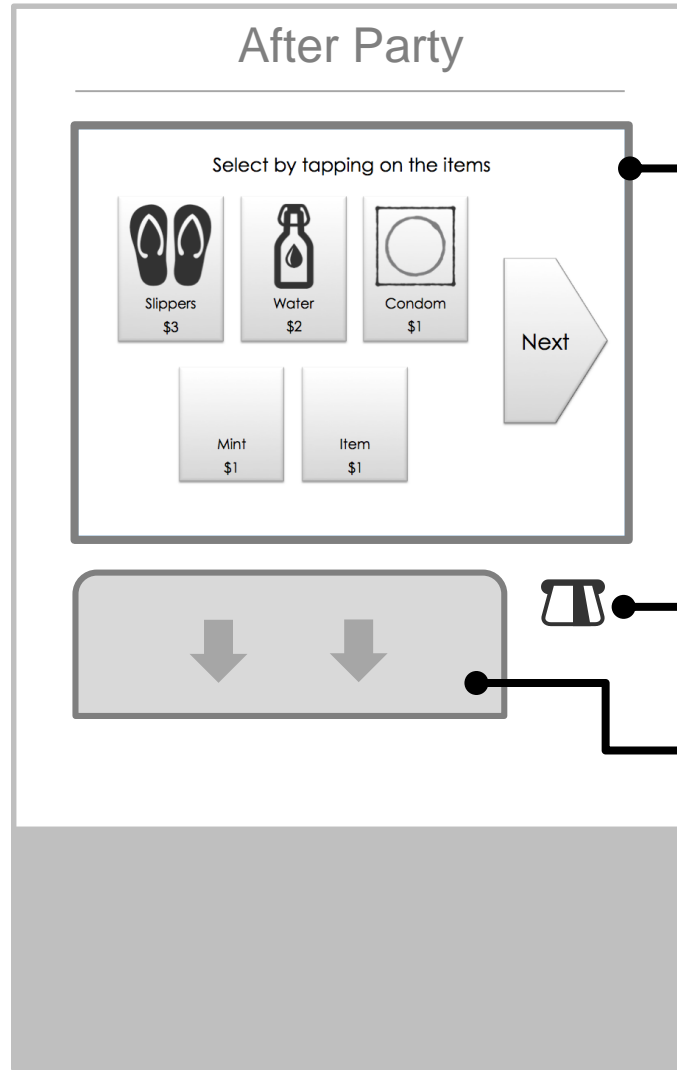
\$5

Thank you

Would you like to buy more items?

No, I'm done

Yes, I want to buy
more items



**Touch screen
interface**

Payment Card Slot

Dispenser



Is Payton happy?

Post-Launch Research

Metrics of Success:

- Amount of items sold
 - Per Week
 - Per Month
 - In a year
- Customer Satisfaction
 - Survey Link in receipt
 - Company URL on product (company site will have survey)

THANK YOU!
Questions?

Sources

Gelfand, M., et al. (2011). Differences Between Tight and Loose Cultures: A 33-Nation Study. *Science* 27 May 2011, Vol. 332 no. 6033.

Mandelbaum, D. (1965). Alcohol and Culture. *Current Anthropology*, Vol. 6 no. 3.