

Digital Help Desk

Enhancing shopping experience through a digital shopping assistant

A new way to shop

The present-day shopping experience can be stressful and aggravating to some. Especially for introverts shopping may be challenging for a number of reasons, such as invasive staff, crowded clothing stores and a lack of self-efficacy.

What about letting the customer decide when they need assistance? Rodebjer's Digital Shopping Assistant helps them do just that. The digital help desk bridges the gap between customers and salespeople by letting the customer decide when, and what for, they need help.

For the purpose of this project, we've used Rodebjer as an example store to base our prototype on.

Background

The pandemic has changed the way we shop. We've become more private and introverted. We like to keep interactions with people to the minimum. Yet, we saw that the lingering presence of sales people around customers or their interruption in their shopping, tends to make them feel uncomfortable. We wanted to see how we could bridge the gap between sales people and customers to deliver a smooth shopping experience.

Research

We conducted a survey and semi-structured interviews with people about their experiences with sales people when they go retail shopping.

We asked

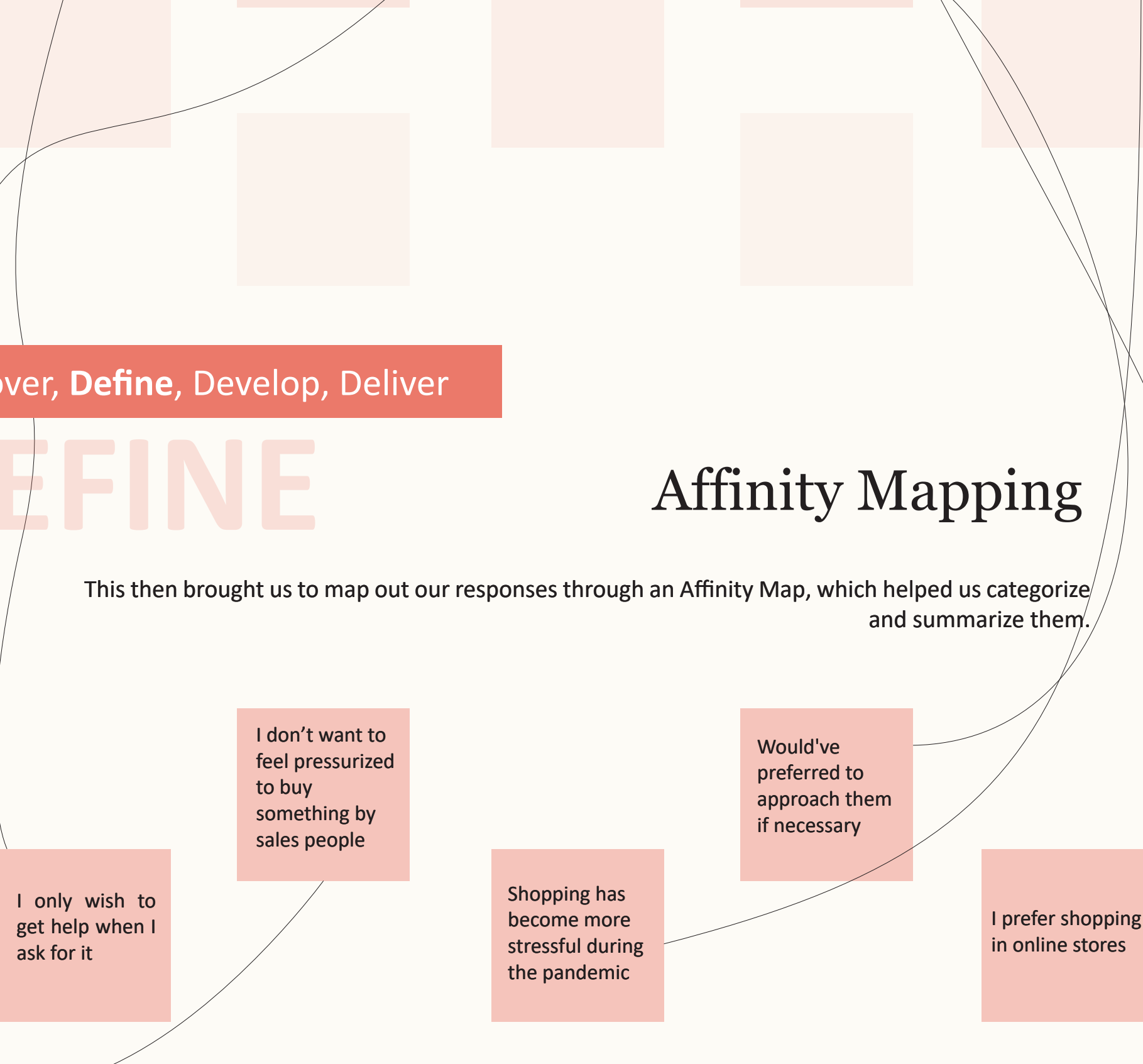
What factors they'd consider the most important for their shopping experience

If they preferred receiving help from sales people

If they could describe any unpleasant encounters with sales people

How they felt the shopping experience has changed post-pandemic

These were some of the responses we received:



Design Goals

The summarization of our affinity map helped us get to our design goals.

Knowing when customers require assistance

Pressurizing customers into buying things they don't want

Providing help when it's truly useful and requested

Having a smooth shopping experience

Persona

Using the outcomes of the research performed earlier, a user persona was created. This persona aimed to fully represent the target user we were envisioning in terms of their needs, thoughts and motivations during their present-day shopping experience. It would be used to judge the validity and suitability of future design developments and to formalize a set of constraints and guidelines to go with.

Sarah



Age : 23
Location : Stockholm, Sweden
Occupation : MSc in Comp. Sci.
Status : Single

Sarah is pursuing a Masters' in Computer Science and has been working part-time for 2 months in a start-up company. She likes to shop frequently for clothing and usually knows what she wants. Shopping is an escape for Sarah. She tries to find time for shopping despite having a hectic schedule and thus, doesn't like to be disturbed while shopping.

ACTIVITIES

- Sarah spend her time with close friends and family through shopping
- Sarah likes shopping in general, she chooses online shopping over physical shopping to be more efficient

NEEDS & GOALS

- Sarah is a busy, working student so she likes to do everything as efficiently as possible
- Sarah wants to be able to do things on her own, and thus values her privacy and personal space

MOTIVATIONS

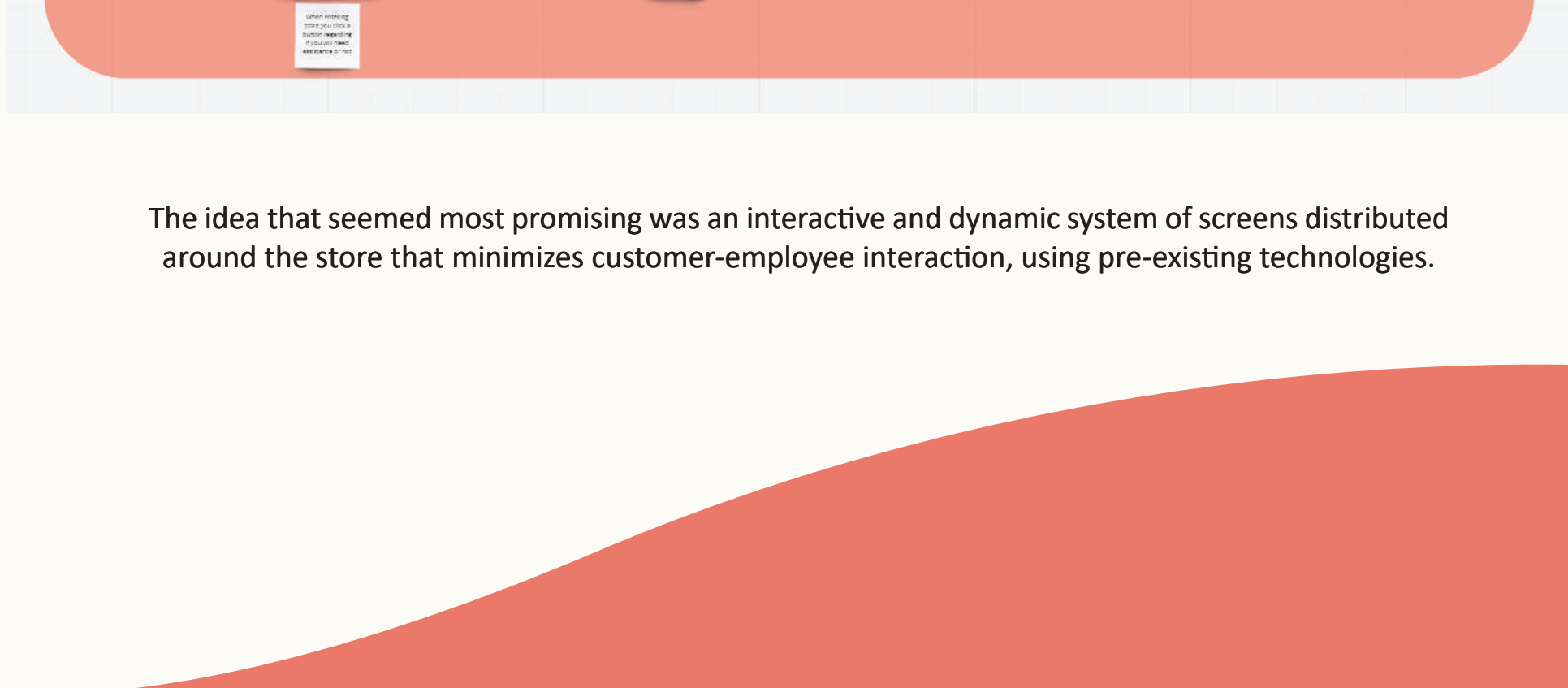
- Sarah loves to reward herself with clothing from her savings
- Sarah prefers shopping with close friends to make it more fun

PAIN POINTS

- Getting approached to be helped without asking for help
- Interacting with sales people
- Finds it difficult to say no to people
- Doesn't like to shop in crowded places

Ideation

During ideation, we performed Crazy 8's, a collaborative and non-judgmental brainstorming method, to come up with as many solutions as possible.



The idea that seemed most promising was an interactive and dynamic system of screens distributed around the store that minimizes customer-employee interaction, using pre-existing technologies.

Wireframing

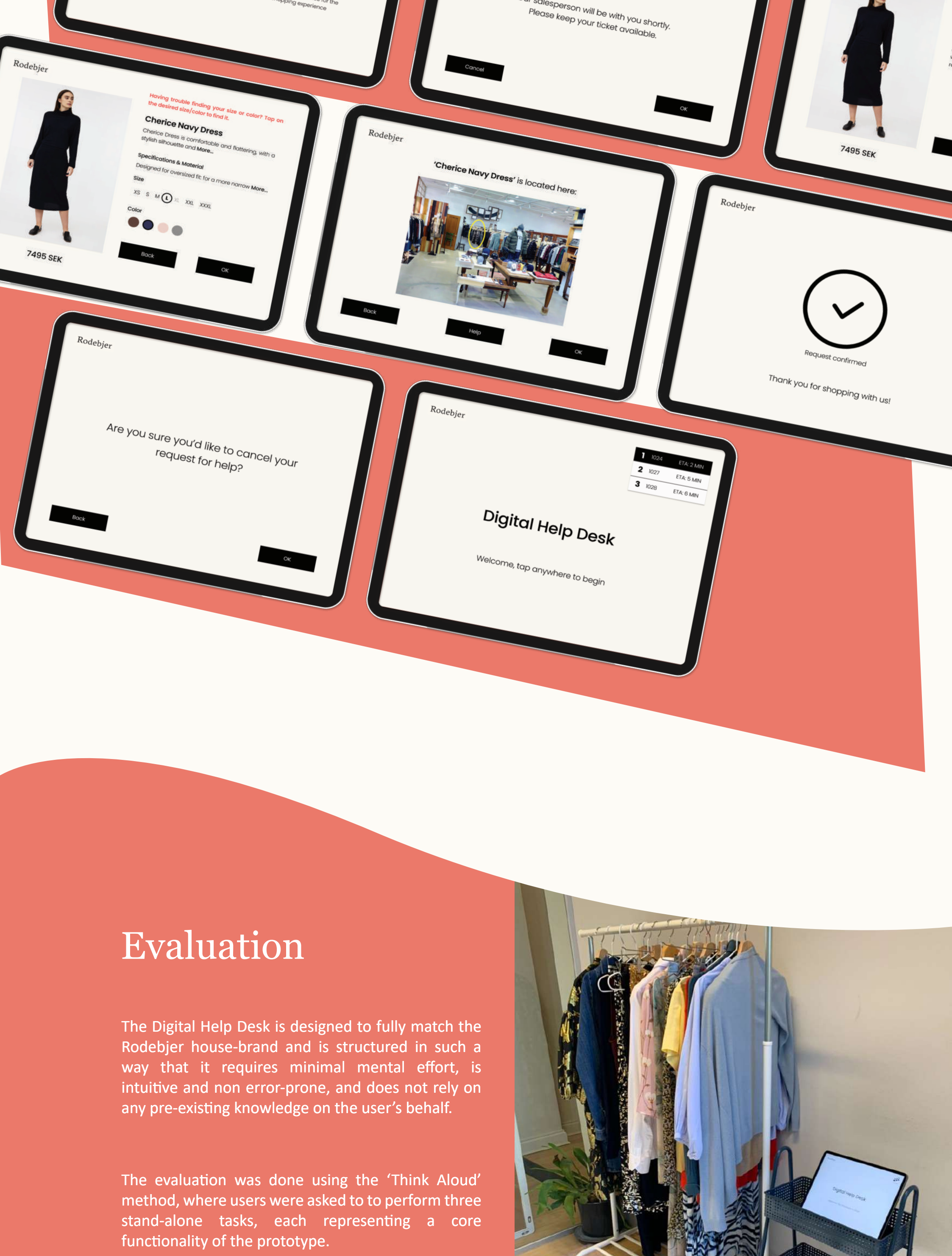
After some reiterated design sketches, we felt comfortable with the idea of having an interface at each of the clothing racks at which price-tags can be scanned to display more information regarding the item (e.g. size, color, wash instructions, stock availability) as well as the ability to request for help or to locate a clothing item of a specific size or color in the store.

A low-fi prototype was envisioned using Figma, which consisted of interactive, click-based wireframes demonstrating the functional features to be included in the final design.



Final Prototype

The 'Digital Help Desk' consists of an interface at each of the clothing racks at which price-tags can be scanned to display more information regarding the item (e.g. size, color, wash instructions, stock availability) as well as the ability to request for help or to locate the desired clothing item in a different size or color inside the store.



Evaluation

The Digital Help Desk is designed to fully match the Rodebjer house-brand and is structured in such a way that it requires minimal mental effort, is intuitive and non error-prone, and does not rely on any pre-existing knowledge on the user's behalf.

The evaluation was done using the 'Think Aloud' method, where users were asked to perform three stand-alone tasks, each representing a core functionality of the prototype.

