



Customer Experience

Insights

People wonder around while shopping
 Leave carts while walking down aisles
 Abandoned carts (in store and parking lots)
 People eat while shopping (coffee, snacks)
 Parents are trying to keep their kids happy while shopping
 DVD section was empty
 People shop without carts/baskets
 Areas are disorganized (Home improvement)
 People use the scanners around store, and leave unwanted items.
 Carts, bumpy and loud
 Empty and unorganized shelves
 People are embarrassed while shopping (e.g. elderly buying diapers)
 Bulk products are found at the bottom of the shelves.
 Bulky items occupy the whole cart
 Frozen food was sold more than fresh food
 TV area: All are in the same channel. Very noisy.
 Employees use hand scanners to restock the shelves
 Signs in the store are not visible at all times
 Employees are not knowledgeable
 Customers services such as phones and scanner are not visible.

Personas

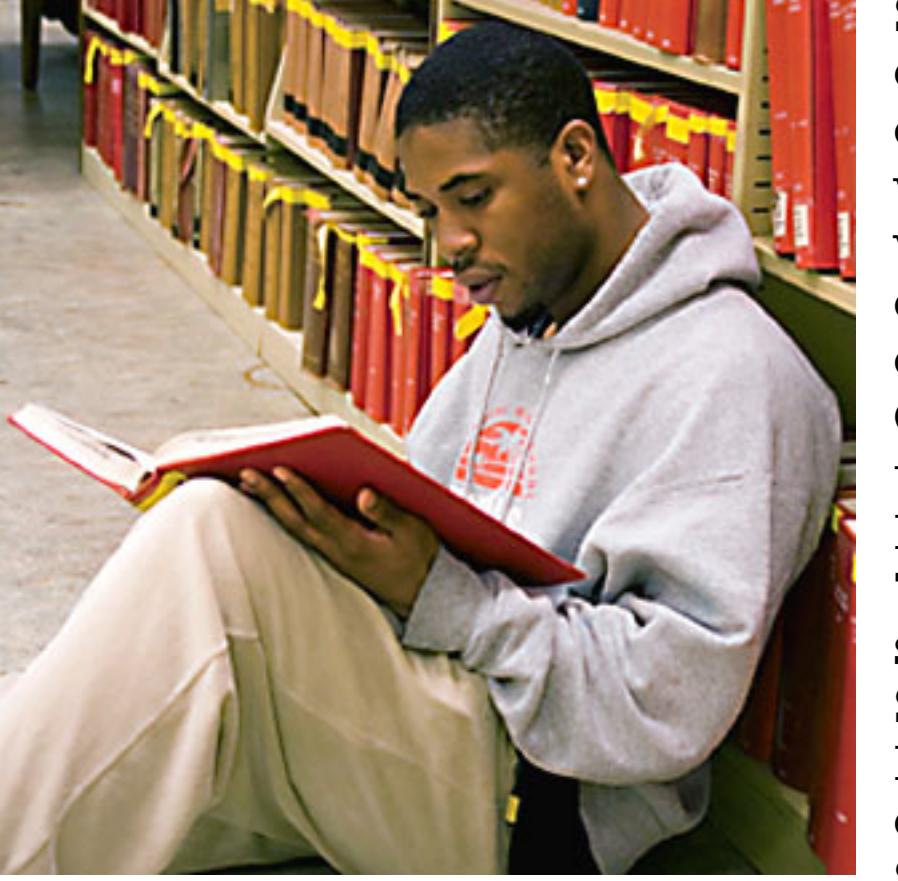
1 Sandra Wezner
Age 37
Married for 10 years
2 Children, David and Sally



income **90/120k**

Sandra is a kindergarten teacher at Savannah Elementary. She has two children a girl named Sally Age 6 and a boy names David age 8. They also have a Chocolate Labrador named Charlie Brown. Her family is coming in town soon and she would like to fix up a few things around the house. She likes the designs of the home décor and durability. She needs a retail store that provides a well-rounded selection of family provisions. She's prepared and makes a list of everything she needs but also enjoys impulse buying. She expects to be able to find what she needs in any Target store. She is frustrated when what she needs is out of stock and sometimes the employees don't assist her in getting it through another method. She has a smartphone and is not intimidated to use the app's available.

2 Sean Kelly
Age 21
Single
College Student



income **10/25k**

Sean has lived Savannah for 2 years attending college. He is finally moving out of the dorms and into a new house with 2 room mates and will be needing furnishings. He is planning a very large shopping list of home furnishings and appliances and doesn't want to forget anything. Only one room mate has a car and the day they plan to go to target he has to go to work leaving them a limited amount of time to shop. They need to be as effective and quick as possible when doing their shopping. Sean and his roommates are not very particular in their furnishings so value is their highest concern. Sean is on the baseball team and exercises regularly. He also enjoys video games and technology. He has an iphone 5 and is very tech savvy.

Frontline
Backstage

Store Assistants
Cashier
Security Department
Managers
Storage Crew
Maintenance
Business Developers
Designers

Customer Journey Map

