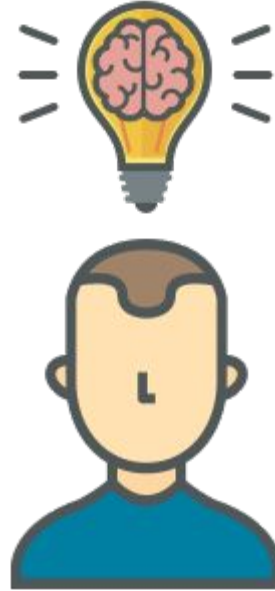


GeoX

An InMoment Project



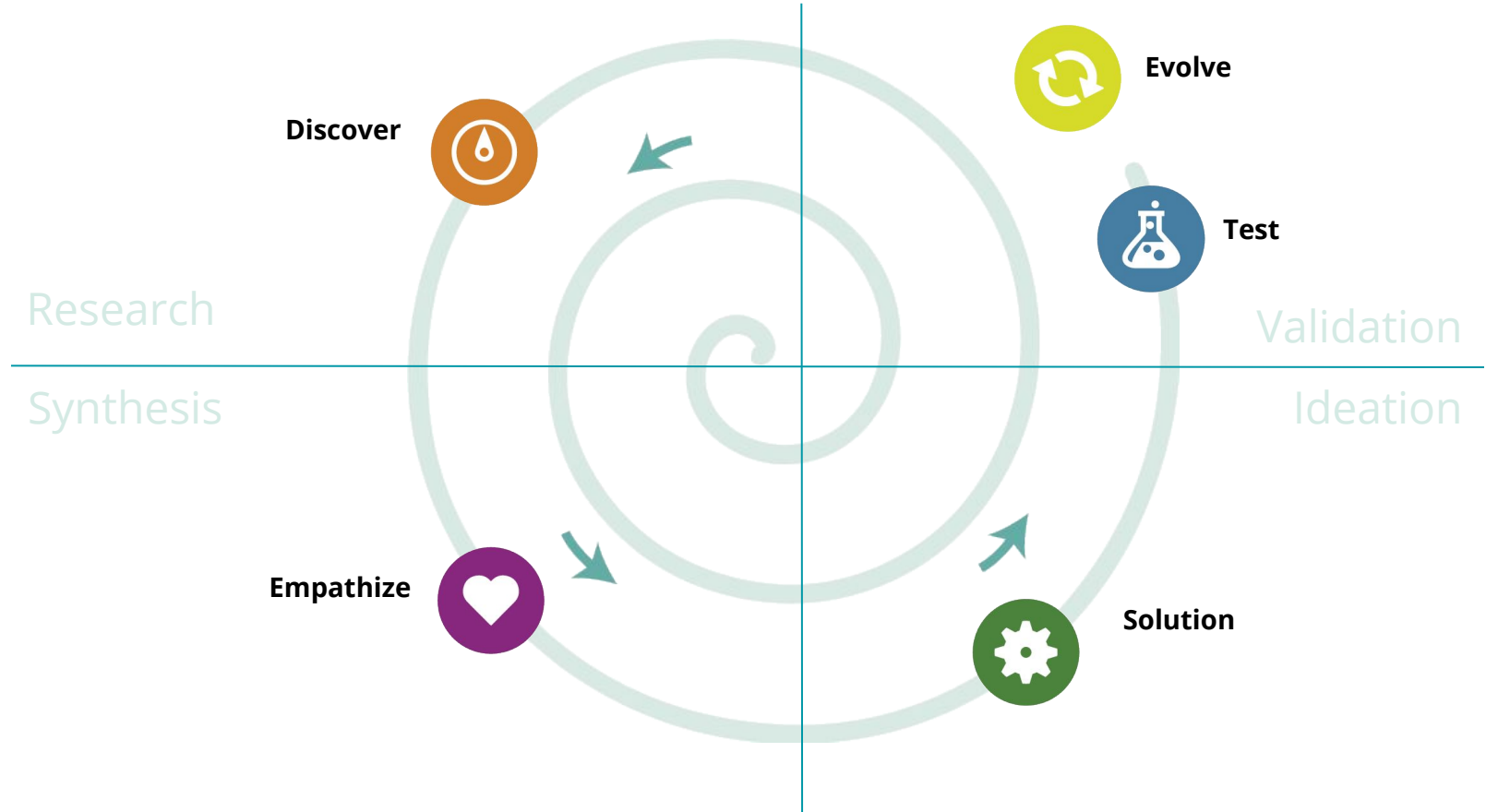
"Design thinking is a user-centered, creative, problem-solving mindset combined with a systematic process for discovering and applying user needs aligned to learning science evidence to design learning experiences that support business strategy while leveraging best-in-class content and an ever-evolving range of technology innovations."

Problem Introduction



- The problem was to find the problem
- Deliver a demo and extended abstract of new feedback method.
- Design Thinking Process.

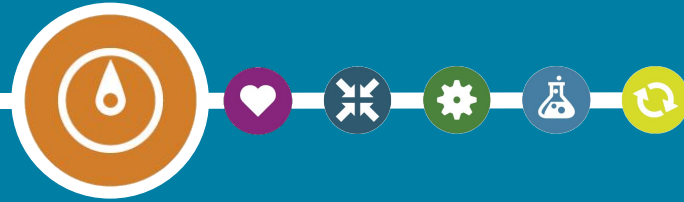
Design Thinking Process



Project Management

- Weekly sprints
- Meetings
 - Whiteboards
 - Affinity Diagrams
 - Story boarding
- Asana task management
- Slack Communication





DISCOVERY

Initial Problem Statement

Deliver an innovative feedback method for retail companies to convert non-purchasing consumers into purchasing consumers by April 19th, 2017.

Research – Market Analysis

- In 2017 Customer Experience management market is an estimated 6 Billion USD.
- Projected to be 16.9 Billion USD by the year 2022.
- By 2020, customer experience will overtake price and product as the key brand differentiator.



Research – Competitive Analysis



- 91% of all companies are using surveys as their primary way to gather feedback.
- Companies are using email, SMS, and QR codes to distribute those surveys.

Research – Expert Interviews

- CX is broad it is important to keep in mind specific users
- Consumers like concise and easily accessible feedback methods



Research – Literature Review



- Customer experiences is the foundational to gaining a competitive advantage in retail.
- Customer Experience vs. Customer Service

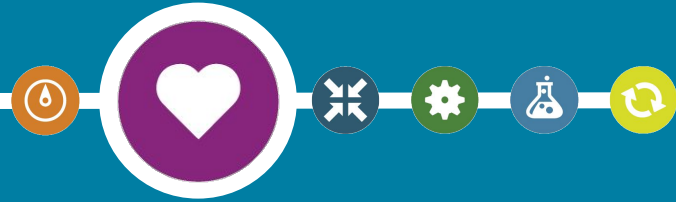
Research – Literature Review Insight

For every customer who bothers to complain,
26 other customers remain silent.



Final Problem Statement

Deliver an innovative feedback method which provides observational in-store location data for retail companies by April 19th, 2018.




EMPATHIZE

Empathize – Jason’s Problem

Jason is a customer experience manager for Nike. He needs to understand non-buying consumers in brick and mortar Nike stores and survey’s haven’t provided the data he needs.

Jason is interested in finding a novel way to gather reliable observational data on the time customers spend in the store and whether they buy or not.

Jason Justice



"Journey before destination."

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Organized Perfectionist Analytical Curious

Age: 3
Work: VOC Program Manager
Family: Married, three kids
Location: Portland, OR
Character: Confident

Goals

- Empathize with Nike's in-store customer base.
- Promote brand client relationships.
- Focus on open communication and transparency.

Frustrations

- Incomplete customer journeys.
- Consumers are skeptical of ulterior motives.
- It rains too much in Portland.

Bio

Jason grew up in sunny Southern California with a brother and a sister. He loved spending time with his family outdoors then, and goes on adventures as often as possible with his family now. He is an avid soccer fan and supports the Portland Timbers (even though they're sponsored by Adidas). He values his relationships with friends and family above all else and they love him for it.


Jason graduated with a degree in Marketing from UCLA. He spent five years working as a marketing analyst at an active-wear startup in Los Angeles before getting his MBA from the University of Washington. He accepted current position at Nike and has been there for 4 years. Jason is always interested in innovative ways to gather customer data and build more robust user journeys.

Empathize – Anna's Problem

Anna is a store manager at Cabela's. She needs to understand a customer's journey through her store.

Anna is interested in finding an innovative way to observe how long a customer spends in each section of a store in order to tactfully notify her staff where they may be able to offer help.

Anna Caruso



OrganizedNurturerConfidentPrecise

Goals

- Create a proactive environment amongst staff.
- Leave no customer unattended.
- Use technology enough to feel competent in our managerial responsibilities.

"A quotation that captures this user's personality."

Age: 45
Work: Store Manager
Family: Married, with 3 kids
Location: Lehi, UT
Character: Organized

Personality

Introvert

Extrovert

Thinking

Feeling

Sensing

Intuition

Judging

Perceiving

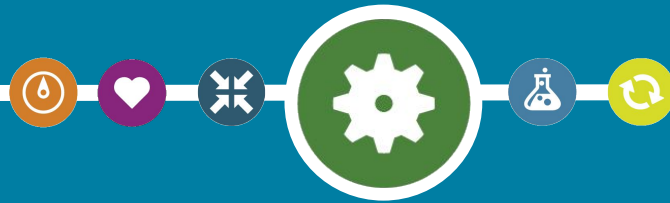
Frustrations

- Learning new computer programs.
- Employees who look at their phones more than help customer.
- Not knowing where the customers are in her large store.

Bio

Anna started her career after graduating Uing from Utah Valley University in sociology. Soon after she accepted a job as a sales representative at Scheels, attending to customers on the floor and being a cashier. 2 years later, after acquiring new skills and improving her knowledge she transferred to Cabelas in a similar field. Gradually moving on up in the work place, 14 years later, she became the store manager and overseeing profits, customer experience, managing all employees etc.

Outside of Anna's work life she tends to her 3 kids. She takes full advantage of the hunting season and all the beautiful hikes Utah has to offer. She is not very tech savvy, and uses her husbands knowledge to accomplish most computer based tasks, but she is becoming more self-efficient.



SOLUTION

Solution – Observational Feedback Methods



- Bluetooth Beacons
- Disney Magic Bands
- RFID - Supply Chain
- WiFi Tracking

Solution – WiFi Tracking

- Pre-existing hardware
- Accuracy (Within ½ meter)
- Unobtrusive
- Tracks anyone with a WiFi enabled device.



Demo

The Solution

Mobile App

Used to configure touchpoints inside of the store.



Data Gathering Software

Routers discretely gather customer location.



Data Analyzing Web App

Aggregates WiFi data into actionable insights.



Customer Experience Use Case

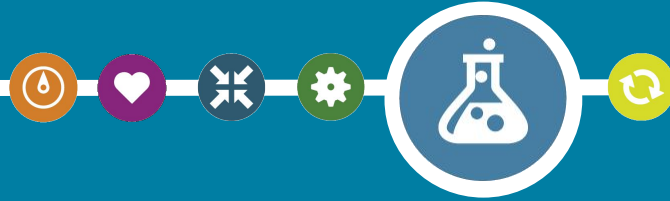
Jason, a customer experience manager for Nike needs to understand if there is a correlation between **how long customers spend in the store** and whether they end up buying something. Jason simply sets a touchpoint at the entrance of the store and tells the system to log when customers walk in and out. He also sets a touchpoint at each cash register to measure **whether customers bought or not**.

To Jason's surprise he finds that **those who spend longer amounts of time in the store buy less**. To further understand this observed behavior Jason is able to **send targeted surveys** to those spending longer periods in the store. It turns out that many of them were aggravated because they could not find what they wanted and spent a lot of time waiting on the in store athletes to help them.

Store Manager Use Case

Anna manages a Cabellas. Considering the size of the store customers **often find it difficult to locate what they are looking for**. Anna uses the system to track how much time a customer spends in the store and **whether they have been helped by a customer service representative**. She sets touch points on the stores entrance, and on each customer service representatives mobile device. She also creates zones in the store and measures how long customer spend in a zone.

The system **actively alerts her when a customer has spent an extended amount of time in a zone** and has not spoken with a customer service representative. The representative in that zone also receives a notification of the customer and their general location. With this system customers spent more time in the store and also purchased more.



Next Steps

Next Steps – Unknowns

- Scalability to number of customers in the store?
- How often to the routers ping the phones?
- Accuracy of one Router stores.



Next Steps



- Develop MVP passive tracking solution
- On Campus Testing
- Validation from presenting at the CX Conference.

Questions

