Resources

Shopping at Woolworths Metro

Service journey map of the Metro store customer user experience

Post Shopping Checkout \mathcal{C} Determine what they need to buy Shopping Pre Shopping Determine what they need to buy of Journey **Phases**

Decide to go to self service orthe service desk

with short notice Locate the closest/most

with short notice Locate the closest/most convenient store

Actions

User

Travel to the store

convenient store Travel to the store

Determine fastest way home Travel with shopping Transfer on public transport Arriving home and unpacking Scan items Might put items in plastic bag Pay using credit card or cash Carry items out of store

trip home is painless" too many bags so my "I try not to get

"I want to get this

can so I can leave"

doneas quickly as

Determine the fastest route home while being able to carry all the shopping

Quickly purchase the items and find the best way to carry them

Locate the closest store and the fastest travel method

Locate the closest store and the fastest travel method

Goals

User





Self Service Kiosk

Plastic

Bag

Mobile GPS

ransport Public







- Plastic bags used for single item

Queues at service desk

Its hard to carry lots of bags

- Trying to get my Opal card out is hard when my hands are full
- Stores near the station are really easy to access

Thoughts User

"I like to drop by the after I finish work" local Woolworths

makes it easy to drop in on right near my work, which There's a Woolworths the way home























Social Media

Email

Mobile GPS

ransport Public

SMS

Technology

- Tired from working all day, don't want to have to shop

People collide in entrance/exit

Have to call partner to see what you need

Tired from working all day, don't

Opportunities & Pain Points

want to have to shop

Working out what you to buy

Working out what you to buy can

Have to call partner to see what you need

User Journey Mapping

PERSONA



Name Jason Furnell, 23 Occupation Financial Strategist

Gender

Male

The metro store is handy because I don't have a car, but coming home from the store on a train can really add to my exhaustion

BACKSTORY

Jason graduated university two years and now works full time for a large bank in Sydney's CBD. He is comfortable around computers but doesn't always keep up on the latest technology or know how to fix things when they break. He lived a reasonably frugal life as a student but since getting his new job he has far more money than before but far less time. He lives with two other roommates in the CBD and will often pick up the groceries for both him and his roommates.

MOTIVATIONS

Having far less free time than he had as a student, Jason loves that he can pick up groceries on the way home from work at Woolworths metro rather than go out on the weekend. The metro stores are open later and since he doesn't have a car, being able to walk to the metro station from work and then catch the train home is the easiest way for him to pick up food and household essentials. He normally goes here after work about once a week.

FRUSTRATIONS

While he loves the convenience of the metro store, Jason hates how crowded it can be when he goes after work, as this slows down his shop and makes it less efficient. He doesn't mind paying more for the ready made products as it saves him time, but is annoyed that the only ready to go dinners are unhealthy and bland like instant noodles. He also tries to shop once a week to save time, but when he picks up groceries for his roommates as well, travelling home on the bus and train it can be really difficult to juggle all the grocery bags along with his work bag and swiping and Opal card.

IDEAL EXPERIENCE & FEELINGS

After a busy day of work Jason would like to be able to grab a restaurant quality dinner he can heat up in the oven if he is already at the grocery store. He is always exhausted after work, and battling crowds on the train and at the metro store only adds to this. He likes the convenience of a metro store but thinks that it could be even quicker, and would ideally have to carry the least amount of bags home.