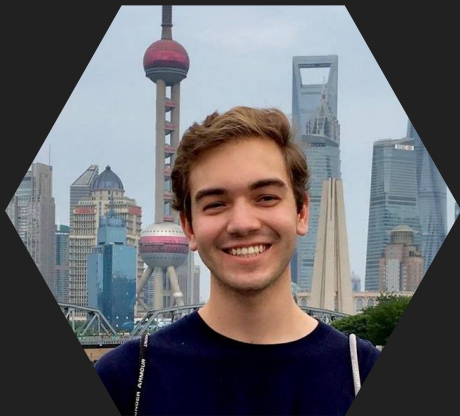


Human 2.0: Shopping Experience

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Hello!



**Jack
Gartland**



**Amin
Ojeh**



**Esteban
Rey**

Domain

Determine how we can create technologies to improve people's comfort when shopping, focusing on subdomains of recommendations, quality assurance, and customer service.



Initial POV - We met



We met a citizen from another country who uses online shopping only to purchase products he has seen before in person.



Initial POV - We were amazed to realize:

He does not purchase most things online because he feels that existing tools are unable to give proper advice or recommendations on what to buy.



Initial POV - It would be game changing to



It would be game changing to augment online shopping to make it more similar to an in-store experience.

Needfinding

Part 2

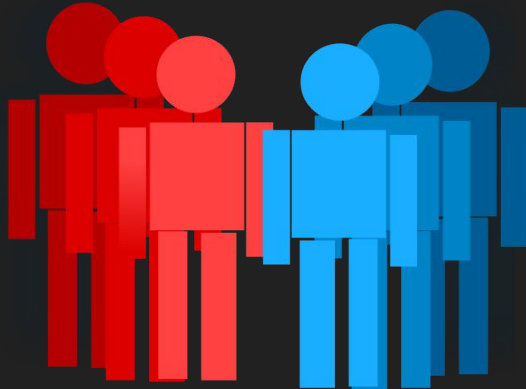
New Needfinding Questions

- How often do you shop online relative to how often you shop in stores?
- What do you like about shopping in a store?
- When do you prefer online shopping, if ever?
- Do you have any memorable customer service experiences?
- Walk me through what you do when you shop in a store.
- Walk me through what you do when you shop online.



New Demographic Focus

- Millennials and the generation above
- Interviewed multiple people in the generation above





Felipe Monsalve

MIT Student, 19

Tresidder

Understand how millennials and especially almost online exclusive customers perceive the shopping experience.

Chris Lu



Stanford Student, 19

His Room

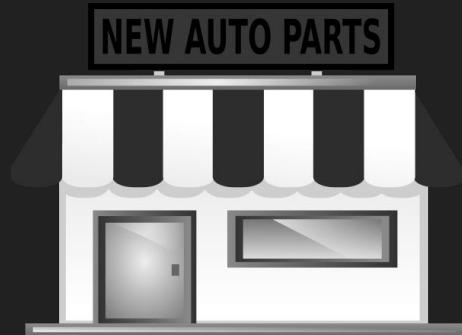
Understand how millennials with varied shopping habits perceive shopping experiences.

Revised POVs

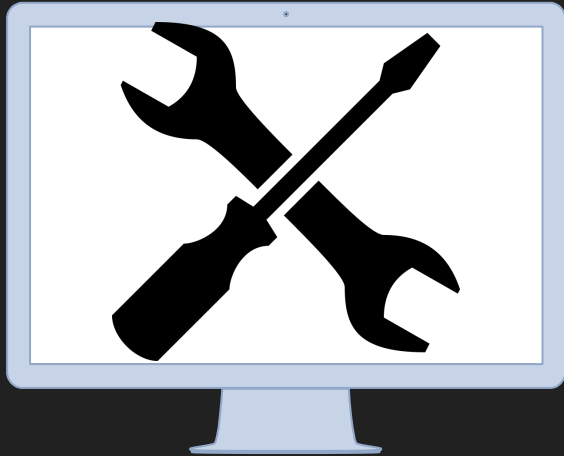
POV 1 - We met



A student's husband raised in a foreign country who uses online shopping only to purchase products he has seen before in person.



POV 1 - We were amazed to realize:



He does not purchase most things online because he feels that existing tools are unable to give sufficient advice or recommendations on what to buy.

POV 1 - It would be game changing to

Give him the confidence and recommendations he feels when shopping in a store without the hassle of going to a store.



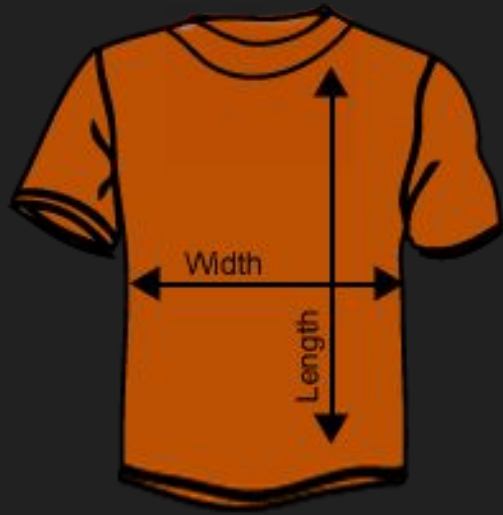
POV 2 - We met



We met a millennial shopper interested in clothing.



POV 2 - We were amazed to realize:



He does not purchase clothing online because he cannot ensure the quality or sizing of the items and returning is a hassle.

POV 2 - It would be game changing to

Augment online shopping to make it similar to an in store experience.



POV 3 - We met



A student from the Boston area.



POV 3 - We were amazed to realize:



He will purchase anything he can online even at a risk since going to a store is a hassle.



POV 3 - It would be game changing to



Make the experience of going to a store seamless and more desirable.



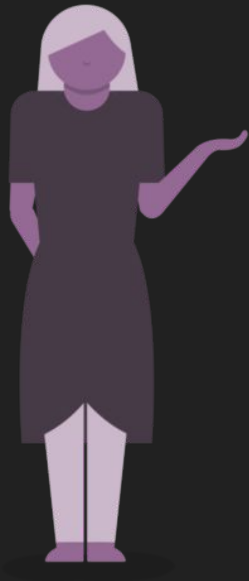
Best HMW

1. HMW



How might we give the shoppers confidence to buy items online that they have not necessarily seen before in person? (POV 2)

2. HMW



How might we give shoppers a customized and personal experience even when shopping online? (POV 1)

3. HMW



How might we eliminate/reduce the need on the client's behalf to return objects? (POV 2)

Experience Prototypes

1. Assumption: People have trouble understanding their sizes across different brands.

1. Paper Prototype

Shoe size Experience prototype

Instructions: Assume that all shoes fit you perfectly, what size might they be? If fairly uncertain check Unsure

Brand: Nike



Size Guess:

☐

Unsure

Brand: Adidas



Size Guess:

☐

Unsure

Brand: Vans



Size Guess:

☐

Unsure

Brand: Converse



Size Guess:

☐

Unsure

Brand: Rebook



Size Guess:

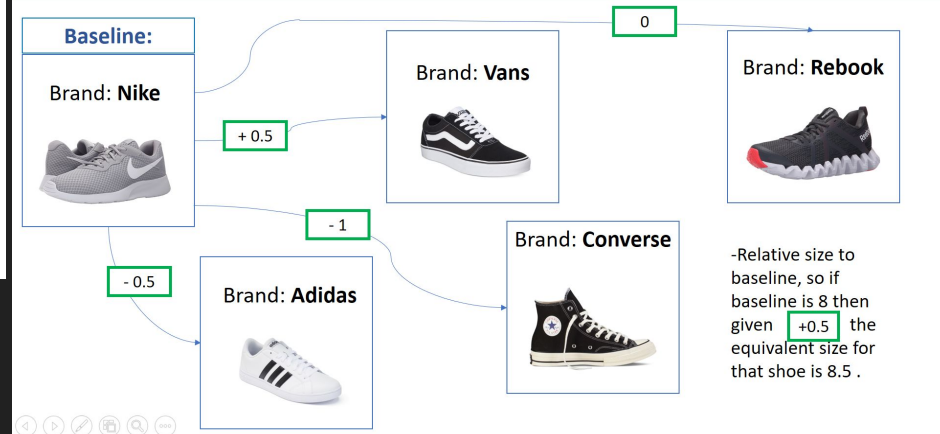
☐

Unsure

Frontside

Backside

How about getting some help?



1. Findings

- People are very unsure how shoe sizes vary across brands (Validated Assumption)
- Users were open and excited to assessing sizes from existing shoes.
- **New Assumption:**
People remember sizes of few brands because size difference influences them to chose items among few brands.

2. People want to communicate with previous buyers of a product in which they are interested.

2. Echo Dot



- Approached shopper interested in tech with an Amazon Echo.
- Asked if he knew what it was and of his purchasing interest.
- Explained we owned the device, and would be happy to answer any questions about it.
- Sought interest response

2. Findings

- Buyer wanted to discuss product with someone who owned it.
(Validated Assumption)
- Buyer found it useful to discuss a product with a previous purchaser.

3. People are more interested in products that match what they already own.

3. Recommendation Survey

- Asked shoppers to assume they these shoes.
- Then asked if each shopper was interested in seeing combining recommended products
- Upon verbal confirmation showed pants as a recommendation



3. Findings

- People were eager to look at matching clothing (Validated Assumption)
- People are willing to peek at quick low effort recommendations

Thank You

Questions

Feedback