CS 147 - Human 2.0 Studio

ASSIGNMENT 2

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POVs, HMWs & Experience Prototypes

Introduction –

Meet the Team

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We are three Stanford Computer Science students in the Human 2.0 Studio.

Problem Domain –

Since our studio is focused on the application of artificial intelligence in daily human lives, we have chosen to focus on shopping experience. Many people still dislike e-commerce, especially when it comes to buying clothing. We are focusing on designing for the millennial generation and generation X.

Initial POV –

We met a citizen from another country who uses online shopping only to purchase products he has seen before in person. **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. **It would be game changing to** augment online shopping to make it more similar to an in-store experience.

Additional Needfinding –

Following our newly identified need for an improved shopping experience for the younger generations (Millennials and generation X) we interviewed two additional people fitting the millennial label. We sought to compare and contrast our adult-centric results from Week 1 with experiences of younger individuals.

The interviews included questions such as: How often do you shop online relative to stores? When do you prefer online shopping, if ever? Do you have any memorable customer service experiences? Is there anything you absolutely hate about going into a store and buying a product? Walk me through what you do when you shop in a store. Walk me through what you do when you shop online.

Our New Interviewees:

Felipe

Felipe is an MIT student. He is an extreme user of online shopping and shops for new things roughly every three days, almost exclusively online. He hates having to commute to shops and is willing to risk buying items he has never seen before as well as risk buying additional unnecessary items which he claims to often purchase online. We chose to interview Felipe to learn about perspectives from students from different schools in the highly diverse Boston area.

Chris

Chris is a Stanford student who buys goods about three times a week, but goes on Amazon even more frequently to browse. While Chris is generally comfortable with technology, he prefers the in store shopping experience. We chose to talk to Chris because his sense of fashion and brands makes him a trendsetter among young shoppers. We found that Chris disliked shopping for clothes online because he found returning items to be a hassle and can't accurately judge the quality of clothing from a website. He told us, "I love running my hands over the fabrics and seams when I'm in a store."

Refined POVs –

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. **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. **It would be game changing to** give him the confidence he feels when shopping in a store without the hassle of going to a store.

How might we…

- Help shoppers receive sufficient advice and recommendation on what to buy?
- Give the shoppers confidence to buy items online that he has not necessarily seen before in person?
- Help the shoppers heed and trust reviews of online products more?
- Allow customers to experience products without going to a store?
- Give shoppers a way to interact with salespeople remotely?
- Prepare for the possibility that shoppers dislike their purchase?
- Make the shoppers feel equally as comfortable with items they see online and in person?
- Give shoppers a customized and personal experience even when shopping online?
- Make the online shopping experience more trustworthy?
- Help users gain trust interacting with a bot helper?

2)
We met a millennial shopper interested in clothing. **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. **It would be game changing to** augment online shopping to make it similar to an in store experience**.**

How might we...

- Help shoppers feel confident about the size they are buying?
- Make shoppers feel comfortable with the quality of the items they buy online?
- Allow shoppers to converse with salespeople online?
- Make shoppers feel special while they are shopping?
- Give shoppers a customized and personal experience even when shopping online?
- Make returning items as seamless as possible?
- Allow customer service to intuit customer needs when not in store?
- Provide the kinds of recommendations that a salesperson might?
- Eliminate/reduce the need on the client's behalf to return objects?
- Ensure the quality and size of the items the shoppers are interested in?
- Reduce the subconscious risk implied in buying items online?

3)

We met a student from the Boston area. **We were amazed to realize** he will purchase anything he can online even at a risk since going to a store is a hassle. **It would be game changing to** make the experience of going to a store seamless and more desirable.

How might we...

- Make in store shopping faster?
- Predict users desires to minimize wait time at stores?
- Eliminate additional time spent on transactions at stores?
- Make stores fun and engaging places?
- Provide additional value for in store shopping?
- Reduce the hassle involved with travelling to stores?
- Reduce the hassle involved with shopping with children?
- Make the process of transporting items home less of a hassle?
- Make more information about stock available to customers without the need to interact with employees?

Final 3 HMWs –

- How might we give the shoppers confidence to buy items online that they have not necessarily seen before in person? (POV 1)
- How might we give shoppers a customized and personal experience even when shopping online? (POV 2)
- How might we eliminate/reduce the need on the client's behalf to return objects? (POV 2)

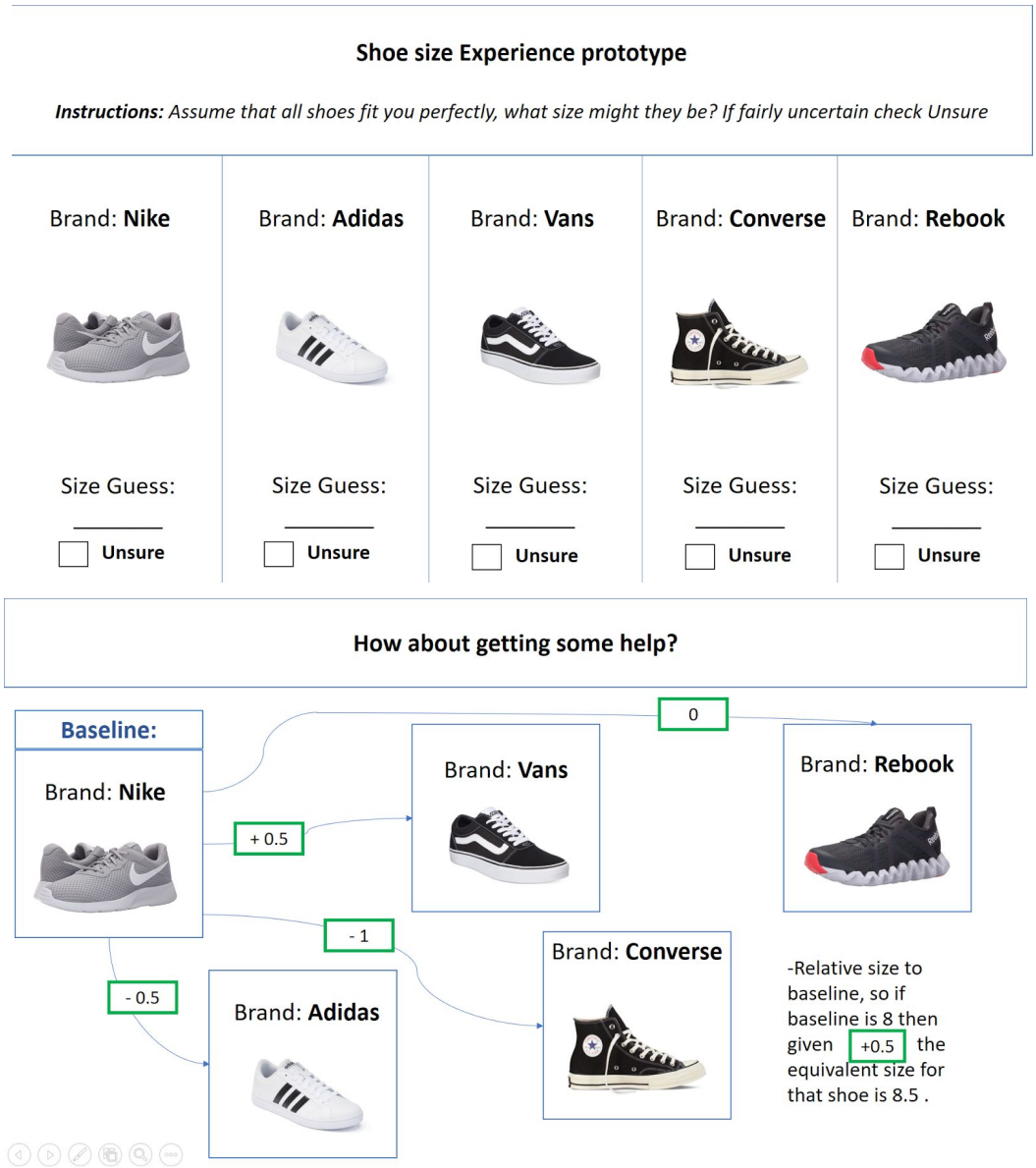
Three Best Solutions –

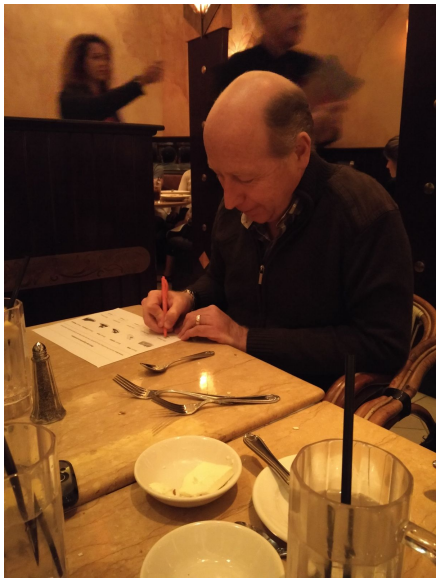
- Assist shoppers in finding better fitted clothing online by analyzing how sizes from different brands differ.
- Improve customer understanding of products through facilitating direct discussion with previous buyers.
- Make recommendations of products based off previously purchased and owned products. For example, recommending shirts which match a certain pair of pants purchased, or socks for shoes.

Three Experience Prototypes –

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

The prototype we made here was a simple paper prototype that would measure the confidence with which people could ascertain their shoe sizes across different models of shoes to gauge their difficulty with it and then willingness to use a helping tool. The prototype itself consisted of a sheet with different shoes and space to make users try to guess what their shoe size would be across 5 different brands. Below you can see the prototype:






We tested the prototype by having 6 people of varying ages at the cheesecake factory go through using it. We first explained the steps towards using the prototype, namely filling in predicted sizes and later requesting information on the difficulty of the task and the impact on their daily lives. From here we sought confirmation of our assumption that people would find it useful to use a mapping system that would relate shoe sizes properly by turning the sheet over and using the second part of the prototype.

The prototype really highlighted that people aren't too sure about how shoe sizes differ from brand to brand at all. Additionally, we built a new assumption that people often tend to prefer only one to two shoe brands due to size differences (as there was little knowledge of multiple sizes).

The assumption was valid and people do have difficulty assessing unknown item sizes despite owning similar items. This finding was quite clear as no testee was able to guess size correlation among all shoes, furthermore users were open and excited to the possibility of assessing sizes from existing shoes.

2. **Assumption:** people want to communicate with previous buyers of a product in which they are interested.

We made the prototype by approaching a shopper interested in tech products with an Amazon Echo device, and asked if he knew what it was and if he might be interested in purchasing one. The shopper told us he knew what the Echo was, but didn't know if it worked well. We then told him that one of us already owned the device, and would be happy to answer any questions about it. The shopper then began asking about it, and at the end said he was more interesting in purchasing it than before. We were pleased to see that a potential buyer found it useful to discuss a product with a previous purchaser, which validated our assumption.

3. **Assumption:** people are more interested in products that match what they already own.

This prototype was done by showing an avid shopper a pair of shoes, asking them to assume that they already own the following shoe:

We then asked if the shoppers were interested in seeing any products we would recommend based off of the shoe. All of the shoppers accepted the offer. We then showed pictures of a variety of different jeans that match the shoe. As portrayed below:

After showing them the variety of different matching jeans the shopper appreciated the recommendations and mentioned that finding matching clothing to wear with his ‘new shoes’ was far more convenient than usual. We learned that shoppers are often willing to look at recommendations since it takes very low effort and even if the success rate of liking an item is low, they always seem pleased about it.

The assumption was valid since people are often looking for matching clothing. This is so that they can wear these items of clothing together during the day or on a night out. Additionally, the more items of clothing they have that are different yet still match, the more possible outfits they are able to configure which we assume they consider a benefit.

Although we were very pleased with the outcome of all of our prototypes, we found that our 2nd prototype was the most successful due to the direct impact we felt we had on the shopper. Something as simple as connecting a previous buyer/owner of a certain product to a potential one was remarkably successful and achieved a desired solution.