

PORTFOLIO

Felicita Dwi

WOOLWORTHS

A concept to manage customer issues in online grocery shopping with a chatbot

MY ROLE

As part of a small group, I was responsible for creating a high-fidelity mockup and interactive prototype for the desktop web platform. I also led a mini design sprint during the ideation process and created a stickersheet for our concept following Woolworths' visual style, conducted usability tests and a heuristic evaluation.

THE CHALLENGE

Tackling a real client brief, we looked at customers' current online grocery shopping experience with Woolworths. We know that customers choose to shop online for convenience and to save time, however there are still some problems with the experience.

This was a group project which spanned a total of 12 weeks and focused heavily on designing an effective interface.

RESEARCH + DISCOVERY

OUR APPROACH

To further understand our potential users and how they shop online for groceries, we conducted online ethnographic research, competitor analysis and gathered information from other references.

Our research revealed that two key problems faced by customers are missing items in their order, and items being replaced with products they don't actually want. We also discovered that customers expect a more personalised experience with an online grocery shopping service. These two insights defined the final concept we developed as a group.

USER STORIES

*I used this service because **it's supposed to save time and for the convenience (I have 2 kids)**. Having to check over the items every time & then having to call for the missing items and then apply for a refund - the amount of time I spent on the phone...*

***These problems have included items being replaced without authority, missing bags of food,** supplying bags of food to me that I had not ordered*

USER PERSONA SNAPSHOT



Jessica, 36 years old
"I don't like the company replacing products in my order"

Jessica is a tech-savvy woman who is happily married with 2 young children. On top of having a highly demanding job, she also lives an hour's drive from the city centre which leaves her with limited options for grocery shopping. She is an avid multitasker and heavily relies on her mobile phone and laptop to get things done.

IDEATION

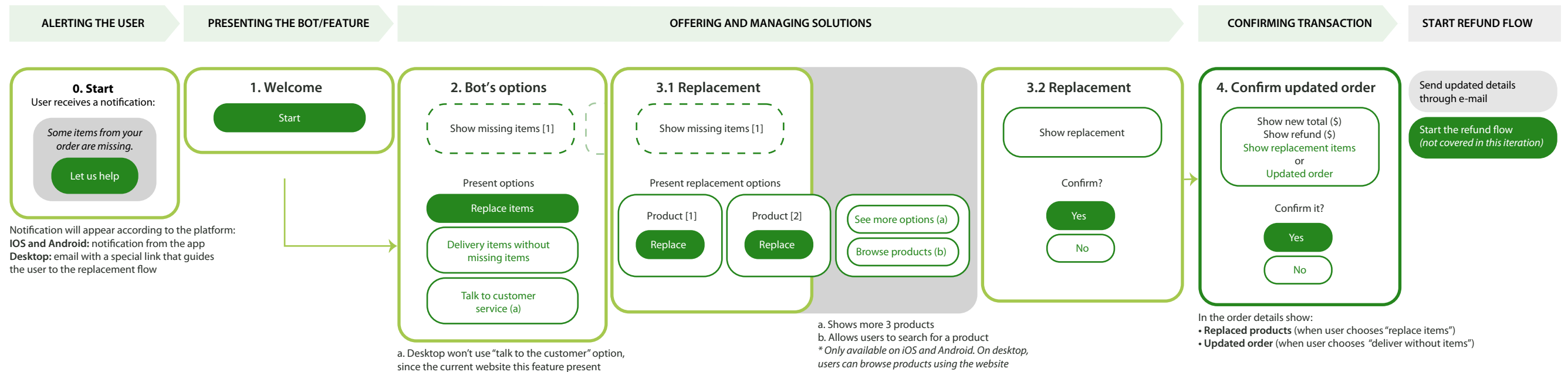
REFRAMING THE PROBLEM

As a group, we gathered our research and reframed the problems as questions to develop a solution. Considering our time-poor user persona who would avoid spending a long time on the phone to customer service if they encounter problems with their order, we chose a chatbot as a platform. We envision that it could help manage customer problems and provide the customer with some decision making power in amending their orders.

OBJECTIVE

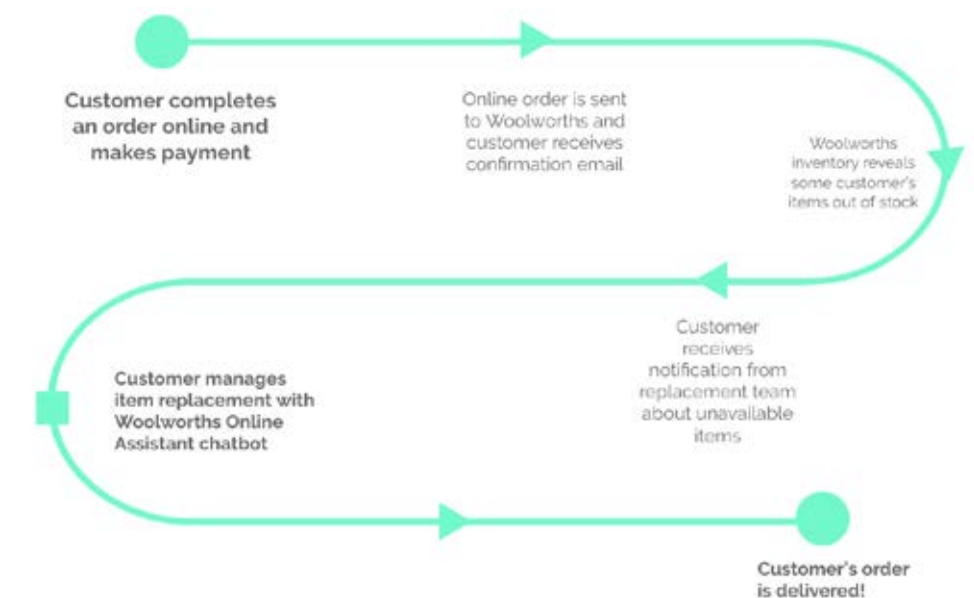
Many customers often feel they are being scammed when they perceive corporations are making decisions without their consent (such as replacing items in their order). We aimed to create a solution empowering customers to manage any issues with their online grocery order.

INITIAL SKETCHES/WIREFLOW



WIREFLOW

Then, we considered where our solution would sit in the purchase flow. Based on our research, trying to troubleshoot once the order has been delivered is a pain point for customers. Our chatbot would be introduced after order confirmation, but prior to order delivery. Our solution would offer the customers several options on how to manage their order after missing items has been detected.



DESIGN

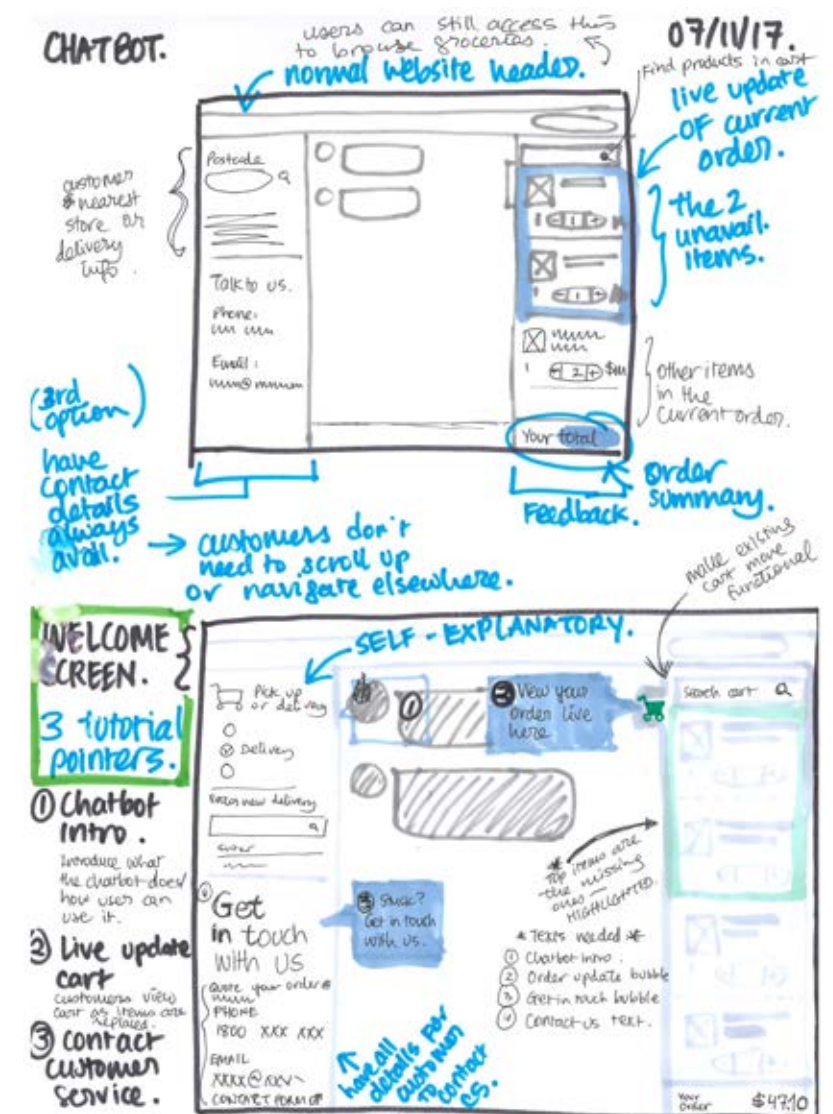
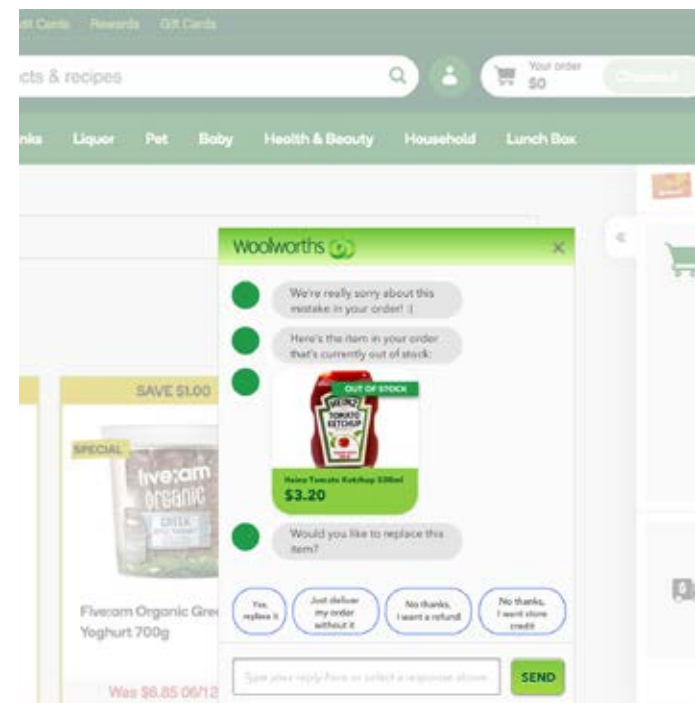
FINAL CONCEPT NOTES

One of the main challenges was making the chatbot inviting to use rather than a distraction on an already cluttered homepage. The chatbot initially appeared as a small chat box in the corner, but with further iterations we decided that a dedicated page would allow users to better focus on the task. We also repurposed the current shopping cart as a feedback tool during the replacement process.

From the user tests, we gathered the following key insights:

- Immediate confirmation highlighting the price difference between old and new order
- Users may change their mind at any point, but we can guide them to the desired action by having better undo/redo options

ITERATIONS



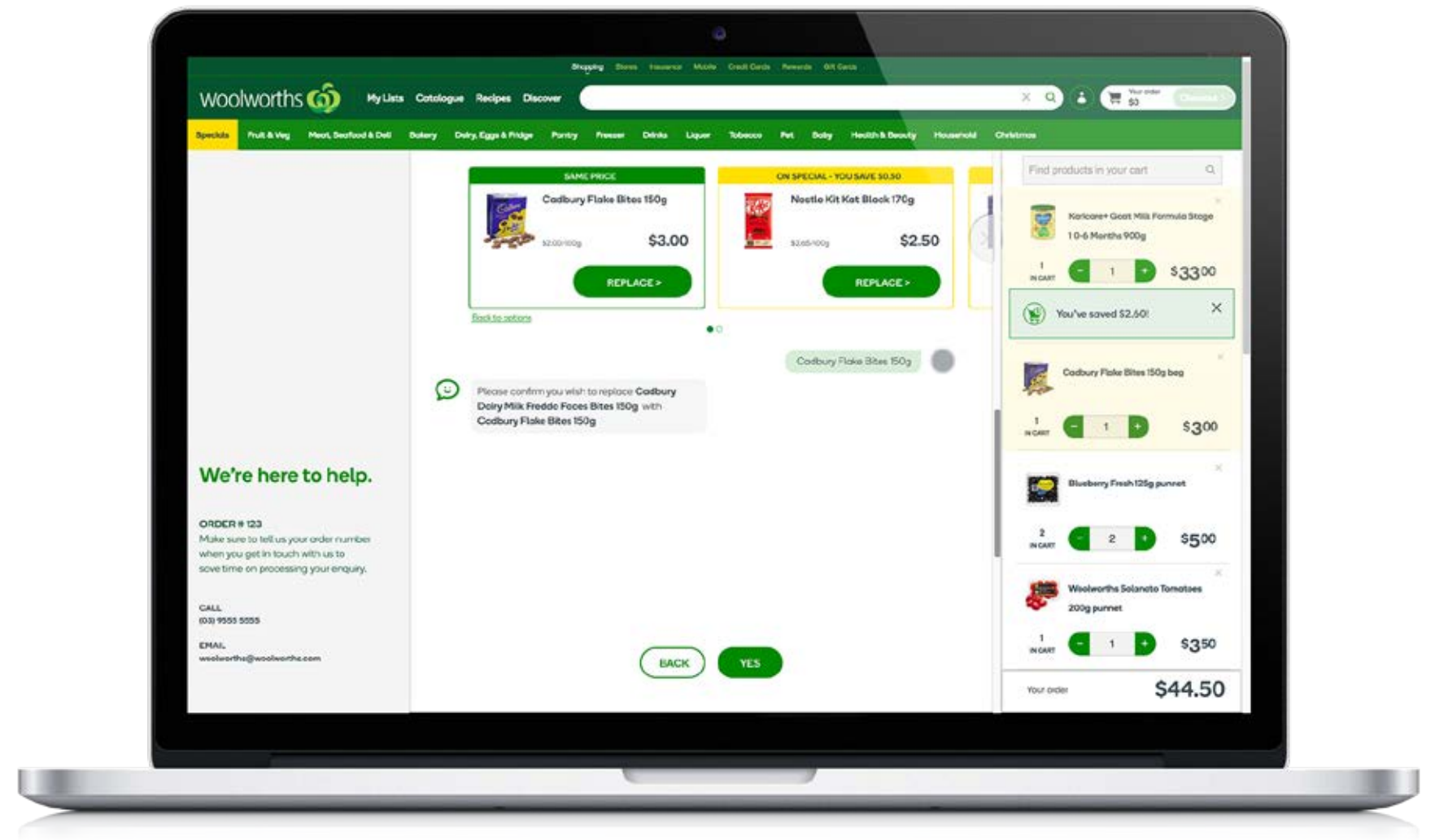
FINAL CONCEPT

IMPLEMENTED FEATURES

- Predetermined response buttons to save time and minimise uncertainty
- Item replacement cards allowing quick selection and follows a format familiar to Woolworths customers
- Confirm action buttons after each task
- “You’ve saved” banner in cart on the desktop web platform to give timely and relevant feedback to users

NEXT STEPS

Given the opportunity to develop this further, I’d like to provide more flexibility and efficiency by exploring how the chatbot can make more intelligent product recommendations for customers.



Interactive prototype: <https://invis.io/S2EF0GTTP>
Video screen recording: <https://youtu.be/Q8XPR4r85e4>

MEDIBOX

An automated pill box concept that educates the patient about their medication

MY ROLE

My role in this project was interviewing a number of healthcare professionals, leading a How Might We exercise and generating a persona walkthrough. I also created a paper prototype of our idea, to be used in user interviews and usability testing.

BACKGROUND

As patients get more involved in their treatments, there is an ever-increasing need for patients and their healthcare providers to work together more efficiently. It is well-known in the health industry that both health practitioners and patients simply do not have the time or resources to cater to every single aspect in a treatment plan. This 12 week-long project explored these issues to pin areas where technology can help.

RESEARCH + DISCOVERY

OUR APPROACH

We interviewed health practitioners including doctors, nurses and psychiatrists to determine specific problems they are facing in managing coordinated care. Through this research, we uncovered a number of issues, the most glaring of which revolved around communication between healthcare professionals across the industry as well as doctor-patient communication.

INSIGHTS

Integrated care needs to work around people. Some of the pressing needs and issues we found included:

- Healthcare professionals need an objective way to communicate among themselves and with patients
- Manual processes take up a lot of time, so more efficient methods are required
- Patients often don't completely understand their treatment or are non-compliant with their treatment plan because they find it interfering with their daily lives



OBJECTIVES + IDEATION

OBJECTIVE

The objective is to adopt new technologies to create a human-centred solution that can be integrated and support the existing health services, while increasing the efficiency and effectiveness of integrated care. It should be something readily accessible for both healthcare professionals and patients. We pooled together the issues we found and transformed them into questions. In the end, we decided to work on a solution that would give more independence to patients with multiple health problems in managing their health.

USER PERSONA SNAPSHOT

Amber, 69 years old *"It's hard for me to remember it all"*

Amber is a retired secretary with multiple health problems and needs to constantly stay on top of her prescribed medications. She wishes she had more support and resources regarding her diseases outside of appointments and what she can find on the Internet. She finds it difficult to understand her medication and treatment plan.

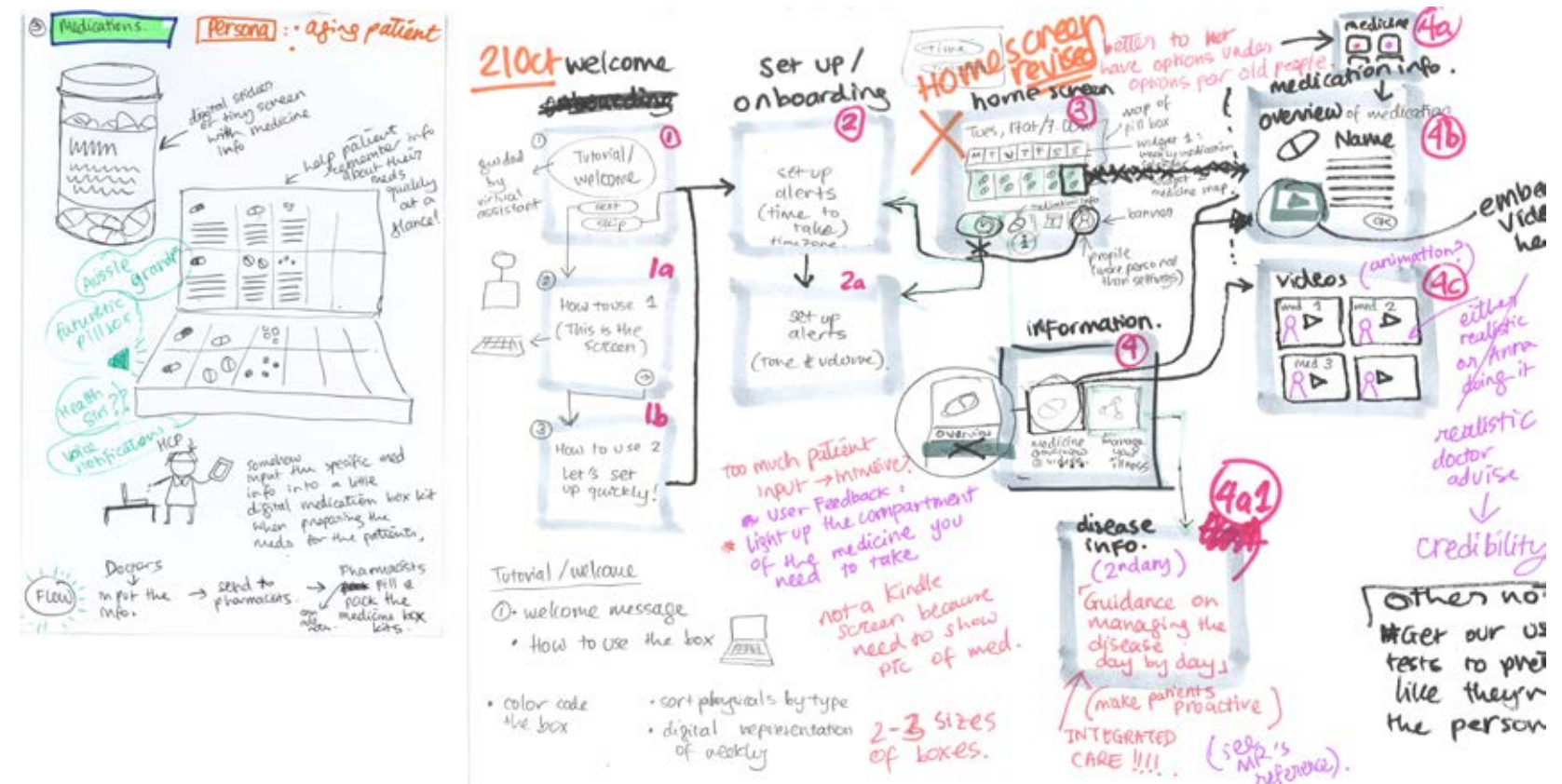


INITIAL SKETCHES/WIREFLOW

HOW THE DESIGN HELPS COORDINATED CARE

As medication is a significant part of a patient's treatment, we thought of ways to empower patients to stay on top of their treatment plan and provide additional support for people with multiple health problems.

The concept, dubbed the Medibox, is a pill box featuring a screen and will have information loaded onto it relating to the patient's medication and health issues. By having this available directly on the Medibox, we aim to be able to provide as many relevant resources as possible for the patient in one convenient device.



MOCKUPS AND PROTOTYPES

FEATURES

As a group we continued developing features of the Medibox with the elderly user persona in mind. The five key features are:

- A **Smart Grabber** selects the medicine and places them in the centre cup for the user to pick up at the time when they need to take it
- A **MediCalendar** is hosted on the homepage as a widget, which the user can see their medication schedule for the day. Users can click on this to view a more in-depth calendar. The box also alerts the user when it is time to take their medicine
- **MediMap** that shows a digital layout of pills in the box with the corresponding information
- **User profile** where users can adjust settings
- **Information** section with videos where users can find out more about their medication and illnesses

