POPProbe App Case Study

Case Study: Retail Chain Management System(POPProbe)

Duration

32 weeks

Product Overview

The proposed system is a comprehensive Retail Chain Management tool designed to address key operational needs. The system includes modules for managing **checklists**, a **Learning Management System (LMS)**, an **issue log**, and a **customer log**. The focus is to streamline store operations, enhance employee training, improve customer satisfaction, and ensure a structured approach to handling operational challenges.

Details: Retail chain management involves overseeing operations across multiple store locations to ensure consistency, efficiency, and profitability. A case study typically explores strategies like inventory optimization, supply chain integration, customer engagement, and leveraging technology for seamless operations. It may highlight challenges such as fluctuating demand, logistics, and workforce management, offering solutions like centralized systems, real-time analytics, and strategic planning. Success stories often showcase improved efficiency, customer satisfaction, and competitive advantage.

Responsibility

- **Product Owner**: Ensure alignment with business goals.
- **Design Team**: Create user-friendly interfaces for all modules.
- **Development Team**: Implement and integrate features.
- **QA Team**: Validate functionality and usability.

Tools

- **Design**: Figma
- **Development**: React.js, Node.js, MongoDB, React Native
- **Project Management**: Jira
- **User Research**: Google Forms, Hotjar

Problem Statement

Retail chains face challenges in maintaining consistent operational quality, managing customer relationships, and ensuring employee readiness. Current manual or

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semi-automated systems lead to inefficiencies, unrecorded issues, and inconsistent service delivery.

Goals

1. **Operational Efficiency**: Streamline and standardize store operations using checklists and an issue log.
2. **Employee Training**: Enhance staff productivity and knowledge through an integrated LMS.
3. **Customer Engagement**: Maintain detailed customer logs to improve relationship management.
4. **Data Insights**: Provide actionable insights using comprehensive logs and reports.

Design Process

The design process follows a structured approach:

1. **Discovery Phase**: Understanding client requirements and pain points through stakeholder interviews.
2. **Research Phase**: Conducting user and competitive research to identify best practices and gaps.
3. **Ideation**: Sketching and wireframing solutions tailored to the identified problems.
4. **Prototyping**: Developing interactive prototypes for user feedback.
5. **Testing and Iteration**: Refining the design based on usability tests and stakeholder inputs.
6. **Development Hand-off**: Providing detailed design assets and documentation to the development team.

Design Timeline

1. **Weeks 1-2**: Requirement gathering and user research.
2. **Weeks 3-4**: Wireframing and low-fidelity prototypes.
3. **Weeks 5-6**: High-fidelity designs and usability testing.
4. **Weeks 7-8**: Iterations and final design delivery.

Target Audience

1. **Store Managers**: For operational checklists and issue tracking.
2. **Employees**: For training via the LMS and access to learning materials.
3. **Customers**: Indirectly benefitting from improved service quality and engagement.
4. **Head Office Teams**: For centralized reporting and data analysis.

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User Research

Methodology: Interviews, surveys, and shadowing store employees.
Participants: Store managers, employees, and a sample of customers.

Key Questions:

- What are the biggest bottlenecks in daily store operations?
- How do employees currently access training materials?
- What information do managers need to resolve store issues effectively?

Competitive Analysis

Direct Competitors: Existing retail management tools like Lightspeed and Square.
Findings: Most tools lacked a fully integrated LMS and comprehensive issue log functionality, providing an opportunity to differentiate.

Unique Features

1. **Integrated Modules**: Seamless connection between checklists, LMS, issue logs, and customer logs.
2. **Customizable Checklists**: Tailored to store-specific operations.
3. **Analytics Dashboard**: Providing actionable insights on operational and customer metrics.
4. **Gamified Learning**: LMS includes a gamified approach to incentivize employee engagement.

Quantitative Research

Data Collection:

- Time spent by employees on repetitive tasks.
- Frequency of operational issues reported.
- Employee LMS engagement rates.

Screeners

Participants for usability testing were selected based on:

1. Familiarity with retail chain operations.
2. Experience with digital tools for training and reporting.

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Observations

1. Checklists were often incomplete due to lack of reminders.
2. Issue logging was inconsistent due to unclear workflows.
3. Employees preferred bite-sized learning modules in the LMS.

Pain Points

1. Manual workflows for checklists and issue logs are time-consuming.
2. Training materials are often outdated and inaccessible.
3. Managers lack visibility into customer interactions and issues.

User Journey Map

Persona: Jane, a Store Manager

1. **Scenario**: Jane wants to ensure the store is ready for daily operations.
2. **Journey**:
   ○ Logs into the system to review checklists.
   ○ Uses the LMS to assign training modules to new employees.
   ○ Logs an issue with the air conditioning system.
   ○ Reviews customer log insights to prepare for a VIP customer visit.

Information Architecture/User Flow

Modules:

1. **Checklist Module**:
   ○ Create/Edit checklist → Assign tasks → Track progress.
2. **LMS Module**:
   ○ Upload training material → Assign courses → Monitor completion.
3. **Issue Log Module**:
   ○ Report issue → Assign priority → Track resolution.
4. **Customer Log Module**:
   ○ Add customer → Update interactions → Generate insights.

User Flow:

1. Login → Dashboard.
2. Select Module → Perform Actions (e.g., create checklist, log issue).
3. Review Reports → Take Corrective Actions.

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Android: https://play.google.com/store/apps/details?id=com.app.popprobe
iOS:https://apps.apple.com/in/app/popprobe/id1617582763