

Payment Experience Development



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UNIQLO is a SPA brand. The business started from Japan in 1984 and launched first global retail store in 2004.

Competitors



ZARA



American Apparel



FOREVER 21®

Customer flow in Retail Store

1. Enter to a retail store.
2. Find nice clothes.
3. Imagine sizes for good fit and bring those to fitting room.
4. Try clothes in the fitting room.
5. If it doesn't fit, go back to display and grab another size where the loop(#3 to #4) starts.
6. If it fits well. Grab clothes to register.
7. Wait on a lane and purchase.
8. Done.

Problem

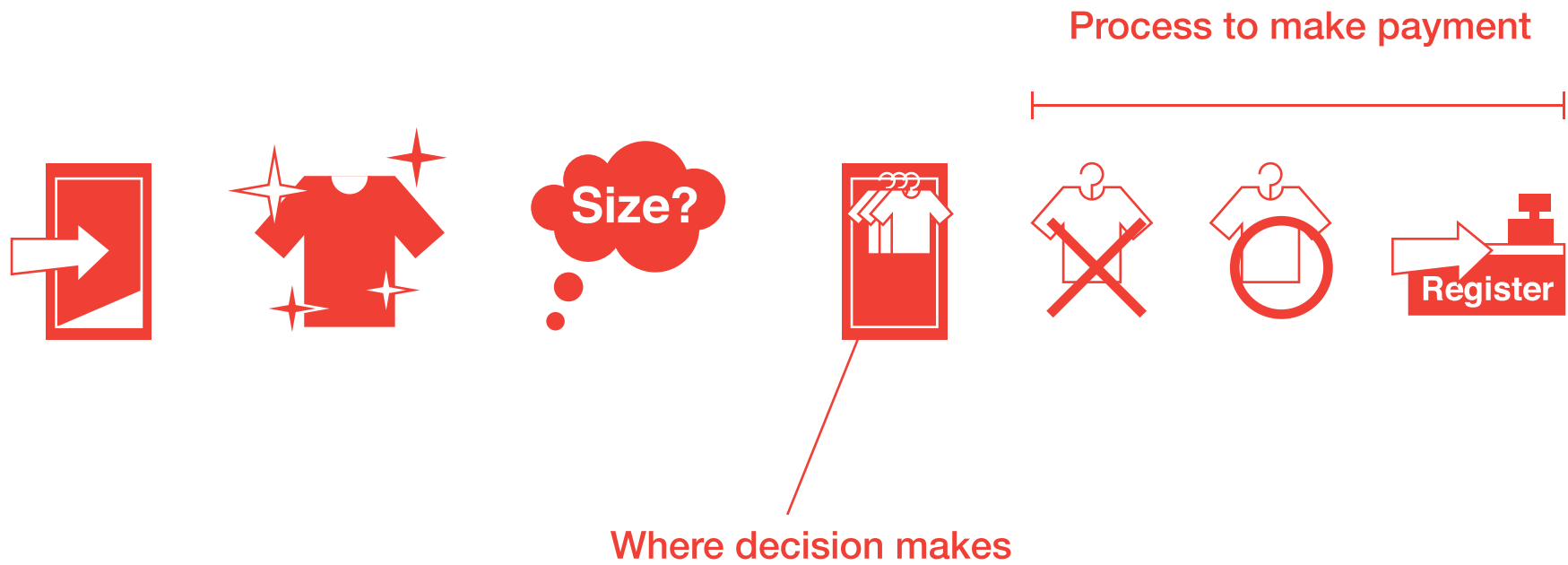
Customer's flow is too long to stay on good shopping experience.

Problem

**To find nice clothes with fitting sizes,
it took 25 minutes.**

**From a fitting room to a register and
waiting on a line to make a payment, it
took 15 minutes.**

Problem



Solution

**Make customers can make a payment
in fitting room area.**

Solution

Install kiosks with beacon and magnetic sensor, in fitting room area.

Make a function into UNIQLO app that works with kiosks.



THE UNIQLO APP

DOWNLOAD THE WORLD OF UNIQLO INTO THE PALM OF YOUR HAND



SHOP ONLINE



BARCODE SCANNER



APP EXCLUSIVE OFFERS



UNIQLOCOMMUNITY

Download the world of UNIQLO into the palm of your hand with the official UNIQLO app! From this app you can shop via our smartphone optimised online store and have your goods shipped to you in the UK, the Republic of Ireland, France, Germany, Spain or Italy! You can also use our barcode scanner to access product information and see stock availability of your desired items online and buy them instantly. If you register via the app you may also receive exclusive vouchers and promotional offers!

With UNIQLO Life wear comes Life tools. A hub to keep you connected to the UNIQLOcommunity via UNIQLO UK's official social accounts, alongside a host creative concepts and additional apps to help unify fun and fashion: featuring the GIF crazed UT camera, our fashion community UNIQLOOKS and our award winning UNIQLOCK.

Experience the world of UNIQLO where-ever you go with the UNIQLO app. The official life wear companion.



Solution



Beacon

Magnetic Sensor (option)

**Use own smartphone as a
display and interaction device.**

Solution

Users can scan barcodes by smartphone's camera.

If the payment made, beacon will get notification of payment made in the fitting room.

(Option)

With magnetic alarm of clothes, send information to kiosk. So customers don't have to scan their clothes.

Solution

Strength

Clothes have good designs, qualities and cheap.

Brand image is fresh in US.

Focusing on international markets.

Opportunities

More target markets.

Better brand image.

Weakness

UNIQLO is the latest fast fashion in US market.

Other SPA brands occupied market.

Brand image of SPA brands are in crisis because of consumption and environmental issues.

Threats

All other SPA brands.

Limitation of SPA brand.

Persona



Jamie

34 Man

Software Engineer

Lives in Urban

Reads lots of articles of coming up techs.

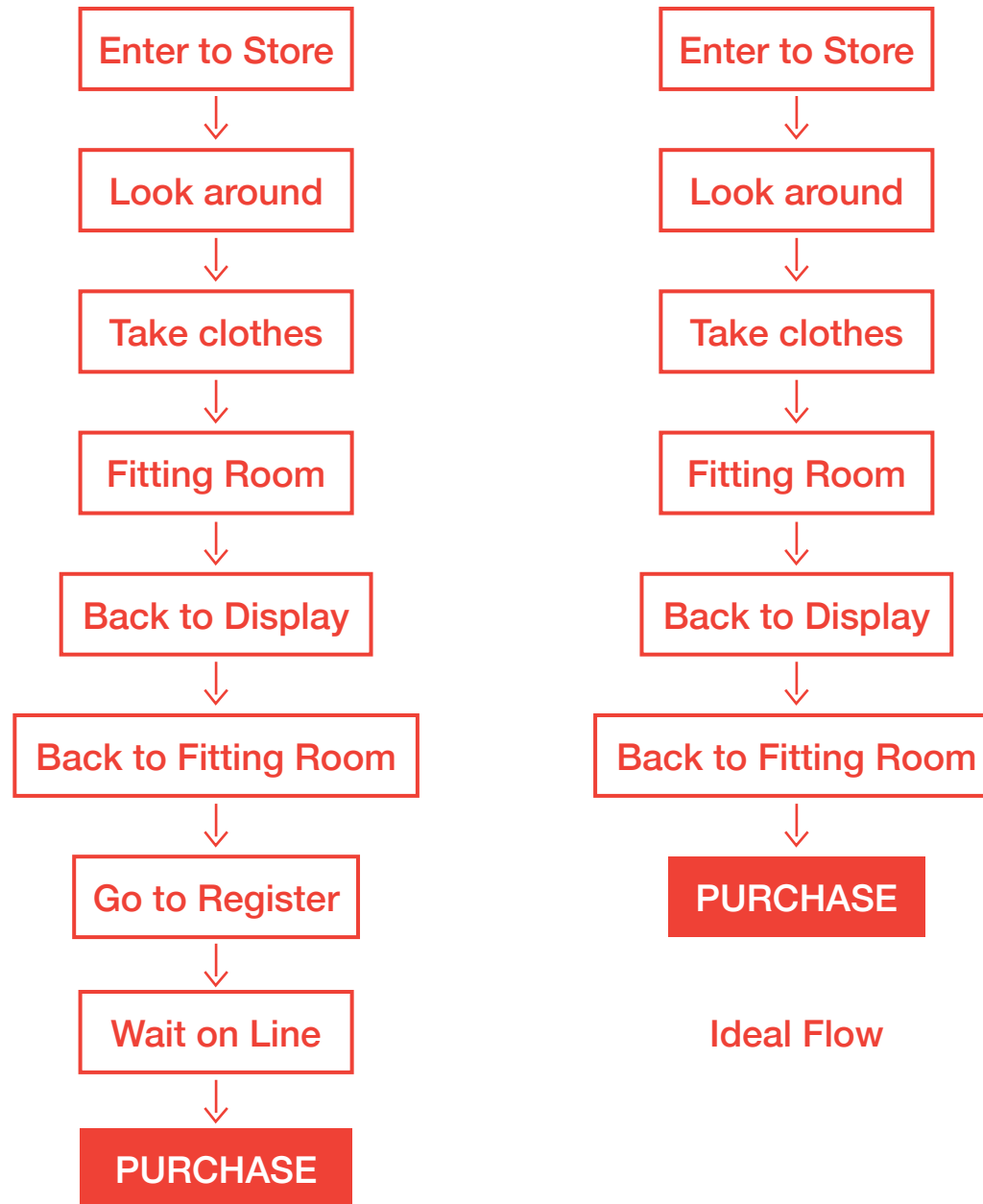
Installs 3 apps per month in average.

Jamie shops his outfits usually on web, because he thinks walking around store all day long and waiting on the line to make a payment is wasting of time. And Jamie read a article of new NFC service of UNIQLO and he thinks this is worth to try.

Jamie's Story

Jamie gets into the store to find nice pants. He brings a nice brown chino pants and a slim fit jeans. But the sizes what he brought into fitting room didn't fit. So he tried bigger sizes and it fits. However, when he tried to buy, there was a line. So he waited 10 minutes to get those two pants.

Jamie's Flow



Persona



Sarah

27 Woman

Barista in Cafe

Lives in Urban

Hangs out with friends once per week.

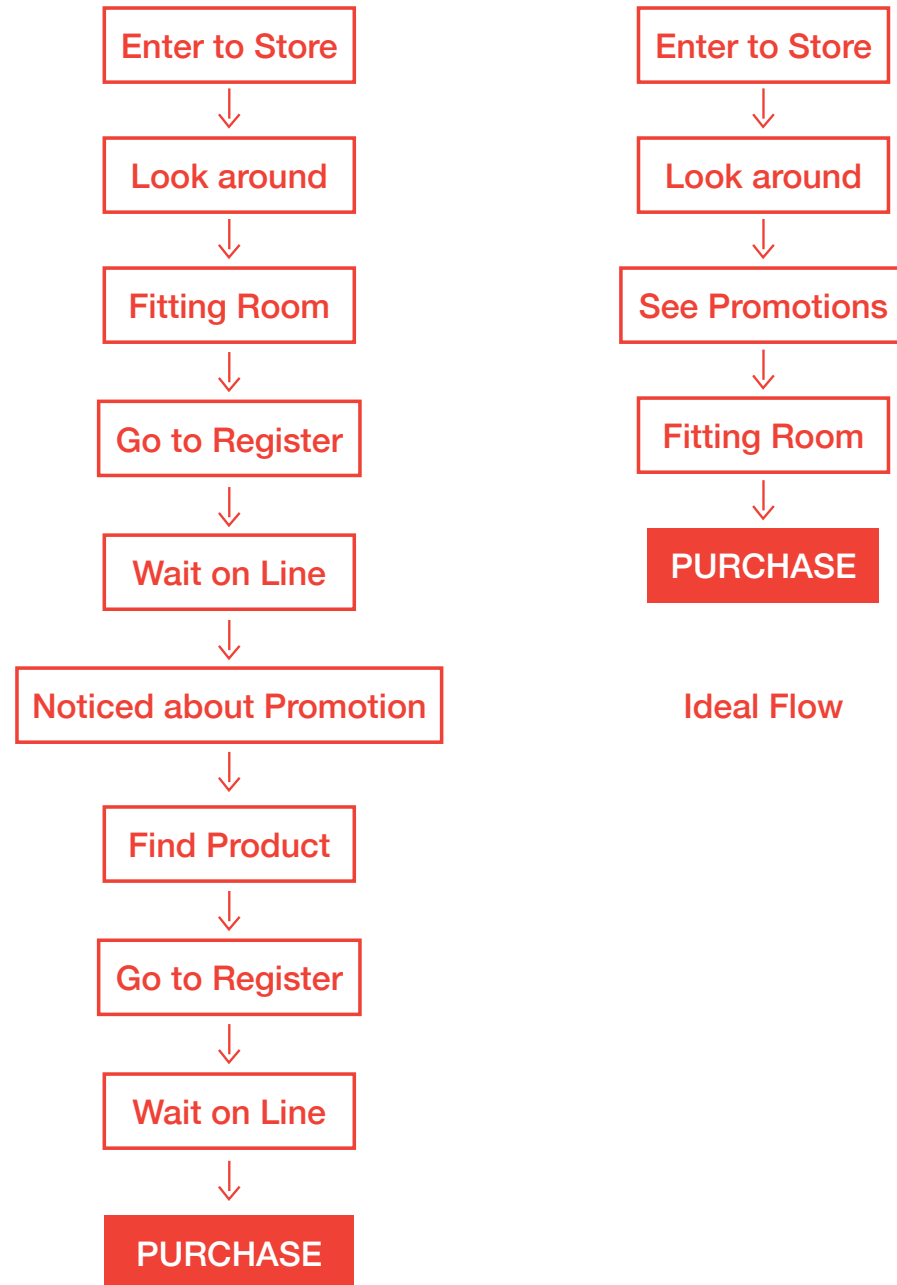
Do not know deeply about new IT techs.

Sarah works in a cafe as Barista. She likes to work in a cafe, because she can have her own times. She hangs out with friends once per week and she goes for shopping 1-2 times per month to buy some clothes. And Sarah usually goes to SPA brand because she likes buying cheaper clothes and changing her clothes.

Sarah's Story

Sarah recognized this fall is warmer than usual. So she decided to buy her new casual shirts. She gets into store and she know Women section starts from first floor. So she looked through and grabbed some cool shirts to try. She used a basket to put clothes. So she walked around with 6 t-shirts with a basket. And she tried two short pants in fitting room. And luckily a register is on third floor. So she brings it to make a payment.

Sarah's Flow



Persona



Amy

31 Woman

Teacher in Middle School

Lives in Suburb

Interested in new techs.

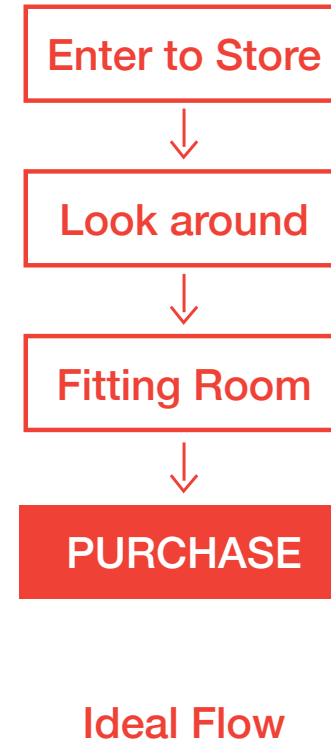
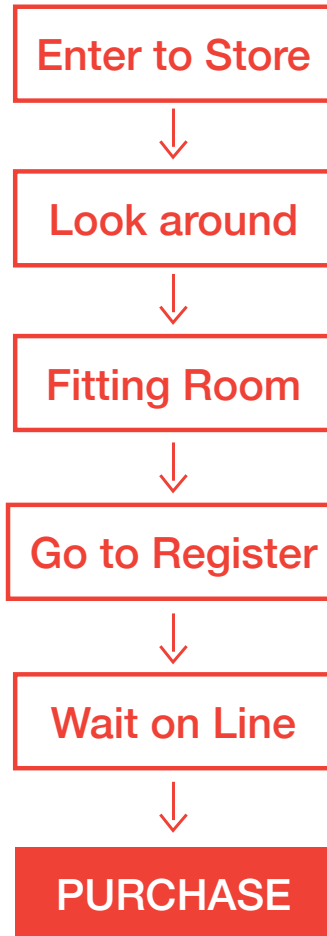
Casual collector.

Amy works in middle school as a Math Teacher. She likes to read web articles such as Fast Company. She lives in Suburb and she is a casual collector. She loves to collect series of small products like “Share a Coke” campaign.

Amy's Story

Amy works in middle school as a math teacher and she likes to collect small series of goods. She likes limited editions and collaborations between artists or brands. And she heard about UNIQLO's new payment system and their limited goods for customers of new payment system. So, she decided to visit UNIQLO to experience new payment system and limited goods.

Amy's Flow

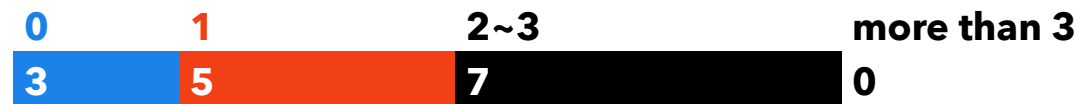


Survey

1. How many times do you go to fitting room in a store before you buy?
2. How many clothes do you usually bring to fitting room?
3. Do you use online store more often than offline?
4. If yes, why do you prefer online store more?
5. How do you feel about mobile payment system?
6. Have you ever used NFC (such as Google Wallet) or any kind of payment system working with smartphone?
7. Do you check promotions before go to shopping?
8. Do you like a mailing service for promotions?
9. Do you prefer email receipt or printed receipt?
10. Did you feel difficulty to find clothes?

RESULT OF SURVEY

1. How many times do you go to fitting room in a store before you buy?



2. How many clothes do you usually bring to fitting room?



3. Do you use online store more often than offline?



4. Do you feel safety about mobile payment system? (such as Apple Pay)



5. Have you ever used NFC (such as Google Wallet) or any kind of payment system working with smartphone?



6. Do you check promotions before go to shopping?



7. Do you like a mailing service for promotions?



8. Do you prefer email receipt or printed receipt?



9. Did you feel difficulty to find clothes?



As a result

1. Save credit card info in app may not work.
2. Promotion drag customers and offer more.
3. Making payment thru mobile app would be more obvious than NFC touch.

Maybe

Place something to help scan barcodes, such as simple table.

Style Guide

UNIQLO

Graphic Element Guide

Logo Type

Helvetica Neue Condensed Bold

UNIQLO

Monogram

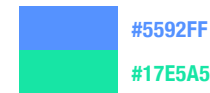
UQ



Primitive Tone



Sub Accent colors



Typography

Helvetica Neue Condensed Bold

Primitive

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#\$%^&* _+-=(){}[]<>,.;'"/?

Helvetica Neue

Sub

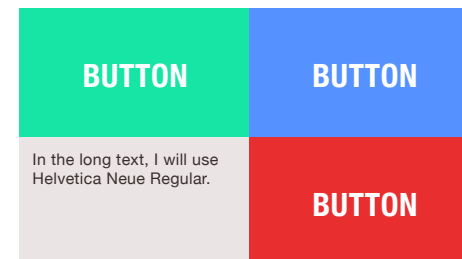
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&* _+-=(){}[]<>,.;'"/?

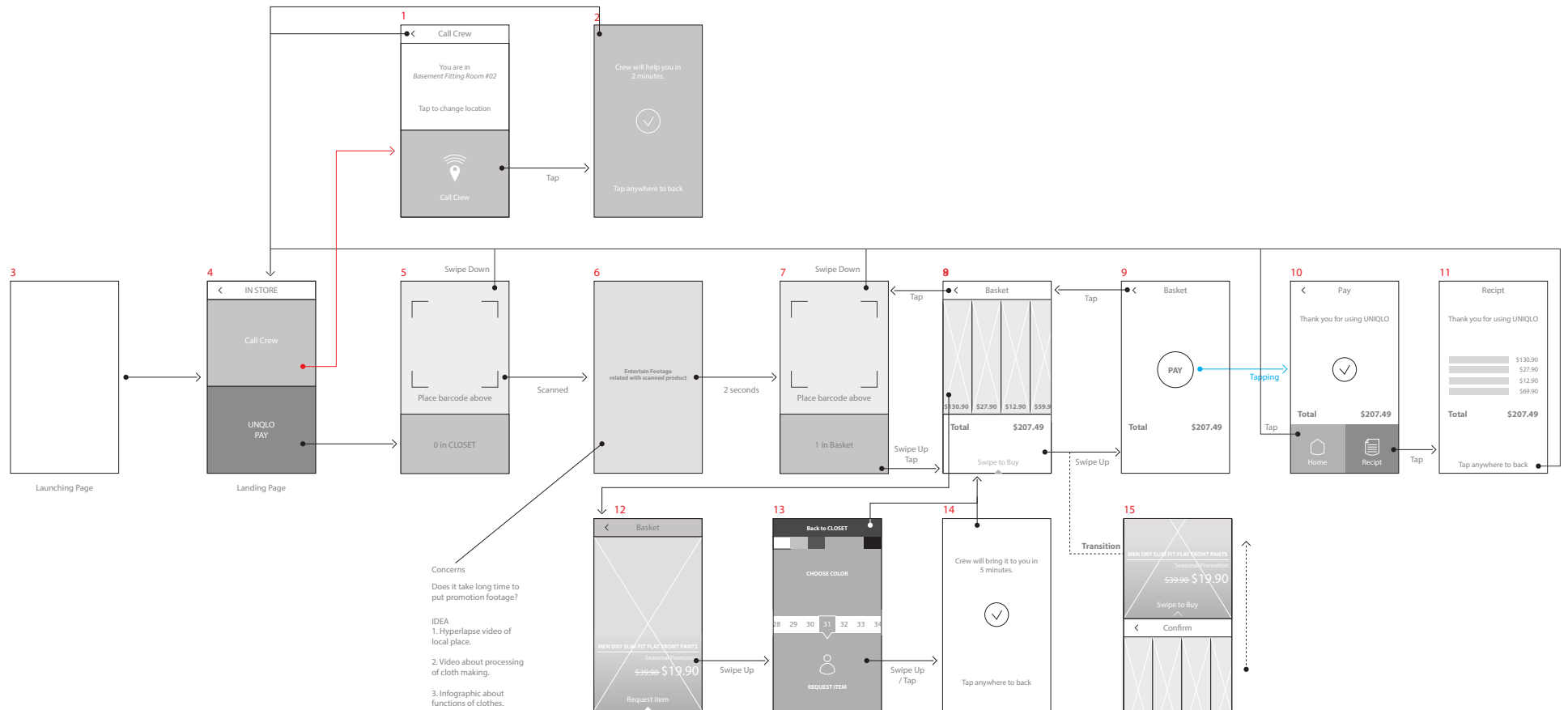
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&* _+-=(){}[]<>,.;'"/?

Graphic Element Example



Wireframe





If sizes didn't go well, feel free to



CALL CREW



0 in Bucket

