

MEMORABLE MEMBER EXPERIENCES

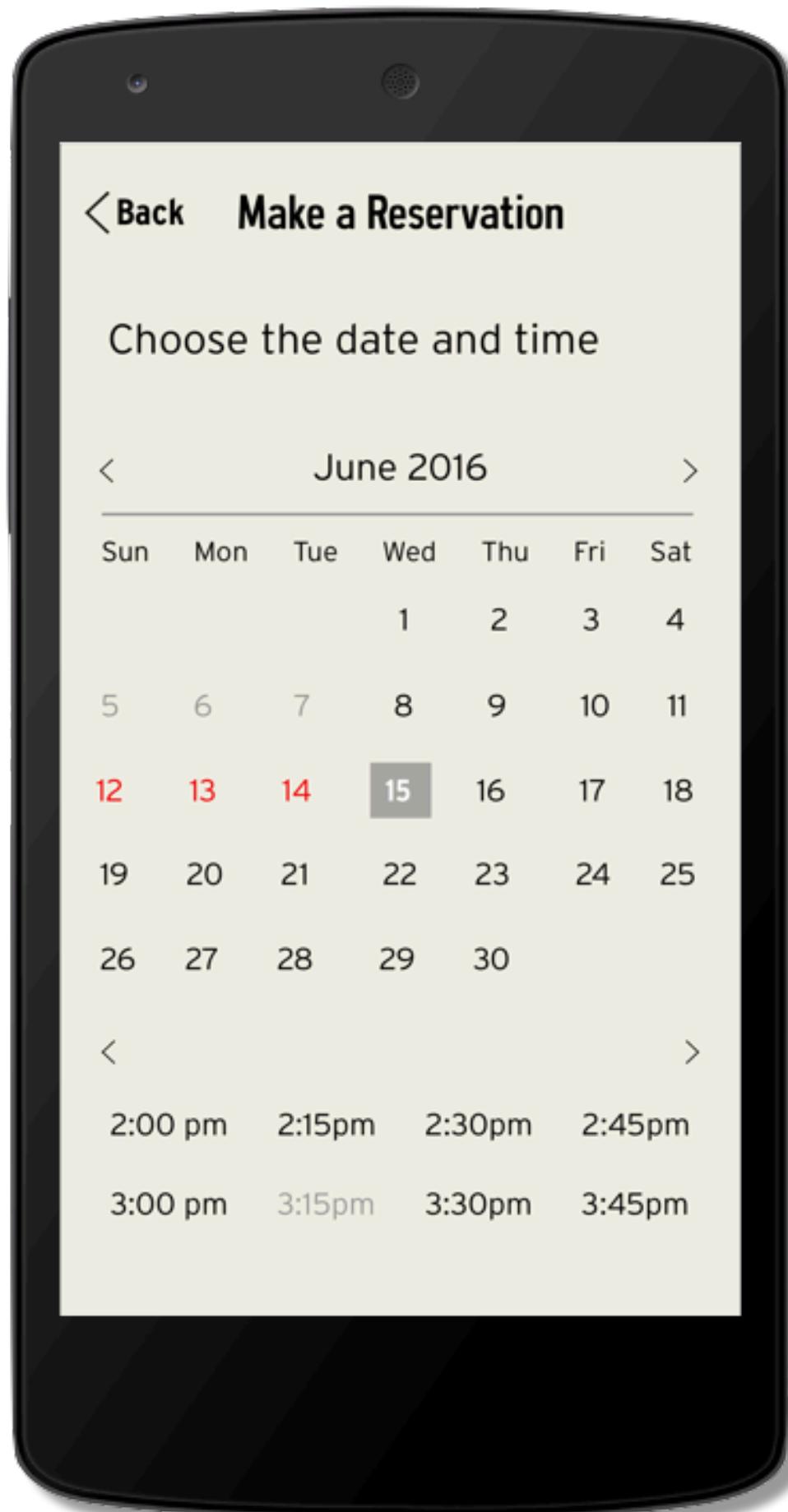
A system concept for improving access to expert advice

In the world of retail expert advice is critical for making informed purchase decisions. Unfortunately, there's no guarantee that help is there the moment we need it, nor that it's presented in a memorable way.

We designed a system that values people's time, enhances visits, and synthesizes the multi-channel experience to improve the expert conversation.

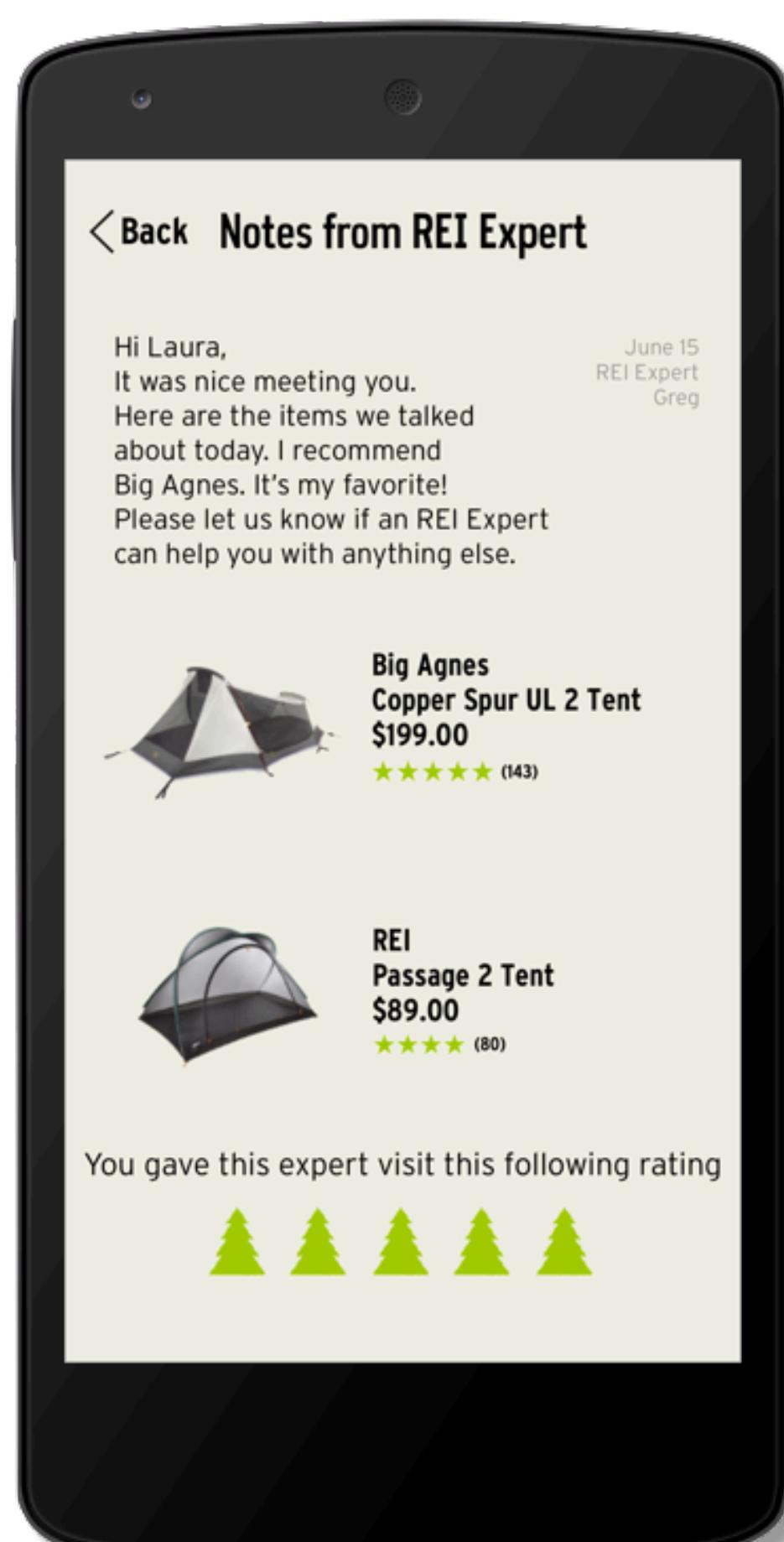


Valuing People's Time



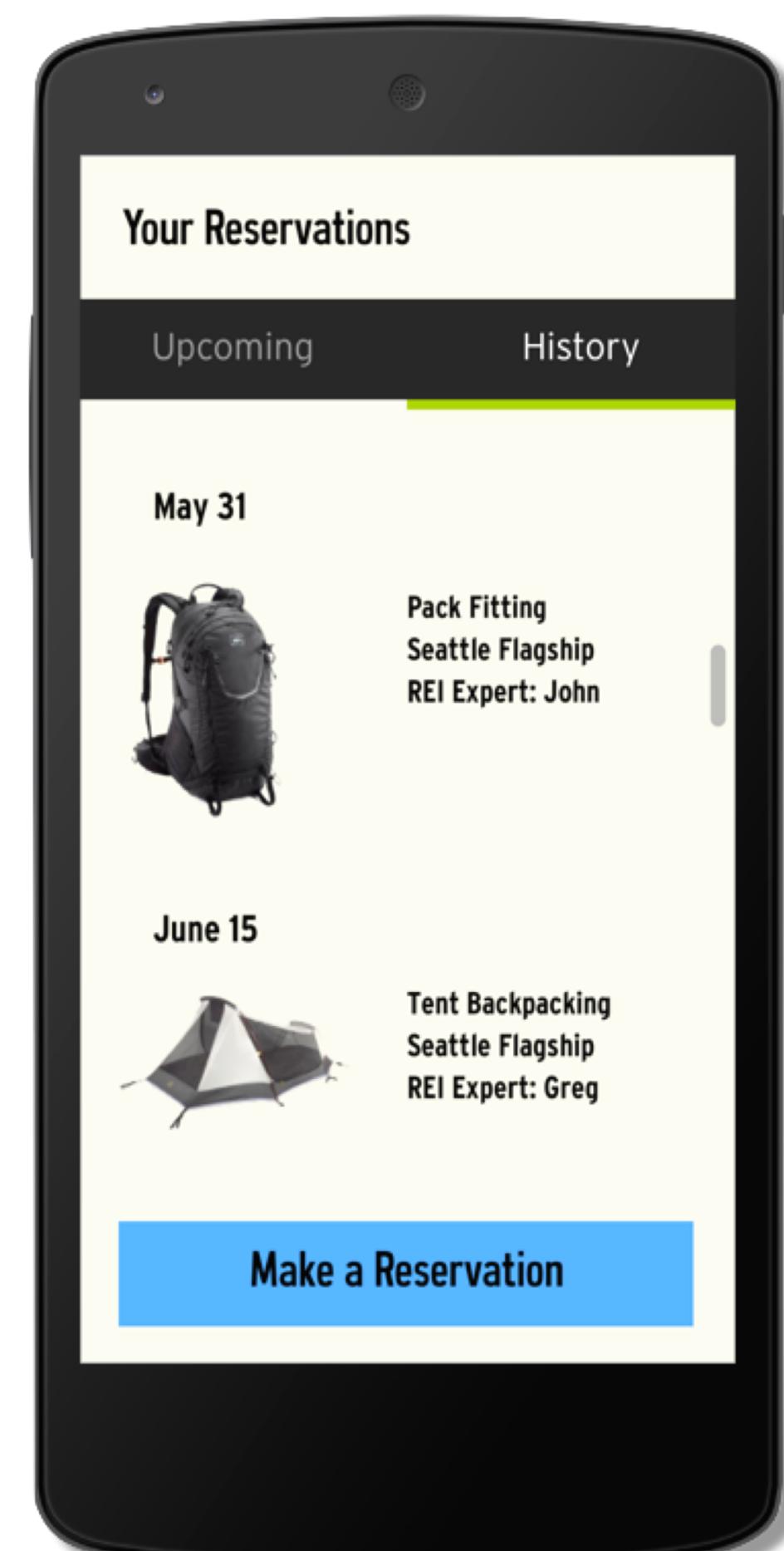
Our system affords members the options to pick the date & time they want to talk to an REI Expert, no matter if it's online, over the phone or in-person.

Enhancing 1-1 Expert Visits



Our design enhances the member experience by introducing a channel for personalized post-visit follow-ups from REI Experts, which strengthens relationships between the Coop and members.

Synthesizing the Experience



Member stories persist across all channels. Whether chatting online, over the phone, or even in-person, conversations with REI Experts will be preserved.

Our Process



Research

We learned that it is important to engage with consumers on an emotional level to inspire long-term loyalty.



Ideation & Prototyping

We came up with 9 high level ideas based on our preliminary research and consulted outdoor enthusiasts to narrow these into 1 design direction.



Testing

We conducted user testing at the REI flagship store to gauge appeal and measure the effectiveness of our design solution.