

# CRAFTING THE LUSH IN-STORE SHOPPING EXPERIENCE



Team Narwhal's Presentation



Some

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# Introduction

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# Meet the team

## Data Scientists



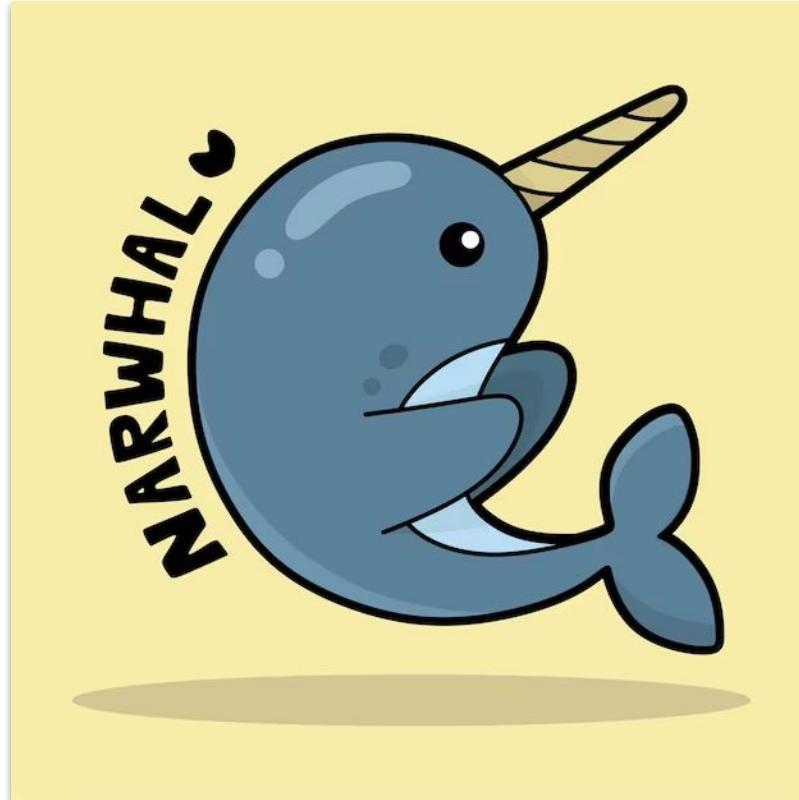
## Web developers



## UX Designers



# Team Narwhal



# The assignment

How might we craft an open-source innovative shopping experience that adapts to the needs of an ever-evolving market, while leading by example with our digital ethics?

# The assignment

How might we craft an open-source innovative shopping experience that adapts to the needs of an ever-evolving market, while leading by example with our digital ethics?

# The brand (core values)

Fresh ingredients

Handmade products

All vegetarian

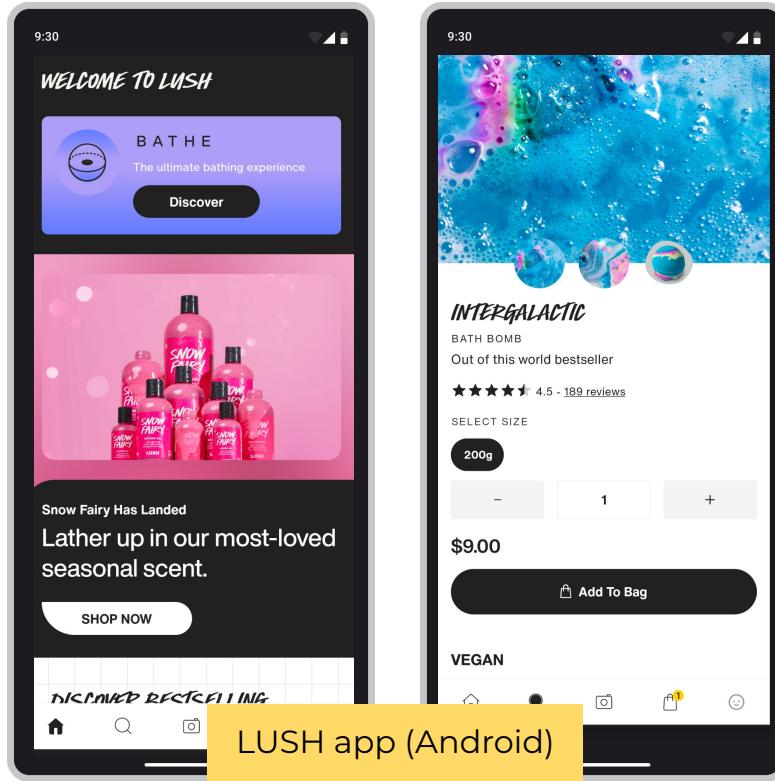
Naked products

Ethical buying

Fighting animal testing

*"We believe in happy people making happy soap, putting our faces on the products and making our mums proud."*

# The brand (visual identity)



## Color styles

### Primary

- Default

### Neutral

- White

- Grey (container background)

- Grey (borders)

### Accent

- Yellow

# Our Approach

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e 100g

PT 3765  
1A



Feito à mão com ingredientes Frescos:  
Farinha de Milho (Zea mays), Glicerina,  
Talco, Água (Aqua), Óleo de milho (Zea  
mays), Polenta, Canela em pó (Cinnamo-  
num zeylanicum), Perfume, Extrato de  
Gardénia (Gardenia jasminoides), Pipocas

Reciclado! Traz de volta 5  
potes pretos limpos e recebe  
grátis uma máscara fresca.

# Primary research



# Key-Findings

- Sales ambassador's story-driven experience (including product recommendations and sampling)
- Technical challenges of the existing POS systems can interfere with the storytelling, especially during busy times at the store
- Regular customers wanting a Loyalty Program (almost half at the Pacific Centre location)

# Meet Jane



Jane Lee

Sales rep, Lush (4 yrs)

28 years old

Vancouver, BC

## — Pain point —

On-hand tools sometimes fail, impacting their conversations with customers

## — Motivation —

Convey Lush's values to customers, which they personally share

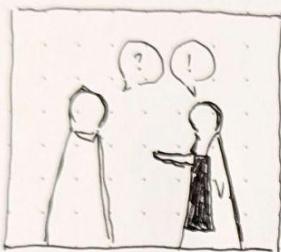
## — Behavior —

Readily shares the product's stories with customers

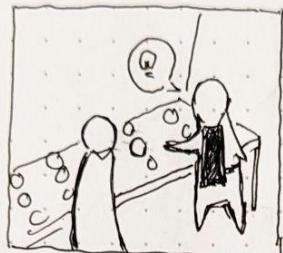
# Storyboard



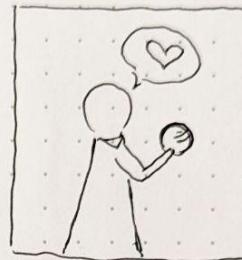
Customer



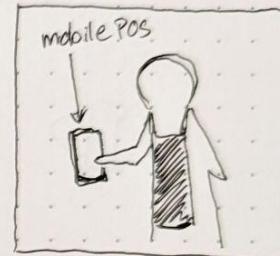
Customer      Sales Ambassador



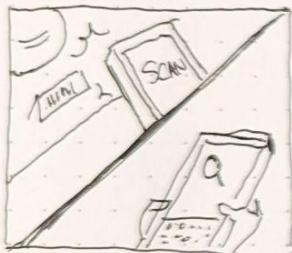
Customer      Sales Ambassador



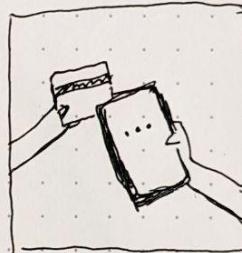
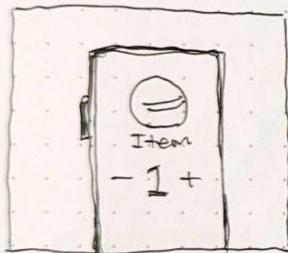
Customer



Sales Ambassador



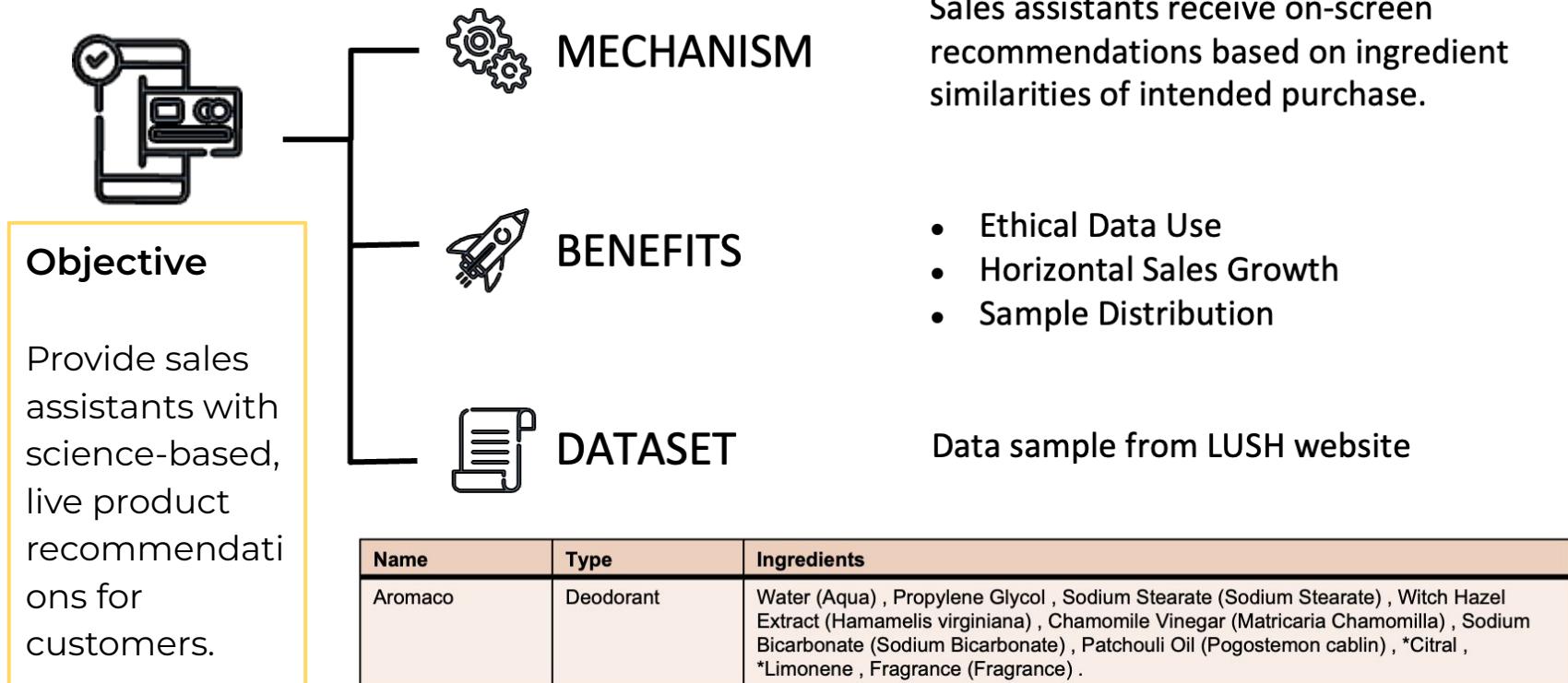
Scan OR Type  
(Sales Ambassador)



Customer      Sales



# LUSH In-Shop Recommender System



# Example

1

Massage Bar

PURITY & CLARITY

★★★★★ 6 REVIEWS



FAIR TRADE ORGANIC COCOA BUTTER  
Melts onto skin, Moisturizing, Conditioning



BERGAMOT OIL  
Adds shine, Cleansing, Uplifting fragrance



OLIBANUM OIL  
Toning, Relaxing



Naked Shower Oil  
**MINAMISOMA**

★★★★★ 163 REVIEWS



BERGAMOT OIL  
Adds shine, Cleansing, Uplifting fragrance



FAIR TRADE ORGANIC COCOA BUTTER  
Melts onto skin, Moisturizing, Conditioning



OLIBANUM OIL  
Toning, Relaxing



2

Naked Shower Oil

**COCO LOCO**

★★★★★ 124 REVIEWS



EXTRA VIRGIN COCONUT OIL  
Fragrant, Conditioning, Moisturizing



FAIR TRADE ORGANIC COCOA BUTTER  
Melts onto skin, Moisturizing, Conditioning



BRAZILIAN ORANGE OIL  
Fragrant, Uplifting, Cleansing



# Key-Performance Indicators



## TESTING

Pilot the recommender add-on in selected stores for a trial period to evaluate its effectiveness and gather initial data.



## CUSTOMER FEEDBACK

Offer customers an optional questionnaire to gauge their satisfaction with the store and the recommendations provided by the system.



## STAFF FEEDBACK

Ask store staff for their professional opinions on the system's recommendations to fine-tune the algorithm.



## SALES METRICS

Use quantitative sales data to assess how well the recommender system is contributing to store performance and revenue.

# Design Hypothesis

We believe that implementing the recommender system will effectively convey the brand's fundamental principle of respecting customer privacy by refraining from retaining personal information.

We will know we are right when we see the following feedback from the market:

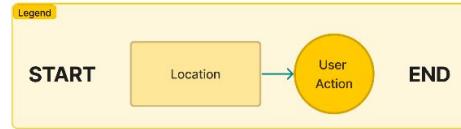
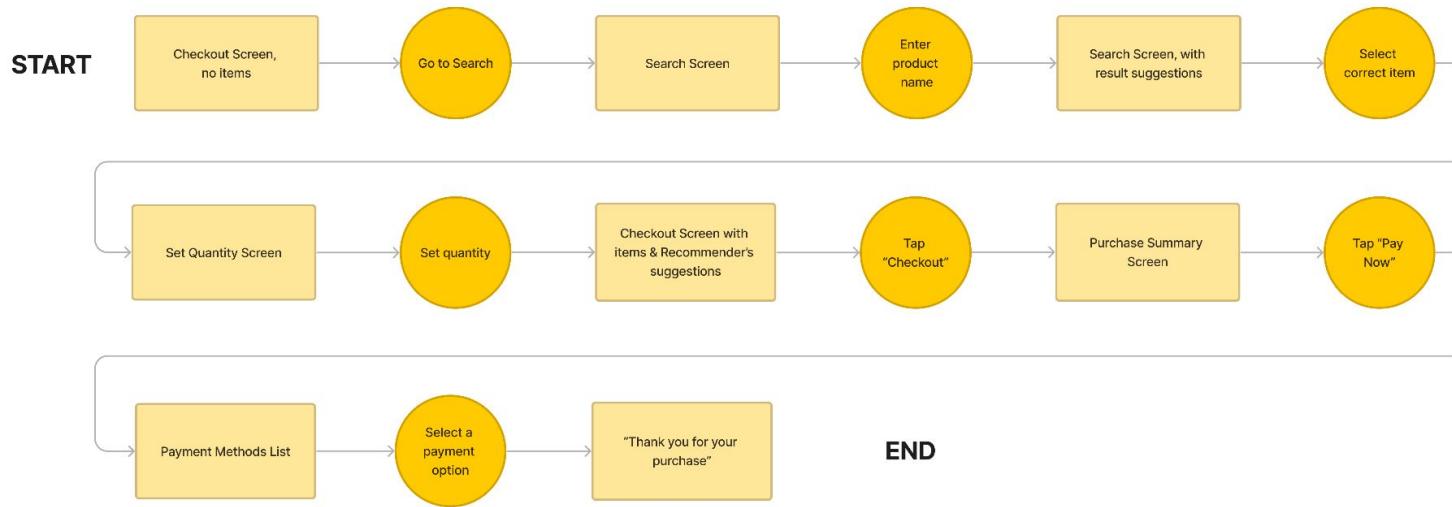
- Horizontal sales growth.
- Increase customer retention.

# Implementation

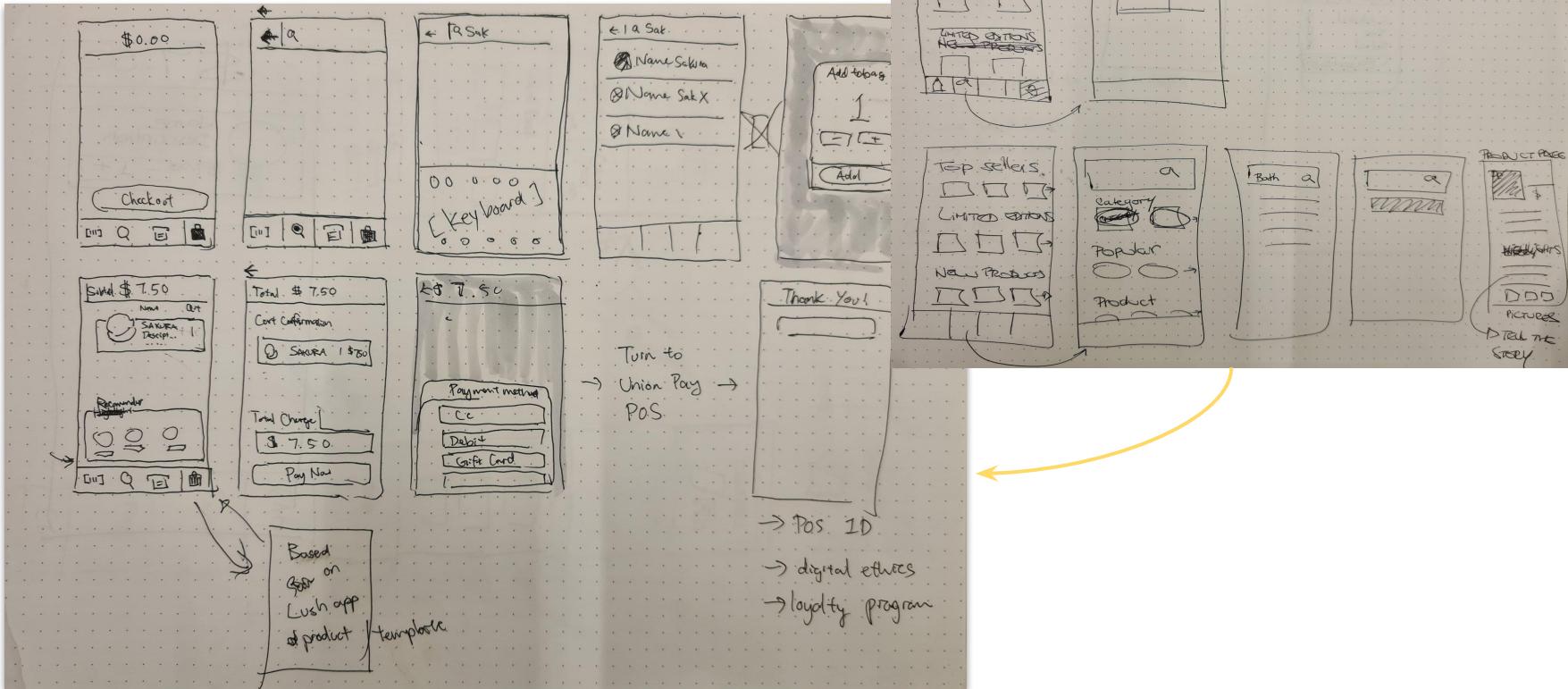
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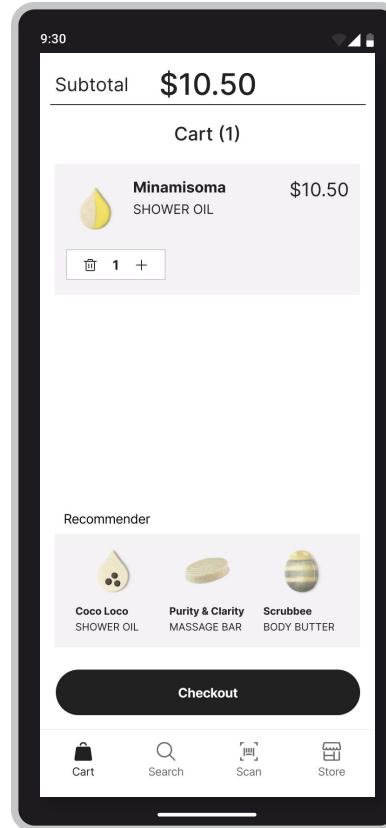
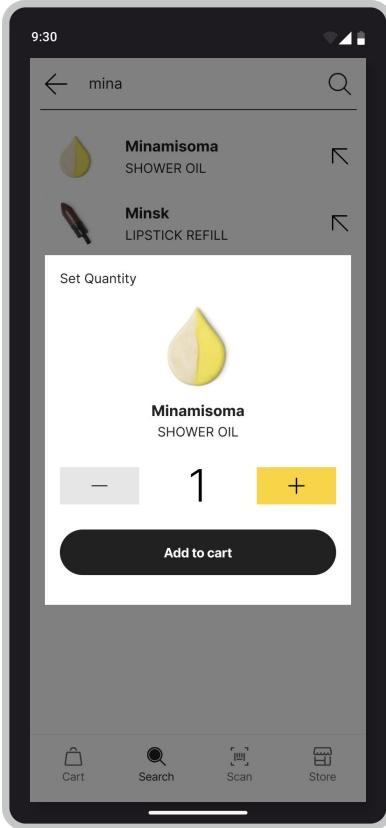
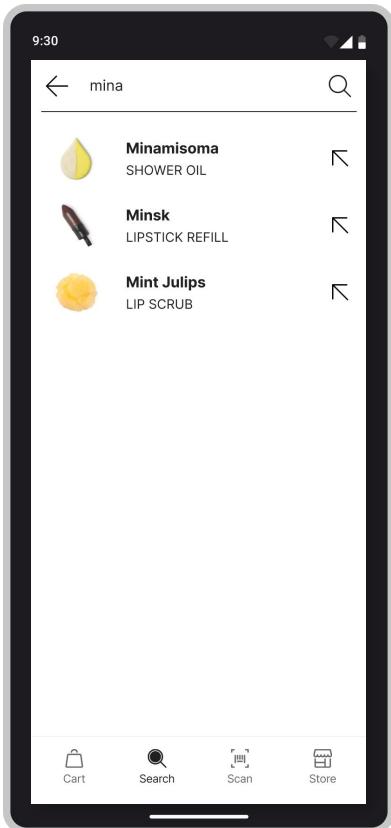
# Task flow



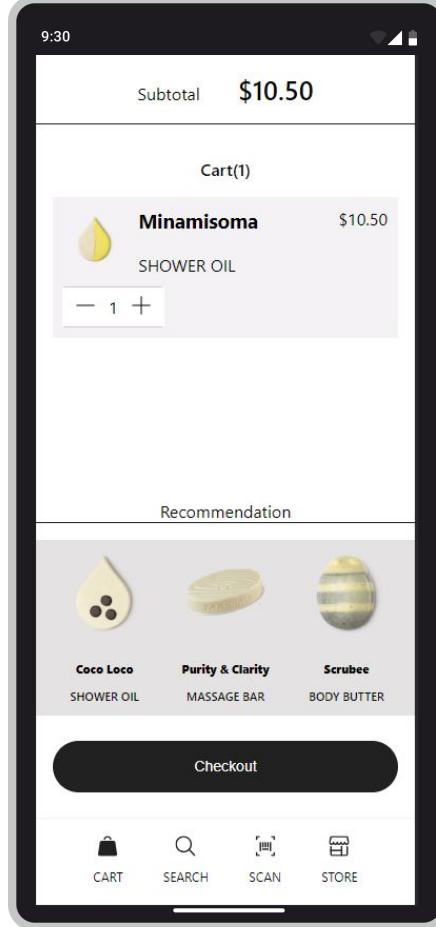
# Sketches



# Wireframes



# Prototype



[Link to prototype](#)

# Opportunities for improvement

- Gift card
- Mobile Infrared Scanning
- The stationary POS till (accessibility)

# Next Steps

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# Next steps

- Further investigate new opportunities for loyalty program
- Further investigation into the UK locations' POS systems
- Incorporate full data from Lush
- Improve Recommender system, based on market basket analysis
- Develop high-fidelity UI of the solution



Thank you!