


User Experience

Westfield Project

Individual Report By Priyanka Kumbhar

User Persona :



Lucy, 31

Goals

Planning to visit Bupa center to submit medical claim documents. Want to purchase Cake, flower, Watch and shirt for husband's birthday gift. After finishing shopping in WF has to go to Clinic for tooth treatment.

Quote

The relationship between parents and children, but especially between mothers and daughters, is tremendously powerful, scarcely to be comprehended in any rational way.

Background

Married, one child.
Works as an administrative officer in finance sector.
Medium income.
Drives to shop once a week by car with her 7 months old baby girl.

Demographic

Female 31 years
Wollacreek, NSW
Married
Administrative officer
Medium
Type here

Skills

Responsible
Logical thinking
Emotional
Deliberate

Motivations

Quality products
Best price
Everything under one roof
Variety
Easily accessible

Frustrations

- Not getting car slot quickly in parking area.
- Lift is too slow and overloaded.
- No space for resting.
- While returning to home got lost in parking area in the search of parked car.
- got struck in the exit because of the heavy loaded traffic.
- Have to exit another gate, signage in WF is not helpful.

Brands and influences

MYER, Bakers Delight, LOVISA CREATIONS, Woolworths Australia's fresh food people

Technology

Devices own and used
Browsers

Social

f, t, g+, i, in, p, v, l

User Journey

Home to home User Journey of my persona, which includes different steps and activities are performed by user to complete his task. I have mentioned what are the tasks they perform throughout the whole journey, steps and user expectations, pain points, how is their experience by using different emoji symbols , and what are my ideas to solve that pain points .



Prerequisite:

1. Digitise parking area map. Give Unique number to the parking slot.
2. Connect Lifts and exit way traffic measurement device to the Central database using IOT/ any other technology
3. All the data required to display on the mobile data is available in the Central database in the real time
4. In the parking area there are digital boards which displays number of vacant spaces in each row, whether that row is full or empty, is there any parking slot available of pram and disabled people.

My solution :

As a Engineering background and becoming a full stack web developer by profession , giving a solution of user friendly mobile app. I am adding different functionalities for users in the existing Westfield mobile app. As customer is facing problem with

1. Not getting free parking slot in quick time,
 2. long time for waiting lift,
 3. Not getting a free space in lift for trolley and pram,
 4. Not remembering exact car slot number where parked car,
 5. Exit direction for different exit ,traffic load status in different exit gates.
6. Connect Lifts and exit way traffic measurement device to the Central database using IOT/ any other technology.All the data required to display on the mobile data is available in the Central database in the real time
- I am giving a solution for all these above problems.
This will be home page of my mobile app.

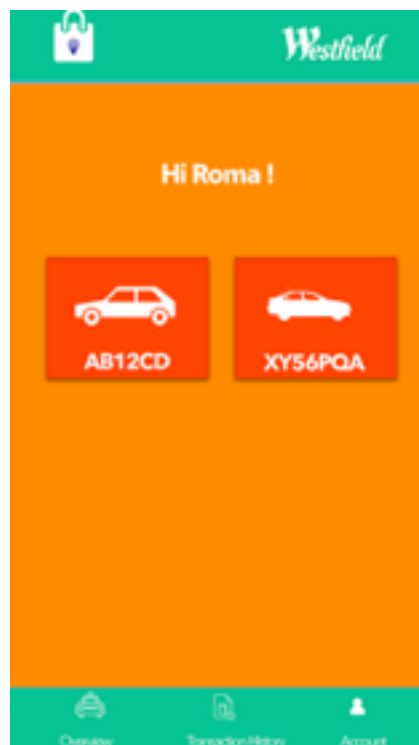


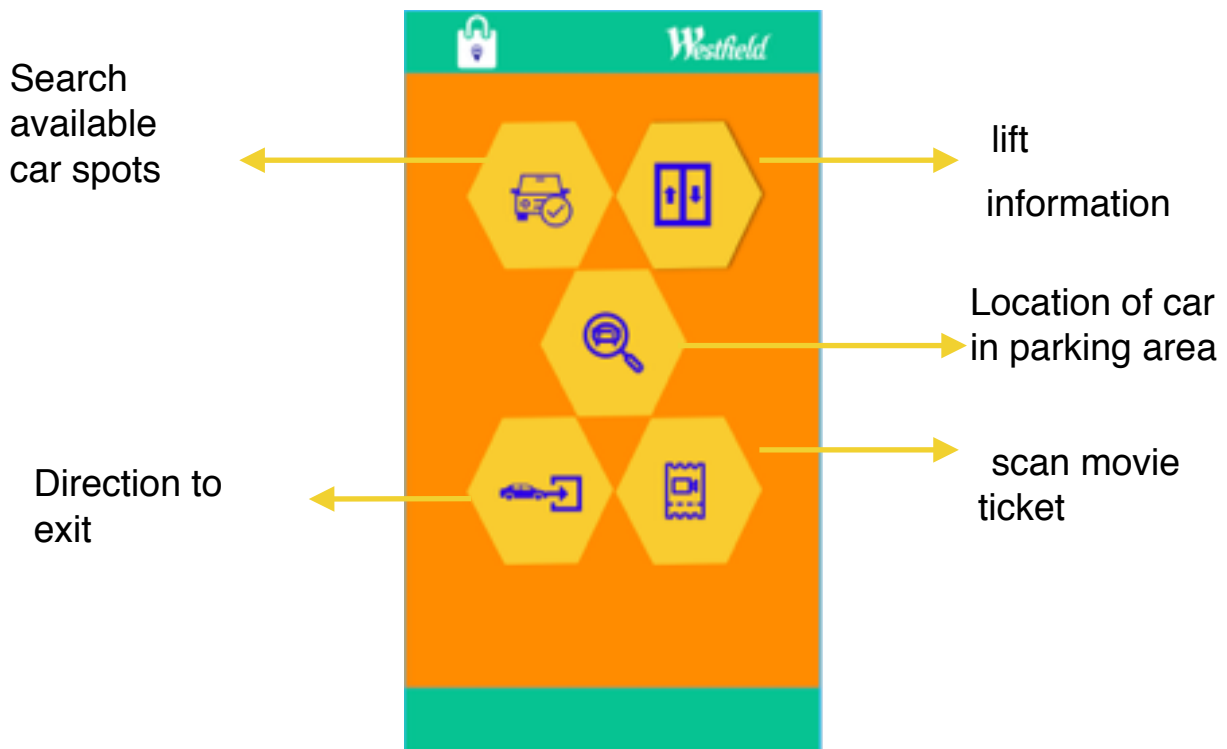
shopping
logo of my
app

This will be simple sign in page validating by email and password of user.

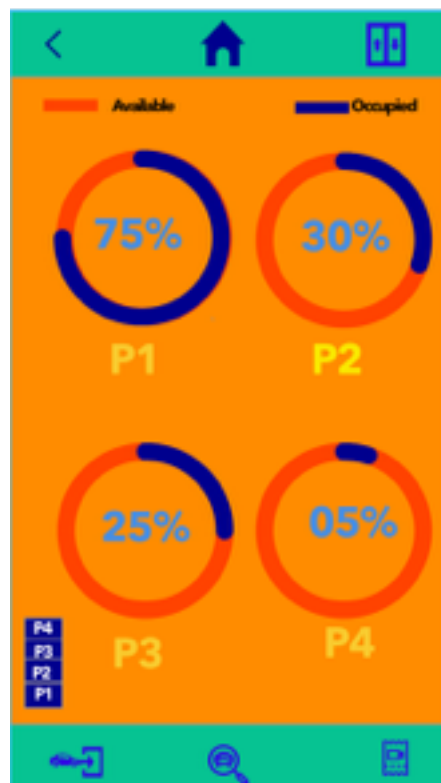


This will be welcome page. It is showing welcome message “Hi user name” and number of cars that belongs to user. Assuming that user is using existing tickles parking service , user registered all the details of car and credit card information.





If user clicks on search available spots icon then it redirect to the below page . It is showing number of percentage occupied car slot on different parking floor.From this user will get idea of free vacant spaces on different floor.



If user clicks on one of above circle it will display parking floor layout, user can see where is free slot and which category whether pram or disabled .User will get idea direction for entering in parking area and direction to car park User can chose parking floor as per his/her convenient and shop accessibility.

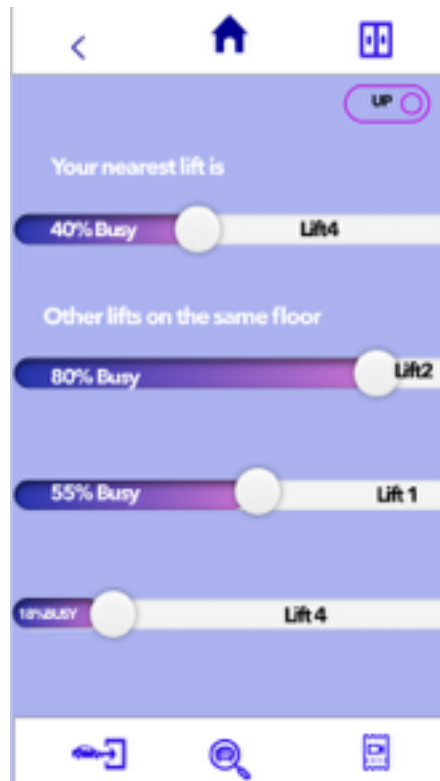
This page gives detail information of parking floor layout, Location of pay station, lift, toilet, entry gate, exit gate and seating arrangement.



If user clicks on scanner that will allow user to scan their movie ticket it will show the message that “Your free parking has been ended for 1 hour”. This functionality is available in pay station ,but I have added in my app so that user does not need to go at pay station for scanning movie ticket.



If user clicks on lift information logo at the top right, then user gets information about load of different lifts. In the page there is a button in screen area top right, user can choose up and down where he/she wants to go. According to user choice app will show which is nearest lift and its load and load of remaining lifts. So that user will get idea of lift load and user can choose light load lift. This functionality will reduce customers long waiting time outside the lift and ensures that will get space in lift along with lift and pram.









If user clicks on car spot icon at bottom centre on screen it will show below page .That shows the location of user car containing level, ariel and slot number alone that it will also displays direction from user current location to car spot.



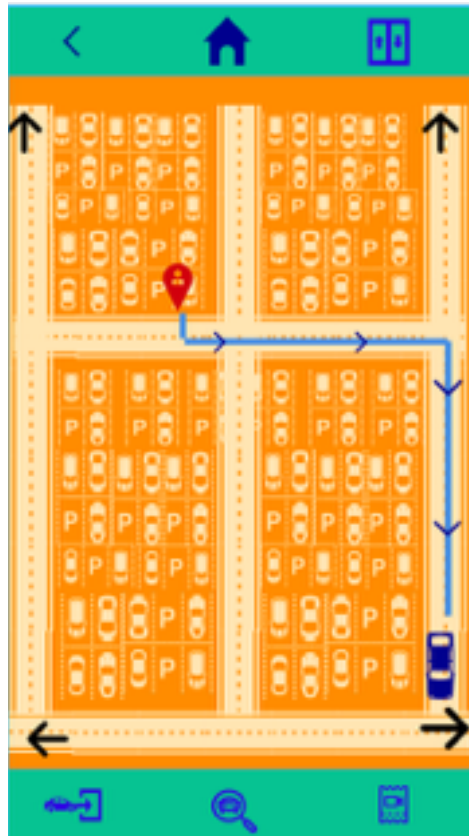
So that it will help to customers for finding car location and direction for going towards car.

If user clicks on direction to car exit bottom left that will display the below screen. It gives the information of exit gate, traffic load, time required to reach that exit from user current position and what will be the destination. User can select one exit gate as per his/her expected destination and time constraints in quick time.

The screenshot shows a mobile application interface with a teal header and footer. The header contains a back arrow, a home icon, and a document icon. The main content area has an orange background with a table of exit gate options. The table has four columns: Gate, Traffic, Time, and Destination. There are three rows of data, each with a gate name, a traffic load gauge, a time estimate, and a destination name with a location pin icon. The footer contains three icons: a car, a magnifying glass, and a document.

Gate	Traffic	Time	Destination
EXIT1		10 mins	Parkroad 
EXIT2		18 mins	Pittstreet 
EXIT3		15 mins	Avenue Road 

User clicks on the spot and direction sign it shows below screen. User can get idea of parking layout and exit gate. It will give the direction from current position to exit gate.



Design Tools :

All these screens and designs I have created by using Sketch app and used Invision for linking screen one to another, creating hotspots and adding animations.



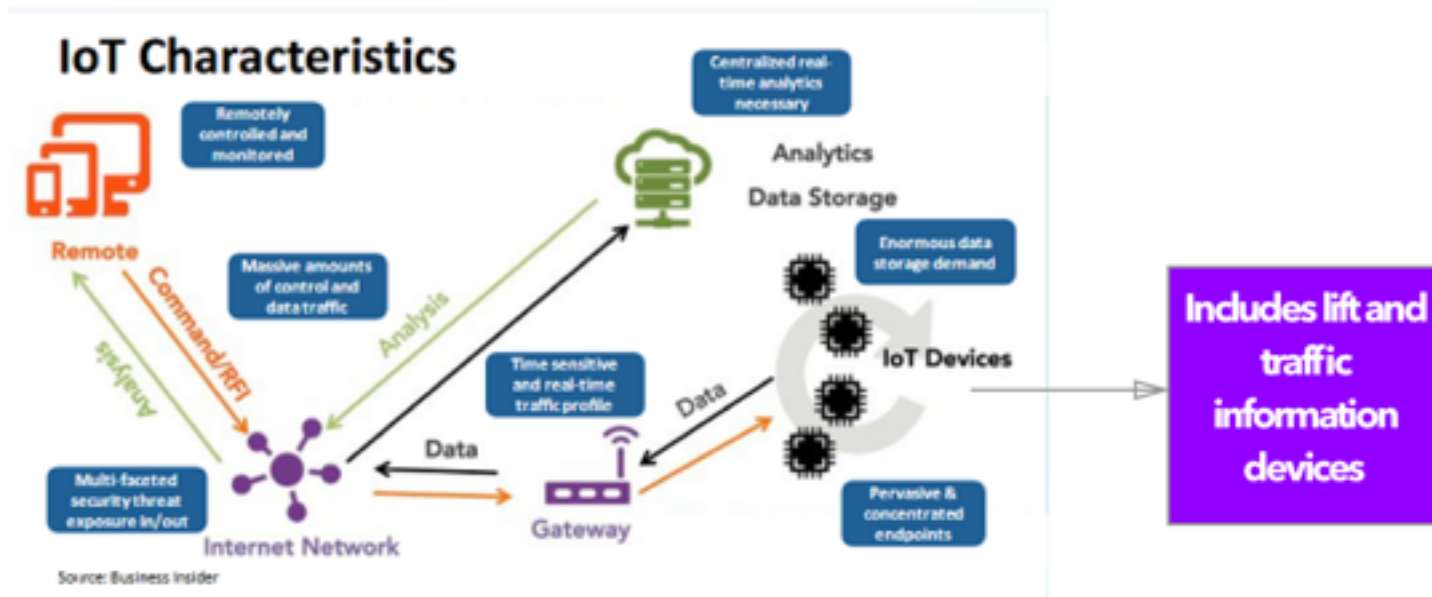
Here is online link , can see flow of screens in mobile, how it looks in mobile portrait.

<https://projects.invisionapp.com/share/P4BBG6D5T#/screens/229226077>

Collection Of Backend Data

User can use this app for reducing time.

But how this app works behind the screens , how it collects the data of lift and traffic load , how is it going to display on screens for users.



Explanation of above diagram:

IOT Devices : An IoT device is any computing device that connects wirelessly to a network and has the ability to transmit data; these are the things in the Internet of things.

IoT devices include thermostats, light bulbs, door locks, fridges, cars, implants for RFID and pacemakers , lift and traffic information devices.

Gateway : a software utility that enables text messages to be sent and received over digital cellular telephone networks.

Gateway receives data from IOT devices and and sends to Internet network in digital format. It is time sensitive and shows real time traffic.

Internet Network : It is a media in digital environment.

Analytics: It is the field of data analysis. Analytics often involves studying past historical data to research potential trends, which is stored in database to analyse the effects of certain decisions or events. The goal of analytics is to improve the business by gaining knowledge which can be used to make improvements or changes.

Remote: It will be digital App(my solution)

User Testing :

I shown my solution to my 3 friends for ensuring user compatibility .

Shiva : *“I am using WF app, But there is information about all these features which my friend is implemented in her solution will be helpful for parking area.It reduces my time in WF “.*

Bhuvana: *“ As a disability with one leg, lift information feature will be useful for me.If I understood which lift has how much load so that I can guess waiting time period outside the lift.”*

Conclusion:

By using mobile app customer can get idea location of thins, Direction towards things, Time required to reach that things rather than going to that place from user's current position user can get idea of different things. It will change user behaviour and perspective, helps for WF to fulfil customer's needs .

Another finding from solution is if user is using app then WF can track to customer data, that will be helpful WF improvement.