Group One

UX Strategy & Prototype

Summary of the Brief

A UX Strategy & Prototype to solve key customer pain points.

Smart ideas that improve the whole journey.

Parking has already been identified as a pain point.

Westfield Scentre Group

Westfield is an international company - Scentre Group manages and develops Westfield Centres in Australia and New Zealand.

Their brand is: "Creating extraordinary places and enriching communities across Australia and New Zealand".

In 2017 the Australian retail sector faces unprecedented challenges.

Group 1

David W   - Fountain Gate VIC

Priyanka - Hurstville NSW

Emma   - Bondi Junction NSW

Amber   - Belconnen ACT

Alicia   - Chatswood NSW

Research Methodologies

Goal : To understand customer experience in shopping centre.

Approach: Used mostly qualitative and less quantitative method.

Methods : Direct face to face interview at shopping center and online surveys

Target customers : Data collected at different centers in the different age group and gender

Incentive : Thank you Westfield for coffee cards which helped a lot for collecting customers experience in shopping center

Research analysis

Survey Details :

Member Name	Mode of surveys In center - online	Age group of customers	Gender of customers M - F
David W	12	22- 50	50% 50%
Priyanka	18	20- 40 : 8 40- 70: 11	39% 61%
Emma	5 3	20-45	100%
Amber	22	33-45	100%
Alicia	8 24	20-40 :25 42-70: 7	12% 88%

User Personas

David's	Priyanka's	Emma's	Amber's	Alicia's

John & Margaret

Married couple (65+)
Mobility-related disability

1 / week as an outing

Lucy

Mother (32) of 7 month old baby.

1 / week
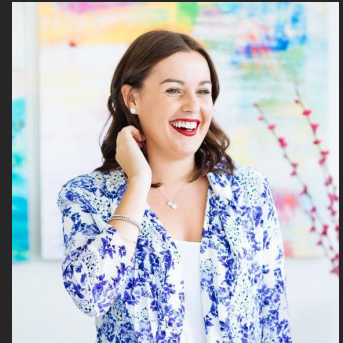
Bree Fry

Multitasking Mum (41)
2 kids

1 / week

Cassie Dickson

Married with 2 kids
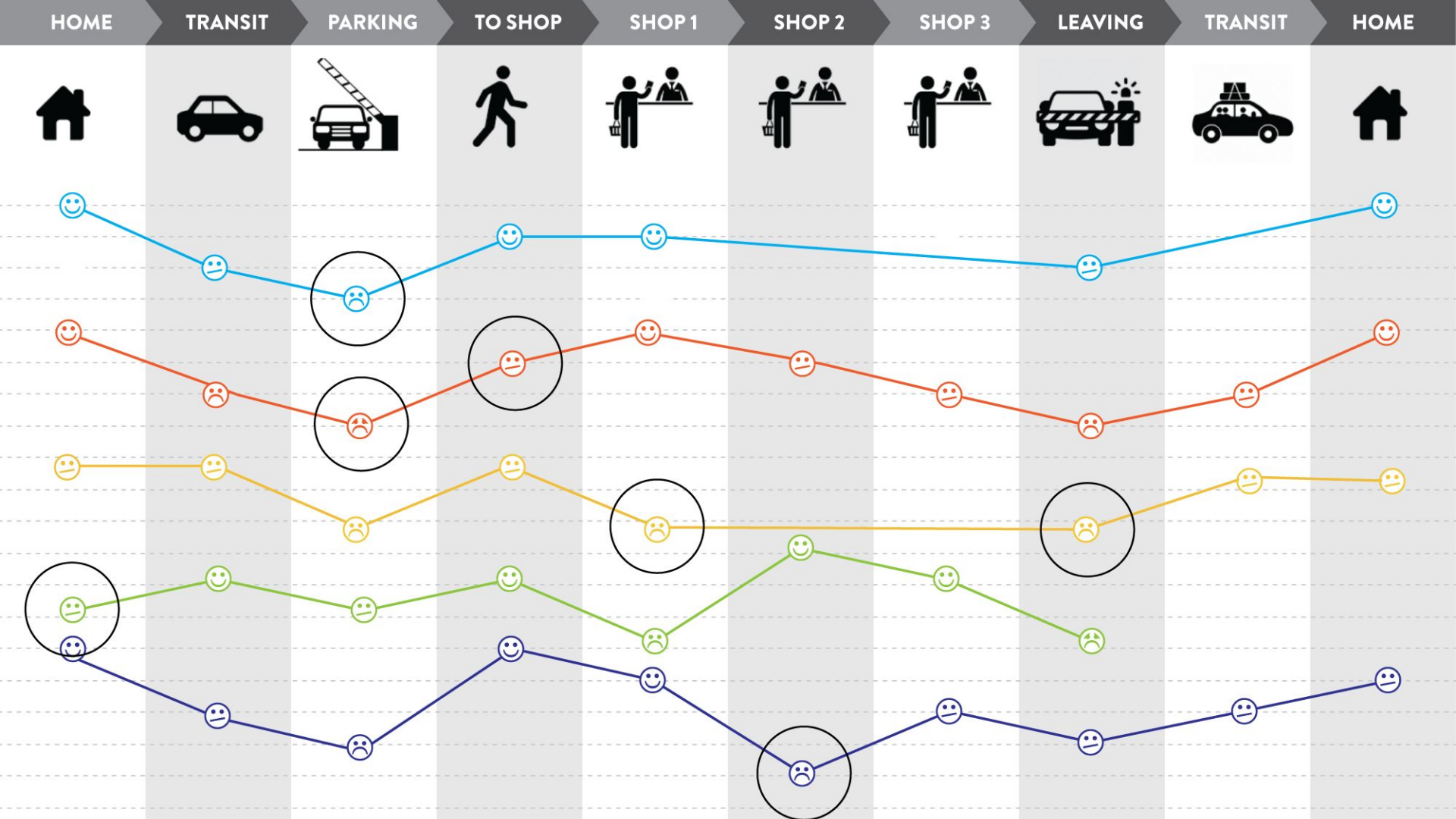(33) Budget grocery
shopper
1 / week with children

Alannah Johnson

Married with 3 kids (37)
Multi - task shopper

1 / week with family

Home2Home Journey

HOME	TRANSIT	PARKING	TO SHOP	IN SHOP	FROM SHOP	CARPARK	TRANSIT	HOME

research
choosing
leaving

driving
travel

boomgate
carpark

enter centre
walk to shop

in shop
to shop 2
in shop 2
...

exit centre
to car

exit carpark
boomgate

drive home

evaluate

Identifying Pain Points

Stage 1

- Unable to plan trip; time, car park entrance/level/space
- Limited information in app
- No info on which visiting times are best
- Centre built around car so feel it's necessary to drive
- No option for hands-free shopping

Stage 2

- Congestion around centre
- Unable to choose best entrance prior to visit
- Poor instructions at boom gate
- Reaching ticket machine
- Congestion in car park
- No way to gauge parking on each level
- No spaces on weekends or busy periods
- No direct footpaths
- No sense of arrival through car park
- Non parents taking family parking
- Finding disability parking

Stage 3

- Unsure of best shopping route
- Feeling overwhelmed/disoriented
- Can't see live data base of products
- Poor signage
- Walking long distances
- Confusing wayfinding (centre, stores, car parks)
- Crowded walkways
- Noisy
- Too few lifts
- Keeping kids occupied
- Meeting someone within centre
- Locating toilets
- Location of concierge/ information desks
- no signage to smaller stores

Stage 4

- Free period not enough
- Paying for parking & queueing to pay
- Remember where car is parked
- Confusion around lack of instruction for ticket-less parking
- Queueing to exit, no info on wait
- Trolley management
- Potential to lose ticket
- long waiting for lifts
- Not easily finding direction to nearest exit

Home to Home Journey
Identifying Opportunities

Stage 1

How might we....

- provide info on best times to visit?
- allow user to map efficient shopping route before visit?
- make it easier to travel by other methods without worrying about getting shopping home?
- give visitors a greater sense of control over their visit?

Stage 2

How might we....

- greet visitors and make them feel welcome?
- give estimate of time it will take to park when busy?
- allow user to choose best parking according to shopping route?
- get visitors parked quicker and in stress free environment?
- deliver information on parking intuitively before you need it?
- create a more inclusive parking experience for everyone?
- insure visitors feel safe walking through car park?
- encourage habitual parkers to develop more efficient parking habits?

Stage 3

How might we....

- ensure navigation is clear, logical and simple within centre?
- give visitors a better sense of current location within centre?
- help people to move within centre more efficiently?
- help users to locate and use facilities more efficiently?
- create a more personalised experience?

Stage 4

How might we....

- make it easier to locate cars?
- give estimate of time it will take to leave when busy?
- extend parking times or facilitate better use of time?
- offer free parking to genuine shopper?
- shape the opinions of next visit?
- reward repeat visitors for their loyalty?

Chosen Pain Points

David W - Locating Disabled Parking area - no signage or other information

Priyanka - Parking and Lift management

Emma - Time and expectation management

Amber - 2hrs is not enough time, bottleneck at boom, keeping kids entertained.

Alicia - Orientation in Centre