

User Experience Project of Westfield

**Individual Presentation
by Priyanka Kumbhar**

User Persona

Name : Lucy

Background: Mother (32) of 7 month old baby.

Goes to shopping 1 / week by car once a week

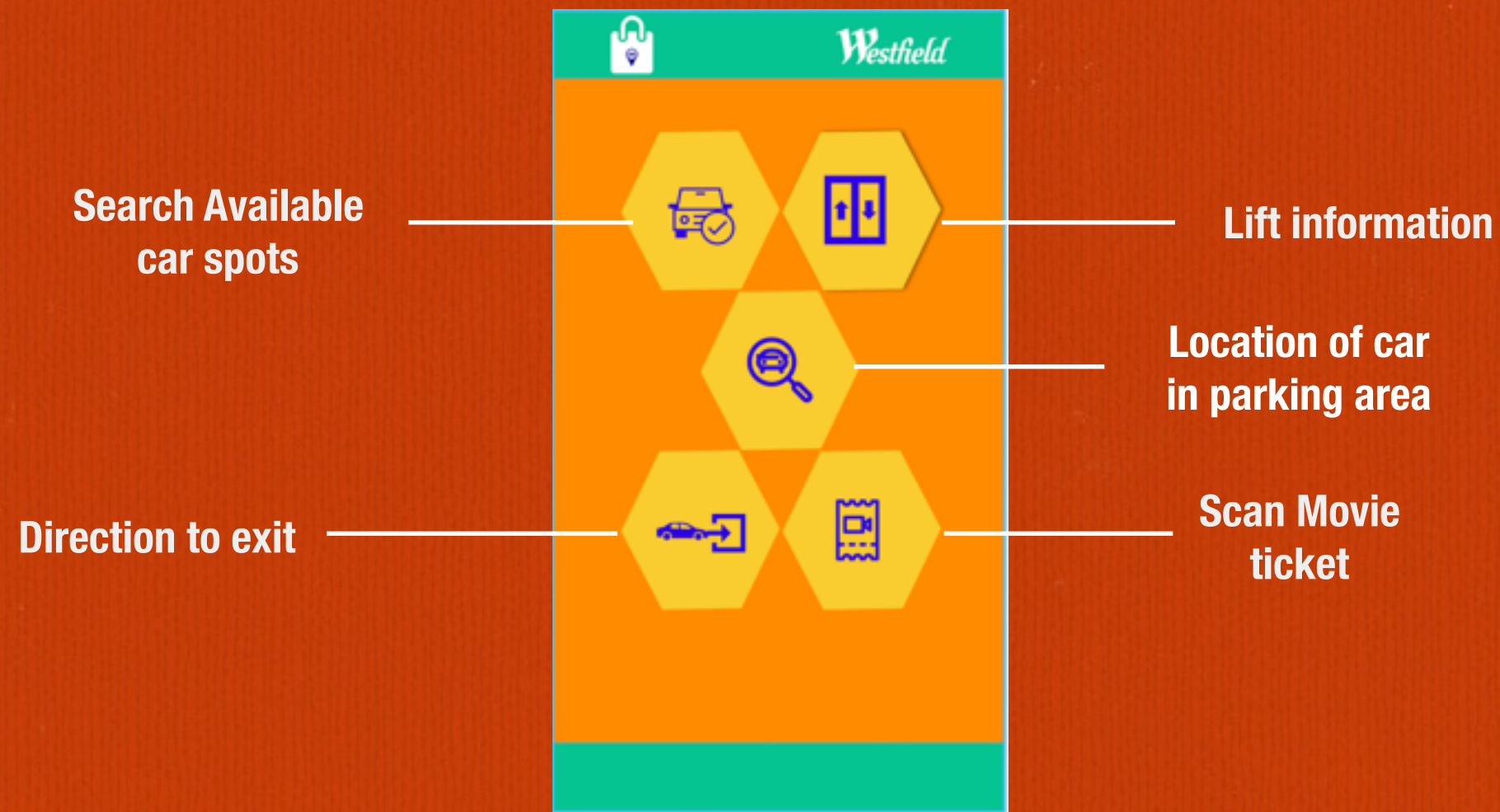
Prefer to register ticketless parking before going to shopping centre



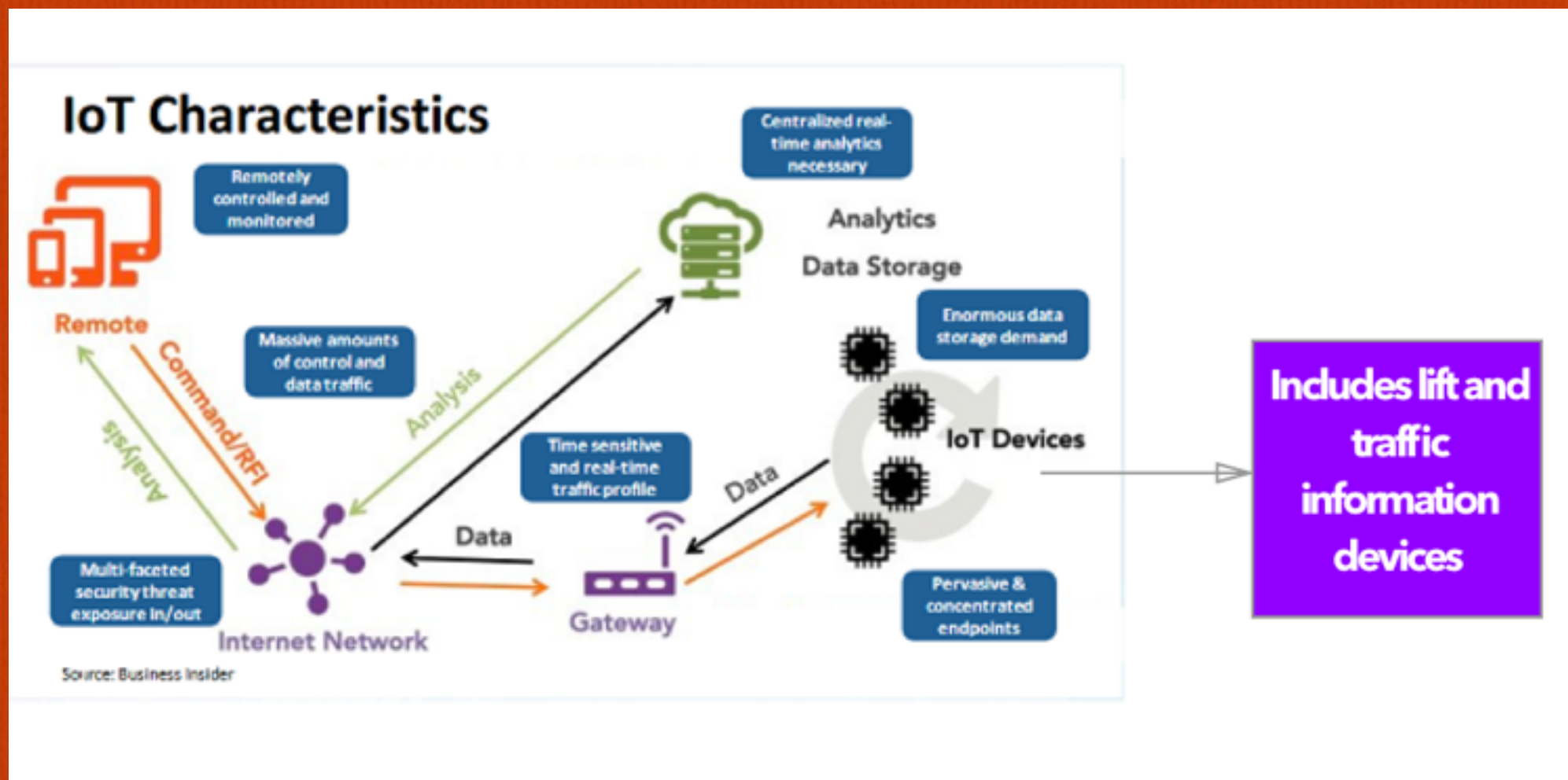
Customer pinpoints observed in Survey

1. Not getting free parking slot in less time,
2. long time waiting for lift,
3. Not getting a space for trolley and pram in lift,
4. Not remembering exact car slot number where parked car,
5. Exit direction for different exit, traffic load status in different exit gates.
6. Visit Pay station for Movie ticket validation

Mobile App



Online View of App WF App



Thank You