UX Strategy & Prototype - Westfield

Group Report: Group 1

Table of Contents

1. INTRODUCTION

THE BRIEF

Westfield Scentre Group, operators of Westfield's Australia and New Zealand shopping centre portfolio has engaged Group 1 to create a UX Strategy and Prototype that helps Westfield Scentre Group solve key customer pain points.

The company is looking for smart ideas that improve the whole journey – from trip planning to in store activity, and departure and receiving goods at home.

Westfield Scentre Group has already identified parking as a particular pain point for its customers, and has done a great deal of work in this space (for example "Project Parker" in October 2014). Group 1 has been asked to review this material, carry out its own research and develop at least five options for further consideration by the company.

THE GROUP

Group 1 comprises five members who each visited their local Westfield Centre as shown below:

- Alicia (Chatswood NSW)
- Amber (Belconnen ACT)
- David W (Fountain Gate VIC)
- Emma (Bondi Junction NSW, Parramatta NSW)
- Priyanka (Hurstville NSW)

Group members observed the operations of the centre, with a particular focus on parking, patterns of entry to, exit from and movement within the centre. They also administered surveys to small numbers of shoppers in order to develop and test hypotheses to inform the ultimately proposed UX strategies and prototypes.

This research helped group members to identify discrete groups of users of the centres with different shopping habits, demographic profiles and other characteristics. Group members have developed User Personas and User Journeys to illustrate how these groups of users interact with the centre, identify a particular pain point for them, and to start the process of identifying possible UX strategies and prototypes to remove those pain points.

THE COMPANY

The Westfield Group's first shopping centre development was in Blacktown in the western suburbs of Sydney, where it opened "Westfield Place" in July 1959.

The company built another five centres in New South Wales before expanding into Victoria and Queensland in 1966-67. It has since expanded across Australia, into New Zealand, the United States, United Kingdom and Europe.

Scentre Group was created in 2014 when Westfield separated its United States and European businesses from its operations in Australia and New Zealand. It is one of the world's leading shopping centre companies with retail destinations operating under the Westfield brand in Australia and New Zealand.

Scentre Group manages, develops and has an ownership interest in Westfield branded shopping centres in Australia and New Zealand. The shopping centres are highly productive, with strong franchise value and the ability to attract the world's leading retail brands. They are an essential part of the community's social and economic fabric. In 2016, over 525 million customers visited a Westfield shopping centre, spending in excess of $22 billion.

In 2016 Westfield owned seven of the ten Australian shopping centres with the highest annual turnover.

Westfield Scentre Group's Brand is "Creating extraordinary places and enriching communities across Australia and New Zealand".

The Group's strategy is to own interests in the highest quality regional shopping centres in its markets and to invest in these assets through redevelopment opportunities, ensuring that the Group's shopping centres enrich communities by providing extraordinary retail spaces.

Scentre Group also works with the world's leading retail and luxury brands to create a unique shopping and leisure experience. Scentre Group manages every aspect of its portfolio - from design, construction and development to leasing, management and marketing – ensuring that its centres constantly meet the highest expectations of today's retailers and consumers.

THE RETAIL ENVIRONMENT

In common with the rest of the developed world, the retail environment in Australia is more challenging, but exciting, than ever before.

Established patterns of business are subject to disruption from a growing range of new players. From Uber and Airbnb, to the ultra-cool of an Apple store, to the potential for retail without a register of Amazon Go, nothing in retail seems likely to remain fixed in place.

In January 2017 Deloitte released its 20th annual *Global Powers of Retailing Report*.
The report argued that the influx of international retailers will continue in 2017 and beyond, driven by Australia's strong economic conditions relative to other countries, high consumer demand for international brands, and relative proximity to Asia.
It noted that: "One of the key differentiators international retailers have brought to Australia is in their store design and customer experience model, leveraging their experience from larger markets," These new entrants, coupled with the threat of Amazon, should make for another fascinating year for Australian retail.

The report went on: "However, we are also seeing Australian retailers slowly fighting back, with investments in store design, concept and flagship stores on the rise. So these new entrants will find Australian retailers better prepared and skilled to take on this new challenge compared to five years ago."

Global Powers of Retailing 2017 also examines customer engagement to help retailers design fresh experiences, enabled by the right technology, and strengthen customer loyalty. What was once considered futuristic is now table stakes. Retail innovators know technology is no longer supplemental to the shopping experience, it is fundamental. Technology alone, however, is not enough. Customers are seeking new and surprising products and experiences.

The five trends identified in the report are:

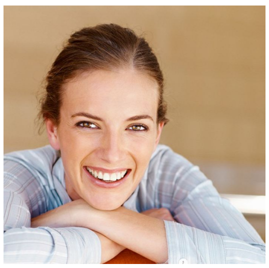
- **Less is more**. Customers are defining themselves less by how many things they own and more by how curated their lives are in terms of possessions and experiences.
- "**Following" economy**. Customers are seeking experiences and products that reflect the personal brand they promote on social media.
- **"Retailisation" of the world**. The maker movement, the sharing economy, and other factors have made it increasingly difficult to define what a retailer is and does. Non-traditional retailers are developing new business models to serve customer needs, such as subscription services and flash-sales.
- **On-demand shopping and fulfilment.** Relevancy will be determined by the ability of retailers to meet the on-demand mindset of the modern consumer.
- **Exponential living**. Exponential technologies, like artificial intelligence, robotics and virtual reality are changing how we live and how we shop.

The report concluded: "Over the last 20 years we have seen a seismic shift in retail and the customers that retailers serve" and that: "We are living an era where customers are in the driver's seat more than ever before and they crave authenticity, newness, convenience, and creativity. We are living in the customer-driven economy."

2. Introducing the group of User Personas

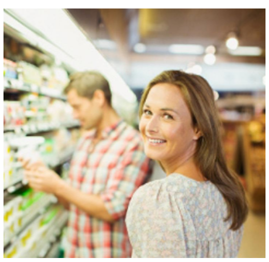
David W:

My User Persona was for a married couple, John & Margaret. They are both 65+. One partner has a mobility-related disability so they have a Disabled Parking Permit. They visit their local Westfield once a week, usually in the morning of a week day earlier in the week (when it is usually quieter). They see their trip to Westfield as a treat or outing, rather than when they do their regular weekly shopping.



Priyanka:

My user Persona is for married, 32 years old lady, having 7 months old daughter.She goes for shopping once a week by car as per her convenient time on weekend.She used to visit her local westfield (Hurstville) mall because well aware of shops and parking environment.As a responsible woman she always cares about comfortable trip for shopping with baby.



Emma:

Bree is a multitasking Mum with two kids. She works office hours so usually ends up having to shop during peak times on the weekends. Her weekend goals are to get the kids to and from activities, get the shopping done as quick as possible with the aim of having some down time.

Amber:

Cassie is budget conscious mum with two small children. She is a full-time mum on maternity leave. She looks forward to her Westfield trip as an opportunity to get out of the house with the kids and be amongst other adults. She wishes she had more free parking time to shop so she didn't have to rush and could take a coffee break. Cassie does her best to stop her head strong 3.5 year old Matilda from annoying other shoppers.

Alicia:

Alannah is a married working woman with 3 kids. She usually visits her local Westfield once a week, on the weekends as that is the time available to her. She goes to Westfield as she wants to visit multiple shops and achieve multiple tasks, in order to make her trip efficient. Good time management is things she values highly.

3. User Journey - summary of the parts we've focused on

David W:

My User Journey for John & Margaret identified finding a vacant Disabled Parking space as a major pain point for them (married couple, both 65+, one partner with a mobility-related disability).

Priyanka:

From my persona's point of view, she is facing problem with parking slot,not remembering exact location of car, waiting for lift longer time, Not getting space for pram in lift in quick time ,No idea of different exits,their directions from current car location, time and distance required to go for outside mall from chosen exit way. As a mum she wants to exit from parking area as soon as possible.

Emma:

Insights gathered through primary research and user journey maps identified various pain points throughout the customer experience, many of which ultimately came from the sense of wasted time. I've chosen to focus on the planning stage of the journey in an attempt to help customers use their time more efficiently and manage pre-visit expectations.

Amber:

Through surveys, interviews and observation my persona experiences many pain points along the journey. The main pain point is the stress that goes with trying to complete a family shop and various errands in the 2hrs free parking time slot. Other pain points that go with having children in prams compound this problem. On a normal shop this leaves no time for my persona to have a coffee and enjoy the outing. I have chosen to focus on the problem of not enough time to complete a family shop and the stress that goes with that.

Alicia:

Navigating within the shopping centre to find another shop, and to find the correct exit back to the car park, are major pain points.
Also, navigating the confusing car park (and congestion with other users) both entering and exiting.
I also looked at the first-time in centre shopper as these identified pain points become much more stressful.

4. Pain Points and Observations

Alicia

Pain Point	Comments
Time to get into carpark, find carpark and conversely when exiting (find car, and leave carpark) is frustrating and takes too long.	Streamlining the process of entry and exit at the boomgate has/is making a big difference, as all it takes is for one car to have issues at the boomgate and there is an instant queue (even on a quiet Tuesday afternoon). Navigation within the carpark is poor. Signage is hidden, confusing or misleading. Signs of “best level for …” on a level without the connecting ramp. Signage for “way out to ... Road” is confusing and inconsistent.
Pressure to leave within the 3hour bracket, being penalised for overstaying and stress at remembering timing.	This creates the sense, as one user says, that it “*seems shoppers are not welcome after 3 hours”*, when the centre should be encouraging people to spend more time. People are forced to be conscious of the time. When people walk back into the carpark, they check their watches, or question *“what time did we get here?”* This also creates pressure to achieve all of your ‘tasks’ in a set time frame. The fact that Westfield’s appeal is that it has many shops in the one place, means this ‘multiple task’ shopping should be as frictionless as possible.
Navigation within the centre is poor.	As one user puts it, *“Be prepared to not know what way you're facing, what floor you're on or where you are when you reach an exit.”* If you haven’t been there before, then it is very difficult to navigate. People rely on their habits. If people have multiple things to buy, or stores to visit, navigating the most efficient route between them is difficult. It is hard to know where you are at any given time.
Lifts are too few and too slow.	Many shoppers have trolleys and/or strollers and lifts are the only option (or travelators) yet the centres do not fulfil demand here, creating a stress point. As one user says, “*you can wait up to 15 minutes for one of the only 2 elevators.”*
Sense of arrival.	People arrive via various forms of transport (car, public transport, shared rides, pedestrian and bicycle) yet there are multiple entry points of various importance and with no correlation to importance of location in the centre. For instance, the carpark entrance leads into a random corner of the centre, and is subsequently difficult to navigate to and from. There is no clear drop-off or pick-up zone for arrival and departure either for shared rides, or people with mobility issues, or lots of shopping. This is especially critical because these centres usually span a block of 4 street

	locations, or possibly span more, taking 2 blocks. The location of shops within the centre can not be guessed from the outside, so it's difficult to anticipate which part of the large centre a user wants to get to.

From observation at Westfield Chatswood on the afternoons of Sunday 19th and Tuesday 21st March.

Observation	Comments
People created a <u>'pick-up' zone</u> in the carpark, close to the bridge access from the shops, rather than traipse to the car with full trolley, strollers or young kids.	Families, in particular, didn't want to navigate the carpark to find the car. This was a logical position for a pick-up zone that was convenient, and had room for 1 car to pull over, which in the short time I observed was sufficient, but would not be if multiple people were awaiting pickup or if it was a known designated pickup zone. There sounds like an opportunity to expand this to serve more people, and for drop-off too. Once the trolley-load is unpacked in the car - where to put the trolley?
Many people are disoriented when they come back from the shops and <u>re-enter the carpark</u>, and have difficulty with interlevel travel there.	This seems to amplified by the fact that the carpark levels do not correlate to the shopping centre levels (2 carpark levels = 1 shop level). There was only one connecting walkway between the 'shops' and the carpark, with another 2 directly to Myers, otherwise you have to cross the street at street level. (one user *"it's up, isn't it?"*) Within the carpark, the pedestrian connection between levels is a ramp with partial stairs (connecting to the ramp, not the next level). And there were all kinds of people, including an old man with a cane, using this.
<u>Lifts</u> were in high demand. I only saw a bank of 2 (there are apparently more on the opposite corner of the centre, and within Myer)	There were a lot of people (particularly with trolleys and strollers) waiting for slow lifts. These were the closest to the parking. The centre generally has escalators, which are not friendly to either trolley or stroller users. (The exception being a travelator down to Target.) There were a lot of people carrying many bags, which might be because trolleys are harder to negotiate around the centre?
People tend to know where they are going from <u>habit</u>, otherwise they seem a bit <u>lost</u>.	Commonly it was the mum/girlfriend who seemed to know where to go (*"lift and down 2"* - mum to dad with strollers and trolleys; or girlfriend telling boyfriend he was going the wrong way *"Zara is this way"*). People will enter the centre from the carpark and then stop to take stock and get their bearings, as you land in an obtuse corner of the centre. There is a pet shop with puppies on display here, so maybe that is intentional for people to easily remember where they came in? Sometimes solo shoppers would enter and start walking whilst looking around for clues to location, or reading the signage as they move. Maybe they knew the signage wouldn't be helpful. Does the signage need to convey information more quickly? Personally I find their signage confusing, and inadequate. (They only show main shops,

	and show toilets only if you are near the toilets).
The limited seating in the centre was in high use.	People using the seating were generally on their phone or minding bags (or both). Outside Myers, this seating was invariably used by solo guys on their phone (waiting for the girlfriend?). Older father wanted to sit down with the trolley load at seats he saw before leaving the centre on the way to the carpark, but daughter told him he had to keep going. Opportunity for seating/ waiting area for carpark users?

Amber

Taken from observation, interviews and surveys.

Pain Point	Comments
2hrs is not enough free parking time to complete a family shop, Let alone other errands or taking time out.	This could be eased with an ability to top up free parking time so they can claw back this lost time without having to pay for parking.
Parking congestion	Adding extra free parking to Persona 2. may add to the problem of parking congestion as spaces set. The solution to this problem is twofold and involves two different personas that impact each other. 1. The inexperienced mission shopper 2. The experienced family shopper who treats the trip as an 'outing'. Both would like a more enjoyable experience. Streamlining the persona 1. journey so it is more efficient will ease congestion and free up car spaces for persona 2. I will focus on persona 2 while taking into considering persona1.
It can take 20 minutes to load and unload children in prams and cars + the time to walk to the centre from non parents with pram zones.	This is compounded by people taking parents with prams spots that are non parents.
Parents with prams spots taken by non parents	This means that parents have to leave their small children alone in the car for longer due to having to travel further to drop off trolleys. This is probably a contributing factor to trolleys being abandoned in parking spots. Perhaps a system that lets parents register children using Medicare cards online or in person at the information desk. The boom could be triggered by a number plate system where kids have been registered. This could be an attractive incentive for parents to sign up to VIP and no need to rely on an honesty system which is a big complaint of parents.
Small children can misbehave while bored	They are surrounded by stimuli bright colours and not allowed to touch anything. A big shop can be exhausting for little kids this is compounded by the fact they have to rush through the trip without a break.
Congestion in parking lot.	This could be eased by helping mission shoppers unfamiliar with the centre to navigate the centre and plan their trip better thus taking less time. A designated pick up/drop off zone may benefit those with spouses.
Bottlenecks at exit boom gate = extended waiting times to get out.	This is another problem caused by inexperienced shoppers. It doesn't help that the only signage for the system is at the entry boom where you have to slow down to read - often there are cars banked up behind so you drive through without fully understanding. This could be solved with sandwich boards posted at all the entrances that explain the system and also the benefits for registering your credit card.

Week 2: Observations from my personal home to home journey as a Mission shopper.

Observation	Comments
Rooftop parking there is no direct path to entrance. Shoppers must be alert to getting backed/run over by motorists.	A system that prioritise pedestrians over cars. Designated foot paths.
Nowhere to charge phones	Phone running out of battery negatively impacted my shopping experience. I lost the ability to keep track of time and missed an appointment as a result. I also felt anxious about being ‘disconnected’ from the digital world. Made for a less enjoyable shop.
Weave in between parked cars and moving cars, trolleys and puddles.	Perhaps a designated footpath that goes down the centre of car park rows.
First impression is dark sad concrete. Not welcoming very depressing.	Perhaps Amy’s suggestion of green spaces in the car park itself. Perhaps turn walls into vertical food forests which shoppers can help themselves to? Change the lights to UV lights to make the plants grow under ground and also make the space feel more ‘natural’
Smokers in different uniforms lined up near the entrance.	Fine but not the most welcoming sight! What about a designated smoking area like they have in Japan.
Food court crowded around thoroughfare as most of space is taken up by people lining up and prams.	People line up in an unorderly fashion while most are just waiting for their food to be prepped. Perhaps some markings on the ground or rope to guide lines. Hand out beepers so people who’ve ordered can sit down and get out of the way
Escalators obscure view. Need to walk to get a better view in the other direction.	Better signage. Use AR enhanced floor markings to access digital signposts anywhere in the store rather than having to walk to a touch screen which are few and far between.
Some shoppers seem to wander around aimlessly.	AR enhanced floor markings to access digital signposts anywhere in the store rather than having to walk to a touch screen which are few and far between.
Bored, depressed, dutiful dads/spouses ‘parked’ outside shops all over Westfield on a Saturday. Their main functions is carry/mind shopping and don’t get in the way.	Perhaps there could parent play grounds - like pool tables, ping pong, VR stations etc more comfy seating. Or a designated shopping delivered to car. A full trolley can be quite heavy and cumbersome in smaller shops hence male partners being assigned to the task of trolley pushing and driving. Managing a full trolley on your own can be the reason to cut a trip short.

David W

From Westfield material in Neutopia, and Nick Gatehouse in Week 1, five main pain points I think are worth further investigation and consideration seem to be (in no particular order):

Pain Point	Comments
Wayfinding from entry from road network into Centre carpark, locating area most likely to have available spaces and closest to ultimate destination(s) within Centre	How to help shoppers plan their journey into the Centre car park so they enter by the entry point closest to their ultimate destination(s) and most likely to have available spaces? - And ditto for travel within the Centre car park.
Wayfinding from Centre back to car (or bike rack, railway station bus stop, taxi rank, etc.	Wayfinding elements (e.g. signage, line marking, information boards and the like) all tend to be focussed on those coming in - not those leaving. If I find myself at an exit point that wasn't where I came in, how do I orientate myself in order to return to my start point in the car park?
Drop off / pick up points - potential for upgrading?.	There is reference in the Westfield material to valet parking not being especially successful, but perhaps having potential (particularly as it removes the need for a shopper to find a park at all). See p.31 in Project Parker. Perhaps worth thinking about in the context of increasing use of ride-sharing *a la* Uber, as well as taxis and those willing to pay for a premium service? A potential benefit for the prosperous elderly - no rush, you enter the Centre and we park your car securely, we help you with your shopping bags etc when you come back for your car.
Egress - wayfinding and speed of exit (with or without ice cream).	How to speed up the exiting traffic within the car park and then out into the external road network? If you're following the EXIT signs, do you know where you're going to enter the external road network?
Paid parking.	Fees and time limits - what's the ideal balance? What's the most pain-free payment process?

David W continued...

From observation at Westfield Fountain Gate on Tuesday, 21 March 2017, and Westfield AU and Westfield UK apps - five main observations (in no particular order):

NOTE: Westfield Fountain Gate is on the outer suburban fringe - about 40kms SE from the Melbourne CBD.

Observation	Comments
Westfield UK app outlines Valet Parking and Hands Free Shopping options (both for a fee) that don't seem to be available in Australia.	Would Australians pay for these types of services? Could they be aligned with better arrangements for taxis and ride-sharing?
The Concierge / Information desks (there are 2) are central within the centre (at two main intersections) rather than at entry points.	
While all other observed shoppers clearly knew where they were going, as a first time visitor I didn't find signage etc very helpful at entry or exit..	Signage within the parking area and within the cEntre directs you to major stores (Myer, Kmart, etc) or to "Fresh Food", but there is no signage to smaller stores. No signs at each internal 'street' to tell you what's in them. There's no signage about parking area or roads at exit points. There is a Parking Search screen facility on the INformation screens at most entry/exit points. It's colour coded by section / level - but with no indication of "You Are Here" I don't see how it would help you. There is also a "Can't Remember Where You Parked?" facility that takes you to the Concierge via a short message service.
Disabled Parking not good.	Reserved DIsabled Parking spaces were not closest to entry / exit points - but about 20-40 metres away. Signage very small. There are pedestrian crossings linking the DIsabled Parking area to the entrance, but users have to cross up to 4 lanes of traffic to get from car to entrance (and back). The spaces closest to the Centre are reserved for taxis, 15 minutes short stays and delivery vehicles. The signage for these spaces is only painted on the surface in the space - very hard to read when wet (as it was when I was there), and/or from any distance from the space even if empty.
No designated Pick Up / Drop Off points	Possibly because of the DIsabled Parking issue noted above, I observed elderly and/or disabled people by the kerb waiting to be picked up, and the traffic being blocked as they got into the car (otten very slowly).

Also, while I saw very few motor bikes in my visit, with no designated motor bike parking, they were parked in pedestrian areas near entrances (but always 'tucked away' in corners out of the way).

Emma

Visited Westfield Parramatta on Sunday 19th March, 10:15

Pain Point	Comments
Wayfinding signage within centre	Can be confusing when looking for particular shop
Over-crowded walk ways	When centre is busy it can be hard to get around, particularly when there are vendors within aisle ways
Parking	If travelling by car, it can be hard to find a parking space at peak times. It seems like there are a lot of cars in certain areas. Finding your car afterwards can also be hard as the centre is very disorientating, queues to get in and out can be long. Lack of clear signage within car park itself. Walking through the car park itself is a pretty miserable experience. The car park I was in was dirty and there was no walk way.
Drop off and pick-up	Didn’t notice any areas for this
Too big	Having to walk what seems like miles around the centre to get to the store you want. You are reliant on the signage as there is no live map feature on app

Observation	Comments
Parking - finding a spot	I parked on the roof, which I found out later is one of the last places to fill up. Got a spot no hassle, however it was early.
Parking - leaving	I was there for just over an hour, by the time I was leaving it was getting fairly busy. Even roof parking seemed pretty packed by the time I was leaving.
Wayfinding	I found navigation of the centre difficult as it was my first time visiting. Also large stores seem to have their own wayfinding system (e.g. marking a level ground floor when it’s not ground floor in the building). Navigating to a particular store takes time unless you’ve been there before. I notice in the car park I was in there was signage to say it was the best area for fresh food, I didn’t see that on the way into the car park.

Priyanka

My observations which are listed below from Parramatta and Eastgarden Westfield

Observation	Comments
Ease of access and availability	People has a habit To park a car in one place which is become aware of that , and they feel comfortable about them.Most customers did not getting parking space at ground level.They will be empty parking slots on top level of eastgardens shopping center because it does not have shade so customers think that car will not be safe on top level. At Parramatta shopping center , entrance of campbell street there should be traffic control outside mall because it is difficult for people to come inside and go outside from parking area.
Car park directional signage and floor markings	There are no sufficient directions marking and improper guidance of exiting way.
Require more space in car and pedestrians	There is a lack of space in between car and pedestrians, it is responsible for reducing the traffic control flow.There will be lot of pedestrians blocking the way.
Limited Single parking slot size	Sometimes customers get parking but that space is not sufficient for car. Design a car space in a such a way that it should suitable for all size of car.
Not good trolley management	While going and coming in parking area customers get trollies so get down from car put a trolley in a proper place and continue journey.

5. SURVEY SUMMARY

David W

A short face-to-face survey was administered to 12 Westfield Fountain Gate shoppers on a Monday (the first day of the school holidays).

The interviewer noted the gender of respondents, an estimate of their age, and whether they had a visible disability that might impact on mobility.

Of the 12 respondents, 4 were broadly similar to my User Persona for John and Margaret, the remaining 8 were younger with a broad age range between 20 to 50.

The male:female breakup was 50:50. Two respondents appeared to have a disability that might affect mobility.

All respondents had come to the Centre to shop, with one also having a haircut, and another planning to meet friends for lunch.

All appreciated having a wide range of retail options under one roof, all disliked it when the Centre was very busy (which was why many of them chose specifically to come on a Monday).

All respondents had a very regular pattern to their Westfield shopping. Whether weekly, monthly, or every three months they always came on the same cycle.

Two of the 4 older respondents said that they found it hard to find their way around the car park, and that they would prefer more, larger and clearer signage.

All respondents indicated that they were creatures of habit in terms of finding a parking space.

When entering the car park from the road network, 33% said they always used the entrance closest to the shops they needed, accepting that it might take longer to find a vacant space. The remaining 66% always went directly to the entrance to an area where they were confident that they would find a parking space, regardless of a potentially long walk to the Centre.

There was an identical breakdown in relation to locating a vacant space once in the car park. 33% went directly to where they planned to shop and took the closest available space regardless of the time it might take to find it, and 66% went to where they felt sure they could find a space and accepted the walk.

Alicia

<u>In-centre Interviews</u>

Location : Westfield Chatswood   Date : Sat 1st & Mon 3rd April

Number of interviewees : 8

Female	: 5	Male	: 3
Aged 20-40	: 5	Aged 41-70	: 3

They usually come once a week. They come to Westfield for the convenience. People tend to have their own parking ‘hack’ whether it is just a regular place they park or parking in a different centre yet shop in Westfield or vice versa. Confusion and congestion in the car parking also featured strongly. Parents with prams had common frustrations of not having enough lifts and that they are too busy. Some had specific improvements such as a kids area and more seating. The family shoppers come as an outing, take their time in the centre and enjoy it, and don’t generally plan their trip.

Because I interviewed people that looked like they had time to spare, they are probably a different type of shopper, not pushed for time and not on a mission. They enjoy spending their time in the centre, so their pain points are more specific to this use. So to further understand the spectrum of pain points, I decided to do further research with an online survey.

Online Survey

Number of interviewees : 24

Female	: 23	Male	: 1
Aged 20-40	: 20	Aged 41-70	: 4

Majority go once a week - once a month. If people can go at quieter times, they will. They choose to go for convenience and the range of shops. If they have family, will generally go with them, but a lot of people also shop alone. although shops is the main activity, eating, movies also feature.

The majority know what they’re going to do there before they go. ⅔ identified as a mission shopper, whereas ⅓ identified as an occasion shopper. When it comes to pre-trip planning, the majority have an idea in their head, either of items to get or shops to visit. And nearly everyone had some kind of plan.

Nearly everyone uses their phone in the centre. They usually come from home and usually drive, unless visiting Pitt St, then they walk / use public transport, otherwise public transport also features for other centres. Although more evenly split, the biggest response in terms of choosing carpark entry and where to park related to relationship to the shops they were visiting, and familiarity featured strongly (favourite parking area, where there are always spots).

Stresses : various, but themes of parking (lack of spots, clogged areas, availability lights not working, time to leave carpark / crossover of exits, ticket machine problems, parking not clear, does not flow), can’t locate something (baby change room, lifts) shops move, layout badly thought-out, shopping trolley return, busy lifts, long walks between carparking and centre, and within centre. And it is a frustrating experience to use an unfamiliar centre.

Priyanka

I did customer survey in Hurstville Westfield shopping center on Saturday 1st April 2017 from 11am to 4pm.

Interviewee details are as follows:

By gender

Male : 7

Female: 11

It is observed that female are more interested to come for shopping than men.

By age group

20-35 years old : 8

40-70 years old : 10

It is observed that 40-70 age group people were ready to give feedback about experience in westfield.

From my survey, I found that 15 people were came for shopping, 2 for food and 2 for meeting friend purpose.

Out of 15 people 7 people come 2 or 3 times a week, 5 people once a week usually on weekend, 3 people everyday, 2 people once a month and 1 person once in 2 week.They come around lunch time after finishing their breakfast and household work.

Most famous shops of customers in westfield are Coles,Woolworths,Baker’s Delight,Lovisa, ALDI,Target, Kmart,, SCS, Laser clinic, Massage, Food court, McDonald, Pharmacy, Nail service, Adidas, 1 dollar. Type of products they purchase from here are Cloths,Shoes, Fashion,Jewellery, Fashion, Toys, Food, Home decoration,Furniture, Food, Baby wipes and nappies, Customer service.

They are happy and fully satisfied with the quality of this product and brand.

The most people(11) come to mall by car, 7 people by public transport and 4 people by walk.

Their likes in shopping centers are Variety of shops, Undercover shopping, Get everything in one hand, Fast food shops, Variety of food, Close to Hurstville Residents, Plenty of stores, multicultural shops, nice cookies, coffee shops. There dislikes are No seating arrangement for resting, Busyness, Finding Parking, Very crowd on Sunday at parking area, Not too many shops, No trolleys in shop(especially Christmas), Waiting for lift longer time, Roam around.

The following things are encouraged by visitors of shopping center:

Wi-fi, Less crowd, Good food places, Food variety, open area food options, More seating arrangements, nice music, Cheap prices, Easy way to access parking, More toys and fun things for kids in children's entertainment section

Following are the problems that are facing by customers in shopping center:

1. Have to wait for longer time
2. Need for games and entertainment things for adults
3. Less seats of resting
4. Hard to find parking
5. Too much traffic outside mall (getting entry in shopping mall in Christmas)

Emma

I interviewed a range of women of different ages (20-45) while conducting my primary research. My intentions were to gain a greater sense of empathy towards the Westfield Customer. I wanted to discover the customers needs, find out what issues they run into and find potential opportunities for us to improve their journey which may result in added business value. My interviews were conducted face to face and through email.

I approached women who appeared between the ages of 20-45. I chose to interview women as they make up 75% of the customer profile and they are the decision makers in most households. The insights gained from these interviews were used to inform my user personas and customer journeys.

I also tried to have as many casual conversations with anyone I know about Westfield with the hope of getting some honest feedback. I found the casual conversations to be the most enlightening. I got the sense during the in-centre interview that people perhaps didn’t feel comfortable complaining about Westfield while they were in the centre or maybe they genuinely didn’t have too many complaints and that’s why they were there.

Amber

Surveys filled out : **22**

Who	:	31-38 and 41-45 yr old Mums majority with 2-3 small children aged between 1- 5
When	:	Sunday 2nd April – afternoon around 2:30 – 4:30pm
Centre	:	Belconnen
Position	:	Outside childrens play area, Kmart and food court

I managed to get majority answers for my intended Personas as I targeted the playground area where parents were already sitting and watching their children.

Findings:

85% of respondents were mums aged between 31 and 38 with 2 small children who visit at least once a week. 47.6% listed grocery shopping and gift shopping as their main reason for coming to Westfield while 38.1% listed clothe shopping. 66.7% said they prepared a mental list of items while 38.1% said they used a paper list.

Most listed Variety and proximately as their main likes about Westfield. Majority listed ‘Parking’ as their main dislike about Westfield.

The majority (42.9%) said they choose the entrance closest to the shops I need even if it takes longer. Majority (47.6%) get the first available park even if they have to walk further, while an even split (23.8%, 23.8%) Get a park as close to the desired entrance without having to wait in line or drive straight to the area with the best parking spaces. The most requested features that would make their stay more enjoyable included 52.4% said rewards for their shopping, 38.1% said extended parking and a better parking system and high speed wifi, 28.6% said free entertainment for the kids and quiet break out spaces. 50% of mums have said the new number plate scan system has ‘slightly improved’ while the rest listed ‘no change’. The main benefit of the new parking system was ‘no more lost cards’ and ‘having to locate card’. When asked what their main frustration with parking most said ‘having to pay for parking’, ‘lack of parks’, ‘bottlenecks at exit boomgates due to inexperienced drivers who didn't pay at the machine’ and ‘non-parents taking parents with prams parking spaces’.

Through interviews most mothers see their Westfield trip as an opportunity to get out of the house with the kids on the weekend. They are habitual shoppers, know their Westfield layout well and therefore most rely on a mental list.