

Lucy, 31

Married, one child.

Works as an administrative officer in the finance sector.

Medium income.

Drives to shop once a week by car with her 7-month-old baby girl.

User Steps

Left home around 10 am.	Reached to shopping mall around 10.30 am.	Going inside parking area	Going by escalators at level 2	Going towards cafe	Going towards Woolworths	Going on level 2 for BIGW shopping	Want to have lunch	Finished lunch. Going towards parking area.	Reached to parking zone.	Reached towards car.
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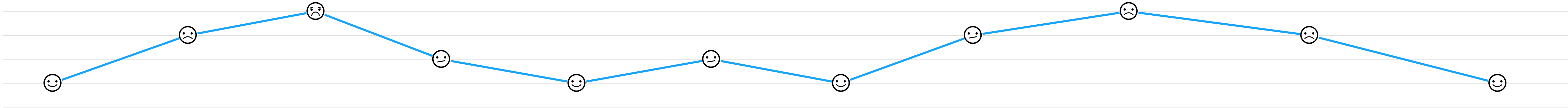
tasks

Going towards Hurstville Shopping mall	Waiting outside shopping mall in crowd	1. Looking a free space to park a car 2. After getting parking slot park a car	1. Have appointment around 10.45 am. 2. want to do shopping	1. Withdrawn money from ATM. 2. went to coffee shop having coffee	1. Want to purchase flower and cake from Baker's delight for husband's birthday	want to purchase baby wipes from BIGW and watch from Lovisa.	After finishing shopping while going to food court went to toilet for changing baby nappy. <ul style="list-style-type: none"><li>gave order for mexican food</li></ul>	waiting for lift on food court	Finding car spot.	Kept all shopping material in car and fixed baby pram. Driving car towards exit.
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User Ecpectations

Less traffic on the road	Traffic control management outside mall	Get a parking slot early	More number of lifts, fast service		both should be in one shop,different variety,cheap price,fresh.	get good quality of watch. for choosing watch not required too much time.	Toilet should be clean,no crowd.Nappy change room should be empty.	lift should come in less time. with light load.There should be place for me and pram.	some app at pay station to get to know where parked car?	Should be less traffic on the way of exit
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Experience



Painpoints

	Too much crowd on road of car and buses.	have to search parking slot.	going by walk towards Bupa center			have to wait for lift.It is difficult to go by escalators with pram.	No place for having lunch at food court	have to wait longer time for lift and there is no guarantee to get place for standing.	Do not remember where I parked car. Taking time to find parking spot	Too much crowd on the way of exit, taking lots of time.
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Think & feel

“ There is too much traffic on road. Might be will not reach at early. ”	“ Fucking traffic.Why roads are blocked by traffic? ”	“ Today am I get parking slot in less time or not? How much time does it takes? ”	“ Have to walk long way by using escalator.If I used lift I do not need to walk long way. ”	“  ”	“ What are available varieties in coles? Should I compare? ”	“ slow coming lift. Need more number of lifts ”	“ After roaming around mall feeling tired want to take some rest ”	“ OMG finally lift came and I got place in lift ”	“ I have to roam around parking to find car ”	“ Feeling bored staying long time in queue. Worried about baby's nap time. ”
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Ideas

At home use traffic control management app . decide which path has less crowd so You can reach easily at your destination on time.	Use traffic control management at each entry of parking area.	There are signage available at each slot showing its status of occupied or not.At entry of parking there should be board of showing number of vacant parking slots.	there should be lift controlling app outside lift it will tell to customer which lift has how much load.		There should be online app i will compare variety and price		Westfield should arrange more seating arrangement	there should be lift controlling app outside lift it will tell to customer which lift has how much load.	Implement a function at pay station to show map of parking area and exact location of parking.	There should be some app so that customers get idea of traffic status on each exit.User can choose less traffic exit way and direction for going outside of parking area.
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