

Magic Apron Welcome Hub

An In-Store Experience Booth Proposal for The Home Depot

Overview

This monitor-themed booth serves as a guided, hands-on introduction to Magic Apron, giving customers an opportunity to interact with the tool and understand how it enhances their DIY experience.

Booth Design Highlights

- **Interactive touchscreen kiosk** for real-time Magic Apron demos
 - **Lightweight and portable design** for quick setup and removal, reducing disruption and minimizing theft risk
 - **Branded backdrop** featuring the “Your Smartest DIY Assistant” message
 - **QR code station** for easy access to Magic Apron on personal devices
 - **Optional takeaways** such as flyers, stickers, or tip cards for continued engagement
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Location Strategy

- **Placement:** Indoor, at the **Special Services** entrance — highest visibility zone
 - **Size:** Compact footprint (~6ft x 8ft) to ensure minimal impact on traffic flow
 - **Logistics:** Power and Wi-Fi coordinated with store ops
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Engagement Targets

- **DIYers**
Strategically targeted to gain insight that helps improve and enhance the Magic Apron experience.
 - **Influencers**
Targeted to promote awareness and generate word-of-mouth reach through social platforms.
 - **HD Pros**
Engaged early to seed usage and provide education for long-term adoption among trade professionals.
 - **Developers**
Included to encourage exploration of APIs and broaden the platform’s future integration potential.
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Pilot Duration & Metrics

- **Test Period:** 4 weeks at select locations
 - **Success Metrics:** *To Be Determined* — subject to discussion with The Home Depot team. Potential metrics may include:
 - **Level of Interest**
Number of user interactions at the booth or through the kiosk
 - **Depth of Interest**
Richness and complexity of query logs, including follow-up questions and engagement duration
 - **Scope of Inferred Response**
Total number of unique SKUs referenced in Magic Apron responses
 - **Value of Inferred Response**
Estimated intent-to-purchase or relevance of query to in-store stock and services
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I am a Store Associate



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Career Focus:

Patient engagement | Physician education | Customer experience SaaS

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