

WUMBO

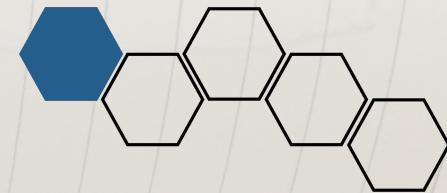


Kyle, Alex, John, Sarah, David, Jessie

A woman with long brown hair and sunglasses on her head is smiling and looking at clothes on a rack. She is wearing a striped shirt. In the background, there are more clothes hanging on racks.

How might we...

Improve the experience of
buying clothes



1

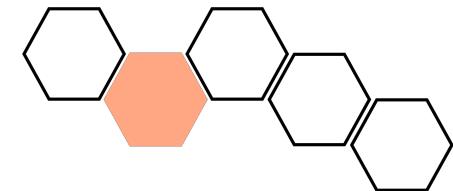
Framing the Problem

Insights into pain points:

- Sizing
- Sales Assistants
- Way Navigation
- Shopping Fatigue

Some Responses:

- “If [fitting room] lines are too long, I just leave.”
- Searches online if looking for something specific
- “Look in mirror cry because outfit is not like the display.”

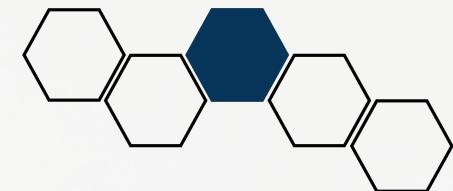


2

DEFINE

How Might We...

- Improve the experience of buying clothes
- Eliminate wasted time during the shopping process
- Create a more delightful shopping experience
- Reduce time spent in lines to increase shopper freedom



3

IDEATION

Needed to touch on three specific areas:

- Process of selecting clothes
- Wait time for fitting room
- Checkout process

SP?
MANNEQUINS
ARE ALL
THE SAME
SIZE

SIZING
IS
KEY

BECING
A LARGE

MAKING
UNIQUE
MEASURE-
MENTS
(CYCLE)

Size
Conversion

150 - 170

TOO MANY
BAGS TO
CARRY

TOO MANY
CLOTHES TO
CARRY



don't even
bother
trying things
on

ITEM
LIMIT
FOR
FITTING
ROOM

customers
don't put
clothes back
→ store
messy

LINE FOR
FITTING
ROOM

LOUNGE
AREAS
FOR PPL
WAITING FOR
OTHERS

WORKAROUND:
CHAIRS OUTSIDE
DRESSING
ROOMS

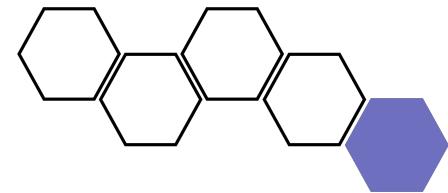
WUMBO | 5

1 BUNDLE/PERC

4

PROTOTYPE





5

TEST

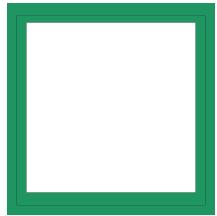
Results from first iteration:

- “I like to [carry the clothes] myself.... I don’t really like to have someone hovering around me.”
- Waiting in lounge vs. in line was “delightful”
- If there’s a long wait and you can leave and come back in that time, that would be great. Could go to Starbucks. Really like that feature.



REITERATION

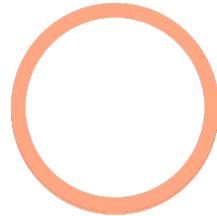




SOLUTION

Our solution was to change the way the line process works for fitting rooms. Instead of waiting in line, the customer is given a buzzer (similar to restaurants) and placed in a virtual queue. When the fitting room is ready, the buzzer will notify the customer to return.

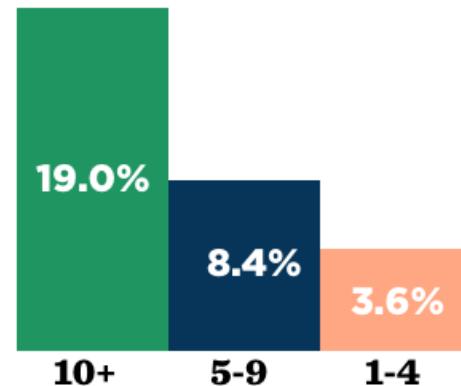


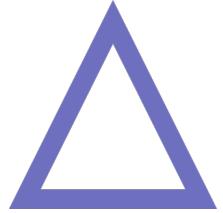


BUSINESS BENEFIT

- Customers can avoid lugging many clothes around the store
- Customers can avoid the fitting room line
- Comfortable area for customers to relax in
- Greater sales

**Fitting Room Line Walk-off Rates
vs. Line Length**





KNOWLEDGE GAINED

Figured you guys could do this in the morning

- Just need to insert some text here, bullet points or whatever is easier for you guys