

I WAS ABOUT TO START
WORKING ON THE UX TASK....

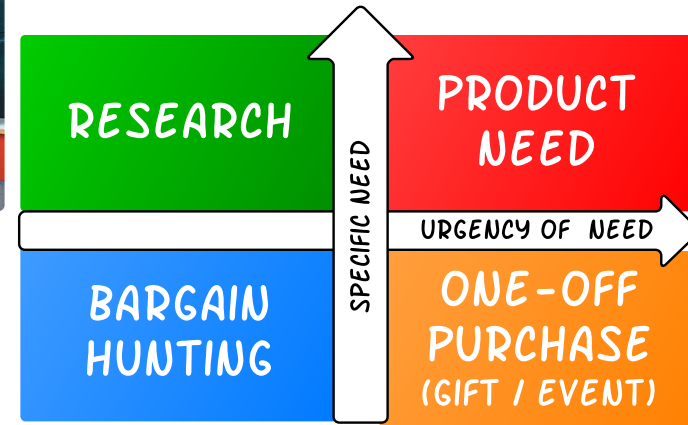
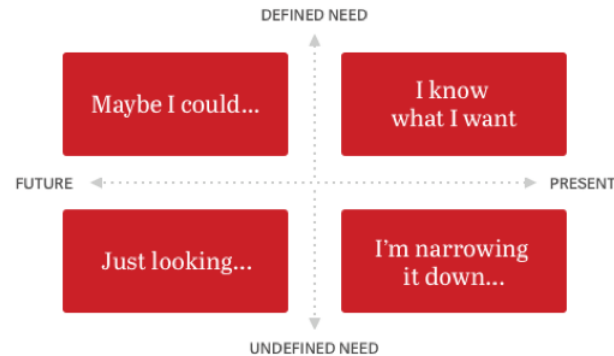
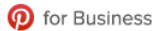
WHEN I GOT AN EMAIL FROM
PINTEREST CONTAINING A TINY
MODEL OF "WHY WOULD I PIN".

AND SO I
THOUGHT...

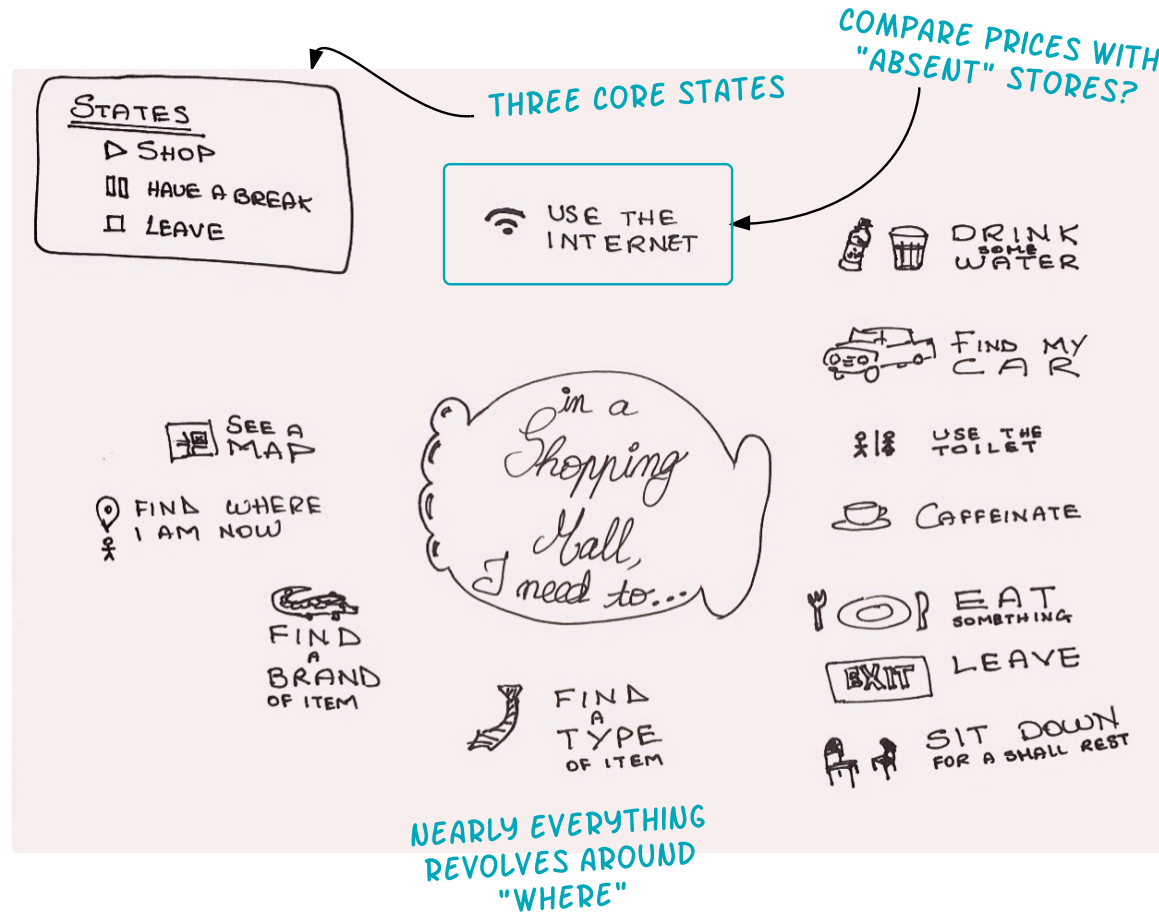
"WHY WOULD ANYONE GO TO A
MALL?"

PERSONALLY, I GO TO MALLS
TO AVOID THE WEATHER, BUT
NORMAL PEOPLE GO THERE TO
SHOP.

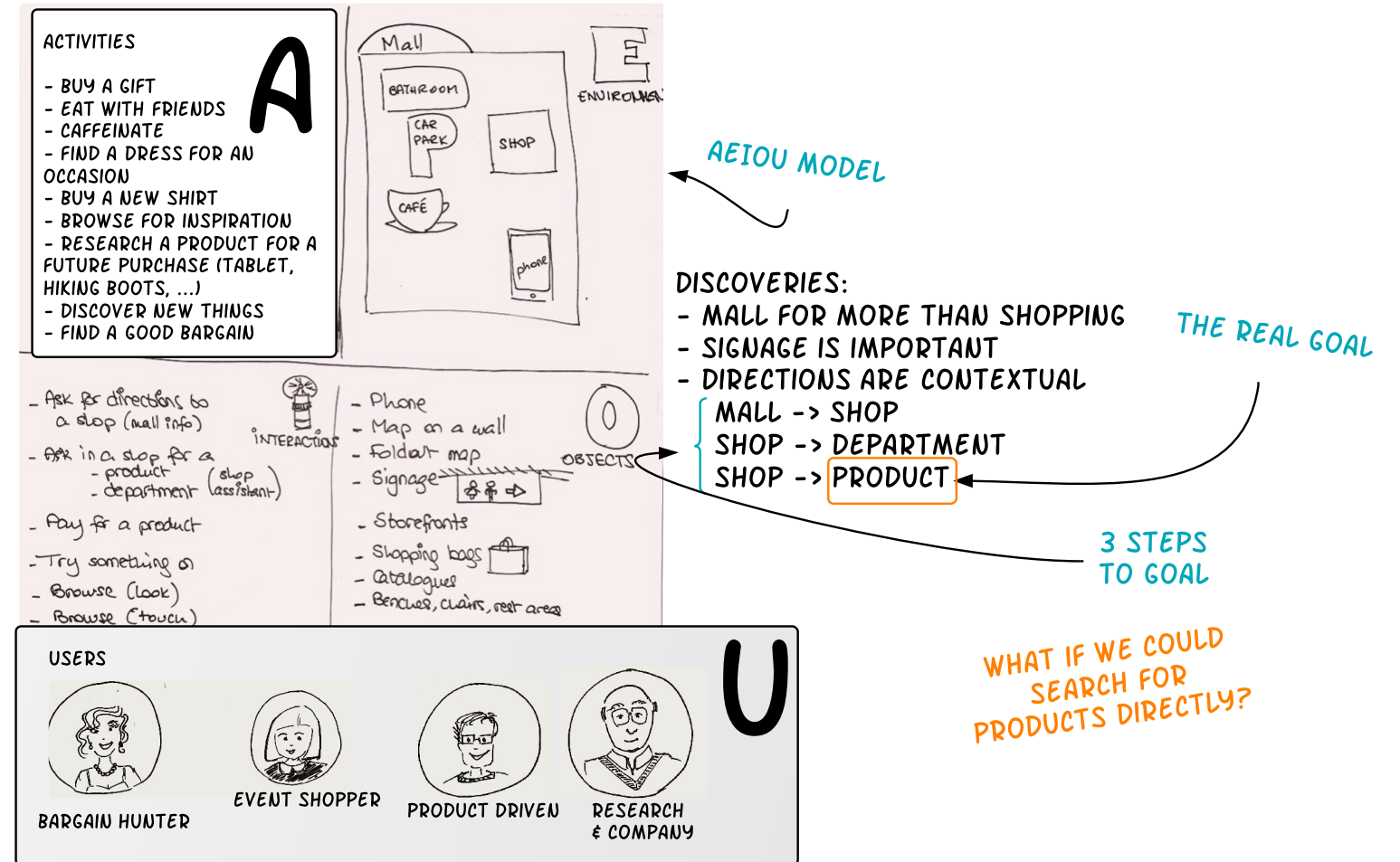
WHAT IS "SHOPPING"?



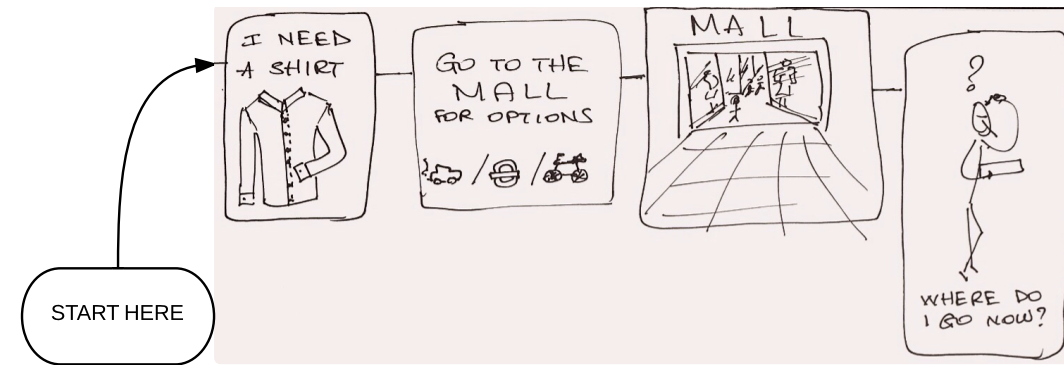
IN A SHOPPING MALL, I NEED TO...



LET'S TRY THIS IN A MODEL



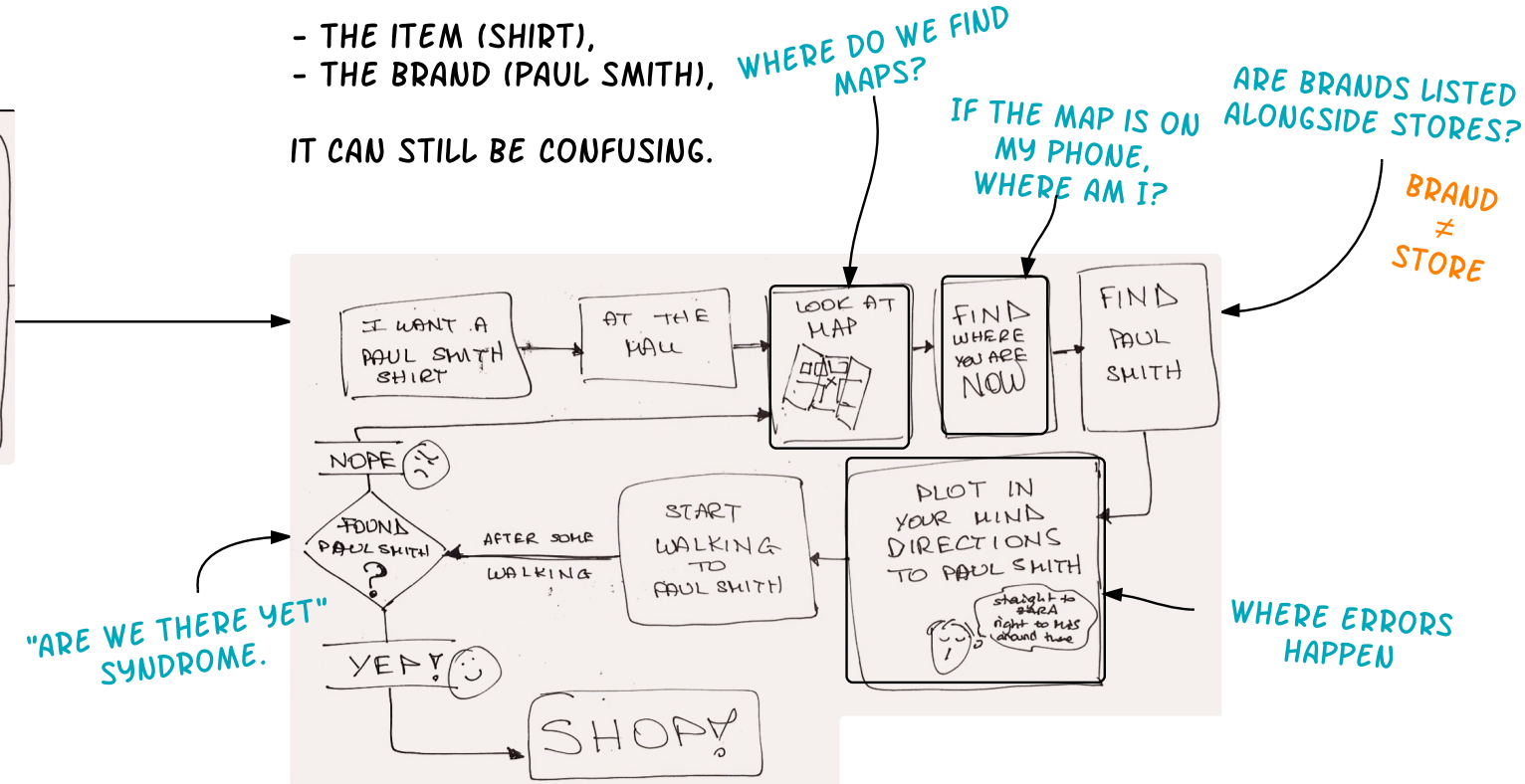
FOR SOMEONE WHO NEEDS AN ITEM, LIKE A SHIRT
(LIKE THE GUY FROM OUR STORY),
THIS IS HOW THINGS GO...



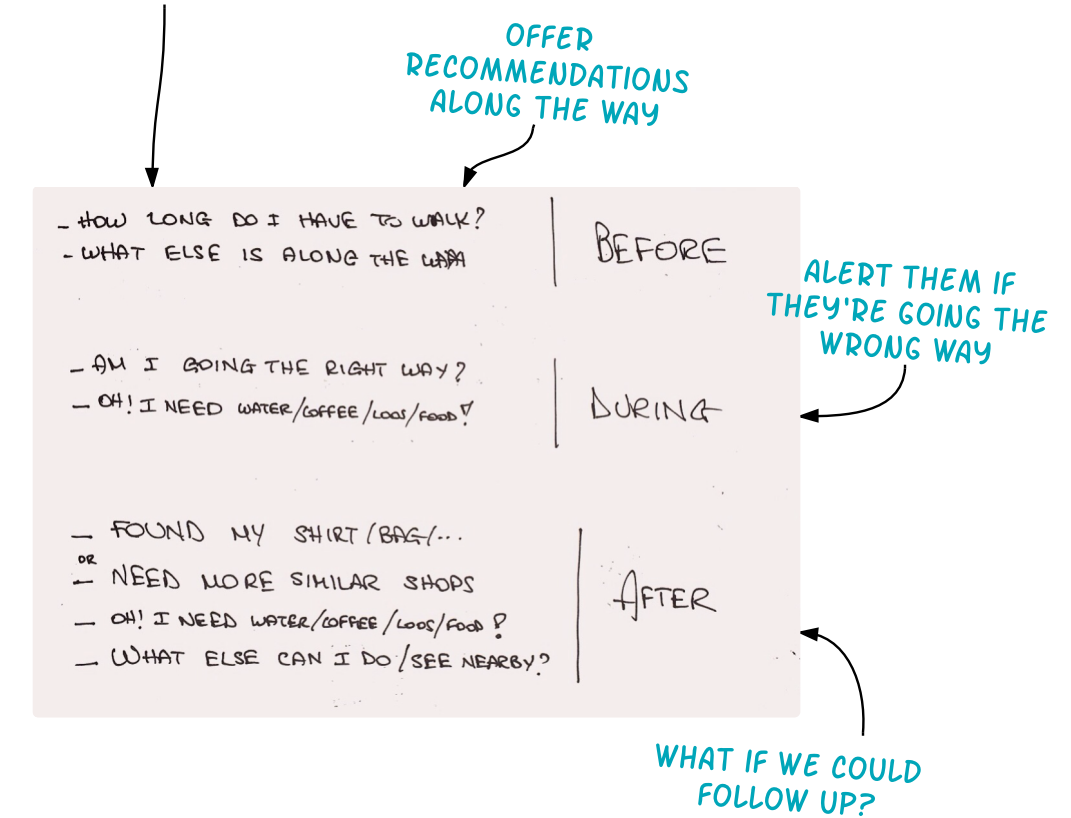
EVEN IF YOU KNOW WHAT YOU
ARE LOOKING FOR:

- THE ITEM (SHIRT),
- THE BRAND (PAUL SMITH),

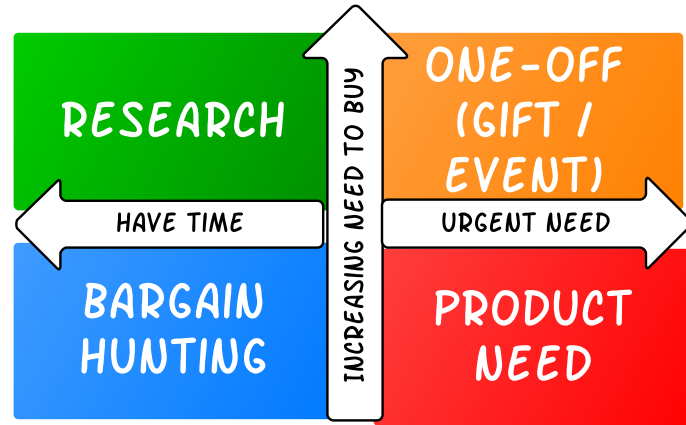
IT CAN STILL BE CONFUSING.



THERE ARE A FEW THINGS WE ALL ASK
OURSELVES WHILE SHOPPING



PROFILE SKETCHES OF OUR MAIN CUSTOMER TYPES.



Dana

Always poking around for new items to add to her collection, she is like a **magpie**. Never looking for anything in particular, she visits her **favourite shops** where she knows her size and the stock, aiming to identify anything **new** that has arrived.

Features Dana would like

- List of shops that have received **new stock** that week
- Today's special **promotions** and discounts
- Any **pop-up shops** or one-offs in the mall that day

Phone
Nokia with a keyboard from a few years ago. Can go online, has a camera, and a few apps like facebook, but no new applications.



Paolo

Hates shopping, unless he has a present to buy or a torn shirt (or other wardrobe basic) to replace.

Features Paolo would like

- List of all the shops that sell **the kind of thing he is looking for**. "Leather belt" would be better than "accessories" or "Men's fashion"
- map with an **optimised path** for visiting all **qualifying shops**
- where are the cheapest ***sought items***

Phone
Android phone from a year or so ago. Some applications, but he is picky about which ones he installs and keeps.



Natale

Adores shopping, but only finds clothes in one or two shops. She buys a lot, often the **same things multiple times** without realising. She will always go shopping for an **event**. A party. A dinner. An interview. A presentation. Any excuse will do, really. She knows the type of event she is going to attend, the type of garment she is missing from her outfit.

Features Natale would like

- List of places to find **"evening dresses"**, "suits", etc...
- List of **"favourites"** that have her style / size



Andreas

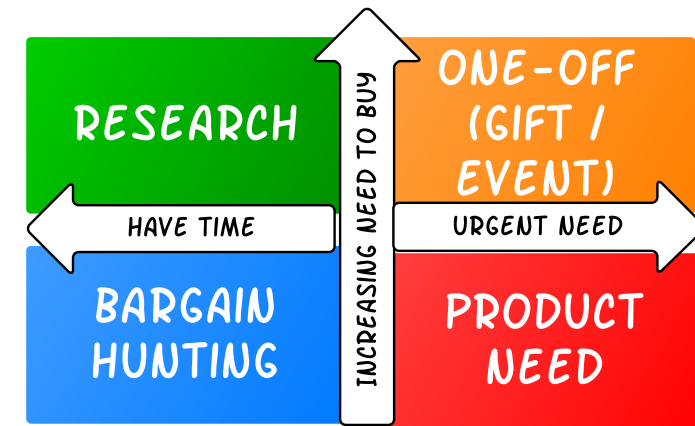
Andreas is **retired** and doesn't really go shopping much anymore, unless his wife or children need something. Most often he'll be **accompanying** them or doing **research** of his own for a new tv, perhaps.

Features Andreas would like

- **Large fonts** on the map
- Easy to find **bathrooms**
- Easy to find cafes or **places to sit** where he could wait for his family
- Shops grouped by categories or product types, so he'll know where to go for that present or tv research.



WHAT HAVE WE FOUND?



WHAT IF WE COULD SEARCH FOR PRODUCTS DIRECTLY?

IF THE MAP IS ON MY PHONE, WHERE AM I?

ARE BRANDS LISTED ALONGSIDE STORES?

OFFER RECOMMENDATIONS ALONG THE WAY

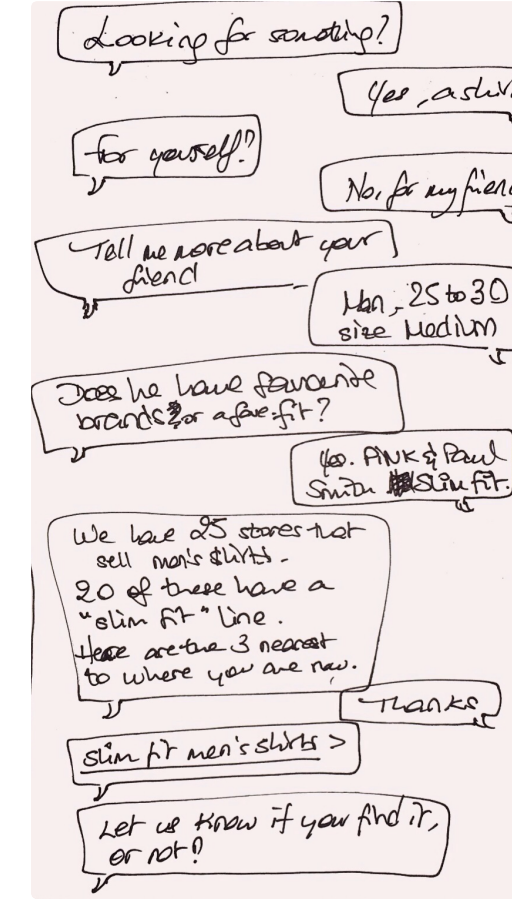
ALERT THEM IF THEY'RE GOING THE WRONG WAY

WHAT IF WE COULD FOLLOW UP?

IN THE ORIGINAL SCENARIO, WE ARE LOOKING FOR A PAUL SMITH SHIRT.

IF THIS WERE JUST A SLIM FIT SHIRT, HOW WOULD THAT GO?

IF WE'D ASKED A FRIEND:

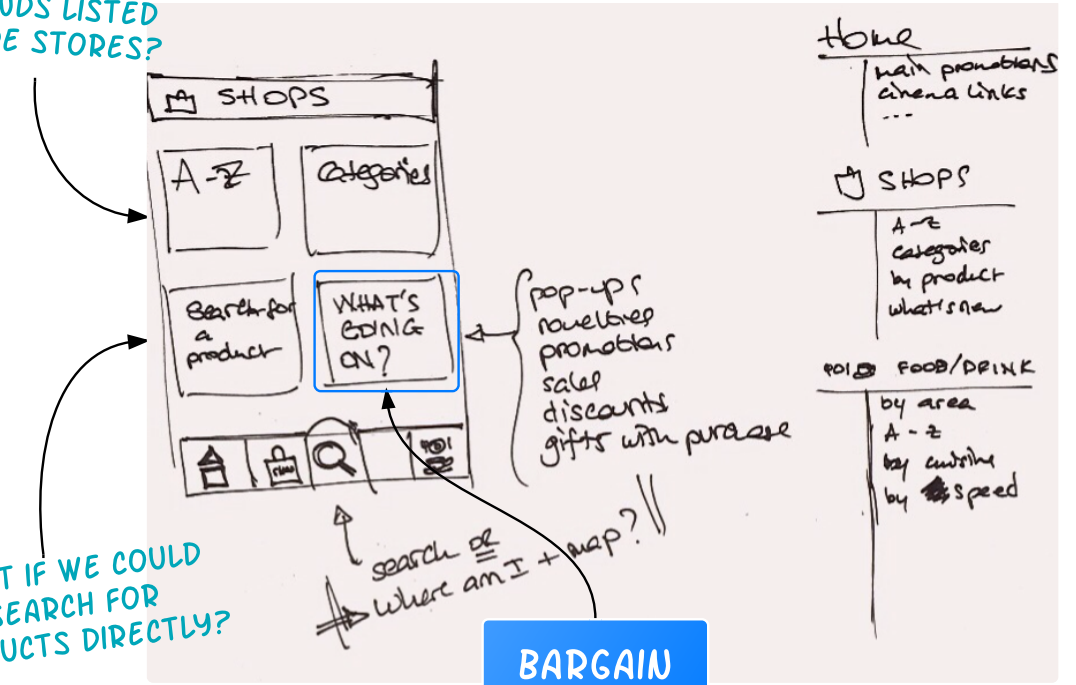


FIRST SKETCHES OF A SHOP SEARCH

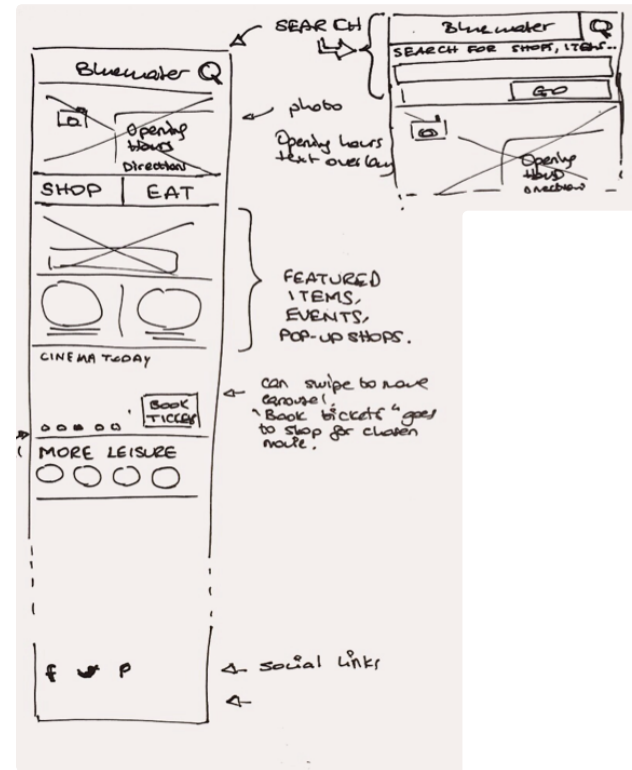
ARE BRANDS LISTED ALONGSIDE STORES?

WHAT IF WE COULD SEARCH FOR PRODUCTS DIRECTLY?

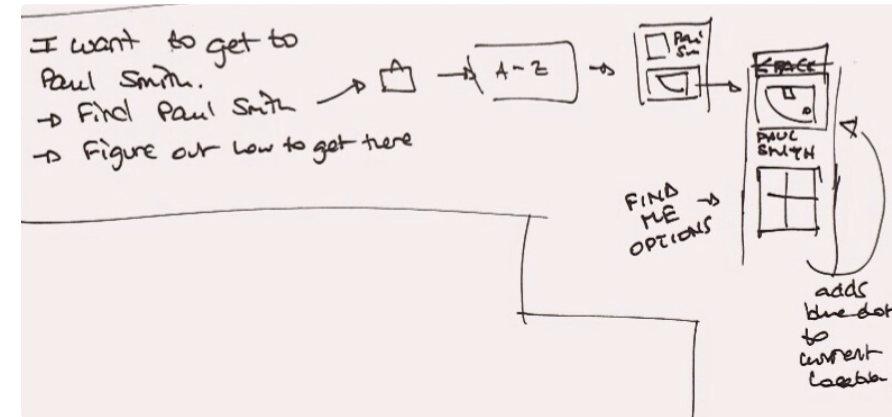
BARGAIN HUNTING



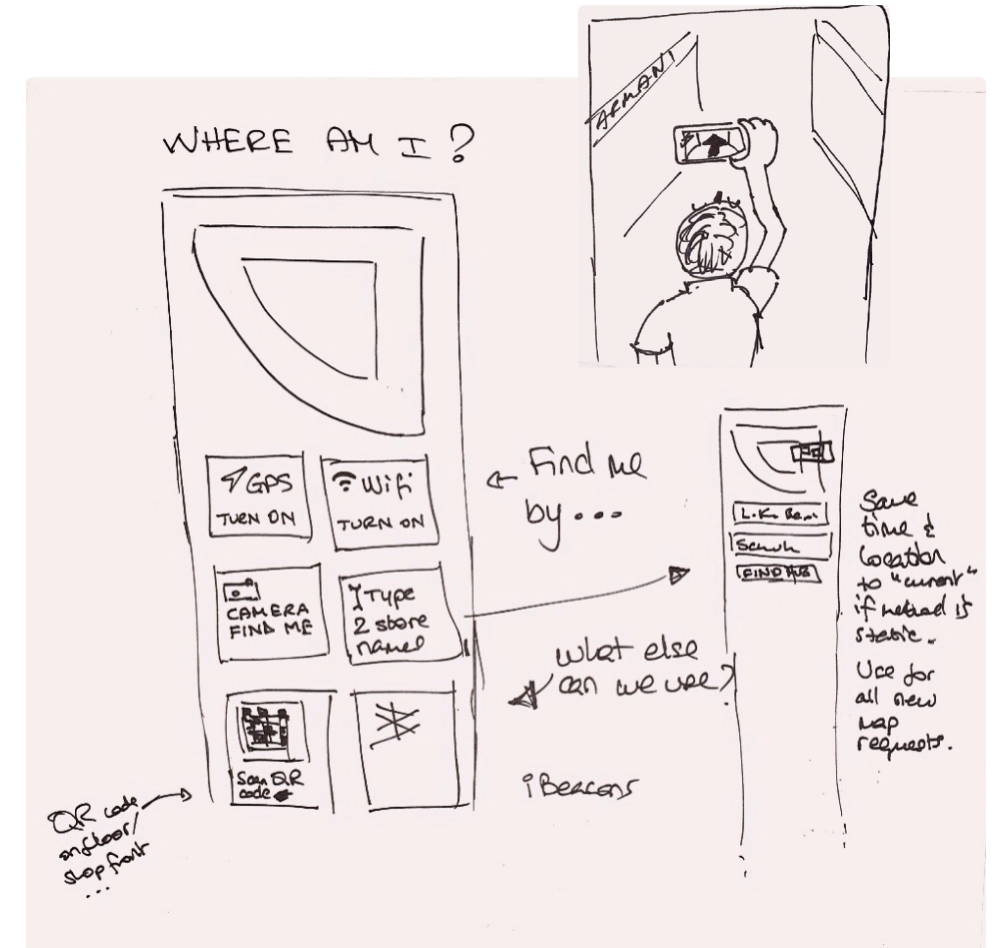
I MADE A SKETCH OF THE
MOBILE HOMEPAGE...

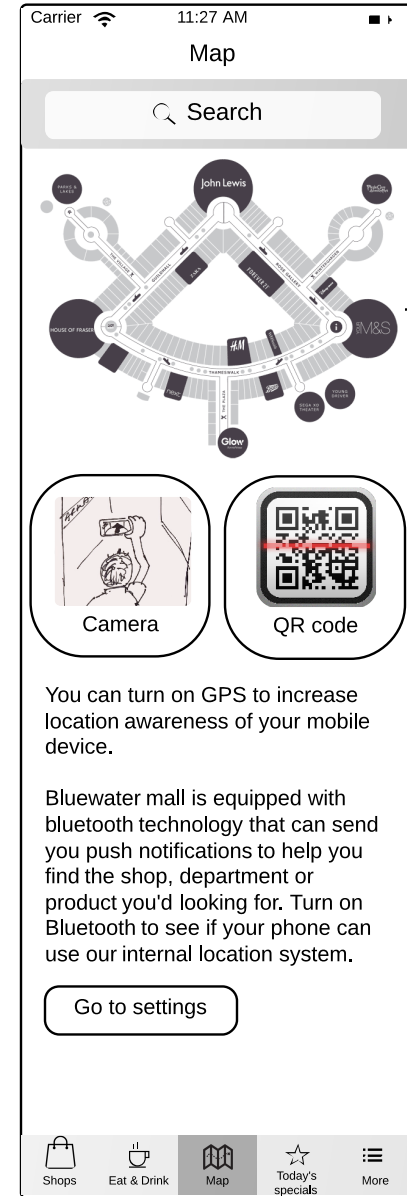
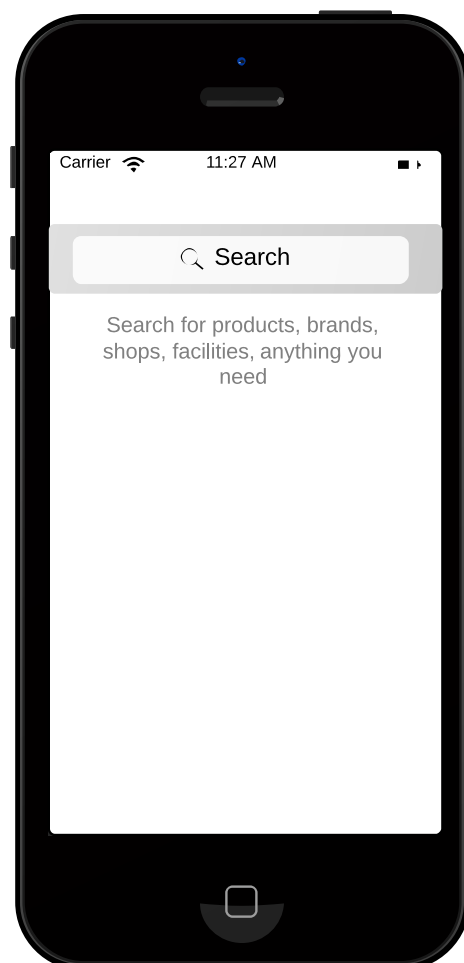
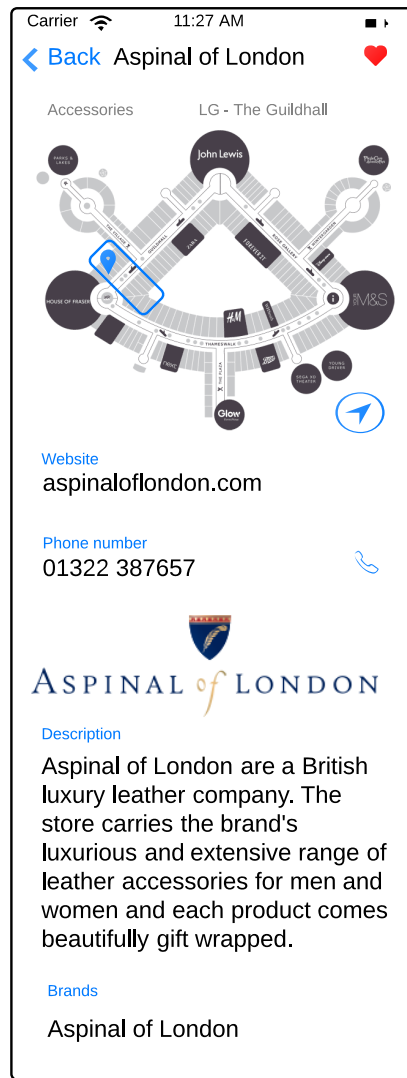
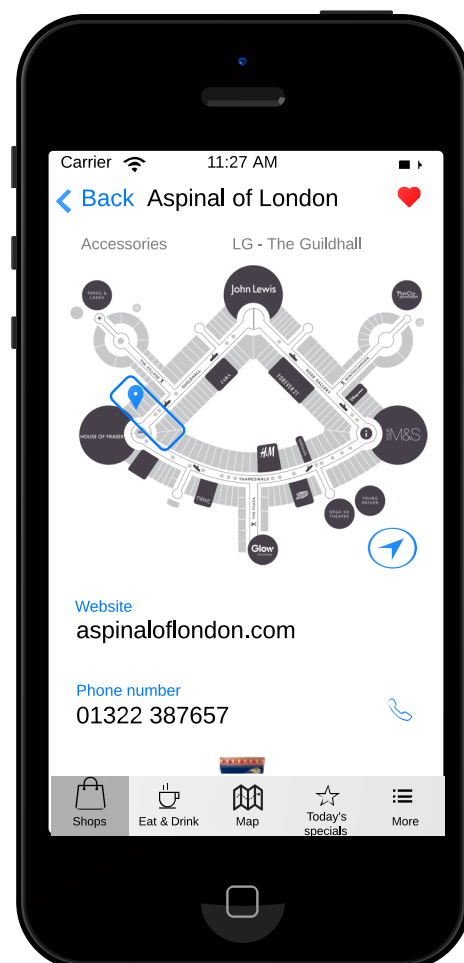
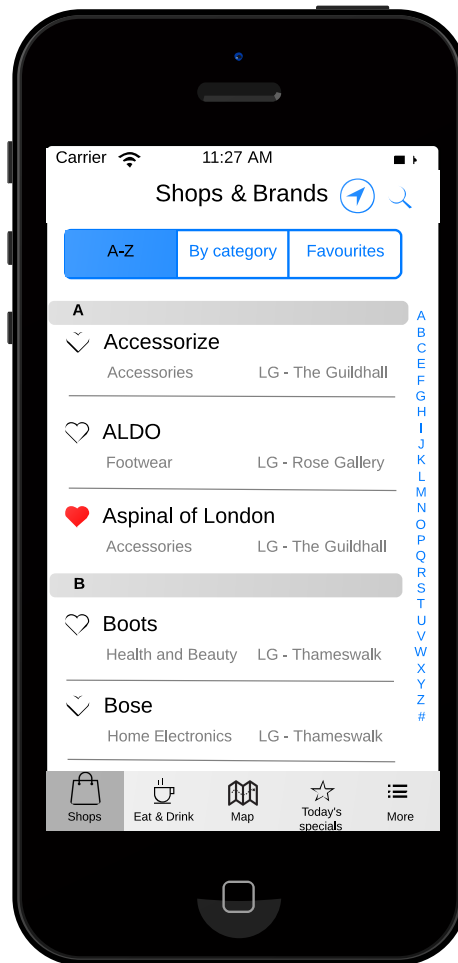


BUT THEN I STOPPED,
BECAUSE **AN APP** WOULD BE MORE USEFUL



THE BIGGEST CHALLENGE IS
"WHERE AM I"





ZOOMED-IN VERSION
HAS LEGIBLE SHOP
NAMES

