

Overview

Through the SMU UX Design Certification Program, teams were given the opportunity to do direct consulting work for a revolutionary robotics firm, Space & Deming. We were briefed by a Spacee executive about their goal: to innovate the telecom retail experience for one of their top clients, TeleXcom*, amid a pandemic that deters in-person shopping. Given minimal constraints, the team and I sought to answer the question: **how might we improve the telecom retail experience for shoppers both during a pandemic and for all future shoppers?**

*(due to NDA, the real client will be referred to as TeleXcom, a fictional company)

Solution

HoverTech

HoverTech was an idea to utilize gesture-controlled kiosk interfaces to solve three problems in one. Remove the need to handle products such as phones, tablets, etc. or speaking with a representative to gain pertinent information. Provide more in-depth product information and answer specific questions akin doing all the at-home research in store, Allow for users with accessibility needs to access product information through a variety of gesture-controlled movements, not limited to hand motion.

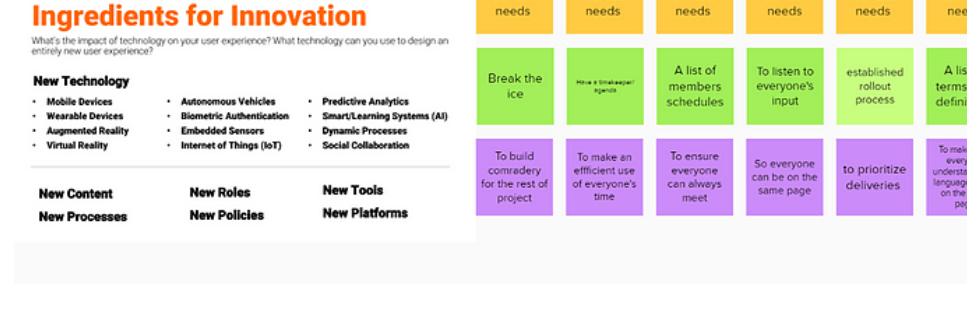
My Role

Throughout this project, my primary responsibilities consisted of:

- ☐ Journey map development
- ☐ Market research / site studies
- ☐ User research + insights
- ☐ User interviews
- ☐ Implementation ideation

Needs + Journey Mapping + Impact & Feasibility

Our research began with developing personas, journey maps, and need statements for the stakeholders.



Developed a series of potential needs statements to better understand how to deliver valuable and relevant solutions for the Chief Innovation Officer persona



Used Mural boards to outline the stages in the journey map, including pain points, opportunities, and big ideas.



Defined and placed ideas on the implementation matrix to help prioritize potential solutions.

Research + Insights

Our research then consisted of site studies and went to competing companies such as Best Buy, T-Mobile, AT&T, and Apple, to get a feel for how users were allowed to behave and chose to interact with products that have been commonly used. We focused on observing customer traffic, customer behavior, and the existing layout of similar locations. I conducted several site studies at major electronics retailers to better understand the current state of retail shopping itself.

Customer Traffic

The first aspect I focused on was customer traffic - observing in-person shopping behaviors and how COVID-19 protocols are handled. It was fairly surprising to notice the long lines that the crowds of people created. Best Buy had lines of people inside waiting to be helped by customer service or get products and Apple had 20+ minute lines just to get inside, even with appointments.



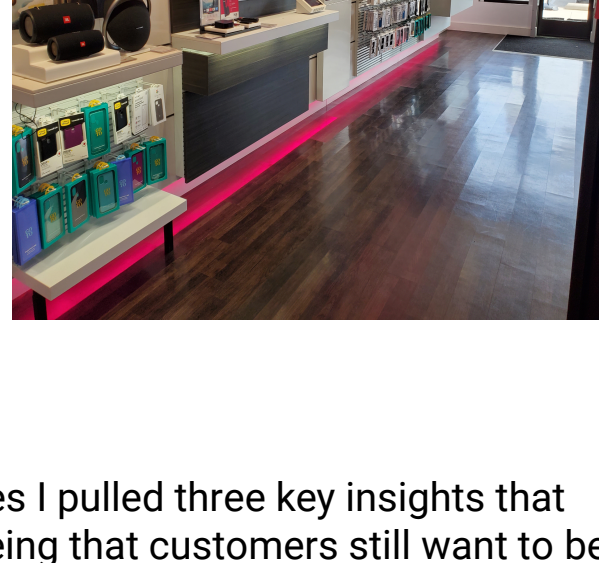
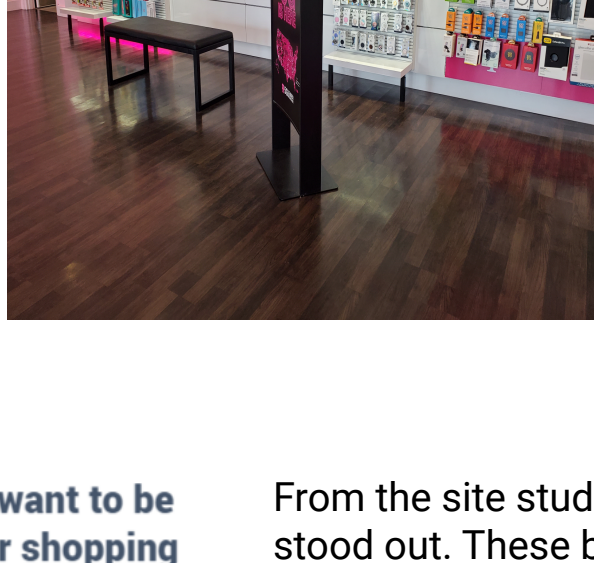
Customer Behavior

One interesting thing I noticed is that despite concerns amid the pandemic, people still handled the products. Some protocols with sanitization existed to wipe down products after use, but there appeared to be little to no concern with touching items that have been handled by countless others before.



Store + Space Layout

We spoke to a few employees and managers about how the layouts are planned and they told us the number one factor is the constraints of the existing space. A lot of these retailers are smaller and need to carefully plan with the space they have. However, many locations have existing kiosks and infographic space, making the implementation of a HoverTech product as simple as replacing what is already present.

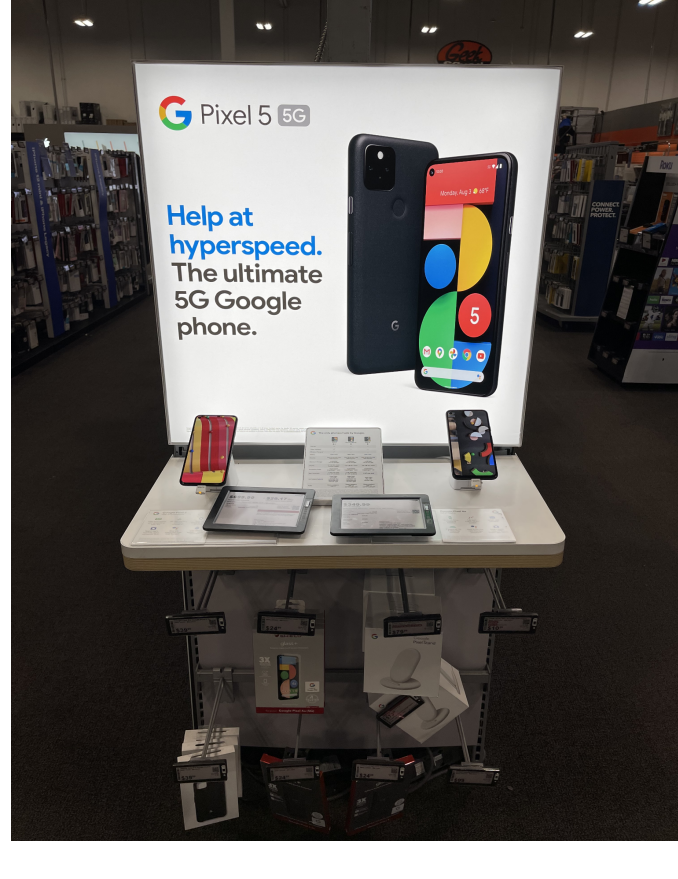
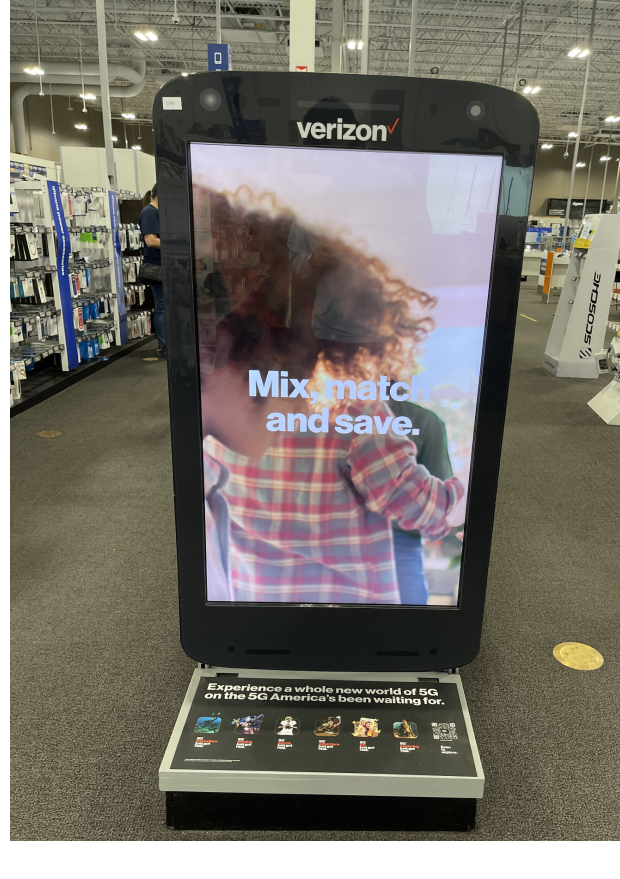


Key Insights

1. Customers still want to be in-store for their shopping
2. Customers want to touch the product, they need to know how it feels.
3. Space was a concern for the store managers.

From the site studies I pulled three key insights that stood out. These being that customers still want to be in person for a lot of their shopping and will line up out the door to get in. Customers still physically interact with the displays as much as they can to get an idea for the feel for the product, which is essential to know before committing to a purchase. Current space / layouts is also a concern that must be taken into consideration when implementing HoverTech, not a major concern, but definitely key to work with.

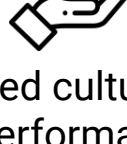
Current Environment



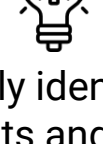
Taking a step back and looking at the bigger picture, the electronics retail environment already takes advantage of kiosks and infographic displays. However, these products are not always interactive - leaving customers limited to gaining only the information provided and might not answer all their immediate questions such as camera quality, battery life, or other features. The display models have some additional interactive information, but these are commonly touched and could be difficult to successfully navigate for some customers. The team believes that implementing the HoverTech platform could transform both the quality and way customers experience retail shopping and create a more independent customer when it comes to their personal shopping.

What are we solving for + design drivers

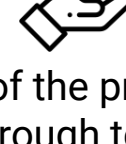
The team focused on three key aspects that we aimed to solve when developing HoverTech. Those aspects are customers, innovation, and revenue building.



Customer-focused culture is essential in building high-performance teams that execute complex projects in record time and cost



Innovation. Quickly identify opportunities, iterate on concepts and ideas, and adopt innovative thinking while bringing new service models to life.



Revenue. One of the primary goals is to create breakthrough technologies and then grow them to create financial impact in the global marketplace.

HOW MIGHT WE...

Enhance the buying experience for the customer while keeping space, COVID restrictions and accessibility in mind?

Implement full roll-out in the easiest and fastest way possible to minimize downtime?

Get the sales team excited about rollout, training, and maintenance?

Maximize experience at all points of the customer experience funnel from product awareness, purchasing and lasting brand loyalty for years to come?

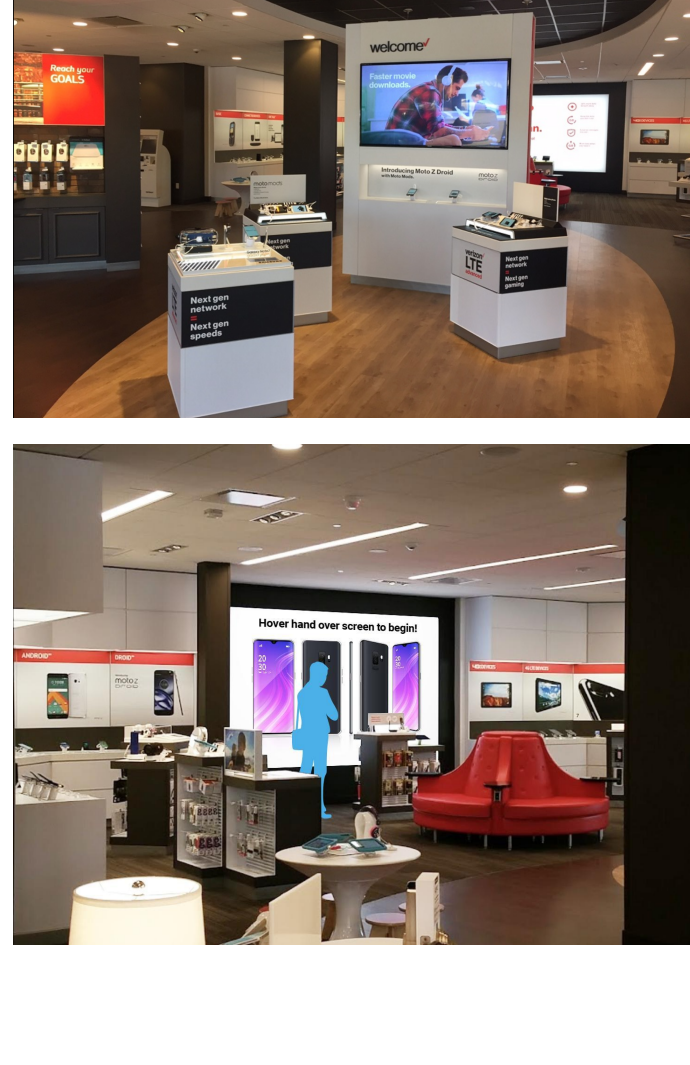
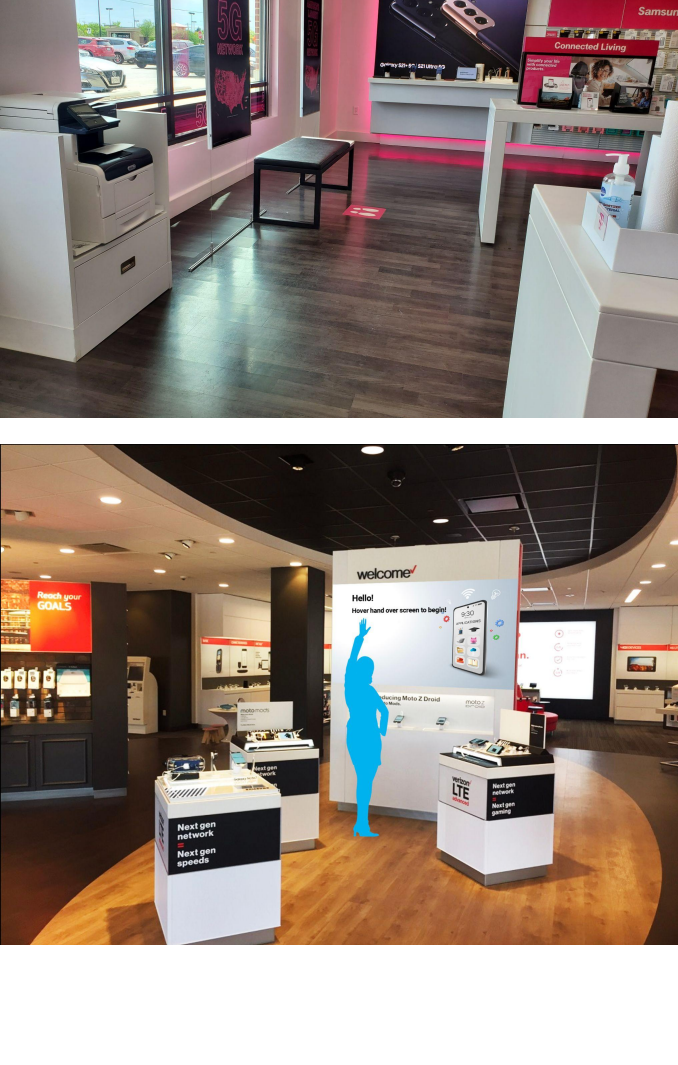
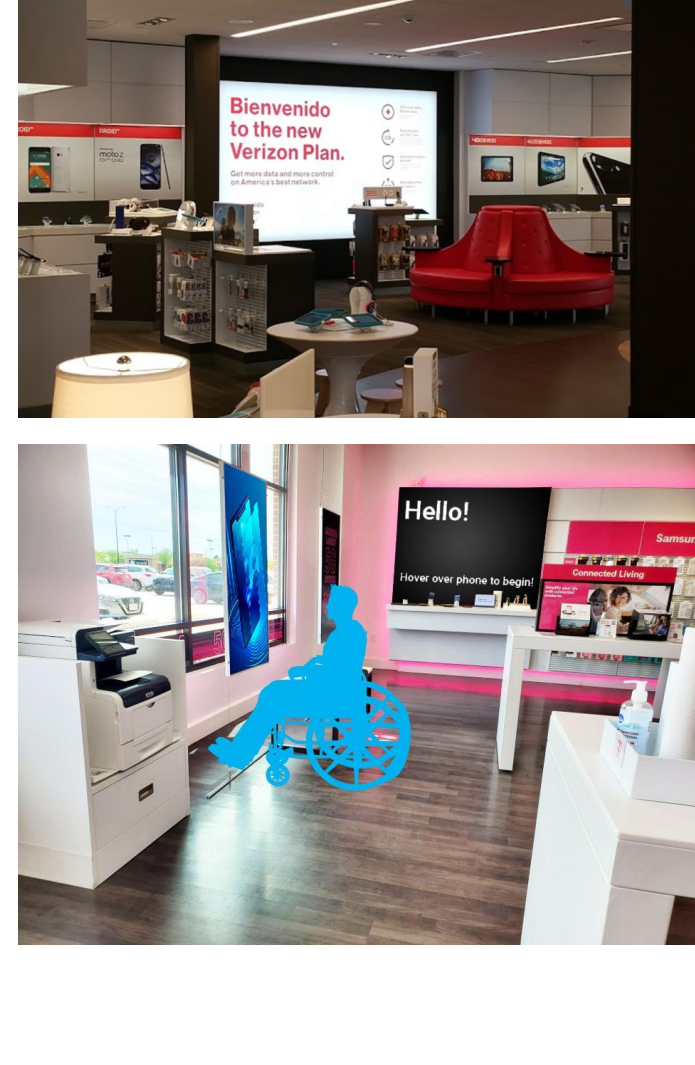
HoverTech

A reimagined retail environment includes spaces for customers to have the option to explore the products in a touchless environment as well as employees learning the ropes in a gamified, touchless experience.

Accessibility will be a priority and enables users to engage with the programs in a variety of ways and accommodates disabilities.

Large hover touch kiosks will also be facilitated as advertising and provide an efficient transfer of information between customers and employees.

The top row represents the retail environment as it exists, the bottom represents it as it could be if utilizing HoverTech.

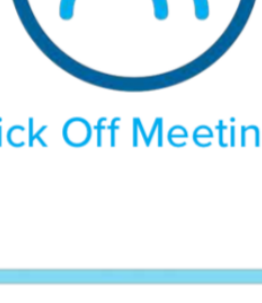


Implementation Roadmap

The team developed an implementation roadmap to be utilized by Spacee executives in the event our HoverTech product moved forward. This roadmap could also be utilized for any number of products Spacee seeks to implement.



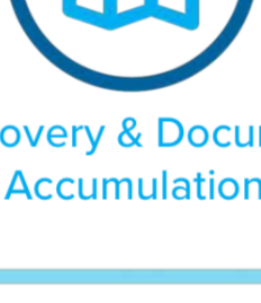
POC Agreement



Kick Off Meeting



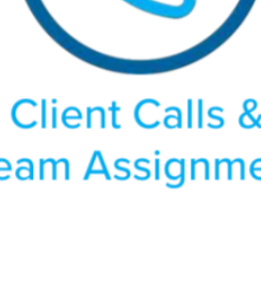
Align Teams



Discovery & Document Accumulation



Post-Discovery / Install Date & Prep



Client Calls & Team Assignment



Equipment & Assets List



Spacee Lab Testing



Installation & Set-Up Verification



Maintenance & Support