TRANSFORMING YOUR SHOPPING EXPERIENCE WITH TECHNOLOGY AS A TOOL

Life In Lockdown

UMO DESIGN

ux india

Our amazing team - Quarantine Super Kings

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Lockdown in India

Lockdown in india

Covid 19 - Lockdown in india

Healthcare
COVID-19 has created a health care crisis.

Education
Forced to Suspend physical classrooms and shifted to online classes.

Retail
Unprecedented demand that strains the entire ecosystem.

Indian economy

Indian economy is shrinked by almost **75%**, according to Japanese Investment Bank Nomura, which has also predicted an almost **4.5%** of drop in GDP

https://qz.com/india/1837337/data-show-indias-coronavirus-lockdown-may-not-be-working/
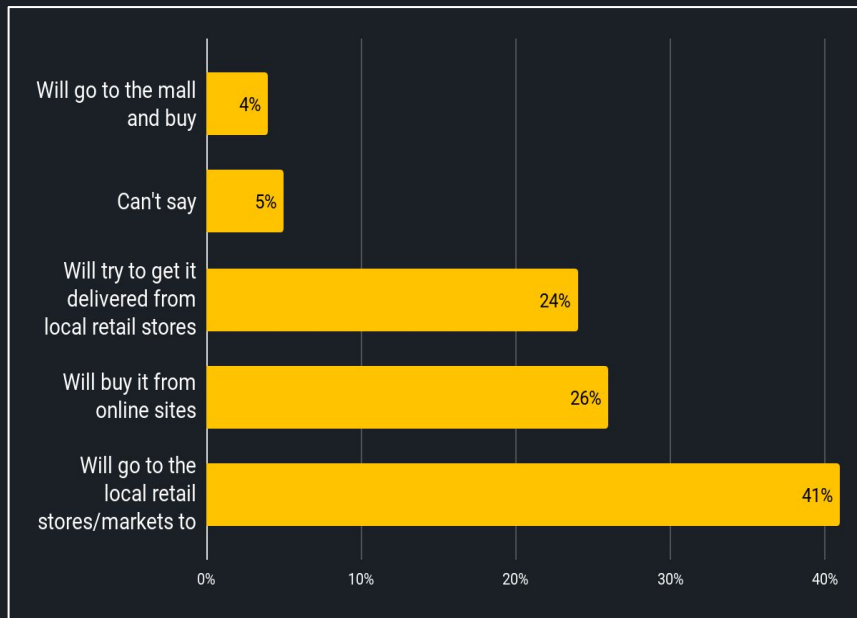
Why retail stores - Supermarket

1. Retail stores consistently seemed more reliable during the pandemic situation for consumers to be able to buy essential goods.

2. Essential products are crucial for the day to day functioning of any household.

3. Consumers are focusing on essential goods rather than lifestyle and leisure products as it is required for survival.

https://www.statista.com/statistics/1106418/india-novel-coronavirus-impact-on-grocery-essential-purchase-by-channel/

Will go to the mall and buy — 4%
Can't say — 5%
Will try to get it delivered from local retail stores — 24%
Will buy it from online sites — 26%
Will go to the local retail stores/markets to — 41%

56%
Need home supplies

41%
Will go to local retail stores

Scenario

Scenario

1

How Pritha Kumar with one-year-old daughter will manage to buy groceries and baby essentials during this Covid 19 pandemic situation.

2

How Rajesh, store manager of a supermarket will find new ways to serve his customers which will make their shopping experience safe and secure.

Problem

Problem

How supermarkets could safely stay open for business during covid 19?

Supermarkets are highly crowded which leads to greater risk of virus transmission as customers aren't maintaining social distancing.

Problem

Availability of essential goods across offline & online channels is getting deteriorated.

Consumers are not kept up-to-date about the availability of products which leads to crowd and chaos.

Why is it an urgent problem?

———

Why is it an urgent problem?

Influence of social distancing

Unmanageable crowd in the supermarkets will increase rate of virus transmission.

Adapting to digital channels

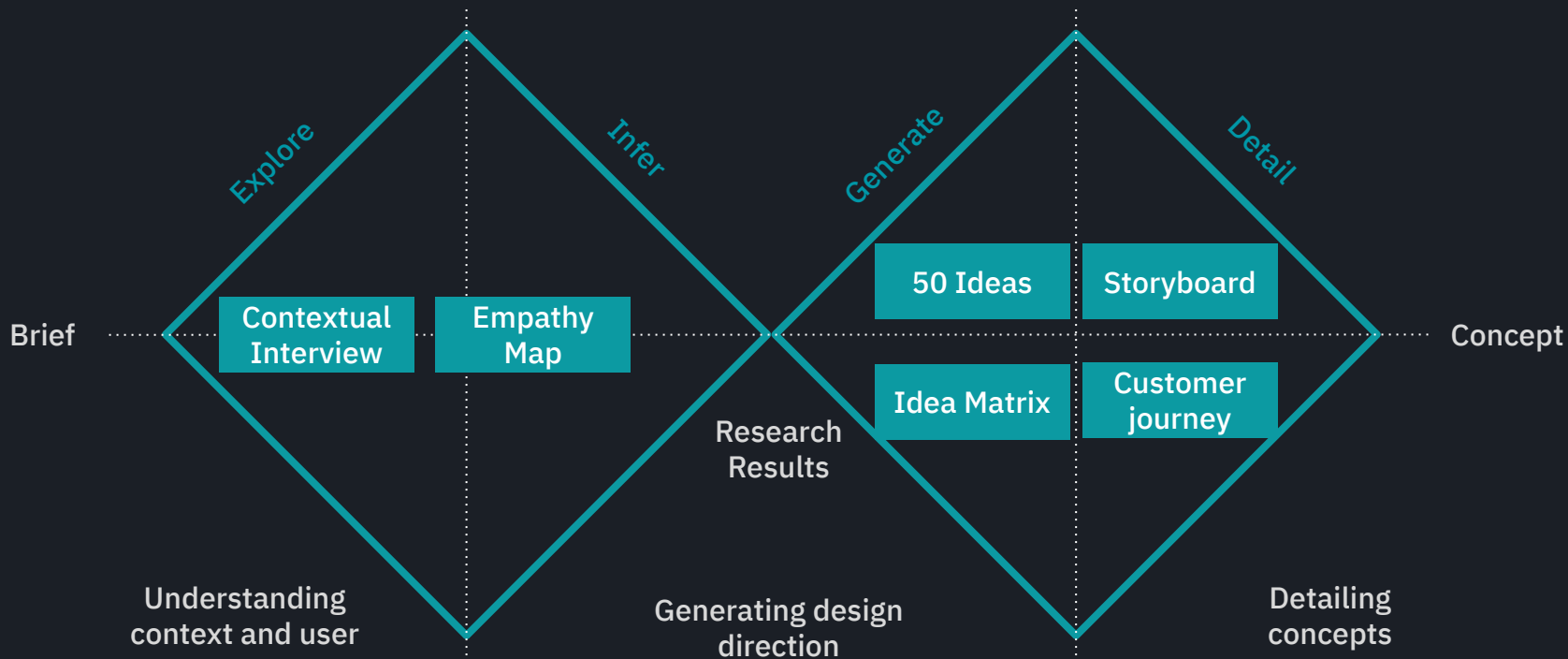Shifting store operations from physical to digital platform is difficult for both consumers and shop owners.

Unavailability of essentials

The percentage of consumers unable to find essential goods in retail stores raised from **17%** to **32%**.

Out of stock

Design process

Explore

Infer

Generate

Detail

Brief

| Contextual Interview | Empathy Map |

| 50 Ideas | Storyboard |

| Idea Matrix | Customer journey |

Concept

Research Results

Understanding context and user

Generating design direction

Detailing concepts

Target users

Target users

Consumers

Store owners /managers

Target supermarkets

Supermarkets

- Vehicle parking
- Limited shopping hours (7AM-10PM)
- Market rates
- Less brand and variety
- Only groceries
- Located in town centers

Hypermarkets

- Vehicle parking
- 24/7
- Discounted rates
- More brands and variety
- All at one place
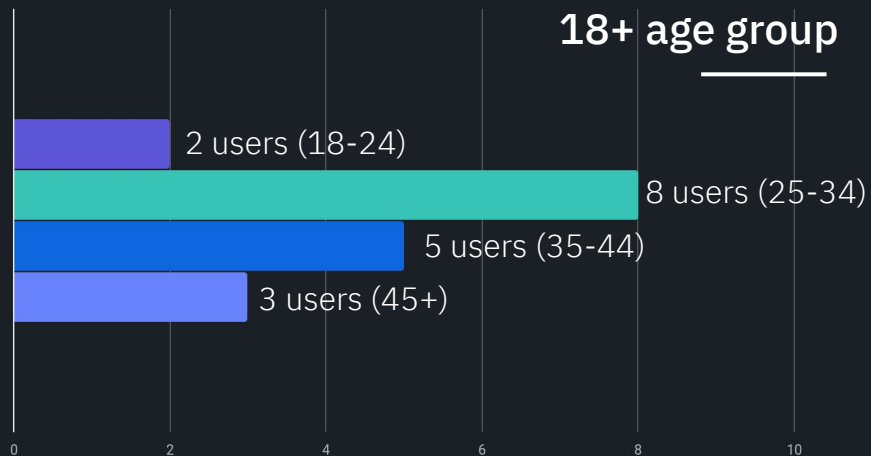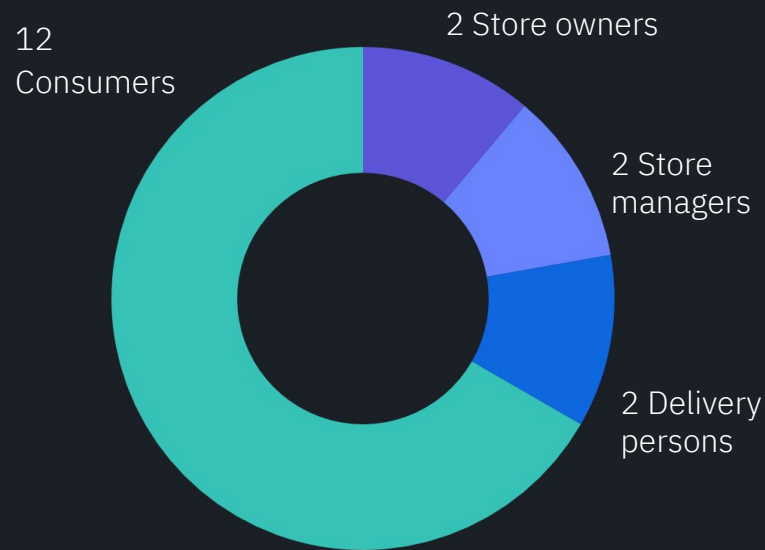- **Located in the outskirts of towns**

Participants

All gender

- 6 Men
- 12 Women

(bar chart with axis: 0, 5, 10, 15)

18+ age group

- 2 users (18-24)
- 8 users (25-34)
- 5 users (35-44)
- 3 users (45+)

(bar chart with axis: 0, 2, 4, 6, 8, 10)

Category

- 12 Consumers
- 2 Store owners
- 2 Store managers
- 2 Delivery persons
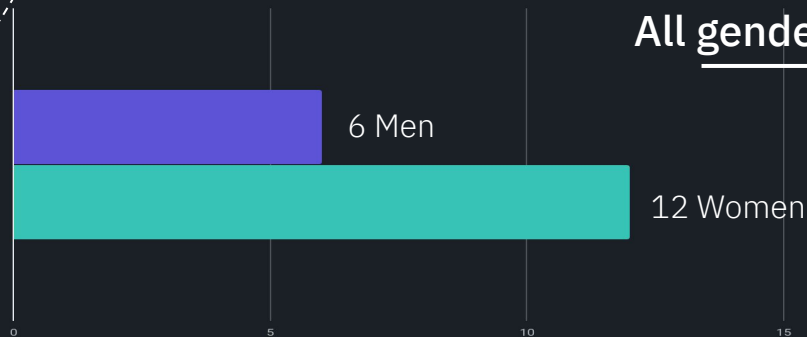
Persona 1

Pritha
Karur Vysya Bank Manager

📍 Chennai

🎓 Bachelor in engineering

👤 30 | Married

Frustration
Have to compromise on choosing preferred brands and quality.

Situation before

Used to shop groceries from nearby supermarket on need basis.
Market: Reliance

Situation now

- Its difficult to stand in the queue for long time with my daughter waiting at home.
- Some products are out of stock due to high demand among customers.
- I am not aware of essential product availability in the store.

Persona 2

Lalitha
Homemaker

📍 Chennai

🎓 NA

👤 68 | Married

Frustration
Scared to stand in queue as most of the people are not maintaining social distancing.

Situation before

Frequently visits supermarket to explore new products and does relaxed shopping.
Market: Selvam Supermarket

Situation now

- For aged consumers like myself its difficult to stand and shop among the crowd during peak time in the store.
- There is no separate queue for senior citizens.

Persona 3

Chinnaswamy
Supermarket Owner

- Chennai
- Bachelor in arts
- 58 | Married

Frustration
The demand for the groceries were high, panic buying left our shelves empty. At that time getting the supplies were very difficult.

Situation now

People started rushing to the shop. We were not able to handle the crowd at that situation. Hoarding of essentials is the reason for shortages of everyday households

Supermarket Name: Lakshmi Departmental Store

Persona 4

Ganesh
Supermarket Manager

- 📍 Chennai
- 🎓 Bachelor in arts
- 👤 37 | Married

Frustration
Panic buying among customers, gives more stress on stocking and managing crowd inside store.
Overload of work for the employees.

Situation now

Managing order and deliveries through Store application and whatsapp.

Controlling crowds with limited number of entries inside store for customer Safety.

Insights of user interview

Take adequate time while shopping

Customers are not comfortable with the long queues

Will evaluate the quality of the vegetables/fruits by touching it.

Need immediate access to the most frequently purchased items

Will visit shop with our kids and they will enjoy multiple touch points with the products

Before Covid 19   **During Covid 19**

Customer are scared and tensed to touch shelf products and carts

Shopkeepers will be having wide offerings and alternatives as per the customer needs

Shopkeepers are ready to move from traditional to digital strategy to satisfy the customer needs

For shop owners the flow of customers increases everyday with high product sales.

Shopkeepers are adopting new strategy during this pandemic to improve the sales

When solved how it will positively impact the target user?

1. Creates an **emotional space** (personal touch) between the consumers and shopkeepers while maintaining social distancing.

2. **Reduces the stress** among customers and employees.

3. Curtail the rush to stock up on essentials.

4. Transformation of business model to ensure that it is tech enabled and future proof.

5. Helps to **reduce the pressure on the healthcare system** by helping millions of people to avoid large crowds and not getting infected.

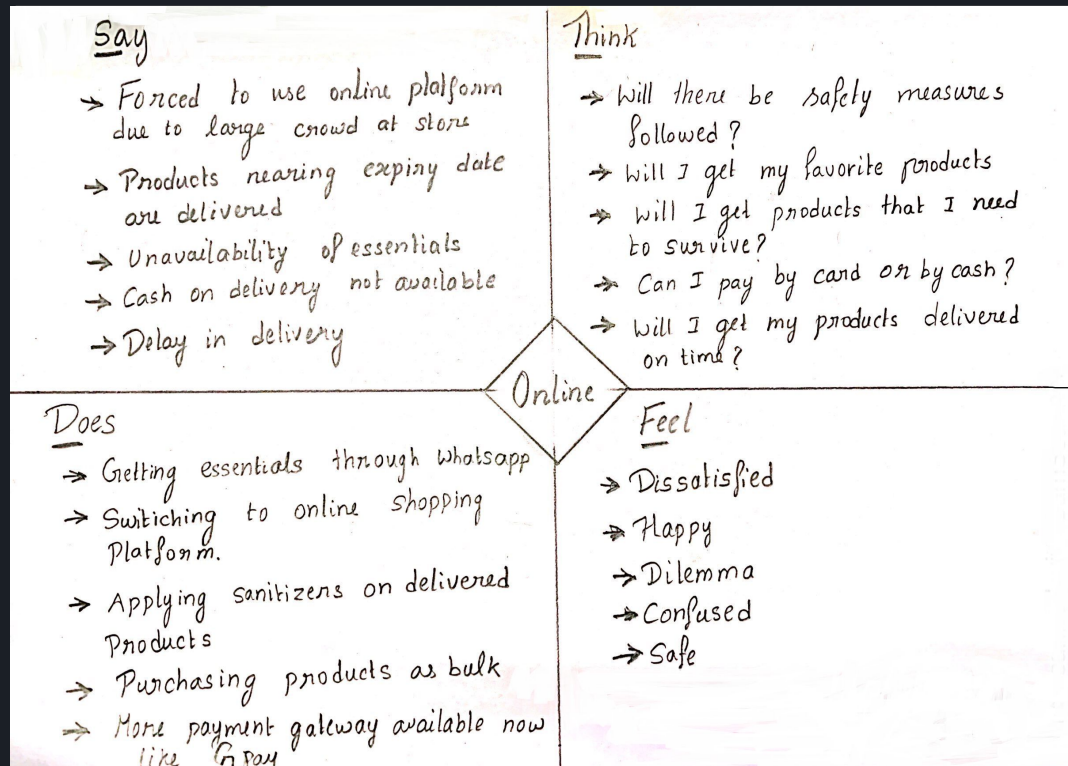# Empathy mapping

In-store shopping

Pain
- Not getting essentials in-spite of risking our health by standing in crowd.
- Feeling stressful.
- Essential grocery section are crowded.

Gain
Satisfied with more choice of product

Online shopping

Say
→ Forced to use online platform due to large crowd at store
→ Products nearing expiry date are delivered
→ Unavailability of essentials
→ Cash on delivery not available
→ Delay in delivery

Think
→ Will there be safety measures followed?
→ Will I get my favorite products
→ Will I get products that I need to survive?
→ Can I pay by card or by cash?
→ Will I get my products delivered on time?

Online

Does
→ Getting essentials through Whatsapp
→ Switching to online shopping platform.
→ Applying sanitizers on delivered products
→ Purchasing products as bulk
→ More payment gateway available now like Gpay

Feel
→ Dissatisfied
→ Happy
→ Dilemma
→ Confused
→ Safe

Pain
- Switching to online as all of sudden is harder.
- Couldn't return the essentials once delivered.
- Delivery slots are not available.

Gain
Safest way to get essential.

User journey

HOME

STORE

Explore | Appointment | Safety measures | Purchase | Pay

Search store
Nearby store
Busy store
Senior citizen friendly

Book a slot
Selects a date & time slot to visit store

Scan token number and follow safety measures

Pay digitally

Explore store
Rush hour
Safe surrounding
Stock availability

Visit a store
Check signages for store information

Follow signages and safe purchase

Reduces overcrowding

Reduces stress of queue

Maintains safety measure to reduce virus spread

Users emotionally feel safe and secure during the buying journey

Solution

Solution for Queuing
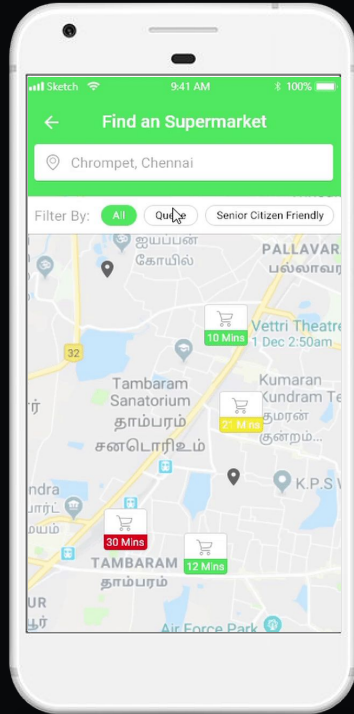
During this lockdown we are focusing on social distancing which ensures the safety of customers and employees

Contactless queue system for maximizing the safety

Scheduled Visits helps customers and employees to maintain social distancing

Alloted specific timings for elderly people to shop safely

Intelligent Automatic Doors will only allow customers to enter once their temperature is checked.

Contactless Queuing journey

1
Search & select for the nearby store

2
Check for best time to visit & book a slot

3
Receives Unique ID

4
Visit the store

5
Hasslefree & safe shopping

1
Walk-in Customers

2
Register in app & book a slot or Book a slot in kiosk
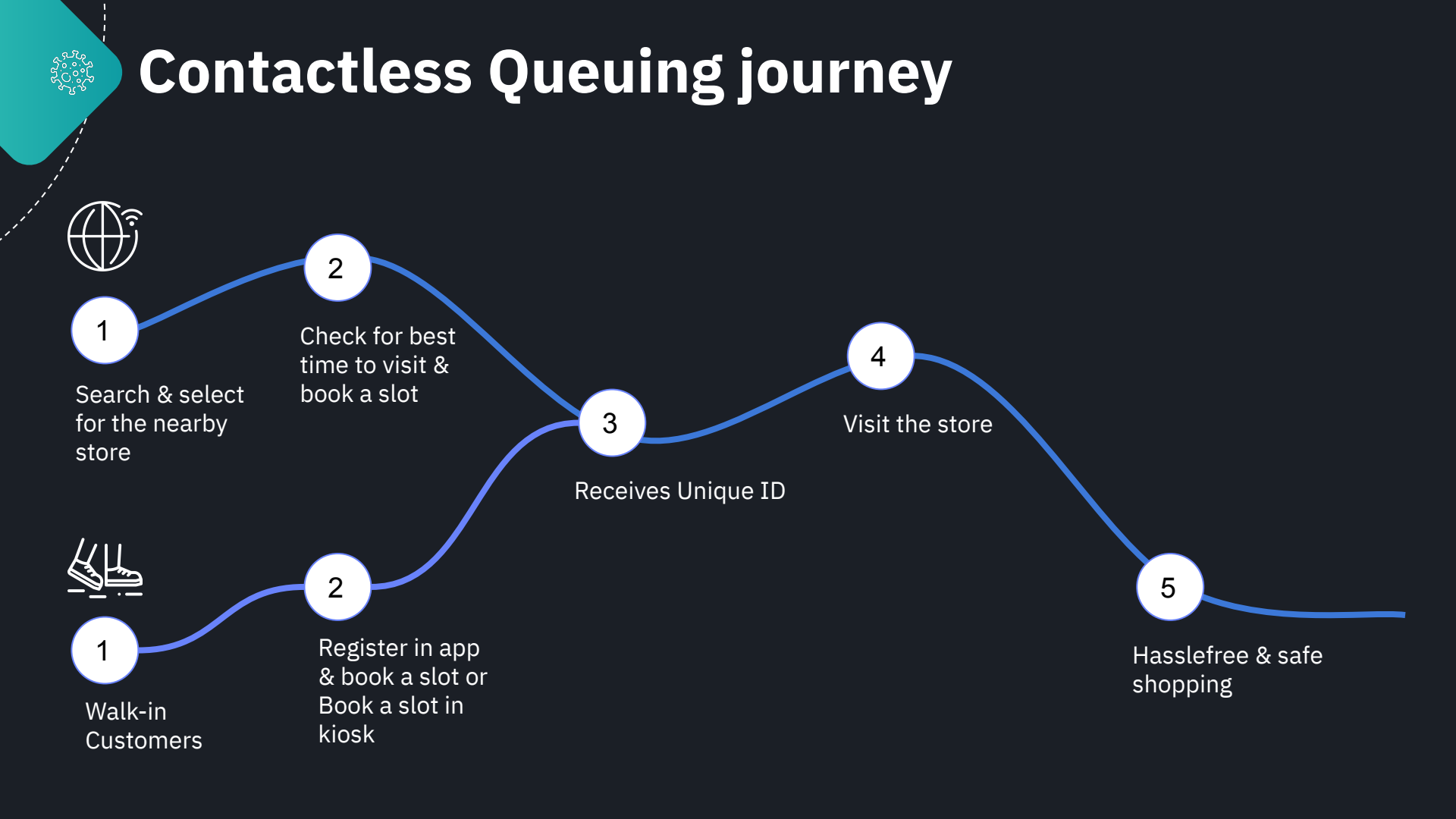
Consumer behaviour analysis for store

Application helps store manager to analyse the consumer shopping pattern and manage store experience accordingly.

1
Consumer experience factor

2
Shopping time

3
Who is visiting stores, When?

4
Consumer demographics

5
Store associated Performance

6
Feedback

Implementation and Impact

Every country around the globe has started developing mobile/web applications to help the people during the lockdown. They are exposed to different kind of application and becoming familiar of their usage and interaction

1
Investing on digital platform has become more reliable.

2
Developing applications doesn't cost much and it needs least number of resources

3
Our application is user friendly and has multi channel capability

4
Being user and elderly friendly it will attract users from all age groups

5
Our applications make the shopping experience more easier and interactive

Signages

During this stressful times, signages will help the consumers to see how stores are adapting to the situation to ensure safety

Inform consumers to avoid panic buying and make essentials available to everyone.

Consumers get informative messages about safety measures

Display the availability of high demand products to improve the customer shopping experience.

Types of Signages

1. Mandatory Signage

2. Informatory Signage

Space for Signages

1. Entrance
2. Floor
3. Ceiling
4. Stairs
5. Shelves
6. Billing Desk
7. Lift

Mandatory signage

- These signages are placed at the entrance and floor of the supermarket.

- Customers have to follow these to make their shopping safe.

Floor Surface Signs

Entrance Signage

Mandatory signage
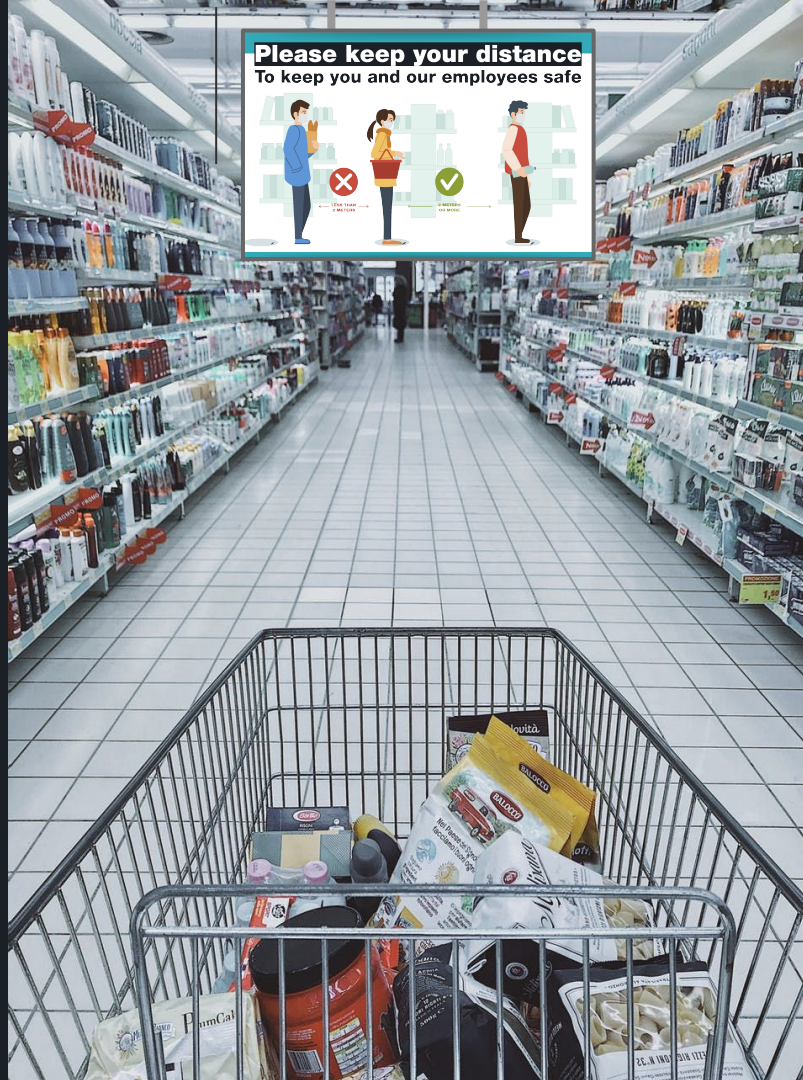
Informatory signage

For Customers

- Heatmaps placed outside and inside the store will help the customers and shop owners to know where the crowd is more.

For Store Owners

- Heatmaps can also be used to check the highest number of products selling from a particular zone inside the store.
- This way customer buying pattern can be learned to stock up high demanding products.
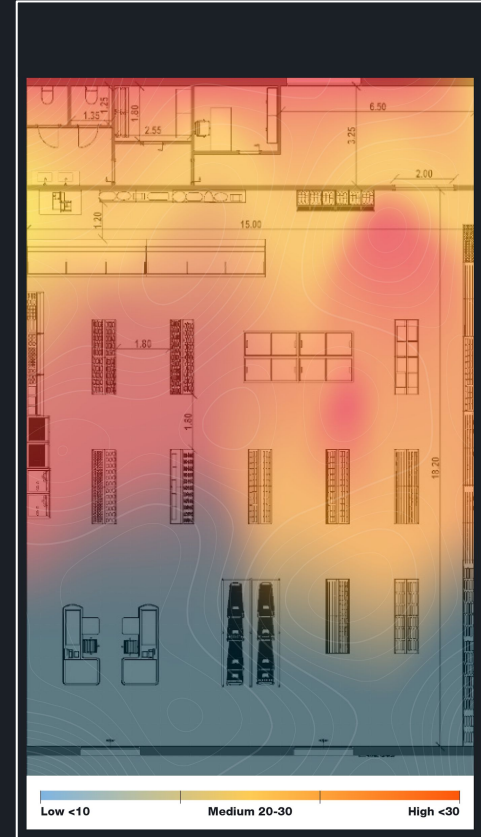
Informatory signage

- Availability of essential products can be clearly shown to customers queuing outside.

- It helps them to decide whether to enter the store or come back later.

- Overcrowding can be reduced.

Stock Availability

Broccoli	Kale	Red Peppers
Out of Stock	Out of Stock	Out of Stock
Strawberries	Apples	Oranges
Out of Stock	Running Low	Running Low
Bananas	Lemons	
High Demand	High Demand	

Informatory signage

- Display standees in the entrance of the store.
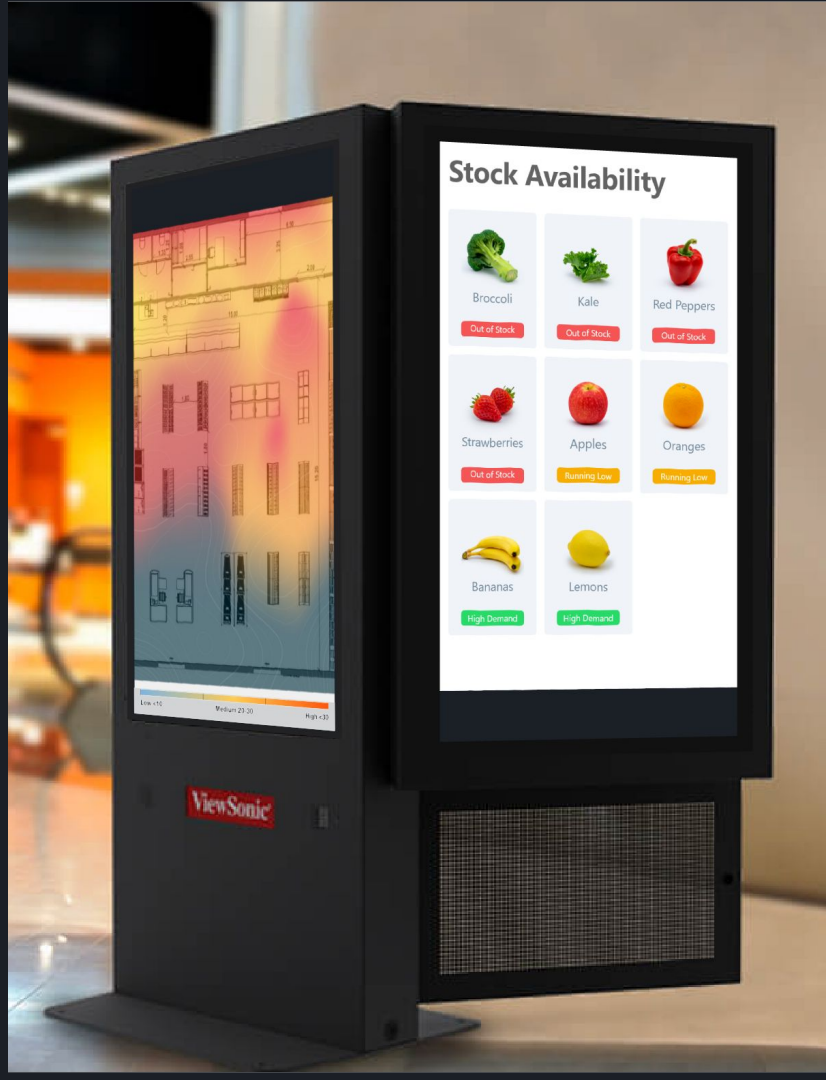
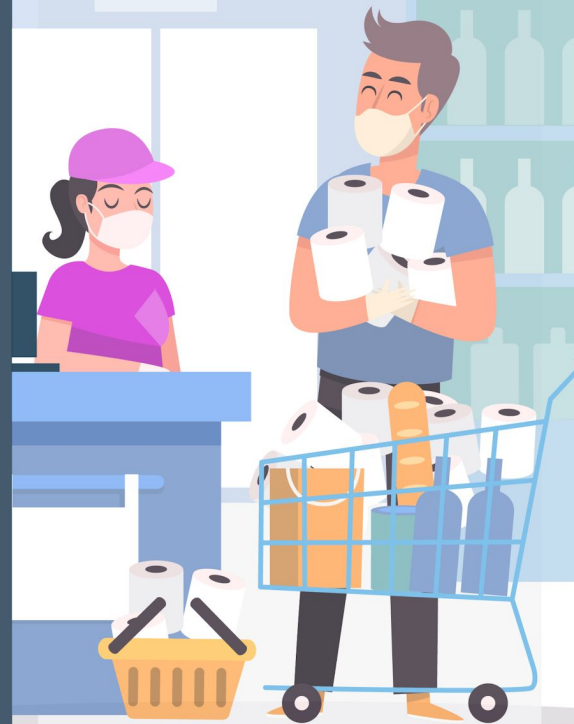# Informatory signage

Stop panic buying
Shop what you need.
Humans are not going to extinct.

Informatory signage

How signages can give an emotional touch

Wear a mask, follow our safety measures and Get FREE Goodies.

When you maintain social distancing it will allow one medical worker to go home see their family

THANK YOU
DOCTORS AND NURSES

Implementation and Impact

1

In today's world supermarkets are already using signages for advertisements and product endorsement. In addition these signages can make an positive impact in our society during lockdown.

2

Digital signages are expensive compared to static/poster signages. But when used/represented in the right way they create more impact which is needed today.
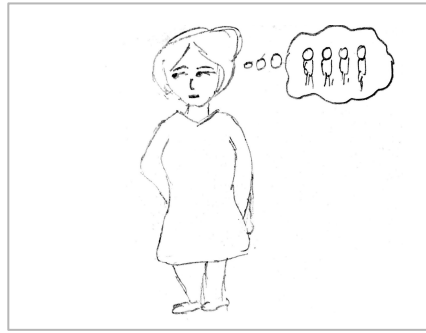
3

Signages builds an trust between the stores and their consumers.
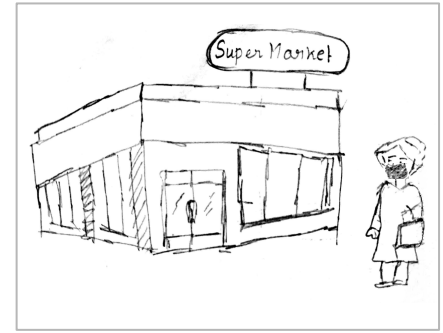
Storyboarding

Pritha checks her fridge. She finds out that vegetables are over

Pritha decides to head out to nearby supermarket. But she is scared of queue and her safety

Pritha uses the app to check the status of queue in the store. The app also shows her how much time it will take for the queue to move.

Pritha goes to the store. Outside the store she clearly gets information about products on demand and availability.

Pritha enters the stores after getting her temperature checked and her hand sanitised.
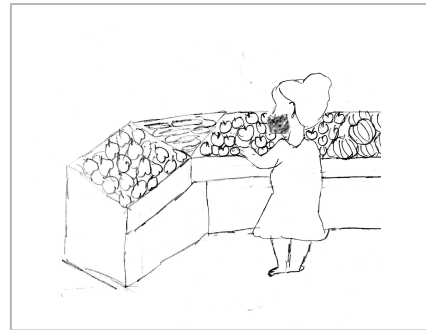
Pritha gets to her vegetable zone easily by following the signages and pathway indicator.

Pritha finds her product is out of stock. She scans the label to get notified in the future.

Pritha uses auto checkout method to avoid direct contact with anyone. She exits the store happily.

Video

Retail - Bibliography

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Thank You