



Insight

Designing a better shopping experience at Walmart

Team Members

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Profile of Shopper

Walmart Shopper of the future



Overview

We decided to focus on Millennials who are either Leisurely Shoppers or Exploratory Shoppers.

Generation of Shopper

Millennials and Generation Z will be the next generation of shoppers. These generations are very comfortable with technology and their first touch-point will be the digital interface of the store. Only after this will they enter the physical store. These shoppers will be looking for a personalized store experience, enabled by technology. They will expect a “composite” shopping experience that offers great, traditional, skilled customer service – supported by online and social technologies built into the store’s physical environment.



Janet (19)

Exploratory shopper



Catherine (25)

leisurely shopper

Personas of Shopper

We uncovered three personas of shoppers during our shop-alongs/ contextual inquiry- Goal Oriented Shopper, Exploratory Shopper and Leisurely Shopper. In the future the Goal Oriented Shoppers will no longer come to the physical stores to get the products they require. The types of shoppers that would venture into a physical store are the Exploratory and Leisurely Shoppers. Therefore,

“Insight” is designed for the Leisurely and Exploratory types of Shoppers.

Goal Oriented Shopper

These shoppers want to get the products on their shopping lists and want to spend the least amount of time and energy. In the future, the needs of these shoppers will be very well catered for. With a click of the button, these customers will have the products they require delivered right to them. For example, in the future, IoT sensors within refrigerators will sense when core products like eggs, milk or cheese reach minimum levels. These products will appear automatically in the shopping list. The Goal Oriented shopper can add other products to the shopping list and can send the order. The shopping list application will communicate with the retail store to generate an order automatically. Robotics will automate the entire fulfillment process within the store or distribution center. IoRT (Internet of Robotic things) systems will manage physical delivery, using self-driving cars and perhaps even drones. Therefore, in the future the Goal Oriented Shopper will not need to enter the Brick and Mortar location of the store.

Exploratory Shopper

Exploratory Shoppers have shopping lists but while shopping they like exploring the other products present and most of the time, they end up buying products that were not on their shopping lists. These shoppers enjoy coming to the store due to the wide variety of products present. They like discovering new products and trying them. In the future, this type of shopper will frequent the Brick and Mortar store. As a result, we have decided to design a new system that caters to this type of shopper.

Leisurely Shopper

Leisurely Shoppers don’t have any shopping lists. They either go to the store to spend time with their friends or to just explore the new products available. They are not under any time pressure. These shoppers are most likely to go to the physical stores in the future. Therefore, we have designed the new system for this type of shopper.

Introducing “Insight”

Video Overview



Introducing "Insight"

3D Wireframe



Introducing “Insight”

Scenario Walkthrough

Overview

The following is the story of Catherine an exploratory shopper using “Insight”.

Catherine's Walmart Journey

Catherine enters Walmart and collects a scanning device near the entrance. Then, she takes a quick look around inside the store. She is always amazed at what she sees and hears at Walmart. The clean and welcoming atmosphere of the store with each items displayed in the best way possible, she pleasantly starts her journey. As she is exploring the store, she runs into Mike who is a Walmart associate that holds interesting workshops. Last time when Catherine visited the store, she was able to gain a quick and valuable skill for her home decoration know-how. So today, she is again curious to see what he'll be teaching.

Catherine approaches Mike and he greets Catherine warmly. Then, Mike explains about the current workshop theme for this week which is about making lovely decorations for Easter. Since Catherine was actually planning to decorate her house for Easter celebration, with excitement, she quickly begins to pick up all the necessary supplies for the workshop. So, she downloads the item list on the

scanning device and start looking for the items that she is required to purchase. In addition to the items that she had already imported to her scanning device (groceries, laundry items and more), she locates ones that she is familiar with very fast. All she has to do when she arrives at each of the items is to point the device to the items and press on the scan button. However, there are certain items that she doesn't know where they are located. So, she takes advantage of the hologram feature that the scanning device offers which guides her with arrows popping up, leading her to the right direction to find the items. Since the direction hologram feature helps her to collect the products on her list in the most efficient manner, she no longer feels lost or helpless inside the store.

As she is scanning the items, another hologram feature pops up, suggesting a few items that would be the perfect complimentary product to the items she just selected. For example, when she scans cheese, on the hologram, wine or bread appears with pricing, location and whether or not the item is on sale. When she arrives at the wine section where she always can't make the most satisfying decision of which wine to purchase for her next meal. After taking a quick look at the wine shelves,

she decides to use the comparison hologram feature by pressing on the information button on the scanning device to find out the difference between the two products. Although there are a lot of useful information written on the comparison hologram, she decides to get some help from the associate. From her past experience of interacting with the store associate, she knows that the associate will be extremely knowledgeable about the wines as Walmart helps their associates becomes experts about the products in the section they work in.

As she presses the button on the scanning device to call the associate for help, the associate who is expert in wine arrives quickly. After Catherine explains her situation, the associate provides her with some useful information about each of the two products and helps to make the final decision. After, a quick pop up on the device asks her to give feedback on the help she received from the friendly associate. Catherine then enters her feedback to thank the associate which only took her seconds to complete.

Knowing that Walmart has the “Wheel of Fortune” feature hidden inside the store at certain locations, Catherine decides to find it because she still has a few more minutes before the workshop begins. From

reflecting back at her previous visits, the “Wheel of Fortune” feature allowed her to not only have fun and exciting in-store experiences but also, provided her with some extra sales, coupons and deals. While hunting for it, she stumbles across a few products that she had been meaning to buy but had forgotten to put on her shopping list. And with luck, she finds the “Wheel of Fortune!” When the feature is triggered, she excitedly spins the wheel. Guess what? She receives 10% off all the purchases she makes today! She jumps for joy!

Before she heads to the workshop area and meet Mike, she quickly scrolls through the shopping list to check what she has selected so far and confirms the items for checkout. Since she needs to drop off a few items in her car and only take a few items to the workshop, after she makes her payment, she heads to the car. A pod with her products arrives as she reaches near the car immediately. She then easily collects the products and put them in the car's trunk and returns the scanning device to the pod when requested. After, she starts to walk back to the workshop area to start her next journey.

Workshop areas for the customers to explore



Overview

Different monthly themed workshops such as DIY workshops and Cooking workshops will be offered at Walmart.

Findings

Third Places

People need a third place; a place that is not home or work, a place where people feel a part of the community (Ferreira et al., 2015). This new workshop space will be the perfect new third place.

Incentive to shop at Walmart

Through the shop alongs, the team uncovered that most people do not really enjoy shopping at Walmart. They need to shop at Walmart because of the variety of products, the good prices and the proximity of the store. With the introduction of an element of fun, people will no longer need to shop at Walmart, they'll want to shop at Walmart. "Workshop" feature introduces that element of fun.



Working

DIY workshop area

Inside Walmart, there will be a DIY workshop set up which allows the customers to enroll in specific time slots according to their interests. The workshops will either be provided by Walmart or other professionals. Also, by switching themes related to holidays, events or seasons, the DIY workshop area will be full of customers who are eager to learn new things. Lastly, all of the workshops will require sets of items that can be purchased from Walmart. This will allow the customers to experience the high quality of Walmart's products in hand.

The final products that are made from the DIY workshops sessions will then be up to the customers to bring back home, donate or get a chance to display at Walmart. Not only this area will help customers who love to spring forth their creativity but also, it will capture the interest of other customers who are walking by this area. This workshop is right at the entrance and it will change how people perceive Walmart.

Cooking workshop area

Beside the DIY workshop area, a cooking workshop will also exist to satisfy the customers who are interested in cooking variety of food. Many friendly and talented chefs will provide point to point lessons on cooking specific types of meals as well as desserts. The customers can sign up for specific sessions that they are interested in and bring in fresh ingredients when they arrive. Since the required items for the cooking workshop are currently being sold at Walmart, the customers don't have to prepare their own ingredients but rather come into Walmart and purchase them. Also, this is a great way to promote Walmart's high quality of fresh groceries, ingredients and other food products to the customers.

Similar to the DIY workshop area, the cooking workshop area will also capture the attention of other customers walking nearby. Then, they will be able to experience the quality of Walmart's food products as well.

Simple and quick scan for items



Overview

The customers can point to the products to add them to their virtual shopping cart using a hand-held device provided in store/ an app on their phone. After checking out, all the products will be delivered right to the parking spot.

Findings

Shopping Cart

Most customers find it difficult to maneuver a recalcitrant cart. “Click” solves this problem. All the customer has to do is scan the items they want and at the end when they check out all the products will be delivered right to their parking spot, as a result they do not have to use a shopping cart and they will not need to lug around heavy products.

Quality of products

Most customers were concerned about the quality of the products. Some of the boxes of the products are torn, while some other products are chipped. This does not give the customer a good product impression. When “Click” is used, the customers get all the products they wanted from the invento-

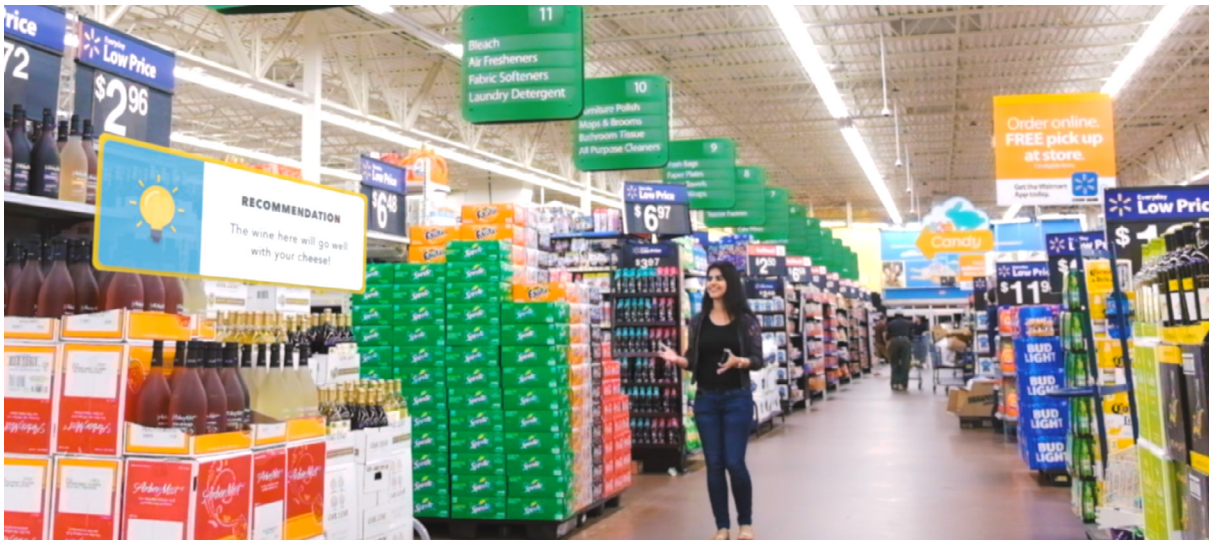
ry, as a result they will be in a pristine condition. This feature will thus help improve the customer's perception of quality of the products at Walmart.

Working

The customers of Walmart will have three choices to begin their shopping journey: grab a scanning device which sits near the entrance of the store, use their own mobile phones or to walk in without using any devices. For the customers who either use the scanning device or their mobile phones will also have the option to import the shopping list that they created in advance to help out in their shopping journey. The scanning devices will accommodate the customers who may not have installed the Walmart application on their phones.

When the customers arrive at the items that they wish to purchase, all they need to do is to scan the items to put them in their shopping list. On the scanning device or on their mobile phones, customers are able to change the quantity/weight of the items as well as adding/subtracting them from the list. Also, the customers are able to scroll through the shopping cart, see if they have met their shopping list goals and view the total price.

Hologram arrows and suggestions for items



Overview

There are hologram arrows that show you the most efficient route to collect the products on your shopping list.

Findings

Overwhelmed

The team uncovered that most people feel overwhelmed when they enter Walmart. They feel lost and confused and are uncertain as to where they should begin. The “Direct” feature will help address these pain points and will make their shopping experience better.

Time Consuming

During the shop alongs/ contextual inquiries, the team also found that most customers found it difficult to navigate through the store. They found it very time consuming. The “Direct” feature will make their shopping more efficient as the route the device suggests is optimised.

Efficiency

The efficiency of shopping strongly influences the participant’s shopping experience. The “Direct” feature helps them quickly and efficiently get the products they need.

Working

The AR Hologram will also be used to find direction inside the store to get to certain locations or to find specific items. The AR hologram will be in the form of arrows. The name of the product to which “Direct” is leading the customer, will be displayed next to the arrow. The path that “Direct” displays is the optimal path. This will allow the customer to not only save valuable time but will also help reduce the amount of stress in running back and forth to locate items. “Direct” also gives suggestions to shoppers based on their shopping lists.

Item information visualization through AR Hologram



Overview

The AR Hologram will give the customers more information about the product. It will also help the customers compare one product with another product.

Findings

Information

Customers are uncertain about the products and would like more information in order to make a decision. “Informer” will help solve this.

Difference between products

Customers are sometimes confused between the products and are unable to make a purchasing decision. “Informer” will highlight the difference between these products and will thus help the customers make a purchasing decision.

New Products

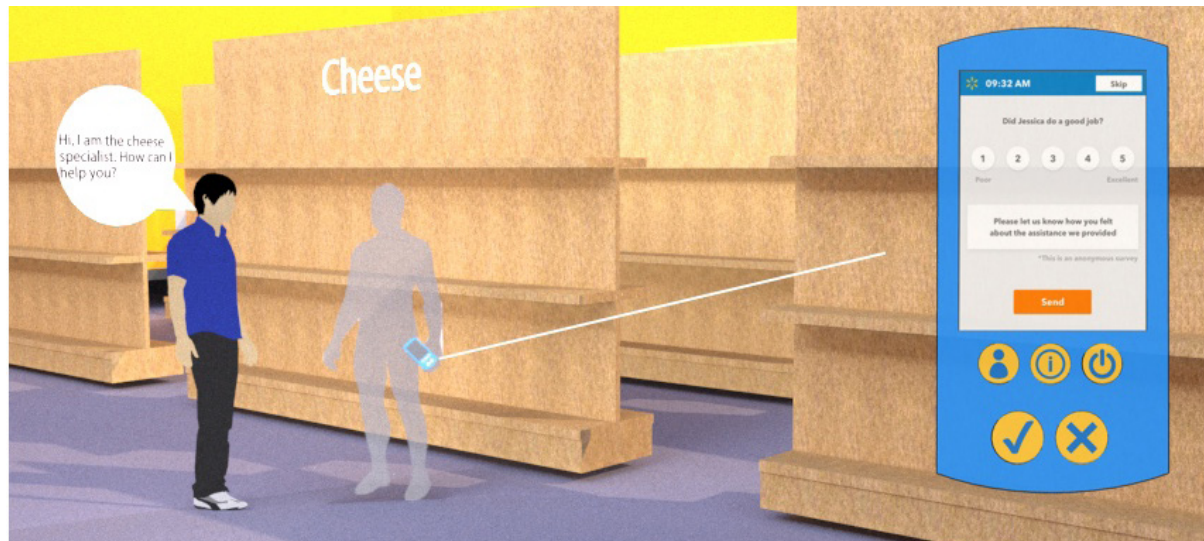
Customers are unsure of buying a new product. Informer will help them understand if they would like to buy the product.

Working

Another exciting feature that aims to bring a better customer experience is the implementation of Augmented Reality (AR) Holograms on the scanning devices and on the mobile phones. The customers are able to view the detailed information about the specific item that they are interested in buying and even compare between several other products that are similar. The AR Hologram will allow the customers to get away from the small device screens and view the information more easily.

Call For Associate

Immediate attention from the associates



Overview

The “Call for Associate” feature can be used to call an associate for assistance.

Findings

Need an Associate

Customers need the assistance of an associate when they are trying to make a purchasing decision and need more information.

Cannot find associates

Customers are unable to find associate when they need help. They spend a long time trying to locate an associate and this becomes frustrating.

Not helpful

When the customers do locate an associate, the associate is unable to help them either because they have something urgent to get done or they lack the knowledge or expertise needed to help the customers make a purchasing decision.

Appreciation

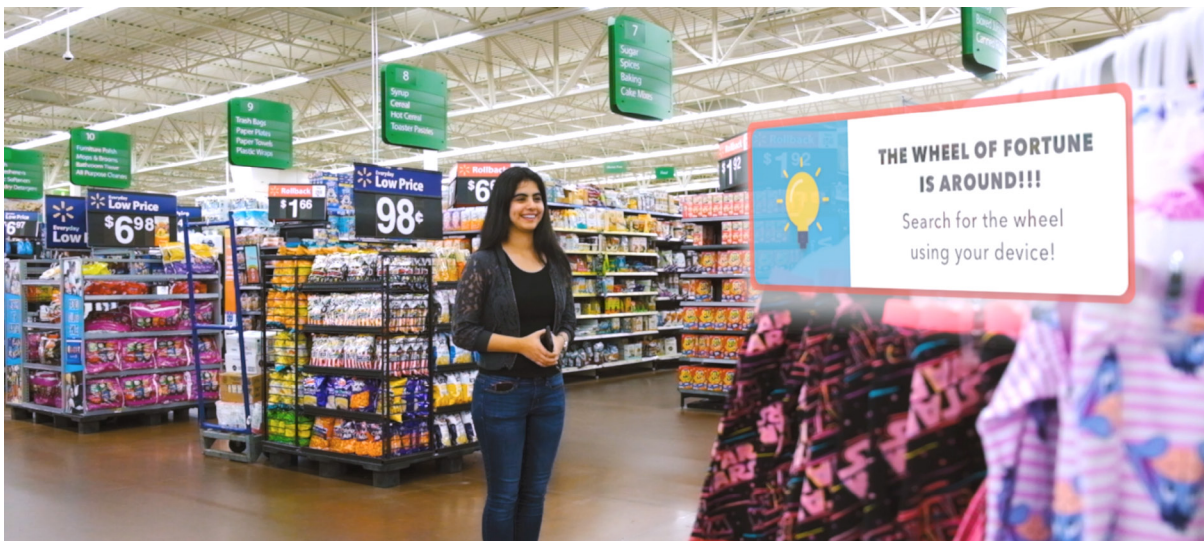
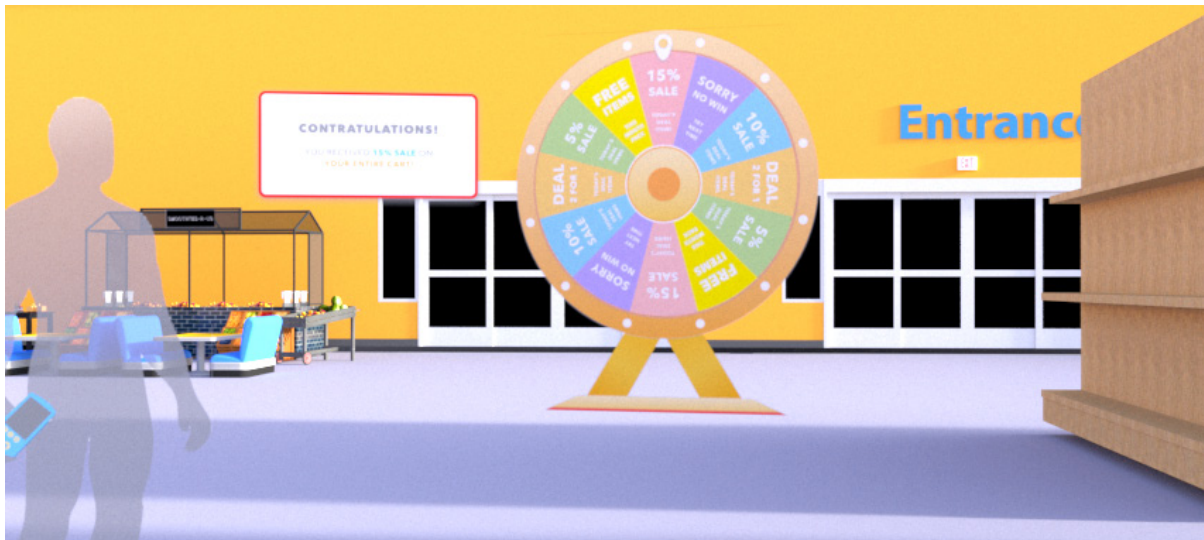
Managers are sometimes unaware of the good work conducted by associates. As a result, the associates are not always appreciated for their good work. Since in the future, appreciation and recognition are going to be important considerations in the retention of associates, this is a very important factor that needs to be tackled.

Working

Simply pressing the button on the devices for help, associates who are experts about the specific area will come to aid the customers. Instead of having to wait a long time and receiving inefficient, unsatisfying help, with this function, the customers will be able to receive the most efficient and informative help possible. Once they receive help from the associates, all they need to do is to provide ratings on their devices. This will not only allow the associates to gather feedback themselves to provide better help later but also a way for the managers and executives to receive much reliable information about their customer service.

Wheel of Fortune

Discovering exciting special promotions and deals



Overview

The “Wheel of Fortune” is a hidden hologram feature that offers various deals.

Findings

Incentive to shop at Walmart

Through the shop alongs, the team uncovered that most customers do not really enjoy shopping at Walmart. They need to shop at Walmart because of the variety of products, the good prices and the proximity of the store. With the introduction of an element of fun, customers will no longer need to shop at Walmart, they’ll want to shop at Walmart.

Impulsive Shopping

The team also found that most shoppers tend to do a lot of impulsive shopping due to the wide variety of the products at Walmart. They do more impulsive buying when they spend time exploring around the aisles of products. Therefore, to capitalise on this impulsive buying tendency, the customers should be incentivised to spend time exploring the various products at Walmart. And this is achieved

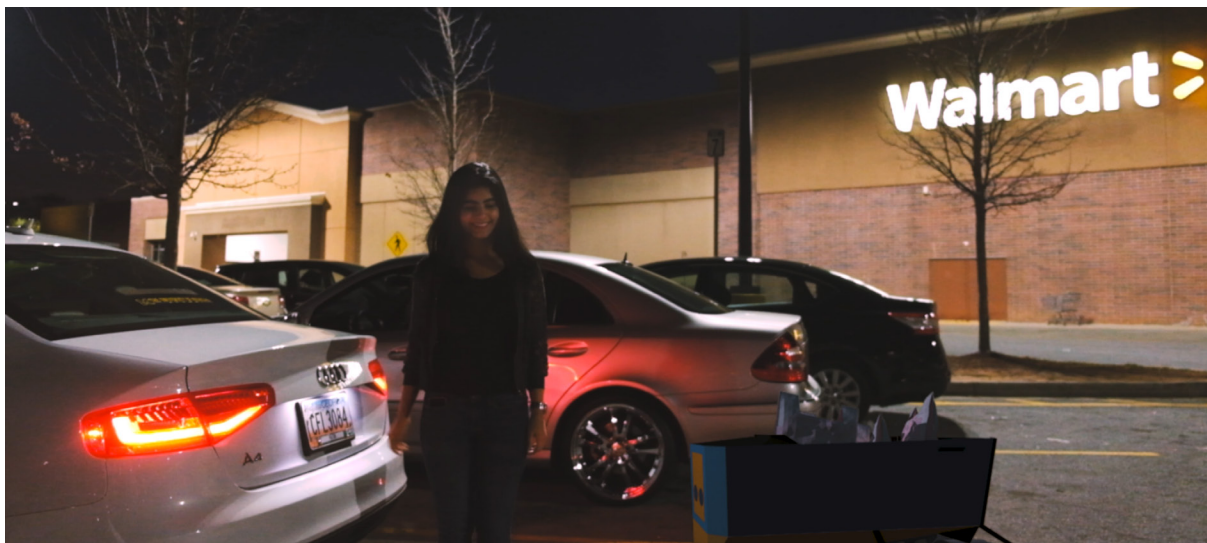
through the “Wheel of Fortune” feature.

Working

The AR Hologram is used to discover the “Wheel of Fortune” feature which is a hidden treasure hunt event that the customers discover during their shopping experience. While the customers are using the scanning devices or their mobile phones, they will run into the pop-up indication that the “Wheel of Fortune” feature can be triggered. This surprise and exciting event allows the customers to roll the “Wheel” to get immediate discounts, sales and coupons on the items that they purchase. In addition to providing them with fun, this will motivate the customers to look around more actively in the store and discover few more items that they may have forgotten or feel the need to buy.

Pod Delivery Service

Automated pod delivering purchased items



Overview

Pod Delivery Service delivers the products the shopper has scanned through the course of his/her journey to their parking spot.

Findings

Shopping Cart

Most customers find it difficult to maneuver a recalcitrant cart. “Pod Delivery Service” solves this problem. All the customer has to do is scan the items they want and at the end when they check out all the products will be delivered right to their parking spot, as a result they do not have to use a shopping cart and they will not need to lug around heavy products.

Working

Once the customers finish scanning the items and decide to go for the checkout, they can use their scanning devices or the mobile phones to finish with the payment. As they head out of the store, the moving pods will deliver the items straight to their cars in the parking lot.



I SUMMARY

1 Store Layout Modification

A DIY Workshop Area

Allows customers to enroll in workshop sessions provided by Walmart. There will be themes related to specific holidays, events or seasons with multiple different categories ranging from craft to decoration.

B Cooking Workshop Area

There will be cooking workshops held inside Walmart taught by friendly and talented chefs. The ingredients will be made from fresh groceries and other items that are currently sold at Walmart.

2 In-Store Devices & Mobile Applications

A Scan Items & Interactive Screen

With the hand-held devices or with the mobile applications, the customers can select and deselect items into their online shopping cart instead of browsing through the store with actual bulky shopping carts.

C Direction Guide With AR Hologram

Another AR Hologram feature which will provide real-time direction to the customers who are looking for specific items. During their journey, they can also discover special promotions or deals.

E Surprise "Wheel of Fortune" Feature

As customers are browsing through the store, there will be surprise (hidden) "Wheel of Fortune" feature which will allow them to spin the wheel for special discounts or promotions.

B Finding Information With AR Holograms

Both of the devices will provide two things: finding detailed information about a selected item (nutrition values, similar items, recommendations) and comparison between multiple selected items through AR Hologram.

D Faster Help From Expert Associates

Both of the devices allow the customers to ask for associate's help at the exact location. Simply by pressing the button to request for an associate, he/she will quickly come to aid.

3 Smart Pod Delivery Service

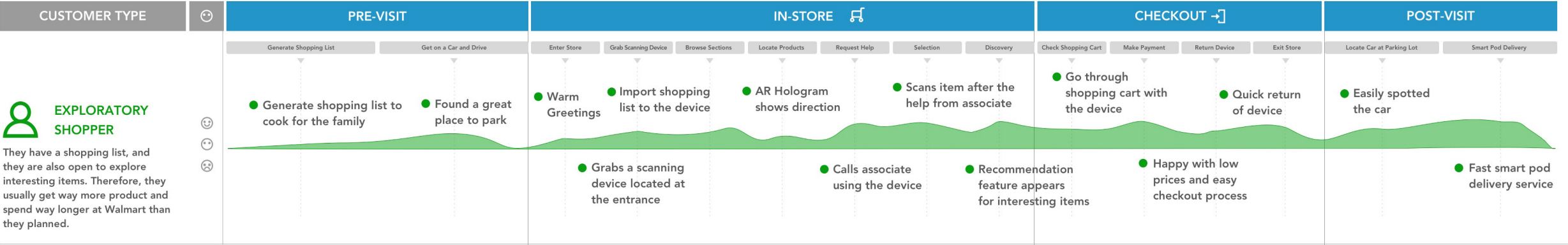
Once the customers are finished with their journey, they will then need to make payment. After the payment is received, the moving smart pod which holds all the items bought will be transferred to the customer's parking spot or wherever they request it to arrive.

This is the Future of Retail.

*Fast, Friendly, Fun, Easy,
High-tech and Full of Surprises!*

Customer Journey Map with Insight

Creating a new experience for exploratory shopper with Insight



KEY POINTS

Although they already have specific things to buy, they are open to exploring new items that suits their taste.

Most commonly, they will either import their shopping list to the scanning device at Walmart or bring their smart phones with mobile apps installed.

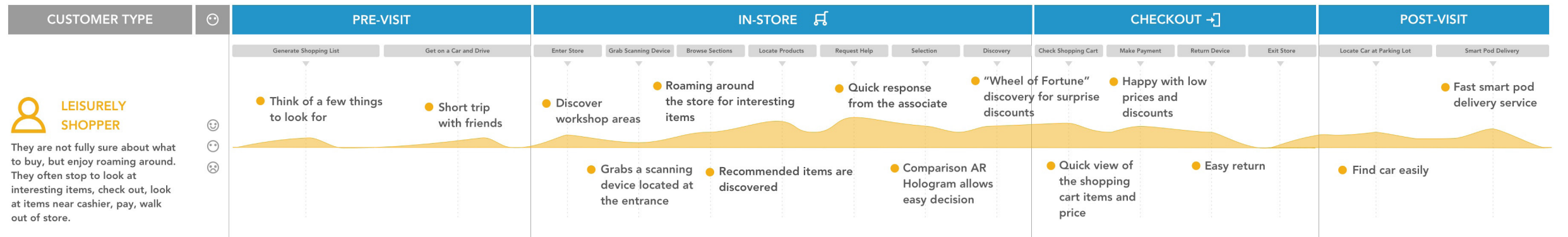
Navigating the store is now easier than ever with the assist of AR Hologram showing directions.

Calling associates for help is quick and the quality of assistance is high with rich information.

Checkout process is much faster without any lines and shopping carts. The smart pod delivery service saves time and effort to load items into the car.

Customer Journey Map with Insight

Creating a new experience for leisurely shopper with Insight



KEY POINTS

These shoppers are frequently visiting Walmart to look around for any interesting items.

Discovering workshop areas captures interest and decide to sign up for sessions to attend this week.

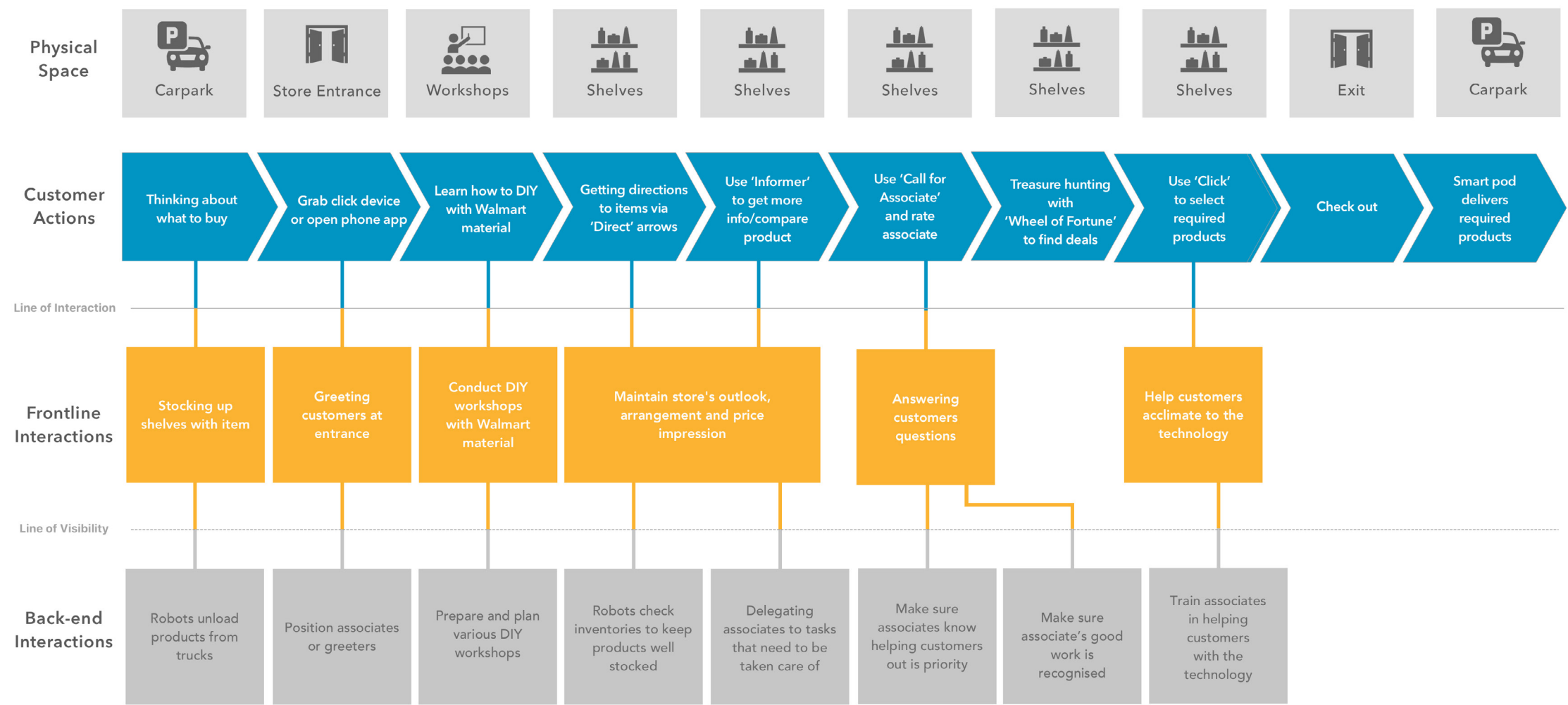
Item information and comparison between the brands can be achieved quickly with the AR Hologram but also with the quick associate's help.

The "Wheel of Fortune" feature surprise discovery allows more fun and worthwhile visit to Walmart with extra discounts.

Checkout process is much faster without any lines and shopping carts. The smart pod delivery service saves time and effort to load items into the car.

Service Blueprint with Insight

How Insight transforms Walmart's Service



Change Management Plan

How Insight transforms stakeholder relationship

Stakeholder Relationship Map - Change Management

