Zippin

Checkout-free shopping for everyone

Case Study - Extended Version

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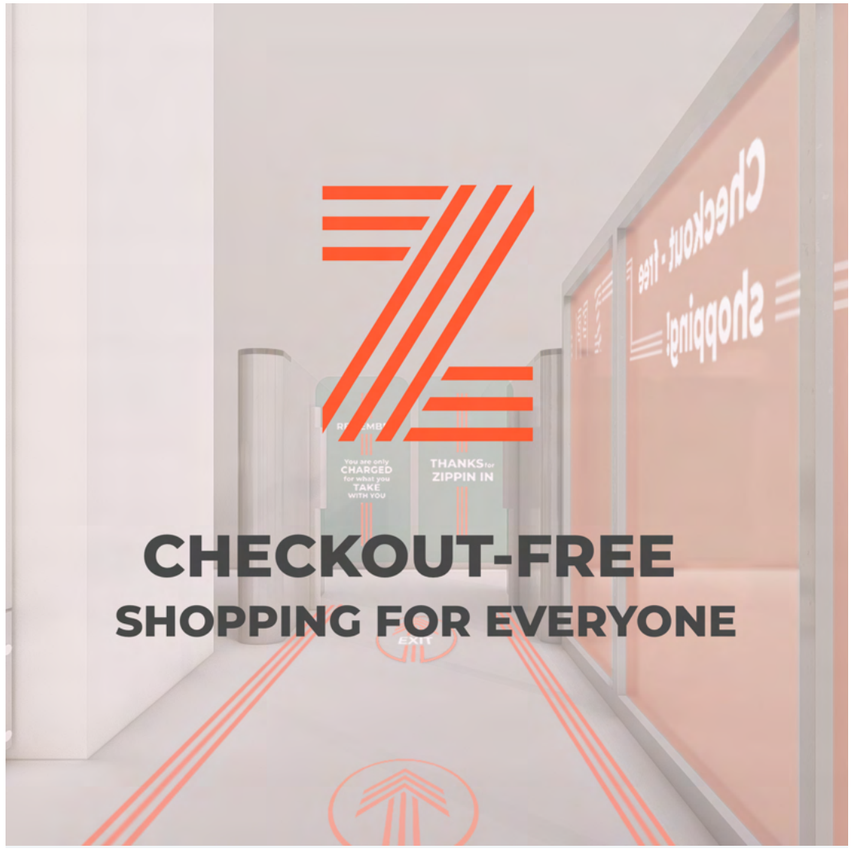
Project Overview

The product

Zippin is the next generation of checkout-free technology, enabling retailers to deploy frictionless shopping in their stores quickly.

Project Duration

7 weeks



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Project Overview

The problem

First-time customers have a learning curve when they shop at Zippin. This is represented by delay in line and not knowing the shopping process.

The goal

Improve the first-time experience of customers in the store by educating them on how the process works while they wait in line.

Project Overview

Our Role

Zippin came with a great pitch about how to solve the problem. Through Human-Centered Design methodologies, we will research, create, validate and iterate the solution.

Responsabilities

1 - Research
2 - Implementation
3 - Validation & Testing
4 - Delivery

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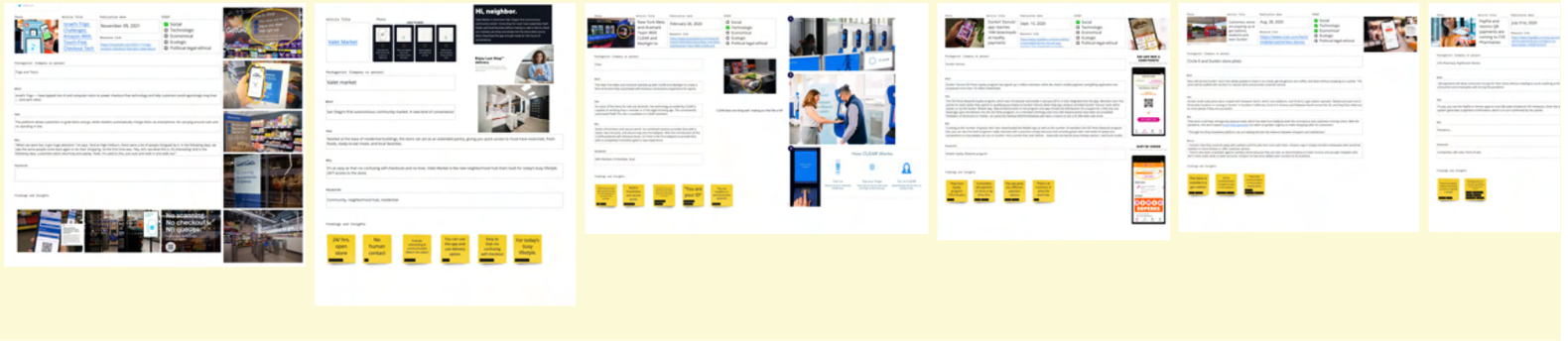
Research Phase

1. Identify case studies & best practices
2. Proto-personas
3. Best service design practices
4. Customer journey blueprints
5. Insights & HMW?

Case studies & best practices

The design team's first step was to review best practices and case studies regarding checkout-free stores, stadiums, and arenas, to ensure the implementation will follow leading-edge industry standards.

Research summary profiles



Case studies summaries arranged by themes

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Proto-personas

A proto-persona is a description of the target users and audience of a product based on the assumptions of stakeholders. Creating this ad-hoc persona allows product teams to begin designing and building immediately without getting overly bogged down with the details of user behavior.

Frequent Shopper

Demographic

- Name: Steve Jones
- Age: 25 - 40
- Studies: Bachelor's Degree
- Innovation adoption: Early adopter
- Social class: Middle class

Needs and Goals

- Needs: A quick an easy way to grab a drink and a snack when attending a game.
- Needs: An experience similar to grabbing food and drinks from his own fridge when attending a game.
- Wants: To spend as least as possible time in a line when purchasing.

Behavior

- Payment: Mostly with QR and rarely with Cards.
- Activities: Attends NFL games frequently to cheer for his team.
- Interests: Sports and car racing events

Ocassional Shopoper

Demographic

- Name: Karen Williams
- Age: 33 - 45
- Studies: Associate's Degree
- Innovation adoption: Early majority
- Social class: Middle class

Needs and Goals

- Needs: A way to keep hydrated and ocassionally grab a snack while on the airport.
- Needs: To feel secure to provide personal information online.
- Wants: To avoid queues and spend as min time as possible in the airport.

Behavior

- Payment: QR or Card.
- Activities: Airplane travel frequently due selling job.
- Interests: Wine tasting, house repairing and makeover.

First Time Shopper

Demographic

- Name: Aiko Eiji
- Age: 37 - 58
- Studies: Postgrad Degree
- Innovation adoption: Late majority
- Social class: Upper-middle class

Needs and Goals

- Needs: The more informed the better.
- Needs: To understand a situation before trying a new experience
- Wants: To avoid making mistakes while trying something new.

Behavior

- Payment: Card.
- Activities: University researcher who sometimes travels and attends sport events with family.
- Interests: Science, nature, reading.

Best Service Design Practices

Case study findings will align with Service Design principles and best practices. These are used to design, assess or monitor the quality of any service.

Clearly explain the purpose of your service
The purpose of the service must be clear to users at the start of using the service. That means a user with no prior knowledge must understand what the service will do for them and how it will work.

Require no prior knowledge to use
A service should not work in a way that assumes any prior knowledge from the user. All the signage are placed in critical moments to sort out how it works.

Require the minimum possible steps to complete
A good service requires as minimal interaction from a user as possible to complete the outcome that they’re trying to achieve. Sometimes this will mean proactively meeting a user’s needs without them instigating an interaction with your organisation. This may also mean occasionally slowing the progress of a service in order to help a user absorb information or make an important decision. For example, Zippin have simple steps to shop.

Be consistent throughout
The service should look and feel like one service throughout, regardless of the channel it is delivered through. The language used should be consistent, as should visual styles and interaction patterns. We parctice consistency through the signage.

Have no dead ends
A service should direct all users to a clear outcome, regardless of whether the user is eligible or suitable to use the service. No user should be left behind or stranded within a service without knowing how to continue.
There's staffing that will help customers. As well as unblock dead ends.

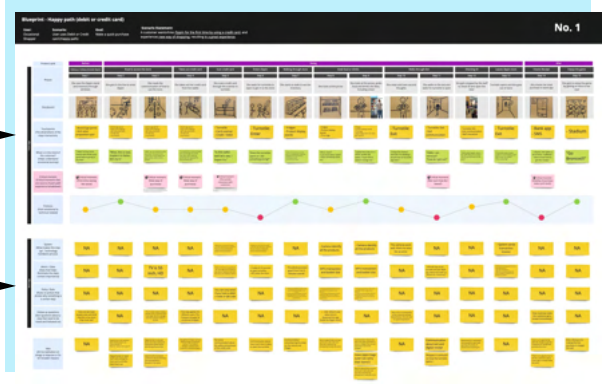
Make it easy to get human assistance
A service should always provide an easy route for users to speak to a human if they need to.
There's staffing that will help customers. As well as unblock dead ends.

Customer Journey Blueprint

We identified the customer journey phases of the communication process that will reduce friction.

Front stage
Is where the customer processes the service and the experience happens.

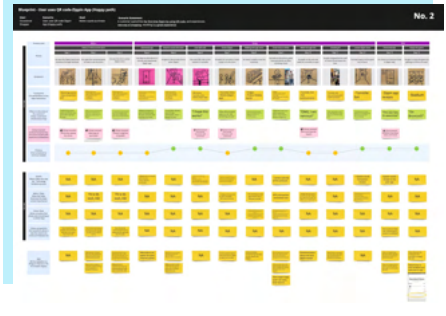
Back stage
Is where all the support processes live that produce the front stage; the lights, the sets, the crew, all of which should be invisible to the customer, but often aren't.



Blueprint scenarios and what is it about?

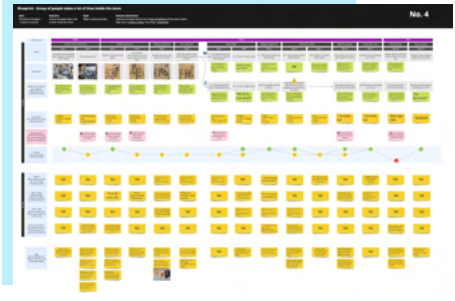
Blueprint - Happy path (debit or credit card)
A customer wants/tries Zippin for the first time by using a credit card, and experiences a new way of shopping, resulting in a great experience.

Blueprint - User uses QR code-Zippin App (Happy path)
A customer wants/tries for first time Zippin by using a QR code, and experiences a new way of shopping, resulting in a great experience.



Blueprint - Person struggling entering the store
A customer wants/tries to enter the store, and experiences friction both in line, as well as when entering the store, resulting in rejection.

Blueprint - Group of people takes a lot of time inside the store
A group of people wants/tries to buy something and for some reason they have a checkout delay, resulting in a bottleneck.



Information sorting

We gathered the blueprints and sorted their outputs through a user journey critical moments diagram. After reviewing patterns, we created insights and rephrased them: How might we solve _insight_ ?

Critical moments

1 - Walk through the hallway
Customer sees the Zippin stand and inventory through windows.

2 - Customer trying to enter
User gets in the line to enter Zippin.

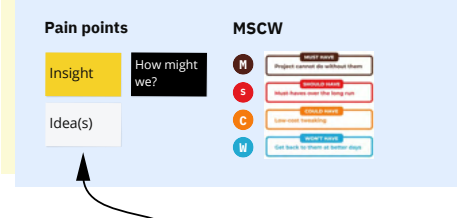
3 - Validation of entrance
User scans credit card or QR code through entry reader at turnstile.

4 - Grabbing food and drinks
User grabs food or drinks he/she likes (including alcohol).

5 - Customer exits
User walks to the exit and waits for turnstile to open.

6 - Receive recipt
User checks the total purchase in bank app or in Zippin app.

Insights & How Might We?



We gather insights; then we rephrase them as How might we? After that, we can work the multiple ideas.

For sure, we are going to have a lot of ideas. Nevertheless, we need to prioritize them to see which will be the first to be executed or tested.

Implementation

(Starting the design)

1. Critical Moments + Communication
2. Visual Communication

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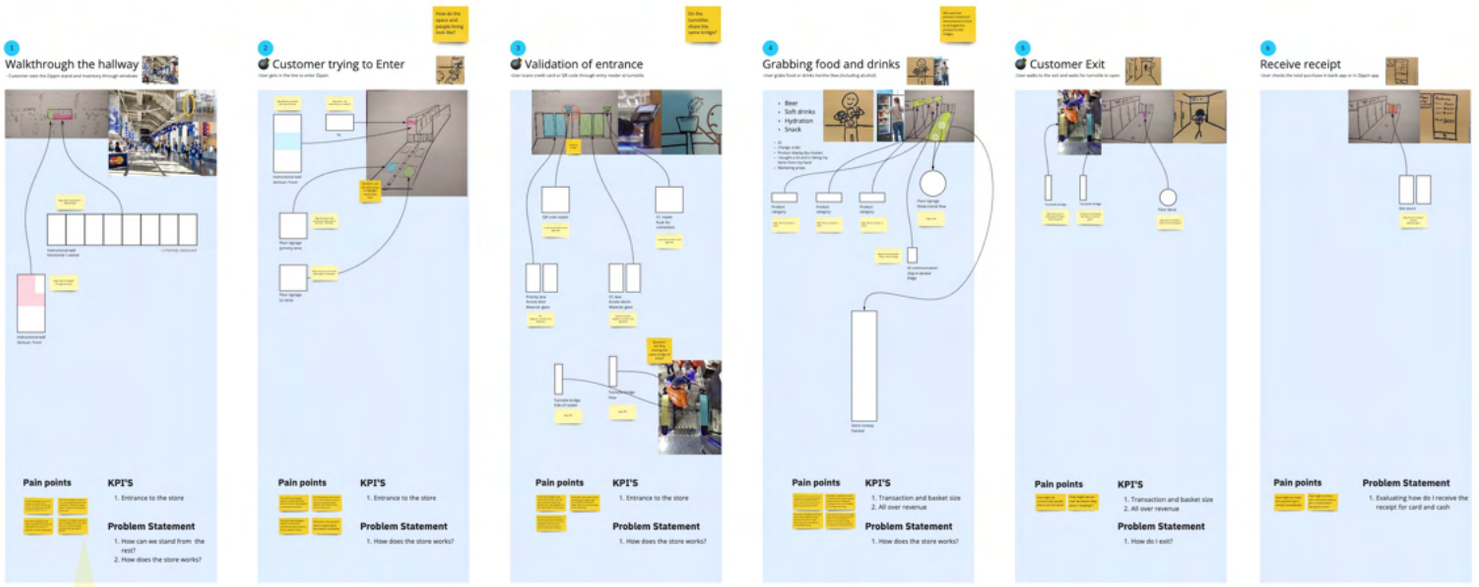
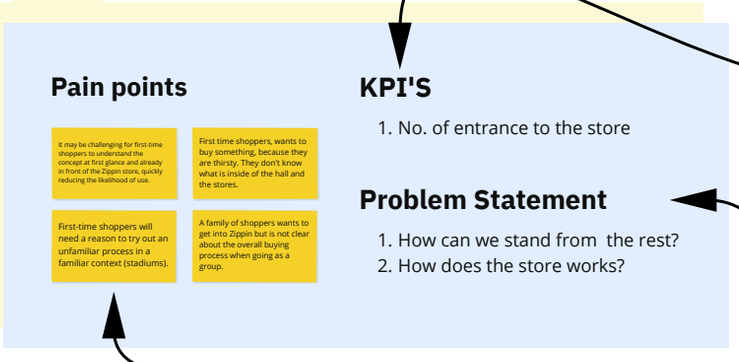
Critical Moments + Communication

We set and arrange all the communication according to the critical moments, as well to identify pain points, KPI's & problem statements.





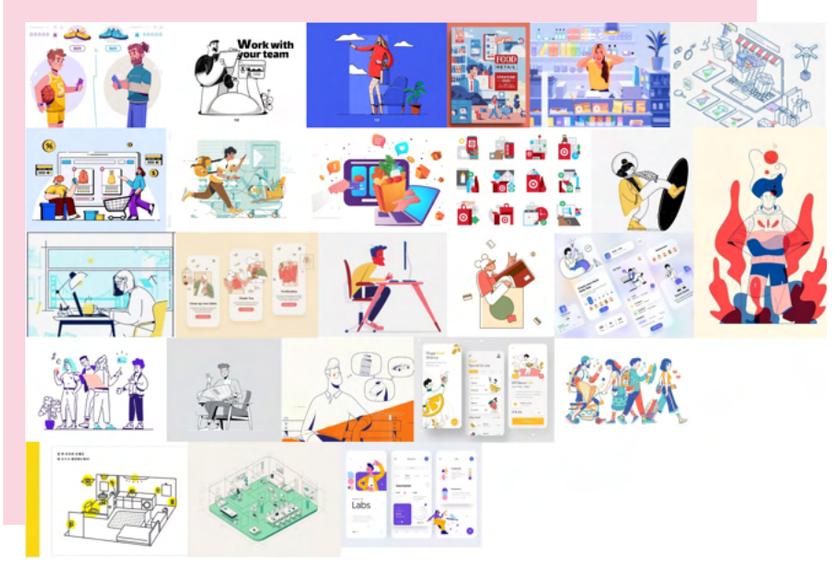
KPI stands for key performance indicator, a quantifiable measure of performance over time for a specific objective.

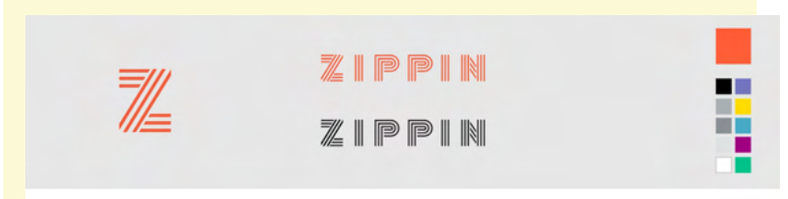
In general, a problem statement will outline the negative points of the current situation and explain why this matters.

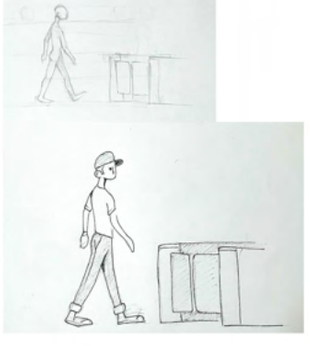
Pain points are specific problems faced by current or prospective customers in the marketplace. Pain points include any problems the customer may experience along their journey.

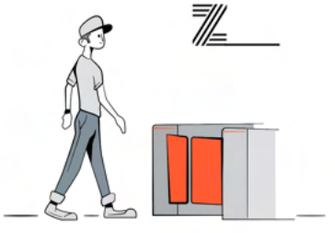
Visual Inspirations

We created a visual benchmark to see how the artwork would look.









This was our first visual approach.

Validation & Testing

- About this testing
- Methodolgy
- Testing

Why should we do testing?

Testing

It is essential since it discovers defects before the delivery to the client, which guarantees the quality of the solution. It makes the solution/product more reliable and easy to use. Thoroughly testing solutions/product ensures reliability and high-performance when using them.

About this testing

Hypothesis:

People are willing to **perform extra tasks** (scan a QR code, open a microsite, input payment information, etc) **at the entrance** of a Zippin shop as long as they can **skip the queue** and **avoid** the **waiting** times on the credit/debit payment lane. They will also clearly **understand the communication** on the materials **placed in the store**.

Testing Goal:

Based on this hypothesis we developed the testing goals, to get the best results.

- **Validate** if users are **motivated** enough to perform **extra steps initially to reach their goal faster**.
- Identify **potential frictions** while trying to access a Zippin store through the **fast lane** via a **microsite**.
- Evaluate if users **understand clearly** the communication of **multimedia materials** placed in the store.

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Methodology

Methodology:

- Survey for screening
- Remote unmoderated test
- Visual walkthrough journey flow (mid-fidelity)

Material:

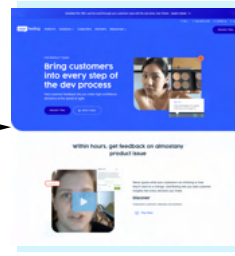
- Screening criteria
- Testing software (user testing or similar)
- Storyboard with relevant content
- Prototype
- Scenario for testing
- Follow up questions

Output analysis:

- Main findings
- Executive report
- Designs iteration

Testing

We set up customer testing with a digital platform that allowed us to set some unmoderated tasks to validate if the solution was on the right track.



User Testing Platform
usertesting.com

The script that the user went through...

Context Introduction

In this scenario, you are attending an NFL game in a stadium. As the game progresses, you get thirsty and hungry and want to grab a drink and a snack. You decide to go and look at the different options to make your purchase.
You are in a hurry because you do not want to miss the game. Since it is half-time, it seems like everywhere is quite crowded.

TASK 1
Outside a Zippin Store (context)

You decide to try out this checkout-free convenience store called Zippin, and you are at the entrance.
Please explain the following points:
- What do you think is happening in this image?
- Why do you think there is queue in one entrance but no queue on the other?
- How do you think this store works?

TASK 2
Outside a Zippin Store (content)

Now, you focus your attention on the information displayed at the store entrance. Take your time to read the content and when you are done, please talk about about the following points:
- Explain in your own words what you understood about this ad.
- What do you think you need to do next based on the content you just read?

TASK 3
Outside a Zippin Store (decision)

How would you choose to enter the store? (tab your card or scan the QR code) and why?

TASK 4
Tap card (scenario)

You have decided to enter the Zippin store by tapping your card. This means you have to wait until the people in front of you in the line complete their purchases.
- How do you feel about this situation?
- What would you do in this scenario if you had to wait more than 3 min?

TASK 4
Scan QR (scenario)

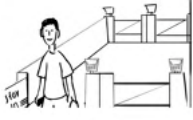
After scanning the QR code, you are directed to the Zippin website to enter your payment method and access the store.
- Did you expect this to happen?
- How do you feel about this situation?
- What would you do in this scenario and why?

TASK 5
Inside a Zippin Store (scenario)

You have entered the store and look for your favorite items. Once you get them:
- What do you think you need to do next and why?

TASK 6
Exiting a Zippin Store (content)

You see a turnstile at the other end of the store from where you entered:
- How would you expect to exit the store?
- How would you expect to get the receipt from your purchase and why?



TASK 7
Exiting a Zippin Store (scenario)

You get near the turnstile at the other end of the store from where you entered and the doors open letting you walk out the store with your items:
- Did you expect this to happen?
- How did you feel about your overall shopping experience?

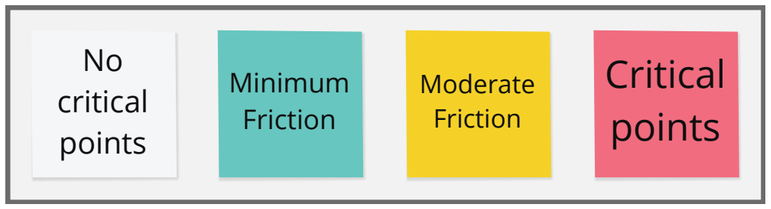
Test Ending

You've reach the end of this testing. Please add any extra comments or suggestions.

Thank you very much for participating!

Testing evaluation example:

How to read:



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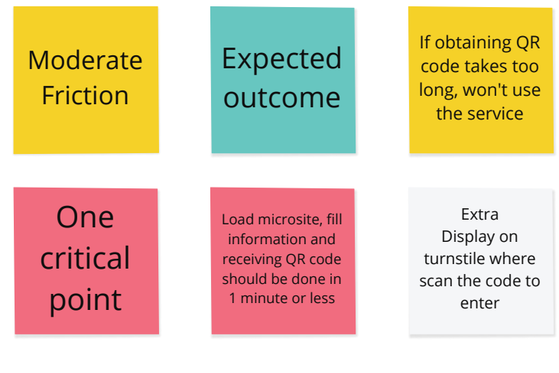

TASK 5

Inside a Zippin Store (scenario)

You have entered the store and look for your favorite items.
Once you get them:

- What do you think you need to do next and why?

Delivery

- **We deliver interconnected communication that works in different parts of the customer journey.**
- **Several communication touch points utilize the internet to provide a faster experience while shopping in the store.**
- **Each of the communication touch points are focused on reducing customer frictions according to the blueprints and user testing.**

Going Forward

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Takeaways

Impact

- We mapped different touch points (where customers interact with the brand, product and service) of the Zippin store.
- We identified critical moments on the customer journey.
- We eased the Zippin store customer's pain points and anticipated their frictions.
- We identified KPI's through the critical moments to align the communication strategy.

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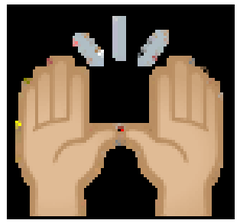
Thanks for tuning in! 

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