RECIVISE

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SERVICE EXPLORATION

Image top: Edna speaking to the 20 years old student Gora which has a gluten intolerance.

Image bottom: Colin interviewing the self employed 26 years old Gianni which does ot like to talk to people while grocery shopping.



Method

We made interviews with people from the target group to get a feeling for their habits, needs and wishes relating grocery shopping. We prepared several questions to start a conversation that ideally flows naturally by itself, split into these three sections: eating behavior, cooking behavior and finally shopping behavior. Besides we always asked about their special preferences or diets. We documented the whole thing with audio recordings and were able to draw interesting and useful results from them.

Findings

One main findings for sure was that none of the interviewed uses online shopping for food or drinks. What comes closest to online shopping is a subscription with the farmer where every week a basket of seasonal vegetables and fruits is delivered. An other issues that were named are in-store orientation, origin of products / locality, product information, seasonality, self-checkout and crowdedness of the store.

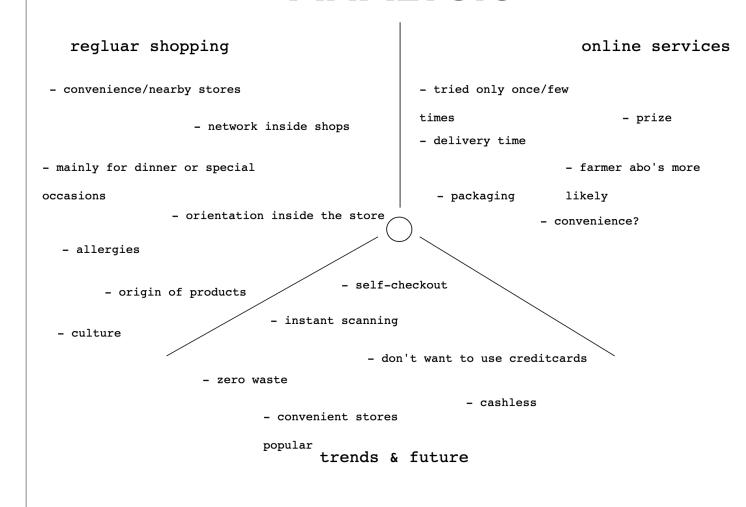
Regarding the interview methods we only made good experiences, because we have prepared ourselves very well the conversations could flow as intended and as a result we actually found out interesting and unexpected facts.





Image: The analyse we drew out of the eleven interviews conducted

ANALYSIS



Experience Mapping

Method

Based on our analysis of the interviews we mapped out the user journey of a shopper doing his grocery shopping in an experience mapping workshop.

Findings

In service design it is crucial to know the full customer journey. The experience mapping method was very helpful for in achieving this. Our key painpoints turned out to be in preparation for shopping, way to and back, in-store orientation, fincancial constraints and the checkout experience.

What if...

Method

We used the «What if...» method to come up with ideas distributed accross our experience map. We collaborated on a google maps document and wrote down our ideas while we discussed them. Later we made a selection of the most valuable ones.

Findings

It was not easy to keep ourselves from delving into details and start designing or conceptualising our ideas at this early stage. We had to constantly remind ourselves to mentain a high level perspective and think without constraints.



SERVICE IDEAS

in store orientation

store crowdedness

packing robot

what if...

store as an autonomous machine

smart shelves

find your items without effort

Image top left: The PickMup station at Migros. Here people can pick up deliverys from their online shopping.

Image top right: Migros' concept store at the main station in Zürich has very different layout and product displays.

Image bottom: Cooled products are behind glass doors which has a nice experience and saves a lot of energy.





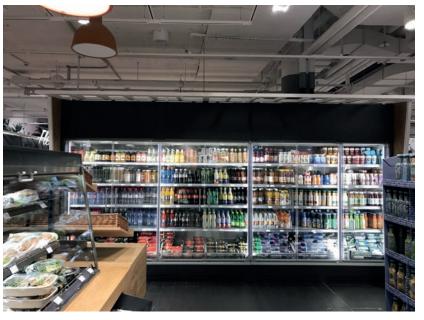
Service Safari

Method

During the whole course we kept going on service safari and exposed ourselves very conciously and attentively.

Findings

These experiences brought us a lot of inspiration. We collected lists of things that could be improved and sometimes used this method just to free our minds.



SERVICE IDEATION

| Image next | page: | Our team | canvas. |
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Team Canvas

Method

Since we had some difficulties finding our roles within our teams as well as with communication, we decided to use the team canvas workshop to fix these.

Findings

Team Canvas is a great tool and helped us a lot to strengthen our team spirit and clarify a handful important questions and differences among us.

PEOPLE & ROLES

 \approx

What are our names and the roles we have in the team?

Randy

Edna

Colin

Roles are defined and redefined on the fly.

What are we called as a team?

Les Spontaneuses

STRENGTHS & ASSETS

COMMON GOALS

Streamlining your grocery

Work efficiently: 20/80 Rule

Getting those 9000 bucks, bitch!

and time-bounded?

PERSONAL

want to open up?

GOALS

Randy:

Edna: Wants to chill. Likes 20/80

What you as a group really want to achieve?

Feeling confident with approaching service design and having a set of tools and methods to choose from.

What are our individual personal goals?

Colin and Edna have to stop provocing each others.

Disrupt the grocery shopping with interaction design methods.

To keep motivation throughout harsh phases.

Are there personal agendas that we

Enforcing the 20/80 rule strictly.

Work without conflicts.

Relax, go with the flow. Make Stefano very happy. Flo too.

What is our key goal that is feasible, measurable



VALUES

What do we stand for? What are guiding principles? What are our common values that we want to be at the core of our team?

- Learning from each others
- Leaving our comfort zones
- Be open for compromises
- Enjoy!

PURPOSE

Because food retail sucks right now.

Why we are doing what we are doing in the first place?

NEEDS & EXPECTATIONS

What each one of us needs to be successful? What are our personal needs towards the team to be at our best?

Randy: Edna and Colin have to behave professional.

Edna: Environment that enables focus. Colin: Be part of the team, be heard.

RULES & ACTIVITIES



What are the rules we want to introduce after doing this session? How do we communicate and keep everyone up to we do?

- Meet at 10:00 at the latest in the mornings of independent work days
- Communicate if work locations change
- Set 3 Goals for the day (can be low hanging fruits)
- Communication!
- 20 percent effort 80 percent outcome

WEAKNESSES & RISKS



What are the weaknesses we have, individually and as a team? What are some obstacles we see ahead us that we are likely to face?

- focus is not very strong
- not very timely
- can be uncommitted
- sometimes aggressive subtones can lead to unnecessary conflicts

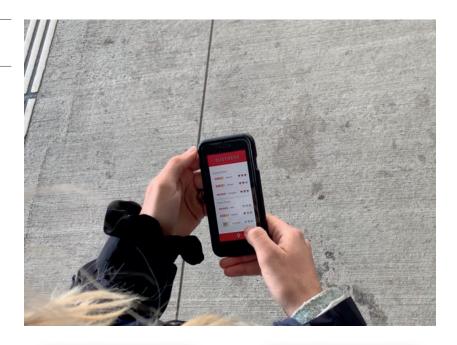
What are the skills we have in the team that will help us achieve our goals? What are interpersonal/soft skills that we have?

What are we good at, individually and as a team?

- strong cooperation
- very diverse skillsets and profiles
- when focus is in place, efficiency is high speed and skill
 Randy's skills: Coding, Electrical Engineering, Sharp Thinking, Massages
 Colin's skills: Coding, Methodology, High level view, Language, GUI Design
 Edna's skills: Video, Photo, Aesthetics, Social Media

Image top: Still from the video about the crowdedness of stores..

Image bottom:Stills from the «Busyness» app. The app to see how crowded a store is.



Service Performance Videos

Method

In order to visualise a selection of three ideas we had developed based on our findings, we decided to shoot quick videos on location in actual grocery stores. The services we prototyped where an app to show crowdedness of stores, a packing robot as well as a pick up locker to pick up your shopping at the exit.

Findings

We cristallised our goals into one sentence so we had a goal in mind. We decided to make it our goal to streamline grocery shopping experiences and combining it with efficency. Having this overall goal in mind helped us a great deal to work with foucs.





Image 1: Video still from the video about the pickup locker.

1. You choose in store the items you'd like to buy and the purchases are packed by a robot.

Image 2: Still from the same video as

Image 1.
2. You pick up the things you have chosen previously in the store at a remote locker.

Image 3: Video still from the «Packing Robot».

Image 4: Video still from the «Packing Robot». When you struggle with carrying everything while grocery shopping the packing robot is right there for you to support a carefree shopping experience.









SERVICE PROTOTYPING

| next page: | Our | User | Story | Мар. |
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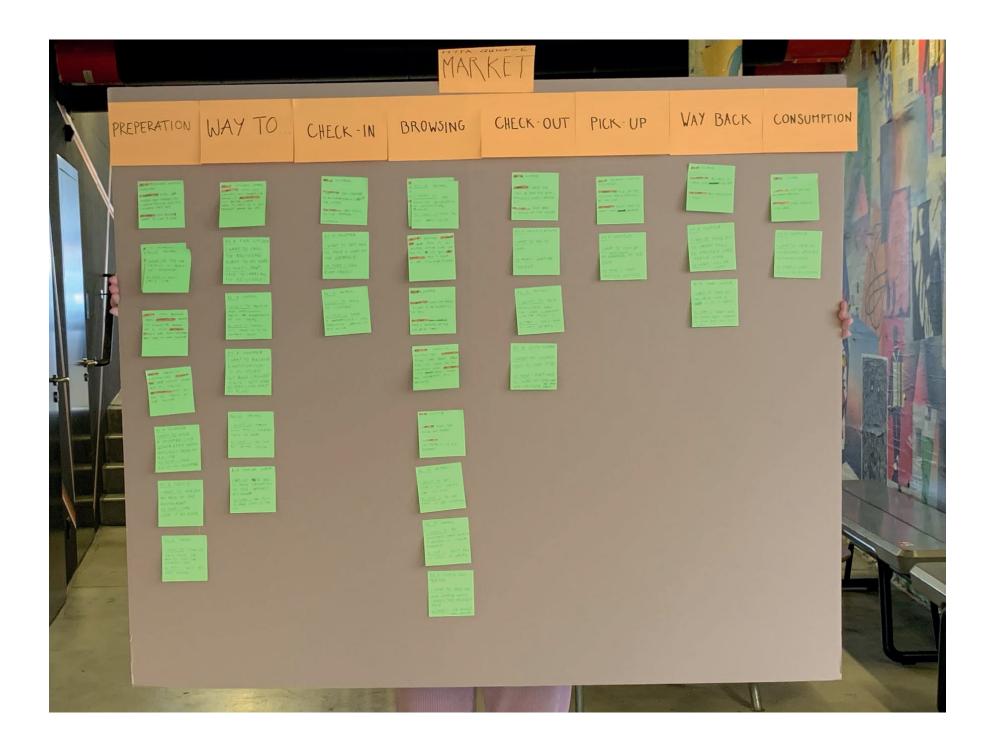
Story Mapping

Method

To condense our many ideas from the Experience Map as well as our small video prototypes, we mapped as many ideas as we could on a User Story Map.

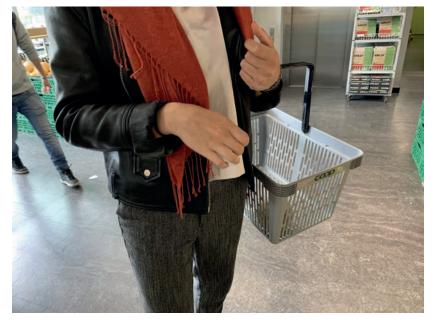
Findings

Formulating ideas in User Stories is not as easy as it seems. There are some pitfalls. Especially the risk of getting technical or choose wording that suggests approaches for implementation was a thing we struggled with. We kept reminding ourselves of it and got better with time. The method encouraged us to come up with fresh ideas and enabled us to have a high level view of all the concepts accross the whole user journey.



Top: Edna during our shopping trip. Randy and Colin where shadowing her and we discussed and documented her decisions.

Bottom: In order to access the serving suggestion for the Burrata, Edna had to remove it from its packaging.



Shadowing

Method

Trying to find the right user stories to implement we where confronted with the question of which micro decisions during the actual browsing in the shop we'd like to focus on. We decided to go out and shadow ourselves during a shopping trip. We recorded key moments using our smartphone cameras.

Findings

It was a good decision to clear our heads at this moment of the process. We needed to nail down our ideas and find inspiration for how to solve the posed user stories. We took away that supporting shoppers in their decision process and supplying them with recipes and inspiration to try new products.



Image top: Live demonstration with working prototyp

Image bottom: Screenshot of the projected image



Prototype

Method

After defining our goal to be instant visual recipe suggestions, we built our first prototyp. With the technological practicability in mind, we decided to use projection mapping as a simple solution with great effect. The idea was that for a few articles that are chosen there are 3 meals that you could choose from and all the information you needed to know. With filters on the bottom you could change the recipe to your needs.

Findings

The feedback was that our layout is a bit loaded and almost overwhelming. What we realized was that this has great potential for a more playful approach and to combine it with the same tangibility that the sensory experience while shopping is offering.



SERVICE ENACTMENT

Image top: Live demonstration with working prototyp

Image bottom: Screenshot of the projected image



Method

In our video we wanted to start with the shopping experince we all value. All the senses we are using to try to get inspired. With fast cuts and macro shots we wanted to create an appealing video for our target groupe of 20 – 30 year olds. We intentionally didn't rely on animations because our message was more relateable through realistic moments. The final prototyp of the table we changed to be more interactive as you can bring your own items and also combine many together and have full control over the recipe.

Findings

We're quite happy with the outcome and with the overall journey we had up until this point. We think a improvement would be the showcase of what happens after leaving our inspiration table and also other details but for the actual prototyp we did, we think works well for near future but also is versatile enough for futuristic scenarios.

