IMAGINE IOT
PROTOTYPE CHALLENGE

Shop Window Display Management
Summary

The retail manager needs to know what are passers-by looking at the shop window when they decide to go into and buy something.

Storyline

The manager realize a lot of passers-by walk and stand opposite his shop window looking at his items but only a few of them come into the shop, ask for any of the items and buy it. Therefore he want to improve the shop window display. He would like to know where people look at, which items are more interesting or remarkable and what position is the best for that items. He’d need a heat map of the shop window. Something like an eye-tracker. A door sensor could help him to know if the passer-by come into or walk away. He could change the shop window display weekly in order to improve sales.

Point of view

As a retail manager I need a way to know where people are looking at the shop window and the position of the best sold items so that I can situate the items I would like to show and sell there.
### User Experience Journey

| ACTIONS | The retail manager, Mark, realize a lot of passers-by stand opposite his shop window and walk away. | Change the items from the right to the left and from up to down, in order to try to check on the passers-by’s reactions when the look at the shop window | Check the list of items sold last week against the items displayed in the window, and the notes about their position. | Change the items position again and wait for the results next week | One week later ask for the results. Check the new results against the last one. | Repeat the actions, keep the items in their position when it match up with a good result in sales. When the targets are achieved change the item. Before the customers pay for the item ask them about the shop window (survey):  
- Did you find what you are looking for display?  
- What item do you think is the most remarkable? (although they don’t buy it)  
- Do you think low prices are a good strategy to call to action?  
- Do you like to see if there is more different items inside the shop?... |
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</thead>
<tbody>
<tr>
<td>MINDSET</td>
<td>Why nobody entry in my shop? It seems they like it.</td>
<td>What items are they looking for? This is going to be difficult, I can’t be looking at the street all day!</td>
<td>It seems the items situated on the upper right side next to the door are selling very well.</td>
<td>I hope selling more items than last week, my storage is full and it’s necessary to restore</td>
<td>Oh! Only two customers, and they bought an item wasn’t displayed. Did they looking for it in the shop window? We should ask...</td>
<td>I don’t think people like answering all this questions, I wish there were any way to know what people looking for when look through the shop window...</td>
</tr>
<tr>
<td>FEELINGS</td>
<td>😊</td>
<td>😞</td>
<td>😭</td>
<td>😞</td>
<td>😞</td>
<td></td>
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</table>
| TOUCH POINTS | Shop window display and passers-by  
- List of shop window items  
- Notes about position of the items and how many people look at them | List of items sold  
- List of items displayed  
- Notes about position | List of items sold  
- List of items displayed  
- Notes about position | Current and last week:  
- List of items sold  
- List of items displayed  
- Notes about position. | List of items sold  
- List of items displayed  
- Notes about position  
- Survey results |
**Persona**

**Mark**

Retail Manager

“I like to know my customers preferences in order to show and sell the best items for them.”

**About**

- 37, married, 5 years of retail manager experience.
- Being the person who keep the balance between the suppliers, the storage area and purchases.
- Make the decisions about which item is necessary to be sold, which one have to be order to the supplier.
- I work with a shop assistant and admins (finances and marketing).

**Responsibilities**

- I am responsible for the business.
- I am responsible for the good organization, I help in the shop assistance when is necessary.
- I supervise the order request to the suppliers, also the storage area management and purchases.

**Main Goals**

- Being the person who supervise and keep the balance between the suppliers, the storage area and purchases.
- Better management of the customer experience.

**Needs**

- Make the decisions in real time without waiting for the last sales report
- Knowledge about the customer likes and dislikes, items more and less interesting
- I need to improve marketing of the less interesting items

**Paint Points**

- The sales report let me know about purchases, items and customers, but I would like to know about potential customers the ones who are looking at the shop window. What are they interested in?
- Where are situated the items more interesting to my customers? Can I see it in real time?
- Need to step up marketing of the items situated in the worst positions, less visible or less interesting.
Prototype

As my prototype is based in the position, I have imagined the shop window divided by a coordinated axis centered in the bottom middle. I assigned positions to the cells formed (in the drawing twelve cells).

<table>
<thead>
<tr>
<th></th>
<th>X axis</th>
<th>Y axis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Left</td>
<td>-5 &lt; Center &lt; 5</td>
<td>5 &lt; Center &lt; 5</td>
</tr>
<tr>
<td>Right</td>
<td>&gt;5</td>
<td>Up &gt; 10</td>
</tr>
</tbody>
</table>

If there is the possibility to know what part of the shop window is the most overview, it could be possible to make a heat map and put it over one real picture of the shop window display. Each cell will match and it will be able to know what is people looking at and if that item is sold. Average best position vs. best sold.

In order to explain it with screens, I’ve supposed all the pages that could be seen from the “Inventory items” until you get the principle one “Display sold items”

In that screen, besides the items attributes, also is displayed date, customer, price, position and heat map. All of these will have link to their own screen that will show the data by date, or by customer or by price or by a determinate position.

“Position” and “Heat map” could be linked. The heat map could be open only if it’s required. The “Position” screen also let you go to another page “Display items” where the items are listed by the position, and with a filter/segment it will be able to know what item was sold and where was it situated.
Positions with more items sold will be the best. Positions more overview in the heat map will be the best to show the items.

When you click on the cell “right center” in the screen “Heat map” or “Real img. Shop window” the link have to send you to the same page “Display items” like when you do it in the “Position” screen.

Once you know whenever you have to change the situation of any item, you can record the new position and the date.

I’m sorry about the mockups in case there's not possibility of reading them correctly.
Here is the original drawing:

I hope everybody had understood the explanation about the prototype challenge.
Thank you for your attention