A big multi-brand hypermarket is interested in providing smart shopping experience to the customers. Currently, the customers are not delighted about the shopping experience and sometime have trouble in locating certain products. The store also wants to provide the recommendation system based on the customer’s past shopping experience.

Furthermore, the store wanted to increase the footfall and provide smart shopping experience that encourages customers to increase the spending and thus improving the profitability. Hence, it wants a solution that provide personalized shopping list to the users on their mobile phone which will assist them and navigate them to locate the items in the store using indoor positioning system or IPS. The app should be able to recommend the related products available in the store and should help them to locate the things.

The items from the shopping list can be added to the shopping cart and thus automate the billing process by sharing the cart at the checkout counter and thus, customer spends less time at the counters.
Persona
Explain the needs, goals, and pain points addressed

[ASHIMA]
[The Customer]
[I like to have a hassle free, quick, personalized shopping experience]

About
- 33, married, mother of 2 year daughter
- I am a smart customer and would like to compare the product before choosing one.
- I look for value for money while shopping
- I always look for product information like nutritional value etc before purchasing the same.

Responsibilities
- I am in charge of household shopping for my family
- I have a big family to feed and I have to make sure that they are having right nutrients

Main Goals
- I have to ensure that the product that I am buying is good and contain some value

Needs
- I always need ability to do personalized shopping based on my list.
- I need something that will help me in locating the items from my shopping list in the store.
- I want to know the product/item information
- I need the ability to quickly check-out as I don’t want to wait more than 5 mins at the billing counter

Pain Points
- Sometime it is hard to locate the product or item during rush and difficult to locate the staff as well.
- Too much waiting at the billing counter during rush.
- Currently spend more time in shopping and would like to utilize the same optimally.
As a Customer
I need a way to locate the certain products in the store and their information. I also want to minimize my waiting time at the billing counter so that I can make an informed decision before buying a product and can have exceptional shopping experience
### User Experience Journey – *Customer at the big Retail Store.*

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>MINDSET</th>
<th>FEELING</th>
<th>TOUCH POINTS</th>
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</table>
| - Enter retail store  
- Look around the store | - I have a big shopping list and I don’t know from where to start  
- Which brand I should go for?  
- Should I take this one or that one?  
- I am not able to find this product.  
- Where it is stored?  
- Where is the store staff?  
- To whom should I ask? | 😊 | - Mobile phone  
- Shopping Aisles  
- Shelves  
- Inventory Store  
- Signboards | - Cashier  
- Credit cards  
- Loyalty cards  
- Carry bags | 😢 | - Carrying bags |
| - Look at the shopping list and randomly picking the product | - Big rush today at the counters  
- Ahhh.. I can’t wait now..  
- Hurry up... | 😢 | - Carrying bags |
| - Look for the item in the shelves  
- Wait for the staff for query | - Finally, the shopping is over. | 😄 | - Carrying bags |
| - Go to check-out counter  
- Wait  
- Pay for the items | - Exit retail store | | |
Prototype
Prototype screens for an IoT application to solve your PoV

Below screen is the home screen for the Customer. As soon as a customer walks-in to the store, she can share the shopping list to the Store in-house server by clicking the icon.

Once the shopping list is shared with the in-store server, the list will be visible to the store and store then locate the products of the shopping list item in the store.
Customer can view the items by using **Where Am I?** option in the master page.

All the items will be marked in the indoor store map powered by Google and indoor position technology.

Also, the customer can find out the shortest distance to the shelf. The customer has the ability to mark the item as selected the same will be added to the Shopping cart as shown below:
Suppose a customer has not mentioned a product in the list and still wants to locate the same, in our example, the customer is looking for some conditioners.

The customer can access the Locate Product option in the master page and can find out the product.

In the above example, conditioner can be two type, Hair Conditioner or Air Conditioner. The app will showcase both on the map. It also provide the recommendations based on customer review and can also display featured product to the customer.

Customer can add the item in the cart as well. Once the shopping is done, the cart can be used to generate the invoice and thus, the customer has less waiting time at the checkout counter.

The app can also display any offers and in case customer is looking for some staff-assistant, it can call the assistant by sending the notification to the nearest available staff.