Story

The IoT based SmartShoppingAssistant (SSA) at the same time increases sales, improves customer satisfaction, optimizes usage of store personnel and creates valuable marketing information.

The basic idea is that each piece in the store receives an RFID tag so that it can be detected which pieces are taken to the changing rooms or in front of the mirrors in the store, i.e. which pieces are tried on. This information is fed into a mobile app for the customer who is identified and tracked via his/her mobile phone (after opting in of course...).

The app presents a list of things tried and asks for feedback. In case of negative feedback, e.g. ‘wrong size’ it checks for alternatives within the same store or in nearby partner stores. It guides the customer to the location of identified alternatives or involves store personnel if needed, e.g. for retrieving pieces from the warehouse.
Persona

Patty
Customer
I love shopping!

About
• 21 Years, single
• MBA Student
• Highly active in social media
• Works part-time to finance studies

Responsibilities
• I need to balance my time between study, work, hobbies, etc.

Needs
• Shopping is one of my hobbies
• Buying online is nice, but it cannot beat really seeing, touching and trying
• I like to get inspired by browsing through the store
• Once in a while I need help finding things

Main Goals
• Complete study
• Earn money
• Have fun!
• Look fabulous

Pain Points
• I don’t like searching for a specific size of a dress, only to find out after a while that it is not on stock
• Store personnel is either not to be found or tries to push crazy stuff on you
Point of View

As a customer I need a way to easily find clothes I like and that fit so that shopping is fun.
## User Experience Journey

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>Check shop window</th>
<th>Enter store</th>
<th>Find dress</th>
<th>Ask for help</th>
<th>Try on other dress</th>
<th>Leave store</th>
</tr>
</thead>
<tbody>
<tr>
<td>MINDSET</td>
<td>Yes! The autumn collection has finally arrived</td>
<td>Let’s see what they have</td>
<td>Hey, that looks nice</td>
<td>I hope that guy can help...</td>
<td>Hmm, that looks strange</td>
<td>Too bad, another lost afternoon</td>
</tr>
<tr>
<td>FEELING</td>
<td>😊</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOUGH POINTS</td>
<td>Shop window</td>
<td>Shelves</td>
<td>Hatrack</td>
<td>Shop assistant</td>
<td>Other dress</td>
<td>Store door</td>
</tr>
<tr>
<td></td>
<td>Hatracks</td>
<td>Dress</td>
<td>Other dress</td>
<td>Changing room</td>
<td>Mirror</td>
<td></td>
</tr>
</tbody>
</table>
Prototype

Please also check out the prototype on SAP Build:
https://standard.build.me/api/projects/80d6012d079ae32b0cd28158/prototype/snapshot/latest/index.html#/14774228492374836_S0