The regional manager of a Retail Clothing Company, Woolworths, requires an automated solution that will easily identify, monitor and control and record air conditioner temperature patterns in their shops against purchase patterns across Gauteng, South Africa.

The regional manager is interested in knowing whether there are statistics that show that the air conditioner temperature in a store could affect buyer behavior. For example, sales at a Woolworth’s branch in Pretoria show buyer behavior mostly limited to single item purchases and returns. The temperature of the store could be limiting buyers to being in the store for a short period of time to just do what they need to get done quickly and not browse around at other garments or other pieces of clothing and exit the store.
Persona

Jane De Sousa
Regional Manager

I’m always on the move and want to be able to work away from my office and keep track of all my stores sales. I believe I am a “doer” and an “influencer”

About
• 35, married, 14 years of retail and marketing experience
• Being the person who has to drive sales and profitability of my company, I try to empower my colleagues by being sales driven and using every opportunity as a training experience
• I believe in an open door policy, very approachable and always willing to listen to new ideas.
• I work with the Area Store Managers and the Head of Sales and Marketing

Responsibilities
• Drive area sales and profit plans
• Know and Manage business by using business reports consistently across all stores
• Responsible for all stores customer service
• Manage store receiving consistently across all store teams

Main Goals
• Better management and control over all Regional Stores

Needs
• I need more mobile applications to help me with reporting sales figures and profit summaries on the go

Pain Points
• Time management
• Need to see sales figures on a weekly basis via mobile apps
• ...
• ...
I'm always on the shop floor managing my team, you will not find me in my office as I am always moving around between the various store departments

About

- 29, married, 7 years of retail experience
- Started as a Graduate on the Woolworths Graduate Programme
- I have a strong will and ambition – I try to make a success of every task that is assigned to me

Responsibilities

- Drive and execute the targeted plan for Sales, responsible for day to day running of the store
- Ensure and manage that my team give great customer service
- Responsible for the finances of the store
- People Management – recruiting, training, supervising and appraising staff

Main Goals

- Better management of team to provide exceptional customer service
- Better management of time between departments and queries requesting Store manager

Needs

- On the go applications that can provide me with accurate reporting when the Regional Manager asks for something – I can quickly deliver

Pain Points

- Time management
- ...
- ...
- ...
Tandi Zao
Technical IT Specialist

I like to prioritize my work and work according to a plan. I try to get all my support calls closed before I leave for the day.

About

- 27, married, 5 years of IT technical and SAP experience
- I am go getter

Responsibilities

- Responsible for IT technical support
- Responsible for Reporting and creating Dashboards for the business

Main Goals

- Quicker response time to business requirements
- Better time management and prioritizing of work

Needs

- ...
- ...
- ...
- ...

Pain Points

- Time management
- All queries are marked urgent
- ...
- ...

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As a Regional Manager

I need a way to access sales information quickly, easily, remotely and mobile at any specific time to always know the most updated information

so that I can contribute to keeping the company profitable with sales and manage Stores more efficiently
UX Journey
Describe Actions, Mindset, Feelings and Touch points

Actions
What actions and activities does the Persona take while going through the journey to achieve their goal?

Mindset
What is on the Persona’s mind while taking the actions of their journey?

Feelings
How does the Persona feel each step of the journey? In the template you can color code the different bars. If all 4 bars are colored the persona is super happy, whereas if the persona is upset only one bar is colored.

Touch Points
What touch points does the Persona have? Those can be, for example, tools, channels, devices, conversations, and so on.
<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>Jane, the regional Manager is looking through sales performance in each of the stores in Gauteng. She sees that the one store in Pretoria has very reduced sales figures.</th>
<th>Anna sends a notification request for the Store Manager to investigate further and give her a full report on the potential reasons.</th>
<th>Stan receives the request and has a meeting with his staff to identify all the reasons. One big thing that was identified is that staff noticed complaints about the store being very hot to shop in. Stan goes to have a look at the air-conditioners placed around his store and he notices that 2 are not working and one is set to a very high temperature.</th>
<th>Thandi receives a request from Stan to draw up a stat’s report of all air-conditioners in the store and locations and when their repair service history. Stan also contacts the technician to come out and check all air-conditioners.</th>
<th>The technician inspects air-conditioner. He notices that 2 are not working and 1 is set to a very high temperature. Stan signs off on a service request order to get the air-conditioners serviced and the temperature adjusted on the air conditioner.</th>
<th>The technician services the aircons and resets temperature settings in the entire store. Jane gets a formal email from Stan stating what the investigation led to and that the problem was resolved.</th>
</tr>
</thead>
<tbody>
<tr>
<td>MINDSET</td>
<td>Why is this Pretoria store not selling enough merchandise/stock?</td>
<td>The store needs to investigate.</td>
<td>Let me walk around the store and have a look at the air-conditioners.</td>
<td>I need Thandi to draw me a report to show me where all the aircons are situated and when last have they been serviced.</td>
<td>OK!! No surprise here that no-one wants to stay and shop in a store that is really hot, so they only do the necessary and leave immediately.</td>
<td>Lucky we got to the bottom of this, I feel better now however we lost a lot of sales.</td>
</tr>
<tr>
<td>FEELING</td>
<td>😊</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOUCH POINTS</td>
<td>Sales Performance Dashboard Report</td>
<td>Notification Request Staff/Team</td>
<td>Notification Aircon Layout and Service History Report Air-conditioners</td>
<td>Service Request Order</td>
<td>Air-conditioner’s Service Email</td>
<td></td>
</tr>
</tbody>
</table>
Prototype
Prototype screens for an IoT application to solve your PoV

Build Link:
https://standard.build.me/api/projects/688ef171ad5f93f40cd47560/prototype/snapshot/latest/index.html#/14775506866612526_S0