ENVISIONING A SUPERIOR SHOPPING EXPERIENCE.

A User Experience project by Daniel Wang

USER EXPERIENCE

What is User Experience (or UX abbreviated)? In essence, it is how customers *feel* when they are engaging with our product or service. Are they having a delightful experience or does it frustrate them?

It is imperative for us to be customer-centric. We need to understand their needs and motivations in order to deliver meaningful and delightful experiences for them.

But, *who*, are our customers? What do we know about their needs and motivations? And *how* do we even begin to design a delightful experience for them?

We begin by applying **design thinking** - an iterative, evidence-based, human-centered methodology. There are five steps to this approach.

DESIGN THINKING

1 EMPATHY

Conduct user research to understand user needs, motivations and pain points. We place ourselves into their shoes.

2 DEFINE

Determine if patterns emerge from the user research e.g. common pain points. Focus and identify areas to address.

3 IDEATE

Brainstorm ideas. Determine which idea balances user needs, business goals and technical feasibility.

4 PROTOTYPE

We turn our ideas into solutions, culminating in a prototype for our users to test.

5 TEST

We test the prototype by asking users to perform tasks with it. We observe how they interact with it and obtain feedback.

BUSINESS GOALS

Now, let's have a look at Uniqlo's goals:

"How might Uniqlo provide a **superior shopping experience**? How might Uniqlo reimagine the fashion retail experience for existing customers (Gen X) and reach new audiences (GenY/ Millennials)?

Uniqlo is keen to explore a **digital store experience that integrates with the physical store**. Each customer's interaction is an opportunity to build a relationship with our brand."

With this in mind, I approached the challenge stage by stage, beginning with **EMPATHY**.

1 EMPATHY - USER RESEARCH (Getting to know Uniqlo's customers)

I started by doing user research. As Uniqlo is a popular brand, I had little difficulty approaching friends and relatives to conduct **USER INTERVIEWS** as a means of **QUALITATIVE RESEARCH**. This process helps me understand their needs and motivations.

I crafted different categories of questions to understand the customers' behaviour and attitudes towards shopping for clothes via online and retail channels. And just as important, their perception of and their experiences with Uniqlo.

I spoke with 5 Uniqlo customers.

1 EMPATHY - QUALITATIVE RESEARCH - USER INTERVIEW QUESTIONS

CONSUMER BEHAVIOUR / BRAND PREFERENCE

- How often do you shop for clothes?
- Where do you usually shop for clothes?
- What do you like about this brand and why?
- How much do you usually spend on a single purchase?
- What influences your style?
- What are your motivations for buying new clothes?
- Were there times where this brand of clothes did not meet your expectations?
- If the brand of clothes you wish to purchase from has both online and retail stores, which would you prefer to shop from?

SHOPPING FOR CLOTHES ONLINE

- What prompted you to shop for clothes online?
- How much time do you usually spend shopping for clothes online?
- What are your considerations when shopping
- for clothes online?
- What delighted you about shopping for clothes online?
- What difficulties did you face when shopping
- for clothes online?
- What do you think could be done to improve your online shopping experience?
- What would cause you to abandon your cart?
- When shopping for clothes online, do you use a desktop computer or your mobile phone?

1 EMPATHY - QUALITATIVE RESEARCH - USER INTERVIEW QUESTIONS

SHOPPING FOR CLOTHES AT A RETAIL STORE

- What delighted you about buying clothes at a retail store?
- Were there moments that frustrated you when buying clothes at a retail store?
- What do you think can be done to improve your shopping experience at a retail store?

SHOPPING AT UNIQLO

- What do you like about Uniqlo products?
- Do you make your purchase from Uniqlo via their online store or a physical store?
- What factors do you consider when shopping for clothes via Uniqlo's ONLINE store?
- What delighted you about buying clothes at Uniqlo's ONLINE store?
- What frustrated you about buying clothes at Uniqlo's ONLINE store?
- What delighted you about buying clothes at Uniqlo's RETAIL store?
- What frustrated you about buying clothes at Uniqlo's RETAIL store?
- Were there instances where Uniqlo's product or service did not meet your expectations?
- Are there any products you wish Uniqlo offered?
- If you could reimagine shopping at Uniqlo, what would elevate your experience?

1 EMPATHY - QUALITATIVE RESEARCH - USER INTERVIEW #1

(Attitudes towards shopping for clothes at UNIQLO)

Angela P.

About interviewee

- Female, 40s
- Divorced, with a son in his teens
- Sales and Marketing Support Executive in an engineering based MNC

GENERAL OBSERVATIONS

(Angela P.)
She only makes purchases from their retail store as the online store requires a minimum spending of $60 to qualify for free delivery. Her budget does not exceed that amount.

(Angela P.)
She is aware that some odd sizes and the XL size clothes are only available online and not at the retail store.

(Angela P.)
She uses Uniqlo's mobile app more for 'research' and when she needs to flash her digital membership card to the staff.

(Angela P.)
She shops at Uniqlo's retail store when the items she wants are on sale.

POSITIVE FEELINGS

(Angela P.)
She finds Uniqlo's retail stores clean, bright and welcoming. Its sales staff are generally helpful.

(Angela P.)
She finds Uniqlo's clothing a good fit for the Asian body.

(Angela P.)
She likes Uniqlo as their clothes are simple, comfortable and made with good fabrics.

(Angela P.)
She likes Uniqlo's range of winter clothing (for her travels) for their classic designs.

(Angela P.)
She shared that she loves buying Uniqlo T-Shirts (Hello Kitty range) and sometimes dresses. The cotton material is great for the Singapore weather.

CONCERNS AND PAIN POINTS

(Angela P.)
She finds the Uniqlo app complicated as the clothes have too many classifications.

(Angela P.)
On weekends, she finds it frustrating to queue up for the fitting room in the larger Uniqlo stores.

(Angela P.)
She feels Uniqlo's self-checkout kiosks are not user-friendly.

1 EMPATHY - QUALITATIVE RESEARCH - USER INTERVIEW #2

(Attitudes towards shopping for clothes at UNIQLO)

Nina T.

About interviewee

- Female, 46, Married with sons in their teens.
- Designer by profession.

GENERAL OBSERVATIONS

(Nina T.)
She shops at Uniqlo weekly.

(Nina T.)
Acquiring exclusive items can be competitive and she would sometimes rush down to a Uniqlo store to snatch them.

(Nina T.)
She shops for T-shirts with anime prints (e.g. Jujutsu Kaisen) for her sons.

(Nina T.)
She prefers to shop for Uniqlo items via the app as it is convenient. If there is a launch of exclusive items, she will log in early (23:59) so as not to lose out.

(Nina T.)
She is aware that items sold out online may be available at the retail stores and she would rush down to verify.

POSITIVE FEELINGS

(Nina T.)
Uniqlo's exclusive collaborations excite her (e.g. legendary designer Jil Sander, popular anime like Jujutsu Kaisen)

(Nina T.)
She likes Uniqlo's return policy and finds it convenient to exchange for the correct size had it been wrongly purchased.

CONCERNS AND PAIN POINTS

(Nina T.)
She thinks poorly of Uniqlo's site/app UX. Due to the need to repeatedly click 'Show more', she lost out on an exclusive item.

(Nina T.)
She noted that customer service is practically non-existent on Uniqlo's website. There are no customer service hotlines, email or point of contact.

SUGGESTIONS / WISH LIST

(Nina T.)
She thinks Uniqlo's online shopping experience can be improved by data analytics.

(Nina T.)
She feels Uniqlo should be aware of her preferences and bump her favourite category (or the category with the most fav'd items) to the top.

(Nina T.)
She suggested Uniqlo online implement a feature to let users input their body measurements and height for it to recommend clothes to them.

1 EMPATHY - QUALITATIVE RESEARCH - USER INTERVIEW #3

(Attitudes towards shopping for clothes at UNIQLO)

Sharmaine S.

About interviewee

- Female, 33, Single.
- Marketing Professional for the government sector

GENERAL OBSERVATIONS

(Sharmaine S.)
She purchases from Uniqlo's retail stores 80% of the time.

POSITIVE FEELINGS

(Sharmaine S.)
She likes Uniqlo's basics and its clothes complement her lifestyle. She finds them affordable too.

(Sharmaine S.)
She prefers to collect the online purchases from Uniqlo's store as there are many branches in Singapore.

(Sharmaine S.)
She likes the wide selection offered by Uniqlo and she finds them nicely categorised.

(Sharmaine S.)
She uses Uniqlo's mobile app as it is easy to navigate.

(Sharmaine S.)
She likes shopping at Uniqlo's retail store as the staff are friendly. She is delighted by their signature greeting.

(Sharmaine S.)
She also likes the fact that new Uniqlo items are displayed near the entrance of the store.

SUGGESTIONS / WISH LIST

(Sharmaine S.)
She feels Uniqlo should consider improving its directional signages.

CONCERNS AND PAIN POINTS

(Sharmaine S.)
She is frustrated when she sees her sizes out of stock on Uniqlo. Seeing the box with the cross [X] is a turn off and she feels it could be better presented.

(Sharmaine S.)
She is frustrated by long queue lines for the dressing room at Uniqlo.

(Sharmaine S.)
On occasions, she would give up her purchase at Uniqlo because of the queue and her inability to try on the clothes.

(Sharmaine S.)
She finds Uniqlo stores huge and different stores have different layouts. Sometimes she will get lost and be unable to find an item.

1 EMPATHY - QUALITATIVE RESEARCH - USER INTERVIEW #4

(Attitudes towards shopping for clothes at UNIQLO)

Fabian W.

About interviewee

- Male, 48, Married with a daughter.
- Civil Servant

GENERAL OBSERVATIONS

(Fabian W.)
He only buys Uniqlo items from their physical store but he does not find excessive joy from the process.

(Fabian W.)
If the deals are very good, he would purchase clothes from Uniqlo online.

(Fabian W.)
He gets the impression that the men's section in Uniqlo is smaller than the women's section.

POSITIVE FEELINGS

(Fabian W.)
He likes Uniqlo as their prices are reasonably cheap and the quality is good

CONCERNS AND PAIN POINTS

(Fabian W.)
However, he fears encountering people who may dress up in the same Uniqlo clothes as him.

(Fabian W.)
He recalled purchasing HeatTech clothes at Uniqlo which were not warm enough. He was not aware of the different degrees of warmth in that range.

SUGGESTIONS / WISH LIST

(Fabian W.)
He wishes there was a well-defined office wear section for men at Uniqlo.

(Fabian W.)
He wishes Uniqlo had licensed and customisable T-shirts from popular games and movies. For Uniqlo's size and clout, they might be able to pull off 'on-the-fly licensing.'

1 EMPATHY - QUALITATIVE RESEARCH - USER INTERVIEW #5

(Attitudes towards shopping for clothes at UNIQLO)

Joanne P.

About interviewee

- Female, 29, Single
- Designer

GENERAL OBSERVATIONS

(Joanne P.)
She buys from Uniqlo via its retail stores.

POSITIVE FEELINGS

(Joanne P.)
She likes the material of Uniqlo products.

(Joanne P.)
She is delighted by the quick assistance and choices of all sizes at the Uniqlo's retail stores.

CONCERNS AND PAIN POINTS

(Joanne P.)
She is frustrated when she failed to grab the clothes she wanted at a sale.

SUGGESTIONS / WISH LIST

(Joanne P.)
She hopes to see Uniqlo offer future tech apparel.

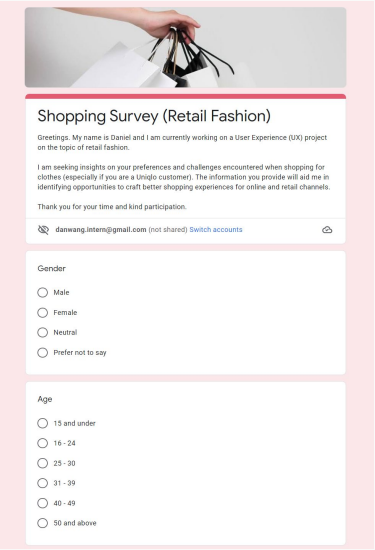
(Joanne P.)
She imagines an elevated experience at Uniqlo where she can picture herself fitting in the clothes by just scanning the items with her eyes.

1 EMPATHY - USER RESEARCH (Getting to know Uniqlo's customers)

I also ran a survey using Google Forms as **QUANTITATIVE RESEARCH**. I crafted different categories of questions to understand the customers' behaviour and attitudes towards shopping for clothes via online and retail channels. And just as important, their perception of and their experiences with Uniqlo.

I received 47 responses to my survey.

View the survey form



Shopping Survey (Retail Fashion)

Greetings. My name is Daniel and I am currently working on a User Experience (UX) project on the topic of retail fashion.

I am seeking insights on your preferences and challenges encountered when shopping for clothes (especially if you are a Uniqlo customer). The information you provide will aid me in identifying opportunities to craft better shopping experiences for online and retail channels.

Thank you for your time and kind participation.

danwang.intern@gmail.com (not shared) Switch accounts

Gender

- Male
- Female
- Neutral
- Prefer not to say

Age

- 15 and under
- 16 - 24
- 25 - 30
- 31 - 39
- 40 - 49
- 50 and above

1 EMPATHY - QUANTITATIVE RESEARCH - USER SURVEY QUESTIONS

DEMOGRAPHICS

- Gender
- Age Range
- Marital Status
- Occupation

BRAND PREFERENCE

- What do you like about this brand and why?
- Were there times where this brand of clothes did not meet your expectations?

CONSUMER BEHAVIOUR AND PREFERENCES

- How often do you shop for clothes?
- What type of clothes do you usually buy?
- How much do you usually spend on a single purchase?
- What are your 3 main criteria when purchasing clothes?
- What influences your style?
- If the brand of clothes you wish to purchase from has both online and retail stores, which would you prefer to shop from?

SHOPPING FOR CLOTHES ONLINE

- What prompted you to shop for clothes online?
- How much time do you usually spend shopping for clothes online?
- What are your considerations when shopping for clothes online?
- What delighted you about shopping for clothes online?
- What difficulties did you face when shopping for clothes online?
- What do you think could be done to improve your online shopping experience?
- How much do you usually spend on a single purchase? (provide an estimate)
- What would cause you to abandon your cart?
- For your online purchases, did you opt for delivery or did you collect it at a store of your choice?
- When shopping for clothes online, do you use a desktop computer or your mobile phone?

1 EMPATHY - QUANTITATIVE RESEARCH - USER SURVEY QUESTIONS

SHOPPING FOR CLOTHES AT A RETAIL STORE

- What delighted you about buying clothes at a retail store?
- Were there moments that frustrated you when buying clothes at a retail store?
- What do you think can be done to improve your shopping experience at a retail store?
- How much time you usually spend shopping for clothes at a retail store?

SHOPPING AT UNIQLO

- How often do you shop at Uniqlo?
- What do you like about Uniqlo products?
- Do you make your purchase from Uniqlo via their online store or a physical store?
- What factors do you consider when shopping for clothes via Uniqlo's ONLINE store?
- What delighted you about buying clothes at Uniqlo's ONLINE store?
- What factors do you consider when shopping for clothes at a Uniqlo RETAIL store?
- What delighted you about buying clothes at Uniqlo's RETAIL store?
- What frustrated you about buying clothes at Uniqlo's RETAIL store?
- Were there instances where Uniqlo's product or service did not meet your expectations?
- Are there any products you wish Uniqlo offered?
- If you could reimagine shopping at Uniqlo, what would elevate your experience?

1 EMPATHY - AFFINITY MAPPING (Difficulties encountered when shopping at Uniqlo ONLINE)

Usability

(Dislikes - Uniqlo ONLINE)
Bad UX when they roll out their app revamps

(Dislikes - Uniqlo ONLINE)
Sometime their selection are not standardise. E.g. Some. Section it list all genders in one page e. G. It collection. > women men kids, some I need to select gender > design

(Dislikes - Uniqlo ONLINE)
Can't remember exactly now but I think toggling back to the previous menu/fashion category

(Angela P.)
She finds the Uniqlo app complicated as the clothes have too many classifications.

(Dislikes - Uniqlo ONLINE)
too many items to browse

(Nina T.)
She thinks poorly of Uniqlo's site/app UX. Due to the need to repeatedly click 'Show more', she lost out on an exclusive item.

Customer Service

(Dislikes - Uniqlo ONLINE)
absolute lack of customer service

(Nina T.)
She noted that customer service is practically non-existent on Uniqlo's website. There are no customer service hotlines, email or point of contact.

Delivery

(Dislikes - Uniqlo ONLINE)
shipping fee waived only if shop for $60 or more

Sizes / Fit

(Dislikes - Uniqlo ONLINE)
Don't have my size

(Dislikes - Uniqlo ONLINE)
Sizing

(Dislikes - Uniqlo ONLINE)
No suitable sizes left

(Dislikes - Uniqlo ONLINE)
Fitting of clothes

(Dislikes - Uniqlo ONLINE)
Lack of size

(Improve ONLINE)
Virtual fit in the clothes

(Dislikes - Uniqlo ONLINE)
No size available.

(Improve ONLINE)
Simple and accurate sizing chart

Payment Options

(Dislikes - Uniqlo ONLINE)
Payment options are not great

Colours

(Dislikes - Uniqlo ONLINE)
Colour hue is sometimes off.

Stock Availability

(Dislikes - Uniqlo ONLINE)
Item might be sold out online but found them in-store.

(Sharmaine S.)
She is frustrated when she sees her sizes out of stock on Uniqlo. Seeing the box with the cross [X] is a turn off and she feels it could be better presented.

After the interviews and survey, I **synthesised the comments** and grouped them into themes to form an **affinity map**. The comments are now translated into **insights**.

1 EMPATHY - AFFINITY MAPPING (Difficulties encountered when shopping at Uniqlo's RETAIL STORE)

Sizes / Fit

(Dislikes - Uniqlo RETAIL)
Lack of sizes

(Dislikes - Uniqlo RETAIL)
Don't have my size.

(Dislikes - Uniqlo RETAIL)
Some items sizes only available till Size L or XL, when online have Size XL or XXL.

(Dislikes - Uniqlo RETAIL)
Not able to get the suitable sizes.

Style

(Dislikes - Uniqlo RETAIL)
Usually the style doesn't fit my needs outside of Airism.

Quality

(Dislikes - Uniqlo RETAIL)
not much but the quality often puts me off even if cheap (compare to online can be cheap and good more often)

Queues / Crowd

(Dislikes - Uniqlo RETAIL)
Long queues

(Dislikes - Uniqlo RETAIL)
Crowds..

(Dislikes - Uniqlo RETAIL)
long queues

(Dislikes - Uniqlo RETAIL)
Sometimes long q

(Dislikes - Uniqlo RETAIL)
Long queues but move fast.

(Angela P.)
On weekends, she finds it frustrating to queue up for the fitting room in the larger Uniqlo stores.

(Dislikes - Uniqlo RETAIL)
long queue for fitting rooms during weekends

(Sharmaine S.)
She is frustrated by long queue lines for the dressing room at Uniqlo.

(Dislikes - Uniqlo RETAIL)
too crowded

(Sharmaine S.)
On occasions, she would give up her purchase at Uniqlo because of the queue and her inability to try on the clothes.

Clothes Display

(Dislikes - Uniqlo RETAIL)
Too many clothe hang tightly together

Customer Service

(Dislikes - Uniqlo RETAIL)
Nobody available to serve

Stock Availability

(Dislikes - Uniqlo RETAIL)
sometimes cannot find items in some stores

(Joanne P.)
She is frustrated when she failed to grab the clothes she wanted at a sale.

Fitting Rooms

(Dislikes - Uniqlo RETAIL)
Dressing area always packed on weekends.

(Dislikes - Uniqlo RETAIL)
Not enough Mirrors

Payment / Self-Checkout

(Angela P.)
She feels Uniqlo's self-checkout kiosks are not user-friendly.

Locating Items

(Dislikes - Uniqlo RETAIL)
Finding items.

(Dislikes - Uniqlo RETAIL)
The orientation of clothing. Similar clothing are not displayed together. **The clothing on the mannequin is not close, usually is at the different part of store so is hard to find.** Very cramp in the aisles

(Dislikes - Uniqlo RETAIL)
Not much. Socks confusion.

(Sharmaine S.)
She finds Uniqlo stores huge and different stores have different layouts. Sometimes she will get lost and be unable to find an item.

(Dislikes - Uniqlo RETAIL)
The product is piled neatly in shelves. Thus while searching for the correct size one has to sift through the stack and possibly make a mess. I feel the need to refold neatly so that the next customer won't be discouraged to purchase the item but never do it as well as the professionals.

(Fabian W.)
He recalled purchasing HeatTech clothes at Uniqlo which were not warm enough. He was not aware of the different degrees of warmth in that range.

After the interviews and survey, I **synthesised the comments** and grouped them into themes to form an **affinity map**. The comments are now translated into **insights**.

2 DEFINE - NARROWING DOWN WHAT TO SOLVE

The user research is done and I have gained insights to the user's pain points. Logically, I should address the issues with the most pain points. Although fitting room queues and store crowd on weekends were major concerns, I have little control over crowd management. Limiting the number of clothes a customer could try would probably be a turn-off.

The issues in the circles have been identified as the ones to solve. However when we ideate, we might come up with solutions that address pain points beyond these.

2 DEFINE - DETERMINING THE USER PERSONA

While it is good to narrow down the issues to address, we also need to better visualise a personality who is representative of our customers. In essence, a **user persona**. While the persona is not a real person, the persona's traits, needs, motivations and frustrations are very real (distilled from the people I interviewed). I created personas for the two customer segments: **Generation X and General Y / Millennials**.

Let's get acquainted with them.

PAMELA CHUA

"I have clothes but I can't seem to find anything to wear."

Clothes are Pamela's passion. She shops for them twice a week (sometimes out of boredom!). Her style is influenced by fashion magazines, influencers and Instagram.

DEMOGRAPHICS

Age:	39
Marital Status:	Married with a son in primary school
Location:	Singapore
Education:	Bachelor of Communication Studies
Career:	Senior Marketing Communications Executive in a Consultancy Firm
Income:	S$75,000/year

NEEDS

- Seek out trendy clothes that make her look good and feel good
- When shopping for clothes, she hopes to receive recommendations based on her body measurements and height
- Knows items sold out online may be available at the store. Wants inventory integration between online and retail channels

FRUSTRATIONS

- Frustrated when she failed to acquire exclusive collaboration pieces from Uniqlo
- Agitated when a website requires many steps to complete the transaction
- Sometimes disappointed that the quality of the material or size turned out different from her expectations.

TRICIA KOH

"My clothes are representative of my personality."

Tricia loves clothes that are simple and yet project an air of confidence. She likes the basics offered by Uniqlo and occasionally purchases from blogshops like Playdress and Love Bonito.

DEMOGRAPHICS

Age:	24
Marital Status:	Single
Location:	Singapore
Education:	Diploma in Design and Media
Career:	Social Media Content Producer
Income:	S$45,000/year

NEEDS

- On the lookout for clothes to refresh her closet for work, dates and special occasions
- Needs better sizing information
- Customer service that is readily available

FRUSTRATIONS

- Frustrated when she found the items she wanted but her sizes were out of stock
- Hard to find someone to attend to her at times
- She finds Uniqlo stores huge and different stores have different layouts. Sometimes she will get lost and be unable to find an item.
- Long queue for the fitting room

TRICIA KOH, 24,
Social Media Content Producer

Scenario: Acquire a new outfit from Uniqlo and keeping fingers crossed queues aren't crazy.

AWARENESS

- Comes across an ad from Uniqlo on Instagram. She sees something she fancies and visits the Uniqlo website on her mobile to find out more.

CONSIDERATION

- She researches what she wants to buy from Uniqlo via its website and adds the items to her 'Wish List' (aka Favourites) to shortlist them.
- She heads down to the flagship store and it is crowded. She does not look forward to the fitting room queue.
- She has difficulty locating certain items as the store is huge. Staff are too busy to attend to her.

DECISION

- While she is queuing for the fitting room, she is already starting to dread to queue again for payment.
- She has a mind to abandon her purchase and return another day. But the thought of leaving the store empty handed is unbearable.
- Queue, it is.

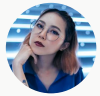
PURCHASE

- She is relatively happy with her purchase but wishes the time spent queuing up could be minimise.

LOYALTY & ADVOCACY

- Thinks about posting a story on Instagram about her new outfit.

TRICIA'S USER FLOW (EXISTING)



TRICIA KOH, 24,
Social Media Content Producer

In the current user flow, it takes Tricia **13 steps** to go from learning about the product to purchasing it. She spent time searching for the item at the Orchard flagship store and getting the assistance from staff to locate it.

HOW CAN WE OPTIMISE TRICIA'S TIME?

1. Learns of product on Instagram
2. Lands on Uniqlo's website
3. Browses the product
4. Adds the product to her Wish List
5. Goes to the flagship store at Orchard
6. Finds herself lost in the massive 2-level store
7. Walks back and forth to locate the product
8. Looks for staff to assist her
9. Finally locates the product
10. Joins the queue for the fitting room
11. Tries on the product
12. Heads to cashier to purchase
13. Heads home and plans OOTD post on social media

The time spent locating the product could be better spent e.g. browsing other products

3 IDEATE - “HOW MIGHT WE...”

At this stage, it is a good idea to start asking some “**How might we**...” questions to help us frame our approach.

How might Uniqlo recommend clothes based on user’s body measurements?

How might Uniqlo advocate body positivity?

How might Uniqlo help customers find what they want quickly?

How might Uniqlo better recommend product pairing to its customers?

3 IDEATE - BRAINSTORMING AND IDEA #1

For my first idea, I wanted to address **clothes recommendation by utilising the user's BODY MEASUREMENTS**.
I was aware of a body shape classification for women and considered advocacy for body positivity.

THOUGHTS

How might Uniqlo recommend clothes based on user's body measurements?

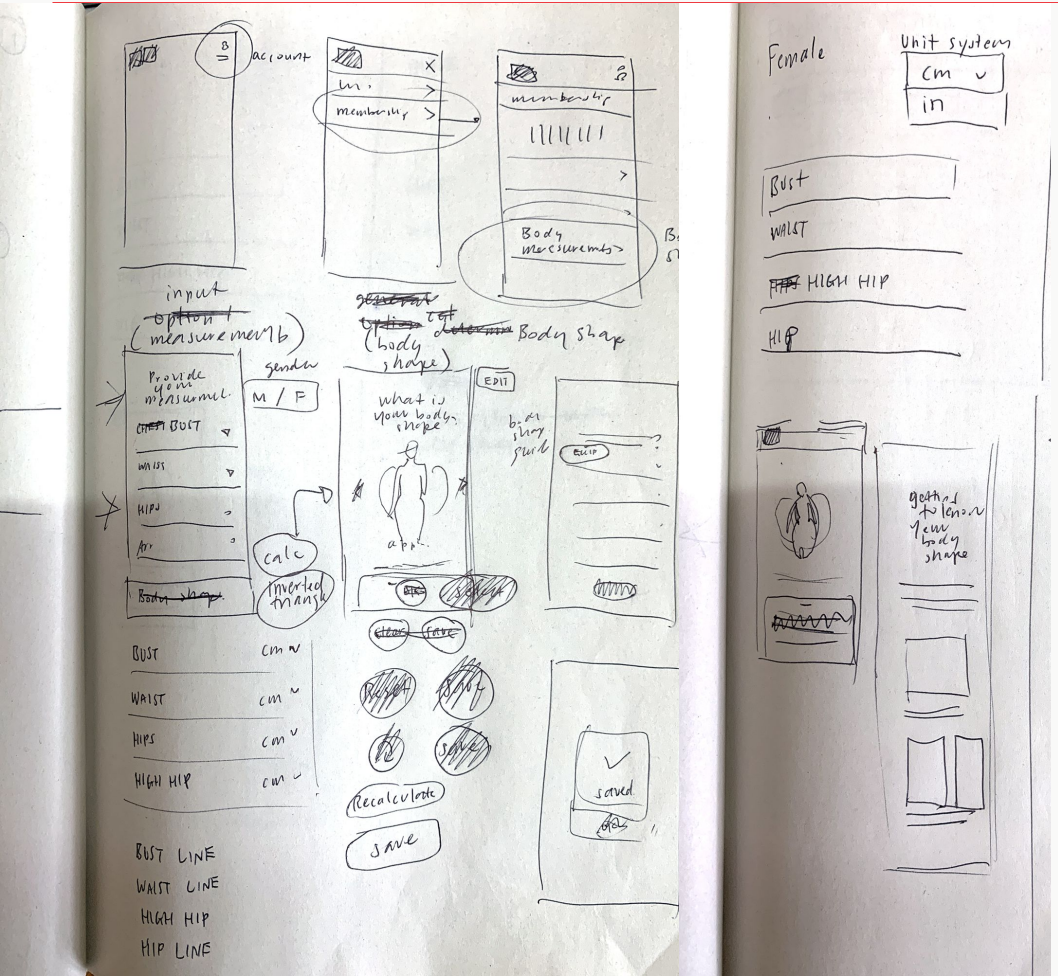
How might Uniqlo advocate body positivity?

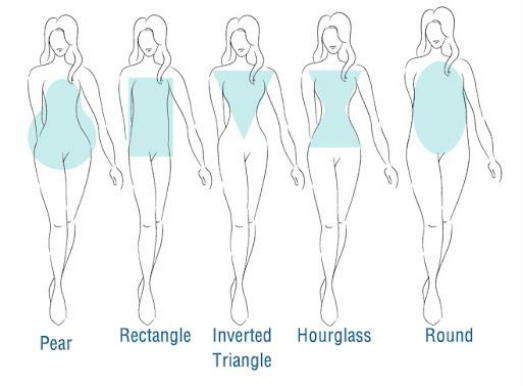
GOALS

SIZING + FIT

RECOMMEND ATIONS

IDEA #1 - RECOMMEND CLOTHES USING USER'S BODY MEASUREMENTS





I wanted to introduce the concept of **body shapes** for Uniqlo Women's clothes. By entering their body measurements in a calculator, their body shape type could be generated and clothes can then be recommended to them.

To validate my idea, I did a zoom call with one of the five users whom I interviewed. While she was appreciative of the idea of Uniqlo recommending clothes based on her body measurements, **she was not keen on being labelled 'Rectangle' or 'Pear' body shape.**

3 IDEATE - BRAINSTORMING AND IDEA #2

For my second idea, I looked into implementing a new feature in Uniqlo's website and mobile app to let customers **LOCATE PRODUCTS IN THE STORE** by means of generating a map for them. I also thought about ways to **engage customers digitally at Uniqlo's retail stores**.

THOUGHTS

How might Uniqlo help customers find what they want quickly?

How might Uniqlo better recommend product pairing to its customers?

GOALS

STOCK AVAILABILITY / LOCATING ITEMS

RECOMMENDATIONS

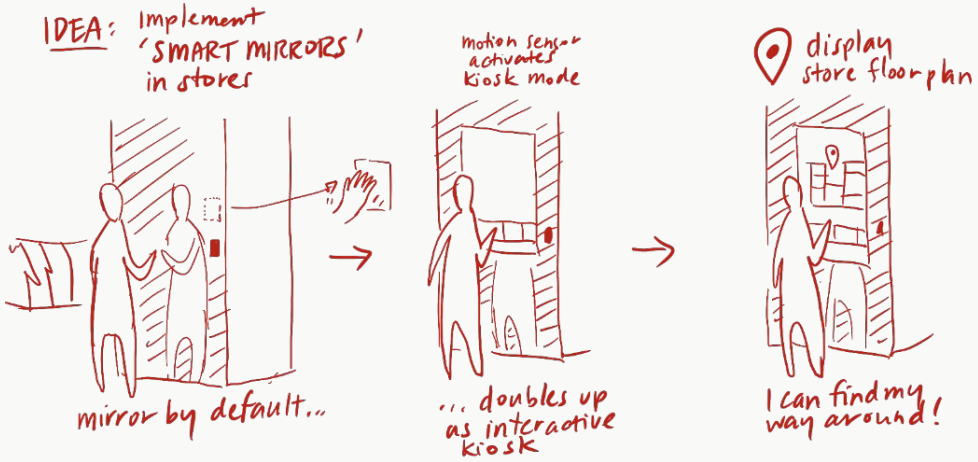
Some survey respondents and people I interviewed lost their way in bigger Uniqlo stores, especially those with two levels. They expressed a need for better directional signages.

The illustrations on the left depict such a user journey. The customer uses Uniqlo's app or website to shortlist for items before heading down to an outlet to purchase.

However upon reaching the outlet, she could not find her way around and had difficulty finding a staff to attend to her.

How can I ease her frustrations?

IDEA #2 - INTERACTIVE SMART MIRROR

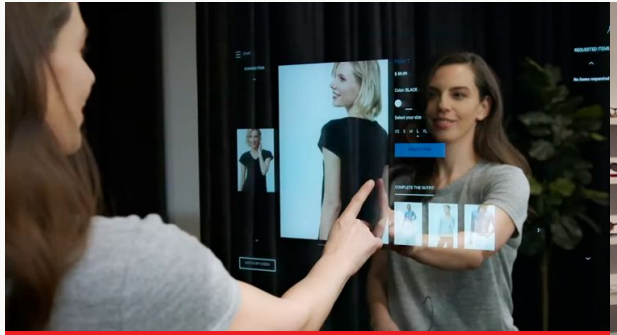


The business goal mentioned Uniqlo is keen to explore a digital store experience that integrates with the physical store. With this in mind, I am thinking of implementing an **interactive smart mirror**.

It is essentially a mirror which doubles up as an interactive kiosk. While the technology is not new, the concept is novel and can drive user engagements at the retail store.

On the left, the user's journey is improved as the user is able to self-help by utilising the smart mirror. She can look at the floorplan, explore clothes and even use the Radio Frequency Identification (RFID) scanner mounted on the mirror to scan the RFID tag of a product.

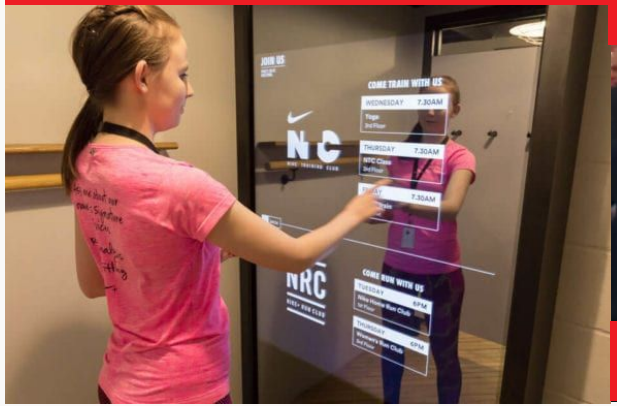
The product will instantly appear on the screen and she can even view recommendations for product pairing.



POINT OF SALES

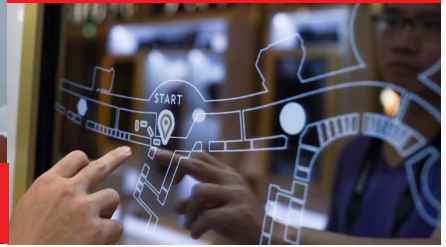
RADIO-FREQUENCY IDENTIFICATION (RFID) TECHNOLOGY TO READ PRODUCT TAGS

AUGMENTED REALITY CAPABILITIES / GAMIFICATION



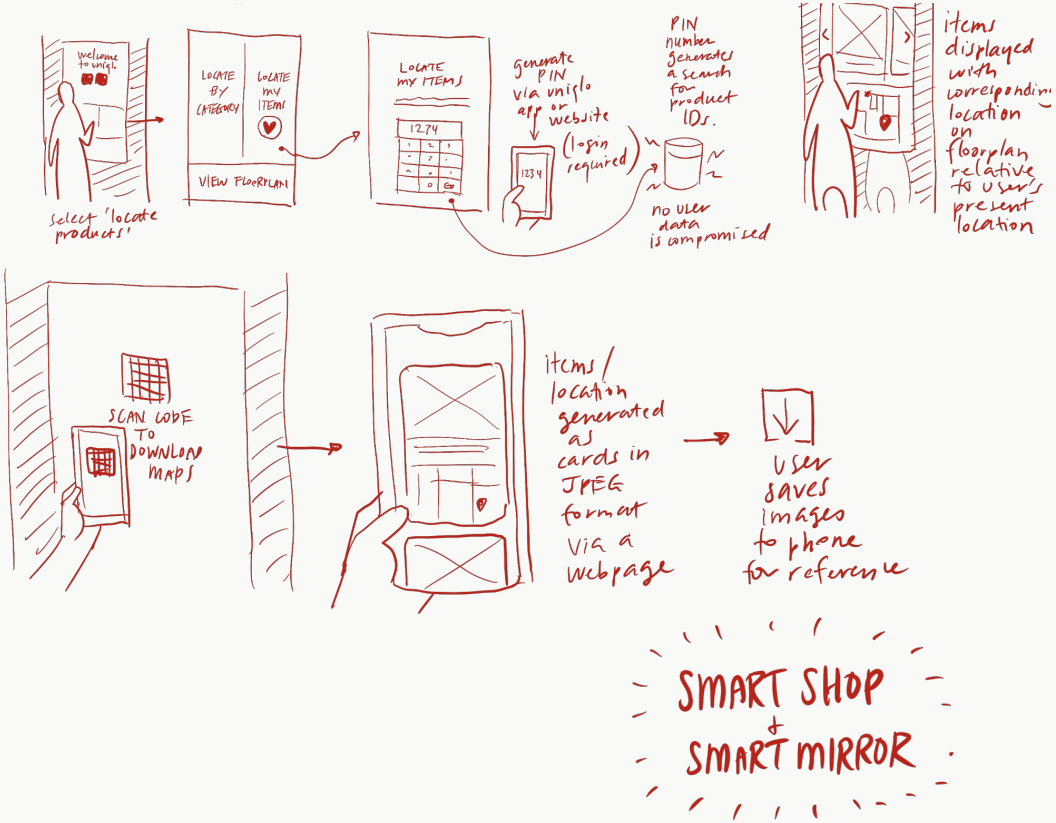
DIRECTIONS

USING IMAGE RECOGNITION TO RECOMMEND SIMILAR CLOTHING.



SMART MIRROR - NOT A NEW TECHNOLOGY

UNIQLO | WORLD'S FIRST MAGIC MIRROR
FLAGSHIP STORE IN SAN FRANCISCO (2012)



Via the smart mirror, the user can also locate items in the store by entering the 6-digit Product ID number. A map will then be generated to help the user navigate around the store to find the item. The map will be generated as a JPEG and the user can save it to the device for reference.

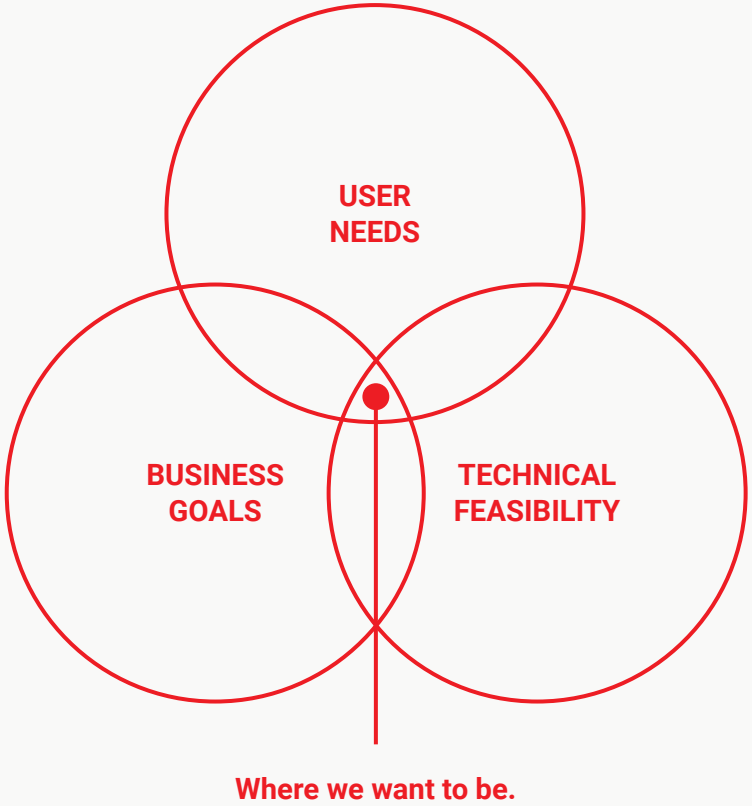
Again, I needed to validate if my idea was sound. And I approached the user again to seek her opinion. To her, this idea actually solves multiple pain points:

- **With this smart mirror, she gets customer service whenever she needs it.**
- **It helps her locate her items quicker than before.**
- **By scanning the RFID tag of a product, she also gets recommendations on screen for product pairing which is a big plus for her.**

3 IDEATE - WHICH IDEA TO GO FOR?

Between the two ideas and from user feedback, the second idea of the Smart Mirror and Item Locator was able to meet user needs, business goals and technical feasibility.

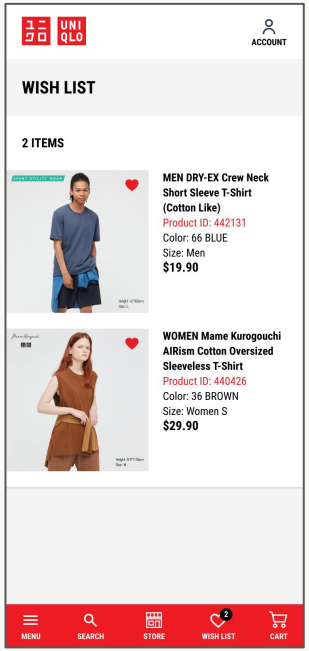
It was time to create **prototypes** for our user to test.



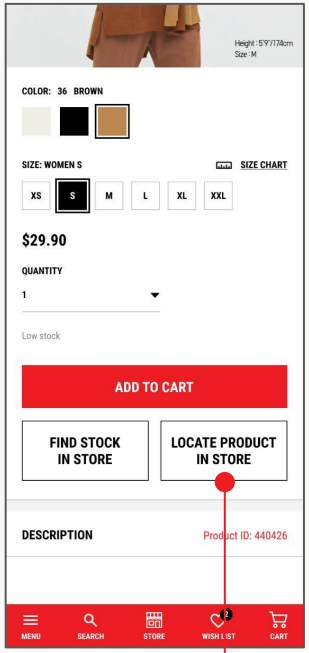
4 PROTOTYPE - PRODUCT LOCATOR FOR THE APP AND WEBSITE

In the same discussion I had with the user, she pointed out that while it is good to have an item locator in Uniqlo's retail store (via the smart mirror), she was hoping a similar function could be implemented for Uniqlo's app and website. Her rationale is that before she heads down to the store, having an item she fancies located for her on a map would be helpful.

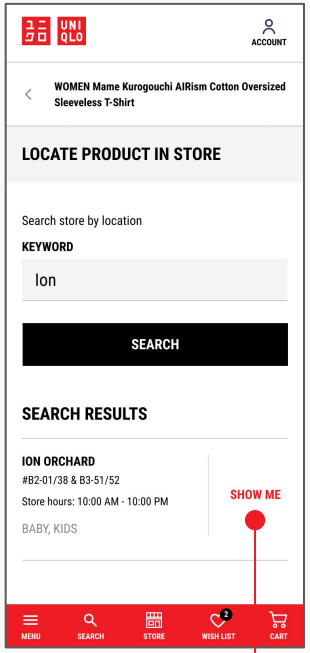
With this in mind, I have created a prototype which demonstrates this capability. Let's see how it works.



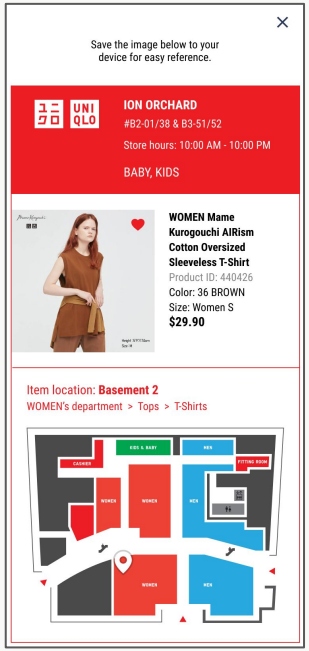
Within the app or website, the user selects a product to learn more about it.



In the product details page, a new '**LOCATE PRODUCT IN STORE**' button is available. The user taps on it and a search is initiated.



The user provides a store name or keyword and matching store names appear in the search result. Tapping a store name generates the item location map.

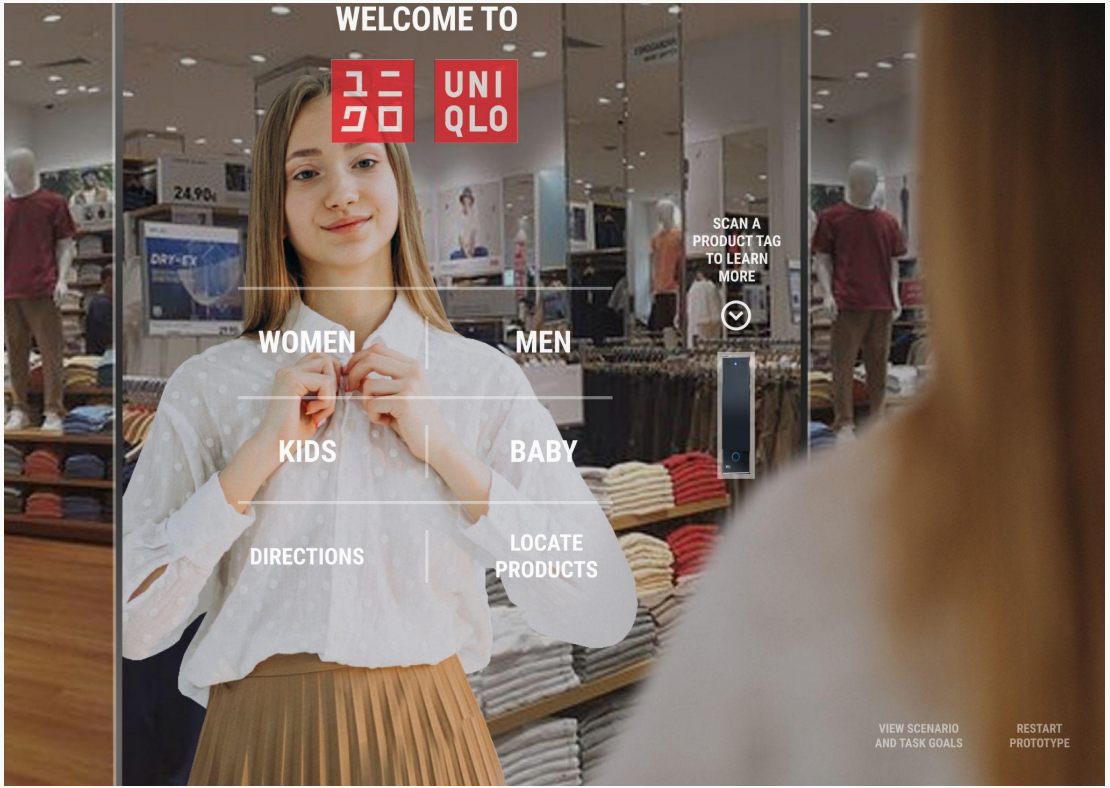


The map is a JPEG which the user can save to the device. Like a boarding pass, the information within lets the user know exactly where to go.

View the prototype

4 PROTOTYPE - INTERACTIVE SMART MIRROR

As mentioned earlier, I have noted that smart mirror technology has been available for some time. The technology offers much possibilities and has potential for high user engagement. Budget aside, I am hoping the idea can at least spark conversations between stakeholders.

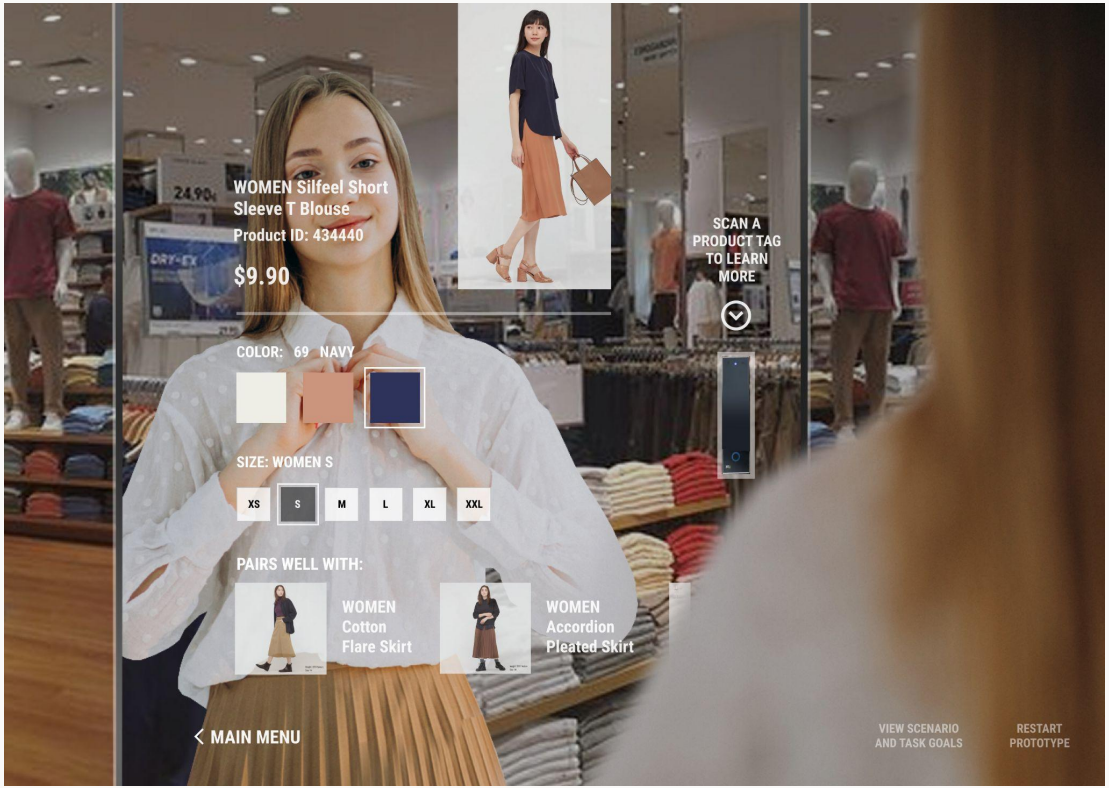


HOW IT WORKS

When a user approaches the mirror, proximity sensors detect the approach and launches a welcome screen.

The user is presented with a series of options to explore. She could browse for clothes, get directions within the store and even learn more about a garment by letting the smart mirror scan its Radio-frequency identification (RFID) tag.

View the prototype

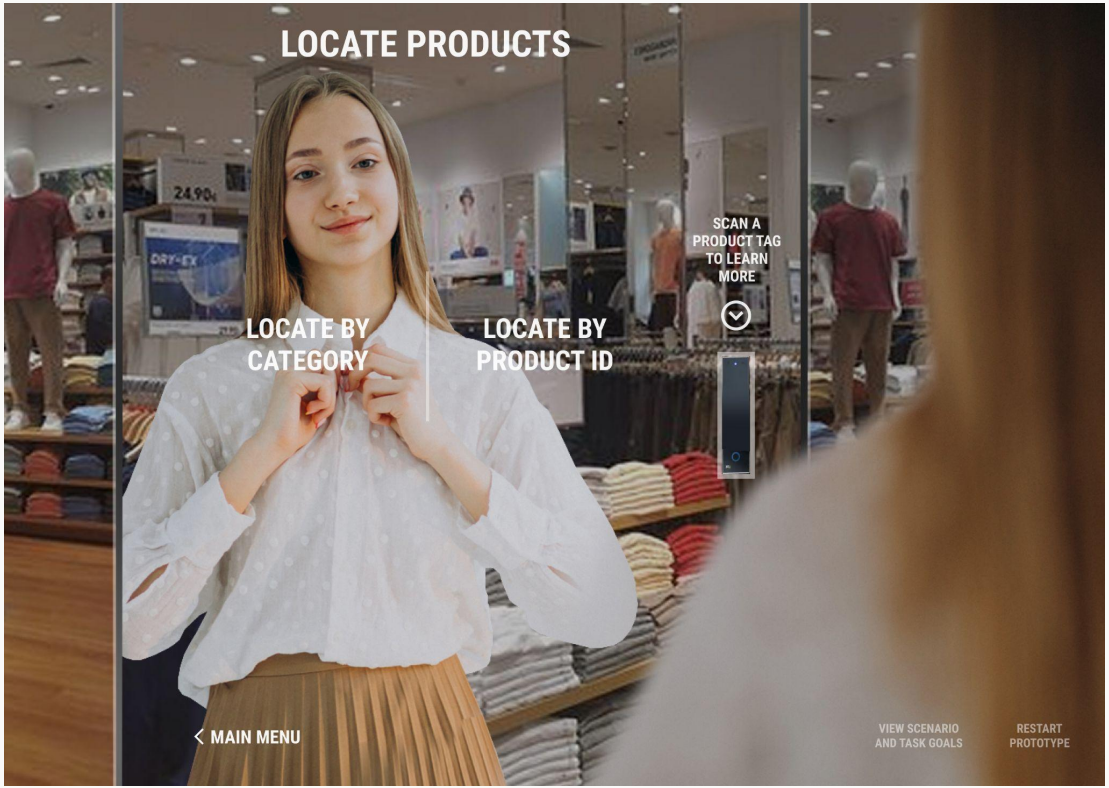


HOW IT WORKS

When the smart mirror scans the RFID tag of a product, it immediately displays the item on screen. The user can explore the colours and sizes available with ease. Product pairing recommendations on the spot can boost sales.

With this smart mirror, the user would not be annoyed by staff who 'hover' around them and overcome situations where there are seemingly no staff to assist the user.

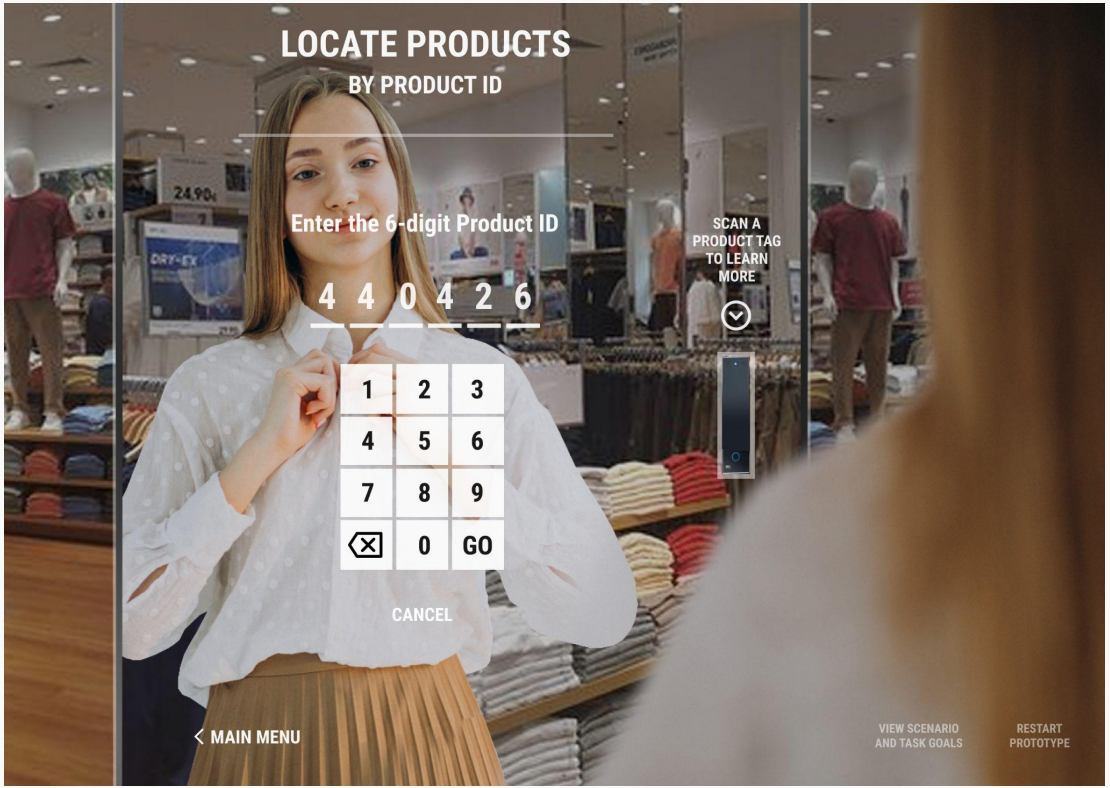
View the prototype



HOW IT WORKS

In this screen, the user is initiating a product search. She could search for items by category or simply locate products by their ID numbers.

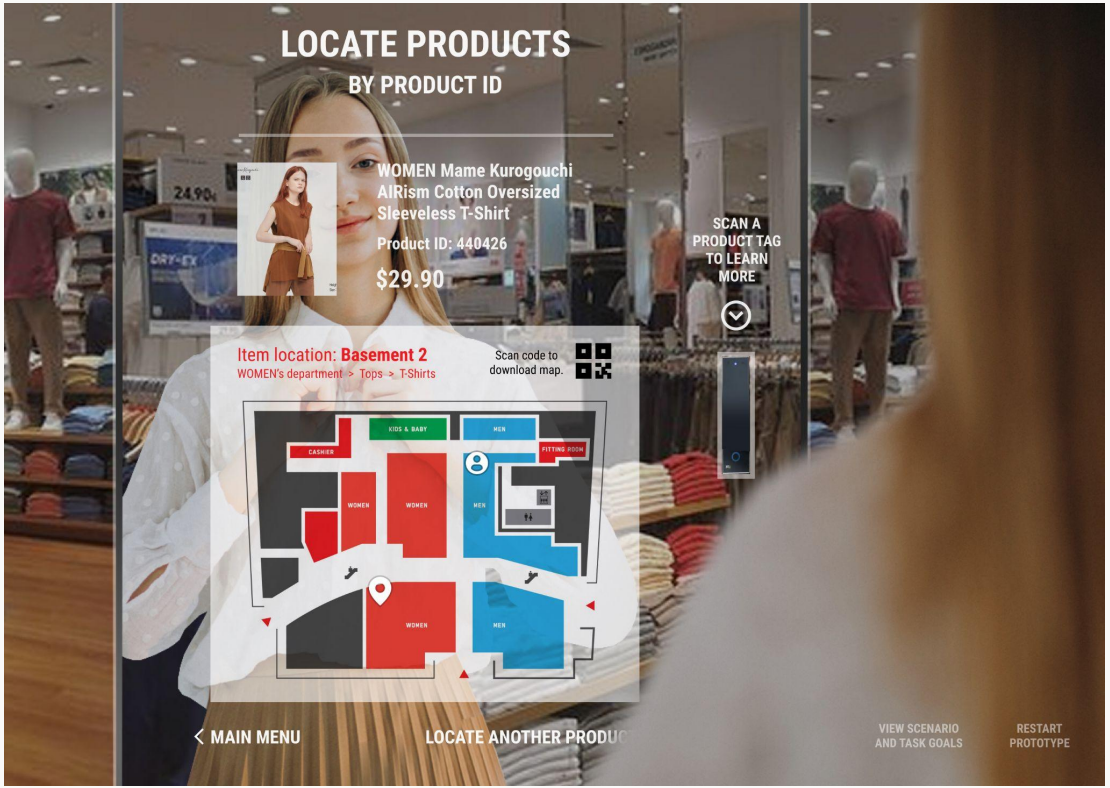
View the prototype



HOW IT WORKS

The large on screen numeric keypad is user friendly

View the prototype



HOW IT WORKS

The corresponding product image shows up on screen along with map with clear instructions. A QR code is provided for the user to scan and save the map of her phone.

View the prototype

5 TEST - CONDUCTING USABILITY TESTS WITH THE PROTOTYPES

Once again, I invited the same user whom I interviewed before to help me test the prototypes. This ensures continuity in determining how effective these prototypes are based on her inputs from prior sessions.

Prior to the usability tests, I enquired with the user about her device type. This is important because we want the experience to be as close to the real thing as possible, down to mimicking behaviours of different phone operating systems.

Preview links were provided beforehand and a meeting was conducted via zoom for me to listen to the user's feedback at each stage.

For each prototype, the user was briefed on the scenario and given a task to perform. This **usability test** will reveal whether actual user interactions met the expected outcome.

USABILITY TESTING WITH:

Sharmaine S.

- Female, 33, Single.
- Marketing Professional for the government sector

USER'S DEVICE: **iPHONE**

5 TEST - USABILITY TEST #1: PRODUCT LOCATOR FOR THE APP AND WEBSITE

For this usability test, the prototype is a partial recreation of the Uniqlo Singapore mobile website. The user is briefed on the following scenario and task/goal.

SCENARIO

Uniqlo has implemented a new feature in its website which lets users locate its products in the store.

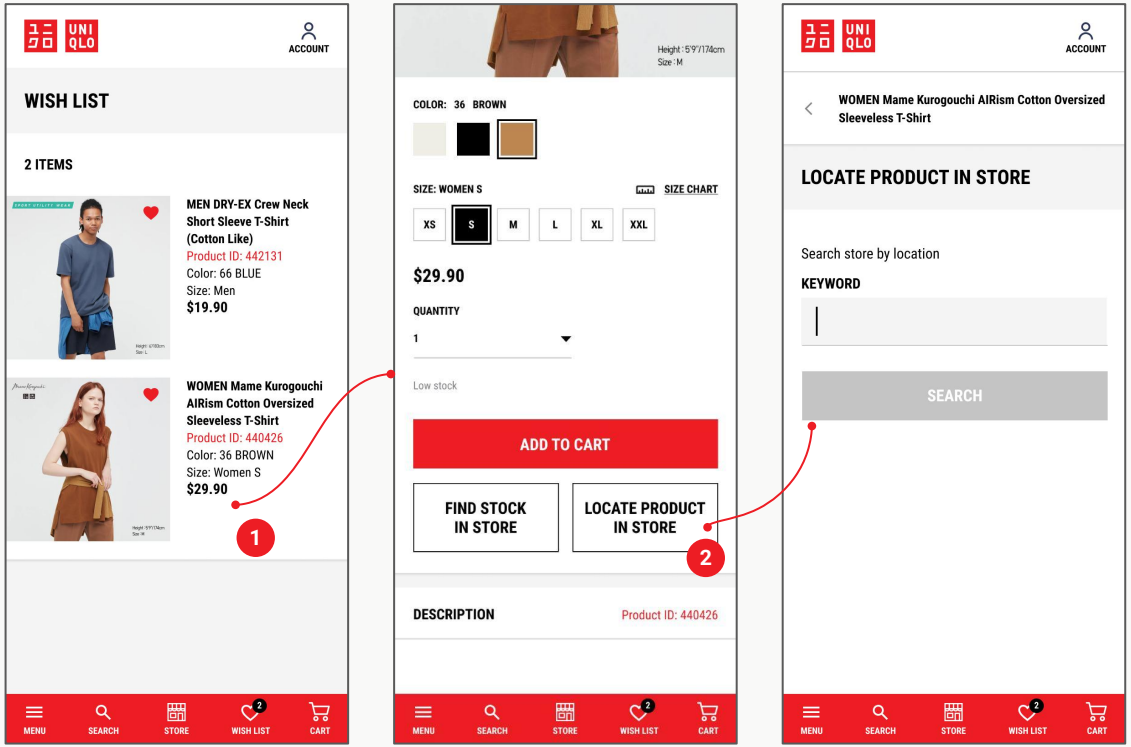
TASK/GOAL

View a product and learn where it is located at the ION ORCHARD store you will be visiting.

On the next few screens, we will see if the user's task exploration matches the expected outcomes at each step of the process.

Scan the code to preview the prototype on your mobile
(optimised for iPhone)

USABILITY TEST #1: PRODUCT LOCATOR FOR THE APP AND WEBSITE



GOALS

View a product details page and locate the product in the ION ORCHARD store.

USER ACTIONS

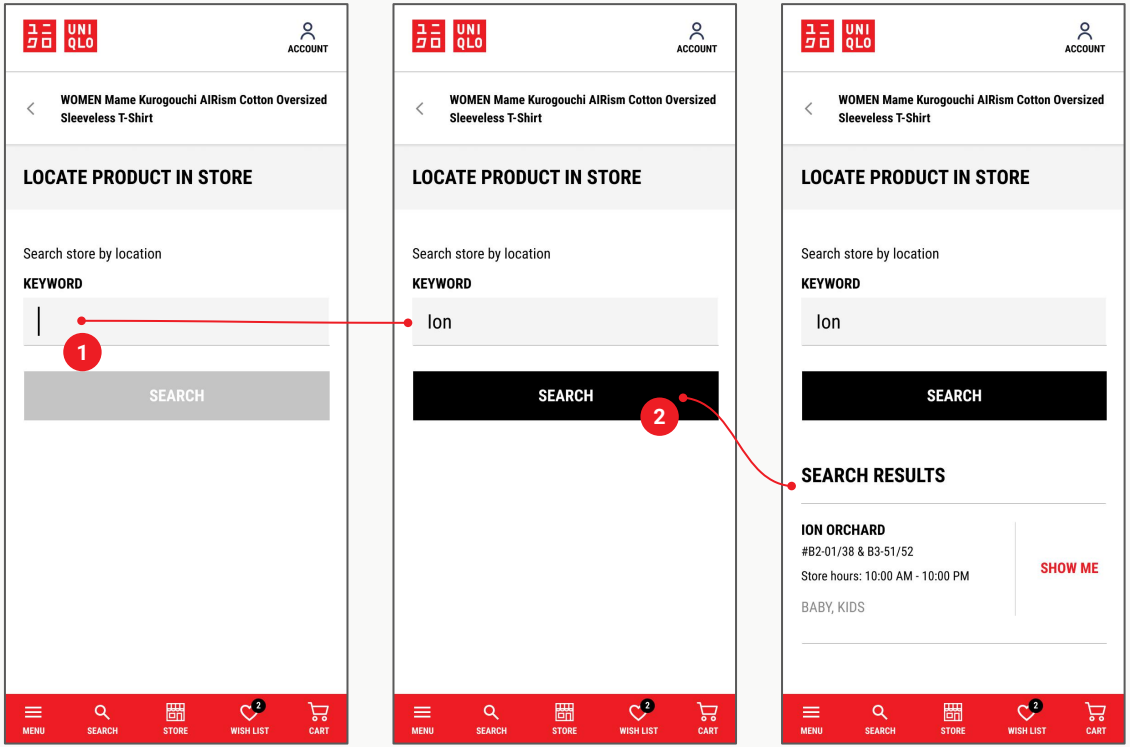
1. The prototype begins with the WISH LIST screen.

   The user had no problem tapping on a product to view its details.

2. In the Product Details screen, the user sees the LOCATE PRODUCT IN STORE button after scrolling down the page.

   The user tapped on the button and is brought to the LOCATE PRODUCT IN STORE screen which prompted her to input a store name.

USABILITY TEST #1: PRODUCT LOCATOR FOR THE APP AND WEBSITE



GOALS

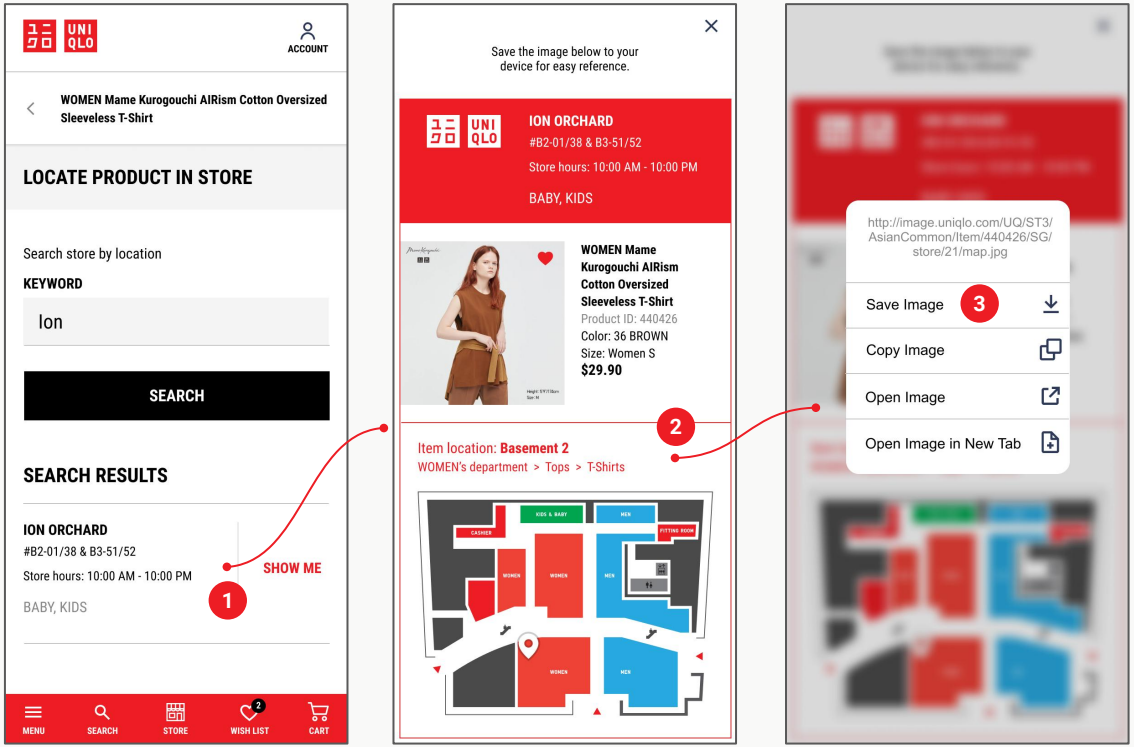
Input ION ORCHARD as the search keyword and obtain a search result.

USER ACTIONS

1. User noticed the blinking text input cursor and instinctively tapped the text input field.
2. The keyword 'ION' is provided and the user tapped on SEARCH.

   ION ORCHARD appeared as a search result.

USABILITY TEST #1: PRODUCT LOCATOR FOR THE APP AND WEBSITE



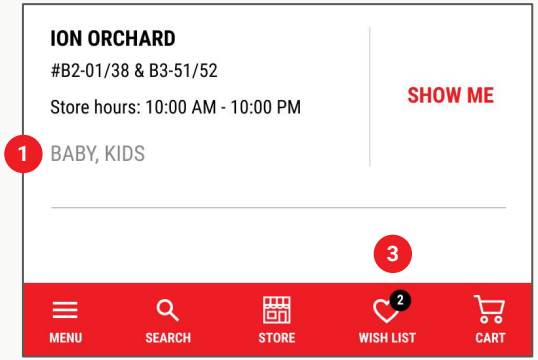
GOALS

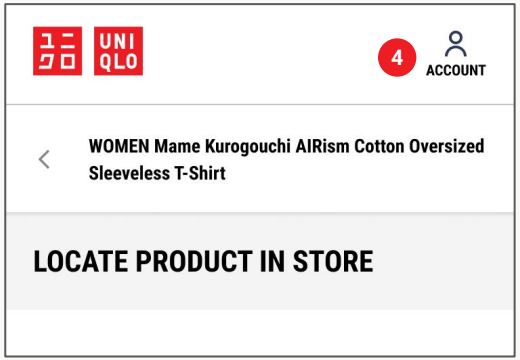
See where the product is located at the ION ORCHARD store. Save the product location map to the device.

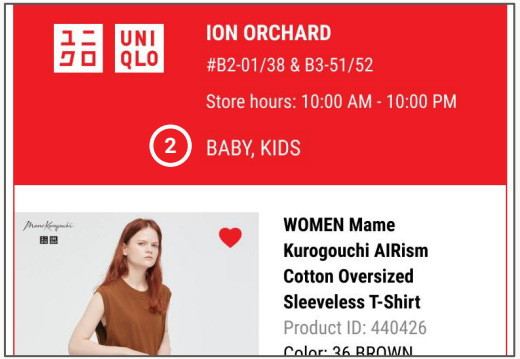
USER ACTIONS

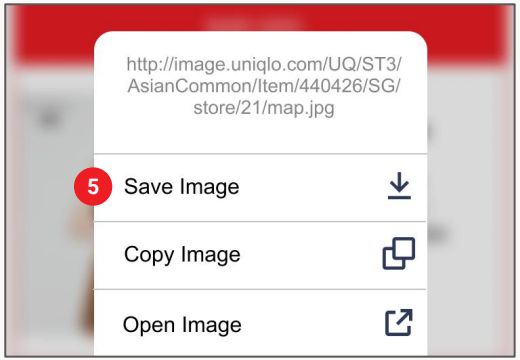
1. User saw ION ORCHARD in the search result. She also noticed the text SHOW ME in red and tapped on it.
2. A card (generated as a jpeg) containing information about the product as well as its location map at the ION ORCHARD store is presented in an overlay.
3. When prompted to save the image, the user did a 'long press' and triggered a contextual menu. The user interface was familiar to the user and she tapped on 'Save Image'.

USABILITY TEST #1: PRODUCT LOCATOR FOR THE APP AND WEBSITE









COMMENTS AND OBSERVATIONS

1 The user commented that even though the
2 ION ORCHARD store sells Baby and Kids products, **this information was irrelevant to her at this stage** as she is only concerned about the T-Shirt she is interested in purchasing and similarly in the generated location map.

3 The user commented the Wish List button in the red navigation bar was a blind spot to her ("*Could just be me*" she said).

4 She tapped on 'Account' at the top-right corner to access the Wish List instead.

5 User commented she mostly does screen captures on her phone to save useful information and that the map is a nice touch.

5 TEST - USABILITY TEST #2: INTERACTIVE SMART MIRROR AT THE STORE

For this usability test, the prototype is a mock-up of the smart mirror's kiosk interface at the store. The user was asked to use her laptop view and try this prototype.

SCENARIO

You are made aware of Uniqlo's smart mirrors at select stores via social media. Intrigued, you head down to a store to experience it for yourself.

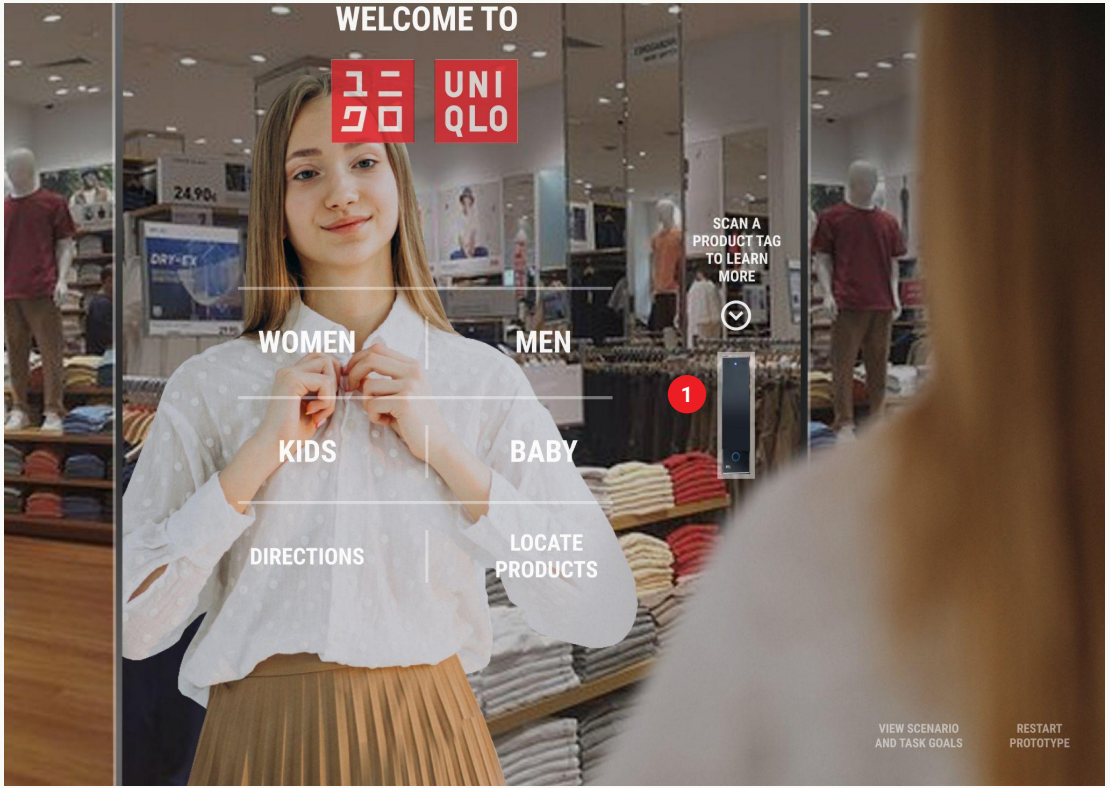
As you walk towards a smart mirror, its proximity sensor detects your approach and activates kiosk mode...

TASK/GOAL

1. Scan a product tag at the smart mirror to learn more about the product and receive product pairing recommendations.
2. Using the earlier mobile website prototype, find a product's **6-digit ID number** from your wishlist and use it to **locate the product in the store** via the smart mirror.

On the next few screens, we will see if the user's task exploration matches the expected outcomes at each step of the process.

View the prototype



GOALS

Scan a product tag using the mirror's RFID reader to learn more about the product

USER ACTIONS

1. The prototype begins with the main menu, presenting the user with several options.

   The user was asked to describe the options available to her in this screen. She noticed the tag reader on the right and clicked on it.

USABILITY TEST #2: INTERACTIVE SMART MIRROR AT THE STORE

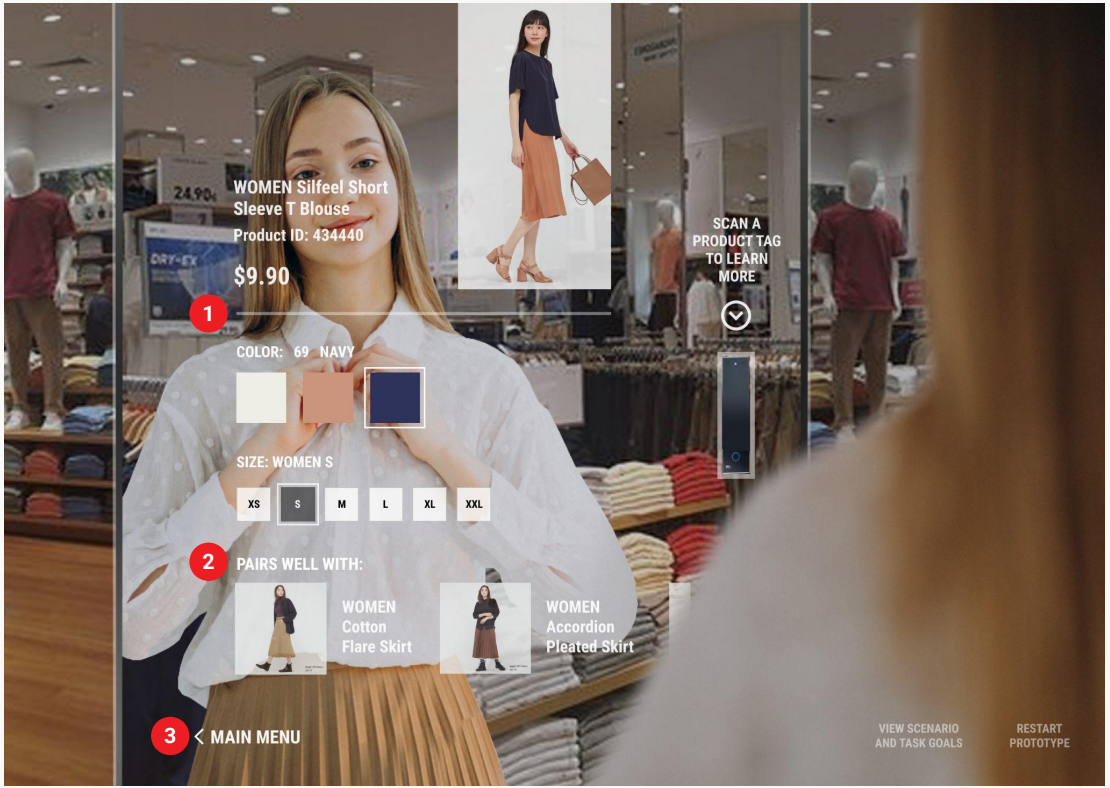
GOALS

Scan a product tag using the mirror's RFID reader to learn more about the product

USER ACTIONS

1. To provide a faithful simulation, the view switches to a close-up view of the reader and depicts the user moving the tagged garment towards the reader to scan it.

USABILITY TEST #2: INTERACTIVE SMART MIRROR AT THE STORE



GOALS

Examine the product details and feedback whether the information presented is sufficient. Return to the main menu when done.

USER ACTIONS

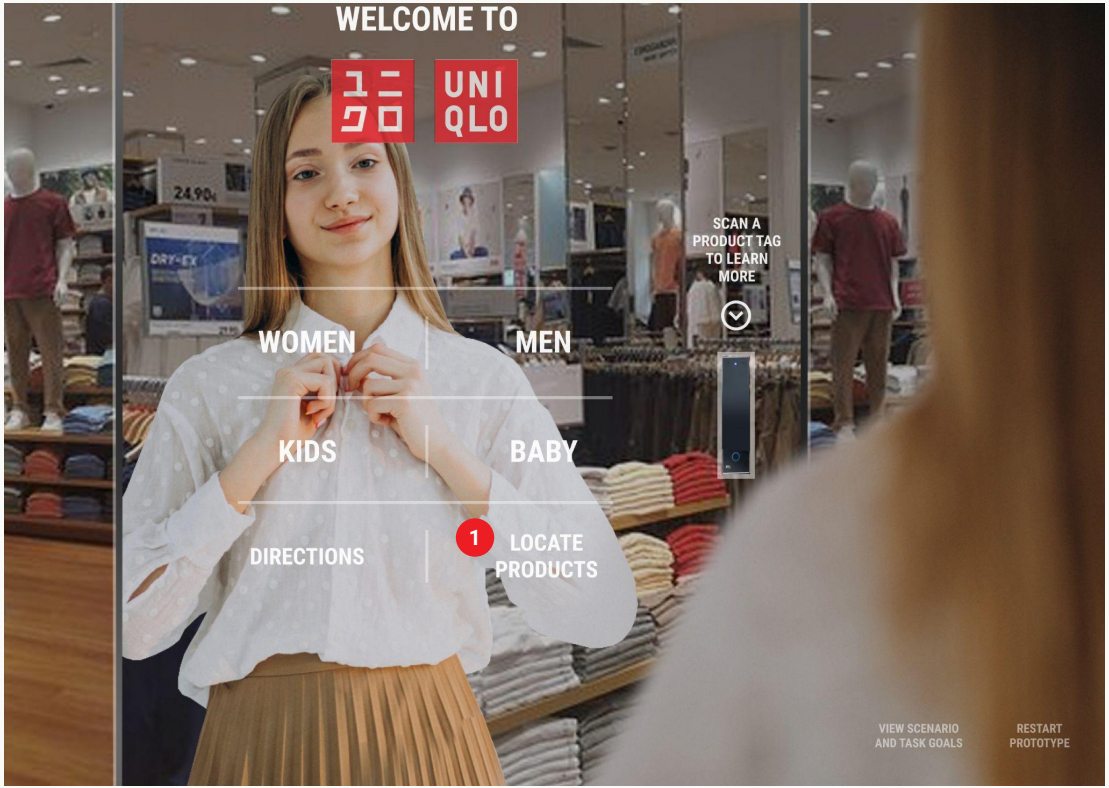
1. After scanning the tag, the product details are flashed on-screen. The user is ok with the presentation of the product details but commented the product price, colour and size are information she already knew before approaching the mirror.

   At this screen, she felt it would be good to indicate stock availability for each size (to satisfy her curiosity) at this particular store. If stock is unavailable, she would like to know if the product is available at other branches.

2. The user appreciated the 'Pairs well with" product recommendations and will likely view them.

3. The user clicked MAIN MENU, returning her to the initial screen.

USABILITY TEST #2: INTERACTIVE SMART MIRROR AT THE STORE



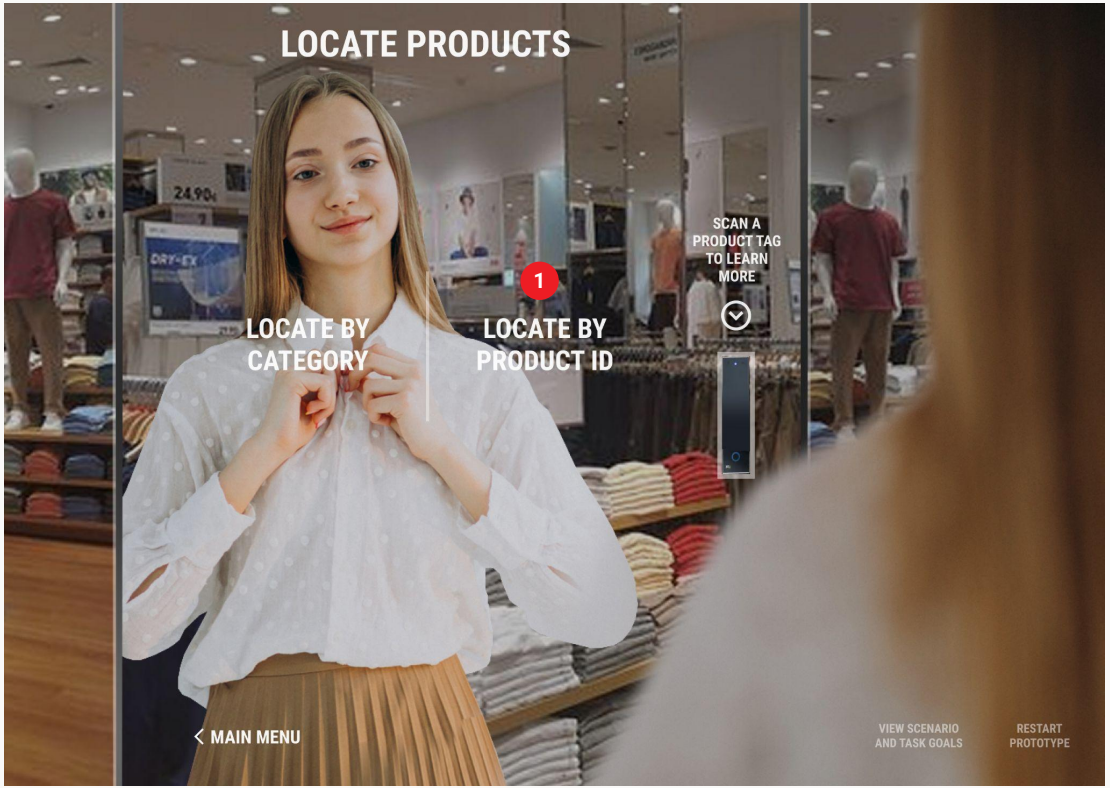
GOALS

Locate a product in the store by Product ID.

USER ACTIONS

1. From the main menu, the user clicked on LOCATE PRODUCTS.

USABILITY TEST #2: INTERACTIVE SMART MIRROR AT THE STORE

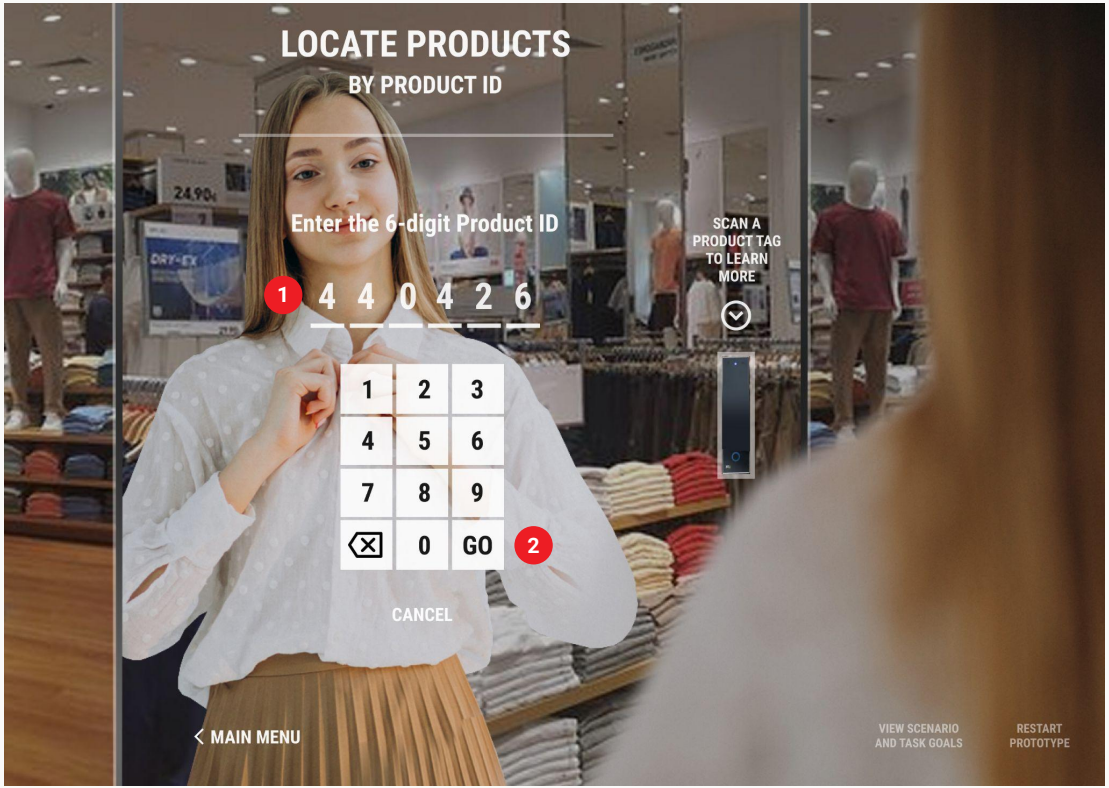


GOALS

Locate a product in the store by Product ID.

USER ACTIONS

1. From the LOCATE PRODUCTS screen, the user clicked on LOCATE BY PRODUCT ID.



GOALS

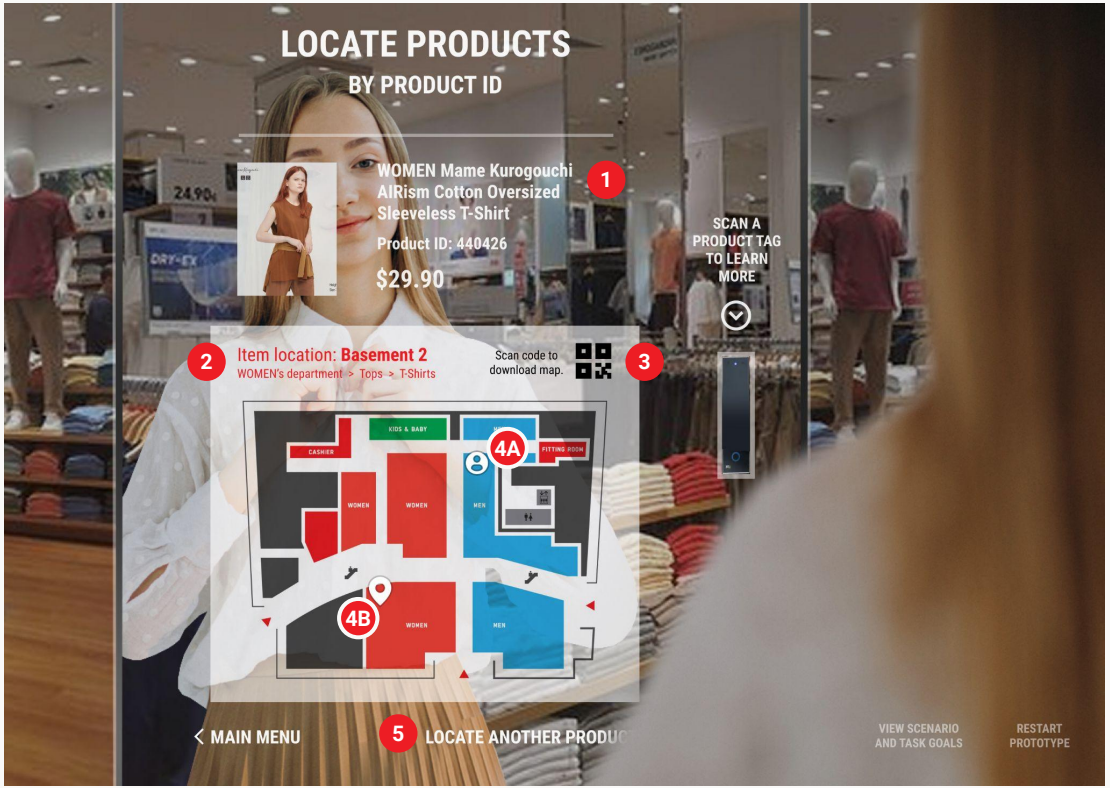
Using the product locator mobile web prototype from earlier, retrieve a 6-digit ID number of a product from the user's WISH LIST and input it in this screen to initiate a product ID search.

USER ACTIONS

1. The user retrieved the 6-digit ID number from a product in her wishlist quickly. The red text colour provided a visual cue.

The user clicked the numeric keypad which simulated her entry of the 6-digit product ID.

2. Next, the user instinctively clicked on 'GO' to initiate the product ID search.



GOALS

Examine the product information and the product location map. Feedback whether the information presented is sufficient. Locate another product.

USER ACTIONS

1. The user found the product information sufficient.

2. For the map, the user commented knowing the product's location was sufficient for her and she does not need to see the '**Tops > T-Shirts**' appearing behind 'WOMEN's department'.

3. The user appreciated the map download QR code.

4A, 4B. The user understood the map iconography - the profile icon represents the user's present location while the location pin represents where she needed to go.

5. The user clicked on LOCATE ANOTHER PRODUCT to initiate another Product Location search.

	How did the idea help the user?	What other solutions can the idea provide?
PRODUCT LOCATOR FOR THE APP AND WEBSITE	• User is able to determine the location of the product in the store before heading down.	
INTERACTIVE SMART MIRROR AT THE STORE	• User learns more about the product by scanning the RFID tag • User gets product pairing recommendations • User can get assistance locating products in the store	• Provides on-demand customer service for users who dislike staff who hover around them and yet want them to be readily available when needed • View store floor plan • Point of purchase • Gamification • Conduct Polls / Surveys / Feedback • Can be fitted with cameras/sensors to scan body measurements and height • Augmented Reality capabilities. Overlay clothing on users to help them visualise and shape purchase decisions

CUSTOMER JOURNEY (AFTER IMPLEMENTATION)

TRICIA KOH, 24,
Social Media Content Producer

Scenario: Acquire a new outfit from Uniqlo and keeping fingers crossed queues aren't crazy.

AWARENESS

- Sees a post on Instagram from Uniqlo about a new feature on their app and website which allows her to locate items in the store.
- The post also mentions 'Smart Mirror' technology at the flagship store in Orchard. Curiosity is piqued.

CONSIDERATION

- She shortlists her items on Uniqlo's website as before and notices the new 'Locate Product in Store' function. She is pleasantly surprised a map is generated for her to help her locate the item quickly.
- When she arrives at the store and passes some aisles, she notices one of the mirrors suddenly 'coming to life' with displays. She is delighted the mirror has become an interactive kiosk.

DECISION

- Instead of rushing to pay for a garment, she decides to explore more functions of the Smart Mirror.
- She sees another customer bring the garment closer to the mirror and at once it appeared on screen with additional information,
- "I gotta try this feature!" She lets the mirror scan her garment and it shows up on the display with clothes pairing ideas.

PURCHASE

- What seemed like 'yet another day' has become a day of surprises and excitement.
- She purchased two more items following recommendations from her interactions with the Smart Mirror.
- She leaves the store feeling delighted and accomplished.

LOYALTY & ADVOCACY

- Her Instagram stories for that day are filled with her interactions with the Smart Mirror. She also shared photos of the item location map which she likens to a boarding pass.
- Her friends are intrigued by her stories and she is making plans to visit Uniqlo with them. "Next time I must remember to say Mirror, Mirror on the wall... and pretend I am the evil queen from Snow White. HA!"

TRICIA'S USER FLOW (WITH PRODUCT LOCATOR)

Just a few taps to generate the map.

Learns of product on Instagram → Lands on Uniqlo's website → Browses the product → Taps Locate Product In Store → Selects a store (Orchard) → Generates a product location map → Goes to the flagship store at Orchard → Refers to map and heads straight to product location and picks it up → Joins the queue for the fitting room → Tries on the product → Heads to cashier to purchase → Heads home and plans OOTD post on social media

TRICIA KOH, 24,
Social Media Content Producer

In the revised user flow, it takes Tricia **12 steps** to go from learning about the product to purchasing it. While it seems like only a saving of 1 step, it took a **SIGNIFICANTLY SHORTER TIME TO GENERATE THE PRODUCT LOCATION MAP** than for Tricia to walk around the shop searching for the product.

CUSTOMIZE
T-SHIRTS USING TEMPLATES

MORE
FITTING
ROOMS

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