

MYER STORE

An App proposal to create a hybrid in-store experience.

2 WEEKS - 2 UX DESIGNERS
PARTNER: LASITH WANI

Challenge

How might we improve the users' in-store experience and increase sales?"

My Role

Research, synthesis, ideation, paper prototyping and Hi-fi Mockup on Figma.

Key Findings

- 1 "I want to know what is available"
Users want to know which product, colours, sizes or similar options the store has available.
- 2 "Hard to find stuff"
The size of the store is an obstacle for users and staff when the task is finding an item.
- 3 "Myer is boring"
The classic look - Myer is an old store, and because of its size, sometimes it's hard to keep up with market trends.

JAISON MAFRA
UX DESIGNER

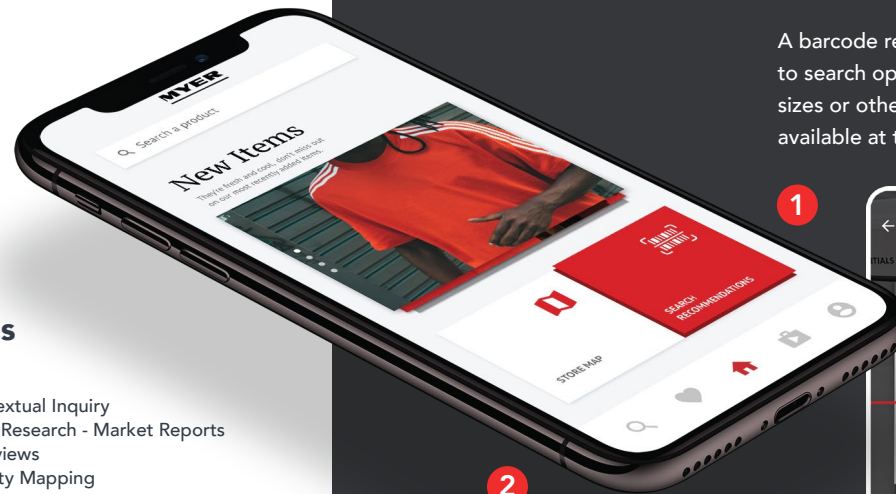
A hybrid solution that mixes the experience of online and offline stores.

A barcode reader allowing users to search options of colours and sizes or other similar products available at the store.

Process

- Start
- Contextual Inquiry
- Desk Research - Market Reports
- Interviews
- Affinity Mapping
- Ideation
- Concept Map
- Value Proposition Canvas
- Feature Prioritization
- Personas
- Sketching
- Paper Prototyping
- Usability Testing
- Hi-Fi Mockup - FIGMA
- Usability Testing
- MVP

- 4 "I go to Myer to check the designs"
Some users like to walk by the aisles in the store to find what is new and trendy. After that, they go online to find similar but cheaper products.
- 5 "I go to physical stores to feel the product's quality"
Users like to touch and feel the product material and quality. Online stores are not able provide it to users.

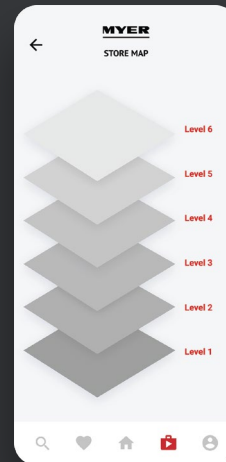


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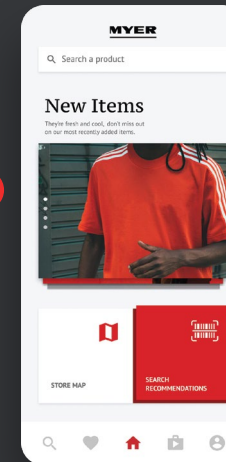
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Store Map -
Store information on the user's hands: Levels, departments and brands.



4

Highlights -
New Items and targeted items based on users' preferences.



3



A fun way to browse the store's products library: swiping right or left.

5

Users can select items to collect and try in store before finalize the purchase.

