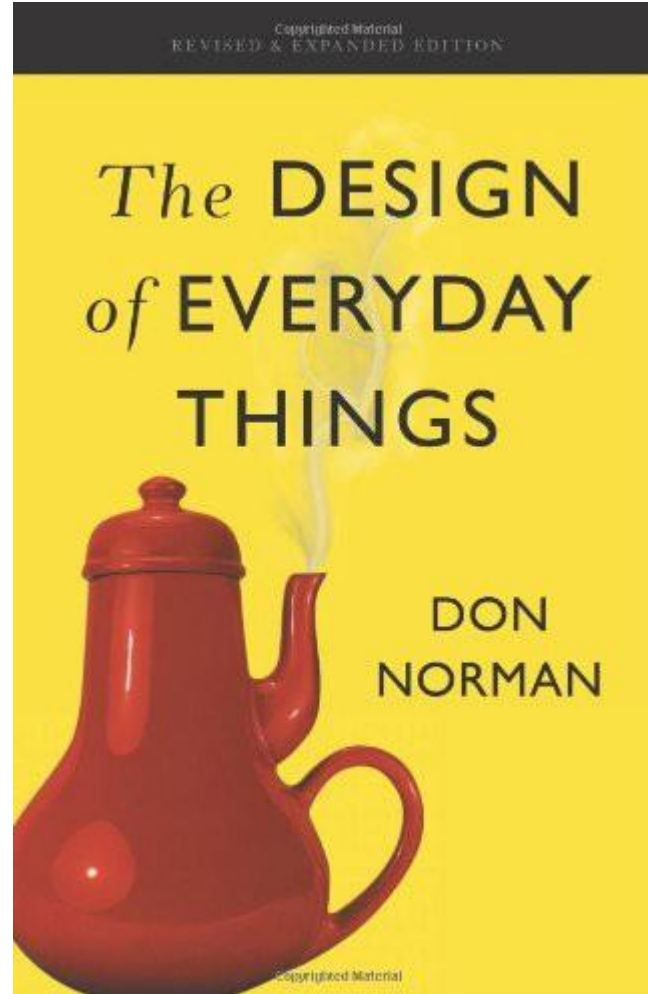


Interaction design in retail

Michelangelo Guarise

The design of everyday things – Don Norman



Interaction design

Interaction design, often abbreviated as **IxD**, is "the practice of designing interactive digital products, environments, systems, and services. While the digital side of this statement is true, interaction design is also useful when creating physical (non-digital) products, exploring how a user might interact with it.

Norman's 3 levels of experience

Don Norman proposes the emotional system consists of three different, yet interconnected, levels, each of which influences our experience of the world in a particular way. The three levels are visceral, behavioral, and reflective.

The meaning and value of a product is determined by the its relationship with the user

Norman, 2004



VISCERAL

- Aesthetic qualities

Is it beautiful?

Visceral

- "Concerns itself with appearances". This level of design refers to the perceptible qualities of the object and how they make the user/observer feel. For example, a grandfather clock offers no more features or time-telling functions than a small, featureless mantelpiece clock, but the visceral (deep-rooted, unconscious, subjective, and automatic feelings) qualities distinguish the two in the eyes of the owner.
- What we are essentially referring to here is 'branding'—namely, the act of distinguishing one product from another, not by the tangible benefits it offers the user but by tapping into the users' *attitudes, beliefs, feelings*, and how they want to feel, so as to elicit such emotional responses.



BEHAVIORAL

- Usability
- Hergonomy
- Practicality

Is it easy to use?

Behavioural

- "...has to do with the pleasure and effectiveness of use." Behavioural design is probably more often referred to as *usability*, but the two terms essentially refer to the practical and functional aspects of a product or anything usable we are capable of using in our environment. Behavioral design (we shall use this term in place of usability from now on) is interested in, for example, how users carry out their activities, how quickly and accurately they can achieve their aims and objectives, how many errors the users make when carrying out certain tasks, and how well the product accommodates both skilled and inexperienced users.

REFLECTIVE

- What does it mean to me?
- How does it contribute to my self-image?
- Does it evoke personal remembrances?

Do I like to own it?

Reflective

- "...considers the rationalization and intellectualization of a product. Can I tell a story about it? Does it appeal to my self-image, to my pride?" This is the highest level of emotional design; representing the conscious thought layer, where we consciously approach a design; weighing up its pros and cons, judging it according to our more nuanced and rational side, and extracting information to determine what it means to us as an individual. Reflective thinking allows us to rationalise environmental information to influence the behavioural level. Take for example smartwatches." On that note, researchers Jaewon Choi and Songcheol Kim at the University of Korea examined users' intentions to adopt smartwatches under two major factors, namely a user's perception of the device as a *technological innovation* and as a *luxury fashion product*.

Why UX in retail?

- Improve brand image (Visceral)
- Increase customer fidelization (Behavioural)
- Increase customer satisfaction and improve the relationship between the brand and customer (Reflective)

How to get to customer fidelization

Respect

- *Provide Caring and Individual Attention to Every Customer*
- Customers are more loyal to those companies that are easy to interact with, create enjoyable experiences, and treat them respectfully regardless of the communication channel. It's no longer about creating the least expensive option for customers, as many are willing to pay more for a product or service if they feel an emotional connection with a company.
- Treat every customer as a unique individual
- Make every interaction positive and memorable
- Provide prompt, courteous attention when your organization has caused a problem for a customer

How to get to customer fidelization

Simplicity

- *Manage Invisible Behind-the-Scenes Issues and Activities*
- Customers don't want to talk with numerous people or worry about service details. Companies are supposed to be accurate and dependable and provide the service promised in their service level agreements
- Present policies and options to customers in the best possible light
- Take ownership of solving a customer's problem
- Support struggling co-workers to improve the customer's experience

How to get to customer fidelization

Solutions

- *Provide an Honest Effort to Solve or Help Customers Solve Their Problems*
- Customers want a flexible approach to service, and they expect you to meet and handle their needs in prompt and creative ways. Work creatively to resolve a customer's problem
- Anticipate needs that customers may not have considered
- Use all available resources to achieve the best possible outcomes for your customers

How to get to customer fidelization

Responsability

- *Deliver What Was Promised, Dependably and Accurately*
- Customers want to feel they're in capable hands and that promises will be kept. They want things to be right the first time. Should something go wrong, customers expect a quick and thorough recovery.
- Pay attention to details that customers care about
- Follow up to make sure customers are happy with solutions you've provided
- Assure customers that their needs will be met

Interactive Retail

- Augmenting Shopping experience by using technology and new kind of in-store interactions
- Merging the gap between off-line and on-line stores

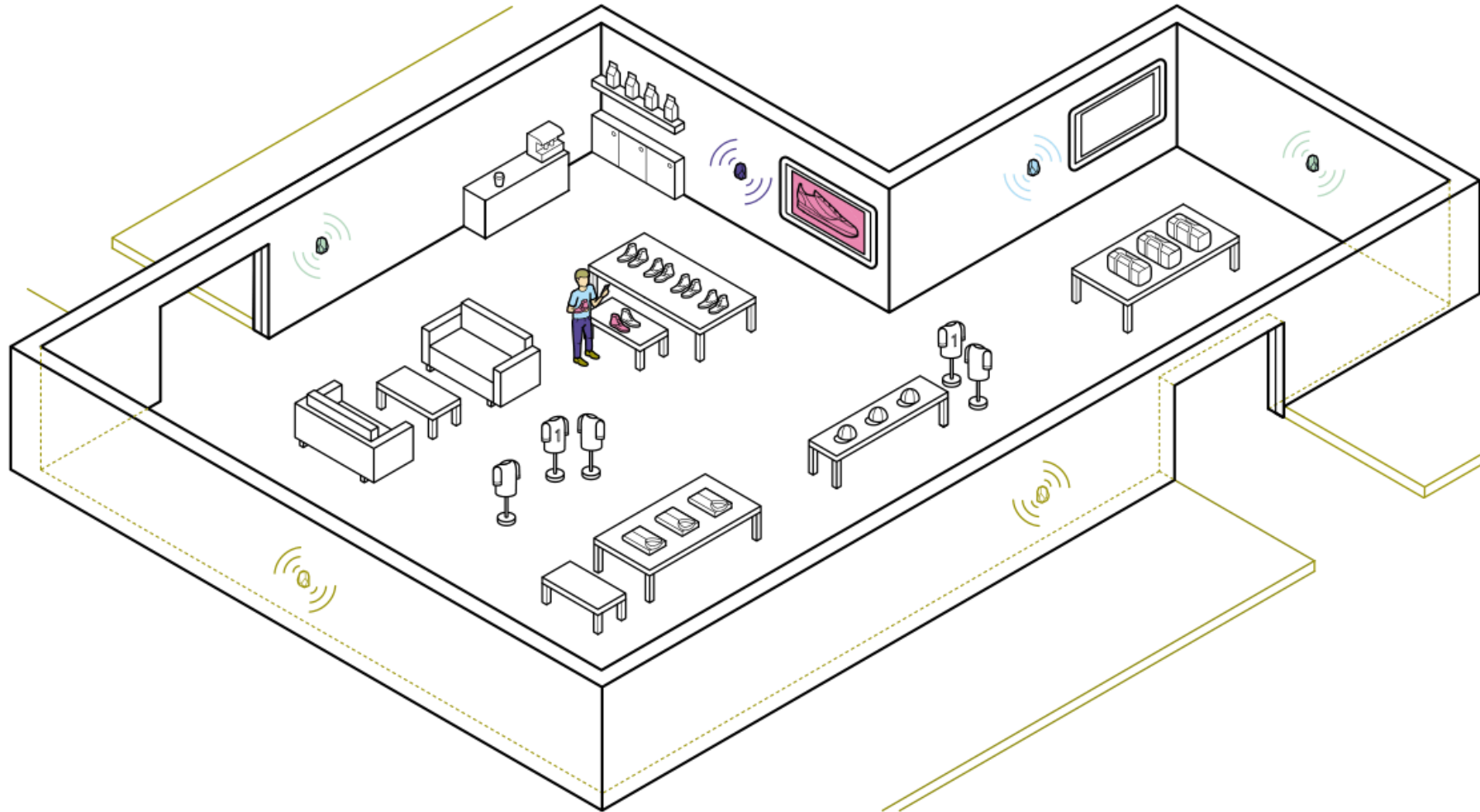
Interactive Retail - Tools

- Touchscreens
- Interactive Mirrors
- 3d tracking
- QR Code
- iBeacons
- Shopping Gates
- Configurators
- Projection Mapping

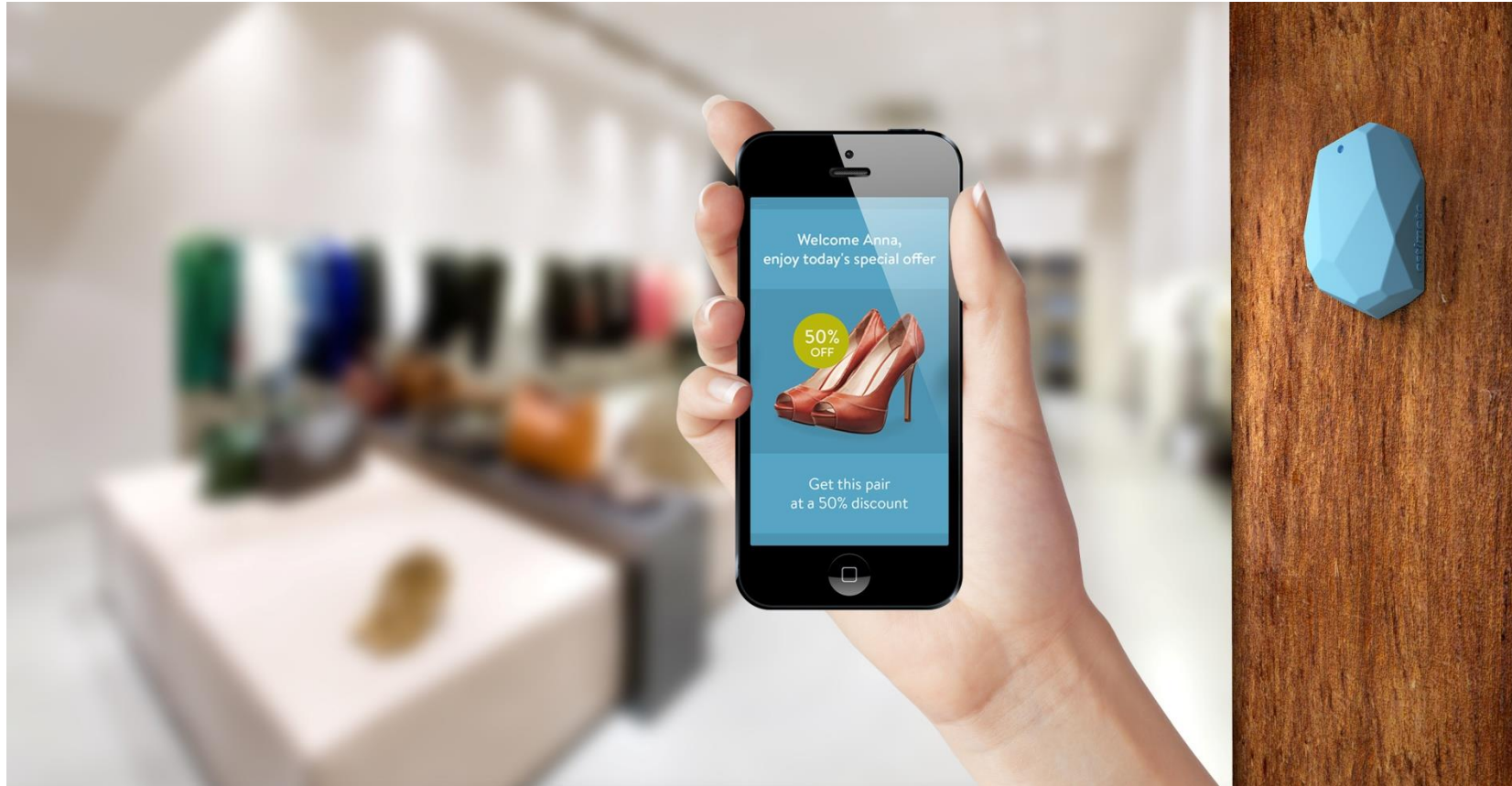
Interactive Retail – Touchscreen\Kiosks



Interactive Retail – Ibeacon



Interactive Retail – Ibeacon



Interactive Retail – 3d tracking (kinect)



Why Interactive Retail?

- Incentives to enter into the shop
- Positive for Brand Image
- A marketing point for themselves
- Fun and Gamification
- Viral User Generated Content
- Huge selling Boost

Adidas



Burberry



Burberry

- Burberry's flagship London store aims to bring some of the web experience to the high street, featuring mirrors that double as video screens and staff armed with iPads.
- Other clever tricks include the use of radio-frequency identification technology (RFID), which triggers related catwalk footage when some products are taken into a fitting room, or near a video screen.

Nordstrom



Nordstrom

- Nordstrom uses mobile POS devices in its stores to enable staff to check out customers anywhere in its stores, and cut the queues down.

New Balance

- The New Balance iPad app is designed to help customers and sales assistants in store, allowing them to access the product catalogue, check stock, and help with sizing issues.

Nike FuelStation



Nike FuelStation

- This interactive store in London's pop up Boxpark mall uses motion-sensitive mirrors which display footage of local runners wearing products from the store as customers walk past them.
- It also uses interactive touchscreens to allow customers to access further information about products, and order online.

Nike FuelStation

- A kinect based tracking system converts movements into visuals on the wall
- The Kinect tracks your movements, recreates a silhouette made of thousands of pixels on the wall in front and goes from red to green based on the amount of movement. At the end, if you give Nike your email address, you get an email with your 30-second clip and you can share, embed, or just watch your efforts.

Nike FuelStation

- On the shopping side there are local scenes in the changing rooms that you would run along, while mirrors turn on and play inspirational videos of famous Nike runners strutting their stuff.
- Aside from the shoes, there are computer stations that look like those old arcade coffee tables you used to get in foreign hotel lobbies and are there to help users set-up the new Nike+ Fuel Band. These stations mean that if you buy a Fuel Band you will be set-up the moment you walk out of the shop. It's a great service and one that will benefit many who are unsure and want some guidance.

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Audi City

- Audi's digital dealership, Audi City, contains no cars, only huge screens on which customers can view and choose their preferred features.
- The new digital showrooms are designed to fit into an area the size of a regular shop, and are designed for city centres where traditional dealerships aren't possible.

Alexander McQueen

- The flagship store in London contains touchscreen tables which project images onto large video screens:

House of Fraser



House of Fraser

- The retailer launched a series of House of Fraser.com stores in smaller retail units to support its Buy and Collect service.
- The stores, similar in concept to John Lewis' 'At Home' outlets, uses touch screens and kiosks to allow customers to order for delivery to shop or home.
- These stores allow House of Fraser to provide access to its whole product range without the need for the shopfloor space of its usual stores.