Introduction: **SKUmatic**

Outline

- **Team Members & Roles**

- **Design Question**

- **Background & Goals**

- **Research**

- **Prototype & Evaluation**

- **Analysis & Potential Directions**

- **Reflection**

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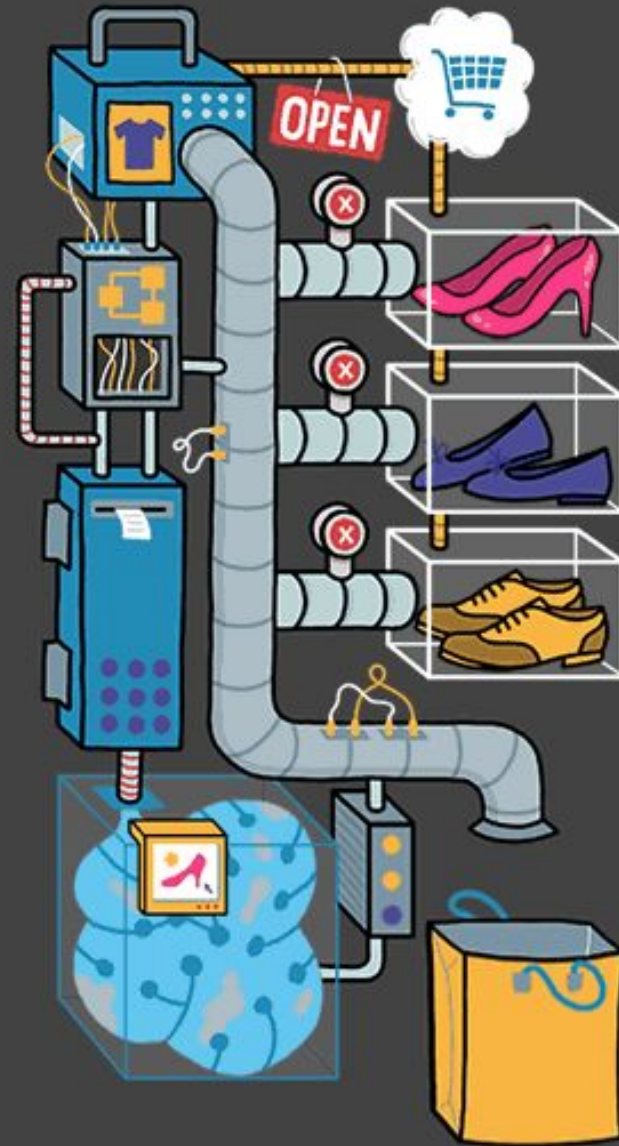
SKUmatic is

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Lauren Ambielli: Lauren will be leading the visual design efforts on the project, exploring innovative ways to approach the user interface. Lauren is in the MS HCDE program and works at Boeing's Digital Transformation Environment in a user research role.

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Sean Horita: Project Manager focusing on compliance with assignment, integration of workflows, and advising on hardware design issues if needed. Sean is in the MS-HCDE program and is the industrial design manager at Precor.

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Kevin Philbin: Technology Lead. Kevin will focus on technology methods and outputs to communicating team project design and intent. Working as a commercial cinematographer, Kevin seeks to highlight storytelling as a vital and underutilized tool of design while pursuing the User Centered Design Certificate Program.

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Jenny Vogel: Jenny will be focusing on the Researcher activities for this project. She is in the UCD Certificate Program. She also works as a Producer/Program Manager for the Center for Game Science in UW's Computer Science & Engineering Department.
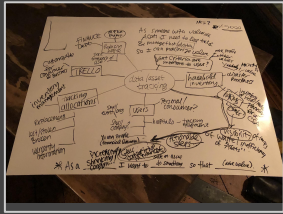
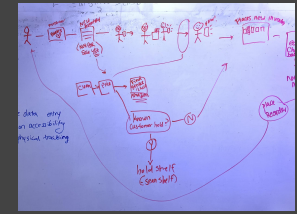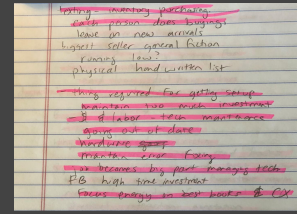# Process: **Design Question**
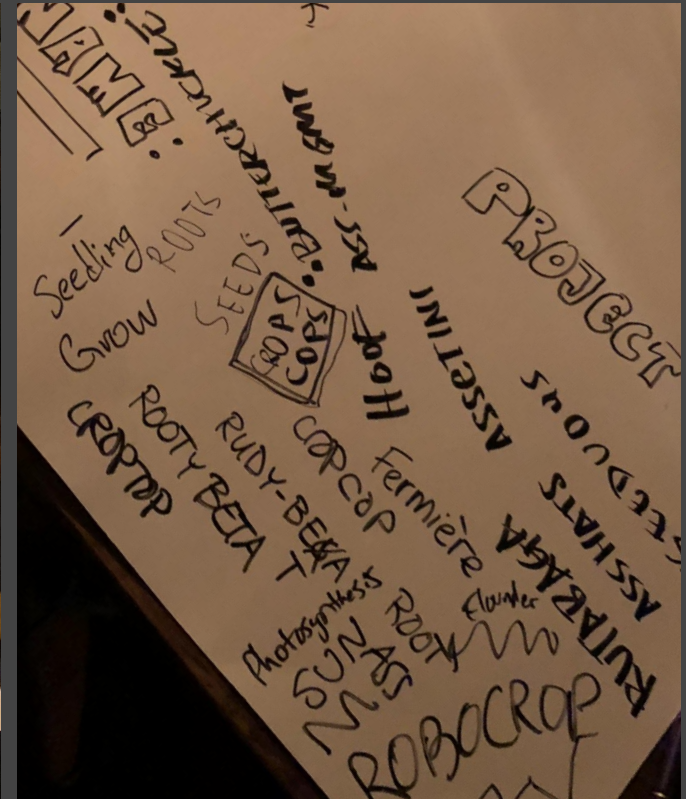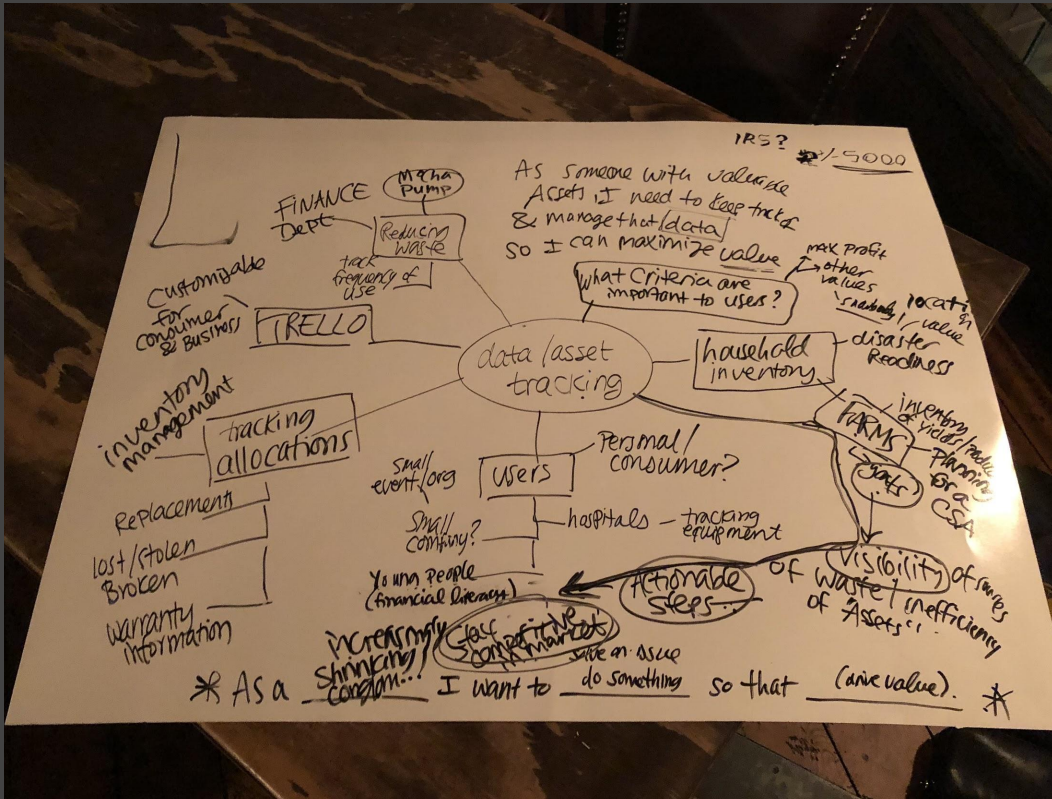
Original Design Question:

How can we accelerate the feedback loop between MAKER, SELLER & BUYER?

Process: **The Evolving Design Question**

Oct 13 ———— **Oct 20** ———— **Nov 5** ———— **Nov 26**

Project Declaration

"How can we accelerate the feedback loop between MAKER, SELLER & BUYER?"

Project Madness

"How might we enable clothing retailers to track and manage their inventories across sales channels - physical stores and web - so that they can deliver the best customer experience and drive sales?"

User Research

"How might we help niche retailers reduce the tedium and manual labor involved in receiving shipments, ordering restock, and viewing the dollar value of their inventory so that they can focus on 1:1 customer interactions to grow their business?"

User Research Synthesis

"How might we help niche retailers reduce the tedium and manual labor involved in **managing the item life cycle** so that they can focus on 1:1 customer interactions to grow their business?"

Process: **Background and Goals**

Domain

- Small-scale retail. <500 employees, <10 stores
- Both brick-and-mortar and e-commerce sales channels
- Need to track Inventory
- Manage many variables like customer holds, damages, and items used for display purposes

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Problem Assumptions

- Inventory management is drudgery for sales associates.
- Manual labor ("counting") is time consuming and prone to errors but is also indispensable.
- Need to track Inventory
- Manage many variables like customer holds, damages, and items used for display purposes

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Goals

- **Prioritize customer service.**
- **Streamline low-level processes.**
- **See the $ value of their inventory**
- **Low barrier to entry**

Process: **Research**

Stakeholders

- Retailers
  - Store Owner
  - Store Manager
  - Stock Personnel
  - Sales Associates
- Primary Users
  - Bookstore
  - clothing boutique
  - wine shop
  - bike shop
  - large online outdoor retailer
  - clothing retailer
- Retail Customers
  - In-Store Customer
  - Web Customer
- Vendors/Suppliers
  - Wholesale Account Managers
 - Designers/Artists Represented by Vendor

Process: **Findings**

- Restocking is a major pain
- Users complain about manual data entry
- Users are very spatially-aware. They know their store layout very well
- Inventory software is seen as intimidating / difficult
- Desire to know dollar value of inventory
- Desire to have customization for unique item types
- Desire to have systems talk to each other nicely :)

Process: **Requirements**
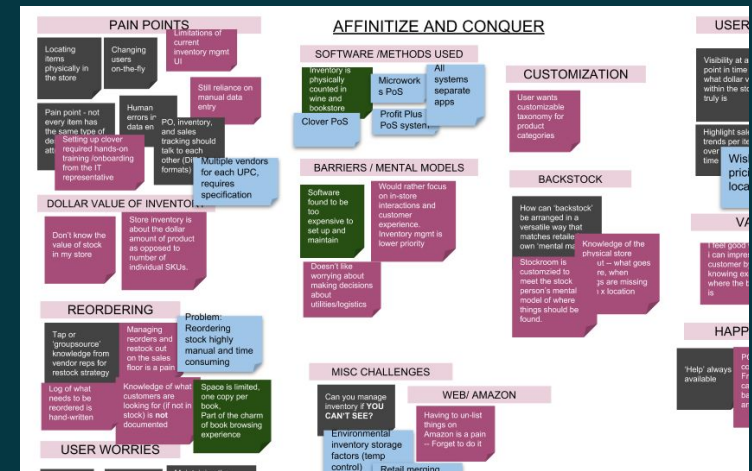
- Minimize the amount of tedious, manual data entry
- Be able to read/make immediate use of diverse document types that accompany vendor stock shipments
- Allow for customization for a wide variety of item types
- Consider playing to the spatial layout of the store
- Be self-service focused to reduce the amount of overhead support costs involved with onboarding
- Make inventory management NOT intimidating
- Give users visibility of the $ value of their inventory
- Help users understand what is in stock and what needs reordering

Process: **Synthesis**

We then built case studies around specific use cases to build our solution.
The bookstore owner case study offered the best path to a prototype.

Case Study 1: **Store Owner / Manager**

Jane is a bookstore owner who has been working in book retail for the past 10 years. She owns her bookstore because she wants to be surrounded by books every day. She started working at her bookstore as an employee, and when the owners decided to sell, she loved the store so much that she bought it. Jane is starting to lose her vision, but currently manages her inventory by sight. Jane feels good when a customer comes in looking for a book and she can go directly to the shelf it's on and immediately find it for them.

Technical background: Jane uses the internet but does not like social media.

Goals for the system:

1. Reduce the amount of time spent on business operations to spend more time with customers
2. Minimize data entry
3. Low-vision accessible

"I love books, my customers love books. I like the interactions with customers who are passionate about books they recently read and we have a conversation about it. We are focused on the product and community aspect. I don't actually like the "taking money from people" aspect of it."
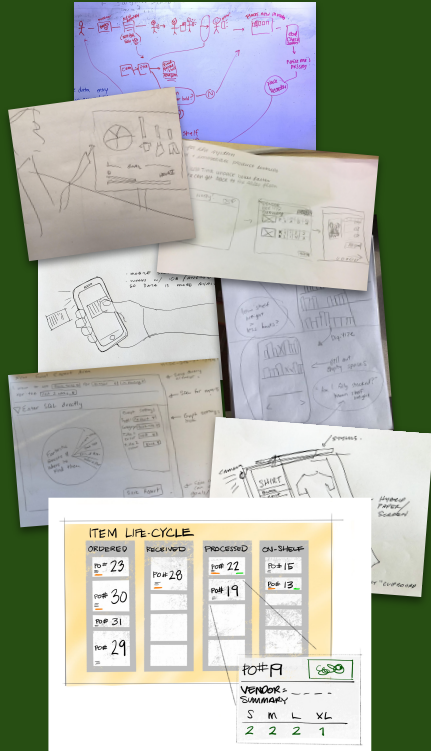
Demographic Details

Name: Jane
Age: 60
Lives in: Seattle Suburb
Works in: Fremont

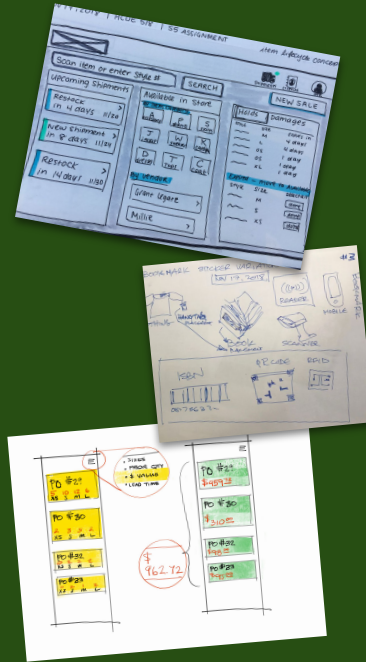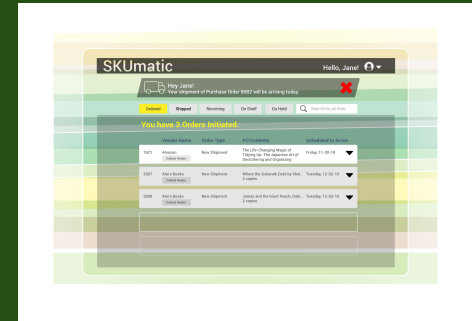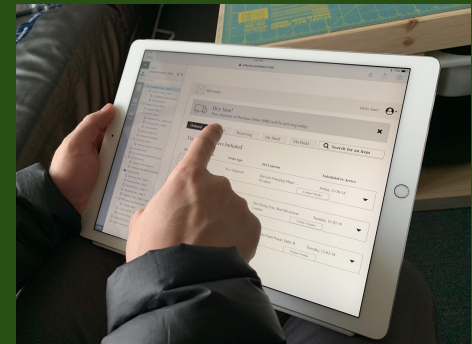**Type of persona:** Primary

P3

S5

P4

Post P4 User Testing feedback

- Add notifications for hold expirations
- Many users were confused between the "on hold" and "on shelf" tabs. We should rethink this design for the next round.
- Rethink organization of the book information on the tabs to emphasize titles. That way users can easily and quickly locate.]

Group J, "**Truckster**" offered in-class evaluation and useful design change recommendations such as:

- Build out the "add hold" feature
- Build a customer suggestion feature using a detailed account of what each customer has purchased
- A multiple location feature
- Leverage this tool for customers as secondary users
- Clarify the "Reminder" option.
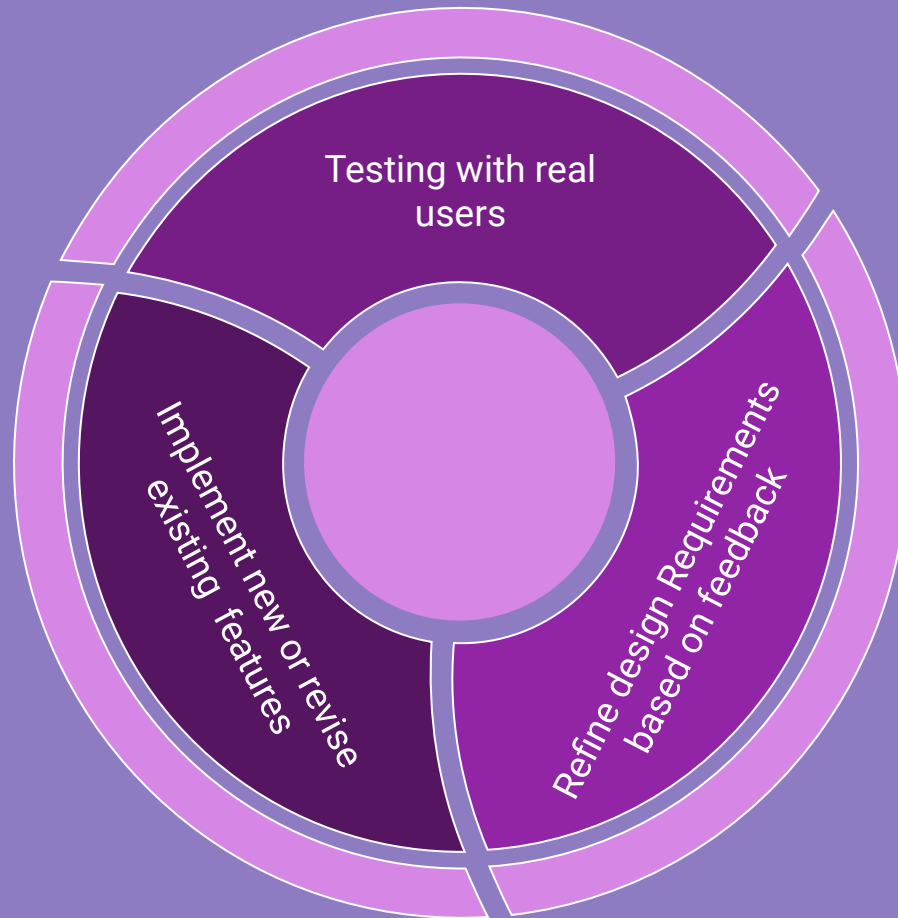- Add a hover effect on the book name would identify it as a clickable element.

Thanks Truckster!

https://www.youtube.com/watch?v=AFy_GC34BBI

https://wndwj3.axshare.com/

Project: Analysis and Potential Directions

Testing with real users

Implement new or revise existing features

Refine design Requirements based on feedback

Successes and Challenges:

- Created a bite-sized tool that was robust enough to demonstrate as a prototype, and simple enough to build quickly
- Vital and informative research that questioned our assumptions and helped develop the design question and goals.
- Keeping the solutions simple, not encumbering our user or our team with complex technology interactions.

Things we'd like to do:

1. Build out the remaining sections of prototype
   a. Dashboard overall view
   b. Data Visualizations
   c. CRM for improved sales recommendations
   d. Multi-Store Functionality
   e. Expand to more retail sectors
2. Test with Real Users
3. Revise Prototype
4. (Repeat 2 & 3)
5. Beta Release
6. Gather more user feedback, analyze data
7. More tool revisions!

Process: **Reflection**

? What did you gain from this project/course, what would make it a better experience?

£ **Lauren:** I really enjoyed learning the academic side of the UCD process. It was also enriching to collaborate with people working across many different disciplines in their professional lives. Everyone in our group had a different approach to problem solving, and I really enjoyed learning from my classmates. One thing that I think could have made the class better is a greater emphasis on wireframing using the industry tools. If I hadn't had familiarity beforehand, I would have been overwhelmed.

¥ **Sean:** I developed an appreciation for the "wing-it" approach necessitated by cramming so much activity into ten weeks. All through the course I was trying to assimilate the new material with my ingrained design habits, and sometimes it was a real struggle to reconcile the two methods. I think learning the terms for phases of UX activities and the high-points of what one's intention should be at each phase was the most important aspect for me, thus becoming a bit more fluent in the language of UX. The speakers' presentations and some of Paul's opening "UX in the world" slides suggest that there could be more emphasis on user experiences outside of the digital ones.

₽ **Kevin:** This course was my first step into UCD. I gained a sense of how extensive the process was to research, design, prototype and evaluate, while getting to wade into those waters with an experienced team. There appears a tension between allowing an output to morph as user needs are better understood through testing, and the pragmatic urge to have something built. It occurs that iteration can create a feedback loop that nothing is ever ready to ship, but through one of our group core values of "build something bit-sized" we were able to resist project creep and focus on a practical build. This prototype was my first experience building interactivity in Axure as well as doing a significant amount of work using Google slides and communicating across our group Slack channel.

€ **Jenny:**
- Work with a truly multidisciplinary team
- new tools for user research
- improved my skills in Axure, prototyping in general, and sketching to communicate ideas
- mini TED-talks each week (instruction by people with multiple different perspectives)

Thank **You!**

During our last class session, each team will make a 10-15 minute presentation of their overall project. The purpose of this highly compressed presentation is to give a concise overview of your journey through the UCD process.

The presentation should focus primarily on your process, and constitute more of a reflection than a detailed explanation of the design itself. It can be presented as a group or by one or more people, but all team members should be present to answer questions at the end. The presentation should be clear, professional, and engaging.

A suggestion for how to organize this material is as follows:

- Team members and roles
- Project summary (domain, problem, goals)
- Process description (research, design, prototype, evaluation)
- Analysis of results (what went well, what challenges you faced, what you would do differently)
- Future direction (what will/could be next steps in the project)
- Reflection (what did you gain from this project/course, what would make it a better experience)

Submit the following:

- **Presentation Slides**: Slides as a PDF file or PowerPoint.

P6: Final Presentation rubric		
Criteria	Ratings	Pts
Team members and roles Project summary (domain, problem, goals) (two items)		2.0 pts
Process description (research, design, prototype, evaluation)		2.0 pts
Analysis of results (what went well, what challenges you faced, what you would do differently) + Future direction (what will/could be next steps in the project)		2.0 pts
Reflection (what did you gain from this project/course, what would make it a better experience)		2.0 pts
Did the team members each contribute to the presentation?		2.0 pts
Did anyone on the team check email/text/Facebook/whatever during someone else's talk? This is a pretty easy two points so long as you resist the temptation to look at your screen(s)		2.0 pts
	Total Points: 12.0	