



# Five Salient Attributes of Target Users

---

## Entrepreneurial

Motivated, proactive, and focused on their goals and actionable opportunities. - exclusionary

## Agile

Able to quickly adjust strategies, to stay competitive and innovate their market. - exclusionary

## Connected

Attuned to trends, user wants and specialized talent pool for actionable products and experiences. - exclusionary

## Omni-Channel Aspirant

Centered around the customer experience in physical stores, web, mobile shopping. - inclusive

## Transparent

Willingness to open up and share their processes. - inclusive



# Things We Want To Know From Interviewees

← UR1 - Survey - Group 3 SKUmatic

Configure

Build

Share

Analyze

Survey CSV

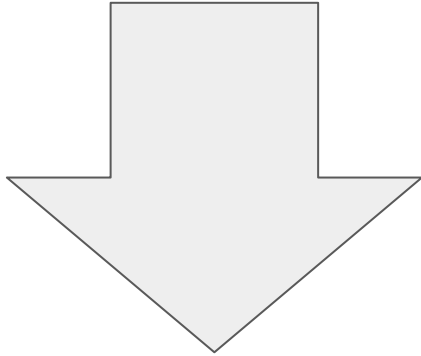
Sort by: Most Descending

Item	Presented	Most	Least	Most / least	Most / presented
*How are current inventory systems meeting staff needs?'	12	5	0	0	0.41
*What role does inventory management play in day-to-day	10	5	2	2.5	0.5
*What if retail managers focused on creating the unique in	11	3	3	1	0.27
*If money was unlimited what would you do different?*	10	3	3	1	0.3
*How are current inventory management systems meeting	9	3	2	1.5	0.33
*What are their modes of tracking inventory? (Tools: Paper	8	3	1	3	0.37
*To what extent might inventory management impact the c	8	3	1	3	0.37
*Walk me through your process of receiving shipments an	8	3	1	3	0.37
*What is different in the shopping experience of your store	9	2	2	1	0.22
*In what ways can inventory management affect customer	9	2	3	0.66	0.22
*Can your staff track holds, inquires or lost sales opportur	9	2	0	0	0.22
*Where is the next innovation space for retail? Software or	8	2	5	0.4	0.25
*What are your fears/ biggest pains in the ass about being	9	2	5	0.4	0.22
*If you could change one thing about your process what w	8	2	2	1	0.25
*What are some current inefficiencies you experience with	9	2	1	2	0.22
*What do you love about this sector? What is the most sat	8	2	2	1	0.25
*Is inventory management a priority or not? If so how muc	8	2	1	2	0.25
*What do you find frustrating about your current process?*	9	2	0	0	0.22
*How do you manage communication between web and bri	8	1	2	0.5	0.12
*How do you currently manage customer holds? Damages;	8	1	0	0	0.12
*What do people not get about the industry?*	8	0	8	0	0
*What is your percentage of online vs in-store sales? What	9	0	2	0	0
*Howd you get into the business in the first place? Was it t	9	0	4	0	0



---

# APPENDIX





# Five Salient Attributes of Target Users

---

1. Unique: Fresh approach to product offerings and experience - **inclusive?**
2. **Entrepreneur mindset: Motivated, focused, took risks, and found opportunity space - exclusive**
3. **Independent: DIY personality, committed to improvement and proactive learning - inclusive**
4. Flexibility: Ability to quickly adjust strategies - **exclusive**
5. **Connected: In tune to trends, user wants with product and experience - very exclusive...what do you mean, you don't know??**
6. fashion passion - **exclusive**
7. Seeing value in the physical brick-and-mortar experience - **inclusive**
8. **Caring about the customer experience in their store. Meeting and helping people. - inclusive**
9. **Willingness to open up and be transparent about their processes. Open to sharing. - inclusive?**
10. Connected or “plugged-in”, wanting to stay on top of trends in the market and society - **exclusive...this is a repeat of #5**
11. Question: should we try to find re-sellers as well as independent (OEM) brands or stores? E.g. Glassybaby - **inclusive**



# Ten Things We Want To Know From Interviewees

---

(Screenshot of completed [mostleast.io](https://mostleast.io) goes here)

10 things I want to know from interviewees:

1. How'd you get into the business in the first place? Was it by design and/or luck? Both?
2. Where is the next innovation space for retail? Software or physical? Can the experience design merge?
3. What do you love about this sector? What is the most satisfying part of the work?
4. What are your fears/ biggest pains in the ass about being independent?
5. What do people not get about the industry?
6. What is different in the shopping experience of your store vs online store? How do you manage communication between?
7. What is your percentage of online vs in-store sales? What is the expected trend?
8. If money was unlimited what would you do different?
9. How are current inventory systems meeting staff needs? What does their ideal look like? What are their complaints?
10. What are their modes of tracking inventory? (Tools: Paper, digital, other?)
11. Is inventory management a priority or not? If so how much time does staff spend daily/weekly/yearly?
12. Can your staff track holds, inquires or lost sales opportunities due to inventory problems, damages, etc and recapture sales?
13. What if retail managers focused on creating the unique in-store experiences and not inventory issues?



# Who are your users and what would you like to know?

---

What are five salient attributes of users/people you would like to interview for your project? If you can't think of five, it's OK, but please be prepared to explain why.

Is/are any of the attributes you describe exclusionary rather than inclusive?

What are at least ten things you would like to know from your interviewees. Each person should load at least four questions into [mostleast.io](https://mostleast.io), and the team should decide on importance. It's OK if you have fewer than five things or more than 10!

Format:

Please give us some explanations on what the five attributes are, and whether they are exclusionary/inclusive.

For the third item, please submit a screenshot of the color-coded [most-least.io](https://mostleast.io) table.

We want one submission per group.



# Notes Key

---

5 salient attributes of Indie Retailers

1. **Unique:** Fresh approach to product offerings and experience
2. **Entrepreneur mindset:** Motivated, focused, took risks, and found opportunity space
3. **Independent:** DIY personality, committed to improvement and proactive learning
4. **Flexibility:** Ability to quickly adjust strategies
5. **Connected:** In tune to trends, user wants with product and experience

Exclusionary vs Inclusive: Unsure on this. Often these attributes express through engaging with and collaborating with people, rather than doing it alone. However, in my experience people with these attributes seem tribalistic and engaged to their niche. Thus it may occur exclusive.

10 things I want to know from interviewees:

1. How'd you get here? Was it design and/or luck? Both?
2. Where is the next innovation space for retail?
3. What do you love about this sector? What is the most satisfying part of the work?
4. What are your fears about being independent?
5. What is the your biggest pain in the ass about retail?
6. What do people not get about the industry?
7. Why do people want to leave their house to shop? What is need is satisfied in a shop?
8. What is you online vs in-store sales? What is the expected trend?
9. Do you see opening more retails stores?
10. If money was unlimited what would you do different?



---

sa·li·ent

*adjective*

1. most noticeable or important.
2. "it succinctly covered all the salient points of the case"
3. Synonyms: important, main, principal, major, chief, primary
4. Aspect of a product by which the consumer tends to judge a product.





# Jenny Notes

---

## Questions:

1. What are the ways in which sales clerks, store managers, logistics/inventory managers, current customers, potential customers are affected by inventory management?
2. What are the ways in which current inventory management system is or is not meeting their needs?
3. What are their modes of tracking inventory? (Tools: Paper, digital, other?)
4. How do store owners feel about the idea of inventory management? (Could uncover stressful attitudes, etc.)
5. What does their ideal inventory management situation look like? (Not offer design suggestions, but, ex: do they want it to be so easy they don't have to think about it? Or do they have a desire to pay careful attention?)
6. How can we help streamline inventory mgmt so that retail managers can focus on creating the unique in-store experience?

## Qualities:

1. People who work at stores with sales between \$x and \$x (exclusionary bc we're not interested in large retailers)
2. Have a desire to improve their inventory management or feel current practice is lacking in some way (inadequate, stressful, expensive, confusing?)

Research Goal	User Question
Current store experience	What is different in the shopping experience of your store vs online store? How do you manage communication between?
	What is your percentage of online vs in-store sales? What is the expected trend?
perceptions of retail space	How'd you get into the business in the first place? Was it by design and/or luck? Both?
	If money was unlimited what would you do different?
	What are your fears/ biggest pains in the ass about being independent?
	What do people not get about the industry?
	What do you love about this sector? What is the most satisfying part of the work?
	Where is the next innovation space for retail? Software or physical? Can the experience design merge?
Role/Impact of inventory mgmt on business goals	In what ways can inventory management affect customer experience?
	In what ways does keeping an accurate, current inventory affect the customer? How does it affect your ability to deliver on customer experience?
	Is inventory management a priority or not? If so how much time does staff spend daily/weekly/yearly?
	To what extent might inventory management impact the overall success of a retail business
	What if retail managers focused on creating the unique in-store experiences and not inventory issues?
	What role does inventory management play in day-to-day retail operations?
What are the current pain-points related to inventory mgmt?	How are current inventory management systems meeting or falling short on retailers' needs?
	How are current inventory systems meeting staff needs? What does their ideal look like? What are their complaints?
	If you could change one thing about your process what would it be and why?
	What are some current inefficiencies you experience with inventory management?
	What do you find frustrating about your current process?
What are the current processes/behaviors centered around inventory mgmt?	Can your staff track holds, inquires or lost sales opportunities due to inventory problems, damages, etc and recapture sales?
	How do you currently manage customer holds? Damages?
	How do you manage communication between web and brick-and-mortar channels?