












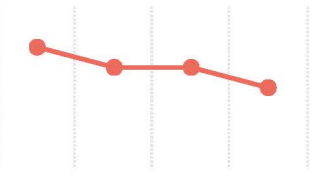
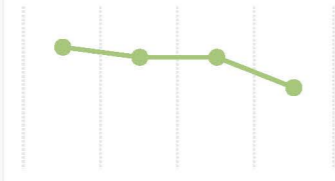
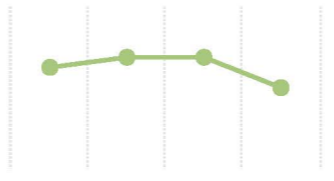
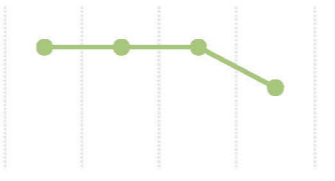
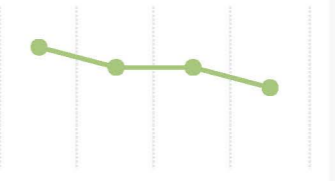
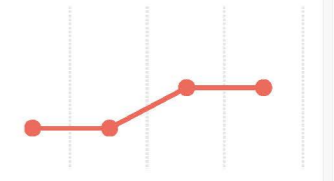
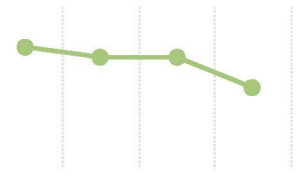
Shopping Experience

STAGES	ARRIVING AT THE STORE	INSIDE THE STORE				PURCHASE	LEAVING THE STORE	
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PERSONA	USER JOURNEY							
 Mariam Abdullah	Find a Parking	Entering the store	Welcome inside	The store ambiance	Fitting Room	Customer Service Desk	Cash Counter	Exiting the Store


PERSONA	CUSTOMER EXPERIENCE							
 Mariam Abdullah	Mariam wants to be able to park close to the store. There needs to be good availability of spaces - especially at the stand alone stores, and extra wide parking spaces to get in and out with the shopping and the kids. She needs escalators and lifts nearby.	Mariam is excited when she approaches the store. It is light, bright and it looks inviting	Mariam and her family are delighted to be welcomed by the greeter at the door. She appreciates the warm welcome.	Mariam wants her shopping experience to be a pleasant one. That includes the music she hears in store. The choice of music and volume helps her to relax.	The assistant helps Mariam to get the right size. The shop has also an alteration service to shorten the length.	Happy with her trousers, Mariam heads to the Customer Service Desk to ask about the alterations. The Customer Service is so helpful, and she tells Mariam all about the loyalty card and she signs up - now she will get great prices and points too!	It's been a successful visit. Now to pay...what a relief, an extra till point is opened because the line was growing. Even though she only waited a few minutes, the cashier apologies for the wait and Mariam is able to pay quickly.	With her family back together, Mariam is ready to leave. Her little boy is asking when they can come back again. As she leaves the store the greeter who welcomed her says goodbye and thanks her for shopping at store.

PERSONA	MOODBOARD							
 Mariam Abdullah								

KPIS	VALUES TITLE							
Customer Satisfaction	76.9% -50% 4 DAYS AGO	83.3% -50% 4 DAYS AGO		79.2% -33.3% 4 DAYS AGO	92.3% -50% 4 DAYS AGO	76.9% -50% 4 DAYS AGO	23.1% +50% 4 DAYS AGO	83.3% -50% 4 DAYS AGO
								

CHANNELS	CHANNEL PER ACTIVITY							
Store		●	●	●	●		●	●
Parking Area	●							
Customer Service Counter						●		

PERSONA	CUSTOMER NEEDS							
 Mariam Abdullah	<ul style="list-style-type: none"> • Easy access to the parking area • Find a parking 	<ul style="list-style-type: none"> • Clear guidance and directions 	<ul style="list-style-type: none"> • Available staff to help the customers 	<ul style="list-style-type: none"> • Well organized store • Clear display of products 	<ul style="list-style-type: none"> • Clean and tidy fitting room 	<ul style="list-style-type: none"> • Knowledgeable staff about the product and offers • Awareness about the return/ refund policies 	<ul style="list-style-type: none"> • Different payment methods • Paying through the same counter • Getting a payment receipt 	

PERSONA	VALUE MOMENTS							
 Mariam Abdullah	<ul style="list-style-type: none"> • Find a parking easily 	<ul style="list-style-type: none"> • Clear signs for guidance 	<ul style="list-style-type: none"> • Sale and offers information • A play area for kids 	<ul style="list-style-type: none"> • Well organized store 	<ul style="list-style-type: none"> • Clean and tidy fitting room 	<ul style="list-style-type: none"> • Clear information about the different offers 	<ul style="list-style-type: none"> • Different Payment Methods 	