ENGAGE!
Bringing the in-store experience online

How might we engage customers by bringing expert knowledge online to create a personalized experience?

Users move through a series of questions related to their upcoming trip. The questionnaire mimics the real questions asked by REI employees when helping a customer. This starts curating a personalized checklist for the customer.

Customers can now conveniently find what they need and opt-outside. This approach can be extended to other online retailers looking to engage in a more personalized online relationship with their customers.

The interactive checklist incorporates expert advice in the form of tips and product recommendations based on customer’s trip details.

Our Process

Research

We learned that customers valued convenience, trust, professional knowledge, and personalization. These insights helped us develop three proto-personas that reflected different types of online customers.

Ideation

Through affinity diagramming we learned that customers valued personalized shopping experiences and customer service, both of which usually happen in-store. With this information, we brainstormed ways to bring the in-store experience online.

Design

Drawings, wireframes, user flows, and low- and high-fidelity prototypes were all incorporated in the design process. We developed possible design solutions such as a questionnaire, trip builder, and interactive checklist.

Evaluation

We had two rounds of testing in-store at the REI flagship. Customers noted the in-store expert help and the hesitation to purchase online without this expert advice. We refined our design scope to a personalized checklist with expert tips.

REI employees have an enormous amount of expert knowledge that customers rely on when making purchases. However, this isn’t easily accessible to customers when they shop online.