



NORDSTROM

Find IN Store

IMAGINE THIS

You walk into Nordstrom looking for a white blouse for work.

SHOPPER'S DILEMMA

There are 100+ work blouses on multiple floors. Where do you start looking for that perfect blouse?

THE PROBLEM

You are frustrated with navigating the store unsure of where to find the desired items, wasting valuable time at the store without a satisfactory purchase, and not having your personal style and preferences considered when using Nordstrom's current services. For Nordstrom, these frustrating experiences affect the customers' trust and loyalty to the Nordstrom brand.

Problem Space

The Solution

Through Nordstrom Find In Store we created a solution for time-limited and goal-driven Nordstrom customers by:

- Considering the customer's preferences and styles
- Bridging the online and offline shopping experience to create an efficient but engaging item-discoverability service
- Streamlining the experience of finding items in large department stores like Nordstrom
- Offering friendly guidance throughout the shopping experience

SPONSORS

NORDSTROM



THE TEAM

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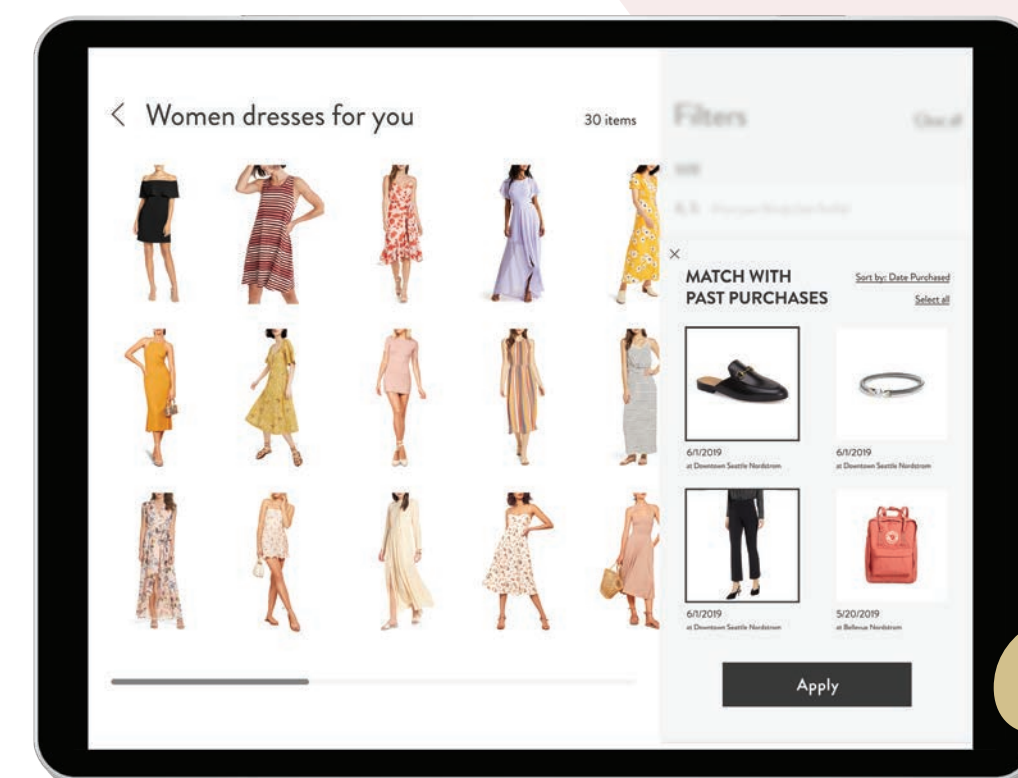
The Experience

Find In Store provides customers a personalized in-store shopping by:

1

GUIDING CUSTOMERS

to easily find their desired items in the store



2

GIVING CUSTOMERS

recommendations catered to their styles and preferences



3

ASSURING CUSTOMERS

that they found the best item(s) to confidently walk out of the store with



Key Processes

COMPETITIVE ANALYSIS

Researched and compared the affordances of online and in-store shopping to analyze opportunities for interactive technologies in stores.

SHOP-ALONG USER RESEARCH

Captured insights on: shoppers facing difficulty finding items, being frustrated by the limited availability of items, and having little awareness of the other services.

IDEATION SESSIONS

Narrowed down the scope of the project to focus on item-discoverability in stores and aligned design goals with Nordstrom's business goals.

USABILITY TESTING

Discovered an unclear connection between the mobile and kiosk experience, as well as a lack of guidance and uncertainty during the kiosk filtering experience.

PROTOTYPING

Iterated on high-fidelity interactive screens and changed our approach for the Find In Store experience based on the feedback from the Nordstrom Design Team.

CRITIQUE SESSIONS WITH NORDSTROM

Met with the Nordstrom Design team bi-weekly to present our progress and gain feedback on how to build upon our solution with both a design and business mindset.