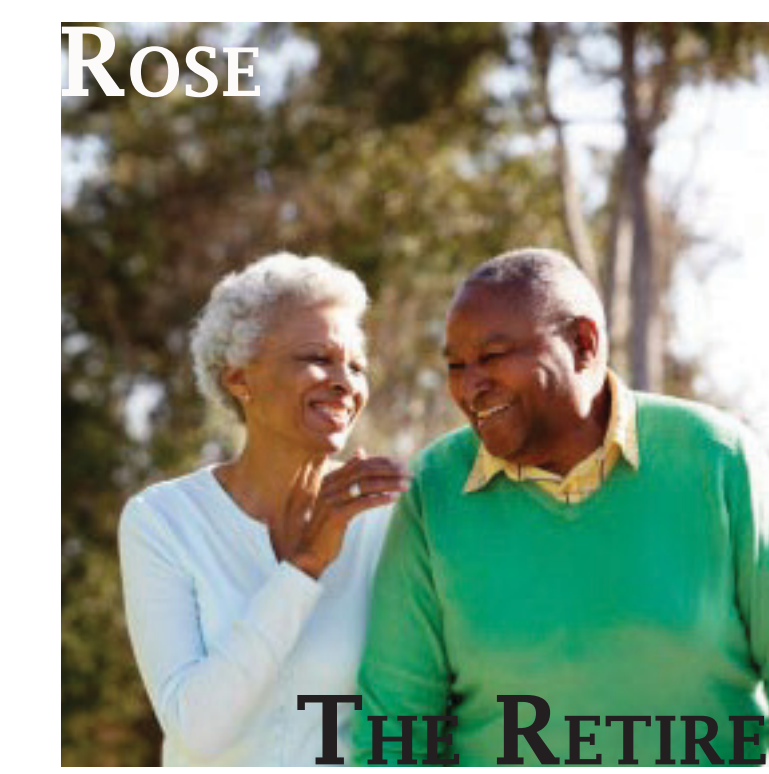


# UNDERSTANDING THE CUSTOMER EXPERIENCE



WHAT IS THE CURRENT IN-STORE CUSTOMER EXPERIENCE OF COSTCO MEMBERS AND HOW CAN IT BE IMPROVED?

## 1 RESEARCH

Interviews  
Shadowing  
Surveys  
Observations  
Competitive Research  
Contextual Research

## 2 ANALYSIS

Behavioral Mapping  
Journey Maps  
Data Analysis  
Empathy Maps  
Personas

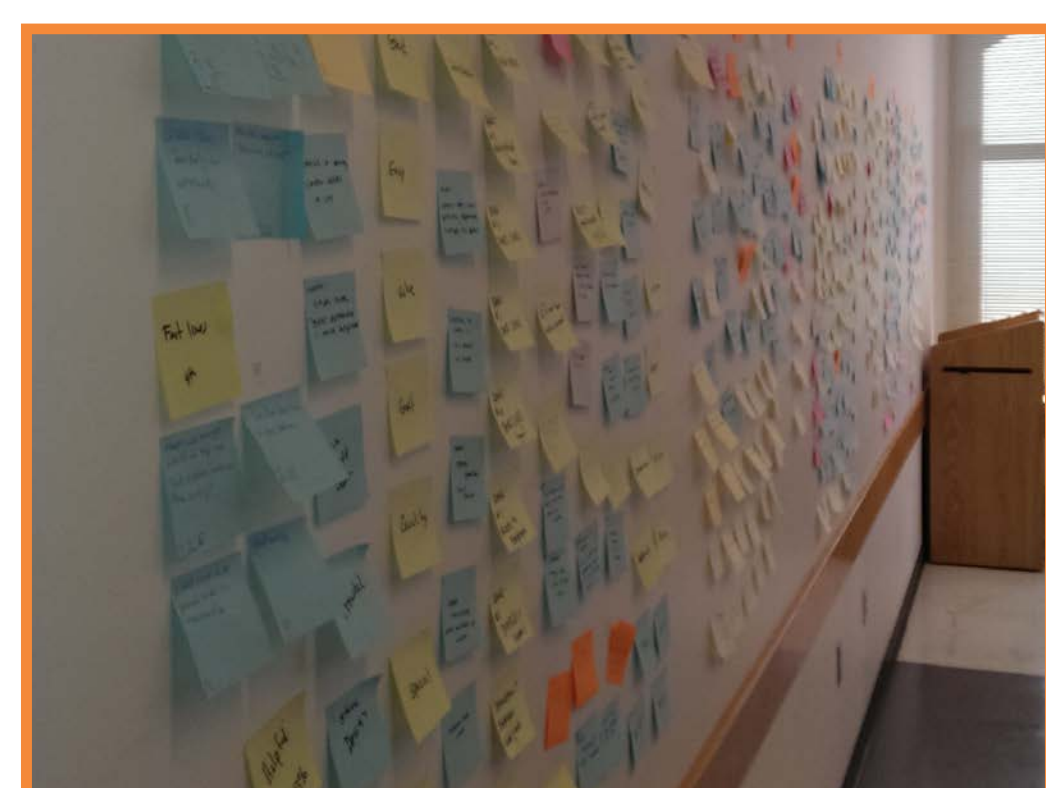
## 3 IDEATION

Whiteboarding  
Brainstorming  
Storyboarding  
Evaluation  
Iteration  
Opportunities  
Sketches

This project isn't about a user interface or an app, it's about improving an environment: the full door-to-door shopping experience of over seventy-one million members. We needed to dig deep with our research in order to understand the full range of those experiences. Using qualitative and quantitative methods, we executed a strategic and iterative research plan.

Our research produced an almost overwhelming amount of data. Despite the variety of shoppers we found common threads, moments collectively loved and loathed. We emerged with our personas: Isaac, Mona, and Rose. Through their stories we see there is not one Costco experience; it is a collection of experiences unique to each member, each trip.

Becoming acquainted with Isaac, Mona, and Rose helped us identify opportunities to increase delight and curb frustration. We brainstormed these delights and frustrations. Some of our ideas were extreme, others more simple and direct. In the end we hope our prototypes provide foundations for an improved shopping experience from start to finish.



## DESIGN IDEAS

