

UX Brief - Distributor Ordering Kiosk

We also have a version of this template with explanations for the sections [here](#).

Goal of the Project

The goal of this project is to reduce the time distributors with will call orders wait.

Frame the problem

- **What/Why**
 - *The problem is ordering takes a long time. It is a problem because users need to search for a SKU, add it, and repeat.*
 - *The problem is and average day is 500-600 orders, and can be up to 1,000 on high volume days. It is a problem because there are only 7 kiosk stations to handle all orders and pick up orders.*
 - *The problem is call center employees as well as people ordering online enter the wrong phone number. It is a problem because entering a correct phone number is a requirement for order validation. Without the correct phone number and order number, order lookup fails.*
 - *The problem is users rely on screenshots for entering order validation. It is a problem because using screenshots takes time and relies on users entering information. Humans are prone to entering information incorrectly.*
 - *The problem is the order submitted is not ready for pickup yet. It is a problem because the queueing system may be overloaded, and there is no way to let the user know this.*
 - *The problem is users that fail to look up an order have to go back-and-forth between the kiosk and support agents. It is a problem because this takes time, they have to take another number, and don't always have their problem solved on the first interaction with the support agent.*
- **Who**
 - *Users that are unsure if they have the right phone number have this problem*
 - *Users that don't know what they want to order have this problem*
 - *Users with will call orders that get stuck behind users ordering on the kiosks have this problem*
 - *Users picking up multiple orders have this problem*
- **Where**
 - *The problem arises when all kiosks are in use*
 - *The problem arises when there are not enough kiosks for volume of users*
 - *The problem arises when support agents' hands are tied and they have to rely on call center to fix issues*
 - *The problem arises when users have to rely on screenshots since there is not better way to view their orders*
 - *The problem arises when the queueing system gets overloaded and an order is not ready for pickup.*
 - *The problem arises on high volume days.*

Predispositions

What do we know?

- Want to explore QR code integration
- Support agents will be using tablets and thermal printers as a way to relieve order lookup issues
- Success metrics:
 - Will call order ticket generation in less than a minute
 - Support agent order ticket generation in under a minute
- There are dependencies on queueing system for order availability. There is currently not a way to tell the user the order is not ready yet.
- The current order lookup process is:
 - Enter order number
 - Enter phone number
- Distribution center has surveys in survey monkey.

What do we not know?

- Exactly how long does an order take? What is the average time a user spends on the kiosk?
- What is the average number of products a user orders on the kiosk?
- Can we get the survey results the DC sends out?
- What happens when the will call line is backed up too? Does a separate will call line solve the issue still?

What are your assumptions about the project?

- QR code integration will help reduce wait times
- The root cause of these issues is the ordering process
- There is a better way to help people with multiple orders get in and out faster
- The "SKU cabinet" method of ordering takes too long



b. Distribution center visit 06/08/2018 raw / typed notes by Ritzie Williams



i.

2. literature review

- a. <https://www.dickssportinggoods.com/s/in-store-pickup>
- b. <https://www.amazon.com/b?ie=UTF8&node=6442600011>
- c. <https://shop.nordstrom.com/content/shipping-methods-charges>
- d. https://www.kmart.com/en_us/dap/in-vehicle-pickup.html?sid=KAx20061023x272xTier3&aff=Y&PID=3630647&AID=11339607&utm_medium=2644054|3630647|11339607
- e. <https://www.walmart.com/cp/store-pickup/2281929?u1=&oid=223073.1&wmlspartner=ieeCJfIcszE&sourceid=20173859962787384819&affillinktype=10&veh=aff>
- f. <https://www.officedepot.com/cm/help/instore-pickup>

3. collections

- a. *Add collections links here*

Insights

Here are some questions to ask once research is synthesized.

What did we learn?

- Order online, pick up in store is extremely common
- In almost all cases, the order is picked and ready before it is released as "available for pickup".
- Validation of order pick up is generally an order number or unique confirmation number
- Some require ID as validation as well
- Some use credit card used to buy product as validation
- Root cause of slow will call pick up times is the ordering process
- The root cause of delays in order lookup are due to user input error.

Does more research need to happen?

- Research on the ordering process itself
- How to optimize a self-checkout system for Herbalife's unique needs

Is this still a viable project?

- Yes, but this project is more involved than initially assumed.

What is potentially challenging?

- Since the root cause of pick up slowness is the ordering process itself, this process must be researched and re-thought. This is a lot of time and effort.

Are there any gaps?

- Add potential gaps here

Inspiration



Concepts & Concept Systems

- Add Epics, features, user stories, sketches, lo-fi wireframes

Prototypes

1. **exploratory**
 - a. Add exploratory links here
2. **appearance**
 - a. Add appearance links here
3. **usability**
 - a. Add usability links here

What type of prototype is needed?

Strategies

- Add strategies here

Recommendations

Based on:

- Add things that influenced your recommendation here

Recommendations:

- Add your recommendations here