Store visit Headlines
<mark>Browse and Order</mark>

Approach

On Wednesday 07/10/2015 the Team reviewed TSOPs devices in the Oxford Pantheon store located in both womenswear 2nd floor, and menswear 1st floor. A total of 3 staff assistants were interviewed, and several customers were observed while carrying out their purchases.

1. Signage & Location

We couldn't see any signage above or around the TSOP in the Womenswear department. The TSOP was located on a main walking path and on few occasions we had to move away from it to let customers through and not cause a blockage.

In the Menswear department the signage was present: a large screen above the hub promoted the devices however the arrows seemed to be pointing to the till just beside it rather than the TSOPs devices below. The messaging read "Touch order point to start" however it wasn't immediately clear where and what to touch.

Just below the large screen we found a staff-only (not working) PC computer and several plastic crates which further confused the purpose of the entire set-up.

2. Devices cleanliness
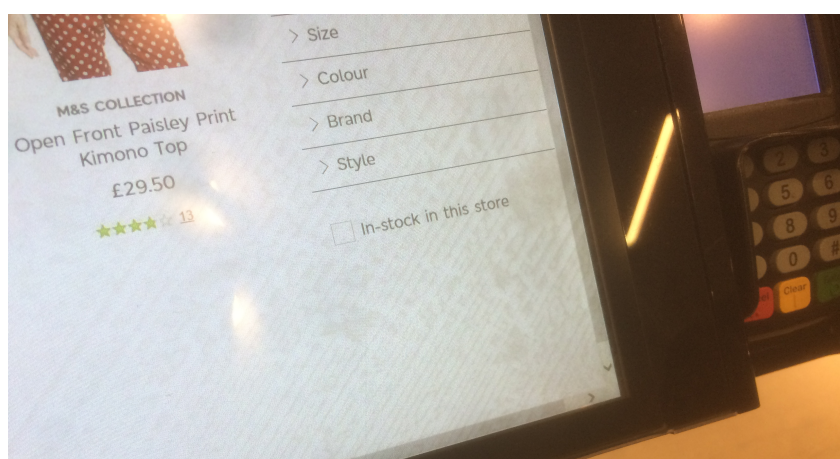
All the TSOPs devices in the store had some sort of brownish smearing on the screen glass, which looked very unattractive albeit not preventing/reducing touchscreen sensitivity. We unsuccessfully tried to clean it away as the marks are on the opposite side of the glass. A thick layer of dust covered the cooling grills at the back of the devices.

3. Customers use

We observed few customers approaching the devices in the Menswear department while using the Pilot devices; they found natural the vertical scrolling of listing pages and using the newly designed header/search. Most of them already had items in their hand and very quickly found the corresponding product display page via Search (typing in product name or T-Number with the right hand). Customers failed to register that there was a scanner located on the device and that it was something they could use, as the items typically held on the left hand covered it.

During our observation only two customers used the Print bag functionality, they explained they saw/tried the items already, were not prepared to buy yet and wanted to get a reference to take with them.

4. Customers use (staff assisted)

Staff typically introduces customers to TSOPs to provide product information (e.g. similar items in the range, item variants, stock availability, or order online). When the customer is ready to order staff helps through the entire purchase process. Checkout was deemed as the biggest frustration as most of the times it doesn't work and it crashes, the bag is not easy to edit/amend, and navigating away from it causes the shopping bag to lose its contents.

5. General staff usage

TSOPs are used by staff to check for item details like colour variants, stock or sizing options. They generally carry the physical item with them so they can Scan it with the barcode reader and get the information they need.
On various occasions however the Scan results in 'Item not found error' or a category page being returned instead of the product page, which is an obvious cause of frustration and delay.
Staff can do these checks on their iPads however they prefer using TSOPs as these are easier and faster to operate "*iPads are slow and bulky, I prefer to carry the items to the closest TSOPs instead*"

Overall staff seemed quite warm and enthusiastic of the device as it genuinely helps them with their work.

6. Staff recommended feature

Staff made reference to the terminal being similar to 'Argos' or a 'catalogue' offering the ability to Locate & Reserve items in-store: they told us that the ideal software would provide information about which store has stock available for an item, and then offer a phone number a client can call to get the item reserved, or alternatively offer some functionality to do it directly on the TSOP.
At present staff is not allowed to call other stores on behalf of the customer.