

Best Buy Concierge Journey Map

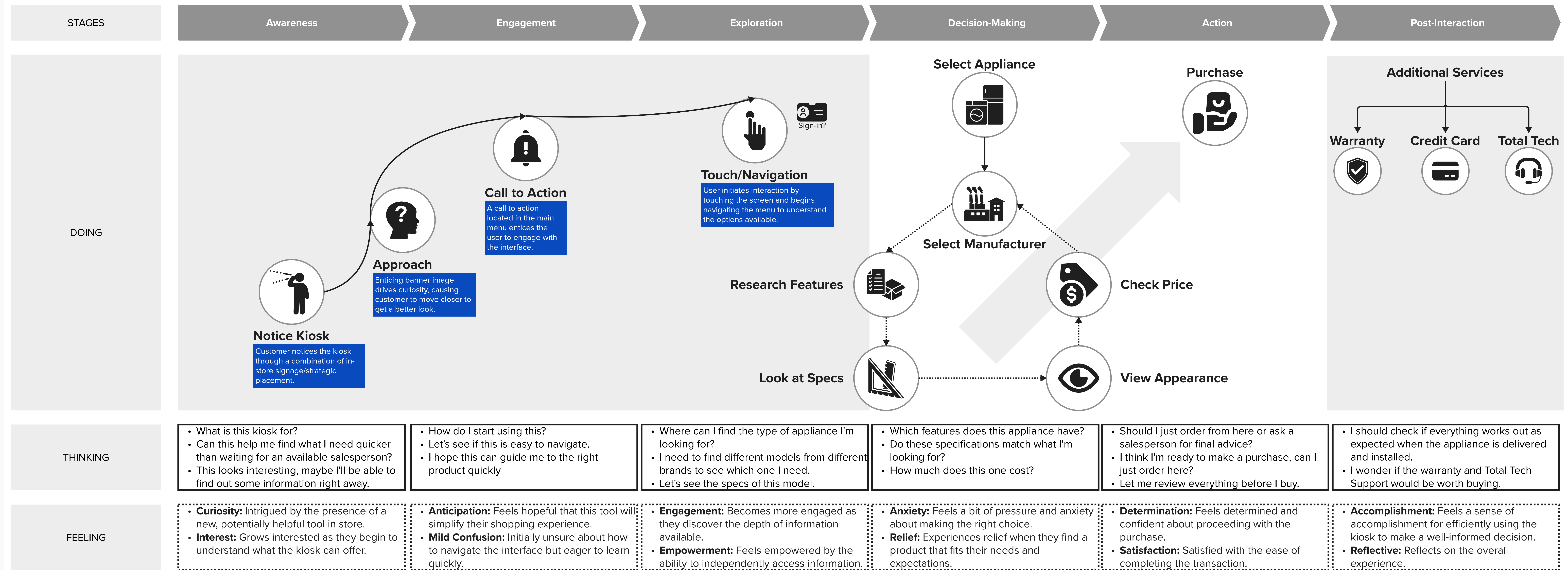
Guiding Principles

Users often feel overwhelmed by the sheer volume of text and specifications available online.

Online descriptions can be generic and may not provide the specific details users need to understand how an appliance fits into their lifestyle.

Many customers value tactile and visual interaction that allows them to experience a product's features so they can fully understand what they are buying.

Customer Journey



Opportunities

Attract users by integrating digital signage and a powerful hero image.	Simplify the initial interaction by using clear, intuitive touchpoints on the home screen, using a call to action and large icons that invite interaction.	Simplify the initial interaction by using clear, intuitive touchpoints on the home screen, using a call to action and large icons that invite interaction.	Add in a comparison tool in future iterations that not only displays the differences in specifications but also visualizes cost benefits and features.	Add functionality that gives the user a way to purchase items through the kiosk once they've made their decision.	Include digital signage for after-market purchases like warranties, credit cards, tech support etc. and give users the option to add these services onto their purchase.
Provide tutorial functionality	Implement voice recognition to allow users to engage with the kiosk through voice commands to enhance accessibility.	Personalized recommendation system based on browsing behavior	Integrate customer reviews and testimonials directly beside product details to provide real-user feedback that can aid in decision-making.	Add feature that allows users to scan a QR code that transfers their kiosk cart directly to their Best Buy account so they can purchase/research without having to sign into the kiosk	
		Allow users to save and email information about products they are interested in, which they can review later or share with family members for further discussion.			
		Implement augmented reality so that customers can visualize how appliances might look/fit into their own space.			
		Expandable information sections that allow users to delve deeper into features of a specific appliance.			