

Unraveling the mysteries of the

Virtual Store

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Product XD Leadership Review - 11/19/21

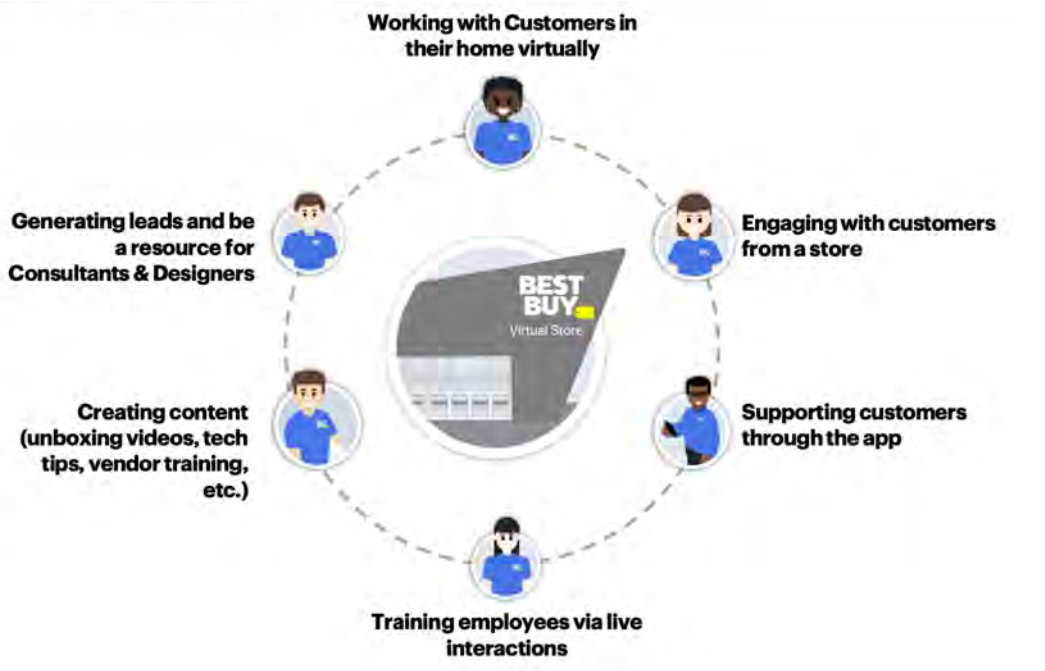
Highlights

Concept

- Initial objectives around keeping customers and employees safe as covid pandemic and lockdowns ramped up
- Evolving to focus on meeting customers where they are, meeting customers in the moment
- Providing true experts in their product categories to help customers throughout their shopping journey

Literal

- Remotely connect with blue shirt for the same in-store experience
- Employees work in a physical location complete with demo staging areas for each product category and mini-office spaces



Problems and use cases

"I'm uncertain of what to purchase and need reassurance."

- ✓ Sales Associates offer customers a video link to connect and offer expert advice and/or demo from an existing chat experience.

"I don't feel safe in big-box stores." Or, "I'd like to save myself the drive time."

- ✓ Customer creates sales appointments through dotcom/app scheduling workflow and selects "virtual" as option vs. forced in-store only option.

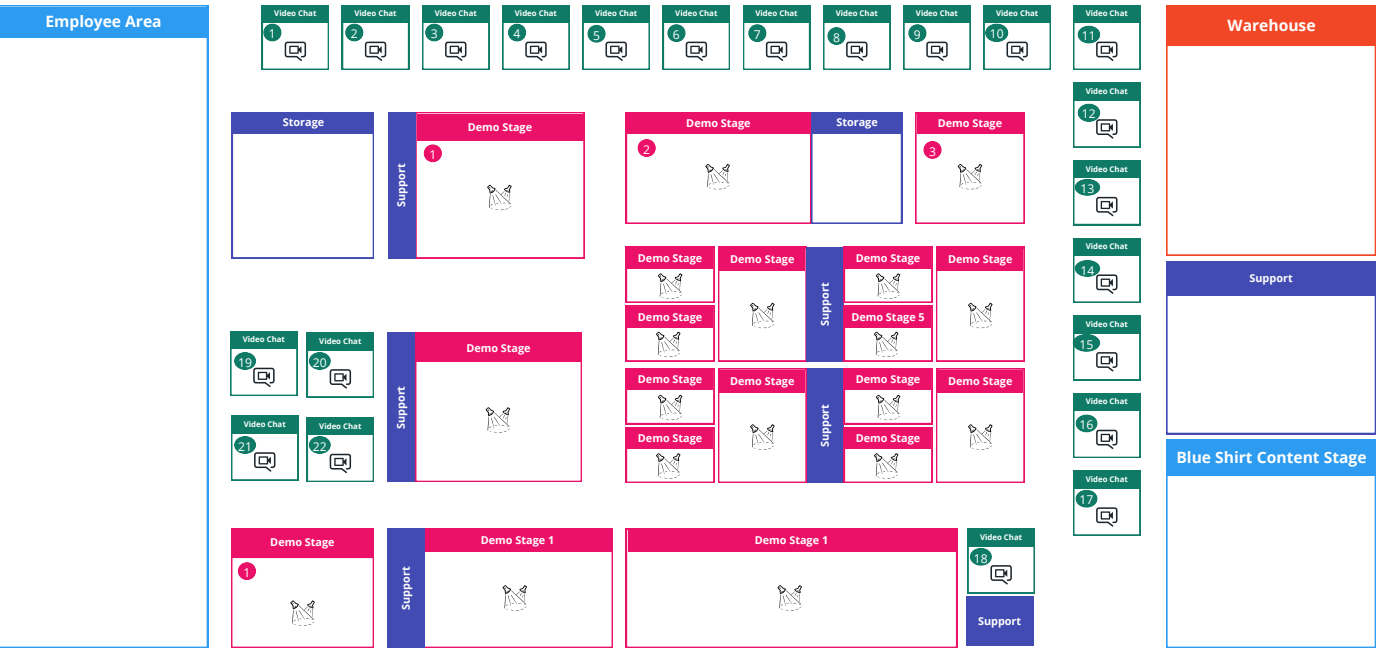
"I need help in answering a question, and I know the knowledge is not in my store."

- ✓ Leverage SME that exists in parts of the company across the company. Eg, Auto Techs, VPL and PAC/MDC.

Focus from initial MVP




Physical Space Map



Highlights

- Chat Idea Factory was a cross-functional collaboration team created to bring all of the chat experience designers together (at the time, we were more splintered)
- Our primary initial objection was to create a service design blueprint for the full dotcom experience to help identify gaps or collision points.
- This blueprint demonstrates our customer's journey, our employee's journey, and the system events/tech that make this all happen.
- We've since added screenshots to help make the journey a bit more visual.
- We're now starting to add customer feedback onto this.

Our Customer

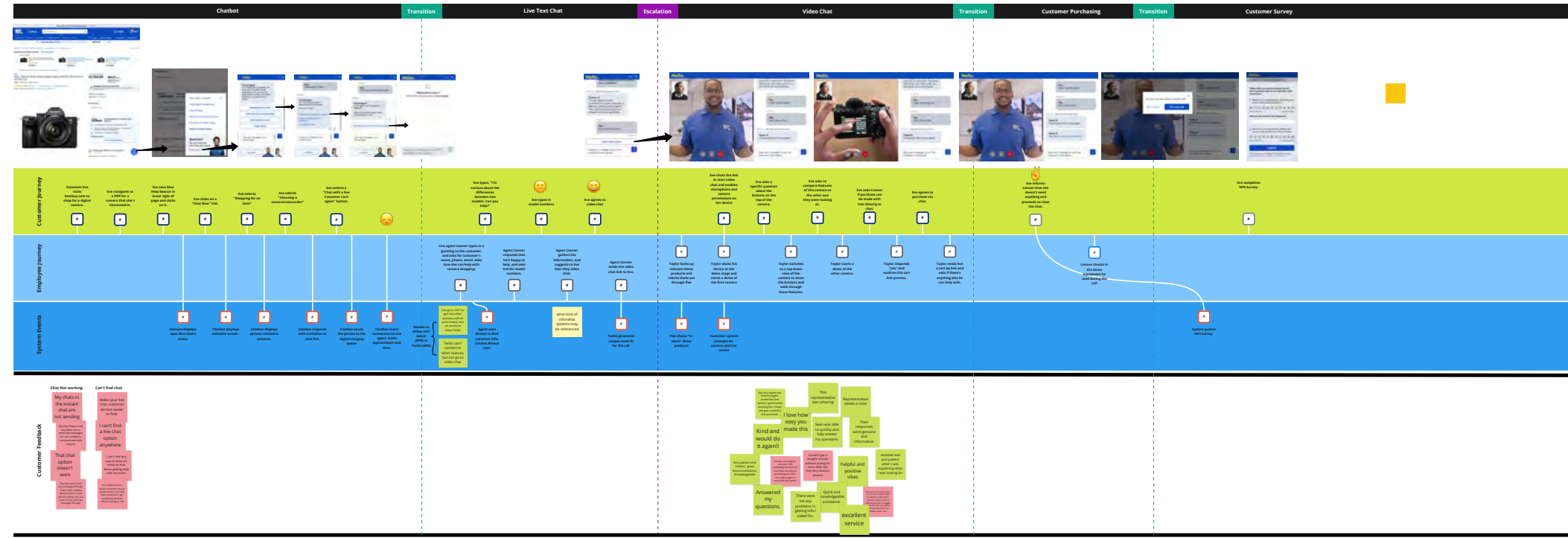


About Eve

Scenario: Eve is just about ready to make a purchase on a new camera. Typically, she'd go to a Best Buy store to see the product and maybe ask a few questions, but with Covid, she's not quite as comfortable doing that.

She visits bestbuy.com and navigates to the product page of the camera she wants to get. She really would love that extra purchase confidence a Blue Shirt would give her. She sees the Help icon in the lower right to see what her options are.

Virtual Store: Service Blueprint - Current State

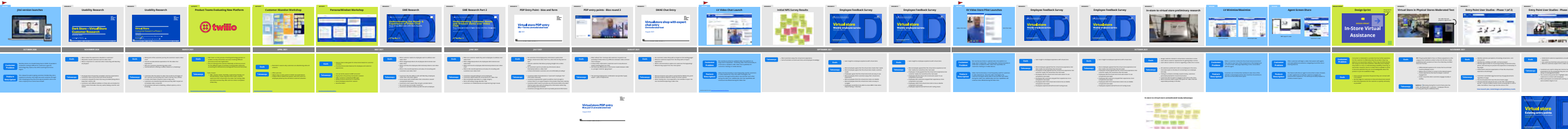


- Massive, cross-functional effort
- Since this was a new space for us, we had a ton of customer research to do to fully understand customer expectations. Much more to learn.
- Jini product had solid features, but proved to be too limiting from an enterprise level.
- Decided to move to Twilio product Q4/Q2 of this year, and shifted focus to get this new capability live and into pilot mode.
- Launched LV in September.
- Launched IV in October.

Key

- blue box = code release
- grey box = research
- green box = discovery event
- red box = major code release

VIRTUAL STORE - TIMELINE OF EVENTS - 2020-2021



Highlights

- Migration of BPO & BBCC to Twilio (not related to VS but did take up a lot of the teams' time)
- Virtual store launched in app

VIRTUAL STORE - TIMELINE OF EVENTS - 2022

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