Enhancing the In-store Experience of a Leading Indian Skincare Brand

Client: An Indian Skincare Brand
Enhancing the In-store Experience of a Leading Indian Skincare Brand

Background

Originally a skin care clinic, the client introduced a few product forward stores in shopping malls to expand its reach into the market. The store format provides customised solutions to customers on the basis of a skin analysis. Given the highly clinical and problem-specific solutions, the stores were unable to attract customers, especially within a mall context.

Objective

Make the store friendly, browsable and provide a consistent experience while maintaining its brand identity and credibility.
Contextual Research

A service design approach was undertaken to develop a holistic understanding of the environment, the stakeholders, and the various touchpoints.

Intensive user research was carried out to identify customer types, their experiences, motivations and behaviours. Several research tools were employed: In-store observation, one on one interviews, service safari. Retail stores of competing brands were also visited to guage the experience delivered there.

Frequent interactions with store staff educated us about the product recommendation process, product specification, customer demographics, sales pattern among others.

Insight Development

Through research, 4 main customer types were defined according to their needs and motivations. The customer journey mapped for each customer type revealed the various touchpoints that created an overall experience.

The customer journey maps helped highlight key stages of the journey and the touchpoint interactions. The crucial touchpoints identified through the journey maps were looked at in detail.

<table>
<thead>
<tr>
<th>Stages within the Customer Journey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

Key stages for intervention

10 in-depth interviews

3-4 days in-store observation
Quotes from customers regarding the touchpoints have been highlighted in the visual. Keeping the customers painpoints in mind, it was clear that for them to have an enhanced experience, these touchpoints need to be redesigned.

Following that, a service blueprint was developed to exhibit the ideal in-store experience. It helped visualise how the touchpoint interactions would take place. This was then presented to the client to identify touchpoints to focus on.

Design Directions

- A modified digital application that enables a customer to make an informed decision before purchase and reduce dependence on the skin expert.
- Redesign packaging and nomenclature of products to make it more coherent and communicative.
- Redesign shelving to facilitate easier browsing.

Quotes from customers regarding touchpoint interaction

- **Store**
  - “It is a dermatologist clinic, I have no such issue.”
  - “The store looks too clinical. I feel that everything will bleach me white.”

- **Skin Expert**
  - “The skin expert couldn’t tell me clearly what the product was. His information was very technical”
  - “I was surprised that the skin expert couldn’t figure out that my skin was drying up.”

- **Skin Analyser**
  - “The skin analyser did not highlight the issues that I know I have.”

- **Product Information**
  - “The names are very complicated, cannot understand them.”
  - “The shelves look identical like a trade fair stall.”
  - “Products look like exhibits and not merchandise.”

Learning

This project was the first experience based projects I had the opportunity to work on. It allowed me to use several service design tools in order to gather insights and get a holistic view of the issues in store. Owing to the redesign of several touchpoints, it enabled me to think of integrative solutions, in order for everything to work together as a system.