

NORDSTROM  
**UX Internship 2016**

MORGAN EVANS





## **POS Modernization: UPC + UI Feature**

## POS | WHY SHOULD I CARE?

One of the primary features of the POS system is the **UPC** (Universal Product Code) and **UII** (Unique Item Identifier) capabilities, which retain every item's information and help track inventory, sales, returns, etc.



# POS | PROBLEM STATEMENT

## NOW

Currently, the Nordstrom POS system used in full line stores is **outdated, inefficient** and **costly**. It disables salespeople from performing transactions, the foundation of Nordstrom's success, to their best abilities and often detracts from the exemplary customer experience that Nordstrom strives to provide.

## THEN

The UX POS team aims to reimagine the full line POS system and create one of **modern design and functionality, efficiency** and **intuitiveness** and that's **cost effective** (via being built in-house). In the end, this new system will allow the vast number of salespeople to perform in their work, in turn providing each and every customer with the best Nordstrom experience.

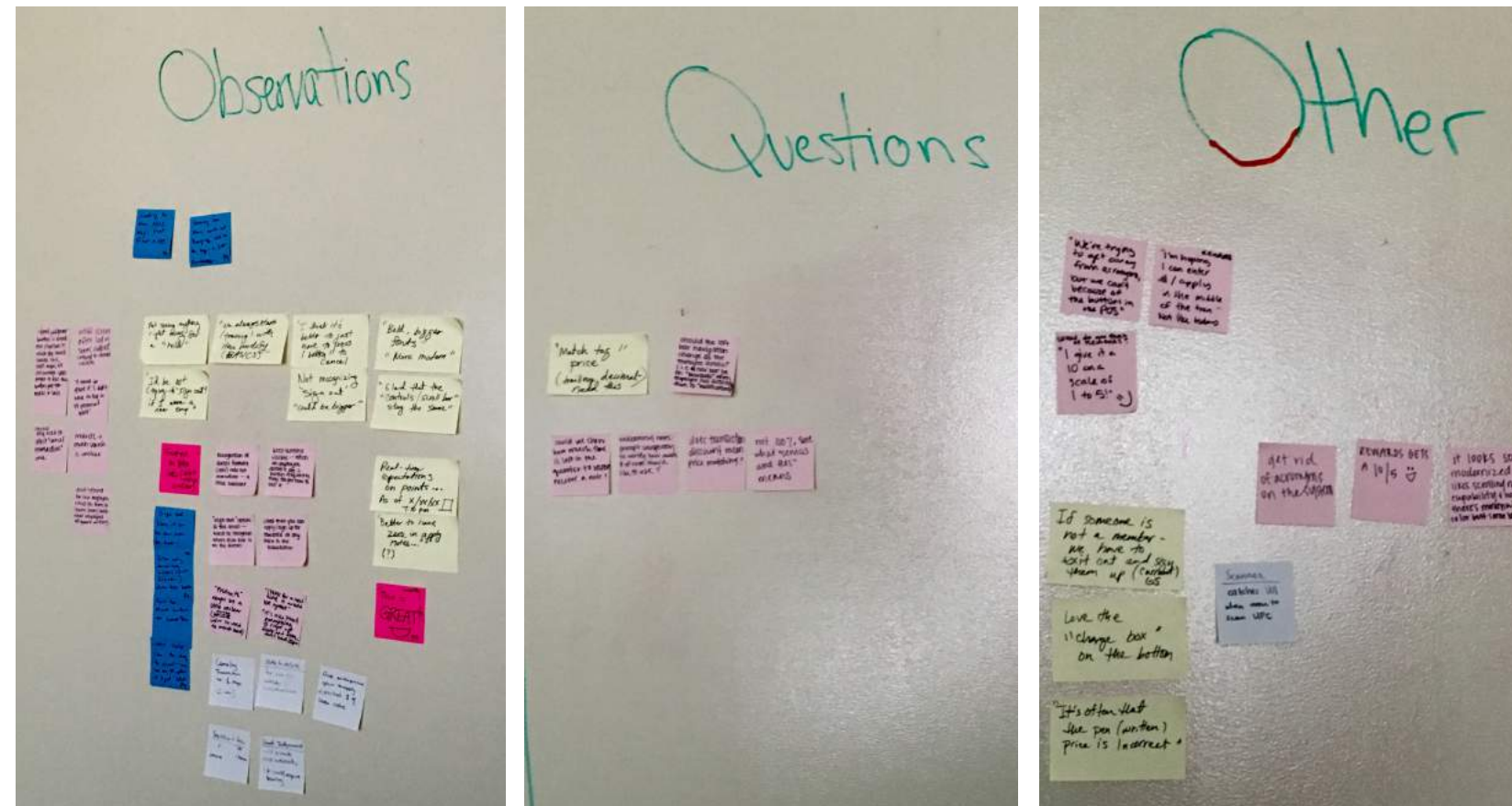
# POS | RESEARCH

- Attended usability studies
- Met with a Service Experience member



Amanda Falkowski

Business analyst  
for service

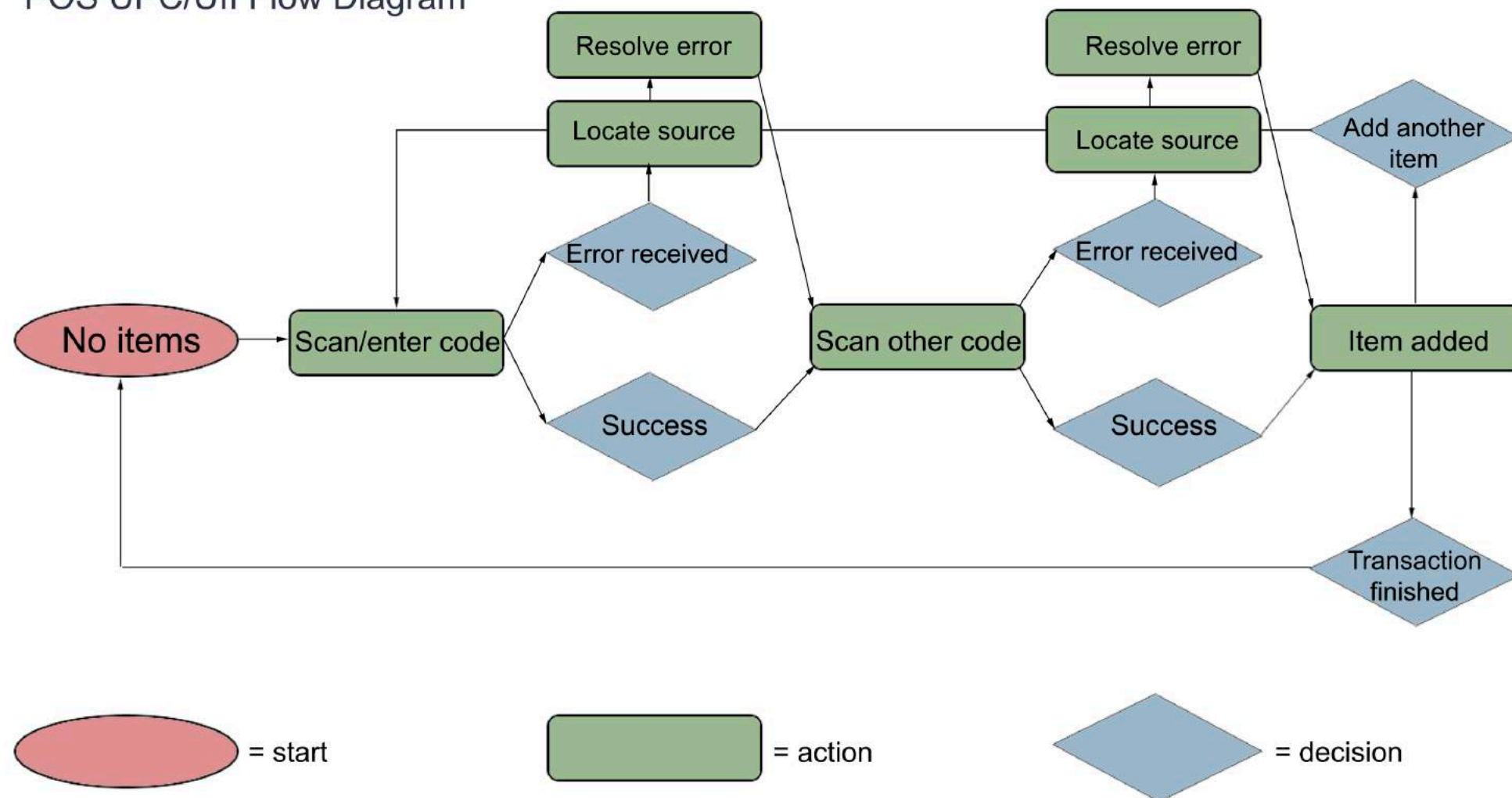


- Salespeople wish the scanner would indicate when a UPC/UII is accidentally scanned instead of the other, intended code
- Cancelling a transaction should be a one-click process
- **“This is great, it looks so modernized!”**

# POS | ANALYZE

- Tested the system within the POS lab
- Created and analyzed user flows

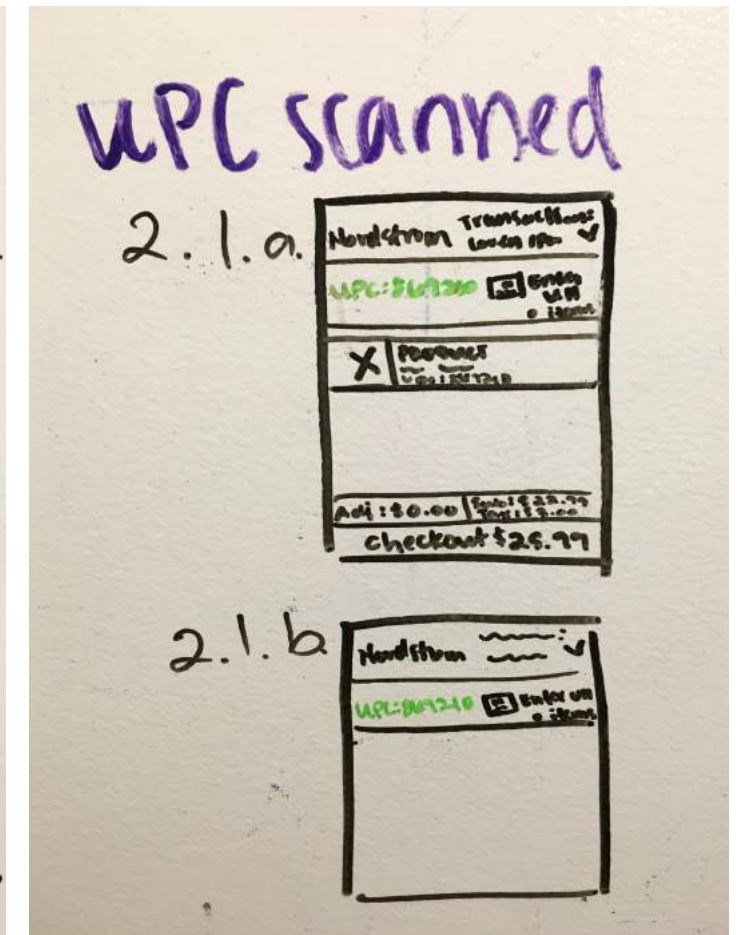
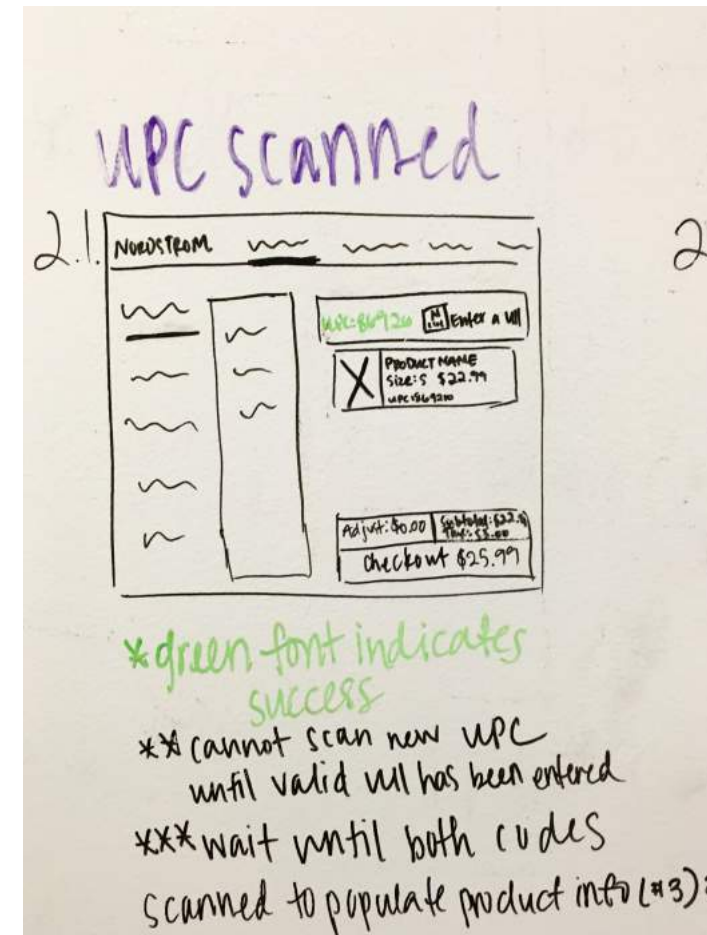
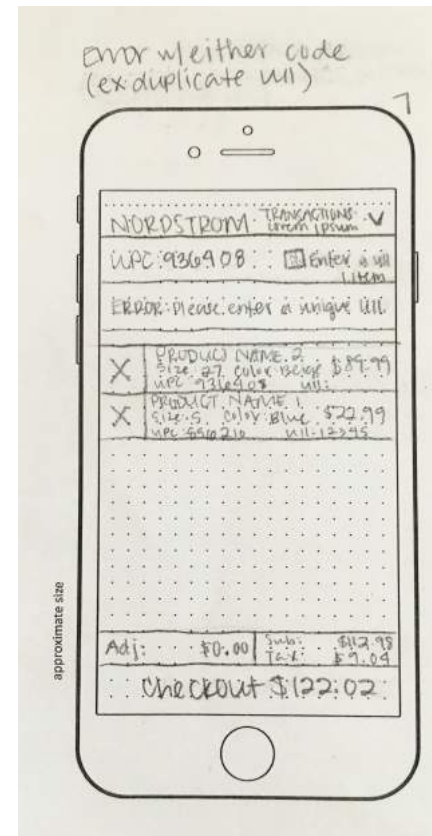
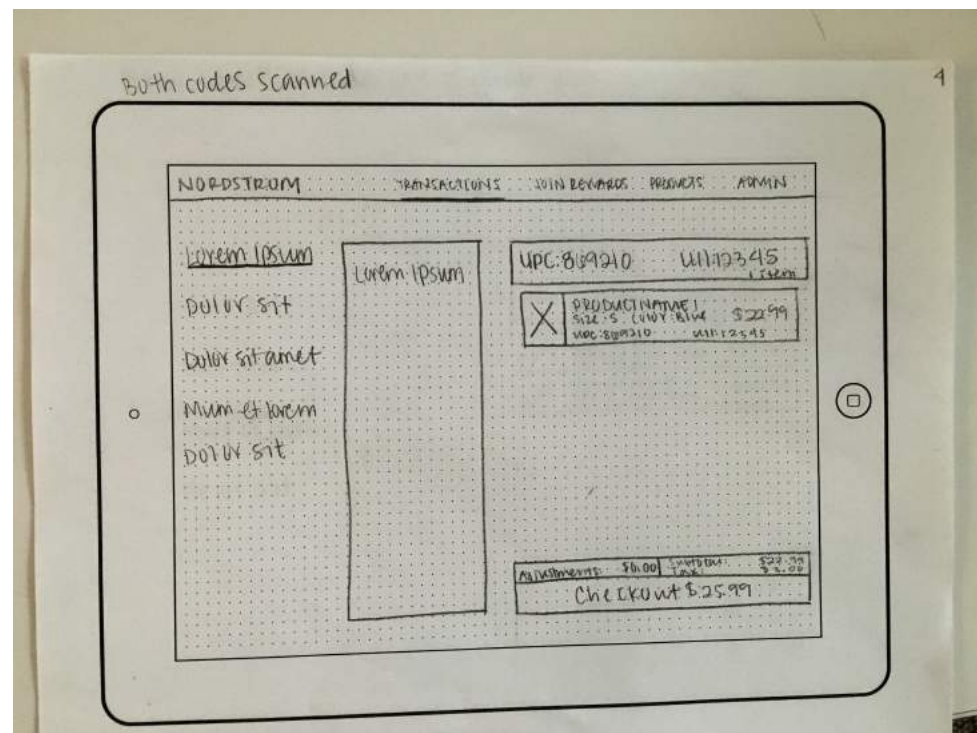
POS UPC/UII Flow Diagram





# POS | EXPLORATION

- Defined 5 primary use cases
- White boarded and sketched initial concepts out
- Utilized past POS prototypes as a foundation



## POS | ITERATION

- Presented a wall review for several parties
- Attended weekly update meetings
- Consulted with project managers
- Formal presentation in front of the POS UX & business team members



Lorem ipsum

Dolor sit

Dolor sit  
amet

Dolor sit

Dolor sit mam et  
lorem

Dolor sit

Parker P.  
 10:08 am  
 Wednesday, 5/18/16

Register 036  
 Transaction 928374

Lorem ipsum



Scan UPC or UII

0 items



Scan an item  
 or enter UPC or UII to get started

Adjustments

\$0.00

Subtotal

\$0.00

Taxes

\$0.00

Checkout

Lorem ipsum

Dolor sit

Dolor sit  
amet

Dolor sit

Dolor sit mam et  
lorem

Dolor sit

Parker P.  
 10:08 am  
 Wednesday, 5/18/16

Register 036  
 Transaction 928374

Lorem ipsum

UPC

Unknown UPC



Scan a *UII* to continue

Adjustments	\$0.00	Subtotal	\$0.00
		Taxes	\$0.00

Checkout

Lorem ipsum

Dolor sit

Dolor sit  
amet

Dolor sit

Dolor sit mam et  
lorem

Dolor sit

Parker P.  
 10:08 am  
 Wednesday, 5/18/16

Register 036  
 Transaction 928374

Lorem ipsum



FELICITY & COCO  
 ‘Seamed Pencil  
 Dress’



Scan a *UII* to continue

Adjustments

\$0.00

Subtotal

\$0.00

Taxes

\$0.00

Checkout



Lorem ipsum

Dolor sit

Dolor sit  
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Dolor sit

Parker P.  
10:08 am  
Wednesday, 5/18/16

Register 036  
Transaction 928374

Lorem ipsum

FELICITY & COCO  
'Seamed Pencil  
Dress'  
\$100.00

Remove



Scan a *UII* to continue

Adjustments	\$0.00	Subtotal	\$0.00
		Taxes	\$0.00

Checkout

Lorem ipsum

Dolor sit

Dolor sit  
amet

Dolor sit

Dolor sit mam et  
lorem

Dolor sit

Parker P.  
10:08 am  
Wednesday, 5/18/16

Register 036  
Transaction 928374

Lorem ipsum



Scan UPC or UII

1 item



FELICITY & COCO  
‘Seamed Pencil  
Dress’

UPC: 12345678912346

COLOR  
Red

SIZE  
S

UII: 11112222233333

\$100.00

Adjustments

\$0.00

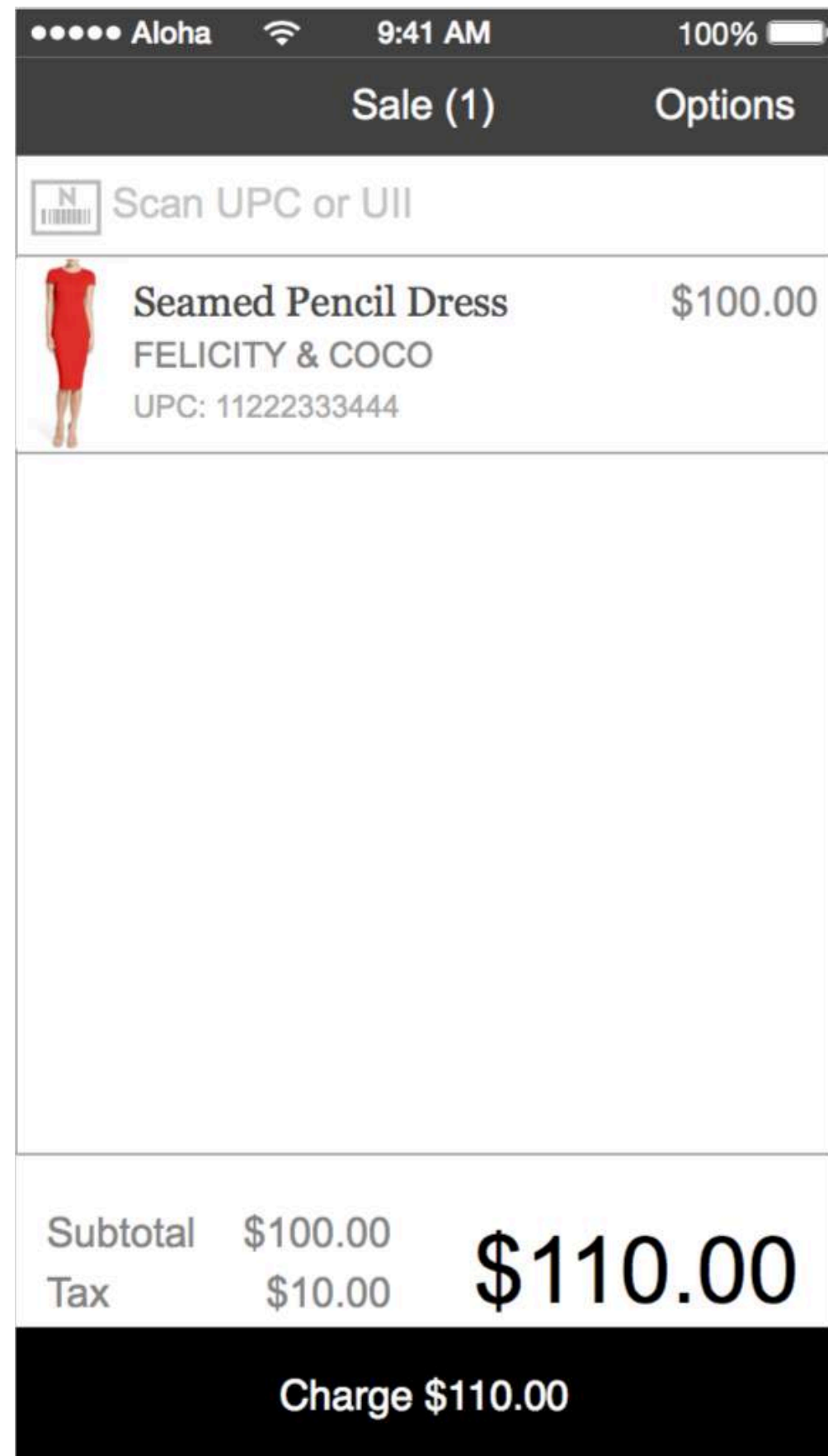
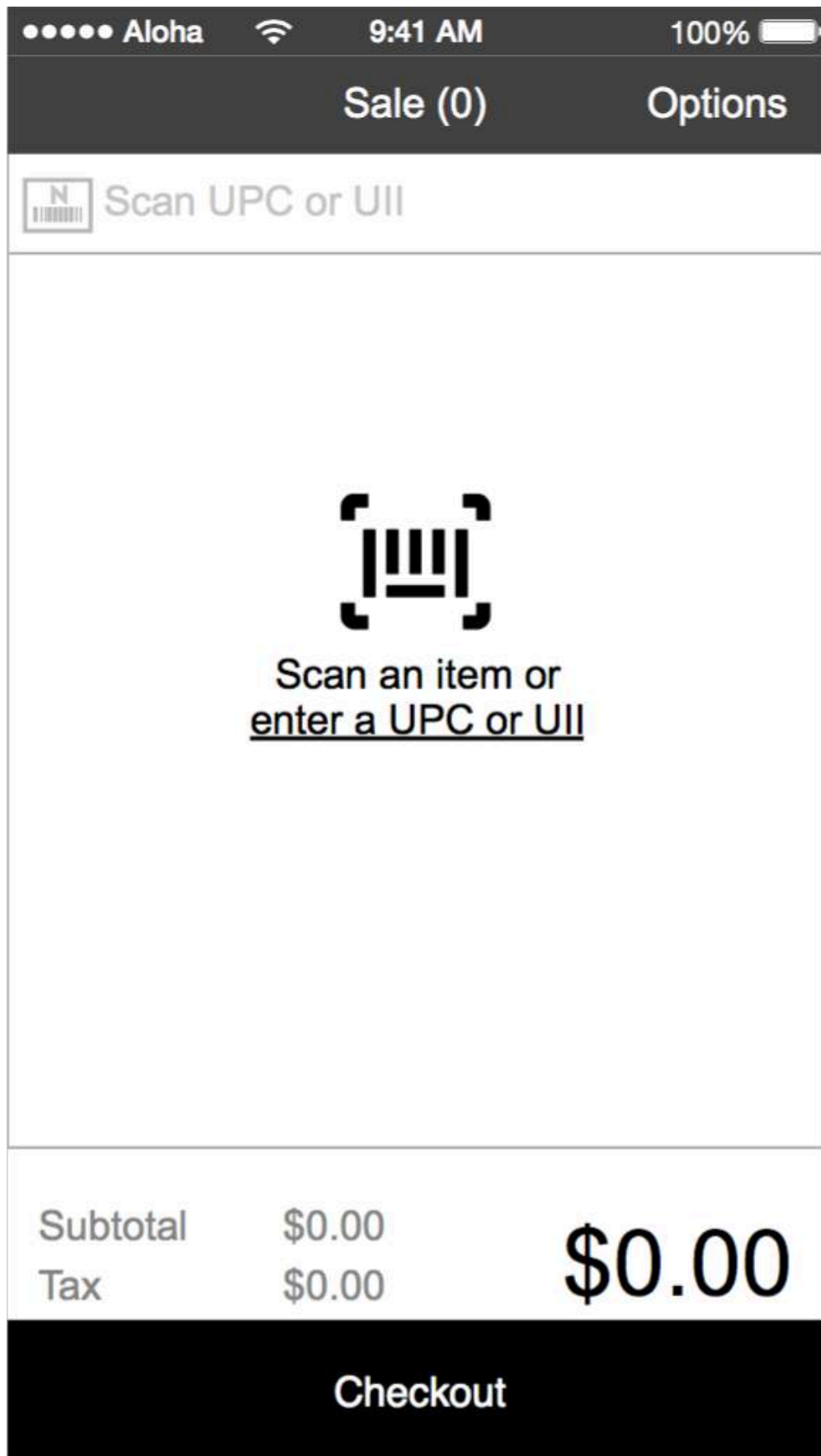
Subtotal

\$100.00

Taxes

\$10.00

Charge \$110.00





Aloha

9:41 AM

100%

Modify

Sale (1)

Options

N

11222333444

Scan UPC or UII

ned Pencil Dress

CITY & COCO

111222333444

\$100.00

Remove

Subtotal

\$100.00

\$110.00

Tax

\$10.00

Charge \$110.00

Aloha

9:41 AM

100%

Sale (1)

Options

UPC

...3444

UII

...4248



Seamed Pencil Dress

FELICITY & COCO

UPC: 11222333444

\$100.00

Subtotal

\$100.00

\$110.00

Tax

\$10.00

Charge \$110.00

Aloha

9:41 AM

100%

Sale (2)

Options

N

8956823654

Scan UPC or UII



Flat Front Wool Trousers

Nordstrom Men's Shop

UPC: 8956823654

\$100.00



Seamed Pencil Dress

FELICITY & COCO

UPC: 11222333444

\$100.00

Subtotal

\$200.00

\$220.00

Tax

\$20.00

Charge \$220.00

## POS | WHAT NOW?

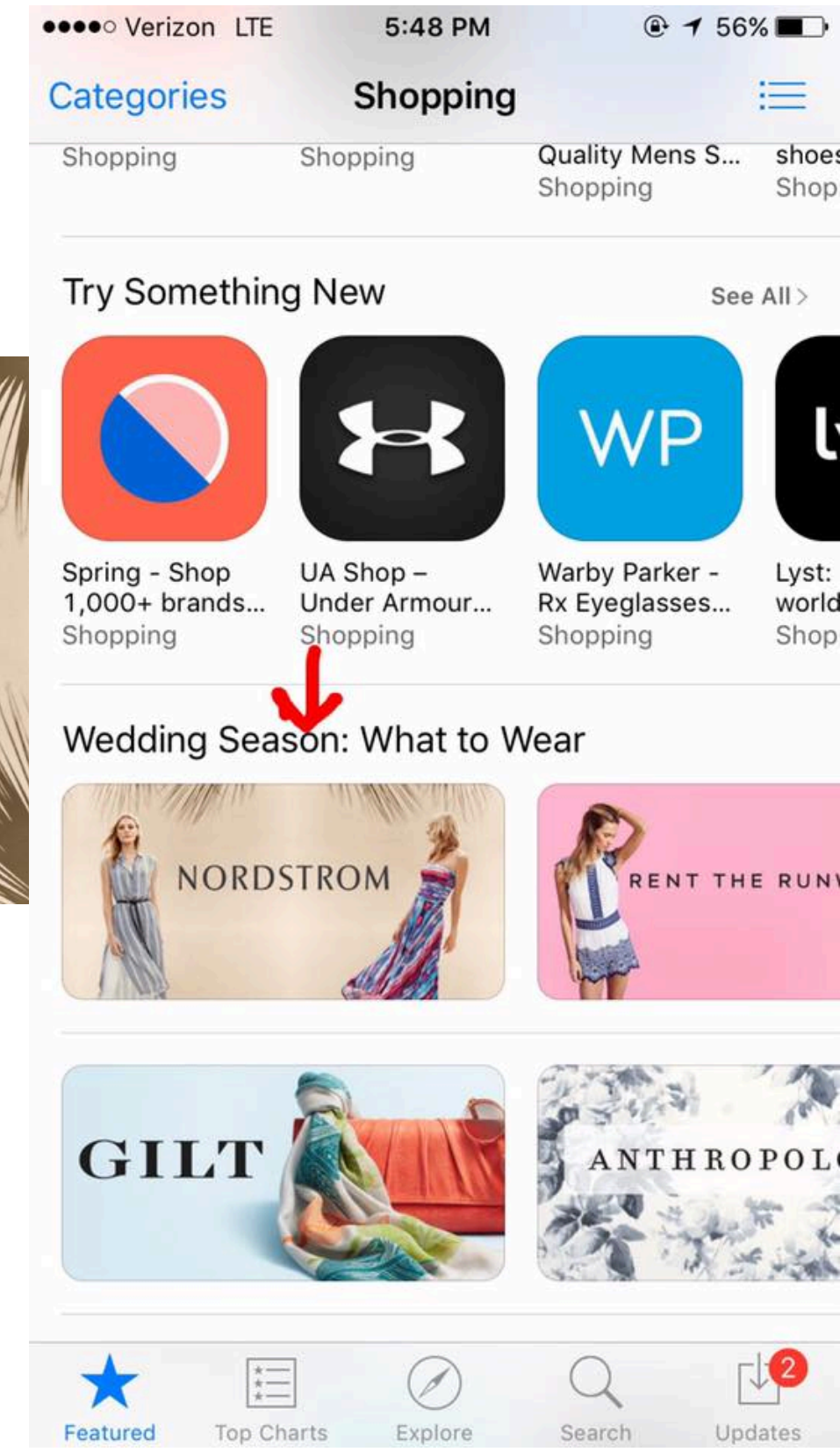
Due to time constraints, leadership decided to pursue a third party solution. The POS team will be hands on in using their research and designs to customize the system.



**App Store Banner**



# APP STORE | SUMMER 2016 PROMO





## **Site Modernization: Navigation + Footer**



# SITE MOD | LEFT NAV CLEANUP

Before

Designer Collections

Women

Men

Shoes

Handbags

Accessories

Beauty

Trend

Kids

Home

Gifts

Sale

Brands

POP-IN

Home / Women / Shoes / Sandals

Sandals

Best Selling

Only at Nordstrom

Sandals Under \$100

Sandals Under \$50

New Arrivals

Sale

Trending Now

White Sandals

Style

Ankle Strap

Block Heel

Cage

Comfort

Espadrille

Flat

Flip-Flop

Footbed

Gladiator

Lace-Up

Mule

Party & Evening

Platform

Slide

Sport

T-Strap

Wedge

Wooden Sole

Featured Brands

Birkenstock

Sam Edelman

Steve Madden

Tory Burch


Vince Camuto

More Ways to Shop


Designer Sandals

Wedding Sandals


Women's Sandals




BLOCK-HEEL SANDALS




FLAT SANDALS



WEDGE SANDALS



LACE-UP SANDALS



SANDALS UNDER \$50

GLOBAL INFLUENCES

Fringe, lacing and leather in earthy hues—sandals gather design details from afar.

ANNIVERSARY SALE EARLY ACCESS

STARTS JULY 14. SAVE THE DATE!

LEARN MORE

Sort by featured

3870 items

1

2

3

4

...

118

Sandal Style

Heel Height

Size & Width

Color

Price

Brand

Find in Store

After

Designer Collections

Women

Men

Shoes

Handbags

Accessories

Beauty

Trend

Kids

Home

Gifts

Sale

Brands

POP-IN

Home / Women / Shoes / Sandals

Sandals

Ankle Strap

Block Heel

Cage

Designer

Espadrille

Flat

Flip-Flop

Footbed

Gladiator

Lace-Up

Mule

Platform

Slide

Sport

T-Strap

Wedge

Wooden Sole

New Arrivals

Sale

Best Selling

Only at Nordstrom


Featured

Comfort


Party & Evening

Wedding


Women's Sandals




BLOCK-HEEL SANDALS




FLAT SANDALS



WEDGE SANDALS



LACE-UP SANDALS



SANDALS UNDER \$50

GLOBAL INFLUENCES

Fringe, lacing and leather in earthy hues—sandals gather design details from afar.

ANNIVERSARY SALE EARLY ACCESS

STARTS JULY 14. SAVE THE DATE!

LEARN MORE

All Items (3870)

In Your Store

Sort by featured

Heel Height

Size & Width

Color

Price

Brand

## SITE MOD | MOW NAV + FOOTER

- Navigation and footer links are redundant and outdated design-wise
- Create a concept car focusing on visual navigation and present it for



Save the date! Anniversary Sale starts July 22. [Learn more.](#)

NORDSTROM

Designer CollectionsWomenMenShoes

SUMMER

WHAT TO WEAR ALL DAY, EVERY DAY

Shop: [Clothing](#)

GETTING HOTTER: SHADES

Customer Service+More To Explore+About Us+Legal+

2016 Nordstrom, Inc.  
For assistance [chat](#) or call 1.888.282.6060

NORDSTROM

Designer CollectionsWomenMenShoes

My Account

Wish List

Stores & Events

My Store: Downtown Seattle

WHAT TO WEAR ALL DAY, EVERY DAY

Shop: [Clothing](#)

NORDSTROM

Designer CollectionsWomenMenShoes

Clothing

Shoes

Handbags

NORDSTROM

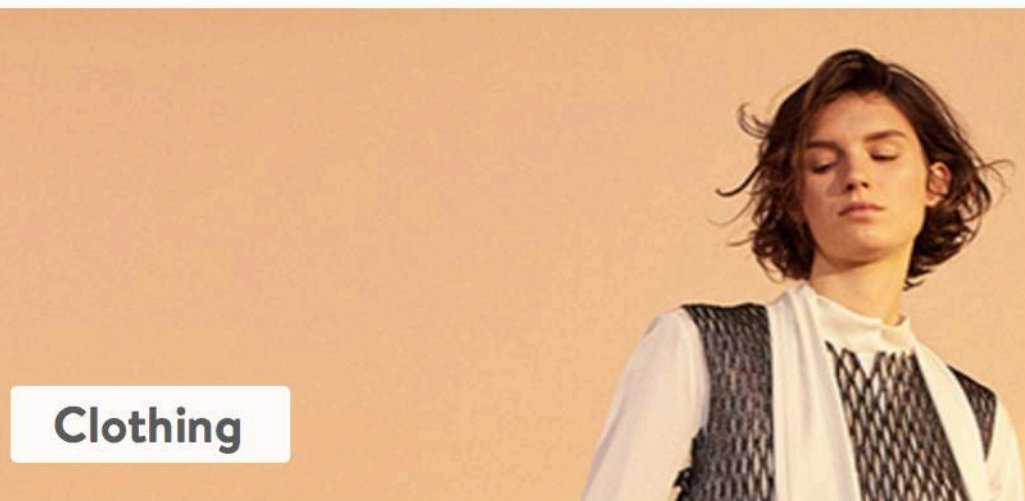
Designer CollectionsWomenMenShoes

Clothing

Shoes

Designer Collections






Clothing

- Dresses
- Tops
- Swimsuits & Cover-Ups
- Jeans
- Bras, Panties & Lingerie
- Coats & Jackets
- Workout, Yoga & Outdoor
- Sweaters


Sort ▾

Dresses


Filter ▾




Product Name  
\$100.00



Product Name  
\$100.00



Product Name



Product Name

Sort ▾

Dresses

Filter ▾

Store Availability

Sleeve Length

Sleeveless ✓

3/4 Sleeve

Short Sleeve ✓

Long Sleeve

Silhouette

Product Name

\$100.00

Product Name

\$100.00

Size

Color

Price

Brand

Product Name

Product Name



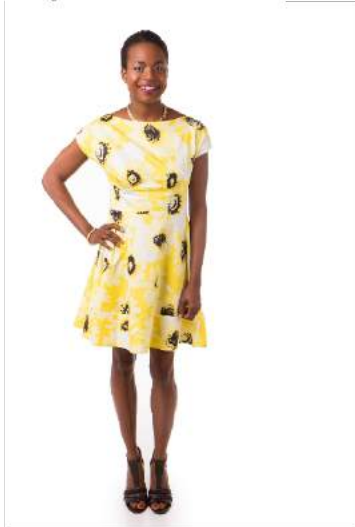
**Personas**

# PERSONAS | POSTER

- Personas haven't been updated for years, but our customer has evolved
- Need a poster to inform one-Nordstrom employees about the new personas, as well as a Confluence page for each customer

## MEET OUR NEW NORDSTROM PERSONAS

*High-touch Harper*



"Being warmly welcomed and taken care of by salespeople who remember me makes me feel like I'm in good hands."

*One-stop Octavio*



"I wish great clothes would just magically appear. The fewer places I go and the less time I spend shopping the better."

*Mainstream Morgan*



"I stick to what I know. I have 5 colors of the same shirt and 3 pairs of my favorite pants."

*Inspired Ivy*



"I love the hunt for eclectic things at bargain prices. Boutique, contemporary, vintage, online and in stores—but never full price."

*Concerned Casey*



"The internet, the cloud... who really understands these things? I don't like sharing personal info online."

*Self-directed Sasha*



"I know what I want. I shop online, but go to stores for fit or expert advice. Unless I ask for help, salespeople should greet me and let me be."

# WHAT I'VE LEARNED

## OSCAR

“It’s time to move on from something when you stop asking questions.”

## JYOTI

“You might be my boss one day. So make time for everybody because you never know what your relationship will be later on.”

## NICOLE

“Listen to your gut. There are a lot of outside influences but don’t let them shape you, because there really is something to be said for your inner voice.”

## KRISTIN

“Make sure you loop in a UX Writer and Researcher early in the process because their recommendations could really influence your end designs.”

## EMILY EAGLE

“Don’t settle just because you need work, but explore your options until you really connect with a team.”

## KIM

“1. Be positive 2. Talk about your process 3. Want to learn”

## CLAIRE

“Make sure you always properly introduce your project. Even if your audience is familiar with it—assume they aren’t.”

## REBECCA

“I know what it’s like to feel like you have nothing figured out but trust me you do. And I promise it will all work out in the end.”

## JAY

“Don’t chase money or you’ll be miserable. Do what you love and the money will come.”

## EVERYBODY

**“BE A SPONGE!”**

# THANK YOU TO...

The entire amazing UX team, with special thanks to:

- The POS team
- The site modernization team
- Everybody that took the time to chat with me one on one
- Oscar for all of his advice and positivity
- Darren for taking us on as his responsibility



**QUESTIONS?**