

DIGITAL HANDSHAKE

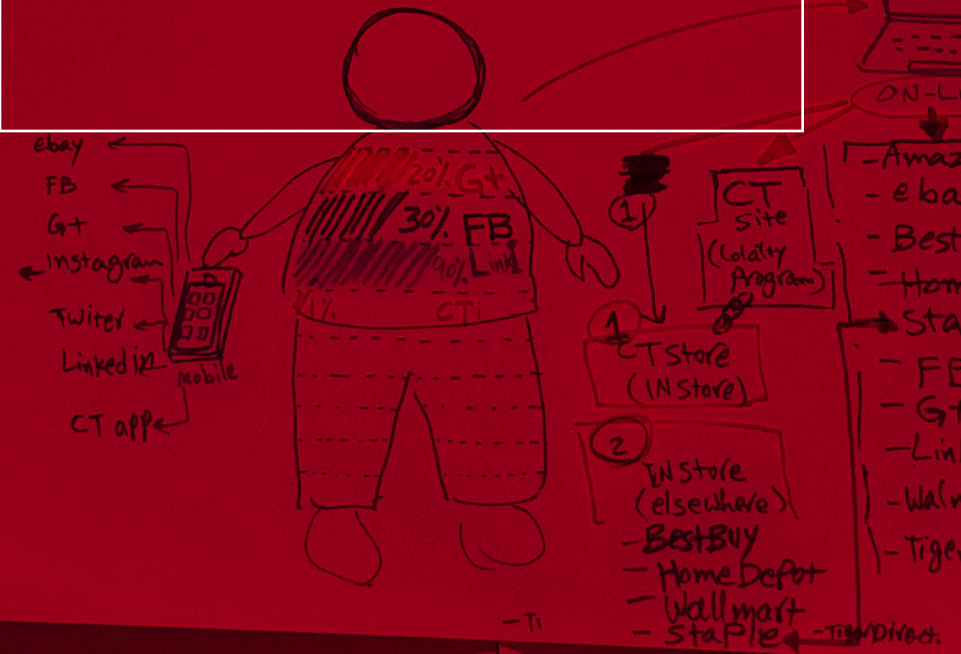
AN IN-STORE SYSTEM FOR CANADIAN TIRE
LOYALTY PROGRAM



OBJECTIVE

To design a system to provide CT with richer profile data of loyalty customers as they travel through CT stores. The design will openly ask and responsibly use customer data in way that enriches the shopping experience.

A DIGITAL HANDSHAKE THAT WILL ACT AS THE BASIS FOR AN IN-STORE LOYALTY SYSTEM.



ROGER HORTON

QUOTE

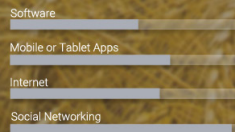
"I use my phone in store to check prices and to do feature comparisons. If I'm considering what kind of air filter I need for my car, I'll do a search."
— Roger H.

BIO.

Roger is a hard working farmer who inherited his farm from his father. The farm requires constant renovations and upkeep but fortunately, Roger is a do-it-yourselfer with a helpful family. He has a soft spot for all things technological and sometimes wonders how his father survived without digital weather info and social farming networks. When it comes to shopping, Roger wants to get in and get out. He always researches big ticket purchases before he goes out the door and he will sometimes double check he is getting the right item when he is in the store.

Roger is not a loyalty member at any store except for Canadian Tire. He does not usually look for WiFi hotspots because there are not many in rural areas. He says he wishes there were, but only if they were fast and secure.

TECH EXPERTISE



UX GOALS



- Roger Horton, 50 y/o
Married (wife Belinda)
3 Children (Nathan, 19, Chris, 17 and Lauren, 10)
- Home owner in Chatsworth, ON
50 Acre farm on Line 51
- \$150 000 combined income
Belinda assists on the farm
- Own a Dodge Cummins and a 4X4 Ford Expedition
- Hobbies include fishing, exploring outdoor trails and hunting

TRACY VANHATTEN

QUOTE

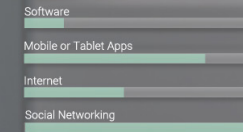
"We use a lot of data in our house because of the two boys. If they're with me, they're always on their phones. We are always looking for free WiFi."
— Tracy V.

BIO.

Tracy is busy from the time she wakes up until her head hits the pillow. She juggles a full time job in the dental clinic, plus the responsibilities that come with shuttling two teenaged boys around the city. Both are involved in competitive hockey and soccer and their social lives are getting busier. She can't wait until they can drive.

Tracy is the main shopper in the house, as her husband Mark works shifts at the GM plant. She joins every loyalty program available and calls herself a "points and coupon junkie." She is always searching for a better deal and she always checks warranty policies. Tracy says she just learned some places upload digital flyers and wishes every store did the same. She has very few apps on her phone but is interested in using more. She says when she uses new digital tools, her teenagers give her high fives.

TECH EXPERTISE



UX GOALS



- Tracy Vanhatten, 36 y/o
Married (husband Mark)
2 Children (Mack, 15 and Carter, 13)
- Home owner in London, ON
1900 Sq. Foot home on Carlyle Dr
- \$81 000 combined income
Mark works at the GM Factory
- Own a minivan and have a lease-to-own 4X4 truck
- Hobbies include reading, crafting, watching her kids' sports games

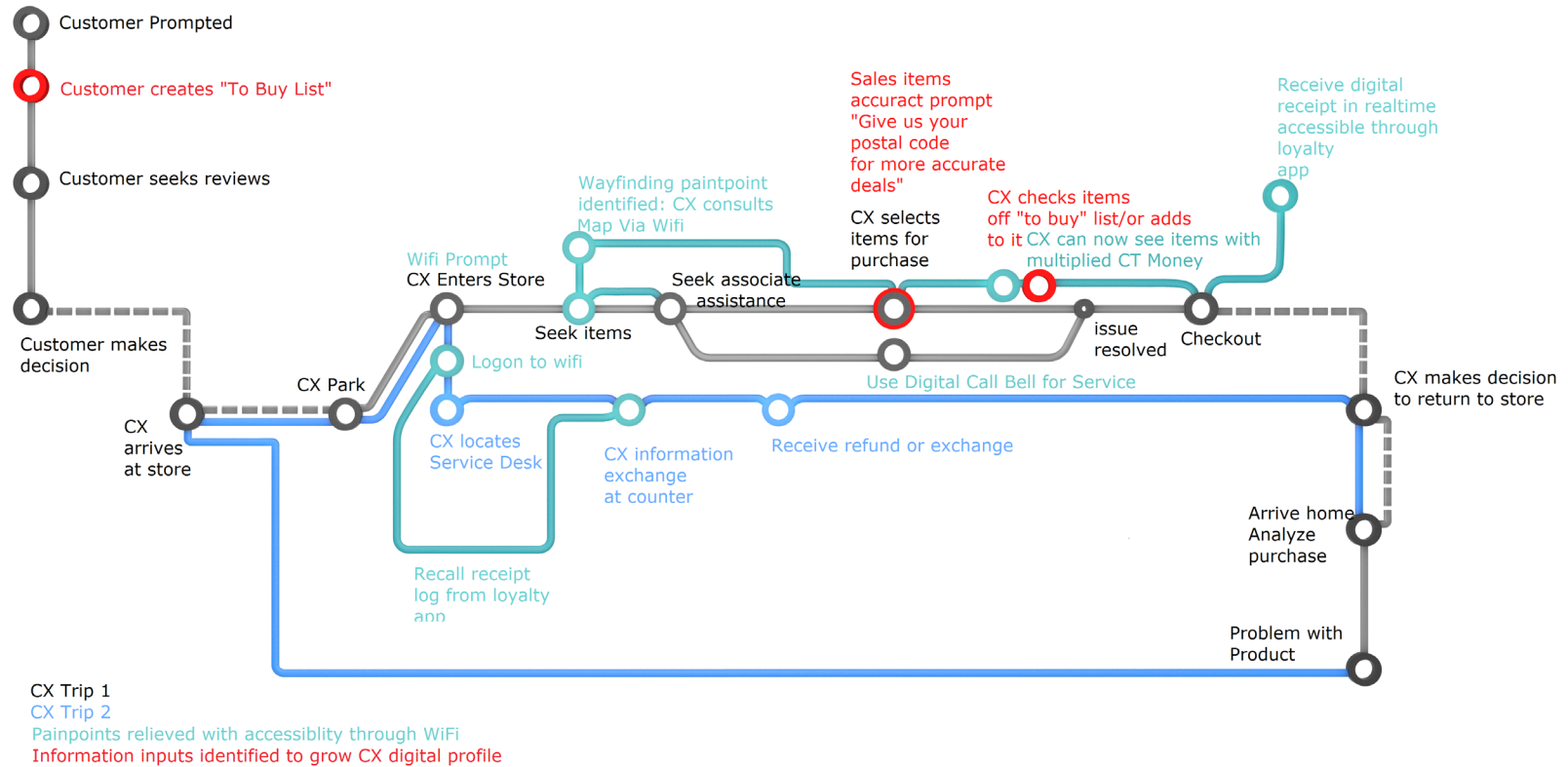
PERSONAS

Our aim was to design an in-store system to build better loyalty profiles in a respectful way.

We named it "Digital handshake".

Creating personas helped us test out our loyalty system and to make sure our digital handshake had enough grip. These are two typical CT loyalty members with very different shopping needs and they are based on our own research -- surveys, interviews and observations.

CX JOURNEY INTERACTION MAP



THE EXPERIENCE MAP

The Experience Map highlights customers' activities and helps to identify so called "pain points" along the existing path of their journey.

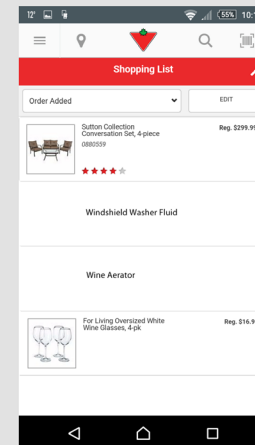
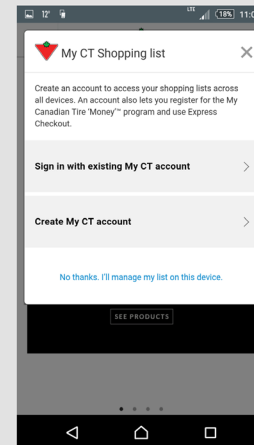
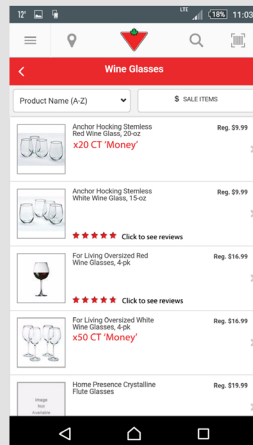
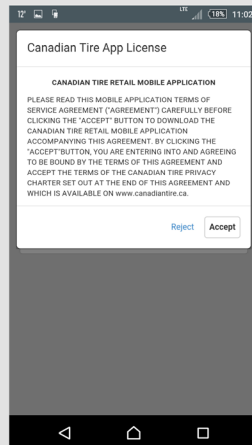
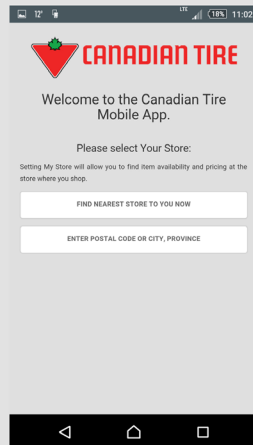
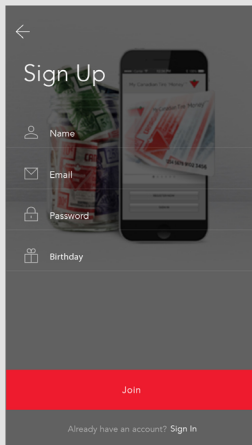
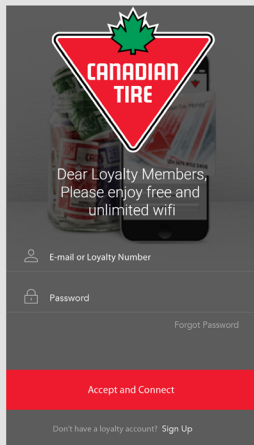
What emerged are three of the most basic instore challenges for customers:

- **FINDING CUSTOMER SERVICE**
- **FINDING PRODUCT INFORMATION**
- **WAYFINDING**



PREFERRED JOURNEY

By visualising this journey, we could identify opportunities for creating relevant solutions that would lead to a better experience for customers.



APP MOCKUPS

Android / iOS App Design.
Showcasing refined sign-in process and connecting to in-store WIFI.

RECOMMENDATIONS

PROVIDE FREE WI-FI IN ALL OF CANADIAN TIRE STORES FOR LOYALTY MEMBERS

INCREASE AWARENESS:

People don't know about Canadian Tire's digital tools. They don't know about the existing APPs.

Reaching out with Wifi is where an in store loyalty system starts. It shows Canadian Tire understands how people shop. It provides a service many now expect. More than that, wifi is a direct link to CT's corporate goals as a digital leader in retail space.

Uniformity is key. The system needs to be standardized and in place in all stores.

When customers are given permission to search in store ... they will find and they will use the digital tools being built at Canadian Tire Innovation Garage. When you invite customers to log on, you can onboard the APP, the advantages of digital money. The instore digital connection becomes more than a handshake. It becomes a way to shop.

