



How to **METRO**




Is computer plugged in? Is VPN on?

Take a nice mug of coffee and start this journey with me. It will take some time and a lot of confusion. You will get lost, you might forget terms, those crazy acronyms, things, names and so on... that is fine.

It took time for me as well - most important - ask about anything at any stage of our cooperation! Firstly, we will go through some basic information that you will instantly forget and afterwards you will be able to make some sightseeing through crucial user journeys of our product.

Remember, even due to the overwhelming complexity, the product structures and dependencies, the change and innovation is possible. Sometimes it will require more time, more detailed research and good strategy to overcome and force the „impossible” attitude. This is why you and I are here for.





TLDR

WHAT IS METRO SHOP ?



M|SHOP

is the METRO Cash and Carry Digital Commerce platform supporting online ordering and delivery.
Dedicated for B2B customers mostly.

SO WHAT IS METRO SHOP ?

SHOP is capturing orders made by customers as well as by employees.

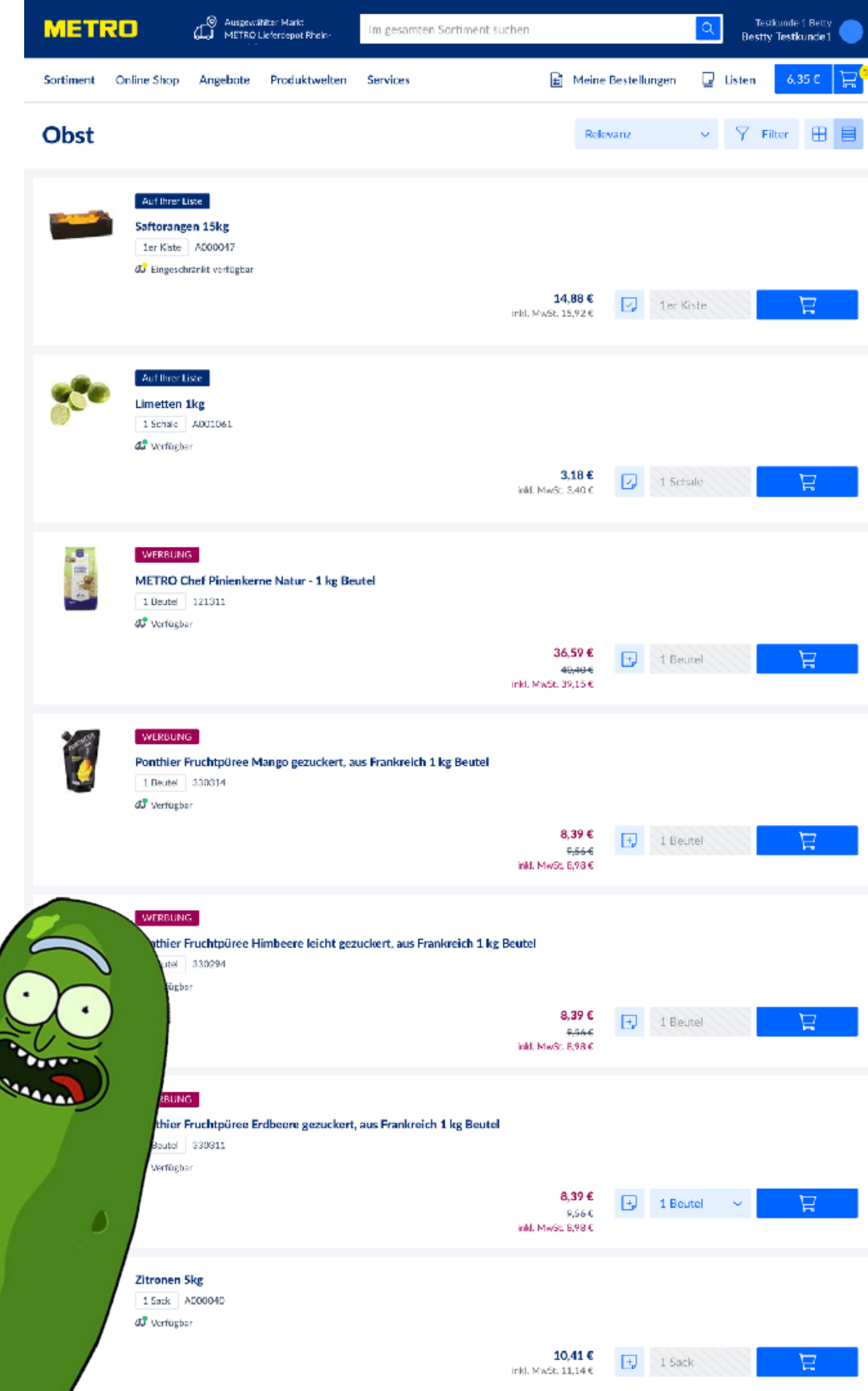
SHOP unlike other online shops it is very exclusive. Only our customers can use it and get access to all product information there.

By „our customer” we understand the owners of **METRO card** (similar to one you have). To become a METRO customer you have to run a registered, legal business and apply for the card via website or at the store.

SHOP is alive in several countries.

In every country the shop profile is a little bit different - because they are semi-independent units, having their own cultural and legal perspective. Some of the countries are not using **SHOP** yet and they provide something we call **LOCAL SHOP**.

We as the M:SHOP team, design the unified solution for all the all countries, however different countries has different problems and issues, so sometimes **Other Countries Teams** request a task for a solving a problem. This happens generally via **Product Owner**.

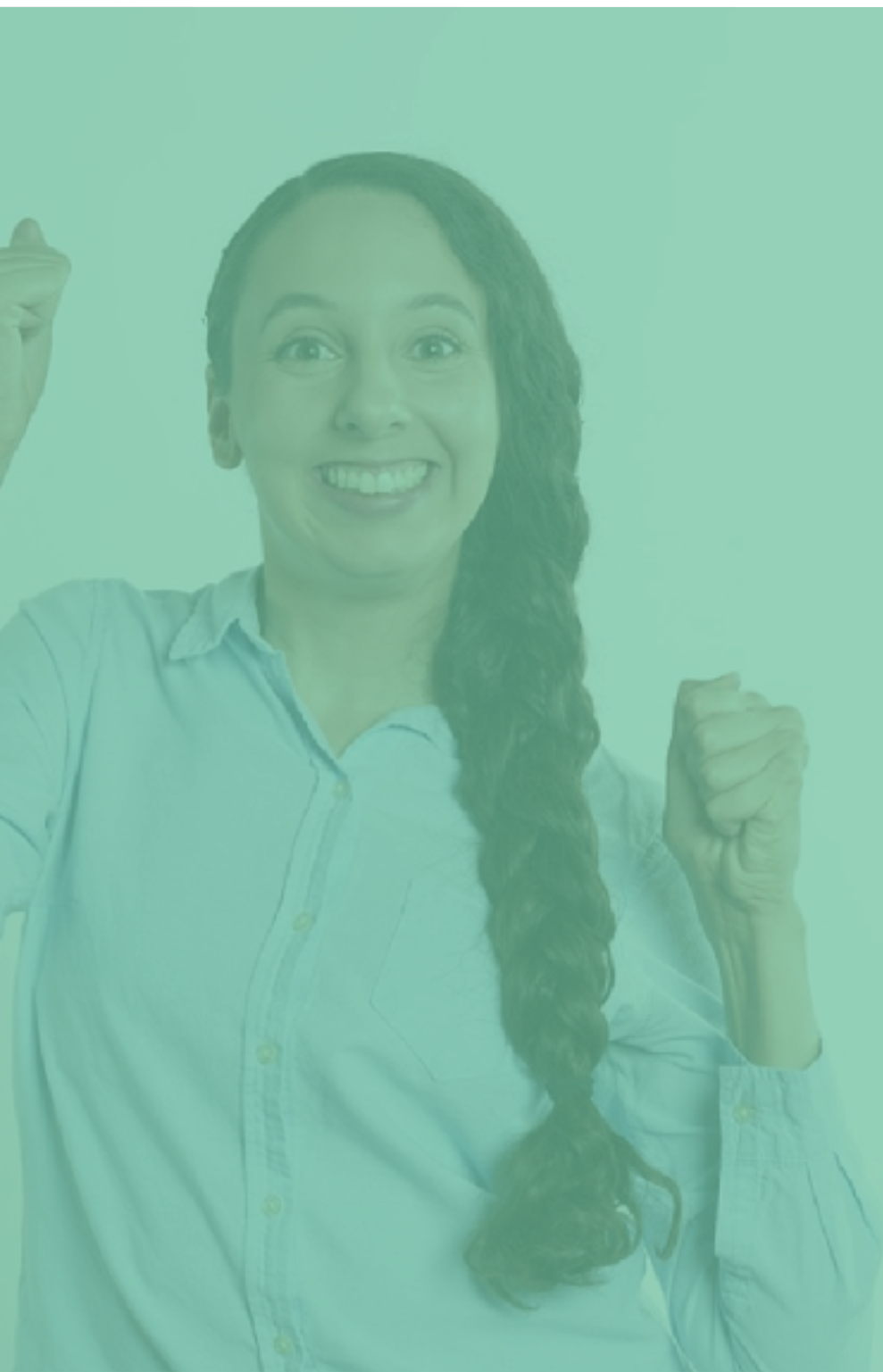


The background is a solid black field. It is decorated with several abstract geometric elements: a large pink rectangle on the left side; a smaller orange rectangle in the top-left corner; a horizontal orange rectangle in the top-right corner; a thick pink diagonal line running from the top-right towards the center; a thick orange diagonal line running from the bottom-left towards the center; and a thick white diagonal line running from the bottom-left towards the center, overlapping the orange line.

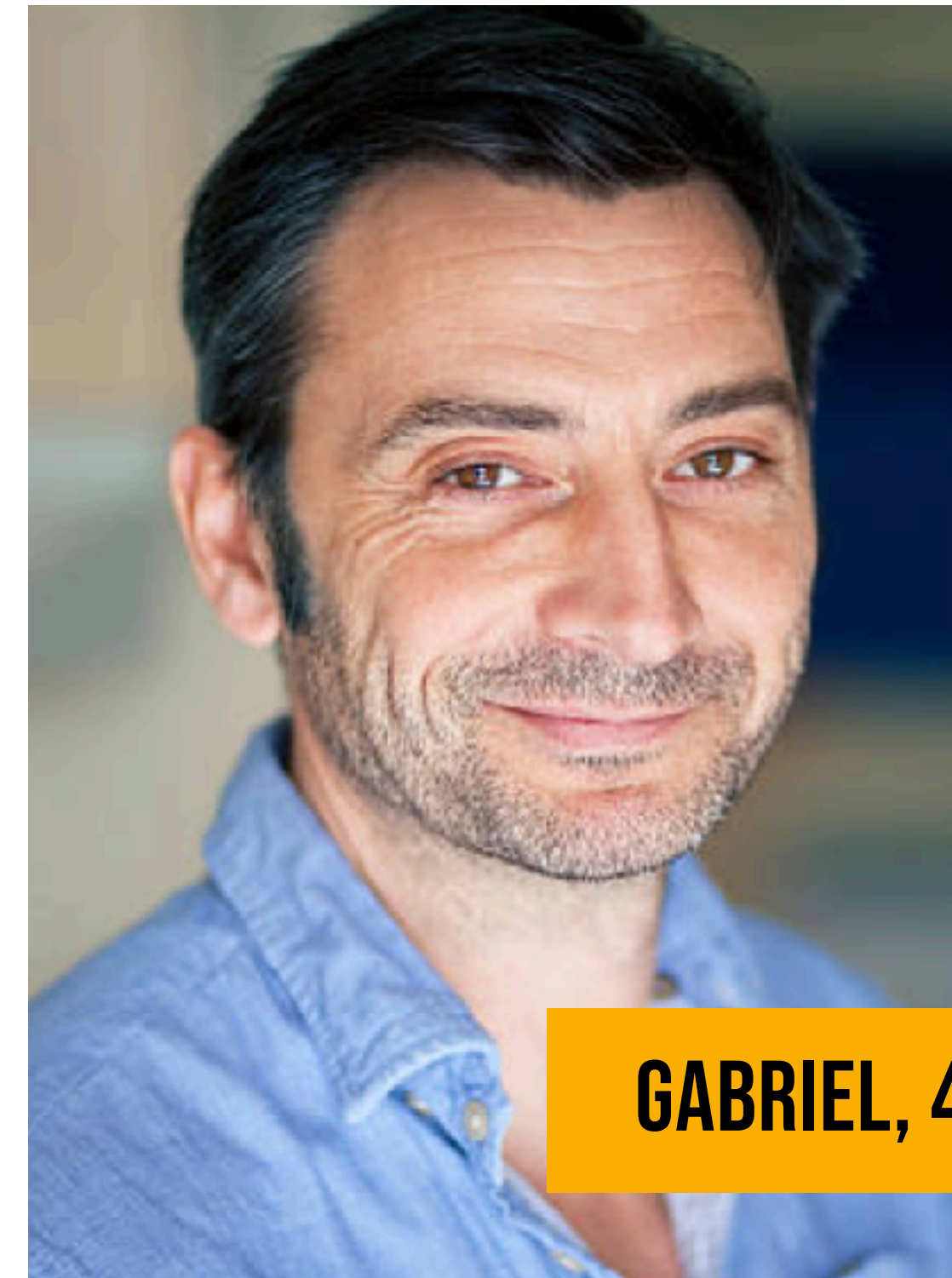
OUR USERS

Who are we improving and designing **SHOP** for? Who are our users?
How do they struggle with their day to day challenges?

It is our job to investigate and find out how can we improve their experience and make it implemented in the product. Say „Hi!” to our proto-personae!



JULIA, 32



GABRIEL, 42





“I LIKE WHAT I DO, AND PEOPLE LIKE ME, BUT I KNOW THAT PARK HOTEL IS JUST A MILESTONE IN MY PROFESSIONAL CAREER WITHIN THE HOSPITALITY BUSINESS. STILL, I WANT TO MAKE IT A PERFECT MILESTONE”

JULIA, 32

**JOBS TO
BE DONE
MISSING**

Food & Beverages Manager at PARK HOTEL ****

Persona type

Customer

Work Role/s

Food and Beverages Manager

Country

GERMANY (Globally relevant)

Metro Solution

M:Shop

Persona Version [month/year]

23/05/2019.

Demographic

- 30, female
- Her friends call her 'Jules' because she likes to be fast, reliable in the things of life
- She lives with her partner in an open relationship
- Household income: 2000 EUR netto

Resources, Physical and Social Context

- Anything redundant Jules tries to avoid.
- She is very social and passionate when it comes to her business, reliable and hard working but forgetting too often her private life
- In her spare time, she does yoga quite regularly. But sometimes Jules feels distracted by her work and her own need to check the phone & mail
- She doesn't have much time for her real life friends, but they go on holidays sometimes in the year together
- The line between business and private and professional life is not always quite clear: Jules is quite active on social media.
 - She communicates on Facebook quite often
 - She likes to get Updates not only from Facebook, but also checks ratings on trip advisor or other social media channels



"THIS BUSINESS, IT IS ALL ABOUT THE FOOD,
WINE AND THE ATMOSPHERE...THE CUSTOMERS
AND THE MONEY WILL SOON FOLLOW!"

GABRIEL, 40

**JOBS TO
BE DONE
MISSING**

Owner of Romantica Restaurant & Ice Cream Point Gelatiamo

Persona type

Customer

Work Role/s

Owner of the Restaurant

Country

GERMANY(Globally relevant)

Metro Solution

MCC, M:Shop

Persona Version [month/year]

27/05/2019.

Demographic

- 40, male
- He has a wife and two teenage children, of whom he is very proud of.
- His open and welcoming attitude make's him a "good uncle" for local community, therefore a lot adult children of his friends and neighbours works part-time in Restaurant Romantica.

Resources, Physical and Social Context

- He has a wife, who is involved in the business as well.
- Has two children, who he wants to introduce to the family business.
- Very social, a people person. Passionate about his restaurant, its food quality and reputation.
- Proud of running restaurant successfully – filling the place nearly every night!
- He had recently open a Gelatiamo ice cream place nearby, which a seasonal business for him. He took a loan to make this business running therefore he wants this place to be successful too. He is hiring his children to help with this business during summer holidays.
- During winter he uses the ice cream place as an extra storage room for dry goods and garden furniture.



WORKFLOW

- Requirement from PO (Product Owner) or MUX team members
- Ticket in JIRA MUX Board
- Research
- Drawings, doodles, notes (optional)
- Wireframes
- Layout in Sketch (for Desktop and Mobile)
- Prototype in React / In Vision / Other
- Testing
- Component sharing for implementation in code



USER STORIES

STORY 1: Registering and Logging in on Liefeservice.de

STORY 2: Searching and Discovering products.

STORY 3: Adding Products to Cart

STORY 4: Creating Lists and Adding Products to Lists

STORY 5: Checkout

STORY 6: Changing password and adding profile information

STORY 7: Reordering

**GO TO THE WEBSITE AND CHECK HOW
THEY BEHAVE LIVE. NOTE SOME QUESTIONS AND DOUBTS.**

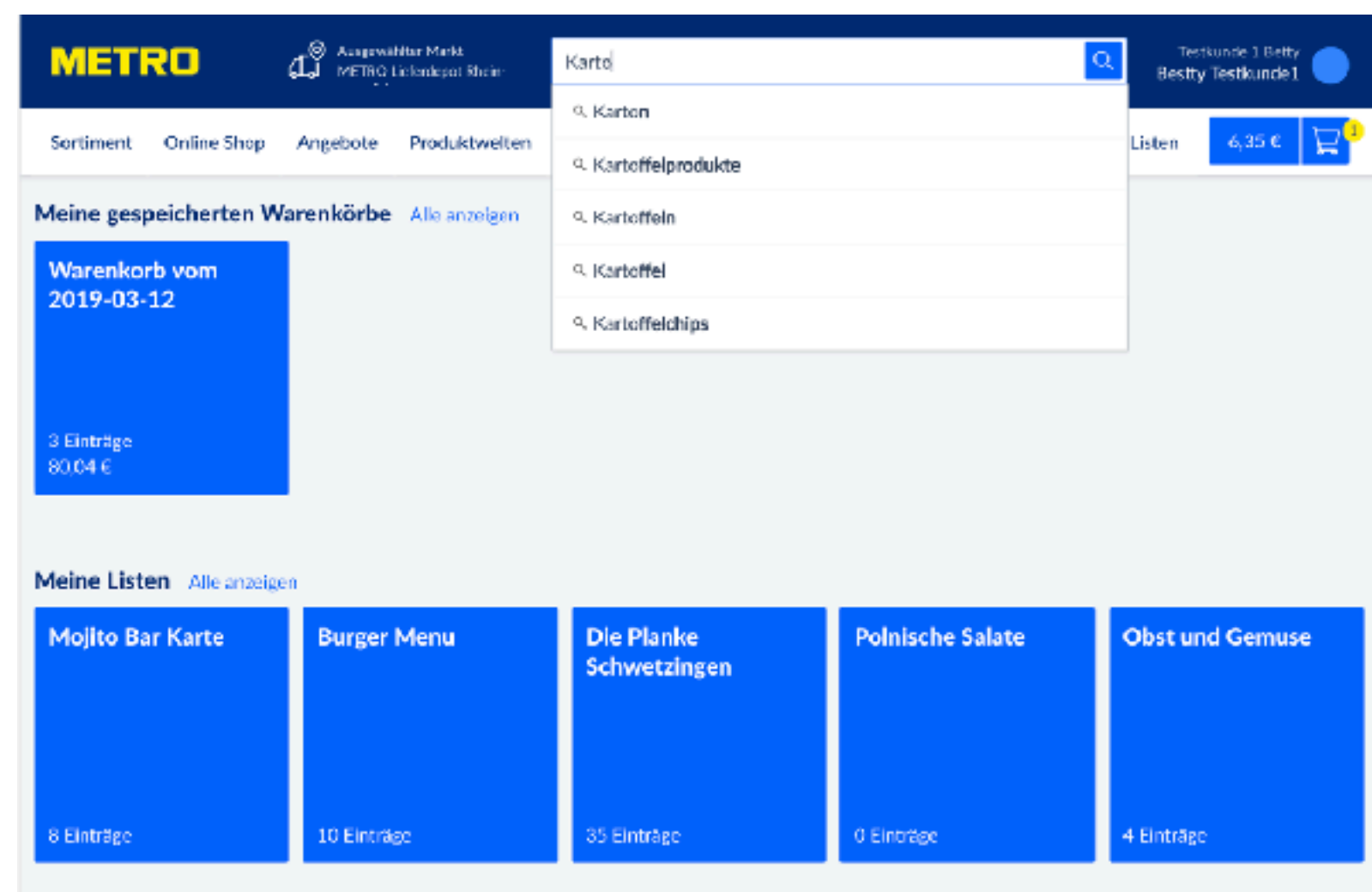




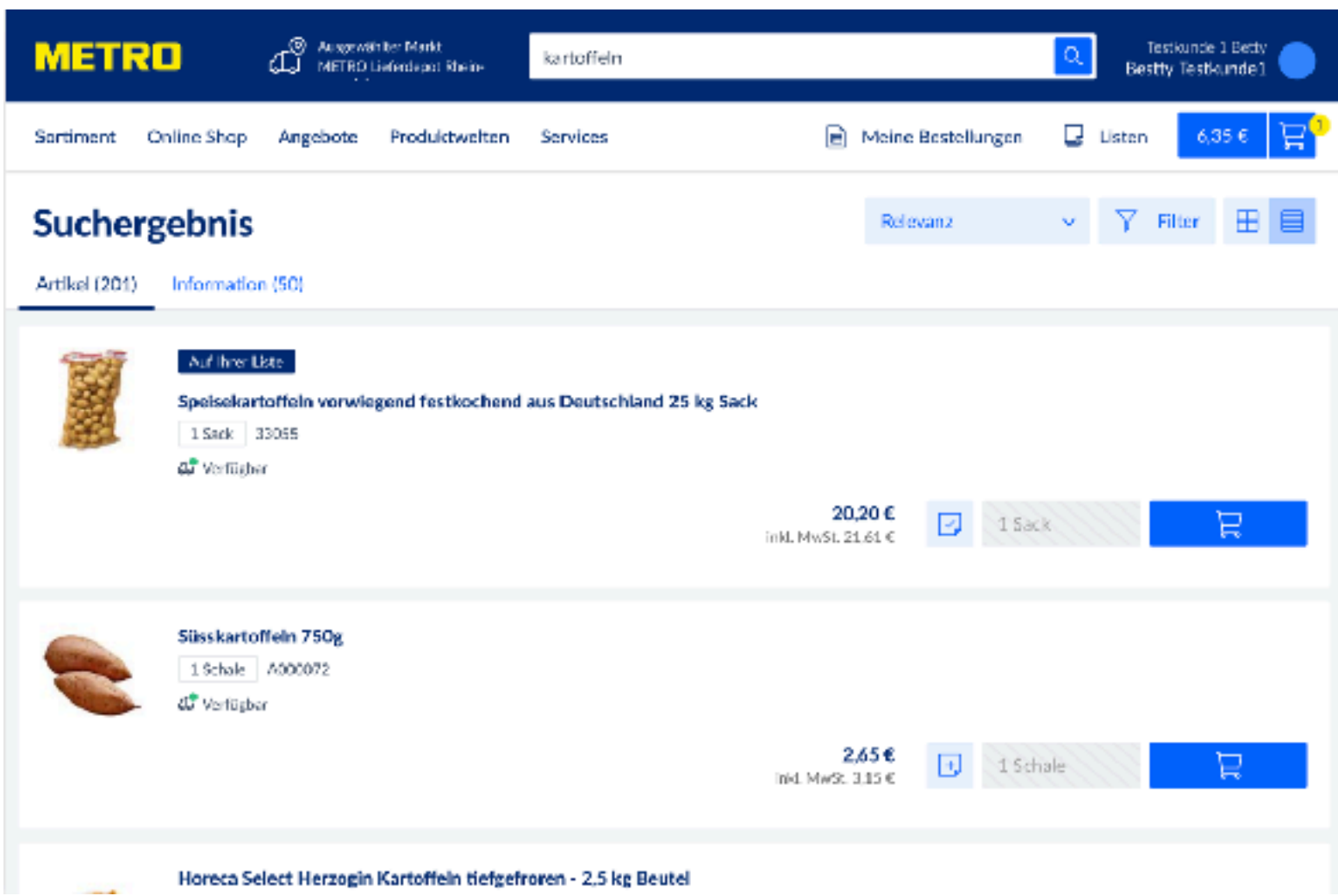
...AND SOME STATIC EXAMPLES

STORY 2: Searching and Discovering products

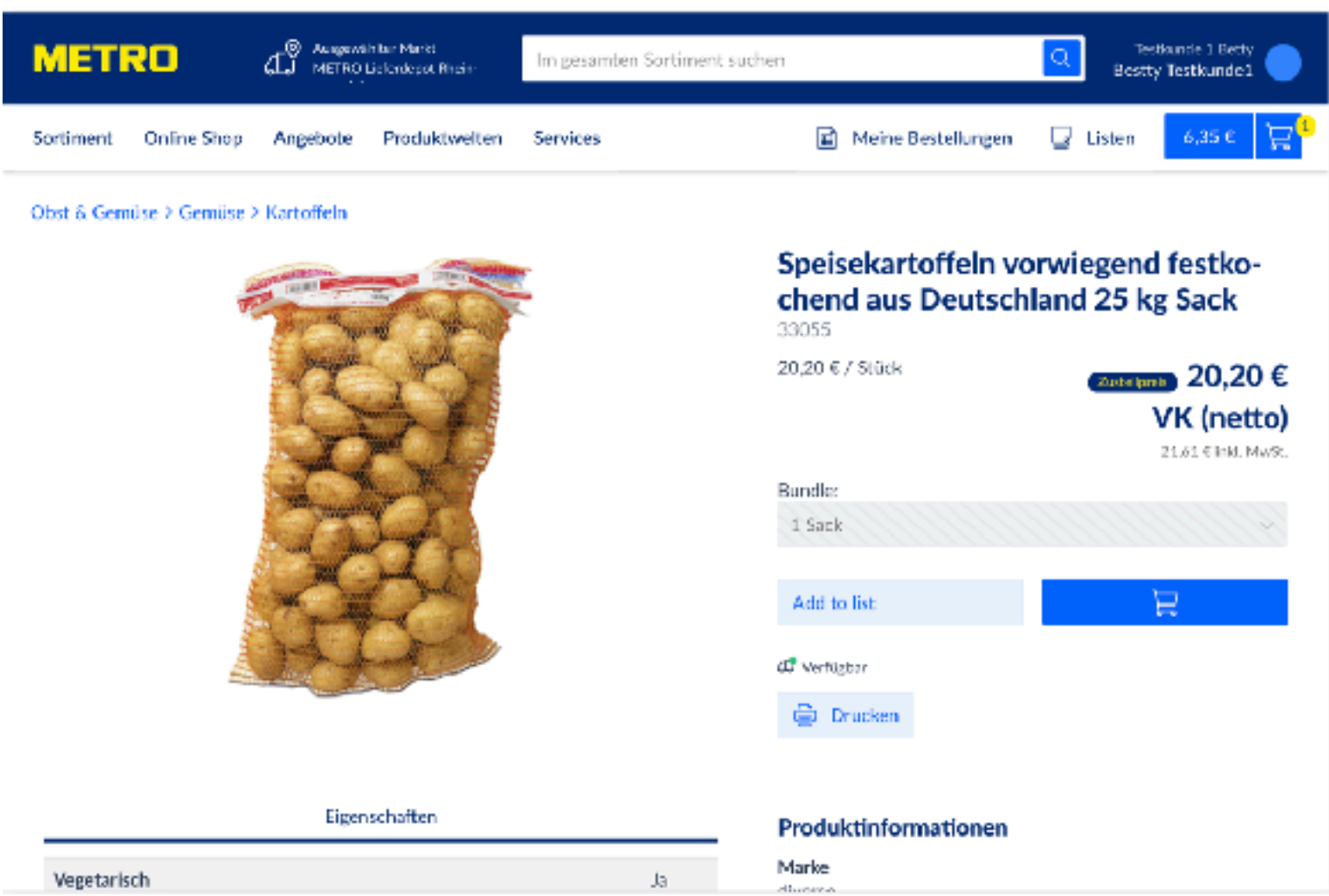
SEARCHING



SEARCH RESULTS



ARTICLE DETAIL PAGE



STORY 2: Searching and Discovering products

CATEGORIES

Ausgewähltes Markt
METRO Liefersort Rhein-

Taschen 1 Best
Besty Testunde1

Sortiment
Online Shop
Angebote
Produktwelten
Services

Meine Bestellungen

Listen

6,35 €

Fleisch
Frisches Rindfleisch
Kalb
Frisches Geflügel
Frisches Lamm
Anderes Frischfleisch
Wurstwaren, Schinken
& Fleischkonserven
Frisches
Schweinefleisch
Hackfleisch &
Gemischtes
Tiefkühl

Non-Food
Reinigung
Freizeit &
Heimwerken & KFZ
Gastro & Haushalt
Bürobedarf und
Bürotechnik
Großelektro &
Kleinklektro
Bekleidung & Textilien
Pflege & Kosmetik &
Babyernährung

Obst & Gemüse
Obst
Gemüse
Salat
Pilze & Kräuter

Feinkost
Pasteten & Kaviar
Fischspezialitäten &
Krustentiere
Antipasti & Belaggen
Dressings
Fleisch & Wurstwaren
Marinaden

Tiefkühl
Obst
Pizza
Gemüse
Fisch &
Meeresfrüchte
Fertiggerichte &
Fingerfood
Torten, Kuchen &
Desserts
Kartoffelprodukte und
Backwaren
Eiswürfel & Crushed
Ice
Speiseeis

**Süßwaren, Ge-
bäck & Knabbern**
Gebäck & Kekse
Riegelware
Snack, Chips & Dips
Schokolade
Weingummi & Co
Kaugummi & Mints
Schaumwaffeln &
Schokoküsse
Pralinen
Lutschi- &
Spielprodukte

Molkereiproduk-

**Fisch &
Meeresfrüchte**

Getränke
Alkoholfreie Getränke
Säfte & Softgetränke
Bier
Tee, Kaffee & Kakao
Spirituosen &
Mixergetränke
Wein, Sekt &

Convenience
Kartoffelprodukte
Pasta & Fertiggerichte
Suppen
Konserven

Glutenfreie/Ve-

Drucken

Eigenschaften

Produktinformationen

Vegetarisch
Ja

Marke

CATEGORY RESULTS

METRO Rangweiler Markt
METRO Lieferservice Rhein-

Im gesamten Sortiment suchen

Tastaturen 1 Bmty
Besitz: bestkunde!

Sortiment Online Shop Angebote Produktwelten Services

Meine Bestellungen Listen 4,35 €

Gemüse

Auf Ihrer Liste

Cocktailtomaten 250g

1 Packung A000025

Eingeschränkt verfügbar

0,73 €
inkl. MwSt. 0,78 €

1 Packung

Auf Ihrer Liste

Zwiebel rot 5kg

1er Kiste A000045

Vollständig

7,22 €
inkl. MwSt. 7,78 €

1er Kiste

ARTICLE DETAIL PAGE

Ausgewählter Markt
METRO Lebensmittelmarkt
NEU! Geflügel & Fleisch

Im gesamten Sortiment suchen

Bestkunde 1 Betty
Bestry Testkunde1

Sortiment
Online Shop
Angebote
Produktwelten
Services

Meine Bestellungen
Listen

6,35 €

Obst & Gemüse > Gemüse > Tomaten & Kürbis

Cocktailtomaten 250g
A000025
0,73 € / Stück

0,73 € VK
(netto)
0,78 € inkl. MwSt.

Bundles
1 Packung

Add to list

Längstens 14 Tage verfügbar

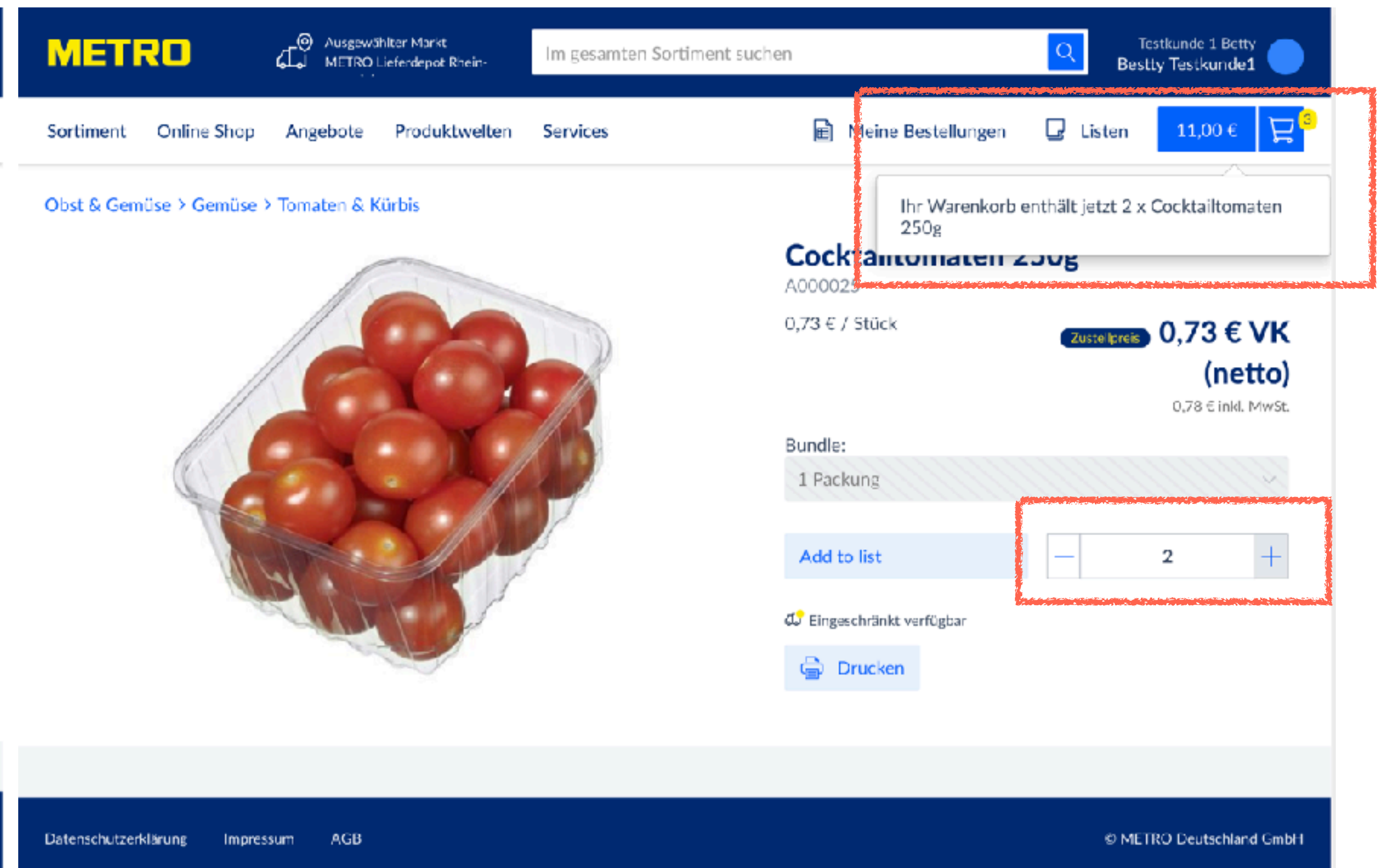
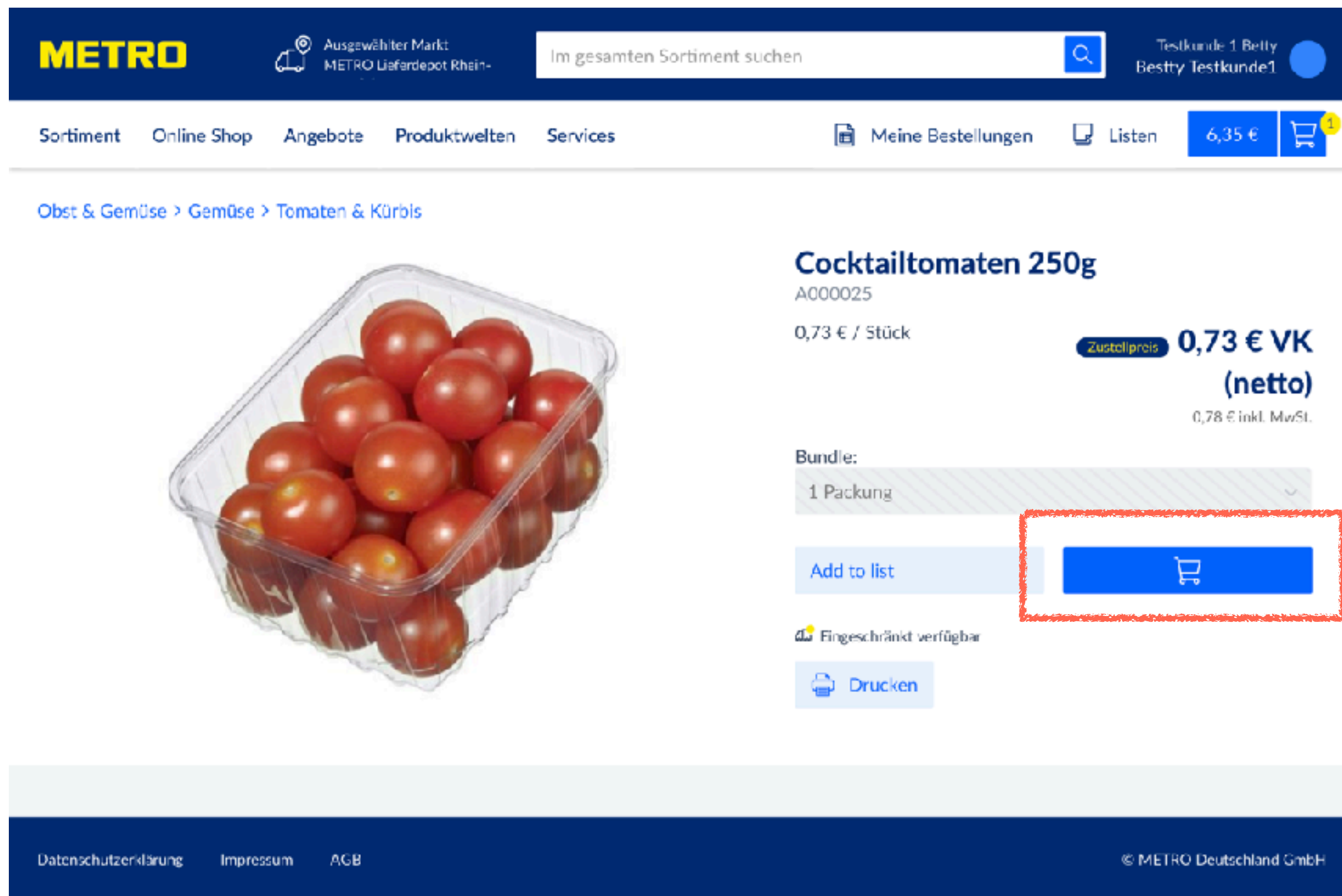
Drucken

Datenschutzinformation
Impressum
AGB

© METRO Deutschland GmbH

STORY 3: Adding Products to Cart

FROM ARTICLE DETAIL PAGE



STORY 3: Adding Products to Cart

FROM SEARCH RESULTS

METRO

Ausgewählter Markt

METRO Lieferdepot Rhein-

Tomaten

Testkunde 1 Betty Bestty Testkunde1

Sortiment

Online Shop

Angebote

Produktwelten

Services

Meine Bestellungen

Listen

12,72 €

3

Suchergebnis

Relevanz

Filter

Artikel (113)

Information (92)

Auf Ihrer Liste

Cocktailtomaten 250g

1 Packung A000025

Eingeschränkt verfügbar

0,73 €

inkl. MwSt. 0,78 €

1 Packung

Auf Ihrer Liste

Tomaten 6kg

1er Kiste A000000

Verfügbar

5,63 €

inkl. MwSt. 6,02 €

1er Kiste

METRO

Ausgewählter Markt

METRO Lieferdepot Rhein-

Tomaten

Testkunde 1 Betty Bestty Testkunde1

Sortiment

Online Shop

Angebote

Produktwelten

Services

Meine Bestellungen

Listen

14,18 €

3

Suchergebnis

Relevanz

Filter

Artikel (113)

Information (92)

Auf Ihrer Liste

Cocktailtomaten 250g

1 Packung A000025

Eingeschränkt verfügbar

0,73 €

inkl. MwSt. 0,78 €

1 Packung

-

2

+

Auf Ihrer Liste

Tomaten 6kg

1er Kiste A000000

Verfügbar

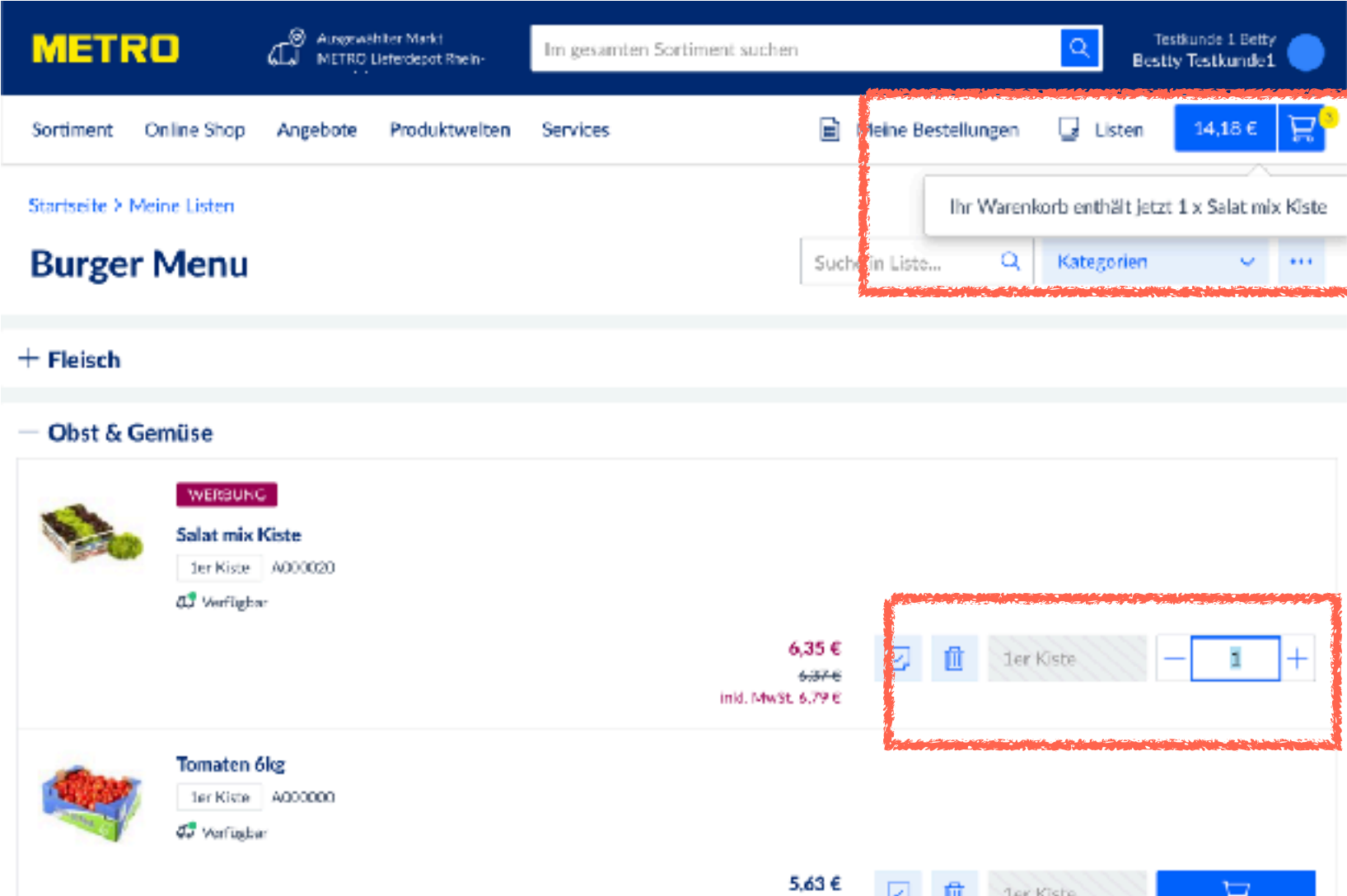
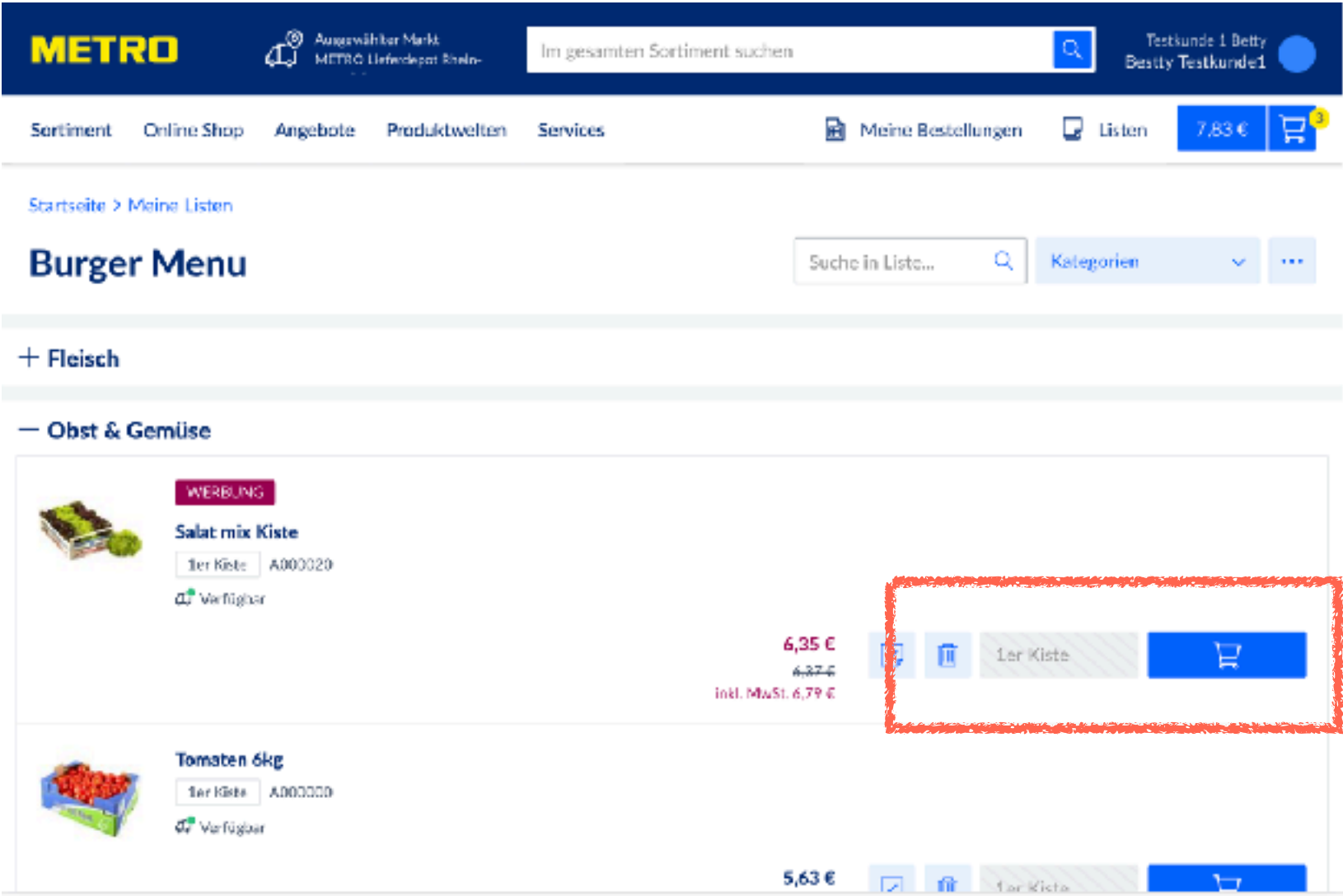
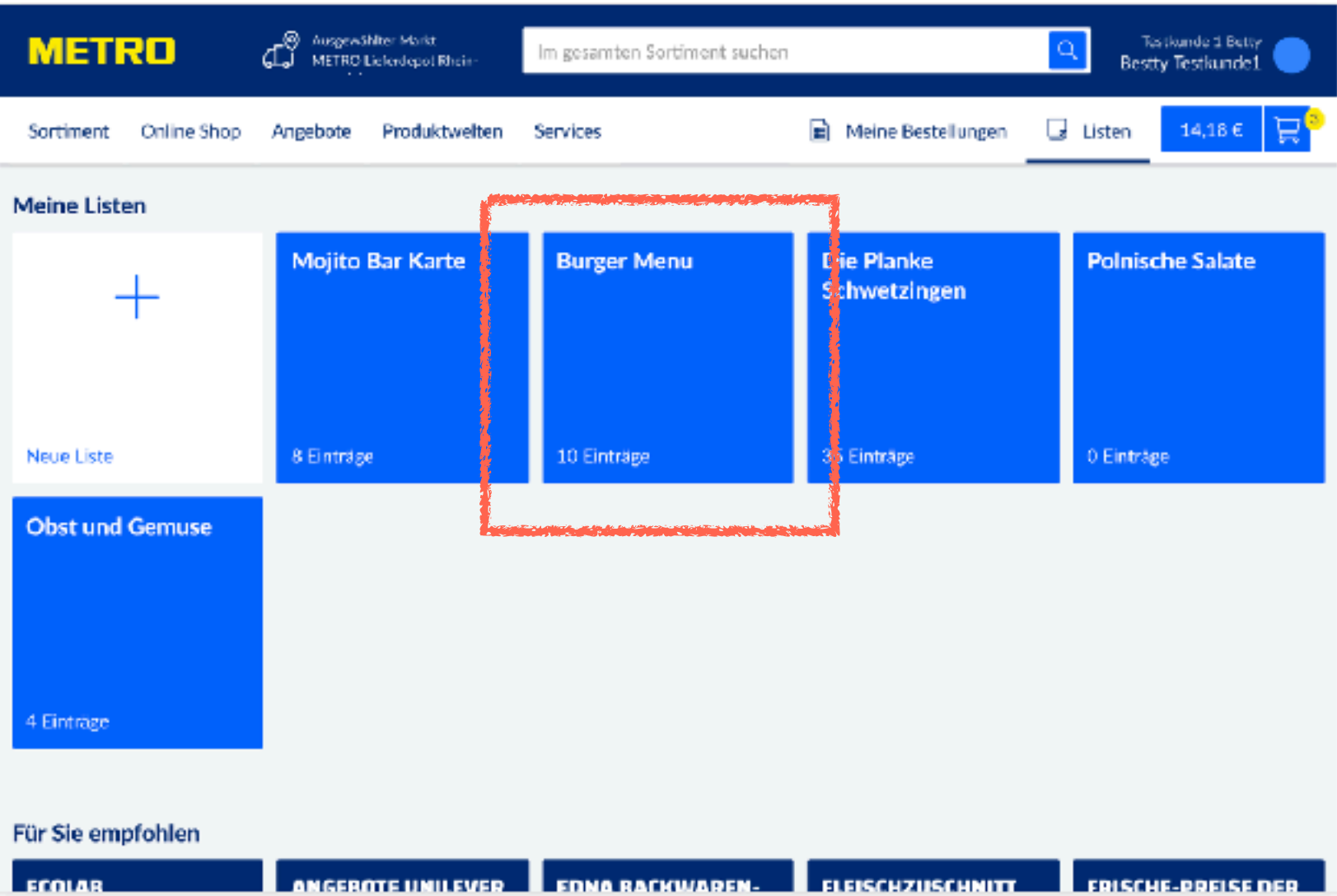
5,63 €

inkl. MwSt. 6,02 €

1er Kiste

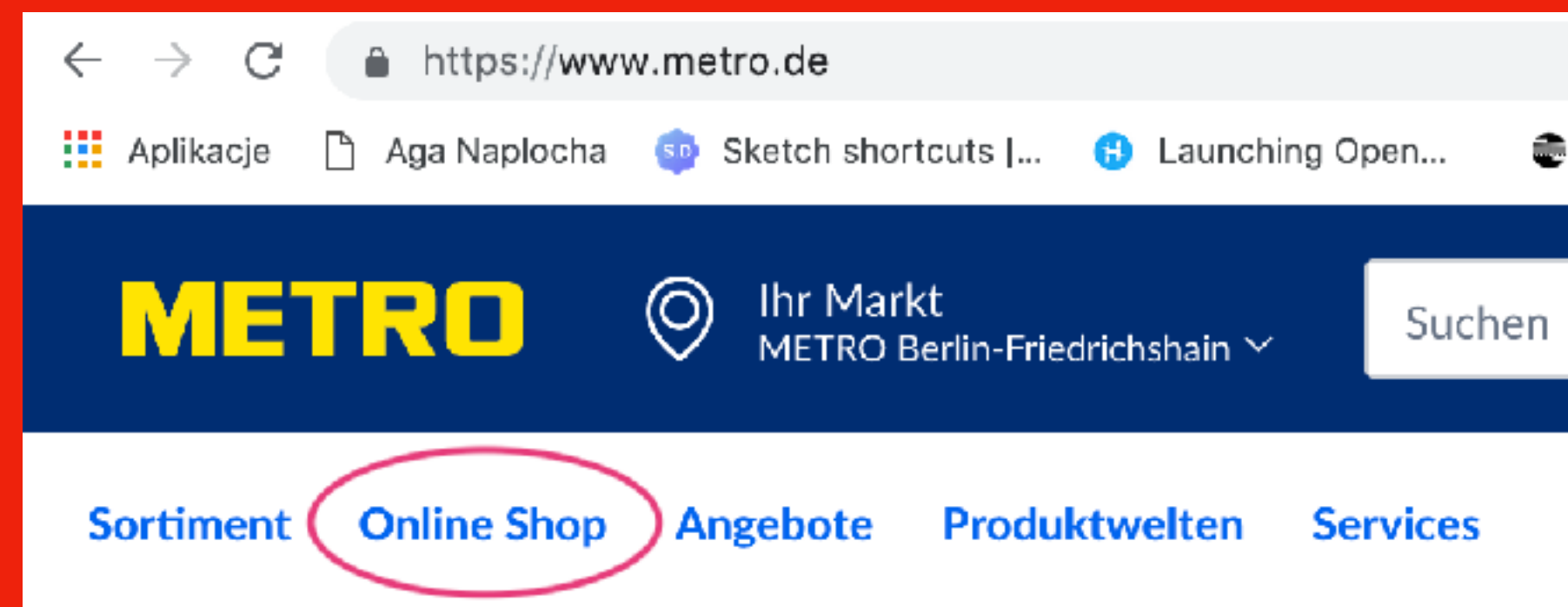
STORY 3: Adding Products to Cart

FROM LISTS

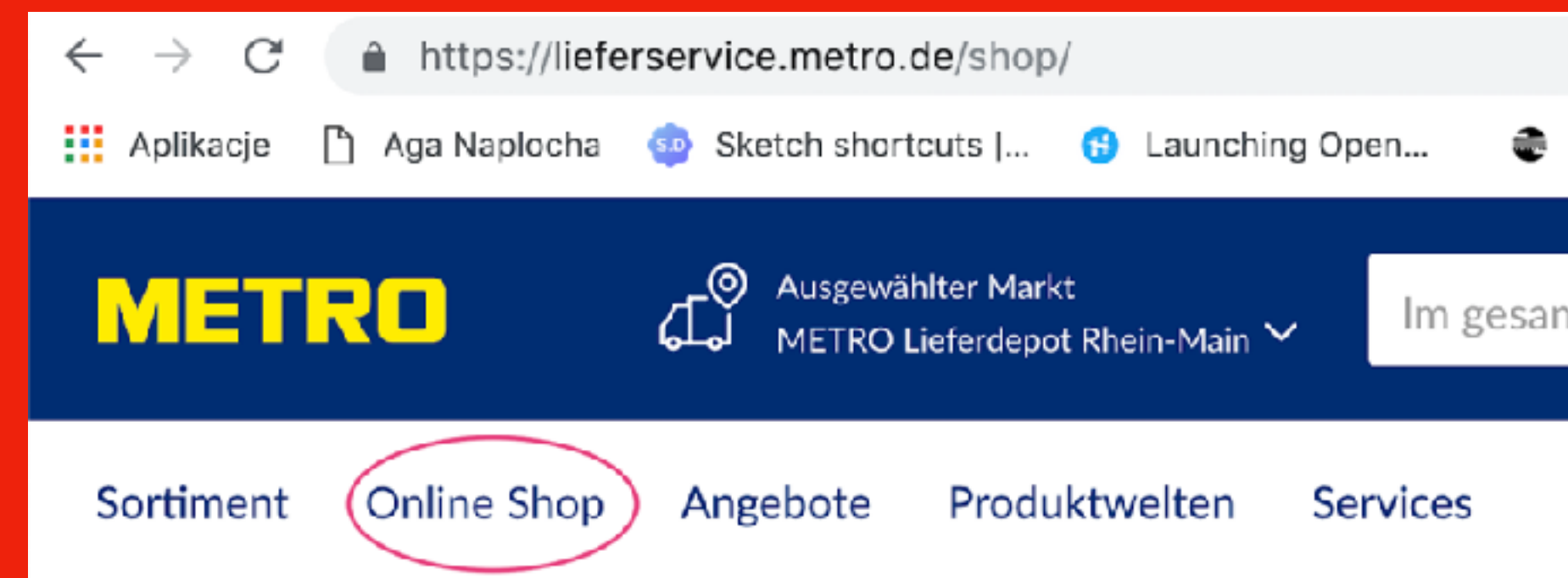


IT'S A TRAP!

Getting to know what is happening on METRO online environment might be confusing. Before we explore basic User Journeys, you need to know that there is a user-trap.



homepage: metro.de



mshop: lieferservice.metro.de

On both sites the main navigation contains a link to the Online Shop which is not an online store we are working on - but the location of this shop in navigation is misleading for a lot of people (incl. users).



RESEARCH

RESEARCH... BEFORE DEVELOPMENT

Before any design or development is done, it should be preceded by research. Without putting any additional effort or funding, this can be achieved with help of:

- Information raised from past User Feedback Days
- Data from various KPI's available via our Data Warehouse
- User interviews archive
- Test results provided by Testbirds
- Baymard Institute good practices
- Reddit 😂 and other On-line sources



FIRST MILESTONE: PERSONAE FOR SHOP



Who are we improving and designing **SHOP** for? Who are our users? How do they struggle with their day to day challenges?

The previous „personae” **Mario** and **Elisabeth** were:

- Based on rather foggy assumptions and no real data
- Contained a lot of repetitive text without real information
- Based on business or marketing profiles
- Not truly reflecting the needs of users we've so far encountered



WHAT'S THERE TO IMPROVE IN THE NEAR AND FAR FUTURE?

VERTICAL 1	VERTICAL 2	VERTICAL 3	GENERAL TOPICS	VERTICAL 4	VERTICAL 5
<div>Homepage Rework First steps toward a shared homepage of M:WEB and M:SHOP Easier entry point for customers, assisting in recurring tasks</div>	<div>Bundle Selector and Add to Cart Button Rework New UI is available via feature toggle</div> <div>Backoffice Rework Overall concept that has to be carried through all verticals. Currently we have to build all pages with the old concept which often leads to bad UX</div> <div>Discounts & Rewards Improvements based on requirements from DE business. New design necessary because of reworked article badge functionality</div> <div>Search Improvement<ul style="list-style-type: none">• Suggestions Flyout• Search Results Page• Back-office Tools</div> <div>Article Detail Page Rework<ul style="list-style-type: none">• Implementation of Article Variants• Rich Content section• Design rework for better readability, scanability and scalability</div>	<div>Checkout Optimisation<ul style="list-style-type: none">• Improvements for cases where conflicts happen in payment or delivery mode• General rework of the design to be less boxy and to match the new look of the ADP</div>	<div>New Personae Research<ul style="list-style-type: none">• Research and creation of new M:SHOP personae</div> <div>Header Alignment<ul style="list-style-type: none">• Design from workshop will be developed as a shared component• Component has to be implemented at M:SHOP</div> <div>Ui Library<ul style="list-style-type: none">• Implementation of centralised Base Library• Restructuring of M:SHOP library and version control</div> <div>Copywriting<ul style="list-style-type: none">• Rework of copywrtng in M:SHOP to be more clear and human</div>	<div></div>	<div></div>

NEW PERSONAE: WHY PUTTING SO MUCH EFFORT?

As soon as our personae are ready, we would have a strong base for actions we have previously done blindfolded.

- Our Interviews and UFD's would be more insightful, due to more precise profile of desired customers
- The clearer picture would help asking right questions about our product
- The Persona would be a strong point in the endless discussion about who our users are
- We would be able to understand the context and complex mechanisms behind customers behaviour

And Then, we can proceed with tests, interviews etc.

