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 trough some basic information that you will instantly forget and afterwards you
will be able to make some sightseeing trough 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.
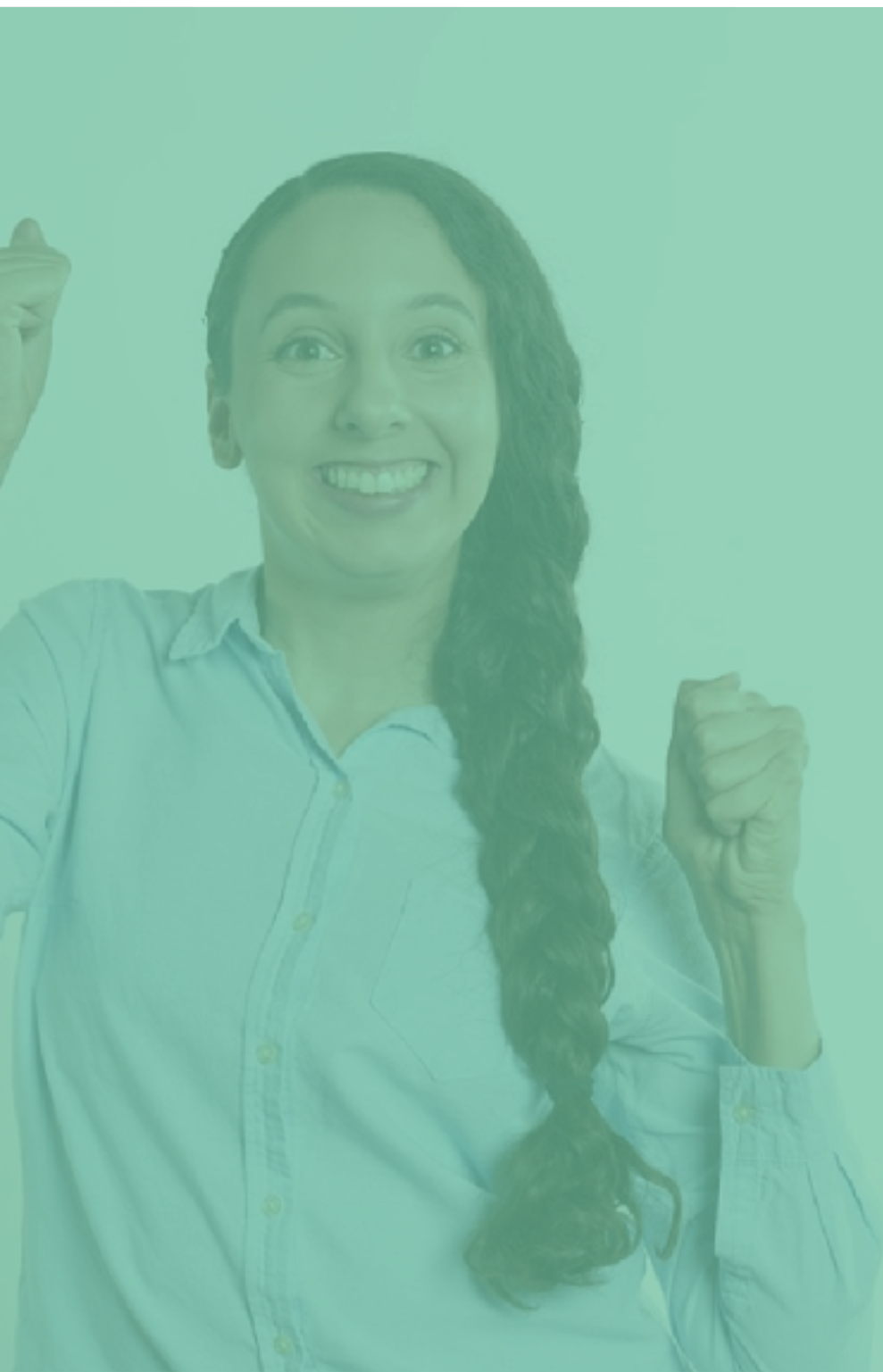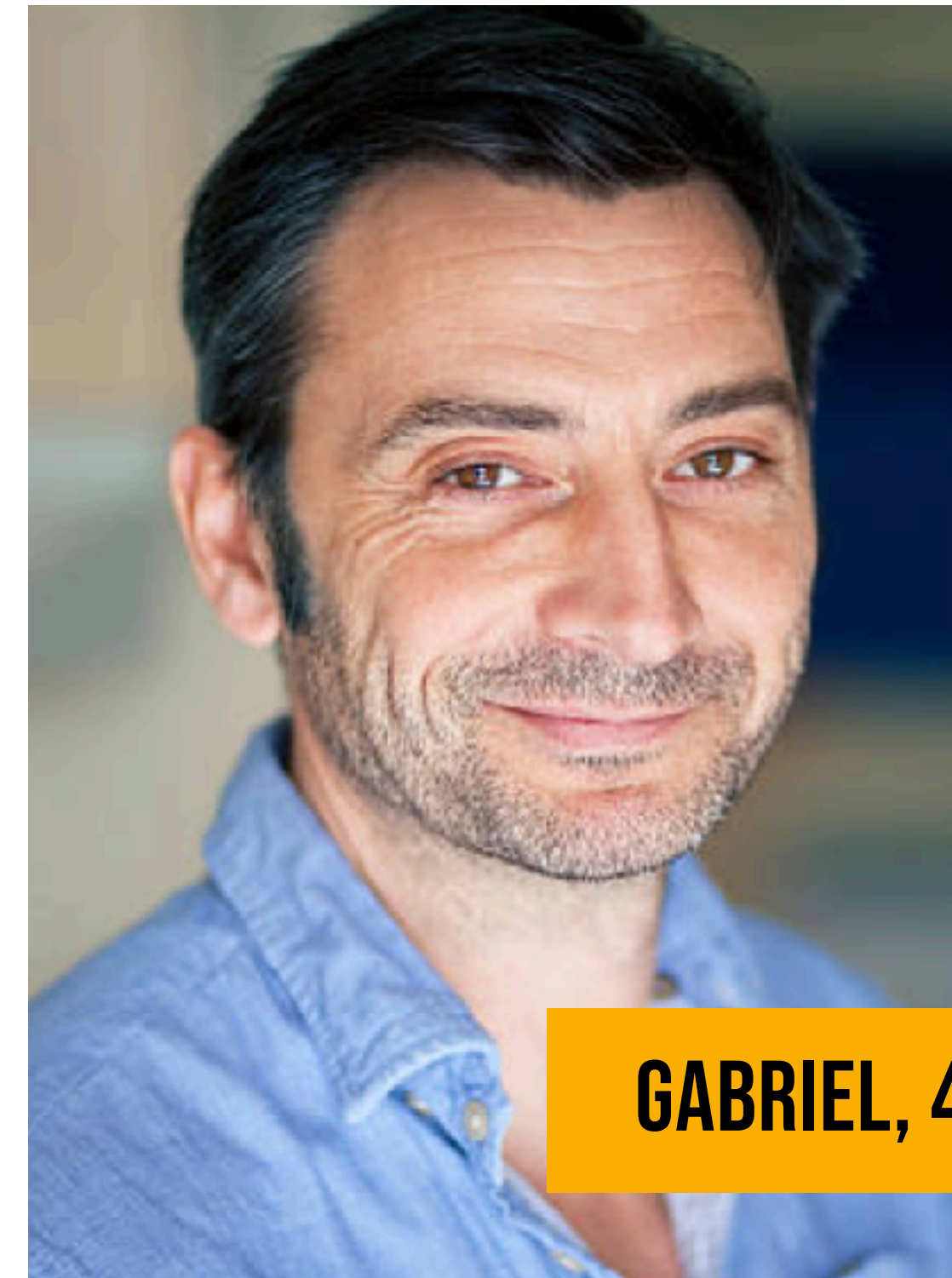This happens generally via **Product Owner.**
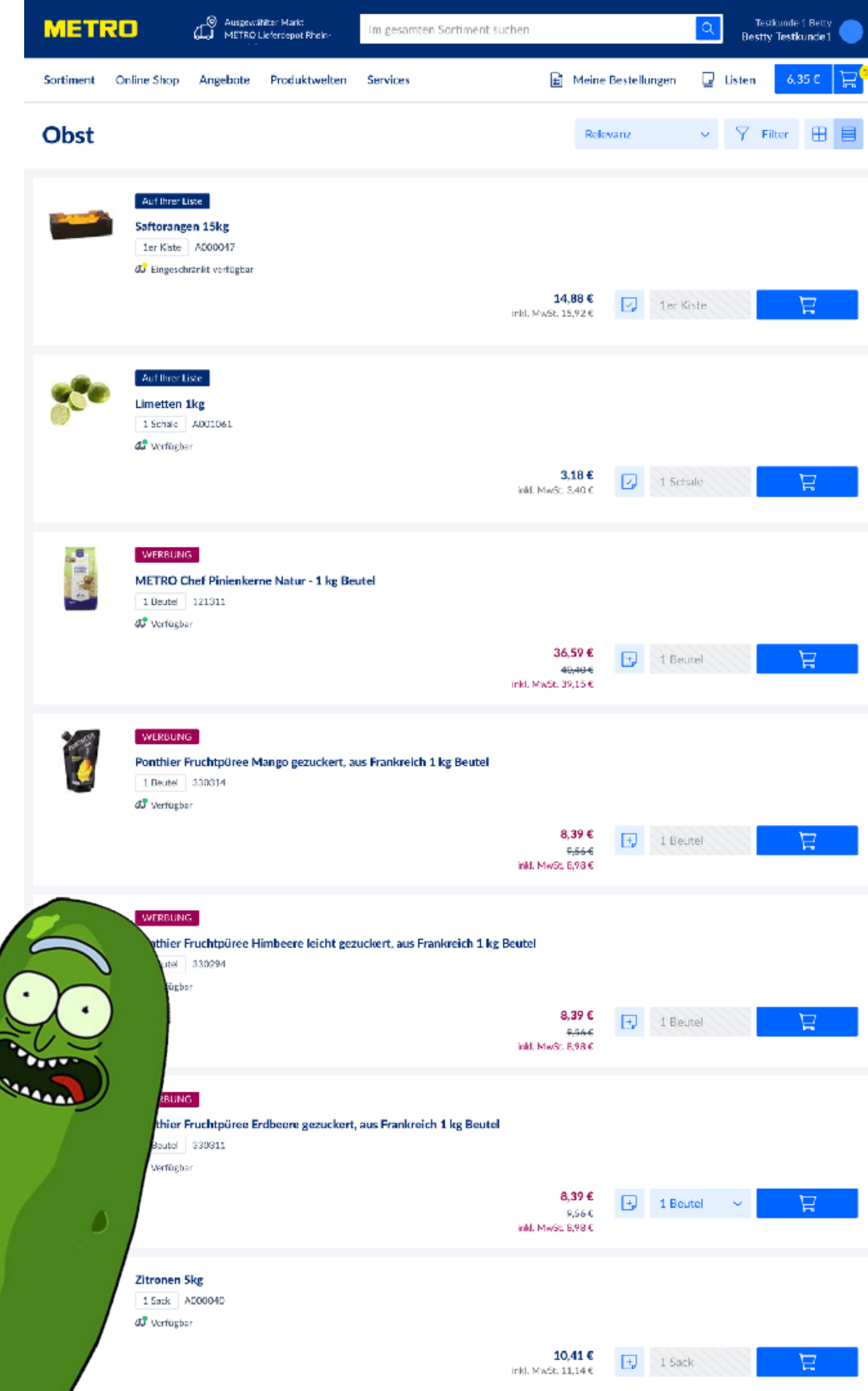
OUR USERS

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
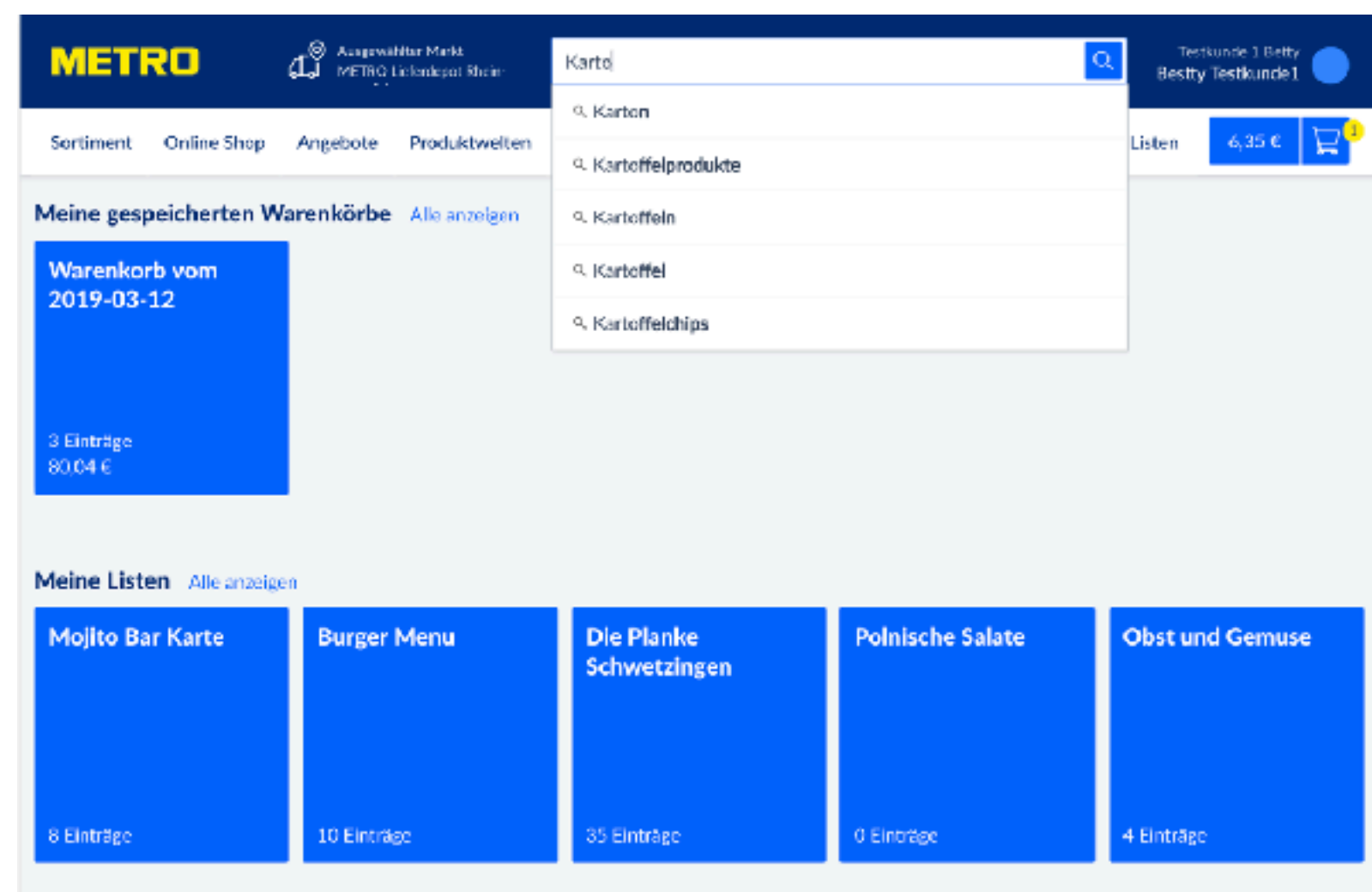
SEARCH RESULTS
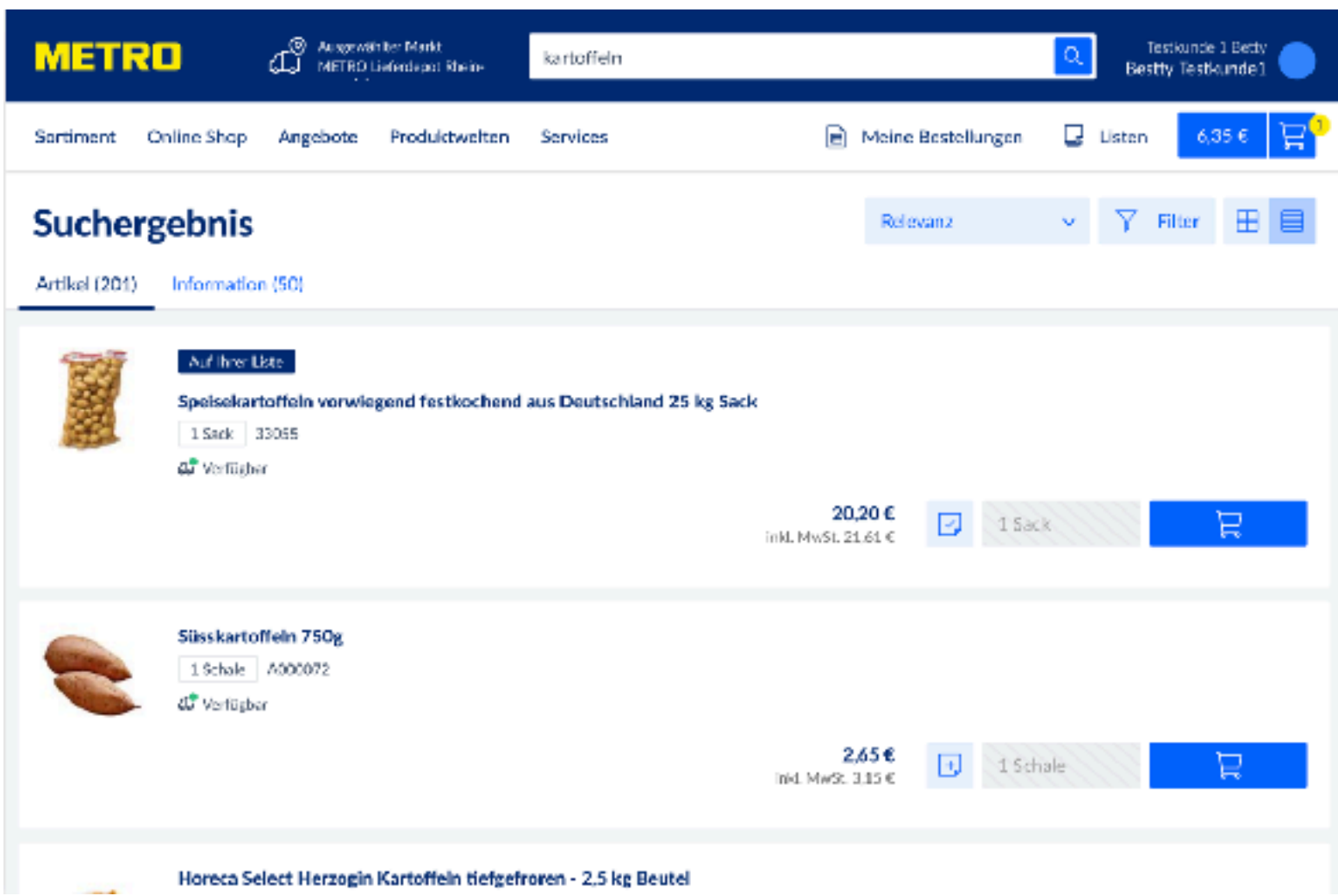
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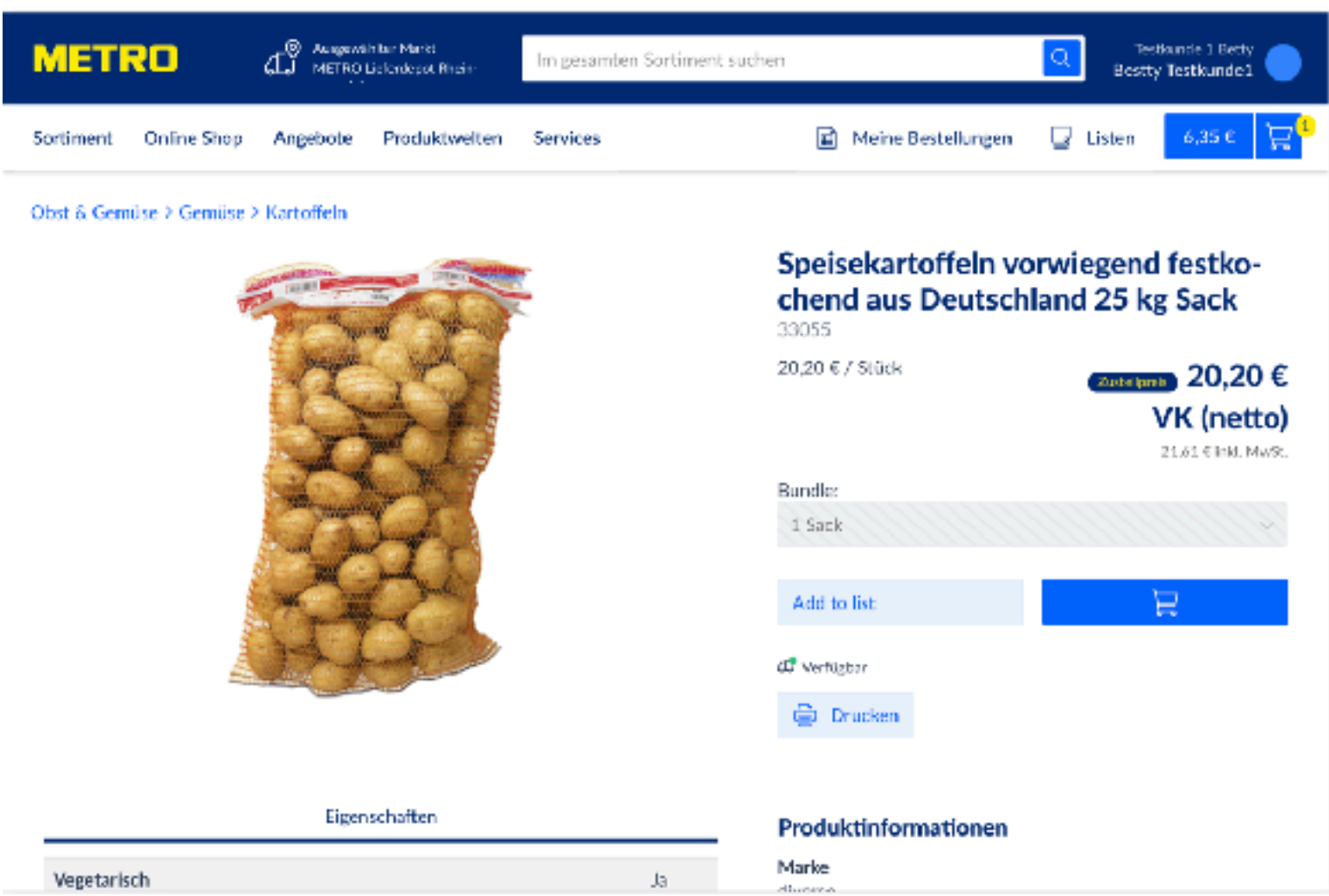
STORY 2: Searching and Discovering products

CATEGORIES

CATEGORY RESULTS

ARTICLE DETAIL PAGE

STORY 3: Adding Products to Cart

FROM ARTICLE DETAIL PAGE
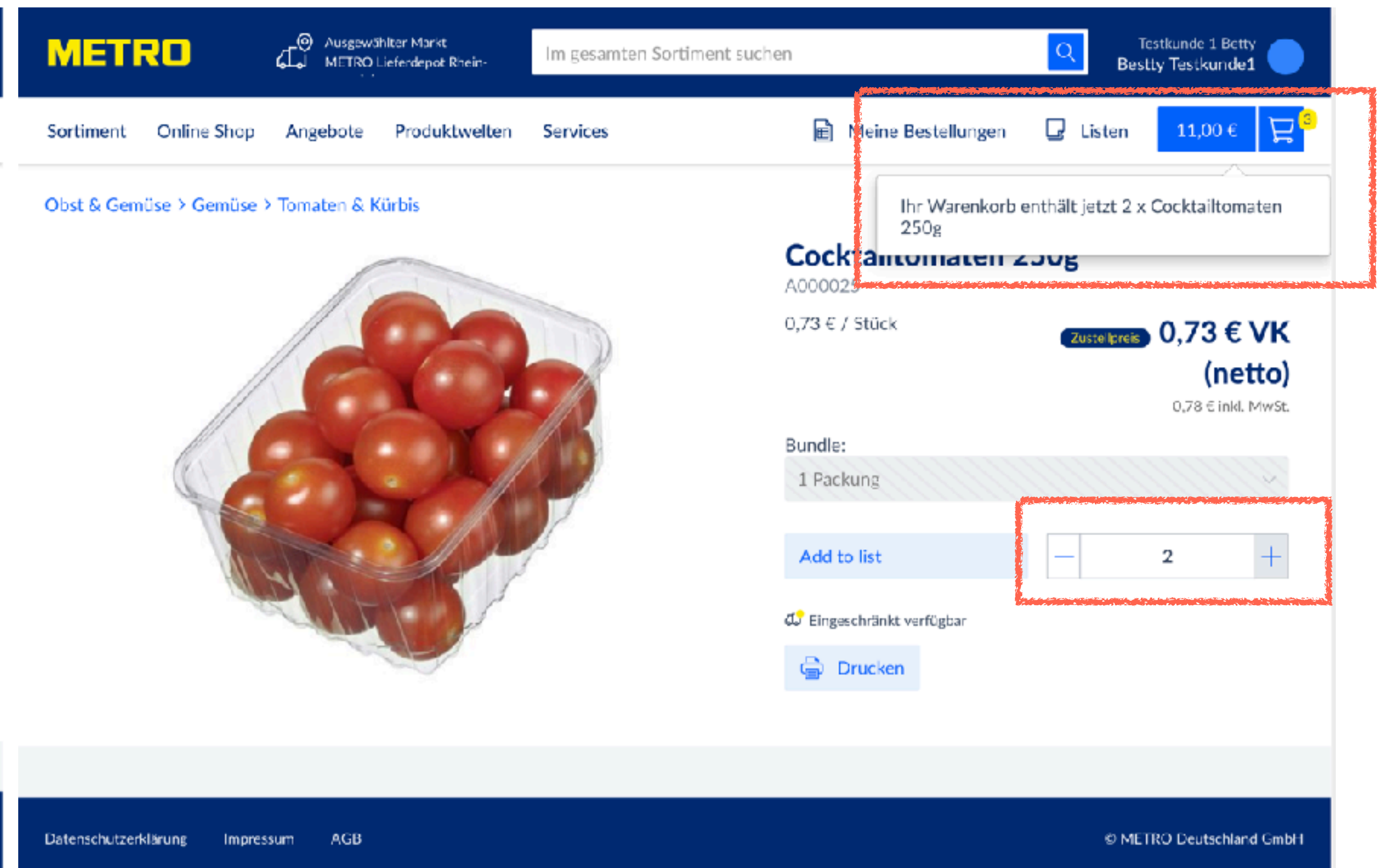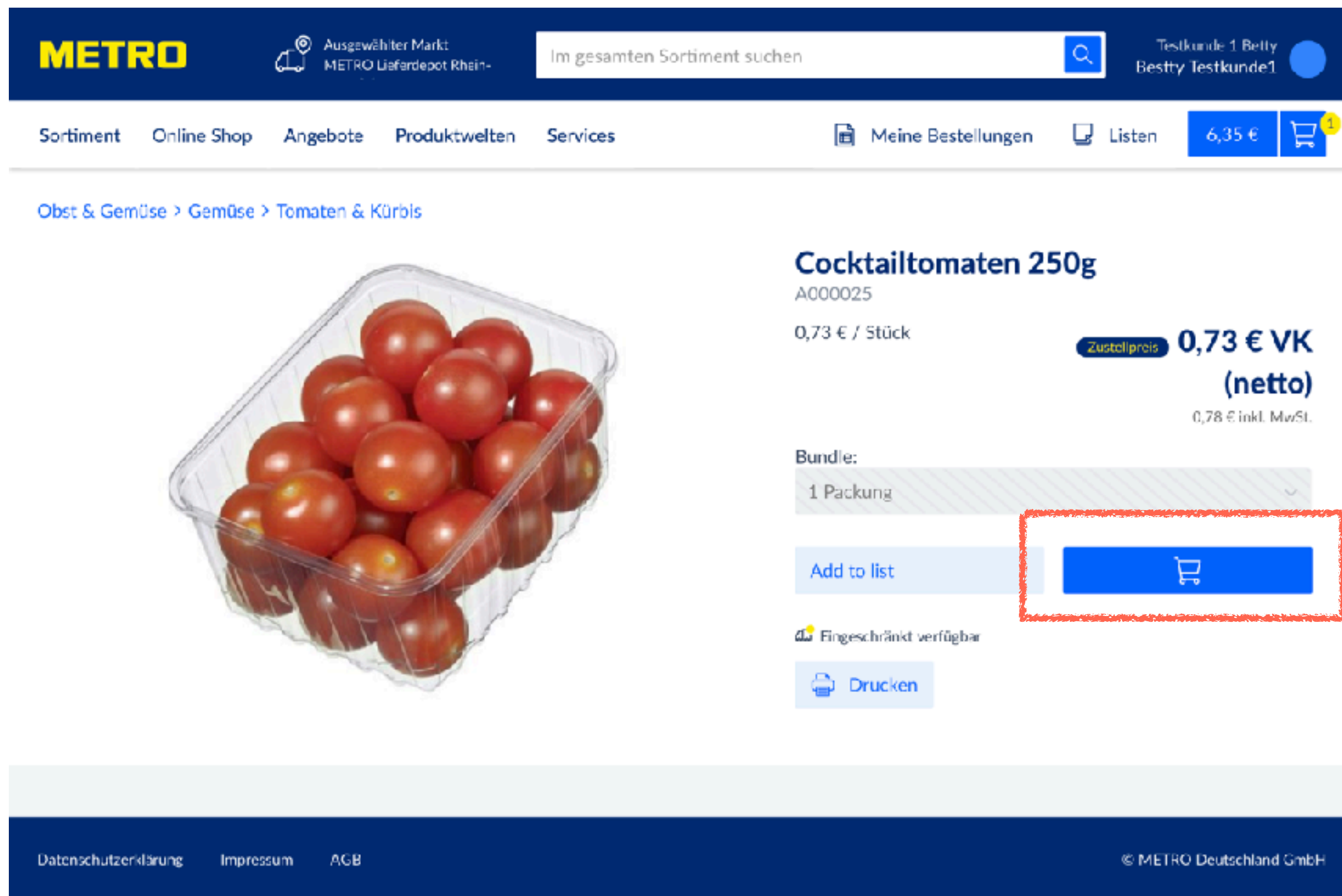
STORY 3: Adding Products to Cart

FROM SEARCH RESULTS

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.
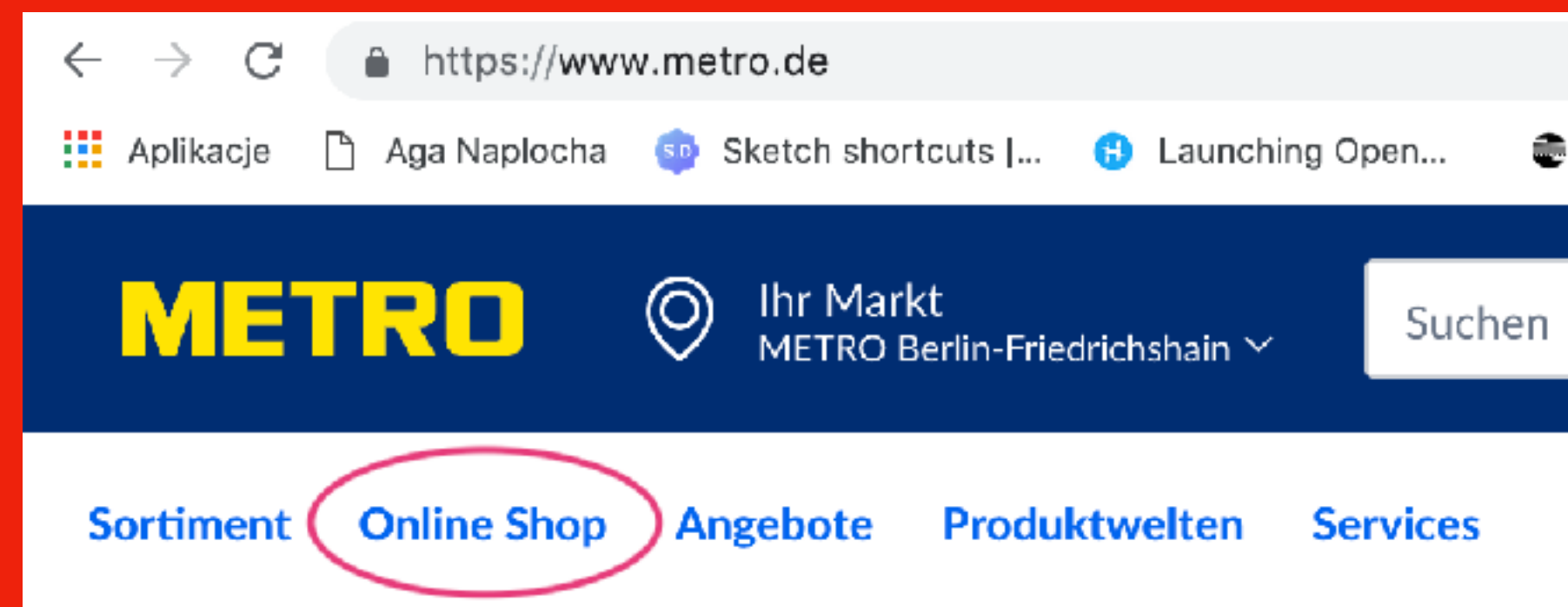
homepage: metro.de
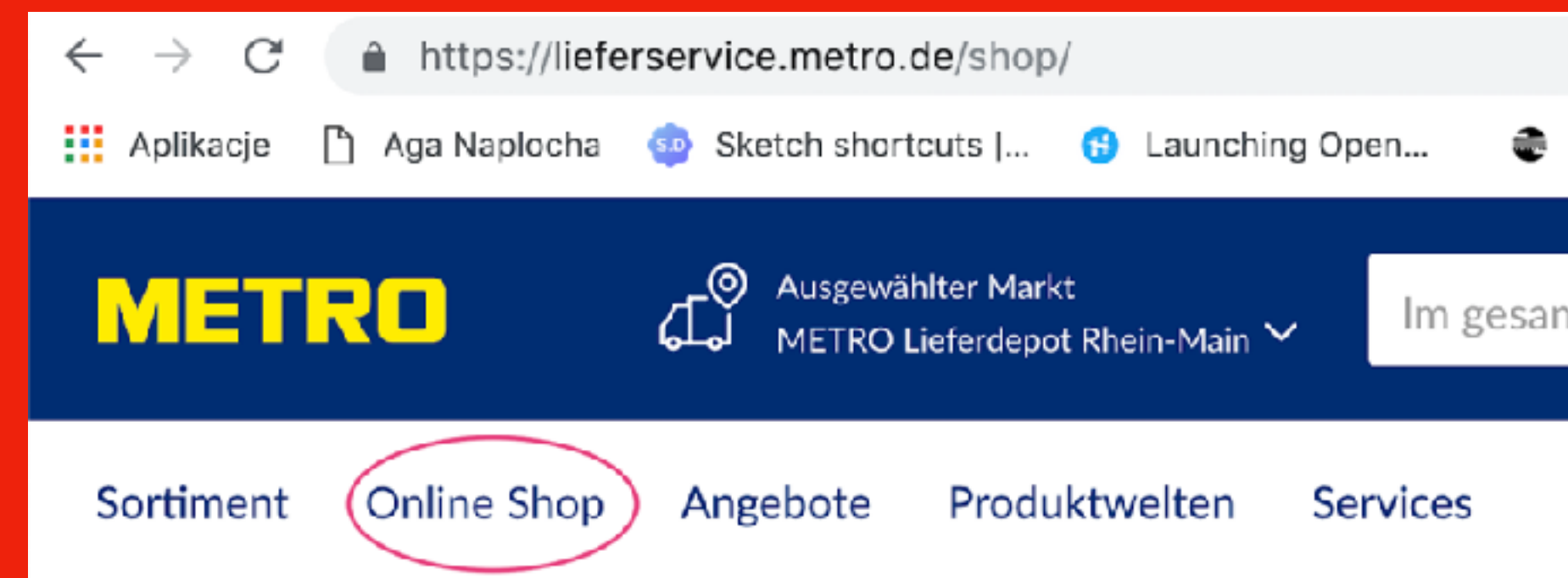
mshop: liefeservice.metro.de

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

VERTICAL 1

Homepage Rework

First steps toward a shared homepage of M:WEB and M:SHOP
Easier entry point for customers, assisting in recurring tasks

VERTICAL 2

Bundle Selector and Add to Cart Button Rework

New UI is available via feature toggle

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

Discounts & Rewards

Improvements based on requirements from DE business. New design necessary because of reworked article badge functionality

Search Improvement
• Suggestions Flyout
• Search Results Page
• Back-office Tools

Article Detail Page Rework
• Implementation of Article Variants
• Rich Content section
• Design rework for better readability, scanability and scalability

VERTICAL 3

Checkout Optimisation
• 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

GENERAL TOPICS

New Personae Research
• Research and creation of new M:SHOP personae

Header Alignment
• Design from workshop will be developed as a shared component
• Component has to be implemented at M:SHOP

Ui Library
• Implementation of centralised Base Library
• Restructuring of M:SHOP library and version control

Copywriting
• Rework of copywrting in M:SHOP to be more clear and human

VERTICAL 4

?

VERTICAL 5

?

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.