

John Lewis Partnership

The John Lewis Partnership challenged Interdirect to create a state-of-the-art digital way finding system for its brand new store in Exeter.

With nearly 150 years of trading history, over 39 John Lewis stores and 282 Waitrose supermarkets, the John Lewis Partnership is a familiar and dominant retailer whose annual gross sales topped £9.5 billion last year. It is regularly certified as one of Britain's top employers and is often voted as the nation's favourite retailer.

The Challenge

JLP challenged us to use our considerable experience of developing way finding solutions, to create a system that would define the future standard for in-store, self-serve touch screens.

The system had to map the entire six-floor building, allow users to search and browse JLP's product range, guide users to product locations and raise awareness of special promotions by prominently displaying appropriate marketing messages.

The Work

As a brand new store, the mapping and way finding aspects of the system have never been more important. The maps were designed to be extremely easy to understand and are aligned isometrically to assist with user orientation.

A "floor indicator" shows which level is being viewed, and maps can be zoomed and panned using well known pinch/pull/swipe gestures.

Products are searched for by drilling down through department and category hierarchies, or via keywords, and searches that return no results are collated so that, over time, the system can be regularly improved by adding product synonyms.

Additionally, the system contains an in-built statistics collection and reporting module that enables sophisticated analysis of usage patterns, to be undertaken.

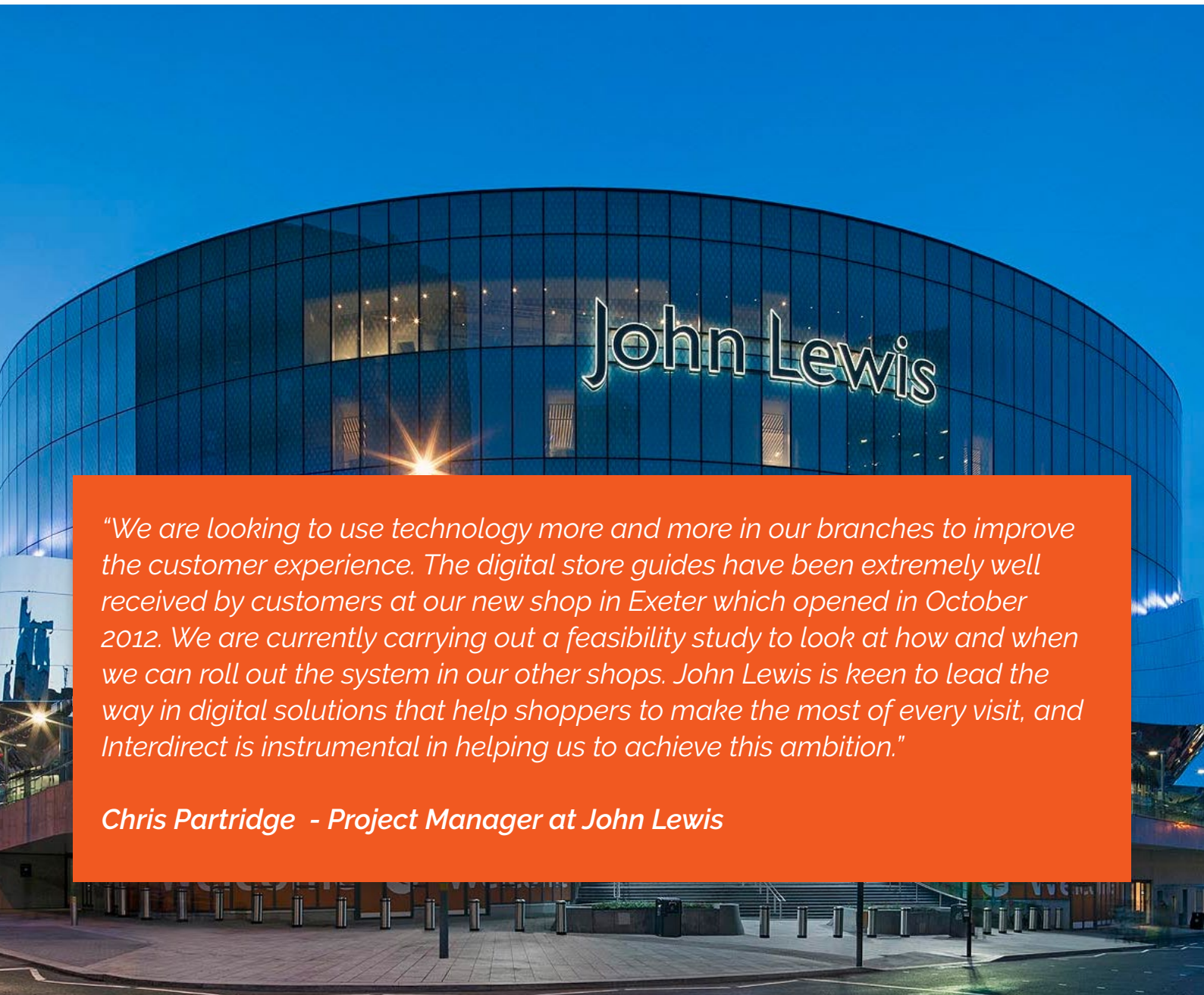


The Difference

In just four months, the two kiosks handled over 40,000 searches – an average of 36 searches per hour.

This was four times the amount required to break-even on the system development cost when compared to the cost of time spent by partners answering customer enquiries.

User feedback was extremely positive.



"We are looking to use technology more and more in our branches to improve the customer experience. The digital store guides have been extremely well received by customers at our new shop in Exeter which opened in October 2012. We are currently carrying out a feasibility study to look at how and when we can roll out the system in our other shops. John Lewis is keen to lead the way in digital solutions that help shoppers to make the most of every visit, and Interdirect is instrumental in helping us to achieve this ambition."

Chris Partridge - Project Manager at John Lewis