# Final service design proposal

## Try a little.
## Find your favourite again.

An affordable snack store
Connecting physical service, shoppers and staff




AI-generated interior concept based on our model.

# Brand concept and pricing

| Decision | Proposal |
| --- | --- |
| Core shopper | Buys mainly for themselves, wants several flavours in small amounts, and watches the total spend. |
| Assortment | Affordable everyday staples form the core. Regional and imported tastes add discovery. Specialities have separate prices. |
| Price position | Affordable daily purchases. Show portion estimates during selection and confirm the actual amount at checkout. |
| Service value | Support an informed choice, preserve preferences after tasting, and help identify the same item later. |

Retail prices need supplier quotes and like-for-like comparison. Small portions do not guarantee a lower unit price.

# Field observations and design questions




## Observed

Prominent prices and small-quantity self-selection.
Replenishment shares the shopper path.
A membership entry appears at checkout.

## Design question

Can the service connect choosing, tasting and finding an item again, with clear responsibility for updates?

Short observations at one store. Difficulty remembering an item is a hypothesis to test.

# Field research  Displays, portions and price tags




## Shelf display and prominent prices




## Bulk area supports small choices




## A ticket includes name and size

Photographs of the sample Zhao Yiming store. Research evidence, not Pick Your Mix.

# Field research  Entry, replenishment and checkout




## Entrance and basket placement




## Replenishment in a shopper aisle




## Checkout queue and counter

One store and observation period. No average wait time or general congestion is inferred.

# Customer persona



## Lin Yue

26 / Brand content executive

### Buying habits

Buys snacks for herself. Chooses several flavours in small amounts.

### Main difficulty

Unfamiliar tastes are hard to judge. A favourite can be hard to identify later.

### Shopping goal

Try snacks within RMB 20–30, keep preferences and find the same item again.

Lin Yue is a synthetic persona. Age, occupation and budget describe a proposed scenario.

# Purchase and return journey

| Stage | Shopper task | Service support |
| --- | --- | --- |
| Choose | Judge unfamiliar flavours and control quantity and spend. | Taste, size, unit price and portion estimate. |
| Pay | Confirm the actual total and applicable offer. | Weigh / scan and verify any mismatch before payment. |
| Taste | Identify a favourite and the amount wanted next time. | Link product identity to a personal preference. |
| Find again | Recognise the same item and check its current status. | Keep the code on paper or digitally. Staff maintain current information. |

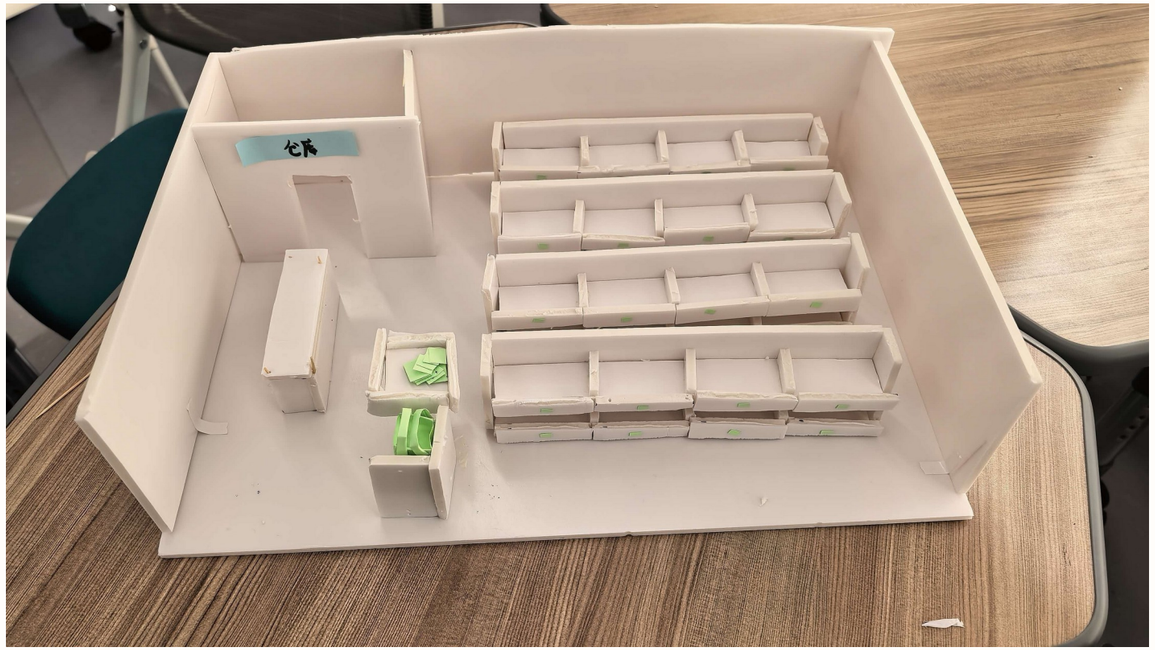
Short-term task: buy. Longer-term task: identify, adjust and find a favourite again.

# Service innovation and its purpose

| Hypothesised problem | Design response | Intended value |
| --- | --- | --- |
| Taste, portion and spend can be difficult to judge together. | Consistent shelf information and budget feedback. | A more informed choice within a chosen spend. |
| A shopper may remember the taste but lose the product identity. | A stable code links the label, tasting record and favourites. | A preference that supports the next visit. |
| Old records may become misleading when shelf details change. | Staff update current information, confirm labels and handle exceptions. | A service promise that stays usable. |

Low prices, small packs, self-selection and favourites are not exclusive. The proposal connects and maintains them.

# Physical model and store concept



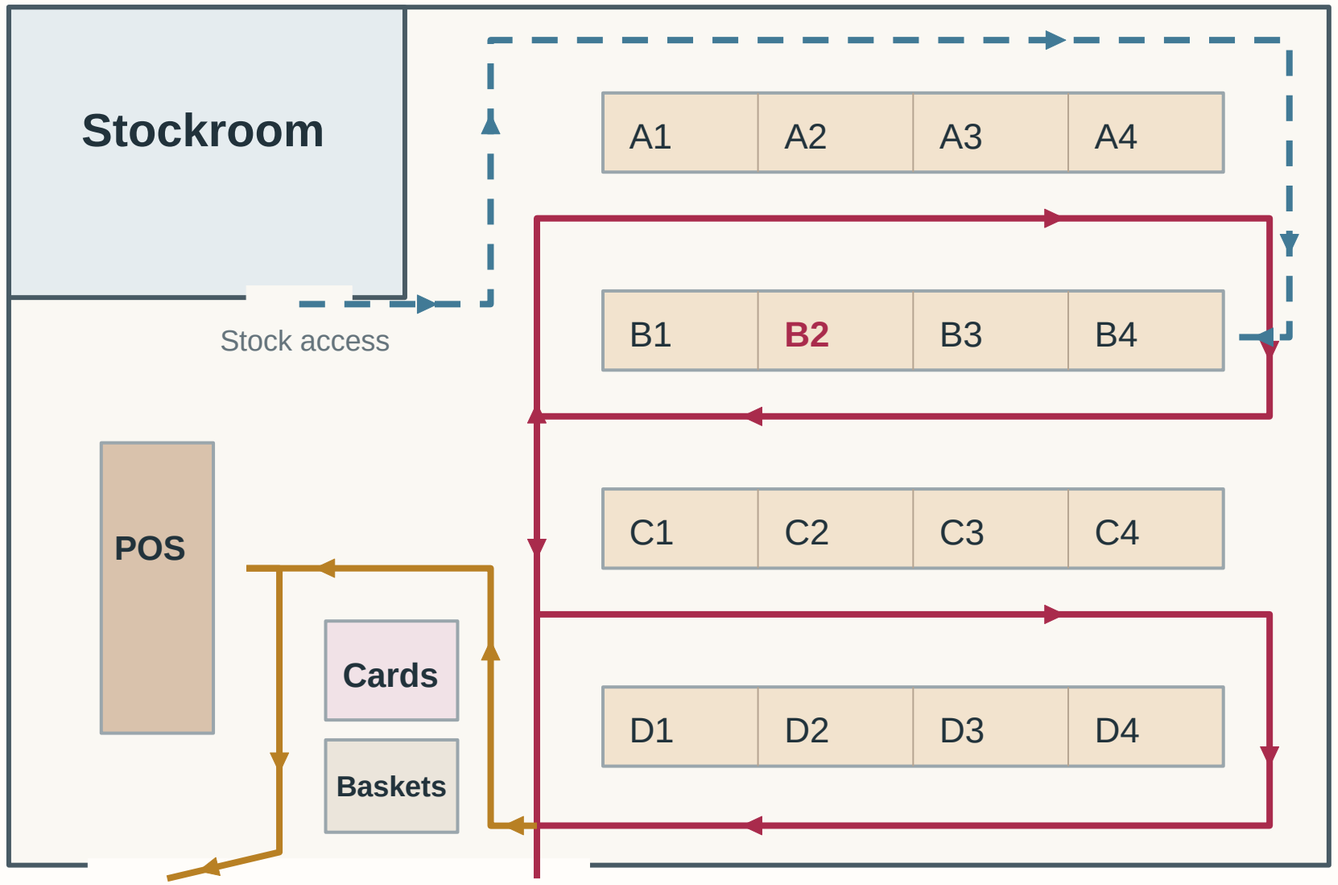



## Our physical model

## Full-scale interior concept

Retains four shelf rows and left-side service areas. AI-generated interior concept. Dimensions and fit-out are proposed.

# Model floor plan and suggested circulation




## Shopper browsing

Enter at the front and browse the four rows.
Arrows suggest a route, not a one-way rule.

## Checkout and exit

Return to the left counter. Keep waiting clear of entry and front stations.

## Staff replenishment

Use stockroom and perimeter access.
Prefer off-peak replenishment.

Not measured. Entry and fixture functions are assumptions. Shopper and staff routes share some junctions.

# Store improvement 1  Clear shelf information

PICK YOUR MIX

## Black Sesame Brittle

Sweet, roasted sesame aroma, crisp texture

**¥15 / 100 g**

Example portion: 40 g ≈ ¥6

**ITEM  SB01**

**SHELF  B2**

**One item code links the shelf, tasting record and favourites.**

### Support the choice

Understand taste and texture.
Estimate spend for a portion.

### Support the next visit

Keep the item code.
Check its current shelf on return.

### Staff maintain the details

Verify prices and shelf locations.
Update paper and digital records.

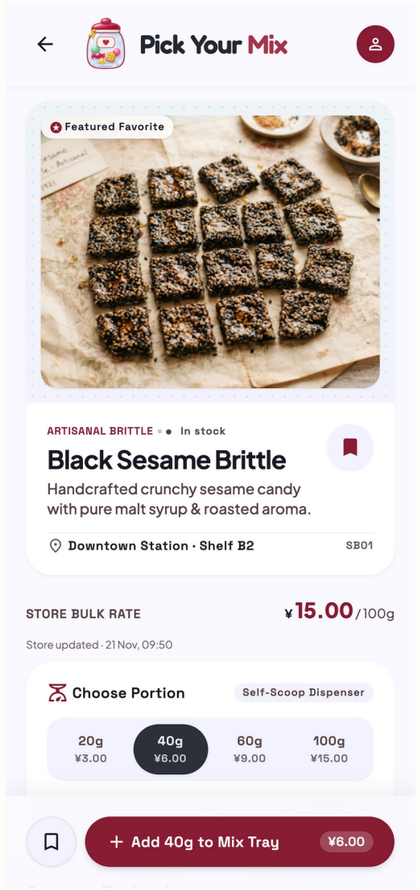
Example: 40 g costs about RMB 6. Confirm actual weight and price at checkout. Keep original pack information.

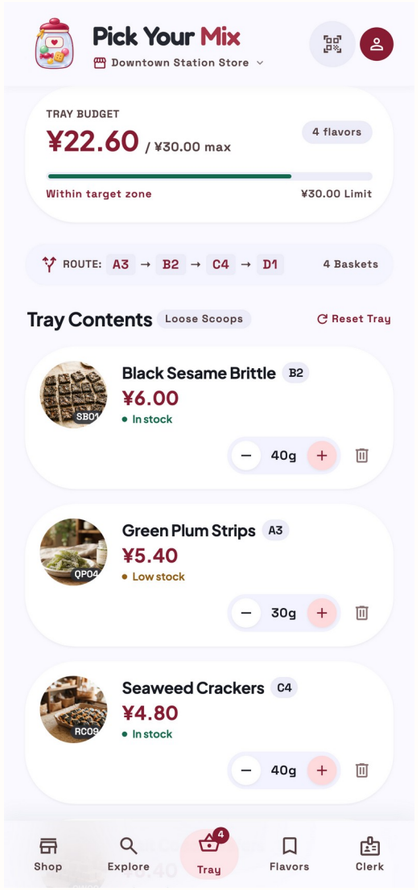
# Store improvement 2  A personal tasting record

| At purchase | After tasting |
| --- | --- |
| Item: Black sesame brittle<br>Code: SB01<br>Example portion: 40 g<br>Illustrative price: RMB 6<br>Shelf at purchase: B2 | Mark: Buy again<br>Optional note: less / more next time<br>Keep the product code<br>Check current shelf and status on return |
| Take matching item details onto a personal record. | Keep the paper card, or enter the code to save it digitally. |

Self-service and optional. No fixed bundle or registration required. The code stays stable while the shelf can change.

# Customer prototype  Portions and budget




## Before choosing

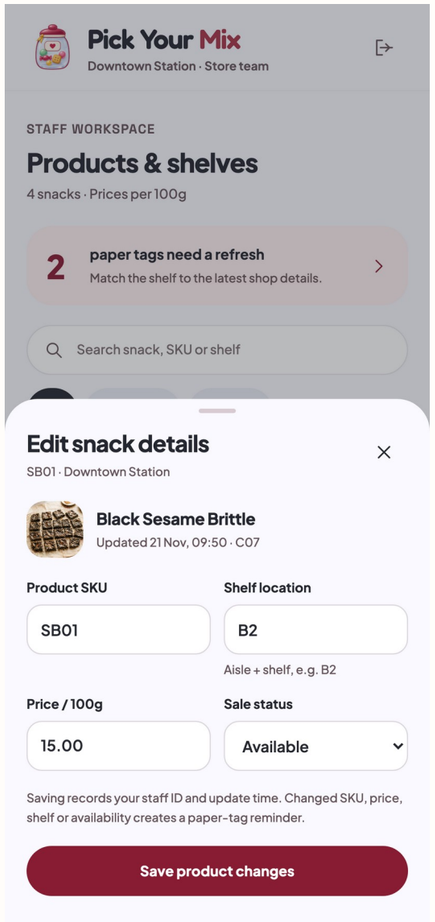
Read taste, size, unit price and shelf.
Change a reference portion to see its estimated price.

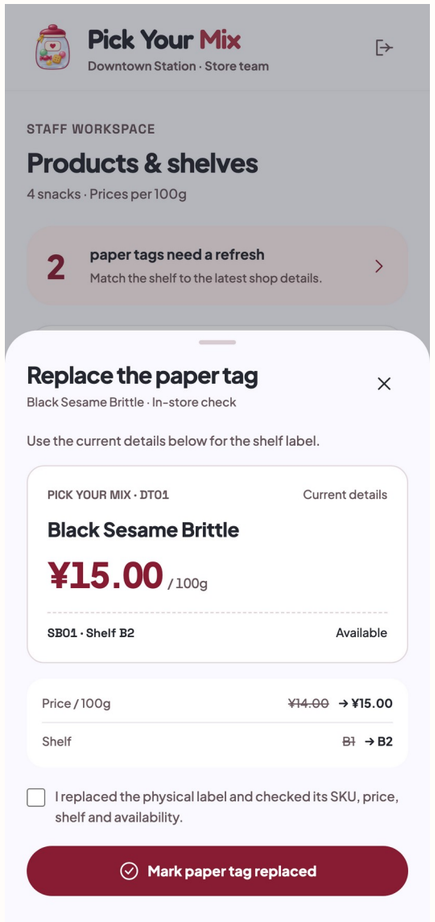
## While building a mix

Adjust or remove items with budget feedback.
Favourites and tasting records support later recognition.

Default demo: four items, about 150 g, RMB 22.60. Estimated values require in-store confirmation.

# Store improvement 3  Complete the label update




## After a product change

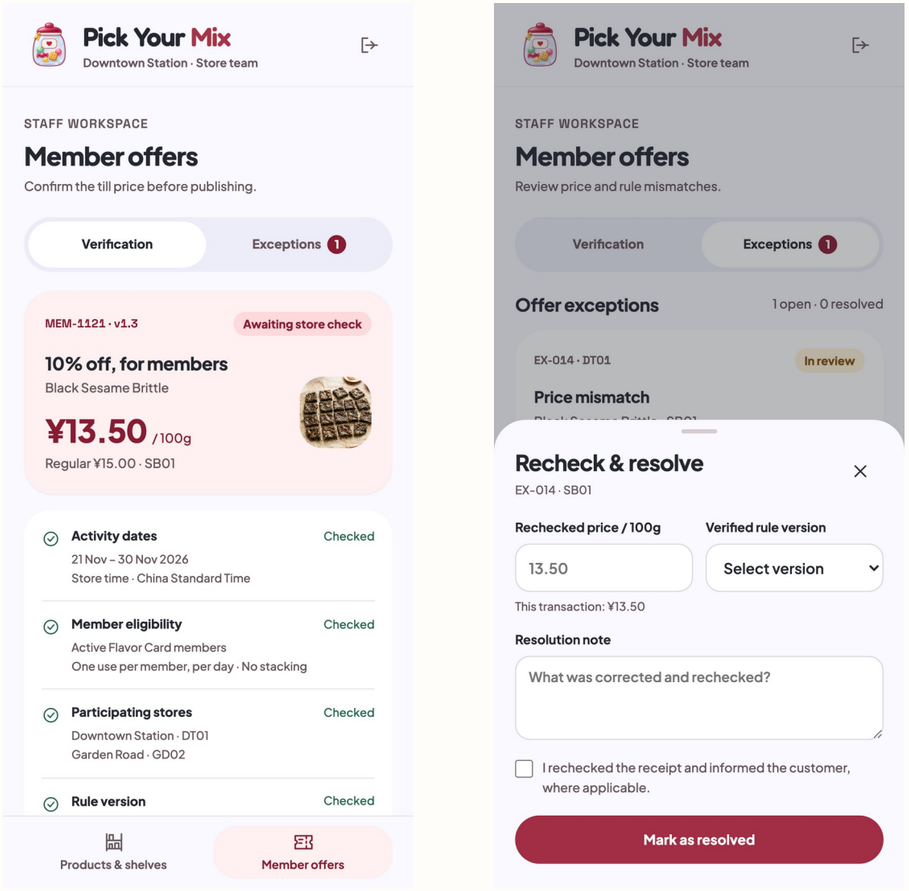
1 Edit price, shelf or availability.
2 Create a paper-label replacement task.
3 Confirm after replacing and checking it.

## Intended value

Keep the app and shelf information consistent, and make unfinished physical work visible.

A saved digital update still needs physical label replacement and a staff check.

# Store improvement 4  Verify offers and exceptions







## Before displaying an offer

Check dates, eligibility, store and rule version.
Confirm the till price matches before publication.

## After a mismatch

Preserve the original mismatch and review it.
Recheck the result and record an explanation before closing.

Prices and rules are prototype data. There is no connection to a real till system.

# Key Actors and handoffs

| Role and goal | Workflow | Handoff |
| --- | --- | --- |
| Shelf lead<br>Reliable item information | Check products and tickets. Update shelf details. Replace and confirm labels. | Report changes to digital operations. |
| Cashier<br>Accurate, efficient checkout | Weigh / scan, confirm totals and pause on a mismatch. | Ask the shift lead to verify. |
| Digital operations<br>Consistent information | Maintain item pages and supply dated, versioned offer rules. | Receive store checks and changes. |
| Store lead<br>Deliverable service promises | Confirm eligibility, verify prices and approve corrections. | Release results to staff and operations. |

These are proposed functions. One person may hold several roles, with explicit ownership of each update.

# Service blueprint

| Layer | Choose | Confirm and pay | Taste and save | Find again |
|---|---|---|---|---|
| Customer | Compare taste and portion. | Confirm total and offers. | Mark a preference, optionally save. | Use the code and current shelf. |
| Evidence | Ticket, sealed pack, code. | Weight / scan and receipt. | Tasting card and favourites. | Location or stockout notice. |
| Frontstage | Explain on request. Take item details. | Weigh / scan and explain differences. | Explain paper and digital saving. | Check location and assist. |
| Backstage | Verify item and maintain labels. | Store lead checks exceptions. | Maintain stable item links. | Confirm changes and update. |
| Support | Product master, shelf and rules. | POS, scale and verified terms. | Stable code and personal record. | Store check and update time. |
| Recovery | Check unclear information. | Pause if unverified. | Paper record remains usable. | Keep favourites. Ask before replacing. |

Follow SB01 across time. Rows distinguish the shopper, frontstage, backstage and support.

# Service demonstration video

VIDEO PLACEHOLDER

# Business Model Canvas

| KEY PARTNERS | KEY ACTIVITIES | VALUE PROPOSITION | RELATIONSHIPS | CUSTOMER SEGMENTS |
|---|---|---|---|---|
| Suppliers<br>Store operator<br>POS / digital support | Select and replenish<br>Maintain labels / rules | Try small amounts<br>Judge portion and price<br>Find favourites again | Self-selection<br>Help on request<br>Personal tasting record | Everyday personal buyers<br>Taste exploration<br>Control single-visit spend |
| | KEY RESOURCES<br><br>Products and staff<br>Item codes and shelves<br>Scale, POS and cards | | CHANNELS<br><br>Store and checkout<br>Paper record<br>Customer prototype | |
| COST STRUCTURE<br>Goods, logistics, rent, labour, waste, printing and digital maintenance | | | REVENUE STREAMS<br>Snack sales. The initial card is included with purchase. | |

Revenue comes from snack sales. Service costs need coverage. Numeric costs and profit remain unverified.

# Physical improvements and final service value

## Understand the choice. Keep a record. Maintain information that stays useful.

### For the shopper

Clear product and spending information.
A personal record to keep and adjust.

### For the physical store

Space for records and waiting.
Owners for label updates, offer checks and exceptions.

Intended to support finding an item again. No measured retention or efficiency gains are claimed.

# Thank you

Group 2

Explore the prototype

https://47.77.214.174/pick-your-mix/