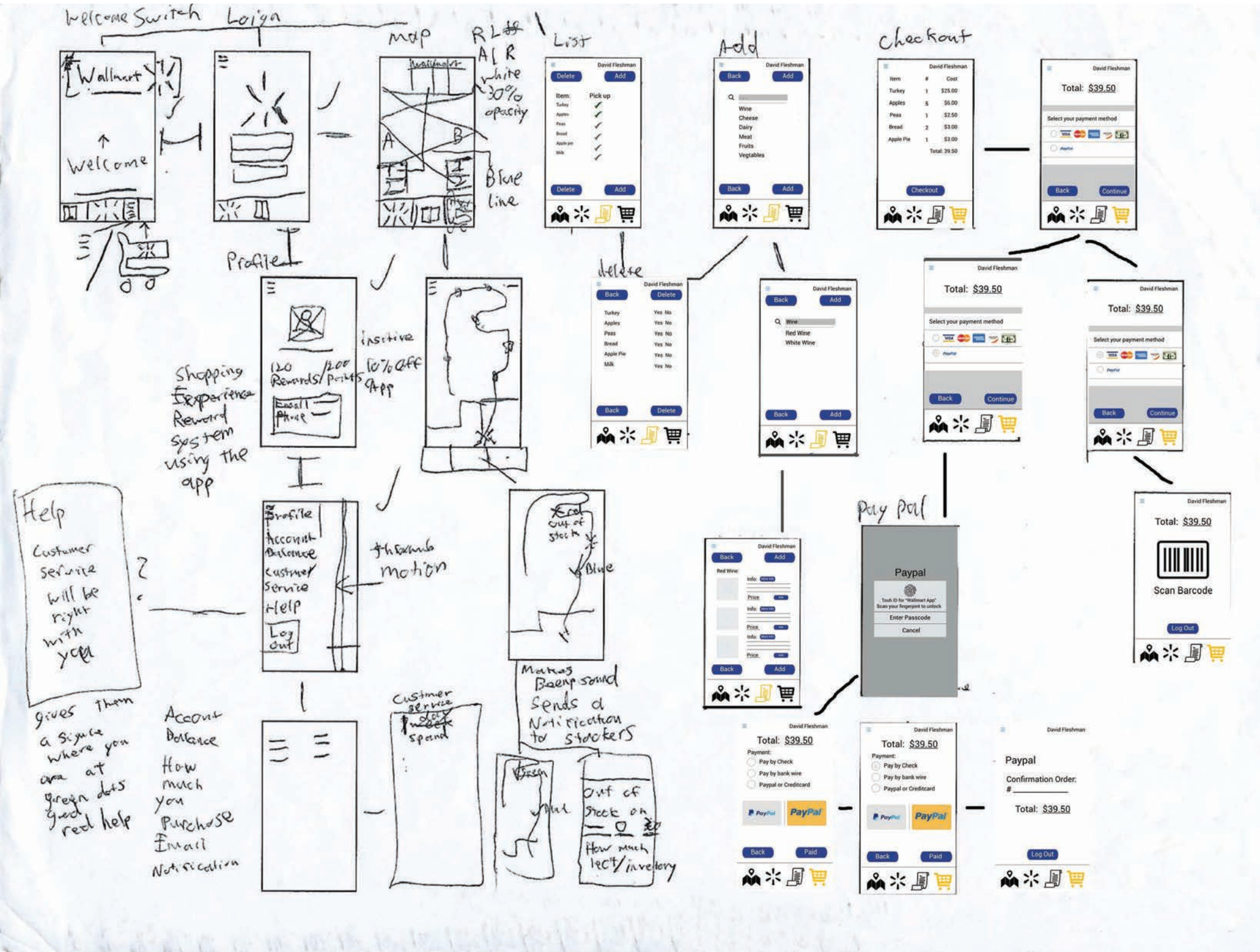


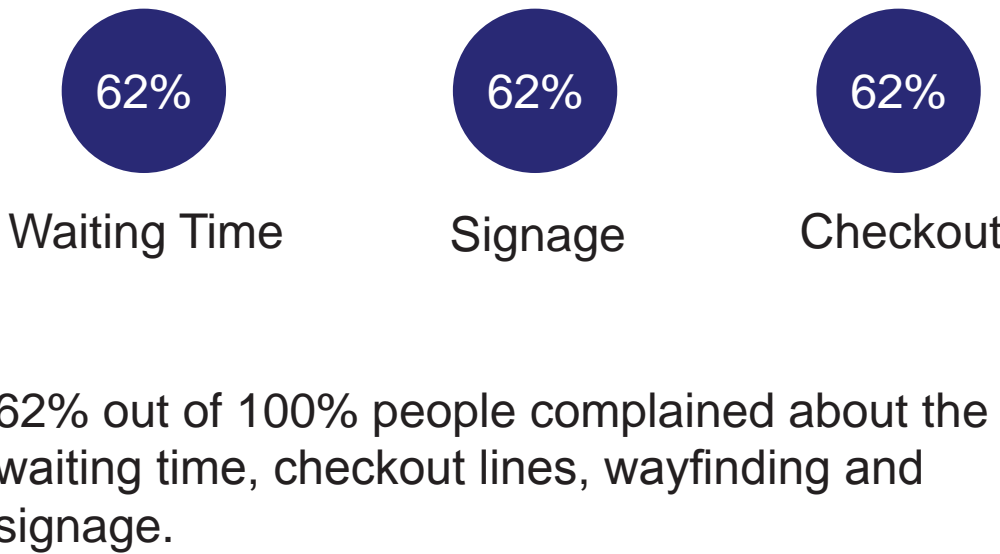
Thesis Abstract:

Walmart is introducing a new app called NaviGuide. This app offers a color-coded digital map, a shopping list, and a shopping cart. The color-coded map reflects Walmart’s indoor signage system so that the customer can locate where the product is. It also allows the customer to feel comfortable that he or she knows where they are going and not getting lost at Walmart. Their current wayfinding system and signage have issues such as getting lost in the store by trying to find products that the consumer needs. The solution is to have a digital signage system design that will link up to their phones using the NaviGuide app. By downloading this app, it will help guide the user to the location of each item they are looking for in the store. The signage will tell the user how far they are along with what aisle the item is located on even without the app.



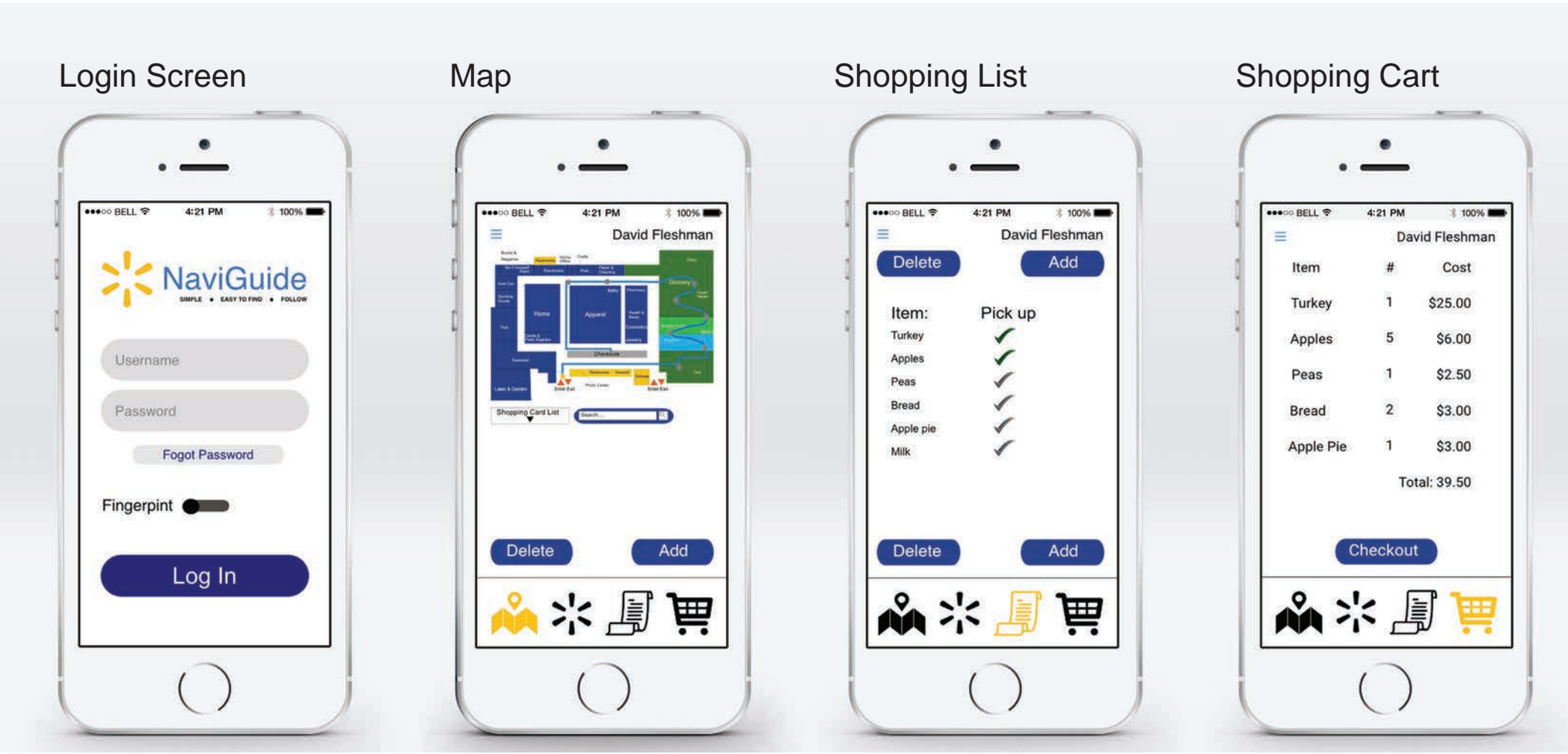
Survey:

I interviewed 13 people with a survey and found there were a lot of problems with Walmart. I had 13 questions they answered. I had to focus on two problems and found solutions for them. Some of the people I interviewed said that it would be hard to look up the code for certain fruits or vegetables and another had a solution of limiting the number of items. The major problem was finding their way through Walmart and long lines at checkout.



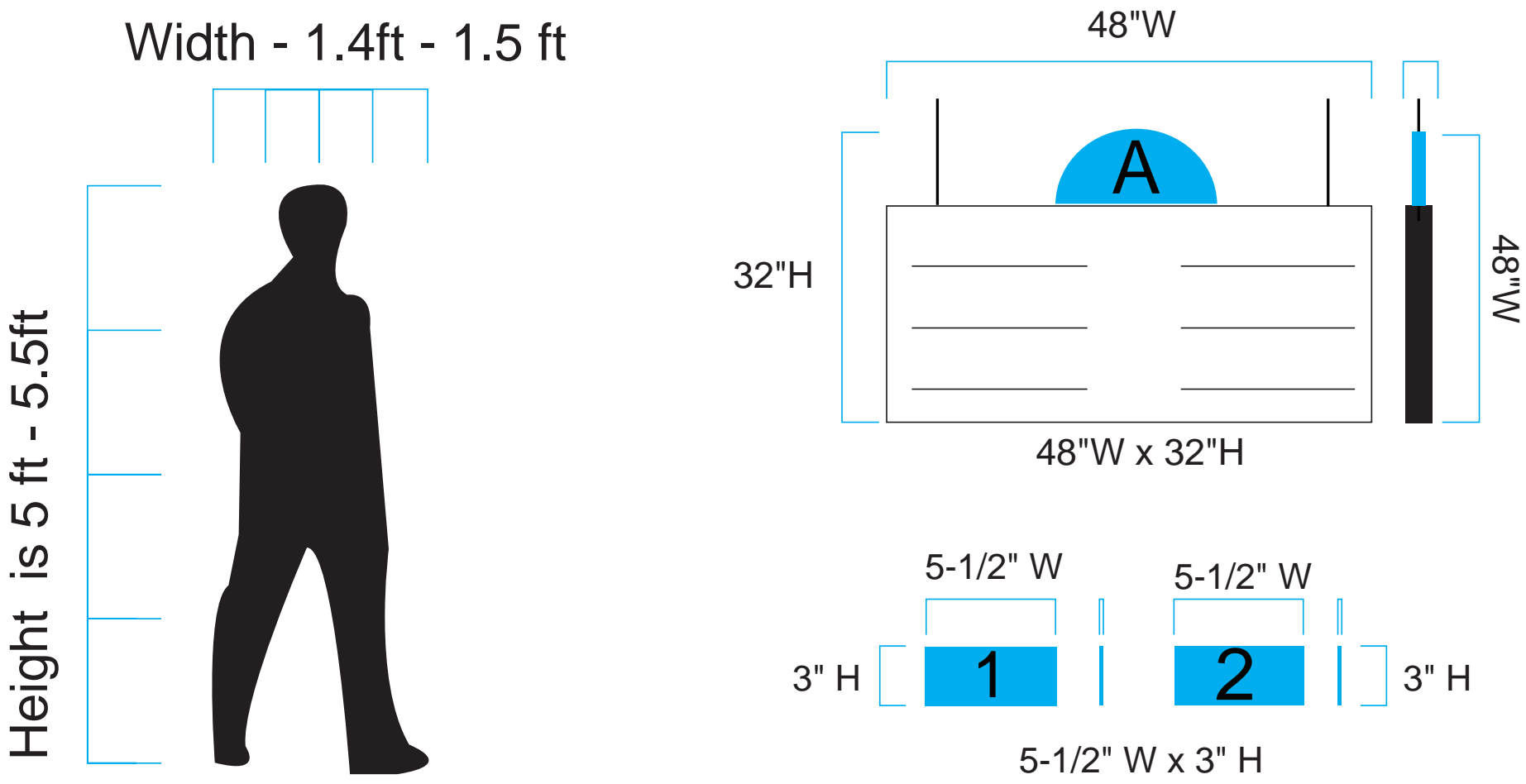
Solutions:

Navigation around the store using the NaviGuide app. Locating the products, the person is looking for. Faster checkout process using different methods of payment such as with cash, ATM / Debit / Check Cards, and PayPal.



Map Interaction:

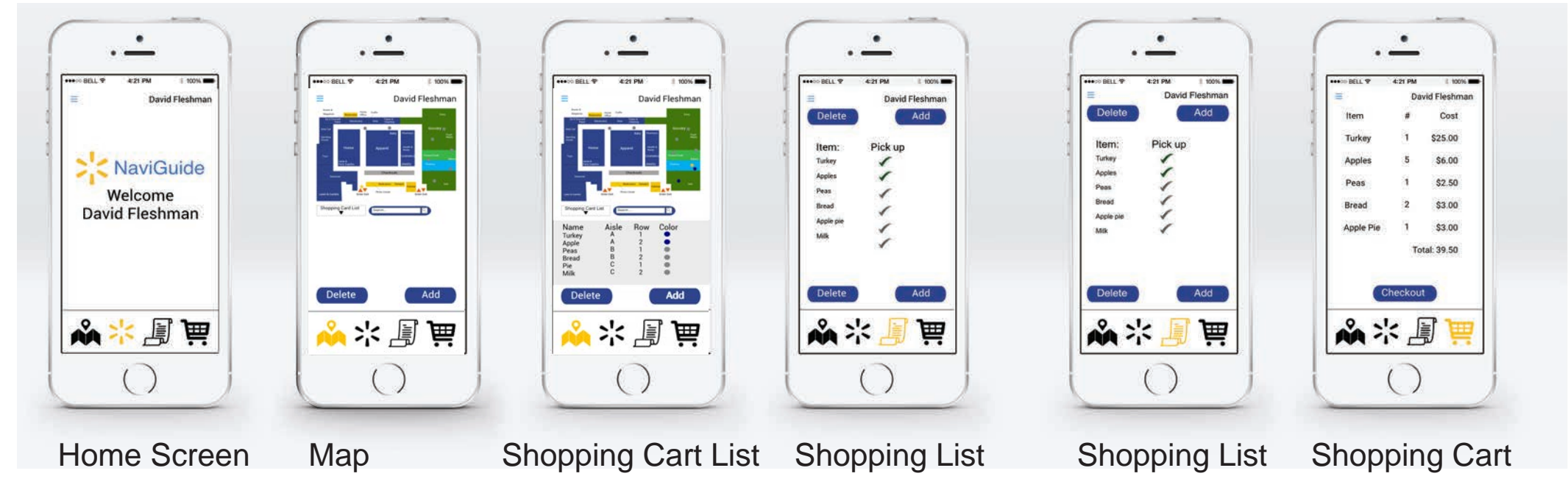
It gives the user a faster way to follow a line for each product. The map recalculates a new path if the user adds or deletes an item from their shopping cart list. It also tracks the location on the phone in the store so he or she knows where they are at. The star indicates where the user is located. When the gray circle turns blue, this tells the user he or she has picked up their products on the path. If the user does not want the products, he or she can put the item back and delete it from the shopping cart list.



Signage: The measurements of the signage gives the user a sense of size on how large the signs are. The height and the width of the human body is H 5 ft - 5.5ft. and W 1.4ft - 1.5 ft compared to the bigger signage which is H 32: x W 48” and the smaller aisle sign is H 3: x W 5.5”.



Signage: The signage in the store is color-coded with each section and has a GPS integrated map for each aisle. It also has a pathway, feature so the user can find their way if the GPS is not working.



Phone Usage: By choosing the NaviGuide app on your smart phone, the customer can select the following tasks. This app allows a person to choose the map icon to get directions within the store, use the shopping cart list icon to add or delete items and then they can select the shopping cart icon to look over their selections. If the customer is now satisfied, they are now ready for checkout showing the total of their purchases.

Self-check out

This app self-checkout system uses credit cards, cash or PayPal. After making payment choice, a new screen will show the total amount of purchases and below this is a barcode. At checkout, use a scanning gun, point it to the barcode on your phone. If the two amounts match (phone & register), finish the payment. The customer can now complete their transaction successfully and log out of the NaviGuide app.

