


SERVICE DESIGN

 **REPLY** DIY success guarantee challenge

Powered by **OBI**[®]

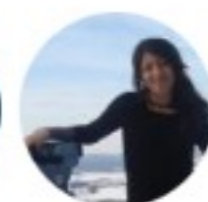
 **MY TEAM:
UX BEGINNER**



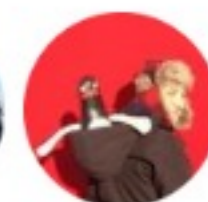
Rodrigo



Wojtek



Victoria



Agustina

OVERVIEW

OBI

We enable each and every person to create better homes and garden.

ABSTRACT

How can we support our customers to realize their DIY projects with services that give them sufficient confidence to tackle a project by themselves?

How can we give them a DIY success guarantee/assurance?

GOALS

Create a new service within the OBI Ecosystem

This has to enable to improve *customer satisfaction*

USER JOURNEY ANALYSIS



PROBLEM IDENTIFIED



HMW
 • Motivate/Empower the user to overcome this phase and help him focus on the after effect.



1. Basic Info
 Name: **Stefan**
 Nickname: **Stef**
 Age: **24**
 Nationality: **german**
 Lives in: **Berlin**
 Job: **IT Guy**
 Relationship status: **single**
 Income: **good**

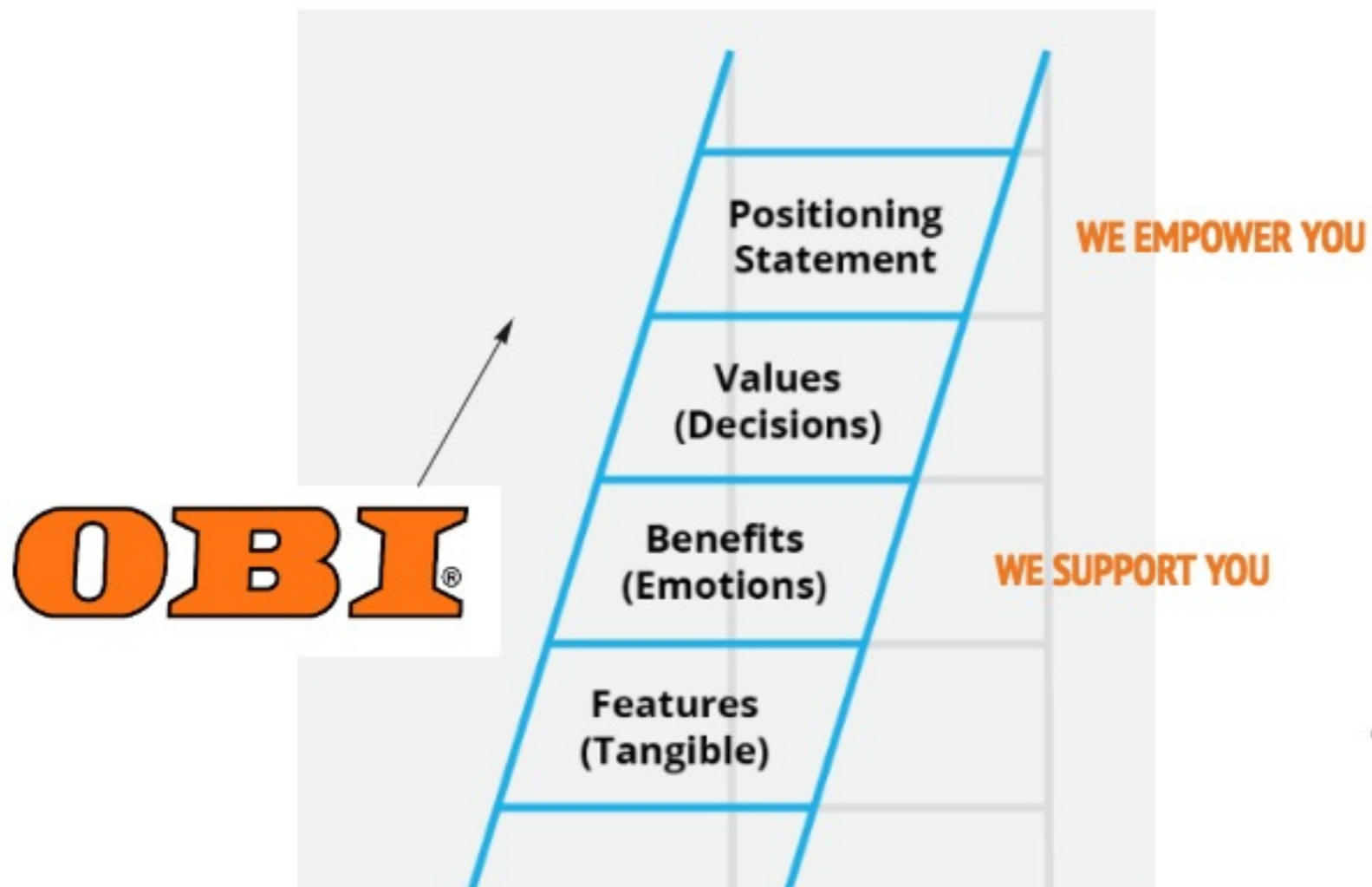
2. Detailed goals
 He wants to **save money**
 He wants to **do it himself**
 He wants to **brag about it**
 He wants to **feel accomplished**

3. Typical behaviors
 He **makes lists** of what is needed for projects (really organized)
 He **cares about the price and his budget**
 He is **ready and motivated to be hands-on**
 He **feels confident**
 He **gets frustrated if he struggles with blockers**
 He generally **opens 5 or 6 options in different tabs to make a budget**
 For each choice, He **spends time looking at full screen pictures to "feel the atmosphere"**
 He is **looking for inspiration in internet and OBT's platforms (e.g. balcony with plants 🌿🌱)**

Stef, 24-year-old IT guy

OBI AND THE BRANDING LADDER

In order to tackle the problem, we need to make OBI climb up the ladder...



...by Making Stefan an DIY EXPERT



HOW DO WE KEEP STEFAN EMPOWERED?

OBI did already a great job in assisting people like Stefan in their DIY Journey through the **CREATE! by OBI** platform.

We think that with **gamification** we can make him **active** and **engaged!**

Inspired by Bartle's Taxonomy of Player Types*, Stefan is an **ACHIEVER**, therefore his goals are:



- win
- challenge
- create
- show off
- compare



He fills his DIY board with his preferences like the objects you put in your empty shelf!

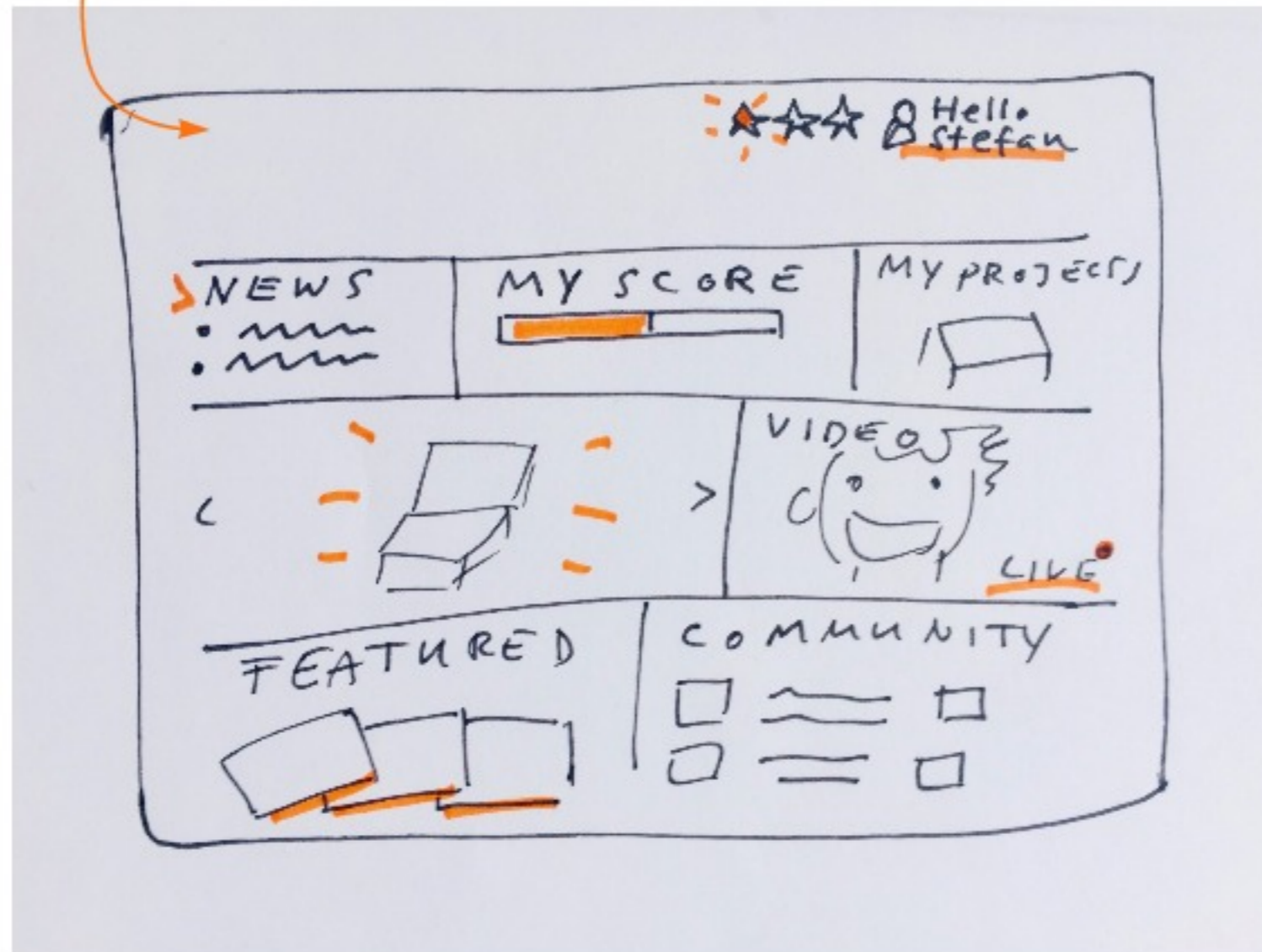
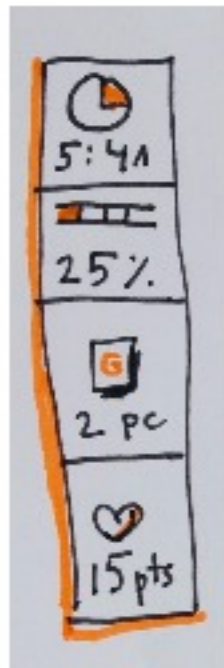
*4 categories of players created by Richard Bartle that help to see the motivations and interactions. Suming up the other types are:
-Killers: like shortcuts
-Explorers: are curious
-Social: contribute to the community



COSTUMIZED CONTENT OF MY DASHBOARD!

Hero Section (costumized main screen)

Personal dashboard



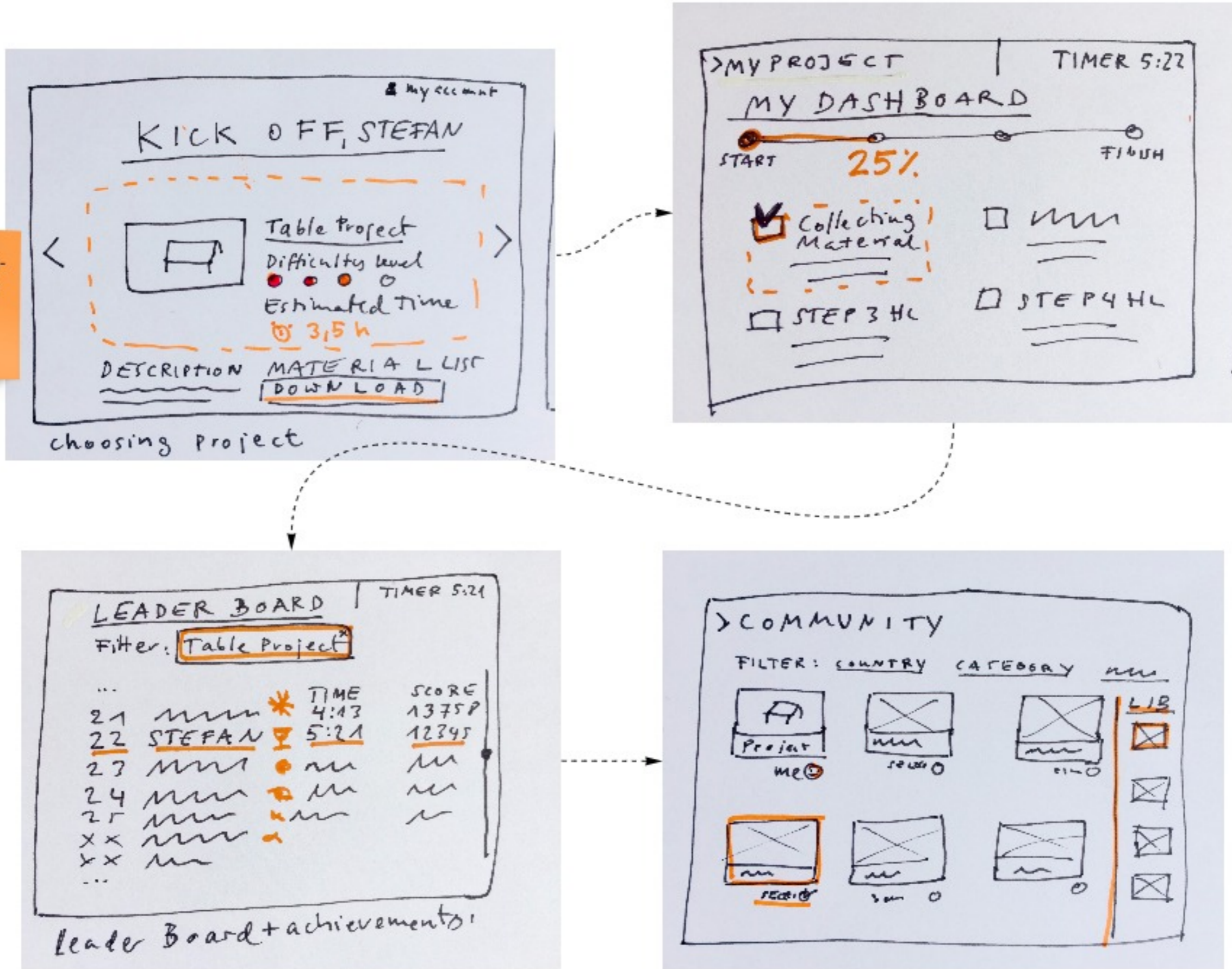
Stephan
ACHIEVER
profile

Community tools



USER FLOW

a good a kick-off prevents the pain in the future



MONETIZATION

Rewarding system

In-app points gathering

Refer a Friend

Referring friends to gain points

Increase data base volume

Traffic towards the shop with prices

Milestones/Community engagement

Achieve missions

Unlock new challenges

Help and review others

Increase engagement

In-app paid options

In-app Offers/Packages

Discounted bundle projects

New projects

Unlock new projects

Revenue stream

Materials Bundle Shop

Prepared lists with economic budget

Easy and cheap projects to get people engaged and going

Revenue stream



By gathering points and achieving goals, giftcards will be credited to your account to spend in the OBI shop.

LOOK & FEEL



CREATE! by **OBI** Is the existing platform for DIY and we propose 2 new sections to add that we believe will keep the engagement of the MAKERS

- **OBI MAKERS!**

- **MY DASHBOARD**

By **gamifying** the experience of DIY we want to keep the MAKER motivated and **empowered!**



JOIN THE CHALLENGE



Make your own projects,



Compete and win prizes.



Become a DIY Expert!

Thank you!