

Learning Objectives

Study Overview

Purpose Summary/Internal Benefits

Tire Center Manager Persona

Insight 1

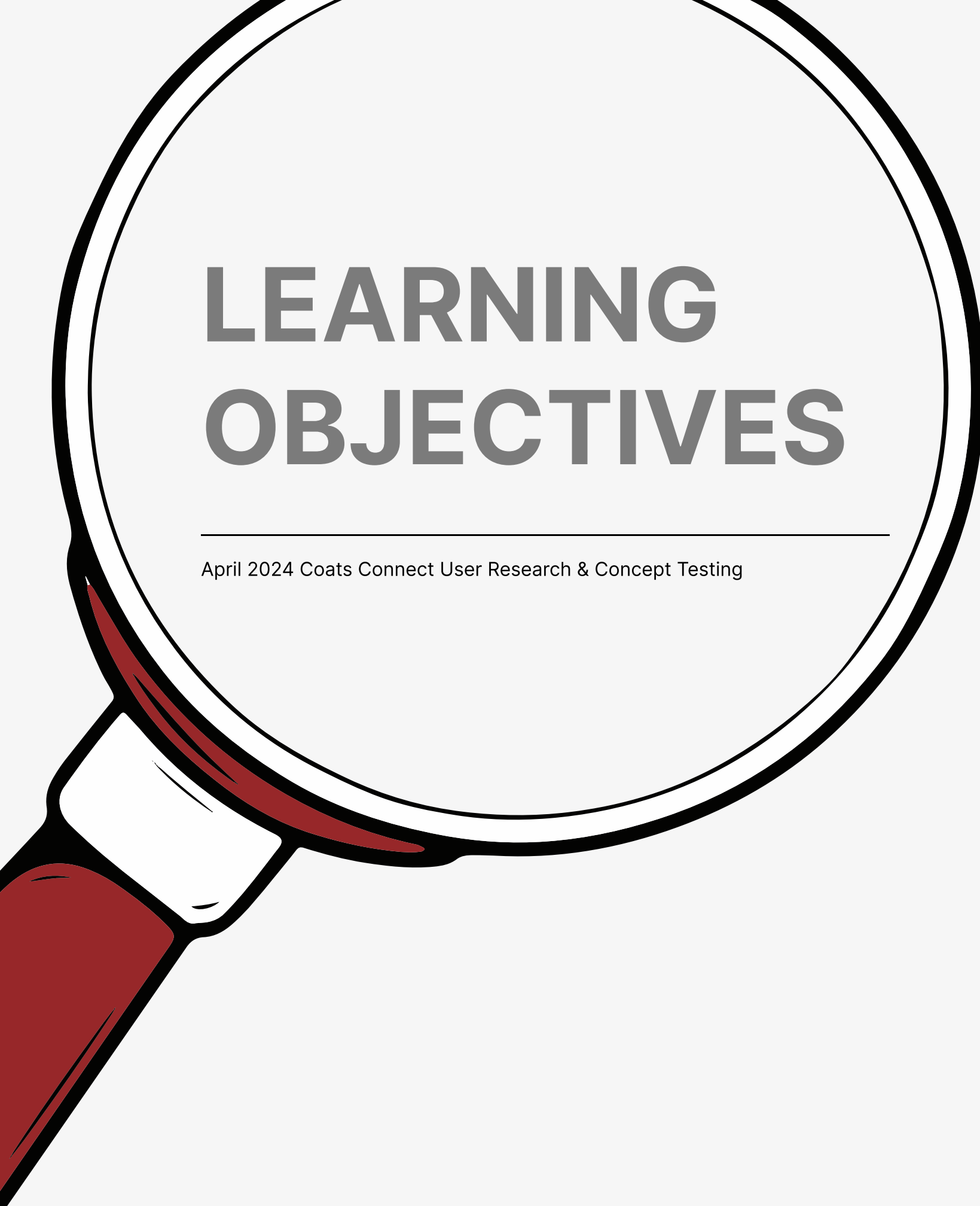
Findings

UI Recommendations

Insight 2

Findings

UI and UX Recommendations



LEARNING OBJECTIVES

April 2024 Coats Connect User Research & Concept Testing

1

Test some features & concept of **Coats Connect** with National Account Store Managers & hear their reactions

2

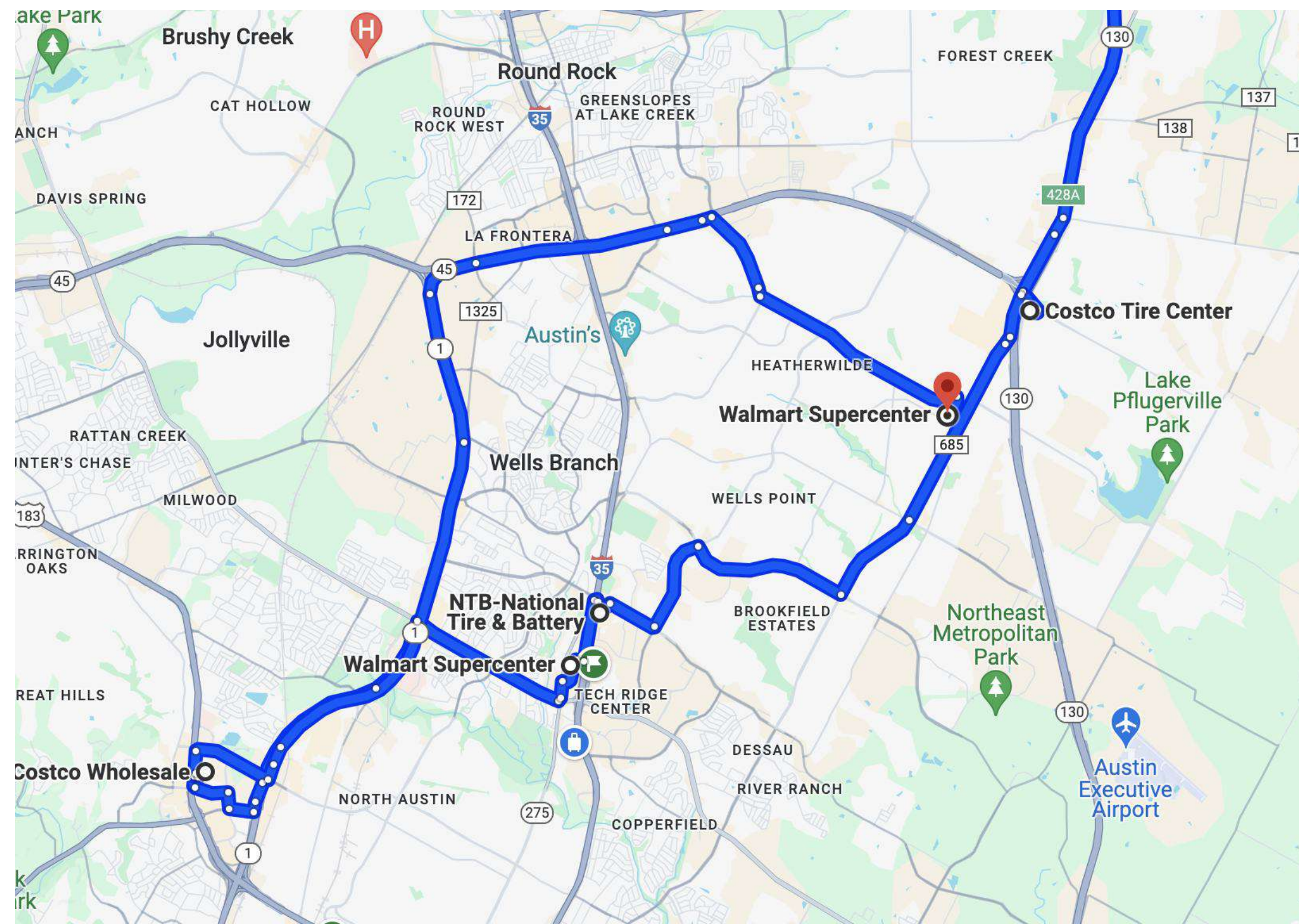
Explore **Store Managers' motivations, challenges, & current tools** for managing their store, staff, and equipment.

3

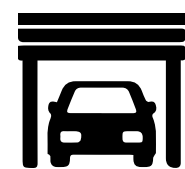
Discover what **information and data points this user segment wants, but struggles to access** with their current tools.

Moderated	—————	1 task giver/question asker + 1 note taker
Qualitative	—————	Focused on a smaller number of users to understand their needs in greater detail.
Concept Testing	—————	Analyzed the core idea/prototype features to examine its viability
in the Field	—————	Went directly to users in their work environment

Study Overview



Participants



5

Stores

Costco, Walmart, NTB



4

Tire Center Managers/
Team Leads



1

Service Manager



Average User Profile

1 Yrs Experience as Manager
in their current Tire Center

Warm Up Questions

1. “How long have you been in this role?”
 2. “Can you describe to me your role and most important responsibilities in this store?”
 3. What kind of equipment metrics or store performance quotas (if any) are most important to you?
 4. Why are these ____ important in your job
 5. “Do you use any tools to keep track of your responsibilities/quotas?”
 6. “What are some of the more difficult parts of your job?”
 7. “Do you have to report to someone above you?”
-

3 Main Screens to Interpret

1. Interpret equipment status

- a. Can you identify which machine is inactive and how long it has been inactive for?*
- b. What do you interpret ‘inactive’ to mean?*
- c. What do you interpret ‘active’ to mean?*
- d. I’ve purposely vaguely named this button: What would you like this button to do for you?*

2. Interpreting store performance metrics & Ranking value

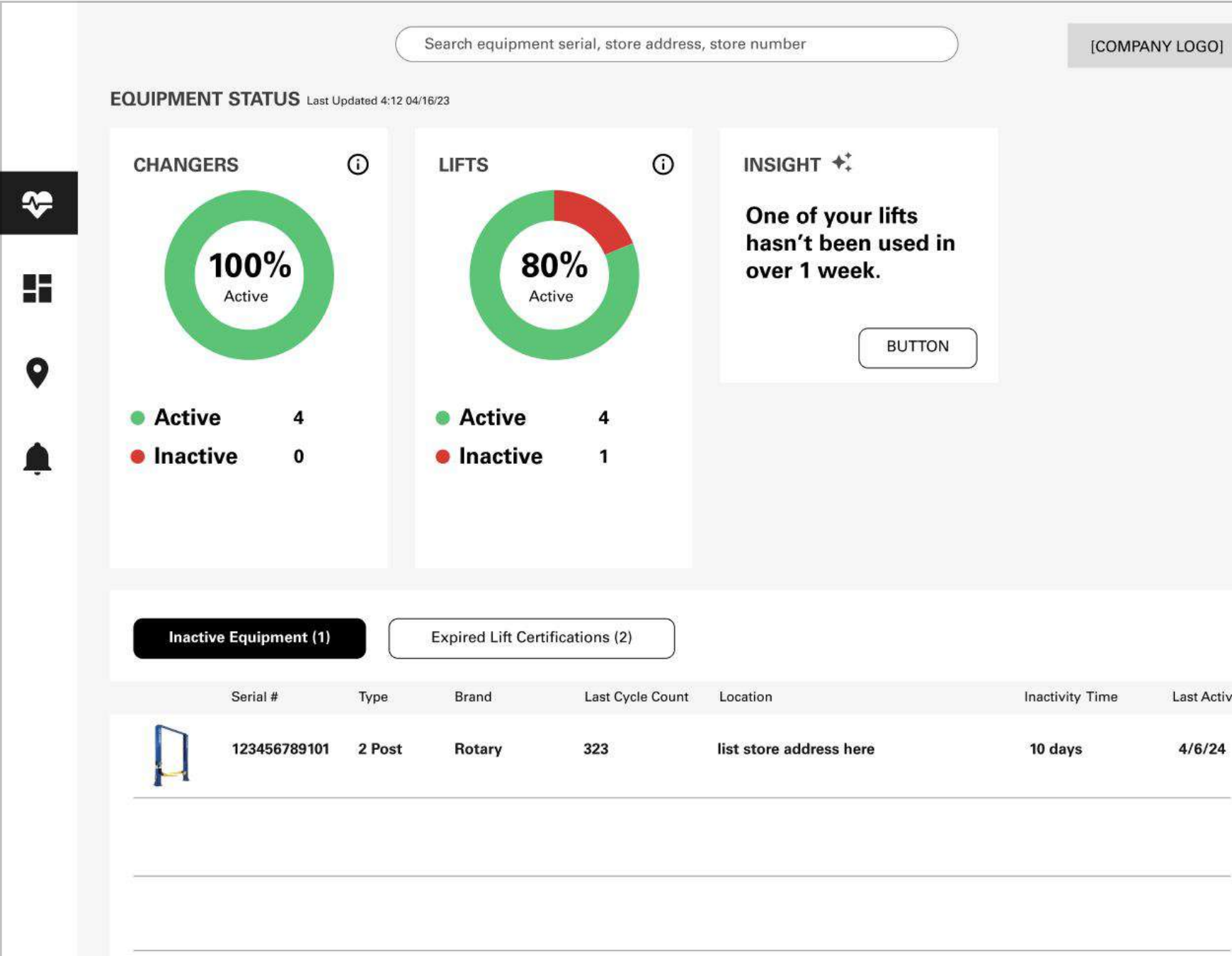
- a. We talked about store performance quotas before. Can you look at some of these boxes, and tell me what the information in each box means?*
- b. Which of this information-if any- would be useful or info you’d like to know?*
- c. Why are the metrics you pointed out helpful for your job?*
- d. Do you think it would be valuable for a regional manager to view this information? Why or why not?*

3. Viewing Equipment inventory

- a. If you wanted to see a list of all your equipment in your store, how would you go about doing that?*
- b. What information about your equipment do you currently see/have access to?*
- c. What information about your equipment would be helpful for you to have access to and why?*
- d. Do you for [insert store chain] do any sort PM currently?*

Interpreting store performance metrics & Assessing Feature Value

Interpret Equipment Status



Viewing Equipment Inventory

Search equipment serial

[COMPANY LOGO]

EQUIPMENT: STORE 1234

Updated 4:12 04/16/24







All

Bay 1

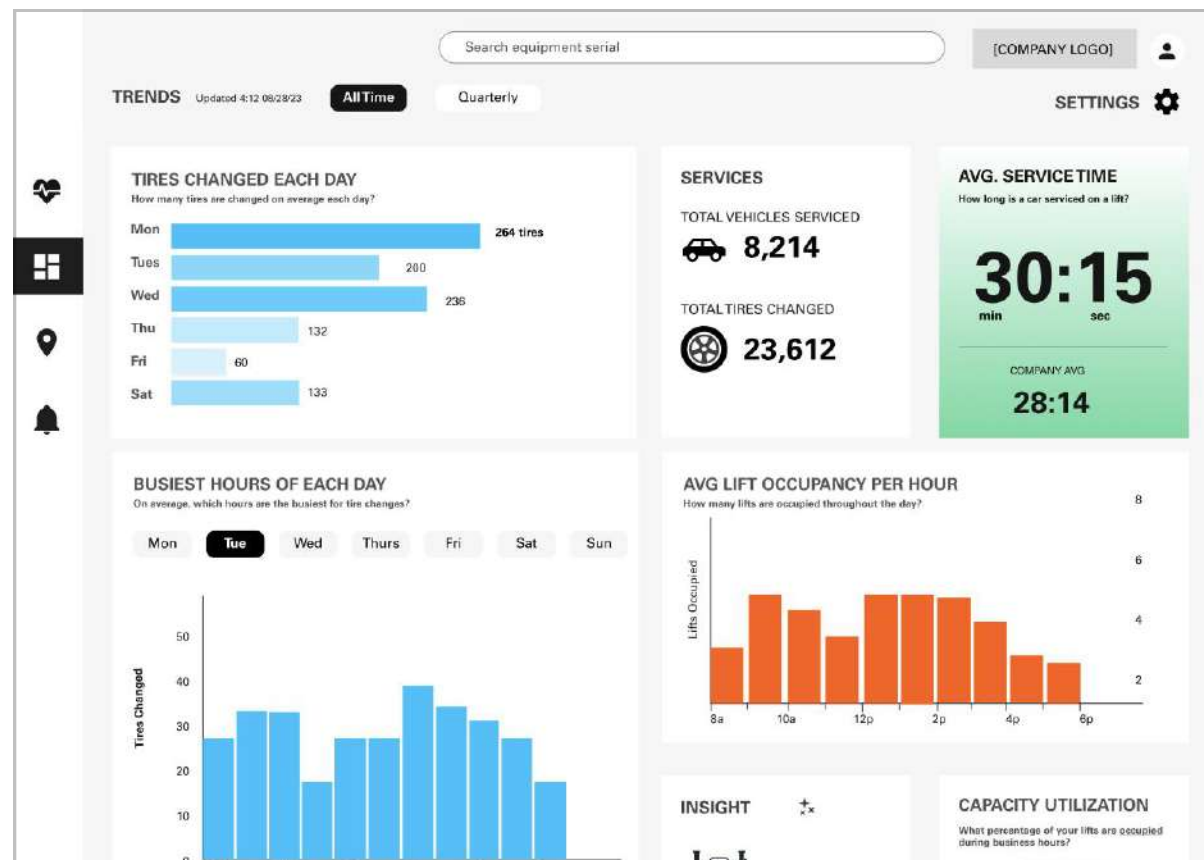
Bay 2

Bay 3

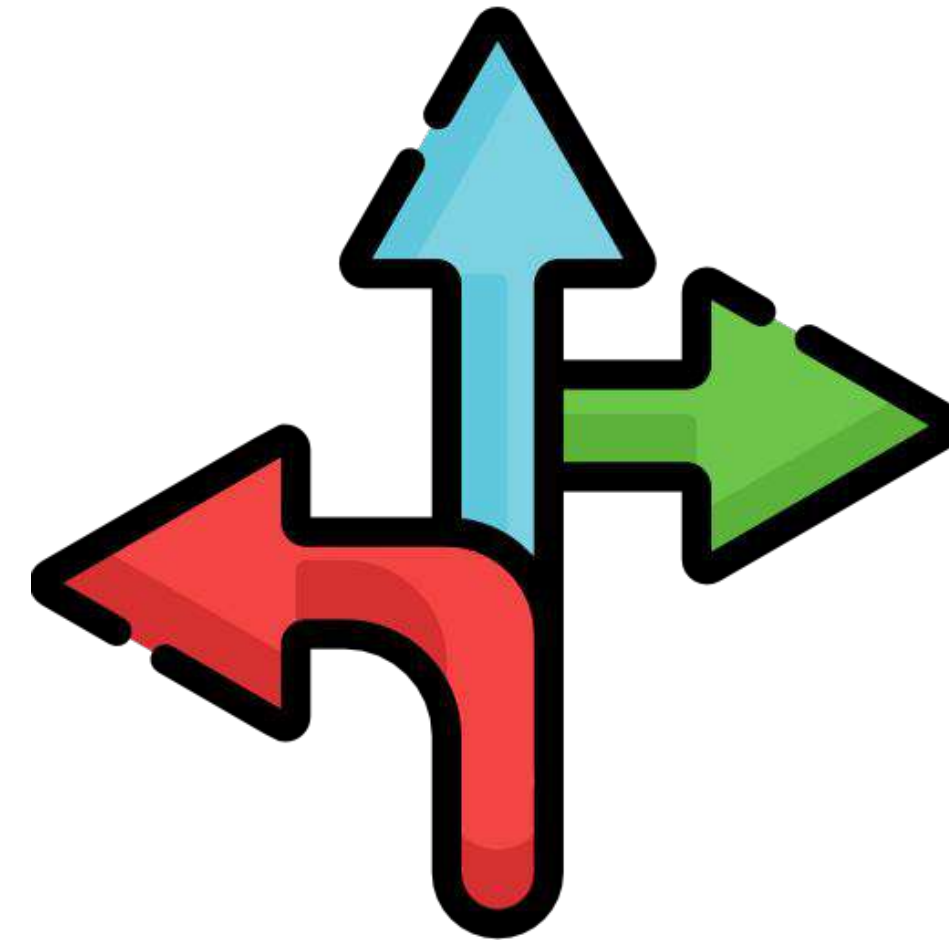
Bay 4

	Serial #	Model	Type	Brand	Cycles	Age	Next Service	Status
	12345	4P2N110k	2 Post	Rotary	1,234	4.2 yrs	04/29/24	Inactive
	Sdfwe123	5NJ10k	2 Post	Rotary	7,864	4.2 yrs	---	Active
	42351df	8HNJ10k	2 Post	Rotary	6,624	2.4 yrs	---	Active
	832sdg	2DN10k	2 Post	Rotary	323	2.4 yrs	---	Active
	00875jij	70X	Changer	Coats	323	2.3 yrs	---	Active
	755hddf	Maxx 80	Changer	Coats	323	3.2 yrs	---	Active

BENEFITS



Receive feature feedback for refinement



Gather customer-backed justification for feature prioritization & project direction (MVP & beyond)




Form a clear National Account Tire Center Manager persona in context of Coats Connect.

Caleb

 Tire Center Manager at Costco

 35 years old

 1 year as Tire Center Manager with previous experience as technician and/or other management

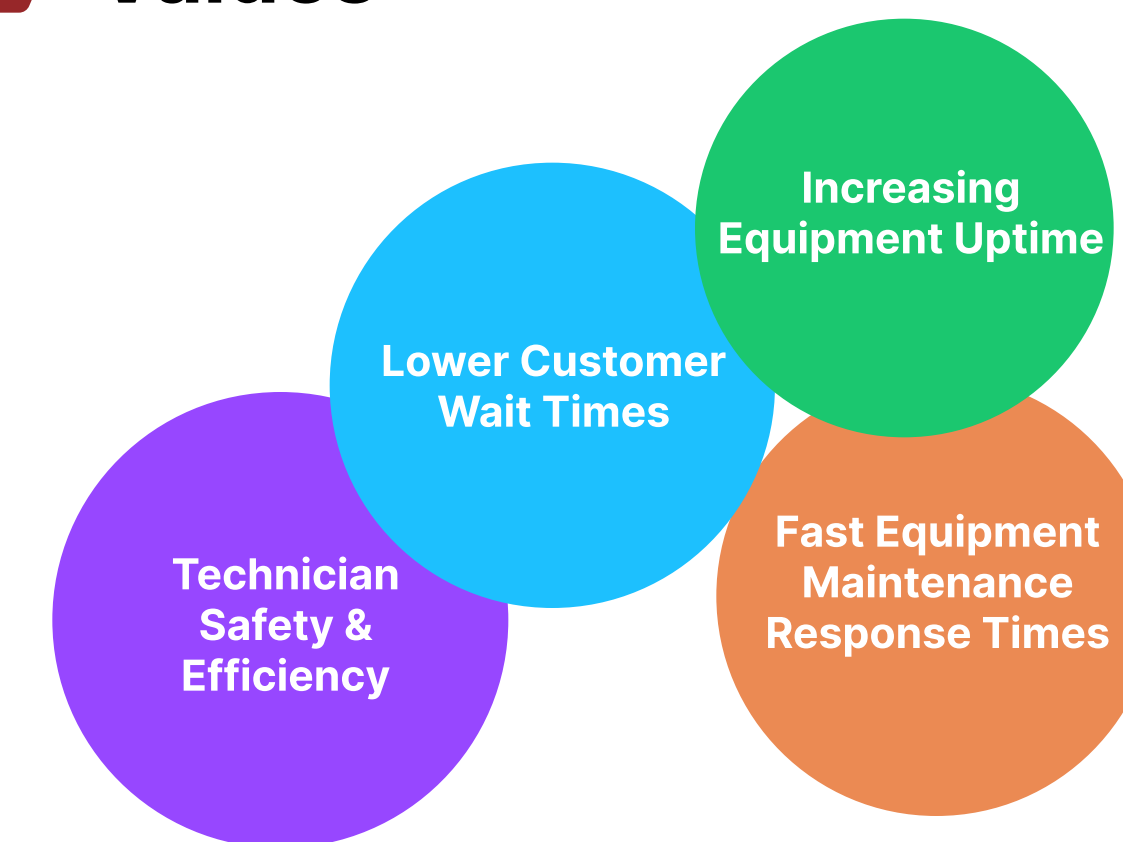
 Texas

Bio

Caleb is the Costco Tire Center Manager in Texas for about a year now. Responsibilities include:

- Manage staffing safety requirements & scheduling
- Interface directly with customers,
- Check store invoices & sales status throughout a day
- Orders parts & equipment maintenance when needed.

Values



Goals

What he wants to accomplish & why

- Maximize the uptime of his store's equipment to **keep bays filled and stay on track with company sales & safety quotas.**
- Schedule his technicians/Keep his store staffed efficiently throughout the day to **lower service times, even in their busiest hours.**
- **Request maintenance quickly and easily**
- **Appease upper management** who check in regularly on store activity and push for more sales and lower wait time.

Pain Points

What's stopping him from accomplishing Goals

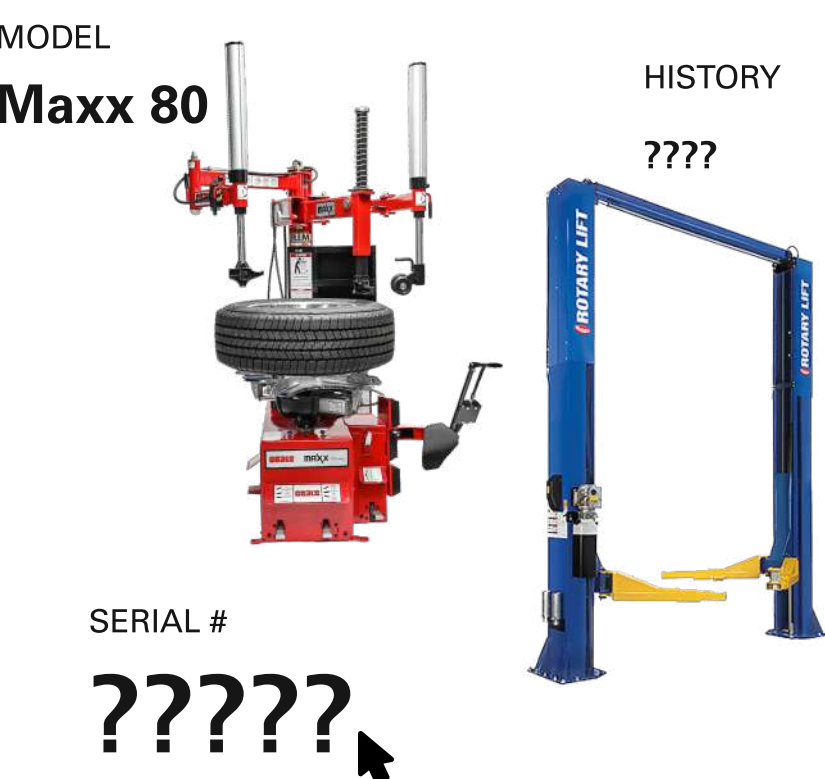
- Has little to no maintenance history about when a machine was last fixed, and feels more frustrated to have to adapt to busy store hours when equipment does go down
- Frustrated when requesting maintenance because equipment serial numbers are rubbed off, making it near impossible to identify the machine. Frustration exacerbated when service does not come to fix the machine on the manager's timeline
- Lacks information & data to support reasons behind store operations & productivity (good and bad) to show to potentially overbearing General Store/Regional Managers



Insight Headline

Accessing BASIC equipment maintenance information makes managers feel more in control of their store.

Visual Aid



Insight Context

Managers **struggle to access equipment identification and maintenance records**, which makes it harder to track patterns in equipment issues and justify equipment downtime. Managers usually make mental notes and recall from memory which machines have issues and what those recurring issues are. **The condition of the equipment is stored in their head.** There's a **sense of slowness & helplessness** as they have no other option than to continuously put in service requests

Findings & Supporting Evidence

Serial numbers are rubbed off, making it hard to fill out the service request that requires serial number identification

All interviewees said they had no record of equipment inventory or maintenance history - there is no place they can go to to view basic age, model, serial number, of the equipment in their store.

don't have a list of all their equipment and serial numbers which they really need

He also likes the serial number section because a lot of the serial numbers wear off or get too dirty to see

Cruz

They have a portal where you fill out for the equipment you need serial number etc to order new equipment or parts

AB

He likes the equipment summaries with the certifications because it'll help him keep up with expired certificates

Jordan

*also mentioned about needing to see serial number because it wears out on the machine

- he tried to press search
- services calls are rough and take time
- he wants to be able to search - history of maintenance

David

Puts in recurring service requests for air valve on his coats tire changers

helpful to have a section that shows when an equipment went under maintenance and was worked on last

Cheyenne

Equipment List

Serial Number

Service History

Image of Equipment

Lift Certification

Install Date/Age

Search for Equipment

Making Requesting & Monitoring Maintenance/Parts Ordering Easier...

Search equipment serial

[COMPANY LOGO]

EQUIPMENT: STORE 1234

Updated 4:12 04/16/24

All

Bay 1

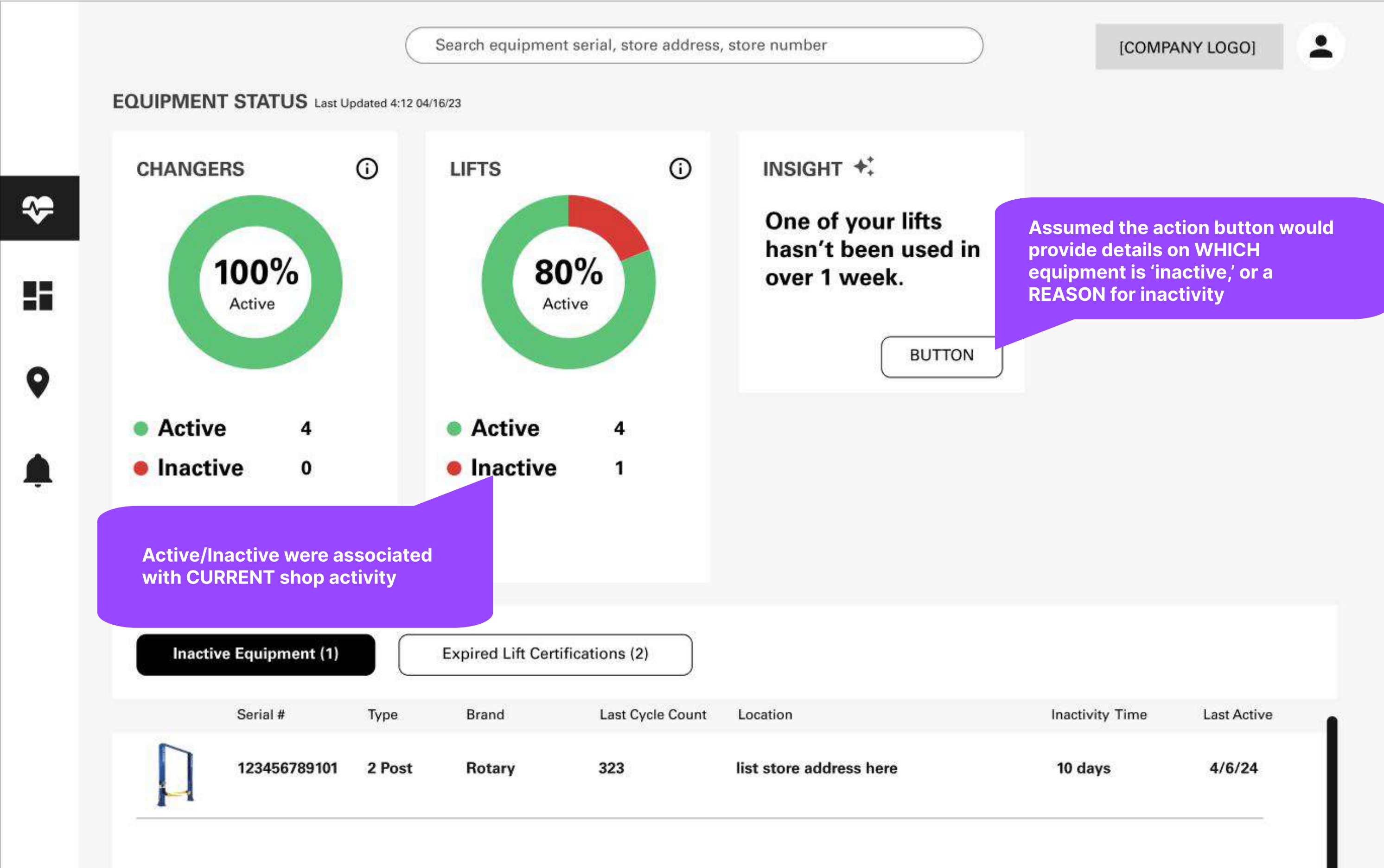
Bay 2

Bay 3

Bay 4

	Serial #	Model	Type	Brand	Cycles ▼	Age	Next Service	Status
<div></div>	12345	4P2N110k	2 Post	Rotary	1,234	4.2 yrs	04/29/24	<div>Inactive</div>
<div></div>	Sdfwe123	5NJ10k	2 Post	Rotary	7,864	4.2 yrs	---	<div>Active</div>
<div></div>	42351df	8HNJ10k	2 Post	Rotary	6,624	2.4 yrs	---	<div>Active</div>
<div></div>								

Upon first impression, the Equipment Status Page was commonly interpreted more closely to being a “live” report



Interpretation of

● “inactive”

- The machine is available but not busy
- Machine is not being used because:
 - There is no car being serviced
 - Something might be wrong with machine

"Not being used constantly" (store closed)
What they want/or think the "Button" does: "shows me what lift it is"
Cruz

The equipment is not busy
What they want/or think the "Button" does: How long the equipment has not been used for
Cheyenne

""The bay is open but no vehicles are being served, maybe there could a different button to show that it's broken"
David

"You're not using it [the equipment]"
What they want/or think the "Button" does: "More details, see what's going on"
Note: He thought the button explaining why the lift is not working is a little redundant
Jordan

"what's going on right now"
Inactive can mean it needs to be serviced
What they want/or think the "Button" does: "See what lift it is and why"
AB

Interpretation of

● “active”

- the machine is currently in use
- The bay is actively occupied
- *A task is completed*

"You're using it" [the equipment]
Jordan

"It's been used constantly"
Cruz

The equipment is busy
Cheyenne

The service is "completed"
AB

"Bay has a car"
David

User Interface Recommendations/Next Steps

Move this status page to NOT be the home page

💓 Iconography may give impression that the dashboard is 'living' and more active than it really is

Put more emphasis on store equipment information & equipment lineup.

Brainstorm different terminology

Insight Headline

Managers want to see patterns about their store operations...

Visual Aid



Insight Context

Managers allocate technician labor and their own workload according to store busyness and equipment availability. However, they face challenges because the **current in-house apps** only display performance results like sales and service times, rather than tracking outcome patterns and potential underlying causes. As a result, **managers constantly react to outcomes, rather than proactively optimizing store efficiency.**

Findings & Supporting Evidence

Provided in-house tools center around numerical, sales related outcomes like labor hours, invoices, service stats, and part order forms.

Store Managers must report to superiors (General Store Manager or Regional Manager) and justify store performance

Being able to make reports to higher ups will be useful. [He thinks the regional manager would also benefit from using it]

Tries to meet upsell quotas targets and keep tire service times down. Must track equipment and tire warranties.

Cruz

He thinks this dashboard will be very helpful when it comes to staff schedules and organizing who should come in when

How many tires would help him understand how to staff, **Cruz**

Costco uses AS400 ' Metrics they currently collect Labor hours, service stats, how many invoices per day etc

Jordan/David

He wants [coats connect] to show his manager productivity. Believes regional manager will also be able to make use of it

[I want to] measure of how much work is being done vs what the payroll/staffing looks like.

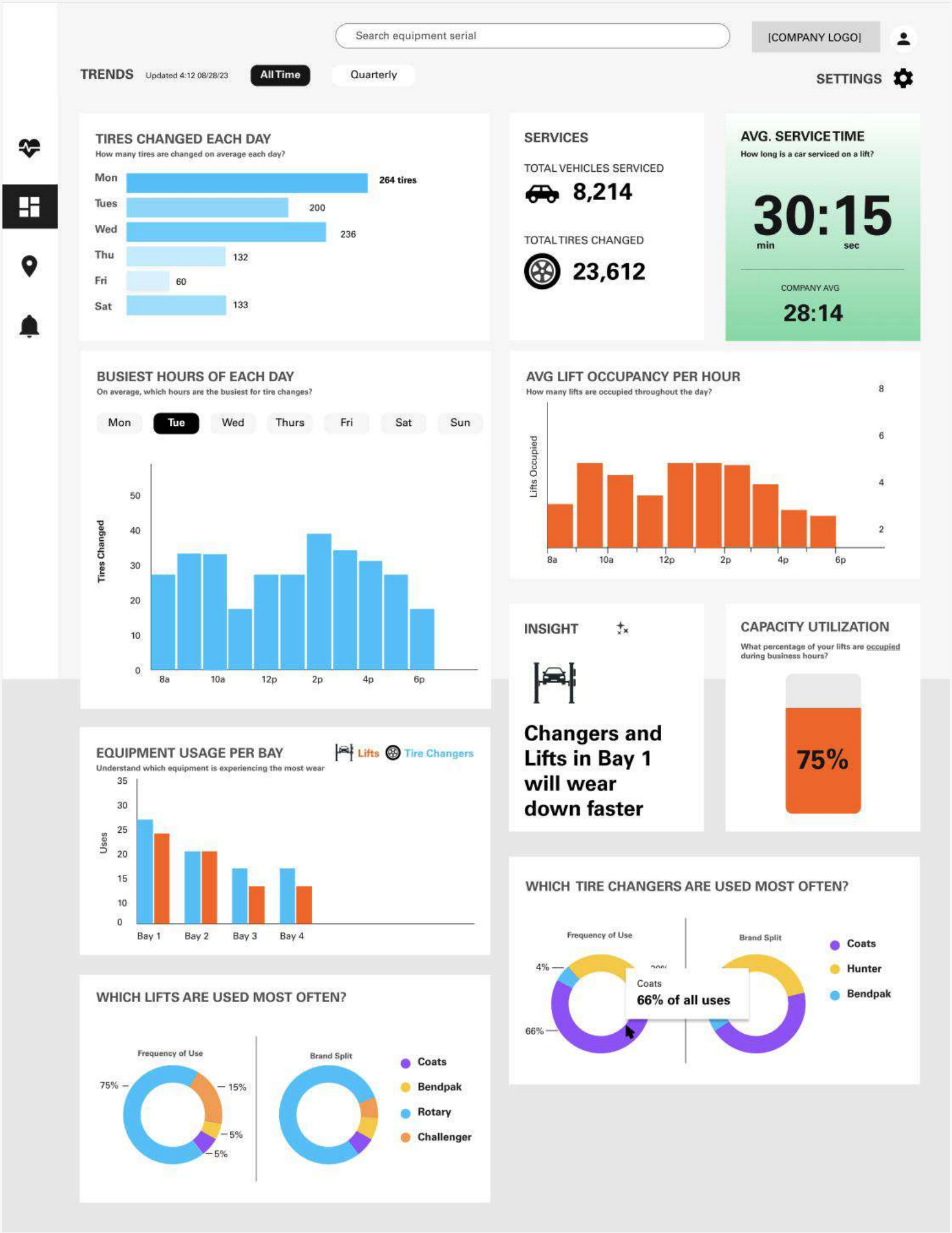
He wants help with scheduling staff according to store data

David

Wants to know how to better dedicate tasks and how to schedule people

AB

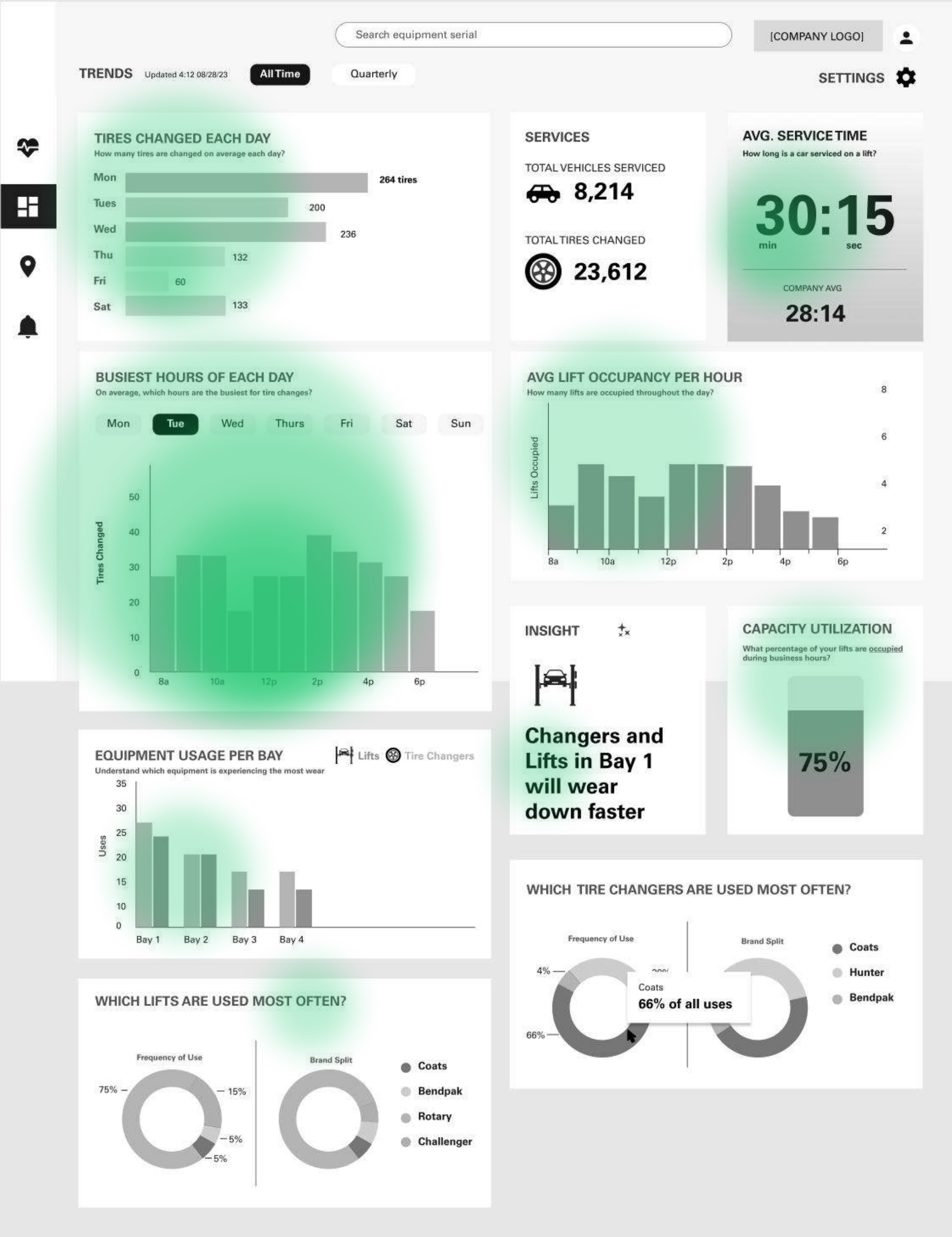
...Ok, so which patterns are meaningful?



Visual Features

Written Features

- Busiest Hours of Each Day
- Avg Service Time Per Car
- # of Tires Changed Per Day
- Equipment Usage per Bay
- See which Equipment are most used
- See how many lifts are occupied throughout the day



Most Valued & Interesting Screen to Users

Most Well Received Features

Busiest Hours of Each Day: |||||
of Tires Changed Per Day: |||||
Avg Service Time Per Car: |||
Equipment Usage per Bay: ||
See how many lifts are occupied throughout the day: ||

UI Recommendation

- Place most valued data blocks toward the top of the dashboard, more readable and simple to interpret.
- Consider moving this to be the ‘Home’ page of Coats Connect

User Experience Recommendations/Next Steps

Users were already thinking about how the data blocks can be connected. Consider digging into how we can provide summary insights, or suggest call to action report based on patterns

Connecting Service Times to Sales

Average amount of time a car spent on a lift vs busiest hour of the day
differentuate between how long a car is being serviced, divided up by service type...

how to dedicate tasks and how to schedule poeple - also something he wants

AB

-He wants to see what his store's performance is compared to other stores

-Wait times + service times

David

-He also likes usage per bay - it'll help him figure out how many invoices there are per bay, how long it's being used for, how many tires changed every 30 minutes

Jordan

Store Capacity/Occupancy Insight

He would also like to see why someone prefers one type of lift over another, Would also help him figure out if an equipment needs to be switched

Cruz

He wants to see if all the bays are being used

David

Connect Busyness to Scheduling Staffing/Man Hours

He thinks this dashboard will be very helpful when it comes to staff schedules and organizing who should come in when

How many tires would help him understand how to staff,

Cruz

Wants to know how to better dedicate tasks and how to schedule people

AB

[I want to] measure of how much work is being done vs what the payroll/staffing looks like.

He wants help with scheduling staff according to store data

David

Collect Timestamps correlating to equipment usage/cycle count and report at least once a day

how often would he look - once a week realistically; ideally, a couple times a day

David

he would like to have a dashboard that shows him what's [equipment] is being used everyday

AB

Next Steps