

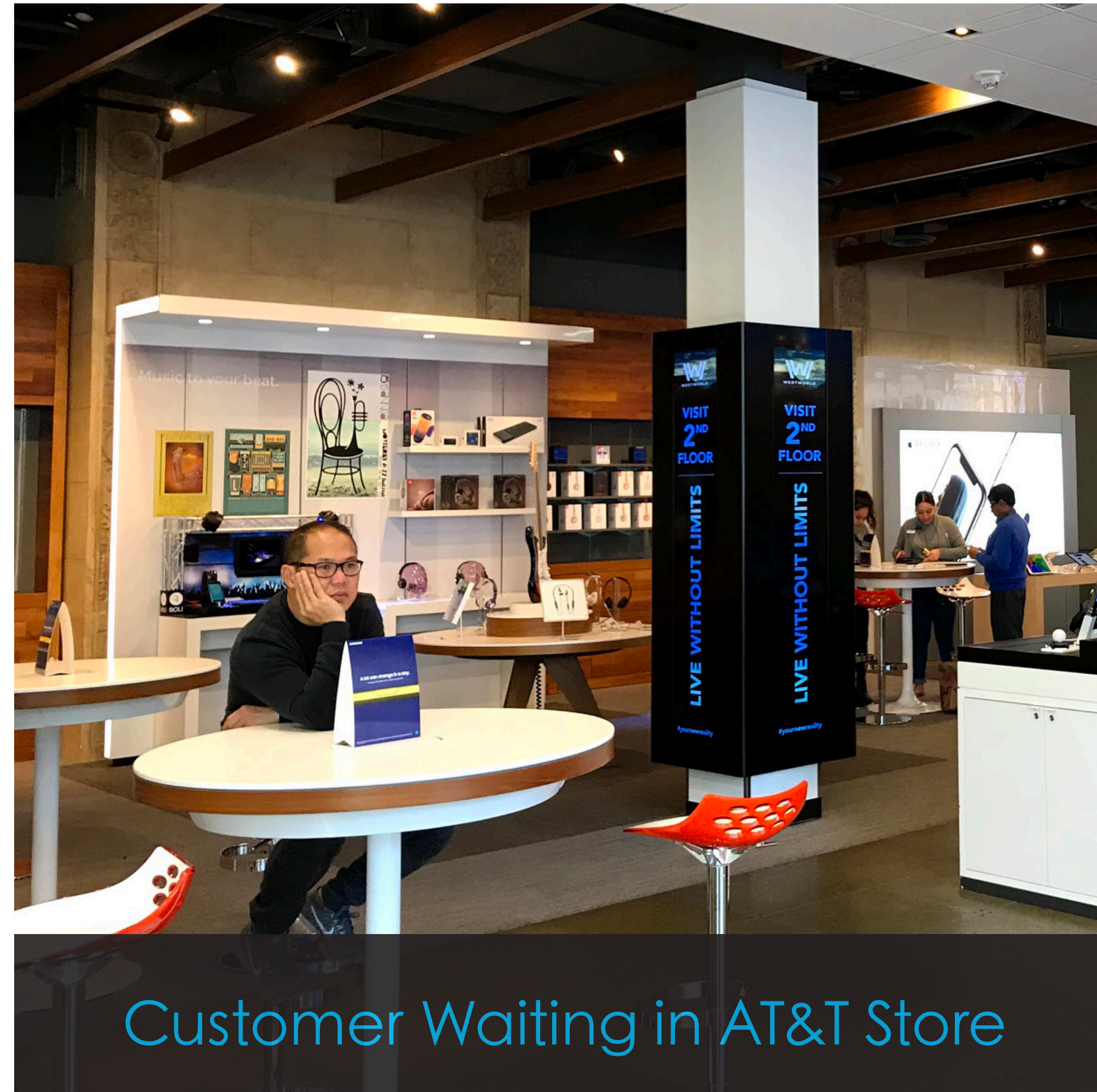


Problem

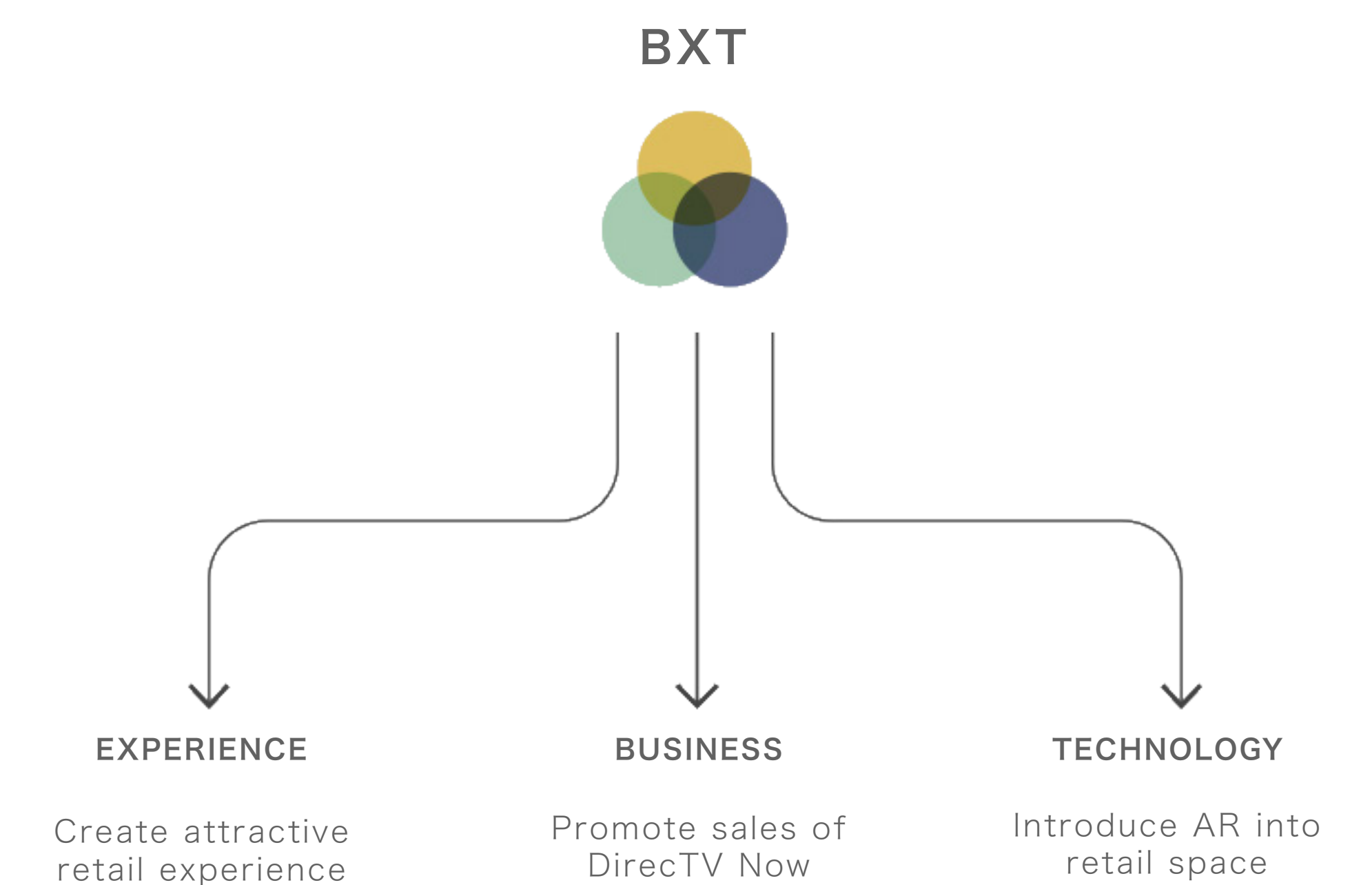
In this competitive age in retail, retailers are looking for different platforms to gain an edge on their competition.

The core challenges to solve in this project is threefold:

1. Improve retail experience for AT&T **customers**
2. Align solution to AT&T **business** goals
3. Make it **technologically-innovative** that differentiates from the competition



Customer Waiting in AT&T Store



Using BXT to Frame the Problem

Approach

Research the current state of retail and of AT&T. Conducted secondary research and field studies of high-profile retailers, and studied different trends in the industry.

Scope into a specific space that intersects the goals of all our stakeholders.

Prototyped in quick successions with three major prototypes that were tested with users. Uncertainties were answered with further research, and user studies.



Field Study in AT&T Concept Store



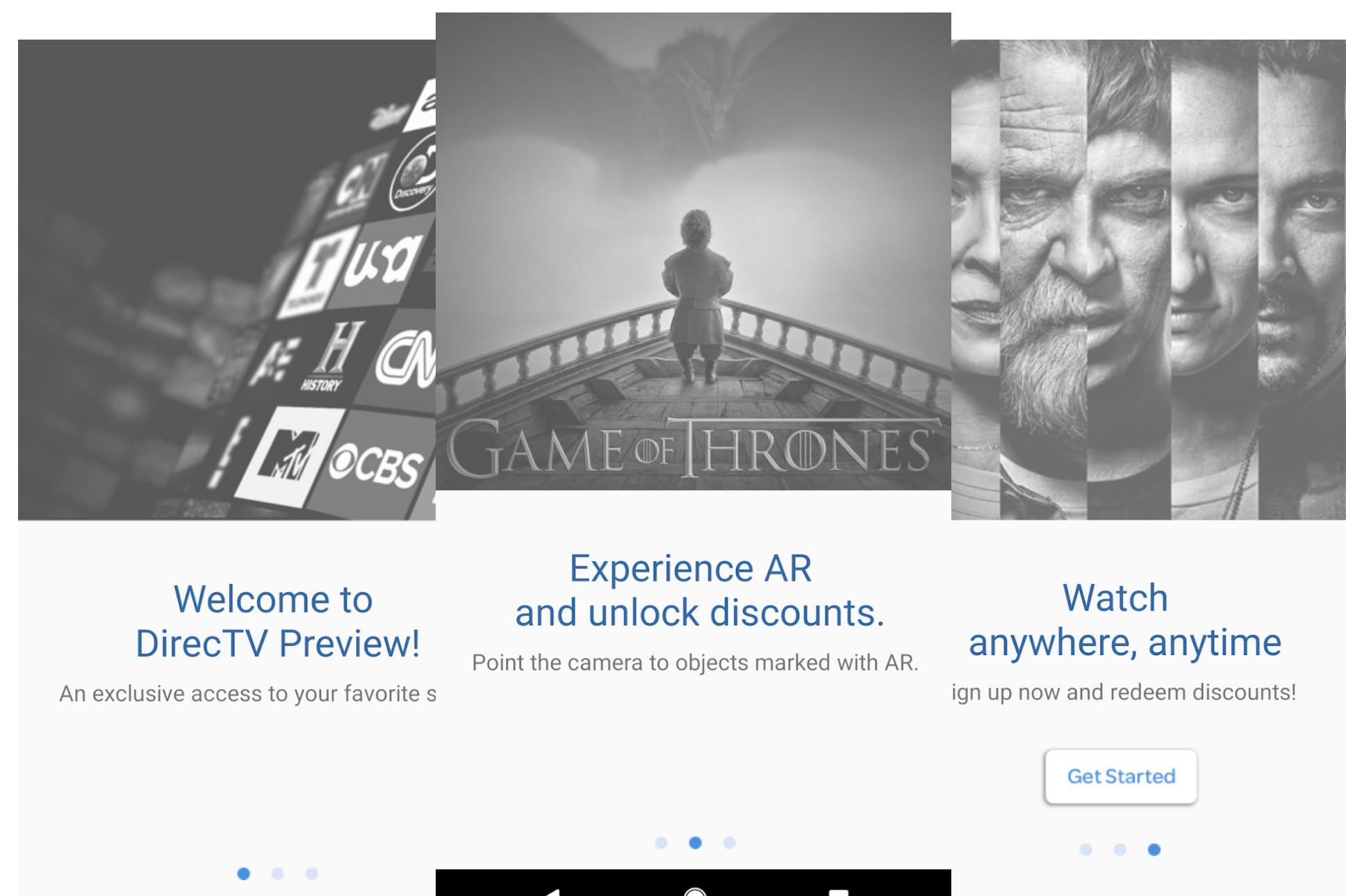
Shoutouts from AT&T Flagship Store

Solution

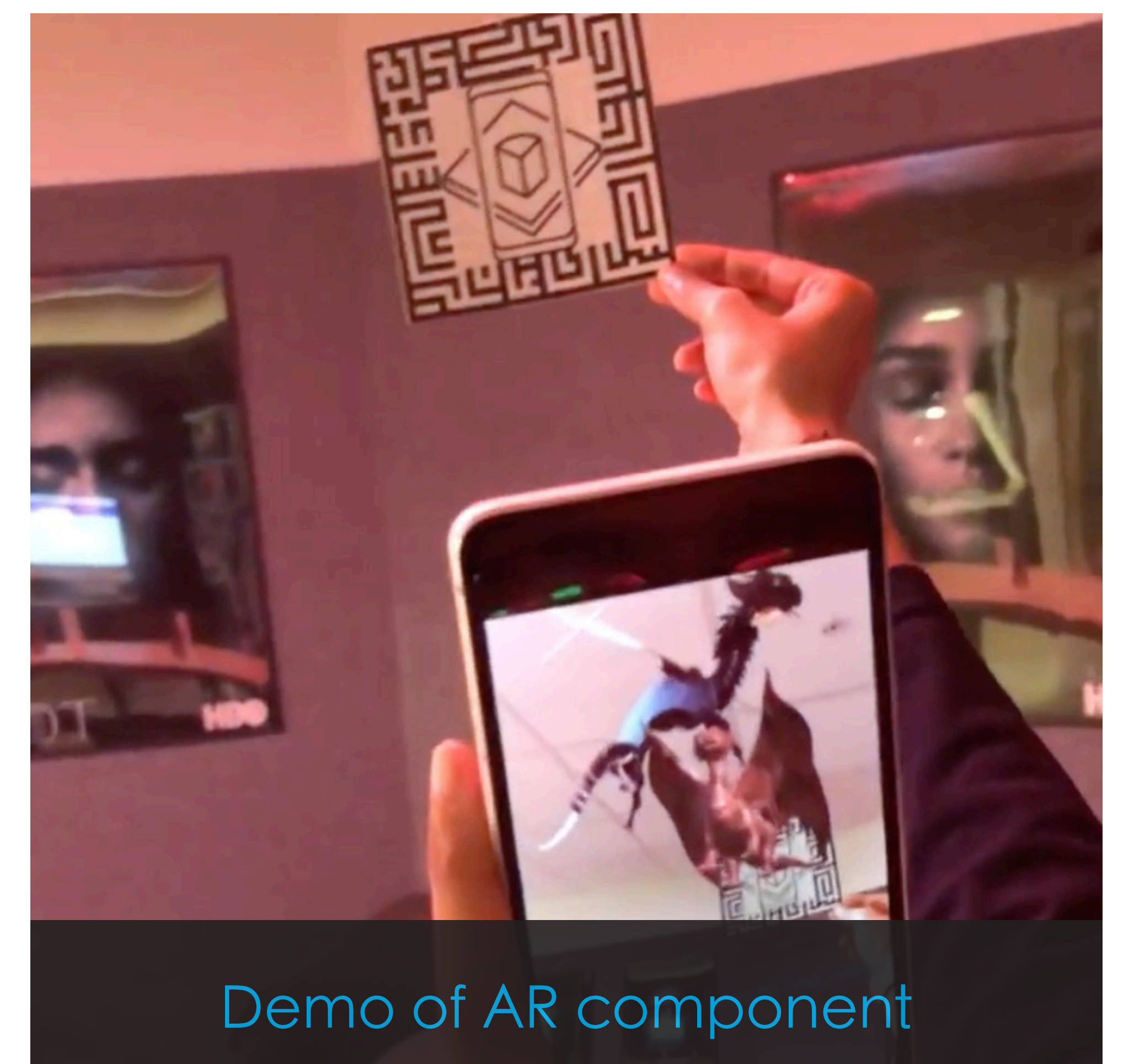
The end result of our project is a physical retail concept store and an Android phone application.

The app features a **new interaction model** to introduce DirecTV to customers by using curated content and Augmented Reality.

With this solution, we deliver an engaging experience for customers to interact with in store, as well as the option to take the experience home with them.



MAST In-Store Mobile App



Demo of AR component