

FULL EXPERIENCE VISION

Valeria's Journey



Valeria

The Fashionista

Age: 31

Status: Single

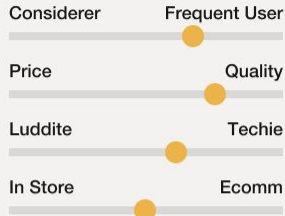
In a Nutshell: Chic

Card level: Socio

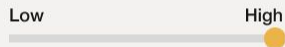
“Credit, but make it fashion.”

El Palacio de Hierro

Personality



Brand Awareness



How can we reach them

- Social media
- La Gaceta
- Targeted ads
- Influencer campaigns

What they look for

- Luxury Fashion
- Style & Ideas
- Travel Inspiration
- Creature Comforts
- New Trends
- Restaurant Openings & Reviews

Bio

She may live in Roma Norte, but make no mistake: Valeria is a citizen of the world. She takes frequent sojourns to cultural centers like London, Paris and New York, picking up trends along the way and developing a style all her own. She is fulfilled not only by her career as an art curator, but by her diverse, multi-faceted friend group, all of whom inspire her to live her best life.

When it comes to romance she's in no hurry to find Mr. Right despite the relentless pressure from her abuela. Modern not only in love but in finance, she banks with NuBank and utilizes Rappi's credit services. She loves the in-store experience of shopping at El Palacio, which feels as beautifully curated as one of the shows she'd assemble at Proyectos Monclava. But while she also loves shopping online, which better fits her busy work and travel schedule, she hates the Palacio e-commerce experience—it's cluttered, promotional, and not reflective of her high aesthetic ideals.

She is a Socio card holder, and while she shops often enough to benefit from a Total card, she is too frustrated with the current digital credit services to bother upgrading.

Keywords:

Fashion

Inspiration

Culture

Goals

- Retire young! Valeria, a self-made woman, is focused on her finances and always seeks the best possible provider of credit.
- To wear the latest fashions, always looking chic and on trend.

Frustrations

- She wishes she could keep better track of her monthly Palacio expenditures.
- She'd love to be able to buy online and pick up in store on days when she's too busy to enjoy the full shopping experience.

Our persona:

Valeria, 31, single, Socio cardholder



Motivation:

Buy it without having to pack it.

Purchasing journey:

- After a whirlwind weekend of gallery hopping in Milan, Valeria decides to treat herself to a day of shopping when she happens upon a super-cute denim jacket.
- She opens the Palacio app, where she is currently logged out.
- She navigates to the image search functionality and takes a picture of the jacket.
- The app magically redirects her to the relevant PDP.
- Valeria attempts to save the item to her wishlist...
- But must first log in to her PH account. Having done so, she returns to the PDP...
- Where the jacket is now hearted, indicating that it's been saved to her wishlist.
- Days later back in Mexico City, she receives a notification that her favorited item is selling fast.
- She opens the app and adds the denim jacket to her cart.

Thought process:

*OMG this jacket is super-cute!
Unfortunately, I'm just passing
through Milan and only
packed a carry-on :(*

Valeria's Journey 1/9

Shopping in Milan

State: Off app Experience - IRL



Thought process:

God I simply LOVE this jacket. Too bad my Rimowa is already bursting at the seams. Let me see if Palacio carries it...

Valeria's Journey 2/9

Opening The App

State: **Commercial Home**



Thought process:

I haven't explored the Palacio app too much since downloading it, as I've been more into shopping in-person these days, but I do remember seeing some image search functionality I'm keen to try out...



Proprietary & Confidential

User Objective: Find specific functionality quickly and easily.

User Experience: An [intuitive bottom nav](#) helps users navigate to the right section of the app to achieve their goals.

Valeria's Journey 3/9

Image Search

State: **Category Landing Page**



Thought process:

Ah, this is perfect—let's see if Palacio has this item in stock.

TAKE A PHOTO AND SEARCH FOR SIMILAR PRODUCTS

Take or upload a photo of your favorite products and find similar ones.



UPLOAD A PHOTO

SELECT A PHOTO

DON'T HAVE A PHOTO?

Select one of these images.



User Objective: Find an item in Palacio's product catalog by simply pointing and shooting.

User Experience: Ability to [upload](#) or [select a photo](#); ability to [close this feature](#) and continue navigating the product catalog via a more traditional path. [Showing](#) (in addition to telling) the image search feature functions helps users [understand at a glance](#) how to get the most out of their app experience.

Valeria's Journey 4/9

Save it to her wishlist

State: PDP



Thought process:

Perfect, found it! Ugh, but my Palacio card is in my other wallet. Let me save it to my wishlist and check out later.



Proprietary & Confidential

User Objective: Save items to her wishlist with a simple tap.

User Experience: Standard PDP functionality keeps the interaction [distraction-free](#), with the clearly [recognizable symbol](#) of the “heart” signalling to the user that she can save this item directly to her wishlist.

Valeria's Journey 5/9

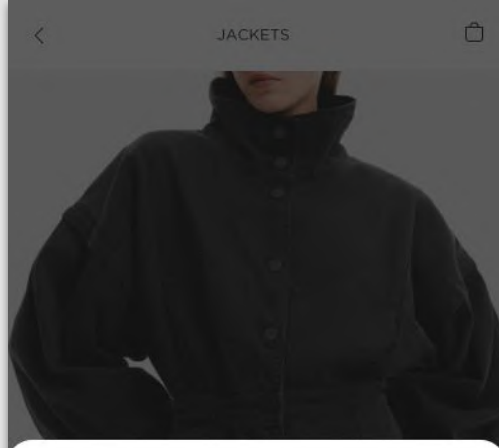
Logging in

State: **Commercial log in**



Thought process:

Ah, yes, if I'm going to save it to my wishlist I suppose I'll have to sign in to my account. This makes it easy.



ACCEDE A TU
CUENTA PALACIO

SIGN IN

[Forgot your password?](#)

SIGN IN

OR

CREAR TU CUENTA

Proprietary & Confidential

 **astound**
COMMERCE

40

User Objective: Log in to my account.

User Experience: Modal functionality keeps the user engaged in the shopping experience while capturing the data needed to drive the next interaction. Large form fields with clear CTAs to “Sign In” or “Register” depending on whether or not the user has an account.

Valeria's Journey 6/9

Item “hearted”

State: PDP



Thought process:

Cool! I can clearly see that this item is now in my wishlist. Looking forward buying this piece as soon as I'm back in CDMX.



Proprietary & Confidential

User Objective: Ensure this item that I love has made its way onto my wishlist as intended.

User Experience: Standard PDP experience keeps the interaction distraction-free. The “heart” icon fills in when an item has been added to a user’s wishlist—recognisable functionality that makes the app feel *intuitive and familiar*.

Valeria's Journey 7/9

Bored at home

State: Off app Experience - IRL



Thought process:

*I wish this book were
more of a page turner...*

Screw it.

Where's my phone?

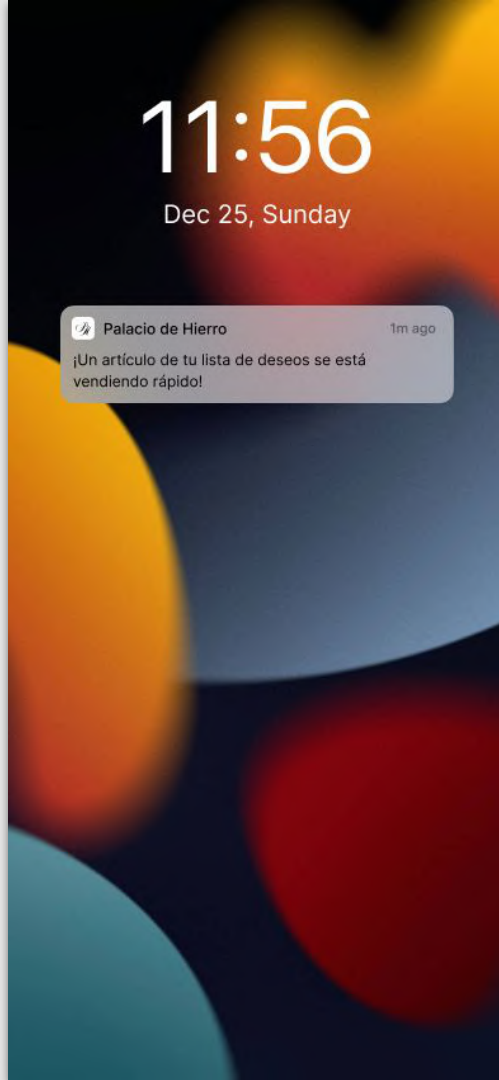
Valeria's Journey 8/9

Wishlist push notification

State: **Lock screen**

Thought process:

I can't believe I'd almost forgotten about that jacket from Milan! I'd better hurry up and snag it before it's gone.



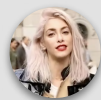
User Objective: See at a glance whatever new information Palacio needs to inform me of.

User Experience: For logged-in users, notifications will appear directly on the lock screen. This [simple, universal interaction](#) helps re-engage customers, creating a relevant [touchpoint to drive them back to the app](#).

Valeria's Journey 9/9

Reviewing her wishlist

State: **My Account (Commercial)**



Thought process:

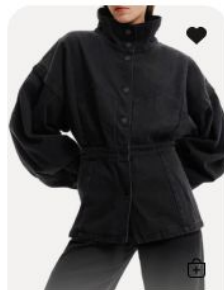
Love that I can see all of my saved items at a glance, and how clear it is to add them straight to my cart. Can't wait to buy this jacket online and pick it up in store—just in time for tonight's party!



LISTA DE DESEOS

Proprietary & Confidential

4 artículos



Vendiendo Rapido!
DESIGUAL
Oversized denim jacket
\$11,200.00



BIMBA Y LOLA
Botas Chelsea
\$8,800.00



VALORO
Anillo Mujer
\$5,600.00



COACH
Bolso crossbody
\$7,100.00

User Objective: To review and manage all current saved items in my account.

User Experience: Clear calls to action prompting users to [delete an item](#) from the wish list or [add it to their cart](#). An additional callout for [fast-selling items](#) motivates users to shop specific items. A simple, straightforward interface with high-quality product tiles reminds users of the items they have saved.