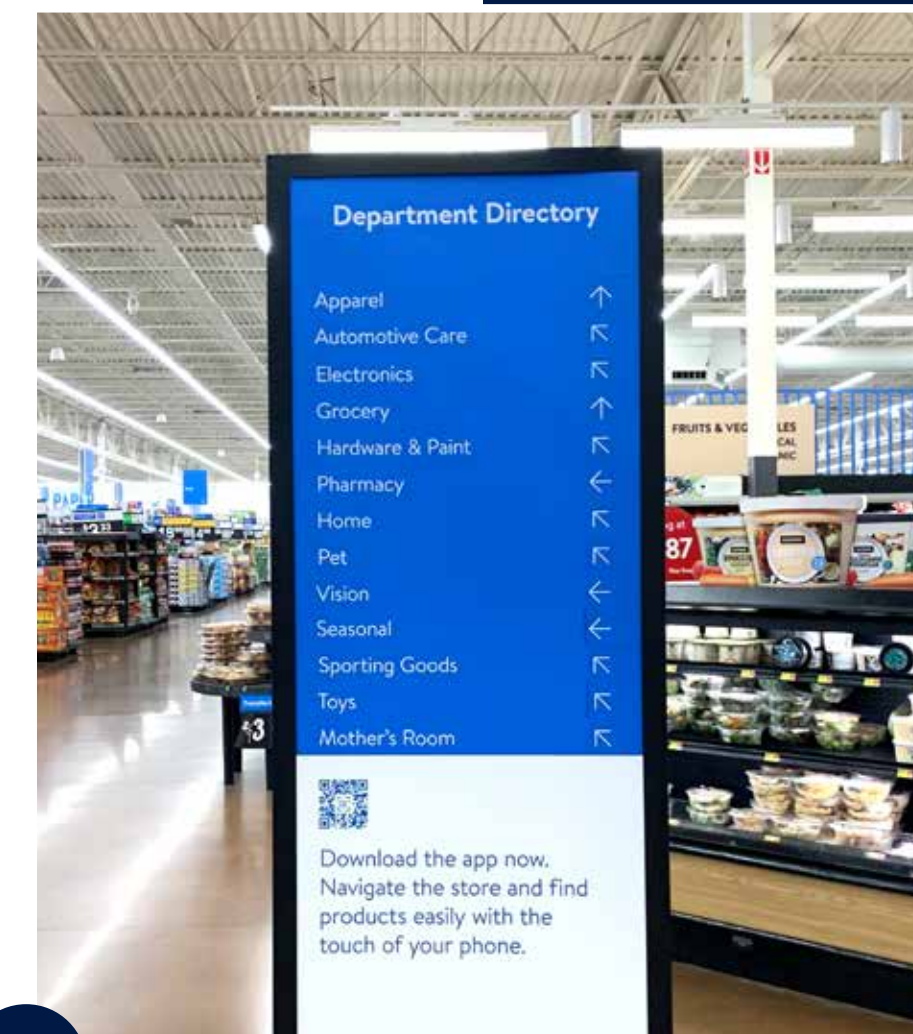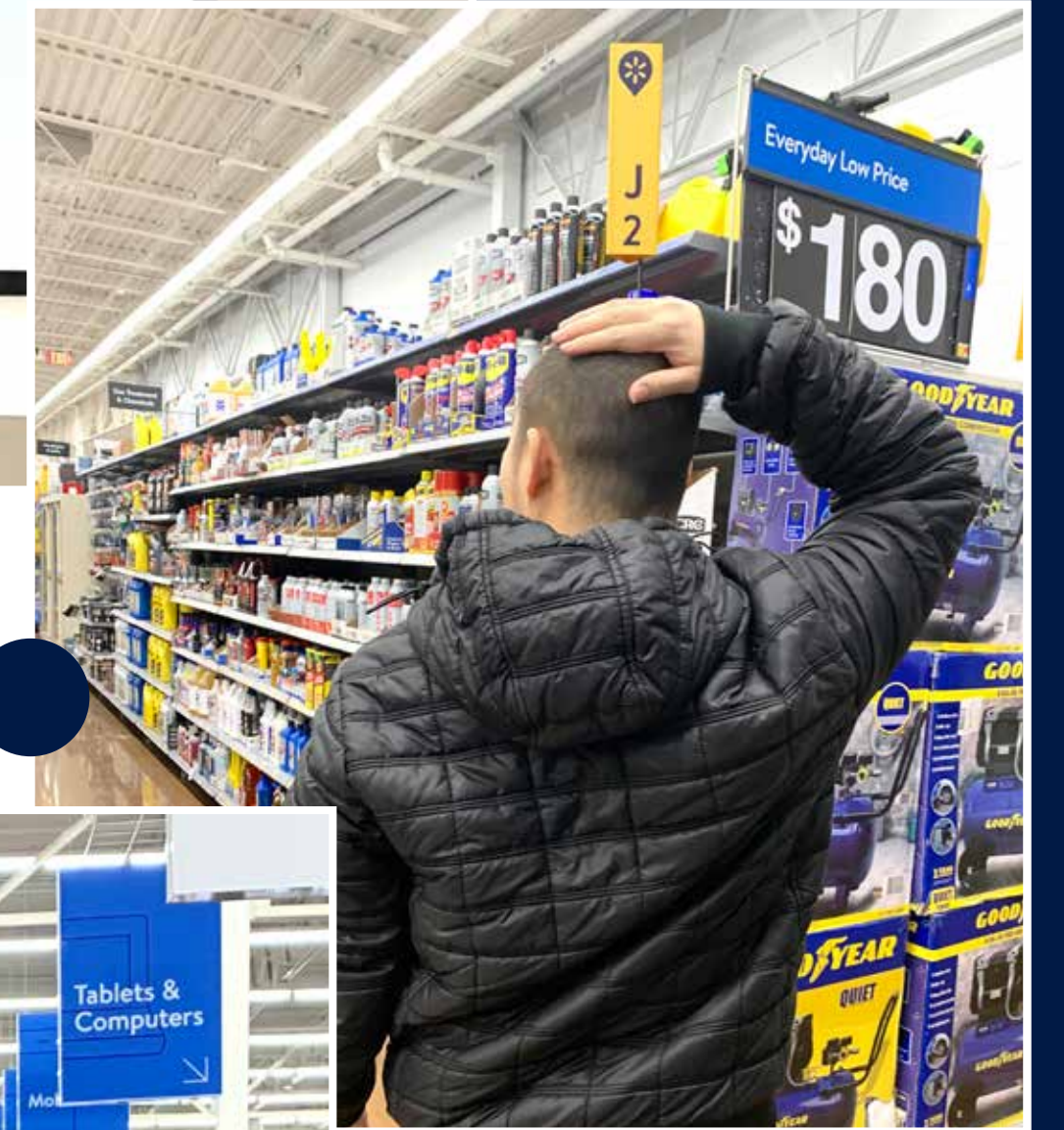# Problems identified

1. DEPARTMENT DIRECTORY

- Lack of user attention >> not helpful.

- The arrows are not highlighted >> causing confusion.

- The directory has no visual hierachy.

- ➤ **Observation: Users walk directly to the store and passe the sign without knowing it exists.**

2. USER SUPPORT

- Lack of language support.

- Even a store assistant is unsure about where an item is located

- ➤ **Observation: Users who don't speak English, who are mute or hearing impaired, and who are not sociable can't seek help easily.**

3. CATEGORY LABELS

- Too many choices >> causing users to analyze too much information at once.

- The directory and labels are not utilized effectively.

- ➤ **Observation: Most of users keep their eyes on aisles and look for items on the racks. Even though the category signs are big and visible above the shelves, users don't look for these.**