

Customer Flow Report

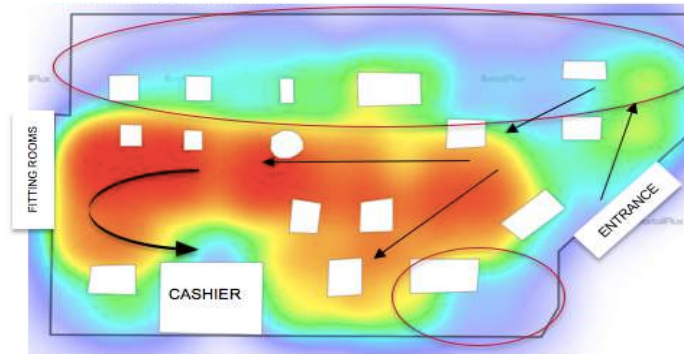
FASHION STORE CASE



STAGE I – Big Picture Comparative analysis

- Almost 40% of the store were hardly visited.
- There is very few customers passing through racks along the right wall.
- The store had 3 clear stop and shop points, that is very little relative to how big the store is.
- There are quite a lot people stopping in entrance zone.

PASSERBY



Source: RetailFlux platform, StoreFlux view.

Black arrows: Illustrates where customers move within the store.

Red circles: show which areas of the store that are hardly visited.

IMPRESSIONS



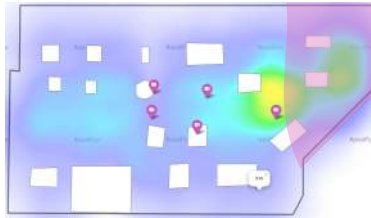
Source: RetailFlux platform, StoreFlux view.

Circles: Illustrates which areas of the store customers often stop.

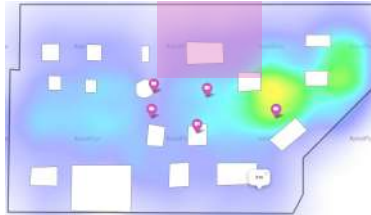
STAGE I – Zone activity

Camera view for particular zones

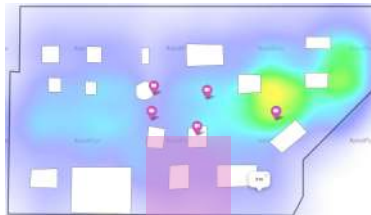
- The pictures to the left marks which zone is covered in the pictures to the right.
- **Zone 1:** The customers passes the entrance zone and goes to either left or right.
- **Zone 2:** Racks that were blocking the way, made it difficult for customers to move along the wall.
- **Zone 3:** Its difficult for customers too get access to the walls.



Zone 1



Zone 2

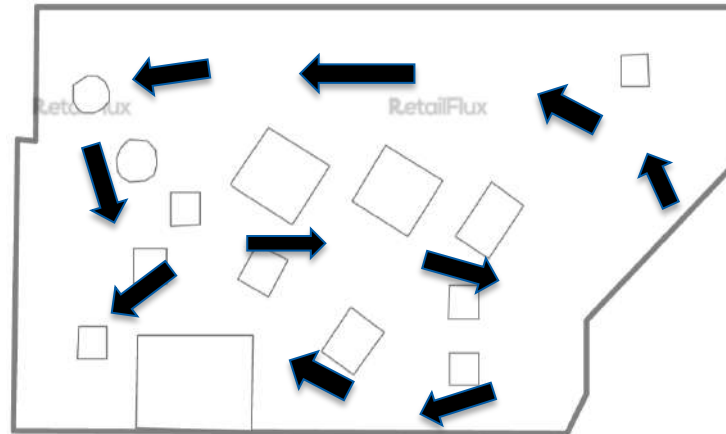
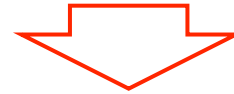
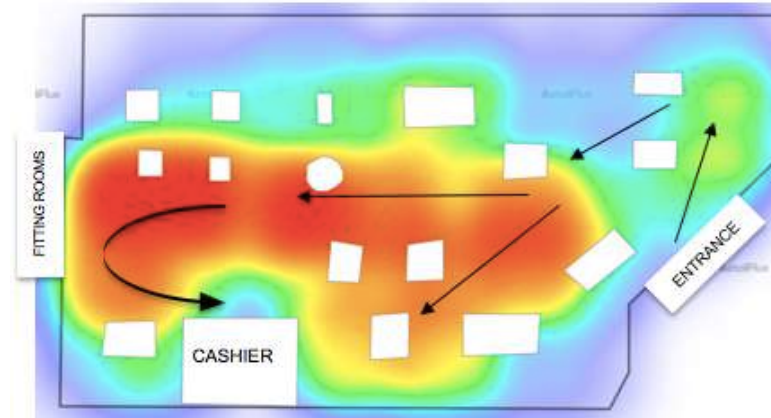


Zone 3



STAGE 2 - Big Picture Making Physical Changes

- To get customers to visit more of the store it was obvious that we needed to make more space. In that case we had to take out a lot of racks and products.
- The main goal was to make a main street that covered more of the store, and therefore led the customers around the shop.



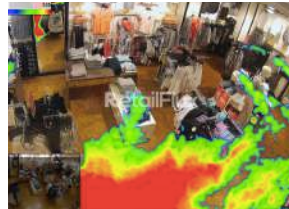


STAGE 3 - Zone activity Results

- Before there were too many racks and tables that were blocking the entrance along the wall. You can see how the shoppers doesn't move along the wall.
- Here we cleared the tables and the racks were pulled out from the wall and made a main street along the wall.
- Afterwards, we could clearly see an improvement in both passersby & impressions, which clearly instates a more optimal store layout.



Before



After



ENTRANCE

PASSERBY

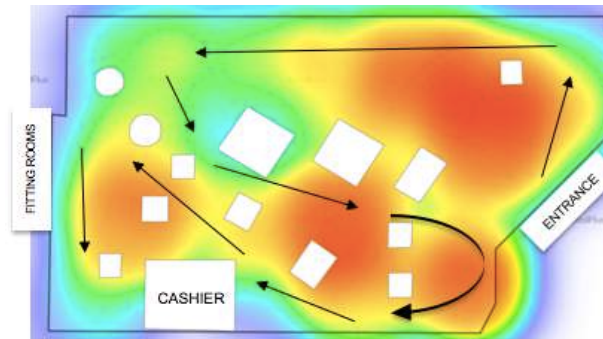
IMPRESSIONS



STAGE 3 - Big Picture Results

- The store has improved the area of passerby, and increased the visited area from 40% to 85%.
- The store went from 3 to 7 shop and stop points.

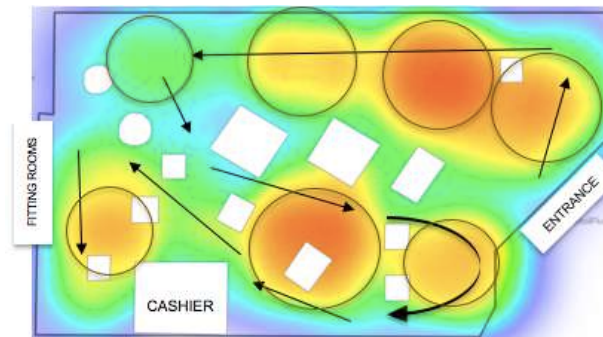
PASSERBY



Source: RetailFlux platform, StoreFlux view.

Black arrows: Illustrates where customers move within the store.

IMPRESSIONS



Source: RetailFlux platform, StoreFlux view.

Brown circles: Illustrates in which areas of the store customers often stop.

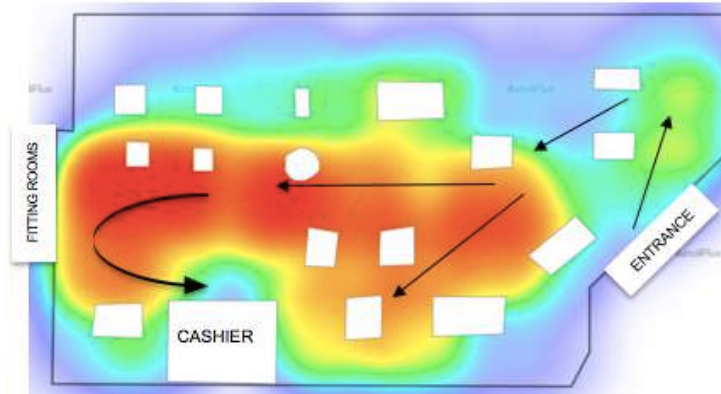


STAGE 3 - Big Picture Results

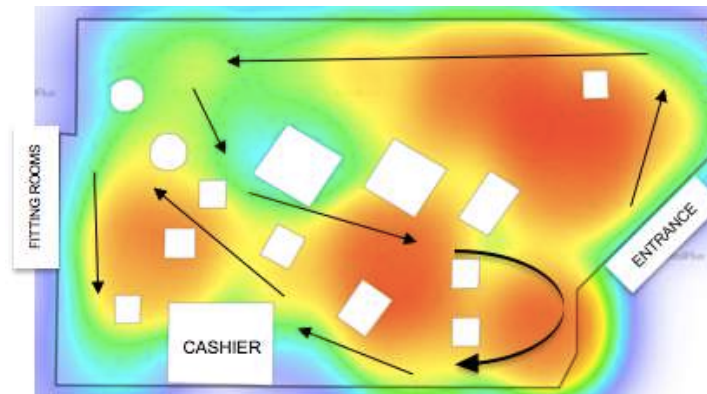
- The store has improved the area of passerby, and increased the visited area from 40% to 85%.
- The sale increased with **38%** after we changed the floorplan.



PASSERBY



Before



Sales: + 38%

After

