Helping Home Depot Optimize
THE SHOPPER EXPERIENCE
IMPORTANCE OF THE SHOPPING EXPERIENCE
SUPPORT A CULTURE FOCUSED ON THE CUSTOMER

Home Depot Inverted Pyramid

CUSTOMER

FRONT-LINE ASSOCIATES

FIELD SUPPORT

CORPORATE SUPPORT

CEO
THE COMPLEXITY OF TODAY’S SHOPPER EXPERIENCE

Today’s shopping experience is more complex than ever before.

- How do I find what I want?
- Should I shop online or in-store?
- Which products will solve my problem?
- Can I find this for a lower cost?
- How can I make this trip more enjoyable?
- How can I get this done quickly?
A blend of emerging tools and traditional methodologies can be used to understand and optimize the shopping experience.
RESEARCH TOOLKIT

Each of the tools provides different perspectives:

- **IN-STORE EYE-TRACKING**
  - Visual & Navigation Behavior

- **QUALITATIVE SHOP-ALONGS**
  - Reasons for Behavior

- **EXIT SURVEYS**
  - Experience Metrics

- **EMPLOYEE INTERVIEWS**
  - Operational Issues & Internal Perspective

- **ONLINE SURVEYS**
  - New Concept Screening
IN-STORE EYE-TRACKING

Specialized eyewear can capture visual behavioral data throughout the shopping experience.
IN-STORE EYE-TRACKING

• Which in-store items are being noticed
• Degree of capturing shopper attention
IN-STORE EYE-TRACKING

A range of shopper measures can be captured, including:

- **AOI Counts**: Count of shoppers seeing an Area of Interest
- **AOI Time**: Amount of time that the Area of Interest is viewed
- **Heat Map**: Visual representation of intensity of viewing the Area of Interest
- **First Fixation**: Count of shoppers that look at an Area of Interest first
- **Interaction**: Count of shoppers that touch or hold a product
- **Interaction Time**: Amount of time that shoppers touch or hold a product
Path tracking analysis can be used to understand shopper navigation patterns throughout the store.
Eye-tracking can be supplemented with measures of emotional engagement, via pupil dilation and voice pitch analysis.
QUALITATIVE SHOP-ALONGS

Qualitative shop-alongs can explain **WHY** certain store experiences are working or not working.

**Immersive video reels** used to help senior stakeholders understand the shopper and their needs.
Exit surveys capture important indicators of the shopper experience:

- **Shopper satisfaction.**
- **Basket size.**

Can be combined with eye-tracking data to understand:

- Which elements are **noticed.**
- Which elements are having an **impact.**
Employees have *frontline knowledge* of the shopper experience:

- Which in-store elements affect the shopping experience.
- How shoppers are navigating.
- When shoppers need help in the shopping process.
Online surveys can test new in-store elements before investing resources to develop them.

**Webcam-based eye-tracking** can measure the potential for noticeability and attention.
**Example Of Scorecard Results**

**NOTICEABILITY** (BASED ON EYE-TRACKING)  
57% ▲

**IMPACT ON EXPERIENCE** (MUCH/SOMEWHAET BETTER)  
15% ▼

**VERDICT:**  
IMPROVE

**SHOPPER THEMES**

- Xxx are highly visible, but recall is limited (xx%).
- Xxx and xxx are the most noticeable, but shoppers look longer at the xxx on average.
- May be a missed opportunity for shopper interaction – shoppers feel these need more xxx.

**THOUGHTS MOVING FORWARD**

- Highlight the xxx with xxx to draw shopper attention.
- Make xxx more prominent and integrate it into the xxx.
- Incorporate more xxx components (e.g., xxx, xxx or xxx).
LEARNINGS ON OPTIMIZING STORE EXPERIENCE

1. Optimizing the shopper experience is critical for maximizing revenue and retail efficiency.

2. The in-store shopping experience is complex – multiple perspectives are needed to understand.

3. A hybrid of using emerging and traditional approaches maximizes learning.

4. Changes to in-store elements should be thoroughly tested before roll-out to ensure success.
THANK YOU

ANY QUESTIONS?