

# CASE STUDY

## Mass Merchandiser

### Best Foot Forward

This mass merchandiser wanted to evaluate a prototype store design's performance before initiating a massive rollout.

#### What

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The Data	Prototype	Control
Products Shopped	25.8	19.5
Products Purchased	6.4	5.5
Sections Visited	4.4	4.0
Shoppers Reached Rear Quadrant of Store	65%	53%
Waited at Check Out	71%	90%

#### So What

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The new prototype design outperformed the old in shopping incidents, shopper conversion, store penetration and cashwrap operations.

#### What Next

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Reinforce re-design elements that are working (signage and pathways) and focus on areas where new design underperforms (e.g. crowding and cross promotion in Menswear and lack of assistance availability in Electronics).