

Shopper Journey Mapping

UNCOVER AREAS OF HIGH PRIORITY FOR YOUR SHOPPERS.

UNDERSTAND YOUR SHOPPERS' JOURNEY TO IDENTIFY PRIORITY IMPROVEMENTS TO ENHANCE THE OVERALL EXPERIENCE.

A comprehensive view of the shoppers' experience is key to any organization's decision-making process. Journey Mapping helps you understand the touchpoints that not only make up your shopper's journey, but also **impact** their overall shopping experience.

WIN WITH SHOPPERS IN YOUR CATEGORY

As an "outside-in" approach, Journey Mapping encourages a shopper-centric view of organizational decision making. It focuses on understanding shopper needs and requirements, and helps you determine if the experience is seamless across touchpoints. Journey Mapping provides a true view of your shopper's journey and identifies the improvement opportunities that will have the most impact on their experience and your bottom line. At the end of the project, you will have a deliverable (infographic, map, report, etc.) that details your shoppers' journey and identifies improvement opportunities.

JOURNEY MAPPING HELPS YOU:

- Uncover important touchpoints and key influencers to identify priorities
- Highlight the ways to address shopper needs and pain points in individual retail environments
- Determine how best to utilize in-store and out-of-store touchpoints to engage shoppers

THE PROCESS

01. BLUEPRINT

We hold a **work session with your team** to produce the "inside out" view of the journey to provide the structure for the external exploration. We gather **hypotheses as well as primary and secondary information** to provide the structure for the external exploration.

02. EXPLORE

We talk to shoppers to gain their "outside in" perspective of the journey and compare it to the blueprint to **refine our initial hypotheses**. The output guides the quantitative phase.

03. QUANTIFY

We dig deeper into shoppers' behaviors, needs, and tensions during the journey. This information provides visibility into **common shopping patterns** in the category, including the steps taken, the helpfulness of each step, and the impact of each step on the final purchase decision.

