



# DRIFT

Experiential  
Riverwoods  
Store

Written by

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# EXECUTIVE SUMMARY



We worked on the DRIFT Lifestyle Boutique at the Riverwoods. DRIFT is inspired by nature; our mission is to “Inspire people to experience living outside, not outdoors.” DRIFT is centered around offering experiences that help local customers become inspired by nature and connect with the outdoors. The goals of the retail space are to help customers learn more about local natural areas, find unique and functional products that meet their needs and build lasting relationships. We assisted the Riverwoods in building a community of people that have a shared curiosity about the outdoors and create memories that will last forever. Each member of our group took one of five responsibilities for the project: experience vision/direction, merchandising, visual display, marketing, and customer engagement.

The target market for DRIFT is local citizens that live within 5-10 miles of the Riverwoods: middle-aged parents with their families and college students living in the area. We wanted to focus the products and experiences we provide on the needs of this target community. In order to learn more about their needs, we gathered data in a variety of ways. We each spent time in different outdoor retail stores and spaces to observe customers, employees, merchandise, and visual displays to get an idea of what works well and what could be improved. We also each interviewed someone we know with expertise in each of our responsibilities to gather more detailed feedback. We each chose a different triangulation technique to gather information about the retail space and our customer’s needs.

We then pulled our data together to create a customer journey map, a value proposition, and a time-well-spent matrix.

This data gathering led to several key insights. We learned about the value of positive connections with employees and local community members. We also learned a lot about what types of products people in local areas want but do not have immediate access to. Through interviewing and observing, we found that our customers want to be in a comforting, welcoming space that peaks their curiosity about the outdoors. From the customer journey map, we learned the importance of looking deeper into the individual customer’s journey through the space and what products and experiences we should offer. Customers want employees to make them feel welcome and excited about DRIFT but that are not overbearing.

From our research, we developed recommendations for each of the 5 areas. We created a brand experience guide, store layout, and visual display boards to recommend a calm, outdoorsy vibe for the store. We also created a merchandise edit with a variety of product recommendations for different customers’ needs. We developed a marketing plan including recommendations for local community outreach and how to increase brand awareness and loyalty. Lastly, we created an event plan for the opening night of the store, to get customers involved with the space, interact with our products and experiences, and meet new people. We hope our recommendations will be helpful in guiding the vision of DRIFT to come to life in the future.

# CONTEXT



Each member of our group chose to be part of the Lifestyle Boutique Riverwoods Project because we saw a lot of potentials to create a space that can make a positive impact on others' lives. We were assigned the DRIFT space by Michael Boyes, the project manager. The DRIFT space is centered around offering experiences that help local customers become inspired by nature and connect with the outdoors. This project is so valuable and important for citizens in the local area because it will provide a space to meet their needs including learning more about local areas, finding unique and functional products, and developing meaningful relationships. The ultimate purpose of our project is to build a community of people that have a

shared interest in and love for experiencing the outdoors; a place where customers want to return, not just for the products we sell, but for the memories they can create.

The job-to-be-done that we decided to focus on for our project encompasses the customers' experience within the retail space, where we provide products they will love that can enhance their outdoor experiences. This JTBD can be a defining moment for customers in helping them choose products that will assist them in enjoying their lives. We focused our whole project plan around this goal, because we want our customers to feel comfort, inspiration, and belonging in our space.

# FINDINGS



Once we saw the need that DRIFT could fill for its customers we wanted to learn more about how we could effectively present and deliver the job to be done. This included a lot of observations and interviews. Since we were each assigned a different role within the store we each observed and interviewed people who had experienced or interacted with the job we were working on. Our findings were grouped into marketing, merchandising, vibe, and customer experience.

## Observation

Maya Jones

DRIFT

### Observation

Why are some items on clearance, and others are sold immediately in outdoor retail stores?

asked this focus question because I am responsible for the merchandise for the DRIFT store to find out what kind of products have more success in selling. The approach I used was simple vs. behavioral because with this approach, I can view the products that are on clearance (less popular) and gain a better understanding of why they don't sell quickly like other products. I chose to observe with a magnifying glass perspective as I can pinpoint one product and ask questions and observe why that product didn't sell quickly. I can find the significance of one product (or group of products that are similar), then move on to the next. This way, I get more detail on selling rates for different products.

The activities I observed were people shopping through hanging products, and a lot of them that were at the entrance section. Some people products to purchase, but others moved to the store's store experience products.

The environment of outdoor retail seemed to have fairly old lighting, to add to the experience of outdoors. A lot of outdoor retail stores seem to have wood furniture or decor with to represent more "nature" than

The objects in the retail stores included several photographs showcasing clothing products, several different outdoor products including coffee, gear, shoes, and equipment, and several hanging type products to create a marketing opportunity.

The space was relatively quiet, presented in the outdoors. The employees interacted very

## Interviewing

EST. 2019

DRIFT

The Shop of the Riverwoods

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INTERVIEW

### OVERVIEW

MY ROLE ON THE TEAM IS TO DESIGN THE OVERALL CONCEPT FOR THE STORE AS WELL AS THE EVENTS HAPPENING AT THE STORE. I THOUGHT IT WOULD BE HELPFUL TO UNDERSTAND HOW ABOUT WHAT IS AN IDEAL SHOP STORE, WHAT KINDS OF THEMING ARE HELPFUL, AND ALSO WHAT SORTS OF EXPERIENCES WOULD BE APPEALING TO SHOP GUESTS.

I INTERVIEWED WITH LEEZ BECAUSE SHE FITS THE DEMOGRAPHIC OF THE PEOPLE WE'RE TRYING TO TARGET FOR OUR STORE AT THE RIVERWOODS. I WAS ESPECIALLY INTERESTED IN HER INSIGHTS ON TAKING KIDS THROUGH AN EXPERIENCE BECAUSE SHE HAS THREE KIDS UNDER THE AGE OF FIVE.

TIME VALUE OF MONEY	AESTHETIC	LESS IS MORE
THEIR WAS A VERY SENSING THEMING, INCLUDING, NOW, INCH, TIME, LEEZ	THE WORD "VIBE" APPEARED 10 TIMES DURING THE INTERVIEW, INTERVIEW TO ME	LEEZ MENTIONED IN MULTIPLE INSTANCES THAT "THINGS THAT ARE THIS OVER TIME"

## Triangulation

DRIFT

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TRIANGULATION

### MOMENT THAT MATTERS

NEED:  
Walk into a store and feel at home, tools they need to live a wholesome lifestyle.

JOB TO BE DONE:  
Find items to support a clean, organic life style they can build their identity around.

MOMENT THAT MATTERS, WALKING INTO THE STORE FOR THE FIRST TIME

Though my interview I learned how important it is that someone feels at home when they walk into a store.

*photos above link to the group members reports*

# MARKETING

Through observation and interviewing we learned that our end-users want to have positive emotional connections with the brand. The majority of these initial connections happen online. We learned that we are able to create these positive emotions by posting pictures and videos of people that are similar to our target market. People love seeing what other people their age are up to and they feel more connected to the brand if they happen to know the people that are using it. The positive connection also comes by showing that the products we sell are used in everyday outdoor activities. This is where the customers see the value of the products and become connected to the idea that they could be doing the same thing. One of our end-users needs is to feel a positive emotional connection to the brand and products they are buying.

## PRODUCTS

We learned that our end-user wants to feel trendy and included throughout their shopping experience. With technology, people are now better able to stay on top of trends and know what style is in. We found that our end-users want stores that are able to stay on top of the ever-changing trends. Customers also want to feel included in their search for clothes. We found that a lot of outdoor stores tend to cater more towards tall lean women but have fewer options for women who are shorter. Our end-users have expressed and we have also observed the need for trendy options ranging from all body types.

The vibe of DRIFT includes the overall feel of the store, the layout, and the experiences that would happen within the store. We found that our end-users want a cozy, calm, and welcoming place for them to come and share their passion for nature. A lot of end-users expressed the want for a community where they can come to enjoy local nature enthusiasts and learn more about the opportunities to explore nature around them.

## VIBE

## CUSTOMERS

We observed and asked about the customer journey many people go through from when they first enter the store all the way until they leave the store with their purchase. We saw that our end-user had a need for finding a product they love and we wanted to see what employees could do to fill that need for our end-user. From our observations, we saw that a lot of customers felt overwhelmed when first walking into a store, and sometimes the interactions with employees turned the whole experience negative. Through interviewing more people we found that our end customers want someone who is helpful in getting them their product without being overbearing.

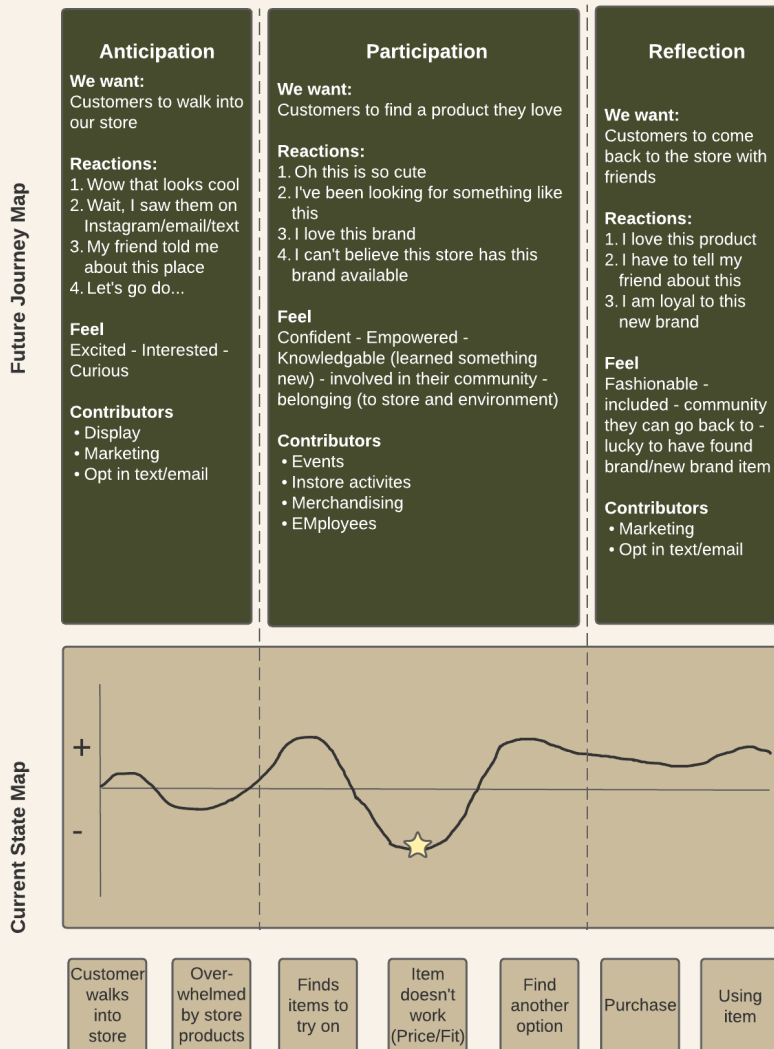
After finding the needs of the end-users in each section of our store, we combined what we had learned into a journey map. This journey map features both what is happening currently with retail stores and what we hope to happen within our store. A lot of end-users' needs fall under the need for a community that cares about them. If we can create that community, customers will have a positive connection, find trendy clothing, feel welcomed, and find a product they love. As customers go through the journey map you can see where we have implemented each of these needs in a place where they can contribute to the overall need of a community where they can find the products they love.

## CUSTOMER JOURNEY MAP

Jaycie Call, Natalie Brown, Katie-J Smithson, Sarah Edwards,  
Maya Jones

**Customer:** Our customer's job to be done is to connect with nature using items from our store. This occurs in the store or when they buy the item and bring it outside to connect with nature.

**Demographic:** 30-50 upper class as well as the college students who love nature and need outdoor gear that isn't usually available in Provo.



### MOMENT THAT MATTERS

**MTM:** Item doesn't work (Price/Fit)

### MX Toolkit:

#### Novelty

Do the unexpected by giving the customer's other stores or possible options for them to find the product they love.

#### Connectivity

Connect customers to nature and the broader view of their purchase.

#### Spark

Inspire customers to get outside through the unique store experience and products available.

### Triangulation

#### Jaycie

I am going to use Directed Storytelling triangulation technique. This technique is going to help me gain more insights into the customer experience and hear real stories about their shopping store.

#### Sarah

I am going to do the Image Boards triangulation technique. Since my primary responsibility in the DRFIT store is visual display, I want to create a board that can be used for design inspiration for the aesthetics and style of the retail space.

#### Katie-J

My triangulation technique is Word Clouds. I think it would be a great way to get all of my ideas out there and start to prioritize which ideas to do first.

#### Maya

I am going to use the eye tracking technique. Since I am working on merchandising I want to learn more about what people are spending their time on and what is popular in stores.

#### Natalie

I am going to combine my observational data and interview data by doing a four square chart and fill up phrases and observations into four categories

# ACTION



Our job to be done includes creating merchandise opportunities for customers to find something they love. Helping customers find merchandise that works for them can enhance their experience and entice them to return and continue to make purchases. If they find an item that doesn't work for them at first, it is our job to help them find another item for them that they are interested in, rather than letting them leave empty-handed and disappointed. Connecting with the customer and focusing on what items they are looking for and creating guided opportunities for them to find something better than they expected is what we want to do at DRIFT. We want customers to never leave empty-handed, to find a way to connect with nature through store experiences and events, and make conscious efforts to build a community that loves our products and our values.

We made several recommendations for DRIFT's opening that related to the JTBD. These recommendations include a brand experience guide, an image board, a materials breakdown, a sounds and smells board, an opening night event, a marketing plan, a Provo-specific merchandise edit, a store layout, and a customer journey. These recommendations add solutions to the job-to-be-done to find merchandise that enhances a nature theme, as well as helps create a memorable experience for customers to connect with nature. These recommendations are below.

*click images for links*

## BRAND EXPERIENCE GUIDE

We created a brand experience guide to recommend a vibe and color palette for the retail space. We want the brand to consistently help customers feel comfortable in the retail space and experience our brand in positive ways. We recommend that the organization follow the brand experience guide in their marketing and displays for a consistent theme across all platforms. This guide will help the organization stay true to its values and maintain the natural, outdoorsy vibe.



DISPLAYS



## IMAGE BOARD

We also created an image board to brainstorm what products, designs, and overall vibe we want in the store. Similar to a Pinterest board, this image board highlights pictures of potential design and display elements that could fit into the natural, outdoorsy vibe of the store. We recommend that the organization refer to this board when putting together the physical space, as it will guide decisions about visual display and theme.



# MATERIALS BREAKDOWN

Similar to the image board, this materials breakdown document shows examples of displays and decorations that could be used in the DRIFT store to capture the theme and vibe. The breakdown includes photos of each recommended product, along with hyperlinks to the actual products and prices. The board shows affordable and thematic materials that would enhance the vibe of the store. We recommend using this when making decisions about purchasing elements for the space.

## PLANTS



Begonia Tree Plantlet  
(Hemlock 2")

Store: Target, Price: \$22.00



Artificial Tree for Home Decor  
Indoor

Store: Amazon, Price: \$84.00



Schefflera Arborescens

Store: Home Depot, Price: \$74.99



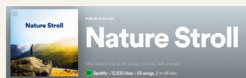
Lohmand Green Spruce

Store: The Tree Centre, Price: \$79.50

# SOUNDS AND SMELLS BOARD

The purpose of the sounds and smells board is to incorporate all five senses into the retail space, not just focusing on sight and touch. The board highlights examples of the types of music or sounds we recommend playing in the store and the visuals to use in the store to highlight the products we sell. We also recommended a variety of natural smells that add an outdoorsy ambiance to the space. Engaging all five senses allows us to create a more sensory immersive experience, which makes the store a more engaging and pleasant place to shop.

## SOUNDS



Spotify Public Playlist: Nature Stroll

Store: Spotify, Price: free (with Premium)



Spotify Public Playlist: Nature Sounds

Store: Spotify, Price: free (with Premium)

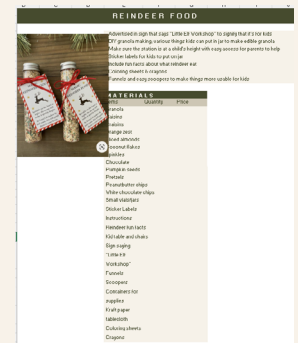


Spotify Public Playlist: Wild Ambience

Store: Spotify, Price: free (with Premium)

# OPENING NIGHT EVENT

We recommend making "aromatherapy jars" on opening night along with a granola-making station for kids. Both projects would focus on people coming into the store and adding different contents to a jar that they can take home with them. Additionally, we recommend a live band and hot apple cider. We believe that the live music and hot cider will draw people into the store, and the experience will be simple and interactive enough to do as a spontaneous, unplanned activity for guests that adds value to their overall Riverwoods experience. Our hope with the event is to draw people into the store so they can get exposed to everything the store has to offer.



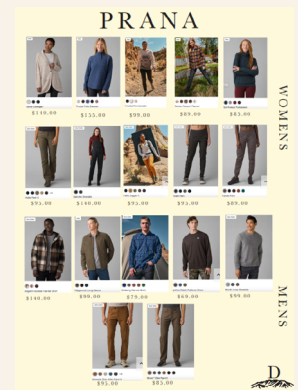
# MARKETING PLAN

Our marketing plan outlines recommendations for DRIFT to reach its target customers. We describe the target community and our recommendations for how to reach out to them through email, face-to-face relations, and social media. Included is a display of possible Instagram content and influencer collaborations for future posts and influencer collaborations. We recommend using this marketing plan to establish a positive connection to DRIFT as a community-based store.

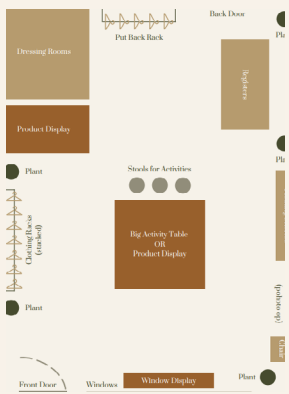


# PROVO-SPECIFIC MERCHANDISE

We created a Provo-specific merchandise edit with brands Michael suggested, as well as ones we felt would work with DRIFT. We found items that the demographic in Provo would enjoy and be enticed to purchase. We looked at the final list of brands we came up with, explored each website in great detail, and selected specific products from each brand that match the nature theme. For pricing, the brands Michael suggested were on the upper end of the price, so we used those brands (Faherty, Pendleton, etc.), but also included cheaper options (Prana and Free People). This allowed us to cater to multiple income demographics. We also included local products such as home-made artisan bread, local honey, and homemade granola to add a more personal, authentic touch and engage more senses.



## STORE LAYOUT



The store layout provides a blueprint for how we want the store to be set up and organized. The layout ensures that there is an easy and logical flow to the store, where customers can seamlessly move from one section to another. The design choices we recommend also provide the store with a lot of flexibility and mobility so the space can be rearranged quickly for different purposes. The store layout will help the organization understand the customers' journey through the store and make it the most effective path possible. We recommend keeping the displays minimalistic so that customers don't feel too crowded or bombarded with products or displays.

## CUSTOMER JOURNEY

We want employees to be able to direct the customers to the place where they can find the product they love, whether it be in DRIFT or another local store. To accomplish our job-to-be done, we recommend hiring employees that are knowledgeable about local nature sites and have a vast knowledge of the products provided. It is important for employees to know a lot about the products within stores, but also of the products that are available in local stores surrounding the area. Another goal of ours is to turn DRIFT into a place of community for the people interested in the local nature sites and clothing. We recommend that employees are friendly and are able to read the cues of when someone might need some help shopping or they don't want to be bothered. We also recommend that employees know the local nature sites and the activities that are available in the Provo area for outdoor enthusiasts. This will create an environment where people feel welcomed and can talk about their shared interests in the outdoors.



# VALUE



The “job to be done” for customers who shop at DRIFT is to find items and have experiences that connect them to nature. Things that detract from this job to be done are:

- If clothes end up not fitting
- The items in the store aren’t what they need
- There are too many or too few options
- A lack of knowledge about what items they need to be successful

On the flip side, things that would contribute to the ultimate objective are:

- A better connection to nature
- Overall purchase satisfaction
- Community

We feel confident that our recommendations not only address the experience detractors but also enhance the contributors.

## MERCHANDISING

We anticipate that our carefully curated merchandising plan will provide customers with a good amount of options while shopping because we’ve focused our merchandise heavily on our target market’s interests, needs, and desires.

## STORE LAYOUT

Our store layout recommendation sets up the store in a way that gives it a very neat, clean, organized, and organic appearance, which will help customers from feeling overwhelmed as they shop.

## CUSTOMER JOURNEY MAP

Our customer journey map focuses on things that employees can do to enhance the customer experience, including being knowledgeable about all things outdoorsy so they can help our shoppers make confident shopping decisions.

## BRAND EXPERIENCE GUIDE & OPENING NIGHT

Our brand experience guide and opening night plan not only define the type of culture we plan to build at DRIFT but how we plan to go about building a community amongst our shoppers.

# MARKETING PLAN

Lastly, our experiential marketing recommendations focus on targeting a very niche group of shoppers who will be drawn to the store because their “job to be done” is to connect with nature.

To conclude, we feel confident that our recommendations are positioned well to give customers the best experience possible as they seek to embrace nature more fully in their lives. In turn, as customers experience such value, store revenue and popularity will naturally follow suit.

Katie-J Smithson, Maya Jones, Jaycie Call, Sarah Edwards, Natalie Brown

Customer Segment: Families & College Students

Value Proposition: DRIFT Retail Store

