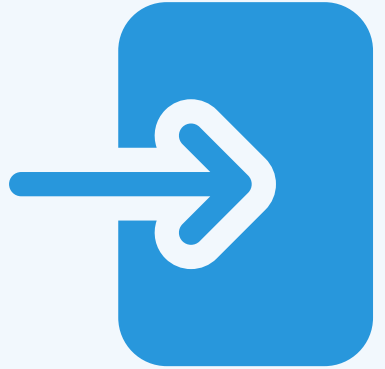



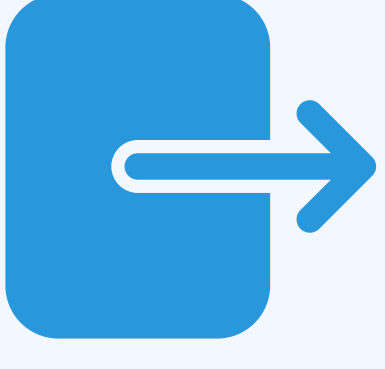
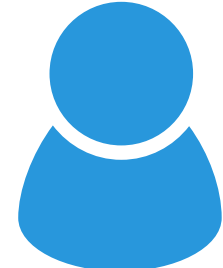




Scenario: [Strategic Product Placement Analysis]	 Entry What do people experience as they begin the process?	 Browsing How does the customer move through the store and explore the available products?	 Product Selection What influences the customer's choice of product-are they choosing what is easiest to see or reach?	 CheckOut What catches the customer's attention while waiting at the checkout counter?	 Exit What do people typically experience as the process finishes?
 Customer Actions What does the person (or people) can perform an actions in each step?	Walks into the store	Navigates aisles,checks dispalys	Picks products based on visibility	Waits in line, views last-minute items	Leaves the store
 Experience What does the person (or people) at the center of this scenario typically experience in each step?	NeutralExcited	ConfusedEngaged	InterestedUnintersted	BoredRushed	SatisifiedUnaware
 Opportunity This step identifies what actions can be taken to delight the customer and improve their experience during the buying process?	Greet or give promotions	Strategic shelf placement	Place high-margin items	Place impluse buys near counter	Loyalty programs, surveys