

SHOPPER FUNNEL STORE DNA MODEL

This model describes critical moments in the shopper funnel and suggests how to remove friction in every step to increase customer satisfaction and store P&Ls.



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SHOPPING ZONE CONSUMERS

02

MISSIONS

TOTAL SHOPPING MISSIONS

03

VISIT

04

SEARCH

SHOPPERS STAYING LONGER THAN 1 MIN

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SELECT

SHOPPERS ENGAGED W FIXTURE(S)

ASSORTMENT CONNECT

BRAND, PRODUCT & STORE COMMUNICATION



CRITICAL MOMENT

When you process all inspiration and assess your shopping options for added value vs the time and money spent

TRAFFIC BASELINE CONNECTED TRAFFIC TRAFFIC UPLIFT



CRITICAL MOMENT

When you ponder branding and promo communication from your fave sports brand

Promo impact

Are shoppers passing the store without entering and why?

Is external communication having the expected impact on traffic and spend?

ENVIRONMENT ATTRACTION

SHOPPERS ENTERING THE STORE



CRITICAL MOMENT

When you enter a store and instinctively assess if the store inspires you to stay for longer time

Total store engagement # shoppers with dwell > 1 minute

KEY INSIGHT:

Are shoppers avoiding certain zones or only browsing without engaging and why?

ENVIRONMENT JOURNEY



CRITICAL MOMENT

When you have to navigate the store and wants to easily find what you are looking for or feel inspired by

Sales/space share vs engagement

KEY INSIGHT:

CRITICAL MOMENT

When you realize if the desired product is

available in the preferred size & color and

matched to the right outfit

Fixture & sku engagement vs spend

Shoppers engaged with any fixture

Are shoppers engaging too little with select fixtures or not engaging optimally with select skus and why?

POTENTIAL FRICTIONS

KEY INSIGHT:

Are shoppers bouncing out of

he store after entering and why?

Value for money • Shopping options

Inventory visibility
Parking options

Navigation ease Digi navigation Store communication Category visibility

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DECIDE

SHOPPERS GOING FOR CHECK OUT

STORE SERVICES (CHECK OUT)

FLOW TO PROMOS & BRAND EXPERIENCES

EXPERIENCE

FLOW TO PROMOS & BRAND EXPERIENCES



CRITICAL MOMENT

When presented for a special store or product promotional experience designed to excite you



Are shoppers engaging as expected with promos and what's the impact on spend?

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INTERACT

STAFF INTERACTIONS

STAFF SERVICE



CRITICAL MOMENT

When you need assistance or additional product insights or need to do a quick check out

Athlete interactions (engagement) vs spend shoppers per athlete (capacity)

KEY INSIGHT:

Are shoppers being properly serviced by staffers?

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SHOPPERS TRYING PRODUCTS

STORE SERVICES (FITTING ROOM)

TRY



CRITICAL MOMENT

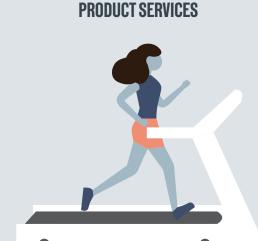
When you are trying products and exploring engaging digital store experiences (ar/vr)

KEY INSIGHT:

Are shoppers trying products at the expected rate?

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SHOPPERS TRIALING PRODUCTS



When you want to do a product trial before feeling totally convinced

Are shoppers using trial experiences as expected and is the impact satisfactory?

KEY INSIGHT: Are shoppers checking out as expected or is hangtime becoming a friction?

CRITICAL MOMENT

When you have decided for your purchase(s)

and want to check out efficiently

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BUY

SHOPPERS PURCHASING PRODUCT(S)



CRITICAL MOMENT

When you have purchased a product and are in need of after sales service (return, repair, refund, replace, advice...)

POTENTIAL FRICTIONS

• Digi engage • Athlete assist

- and decide where to go check out the product

KEY INSIGHT:

TRIAL

PRODUCT SERVICES



CRITICAL MOMENT

Trial engagement vs spend Trial queuing vs spend

KEY INSIGHT: