



crown & ivy **kids**

store customer experience report
spring 2022



crown & ivy kids



Executive Summary

An established brand, Crown & Ivy Kids makes is up 40% total of the Belk Private Brands Kid's portfolio and generates \$40 mil a year in revenue.

This test was conducted to identify opportunities and confirm design assumptions made about Crown & Ivy product.

Wins included confirmation that the customer appreciated the value and overall quality of the product for the retail price. She also appreciated the overall brand design.

Often multi-tasking and shopping for the whole family, any inconvenience or confusion was very stressful for her.

Opportunities include: providing better tags/marketing on size labels to help quickly identify sizes; better organize and label the racks so brand and price point is clear; and streamlining the checkout process.



Goal of the test

The goal of test was to **validate our assumptions** and test the product and store floor for its quality usability. This would help us give real behavioral insights into how the customer actually shops the floor, selects product, and the ease of purchase . Additionally, we are able to recognize patterns, confusions, errors and test the success rate of the various tasks and product.

This develops empathy for the customer and helps reiterate the designs as per the results that are acquired from the test.

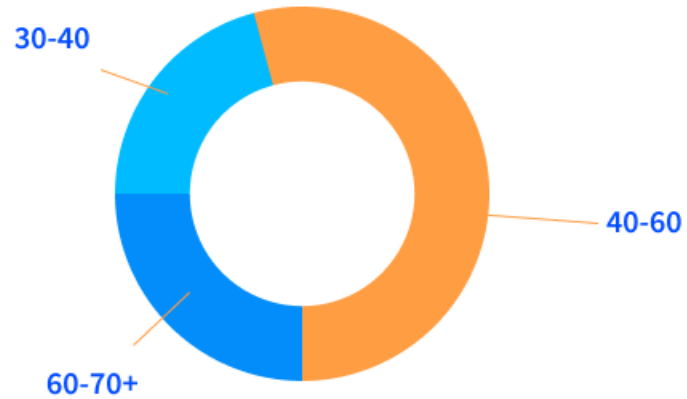


Method

A quantitative questionnaire testing has been conducted with **10 customers from 3 different stores** shopping the Crown & Ivy Kids pad of the Belk department store. These stores were South Park in Charlotte, NC, Rock Hill in Rock hill NC, and Carolina Place in Charlotte, NC.

User Demography

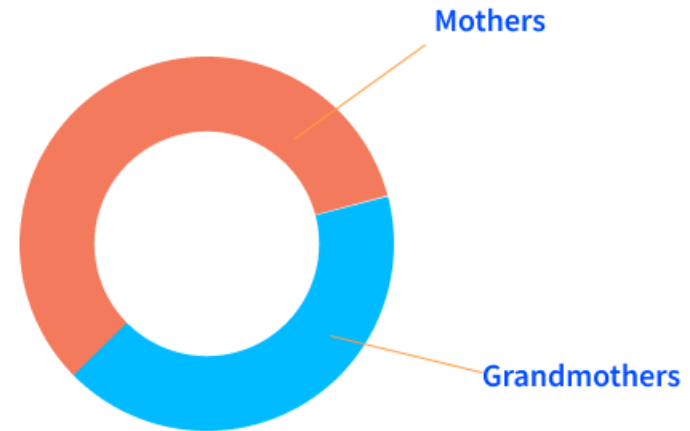
Age



Insights

Research suggest that the average Crown & Ivy Kids customer is primarily mothers and grandmothers over the age of 40

Parental Status

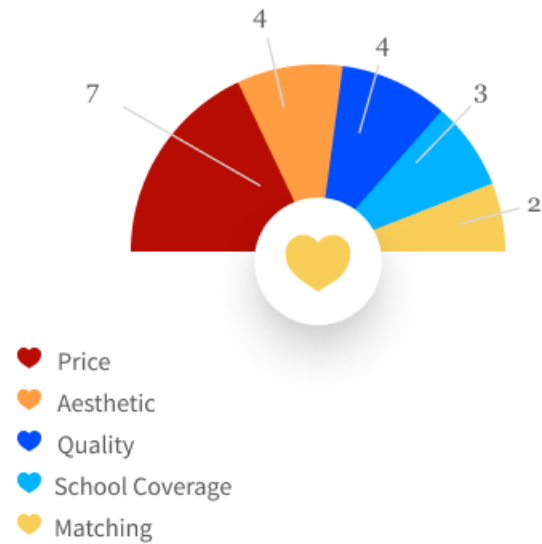


Insights

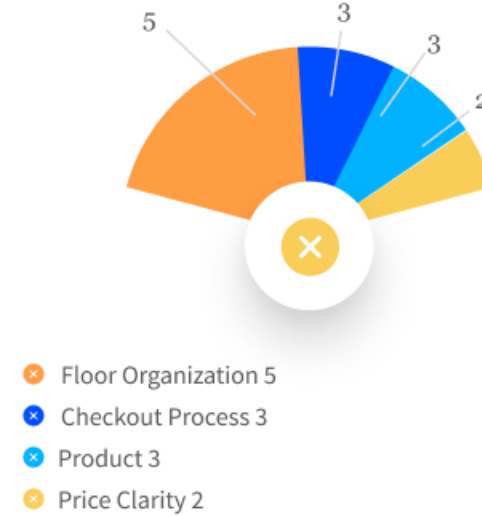
Research indicates that most Crown & Ivy Kids customers are married and grandmothers women with kids, with a smaller amount being single with kids. Men and women without kids were not included in the study as there were no test subjects available shopping the floor the day of the experiment. No kids were shopping the floor by themselves for themselves.

Features

Most loved features



Features Liked to be changed



	Objective	Question	Insights
1	Determine customer objectives	<p>What are you shopping for?</p> <p>Prompt: Please describe the event or reason for the shopping trip</p> <p>What is most important to you in your shopping experience?</p> <p>Prompt: What do you value or prioritize most? Why is that?</p>	<ul style="list-style-type: none"> • 2 types of customers, mothers shopping for family and grandmothers shopping for families • Subset of customers looking for dressy occasion wear vs everyday wear • Weather change and Holiday dressing motivated purchases • Customers wanted clothing that they felt had good value or they got a great deal on. Product that wasn't cheaply made but didn't cost as much as similar national "name" brands. • Customers were often juggling the needs of multiple people when shopping • Customers shopping Crown & Ivy brand were looking for less casual clothing that could be worn to school or considered occasion wear.
2	Determine customer's thoughts on the product	<p>Have you shopped Crown & Ivy Kids before?</p> <p>What are your thoughts on the brand?</p> <p>Prompt: What do you like? What don't you like? What do you wish would change or add to the assortment? How would you describe the overall look and feel of the product?</p>	<ul style="list-style-type: none"> • Half the customers were not aware of the brand and shopped based on product/deal • Overall opinion was positive with an opportunity for improved quality and fit. Fit is not surprising as we fit on mannequins vs. real models. Opportunity to try and use cheap resources for fit like having Belk coworkers try prototypes on their kids.
3	Determine customer painpoints	<p>Tell me about your shopping experience.</p> <p>What brings you in store instead of online?</p> <p>Prompt: What did you like? What don't you like? Include the product, store, checkout, etc.</p>	<ul style="list-style-type: none"> • Overall shopping experience was better at South Park/Rock Hill (more showcase stores). There were more brand specific fixtures and labeling that drew the eye and helped customers visualize the brand. • It can be hard to shop tight aisles and racks with multiple children, strollers, or even a full cart. • No store was very well staffed at the register and it was very frustrating to have to find an open register and wait in line • Opportunity to market coordinating clothing better online and in store. Need to benchmark how competition does it.
4	Determine areas for opportunity and improvements	<p>If you had a magic wand, what is one thing you would change, remove, or add?</p> <p>Prompt: Product, store experience, etc</p>	<ul style="list-style-type: none"> • Genuine need to improve the checkout process. Testing self checkouts in 1-2 stores. TBD. • Opportunity to relook at how product is bought for each store size and make sure that planned coordinates are bought together to make sure customer has opportunity to make outfits

Script

Hi,

My name is Lara Tomhave, and I am from the Belk design team. With me, I have our assistant designer Elise Rohr, who will be observing the session. We appreciate the time you have taken to help us out.

The entire goal of this session is to evaluate this product and not you as a user, so please feel free to give your honest feedback as it will help us in understanding the efficiency of our product.

As informed we assure you that this session will be confidential and is for internal Belk research purposes only.

Today's session is going to be a brief question and answer format.

Do you have any questions before we start?



1: Determine customer objectives

	What or who are you shopping for?	What is most important to you in your experience when shopping kid's clothes?	Notes & Observations
South Park	<div>Customer 1</div> <div>I'm shopping for matching mother/daughter Easter outfits. I'd love to do an instagram look</div> <div>Customer 2</div> <div>I'm shopping for new clothes for my 2 girls as the weather is getting warmer</div> <div>Customer 3</div> <div>I'm shopping for clothes for my 3 girls</div> <div>Customer 4</div> <div>My grandkids</div>	<div>Customer 1</div> <div>Finding cute outfits and a quick and easy checkout/return process.</div> <div>Customer 2</div> <div>Being able to find clothes that aren't too expensive but still well made that they can wear to school</div> <div>Customer 3</div> <div>Being able to find "steals" on cute clothes. I want clothes they'll actually wear but don't want to spend too much when they'll just grow out of or ruin them</div> <div>Customer 4</div> <div>That the clothes be cute and good quality but not too expensive</div>	<div>Lara</div> <div>Customer 1 was the only one to be shopping with kids</div> <div>Elise</div> <div>Customers didn't have a</div>
Rock Hill	<div>Customer 5</div> <div>I'm shopping for my 18 month old grand daughter</div> <div>Customer 6</div> <div>I'm shopping for myself and my grand daughters</div> <div>Customer 7</div> <div>I'm shopping for easter outfits for my family.</div>	<div>Customer 5</div> <div>Quality and style. I love cute girly details for babies.</div> <div>Customer 6</div> <div>Quality. I don't want my grandkids looking a mess</div> <div>Customer 7</div> <div>The most important thing is that the clothes are cute but don't cost too much. I don't want to buy cheap stuff but I also don't want to pay a fortune for clothes my kids will ruin or grow out of.</div>	<div>Lara</div> <div>Grandmothers seem to be on the older and more conservative side. There isn't any specific marketing to it outside of the mannaquin looks</div> <div>Elise</div> <div>It's hard to find the matching family Easter outfits on each pad.</div>
Carolina Place	<div>Customer 8</div> <div>I'm shopping for spring/summer stuff for myself and my family</div> <div>Customer 9</div> <div>I'm shopping for my kids. 2 girls and 2 boys between ages 5-12</div> <div>Customer 10</div> <div>I'm shopping for my family. The kids need new Spring/Summer clothes and I'd like a new Easter outfit</div>	<div>Customer 8</div> <div>That they can wear the clothes to school and I can get a great deal. I'm buying for the whole family so I like to know I'm saving money where I can</div> <div>Customer 9</div> <div>That I'm getting the best deal possible. I like all the coupons and savings at Belk and I can often find great stuff on clearance</div> <div>Customer 10</div> <div>That the clothes are a good deal and they can be worn to school. They can't wear some of the short shorts and dresses and it's not worth spending money on if they can't wear to school.</div>	<div>Lara</div> <div>Crown & Ivy does have more school appropriate product. Opportunity to market to this?</div> <div>Elise</div> <div>The Spring product overall looks great but there isn't much at this store</div>

2: Determine customer's thoughts on the product

	Have you shopped Crown & Ivy Kids before?	What are your thoughts on the brand?	Notes & Observations
South Park	<p>Customer 1 No, this is my first time</p> <p>Customer 2 Yes I have.</p> <p>Customer 3 Yes. I shop Crown & Ivy women's for myself too.</p> <p>Customer 4 I don't think so</p>	<p>Customer 1 Some of the dresses are very cute, great for Easter and church. I love the Mommy & Me dresses so I can twin with my daughter.</p> <p>Customer 2 I like that the clothes are cute but can still be worn to school and the dresses to church. My girls love how soft the fabrics are. The clothes are cute and well made but the sizing seems small. We had to buy a size up for both girls.</p> <p>Customer 3 I love their fun Holiday dresses. It's easy to match my girls for Easter photos. There are some great deals and discounts but the quality is only ok.</p> <p>Customer 4 The clothes (baby) are adorable but some don't feel very soft. I got one outfit I think my granddaughter will like.</p>	<p>Lara</p> <ul style="list-style-type: none"> Customer 3 had her daughters with her and matching Easter dresses in the cart Customers generally seem to be on the traditional side <p>Elise</p> <ul style="list-style-type: none"> The Easter themed product seems to be popular based on people's carts
Rock Hill	<p>Customer 5 Not that I know but I shop the Belk kids section often</p> <p>Customer 6 Yes I have</p> <p>Customer 7 Yes! I don't buy a lot but I love some of the mommy & me outfits. They are so cute</p>	<p>Customer 5 It's so cute! I love some of the details like the heart shaped back of this onesie</p> <p>Customer 6 It's really cute but some of the fits are weird. The pants I bought last are really nice but the shirt I bought in the past runs small and short. It also shrinks and looks a wrinkled mess after washing.</p> <p>Customer 7 Very well made. Brilliant color. Nice fabric. Washes well. Highly recommend</p>	<p>Lara</p> <p>Takeaway: Need to touch base with the tech team to benchmark/double check the fits meet our standards</p> <p>Elise</p> <p>There may be a gap in the fit process. Because we fit on mannequins and not real kids maybe we're not hitting the right sizes.</p>
Carolina Place	<p>Customer 8 Not Crown & Ivy specifically but Belk is the only department store left in this mall and when I do shop in store I like to come here to shop for the whole family</p> <p>Customer 9 Yes. It's one of the first brands I go to when I come to Belk. The clothes are cute and there are always great deals</p> <p>Customer 10 I don't think so. I just kind of look at the clothes not the brands</p>	<p>Customer 8 So pleasantly surprised. It's a little heavy, perfect for the The colors are vibrant and beautiful. The back is a little longer than the front giving it that touch of 'eclectic'.</p> <p>Customer 9 cute, durable fabric, very well made, great value Purchased a red t-shirt to go with it and I know my daughter will love it and look adorable! So excited</p> <p>Customer 10 We were thrilled with the outfits, the fit, colors and most of all that it covered the kids and yet very cool to wear. in this heat. Thank-you</p>	<p>Lara</p> <p>Customers seemed to just browse the floor and not stay within a specific "Brand" area</p> <p>Elise</p> <p>N/A</p>

3: Determine customer painpoints

Tell me about your shopping experience in the Crown & Ivy Kids store section.

What brings you in store instead of online?

Notes & Observations

South Park

Customer 1

I'm not really sure what all is the Crown & Ivy section but I wish there were more employees at the checkout counter. It took forever to find someone to check me out.

Customer 2

I like the deals ar that I was able to find my kids size quickly.

Customer 3

I thought the bigger girls section was pretty easy to find things, but I had a hard time finding much for todd There weren't options and th racks had a m stuff on them

Customer 4

When I went to check out I couldn't find anyone to ring me up. I ended up going into the women's section to check out.

Customer 1

I like to try things on for myself and it's easy to pop into the kid's section while I'm here.

Customer 2

Sizes are hard to get right online for kids and I don't want to deal with returns. It's easier to try things on in store

Customer 3

I usually shop online but it's also nice being able to get out into a store when I can. I'm looking for coordinating looks for family holiday photos and I can find that at Belk

Customer 4

I like to get out of the house and shop in a store

Lara

One of the highest volume stores, South Park was well organized and had great new product but still had a ton of sales racks of old product. We still had Fall product on clearance that might compete with new Spring product

Elise

The customers here seem to be a little wealthier.

Rock Hill

Customer 5

I've been shopping Belk for years, first for myself and my kids and now my grandkids.

Customer 6

I like all the sales, but it's hard to tell what the final price point is for each item

Customer 7

It's fine. I wish it was easier to shop like Target. Sometimes it's hard to find things

Customer 5

I just like to browse.

Customer 6

I was shopping for myself and thought I'd stop upstairs while I'm here

Customer 7

Sometimes it's easier to just see things in person. I like Belk but it's hard to find things online sometimes, especially if I want them to match for the family

Lara

A new delivery just hit at Rock Hill. The shorts table and mannequins are neat and full and it's easy to see different brands

Elise

The fixtures and mannequins all look much newer here. The store is more organized and easier to shop.

Carolina Place

Customer 8

The kids section is harder to find things in than women's. It's not as organized and half of it is sale racks, but it's cute and I got some great deals

Customer 9

It's hard to move a stroller through the racks as they are all so close together

Customer 10

I like that I can buy for the whole family at Belk and I can find matching or coordinating outfits for my kids

Customer 8

I like to instagram my shopping trips and all the great deals I find.

Customer 9

It's a double coupon day and I want to see the deals in person

Customer 10

I like to shop in person and Belk is one of the few options left in the mall for the whole family

Lara

The store is much less put together than showcases South Park and Rock Hill. The racks are mixed brand product and it's hard to tell what is what

Elise

This store is just a lot less organized. There are a ton of sales racks everywhere and it's hard to tell where Crown & Ivy kids is in this sea of racks

4: Determine areas for opportunity and improvements

If you had a magic wand, what is one thing you would change, remove, or add?

Notes & Observations

South Park

Customer 1

I really love these matching dresses but I never would have known about them if I hadn't been shopping women's before this. I wish they were easier to find

Customer 2

The clothes are cute but I wish there were more basic tees that she could wear as layers. I couldn't find any on the whole kids floor.

Customer 3

I wish it was easier to shop in person with kids. It's such a pain to go through aisles with a stroller that I usually only shop in person when I am alone. It's also a pain that there are no registers open.

Customer 4

I'd put more people at the registers and make it easier to get help. I'd also make it easier to tell discount applies to what

Lara

Opportunity to market to matching looks more specifically. The floor is a little crowded, opportunity to curate product collection more and create more white space on the floor.

Elise

There are no registers open in the girls section and huge lines at the one register open in boys. I saw someone put a shirt back on the rack and walk away instead of wait of that line.

Rock Hill

Customer 5

I'd make it easier to shop, more like the women's sections. There are very few registers open and it's a pain to get help .

Customer 6

I'd make it easier to tell what price everything is. It's also make the fit more consistent, I have to buy different top and bottom sizes for my grandkids

Customer 7

I love the mommy & me and family looks. I can see they are on the mannequins but it's a haul to have to go to 4 different sections to find everything. I wish it was easier to shop

Lara

Could we test putting all the matching product together on the Missy floor?

Elise

N/a

Carolina Place

Customer 8

I wish there were more colors to choose from and it was overall less cluttered. I'd also just make it more like Target. I love shopping there

Customer 9

I'd make it easier to find some of the deals online. It's easier to shop online but you find more deals in store.

Customer 10

I'd make it easier to see the size at a glance. I'm shopping for 4 kids and 4 sizes and sometimes it's hard to find the sizing of pants at a glance

Lara

Could we test putting all the matching product together on the Missy floor? Opportunity to benchmark shopping experience against Target

Elise

Pants do not have size stickers on the legs like women's. Opportunity to add

Wins & Opportunities



Wins

Product

1. The test confirmed that the customer appreciated the value of the product for what they are paying. She felt like she was getting a good deal by shopping the Crown & Ivy product.
2. The quality of the product (consisting of fabric quality, and make) was liked by the customer. She generally feels like the product is inexpensive but not “cheap”.
3. The customer appreciated the brand aesthetic, remarking on the bright, cheerful colors and thoughtful details such as back keyholes.
4. The marketing strategy to provide matching cross family looks was successful. Customer commented that she has shopped for both Mommy & Me and total Family outfits.



Opportunities

Checkout Process

The pain point most commented on was how difficult it was to checkout. The customers had difficulty finding staffed registers and when they did the registers were often backed up. Suggest we look to test better process around checkout such as either optimizing the process to reduce wait time or self check-out kiosks.

Store Organization and Brand Identification

Store organization and brand identification was better in the larger stores (South Park and Rock Hill). This was due to clear outfits and fixtures being labeled and grouped together and less clearance product in the mix. There was also more space overall between the racks which made it easier to shop. The smaller stores were more cluttered, improvements would include moving clearance racks into another space, creating more room on the floor to organize fixtures by brand and clearly label each fixture

Product

Overall product feedback was positive, but customers felt the fit was not consistent. After confirming that fit met brand specs, we propose to relook at fit and benchmarking against similar product in our competition brands.