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CASES

FOOD
WASTAGE

SPACE
MANAGEMENT

VIDEO
ANALYTICS

RETAIL
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HEALTH & BEAUTY STORE CASE

CASE SHOPPER FLOW

HOW TO OPTIMIZE SHOPPER FLOW IN A STORE

- Macro level / big picture
- Micro level / at a feature

Store Entrance

Areas of Interest (Special Features)

Areas of Interest (Special Features)

CASE SUMMARY

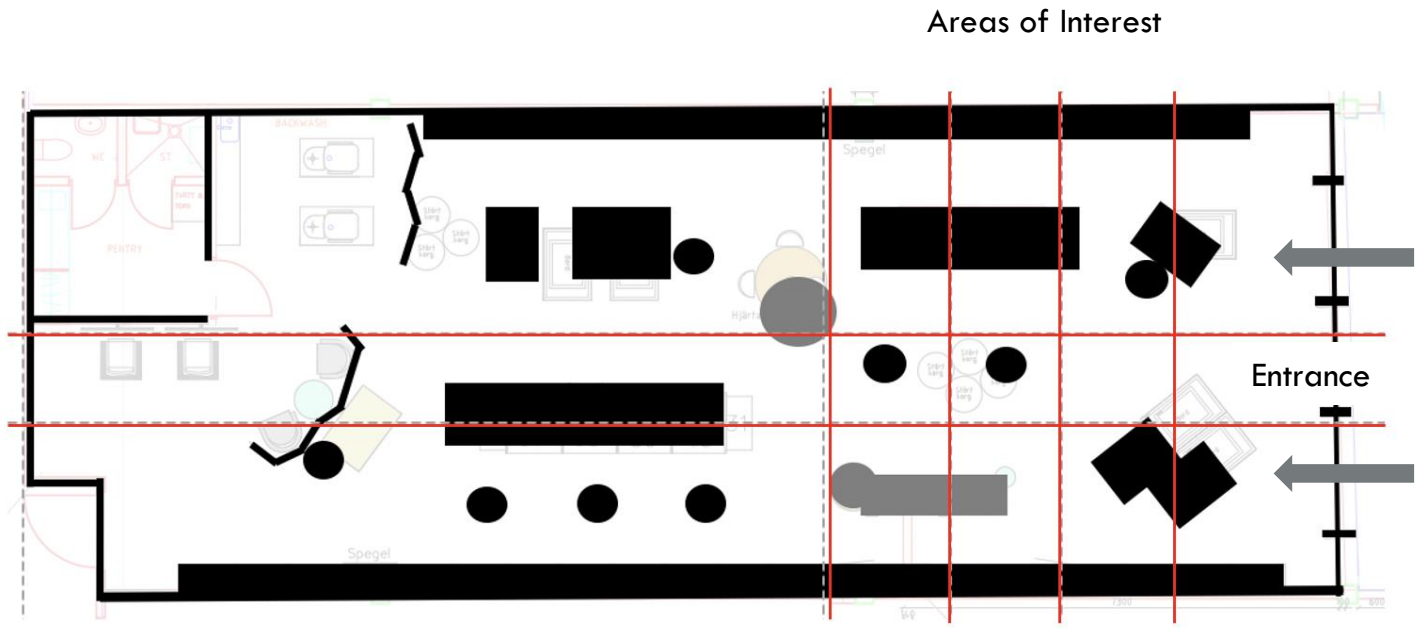
SHOPPER FLOW – FEATURES

Which in-store features draw the shoppers attention? How is the traffic in different part of the store and in front of the different features?

Which features are selling well and which are selling bad. What can we do to improve?

By defining certain areas of interest within the store – Link Flow enables you to do detailed analysis on a Macro-level, as well as the Micro-level, and most importantly, see them in relation and understand the BIG picture.

STAGE I – BIG PICTURE
CUSTOMER FLOW ANALYSIS



- Here we have defined certain areas of interest, in this case areas that contain additional or special features.
- The areas of emphasis are marked within the red lines. Further analysis will revolve around these areas.

PASSERBY HEATMAP

This Heatmap Show Shopper Movement

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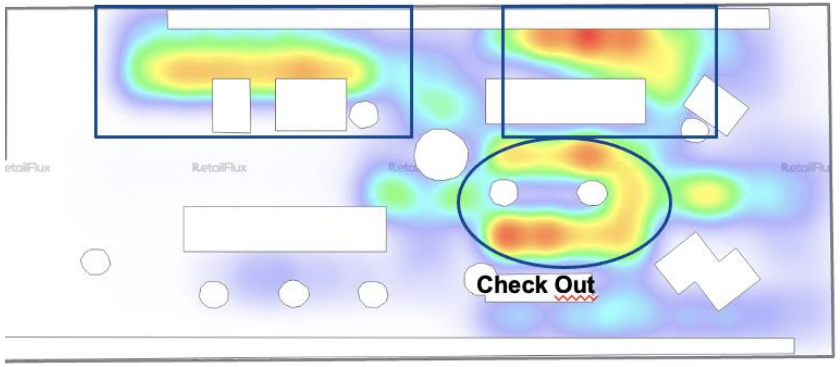
The shoppers are entering in-between the two features in the entrance zone (marked).

Few shoppers are visiting the entire store.

IMPRESSION HEATMAP



This Heatmap Show Where Shoppers Are Stopping for >5 seconds

Many shoppers are stopping by the make-up feature marked with a circle.

The store have three (3) main areas where shoppers stop. The products at these features are succesfully drawing the shoppers attention.

STAGE I – BIG PICTURE

CUSTOMER FLOW ANALYSIS

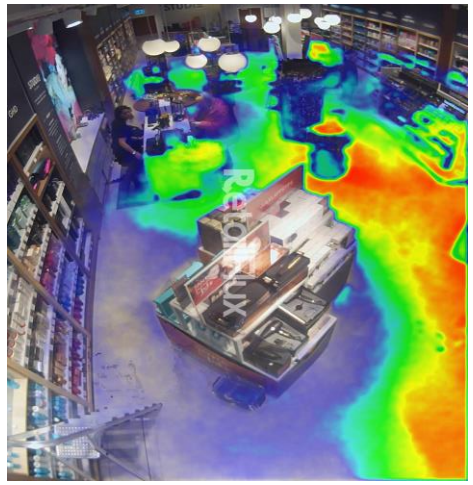
HEATMAPS

With heatmaps of both **passersby & impression** you can easily detect which parts of the store and which in-store features are drawing the attention of the shopper.

STAGE II – MICRO LEVEL

CUSTOMER FLOW ANALYSIS

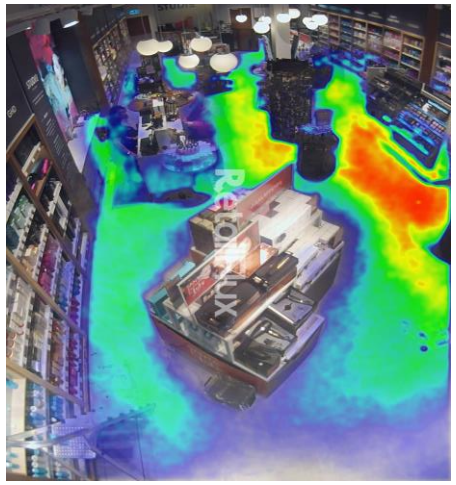
Passersby



Detailed Heatmap View.

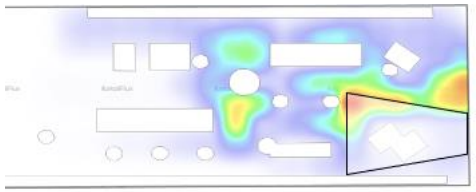
The shoppers are walking quickly into the store and passing by the entrance zone feature to the left.

Impressions (>5 sec)



Detailed Heatmap View.

The feature in the entrance zone doesn't have a "STOP-effect".
The Make-Up feature to the right is much more interesting for the shoppers.



With Link Flow, we can get a detailed heatmap view on a micro level.

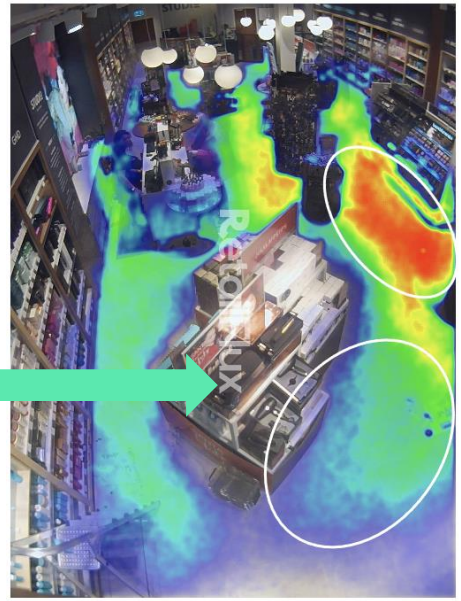
This in turn, enables one to look at every feature and analyze its "capture rate".

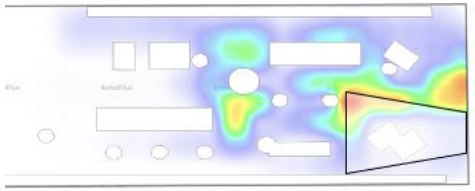
STAGE II – MICRO LEVEL

ENTRANCE ZONE FEATURE ANALYSIS

Entrance Zone Feature

Impressions (>5 sec)





The picture to the left displays the entrance zone feature to the left of the entrance, which lacks the so-called “STOP-effect”.

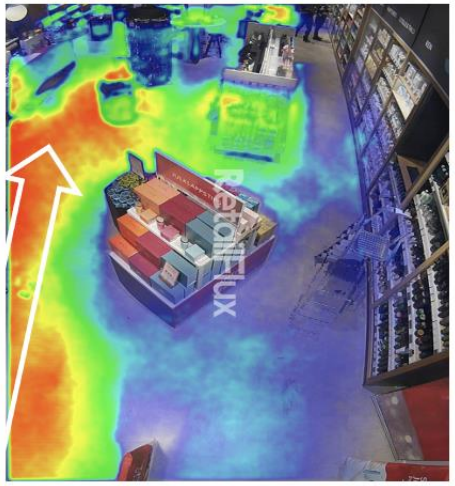
Is the store displaying the right kinds of product in the entrance zone?

The picture on the right shows the feature in relation to the rest of the store.

STAGE II – MICRO LEVEL

ENTRANCE ZONE FEATURE ANALYSIS

Passersby



Detailed Heatmap View.

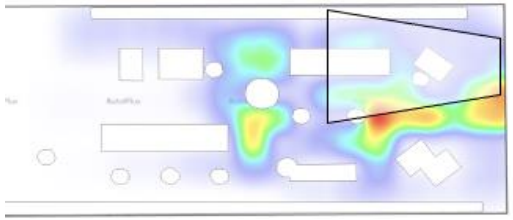
The shoppers are walking quickly into the store and passing by the entrance zone feature to the right.

Also, few people are moving along the shelves to the right.

Impressions (>5 sec)

Detailed Heatmap View.

The feature in the entrance zone doesn't have a "STOP-effect". The opposite can be said about the make-up shelves to the right. In spite of this being an "un-popular" area in terms of passersby, many shoppers are stopping here. This indicates that the products are of interest, but the store lay-out isn't designed to invite shoppers into the area.



ENTRANCE ZONE FEATURE ANALYSIS

Here we see the other "Entrance Zone Feature", which also lack a "STOP-effect".

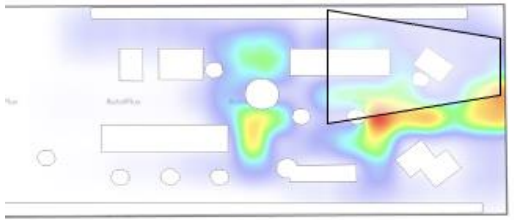
From this insight we can easily conclude that the entrance zone is not optimized in terms of capturing the shoppers attention and gettin the shopping started.

STAGE II – MICRO LEVEL

GONDOLA END FEATURE ANALYSIS

Gondola Feature

Impressions (>5 sec)



The picture to the left, displays one of the gondola features at a make-up rack. The gondola doesn't appear to be of interest to the shoppers.

Another possibility is that there isn't sufficient space between the gondola and the entrance zone feature. A lack of space can lead to the shopper feeling crowded and rushed, which in turn can decrease the probability of impulse purchases.

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