



YOUR MEMBERS ARE A GROUP OF FAMILIAR VISITORS

No matter how big or small every institution has a group of visitors that provide important data, your MEMBERS. This is the best place to start when thinking about adapting solutions from Airlines and Cruise Ships.

STEP ONE: FIND VISITOR MOMENTS

Review your visitor data and note when Members are coming. Look for patterns of member cluster points that indicate visitor moments on specific days and times. Keep in mind that larger visitor numbers will create more reliable data.

STEP TWO: DEFINE VISITOR CLUSTERS

Consider the “why” of the day/time **member cluster points** for example, a Tuesday at 10AM might suggest retirees while a Saturday at 11am might suggest families. Note each of your assumptions.

STEP THREE: CREATE POSSIBLE VISITOR ARCHETYPES

Review each of your assumptions against individual visitor data and event data. Use your findings to create a visitor archetype for each **member cluster point**. Event data reveals more about the visitor cluster than demographic information.

STEP FOUR: DEVELOP VISITOR ARCHETYPES WITH STORE DATA

Review each **member cluster point** and visitor archetype against your store data – sales, product categories sold, items sold, best sellers. Does this data support your assumption?

STEP FIVE: IDENTIFY WAYS TO IMPROVE THE VISITOR ARCHETYPE STORE EXPERIENCE

Consider how you might be able to best serve each of the correct visitor archetypes – in your store, in a specific wing section on your selling floor, in another area of the institution.

For example, if your Tuesday at 11 is retirees, and they go to your restaurant, does it make sense to have the top 10 best sellers for them in the food service space? If you Saturday at 11am is families with kids, would it be best to have a pop up selection at the end of an interactive exhibit?

STEP SIX: TEST, EVALUATE AND DECIDE

Test your idea and review sales from the “new” way to the baseline data for a defined time. Make sure you can accurately collect the information you want.

Consider: •where the sales were made-in store or in the outpost or in both •units sold •average transaction value •conversion opportunity •gross margin •inventory movement •labor/replenishment time. Does overall data indicate that an outpost solution increases sales? Does it increase sales enough to sustain the work you must do to create it?

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