



Getting the
Qually Studio Store
into Shape

OCTOBER 15, 2018

The Challenge

The Qually Studio has uncovered an opportunity for growth among a core segment of its customer base. Gym Rats, who visit the gym the MOST, are purchasing from their retail store the LEAST. Meanwhile ImaGYMers, who visit the gym far LESS frequently, are spending twice as much at the register over the course of 12 months.

What must the Qually Studio do to increase its relevance among heavy gym users, without alienating current heavy spenders?

Objectives



Learn the differences between the Gym Rats and the ImaGYMers that influence how they spend their dollars at The Qually Studio.



Optimize the retail experience by uncovering the pain points (including uncovering key products to start carrying and stop stocking).



Develop retention strategies for long-term retail store financial success.

OUR DESIGN THINKING APPROACH*

INSPIRE

Uncover what motivates our segments around health & wellness

4 weeks

Shape & Define
Digital #Inspo Mind Map

1

OBSERVE

Understand their current experience at retail

2-3 weeks

Stop & Go
Quality Store
Intercepts

2

CREATE

Build the ultimate retail experience

1-2 weeks

High Gear
ExtremeExchange®

4

IMPLEMENT

Optimize the retail space and experience

1 day

Load & Lift
Facilitated Session

5

*Inspired by the Design Thinking Framework by Tim Brown

1. Shape & Define | Digital #Inspo Mind Map

THE WORKOUT PLAN

Like your favourite sculpt class, this tool is about **shaping and defining**.

Our Mind Map will help us see what shapes consumer thinking and how to define their needs.

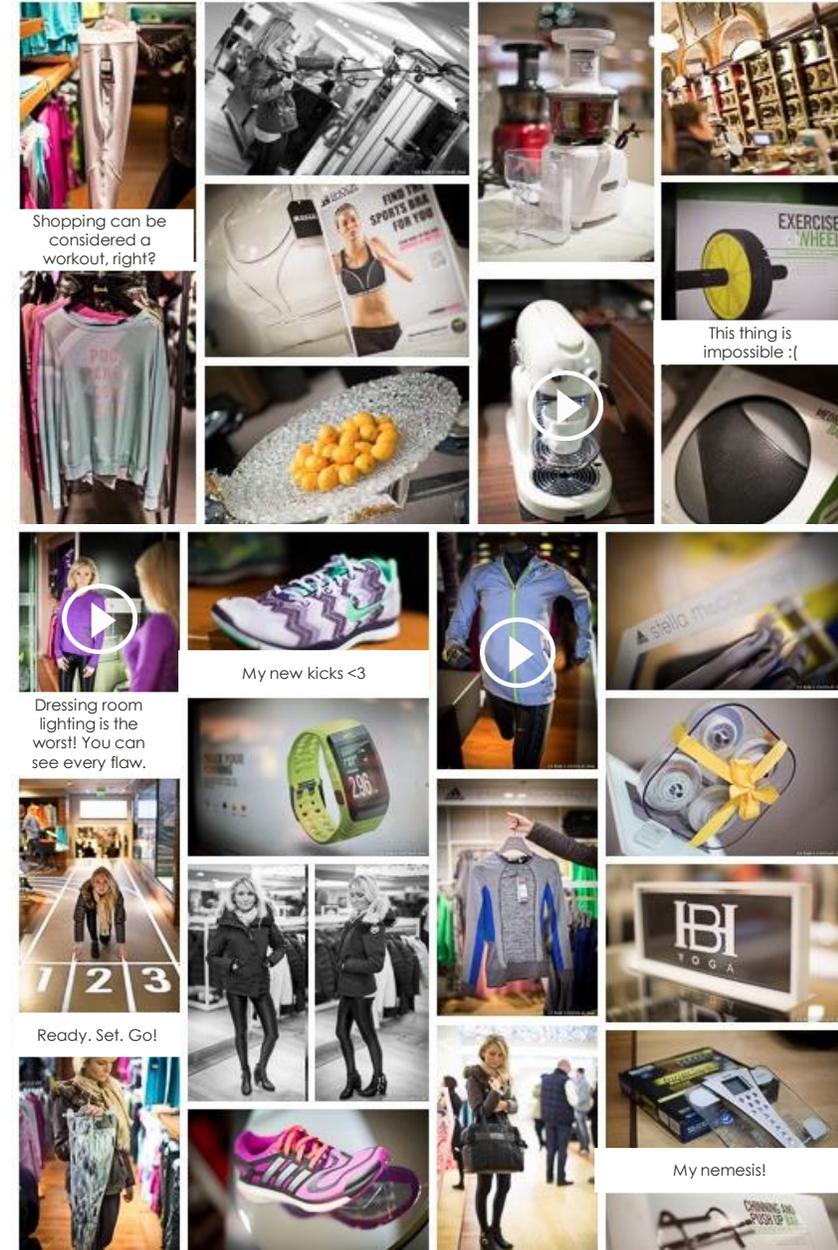
Consumers create visual #inspo maps (think Pinterest but more evocative) using participant-generated videos, in-the-moment selfies and web-based inspiration as content. We'd provide a series of questions to answer as they create: What philosophies guide their selection? What brands align with their thinking?, What's their guilty pleasure? Participants will build their mind map over a few weeks.

The most articulate and creative from this phase will be recruited for the CREATE phase.

WHAT WE GAIN

We'll start to uncover the context for delivering the ultimate Qually Studio retail experience:

- Who and what inspires them?
- What is helping them on their journey and what is standing in their way?
- What is their context for delivering the experience they most want to have?
- What supports their experience (food, gear, clothing)?



40 consumers nationwide;

- 20 Gym Rats
- 20 ImaGYMers

Mix men and women, ages, high/low Qually Store spenders.

2. Stop & Go | Store Intercepts

THE WORKOUT PLAN

This is the interval training of research where consumers **stop** and have a short interview then **go** about their workout (or their day).

We'll observe consumers while shopping at the Qually Store, and *intercept* them for a 10-minute interview as they exit the store space. We can establish their segment in a few front-end questions.

Interviews will take place over two weeks across early morning, noon and evening to capture a range of different gym goers.

We'll create quotas for each segment to make sure we've got a good sample of each per location and segment. We want to end up with 36 intercepts total, 12 in each of three key Qually Studio markets.

WHAT WE GAIN

- We'll create qualitative Visitor Profiles to isolate difference in needs between browsers/buyers, men/women, age, Gym Rats and ImaGYMers, high/low spenders.
- We'll uncover what delights and what disappoints across segments.
- We clearly identify motivations for visiting the store and barriers for higher spend and increasing the frequency of visits.
- ...and we'll invite the **most articulate** intercepts across our segments to participate in the next phase of research (On-the-Move Immersive IDIs).



Gym Rats and ImaGYMers shopping at the Qually Retail Store. Mix of men and women, ages and high/low Qually Store spenders.

3. On-the-Move | Immersive IDIs

THE WORKOUT PLAN

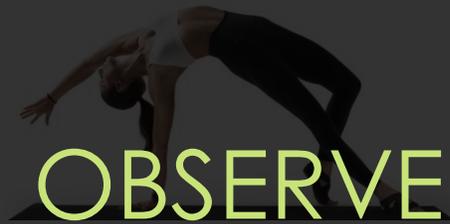
Think distance training. We pair up with a consumer for the long haul, **on the move**, immersed in their day.

A seasoned researcher shadows a consumer to observe & understand behaviour before, during and after a workout.

After each pair finishes at the gym, they head off-site to two of their self-described **favourite retail stores** – one focused on apparel/gear, the second on fuel/food to learn about their ideal retail experiences.

WHAT WE GAIN

- We can deeply understand how our targets' gym habits impact their retail needs.
- We witness first hand what is inspiring and attracting them in the apparel/gear and fuel/food retail spaces.
- We'll develop hypotheses around what others are doing well and where the gaps are in the Qually Studio store.
- And we can take these product, service and experience-related hypotheses into the next phase of the research (the Extreme Exchange™).



Up to 8 standout consumers from the previous two phases:

- 4 Gym Rats
- 4 ImaGYMers

Mix of genders, high/low spenders

4. High Gear | ExtremeExchange®

THE WORKOUT PLAN

High energy, intensely collaborative, fast-paced and fun! An Extreme Exchange® is like a focus group but in **high gear**.

We bring our segments together in one room, facilitated by a team of experienced researchers and with client observers at each table and roaming around.

Each table/segment works through a series of pre-created exercises to build the IDEAL Qually Studio store and then 'exchanges' their creations with the group. Ideas are discussed, divergent points of view are freely exchanged leading to greater leaps in understanding and ultimately consensus.

WHAT WE GAIN

- We'll develop a "blueprint" for what the 2 segments want in their ideal Qually Studio store.
- We'll identify where the 2 segments' wishes overlap and where they diverge – prompting different requirements within retail.
- We'll understand what the Qually Retail Store does well, and where it falls short of ideal.
- And ultimately, our consumers will help create the ideal in-store experience: From high-order strategic needs (promise, values) to tactical needs (assortment, ambience).



CREATE



18 participants across three tables (6 per) with a moderator at each for a jam-packed 4 hour session:

- 2 tables of 'Uber' Gym Rats and 1 table of 'Uber' ImaGYMers identified from the Mind Map participants. 1 (major) market.
- Mix of ages, gender and high/low spenders.

5. Load & Lift | Facilitated Session

THE WORKOUT PLAN

Think **loading** up on what we learned from the research and doing the heavy **lifting** to develop an action plan.

This is a half-day facilitated session led by the Research Team using a series of exercises and approaches rooted in *Design Thinking*.

Findings from the ExtremeExchange® will be shared. Key outputs from the research will be used for the team to build on, identifying what can be actioned immediately and how.

All stakeholders provide their own perspectives, ensuring ultimate consensus around the consumer learning.

WHAT WE GAIN

- Together we'll create a concise action plan on how to operationalize the research findings: stop, start, continue.
- There will be clear accountability on who is responsible for what, to ensure that the process moves forward.



IMPLEMENT



The Client and Research teams, plus key Internal Stakeholders (retail managers, merchandisers, gym staff, buyers).