IMAGINE IOT
PROTOTYPE CHALLENGE

FOOTFALL VS SALES IN RETAIL STORE
**Story**

**Problem:**

- No information on how many people visited particular section in the retail store e.g. Food Section, Clothing, Household goods, offer section etc. except the entry & exit gate.
- If promotions are running what was the footfall and is there any positive/Negative impact on the sales.
- Reason for low footfall in particular section in the store (whether it is lack of offers or less usage)

**Solution:**

- Automated solution to show the footfall in a particular section of the store based on the sensors deployed in those sections.
- Get the information on the sales of that particular section based on parameters set for pallets or no of products placed on the particular sections. Based on this information/performance we can also plan for replenishment or re-ordering if required.
- Analytical application showing Footfall Vs Sales.

**Background:**

- In Retail stores, we will only get footfall when the person enters the store. There is no solution to gather the information on footfall in a particular section of store whether it is garments section, Household, Bakery, clothing, food section etc.
- We don’t know the footfall was more in which section and why, whether it was due to offers or other discounts running.
- So an automated solution/app which we can provide footfall in a particular section will be helpful to compare footfall vs Sales and the reason for increase of footfall & sales. E.g. If footfall is more in one section as we have a festive promotion running in that section and due to which sales have increased which will help in future planning.
- But there can be reason that in one section footfall is less because people don’t but that product because of price and quality.
Persona

Mathew (35 yrs.)

Retail Manager

As a Retails Manager I need a solution to monitor footfall in different sections in my store for better planning and decision making in comparison with the sales. Also to see which promotions were successful this month and how much was the increase on the sales.

Job Responsibilities:

- Planning for Stock Replenishment/Re-order
- Monitor and Compare the Footfall vs Sales for different Sections
- Planning for promotions/offers
- Profitability calculation for different sections/products

Needs:

- I need to know Information on footfall in different sections of the store
- I need to know the Footfall Vs Sales comparisons
- I need to know which all products are generating more sales and reason for the same.
- I need to know Impact of promotions/ offers in different sections
- I need to know information for replenishment or re-ordering of the products if required.

Main Goals:

- Perform weekly assessment of the store and perform Footfall Vs Sales comparisons
- Assess which all products are generating more sales and reason for the same.
- Stock availability of the products generating more sales
- What kind of promotions are most beneficial
- If footfall is high in particular section, whether there is also increase in sales?

Pain Points:

- As of now we don’t have details of footfall in particular section
- I can only view the sales figure and then I have to analyze which sections is having more sales and why it increased without any information on footfall.
- Without footfall information in hand at a particular time it is very difficult to please for stock replenishment/update on sales information.
**Point Of View**

- As a Retail Manager I need a way to compare Footfall in different sections of retail store Vs sales in order to plan for promotions, offers in order to increase sales and improve customer experience/satisfaction.

**UX Journey:**

<table>
<thead>
<tr>
<th>Actions</th>
<th>Mindset</th>
<th>Feeling</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Enter the Retail store</td>
<td>• Walkthrough different section</td>
<td>😊</td>
</tr>
<tr>
<td>• Go to a particular sections</td>
<td>• Look for promotions/offers/discounts</td>
<td>😊</td>
</tr>
<tr>
<td>• Ask the Manager/Sales staff for a particular Product</td>
<td>• Check for promotion/offer details</td>
<td>😊</td>
</tr>
<tr>
<td>• Check the product for any offer/promotions</td>
<td>• If there is no offer, don’t buy as of now as it is not urgently required</td>
<td>😊</td>
</tr>
<tr>
<td>• Collect the product and proceed to Billing counter</td>
<td>• Proceed to the Bill counter</td>
<td>😊</td>
</tr>
<tr>
<td>• Bill will be generated and stock/sales will be updated in the system</td>
<td>• Monitor sales and plan for promotion etc, replenishment</td>
<td>😊</td>
</tr>
</tbody>
</table>

**Touch Points**

- Instant Information on Footfall
- Listing of the products with the promotions
- Proper Visibility of Footfall in particular section
- Reason for not buying that particular products
- Comparison Footfall Vs Sales
- Proper planning for Stock replenishment/Reorder
Mockup:

Build Tool:

https://standard.build.me/api/projects/7dbd76db396daa2b0cd39e07/prototype/snapshot/latest/index.html#/14775620615889784_S3