

Category: Telecommunications

Methods: In-Store, Digital Display Testing

Summary

Decision Analyst's client was introducing informational and advertising-oriented, digital display kiosks in its stores nationwide. Prior to rolling out these free-standing digital fixtures, management wanted to test the overall impact of their digital display screen content, as well as the effectiveness and operations of display orientation, sound, and interactivity. To this end, the client asked Decision Analyst to propose an approach to address these needs and determine the optimal setup of these digital displays.

Strategic Issues

The client wanted to determine the final design of the digital fixtures and options available (orientation, sound, interactivity, etc.). Of specific importance to the client were the types of digital content strategies that best resonate with their customers and ultimately drive traffic and business in their stores.

Research Objectives

The research objectives included:

- Determining final design of digital fixtures and options required (orientation, sound, interactivity, etc.).
- Gaining an understanding of the types of digital content strategies that resonate best with client customers and that ultimately drive the business.
- Assessing consumers':
 - Satisfaction with the in-store experience.
 - Recall of messaging/content in the digital display.
 - Perceptions of how helpful the digital display was during their store visit.
 - Likes and dislikes about the digital display they were exposed to in the store.
 - Likelihood to recommend the brand and its services.



Research Design and Methods

The client installed kiosks in multiple stores in several markets across the U.S. For testing purposes, the kiosks varied between the following:

- Digital kiosks that were interactive (both vertical and horizontal)
- Digital kiosks with sound (both vertical and horizontal)
- Digital kiosks that had both sound and were interactive (both vertical and horizontal)
- Stanchion (traditional, printed, free-standing sign) used as a control

Decision Analyst conducted more than 1,500 in-store test and control surveys among consumers and the managers of the participating stores. Interviewers intercepted the respondents as they were leaving the store; if the respondent had not seen the kiosks, they were asked to review it and then answer the survey.

Consumers were interviewed about their in-store experience, likelihood to recommend the retailer, recall of messaging, perception of how helpful the display was to their purchase decision, and their likes/dislikes. The managers were interviewed to gauge their likes/dislikes, perceptions of usefulness, and perceptions of how the display would assist sale performance.

Results

The results of the survey showed how well the digital kiosks compared to the stanchion (traditional, printed, free-standing sign) on a variety of measures. Furthermore, our research determined which display type (sound, interactive, sound and interactive, or stanchion) provided shoppers with a better in-store experience and encouraged them to seek additional information on products and promotions. The client also learned which kiosk enhanced advertising message recall, as well as likelihood to spread favorable word of mouth about the brand and improved technological perceptions of the brand.

The study also provided the design team with recommendations for increasing interest and customer engagement with the brand and its product information.

Since conducting the study, the client has rolled out customer preferred kiosk displays in all stores. Initial feedback indicates that refining the format and content of the displays has improved brand relevance, improved perceptions of the brand, increased product and brand awareness, and has optimized ad revenue.