



EXPERIENCE DESIGN STRATEGY PUBLICATION • ISSUE #2

3 EXPERIENCE STRATEGIES FOR EXTRAORDINARY IMPACT

1

MEASURE IN MOMENTS

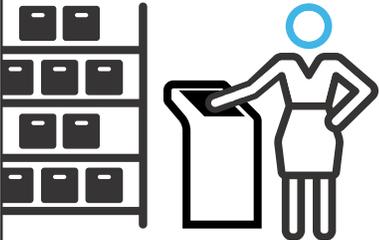
Retail experiences are made up of multiple micro-journeys. Each is nuanced depending on the type of industry, brand, store footprint and whether it is equipped with digital or other experiential touchpoints. Within those journeys, find key moments that can make or break the customer experience. It can be moments of discovery, learning, point of decision making, transaction or fulfillment. Start with identifying and assessing the key moments that are crucial to your customer experience.

DISCOVERY & LEARNING		POINT OF DECISION MAKING		TRANSACTION & FULFILLMENT	
<ul style="list-style-type: none">• Watching a demo video• Trying food samples & tastings• Reading promotional signage		<ul style="list-style-type: none">• Trying on clothes in a dressing room• Consulting a sales associate		<ul style="list-style-type: none">• Self-checkout at kiosk• Paying at the till• Picking up curbside	

2

ASSIGN ROLES TO IN-STORE COMMUNICATION CHANNELS

Whether it's print materials, staff, digital signage, interactive elements, or other sensorial touchpoints, you likely have various in-store communication channels. It's important to identify which channel will be your main actor for key moments. Which ones will take the supporting role? Define the expected level of engagement and the type of communication each one is responsible for. This ensures all your retail touchpoints work together seamlessly and provide meaningful and impactful value.

	THE PRODUCT FINDER KIOSK
	<p>With limited staff, customers find it difficult to find an available sales associate for immediate assistance. The Product Finder Kiosk addresses the customer's need to quickly search for a product. For this retailer, the kiosk has been given the main role of product finding. Should the customer require additional support, the kiosk can trigger a call to a sales associate – the supporting actor who can fill in any gaps the kiosk can't answer.</p>

3

CREATE PEAKS

In most experiences, customers don't remember the entire journey. Instead, they'll remember key moments like peaks for positive experiences, as well as low points, if they've had a bad experience.

- What is the highlight of your retail experience?
- What do you want your customer to remember?
- What experiences can you create that rise above the routine?

Create peaks to make customers feel engaged, joyful, amazed, motivated, and experience a memorable delight.

PATH BMO VIDEO WALL



A typical walk through Toronto's underground PATH became quite delightful when BMO surprised commuters with a motion triggered digital display. As commuters passed by the screen, their movement triggered the rustling of autumn leaves and other seasonal scenes. Commuters would pause to interact with the screens and take selfies. In addition, weather and travel schedules were displayed to aid commuters in their daily commute.

About CDM | CDMexperiences.com

Experience Design Strategy practice at CDM is led by a team of strategists who are passionate about solving business problems and uncovering human and spatial insights to design digital experiences that create meaningful connections between people, places and brands.

CDM is an industry-leading and award-winning digital experience agency working with clients across the globe. Our digital solutions maximize foot traffic with data-driven experiences making every impression worth more, deliver more and do more. We're part of the Cineplex Inc. ecosystem – one of North America's largest movie theatre chains with a diversified portfolio including restaurants and entertainment destinations.

[Contact us](#) to apply these experience strategies to your brand.