Small Post-It notes, Big Ideas

VSG
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@mhmandrew

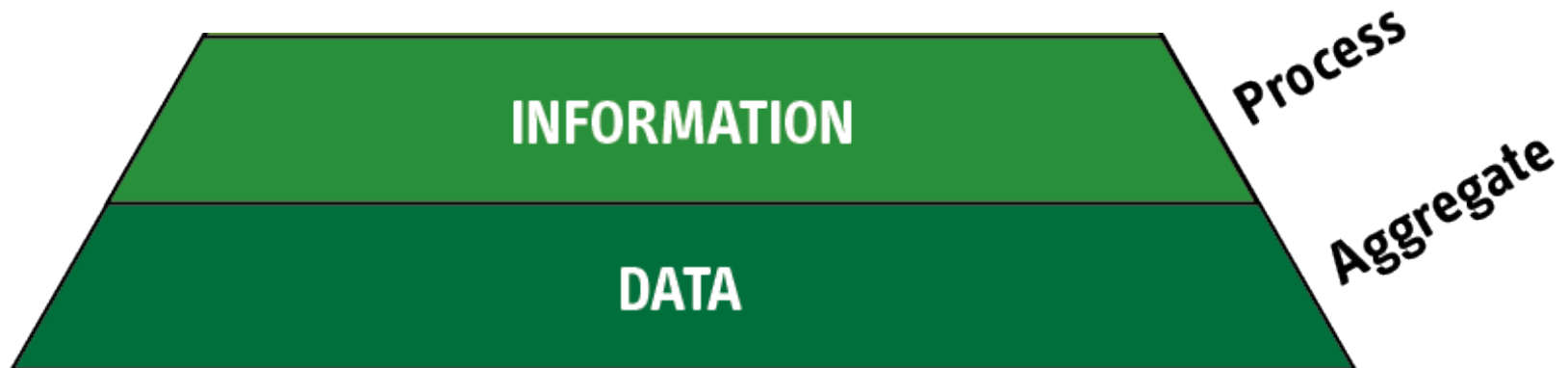# Small Post-It notes, Big Ideas

- So much data… so little insight
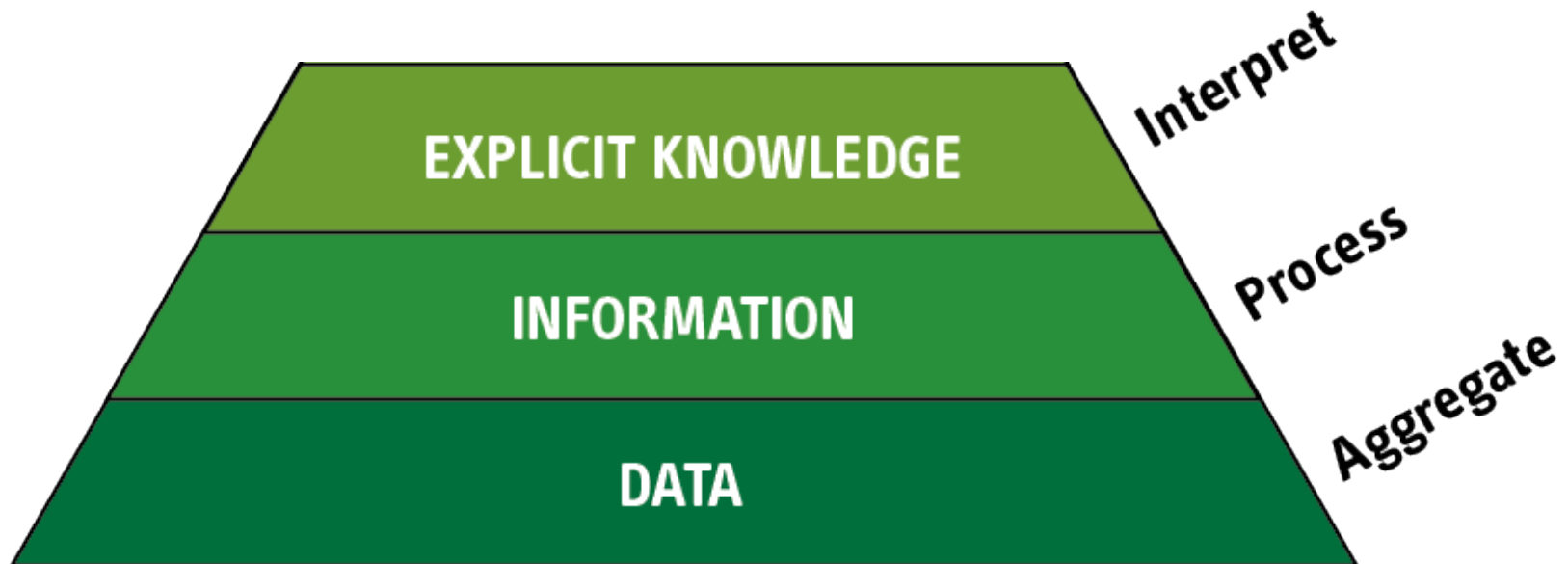- Analysis paralysis
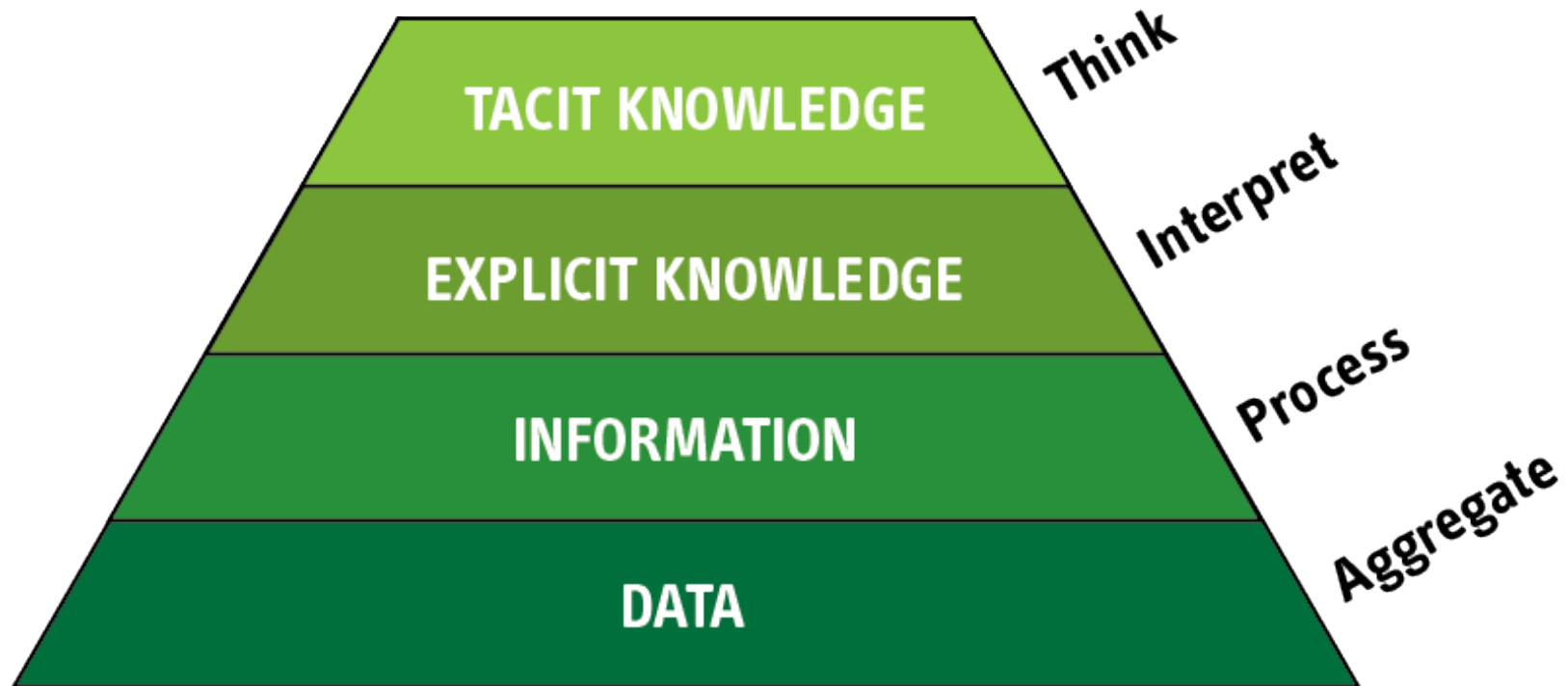- Rehearsing findings vs revealing insight
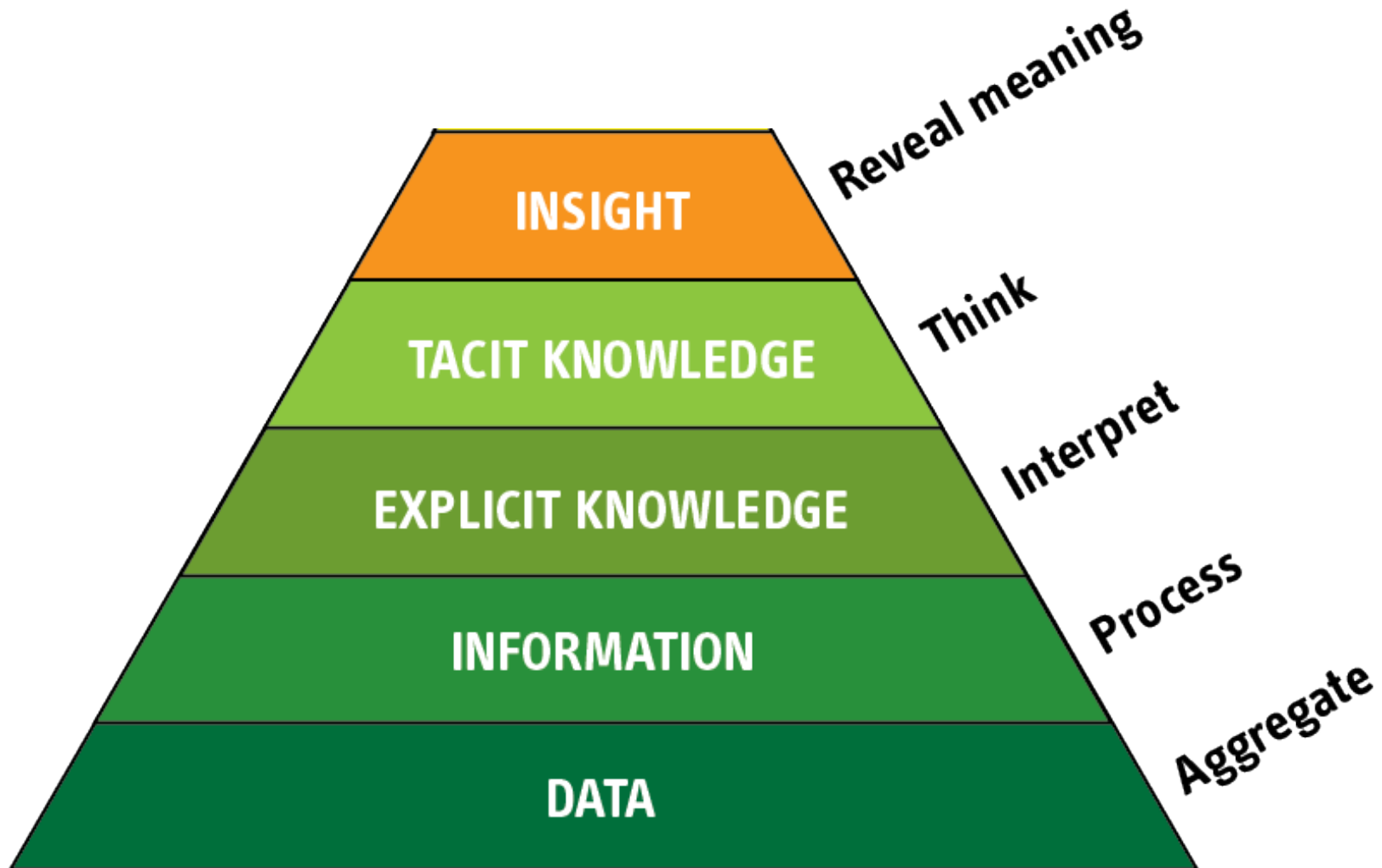
morris
hargreaves
mcintyre

MHM's Pyramid of wisdom

MHM's Pyramid of wisdom

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MHM's Pyramid of wisdom

INSIGHT

TACIT KNOWLEDGE

EXPLICIT KNOWLEDGE

INFORMATION

DATA

Reveal meaning

Think

Interpret

Process

Aggregate

MHM's Pyramid of wisdom
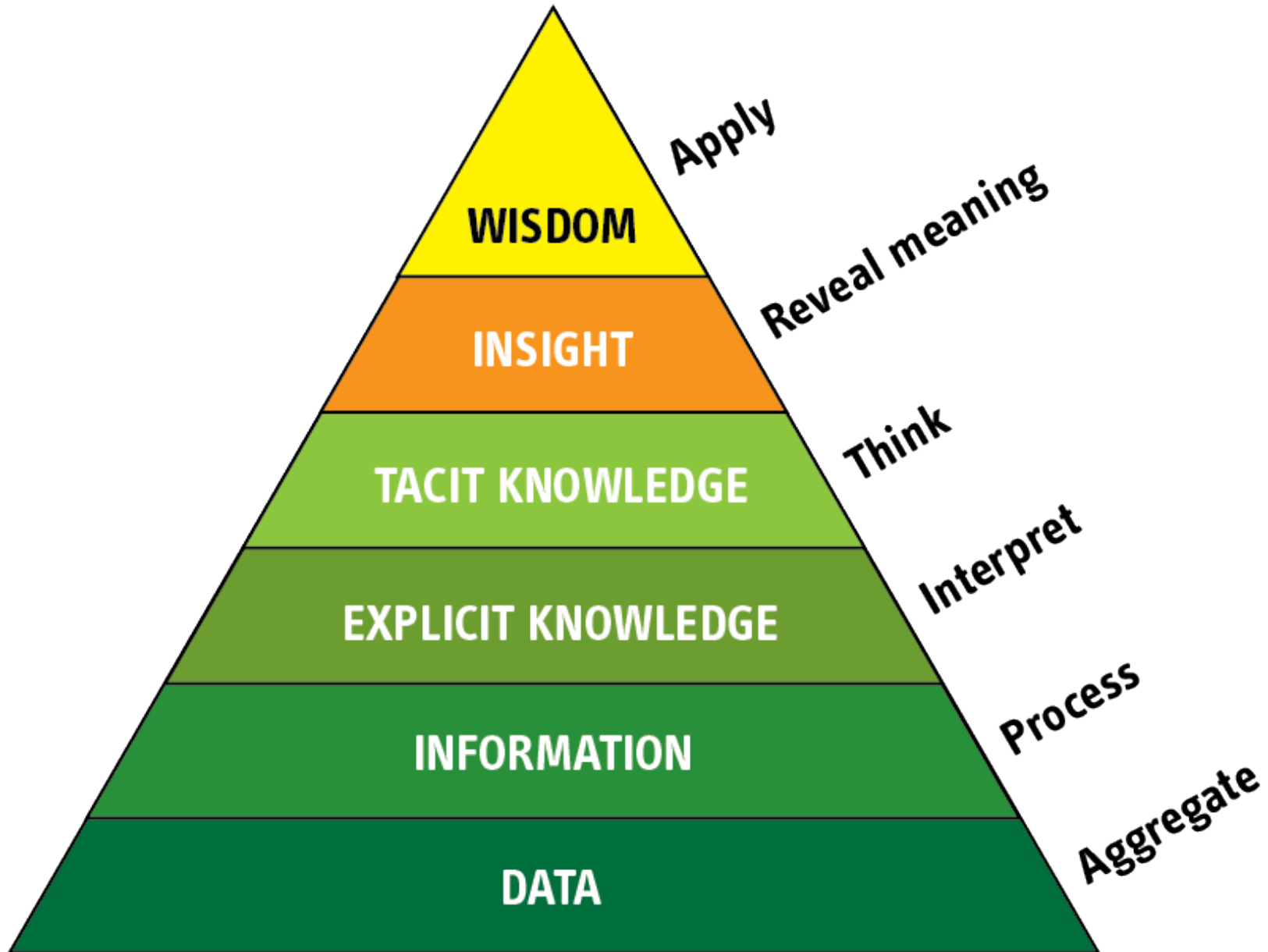
Six paths to insight

Six paths to insight

using reasoning to construct
general conclusions
from specific examples

Induction

INSIGHT
understanding
the true nature
of a thing

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**Discovery
observations**

acts of detecting and
assimilating productive knowledge
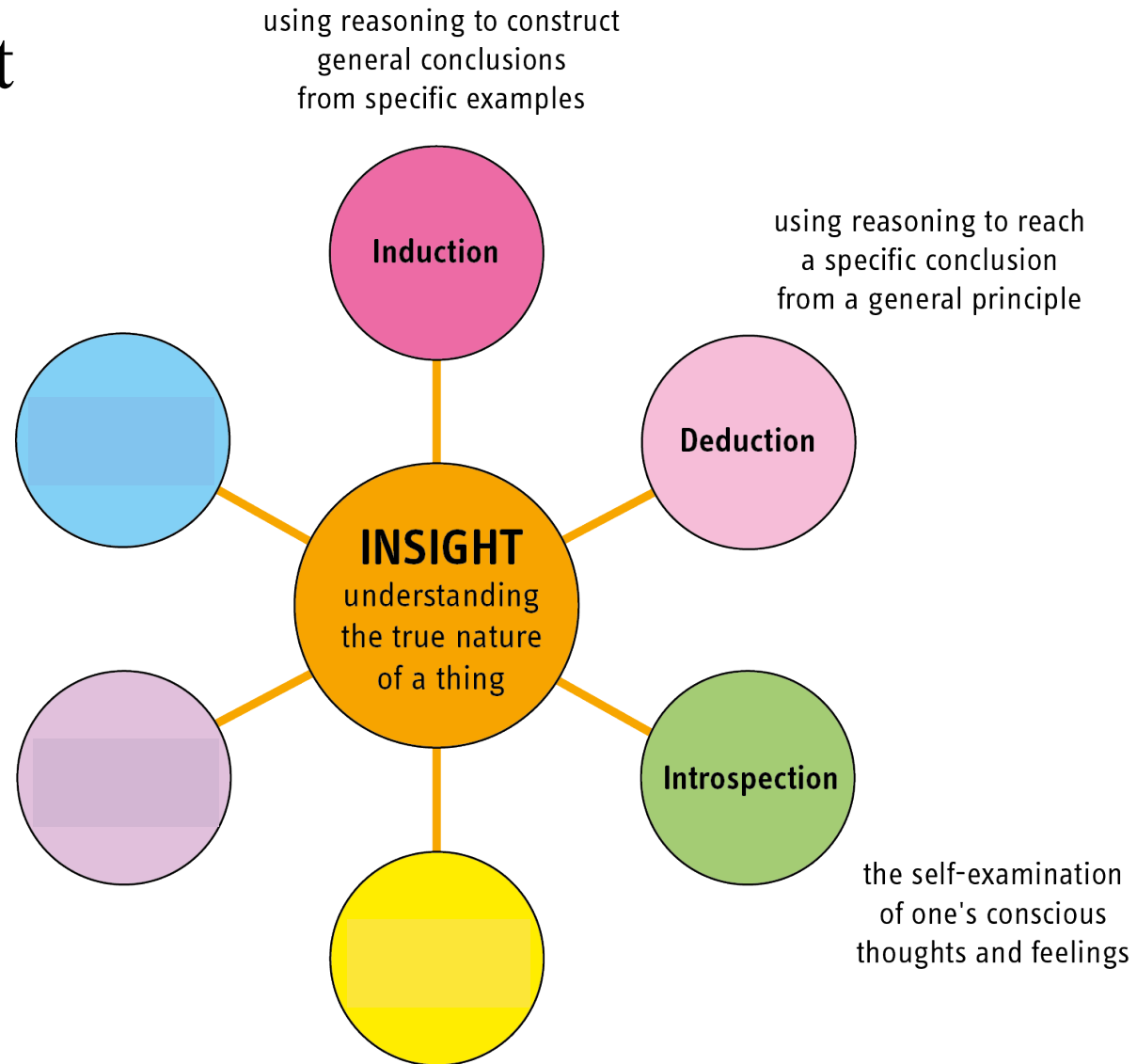from deliberately observing a phenomenon

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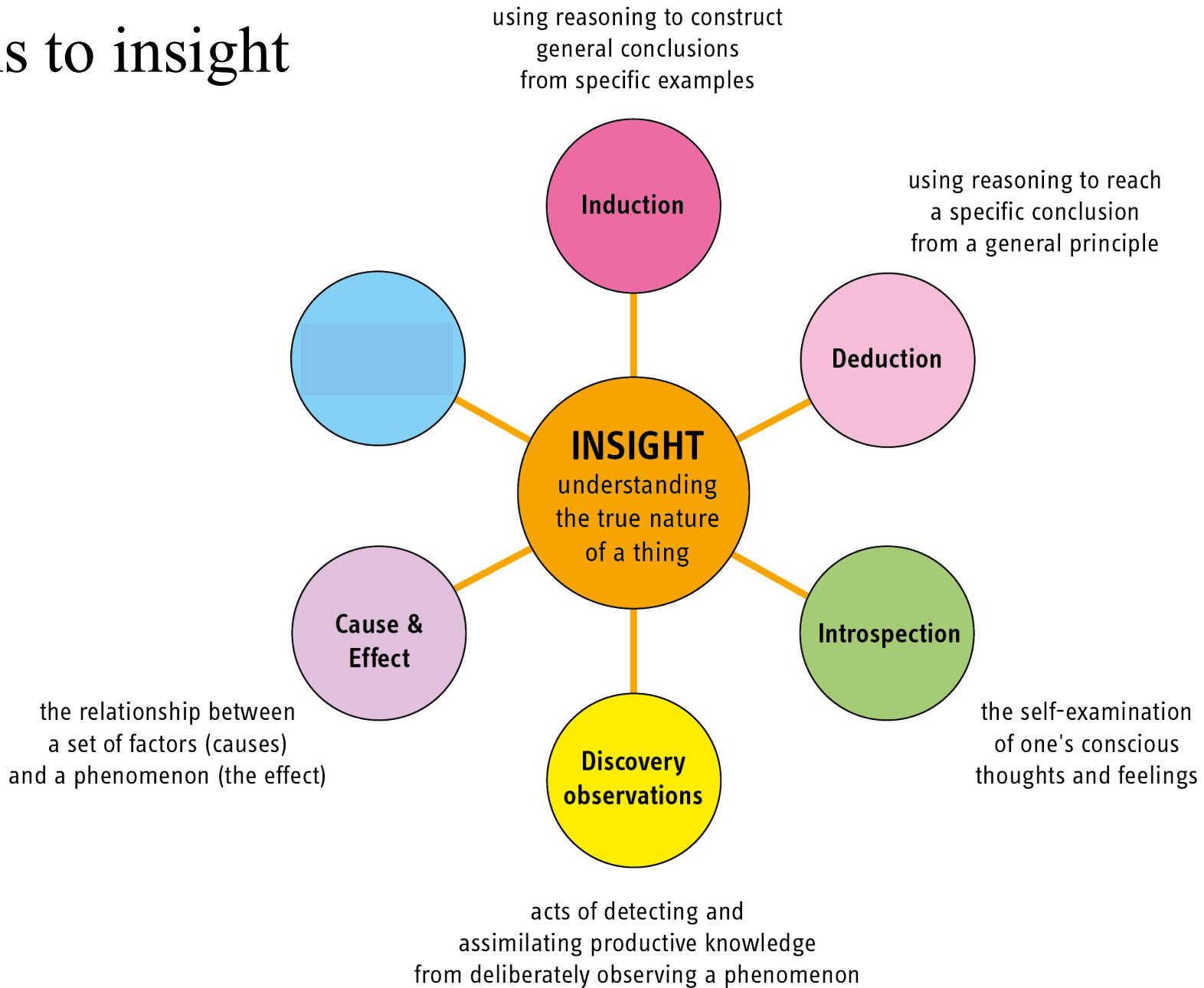from a general principle

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Introspection

**Cause &
Effect**

**Discovery
observations**

the self-examination
of one's conscious
thoughts and feelings

the relationship between
a set of factors (causes)
and a phenomenon (the effect)

acts of detecting and
assimilating productive knowledge
from deliberately observing a phenomenon

Six paths to insight

Induction

using reasoning to construct general conclusions from specific examples

Deduction

using reasoning to reach a specific conclusion from a general principle

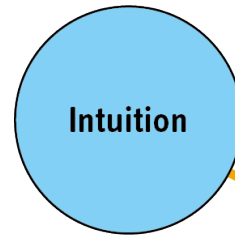**Intuition**
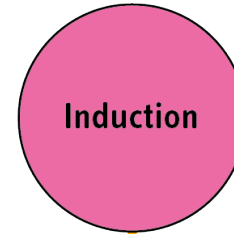
understanding or knowing without conscious recourse to thought, observation or reason using unconscious cues or implicitly understood prior learning.
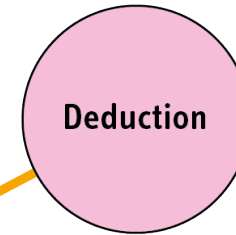
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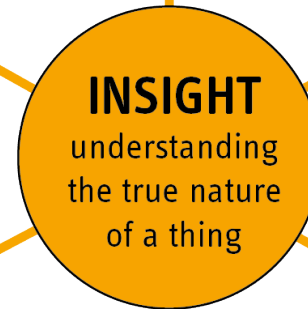
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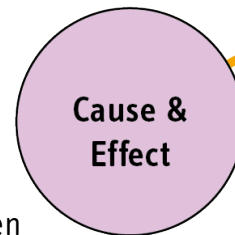
Cause & Effect

the relationship between a set of factors (causes) and a phenomenon (the effect)

Discovery observations

acts of detecting and assimilating productive knowledge from deliberately observing a phenomenon

Small Post-It notes, Big Ideas

- So much data… so little insight
- Analysis paralysis
- Rehearsing findings vs revealing insight
- Don't start writing till you've finished thinking
- If you only had one Post-It note…
- Be like Rupert the Bear

Multimodal storytelling provides opportunities for engagement

Rupert the Bear annuals are fine examples of multimodal story telling.

They consider the different learning styles of the audience.

The headline tells the story. And each additional layer not only enriches the story, but is a story in its own right.
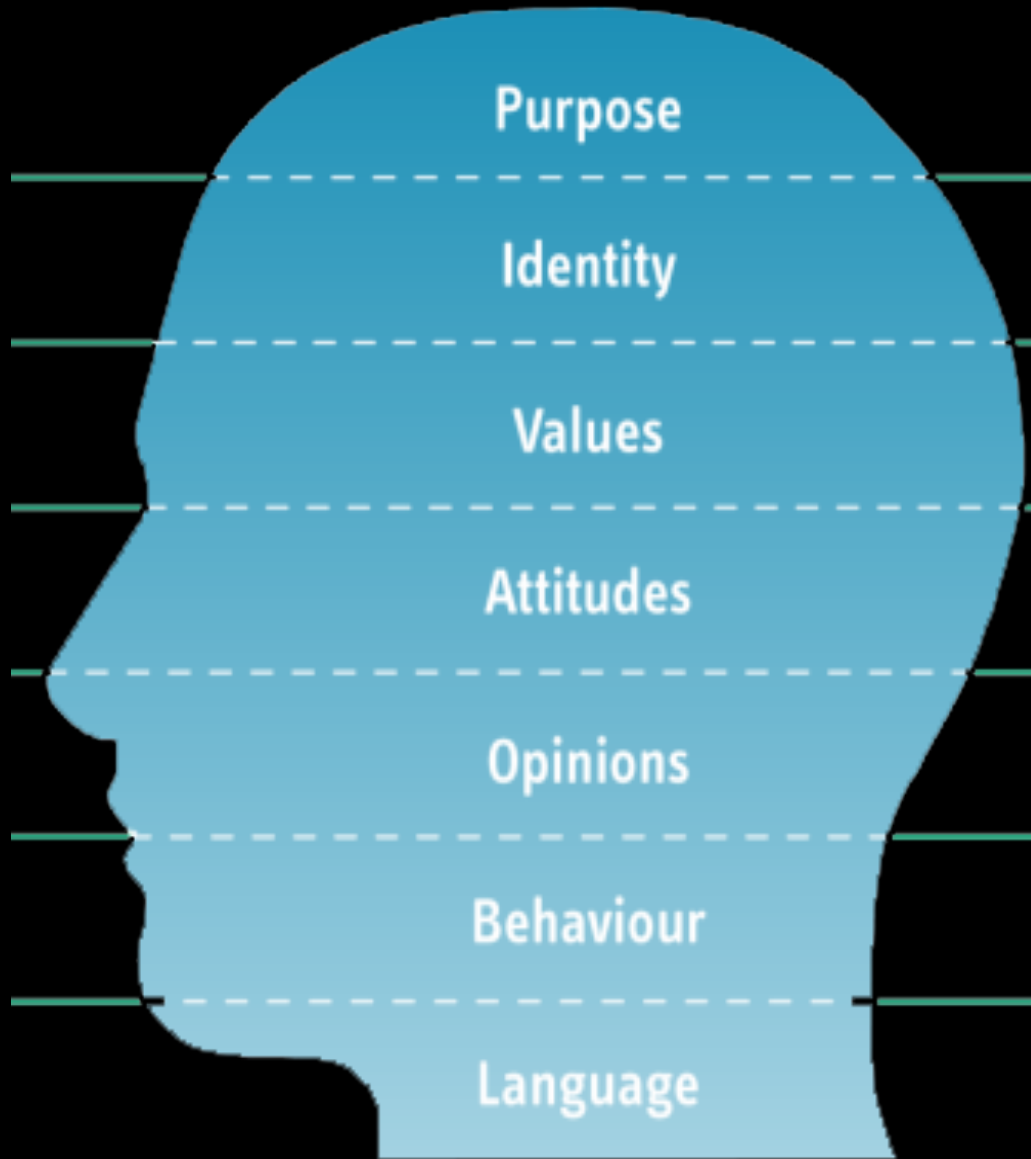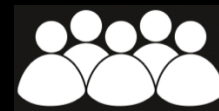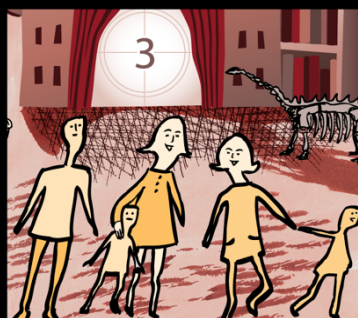
MEET THE CULTURE SEGMENTS…

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ESSENCE

EXPRESSION

STIMULATION

RELEASE

ENRICHMENT
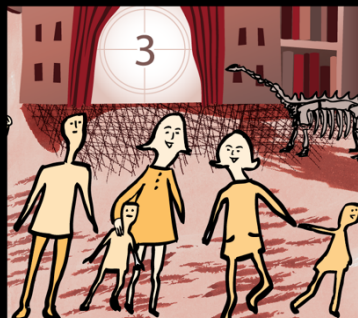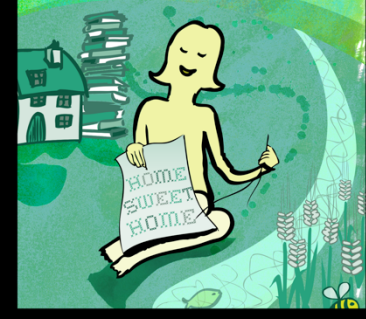
PERSPECTIVE
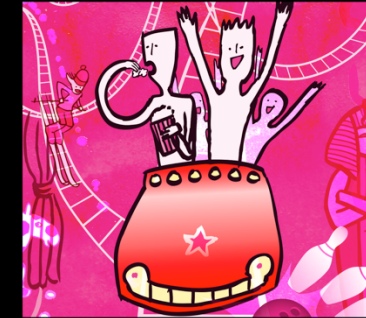
AFFIRMATI

ENTERTAIN

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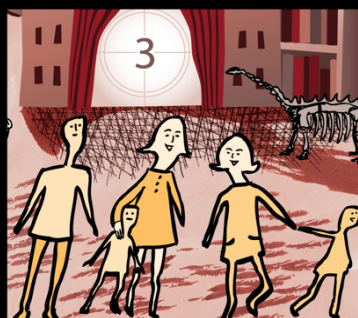
AFFIRMATI

ENTERTAIN

About the project

- First data of its kind for the client

- 3 sites, each with several retail outlets

- 750 sample exit survey

- 3x forums, each with three segments

So, what's going on?

Half of shoppers only visit one

Overall 52% of visitors only use one shop on site. Multi-shop visits are most common at venue B (58% visit two or more), and least common at the venue A (42% see two or more).

'I wouldn't necessarily go in all three of them, but I'd probably go in the main one at the end.' Expression

Number of shops visited at each site, of those who used at least one

| 1 | 2 | 3 | 4 | 5 |

	1	2	3	4	5	
Total	52%	34%	8%	5%		[Base 631]
Venue A	58%	21%	17%	4		[Base 191]
Venue B	42%	35%	10%	13%		[Base 207]
Venue C	56%	44%				[Base 233]

Venue A 1.95 avg.

Venue B 1.69 avg.

Venue C 1.44 avg.
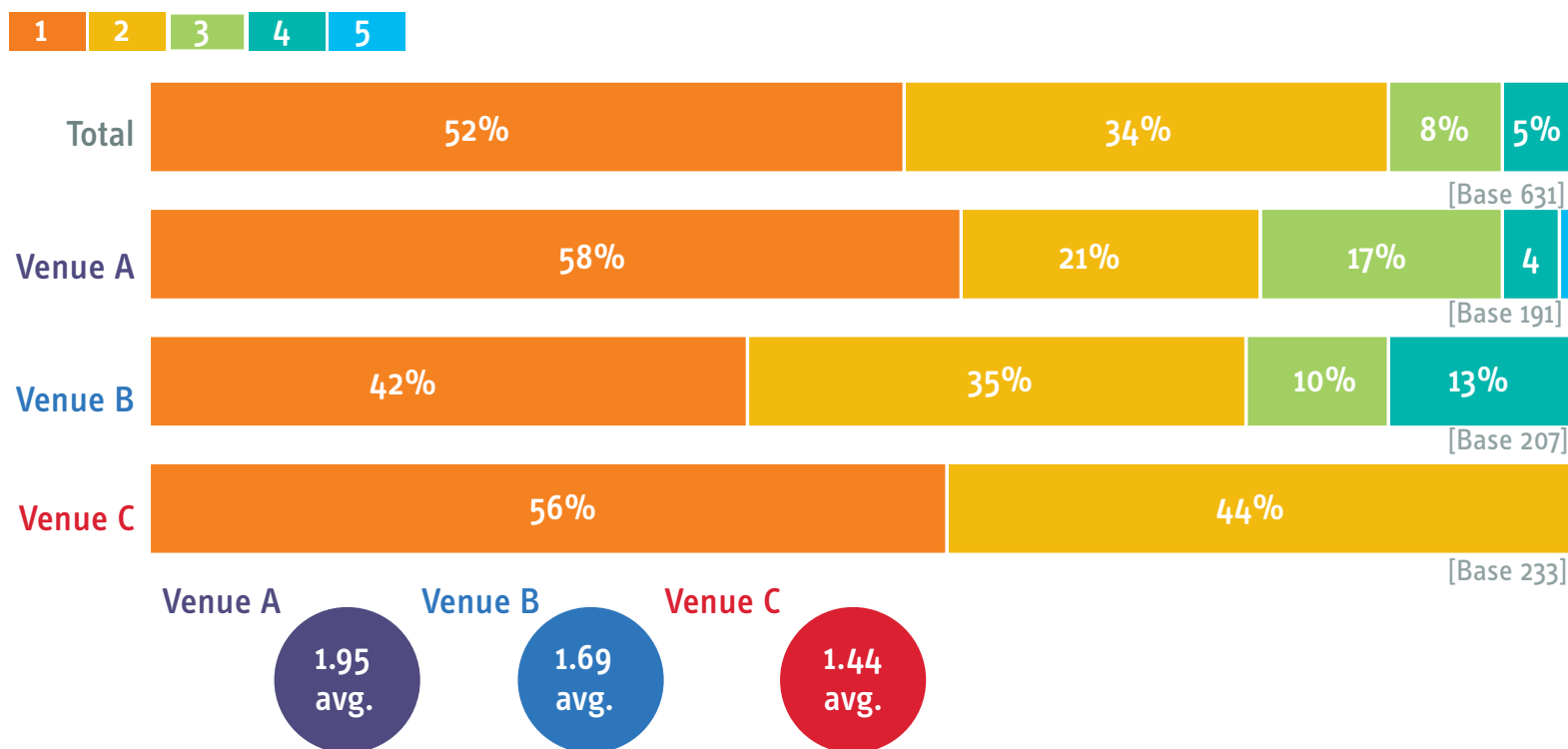
Extend the visit experience

Visitors treat the shop as part of their visit, so it's vital the **experience is consistent** with other elements of your venues. Your commitment to your **cause and principles** is evident in visitor satisfaction overall – carry this approach through your shops by **creating atmosphere, telling stories** and **interpreting** your products.

We don't switch to retail mode

Visitors' mind-set does not automatically change when they arrive in your shops. They are still on site, continuing their visit so they will approach the shop in the same way as the rest of the venue.

'(The shop) is part of the visit really... You couldn't not.' Expression

Shops are part of the visit for some

For Affirmation and Expression, a shop visit is a natural part of their trip – reflected in their higher than average propensity to browse and to buy.

'For me it's important that it's part of the visit... you still have the experience of the exhibition on you.' Affirmation

'I like (shop A5) because it's in the venue, so it's part of your visit, which I really like... It was more intimate... more connected.' Affirmation

Evocative presentation appeals

Some venue shops, especially the B1 shop at venue B already deliver the same atmospheric, immersive experience offered in the venue, and visitors appreciate this.

'Some nice smells like aromas like spice or something especially as it is near Christmas.' Expression

'(The B1 shop) was lovely, the music was great. It was very atmospheric.' Affirmation

'There was lots of "oohing" and "aahing" as we went into the (B1) shop... It was very inviting.' Expression

'(The B1 shop) just has the same feel as when you go around venue B, it is not like "oops I am in a shop" it slowly introduces you. It has the atmosphere of going from room to room.' Affirmation

Stimulation offer an opportunity

Stimulation report **lower levels of satisfaction** than other segments across a range of measures. They are **prolific browsers**, but infrequent purchasers – suggesting that your shops don't currently meet their needs. They aren't averse to spending, you just need to **get the product right** for them. We have therefore identified Stimulation as a **target segment** for retail, as they offer significant revenue potential.

Stimulation browse but don't buy

Stimulation show amongst the lowest propensity to purchase at your sites, but the highest propensity to browse. This suggests they're looking for something that they can't currently find.

Shop behaviour by Culture Segment

Shop behaviour	Base	Purchased	Browsed	Walked through	Did not visit	Not aware
Overall	771	35%	38%	9%	11%	7%
Affirmation	78	47%	34%	10%	7%	2%
Expression	223	41%	36%	7%	11%	5%
Enrichment	92	39%	40%	6%	5%	10%
Essence	102	31%	41%	7%	12%	9%
Perspective	97	28%	37%	8%	17%	10%
Stimulation	81	26%	46%	8%	11%	9%
Entertainment	69	26%	32%	22%	12%	8%
Release	29	25%	52%	3%	10%	10%

They don't cite the same barriers

Other segments such as Essence, Entertainment and Enrichment actively cite a range of barriers to purchasing, which explains the lower incidence of purchasing in these groups. Stimulation don't spontaneously report these barriers suggesting that they are less likely than others to 'rule themselves out' of purchasing at your shops.

Low segment base sizes mean that quantitative findings are indicative rather than conclusive, but they have been substantiated by the qualitative research.
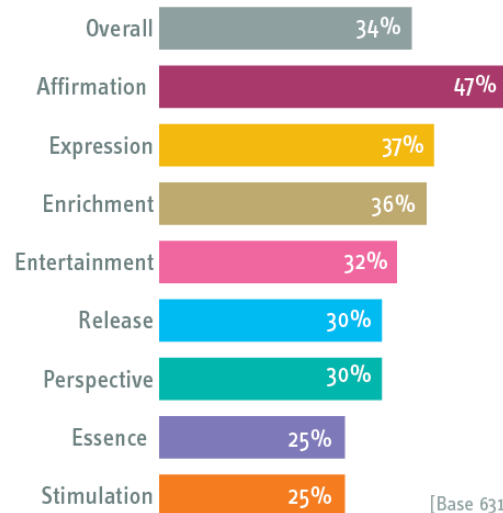
Stimulation score you poorly

Stimulation scored your shops lower than average on all tested measures, indicating that they do not feel their needs are being met.

Product range

Stimulation rated you joint lowest on range.

Proportion rating product range 'excellent'

Segment	%
Overall	34%
Affirmation	47%
Expression	37%
Enrichment	36%
Entertainment	32%
Release	30%
Perspective	30%
Essence	25%
Stimulation	25%

[Base 631]

The venue's shops are great because...

'One can buy unusual objects / items.'

'Great gift ideas, unusual.'

'Wide range of products.'

'Unique items not found on the high street.'

'I wouldn't say great, maybe useful.'

'They are "nice".'

'Great range of items for children, albeit sexist.'

'Not sure.'

While Affirmation were effusive in their praise of your range, Stimulation were equivocal. They demand a much higher standard of design than other segments, and because they pride themselves on discovering cool, quirky, different things they are much more discerning when it comes to their purchases, which again indicates that for Stimulation its very important to have the right products.

Average spend and propensity to purchase

% making purchases (y-axis)

Mean spend (£) (x-axis)

- Affirmation
- Expression
- Enrichment
- Average — Average spend **£18.94**
- Essence — Average making purchase **35%**
- Perspective
- Stimulation
- Release
- Entertainment

y-axis values: 20%, 30%, 40%, 50%

x-axis values: 5, 10, 15, 20, 25, 30
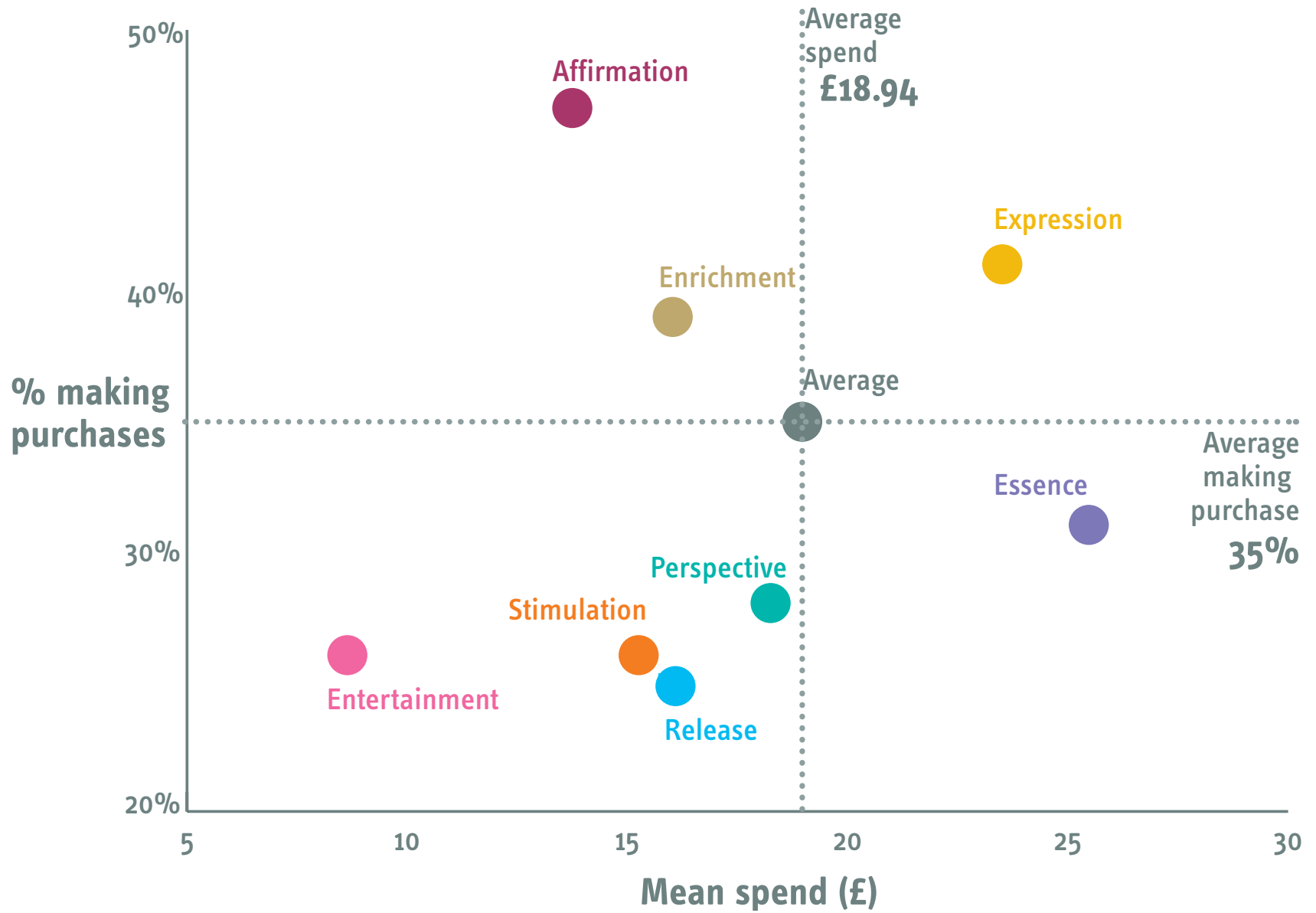
Maximising segment revenue

This model maps the proportion of each segment who purchase, against their mean spend, and groups them according to their behaviour.

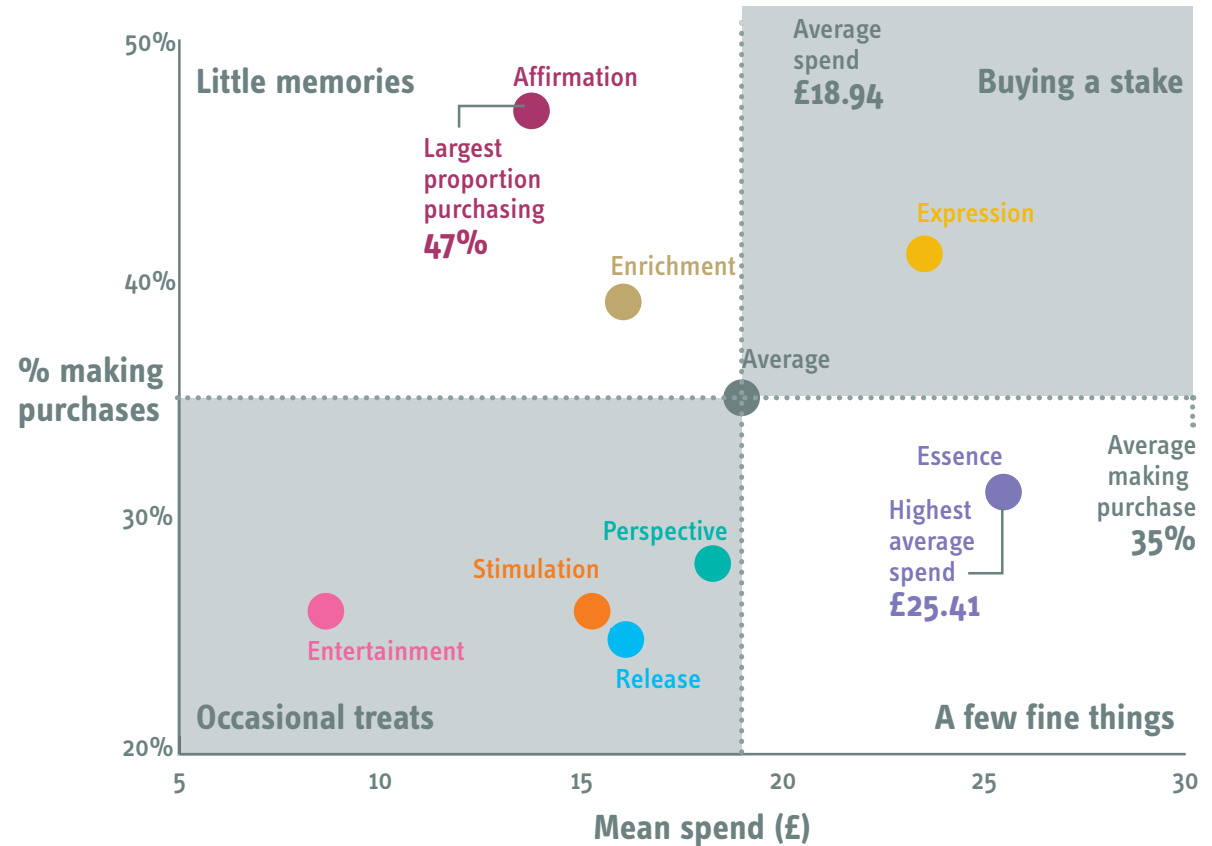**Buying a stake** – purchase regularly, with a high average spend.

A few fine things – spend infrequently, investing in a small number of high value items.

Little memories – are habitual shoppers, making regular low value purchases.

Occasional treats – tend not to spend, buying infrequently and choosing lower value items.

Based on findings from the qualitative research forum we recommend developing strategies to move Affirmation from 'little memories' to become 'buying a stake' and to shift Stimulation from 'occasional treaters' to 'little memories'.

Average spend and propensity to purchase

Scatter plot titled "Average spend and propensity to purchase" with x-axis "Mean spend (£)" ranging from 5 to 30, and y-axis "% making purchases" ranging from 20% to 50%.

Quadrant labels: Little memories (top left), Buying a stake (top right), Occasional treats (bottom left), A few fine things (bottom right).

Data points:
- Affirmation — Largest proportion purchasing **47%**
- Enrichment (~15, ~39%)
- Expression (~23, ~41%)
- Average — Average spend £18.94; Average making purchase 35%
- Essence — Highest average spend £25.41
- Perspective (~18, ~28%)
- Stimulation (~15, ~26%)
- Release (~16, ~24%)
- Entertainment (~9, ~25%)

Segment priorities

	Expression	Affirmation	Stimulation
Atmosphere	X	X	X
Interpretation	Key issue	X	X
Thematic display	X	X	X
Authenticity	X	Key issue	X
Relevance	Key issue	X	X
Local products	X	X	X
Unique / distinctive	X	X	Key issue
Quirky / interesting	X	X	Key issue
Quality	X	X	Key issue
Practical	X	X	X
Memory triggers	X	Key issue	X

Thank you!