

# MERCHANT MECHANICS LLC

Research Services for Kiosk Programs

## *Optimize Kiosk Effectiveness with Observational Research*

Merchant Mechanics is an observational research and testing firm serving the kiosk marketplace. Using state-of-the-art technologies and scientific methods, we empirically reveal, through observation and analysis, how any single element or group of elements found in a commercial environment affects consumer behaviors. Our unobtrusive video cameras record customers in real world environments to provide quantitative data to understand and optimize kiosk usage. By tracking kiosk-related consumer behaviors, this approach gives stakeholders unique insights into how their kiosks are used and guides decisions to maximize their impact.

### **Approach**

Our quantitative research methodologies deliver a thorough understanding of kiosk effectiveness. Our research solutions include:

- ❑ **Real world findings** - we perform empirical studies of kiosks installed in their intended environments, not in clean rooms.
- ❑ **Multi-faceted study designs** - we often combine our observational audits with customer intercept surveys and other techniques. Our insights get to the heart of *why* behaviors are occurring. Each engagement is custom designed to meet each client's individual needs.
- ❑ **Valuable metrics** - we provide kiosk vendors and purchasers with data to understand:
  - ✓ *Placement strategies*
  - ✓ *Impact of signage and other on-site marketing elements*
  - ✓ *Demographic breakdown of users*
  - ✓ *Frequency and duration of engagements*
  - ✓ *Abandonment statistics*
  - ✓ *Damage and misuse behaviors*
  - ✓ *Other engagement metrics – confusion points, order of use, types of transactions, etc.*
- ❑ **Cutting edge technology** - small closed circuit digital video cameras capture unbiased consumer behaviors. Our multiplexed recording techniques allow seamless and unobtrusive observation of kiosk interactions from the most relevant vantage points.

### **Research Benefits**

Minor adjustments based on consumer observation over a sufficient length of time can be the difference between kiosk success and failure. Casual observations can provide anecdotal evidence, but are not as powerful as decisions based on large sets of empirical data. Our research provides:

- ❑ **Validation** - vendors and purchasers get quantitative proof whether a kiosk is achieving its desired results.
- ❑ **Optimization** - our empirical analysis delivers recommendations for kiosk design and implementation improvements.
- ❑ **ROI calculations** - the data allows clients to understand the payback of kiosk rollouts.
- ❑ **Comparative testing** - we can evaluate alternatives, to determine which will be most successful in a given environment.
- ❑ **Statistical data for promotional material** - definitive statements can be made about a kiosk's effectiveness.

### **Third-Party Objectivity**

As an independent research firm, we avoid the conflicts of interest that arise when a vendor evaluates its own work. All our findings and recommendations are based on wide-ranging statistical analysis of hundreds, if not thousands, of real-world customers. By keeping arms length relationships with kiosk vendors and purchasers, we provide data that the industry trusts.

### **Case Study**

In mid-2004, a large, highly trafficked retailer was in the process of rolling out kiosks to reduce cash/wrap queue lengths and improve customer satisfaction. Before they invested in the production and installation of all kiosks, Merchant Mechanics studied several pilot sites to validate the effectiveness of their implementation approach. By identifying kiosk related behaviors, including dominant customer pathways and rates of exposure to marketing elements, our unique findings and insights produced recommendations to improve the "zone of impact" and conversion rate of the kiosk. This study provided the client with the data they needed to confidently continue with their full rollout to over 2,500 locations.

### **Value Proposition**

At Merchant Mechanics, we take pride in providing our clients with actionable insights and recommendations, not just report cards that end up on shelves.

- ❑ **Cost-effective investment** - the results of studying a limited number of pilot installations can produce recommendations generalizable to a large-scale rollout.
- ❑ **Superior customer service** - as a boutique research firm you work directly with our principals.
- ❑ **Fast turnaround** - final reports can be delivered in as short as 1 month after the first research day.
- ❑ **Comprehensive deliverables** - report of findings, PowerPoint summary, CD-ROM of representative video footage cross-referenced with findings, client presentation.