

Things To Look For: The Customer Journey

== Entrance ==

Clean and inviting? Opening hours posted? What do you notice even before you enter?

== First Impression ==

Lighting? Music playing? Does the store feel welcoming? Does someone greet you as you enter?

== Ambiance ==

What is the overall feel of the location? Is it a place you would feel comfortable to linger?

== Product Quality ==

Do the products look high quality? From what you tried was is as good as you hoped it would be?

== Merchandising ==

How is the product - food, clothing, etc. presented? High-end? Unique fixtures? How much do they serve you versus self-help? (Not including payment, of course).

== Product Signage ==

What do they use to indicate everyday offerings? Pricing? Are their menus slick printed, or hand written? Does the menu match the brand? Are there specials? Limited time offerings? If so, how did they let you know?

== Point of Service / Register ==

How is the experiencing getting your product? Was the person on the register friendly, nice, courteous? Is the POS area clean or cluttered?

== Social Media ==

Can you tell if they use Twitter, Facebook, etc? If so, how do you know?

== Lasting Impression ==

Would you bring a friend from out of town to this concept? Is it a destination? Was visiting this location a memorable experience?



M Street Georgetown
Washington DC
Store Tours
Saturday, June 23

Store Tours
Washington DC
Courtesy of LSMGuide.com

Burger & Burritos

What To Look For / Pay Attention To

a

Qdoba
3303 M St

d

BTS (Burger, Tap & Shake),
2200 Pennsylvania Ave NW
(East of Hotel)

b

Chipotle
3255 M St

e

Bobby's Burger Palace
2121 K St
(East of Hotel)

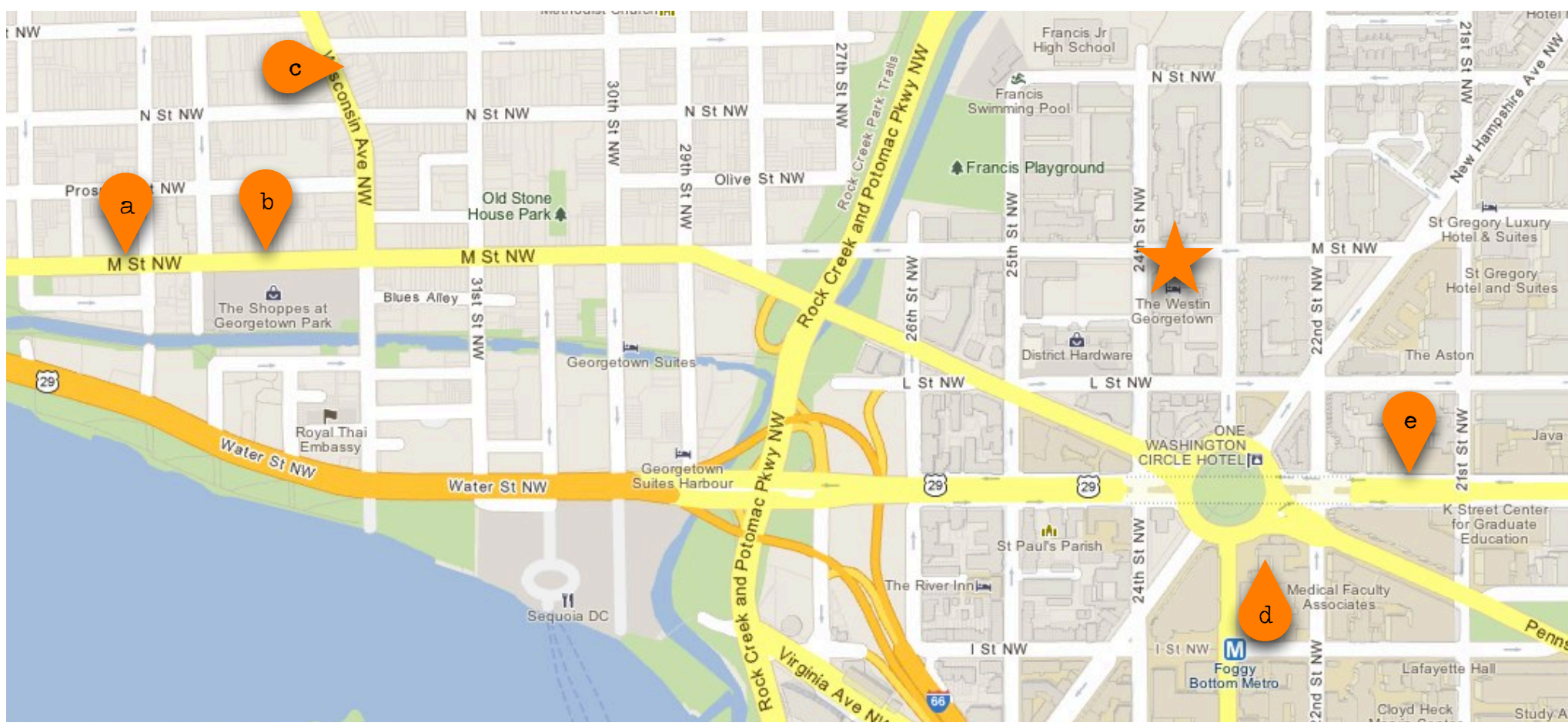
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5 Guys
1335 Wisconsin Ave



The Westin Georgetown
2350 M Street
(202) 429-0100

- * How are they similar to your concept?
- * How are they different?
- * How basic or varied is the menu?
- * Does the space feature an open kitchen?
- * How easy or confusing is the retail queue?
- * How busy are they? If they are busy, is it comfortable in line/ waiting for your food?
- * Is it clear whether someone brings you your food, or if you wait for it at the counter?
- * How do you customize your order? Topping bar, condiment bar, etc.



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Coffee Concepts

What To Look For / Pay Attention To

a

Dean & DeLuca
(not Starbucks)
3276 M St

d

Starbucks
2400 M St

b

Starbucks
3122 M St

e

Starbucks
2175 K St
(East of Hotel)

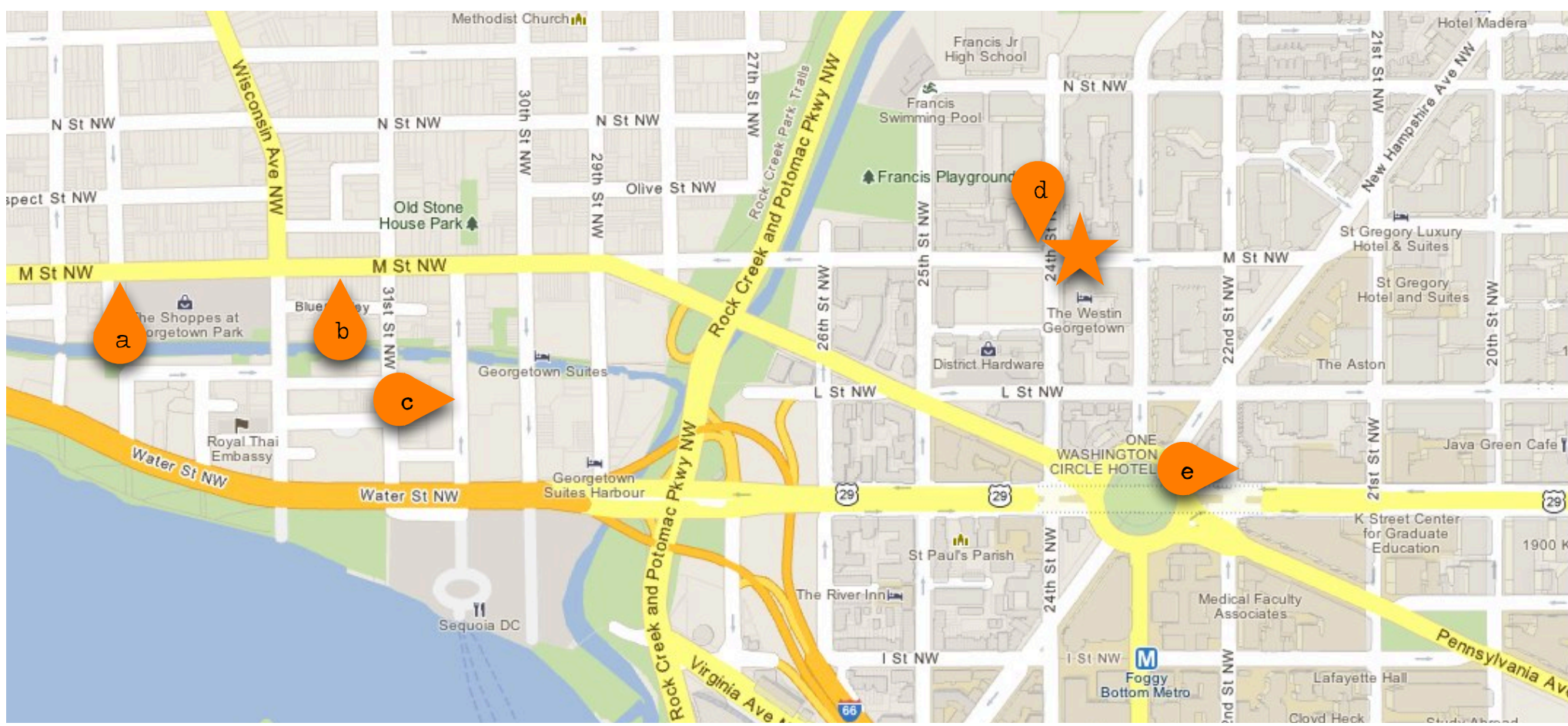
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Baked & Wired
1052 Thomas Jefferson St.



The Westin Georgetown
2350 M Street
(202) 429-0100

- How are the various Starbucks locations consistent with each other? How are they different from each other?
- At Dean & DeLuca and Baked + Wired, pay attention to the coffee service. How does it compare to Starbucks?
- Is the Starbucks promotional signage the same?
- Do Dean & DeLuca and Baked + Wired have promotional signage? If so, what are they promoting?
- Are all the Starbucks employees dressed the same? What about the employees at Dean & DeLuca and Baked + Wired?



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Baked Goods & Cupcakes

What To Look For / Pay Attention To

a

Pie Sisters
3423 M St

c

Sprinkles
3015 M St

b

Georgetown Cupcakes
3301 M St

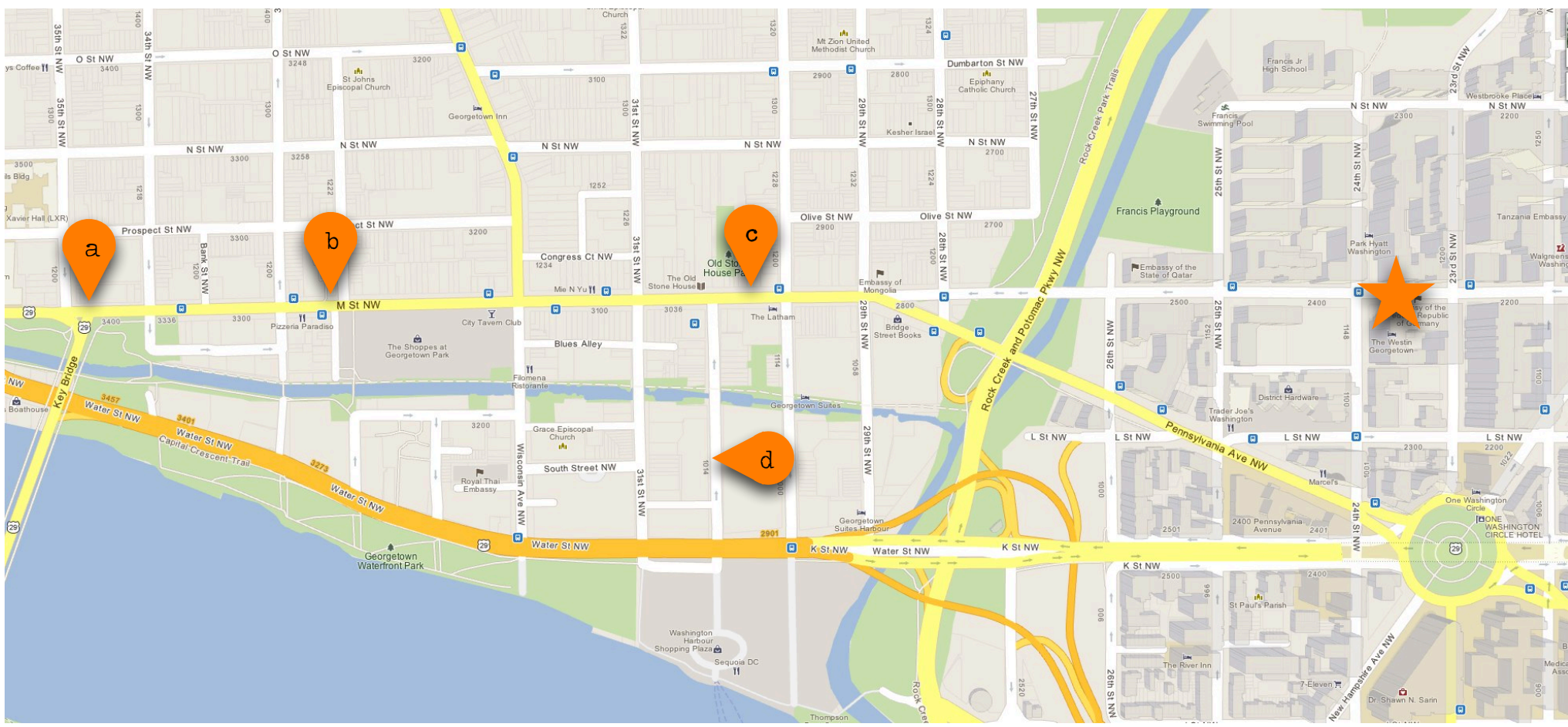
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Baked & Wired
1052 Thomas Jefferson St



The Westin Georgetown
2350 M Street
(202) 429-0100

- How do they offer products to go?
- What are their menus like?
- How can you tell what flavors they offer?
- How do they handle pricing?
- How easy or confusing is the retail queue?
- How many different types of products do they offer?
- Do the cupcakes feel mass-produced or homemade?
- Notice the pricing at Georgetown Cupcakes? Notice the line?



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Washington DC

Retail Stores

What To Look For / Pay Attention To

a

Anthropologie
3222 M St

d

Apple Store
3030 M St

b

All Saints
3225 M St

e

Urban Outfitters
3111 M St

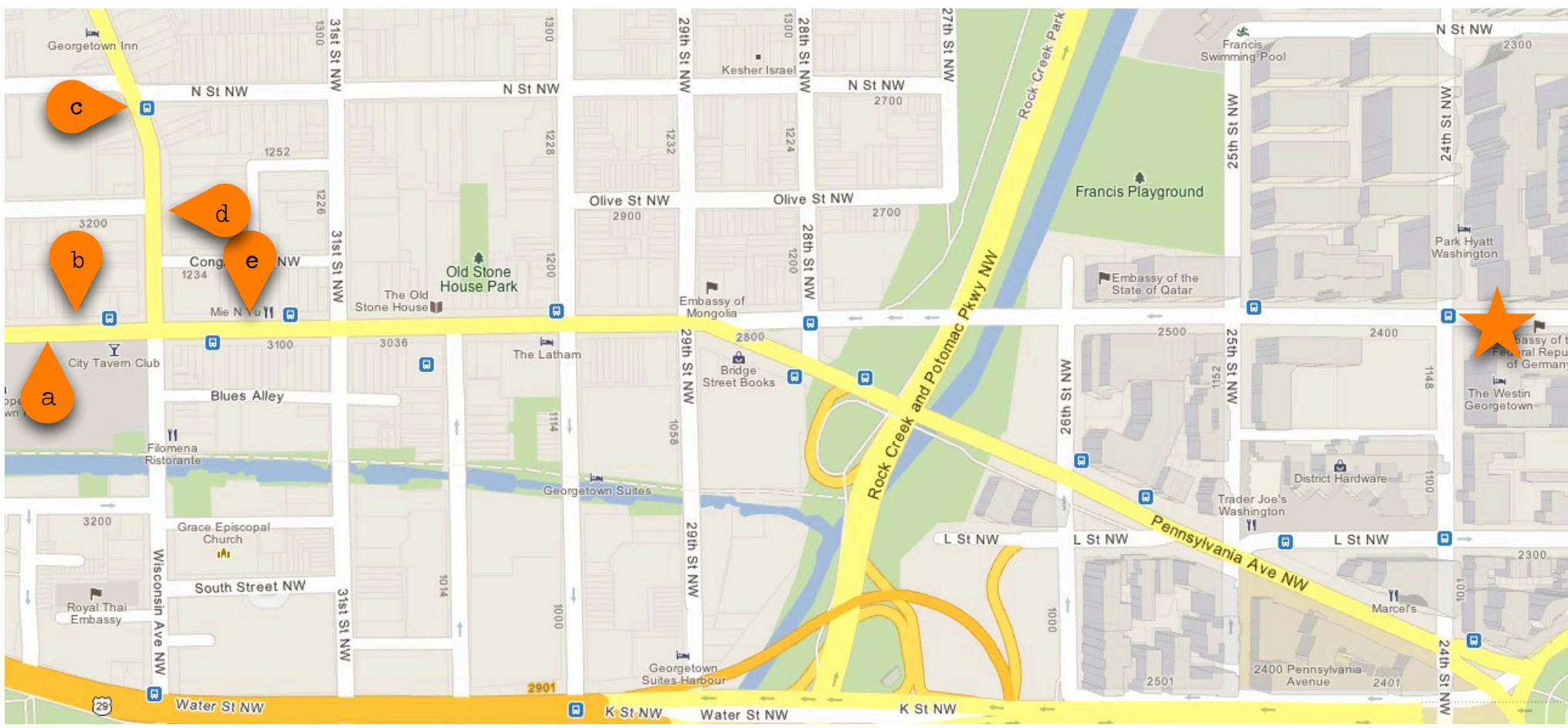
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The Gap
1258 Wisconsin Ave



The Westin Georgetown
2350 M Street
(202) 429-0100

- * What is the feel of the store? Clean/well-kept or messy? Does the store feel welcoming?
- * Are the employees dressed the same or uniquely? Does that make them more or less approachable?
- * In the clothing stores, what is the mix of clothing to other products - housewares, gadgets, other?
- * Try on something (at a clothing store) or ask to try out product - does the sales associate give you their name or ask for yours? How does that make you feel?



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Frozen Yogurt

What To Look For / Pay Attention To

a

Sweetgreen
3333 M St
(offers fro-yo)

c

Ben & Jerry's
3135 M St

b

Pinkberry
3288 M St

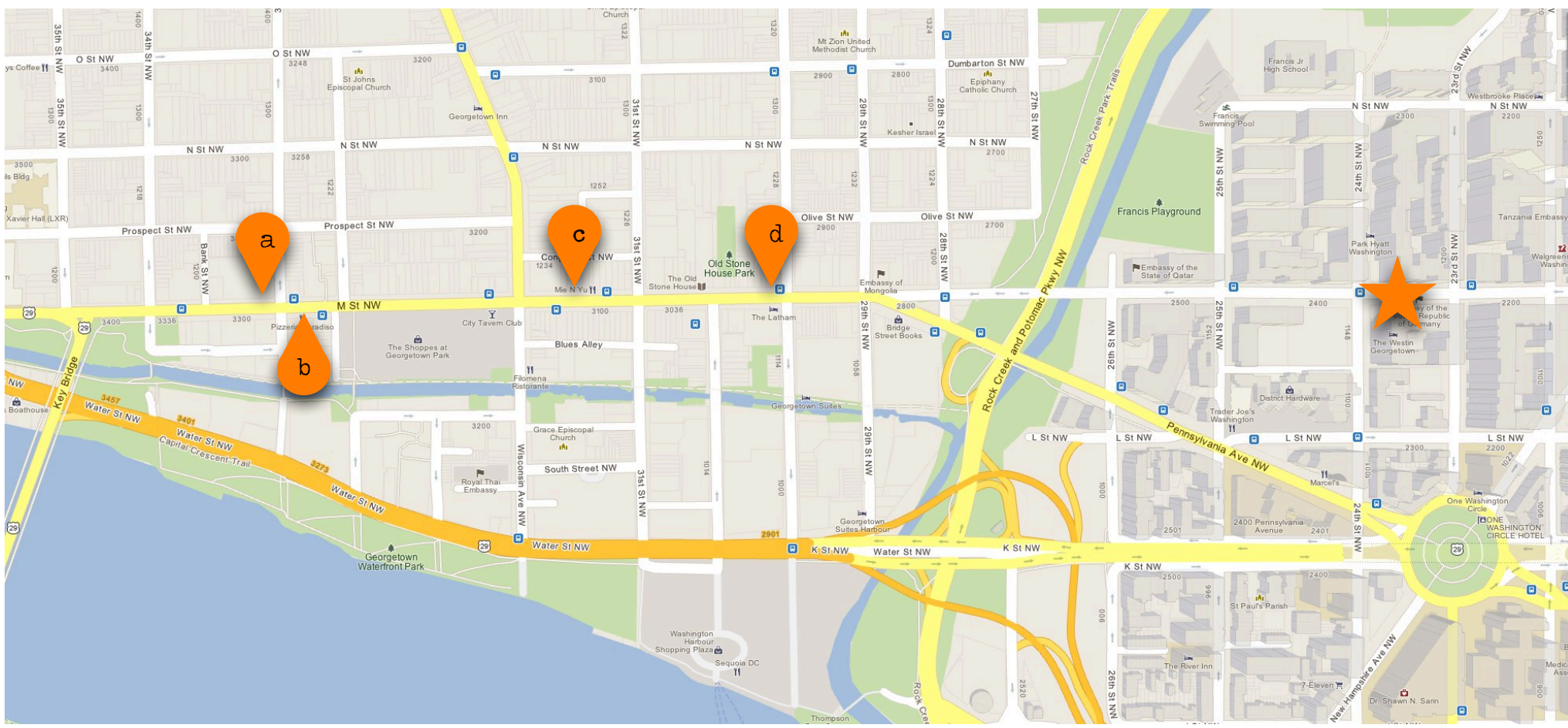
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Icy Berry
3001 M St.



The Westin Georgetown
2350 M Street
(202) 429-0100

- How are they similar to your concept?
- How are they different?
- Are there other offerings besides frozen yogurt?
- How easy or confusing is the retail queue?
- Can you add your toppings or does an employee do it for you?
- Do you feel like you can make a healthy choice if you wanted to?



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Quick-Serve Bistro Concepts

What To Look For / Pay Attention To

a

Dean & DeLuca
3276 M St

c

Le Madeleine
3000 M St

b

La Maison Paul
1078 Wisconsin Ave

d

Le Pain Quotidien
2815 M St



The Westin Georgetown
2350 M Street
(202) 429-0100

- How are they similar to your concept?
- How are they different?
- Does the food feel special or generic?
- Do you understand where/how to order?
- Is it obvious whether you have a waiter/waitress, if your food is brought to you, or if you wait to pick it up?
- Do you understand where to sit?
- Would you bring a friend from out of town to lunch here? Why or why not?

