

# STORY

## CASE STUDY

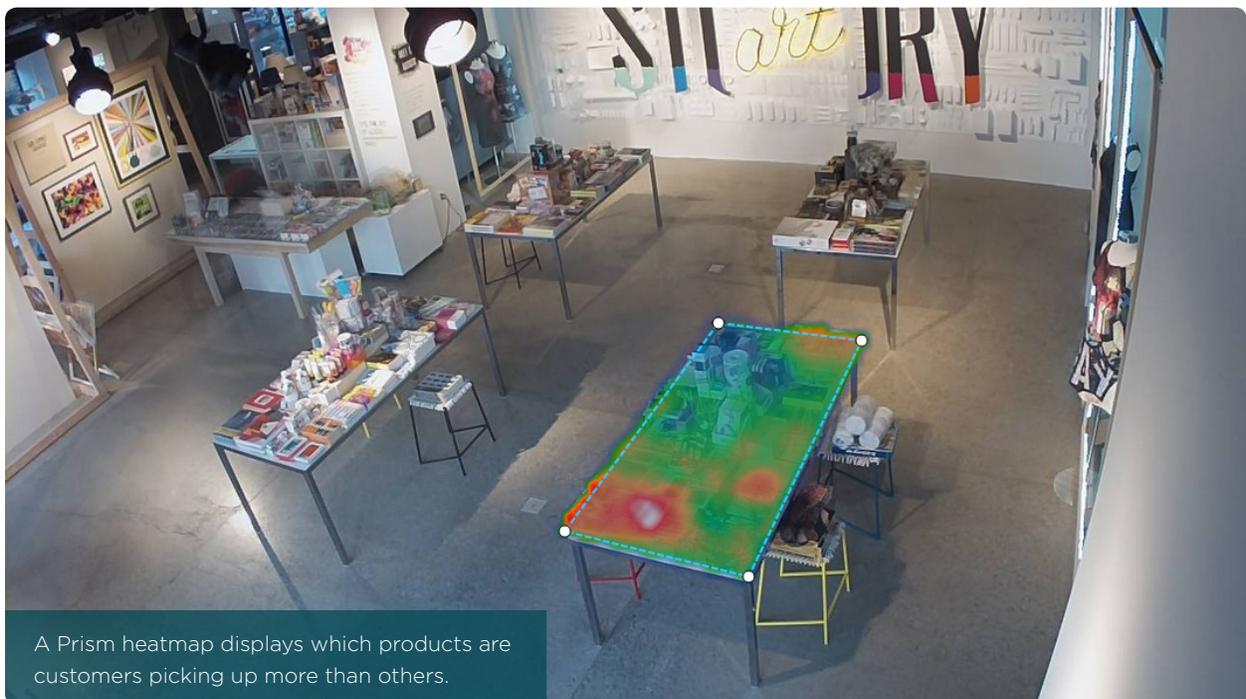
## Prism helps STORY create a better customer experience

*STORY is a New York City boutique that undergoes a complete redesign every 4 - 6 weeks. With near-constant renovations, STORY needed a way to easily measure the effectiveness of the new designs. Prism Skylabs Pathmaps and counting features enable STORY to understand customer movement and display engagement, and assess which designs best resonate with customers.*

### Background

New York City boutique STORY has the point of view of a magazine, changes like a gallery and sells things like a store. Located in the heart of Manhattan, STORY is redefining the shopping experience. Founder Rachel Shechtman changes the theme of her store every four to eight weeks, and the interior design and merchandise morph in accordance with the story.

"I just think people are starved for something new," Shechtman said. "We've had 20 years of technological innovations online. Consumers are eager for something different offline, in real life."



A Prism heatmap displays which products are customers picking up more than others.

### Visual Analytics Increase Understanding

The constantly re-designed space engages customers of all types, and has drawn critical acclaim from Fast Company, Forbes, and countless fashion and retail blogs. To keep the thematic shifts both fresh and profitable, Schechtman relies on both retail savvy and new cloud technology. That's where Prism Skylabs comes in. Its powerful analytics — visualizations of customer movement, patterns, and trends — help Schechtman create an engaging environment for her customers.

"Not only can I see customer hot spots and trends, I can learn very quickly what is and what is not working, and re-merchandise in an instant," said Schechtman.

### Remote Access to Powerful Analytics

Prism Skylab gives STORY the ability to view enhanced and privacy-protected images from any mobile device. This is important for Schechtman, as she is often traveling or speaking at retail events. The ability to remotely look into the store, zoom in, and inspect merchandise is hugely beneficial, but it's the mobile access to analytics that truly move the needle.

By studying Prism Skylabs-generated heatmaps on her iPhone, Schechtman can understand which displays and floor sets engage customers, and even which products are picked up the most. Given the near-constant change of store design, it's critical for STORY to have this on-demand, mobile access to analytics. Through Prism Skylabs, STORY is able to a/b test new displays and merchandising arrangements, and pick up on patterns and trends that inform future store designs.

"Prism Skylabs gives me actionable, easy-to-understand analytics," said Schechtman. "It helps us to create meaningful store environments that engage and delight our customers."

### Understanding the Customer Experience

With a constantly changing store environment, and ambitious goals to open at least five new stores in the next three years, it's highly valuable for Schechtman to understand the customer path to purchase, and to get new insights into how to optimize her store.

"There's suddenly a wealth of data at my fingertips," said Schechtman. "Prism Skylabs analytics help validate whether or not our designs are achieving their intended results."

With Prism Skylabs pathmaps, Schechtman gets easy-to-understand visualizations of how customers move through the store. Pathmaps include both a visual representation of customer movement, as well as a numeric representation of this movement. For example, a Pathmap at the store entrance will show what percentage of customer head left, what percentage of customers head right, and what percentage head straight.

"These insights empower us to experiment and explore in ways we wouldn't have thought of otherwise," said Schechtman. "It's incredibly powerful."