

Energy & Store
Development Conference

E+SD

2015



Visual Attention Analysis

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VAA ... How Does It Work?

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Wide Variety of VAA Solutions

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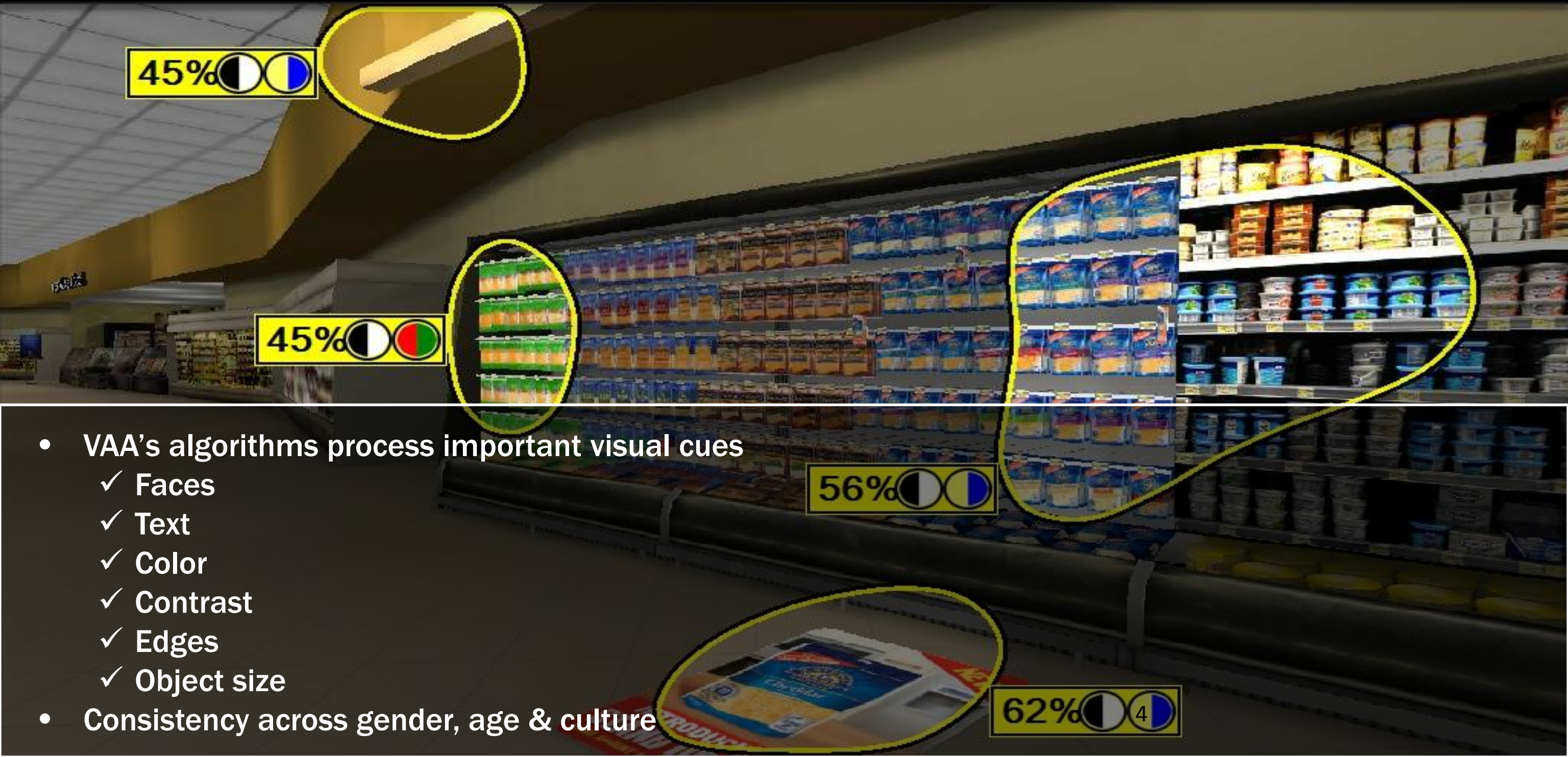
VA Process ... What Are the Steps?

Visual Attention Analysis ... What Is It?



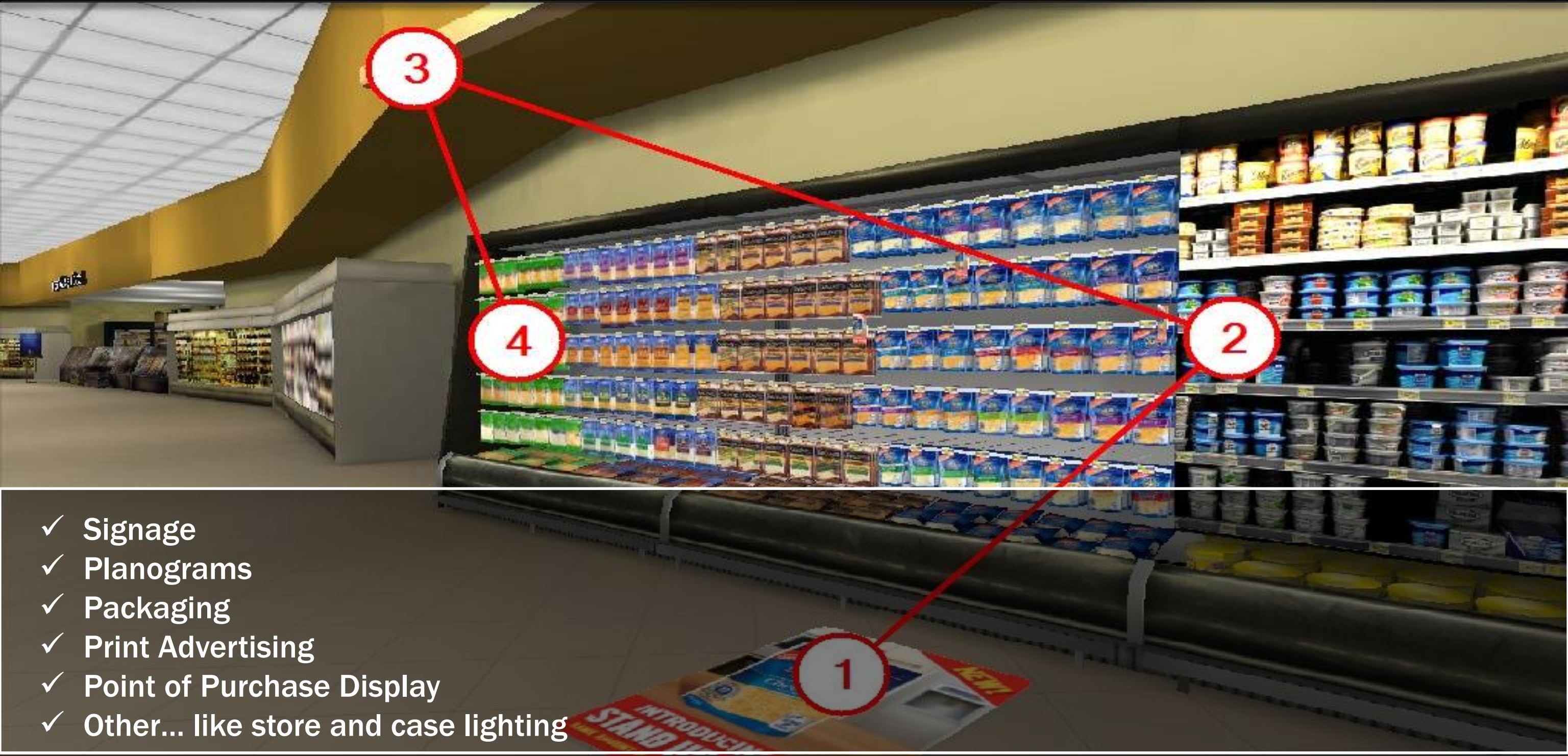
- Collaboration between InContext Solutions and Hillphoenix
 - ✓ Based on 3M's 30 years of Vision Science experience
 - ✓ Software service to quickly test creative designs
- Accuracy confirmed with eye tracking studies
 - ✓ 90% as accurate as eye tracking with 1% of the cost

Visual Attention Analysis ... How Does It Work?



- VAA's algorithms process important visual cues
 - ✓ Faces
 - ✓ Text
 - ✓ Color
 - ✓ Contrast
 - ✓ Edges
 - ✓ Object size
- Consistency across gender, age & culture

Visual Attention Analysis ... Applications



- ✓ Signage
- ✓ Planograms
- ✓ Packaging
- ✓ Print Advertising
- ✓ Point of Purchase Display
- ✓ Other... like store and case lighting

3M Visual Attention Services



FASTSIGNS. | 3MSM Visual Attention Software

Powerful technology to analyze designs, guide decisions and win the first glance

 CONSULTING

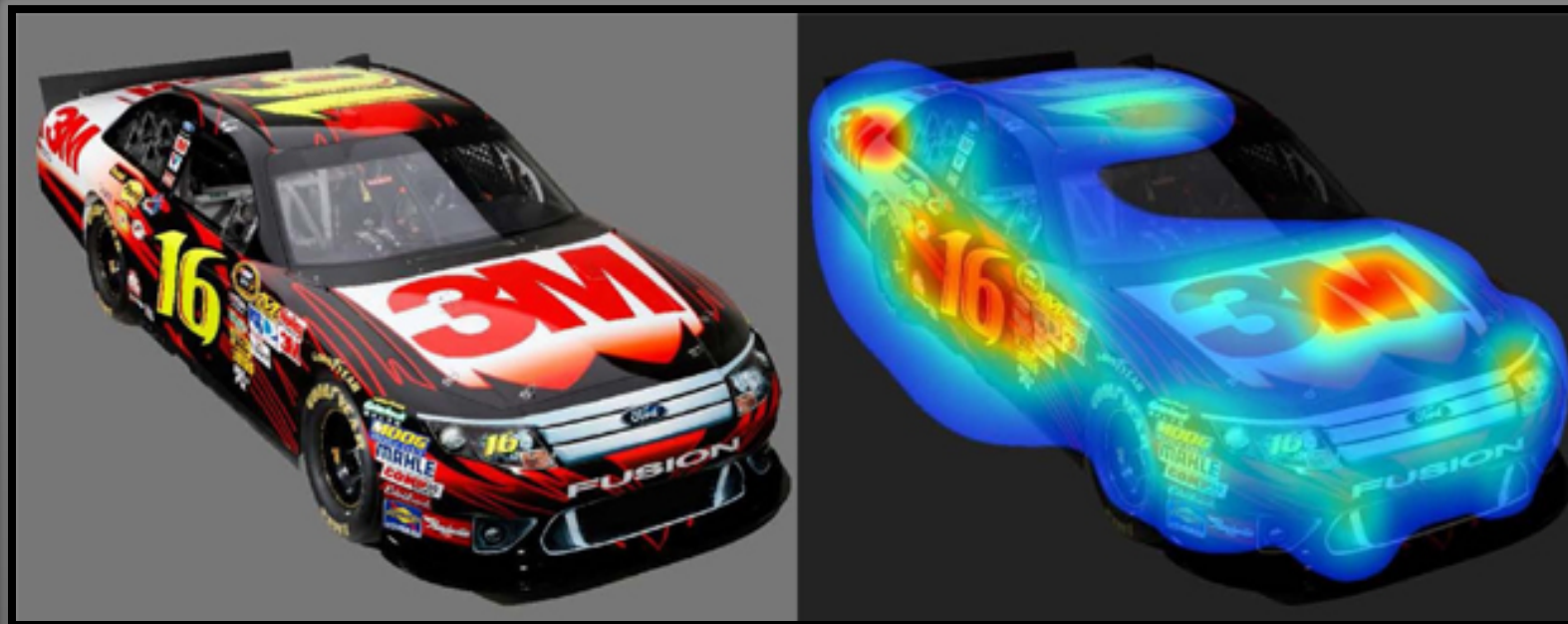
 PROJECT MANAGEMENT

 SIGNS & GRAPHICS

 EXHIBITS & DISPLAYS

 INSTALLATION

 GRAPHIC DESIGN



VAA Objective ... Engage Your Customers!



- **Drive “Food Theatre” as a destination space**
- **Increase customer dependency**
- **Position your store at a higher level than other retailers**
- **Become more involved with merchandising**
- **Differentiate Yourself from the competition**
- **“Up your game”**
- **Reinforce and build upon your brand**
- **Improve shoppers’ experience**
- **To show value to your customers**



Example ... Product Awareness



**Where's the
Scotch-Brite
???**

Aisle View Heat Map and Probability

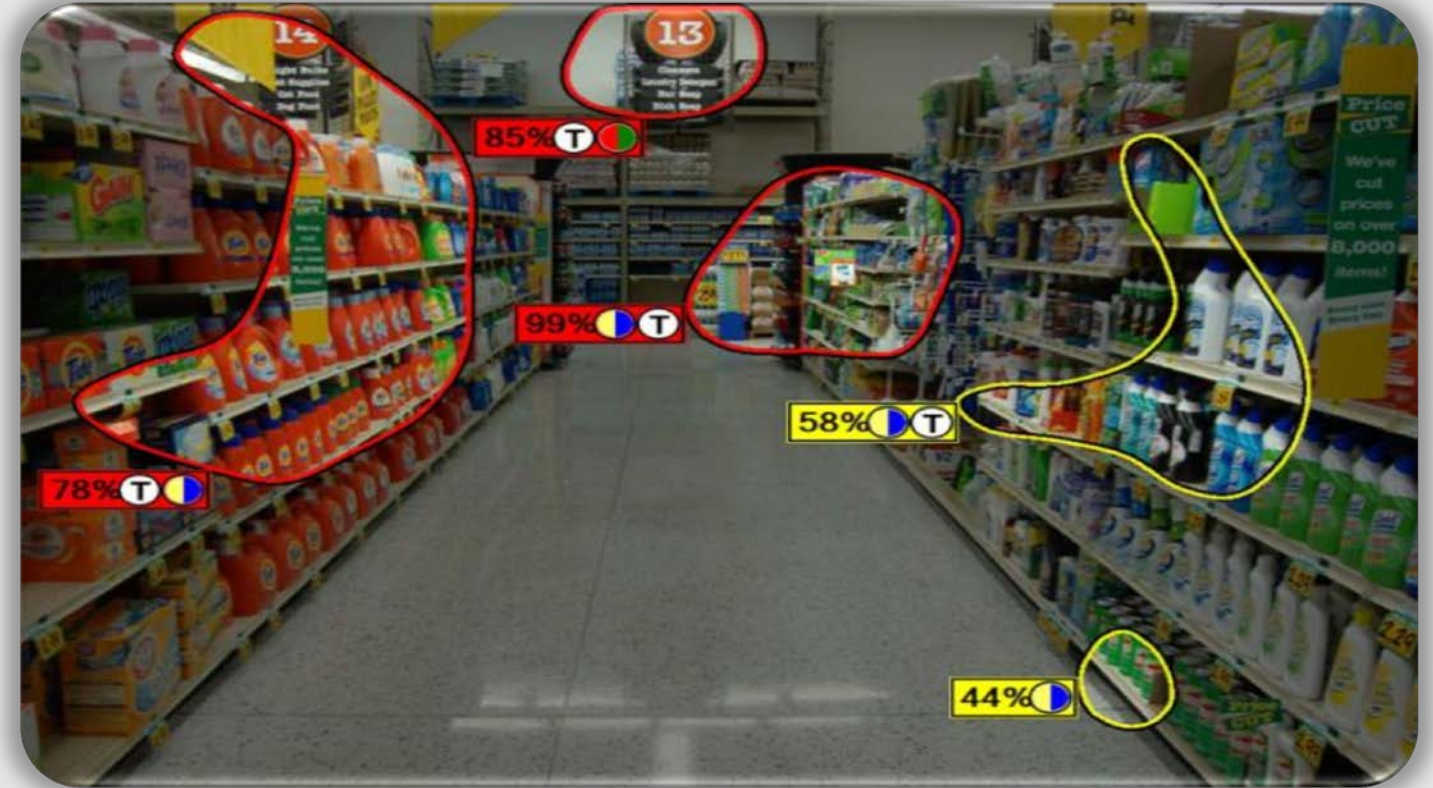


Not likely to notice Scotch-Brite products!

Add a “Pop” Sign to The Environment



Changes Where Shoppers Will Look



✓ High probability of noticing Scotch-Brite products!
✓ 8% sales lift

THE DRISCOLL'S WAY

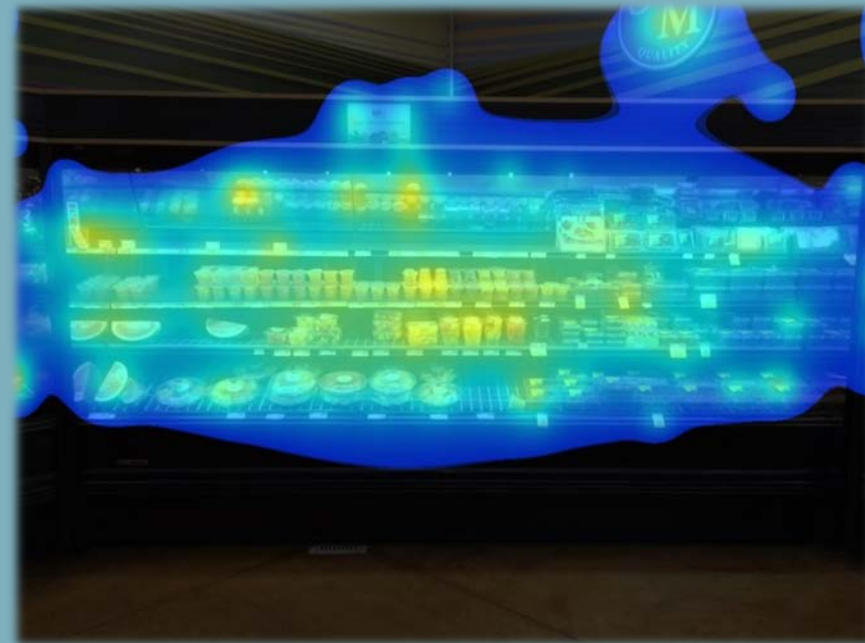
ABOUT DRISCOLL'S

Driscoll's is committed to growing
Only the Finest Berries™. Family-
owned and operated for over 100
years, berries are all that we do.

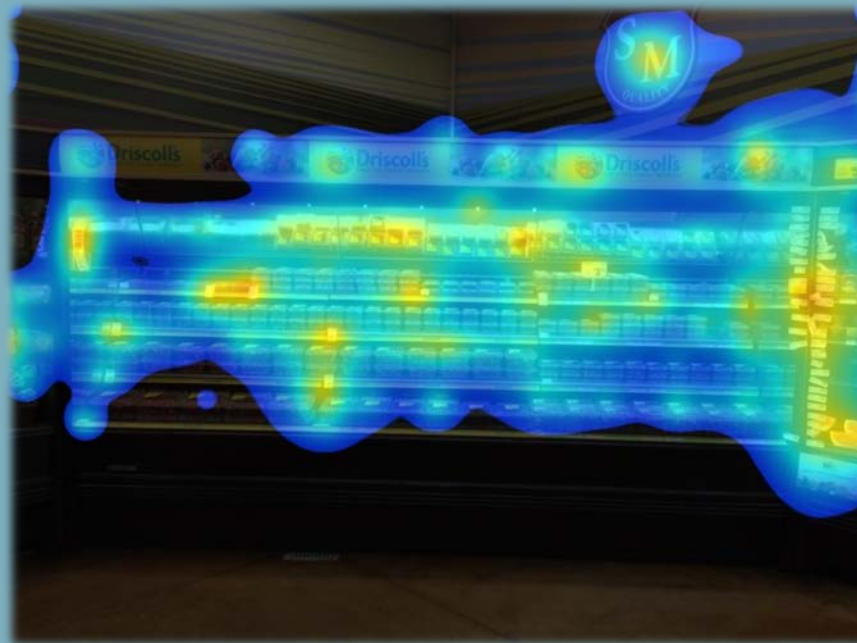


Case Study

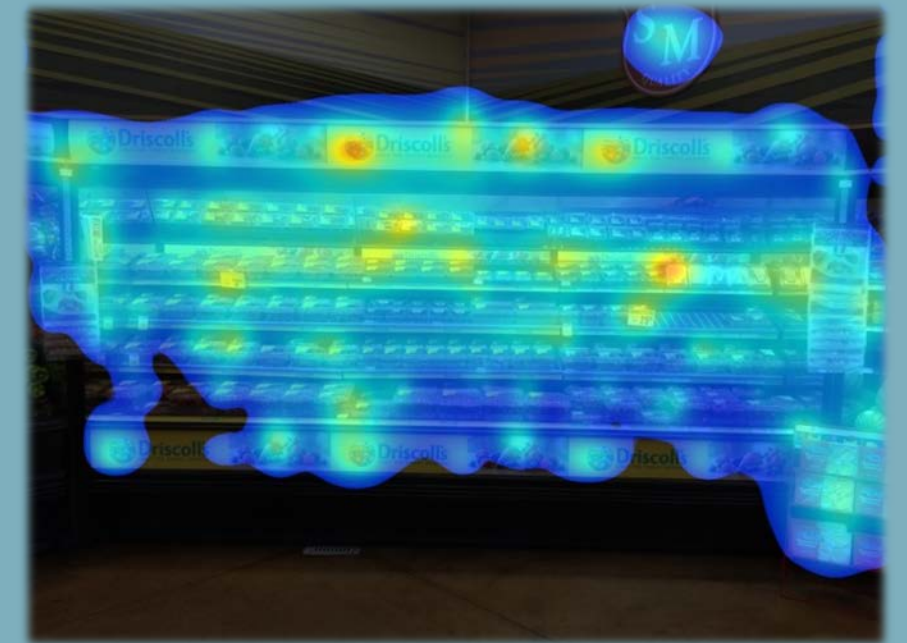
Before



1st Reset



2nd Reset



Before



1st Reset



2nd Reset



Conclusion ... What Does This Mean?

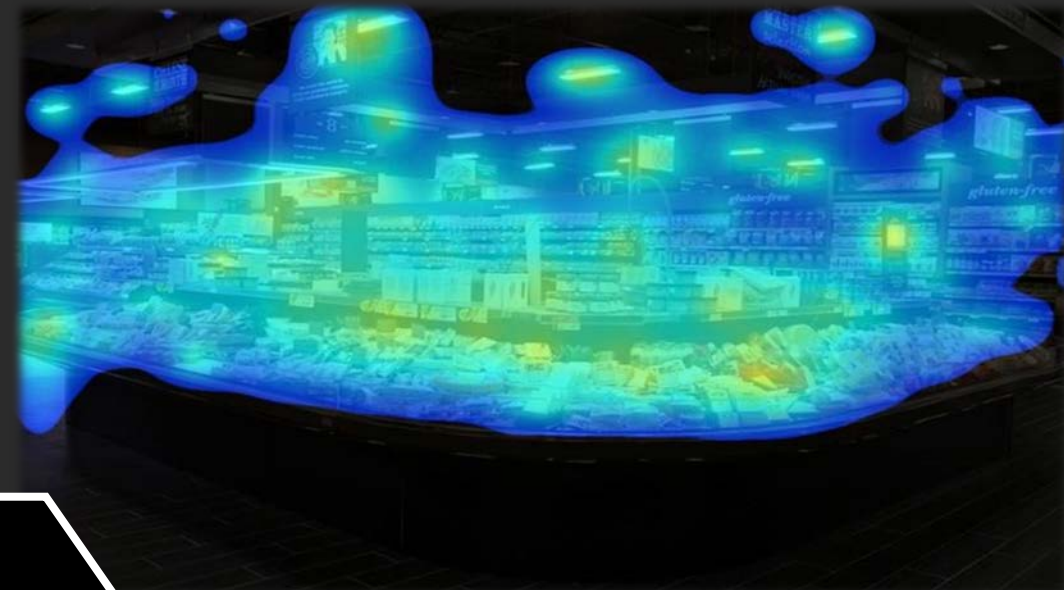
- ① The slides show the transition from a wide spectrum of visual distraction to a more focused and centered view of product and signage. The visual goal for Driscoll's was the saliency of product and company recognition.**
- ② Driscoll's used Visual Attention Analysis to make changes to**
 - shelf angle, offering better product facings**
 - lighting, that enhanced the total display area**
 - signage for branding**
- ③ VAA is a critical tool that supports the design process to achieve creative visual goals that can maximize the impact of the marketing message amidst the clutter.**
- ④ Quite simply, content can't work if it doesn't get noticed!!!**

Product Recognition - Impulse Buy Considerations

Store



Heat Map



EXAMPLES

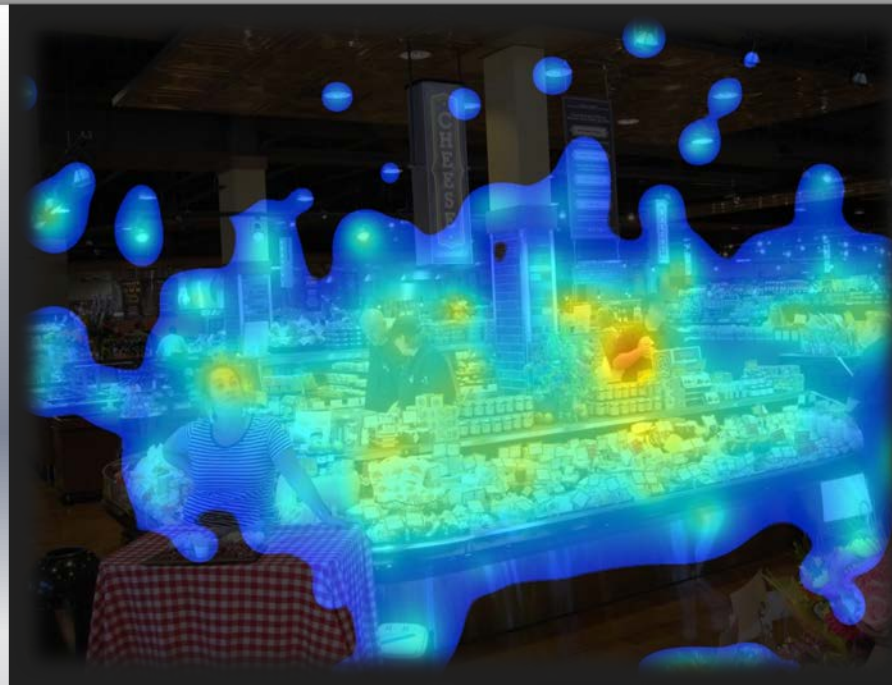
Region Map



Visual Sequencing



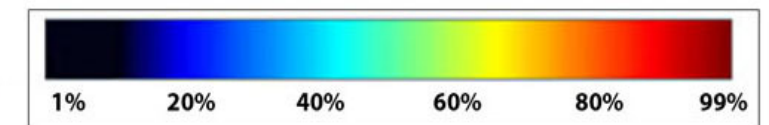
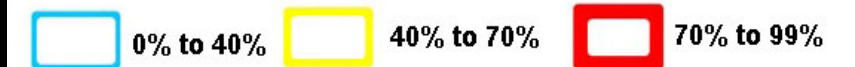
Example ... Store Lighting



- Store lighting should create visual attention not destroy it
- Face recognition certainly helps

3M Visual Attention Service - Results Legend

Probability of visual fixation within the first 3 - 5 seconds



Sometimes More Is Not Better



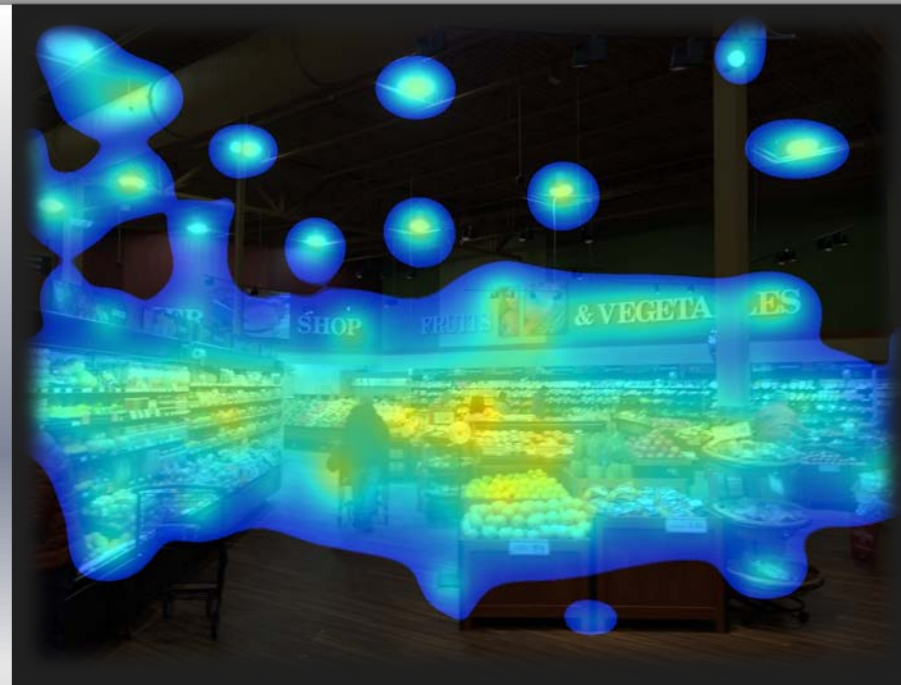
7 x 32 x 6 = 1344 watts



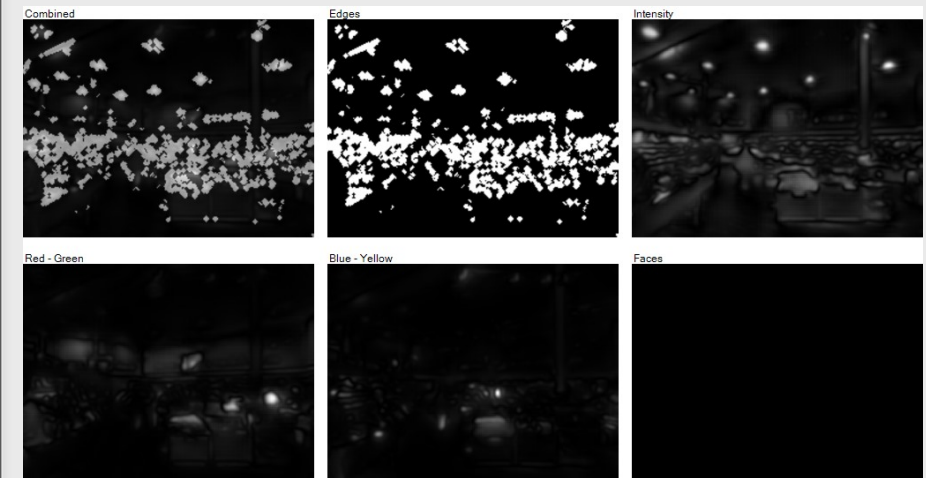
6 x 100 = 600 watts

3,204 BTU reduction
\$1,049 annual energy cost savings

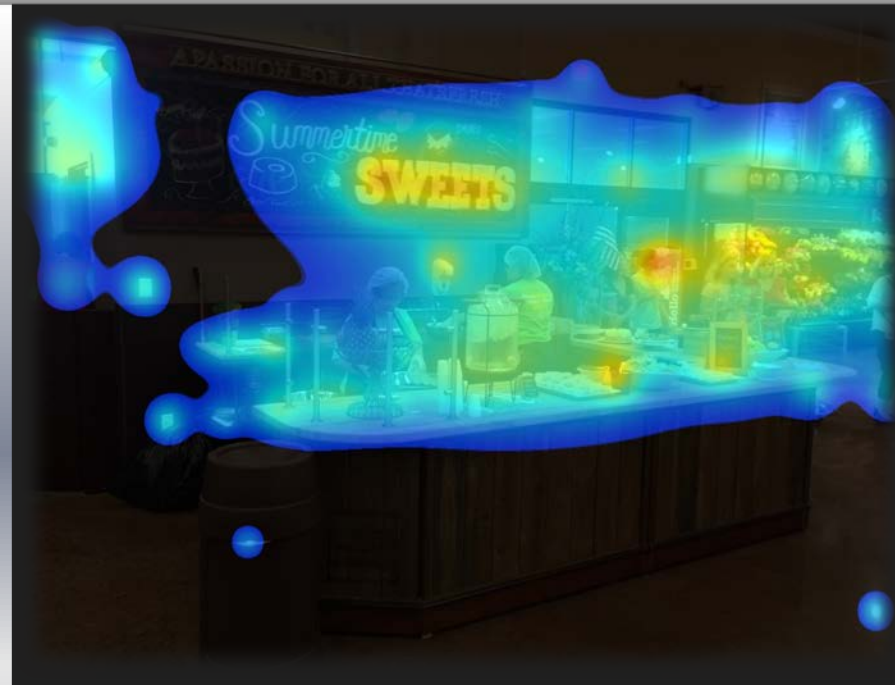
Example ... Store Signage



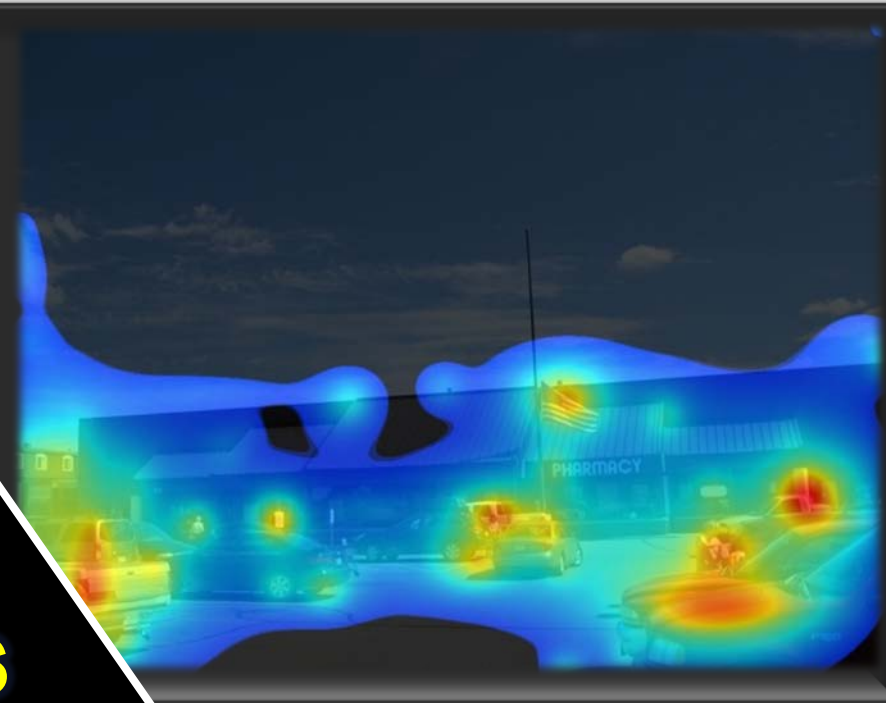
- Open, accessible and easy to navigate
- Draws the customer into the store – very inviting!



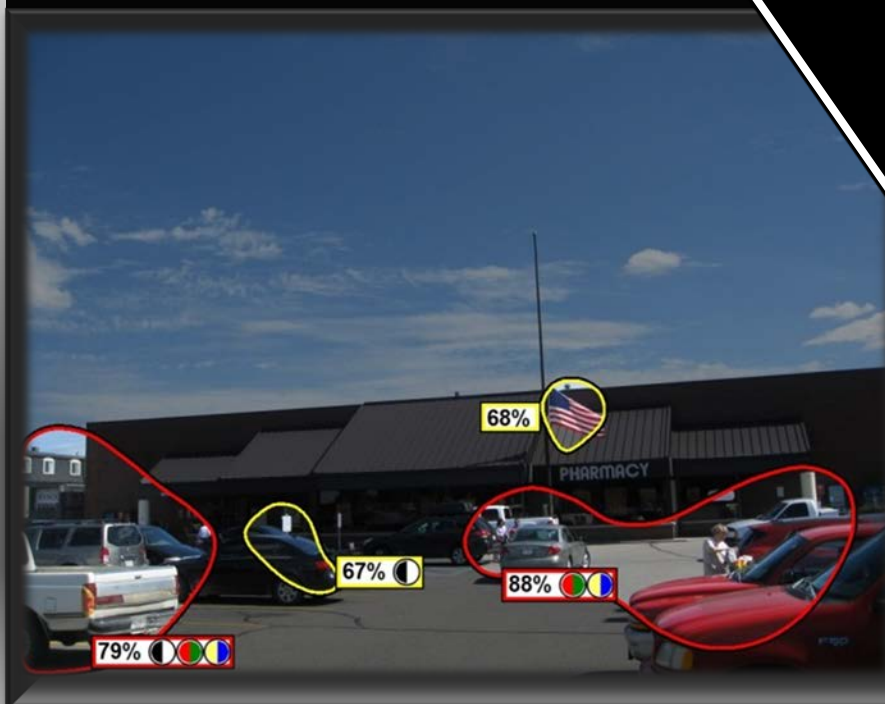
Example ... Concept Validation



- All the elements are on target
- Great visual cues draw your customer in and engage them with your employees



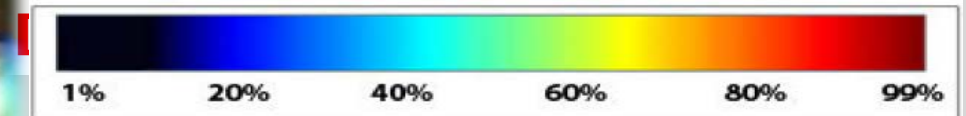
**More
Applications
.....
Curb Appeal**



VISUAL ATTENTION ANALYSIS



Probability that a viewer will fixate areas in the first 3-5 seconds:



Step 1:

Snap photograph and upload to ShopperMX

Step 2:

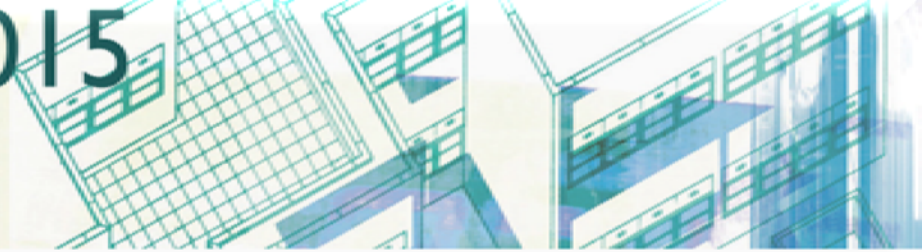
VAA software generates a 3-part analysis beginning with a heat map

Heat map translates into probability of visual fixation (%)

Results provide a visual sequence of probable eye path.

Are You Getting the Most Out Of Your Merchandising?

- | | | |
|---|-------------------------------------|---|
| 1 | Consultation for location selection | ✓ |
| 2 | Merchandising impact | ✓ |
| 3 | Shelving recommendation | ✓ |
| 4 | Impact of store and case lighting | ✓ |
| 5 | Branding/Packaging | ✓ |
| 6 | Sampling programs | ✓ |
| 7 | Signage options | ✓ |



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THANK YOU!