

Need a better retail design? Start with research.

Great retail design showcases artistic expression, but there's a lot more to it than that. When done right, strategic research will optimize the shopping experience. It can anticipate evolving shopper wants and needs. And, unless your design is a one-off store, research can ensure that your design can be adopted at scale.



How will research improve your retail design?



Keeps you focused on customer needs

Immersive research into holistic store issues and challenges yields an understanding of operational and staff choreography. You can only get there through careful observation and intentional data collection. And the path to getting this insight isn't always straightforward. Explore different research methodologies like shop-alongs, shopper intercepts or concept testing, to name a few, to get the information needed to design around client needs.



Lets you impact shopper and associate behavior

Research-driven insights can refine store design to better engage and inform today's busy shoppers. Applying strategic design to the sales process creates more alluring and informative messaging to draw in customers with functional engagement through signage, fixtures, furniture, lighting, space planning and color choices. Now design is focused on impacting shopper behavior through key elements of the sales process: attraction, invitation, discovery, engagement and decision/closure.



Anticipates customer and associate behavior evolution

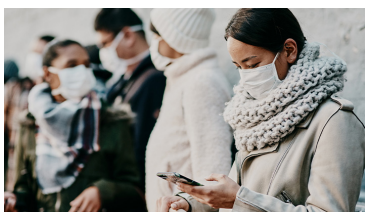
Engagement is mission critical for retail design. It requires continuous study and a drill down to a granular level for different types of stores, generations of shoppers and types of shopping trips. Research insights help designers understand how shoppers navigate and explore stores today, which naturally informs their work with retail clients. Keep in mind that innovative research methods that drill deeper than simple focus groups or surveys yield more powerful insights.

Dynamic and ongoing efforts

Actionable insights that inspire innovative solutions and generate measurable results are not easy to find. Miller Zell leads with fresh thinking and proven results.

Insights

Miller Zell has spent a lot of time thinking about all aspects of retail strategy, design and rollout.



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Research and Design

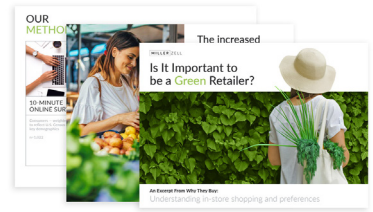
Want to learn more about Miller Zell's approach to optimizing retail design through strategic research?



[Get the e-book](#)

Strategy and Insights

Interested in more retail research? Read our report, "The Importance of Being a Green Retailer."



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Ready to start a new retail design?

Talk to us first and begin your projects with the data-driven knowledge needed to design the best retail environment for you and your shoppers.