

Benching Layout

Optimising Bench Layout and Plant Displays



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Bench Layout

The research identified several things that worked well and not so well with plants displayed on benching. This section details how shoppers tended to engage with benching displays, and what the implications are for layout and merchandising.



What the Shopper Research Showed



Shoppers tended to follow a relatively consistent sequence when engaging with plants on benching.

Barriers to this flow tended to get in the way of sales.

1. The plants would pass through the field of vision relying on clear lines of sight in the plant area. Colours caught shoppers' attention.
2. The plants or sometimes labels in the plants would then stop the shopper at the fixture (especially where contrast or colour blocking is present)
3. Only then would shoppers tend to fixate towards back-boards and down towards bench-edging for more information about the plants or offers aimed at closing sales.

In this chapter we see this in action and look at implications for bench layout and signage around benches.

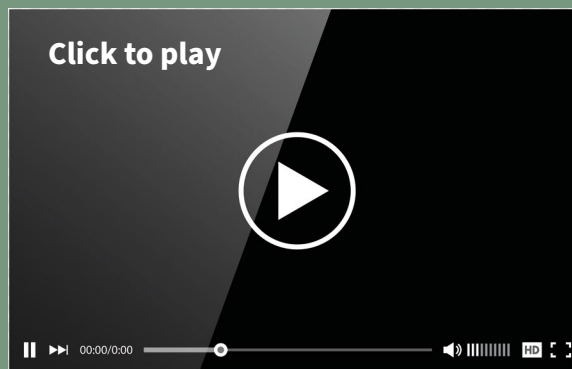
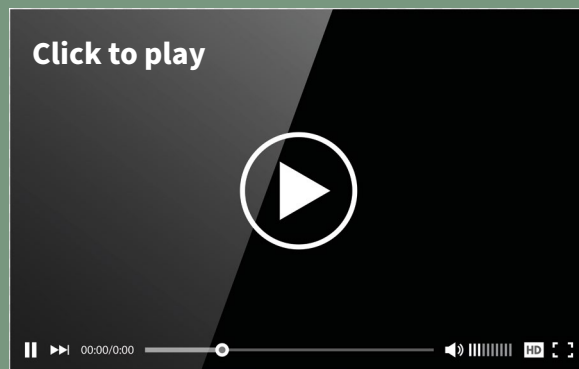
👁️ What the Shoppers Saw

Plants and Signage

In this clip we see how the shopper's eye is at first drawn in by the colours of the plants. The eye then moves to the back boards with a high-contrast 3 for £10 offer placed just above and behind the plants. This fixture performed strongly, with good levels of recall of the 3 for £10 offer among participants in the research. But, in most cases it was the plants which got initial engagement with the fixture. It is the combination of the plants and the position of signage behind or in with the plants which was effective.

Positioning

In this clip by contrast we see how signage on the trellising that is too high above the plants fails to get looked at (in spite of it being at eye level and using colour contrasts). This was fairly typical, with respondents tending to 'miss' signage on back boards where there was too much of a gap for the eye to cover between the plants and related signage.



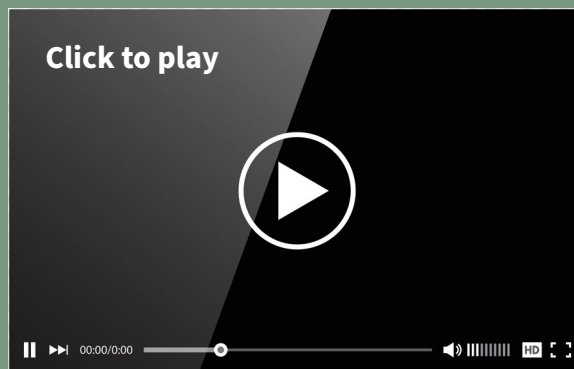
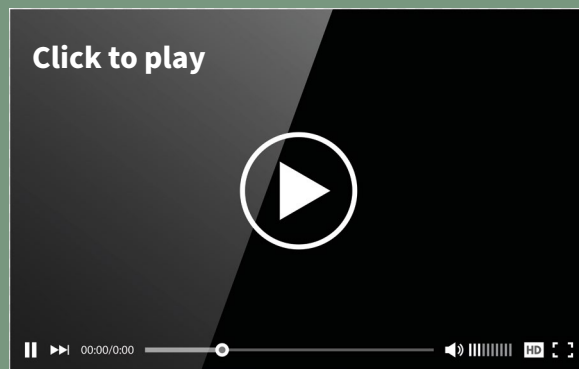
👁️ What the Shoppers Saw

Missed Opportunity

In this example we see the shopper stopped by the colour of the bedding. Their eye then moves to the details of the offer, among and to the rear of the displays. Notice also that the shopper's eye goes briefly to the bench edge at the end of the clip, showing a possible missed opportunity to provide additional incentive or re-assurance about making a purchase.

Positioning

In this example we see shoppers focus first on the herbs, and then on the planted toaster and 'herbs' sign towards the back of the display. However note how the lectern at the front of the bench serves only as a barrier to the shopper. It receives little or no eye fixation from the shopper compared with the other features of the bench, and was generally avoided by shoppers.



Possible Opportunities

Bench Layout

By summarising how shoppers engaged with benches, displays can be set up to increase sales performance, making sure elements of the display work together. The diagram and notes below summarise what we saw working well in the research.



1. Shoppers first engage with the plants, especially where contrast and colour or contrast stops shoppers at the fixture.
2. Shoppers' eyes tend then to move backward to signage, as long as it's not too far away from the plants. Where signs or points of interest are in among the plants, these also tend to get attention.
3. Bench strips tend to be referenced as a means of gleaning additional information, often to help close a sale, though sometimes we saw brightly coloured bench strips attracting shoppers' eyes from afar in the absence of plant colour.
4. Signage which physically blocked the path of the eye (or body) into the display tended to perform poorly. Shoppers treated it as an obstacle to get or look around.