

# REIMAGINING THE BIG BOX:

## *Mystery Shopping Walmart's Superstore of the Future*



*Bonus insights into Target's  
"Connected Living Experience"*

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# A Season of Profound Change for the Retail Industry

Today's retailers are reimagining the possibilities, and adopting or enhancing digital capabilities—websites, apps, curbside pickup, in-store pickup, etc.—at a dizzying pace.

Retail juggernauts like Walmart and Target, not surprisingly, are spearheading much of this innovation. Both companies recently unveiled their next generation stores.

Just down the interstate from Walmart headquarters stands the company's flagship store, #5260. Visitors to this store will be greeted by a multiplicity of retail innovations, many of a digital, omnichannel nature.

These innovations include:

- An expansive curbside pickup area, complete with digital kiosks
- A drive-thru for retrieving online orders
- A kiosk for claiming in-store pickups
- A “scan-and-go” checkout station, letting patrons shop via the Walmart app and then pay with a quick scan of a digital barcode

The next generation store also boasts an assortment of low-tech atmospheric enhancements, like a stylish barbecue restaurant and sleeker electronic displays.

It's all in an effort, as Walmart's chief merchandising officer said, to “...bring enthusiasm back to the stores.”

*Agents were asked to take one picture of the outside of Walmart's flagship store in Rogers, Arkansas*



# What's In Store for the Walmart of Tomorrow?

Of course, whether low-tech or high-tech, shoppers ultimately decide the fate of all retail innovations.

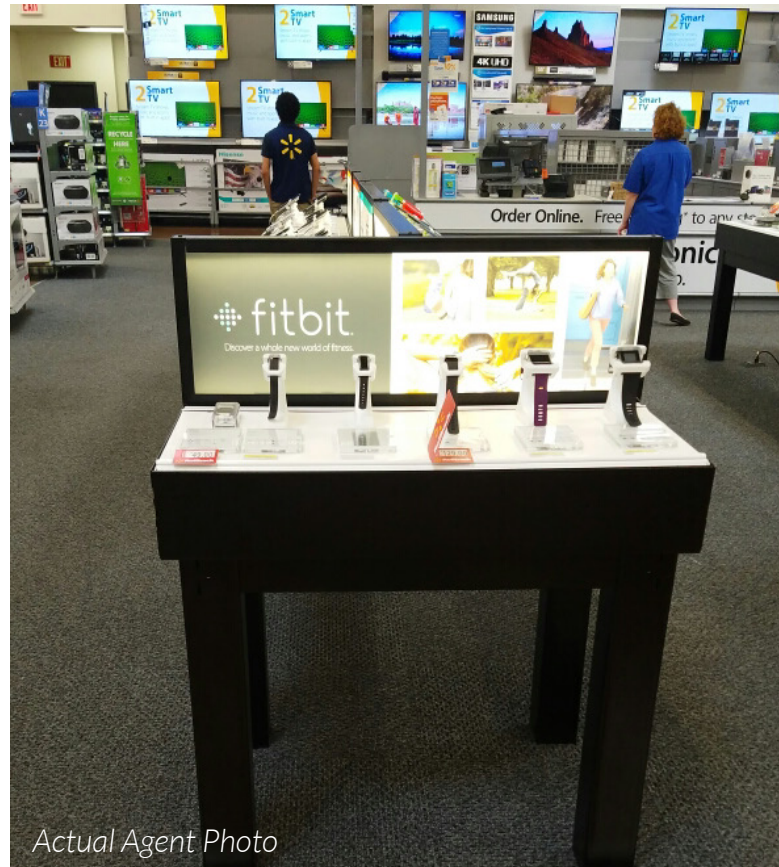
With this in mind, [Field Agent](#), the pioneer in mobile, location-specific auditing and research, deployed 11 of its more than 700,000 U.S.-based Agents to mystery shop Walmart's superstore of the future in Rogers, Arkansas. There they took pictures, shot video, and shared their thoughts about new store features and the store in general.

While 11 shoppers isn't enough to draw firm conclusions about the performance or potential of Walmart's premier store and its enhancements, the anecdotal experiences of these Agents offers insight into what some shoppers may think about the Walmart of tomorrow.

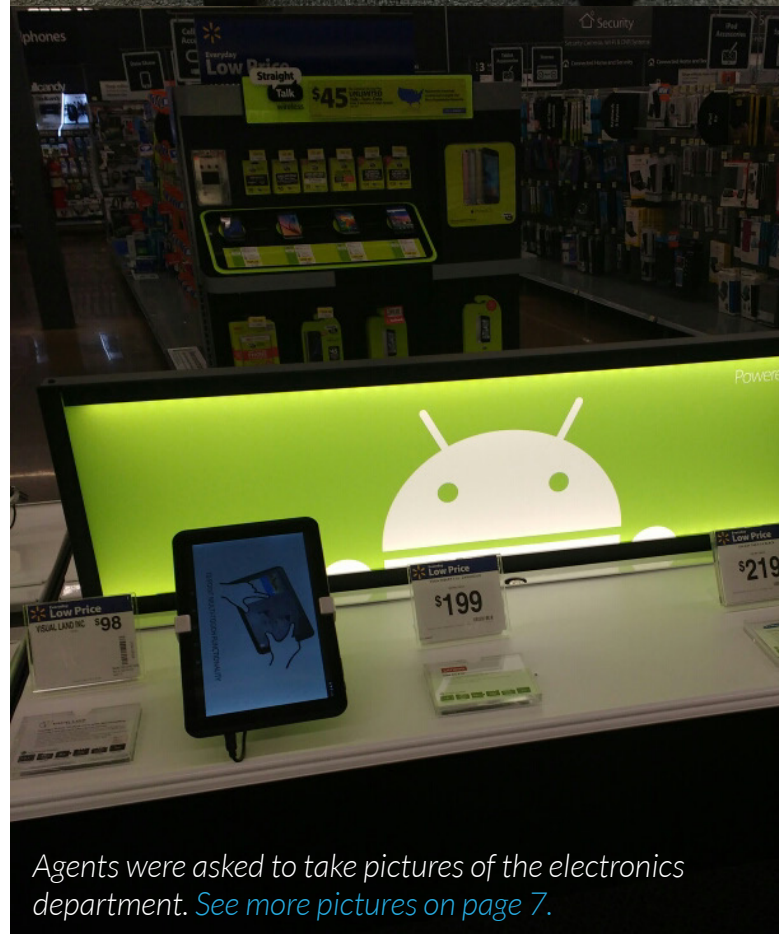
Over the next several pages we share images, video links, and shopper feedback from this mystery shop.

And, as a bonus, we offer additional insights into one of Target's newest innovations: the "[Connected Living Experience](#)" currently on display at a Minnetonka, Minnesota store. The department features a variety of "smart" products intended to educate shoppers about the potential of the Internet of Things and how it could revolutionize American households.

We sent four Agents to capture photos and video of this new department and offer their feedback. The results are attached as a supplement to this report.



Actual Agent Photo



Agents were asked to take pictures of the electronics department. [See more pictures on page 7.](#)

# In-Store Pickup Kiosk for Online Shopping

As the picture shows, at the entranceway to Walmart's superstore of the future stands a large, digital kiosk where customers can claim and pickup online orders.

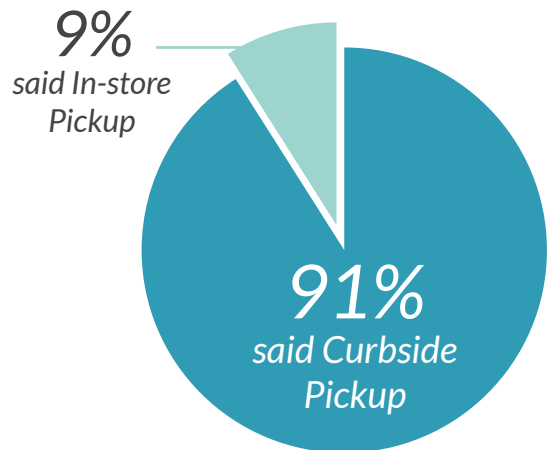


Actual Agent Photo

Prior to visiting Store #5260, participating Agents were asked to visit Walmart.com where they shopped for and purchased one or more items totaling at least \$5. They were required to designate the purchase for in-store pickup, and then later, while in-store, use Walmart's new kiosk to claim the order.

Since the Rogers, AR store has both curbside and in-store pickup stations, we particularly wanted to know which option shoppers would rather use. All but one Agent (91%) in our mystery shop showed preference for curbside pickup.

**After using the in-store pickup kiosk, which pickup choice would you rather use: in-store or curbside pickup?**



*"If I was in a hurry, I would prefer not to have to find a parking spot and get out of my car."*

— 27-year-old female shopper

*"If I would be using either service for the sake of convenience, I would rather wait in my car than have to try to find a parking spot and walk in."*

— 29-year-old male shopper

Agents captured video of both their online shopping and in-store pickup experiences. [Click here to watch.](#)



# Big Rub – Walmart’s Stylish BBQ Restaurant

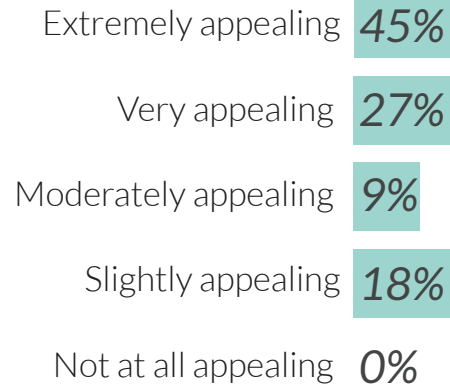
What you won’t find inside Store #5260:  
McDonald’s or Subway.

What you will find: A hip barbecue  
restaurant, Big Rub.

Our Agents were instructed to visit the  
restaurant (purchase not required) to  
study the menu and get an overall sense of  
the establishment. They were also asked to  
snap some photos, which you can see below.

Most in our mystery shop (73%)  
said they’d find the prospect of  
eating at Big Rub either  
“extremely” or “very” appealing.

*“How appealing would you find eating  
at Big Rub BBQ?”*



*“I love the Big Rub Restaurant.  
It’s a place I would eat even if  
I weren’t shopping!”*

– 63-year-old female shopper



Actual Agent Photo

# Sleek Displays in the Electronics Department

The reimagined Walmart superstore features a newly redesigned electronics department, evidenced most clearly in a series of sleek, modern displays for showcasing electronic merchandise.

Our Agents collected pictures of this enhancement as well.



Actual Agent Photo

## Minimize the Distance Between Headquarters and Stores/Customers

From Walmart's flagship store to the independent "mom and pops" that line Main Street U.S.A., Field Agent specializes in collecting location-specific business information and consumer insights—anywhere, anytime.

We crowdsource more than 700,000 smartphones across the country to offer instant visibility inside stores and in-the-moment insights from homes, stores, and basically anywhere else customers are found.

Download the infographic to see how Field Agent effectively reduces the distance between company headquarters and stores/customers across the country.



Actual Agent Photo



Actual Agent Photo

# Scan-and-Go Checkout/Walmart Pay

To participate in the mystery shop, Agents were first required to download the Walmart app (with Walmart Pay) to their smartphones. After arriving in-store, they shopped for one or more items (amounting to at least \$5) using the store's new Scan-and-Go devices.

Finally, Agents paid for their merchandise with Walmart Pay.

Pictures show the items Agents purchased.



Actual Agent Photo

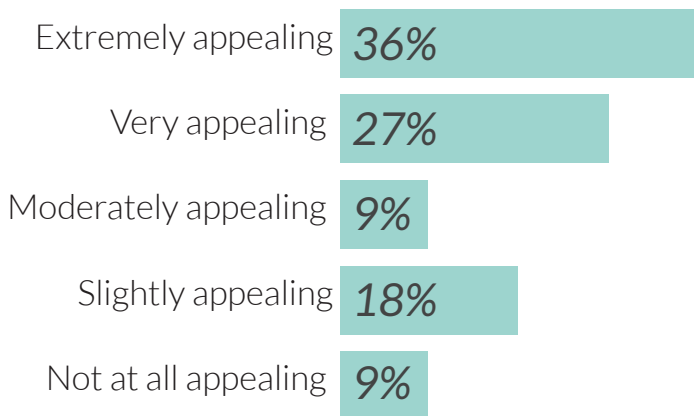


Actual Agent Photo

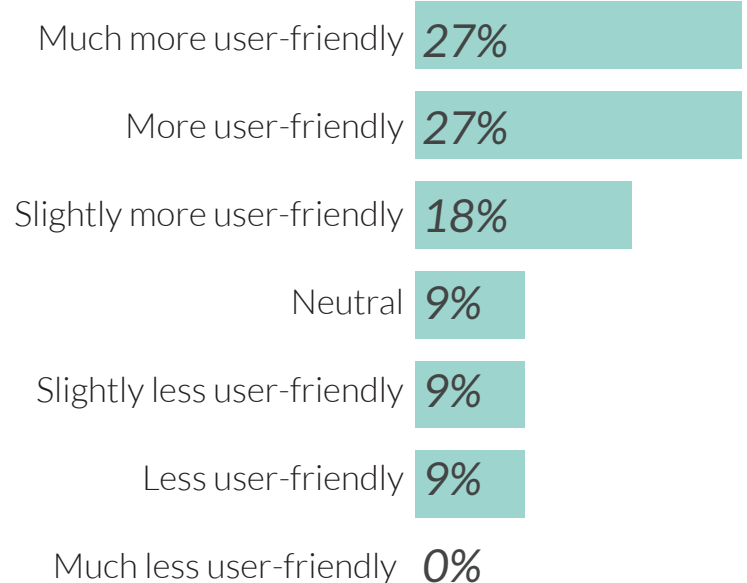


Actual Agent Photo

## How appealing is Scan-and-Go/Walmart Pay as a form of payment?



## Compared to other payment types, how user-friendly is Scan-and-Go/Walmart Pay?





# What Shoppers Think of Walmart's Superstore of the Future

We asked a series of questions to gauge shoppers' overall impression of Walmart's superstore of the future. The results generally bode well for the company.

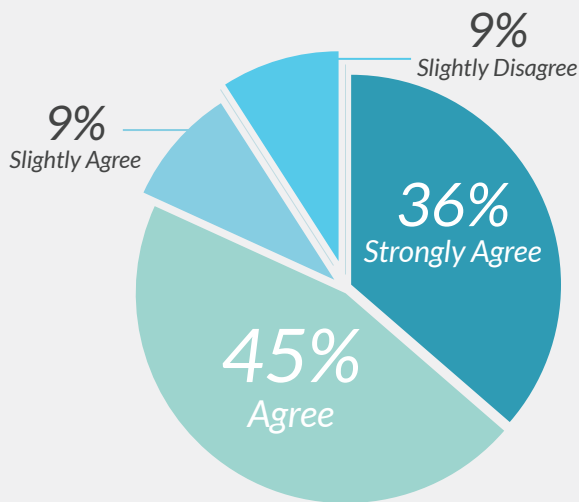
The majority said they find the next generation store more appealing than the conventional Walmart format.

Indeed, more than half said they're more likely to shop at Walmart after experiencing the various retail innovations and enhancements.

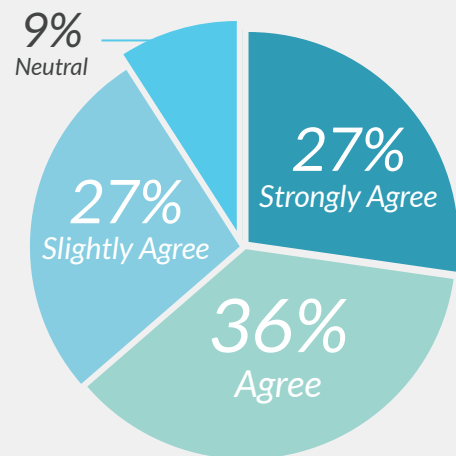
Finally, on a 5-star scale, our Agents gave Store #5260 – 4.45 stars.

Pretty impressive. 

To what extent do you agree :  
"I find the updated Walmart format  
more appealing than the  
conventional Walmart format"?



To what extent would you agree:  
"I am more likely to shop at Walmart  
after experiencing all the  
store updates today"?



## Shoppers Speak Out on the Superstore of the Future

At the end of their mystery shopping excursions, Agents were asked to share comments and/or suggestions for Walmart and its prize store. Here's some of what they said:

Here are some words they felt accurately described the revamped store:

**Modern / Clean / Attractive / Open  
Faster / Techy / Fresh / Complicated**

*"Need to improve customer service training. They were not very familiar with all of the new technology or processes." – 39-year-old male shopper*

*"Scan and go should offer print receipts." – 27-year-old female shopper*

*I love the extra self-checkouts. I can get in and out faster!*

– 63-year-old female shopper

**BONUS REPORT:**  
*Inside Target's*  
*"Connected Living Experience"*  
*Department*



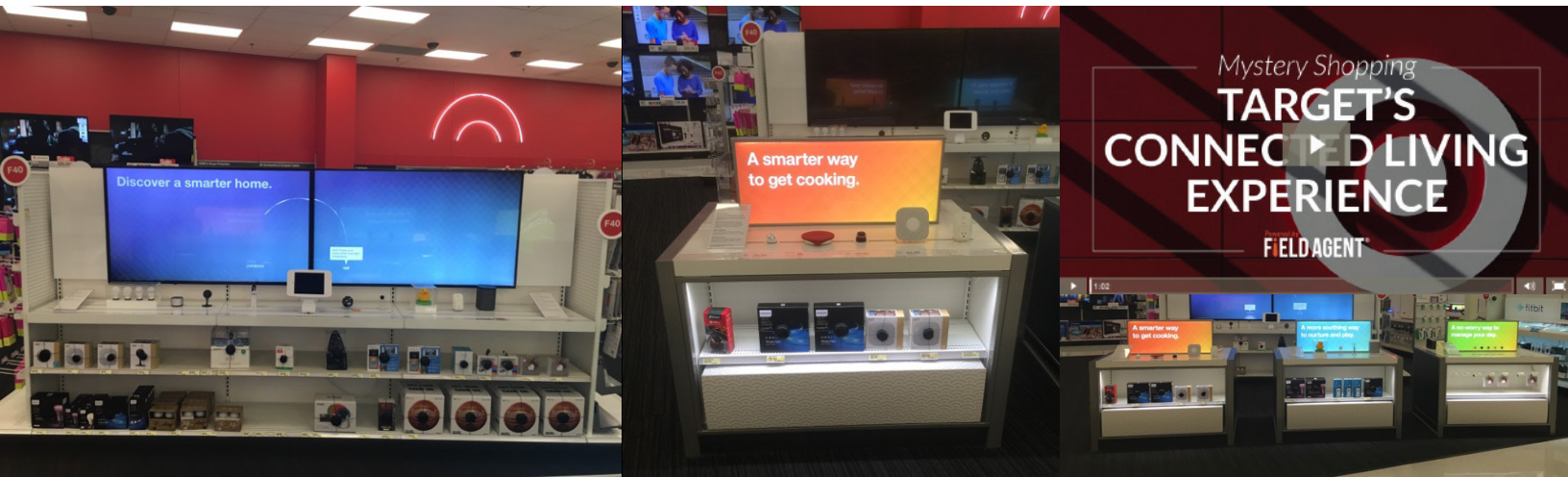
# Inside Target's "Connected Living Experience" Department

The Internet of Things is all the rage at a Minnetonka, Minnesota Target.

The company recently unveiled its "Connected Living Experience" department, which aims to raise awareness of how "smart" products could transform the American household.

Visitors to the exhibit will witness a series of displays showcasing a variety of cutting-edge, web-enabled products.

Field Agent sent four Agents to the store to explore this innovative new development. There they captured photos/video and offered feedback on the department. [Click here to watch.](#)



On a 5-star scale, rate the Connected Living Experience area on the following dimensions.



Selection/Variety – 4.75



Prices – 3.75



Shopping experience – 4.5



Educational/informative – 3.5

How appealing is the new Connected Living Experience section?

**3/4**

said "extremely appealing"

What words would you use to describe the new Connected Living Experience section?

**Innovative / Interactive / Fun / Engaging / Unique**

*Make the displays have larger text so people can see what the products are, how to use them, and...how they will make my life better for the investment I am making...I have no idea if the effort to buy and install or use the device is worth the price or if it is [high] quality and will last [and] does not have tech bugs and errors. – 25-year-old male shopper*

# WE'VE GOT RETAIL COVERED

With more than 700,000 Agents staking out stores across the country, we can provide sights, sounds, and information from practically any store, anywhere, anytime.

If you've got questions about what's happening in stores, our army of smartphone-wielding shoppers is standing by—right now—to furnish fast, affordable answers.

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