

FUN UNPLUGGED

RAIN CITY GAMES





ABOUT RCG

WHO

Rain City Games is a Vancouver based independent board games shop.

WHAT

They sell board games and host dedicated game-related events.

WHY

Their goal is to provide a retail experience that accommodates all types of gamers.

IMPROVING THE IN-STORE RETAIL EXPERIENCE

DESIGN OPPORTUNITY

- Events are well-attended and generate little revenue
- Board game sales are the largest revenue generator
- Rain City Games is competing with online retailers





LACK OF STAFF-CUSTOMER INTERACTION

ETHNOGRAPHIC RESEARCH

11%

of customers approached the staff with questions

12%

of customers were approached by the staff

32%

of customers used a mobile device to find information

** gathered from a sample size of 161 unique customers*



CUSTOMERS ENJOY RECOMMENDATIONS

CUSTOMER INTERVIEWS

- Customers were pleased with the staff's knowledge of board games
- Customers who receive a recommendation are more likely to make a purchase
- // Last time I was here, the staff showed me the game 'What do you Meme?'. I'm here to buy a copy as a birthday present for my cousin.

- Novice Gamer

TARGET AUDIENCE

NOVICE GAMERS

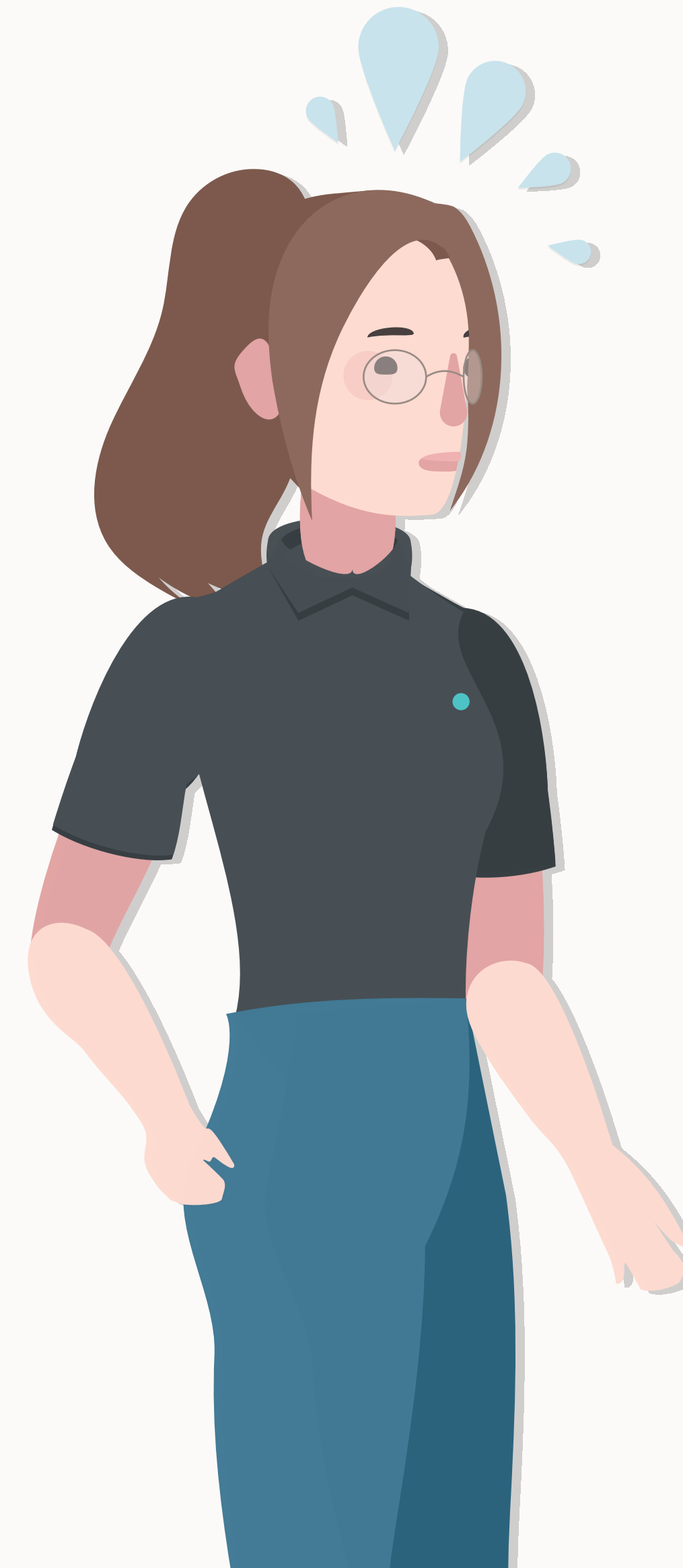
- New to modern board games
- Search for games based on context of play
- Arrive at RCG seeking recommendations
- Uncomfortable approaching staff



SECONDARY AUDIENCE

STAFF MEMBERS

- Enjoy finding the right game for a customer
- Have extensive knowledge of board games
- Anxious about approaching customers



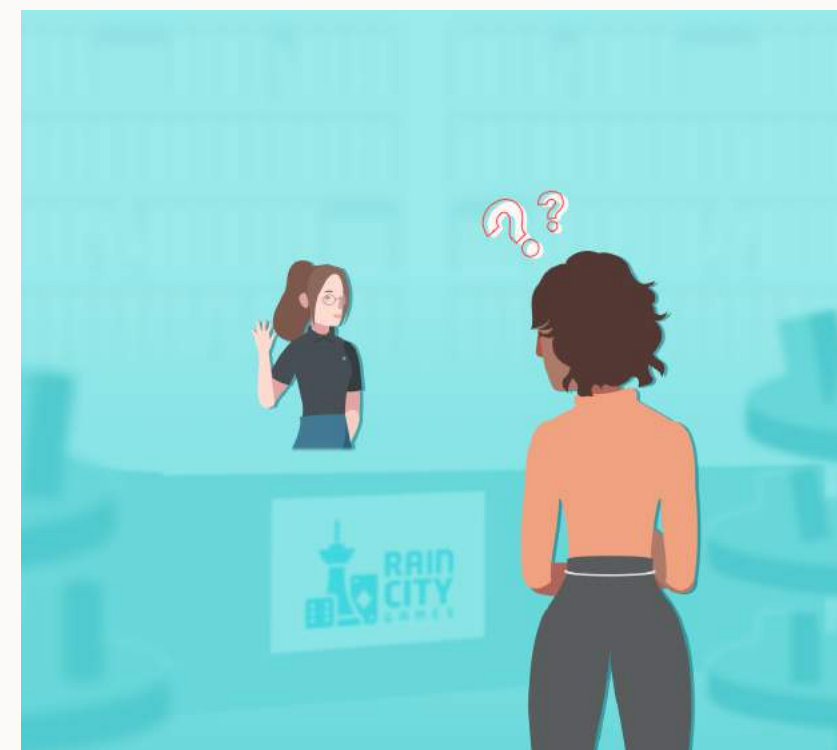
TYPICAL CUSTOMER JOURNEY

THE PROBLEM

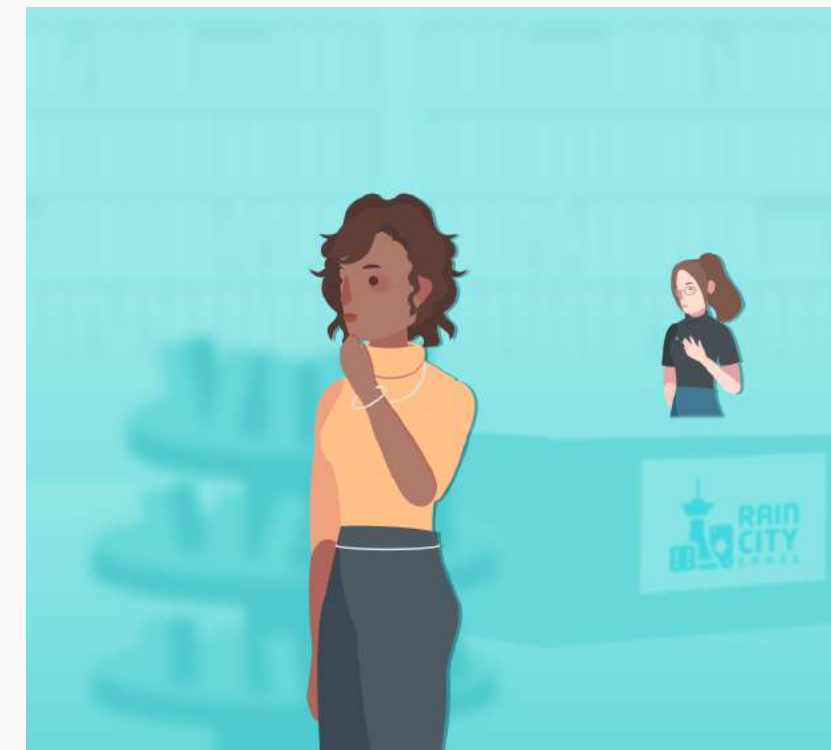
ENTER

ENGAGE

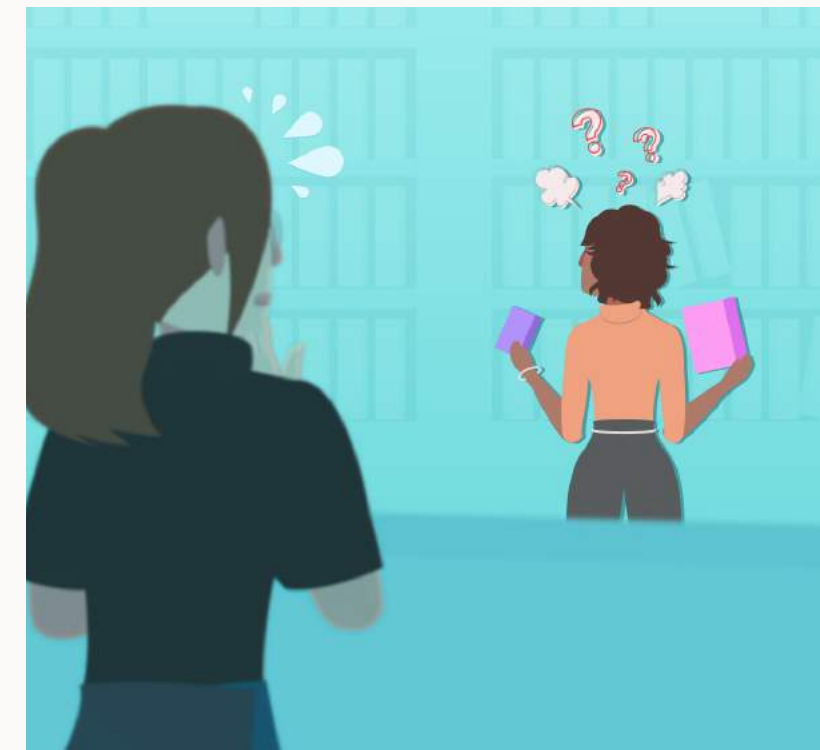
EXIT



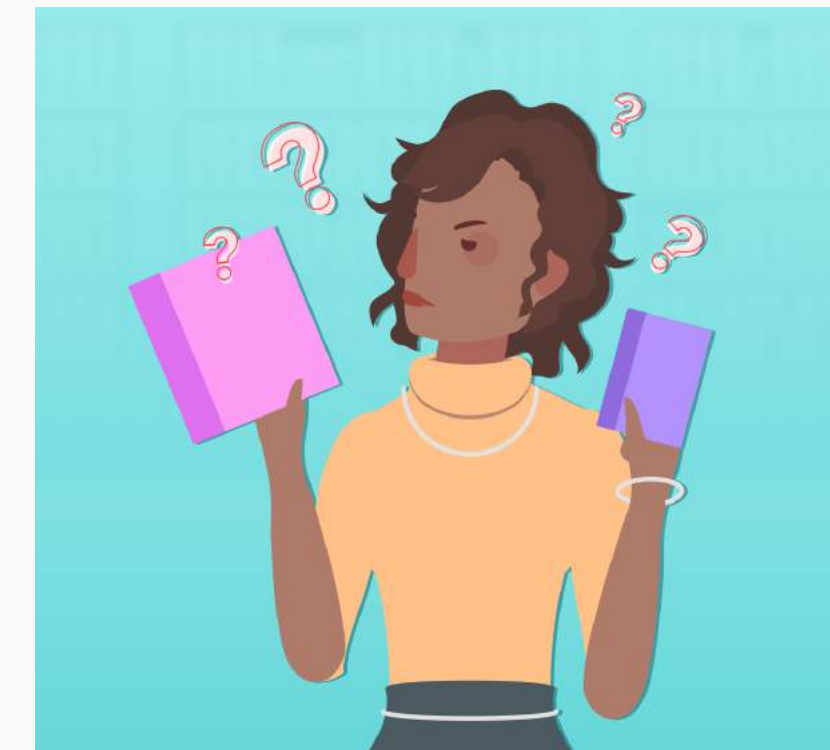
overwhelmed



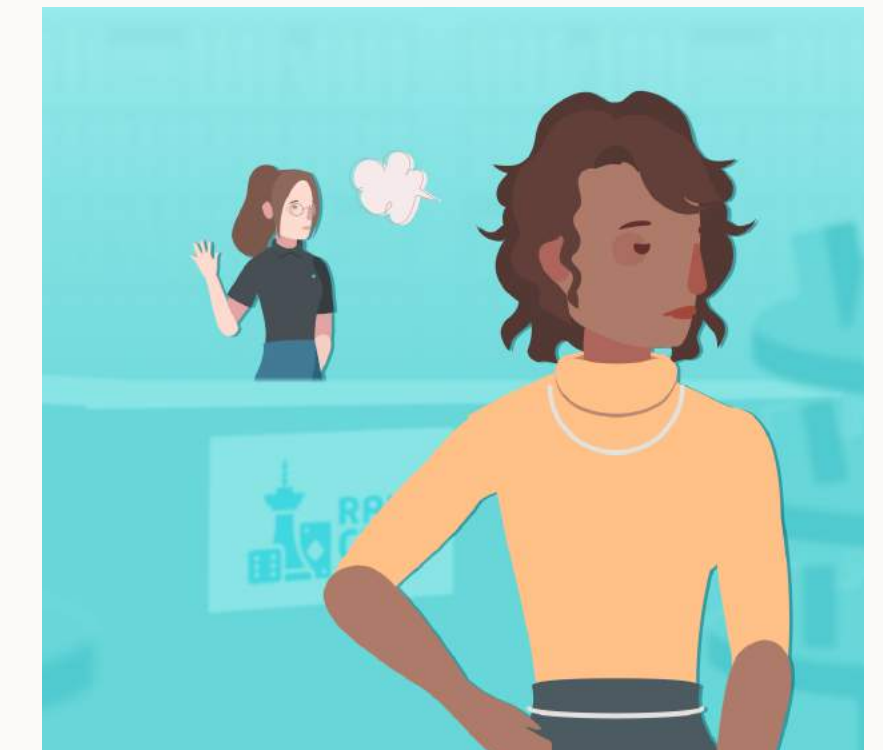
embarrassed



anxious



unsupported



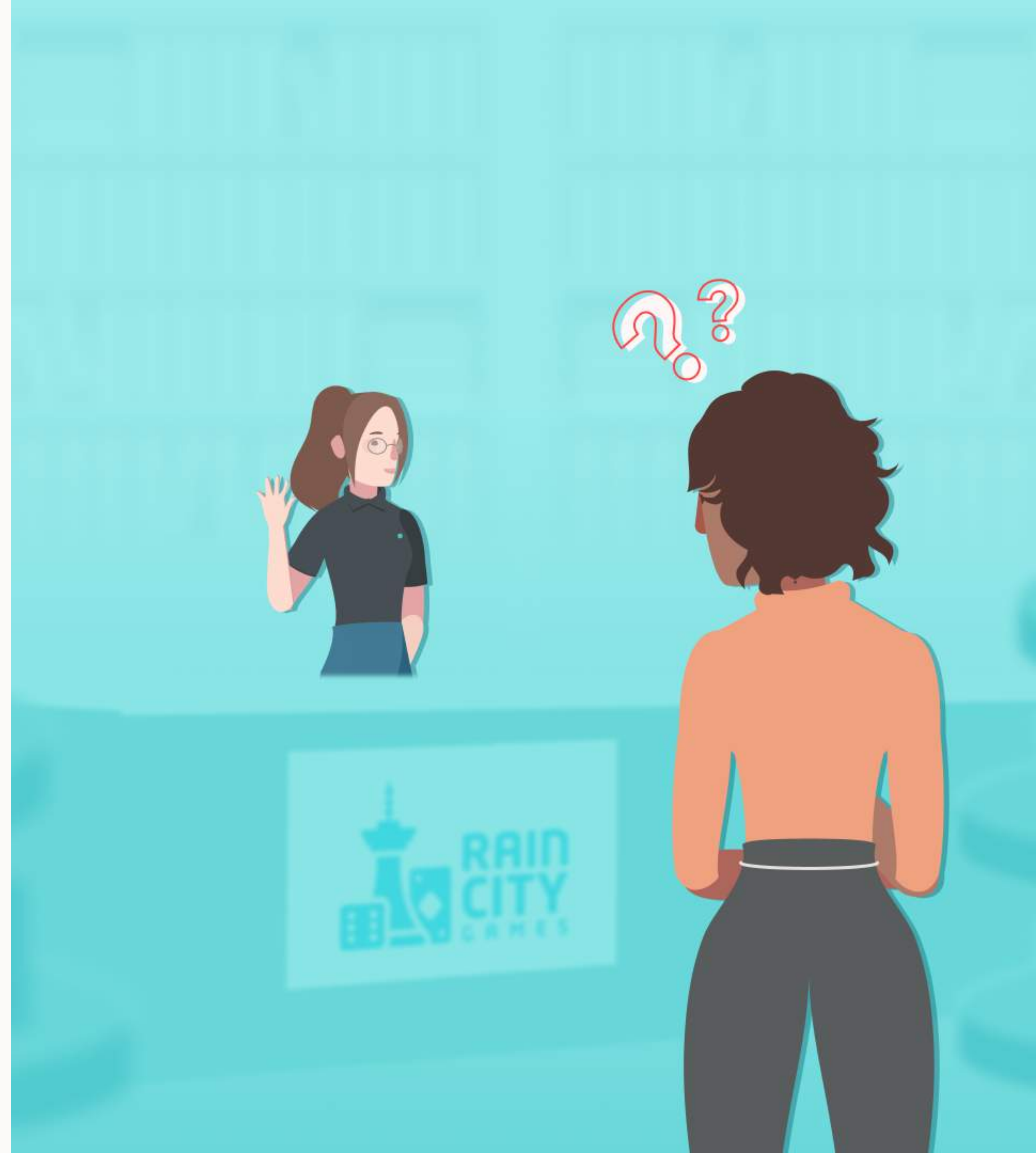
unsatisfied

OVERWHELMED

ENTER RCG

// I didn't know where to start in the store,
so I just browsed the products to my left.

- *Novice Gamer*



EMBARRASSED

BROWSING

// I didn't talk to staff because I didn't have a specific game in mind. I wouldn't want to bother them...

- *Novice Gamer*



ANXIOUS

OBSERVING

// Some of our staff get really anxious about approaching customers.

- *Store Owner*

// My least favourite part is having awkward conversations with customers.

- *Staff Member*



UNSUPPORTED

FINDING GAMES

// We aren't really familiar with the genres. We just want a fun game that can be played on a plane.

- *Novice Gamers*

// I'm just checking 'Werewolf' reviews on Google to see if it'll be good for my party tonight.

- *Novice Gamer*



UNSATISFIED

LEAVE THE STORE

// I wasn't able to find games that are similar to the one that I would want to buy.

- *Novice Gamer*

// We really dislike it when people come in to the store and use it like an Amazon wishlist.

- *Store Owner*





DESIGN FOCUS

Providing novice gamers with tailored recommendations that match the context that they are shopping for

DESIGN INTERVENTION

GUIDING PRINCIPLES

01

Promote staff-customer interactions

02

Create an affordance for independent search

03

Increase novice gamers' board game knowledge



OR

ASK OUR STAFF FOR
RECOMMENDATIONS!

CHOOSE YOUR OWN ADVENTURE

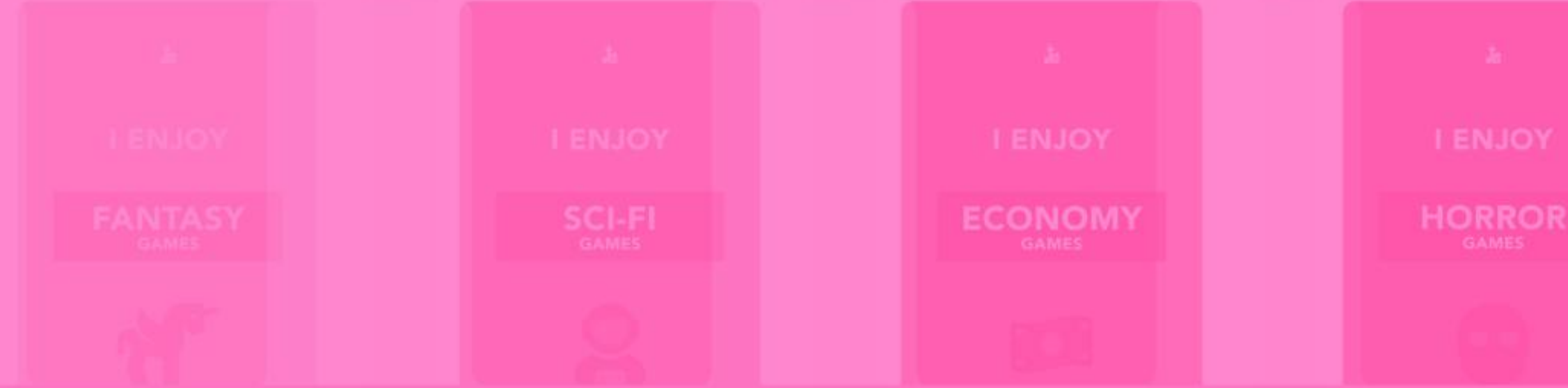
I'M LOOKING FOR . . .

WE'VE GOT A
GAME FOR YOU!

DESIGN INTERVENTION

WHAT THEMES APPEAL TO YOU?

WHAT GAME DO YOU WANT TO PLAY?





DISPLAY



CARDS

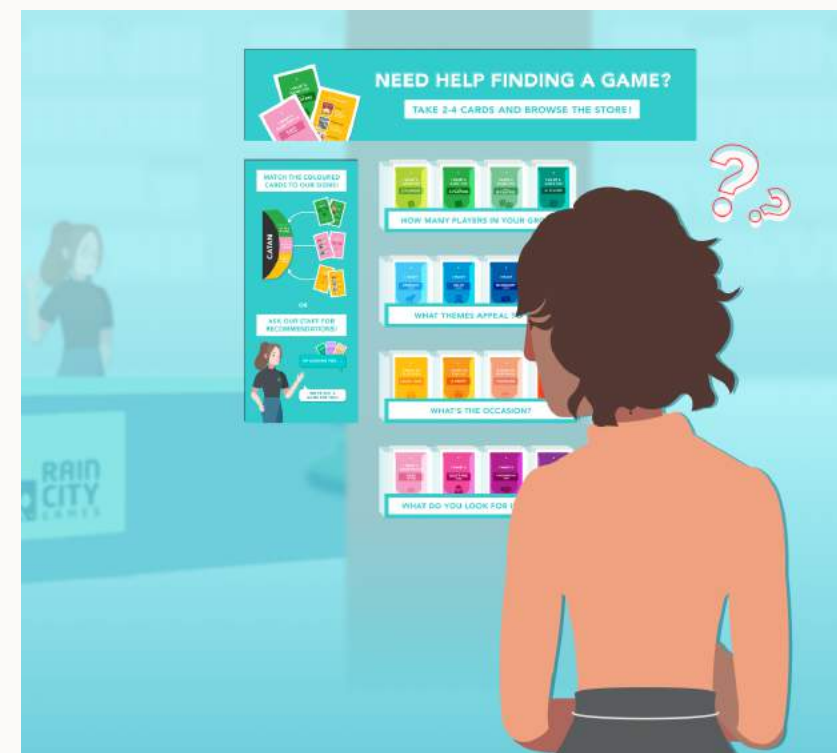


SHELF SIGNAGE

DESIGN INTERVENTION

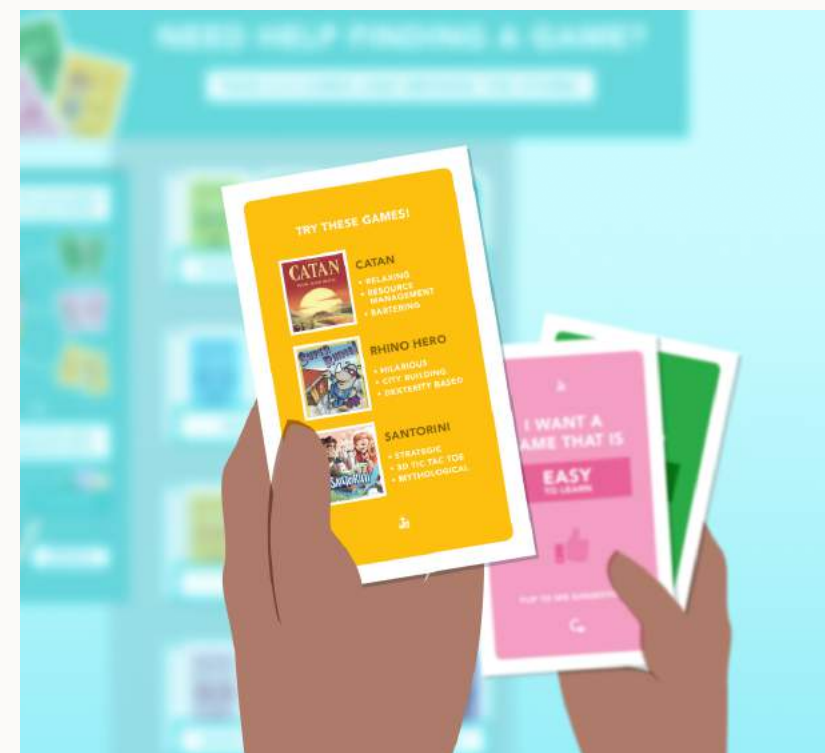
THE SOLUTION

ENTER

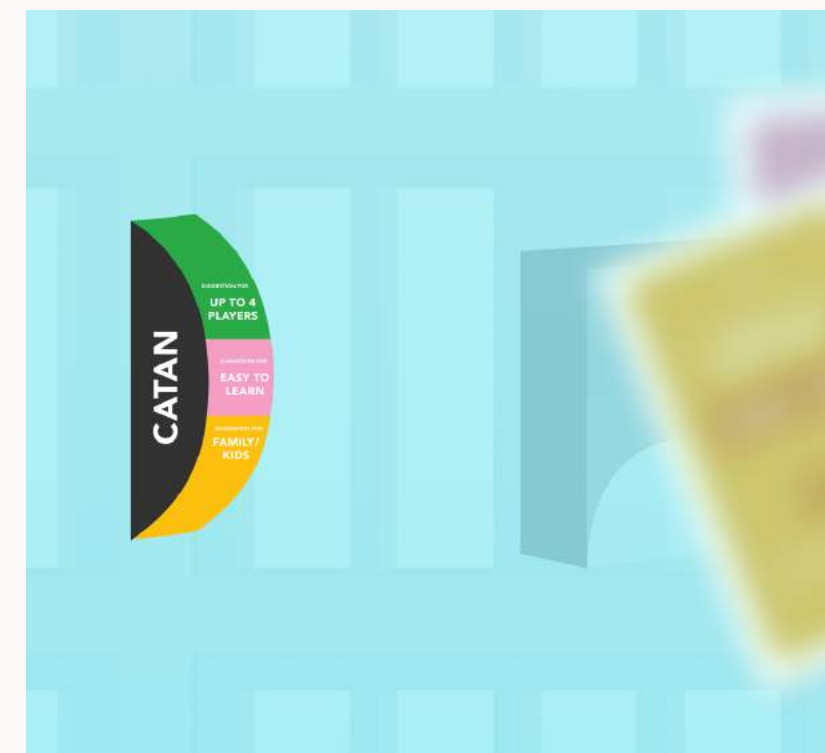


intrigued

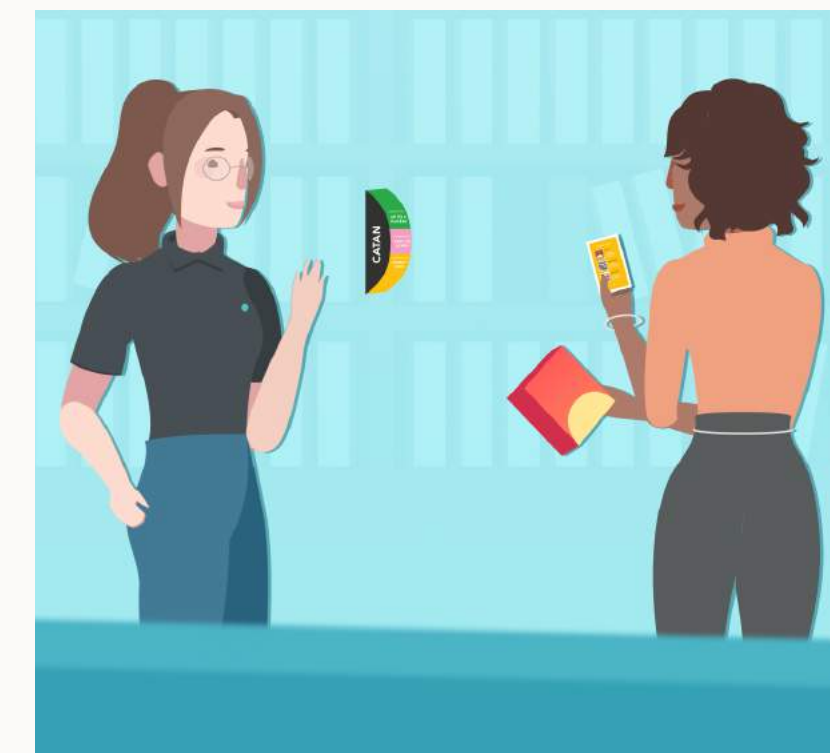
ENGAGE



delighted

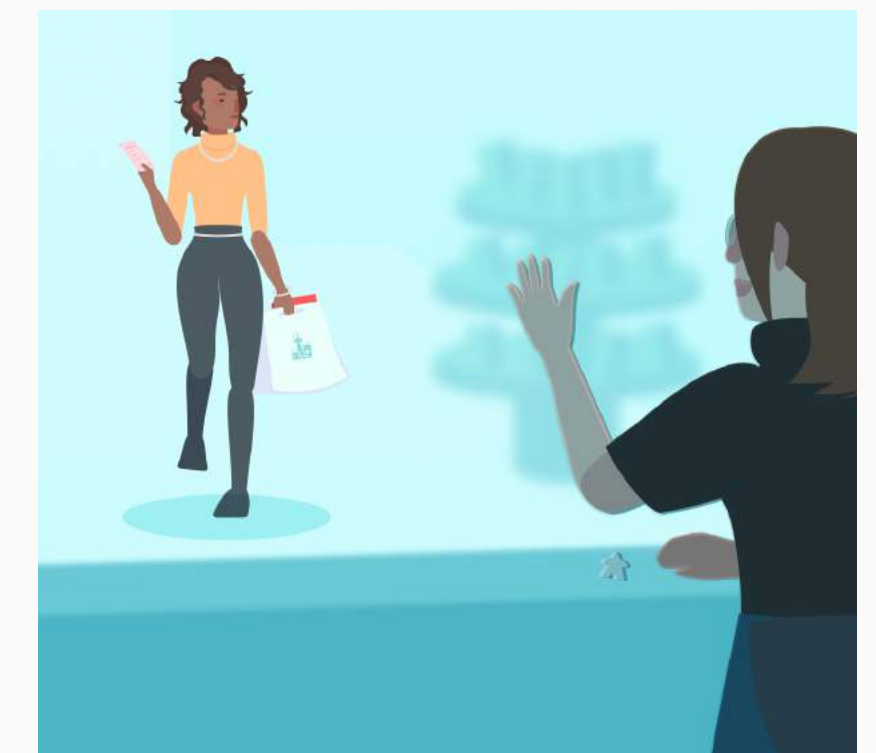


adventurous



validated

EXIT



satisfied

INTRIGUED

NOTICE DISPLAY

// It was the first thing I noticed in the store, and it's really colourful.

- Customer



NEED HELP FINDING A GAME?
TAKE 2-4 CARDS AND BROWSE THE STORE!



MATCH THE COLOURED CARDS TO OUR SIGNS!

CATAN

OR

ASK OUR STAFF FOR RECOMMENDATIONS!

I'M LOOKING FOR...

WE'VE GOT A GAME FOR YOU!



HOW MANY PLAYERS IN YOUR GROUP?



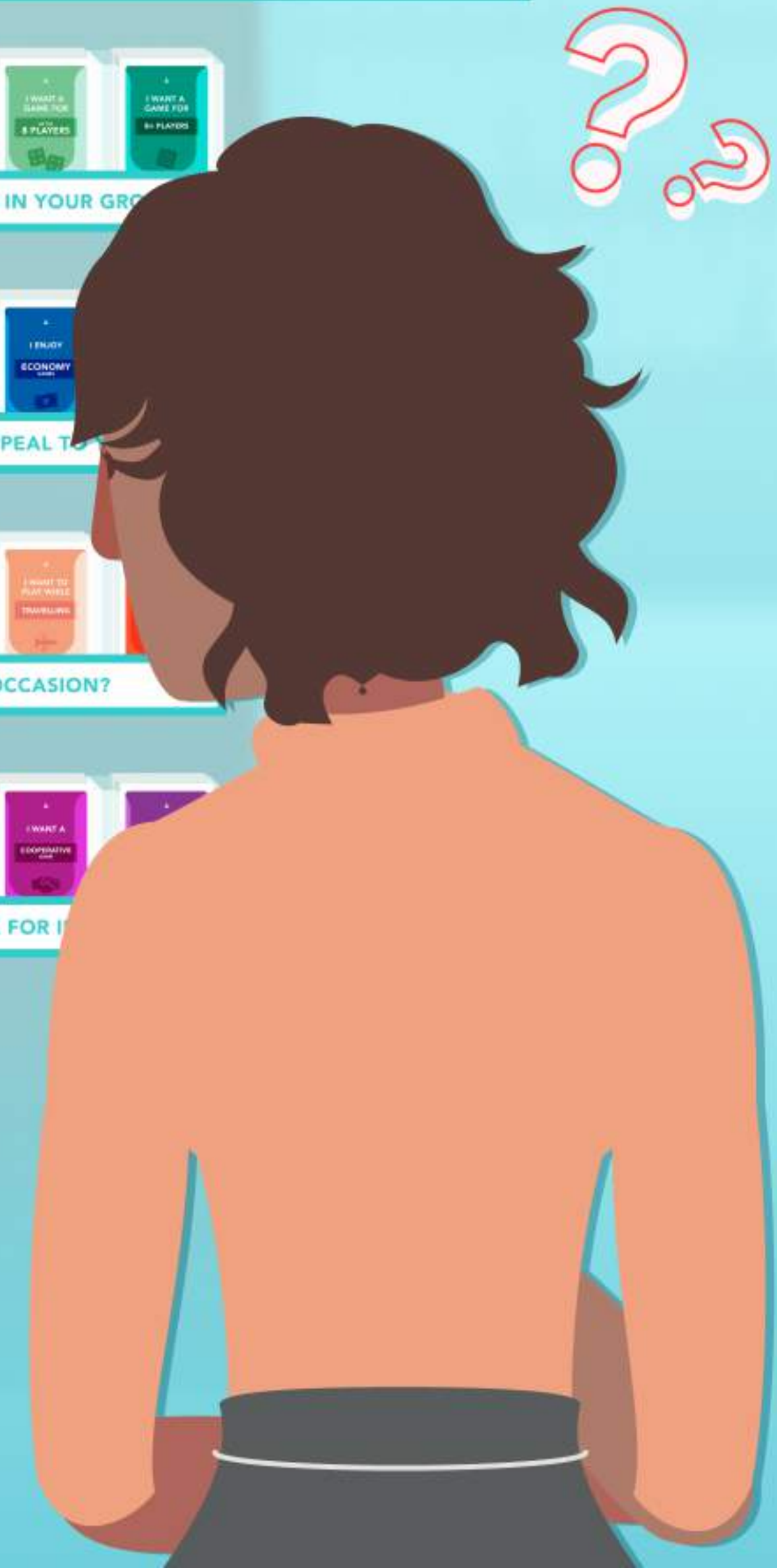
WHAT THEMES APPEAL TO YOU?



WHAT'S THE OCCASION?



WHAT DO YOU LOOK FOR IN A GAME?



CURIOUS

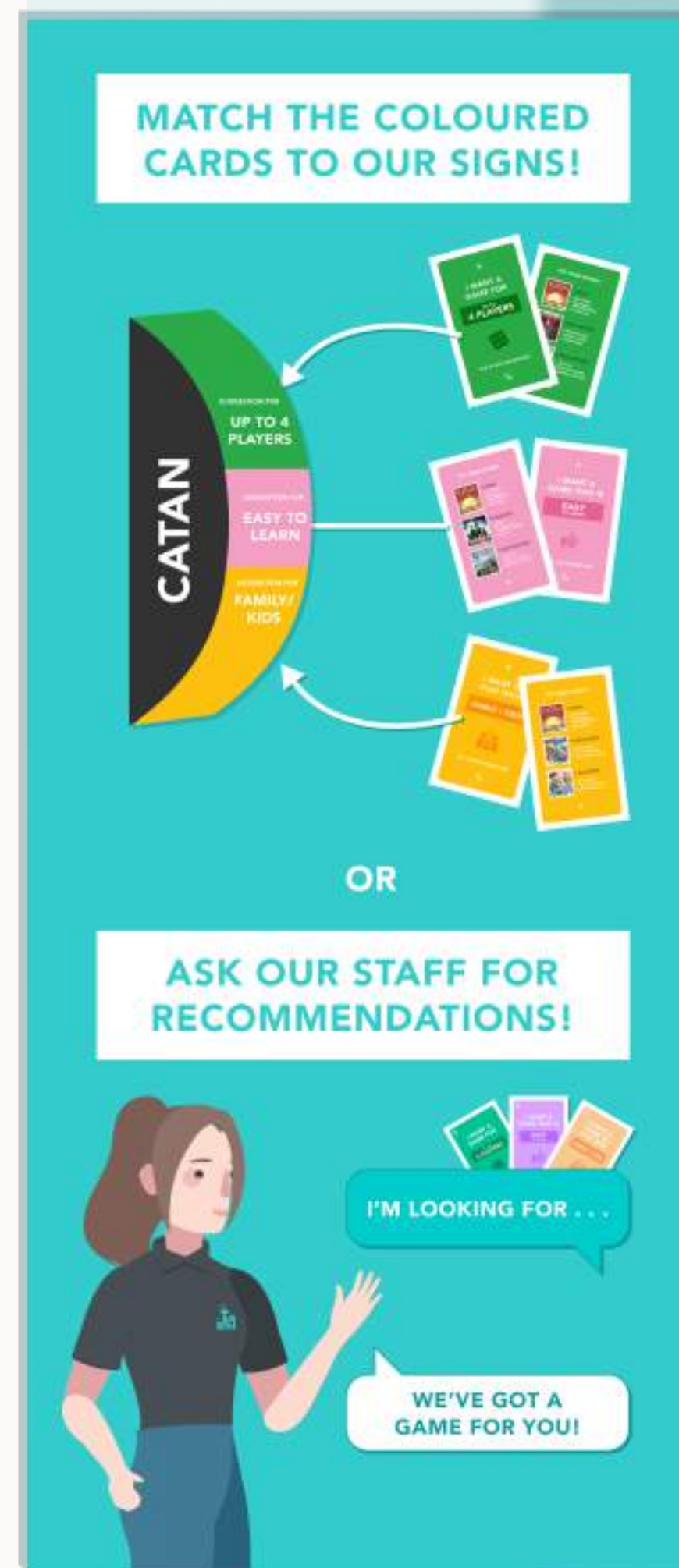
INSPECT DISPLAY

// They look like brochures and it felt right to take one with me. I wanted to see what was on it.

- Customer

// I hadn't seen it in the store before. It seems like something that that would be really helpful.

- Frequent Customer



DELIGHTED

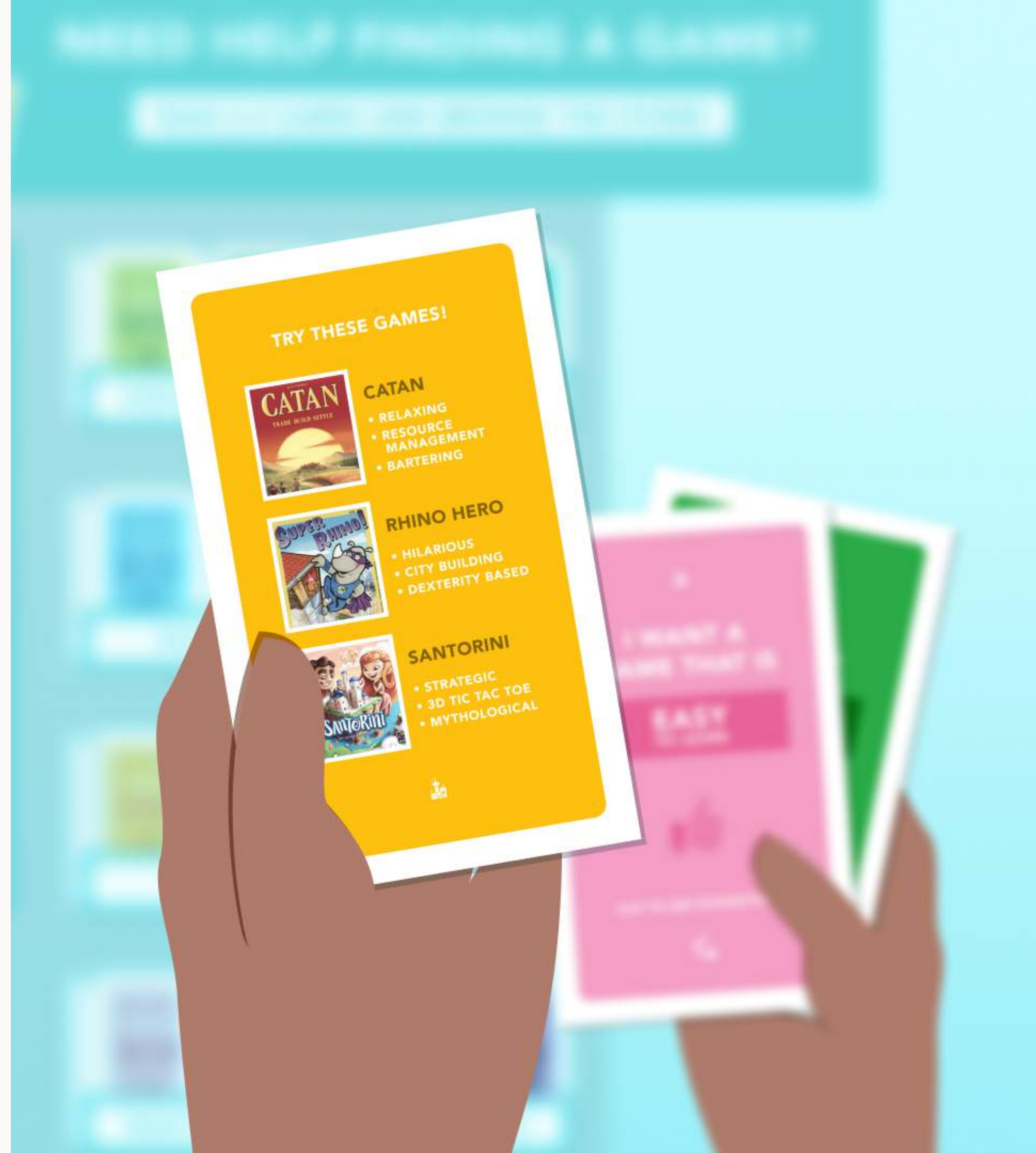
CHOOSE CARDS

// I really like the cards. They feel right to hold and the colours are really vibrant.

- *Customer*

// I can see customers using the cards and the recommendations line up with what I would typically recommend.

- *Staff Member*



ADVENTUROUS

BROWSE GAMES

// I want to find the games that are on the back. I've heard of Catan but not Love Letter or Carcassonne.

- *Novice Gamer*

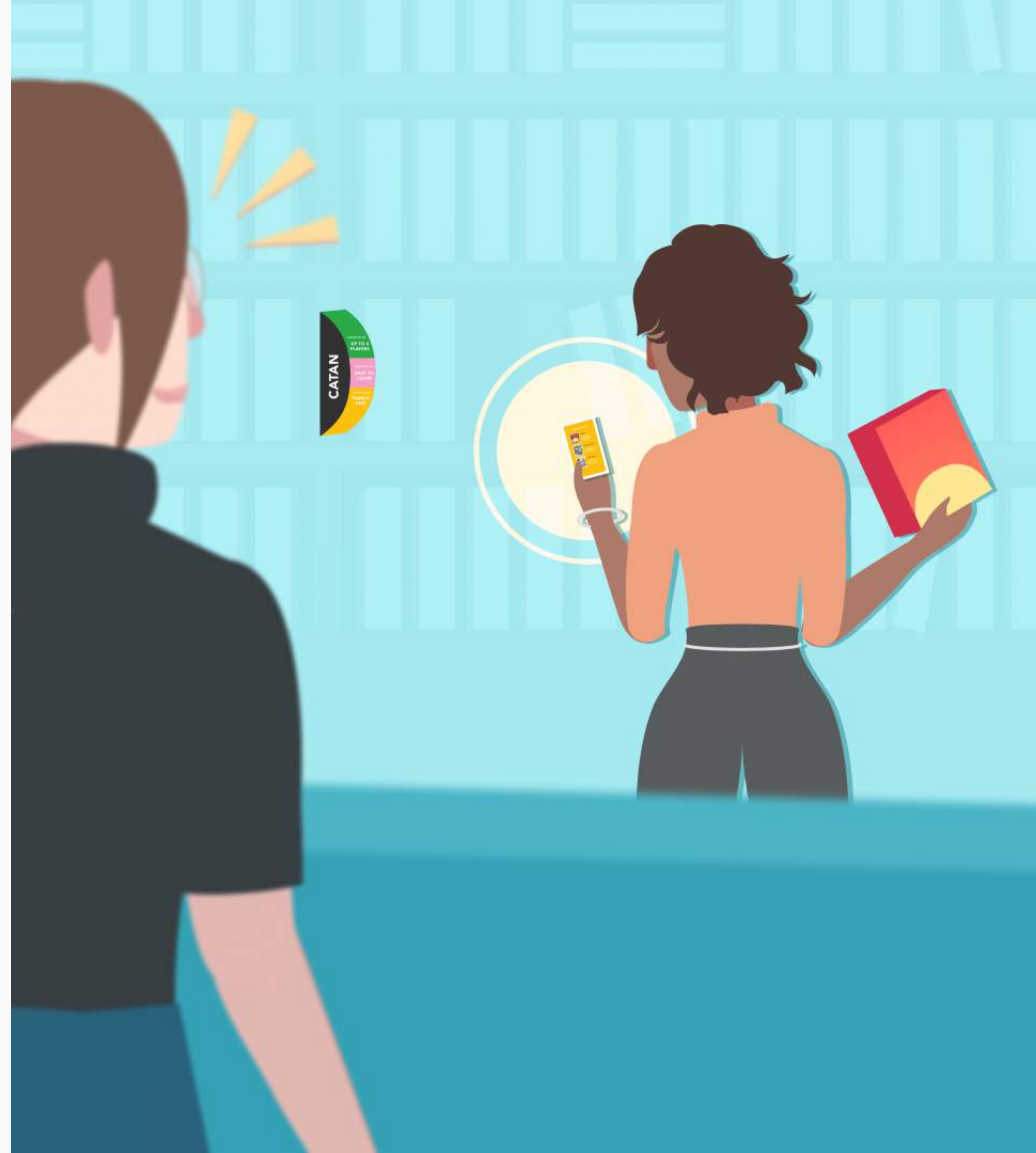


RELIEVED

IDENTIFY NEED

// I have to pay attention to a lot of things, so making it easier to notice which customers need help is good.

- *Staff Member*

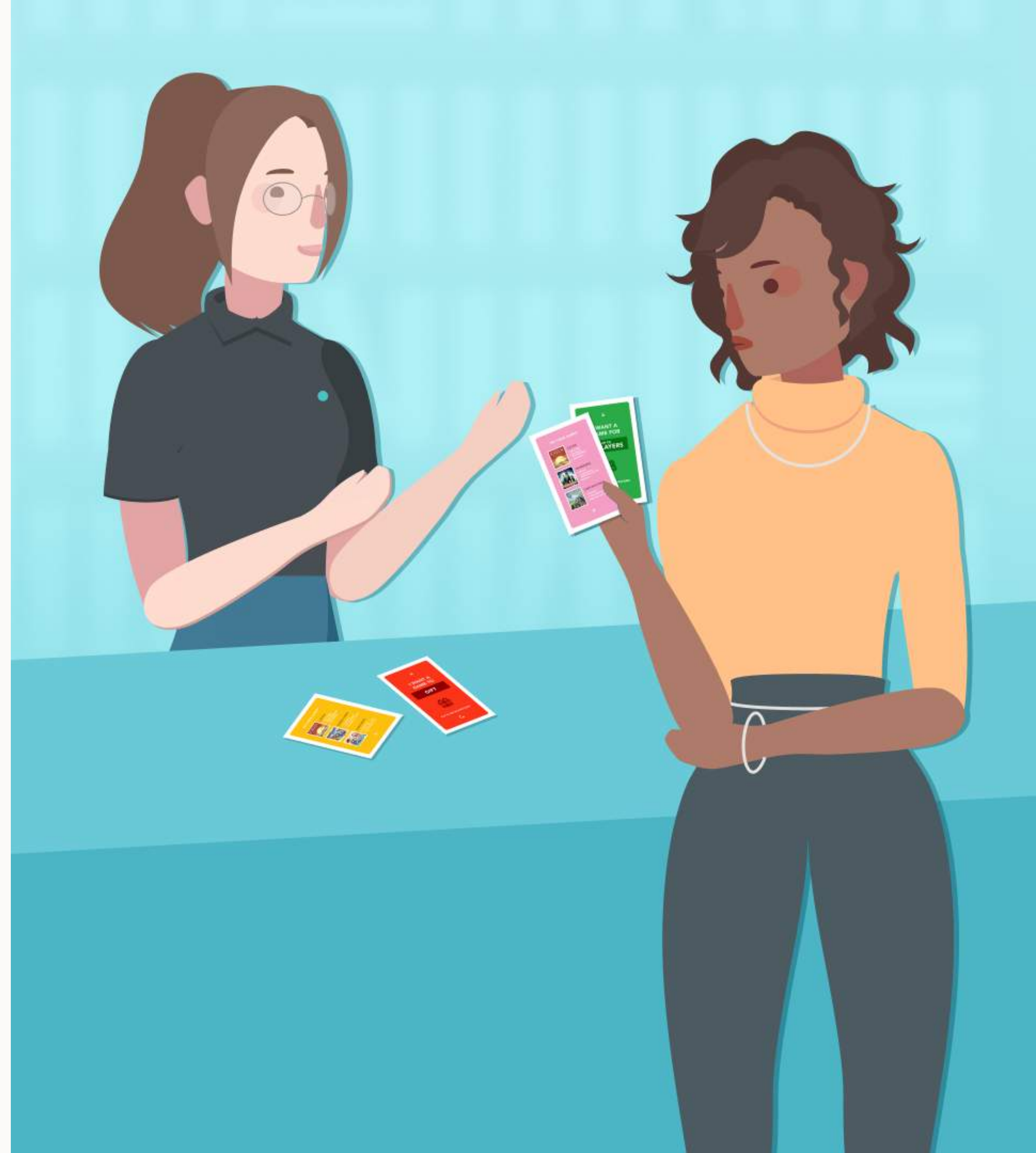


INQUISITIVE

ASK THE STAFF

// I would still appreciate talking to staff about the games. The [game box] descriptions don't tell me enough.

- New Customer



VALIDATED

DISCUSS GAMES

// I wasn't sure which game to buy, but having the staff explain them helped.

- *Novice Gamer*

// I really enjoy helping customers find games. Its the best part of the job and I get to test my knowledge.

- *Staff Member*



SATISFIED

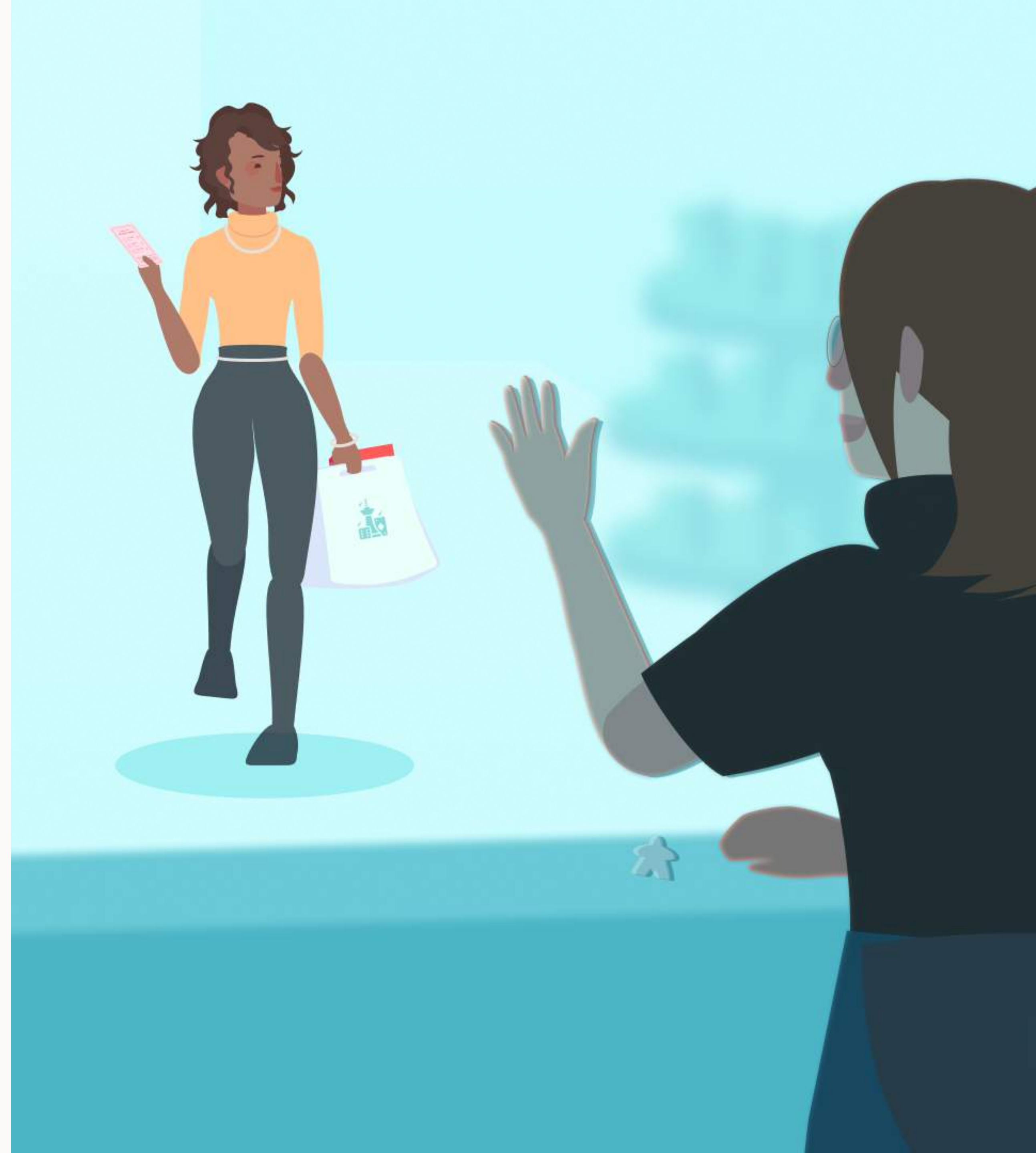
PURCHASE A GAME

// I bought Catan after talking to Rodrigo. I'm looking forward to playing it this weekend.

- Novice Gamer

// Having more customer engagement differentiates us from Amazon. I can see the cards being a conversation starter for a lot of customers.

- Store Owner





DISPLAY



CARDS



SHELF SIGNAGE

TOP BANNER AND QUESTIONS THE DISPLAY

- Oriented to draw customers attention upon entry
- Concise instructions for ease of use
- Questions posed to spark customer engagement

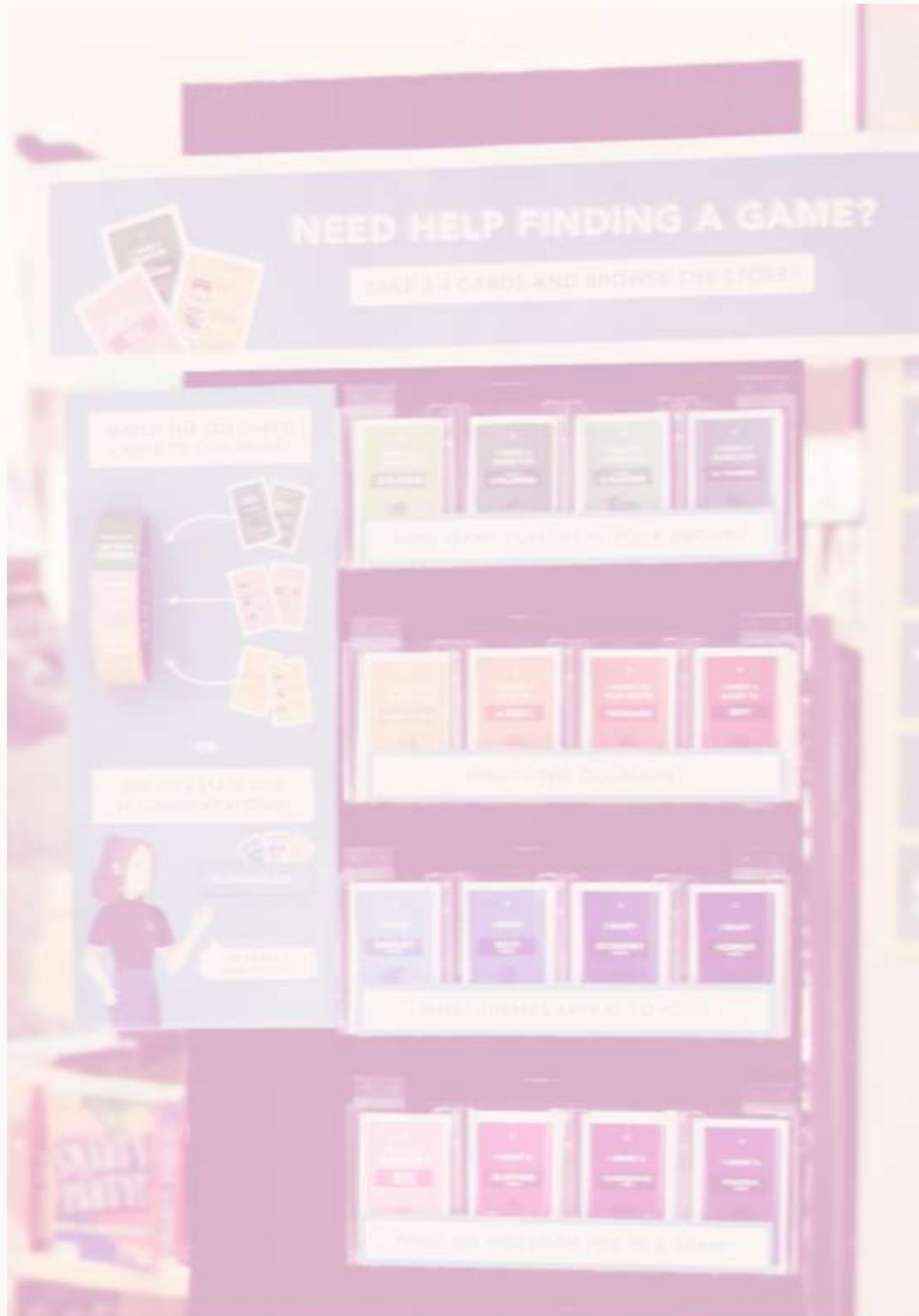


EXAMPLE SIGNAGE AND PROMOTING STAFF

THE DISPLAY

- Establish the connection between the cards and shelf signage
- Increased understanding of shelf signage by 43%
- Frames staff to be more approachable





DISPLAY



CARDS



SHELF SIGNAGE

SIZE, PAPER QUALITY, AND COLOURS

THE CARDS

- Index card sized for holding and visibility
- Light weight glossy paper encourages people to take them
- Square cut for easy creation and low production cost
- 16 unique colours to differentiate the cards



Rain City Games
branded logo

Short statements that
customers can relate to

Icons to capture customers
attention and to support ESL

CARD CATEGORIES & ICONOGRAPHY

FRONT OF THE CARDS



CATAN

Familiar modern classic

RHINO HERO

Unfamiliar game with unique mechanics

SANTORINI

Easy to learn, hard to master

RECOMMENDED GAMES

BACK OF THE CARDS

TRY THESE GAMES!



CATAN

- RELAXING
- RESOURCE MANAGEMENT
- BARTERING



RHINO HERO

- HILARIOUS
- CITY BUILDING
- DEXTERITY BASED



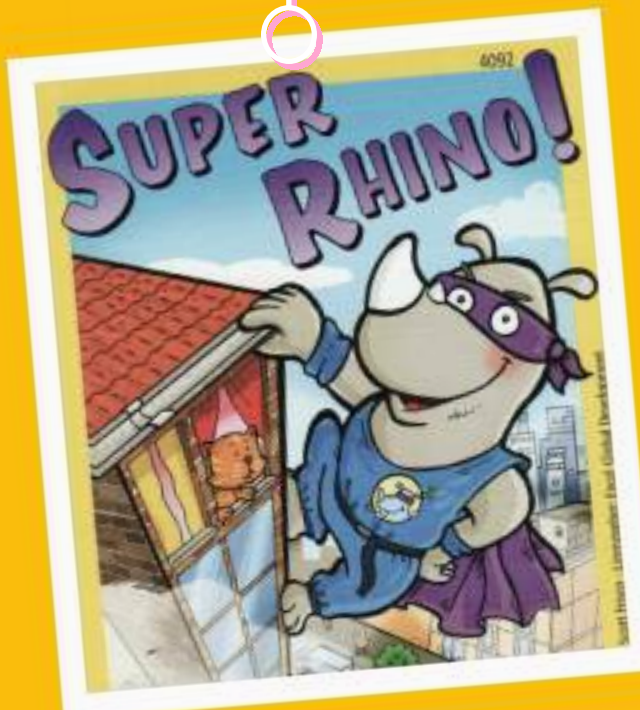
SANTORINI

- STRATEGIC
- 3D TIC TAC TOE
- MYTHOLOGICAL



TRY THESE GAMES!

CATAN CATAN



RHINO HERO

- HILARIOUS
- CITY BUILDING
- DEXTERITY BASED

- STRATEGIC
- 3D TIC TAC TOE
- MYTHOLOGICAL

SANTORINI

Large picture of box art
to aid in-store searching

Short description about:

- Emotional experience
- Gameplay
- Theme

BOX ART & DESCRIPTIONS

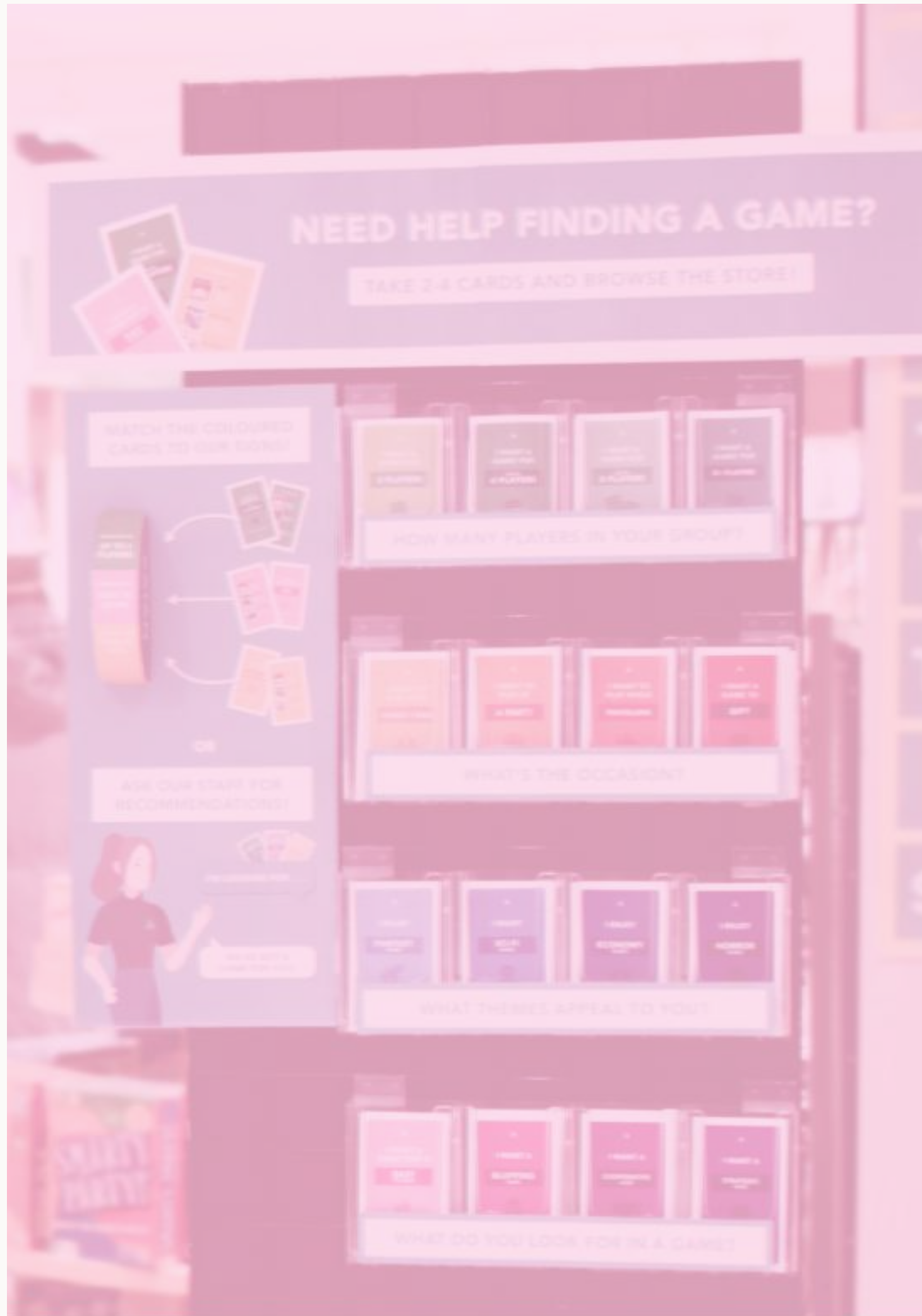
BACK OF THE CARDS

RECOMMENDED GAMES

BACK OF THE CARDS

- Worked with RCG to develop a robust list of games
- 29 games recommended across 16 cards
- Recommendations are constructed to overlap





DISPLAY



CARDS



SHELF SIGNAGE

SHAPE, COLOURS, AND COPY

SHELF SIGNAGE

- Round signage contrasts rectangular board game boxes
- Coloured sides connect to the cards and are useful on their own
- White text on a black background is most noticeable



BOX ART & TITLE BASED SEARCH

SHELF SIGNAGE

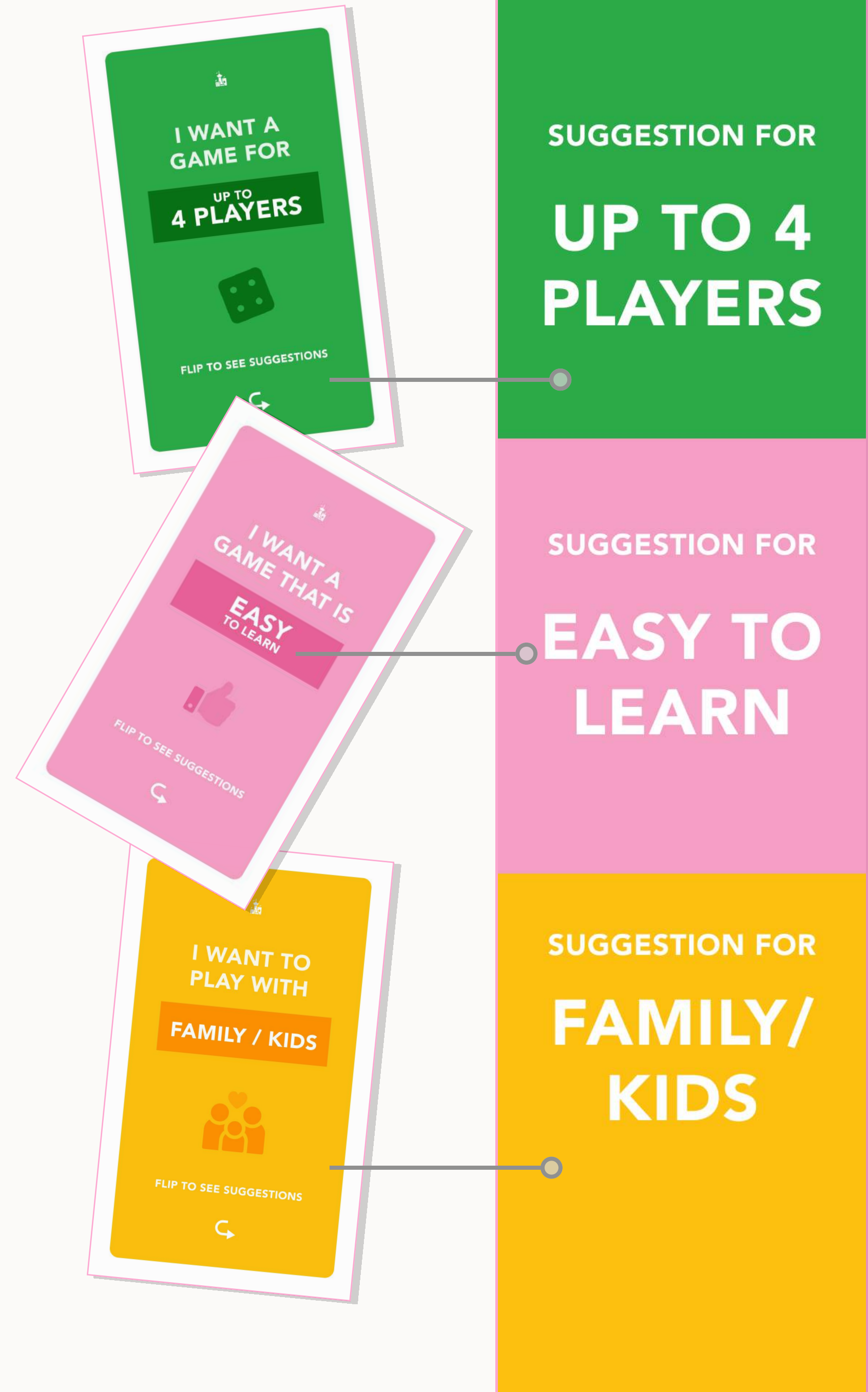
- Enhancing current exploration process
Visitors love looking at box art
- Black side panels allow for increased glanceability against games



COLOUR & TEXT BASED SEARCH

SHELF SIGNAGE

- The colour of the cards match the stripes on the signs
- The category of the card matches with the text on sign



IMPROVED INDEPENDENCE

SHELF SIGNAGE

- Signs highlight recommended games throughout the store
- Provide more context for games on the shelves



The background of the slide features a faint, light blue illustration of two women sitting on a wooden bench. The woman on the left has curly hair and is wearing a white top and a dark skirt. The woman on the right has straight hair and is wearing a dark top and pants. They appear to be in conversation. The text is overlaid on this illustration.

MOVING FORWARD

Future outcomes based on *Guiding Principles*

COMPETING WITH AMAZON

PROMOTING INTERACTIONS

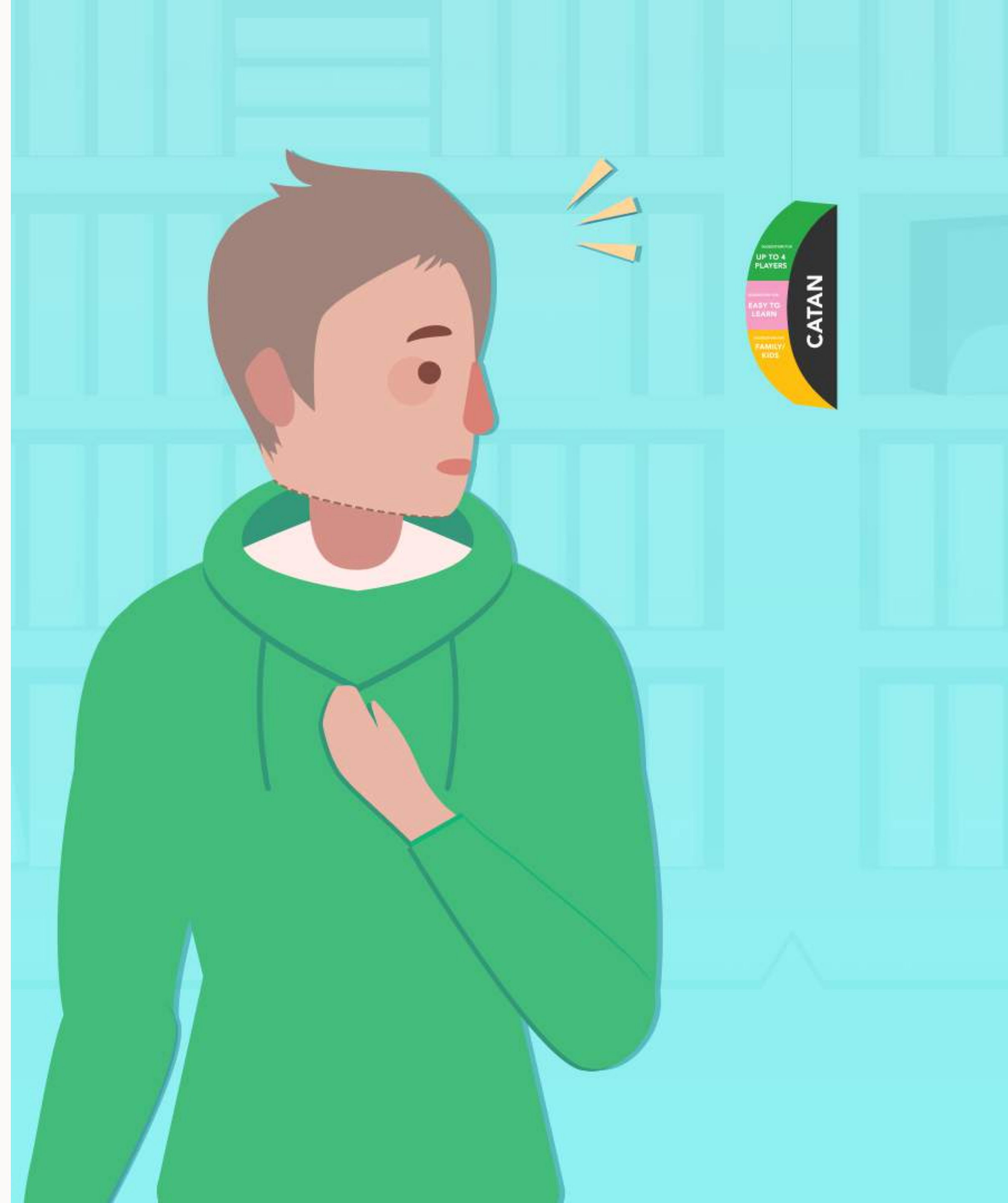
- Customers receive tailored recommendations
- Novice gamers appreciate the staffs' expertise
- Staff experience the best part of their job



ACCOMODATING ALL GROUPS

IMPROVED INDEPENDENCE

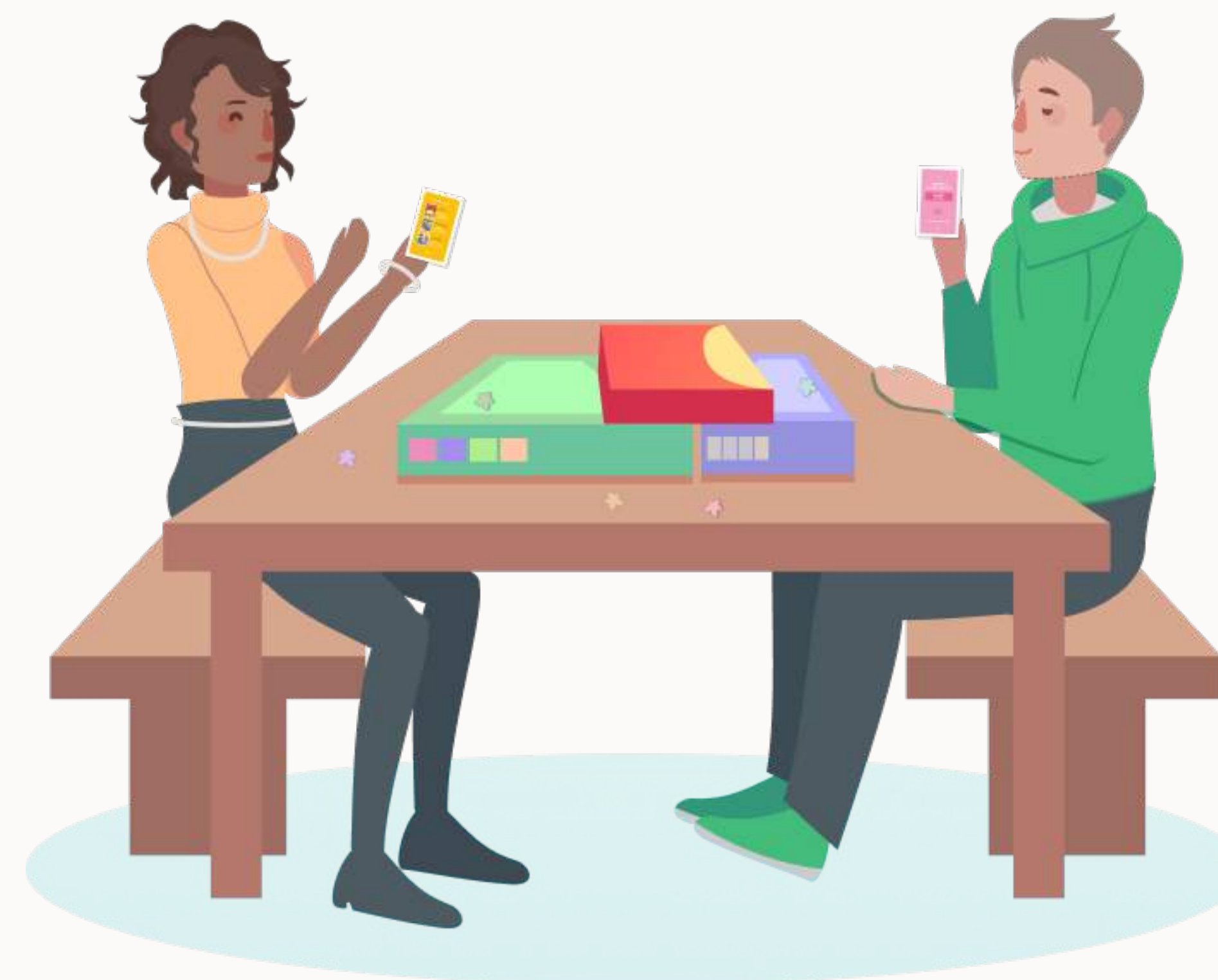
- Lowers staff anxiety without increasing workload
- Allows shy customers to browse and find games on their own
- Signage also improves exploration without the cards



FUTURE GENERATIONS

GROWING AS A GAMER

- RCG is established as the best shop for novice gamers to learn and play
- Novice Gamers understand what they are looking for in board games
- Customers receive recommendations for their next visit to RCG



rain city games

