✅ ChecklistGuro

Store Layout & Visual Merchandising Checklist: Retail Customer Experience & Sales Maximization

Store Entrance & Curb Appeal

Evaluates the initial impression of the store, including signage, cleanliness, and accessibility.

Sidewalk Cleanliness Rating (1-5)

Enter a number...

Signage Visibility

☐ Excellent

☐ Good

☐ Fair

☐ Poor

Condition of Entrance Doors

Write something...

Precise Location of Store Entrance

Last Landscaping Maintenance Date

Enter date...

Accessibility Features Present?

- [ ] Ramp
- [ ] Automatic Door
- [ ] Tactile Paving
- [ ] Accessible Parking

Notes on Exterior Lighting

Write something...

Window Displays

Assesses the effectiveness of window displays in attracting customers and showcasing key products.

Number of mannequins used

Enter a number...

Themes/Concepts displayed (select all that apply)

☐ Seasonal

☐ Promotional

☐ Lifestyle

☐ New Arrivals

Upload Window Display Photo (Before)

⬆ Upload File

Upload Window Display Photo (After)

⬆ Upload File

Overall Visual Appeal (Scale of 1-5)

☐ 1 - Poor

☐ 2 - Fair

☐ 3 - Average

☐ 4 - Good

☐ 5 - Excellent

Brief Description of Display Story

Write something...

Estimated Visibility Distance (feet)

Enter a number...

Product Grouping & Placement

Checks how effectively products are grouped together and how their placement encourages browsing and purchase.

Average Distance Walked per Customer (meters)

Enter a number...

Primary Customer Flow Pattern

☐ Clockwise

☐ Counter-Clockwise

☐ Free Flow

Product Categories Grouped Together (Check all that apply)

☐ Seasonal Items

☐ Related Products

☐ Price Point

☐ Brand

Notes on customer reaction to current product groupings

Write something...

Number of 'cross-sell' opportunities observed per transaction

Enter a number...

Overall Effectiveness of Current Grouping (Subjective)

☐ Excellent

☐ Good

☐ Fair

☐ Poor

Signage & Navigation

Reviews the clarity and effectiveness of signage used to guide customers through the store.

Number of Directional Signs

Enter a number...

Sign Visibility - Overall Rating

☐ Excellent

☐ Good

☐ Fair

☐ Poor

Example Signage Clarity (Describe)

Write something...

Font Size Consistency?

☐ Yes
☐ No
☐ Mostly

Signage Types Present

☐ A-Frame
☐ Wall Mounted
☐ Floor Decals
☐ Digital Signage

Navigation Path Clarity (Describe)

Write something...

Fixtures & Displays

Examines the condition, placement, and functionality of fixtures and displays.

Fixture Height (inches)

Enter a number...

Shelf Spacing (inches)

Enter a number...

Fixture Material

☐ Metal

☐ Wood

☐ Plastic

☐ Combination

Display Condition

☐ Excellent

☐ Good

☐ Fair

☐ Needs Repair

Display Features

☐ Adjustable Shelves

☐ Integrated Lighting

☐ Rotating Display

☐ Lockable

Notes on Display Condition

Write something...

Display Photo (for reference)

⬆ Upload File

Lighting & Ambiance

Analyzes the effectiveness of lighting in highlighting products and creating a pleasant shopping atmosphere.

Overall Light Level (Lux)

Enter a number...

Spotlight Intensity (Lumens)

Enter a number...

Light Color Temperature (Kelvin)

- [ ] Warm (2700K - 3000K)
- [ ] Neutral (3500K - 4000K)
- [ ] Cool (5000K - 6500K)

Lighting Types Used

- [ ] Ambient Lighting
- [ ] Task Lighting
- [ ] Accent Lighting
- [ ] Decorative Lighting

Mood/Atmosphere Created

- [ ] Inviting
- [ ] Modern
- [ ] Cozy
- [ ] Energetic
- [ ] Elegant

Describe the overall lighting ambiance.

Write something...

Visual Merchandising Techniques

Checks the consistent application of visual merchandising principles, like color coordination and storytelling.

Color Palette Consistency

☐ Consistent Across Store

☐ Minor Variations

☐ Inconsistent

Theme Application (e.g., seasonal)

☐ Fully Implemented

☐ Partially Implemented

☐ Not Implemented

Average Product Facing Outward

Enter a number...

Storytelling Elements Used?

Write something...

Use of Props & Accessories

☐ Strategic and Relevant

☐ Minimal

☐ Absent

Description of Focal Point

Write something...

Checkout Area Layout

Evaluates the efficiency and customer flow of the checkout area, reducing congestion and wait times.

Number of Checkout Lanes Open

Enter a number...

Checkout Lane Configuration

☐ Standard

☐ Self-Checkout

☐ Hybrid

Average Wait Time (minutes)

Enter a number...

POS System Functionality

☐ Full Functionality

☐ Minor Issues

☐ Major Issues

Notes on Customer Flow

Write something...

Checkout Area Cleanliness

☐ Excellent

☐ Good

☐ Fair

☐ Poor

Checkout Area GPS Coordinates

📍 Set My Current Location

Impulse Buy Placement

Reviews placement of impulse buy items near checkout and high-traffic areas.

Number of Impulse Buy Displays Near Checkout

Enter a number...

Impulse Buy Item Category Focus (e.g., Snacks, Accessories, Small Gifts)

☐ Snacks

☐ Accessories

☐ Small Gifts

☐ Seasonal Items

☐ Other

Product Placement Strategy (Select all that apply)

☐ Endcaps

☐ Checkout Counter

☐ Aisle Ends

☐ High-Traffic Zones

Brief Description of Current Impulse Buy Selection

Write something...

Average Price Point of Impulse Items

Enter a number...

Impulse Item Presentation (e.g., Bins, Shelves, Displays)

☐ Bins

☐ Shelves

☐ Displays

Accessibility & Inclusivity

Ensures store layout and displays are accessible to all customers, including those with disabilities.

Minimum Aisle Width (inches)

Enter a number...

Ramp Slope Compliance (ADA)

☐ Compliant (1:12 or less)

☐ Non-Compliant

Accessible Entrance Features

☐ Ramp

☐ Automatic Door

☐ Level Entry

☐ None

Accessible Checkout Counters

☐ Available

☐ Not Available

Description of any observed barriers (if applicable)

Write something...