second to none

Mystery Shopping: Discovery, Design, Development, Testing & Launch

1. Discovery	2. Analysis & Design	3. Development	4. Test & Launch
Purpose Finalize project specifications, obtain program design inputs, and develop program schedule.	**Purpose** Analyze program information received and begin to design program materials and procedures.	**Purpose** Finalize program materials and programming of STN applications.	**Purpose** Publish final program materials, test all procedures and deliverables, and complete final launch preparations.
Key Deliverables & Activities • Conduct kickoff meeting • Define program objectives • Determine number of scenarios • Determine number of questionnaires • Define evaluator requirements • Define reporting requirements • Receive key program inputs • Receive location data • Receive organizational hierarchy • Develop program schedule	**Key Deliverables & Activities** • Analyze program inputs • Identify key touchpoints and behaviors • Design questionnaire • Design shopper instructions • Design reporting/distribution plans • Document shopper rules/requirements • Document Quality Assurance rules/requirements • Document distribution process • Document location update process • Document hierarchy update process	**Key Deliverables & Activities** • Finalize questionnaire • Finalize shopper instructions • Upload questionnaire to database • Set up shopper training portal • Upload org hierarchy to database • Review w/ Scheduling manager • Review with Quality Assurance manager • Develop Catapult reporting site	**Key Deliverables & Activities** • Publish shopper instructions • Publish shopper rules/requirements • Publish QA rules/requirements • Plan evaluations • Conduct test shops • Verify launch readiness • Assign and train shoppers • Review reports • Monitor progress
Client Responsibilities & Sign-Offs • Contract signed • Assign program manager • Approve program schedule • Location data provided • Program inputs provided	**Client Responsibilities & Sign-Offs** • Review draft questionnaire • Review draft evaluator instructions • Review draft reporting/dist. plan • Weekly meetings w/ STN	**Client Responsibilities & Sign-Offs** • Approve final questionnaire approval • Approve final evaluator instructions • Approve final reporting/dist. plan • Weekly meetings w/ STN	**Client Responsibilities & Sign-Offs** • Weekly meetings w/ STN • Confirm launch readiness
General Timing 1 week	**General Timing** 1-2 weeks	**General Timing** 1-2 weeks	**General Timing** 1 week
Program Milestone Discovery complete	**Program Milestone** Analysis & Design complete	**Program Milestone** Development complete	**Program Milestone** Test & Launch complete