

Customer Journey	Shopper question / information	Notes
How to Enter	Instruct: Please have payment and ID ready	<i>Entertainment venue specific</i>
	What is sold here?	<i>Retailer provides this signage</i>
	Do I walk straight through the gate to enter?	
	Can we enter as a group?	
	Pre-authorization - what is the hold amount?	
	What payment methods can I use?	
	How does this store work? Why do I pay at entry?	
	Am I supposed to scan on this QR reader?	
	Do you take my loyalty card?	<i>Where applicable</i>
How to Shop	What are the prices?	
	Is there a limit on alcohol?	
	What do I do when done?	
	Do I need to scan for my purchases?	
How to Exit & Pay	How do I activate the gate to exit?	
	Do I push through the gate or wait?	
	Pre-authorization - when will this drop?	

BEST PRACTICES: Signage should be quickly and easily understood

AVOID: Multiple colors and fonts for instructional signage