



# Quality Checklist

## Store Aesthetics

Shown in Walkthrough Video

### —Store Design—

- Clearly displayed permanent store sign
- Well-maintained and inviting exterior
- Inviting interior layout and design
- Clearly defined merchandising areas
- Professional, uniform retail fixtures and displays, kept clean and in good repair
- Well-stocked with most recent *Magic* product
- Excellent overall level of lighting
- Professional, comfortable, and uniform tables and chairs, kept clean and in good repair

### —Store Housekeeping—

- Professional trash bins, emptied often
- All store areas kept free of trash, dust, and clutter
- Shipping boxes/cardboard kept to non-public spaces
- Clean, organized environment, including POS area
- Toilets available and kept clean, well supplied, and maintained, with adequate amenities for larger events

### —Store Accessibility and Comfort—

- Accessible aisles, bathrooms, POS, and gaming areas
- Public transport links nearby or parking available
- Appropriate imagery (including marketing items)
- Comfortable space between tables and seats

### —Store Amenities—

- Supplies available (pens and note pads)
- Food and drink available onsite
- Guest/player computer(s) (for account creation or demoing MTG Arena, etc.)
- Screen or TV(s) for events and/or advertising
- Professional presentation of events (table numbers, prize structures, & pairings)

### —Customer Interaction—

- Clearly marked sales policies
- Professional “store rules” prominently displayed
- Up-to-date physical and online event calendar



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## *Customer Service*

Established by Secret Shopper or Visit

### —Staff—

All customers immediately greeted

Professional demos offered to anyone expressing an interest

Positive and professional manner

Training regimen (general + WotC brand knowledge)

Store-branded apparel (i.e. shirt, lanyard, or badge) to identify staff

Staff on hand who can provide *Magic* product and event recommendations, properly correlated to customer experience level

Staff on hand with knowledge of the basic features of all current *Magic* products, including Standard-legal *Magic* sets

### —Customer Interaction—

Welcoming to all types of people

Professional social media presence in two or more platforms (including website)

Professional business interactions and demeanor

Actively and professionally engage with customers and prioritize new customers

Events regularly promoted

### —Play Experience—

Run all WPN programs

Events available for all play levels (beginner, casual, and competitive)

Online and/or in-store preregistration system

On-time events

Instructions and prize details communicated at start of events

Staff available to assist players