

Mystery Shop Website Tutorial



January 22, 2008

Getting Started

1. Open your web browser.
2. Enter <http://dfw.shinyreports.com> (NO WWW.) into your web browser address bar to go to the mystery shop website homepage.

Example of Homepage

Home - ShinyReports - Microsoft Internet Explorer

Address: <http://dfw.shinyreports.com/>

Dallas Fort Worth International Airport

ESP Airport Evaluation Sys

Home | my account | [contact us](#)

Dashboard

Rounds

- Currently Viewing Round: Round 6 Oct 2007
- [Round 6 Oct 2007](#)
- [Round 5 Sep 2007](#)
- [Round 4 Aug 2007](#)
- [Round 3 Jul 2007](#)
- [Round 2 Jul 2007](#)
- [Round 1 Jun 2007](#)

Airport Satisfaction

- Current Overall
- History Overall

Stores (245)

- [Store Directory](#)
- [Top Stores](#)
- [Top Bars](#)
- [Top dunkin donuts](#)
- [Top Kiosks](#)

Round: Round 6 Oct 2007

DFW

Overall Satisfaction
86

Performance by Store Type

Legend: Bar (blue), Newsstand (red), dunkin donuts (green), Restaurant (pink), Kiosk (orange), Retail (cyan)

Store Type	Score
Bar	87
Newsstand	91
dunkin donuts	82
Restaurant	86
Kiosk	89
Retail	89

The menu or “Dashboard” is on the left column. It contains quick links to different categories. It will appear with every webpage.

The Dashboard:

- Shows which round is currently being viewed
- Contains links to the Store Directory, Top Stores, Top Stores broken down by category, and listing of Operators
- Will help you navigate the website efficiently

Navigating to your Mystery Shop Reports

There are several ways to navigate to your individual mystery shop reports.

1. Click on the Store Directory link located on the Dashboard and an alphabetical listing of all stores will appear.

Example of Alphabetical Listing

The screenshot shows a web browser window with the address <http://dfw.shinyreports.com/stores/directory>. The page title is "Dallas Fort Worth International Airport" and the subtitle is "ESP Airport Evaluation System". The navigation menu on the left includes "Home", "Dashboard", "Rounds" (with a sub-menu for "Currently Viewing Round 4" and "5 4 3 2 1"), "Airport Satisfaction" (with sub-menus for "Current Overall" and "History Overall"), "Stores (239)" (with sub-menus for "Store Directory", "Top Stores", "Top Fast Foods", "Top Restaurants", "Top Retailers", "Top Newsstands", "Top Kiosks", and "Top Bars"), and "Operators (73)" (with a sub-menu for "Top Operators"). The main content area displays an alphabetical listing of stores under the "A" and "B" sections. The "A" section includes links to "Airport Wireless A 35", "Au Bon Pain A 13", "Au Bon Pain A 25", "Au Bon Pain A 36", "Au Bon Pain B 20", "Au Bon Pain C 22", "Au Bon Pain C 33", "Au Bon Pain D 27", "Au Bon Pain LS", "Auntie Anne's A 25", "Auntie Anne's A 39", "Auntie Anne's C 14", "Auntie Anne's C 22", "Auntie Anne's D 05", "Auntie Anne's D 24", "Auntie Anne's D 36", and "Auntie Anne's E 15". The "B" section includes links to "Ben & Jerry's Ice Cream D 05", "Ben & Jerry's Ice Cream D 17", "Bennigan's D 04", "Blue Bamboo Xpress D 21", "Blue Mesa Café D 21", "Brighton A 15", "Brighton A 26", "Global News C 19", "Global News C 36", "Global News E 14", "Grove A 16", "Grove C 14", "Grove E 07", "Grove E 31", "Grove & ICBLY A 39", "Grove Soda Fountain D 22", "Haagen Dazs C 17", "Haagen Dazs E 15", "Harlon's BBQ B 25", "Harlon's BBQ B 34", "Hot Dog Construction Company B 15", "Hudson Booksellers E 12", "Hudson Booksellers (WH) Smith A 15", "Hudson Booksellers (WH) Smith B 20", "Hudson Booksellers (WH) Smith C 25", "Hudson Booksellers (WH) Smith E 13", "Hudson Group D 22", "Hudson Group D 7", "Hudson News A 39", "Hudson News B 21", "Paradies Shops C 33", "PGA A 29", "PGA E 18", "PGA Tour Shop D 22", "Pizza Hut B 10", "Pizza Hut C 06", "Pizza Hut Express C 19", "Pizza Inn Express C 33", "Pizzeria Uno E 36", "Popeye's Chicken A 13", "Popeye's Chicken D 13", "Railhead Smokehouse BBQ/Fuddrucker's/Einstein Brc degree Burrito D 10", "Reatta D 22", "Retail Court E 16", "Rider's World (BAR) E 15", "Rider's World (Fast Food) E 15", "Rocky Mountain Chocolate Factory C 07", "Rocky Mountain Chocolate Factory D 33", "Robin-N-Ridin A 39", "Rosetta Stone B 12", "Rosetta Stone C19", "Rosetta Stone E 11", and "Sbarros B 05".

Click on the link for your associated store and a webpage containing its performance data will appear.

Example Store Performance History

The screenshot shows a web browser displaying the 'ESP Airport Evaluation System' for 'Paradies Shops'. The page includes a navigation menu on the left with sections like 'Dashboard', 'Rounds', 'Airport Satisfaction', 'Stores (239)', and 'Operators (73)'. The main content area shows the store's location (C 22), operator (Paradies), and a performance history bar chart. The bar chart shows scores for five rounds: 70, 89, 86, 80, and 89. Below the chart, there is a 'Store Performance' section with links to individual reports for each round. Annotations with arrows point to the 'Operator's Store Listing' link, the 'click here to view collective scores' link, and the 'click here to view individual mystery shop reports' link.

Click here to go to Operator's Store Listing

Click here to view collective scores

Click here to view individual mystery shop reports

Round	Score
1	70
2	89
3	86
4	80
5	89

Store Performance:
Click on a report below to see the scorecard, or [click here to see scorecard chart](#)

- [70% in round 1](#)
- [89% in round 2](#)
- [86% in round 3](#)
- [80% in round 4](#)
- [89% in round 5](#)

This page allows you to view each individual report for a store. For example, click on the link that reads ["70% in round 1"](#) to view that report, and so forth.

Furthermore, by clicking on the link that reads ["click here to see scorecard chart"](#) you can view a combined score chart that contains all mystery shop scores for the store.

Use your browser's back button to navigate back and forth to the store directory to select other stores. Also, you can click on the Operator name and a listing of all stores associated with the operator will appear.

Click on the Operator's name.

Example of Operator's Store Listing

Address: <http://dfw.shinyreports.com/operators/show/51> Go

ESP Airport Evaluation Sy

Home | my account | [contact us](#)

Dashboard

Rounds

- Currently Viewing Round 4
- 5 4 3 2 1

Airport Satisfaction

- Current Overall
- History Overall

Stores (239)

- [Store Directory](#)
- [Top Stores](#)
- [Top Fast Foods](#)
- [Top Restaurants](#)
- [Top Retailers](#)
- [Top Newsstands](#)
- [Top Kiosks](#)
- [Top Bars](#)

Operators (73)

- Top Operators
- [A-One News, Inc.](#)
- [ABP/FGR Venture](#)

Name: Paradies

Store Performance by Round:

Legend: E 31, C 08, A 26, C 22, A 29, C 33, B 14, E 16, B 16, C 04, E 18

Round	E 31	C 08	A 26	C 22	A 29	C 33	B 14	E 16	B 16	C 04	E 18
1	88	97	91	86	98	86	87	95	100	83	83
2	85	97	81	83	94	94	83	84	85	82	81
3	100	83	82	88	93	95	81	85	97	81	81

Stores:

Click on a store to see detailed performance history.

- [Texas Market Place at E 31](#)
- [Paradies Shops at A 26](#)
- [PGA at A 29](#)
- [Texas Market Place at B 14](#)
- [Details at B 16](#)
- [Paradies Shops at C 04](#)
- [Paradies Shops at C 08](#)
- [Paradies Shops at C 22](#)
- [Paradies Shops at C 33](#)
- [Retail Court at E 16](#)

Click on any store and its performance history (the webpage shown in the preceding example) will appear.

You have just successfully navigated to your mystery shops!

2. A second way to navigate directly to your stores is by clicking on your Operator name on the Dashboard. This will take you directly to the Operator's Store Listing webpage.

Rounds

18 rounds of mystery shops are completed per year. The rounds and corresponding dates are clarified at the top of the dashboard.

The screenshot shows a Microsoft Internet Explorer browser window displaying the 'Dallas Fort Worth International Airport' dashboard. The page title is 'Dallas Fort Worth International Airport' and the URL is 'http://dfw.shinyreports.com/'. The dashboard includes a navigation menu with 'Home', 'my account', and 'contact us'. The main content area is titled 'Round: Round 6 Oct 2007'. Under the 'Rounds' section, there is a list of rounds: 'Currently Viewing Round: Round 6 Oct 2007', 'Round 6 Oct 2007', 'Round 5 Sep 2007', 'Round 4 Aug 2007', 'Round 3 Jul 2007', 'Round 2 Jul 2007', and 'Round 1 Jun 2007'. A yellow arrow points from the 'Round 5 Sep 2007' link to a bar chart titled 'Overall Satisfaction' for DFW. The chart shows a single bar for DFW with a value of 88. Below this, the 'Airports Satisfaction' section includes 'Current Overall' and 'History Overall' options. The 'Stores (245)' section features a legend for store types: Bar (blue), Newsstand (red), dunkin donuts (green), Restaurant (pink), Kiosk (orange), and Retail (cyan). A bar chart displays scores for these store types: Bar (87), dunkin donuts (82), Kiosk (89), Newsstand (91), Restaurant (86), and Retail (89).

Store Type	Score
Bar	87
Newsstand	91
dunkin donuts	82
Restaurant	86
Kiosk	89
Retail	89

When you click on a certain round, all the quick links “Top Stores”, “Top Bars”, “Top Kiosks”, etc. will return information specific to that round.

The goal of this tutorial is to help you quickly acclimate with the website so that it can be your first source of information regarding any mystery shop. Feel free to contact the DFW Airport Concessions department with any questions or suggestions that may arise from its use.

Linda Spain
lispain@dfwairport.com
972-973-4821

Endurance Wali
ewali@dfwairport.com
972-973-4835

If you need immediate assistance, please contact the Concessions department at 972-973-4820.