"CONSUMERS CHANGE THE WORLD"

APPROACH:

Create a consumer-centric fusion store in an urban space.

Definition of a fusion store:

A fusion store is a store where different brands from different departments are offered in one place.

The range is dedicated to a main topic.

Background:

Retail design must be profitable, to achieve this goal the design concept must assimilate current consumer trends and needs and drive action.

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Approach

1) Choose your main topic
Based on current megatrends

Knowledge of culture; connectivity; neo-economy; globalisation; individualisation; health; new work; gender shift; silver society; mobility; safety

Definition Megatrends

Megatrend Map

2) Define your target audience

Give a short description of the psychographic and socio- demographic factors that define your target group

3) Chose four subjects for your main topic

Insurance | nutrition | fitness | living | electronics | mobility | service | media | DIY | outdoor | travelling | wellness | fashion | cosmetics | care | culture | food and beverage | experience | gastronomy | telecommunication

4) Define a brand portfolio

Choose 3-4 brands for your subjects

Example:
1) Main topic: Individualisation
Department: nutrition | living | travelling | fashion
Brands: mymuesli | USM Haller | Neckermann | Adidas

2) Main topic: New Work
Department: Electronics | Telekommunikation | Medien | Wohnen
Brands: Apple | Vodafone | Netflix | Somfy

3) Main topic: Silver Society
Department: Fashion | care | travelling | food & beverage
Brands: The Kooples | L`Oréal | TUI | Whole Foods

5) Create a concept and work it out

Present a well-developed design concept, adapted to fit the floor plan attached which measures 1:50. Compose a concept text (ca. 500 words). Your final visualisation can either be a rendering, a model or a video. Finally, storyboard the customer journey (ca. 12 pictures), as well as your design in a 25-page presentation.

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Aim

- Focus on customer journey and customer experience in the digital age
- Explain the story behind the concept
- Show compelling design
- Show consistent 360° attendance of the customer (before, during and after the store visiting, analogue and/or digital)
- Demonstrate significant additional benefits that the concept has for the consumer and the brand
- Intelligently position of the chosen brands
- Elaborate the brand value – being aware that the brands are subordinated to the customer journey
- Use new technology when considering the target audience
- Show a middle to high use of goods
- Demonstrate how it is profitable

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Assessment criteria

- Has the criteria been achieved?
- Is the project innovative?
- Is a clear and original design concept provided?
- Is the principle of the customer journey and the customer experience considered?
- Is the concept aesthetical and functionally convincing?
- Is an aspect of digitalisation included?
- Is a fast and easy customer orientation provided?
- Could the project be profitable?
- Does the project communicate the story clearly?
- Is the presentation and the creative work pleasant?
- Is the master plan consistent down to the last detail?
- Are the brand values distinguishable?

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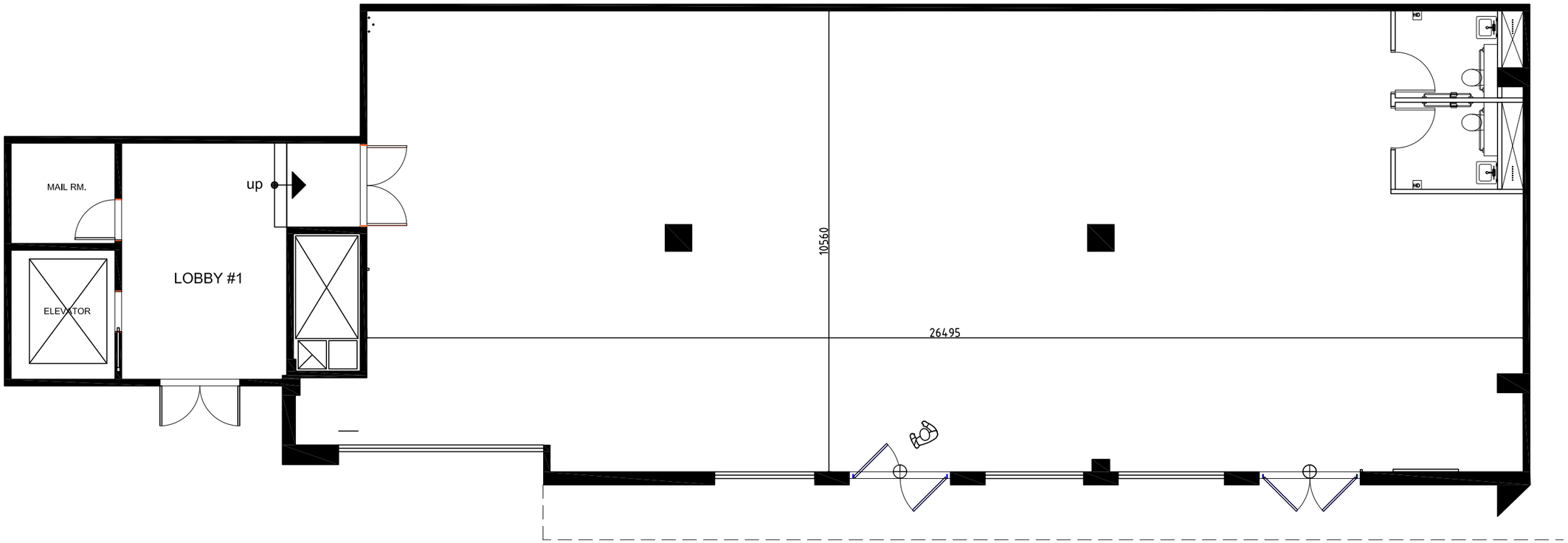
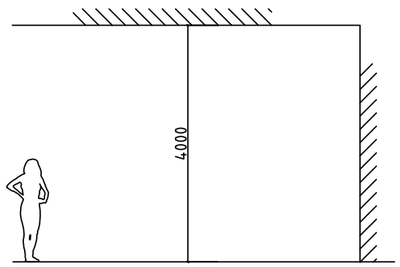
Floor plan





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