

Retail Reinvented

Flow 2, 2nd Semester



Better customer experience with digital display technologies in stores.

Introduction

Retailers are under intense pressure due to technology development, which opens business opportunities for new entrants. The struggle is between physical stores (Brick and Mortar) and App and Internet-based solutions like nemlig.com, Amazon.com, Wish, COOP.dk and many others. New business models based on new technologies disrupt the old ones. Disruption is known from eg. Uber who is trying to change the taxi market, Kodak who didn't discover digital technology in time, cell phones, with GPS, Internet and Snapchat, Norwegian who will fly you to New York for 300 DKK - you name it.

Often stores own a webshop that competes with the physical store on price and services. This often creates conflicts and therefore retailers want to work with an omnichannel approach where you see the communication channels as one single organism with one common goal; more sales.

Many customers are looking for a better customer experience in the stores than they get today. For example, the store could provide further guidance, provide inspiration, show the way, create a good atmosphere, adapt to the customer's mood, take care of the children, provide member benefits or help with the purchase in different ways.

How can we take advantage of existing and emerging display technologies to create a better customer experience in physical stores?

How can we make the customer move from mobile and computer down to the physical shops? Or offer the best of the two worlds in combination?

Choose a retail store, which you would like you to use as case study for the project - anything from Matas, Imerco to the local supermarket (not be the local pizzeria).

Here are suggestions for questions, you could ask yourself in the project:

What do the customers want?

What do the retail want?

Where should the solution be used?

What should the effect be?

Why does your solution help?

What needs to be communicated?

What should it look like?

Which display technology(-technologies) should you choose?

How should it be implemented?

Who should use the technology?

How will you get the users to like the idea?

How do you get retailers interested in the idea?

If you shoot video or take photos while interviewing customers and speaking with shop assistants and managers in the store, get a permission.

We want to see innovative concepts that can show a possible future for stores in Copenhagen, and we are open to exciting, different and disruptive ideas.

Products for presentation

The solution must contain:

- Graphics
- Photo
- Video
- Audio
- Animation

The solution may contain:

- Mockup or functioning app
- Mockup or functioning landing page
- Physical model, 3D model
 - Other

Written paper must contain:

- Idea and concept briefly described
- Moodboard
- Storyboard
- Tests, qualitative and quantitative
- Conclusion

Maximum of 2 pages of 2400 characters, presented as physical print in an appropriate layout for the presentation in duplicate.

Consider this a sales pitch for a potential customer. Your group is the design bureau and the teachers Hinchely and Nielsen are decision makers in the selected retail store. The delivery (and feedback) takes place as a 10 min presentation in plenary (in the classes) with subsequent 10 min feedback.

Working Method

The project can be made individually (not recommended) or in groups of max 4 people. You should use Design Thinking method and mindset

The project is an OLA (Obligatory Learning Activity) and you are required to hand-in the project in order to be deemed "active in your studies".

RR-Study Points

You get 15 study points for this project.

5 points for the midway criticism

5 points to deliver on time

5 points to participate in the product presentation

Time table

Week 1.	27.2.17	Project introduction
Week 2.	10.3.17	Midway evaluation MulA
	9.3.17	Midway evaluation MulB Mil
Week 3.	16.3.17	Fremlægning Mul B
	16.3.17	Fremlægning Mul A
	17.3.17	Fremlægning MIL

Academic Areas

Lene:

- Process, design thinking
- Video and video editing (Premiere Pro)
- Photoshop (main responsibility)
- o Illustrator (integration)

Jesper:

- Illustrator (main responsibility)
- o Photoshop (integration)
- Sound design (Audition)
- Video editing (Premiere Pro)
- Design and aesthetics
- Aesthetic styles
- Idea and concept

Ditlev:

- InDesign (main responsibility)
- o Illustrator (integration)
- o Photoshop (integration)
- Typography

- Message / design
- Identity / design

Marc:

- Animate CC (main responsibility)

Frederik:

- Presentation techniques and flow

<https://blog.realfiction.com/case-studies/johan-bulow-0>

<https://www.kickstarter.com/projects/1314339634/holus-the-interactive-tabletop-holographic-display>

<http://www.ellafashion.com/index.php/main>

<https://www.amazon.com/b?node=16008589011>