

CASE STUDY

MAY '19

SEP '20

Media Expert

1. CHALLENGE

Designing the Media Expert Salon for a metropolitan customer.

2. REALIZATION

We started the process with ethnographic research and analysis consumer insights regarding the role of the stationary store in the purchasing practices clients of Media Expert. We were looking for what supports pleasant and smooth shopping, but we also defined what bothers them. We talked a lot with the shop workers and we had intensive workshops with the creators of the brand. On this basis, we have developed a functional diagram, which was the basis for the arrangement project.

Our goal was to:

- Improving navigation, the store should be more readable
- Simplify communication - so that the customer did not get lost in the multitude of messages;
- Gently lowering the stocking density;
- Create inspiration points that allow see products in context and support sellers in the process of presenting the offer;
- Increasing the comfort in the checkout area.



experience grid - sequence of actions

- 0 the field of work of the eye
- 1 turn on the mind - I orientate
- 2 I take action
- 3 I process / verify: inspiration
- 4 support = comfort



■ Clear navigation and zoning



First store by assumptions of the new concept was opened in Katowice in a shopping center „3 STAWY”. Another one gradually appear on the map of Poland.

■ Inspiration point

■ Simplify your communication and lowering the stocking density

