



LICENSING OPPORTUNITY:

## Retail Design Kick-off Platform

### BACKGROUND INFORMATION

Current ways of working in retail design could benefit from reconsideration in order to better integrate the experiential dimension which retail practice is developing into. Value creation and in-store experience should be considered together from the start of the design process.

In this regard, the Retail Design Lab of UHasselt has devel-

oped the Retail Design Kick-off Platform. This tool aims to trigger a more experience-focused reflective process at the analysis (value creation) phase of a retail design project (e.g. pre-concept development). The tool prompts the retailers and designers to adequately consider all the elements that contribute to the value of in-store experience and asks the right questions at the beginning of the design process.



**UHASSELT**

KNOWLEDGE IN ACTION



Retail  
Design  
Lab



## COMPELLING RESULTS

A prototype version of the tool has been developed and tested in multiple phases and settings. The results show that the tool provides support at the analysis phase of the design process in reflecting, collecting, combining and documenting the necessary information for designing a project-specific valuable in-store experience. Also, the support provided by the tool during the analysis phase appears to generate better results in the concept development phase. In addition to these promising findings, there is interest in a customized version of the tool.

## KEY FEATURES AND ADVANTAGES

The contribution of the tool to a retail design process is threefold, as it:

1. triggers a collective **reflective process** on all necessary topics before the designing starts;
2. **improves communication** between space and brand strategy-concerned partners; miscommunication and misunderstandings can be identified early and flattened out;
3. **provides a base to work off for the next steps of the process** through a project specific report; this report recaps the reflection and decision-making process avoiding misunderstandings later on, and provides additional guidance/input.

Furthermore,

- the tool is built on scientifically proven data
- the tool can be used "in-house" by a team of stakeholders involved in a retailer's store design process

- the tool can also be used by an external retail design consultant
- customized versions of the tool are possible, i.e. for a retailer with multiple store locations or a design agency with a specific look & feel
- future integration in the Retail Design Lab website
- package license possible with other RDL tools and/ or consultancy services

## MARKET POTENTIAL

In the wake of COVID and in times where e-commerce is blooming, taking into account value creation and in-store experience has never been more important. By asking the right questions at the right time, the Retail Design Kick-off Platform supports you in integrating these aspects at the beginning of your specific project's design process. Early integration improves the end result and reduces the costs (both time and money) of altering the design or even the physical store later on, due to misunderstandings or unsatisfied customers. By using this tool, you get closer to a satisfied customer... and you can even use it worldwide!

## OUTSTANDING OPPORTUNITY

The Retail Design Lab of UHasselt is searching for interested parties to collaborate in a test license.

In return for reduced pricing, we expect feedback on the tool.

## BUSINESS DEVELOPER

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