Chapter 1 : Why The Apple Design Is So Successful

Design or evaluate any type of retail store, in any location using the tools and techniques presented in this Store Design course. You will learn how to convert your client's image of the store into a three-dimensional reality show.

When it absolutely, positively has to be there overnight. FedEx Go to top 8. These are huge numbers that can bring in a lot of extra revenue! Ideally, you would have around new articles published each week, but not everyone has that much free time, so start slow. You can come up with at least one article a week, right? Hershel Supply Hershel Supply are publishing quite often on their blog. The articles are short and have pictures worthy of their own Pinterest board. They had their blogs first and then decided to have their own stores. Go to top 9. They also spend on average This alone should be enough to get you started drafting this page! The visitor gets all their questions answered and the graphic design and photos keep them engaged and interested to see more. Motivating, touching, life-changing and a very noble cause, Yellow Leaf Hammocks proves what an About Us page is all about. Mujjo Mujjo sells leather Apple accessories and touchscreen gloves. On the About page, they share their story, how they started designing the popular knitted gloves that are touchscreen friendly, and how then they expanded to making sleeves for Apple products. They also decided to use this page to promote some of their products in order to keep the visitor longer on the site. What to share on your About page: There are hundreds of different SEO factors â€" simply speaking: To start with, you should know that there are more than 2. Here are some tips on SEO to help you begin. First order of business: This means using keywords, but not to the extent where you end up over-stuffing your content. Relevant product keywords in your headers and image alt tags should be enough to help your rankings and thus help you with how to sell online. Keep it clean and user-friendly! Add social media plugins and allow users to quickly review the products they just bought. Archives, tags, incorrect pagination and even basic product filtering generate duplicate content and drag your site down. You can avoid issues like these by looking into the settings of your ecommerce platform. Apart from that, writing your own unique product description instead of using the one provided by the manufacturer is the smart way to go. Google will notice and set you apart from your competitors who use the same product text. This will reduce your bounce rates â€" as people have something to click on. What would be relevant to them? This will paint you as genuine and reliable. This is kind of a no-brainer. Check out this roundup of 10 Google Analytics resources for ecommerce. It will help you keep track of everything that happens in your store. Who does SEO well? When it comes to high-class SEO in relation to how to sell online, Zappos is the perfect example. Zappos They have highly optimized product pages: Zappos uses the keyword in the URL always include the brand or collection as well, it helps your rankings Further reading: Check it out here. Go to top Amazon was among the first retailers to successfully implement this and eventually, everyone jumped on it too. This algorithm is based on what the customer has in the cart, their previous Amazon browsing history, products they like or have already bought. How many times have you found yourself looking for a stapler and ending up buying a stapler â€¦ and some office supplies, and some printer paper â€¦ and a printer, etc? Bottom line, any ecommerce site that wants to stay in the game has to come up with a personalized shopping experience for its customers. What features to implement: Use Live Chat to help potential customers make faster decisions While the ecommerce space might be stronger than ever, still nothing beats that human interaction you have in a store. What percentage of online shoppers do you think agree with this statement: Having my questions answered by a live person while I am in the process of my online shopping is one of the most important features on a website.

Chapter 2 : Store Design: How to Design Successful Retail Stores | Store Design

Store Design is a Complete Guide to Designing Successful Retail Stores. Includes 42 photos & illustrations plus design checklist. Includes 42 photos & illustrations plus design checklist. Read more Read less.

Some even go so far as to give all the credit to its founder, the late Steve Jobs. However, if we are to be more precise about it, this would mean that the success of Apple is also hinged heavily on product design. It all started with the vision of Steve Jobs , when he founded a company that will make computers. He was not about to settle for just any design; it had to be better than good. The second was the first ever iPod, which redefined and revolutionized what they world knew of an mp3 player. No doubt, many would insist that other Apple products deserve to be on the list, such as the iPhone and the iPad. And who could blame them for thinking so? After all, Apple has almost become synonymous with innovative design. Some of the most notable and bestselling products that have come out in recent decades are from Apple, and the main reason why they were such a huge hit? This is basically the Apple product that started it all. Sure, there was Apple I before it, but the Apple II stepped it up by becoming a personal computer with an expandable memory, color video graphics, point graphics, memory graphics, and gaming paddles. By adding expandability features to it, it gave users more control and customization power over it. Color graphics in the Apple II easily set it apart from other companies making computing devices. One of the key design points of the Apple II is its sound circuitry, which features a toggle circuit that emits a click through a line-out jack or a built-in speaker. Another is its internal video display generator. For most of the computing world, the Macintosh â€" or the Mac â€" was what started it all. The graphical user interface used in the Mac, as well as its monitor, keyboard and mouse, made it a worthy personal computing successor to the Apple II. This is also one of the reasons why it was such a big hit, particularly among graphic designers. Of course, this was followed by many recreations of the Mac, but there is no denying that the first one made the most impact, if only for starting a new trend and opening new doors for the business computing world. With the iMac, Apple did away with the tower that has long been associated with the Mac. This resulted to a more compact and space-efficient computing experience, without compromising its computing power. This series of computers provided users with an all-in-one personal computer, with built-in stereo speakers and dual headphone jacks. It is also credited for being the first to have USB ports. Soon, the iMac was released in several fun and flavorful colors, to cater to those looking for more character. The later versions of the iMac also become considerably smaller and slimmer. Considered to be one of the best and most innovative software to come out in the recent half a century â€" and from Apple â€" iTunes changed the way people listened to, stored, and shared music. This pretty much gave a much-needed facelift to the quintessential mp3 player. It can store hundreds to thousands of songs and was later on tweaked to become an all-encompassing multimedia player where music, videos, and apps can run. The best part of the design? The ease of use that it provides users. It all started with a touch-sensitive wheel, and evolved into a touch-sensitive LCD screen in the iPod Touch. It would then go on to spawn a line of products, with the iPhone 5s taking a major leap forward by becoming the smartphone that can replace a personal computer with its functionalities and features. One of the things users liked about it is how it was designed to have access to a wide range of cheap, and even free, applications. Of course, today, that may be up for some debate, but there is no denying that when it comes to smartphones, iPhone is one of the best. Once again, Apple took the world by storm when it introduced its tablet line, the iPad. However, one of the best releases of this series is the iPad Air 2, since it was designed as the thinnest iPad so far, at only 6. Smartwatches became hugely popular in the past several years, and Apple got in on the game by producing the Apple Watch, its more recent release. It acts more as a health and fitness monitor, which is ideal for users with an active lifestyle or those that are looking for a sleek, stylish yet simple and functional health monitor. What are the exact reasons for the success of the Apple design, and why are many of its competitors are trying â€" but most of them failing â€" to emulate it? All these words apply to the Apple design. One cannot discuss the success of Apple â€" the company â€" as a whole without touching on its design philosophies and sensibilities. They would not have been able to have established a cult following, especially among artists and

designers, if they are not able to show something solid and, dare we say, earth-shattering, in the field of design. Systematic Product Development Process Apple follows a process for product development that can only be described as logical and systematic. There is an order to everything, and that principle also applies on how it comes up with products. Design is done during pre-production. Apple is particular about the design phase being during the pre-production, and not post-production. All the design details are formulated and ironed out even before it is placed into production, so it is clear that they have a clear vision on how they want the product to turn out. This simply means that there is no trial-and-error going on here. While other manufacturers seem to perform design functions throughout the product development process, Apple strictly does everything at the beginning. This is to avoid confusions and veering away from the original vision of the product. Apple designers are designing for themselves. When Steve Jobs started creating products, he put himself in the shoes of the customer. This is a slight shift from the usual practice of engineers and designers creating products for someone else. They are designing something that they will actually want to use, and will use, once it has been produced. In the same way, engineers have made a habit of designing products around a certain technology that is available to them. In short, they are designing for a technology, not for the user. At Apple, they are designing a product, not because they can, but because they actually want that product and cannot live without it. Substance over Form Consumers are easily convinced to buy something that they deem to be pretty or beautiful. Style and appearance are, after all, the first things that register to the naked eye. Thus, it is the one that first gets a response. That is part of human nature. However, consumers are also becoming smarter, preferring to look beneath the surface. That is what turns buyers into loyal customers. He was particular about how the final product would look, physically, but, more than that, the main point of contention is its functionality. Does it deliver exactly what the user is looking for? Does it perform as it is expected to? One of the pitfalls of new companies coming up with new products is wanting to come up with one that looks great, without really seeing if it works. On paper, it looks like the next best thing to come out in recent years, and the marketing even promises that it is so. However, it ends up falling short of expectations. The focus of Apple design is the full integration of software and hardware, without claiming that it can do everything and is good at it. It recognizes its shortcomings and instead focuses on what it is very good at. For example, the iPad does not have USB connectors or external disc drives. Other laptops and notebooks do. The design team over at Apple may not have included these two features in the iPad, but it did make sure that the device performs a specific set of tasks very well, while remaining very user-friendly and intuitive. Quality above all Ask Apple users why they stick to Apple products despite the fact that there are a lot of other, newer, and certainly cheaper alternatives out there, and they will give you a lot of reasons, most of which are centered on design. A Simple Aesthetic As mentioned repeatedly in many discussions and analyses on the Apple design, one of its defining characteristics is simplicity. More than being flashy or eye-catching, Apple designed its products to look clean, simple and straightforward. Visual simplicity is being practiced by Apple, and this is apparent in the design of its iPhones and iPads. They look clean, the interfaces are free from clutter, and the fonts are elegant and clean as well. When Apple designs a good-looking product, you can tell that it really is good-looking. Other brands and manufacturers shamelessly copy the design features of Apple products, and they are rarely able to do it right. This is partly a credit to how Steve Jobs instilled within the Apple industrial team an attitude of perfectionism. Apple products are instantly recognizable at first glance, and they have now become status symbols of sort. Great Attention to Detail Part of the reason why it takes a considerably long time for the design teams at Apple to come up with new products is how they pay a lot of attention to every detail of the design. In fact, many long-time Apple users even get surprised once they realize that even the tiniest details in the Apple product they are using is meant to accomplish something. For example, in the more recent versions of the Mac laptop, the internal fan speed has been programmed to automatically slow down once the voice dictation feature has been engaged. This is so that it can hear your voice better and more clearly. For sure, this is information that is unknown by many Mac laptop users, but that is just one of the many proofs of how the creative people over at Apple are detailed about the design of their products. Intuitiveness and user-friendliness When it comes to understandability and ease of use, Apple successfully integrated these into its products. Apple is heavily credited for introducing the graphical user

interface, where users can pretty much do everything in one place, and monitor or track their progress via that interface. Apple created products that are easy to understand, so that new users rarely, if ever, consult user manuals or guides. Operations were made to be discoverable via menus, and everything can be recovered, in case users committed an error during operation and want to reverse them to an earlier time. In short, users were accorded control and power over the operations of the devices or products. Granted, lately, there are many criticisms that Apple products are becoming increasingly difficult to understand, learn and operate. However, compared to its peers, Apple remains to be a company that puts great premium on ease of use when designing its products. Apple designs for the future Apple is a pioneer when it comes to design. It is known that the design team of Apple starts working on a new design two years early. That is quite a head start, considering how the competition is just catching up. So Apple introduces a new, cutting-edge design, competitors try to copy it, but by the time they are able to, Apple is already hard at work â€" and even more than halfway though â€" another breakthrough design.

Chapter 3 : Successful Liquor Store Designs

There are a lot of things to focus on when you own your own business, and it can be difficult to pinpoint which areas will make the biggest difference on your bottom line.

Checkout The design and layout of your ecommerce site can have a major impact on sales. Usability is extremely important. The following seven tips will guide you to creating a useful, engaging and beautiful ecommerce website that does just that. Clear Calls to Action The most coveted space on an ecommerce homepage is the top featured banner space. More often than not, a slider occupies this space. However, do you really need a slider on your homepage? Make sure the action is clear and that these images are highlighting a hot product or category, promoting a sale or highlighting some unique aspect of your products or brand. Click To Tweet If you have a relatively new or unknown brand, you might consider ditching the slider and going with a static image with text that lets visitors quickly know who you are and why your business exists. This is a great moment to drive home your business purpose and earn customers based on mission statement alone. You could also highlight one category or action with this single image approach. REI on the other hand uses their featured slider area to highlight one category and user action. If you have two or more pieces of potential slider content, you might consider placing them as banners throughout the site, instead of in a single slider. Show your product from several different angles, and highlight any important or unique features. Click To Tweet Incase does this well on their product pages. They include images of the front, back, sides and inside of their bags and cases. They even include images from customers, which can highlight different angles or show products in real-word situations, like the bicyclist wearing the Incase bag in the image below. Click To Tweet Other products, those that are more technical or mechanical think computers or gaming consoles , may be better showcased on a white background so that product features and details are easier to discern. Show Related Products Merchandise products by showing similar products, products viewed by other customers or related parts and accessories. Fly fishing company Redington showcases related and popular products in a simple, elegant format at the bottom of each product page. Show Customer Ratings for Various Product Features In addition to having reviews on product pages, a unique and useful way to provide customer feedback is to show additional product information. This lets customers know exactly what they are getting at-a-glance, and may reduce negative reviews in the future. Create Intuitive and Useful Site Navigation Organize products into categories and subcategories that make sense. Allow users to easily find what they are looking for and drill down for more products. On average, you should have no more than five to six parent-level categories. Click To Tweet If you have more than five or six, consider consolidating into broader categories. Remember, a user will not always be viewing your ecommerce store on a large screen. Checkout This is obviously an important element of an ecommerce site. If poorly implemented, none of the previous elements will be of any use. There are many factors that contribute to a great checkout experience. The most important ones are speed, guest checkout option, easy form filling, progress indicators and persistent cart summary. The user interface is also clear of distractions that could pull the user away from checking out. An ecommerce site is never truly complete. The goal should be to always be refining the path for the user to get the information they need and complete their task efficiently.

Chapter 4 : 6 C-Store Design Ideas that Make Money

If you're in the process of gathering grocery store supplies to open a brand new store, you may want to take a few moments to ask yourself what you'll be trying to accomplish with the store's design.

The three mallsâ€"the other two being Topanga and Promenadeâ€"will have a total of shops. The open-air Village will feature home-furnishing tenants, 15 restaurants, and a ,sf Costco Wholesale as an anchor. Shoppers will be able to hop from mall to mall on shuttle buses. Five ingredients of successful mall design 1. Expand common spaces to create more points of convergence and grandeur. Close the dreaded Digital Divide. They give consumers a reason to get off their duffs and get out to the mall, instead of shopping online. In the past eight years, only two enclosed regional malls opened in the U. At least two-dozen others have closed since , according to Green Street Advisors. This from someone whose signature project, The Grove at Farmers Market, in Los Angeles, is still one of the most copied outdoor retail, food, and entertainment centers in the U. Over the past two years, Brixmor Property Group, which specializes in grocery-anchored strips, has convinced numerous enclosed-mall-inclined tenants to consider strips. Brixmor, with properties, has written anchor leases over the past two years, says SVP of Marketing Kristen Moore. Southdale will celebrate its 60th anniversary next year. With less new mall construction taking place, AEC firms are helping owners and developers rethink their existing properties: No mall is complete these days without some form of entertainment and leisure. And no mall owner takes that maxim as far over the top as Triple Five Worldwide, whose properties include the 5. Shoppers, he says, have to associate the retail experience with their personal brand. David Glover, Principal and Firmwide Director of Retail Centers at Gensler, is convinced that the next generation of shopping centers must excel in four areas: Artwork has become an increasingly popular design element in shopping centers. This is the first ground-up enclosed mall to be built in the Chicago market in more than a decade. Entrances and vesibules have gotten taller and grander, as if to suggest that shoppers are walking into a marvelously different environment. Owners favor a lighter, neutral color palette and more natural light for these common spaces in their mall renovations. A major element in the Southdale Center revitalization was relocating its food court under a new, expansive skylight. Sometimes, more radical measures are needed to save a struggling retail complex. The Chestnut Hill Mass. The storefronts were badly outdated, and parking was inconveniently located in the rear. The owner, WS Development, leased a road that runs parallel to Route 9 and created a one-way street with angled parking and new frontage. Design and Development Awards. Gruen envisioned retail malls that incorporated schools, offices, apartments, and homes to create a total environment. One of the few regional malls to open in the past few years, the Callison-designed City Creek Center, in Salt Lake City, includes residential units within its 23 acres. The complex straddles a road near the Charles River that is being developed into public and recreational space. As Ian Thomas, a retail consultant in Vancouver, B. Providing customers with dining options has become an important key to the success of shopping centers like the award-winning mall conversion known as The Street, in Chestnut Hill, Mass. Michael Blanchard Retail has become a secondary, even tertiary, traffic driver for many malls. Thomas sees the advent of lifestyle centers as part of a larger strategy to create Main Street developments with everything from outdoor fire pits to performing arts centers, where the retail component becomes more or less supplemental. Retail stores become the backdrop when E! News films weekly live segments at The Grove at Farmers Market. Movie theaters in malls now routinely feature plush reclining seats, concierge food service, and lobbies like the Ritz-Carlton, says Thomas. Fashion Outlets in Chicago assigns its luxury tenants to the second floor, and middle-class retailers like Disney and Nike to its first. Technology is providing more ways for shopping centers to connect meaningfully with tech-savvy customers. Corporate Sign Systems was the engineer on the project. Consequently, mall owners need to accommodate customers who are seeking avenues to buy and receive merchandise in the most convenient ways possible. The quandary for malls and their retail tenants is how to combine the ease of shopping online with the touch and feel of the brick-and-mortar experience. Technology is providing some solutions. So-called beacon technology is being used to inform mall shoppers about fast-breaking promotions and events. The technology can even direct

shoppers to specific products in stores. Mall tenants are using technology to connect digitally with customers. Industry sources point to retailers like UNIQLO and Burberry, which have been testing interactive mirrors for customers to see how they might look in clothing without having to try on the merchandise. A inch touchscreen allows shoppers to view 3D mall maps, search for event schedules, services, and discounts; and download directions to stores onto their smartphones. Triple Five and Westfield are now testing software that would allow shoppers to remotely reserve mall parking. Technology upgrades can place physical demands on shopping environments. Mall renovations often require significant physical changes to accommodate IT and data systems that may not have existed when the mall was built. PCL recently converted an old bookstore into a Verizon outlet that needed more power to operate. Charging stations for mobile devices and interactive kiosks are also becoming commonplace. Triple Five recently announced plans to build the largest mall in the country, a second American Dream on acres in northwestern Miami-Dade, Fla. It will feature a submarine and sea lions. Simon is also renovating or expanding 27 existing malls this year. Mall owners continue to assess shopping patterns for clues about how to reshape their malls to get more customers into their buildings. They will be looking to corral more unconventional tenants like health clubs, nightclubs, walk-in clinics, even car dealerships. Westfield is focusing on expanding events like concerts and ice-skating sessions to enhance the drawing power of its malls.

Chapter 5 : 3 Tips For a Successful Store Layout Design | Handy Store Fixtures

Creating an Experience "Store layout and design are very high on the list for a successful operation," agrees Anthony Smith, senior manager, design source group at Associated Wholesale Grocers (AWG), in Kansas City, Kan.

Innovative offerings from a variety of industries have attempted to create niches that were protected from competition. Are there any common characteristics that these brands share? Although each is different with respect to strategy and context, it is possible to observe some factors that are associated with successful new retail concepts. Not all are always present but there are cases in which the absence of even one can be fatal. The resulting eight guidelines are meant to be provocative. They have a clear vision Firms with successful new retailing concepts tend to have a strong vision that connects to a core customer group. There is clarity around the offering, the identity of the target group, and the value proposition. All the brands noted above certainly have this quality. Enterprise-Rent-A-Car, for example, focused on the need to support the car repair industry with rental cars, which implies outlets spread throughout a city rather than having an airport focus, a system tied to insurance companies and repair shops, and an ability to deliver cars to users. Tokyo Hands is a one-stop store for the hands-on customer who wants the stimulation of a puzzle, a wood working product, or a decorating challenge. There is a theory in marketing that if you connect with a core segment, as long as it is of reasonable size, you will tend to have not only a sales base but a clear message and a set of nodes that can communicate and advocate for your concept. A clear vision makes that connection. They evolve the offering Most successful new retail concepts evolve over time, especially during the early days. They do not arrive out-of-the-box but benefit from changes which can be refinements or major changes in the vision. Bean, Whole Foods Market all started small in scope and ambition and expanded the vision as they got traction and found things that worked. IKEA discovered outsourcing assembly to customers when an employee had to remove the legs for a table to get it in a car. Pret-A-Manger, the enormously successful U. Retailers have a unique ability to experiment, try out many concepts with modest investments, and wait until one hits. The Limited tried out many concepts within an existing store and created chains such as Bath and Body Works and Structure out of those that showed promise. With different locations, experiments are doable not only to refine the concept but to tweak it, keeping it fresh and ahead of competition. They execute The main reason that new retailing concepts fail may be execution. The successful ones have been able to execute. That means they have been able to deliver the value proposition consistently and profitably. Whole Foods Markets has the ability to source and handle organic foods. IKEA has footprints, a presentation system, and a customer-assembly offering they can deliver behind that would be almost impossible to duplicate. Excellence in execution means that needed resources in the form of people and capital have been accessed and that capabilities and process have been put in place. The result is formidable barriers to competitors. They develop a strong culture and set of values In part because retail execution involves service and unique offerings, it is hard to maintain excellence over time. It is too easy to see the offering decline or become fuzzy. The successful new retail concepts are almost always accompanied by extraordinarily strong culture and values that provide energy and direction in the early years and support the vision and its execution as the business matures. A vision-driven organizational culture has enormous power to make the strategy succeed. Because the culture involves values, programs and leadership, it is hard to copy. They deliver emotional and self-expressive benefits Most of these successful new retail concepts have gone beyond functional benefits to deliver emotional or self-expressive benefits. Muji is anti-glitz and delivers self-expressive benefit to those that are beyond buying badge brands and have the right values about sustainability. Whole Foods Market is a way to express a love of food using natural and organic ingredients. They address a real unmet need Developing a new concept is hard enough with wind at your back. Many of the new retain concepts benefited from a market force often based on a visible and meaningful unmet need. There was an opportunity. The Geek Squad and the Apple Store captured the unmet need to avoid the frustration of installing, using and maintaining computer and entertainment systems. Tokyo Hands addressed the need for a do-it-yourself segment to have a one-stop store that supports that desire. Many firms saw a trend emerge after they had gotten traction and were poised to grow. Whole

Foods Market saw a growing interest in organic and natural foods when they were established and it was late for others to climb on the bandwagon from a brand and capabilities view. Muji benefited from an interest in sustainability and a withdrawal by some from the glitz of designer brands. They scale A successful retail concept needs to scale. Expanding the footprint is difficult because it is costly, because it can involve adapting to a business with added complexity, and because a good concept is visible and others can run with it in different geographies. Several, such as Whole Foods Market, have scaled by buying like-minded companies with local strength. Others, such a Subway, have used a franchising model. Most have used a combination of cash flow streams and external financing to expand. In any case, there has to be a proven model to scale. They integrate social and environmental programs into the brand It is remarkable how many of the successful new concepts incorporate social or environmental programs into their offering. They, of course, have the advantage of creating a brand rather than adapting an established brand and thus can credibly build this dimension into it. Whole Foods and Muji have broken through with visible substance and are seen as sharing the values, interests, and even the lifestyles of an important customer segment. Muji is all about environmental sensitivity in their offerings and, in addition, they developed a set of three large campgrounds that allow people to enjoy nature that is undisturbed. The tagline "Whole Foods, Whole People, Whole Planet" reflects the many programs at Whole Foods Market such as using farmed seafood standards, wind power for an energy source, and reusable grocery bags. Many of these factors, while not unique to retailing, have a higher incidence in this category. Few other categories have as many opportunities to test, learn and evolve as retail. Further, retailers have so many variables with which to work, including location, ambiance, selection, visible policies and customer interaction. Making Competitors Irrelevant," and has based his research on dozens of case studies. Photo by That Other Paper.

Chapter 6 : How to design a successful in-store promotional program | SmartBrief

Designing your retail store's interior is a topic that we've been looking at recently in an effort to help boutique merchants be more successful and thrive in today's digital era. From telling your brand's story and creating immersive shopping experiences, to putting together head-turning window displays and signage essentials, when it comes.

Offers an easy navigation, shopping, and checkout. Highlights the diversity of their collections. Includess Fan Shop, Pro Shop, and other specialty collections. This allows consumers to browse their site in a choose-your-own-adventure type way. And gives their merchandising, social and campaigns teams plenty to work with in terms of branded campaigns across channels. Layering as a category is clever, too. The mega menus are good for a site with a lot of categories â€" and for good reason! Best New Site Finalist Cruisemasters wanted to relaunch their brand and site with the goal of being more informative, rather than just showing a product with a price and add-to-cart. This site is quite complex, with a lot of moving parts and the customer wanted a much more information focussed product page. We also had a timeframe of only 5 weeks for completion. The site is fully custom and responsive! The product page is completely custom with multiple banners, captions and tabs but is able to be updated by the client using the Custom Fields section in BigCommerce. We also set up a store locator and did store training as well. Best New Site Finalist JeepPeople is a brand for Jeep enthusiasts and their site was designed with their customers in mind. They are providing state of the art shopping features that help guide their customers through a personalized buying experience to ensure the parts they get fit with their Jeep. This tactic has paid dividends for JeepPeople. According to the JeepPeople team: Designed and developed by Cart Designers, JeepPeople has moved from a broken shopping experience on the Shopify platform and increased their month over month conversion rate and sales revenue by The customer experience is also a big part of the personalized shopping experience. This site showcases solid featured products and brands, making it easy to find the right fit for your Jeep. Optimizely provides a list of elements a great homepage should include , such as: A Keep It Simple mentality i. A video, if possible, to describe who you are and what your brand purpose is. Social proof from customers and publications. The following brands have done a great job of implementing these and other conversion optimization tactics on their homepages. They allow users to browse by various categories or their top products quickly and easily on the homepage. I focused on having. Users will be able to navigate smoothly and find what they are looking for quicker. Judge Richard Lazazzera on Azteca Winning Homepage Design This site showcases great use of bright product photos combined with lifestyle shots encourages visitors to explore and click around. Best Homepage Design Finalist Fronks has a unique homepage that clearly shares who they are and the products they offer. According to the Fronks team: We used Stencil and partnered with a local Austin design Studio, Foda, to create a super simple, clean and modern site that exhibits the feel of the product and packaging. Also, we have some fun interactive bits that give it a textile feel for the customer. This is such a clean design. They make nut milks and deliver them. According to the Zugu Case team: This is a unique design site built to showcase a small number of products in a big way. Best Homepage Design Finalist Signal Boosters designed their homepage with its target audience in mind, aiming to answer their key questions as quickly as possible. We decided to redesign the website with the focus on business instead of consumer and service instead of products. The new site benefits from the new Stencil theme from BigCommerce which is more responsive than the old theme. We saw a faster page loading time and a higher grade on Google Page Speed Insight. The new design and development of SignalBoosters. Judge Tom Berno on Signal Boosters Homepage Design Of all the finalists in this category, this is the only one that really clearly and effectively communicates who they are and what they do. Strong use of illustration adds personality to a fairly technical product offering. Best Homepage Design Finalist Physiq Apparel creates a homepage that guides visitors to the right shopping experience, and uses great lifestyle and product photography to convey its brand style. We excel at what our customers really need. A smooth customer experience, review backed products, social media implementations and innovative features such as bundled products and free chocolate at the shopping cart. A lot of the work has involved building custom applications utilising the Bigcommerce API to achieve the functionality we want to

offer our customers. Judge Chris Coyier on Physiq Apparel Homepage Design This site gets right into a product grid which is clean and makes it very obvious what I can do here: Very little gets in the way. Best Customer Experience The customer experience includes the main ideas touched on earlier regarding non-amazon shoppers. This is important for store owners to consider because a unique, great customer experience is what will help keep yours visitors and customers coming back. There are several ways to improve the customers experience by using consumer data , and a few of our merchants have achieved this in some innovative ways.

Chapter 7 : 5 ingredients of successful mall design | Building Design + Construction

Both grocers and manufacturers can benefit from in-store promotional programs, which offer fresh exposure to brands. Shoppers can see new or existing products as they're already on the hunt for.

Birmingham 5th September A retail store has one goal and one goal only: And while it is nothing new â€" retailers have tried everything from playing music to filling their stores with alluring scents â€" there is a real art to getting it right. With years of experience in delivering award-winning commercial interior designs, here at Green Room we are masters of this art. From initial planning through to implementation and delivery, the trick to getting retail interior design right is understanding the consumer. Shop windows are the eyes of a retail store or shop, and should tell a story that is carried through into a physical space. The trick is to explore creative interpretations, while always placing the product at the heart of the display. This should grab attention, while communicating a message and telling a story. To learn more about how to best take advantage of visual merchandising to maximise your sales, read our article on the principles of visual merchandising. Slow down the customer journey in the store Modern consumers are extremely busy and have a tendency to shop in a hurry. It is the job of retail interior design to slow down this journey and increase dwell time in the store. One technique to do this is by placing a large, eye-catching display at the entrance. Customers will decide very quickly whether they like what they see, and placing key products at the front of the store can help them make this decision. By stopping the customer at the store entrance, retailers can encourage them to travel further into the space. Nike CR7 campaign activation at Pro: Mark out the customer pathway around the store Retailers will know the path they want customers to take around their store. They will have a clear idea of which products should lead where, and how they want customers to end up at the till. Stores need to make this journey clearly apparent to shoppers. Some retailers fail to guide consumers around the store effectively; leading them up aisles without thinking where in the store it takes them. Instead, brands should lead customers around a path that increases dwell time and leverages sales. Southampton FC stadium 4. Steer customers to the right of the store Research into retail interior design has shown that customers naturally veer towards the right when they enter a retail space. To capitalise on this, retailers should place visually arresting signs and POS displays on the right-hand side of a store. This will then naturally guide customers anti-clockwise around a space which has been shown to be a preferred route. By factoring this into the pathway outlined previously, brands can transform their retail space and leverage sales. Be bold, creative and innovative with store design With an increasing number of shoppers turning to e-commerce to purchase products, brands need to make their retail spaces enticing and interactive. Retail interior design allows brands the opportunity to be bold with their spaces and attract customers in an entirely new way. Through clever colour choices , bold signage, and innovative designs, stores have the potential to create an immersive environment that reinforces brand advocacy and keeps customers coming back to the store. Aerate the store design and layout While innovative and creative interior design can pack a punch, it is vital that retailers give their consumers some breathing space. Busy, over-crowded retail environments can give the impression that products are of a lesser quality. Instead, it is vital that there are gaps in the store design to allow customers the space to think and move freely around the store. SEAT intu Lakeside retail concept store 7. Make the most of any shop space For brands looking to enter a new market or boost their profile, it is often preferable to open a retail concession or pop-up store. In fact, the design of these smaller, more temporary retail spaces needs to be even more eye-catching. The principals remain the same, but retailers need to learn to adapt their offering. Customers will expect an experience in these spaces, and the retail interior design will need to reflect this. Our Nike Flatspot Pop-Up is a fantastic example of how to utilise a smaller space to your advantage. Nike Flatspot Pop-Up Have a look at our latest projects to find out how we have applied these retail store interior design to help our clients maximise their sales, and get in touch with our team to discuss how we can help you.

Chapter 8 : 7 Essential Ecommerce Design Elements for Successful Stores

Each floor plan and store layout will depend on the type of products sold, the building location, and how much the business can afford to put into the overall store design. A solid floor plan is the perfect balance of ultimate customer experience and maximized revenue per square foot.

Chapter 9 : How to Sell Online - The Step Guide to Go From 0 to $$$

A retail store has one goal and one goal only: to get consumers over the threshold of a store, and influence them to part with their cash. And while it is nothing new - retailers have tried everything from playing music to filling their stores with alluring scents - there is a real art to getting it right.