



CLIENT NEED...

... A European retailer with stores around the globe, needed to conduct research on consumer, digital and technological trends for new store experience ideas. Enhancing the experience on the store with ideas based on several sectors.

- Exciting the audience
- Improving the sustainability
- Automated procedures
- Dynamic relationship between store – clients
- After sales services
- Digital ecosystem

The significant point of the excitement for this project was the :

- Workshop
- Insights gathering
- Experiential design
- Visualized experience

INDUSTRY

Retail relates to the sale of goods and services to consumers. Transactions take place through various channels of distribution across an ever-growing range of industries. While physical or in-store retail is the dominant channel in this market, forms of non-store retailing are becoming increasingly popular too.

Online retailing or e-commerce channels are carving out a share of the retail sector in many global markets. Many retailers operate an omnichannel model, which aims to integrate offline and online channels in a seamless way. In 2019, the global retail market generated sales of nearly 25 trillion U.S. dollars, with a forecast to reach close to 27 trillion U.S. dollars by 2022.

MISSION...

The starting point was the desktop research in order to gathering insights form the market and users as well.

In addition we conduct the workshop with users from several industries and areas, creating an ideal environment to left their ideas, questions, inspirations, creativeness etc.

Our creative team took the control and with the inspiration from the workshop, they created a big list of innovative ideas that meets the retailer request.

The key point was the main factor in order to familiarize the audience with a trend technology, such as the following technologies :

- VR/AR technology to excite the clients with many incredible features
- 3D printing and alternative to enhance a relationship between the two parameters
- Drones and floating objects to keep the client observation on the store
- Digital/physical games to enhance the gamification on the store for fun



As a design and innovation consultancy, we did the followings:

- desktop and user research
- 2 workshops
- brainstorm for a retail ideas
- 35 ideas
- 5 concepts
- Recommendations for feasible technologies

WE AT ORANGE-CIRCLE

... We handed in a short-term and long-term digital transformation plan including five demos, visualizing the store experience and key functionality of the recommendations.

The ideas had created with a unique perspective in order to accompany and introduce the digitalization to the audience and vise versa.



CREATIVE

Creativity and innovation go hand in hand to provide:

- user and market research
- product innovation and design
- digital and technology
- experience and service design
- co-creation workshop

BUSINESS

With innovation as our guide we offer the following:

- local market research
- product strategy
- vendor sourcing
- project execution
- innovation training

LET' S TALK!

We are an award winning innovation agency that creates solutions powered by insights and creativity.

Whether you're a multinational company, small business, or start-up, we can bring your projects to life

INNOVATION SERVICES

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Founders Georgios Marketakis, based in Shanghai, and Michael Dimou based in Athens combined management consulting and design to create ORANGE-CIRCLE. We believe that innovation and creativity (ORANGE) should have no boundaries or borders. Therefore, we bring the best to our clients from our global network (CIRCLE)