

Digital Transformation: Enhancing the Retail Store Experience

Revolutionizing retail with cutting-edge technology and experiential design to excite customers and enhance store-client relationships.



Dynamic retail experiences powered by AR/VR, gamification, and innovative digital ecosystems.

Problem Statement

- · Lack of engaging experiences for in-store customers
- Limited integration of digital and physical store ecosystems
- Insufficient use of innovative technologies like AR/VR and drones
- Missed opportunities to gamify and personalize the customer journey
- Challenges in fostering long-term customer relationships





Research

Conducted desktop research and user studies to gather insights



Brainstormed 35 innovative retail ideas inspired by workshops



03 Concept Development

Refined ideas into 5 actionable concepts with feasible technologies

04 Prototyping

Developed demos to visualize store experiences and key functionalities





/ 05 Implementation

Delivered shortterm and longterm digital transformation strategies

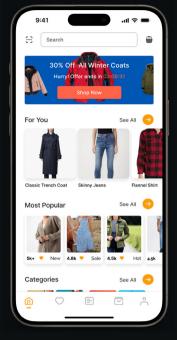




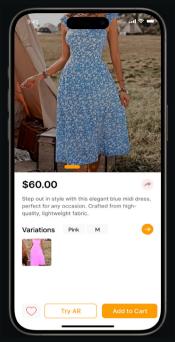
Results & Outcomes

- Conducted desktop and user research to define trends and insights
- Organized two workshops to co-create with users and stakeholders
- Generated 35 ideas, refined into 5 innovative retail concepts
- Recommended VR/AR, 3D printing, and gamification for store engagement
- Delivered a comprehensive digital transformation roadmap with demos

A Glimpse into Our Visuals



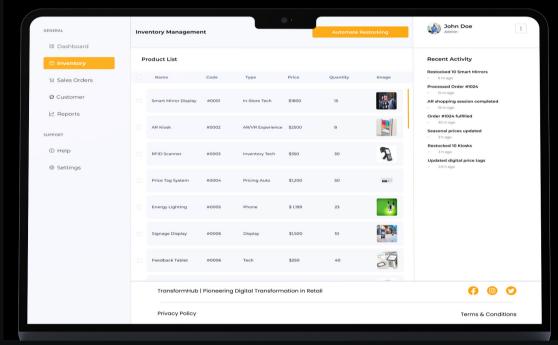




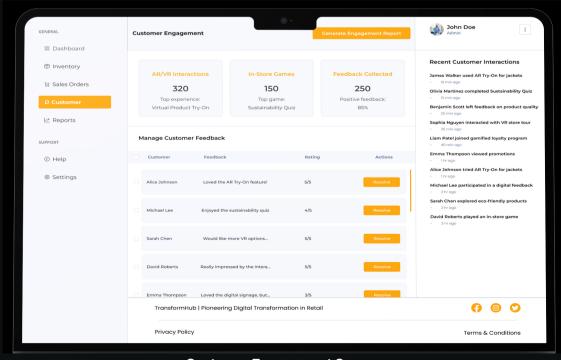
Home Screen

Filter Screen

Product Detail Screen



Inventory Management Screen



Customer Engagement Screen





