

# How do I **seduce** my customer with my **shop design**?

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Hi.





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What?



# Retail Design

*"A creative and commercial discipline that combines several different areas of expertise together in the design and construction of retail space."*

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## Do research

Research doesn't only show that a store can function as a tool to elicit desired consumer behaviours, but also that very small facets of a store's design can have an impact on the mood, demenaor and emotions of the customer.

## Collect knowledge

We have collected a wide range of knowledge on retail design from scientific research conducted all over the world. On this website, you will find this information in different forms: tools, guidelines, tips and tricks, training programs, and several case studies to illustrate it all.



## Spread the word

Since online retailers offer convenience, low prices and a large supply, the physical store has to focus on experiences and services. These two aspects are what truly divide online and offline retailing. How do customers experience your store? Or perhaps even more importantly: what is "experience"?

Why?



...the discipline of retail  
(design) has become  
complex and needs  
professionalisation...



1. Media is becoming  
the store and the store  
in essence is becoming  
media





**KARWEI, A'dam**  
Instagramability.



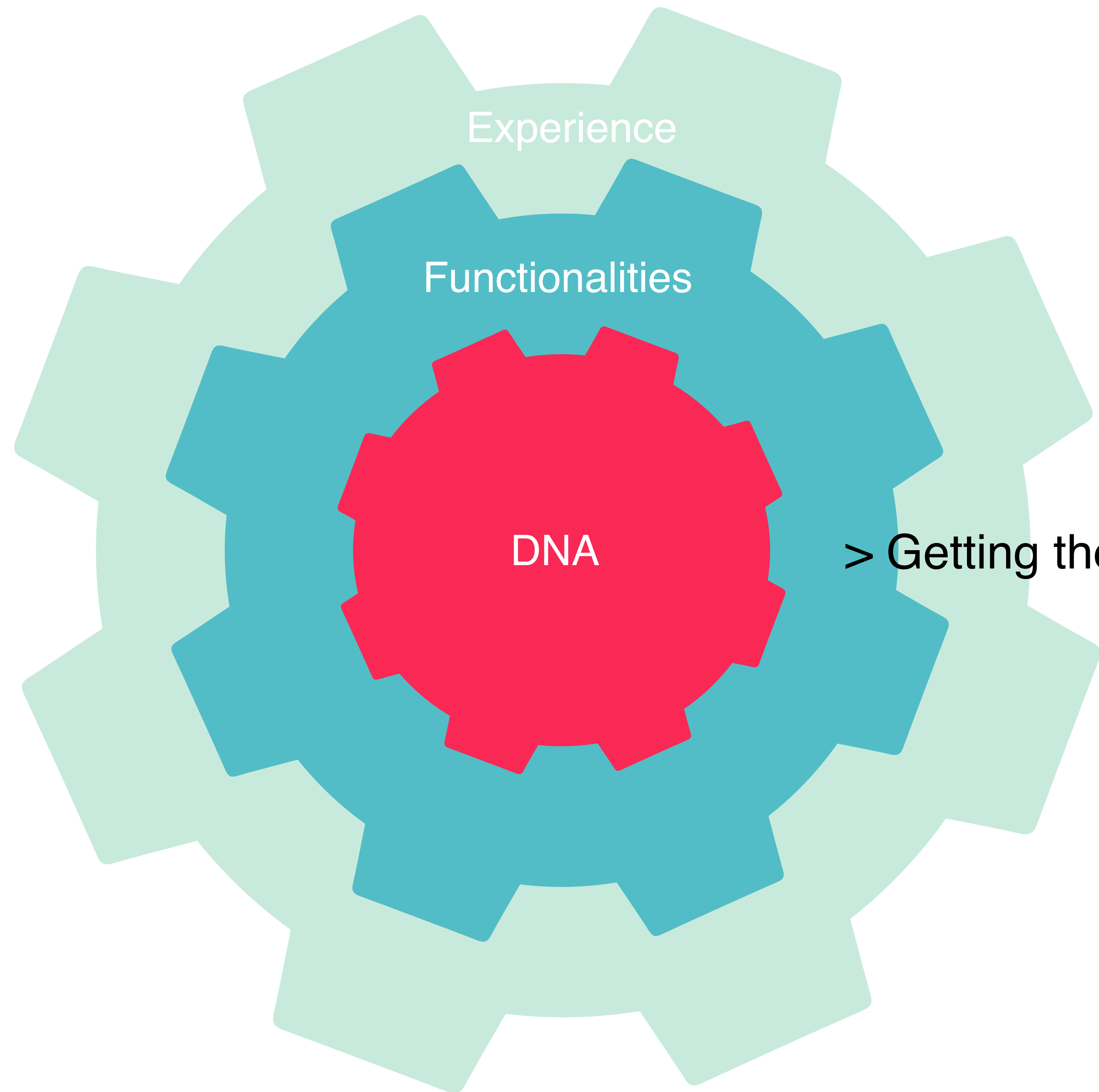


“A good design can  
contribute to the  
desired (buying)  
behaviour.”

(Bolt, 1995)



What does it  
mean???



> Getting the basics right

2. It is (still) about  
experiences...



# Experience economy

COMMODITY

GOODS

SERVICES

EXPERIENCES



1ct – 2ct/cup



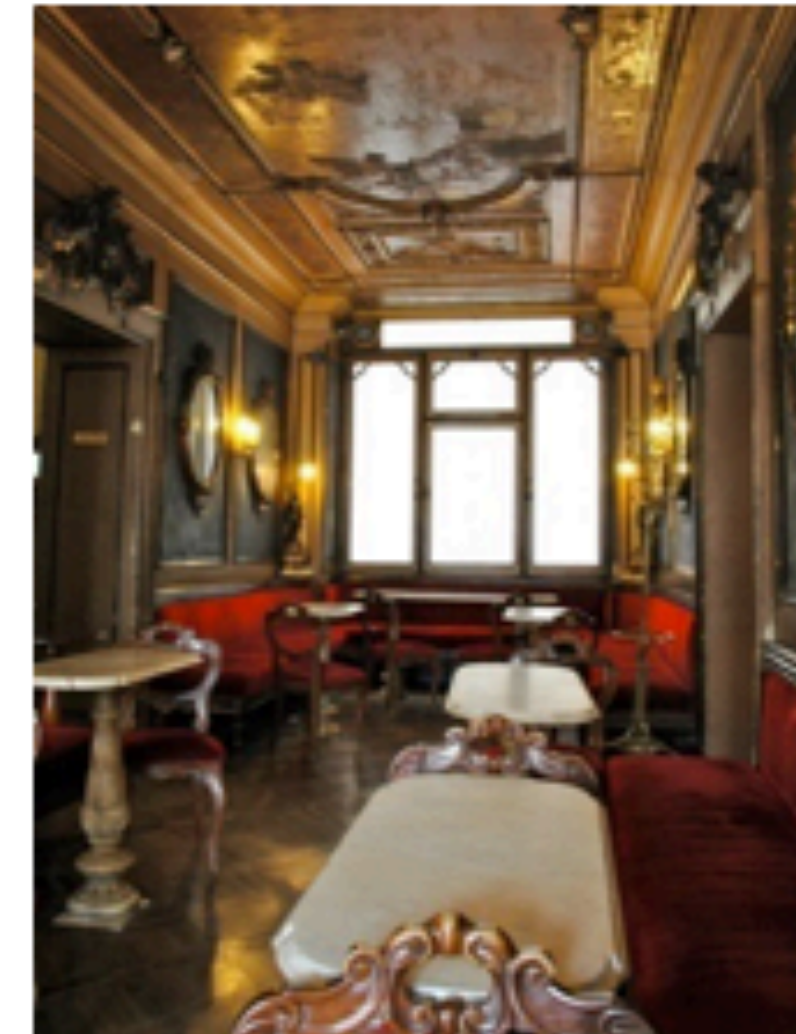
5ct–25c/cup



75ct – €1,50/cup



€2–€5/cup



€10 - €12/cup

?

experiences

Bron: Pine & Gilmore, 1999

It is (still) about experiences...

...but they need to  
be meaningful (3)

# characteristics of a meaningful experience

1. thematise the experience
2. harmonise the impressions: be consistent and coherent
3. eliminate disturbing elements
4. affect the mood
5. deliver memories
6. involve all senses
7. pay attention to the functioning of the subconscious mind
8. authenticity



## 1. thematise the experience > storyline



*Ches*  
**ECLAIR**  
QUE D'ECLAIRS



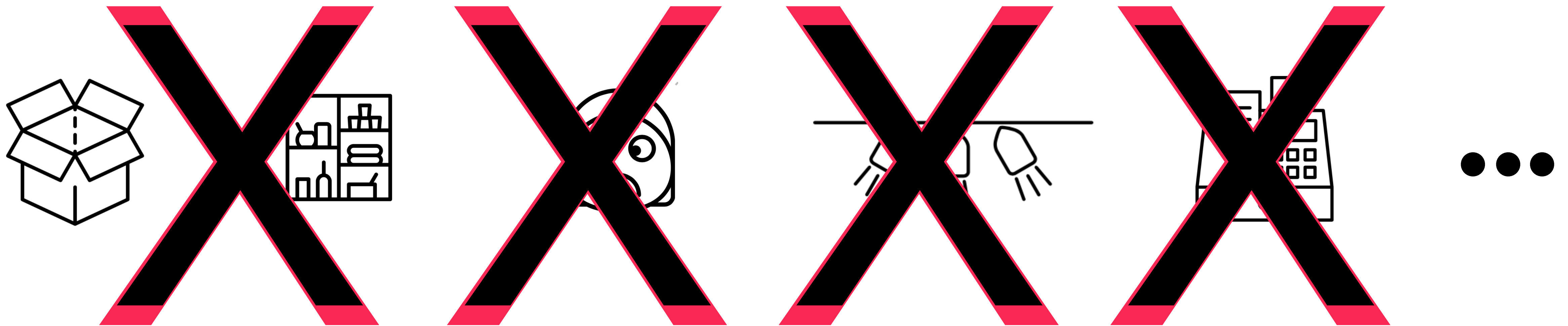


## 2.harmonise the impressions





### 3.eliminate disturbing elements





#### 4. affect the mood



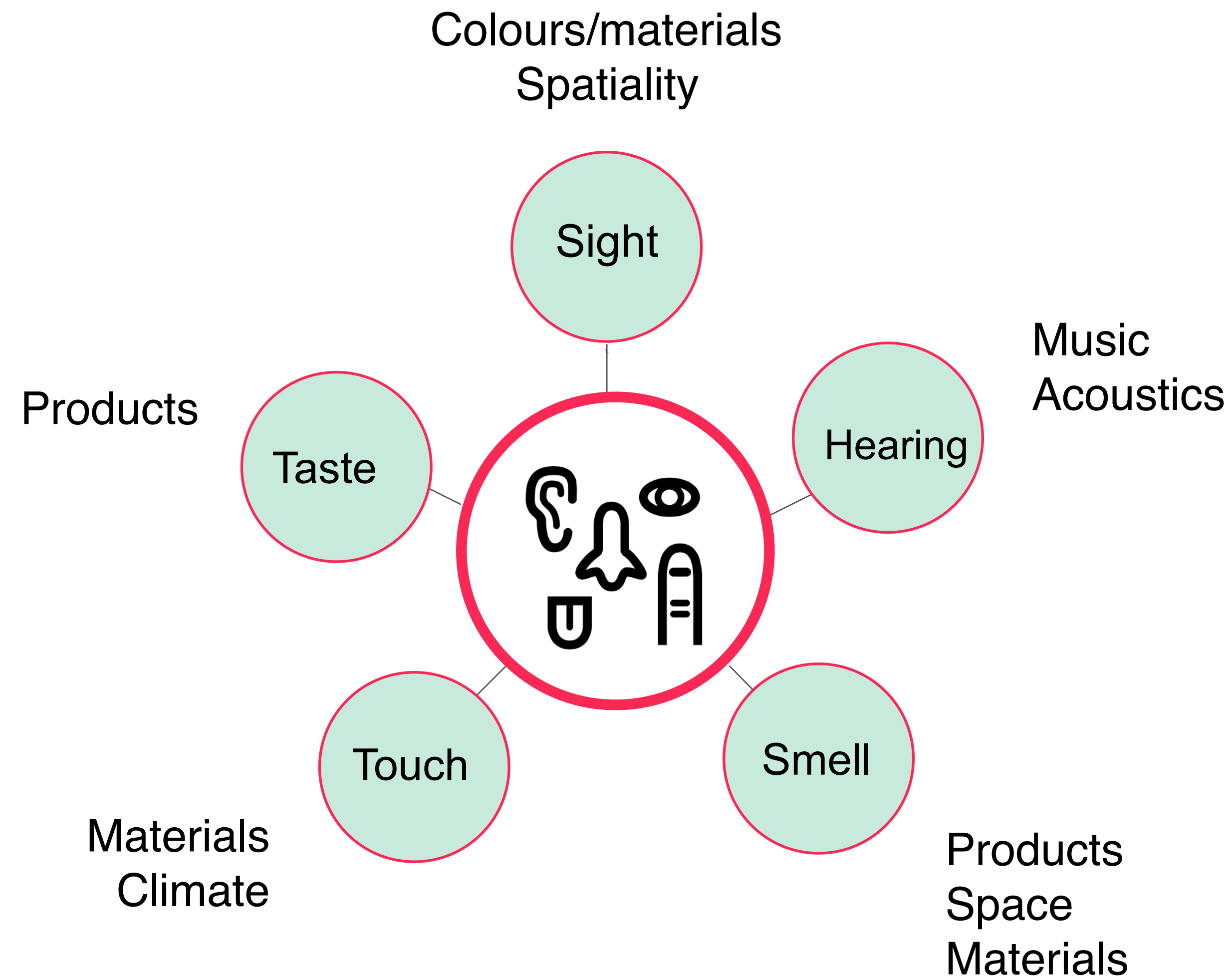


## 5. deliver memories





## 6. Involve all senses





## 6. Involve all senses





## 7. pay attention to the functioning of the subconscious mind





## 8. Authenticity

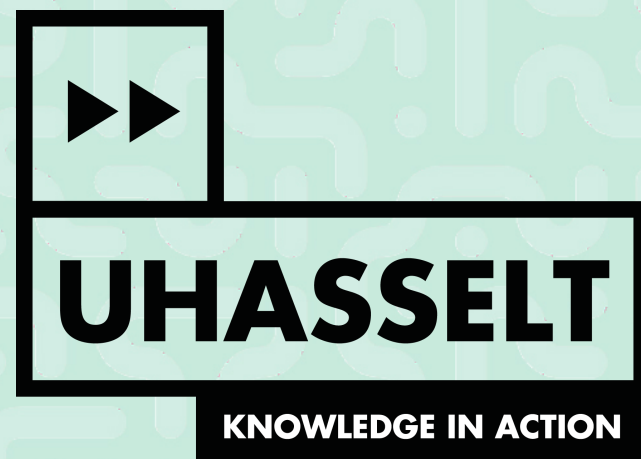




# characteristics of a meaningful experience

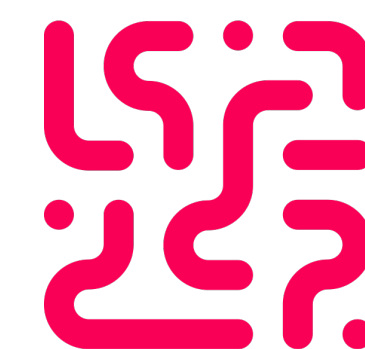
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# Thank you!



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