

# Case Study : In-store design



## The Issue

As part of its transformation Target set out to create stores that embody the brand, communicate *quality fashion and basics for everyone at low prices*, and make the shopping experience easy and enjoyable for customers.

Objective: to understand what can be done to improve the in-store experience from a visual perspective

## What We Did

With specific objectives across signage and navigation, ease of shopping, the role of POS, and their impact on the brand, shopper behaviour and the appeal and enjoyment of the stores, we used a mixed method with three distinct modules: accompanied shopping trips; eye-tracking and implicit response testing

## The Outcome

A comprehensive 'guide' for the development of Target's in-store design, covering aspects of 'ease' (signage, POS and wayfinding), and 'enjoyment / inspiration' (displays and focal points)