



Creating a phygital experience

1st June 2023

# Discovering Lidl

**Strategic store  
locations**

**Efficient stores**

**Low price  
High quality**

**Wide range of  
products**

**Focus on fresh  
products**

**Products  
on rotation**

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Efficient stores

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Products on rotation

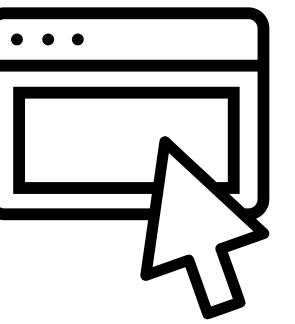
# Research



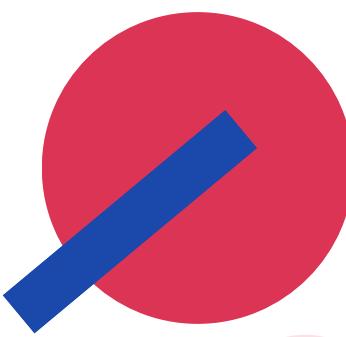
In-store  
interviews



Personal  
experience



Online forums  
and reviews



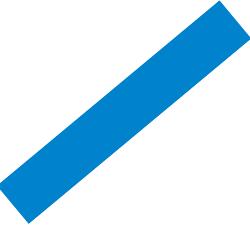
“*Boring shopping experience*”

“*Don't know how to use the products on rotation*”

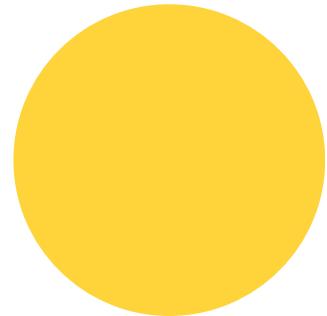
# Insights

“*The information on products is not easily available*”

“*To purchase all the products I have to wander around the store multiple times*”

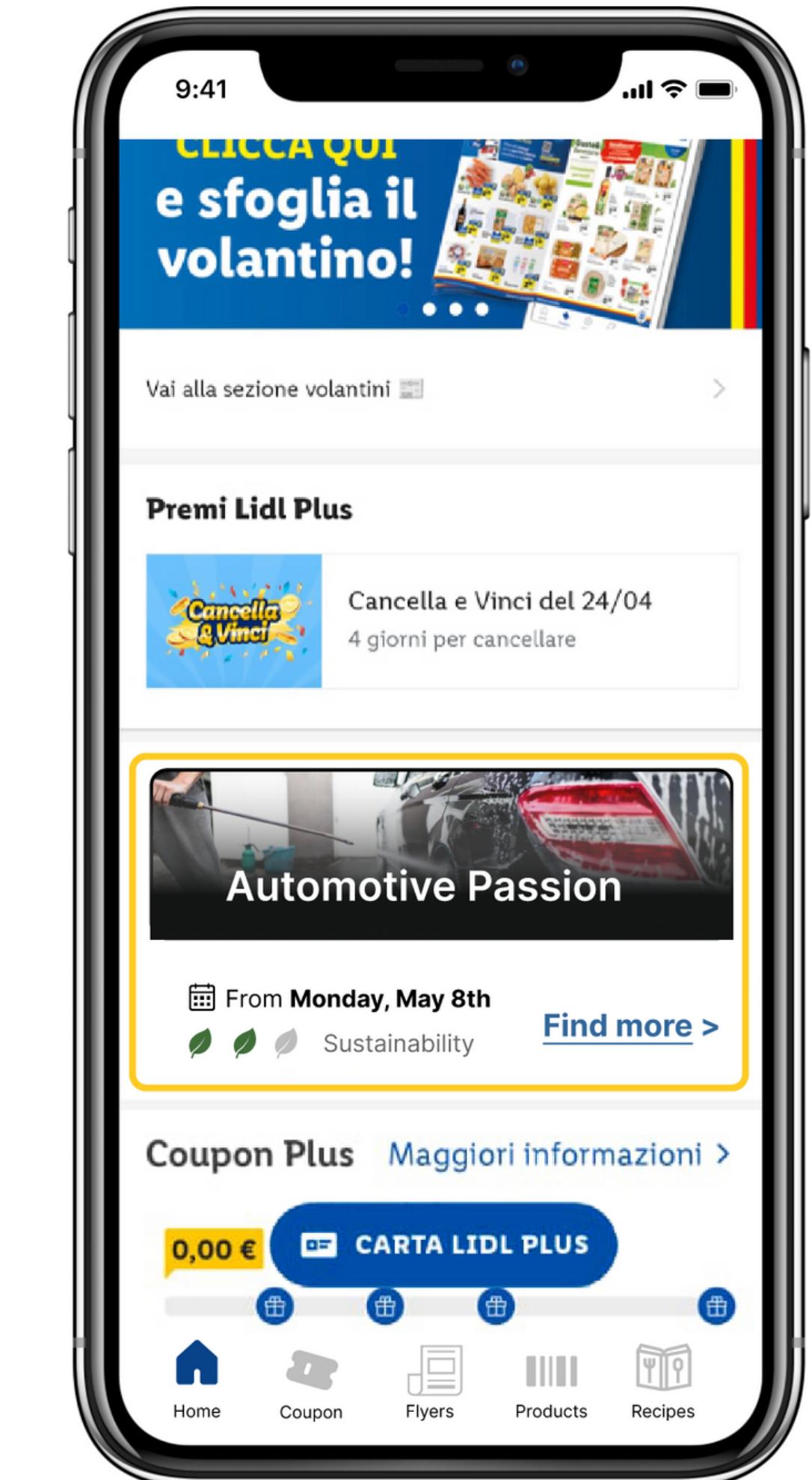


How might we address the lack of staff and tools in order to make the customers feel like the **time** they spend in the store has a **value**?



# Our Solution!

The solution is thought to **inspire** customers giving value to the time spent in store



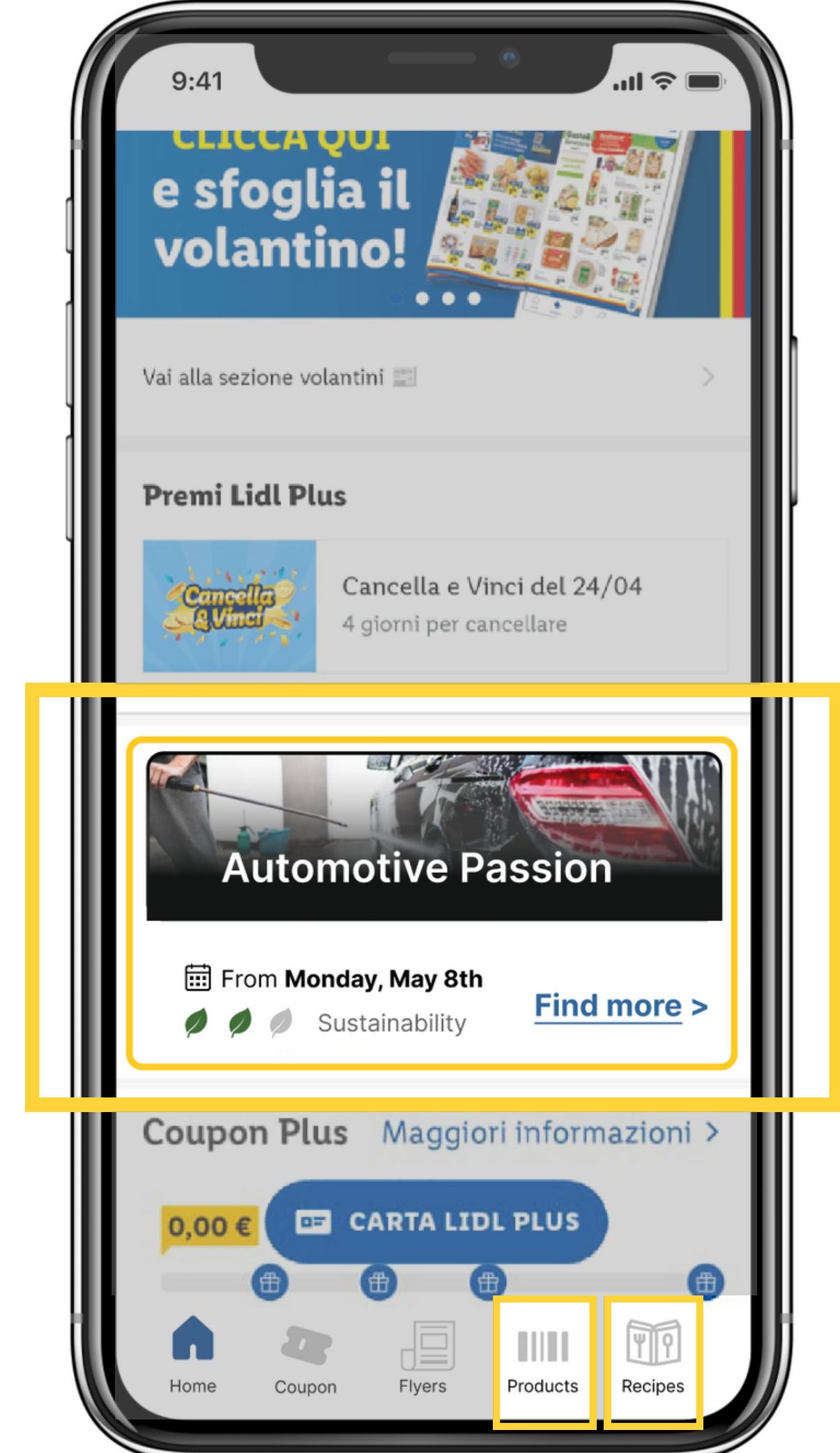
# Our Solution!

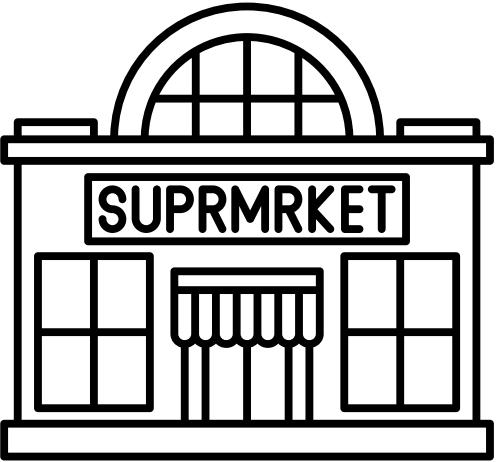
The **physical** component comes from in-store QR-codes and recipe boxes.



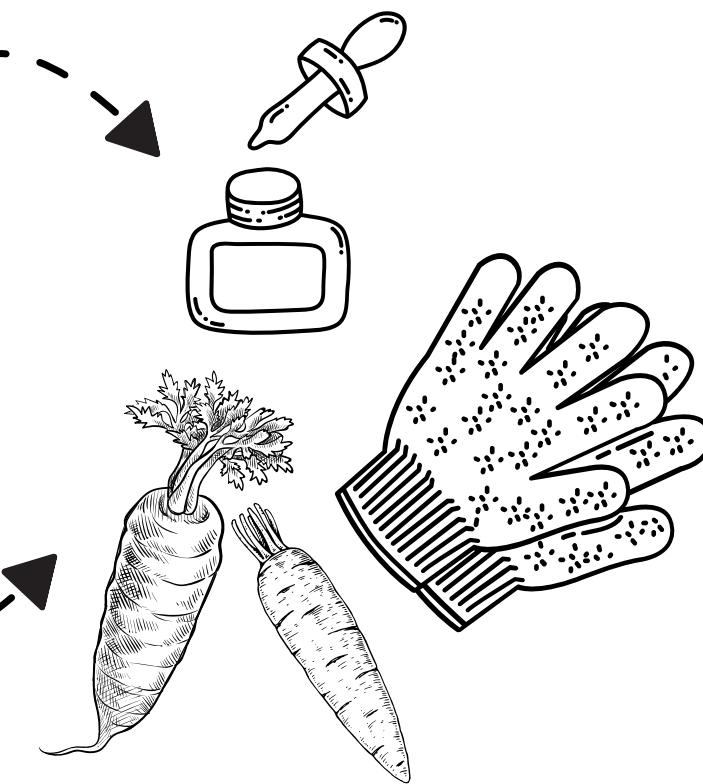
# Our Solution!

The **digital** component comes from the extension of the already existing Lidl app.

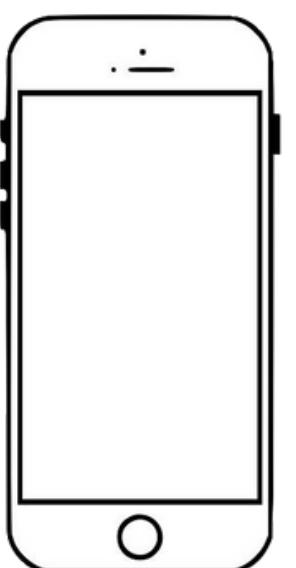




Physical



Products



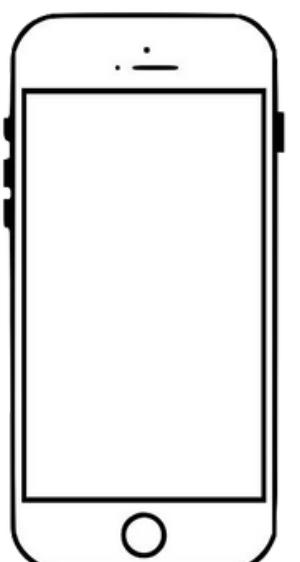
Digital



Physical

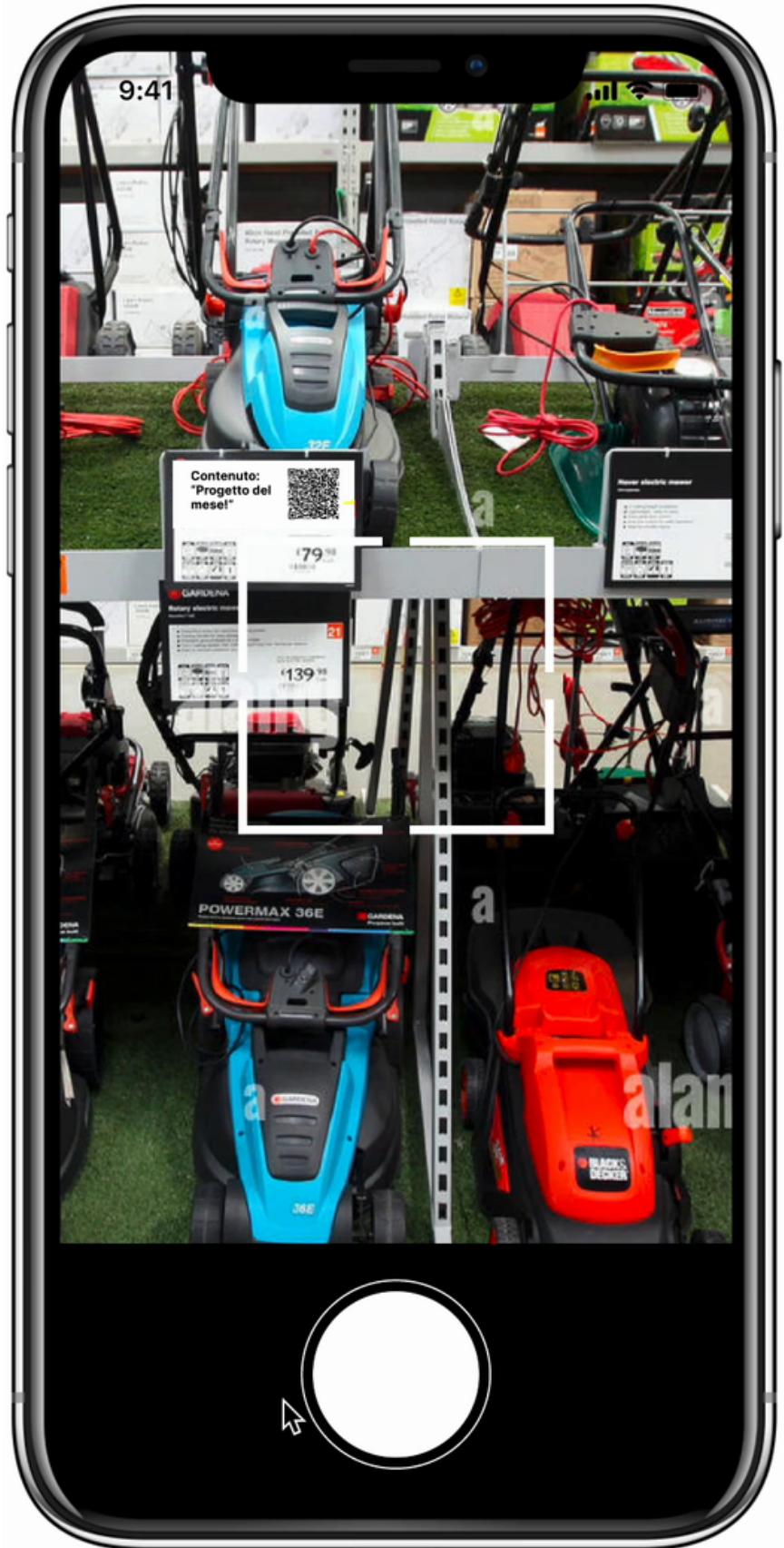


Recipes

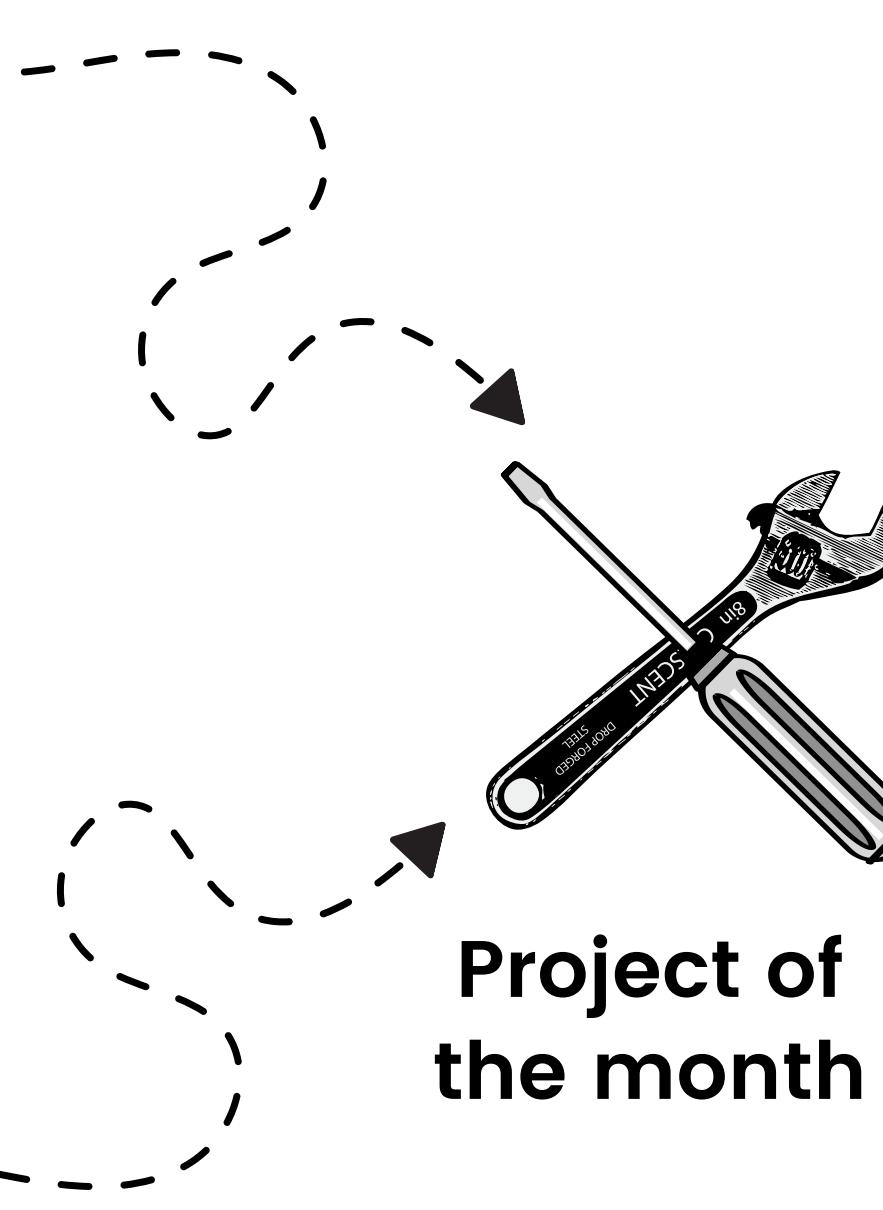


Digital

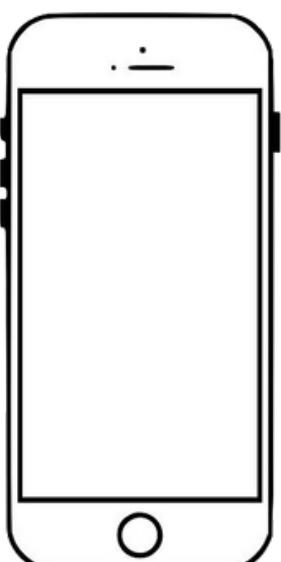




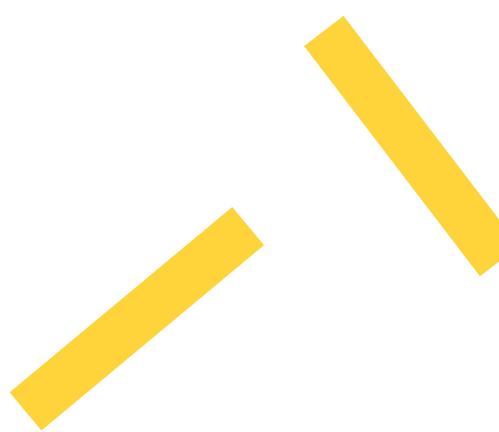
Physical



Project of  
the month



Digital



# Lidl's Benefits



More time spent in  
the store



More visits to  
Lidl's stores

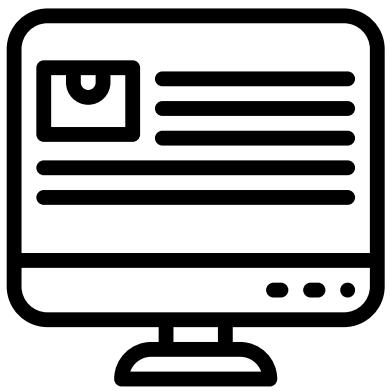


Ramp-up in sales  
and revenues

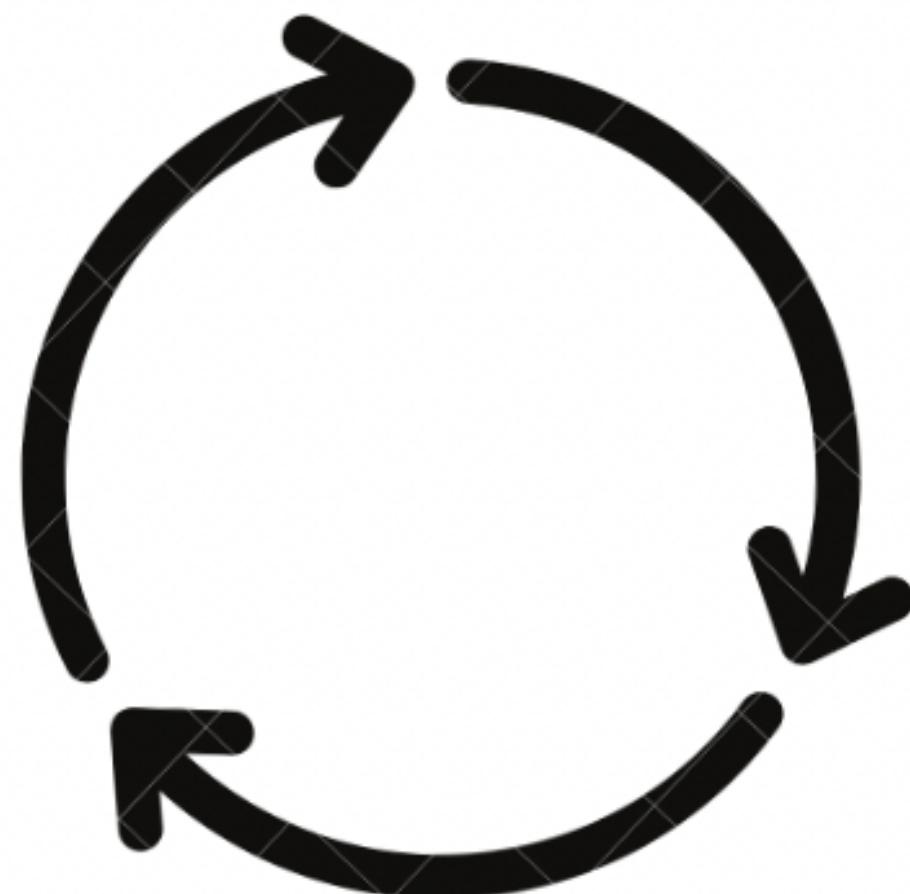


Happier and less  
stressed employees

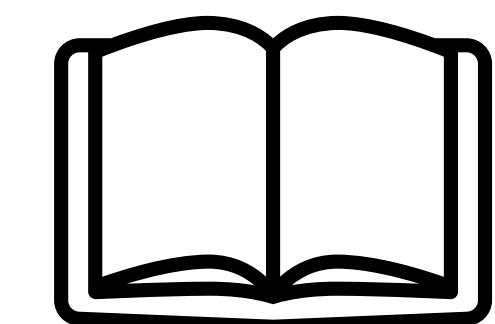
# Next steps



Prototyping



Testing



Learning

Thank you for your attention!



# Q&A

