

## ENTRANCE & TRANSITION

- **Automated Doors:** The smooth transition of automated entry and exit doors creates a sense of entering a different world, almost like stepping into an ideal, controlled space.
- **Weather Transition:** The environment inside the store is neutral, offering a pleasant climate, neither too cold nor too hot, providing instant comfort upon entry.
- **Empty Cart:** Starting with an empty cart is symbolic, like entering a new phase with endless possibilities.



## SPATIAL ORGANIZATION & LAYOUT

- **Object Variety:** Entering the store feels like stepping into a world full of diverse objects and choices.
- **Organized Sections:** Everything is arranged in specific sections (produce, grains, beverages), creating a sense of order and clarity.
- **Tall Ceilings & Hanging Boards:** High ceilings create openness, while hanging boards guide shoppers to different sections, almost like a map.
- **Vertical and Horizontal Stacking:** Items are arranged vertically and horizontally, providing an organized and structured environment.
- **Grid Layouts:** Aisles follow a strict grid system, making navigation predictable and easy.



## LIGHTING & ATMOSPHERE

- **Soft Lighting:** Large, soft lights create a calm, inviting atmosphere, illuminating the products without harshness.
- **Ambient Sound:** Background sounds such as light chatter, trolley wheels, and occasional announcements form the auditory environment.



## DATA TREE STRUCTURE

**Hierarchical Organization of Items:** The store follows a hierarchical structure, where each category is subdivided into more specific options:

- **Grocery store** - Vegetables, Fruits, Cereals, Grains, Beverages, Cold Storage.
- **Cold Storage** - Milk, Yogurt, Cheeses, Cream, etc.
- **Milk** - Lactose-free, natural, chocolate, almond, soy, flavored, unflavored, etc.
- **Almond Milk** - 1L, 200ml, 500ml, expiry options, etc.
- **Finally** - Select 1+1, unflavored, expiring in 7 days.



## SENSORY EXPERIENCES

- **Sounds:** The sound of the barcode scanner at checkout and the beeps of the electronic systems create a rhythm unique to the shopping experience.
- **Smells:** Various aromas fill the space—from fresh bread to fruits, to the slightly cold air from the refrigerated section.
- **Temperature:** The cold sections (refrigerators, cold storage) offer a stark contrast to the rest of the store.



## PRODUCT DETAILS & PACKAGING

- **Item Packaging:** Each product's packaging provides tactile sensations and visual information—different textures, weights, and colors.
- **Item Patterns:** Items are often arranged in repeated patterns (rows of cans or boxes) creating visual order.
- **Fresh Produce & Live Stations:** The texture, weight, and smell of fresh produce create a sensory experience. Live stations (e.g., bakery, deli) add an interactive element.
- **Textures and Weights:** Grains, fruits, and packaged items each have their distinct textures, weights, and feels.



## CHECKOUT & CONCLUSION

- **Electronic Checkout Sounds:** The constant beeping at the counter as items are scanned adds to the rhythmic auditory environment of the store.
- **Small Items Near Checkout:** Last-minute purchases, often small items, line the checkout area as a final touchpoint before leaving.
- **Conclusion of Journey:** The checkout process signals the end of the grocery store experience, where you've gathered what you need, and leave with your cart full.



## ADDITIONAL ELEMENTS

- **Searching for Items:** The experience of moving through aisles, searching for that specific product, adds to the feeling of exploration.
- **Ambient Environment:** The overall store creates a subtle, yet constant sensory environment that invites shoppers to focus on various stimuli: sight, sound, smell, and touch.

