



GUITAR CENTER



DESIGN CHALLENGE

This project was based on envisioning a “**Brand of the Future.**”
The concept of taking an existing brand and creating a new
experience for in-store customers.



For this project, I tried to re-imagine and improve the shopping experience for in-store customers and associates at Guitar Center.

PROBLEM

As a new customer, Guitar Center can be overwhelming with all of their products and finding a starting point can be difficult.

Many Guitar Center employees are often busy with other customers and tending to instrument needs. So finding help and getting recommendations can be a tedious experience.

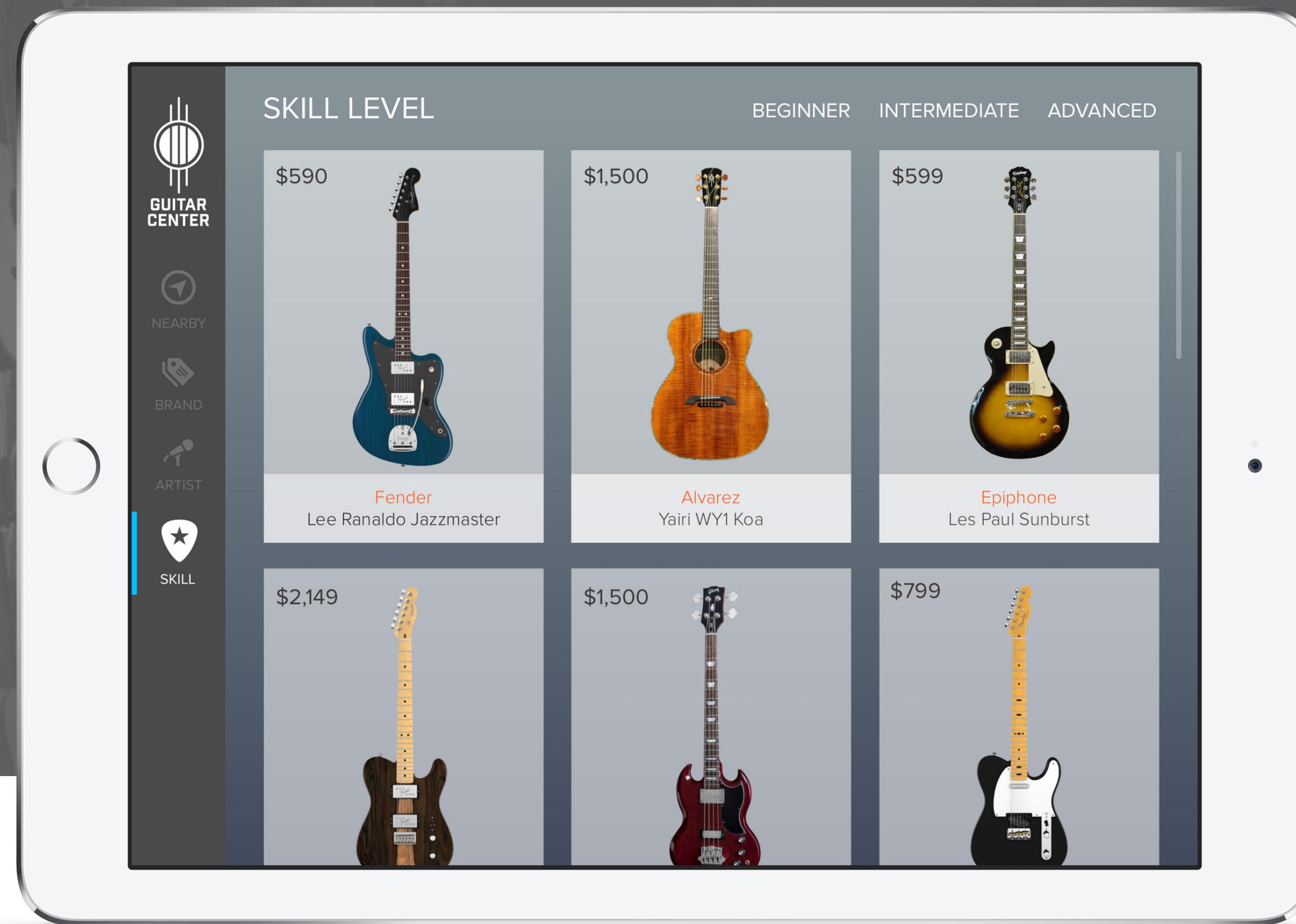


SOLUTION

Create an in-store kiosk to help customers find products in the store and recommend products to new customers.

Product info and common questions can be answered through in-store displays so employees can have a lighter bandwidth to tend other customers with complicated questions and check-out.

TECHNOLOGY



THE IPAD

The in-store kiosks will be made using the iPad. iPads are very well known, easy to use, portable, and quick to update for developers.

TARGET MARKET

Guitar Center's in-store kiosks are made for **new customers** who don't know their way around the store.

From **new musicians** looking for their perfect starting instrument to **experts** deciding on their next purchase for upgrades.

The display is made to be used by all customers using the most up to date and affordable displays.



Fender
Traditional Dreadnought

\$590



Fender
Leo Fender Jazzmaster

\$1,500



Alvarez
Yairi WY1 Koa

\$1,500



Alvarez
Yairi WY1 Koa

\$1,199



Breedlove
Studio Concert Sunburst

\$1,200



Alvarez
Master Class Dreadnought

REBRANDING & VISUAL DESIGN

WORD LIST

Sound. Engaging. Natural.

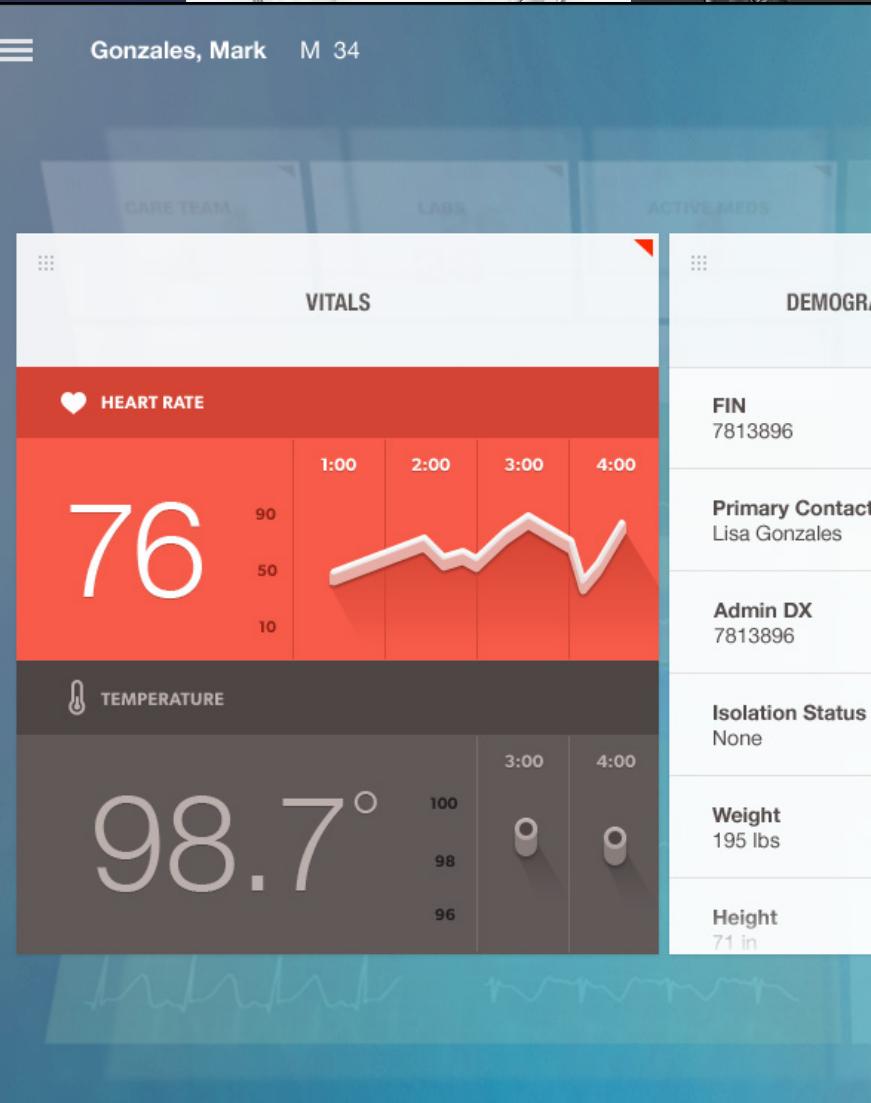
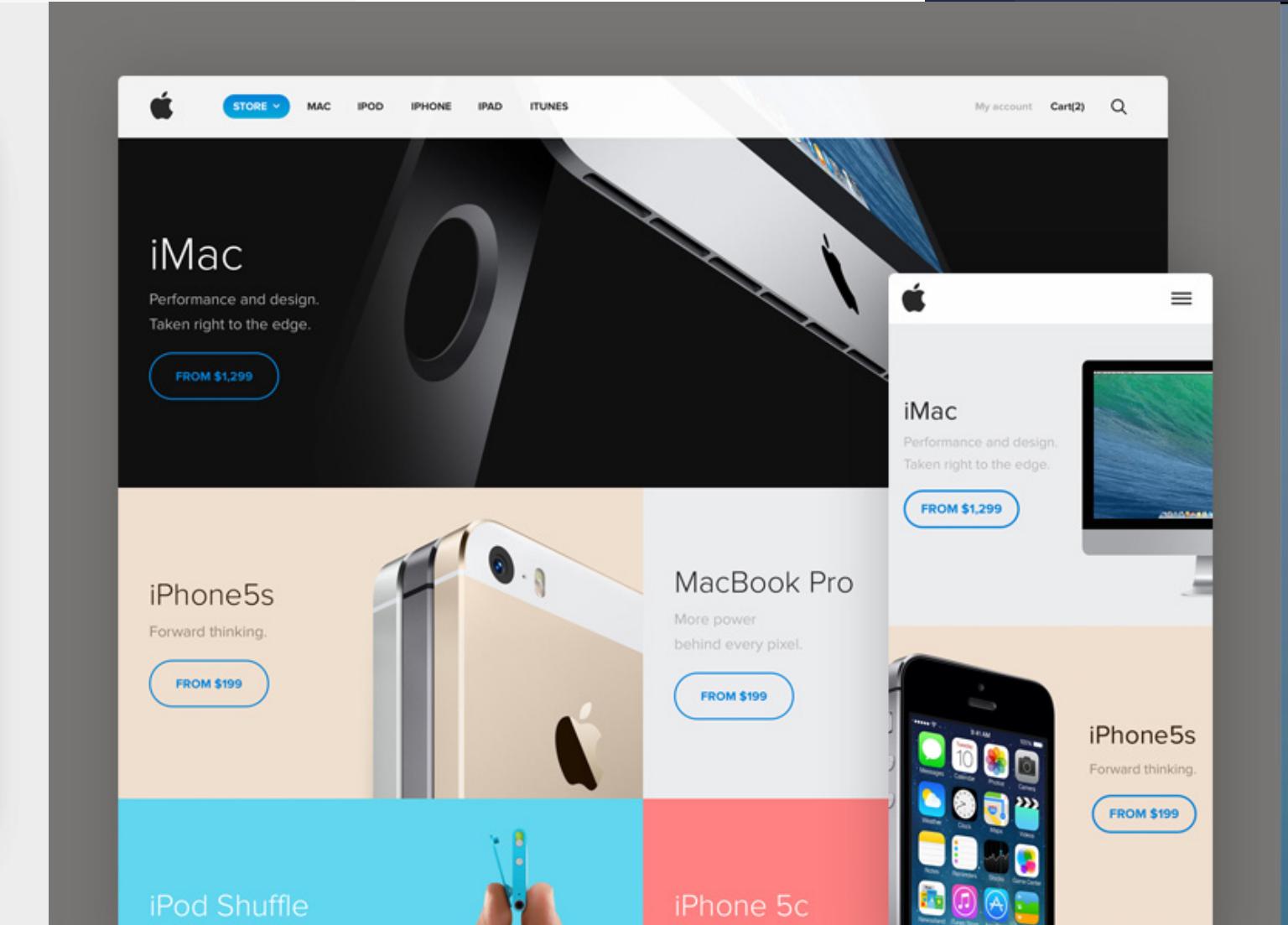
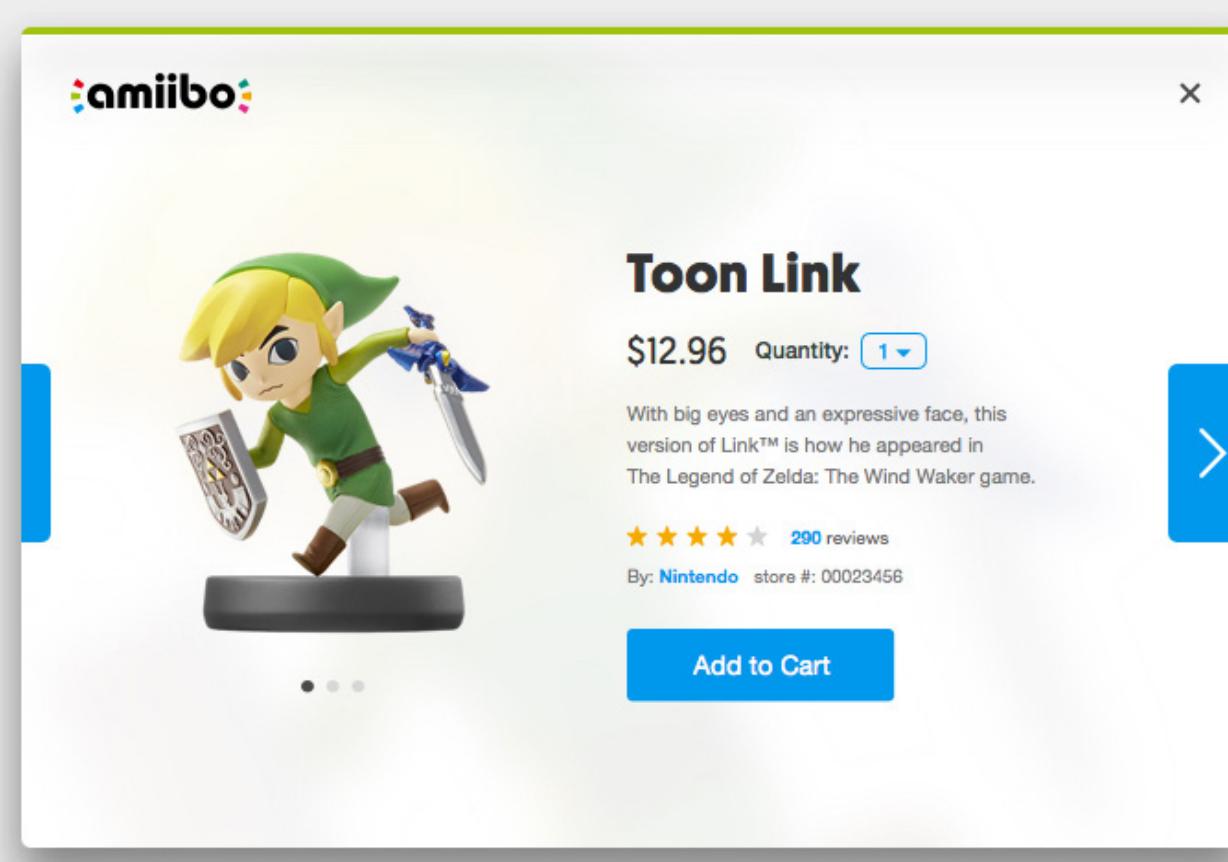
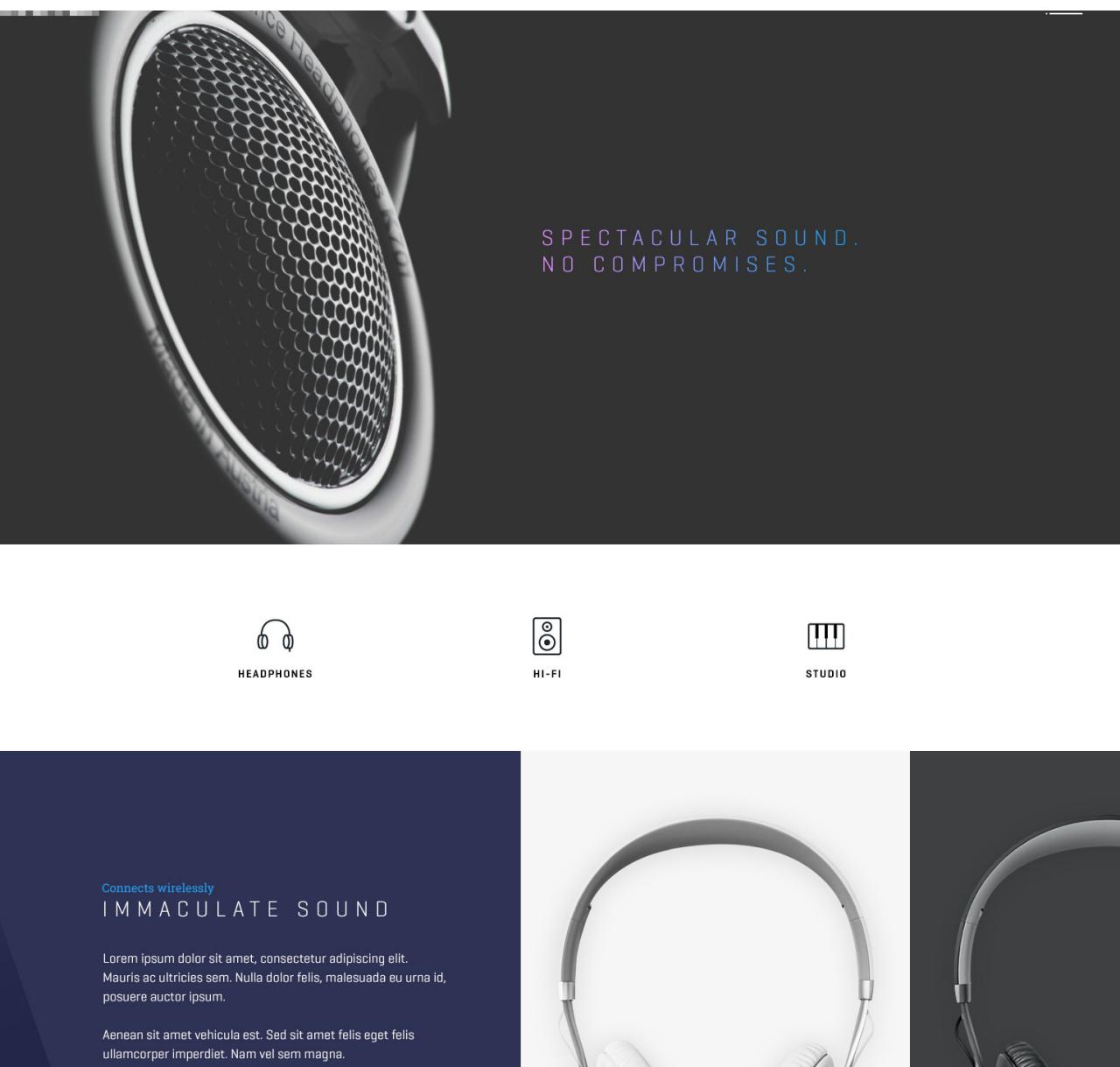
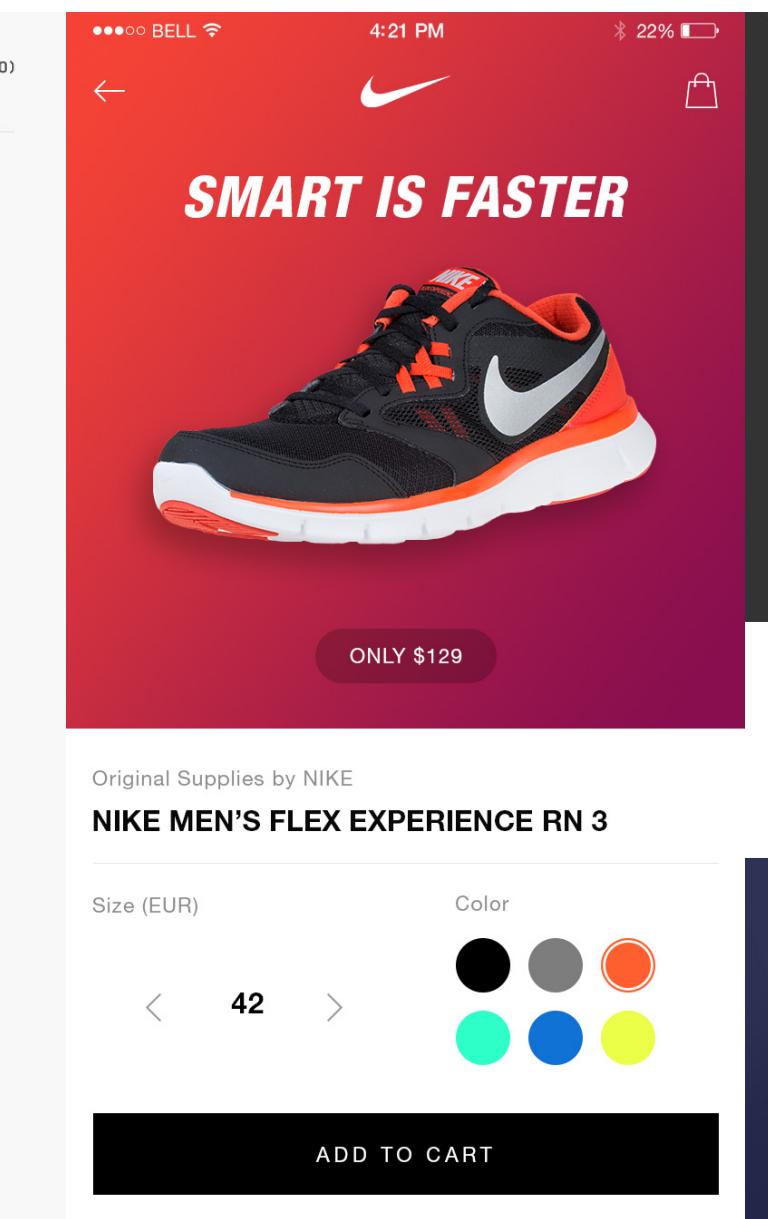
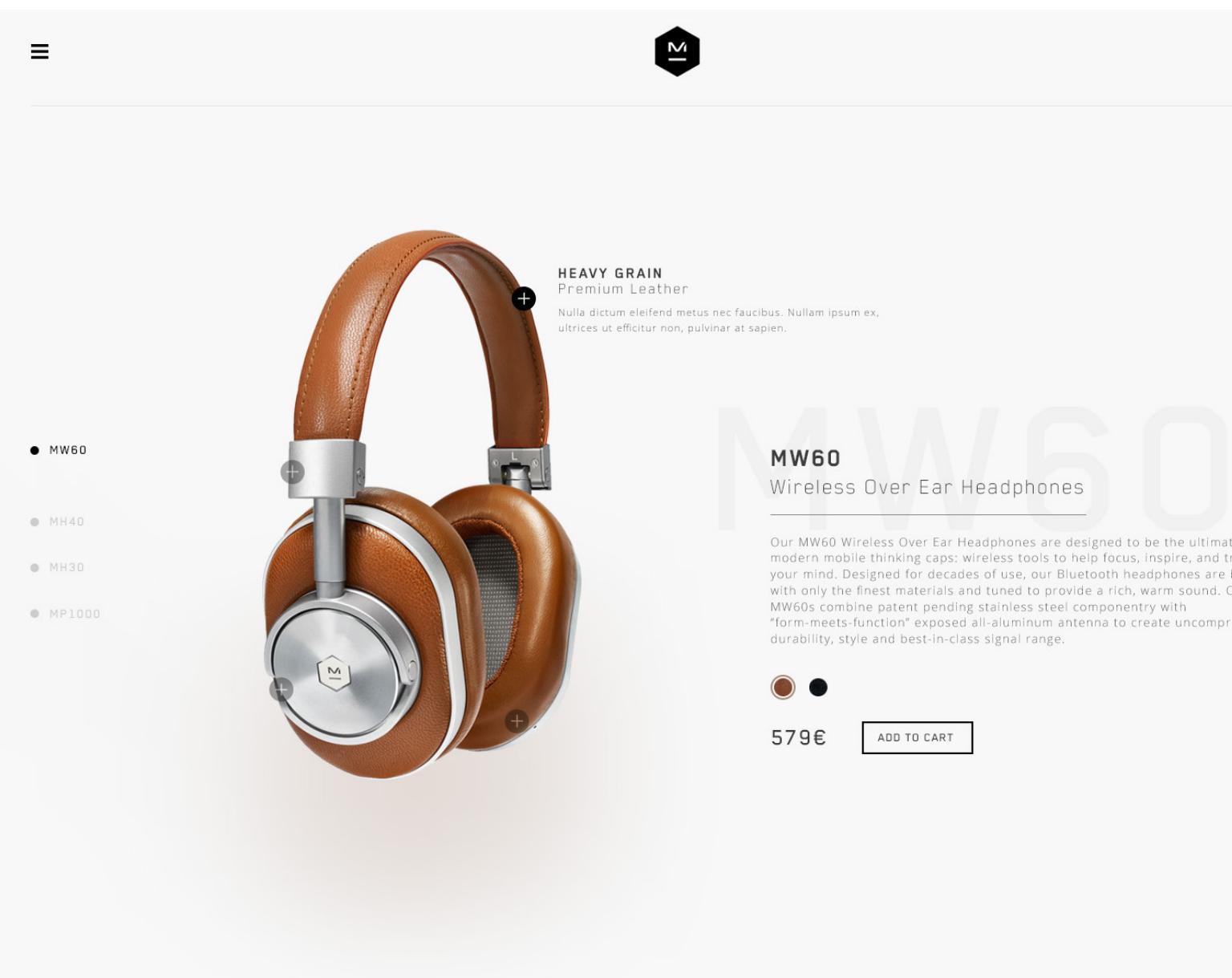
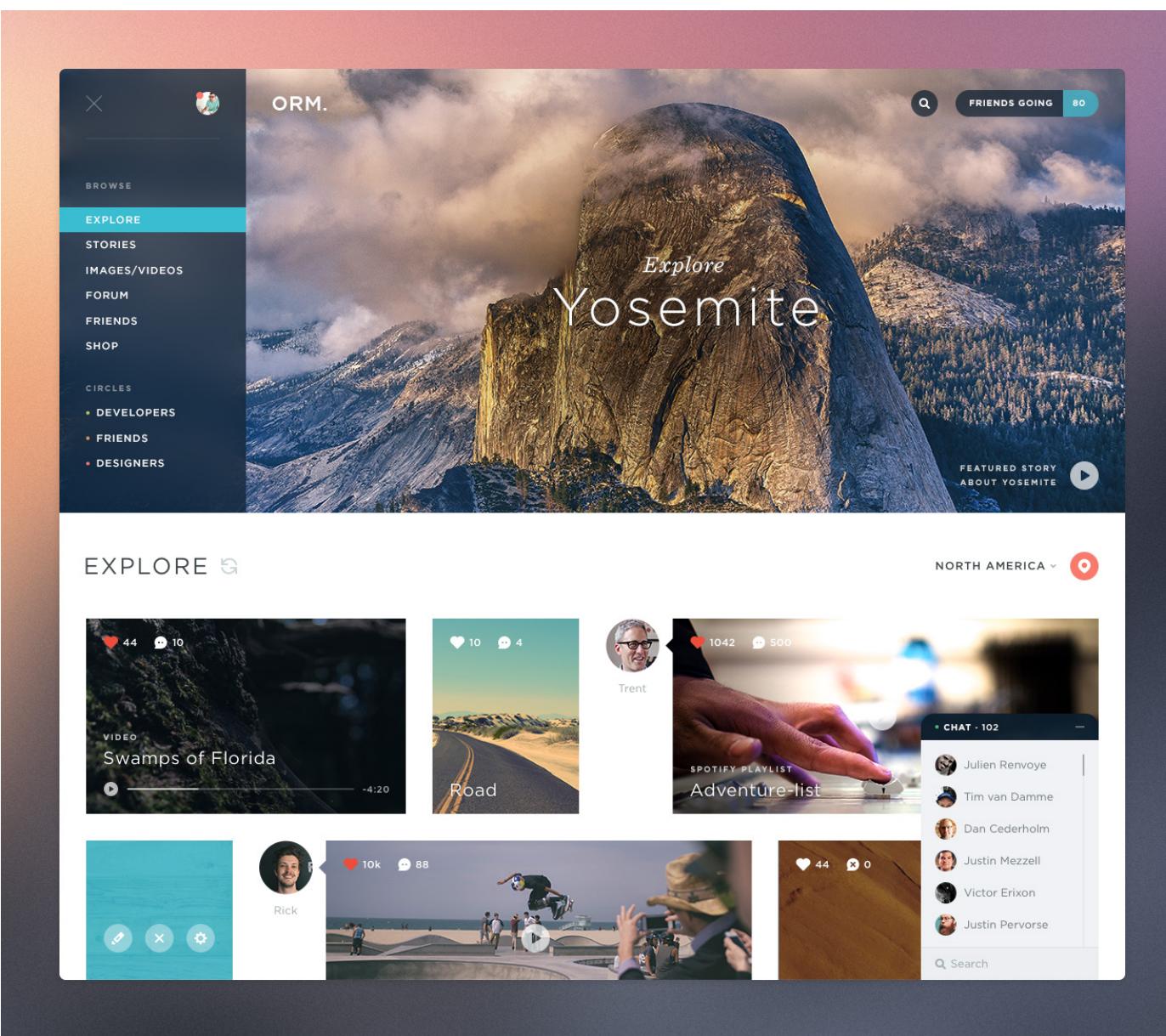
Music	Strings	Electric	Movement	Stereo
Sound	Interactive	Warm	Waves	Mono
Emotion	Engaging	Natural	Experience	Articulate
Rhythm	Session	Talent	Live	Unified
Professional	Acoustic	Genre	Strum	Amplified



MOODBOARD 1



MOODBOARD 2



REBRANDING



Original Logo



New Logo

TYPOGRAPHY



Main Headers & Logo Typeface

INDUSTRY BASE INC
ABCDEFGHIJKLMNPQRSTUVWXYZ

<h1>Display Headings</h1>

Proxima Nova Bold

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

<p>Body Type & Display Details</p>

Proxima Nova Light

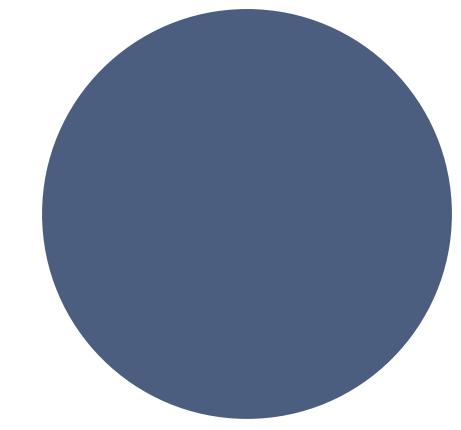
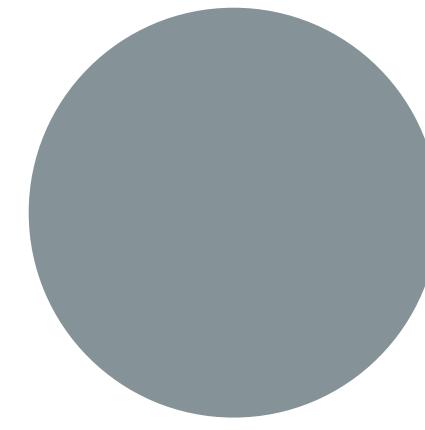
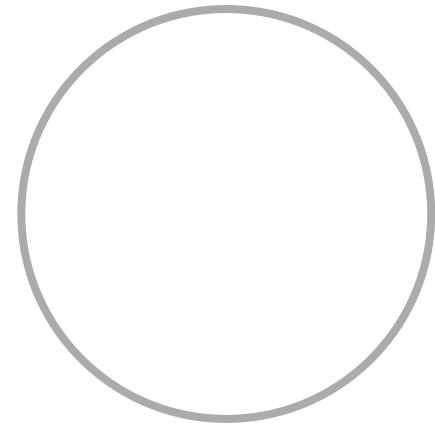
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abcdefghijklmnopqrstuvwxyz

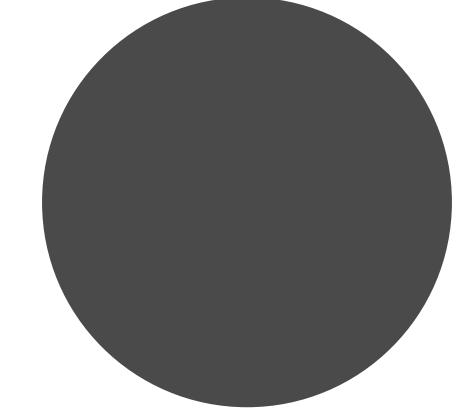
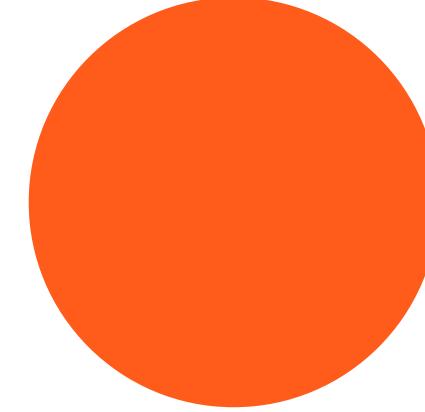
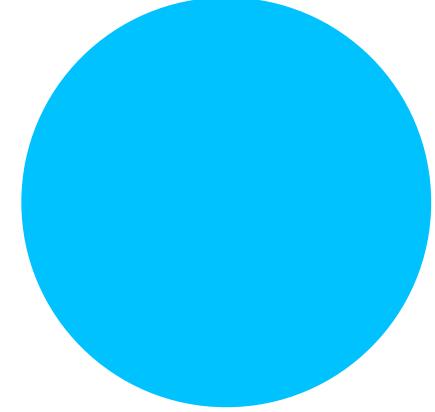
1234567890

COLOR PALETTE

Primary Colors



Secondary Colors



A screenshot of the Guitar Center mobile application. The top navigation bar has a dark blue background with the "GUITAR CENTER" logo at the top left. Below the logo is a vertical menu with five items: "NEARBY" (location pin icon), "BRAND" (tag icon), "ARTIST" (microphone icon), "SKILL" (guitar pick with star icon), and a back arrow icon. The main content area features a Breedlove Passport PLUS C250 SBe acoustic guitar in the center. To the right of the guitar, the brand name "Breedlove" and model "Passport PLUS C250 SBe" are displayed in white text, with the price "\$799" in orange below it. A "FIND IN STORE" button is located at the bottom right of the guitar image. At the very bottom of the screen, there is a dark blue footer bar with the text "[Tap to View Details]" in white.



Fender
Traditional Dreadnought

\$590



Fender
Leo Fender Jazzmaster

\$1,500



\$1,500



Alvarez
Yairi WY1 Koa

\$1,199



Breedlove
Studio Concert Sunburst

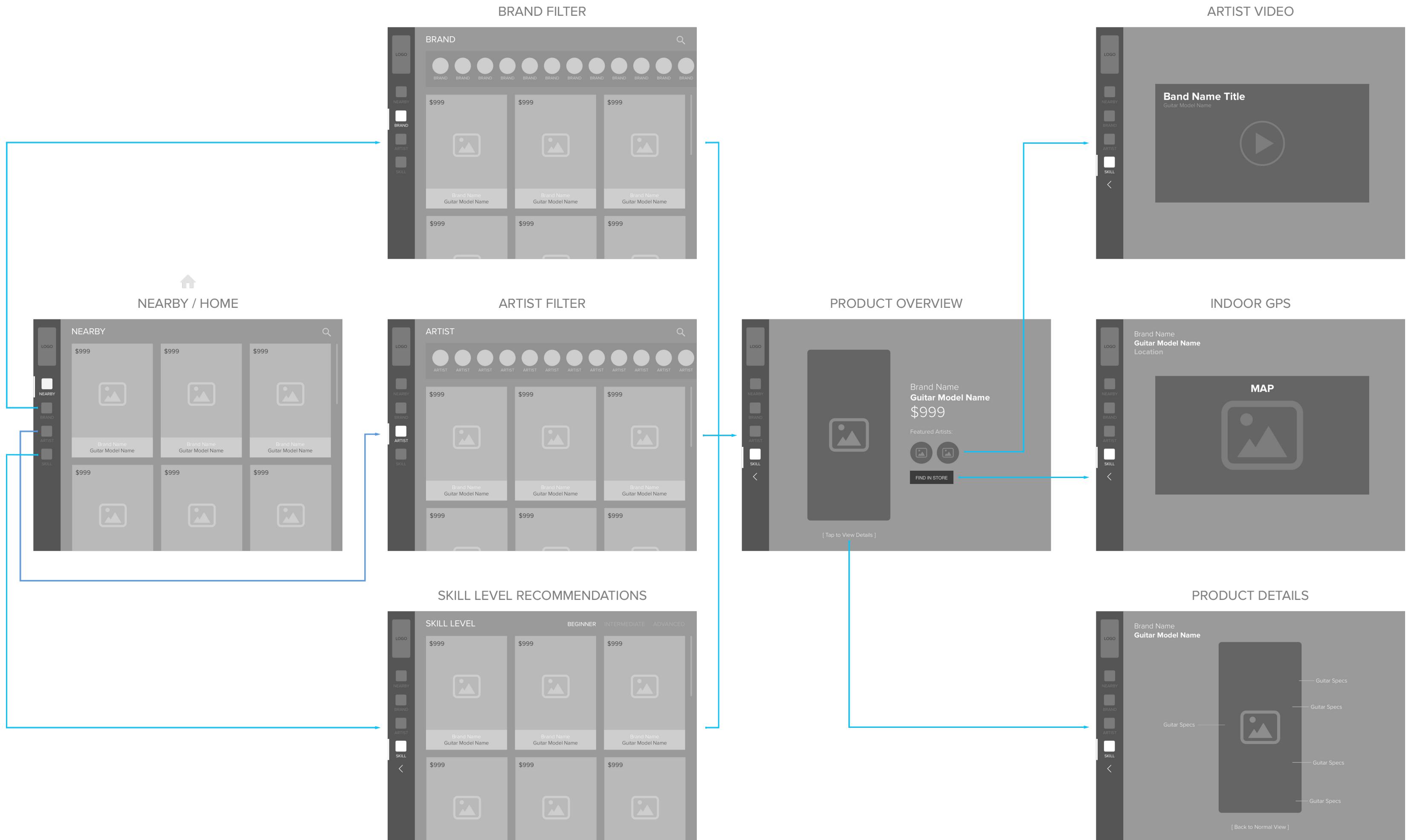
\$1,200



Alvarez
Yairi WY1 Koa

USER FLOW & WALKTHROUGH

INITIAL WIREFRAMES



VIEW WIREFRAMES

EXTERNAL PDF



ROBBIE “The Newbie”

Age:
24 Years Old

Occupation:
Engineer

Relationship Status:
Single

Location:
Santa Cruz

STORY:

Robbie wants to start learning the acoustic guitar and wants recommendations for his first instrument. Robbie heads over to Guitar Center for the first time and is awe of all the instruments on the wall. Robbie doesn't know where to start and is afraid of buying the wrong product because he doesn't know if it's a good quality instrument for a beginner guitarist.

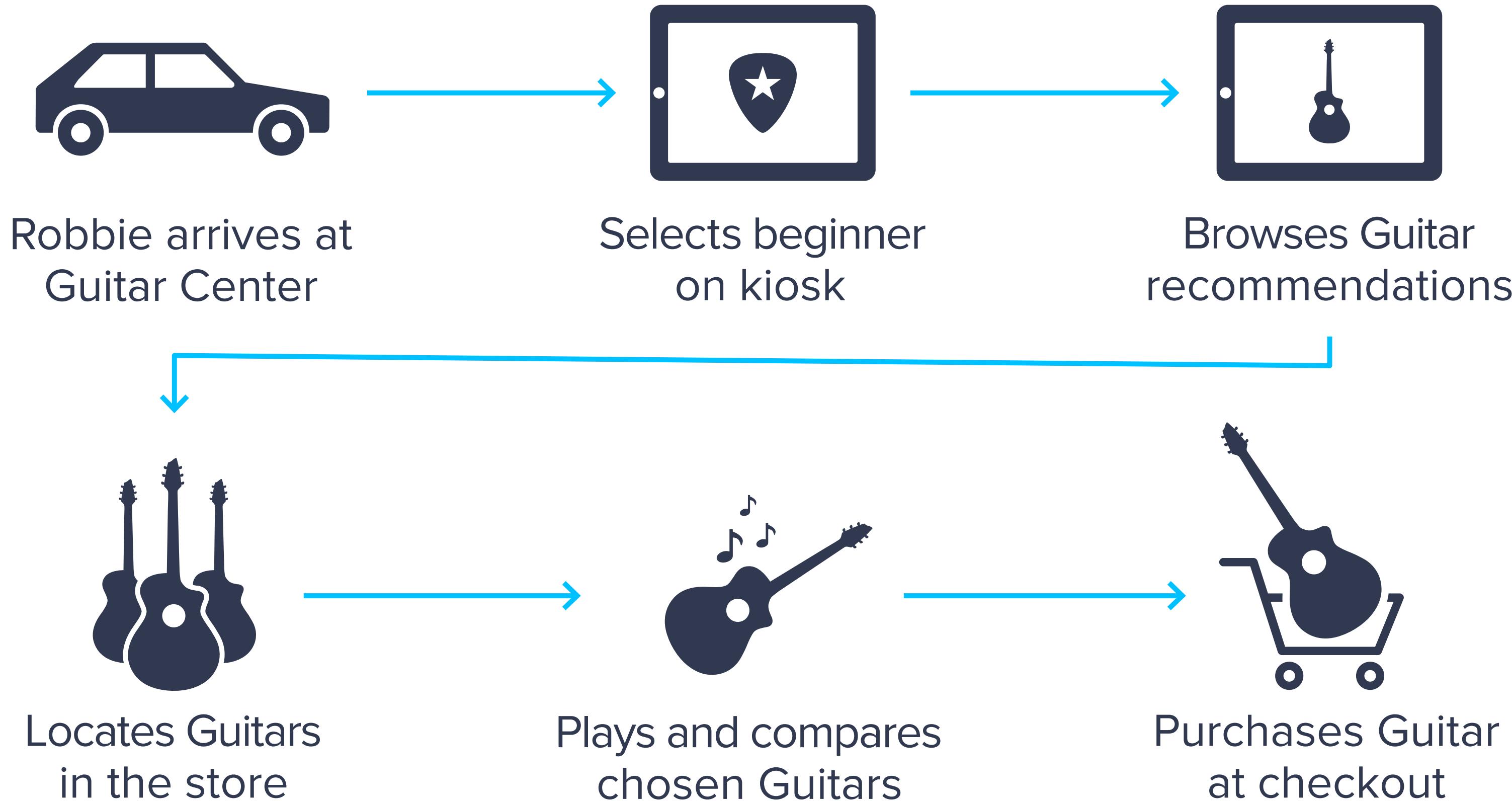
PROBLEM:

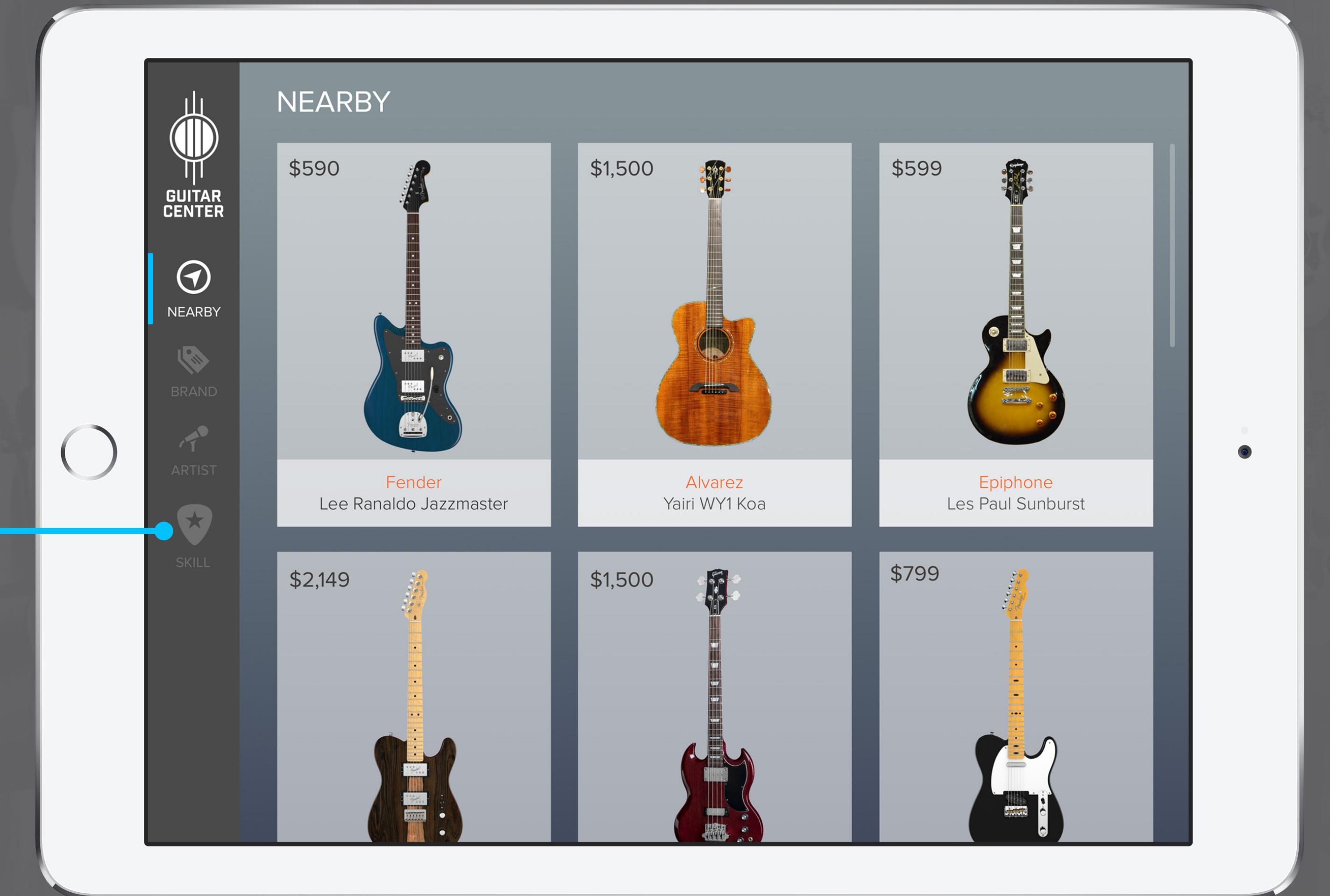
- Shy because he is new
- Wants to look at recommendations for beginners
- Wants a good quality instrument that will last

USER JOURNEY



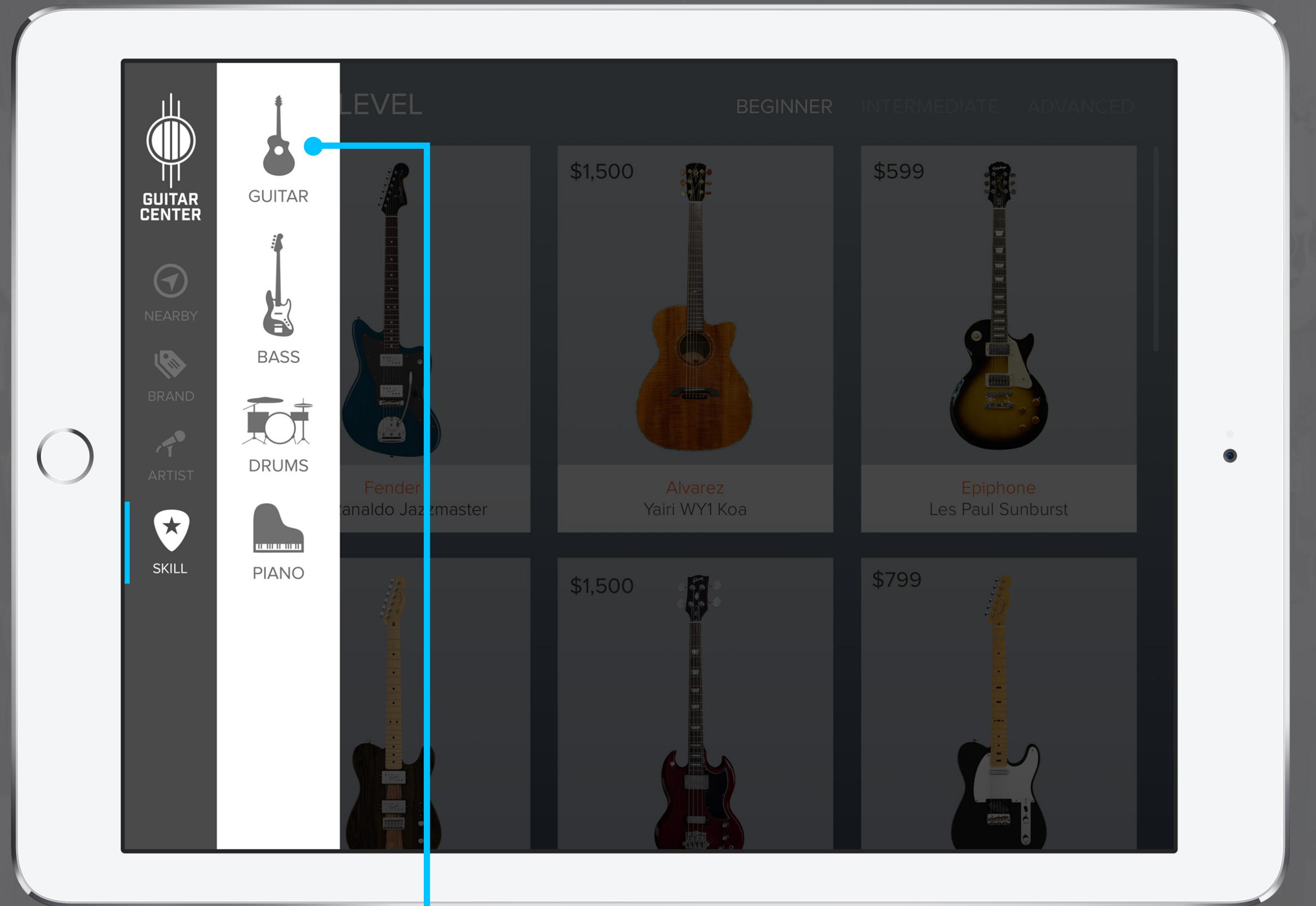
ROBBIE'S
User Journey





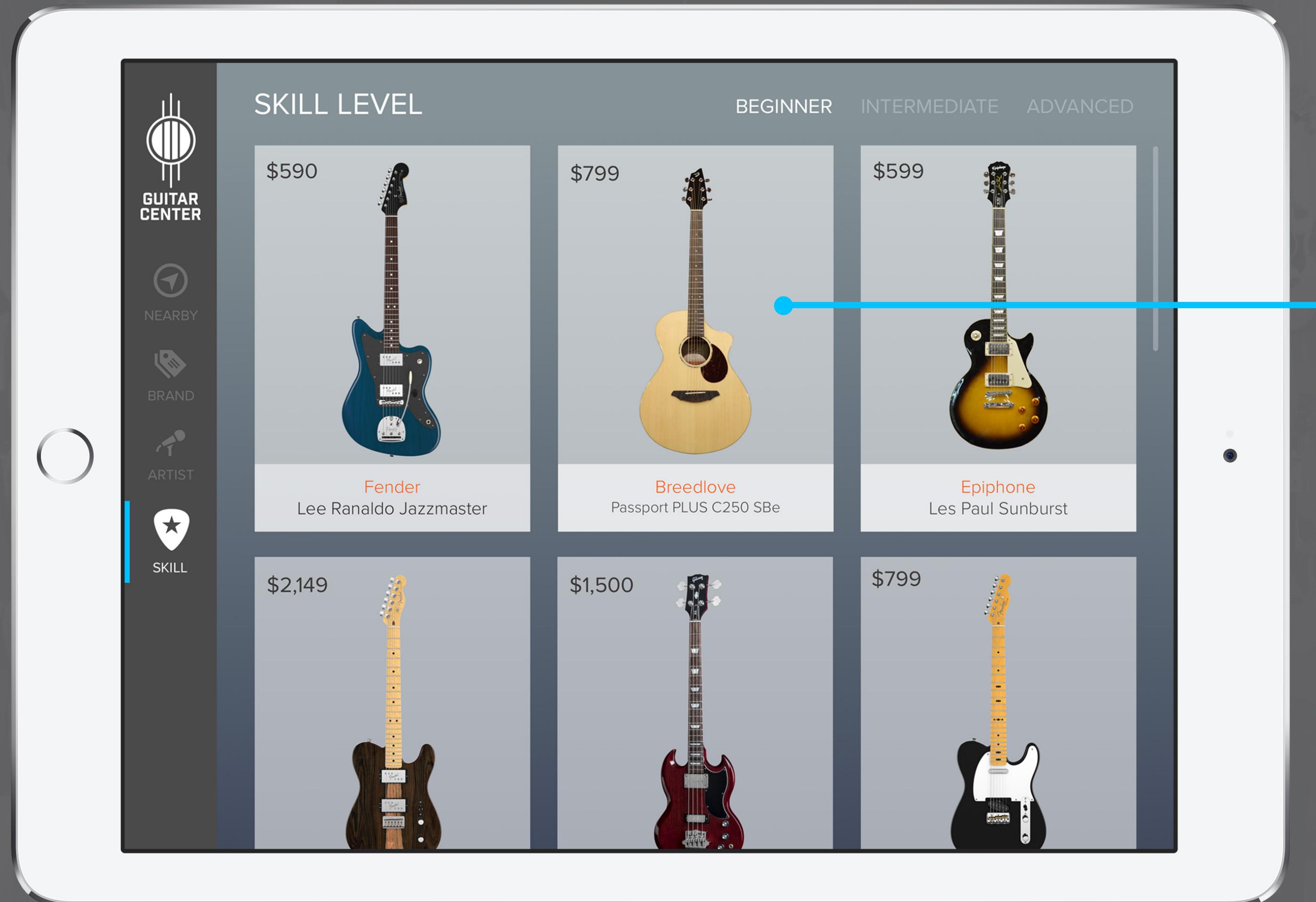
PRODUCTS NEARBY

Since multiple iPads will be placed around the store, I decided to create a “nearby” feature to display all of the guitars at the nearest wall by selected iPad.



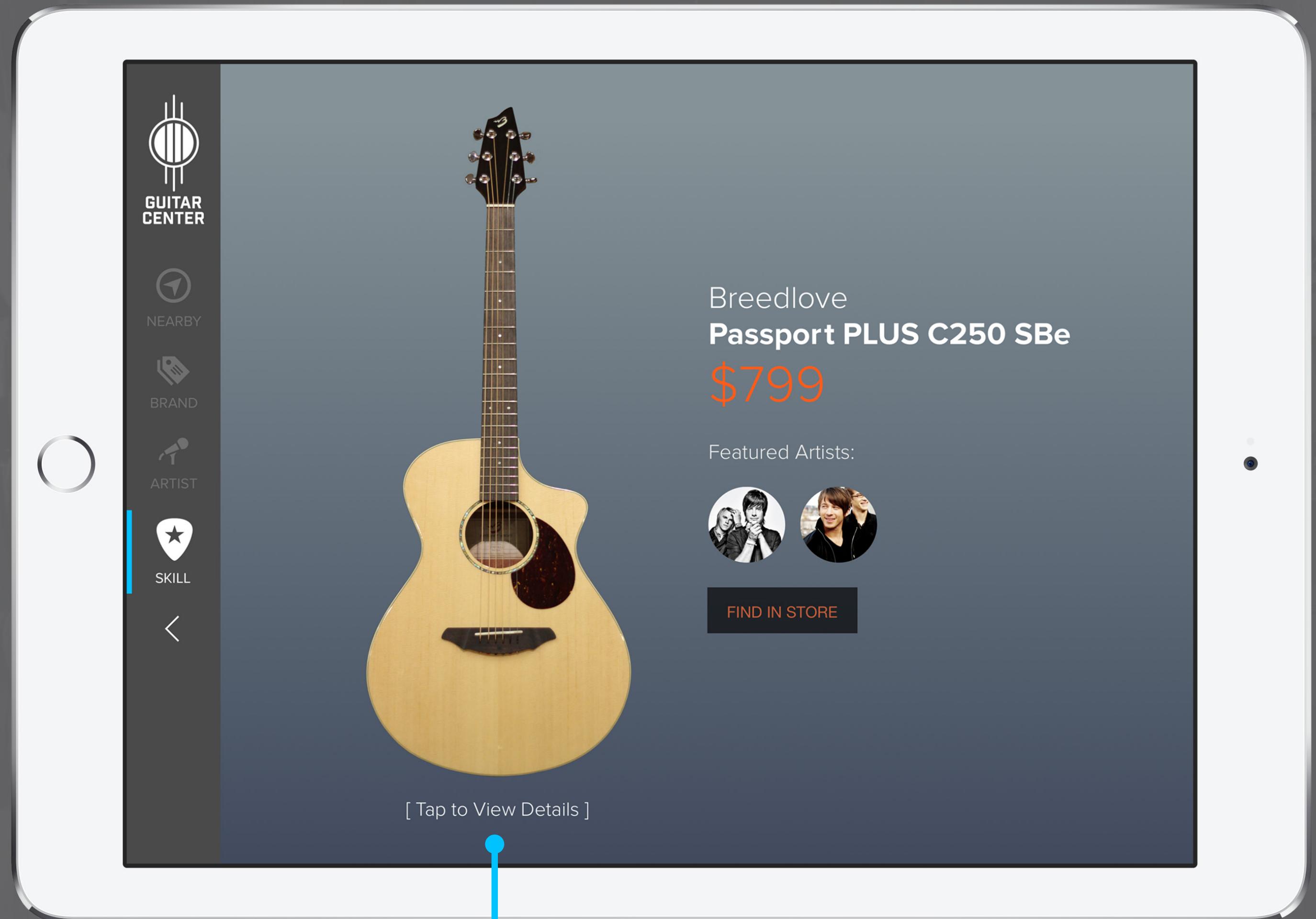
SKILL LEVEL

By clicking skill level, the user can select an instrument of their choice to find recommendations according to the level that the user feels suitable.



SKILL LEVEL RECOMMENDATIONS

From beginner to advanced, customers can look through recommendations by Guitar Center specialists and other professional musicians.



PRODUCT OVERVIEW

Here the customer can view the product price, model name, artists who own that same guitar, and have the option to view more details or the location of the item within the store.

Breedlove
Passport PLUS C250 SBe

Rosewood Fretboard

Nato Mahogany Neck

Scale Length 25.5"

Breedlove VTC Pickup

SFe Sunburst has Gloss

[Back to Normal View]

GUITAR CENTER

NEARBY

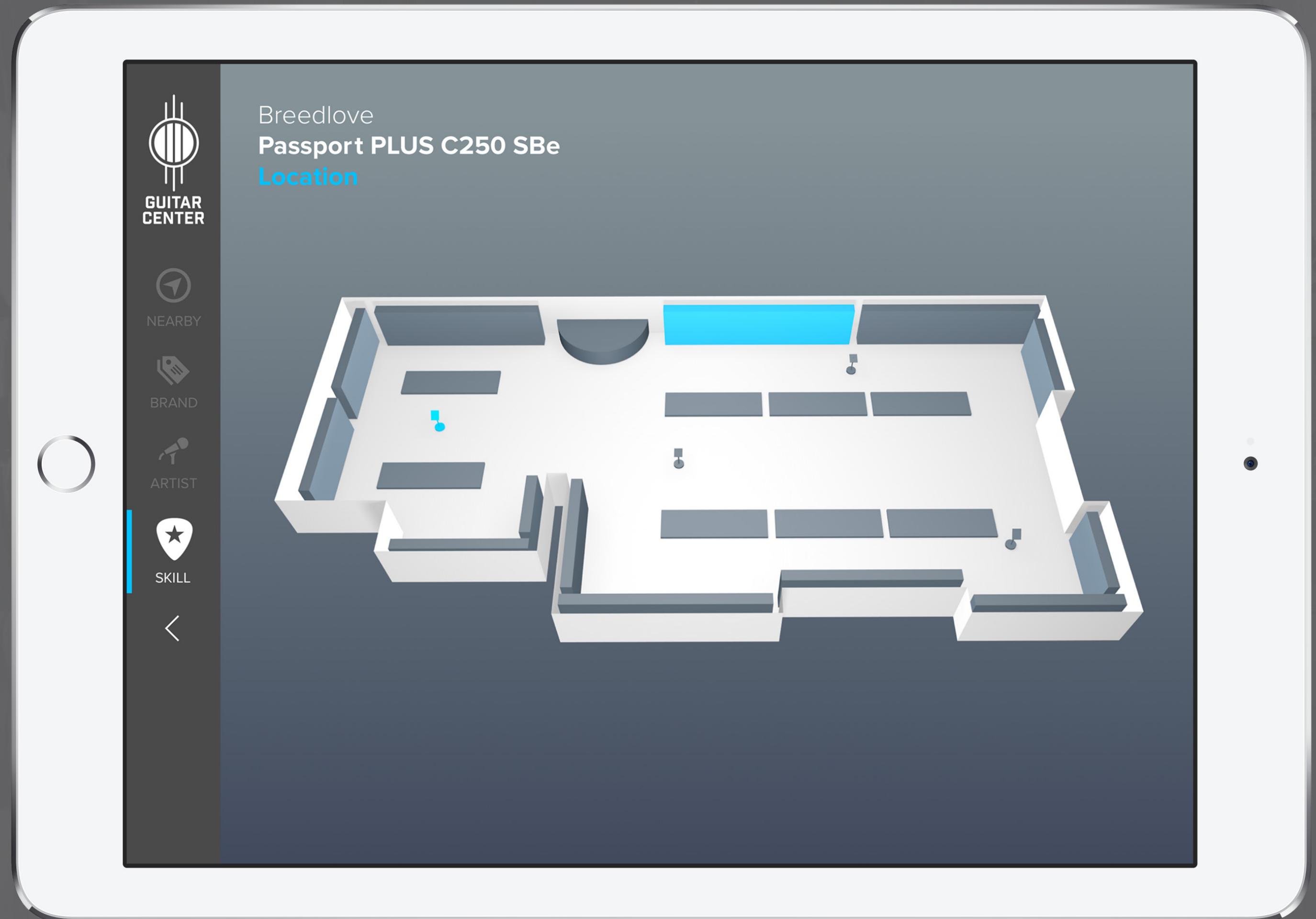
BRAND

ARTIST

SKILL

PRODUCT DETAILS

Tapping on the product or link will take the user to the product specifications. This will show the build quality, length, and other features of the product in detail.



IN-DOOR GPS

By clicking on the “**find in store**” button on the product overview page, a user can look for the product in the store on a 3D map of the location.

GUITAR CENTER

NEARBY

BRAND

ARTIST

SKILL

SKILL LEVEL

BEGINNER INTERMEDIATE ADVANCED

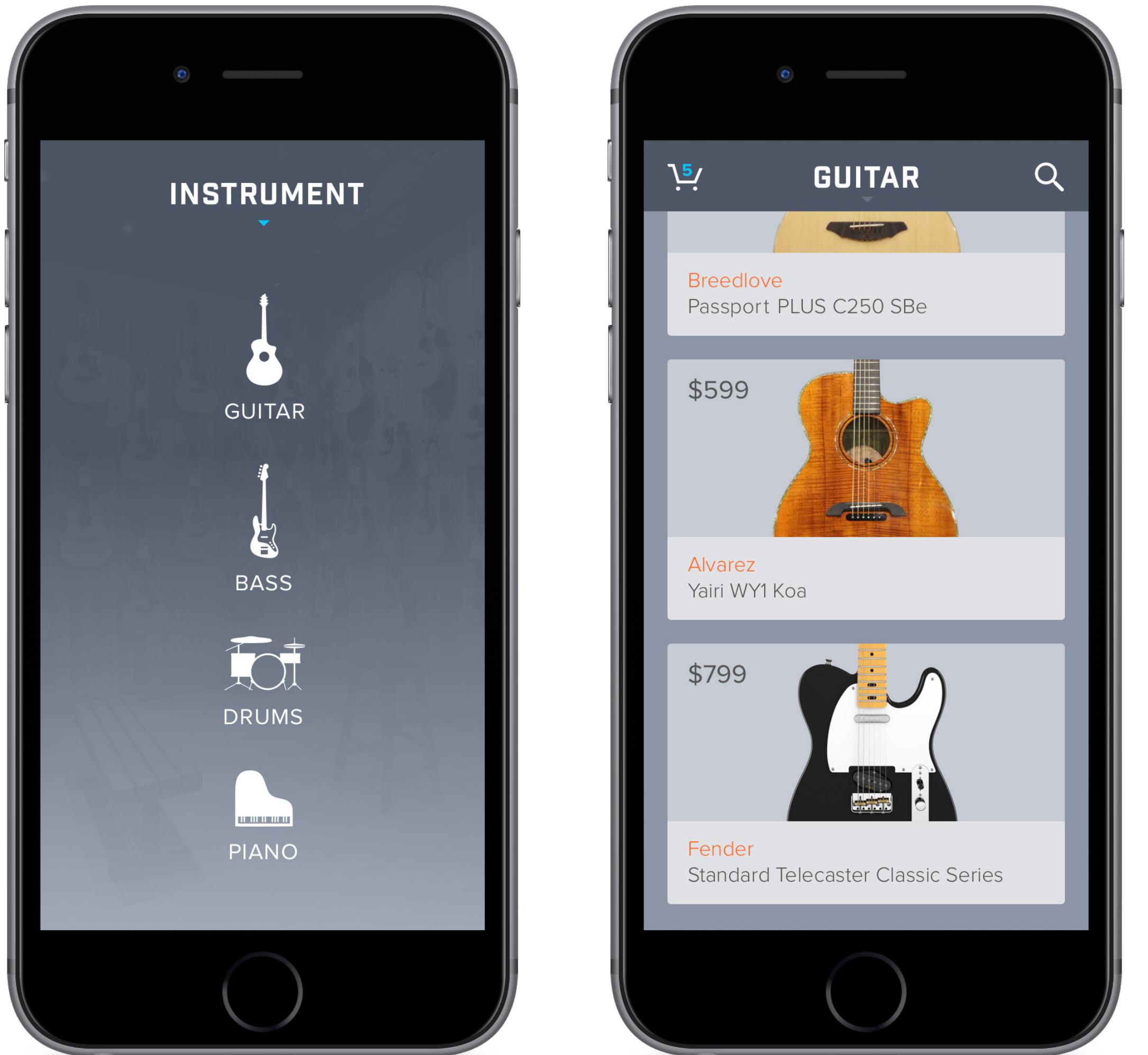
SKILL LEVEL	PRICE	GUITAR	MANUFACTURER	MODEL
BEGINNER	\$590		Fender	Lee Ranaldo Jazzmaster
INTERMEDIATE	\$1,500		Alvarez	Yairi WY1 Koa
ADVANCED	\$599		Epiphone	Les Paul Sunburst
BEGINNER	\$2,149		Fender	GE Smith Telecaster
INTERMEDIATE	\$1,500		Gibson	SG Standard
ADVANCED	\$799		Epiphone	Telecaster

[Play Video Walkthrough]

NEXT STEPS

Overall, I feel that this solution will help Guitar Center's flow of the store but there is still a **danger of causing lines at kiosks** due to those who love researching for a very long time before they purchase a product.

One other problem is **Guitar Center's checkout system**. Guitar Center will often order a completely new instrument from the manufacturer and have the customer pick up their instrument later.

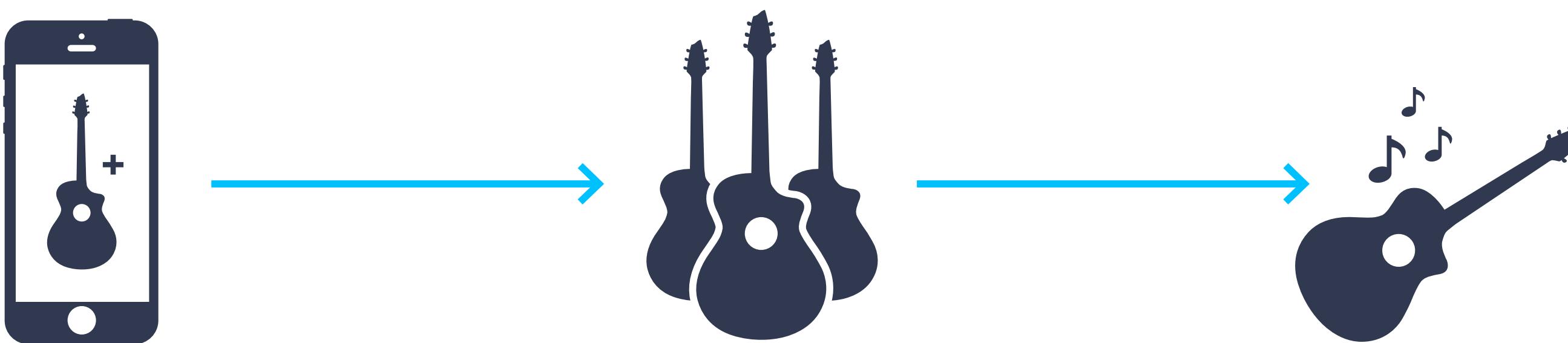


GOING MOBILE

I am in the process of creating a mobile version of the kiosk for customers to use as an option.

This will give customers their own space to do their research on their next purchase without having to wait for a kiosk to be available.

MAKE A PLAYLIST



Users can make a list of products they want to try and play. Once the user is done with their list, a Guitar Center associate will gather the listed items and put them into a practice room for them to play.

This will give the user the ability to instantly compare products without having to walk and find multiple items across the store.



**GUITAR
CENTER**

THANK YOU!

THANK YOU FOR WATCHING!

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