

LICENSING OPPORTUNITY:

Experience Design Generator

BACKGROUND INFORMATION

The Experience Design Generator (EDG) is a tool that measures 'experience' in a physical store. It was developed by the Retail Design Lab, an expertise center of the Faculty of Architecture and Arts of Hasselt University. The tool originates from the fashion sector and is currently extended and validated to serve other sectors as well (furniture/home-deco, food, and pharma/cosmetics).

The EDG is structured among 6 sections: 1. exterior, 2. interior shell, 3. spatial concept, 4. sensory aspects, 5. communication and 6. overall experience. Expertise in retail design is required for the usage of the EDG.

COMPELLING RESULTS

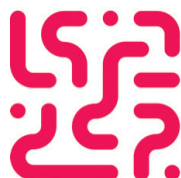
The EDG is scientifically validated and has been developed and tested in multiple phases and settings. The application of the EDG replaces a full audit by an expert with at least 10 customers that have been eye tracked and interviewed in the store. By using the EDG, experts save a considerable amount of time and money, since the analysis with the EDG only takes up 1 hour.

The tool for the fashion sector is finalized and currently implemented and licensed in practice by a few experts in retail design. They use the EDG to deliver their services to retailers and already experience a competitive advantage towards other parties. The tool for the food sector is finalized as well and is currently ready to be tested.



UHASSELT

KNOWLEDGE IN ACTION



**Retail
Design
Lab**



KEY FEATURES AND ADVANTAGES

- The EDG consists of a scientifically based questionnaire and calculates a score based on weighing of criteria following extensive scientific research;
- The output quantifies the level of experience in the store and provides potential improvements in terms of experience;
- The EDG can only be used by designers and consultants with specific expertise in retail design;
- The EDG is implemented in the website of the Retail Design Lab;
- The EDG is available in Dutch and will be translated in English soon;
- In time, when sufficient data has been gathered, the EDG can be applied as a benchmark and labelling tool and will visualize a heat map of Europe's hot spots and best practices; as such the tool can be applied as a marketing asset as well;
- The EDG is in continuous development and is iteratively refined by the data and new insights acquired;
- A package license is possible with other tools of the Retail Design Lab and/or consultancy services;
- A license of the EDG also includes a training package to ensure reliable results and quality of benchmarking

MARKET POTENTIAL

Today, we see that the concept of experience of a physical store has become very important in the retail sector. This shows at multiple fronts, including the questions we receive at our Retail Design Lab for our activities (in-house training, pop-up masterclass, summer school, consultancy) and the amount of visitors to our website (an average of 120 active visitors each week). Knowledge about experience in retail mainly exists in the format of (academic) publications, which is not easily accessible and translatable for practical implementation. In times where e-commerce is blooming and COVID-19 puts serious challenges to retailers, customer experience and the need for distinctiveness have never been more important.

Hence, there is a big market potential for the EDG, which is twofold. On the one hand there is a clear interest among experts in retail design (consultants and (interior) designers) who want to use the tool as a service to their end customers (retailers). On the other hand retailers are waiting for a clear indication of the experience level in their stores. Currently, there is no similar tool available measuring experience in such a way.

OUTSTANDING OPPORTUNITY

The Retail Design Lab of UHasselt is currently offering test licenses to interested parties.

In return for a strongly reduced price (200 euros for 6 months, with access to all implemented sectors), we expect feedback on the tool.

BUSINESS DEVELOPER

dr. arch. Lieve Weytjens
Faculty of Architecture and Arts

T +32 (0) 472 36 34 33
lieve.weytjens@uhasselt.be