Enterprise Challenge: The Techy Challenge!

Amazon have recently opened the world's most advanced shopping experience ever.

Check out it out here: https://www.youtube.com/watch?v=NrmMk1Myrxc.

Apple have transformed the way we shop for electronics.

Check out the flagship store in San Francisco:
https://www.youtube.com/watch?v=d8eJGnhDZfY

Think about other shopping environments; clothes and electronics stores. What will they look like in 2025?

> *Your challenge -*
> - How will you road test the latest gadgets? What will an in-store experience of 2025 look like?
> - This is your chance to design the technology playground of the future.

Task One – The Problem

We want you to design a space where people can try out new tech, have fun with the latest gadgets, get creative and solve technology problems.

From this…

To this

Create a mind map to brainstorm your ideas. In your mind map you should include the following:

- What is rubbish about tech shops?
- What would you do to improve them?
- What would you like to change?
- What new services or devices would make the experience even better?

- How can you turn a boring shopping experience into a fun exciting and interactive experience for everyone – including tech novices and tech-phobes?

Task Two – The Ideas

Create a place to have fun, get creative, learn new skills, engage with other users, connect to technology and try out the latest inventions. Mind map your ideas for your new tech space, think about:
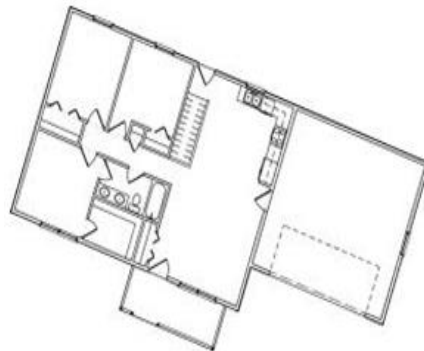
- What will you create?
- What will your tech playground look like?
- How will it improve the customer's experience?
- Will it involve new technology?
- What will the "tech" shopping experience of the future look like?

Task Three – The Design

Design the layout of your "tech" playground. Your design can be in 2D, 3D or a bird's eye view. Please include:

- Labels and descriptions of the key features;
- Make it creative and imaginative – you could even split it into different zones;
- Include a floor layout or plan.

Task Three – The User Journey

Focus on the customer's journey. Prepare a presentation to describe what their experience will be like and what they will be able to do in your "tech" playground. You should include:
- What the entrance experience is like;
- The different facilities available;
- How will they interact with staff?
- How will they search for specific items?
- How will they make their purchases?
- What's so special about your tech playground.