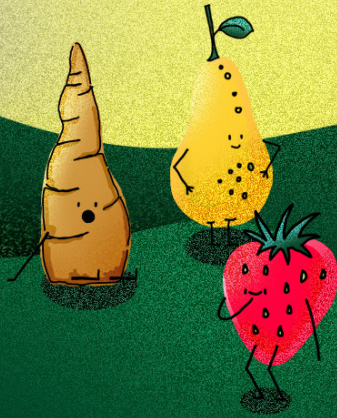


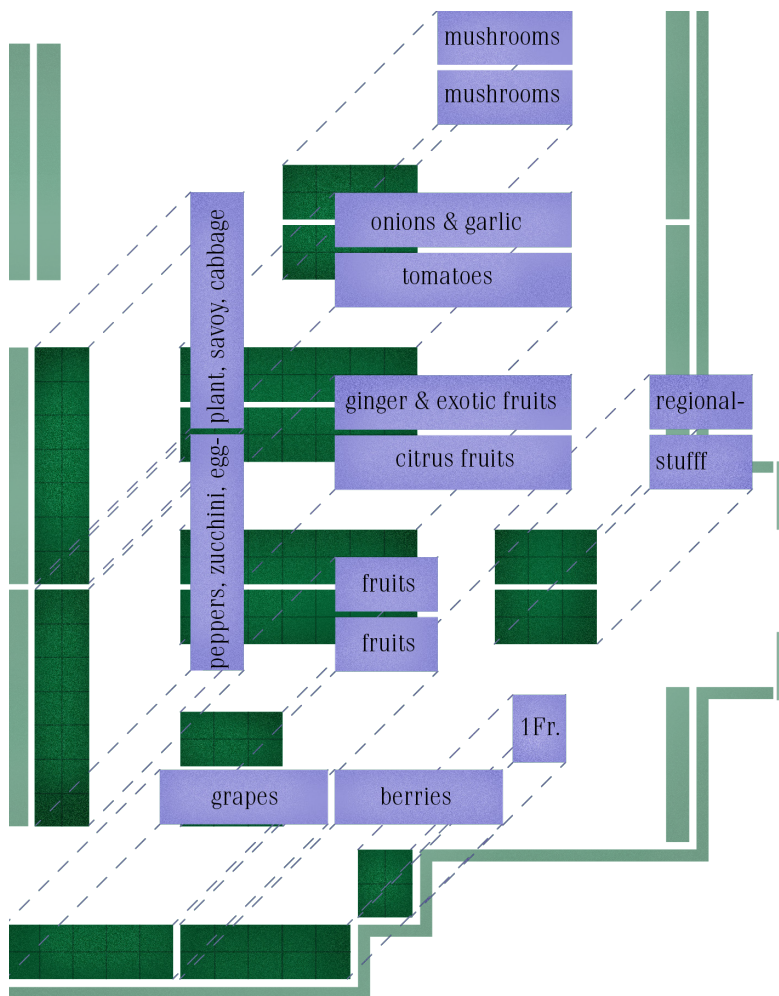
localista



A Framework
for Intuitive
Produce Shopping

Service Design Guidelines for an Alternative Produce Section in Grocery Stores

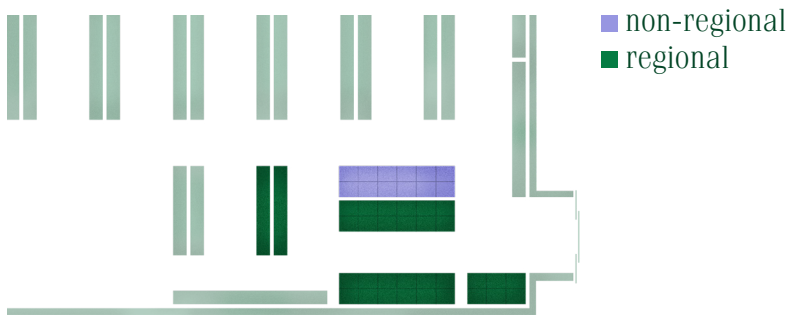
We created a scalable collection of UX and Service design recommendations, aimed at conventional stores to improve the experience of buying and increasing the sales of regional and seasonal produce.



Analysis of current store layouts.

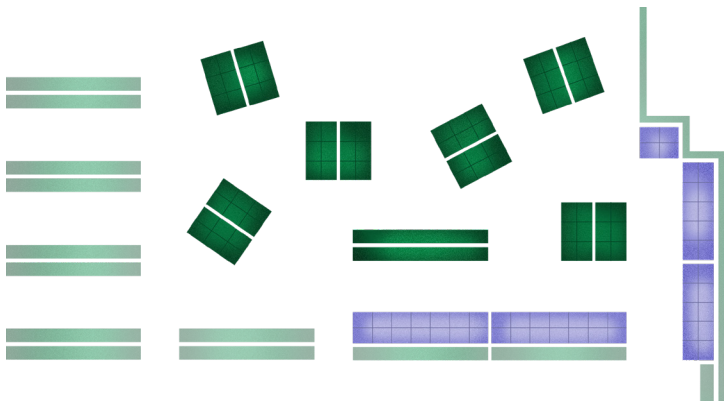
General changes in the store layout for a more regional shopping experience

We propose two different layouts of the produce section in order to simplify and improve the overall experience on buying seasonal and regional produce. We are also adding the freezers containing veggies and fruits into the mix of the produce section.



Fifty-fifty in smaller stores

Splitting the produce section into regional and non-regional



Isleing in bigger stores

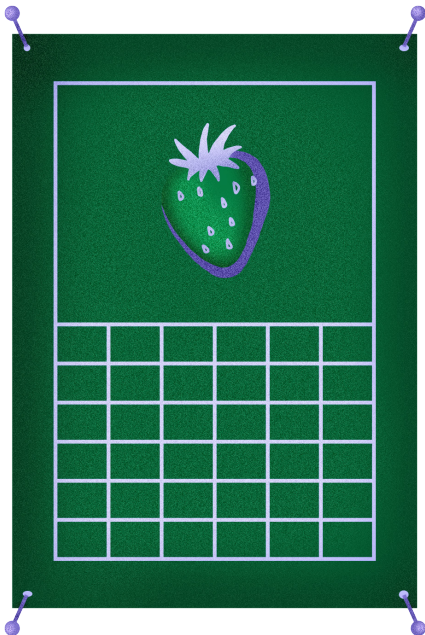
Creating different isles which contain regional&seasonal produce and put the not-seasonal produce on the sides.

The Toolbox System

In order to provide a scaleable and flexible solution for all kinds of stores, we invented the Toolbox Sytem. It provides two different packages of guidelines and ideas for the use in either small or big grocery stores.

For smaller stores we propose:

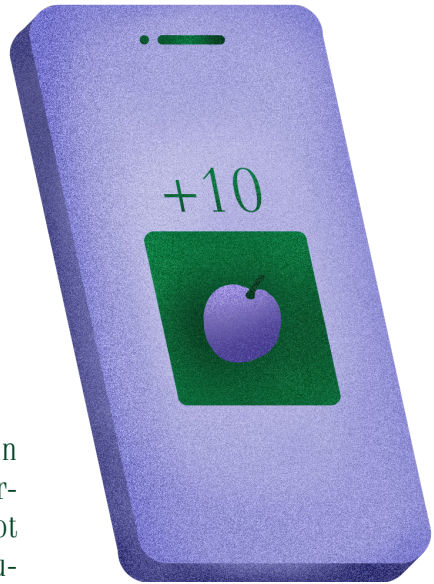
Improved Price Signs which highlights origin of produce and provides estimated info of CO² emissions and water used for production of produce.



Seasonal food calendar at the entrance or next to the produce section which only shows what's currently in season



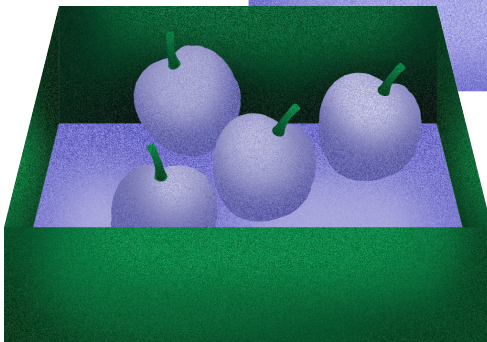
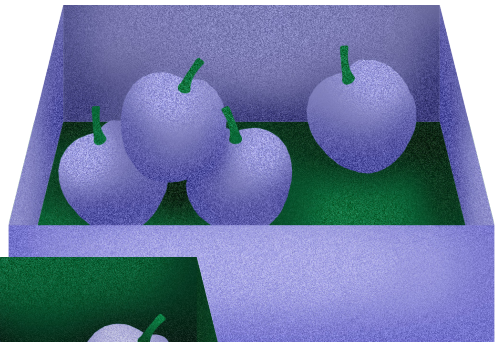
Point system to make seasonal produce more attractive. These systems can result in discounts and provide users with personalized recommendations.



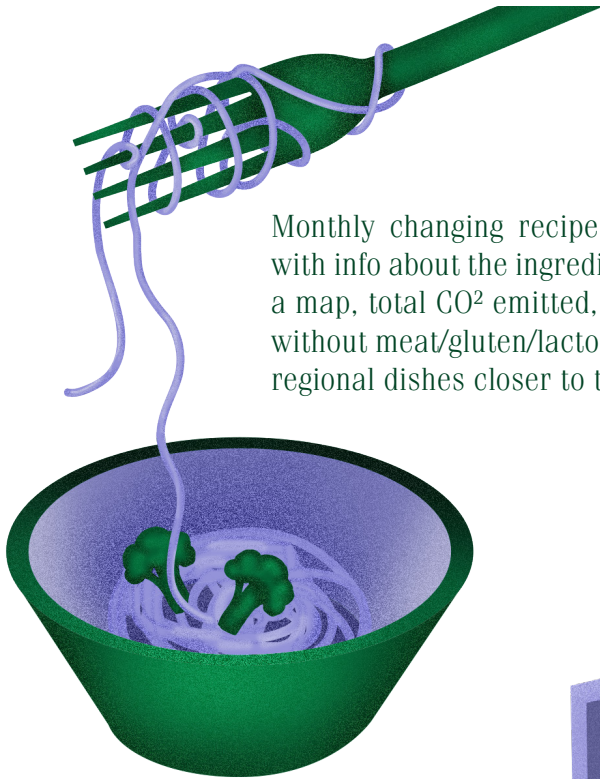
Instead of writing "Origin see packaging" write "Origin see packaging – Not Switzerland" to communicate more clearly.



Colour coded produce boxes in order to easily distinguish seasonal and not seasonal produce

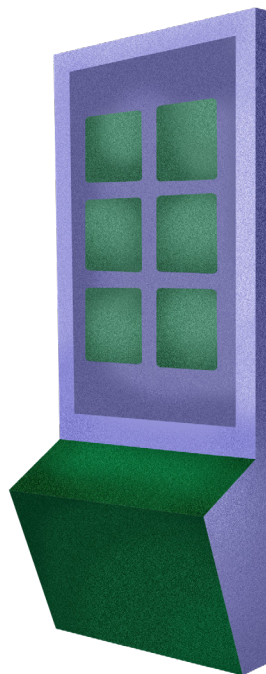


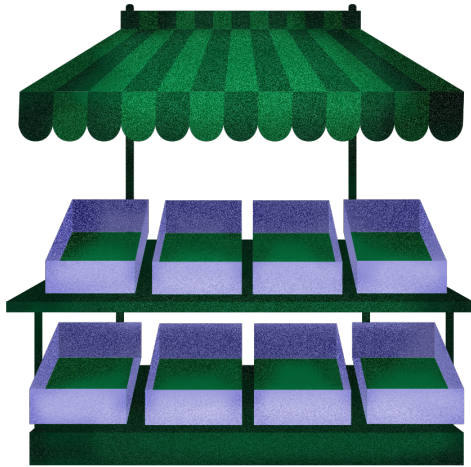
For bigger stores we have additional solutions:



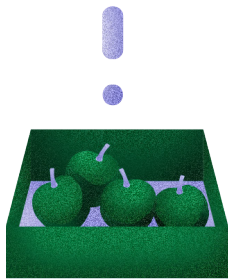
Monthly changing recipes at entrance, with info about the ingredients (origin on a map, total CO² emitted, dynamic with/without meat/gluten/lactose...). To bring regional dishes closer to the people.

Additional recipe helper screen on which you can select different produce and it supports you on buying fitting products to cook a delicious meal.

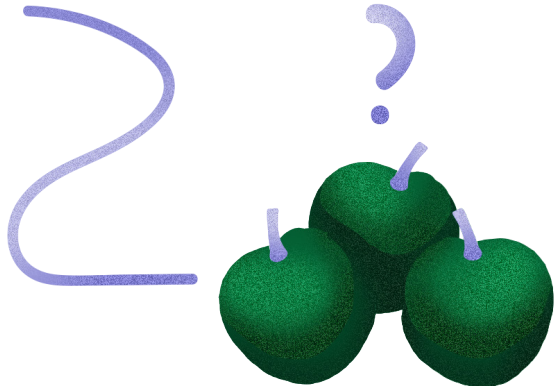


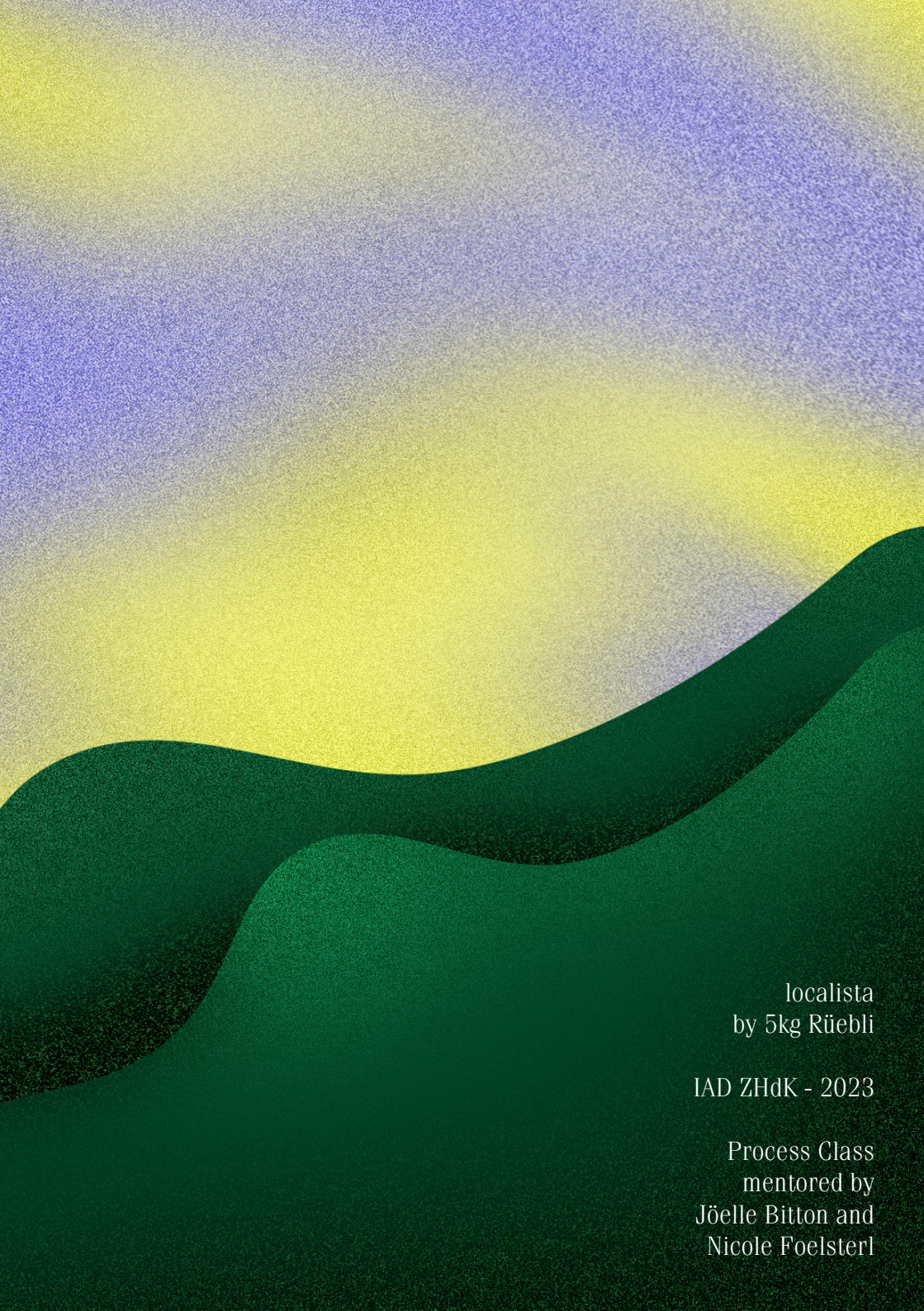


Small market hall at the entrance so that farmers can directly sell their products. This allows customers to come into contact with them and see the work behind the products they buy.



Floor guidelines to follow in order to find the things on the recipes provided.





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by 5kg Rüebli

IAD ZHdK - 2023

Process Class
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