

# Spatial Design Prototype





# 01.

## Project Overview

This spatial design prototype for ZARA reimagines the shopping experience by integrating immersive retail environments with smart space utilization. The project enhances customer engagement through innovative layouts, interactive touchpoints, and a seasonally adaptive shopping journey.

# 02.

## Tool Used

Figma, Miro, Adobe 3d Sketchup and D5 Render

# 03.

## My Role

- Conducted research and concept development
- Designed spatial layouts and circulation flow
- Created visual designs and interactive touchpoints
- Developed prototypes and design elements
- Presented the final project and design rationale

# 04.


## Timeline

4 Weeks



01

Who here loves to find items on sale?

A large, stylized number '02' in a light blue color with a dark blue outline. The '0' is a simple circle, and the '2' has a curved top and a horizontal base. The number is centered horizontally.

Who here has ever struggled to imagine how their clothes will look in the real world once purchased?



03

Who really enjoys waiting in line for the  
trial rooms?





At the intersection of outdoor  
physical environment and  
interior retail spaces, we aim to  
blur the lines between  
shopping and experience.





ZARA





# Why Zara?

01.

Fast Fashion Brand

02.

Keen to experiment –  
Not just with the  
clothes, but also the  
layout

03.

Cares about making  
their client's  
experience better



# Brand Selection

01.

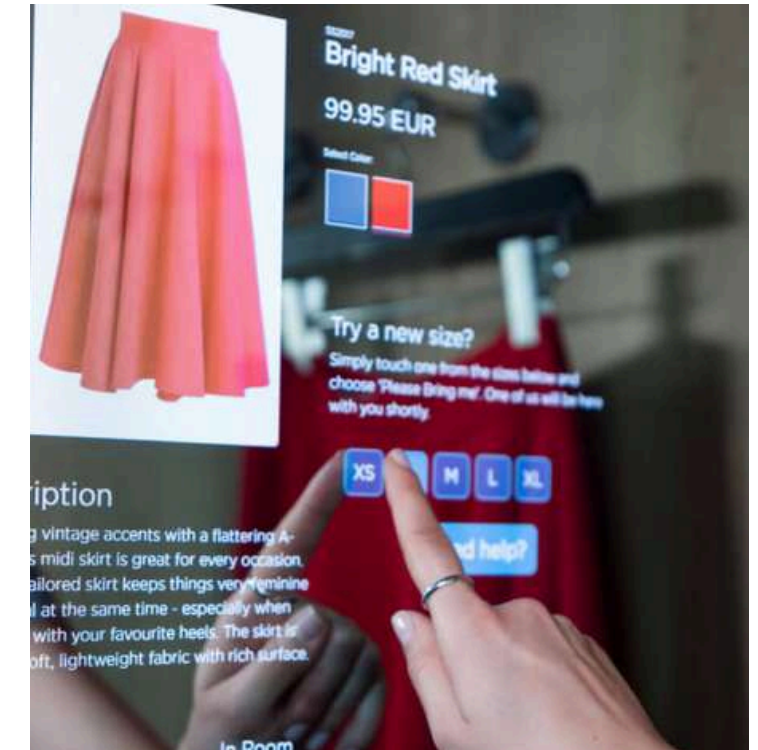
## EXISTING THOUGHT:

Interactive tablets, empowering customers to easily request different sizes, colours of the desired products, and search products online but in real time.

02.

## WHAT MORE CAN BE DONE?

A “physical space” that offers the advantage of potentially shorter queues and a unique strategy to increase the sales.



### 1. Zara: ‘Technological’ fitting rooms

Fashion retailer Zara has used smart tech for several years. Implementing it into fitting rooms has been a gradual process. Now, though, the brand’s latest flagship store in the northeast of England showcases a practical and efficient concept for customers to try on clothes faster.

The technology includes interactive tablets, empowering customers to easily request different sizes and colors of the desired products.

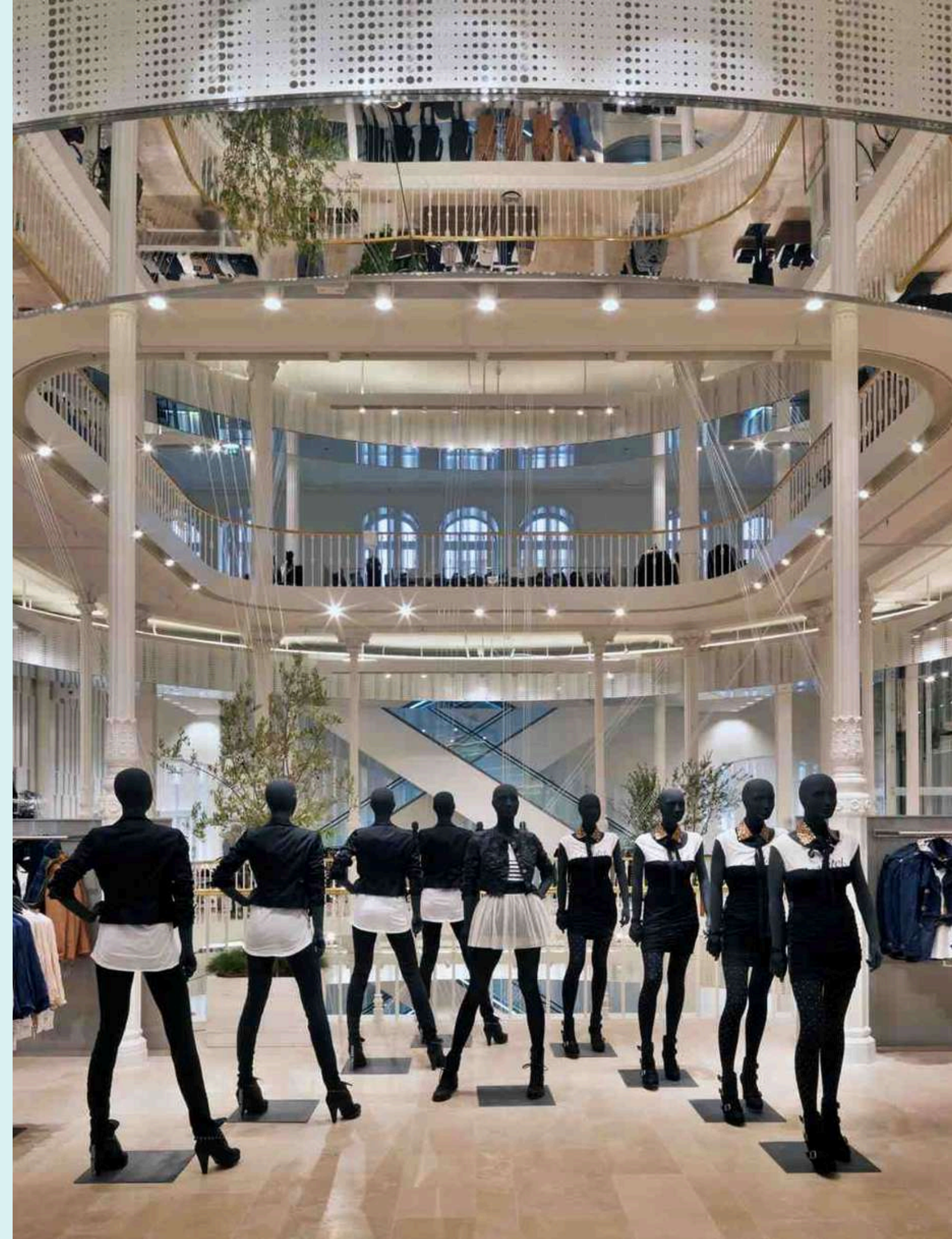
This ‘phygital’ space also offers the advantage of potentially shorter queues and the ability to search for products online in real-time, while in the fitting room.

Over time, expect Zara to roll out this technology across more stores. The brand is hoping that it will increase footfall, enhance the overall shopping experience, and boost online sales.

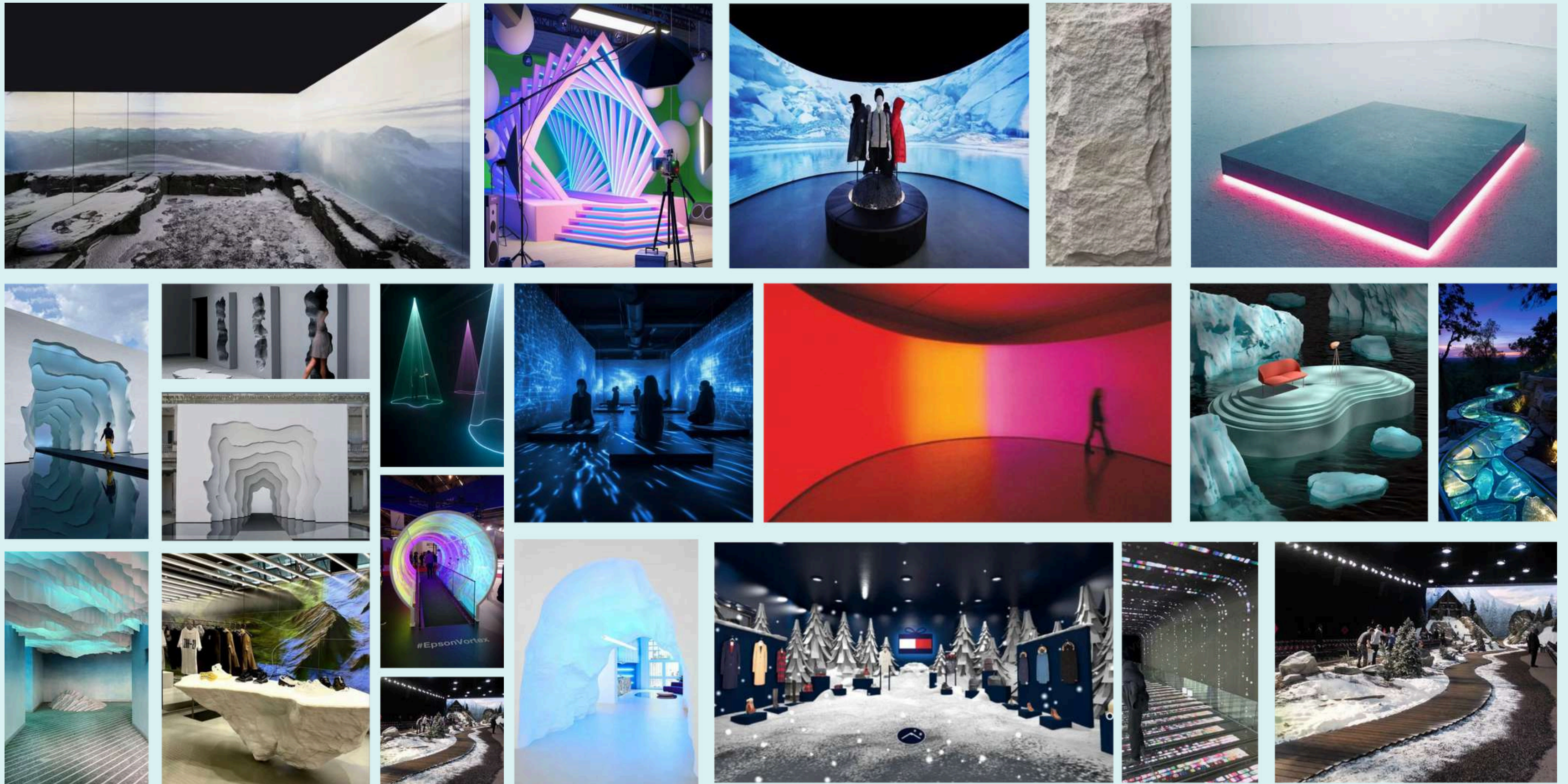


# Why Spatial Design?

- Make the shopping experience more immersive and memorable.
- Keep the customers engaged while waiting in queues
- Highlight previous season's clothes in a new format







An overview of our idea



# Design Process

01.

**Layout Planning**

02.

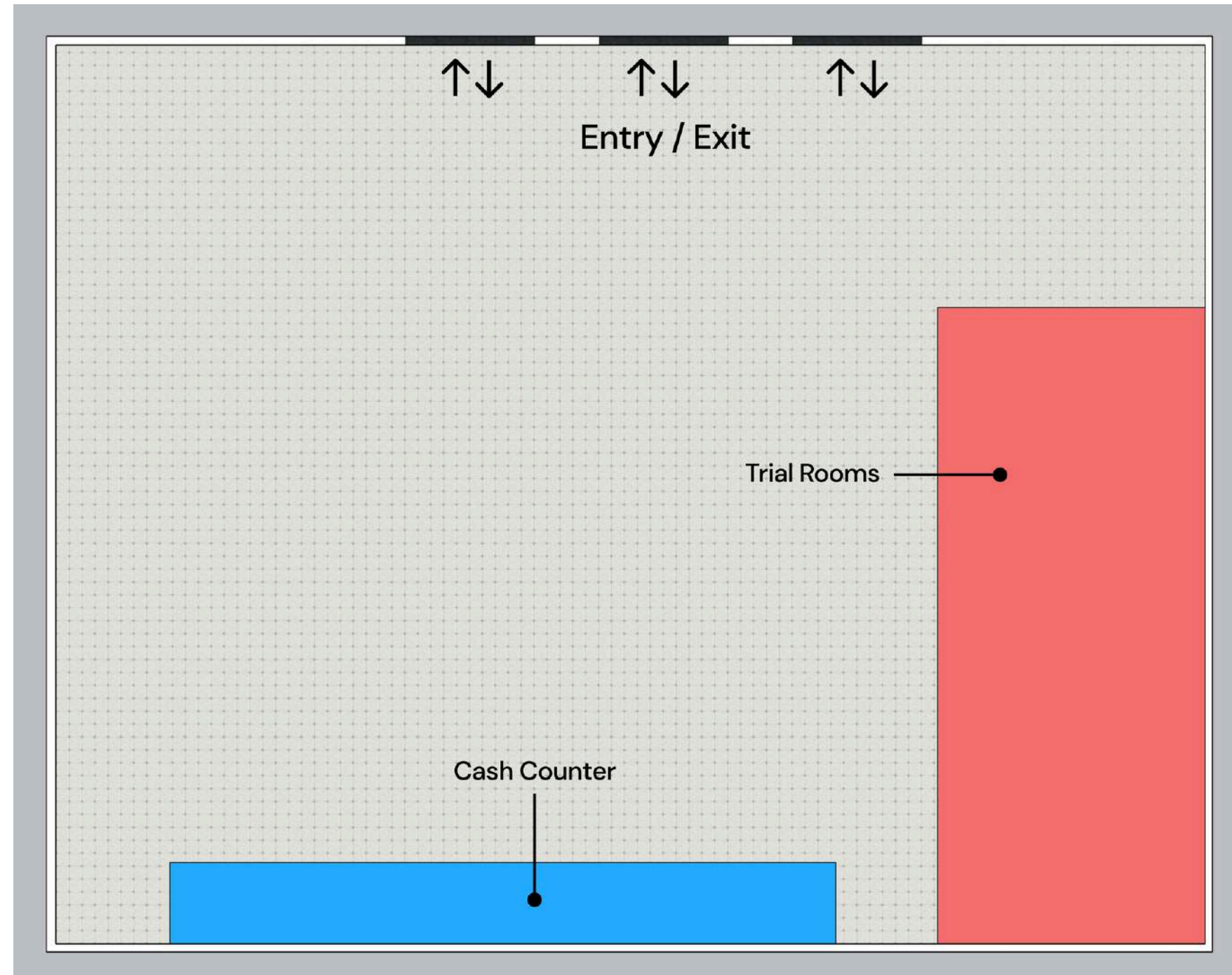
**Circulation**

03.

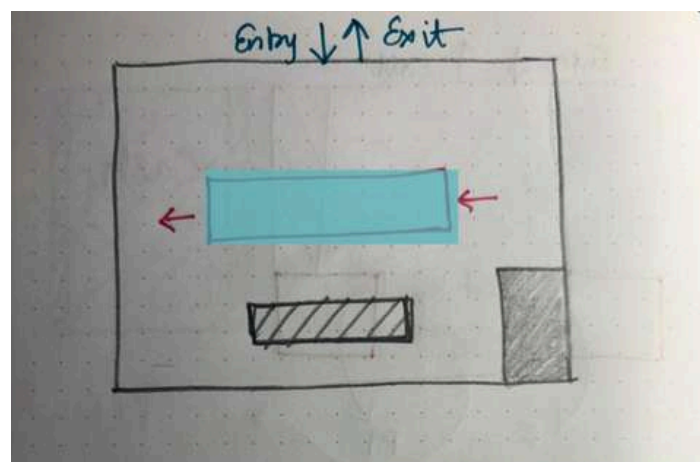
**Connection**



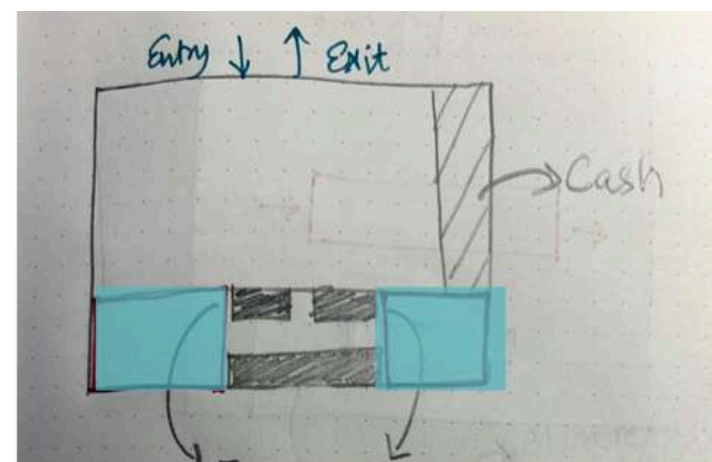
# Floor Plan (Existing)



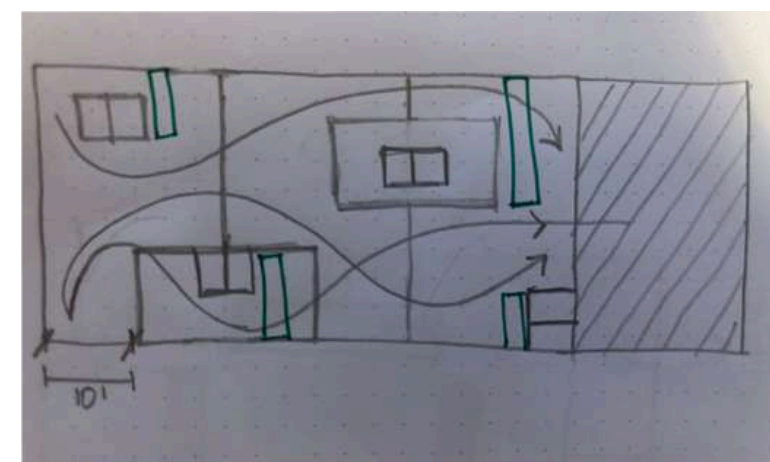




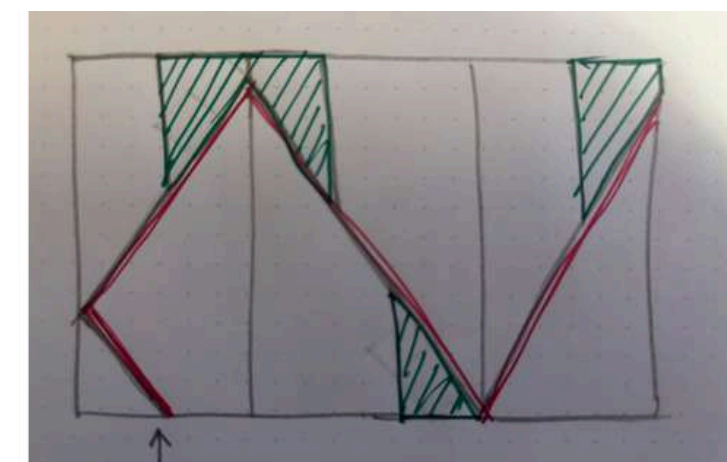
Option 1



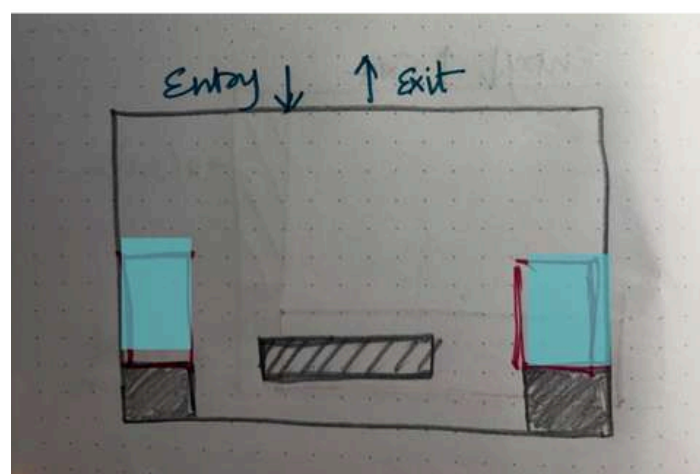
Option 2



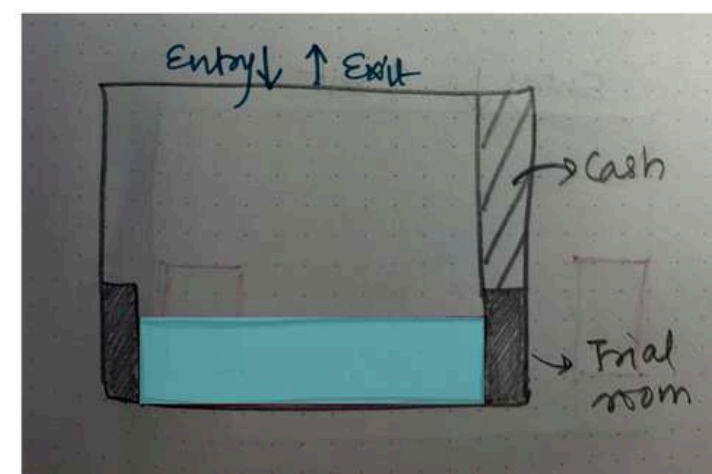
Option 1



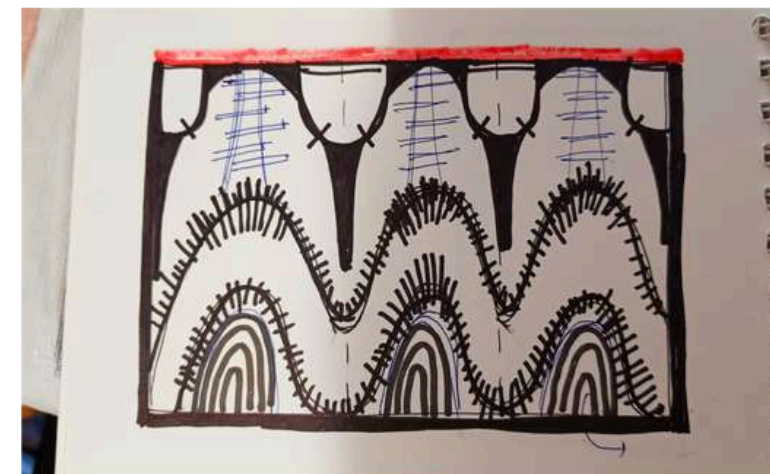
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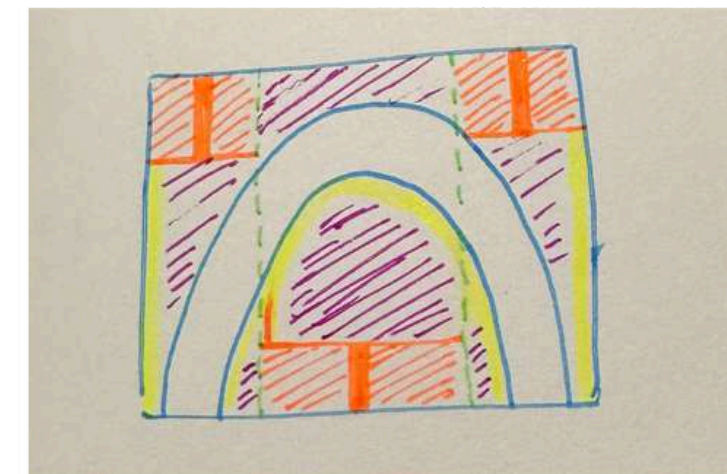
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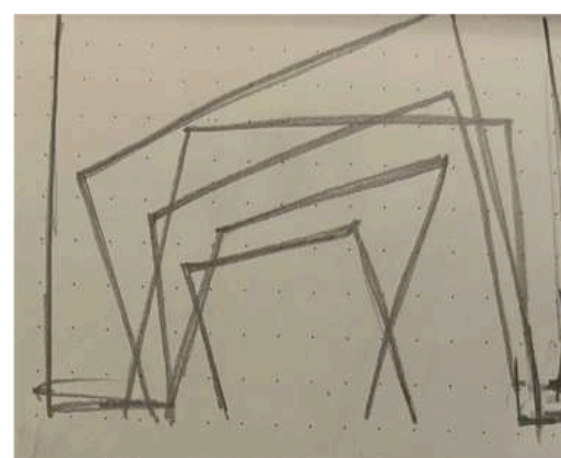
Option 4



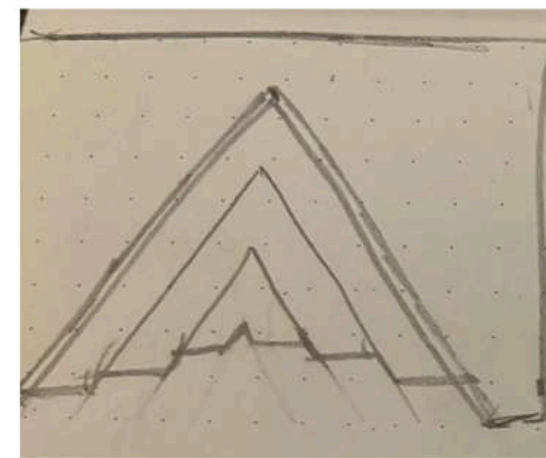
Option 3



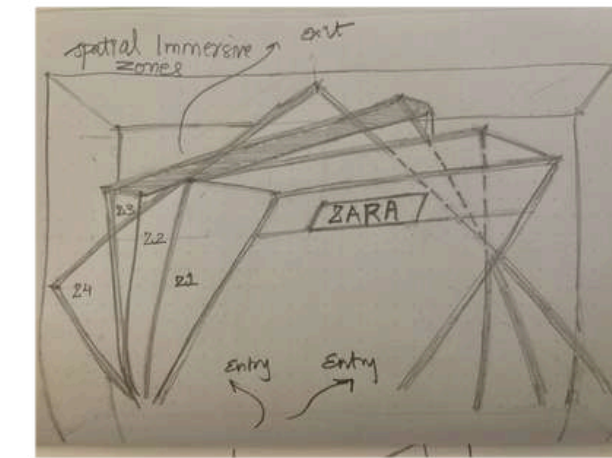
Option 4



Option 1



Option 2

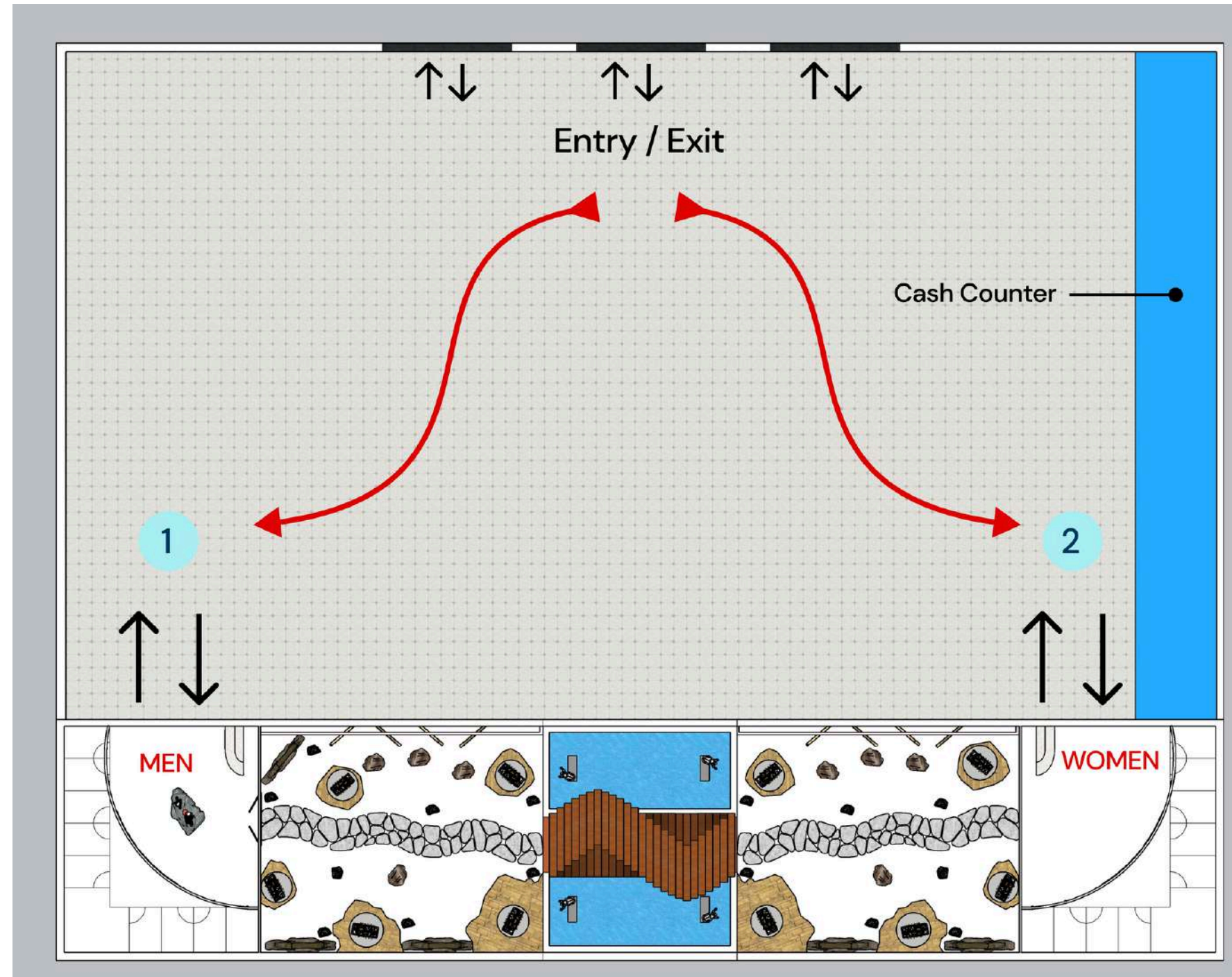


Option 3

# Sketches



# Floor Plan (Proposed)

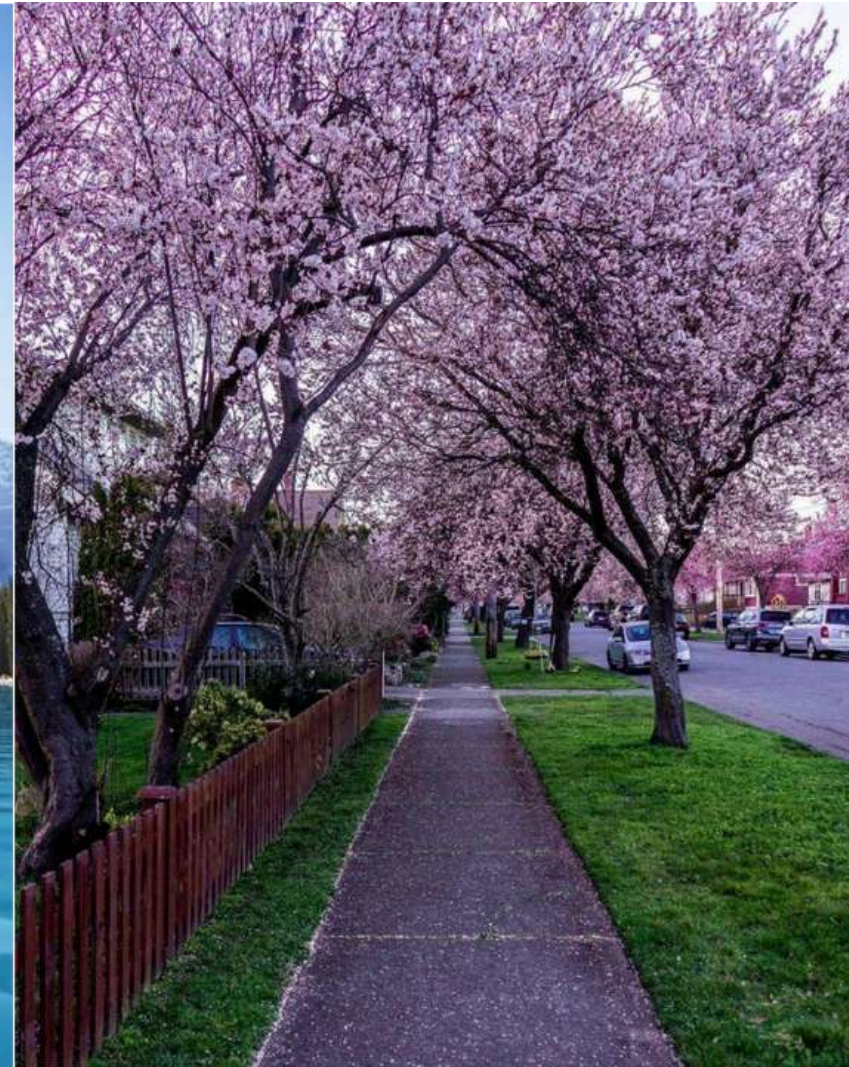
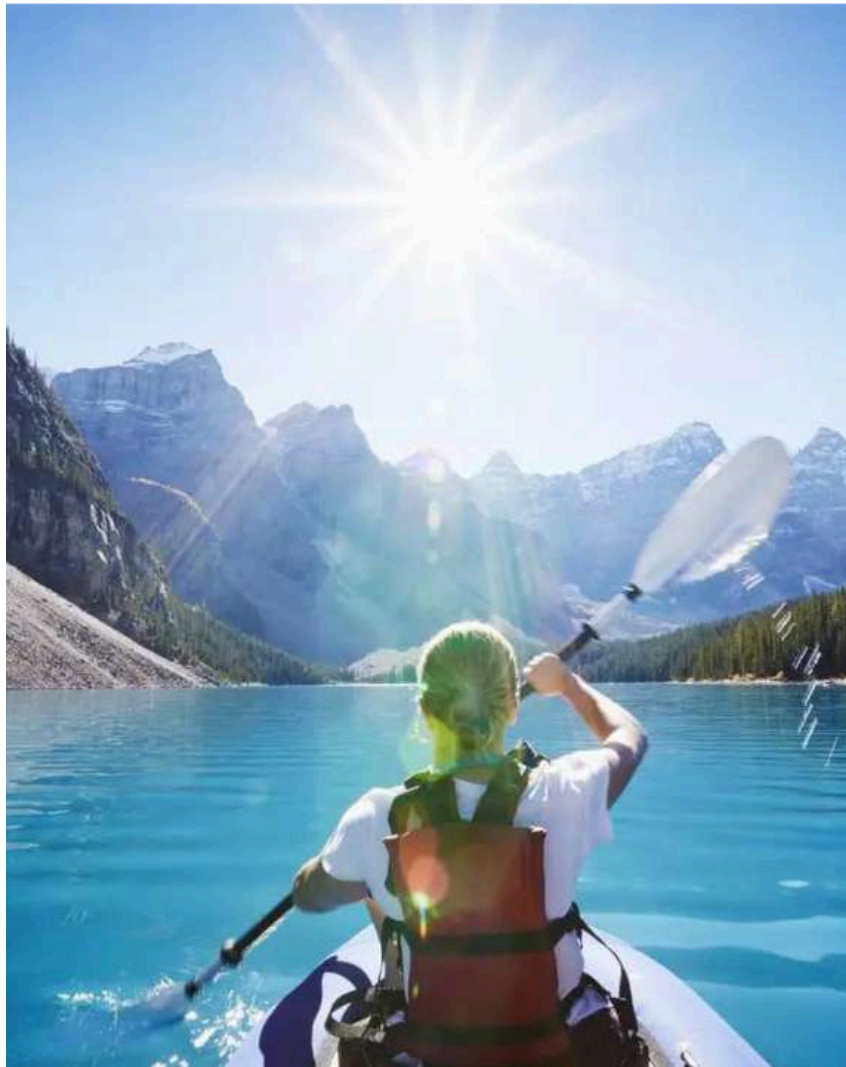
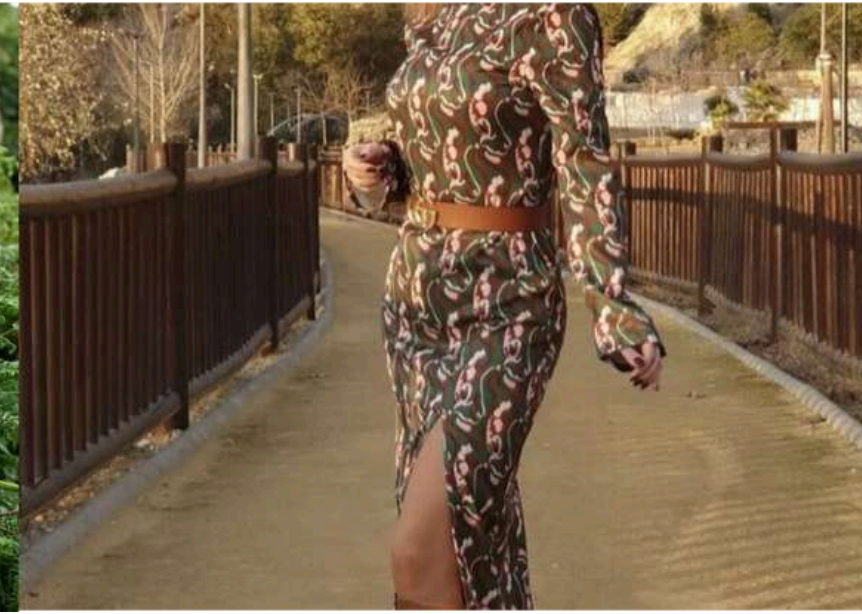






Concept





Summer

Spring

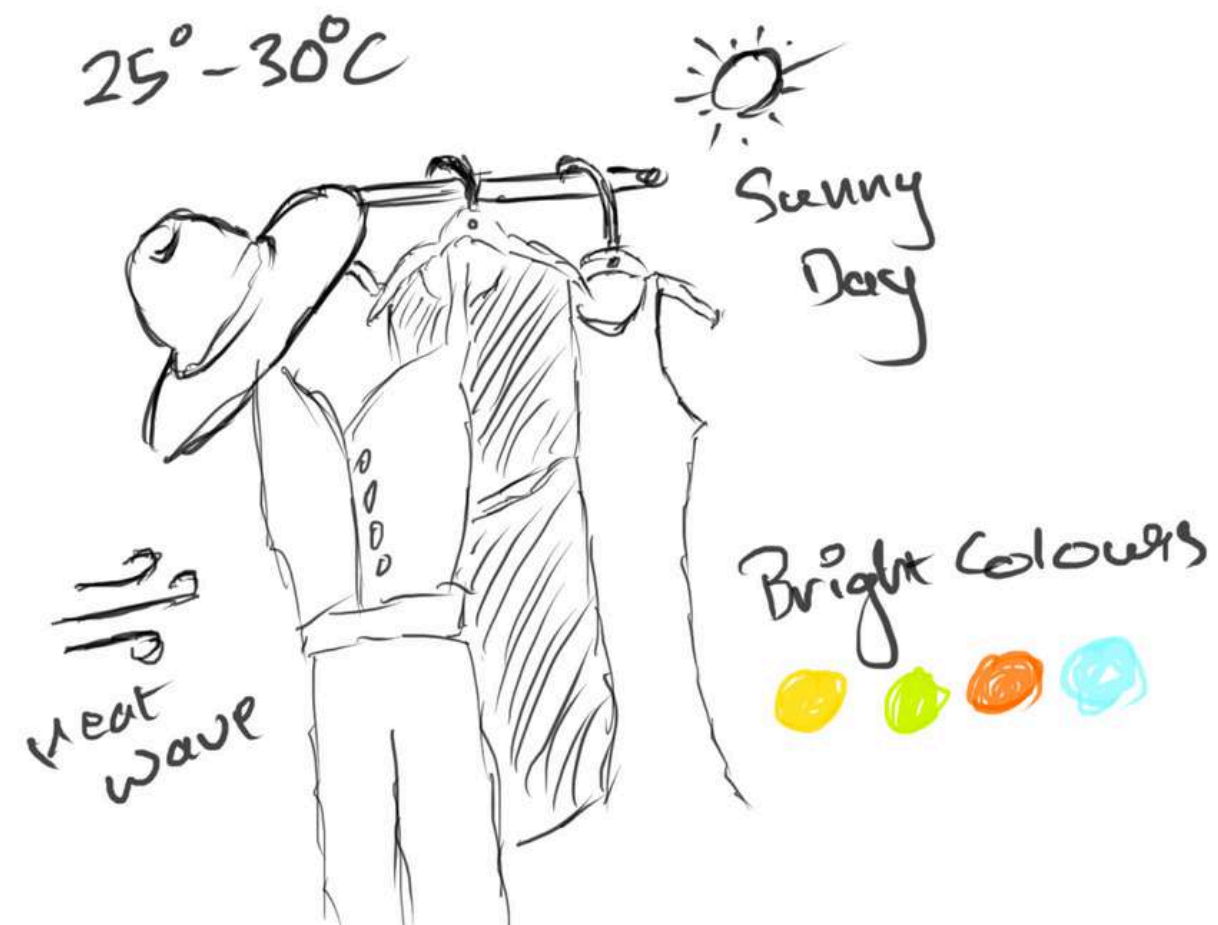
Fall

Winter



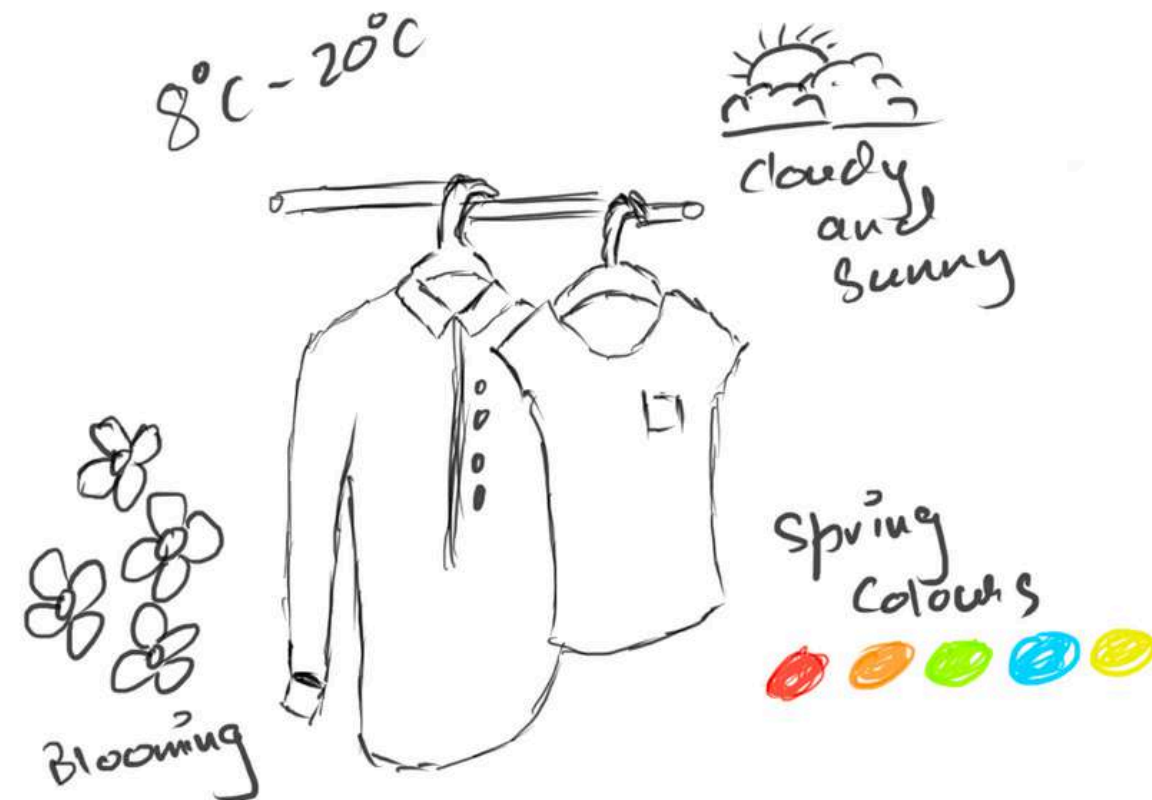
# SUMMER

1



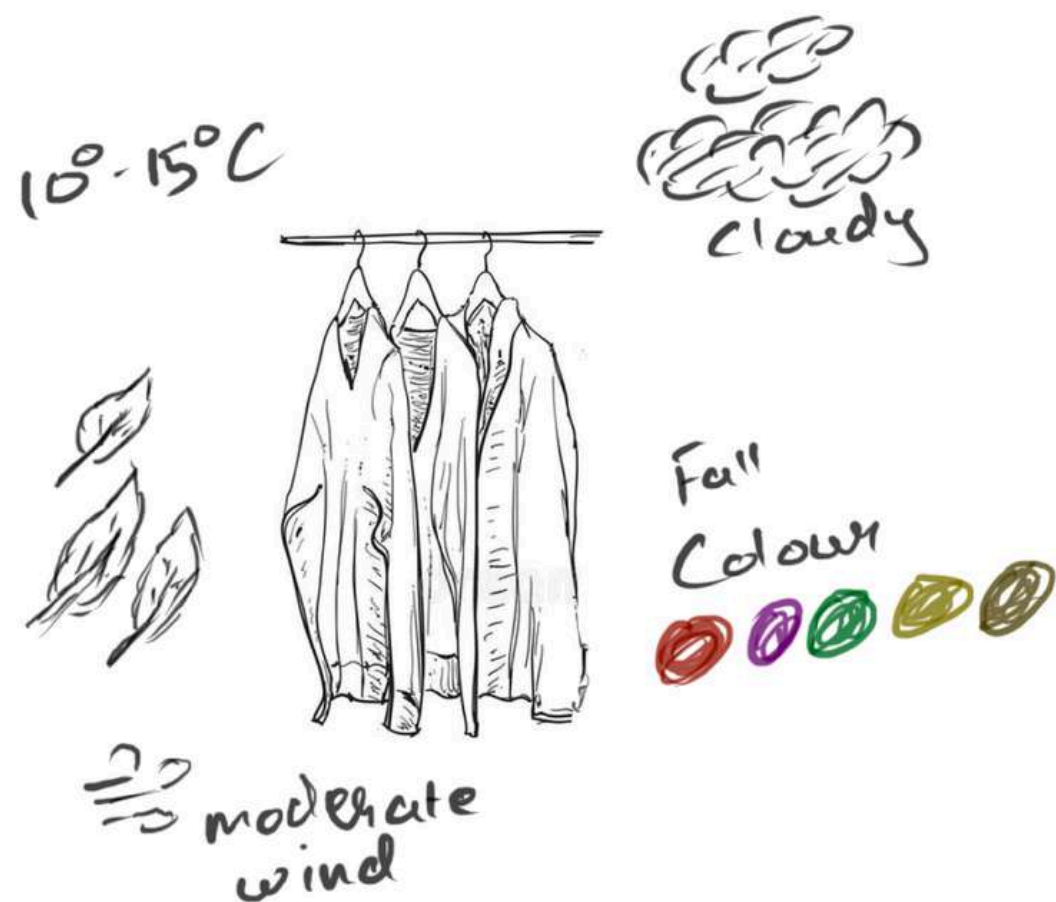
2

# SPRING



3

# FALL



4

# WINTER





# Core Features

## **Seasonal Atmosphere:**

The store's layout and ambiance will change with the seasons, using visuals and sensory elements that match Zara's latest collections. This makes the shopping experience more engaging and relatable for customers.

## **Engaging Waiting Areas:**

To address the issue of long wait times for trial rooms, the waiting areas will be transformed into interactive spaces where customers can explore even the previous fashion trends of Zara.

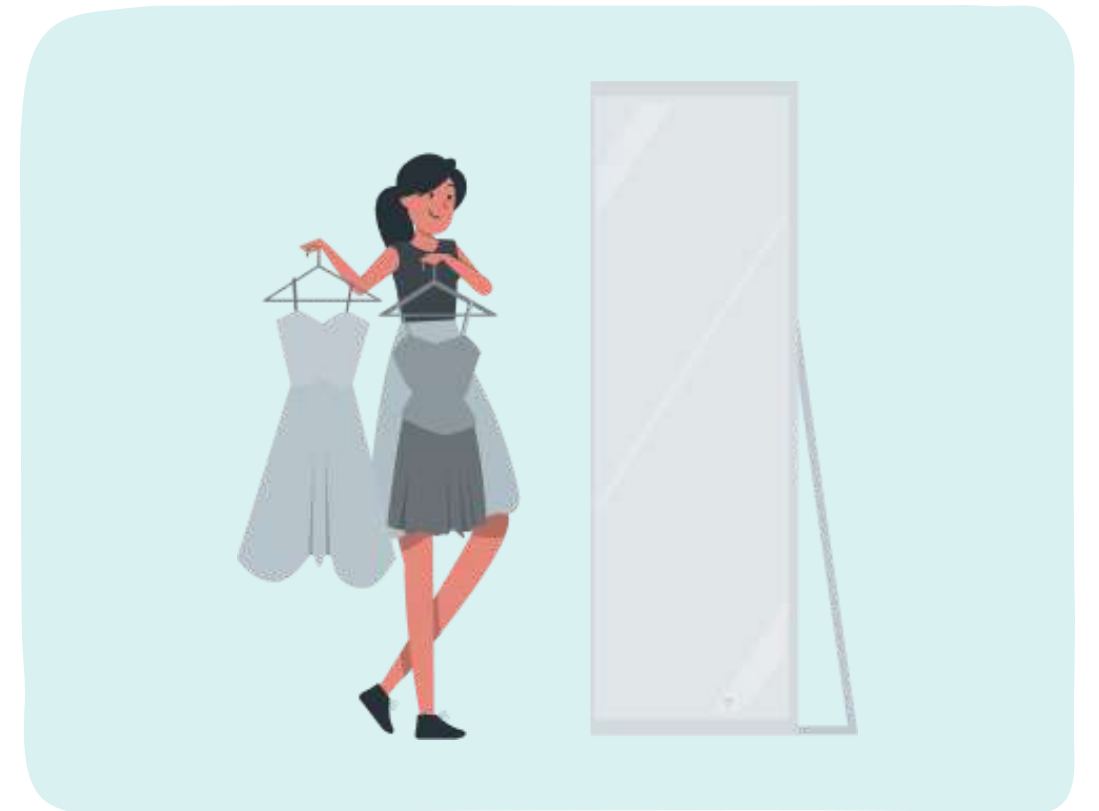
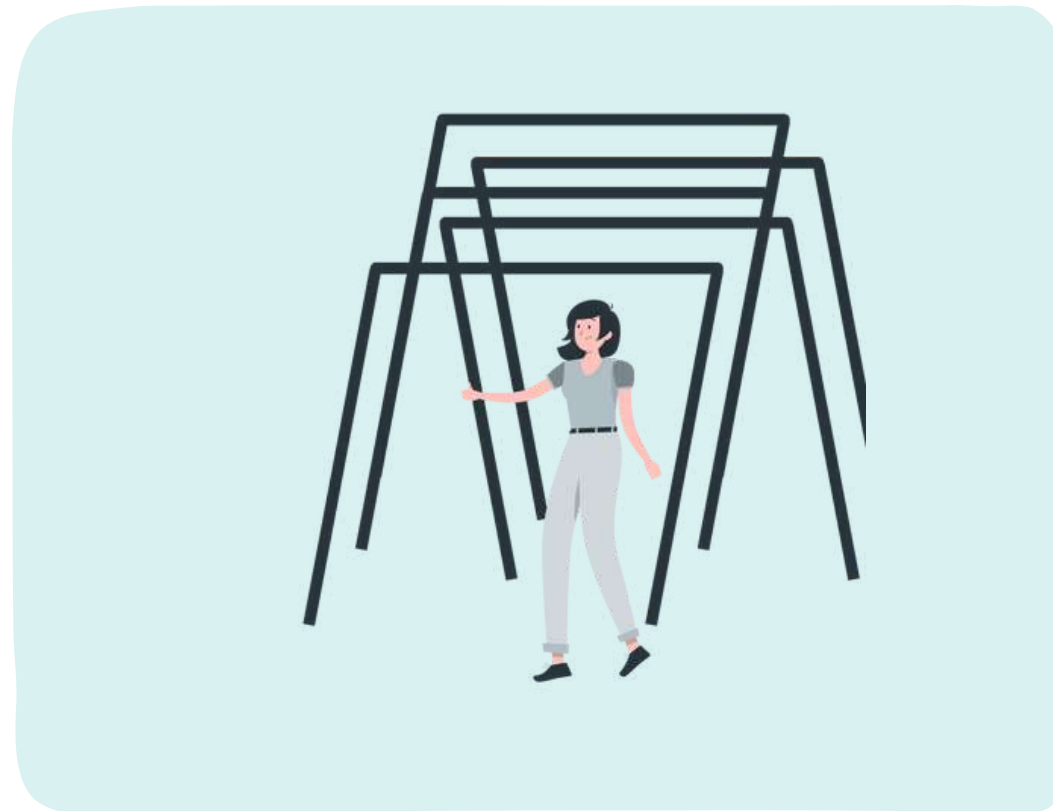
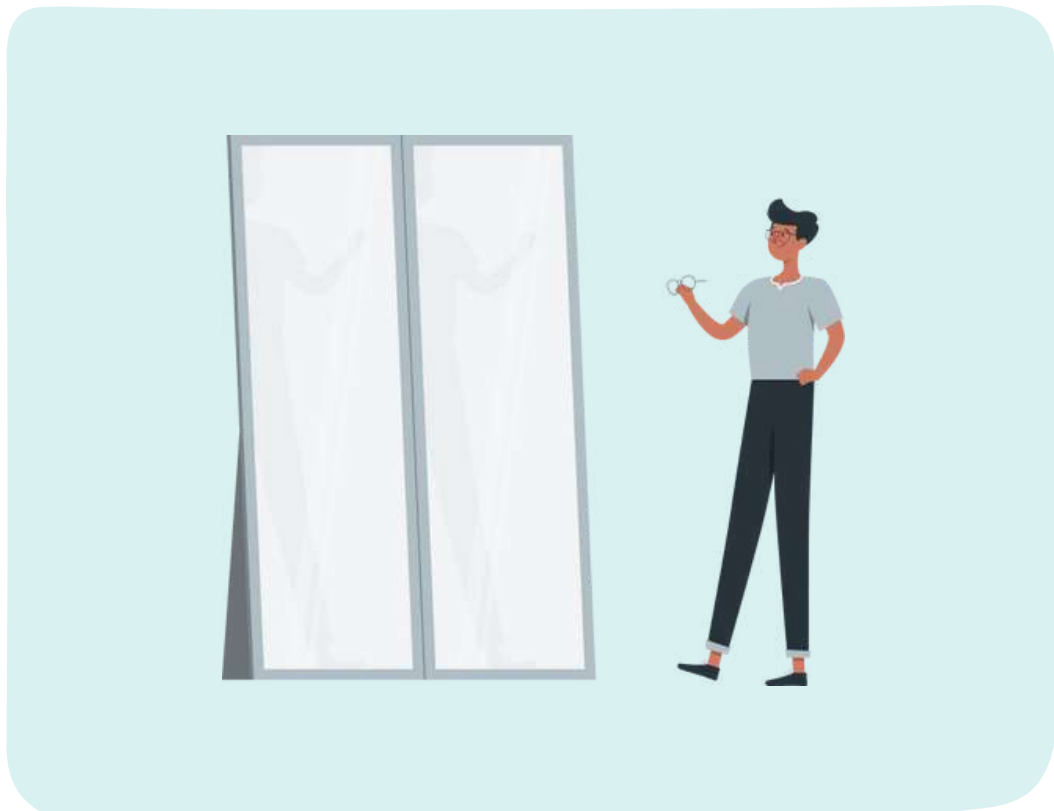
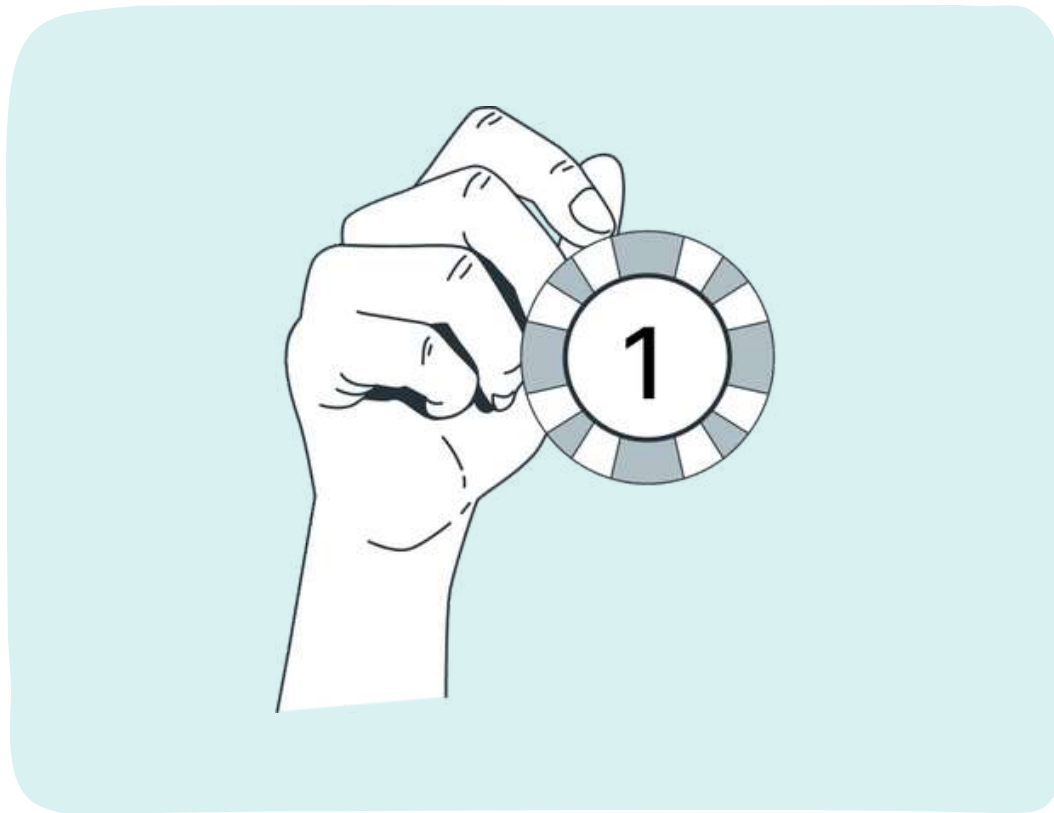
## **Adaptive Design:**

The spatial design will be scalable and flexible, allowing for quick adjustments to reflect new collections or special events. This adaptability ensures that the store remains fresh and exciting throughout the year.

## **Enhanced User Experience:**

The integration of interactive displays will offer customers a seamless and personalized shopping experience, immersing them in a virtual environment that reflects the current weather, allowing them to imagine themselves in the appropriate setting.





Storyboard- User Flow (Touchpoints)



# Get Ready It's Show Time!

[Link](#)

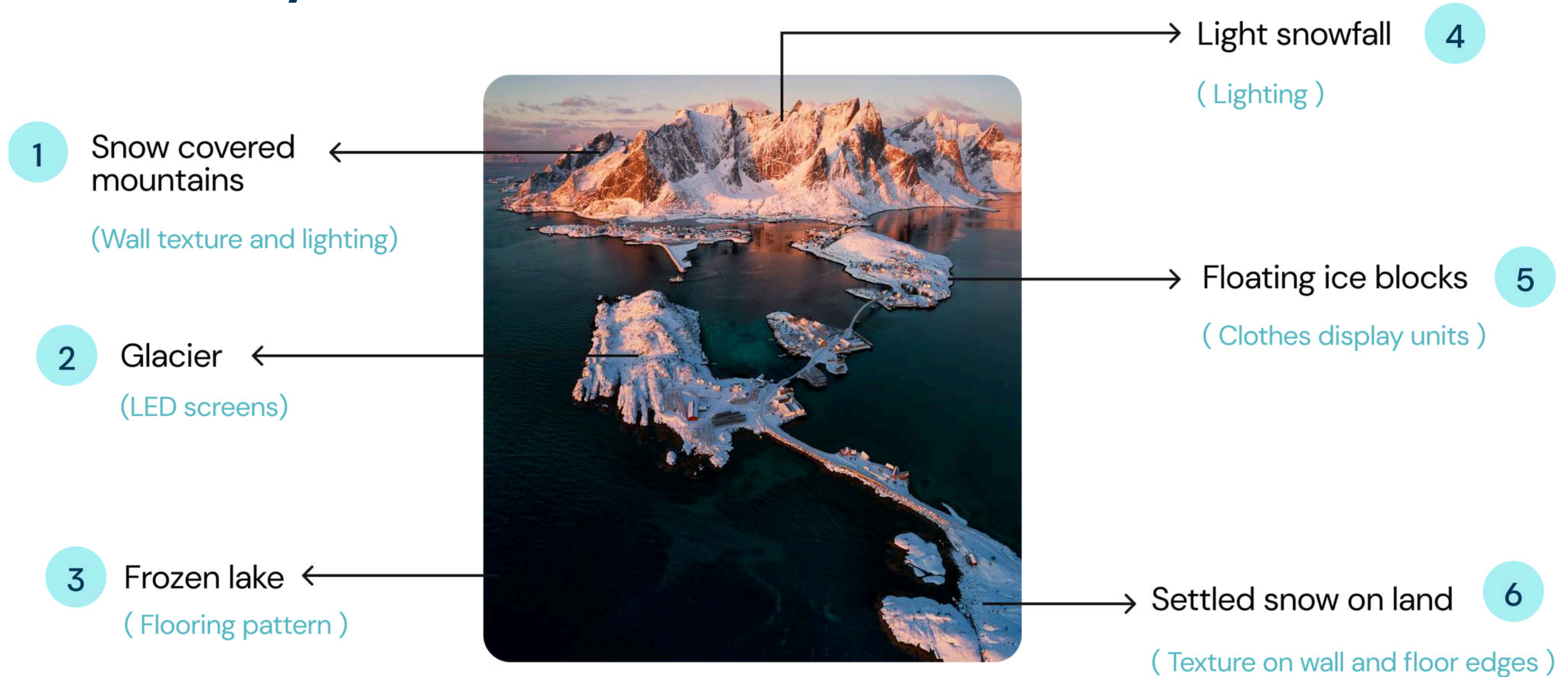






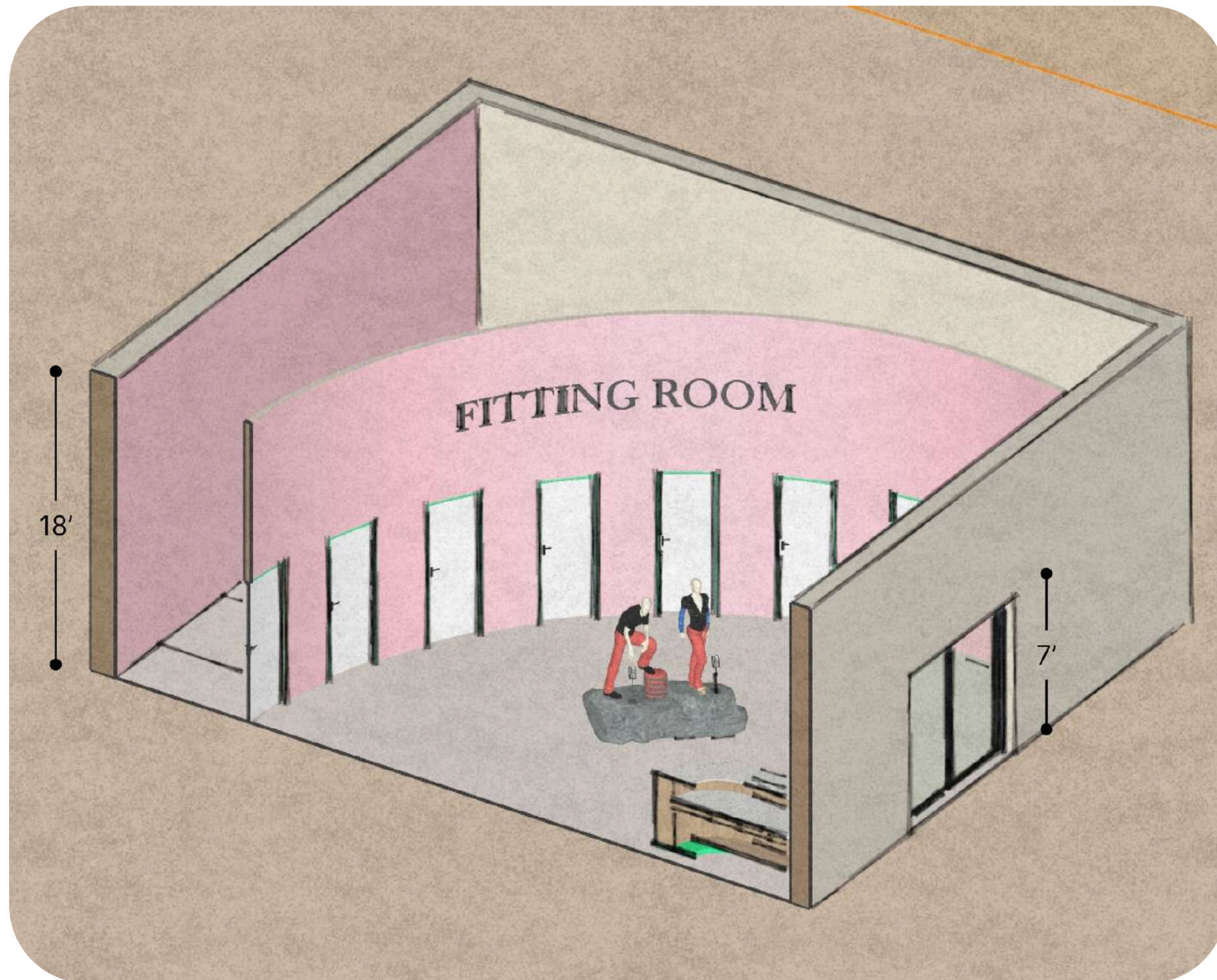


# Visual System



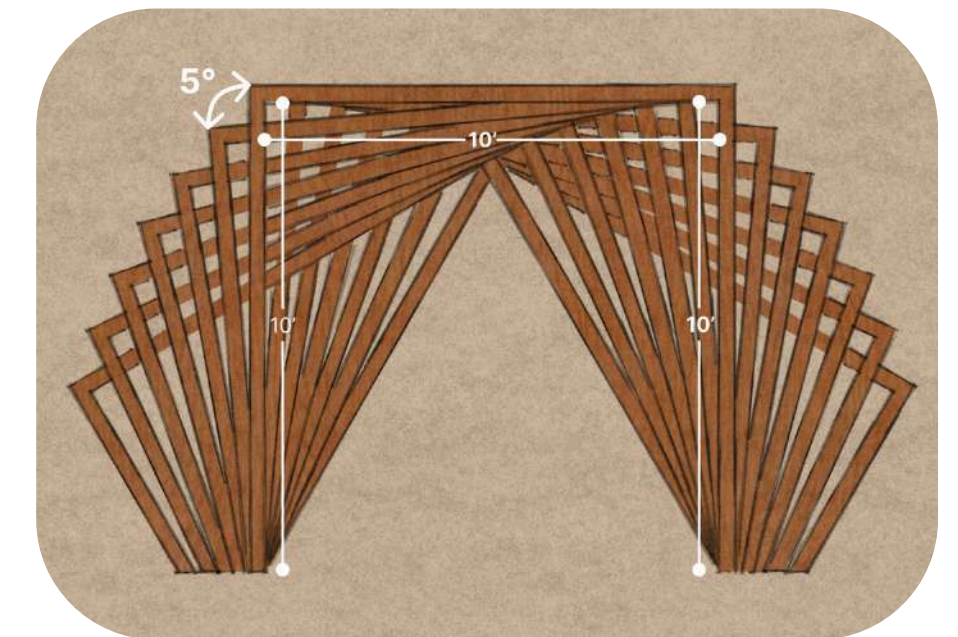
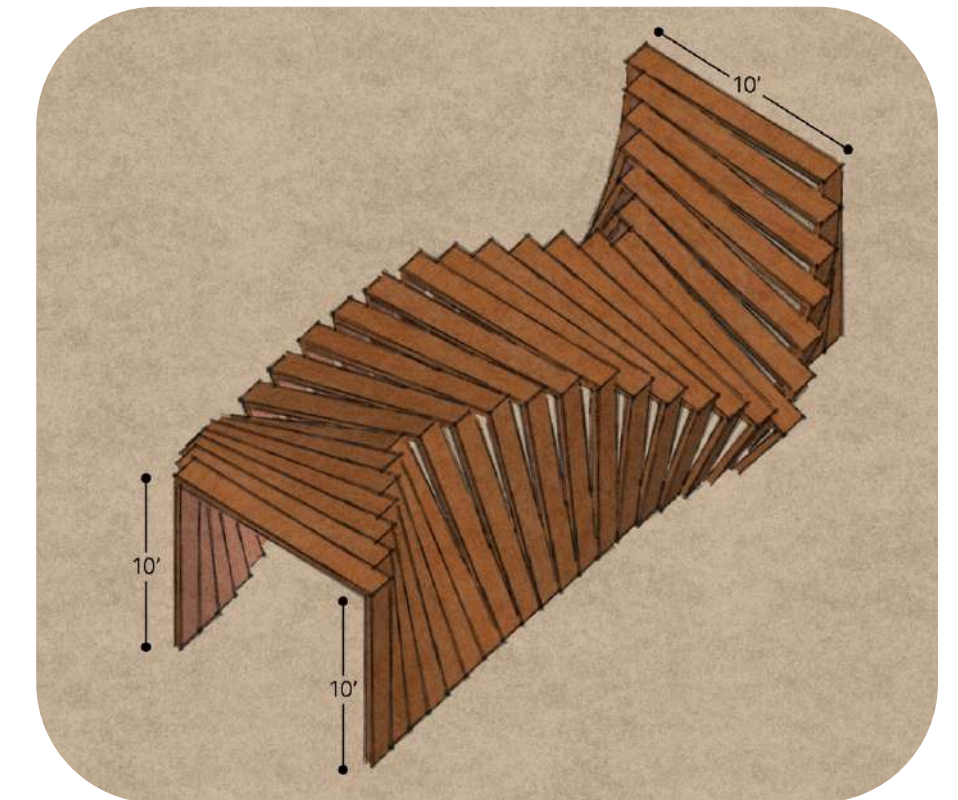
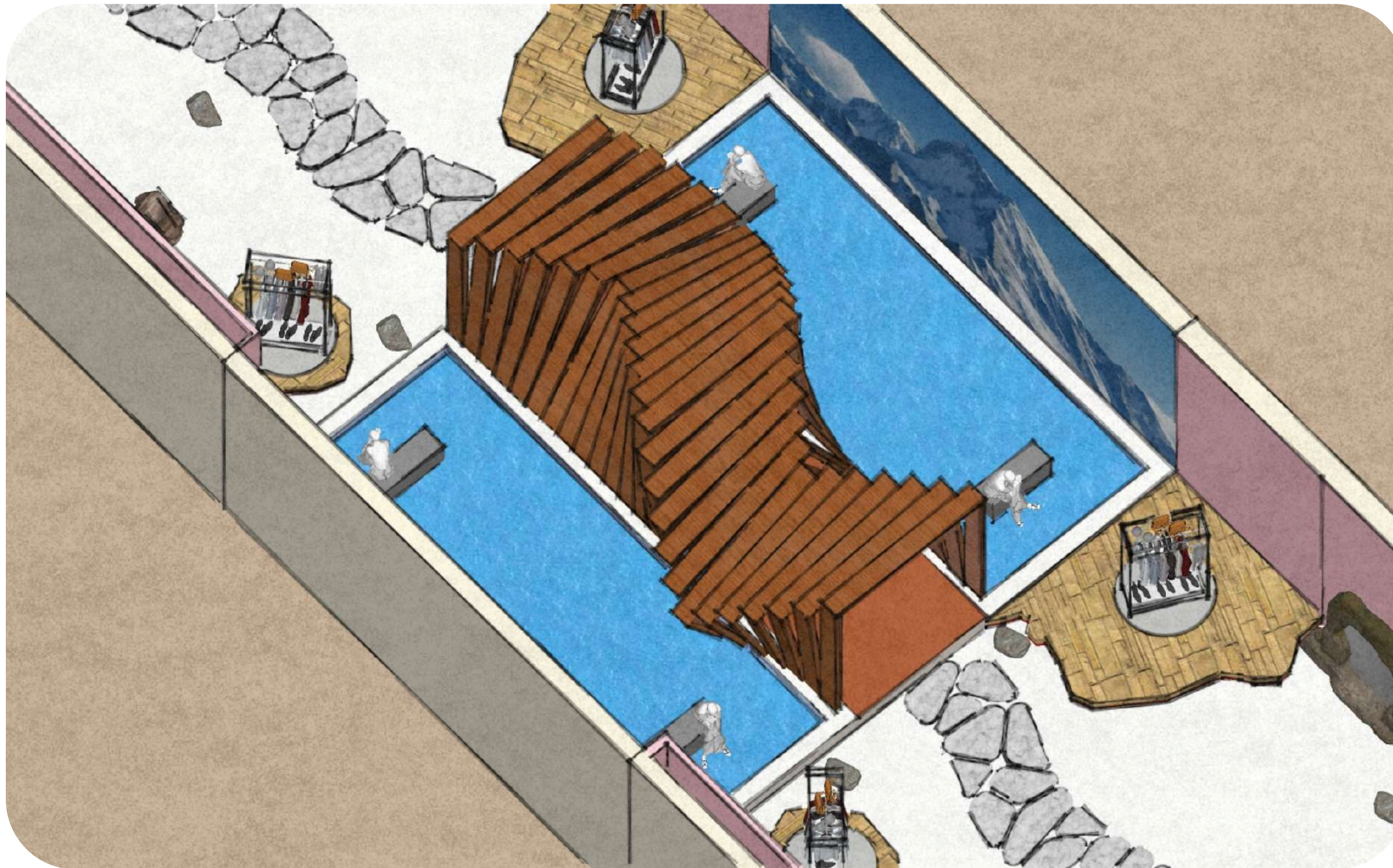


# Design Elements (Fitting Room & Floating Island)



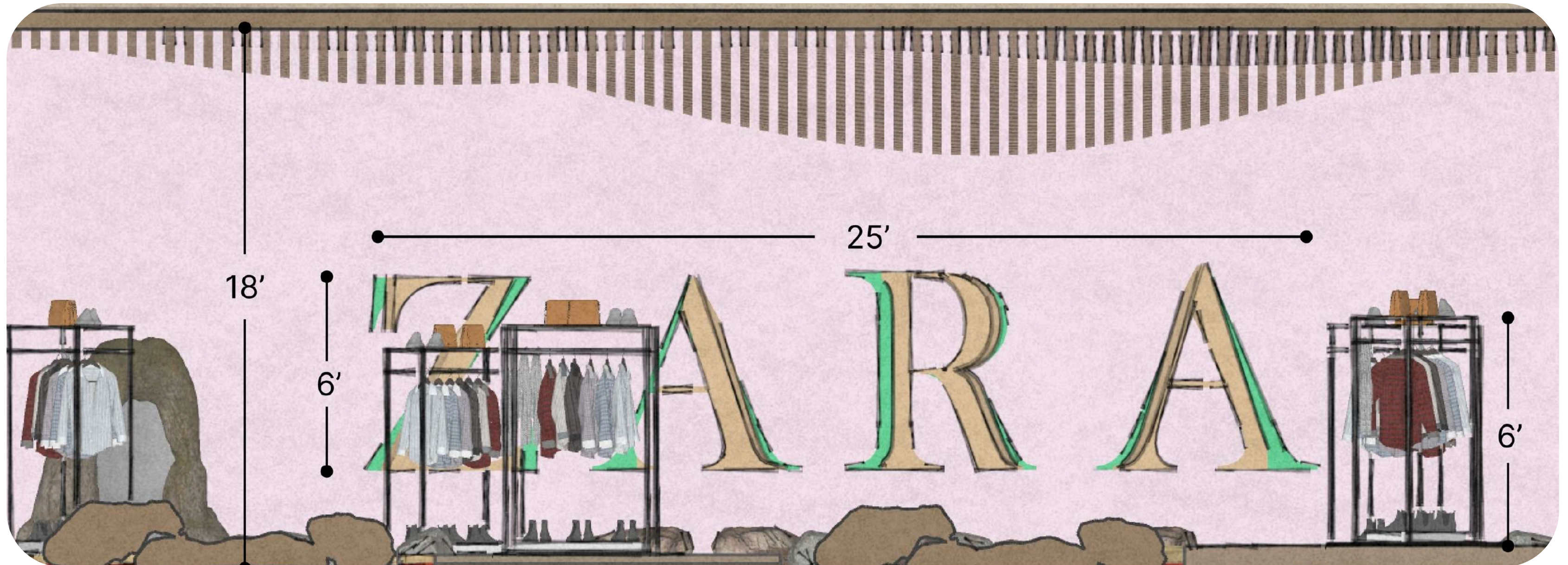
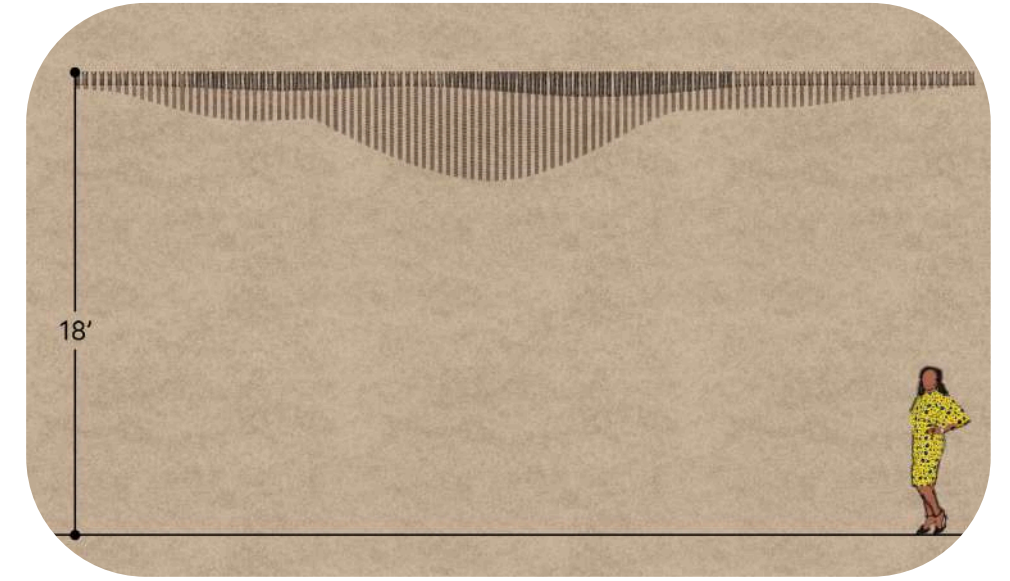
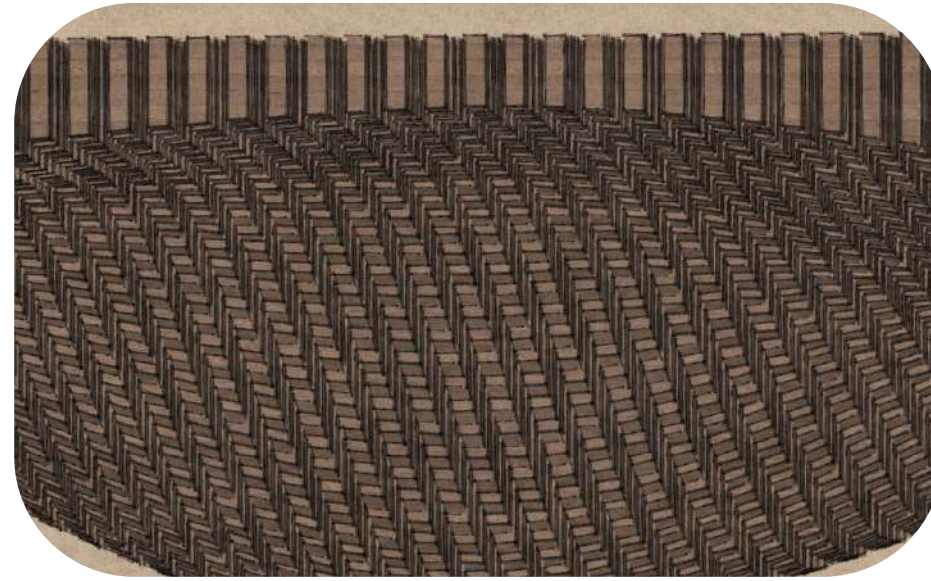


# Design Elements (Connecting Pathway)





# Design Elements (Cloud Ceiling)





# Design Rationale

## Improve the waiting room experience – Long queues for trial room

The concept aims to transform the waiting time for the trial room into a fun and engaging activity.

## Seasonal Atmosphere – More relatable

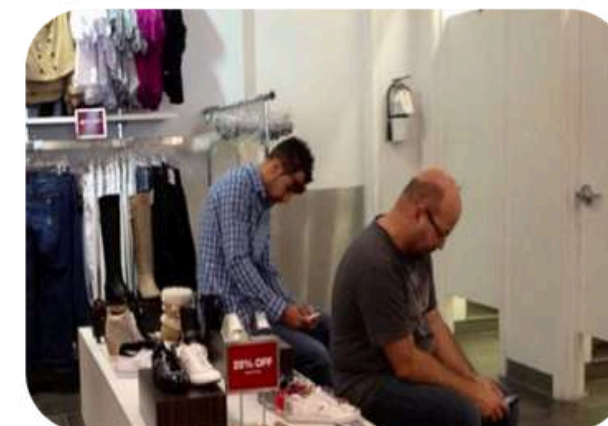
ZARA's seasonal collections inspire the design, ensuring that the spatial experience aligns with the current season

## Utilizing previous season's stock to increase sales

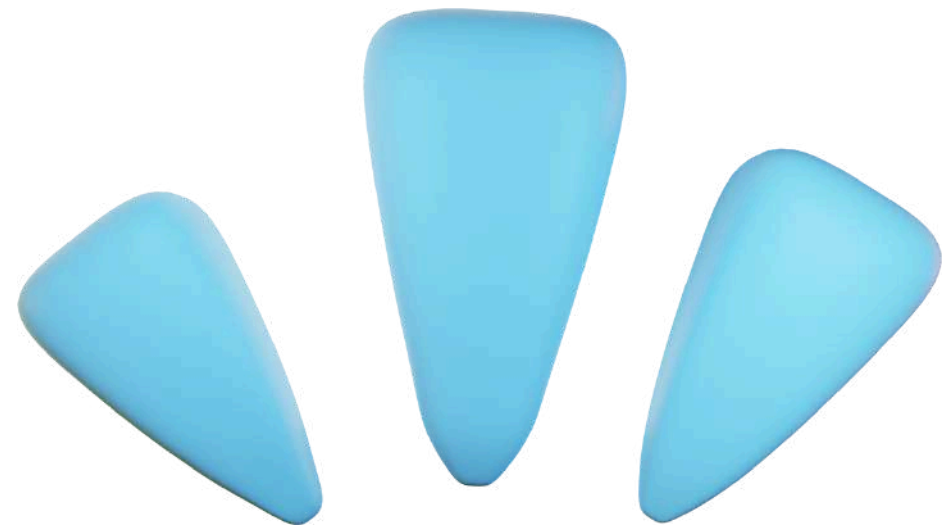
By turning the display of previous season's clothes into a key feature of the spatial experience, the design enhances the aesthetic appeal of the store and also drives sales

## Adaptive and scalable design

The spatial design is adaptive, allowing it to change with each season. This scalability ensures that the experience remains fresh and relevant throughout the year.







# Conclusion

In conclusion, the winter season prototype for ZARA offers a fresh and engaging retail experience by integrating seasonal themes with smart space utilization. It revitalizes both new and previous season's items, creating an immersive shopping environment. Despite the challenge of translating winter imagery into the design, the prototype effectively enhances the shopping journey while staying true to ZARA's brand. This approach ensures a dynamic and appealing experience for customers throughout different seasons of the year.



Thank you  
very much!

