



STUDENT DESIGN AWARD

PORTFOLIO by
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PRIMARY RESEARCH

MOST CEX SHOPS HAVE THEIR POINT OF SALES IN THE CORNER OF THE SHOPS WITH CASH REGISTERS AND CARD READERS TO ALLOW QUICK AND EFFICIENT SALES.



This cex store which i visited had many ways to promote theri products, such as they had a sign hanging above their store so people could see.



while going to cex stores i also went to nike and other various clothing shops to see how they promote their brand and products. in addition i saw many similarities between cex and nike such as they both have mannequins or cutouts of the product or people representing the product.

Selfridges primary research



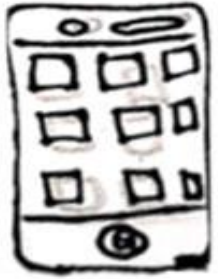
These photos were taken from a selfridges a v popular place to buy branded things. the shop were filled with many different promotional structures such as shoes being dipped into some sort of liquid to show the process of shoes being made and miniture statues to show the what contents are inside the shops.



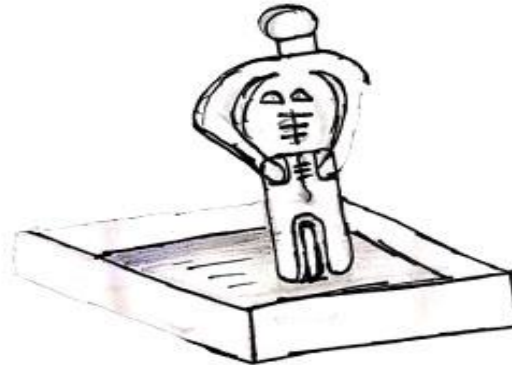


SECONDARY RESEARCH

The research i was conducting was on what type of products are sold in these shops. CEX sells technology and games where nike sell clothing and footwear.



What cex and nike have in common is they both have good promotional pieces which attract customers.

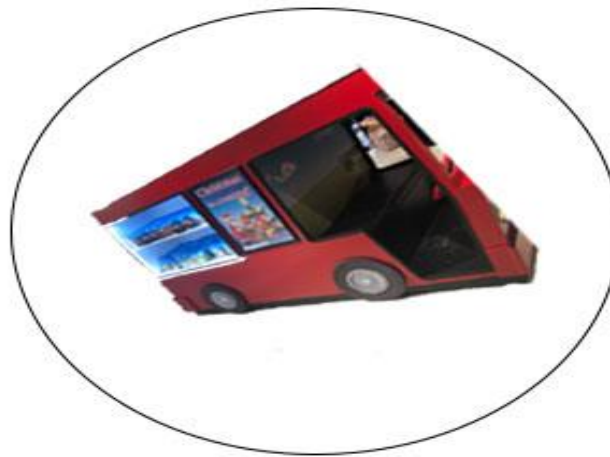


HARRODS PRIMARY RESEARCH

These are promotional pieces i looked into on my trip to harrods

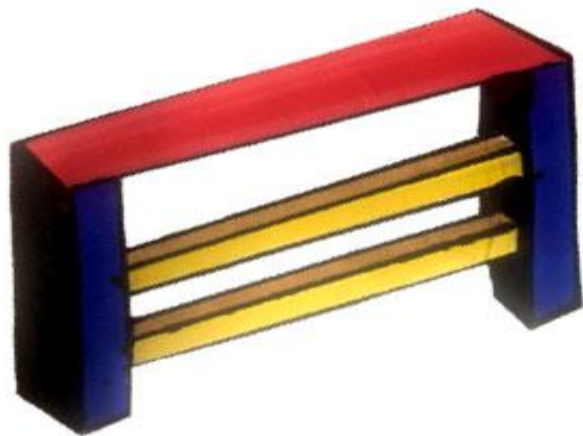
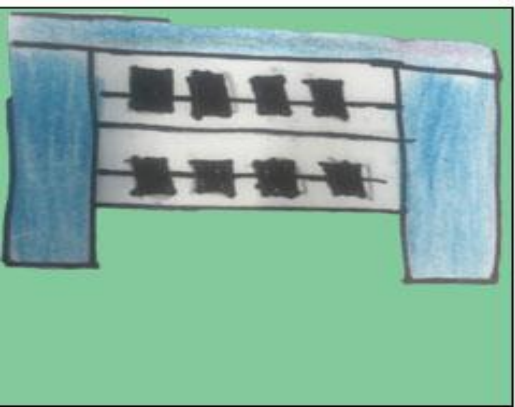
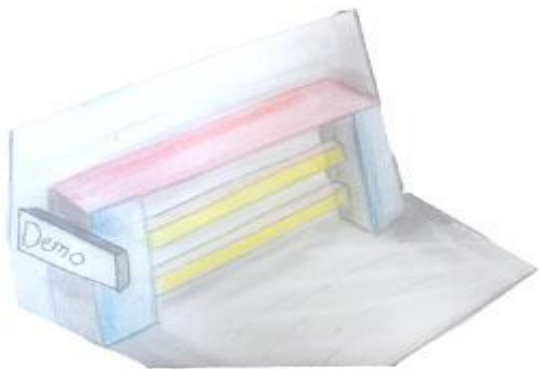
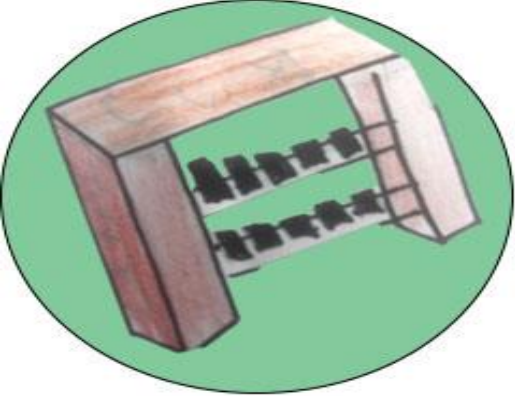


The bright colours and indistinguishable shapes made me realize people are attracted to unique and new things.

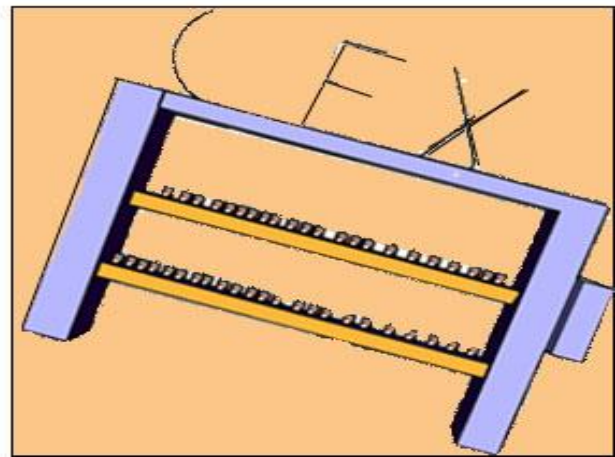
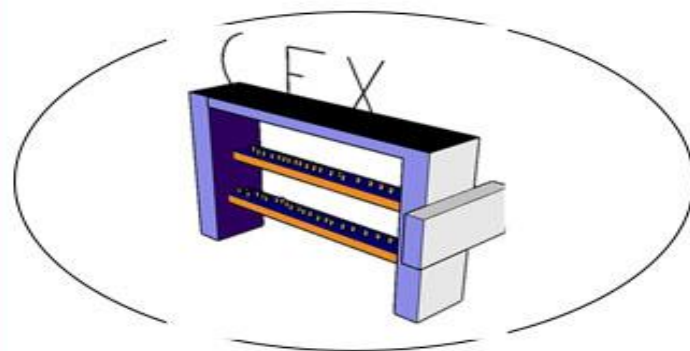


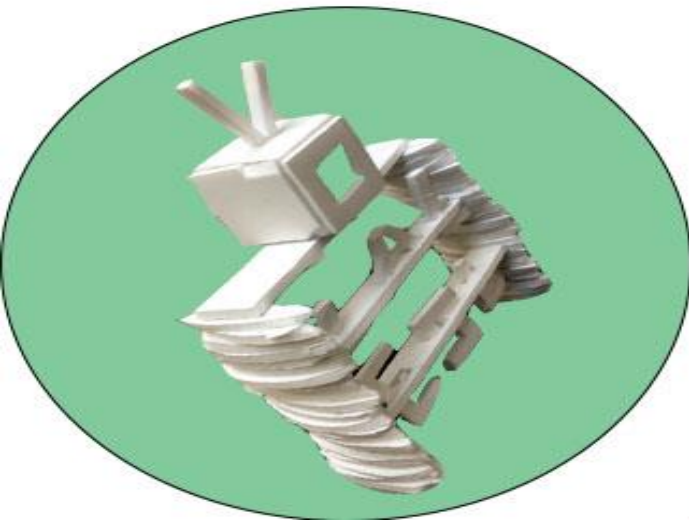
I was researching what made people want to buy these things



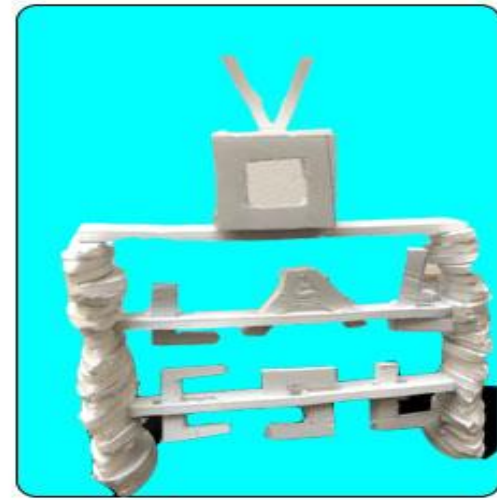
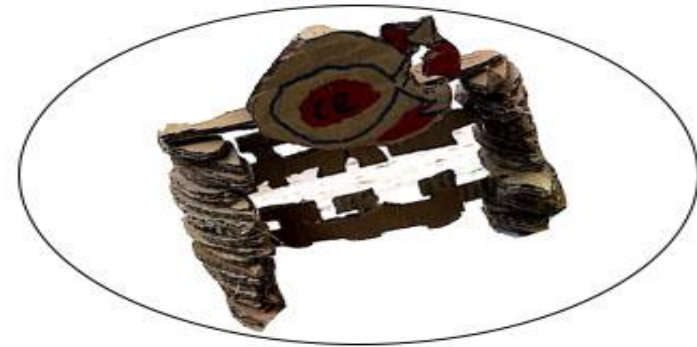


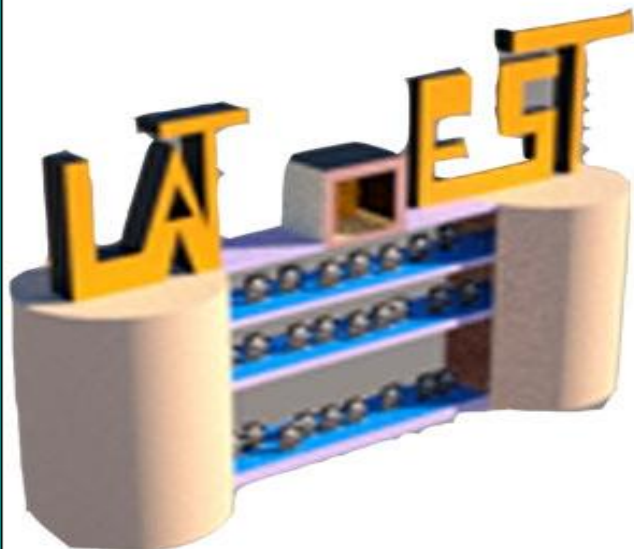
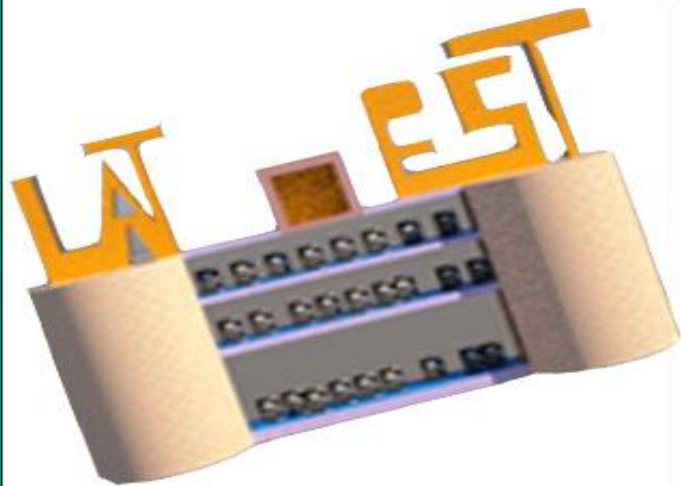
MODEL 1
(SKETCHUPS AND
RENDERING)



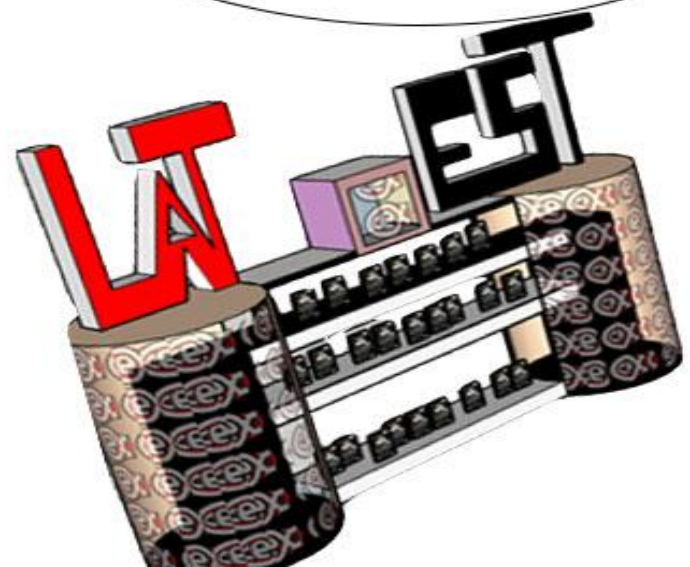
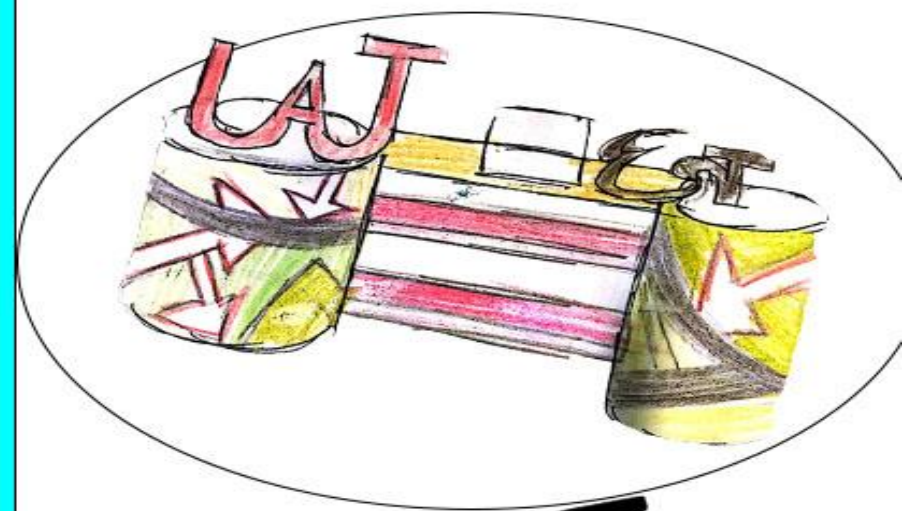


MODEL 2
(SKETCHUPS AND
RENDERING)





final model
(SKETCHUPS AND
RENDERING)



The robust and reasonable priced plywood/MDF structure has a phenomenal combination of soft and artificial wood which allows a sort of 'scroll' shape. The centre of the structure looks as if it's being opened from the two opposite ends like a scroll being opened and revealing the contents inside. The open structure is divided in-between to allow easy access and promote key pieces-viewable from both inside and outside the store; as well as from behind and in front so there won't be crowding when looking at the accessories. The Crucial point of this design is to allow easy access to the products all-round the promotion piece. The cylindrical parts are made of MDF to add an aesthetically pleasing touch and also allow quick admittance to other parts of the model. For the most part the model will be made out of plywood because it is a cheap and tough piece of wood. Furthermore, it will also allow me to add colour to it by spray painting or normal paint. The MDF creating the cylinders can be made or purchased for a cheap price. Its soft interior allows it to be cut any way and be made into virtually any shape or style.



Computer Exchange

The iconic brand is synonymous with British entertainment and recognised by the tv in the middle of the structure displaying the logo for people outside the store and inside to see. The design of the two cylinders was to resemble one of Britain's most famous places (the Gurken) this design was made by Norman Foster who inspired many of London and other countries famous places such as city hall in London and Willis building in Ipswich. The 3 layers represent walkways connecting two different places which there are multiple of in London mostly connecting malls and business buildings. The model is designed to give a full '360' customer experience, allowing browsing and engagement from all sides of the internal structure.



I began visiting game stores and taking pictures of their promotional pieces so that I could get an idea of my own. I then visited famous places such as Harrods and Selfridges to see what people look at so that I could get an idea what attracts people. In addition, I went online and researched famous architectural buildings to get inspiration, which I found through the Gurken because of its cylindrical silhouette.

Cex's target audience is mostly aimed at teenage boys and men (roughly starting around the age from 13 onwards) because through market research I found they respond more better with combat games. They do sell games for girls as well because some girls do like playing games as well, however they don't specifically target them as much as men and teenage boys.