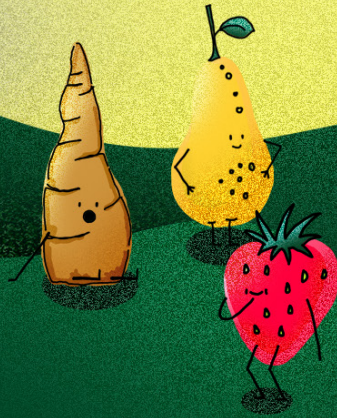


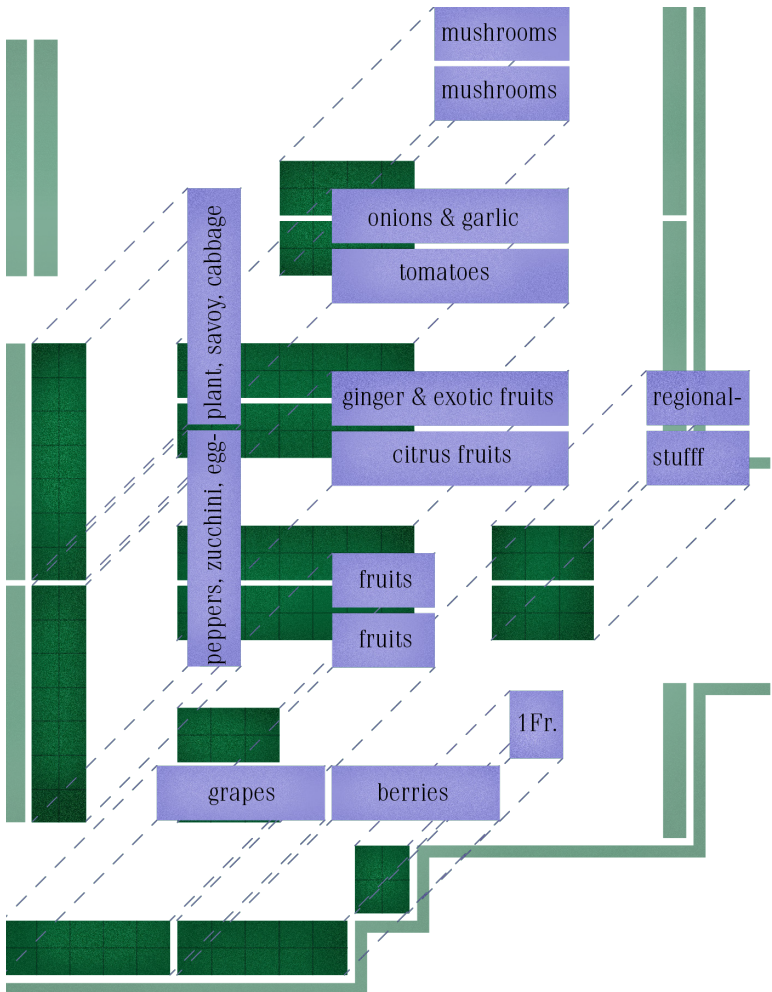
# *localista*



A Framework  
for Intuitive  
Produce Shopping

## Service Design Guidelines for an Alternative Produce Section in Grocery Stores

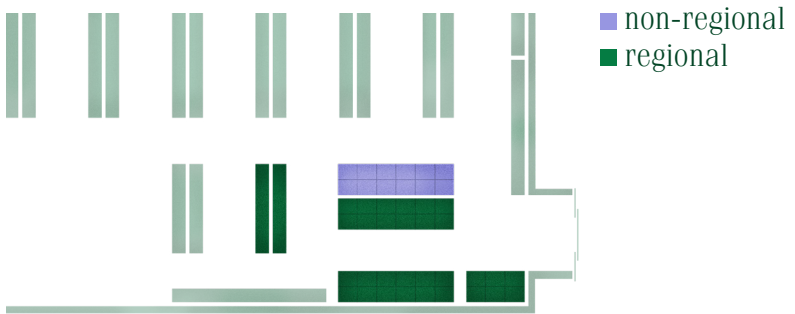
We created a scaleable collection of UX and Service design guidelines, aimed at conventional stores to improve the experience of buying and increase the sales of regional&seasonal produce.



Analysis of the current store layout.

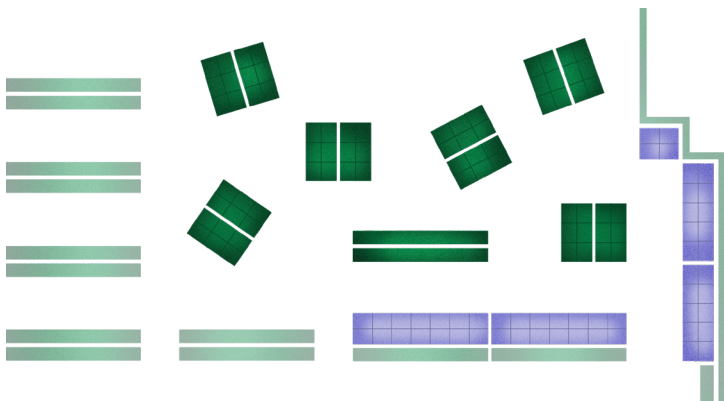
## General changes in the store layout for a more regional shopping experience

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&fruits into the mix of the produce section.



### Fifty-fifty in smaller stores

Splitting the produce section into regional and non-regional



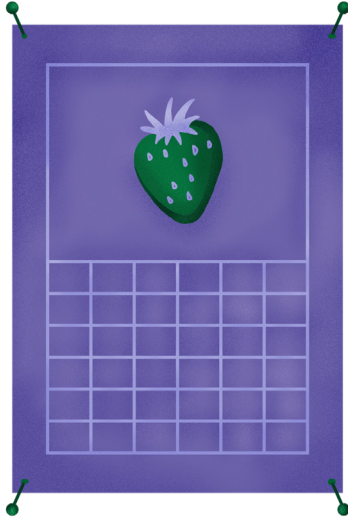
### Isleing in bigger stores

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

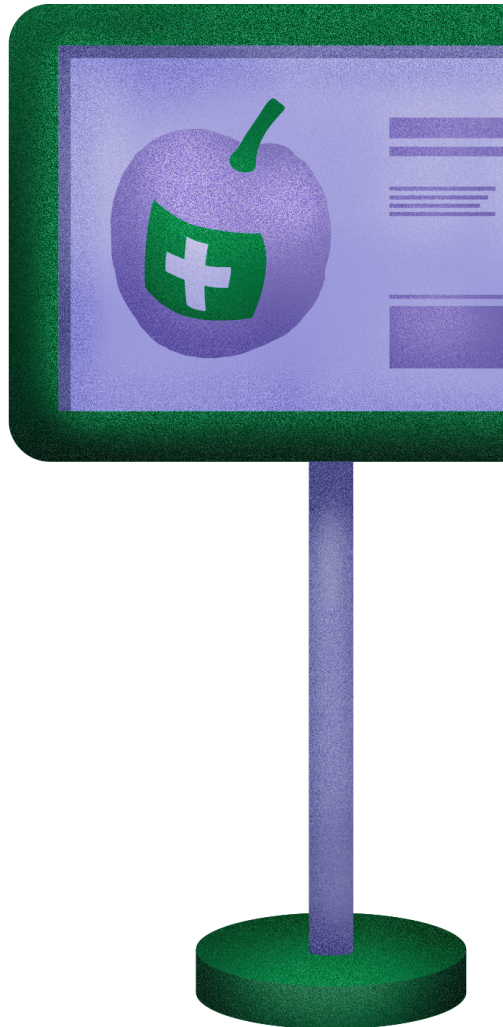
## The Toolbox System

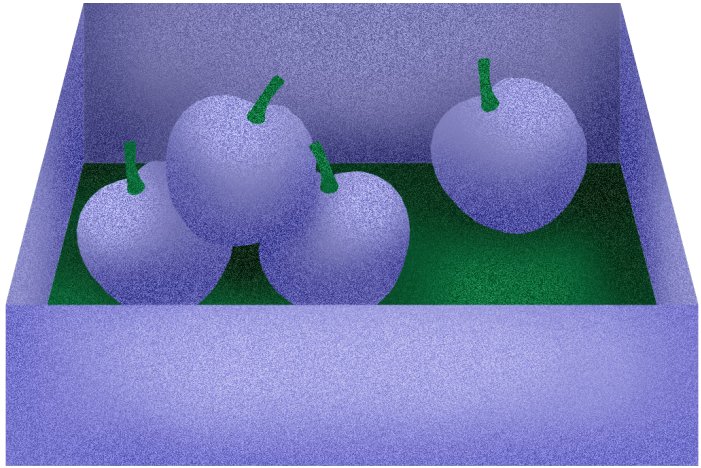
In order to provide a scaleable and flexible solution for all kinds of stores, we invented the Toolbox Sytem. The Toolbox Sytem provides two different packages of guidelines and ideas for the use in either small or big grocery stores.

For smaller stores we propose:

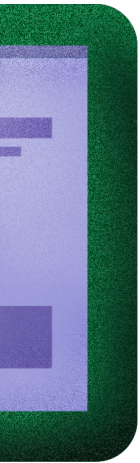


Seasonal food calendar in the store&additional

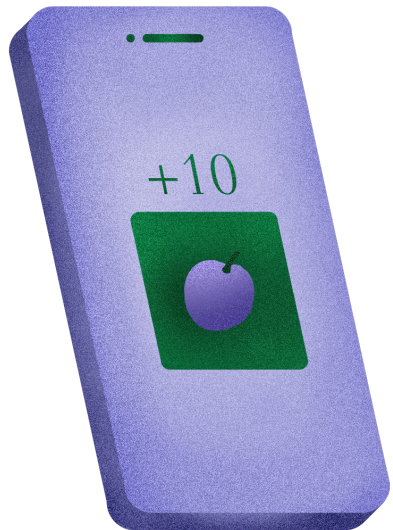




Colour coded produce boxes, in order to easily distinguish seasonal and not seasonal produce

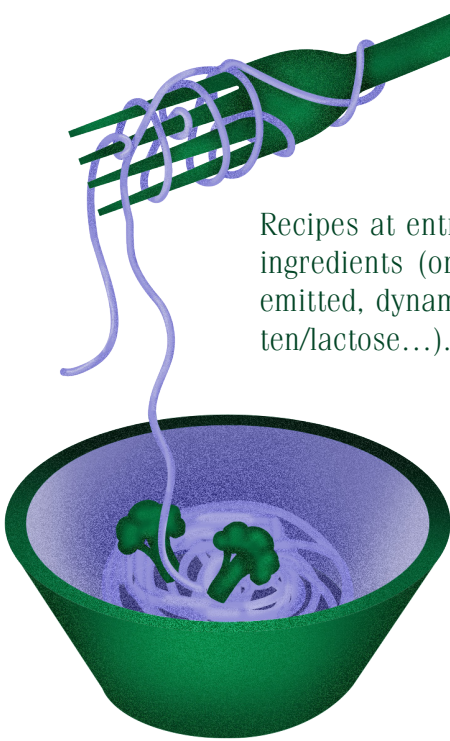


Improved Price Signs which highlights origin of produce and provides estimated info of CO<sup>2</sup> emissions and water used for production of produce



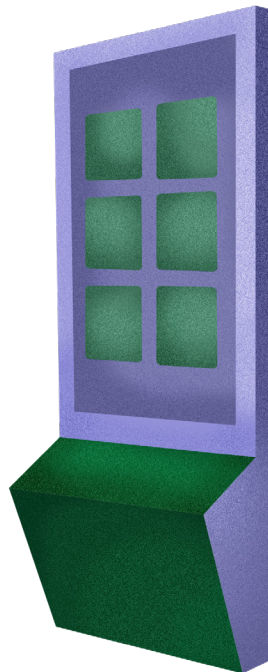
Points system, which gets you more points if you buy regional produce which result in discounts

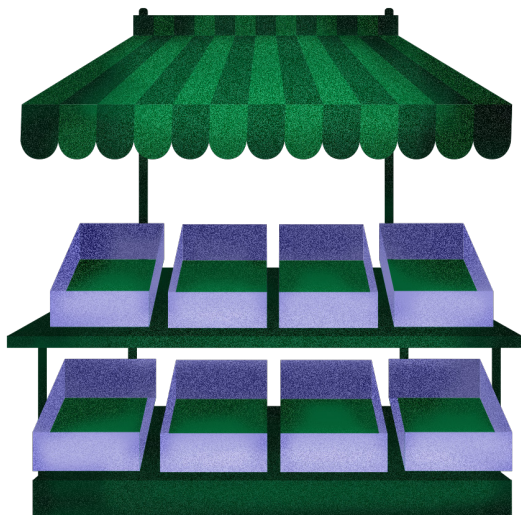
For bigger stores we have additional solutions:



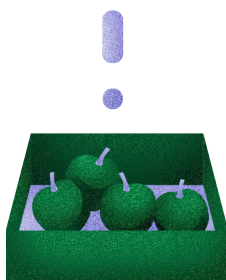
Recipes at entrance, with info about the ingredients (origin on a map, total CO<sup>2</sup> emitted, dynamic with/without meat/gluten/lactose...).

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

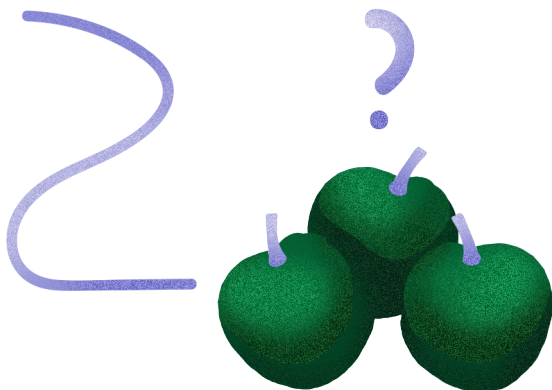


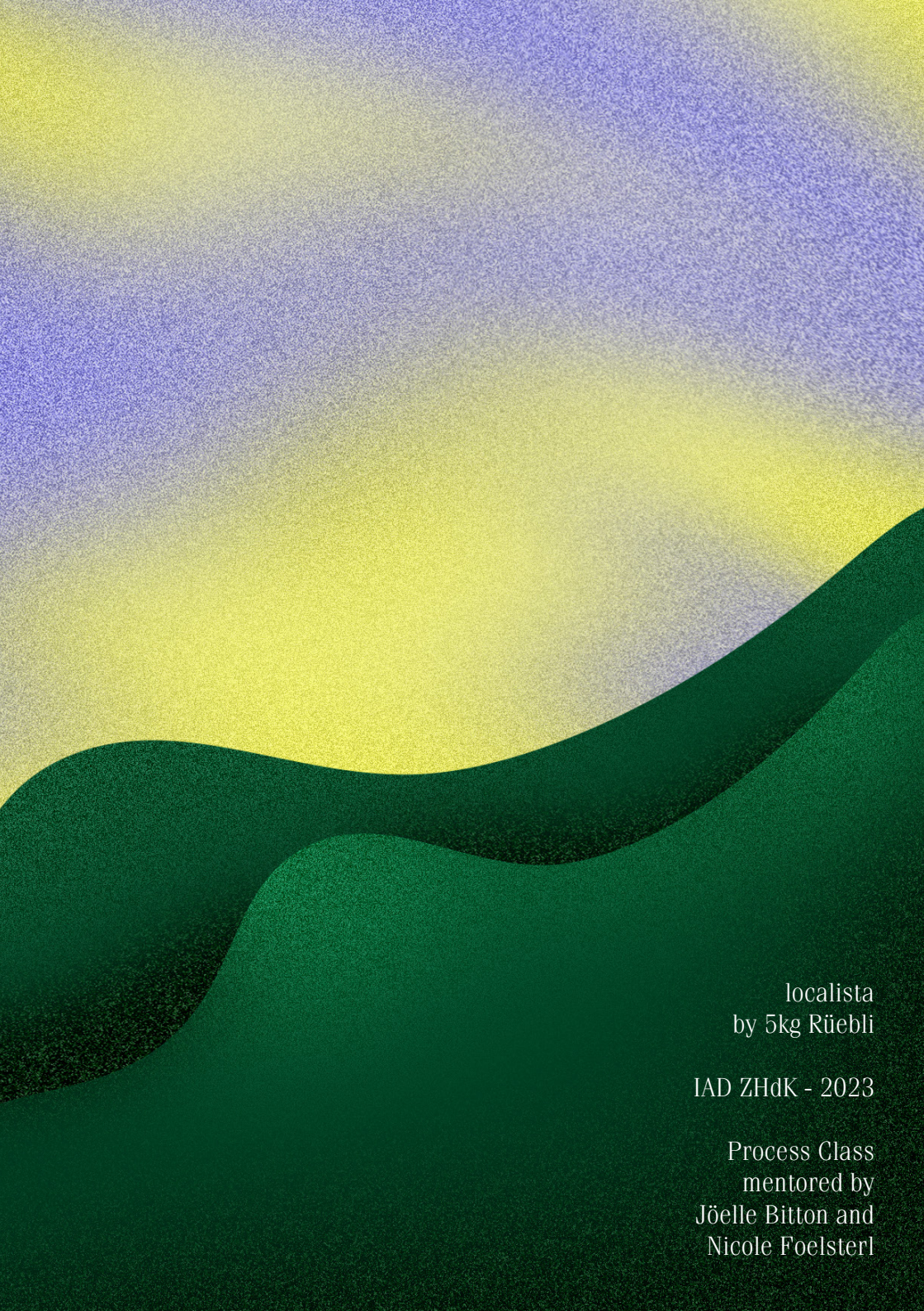


Small market hall at the entrance in order for farmers to directly sell their produce&products.



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





localista  
by 5kg Rübli

IAD ZHdK - 2023

Process Class  
mentored by  
Jöelle Bitton and  
Nicole Foelsterl