

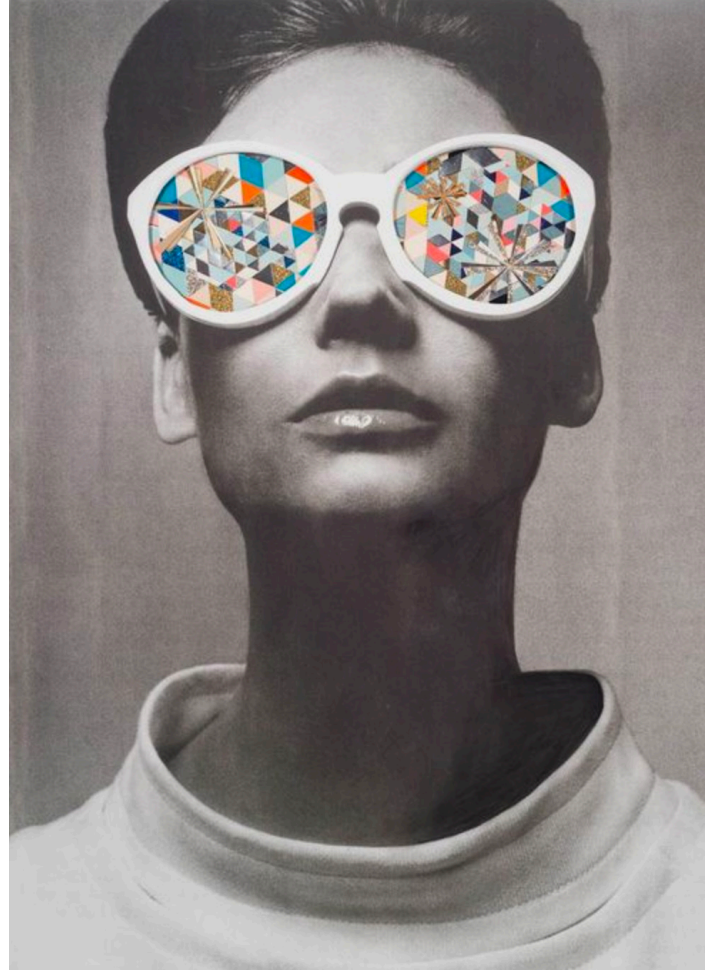
Abstract

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Master Design, Trends  
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Oktober 2017

## **GLOBUS 2030.**



**Continual changes** are happening in the area of technology, economy, society, environment and politics.

Malls who want to catch up with the times, have to adapt to the trends with appropriate concepts. Moreover the concept of a mall or a warehouse has changed over time. Once being a place of exclusivity and materialism, it's now a place of community and experience.

Therefore the aim of my masters project is to build **concepts for the swiss warehouse Globus** with the focus on consumer experience.

With the help of experts, focus groups and field research, concepts concerning consumer experience for different segments will be created. Especially relevant is hereby the transfer of Globus' food competence within CE into other segments. The artifactusl result is a concept manual, which will guide the way into the future. The manual will be a visual and haptic experience itself, in order to inspire Globus concerning the CE implementation.