

Designing the shopping

[Design](#)



Product design includes sources of ideas for new product/service development and to exploit new opportunities and gain a competitive advantage. This refers to the intended attributes and configuration of the end products/ service that operations intend to produce and deliver to customers, in accordance to their requirements. It is a plan on how the product/service will appear and function, in the eyes of the customer. Product designers are equipped with the skills needed to bring products from conception to market. They should have the ability to manage design projects, and subcontract areas to other sectors of the design industry.

Aesthetics is considered important in Product Design but designers also deal with important aspects including technology, ergonomics, usability, human factors and material technology. Steps of product service Step 1: concept generation It is to consider the idea of building a shopping complex in the chosen location, size, features and target market. The goal in designing a shopping complex is to create an innovative solution that will be sold in the marketplace and shopping complex revenue. The goal of concept generation is to produce new ideas by looking at different ways to solve a problem.

There are many activities and techniques that aid in the generation of ideas, but none is more important than controlling the criticism and evaluation of the concepts. It is vitally important to evaluate product concepts in order to determine the solutions that will result in the best possible product. In the first floor: is commodity shopping central. Such as clothes, cosmetic, take the full advantage of the aesthetics we design with some fashion brands merchandise. The second floor: The shops which is just for ladies and

children. Music, videos, gifts, souvenirs, leathers, book stores, pharmacies, childcare center.

In the third floor: restaurant and supermarket. In the fourth floor: specialty centers, like computer, notebook PC, building materials and furniture. In the fifth floors: entertainment center. There are bathhouse and sauna, Gymnasium, Playroom, swimming pool, baseball and cinema. Underground parking floors: Counting cars, in fact, may have been more accurate than some later technological solutions. Step2: screening of idea This step is to consider all the ideas generated whether such ideas can be executed into practice. Screening involves reducing the scope of concept to achieve the following goals:

Shoppers who seek distinctive shopping, dining and entertainment experiences. First of all, we should change the childcare center from second floor to the first floor that will be more convenient which adults when come to the shopping complex want put children into the childcare center, most of family have at least three children in Malaysia. The restaurant and supermarket floor which suitable move supermarket to the first floor, because sometimes customers just want buy some food and commodity things in which supermarket could be supplied. Step3: preliminary design In the present environment, there is a certain level of comfort.

However, the failure of local and State government to protect established shopping centres in existing commercial area from out-of-centre retailers is a great cause for concern. The spectre of such threats mean a reduced likelihood of older centres being rejuvenated and less chance of high quality

urban design outcomes being achieved. In the majority of circumstances the land on which the shopping centre is, or is to be located, would have a business zoning. The permissibility of uses within these zones and the development controls that relate to such development varies greatly from Council to Council.

In most cases there are statutory controls relating to floor space ratio, height of buildings, or both. Step4: evaluation of improvement The functional requirements for shopping centers which include: the need for 'big boxes' in which to contain large format retailing; convenient parking to meet the needs of customers; and provision of easily accessible and available loading docks. Bad layout and space planning at design stage will determine if mall can have a good chance of successful operation. Lack of height means some retailers may not take up our proposed space in our mall.

Shopping complex plan to increasing spending on food and merchandise; greater diversity of uses in shopping centers, particularly the provision of entertainment/lifestyle attractions such as cinemas; creation of precincts targeted towards certain parts of the market; the impact of the increasing popularity of electronic services such as internet shopping and phone banking; creating environments that respond to changing demographics including more singles and childless couples and increasing average age; creating environments where people feel comfortable including the identification of the 'third place'.

A place away from home and work where people want to spend their time; recreating the 'high street' or 'old town centre' shopping experience

including externalization of spaces, better integration into surrounding context and permeability; discretionary shopping and leisure activities such as eating, drinking and movie going; the importance of design aesthetics including the use of high profile architects designers. Step5: prototyping of final design The shopping complex will be build at KL Central, the monorail project will be extended from the current Brickfields terminal to pass through this shopping complex and terminate at Mid-Valley Mega Mall. This shopping complex has five floors which at the first floor is commodity shopping central some fashion brand stores and at the corner of the first floor is a childcare center. At the second floor the shops which are just for ladies and children.

And other side is some Music, videos, gifts, souvenirs, leathers, book stores, pharmacies. In the third floor is restaurant and supermarket. In the fourth floor is a specialty center, like computer, notebook PC, building materials and furniture. In the fifth floors is entertainment center. There are bathhouse and sauna, Gymnasium, Playroom, swimming pool, baseball and cinema.

Underground floors which parking is placed at the internal to the block.

Methods used for idea generation include internal source of ideas and external source of ideas. Internal source of ideas have four aspects: market research reports, quality circles, brainstorming sessions and suggestion schemes.

In shopping mall market research report, we attempt to carry out a comprehensive study on the historical evolution, existing features, development trends and major problems of the Malaysia shopping mall market. A Quality Circle is a volunteer group composed of workers who meet to discuss workplace improvement, and make presentations to management

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with their ideas, especially relating to quality of output in order to improve the performance of the organization, and motivate and enrich the work of employees. The brainstorming session was designed in a form of general and open-minded approach to obtain development and design ideas from participants, with various backgrounds, views and visions for the enhancement of the study areas.

The areas of discussion covered the usage/theme, design and landscape aspects. External source of ideas include customer feedback survey, competitor analysis, government sponsored enterprise, internet and other mass media publications. Thought customer feedback survey will help us continue to improve the services which offer to customer. Customers tell us what they think, simply by filling in the details on this form and placing it into one of our feedback boxes located within our shopping complex customer service central.. Competitor analysis provides both an offensive and defensive strategic context through which to identify opportunities and threats.

Competitor profiling coalesces all of the relevant sources of competitor analysis into one framework in the support of efficient and effective strategy formulation, implementation, monitoring and adjustment. In addition to analyzing current competitors, it is necessary to estimate future competitive threats. The most common sources of new competitors are: shopping mall competing in a related product/market and using related technologies. Companies are already targeting our prime market segment but they unrelated products. Companies are from other geographical areas and with

similar products. New start-up companies are organized by former employees or managers of existing companies.