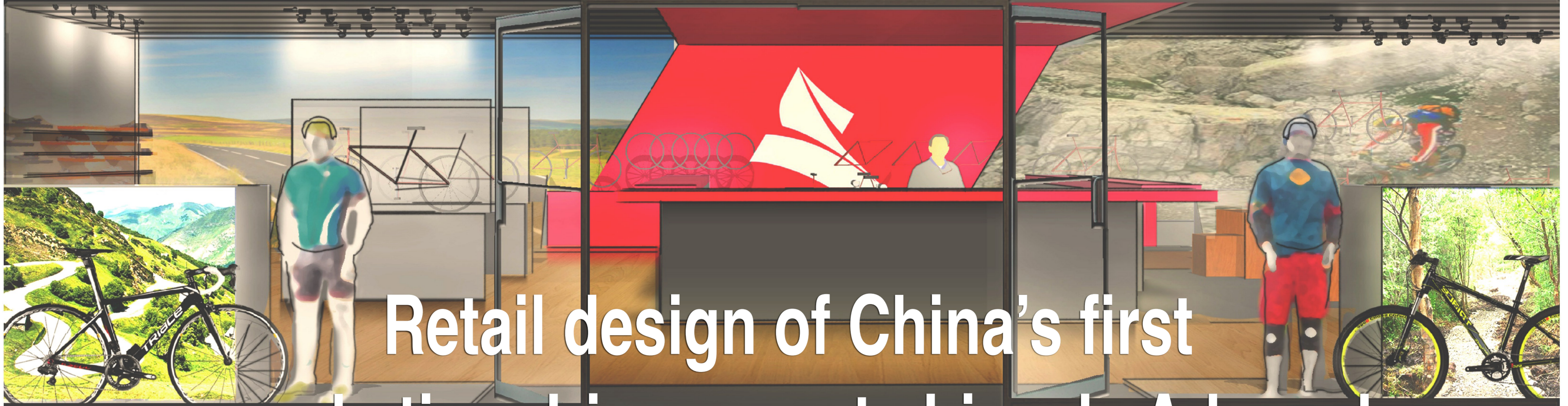


TRIACE



Retail design of China's first marketing driven sports bicycle A-brand

Triace bicycle Shanghai is a Chinese sports bicycle company which, prior to the start of this project, was consulted by Dutch Q square consultants on a new brand identity. With this new brand identity Triace commissioned the design of a new retail concept for their flagship store in Shanghai.

The Chinese sports bicycle market is very promising since the Chinese consumers have growing disposable incomes and the sports bicycles are getting increasingly popular among them. However, China's domestic bicycle brands as well as international brands have not yet succeeded to successfully obtain their desire and maintain their loyalty.

Problem definition

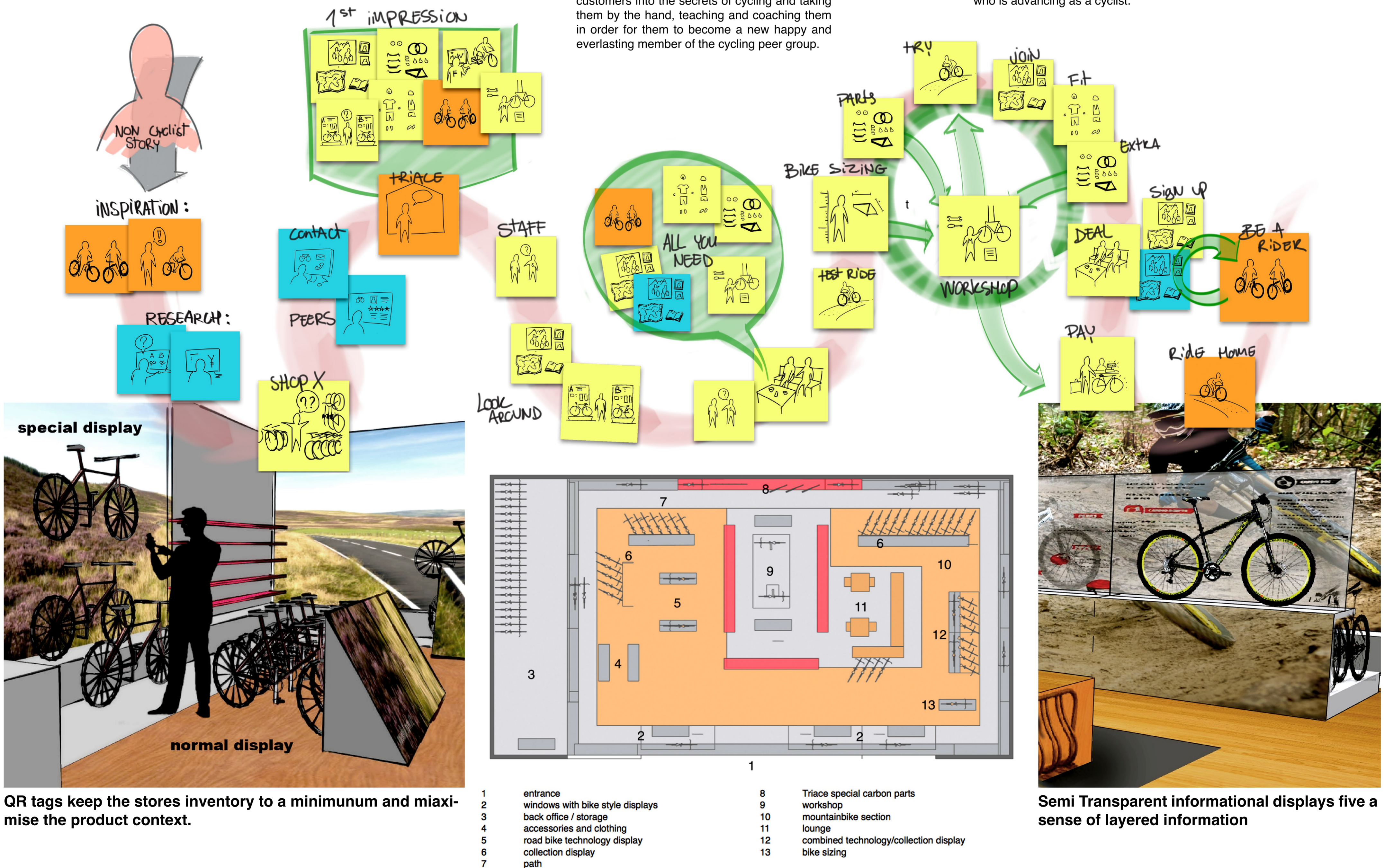
The retail of sports bicycles in China has fallen behind on its consumers, Chinese sports bicycle consumers are looking for an experience preview of the expectations they have of a sports bicycle life style. Sadly, the Chinese sports bicycle market is only offering them a place of transaction. The Chinese consumer will therefore turn to his own sources in his social circles or online. Without professional guidance these sources are not always providing the right information or it is not properly understood. Therefore it is common that Chinese sports bicyclist often own a bike that is not fit to their needs.

Retail concept

Observations and focusgroups in Shanghai and Luoyang with inexperienced, beginner and advanced groups of Chinese participants revealed the touchpoints, motivations and needs of the Chinese consumer of sports bicycles. In order to create the retail experience the Chinese sports bicycle consumer is looking for, Triace will be the elderly, experienced and caring brother initiating customers into the secrets of cycling and taking them by the hand, teaching and coaching them in order for them to become a new happy and everlasting member of the cycling peer group.

Customer journey through a Storyboard

From a user point of view, designing a bicycle retail concept, is designing a way to buy bicycles. Based on this simple philosophy and knowledge of Chinese bicycle consumers a storyboard on how a bicycle should be bought is made. My research on Chinese bicycle consumer behaviour has also made clear that consumers of different experience levels have different shopping profiles. So, a different storyboard is created for the non cyclist, occasional cyclist and last but not least the advanced cyclist. To stick to the 'growing customer' theme, these three storyboards also represent a single consumer who is advancing as a cyclist.



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Retail design for China's first marketing driven sports bicycle A-brand)
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..... (MSc course (variant))

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