

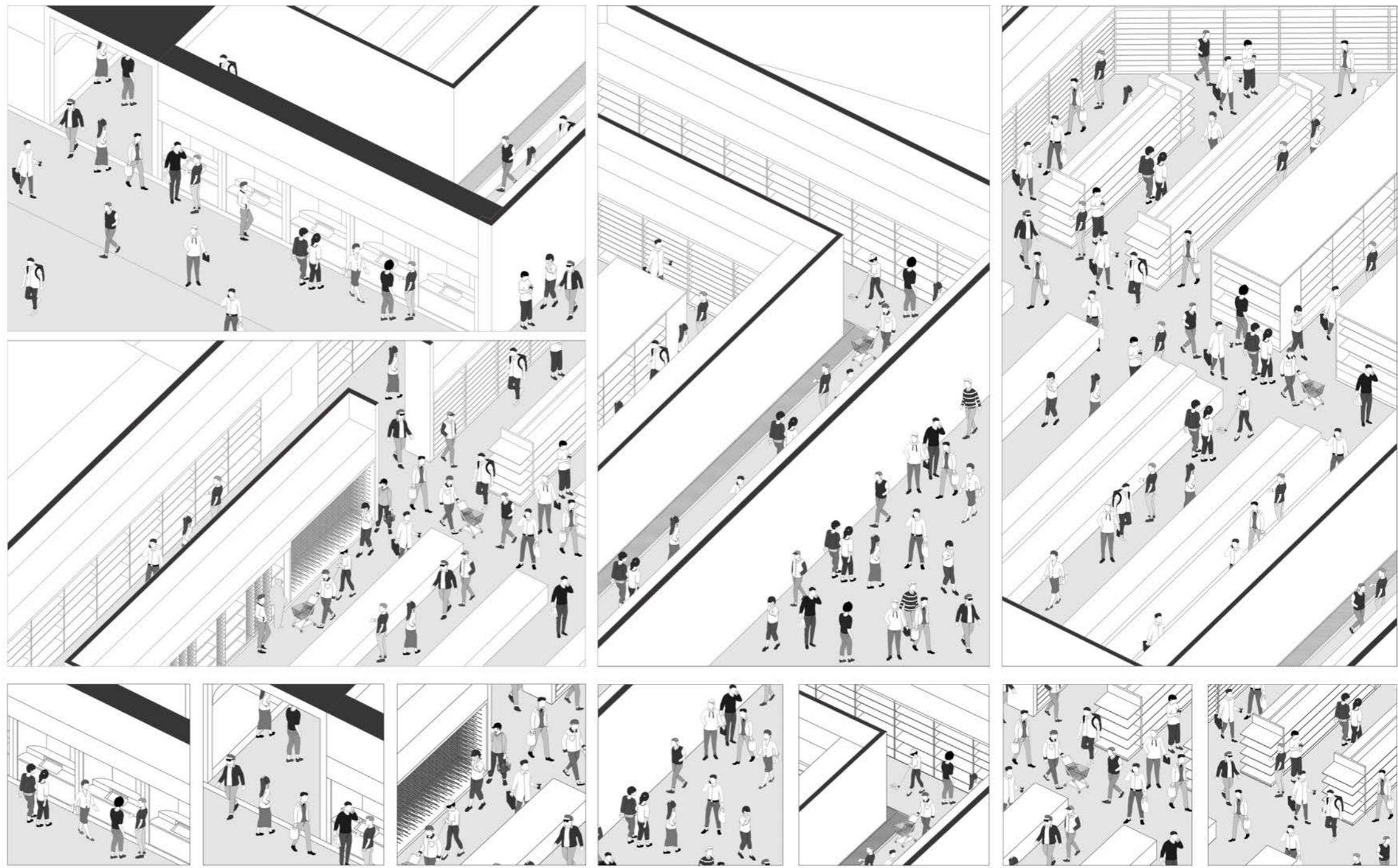
Trust & Patience in the Supermarket

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Platform: Behaviour
Tutor: Pascal Anson

Retail spaces will never be the same again

The supermarket played a pivotal role in the recent pandemic. It meets people's physical and mental needs during quarantine. People are spending more time at the supermarket with increasing demand for safety and sense of security.

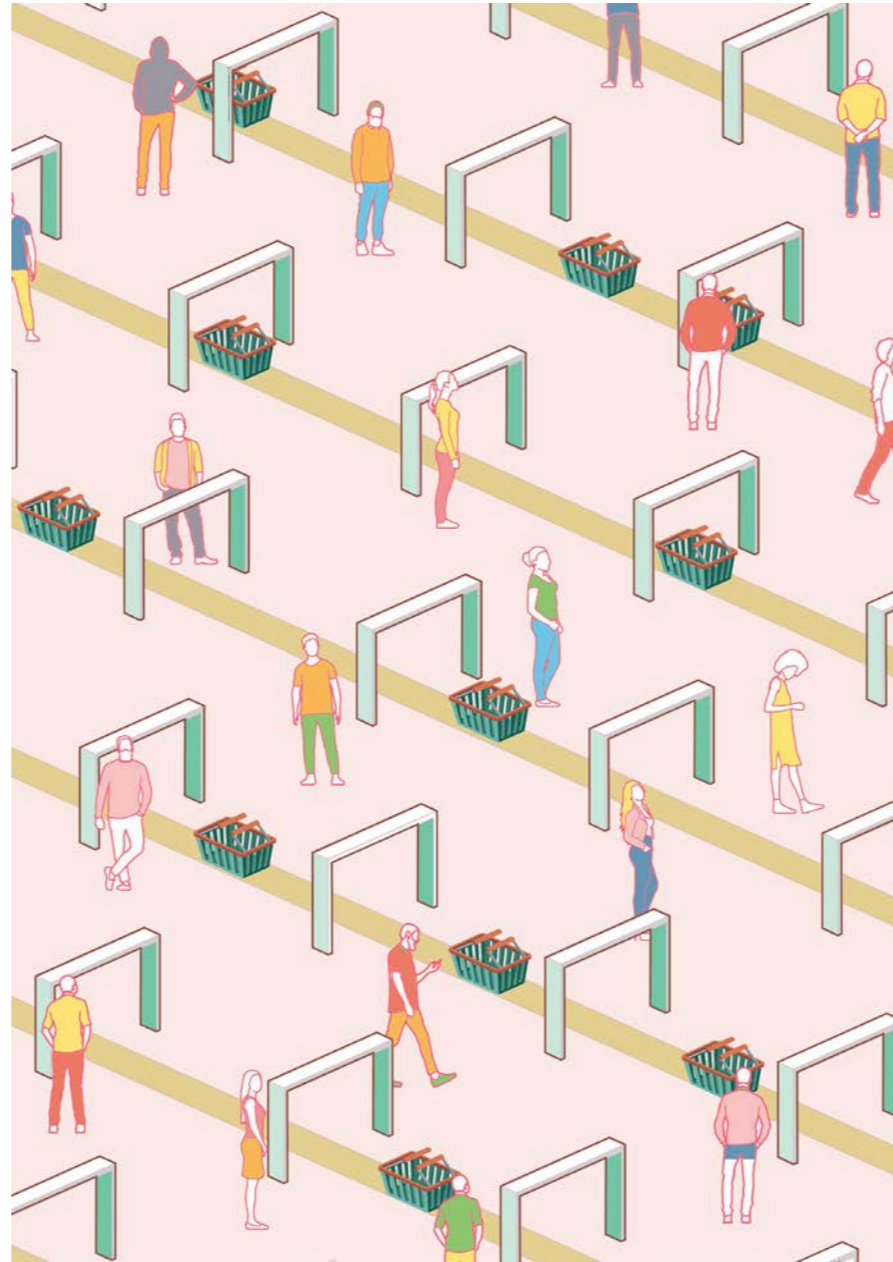
This case has devised a different industry perspective on how the coronavirus pandemic will change the future, both in the short and long term, and support other retail space as they consider how to safely reopen.





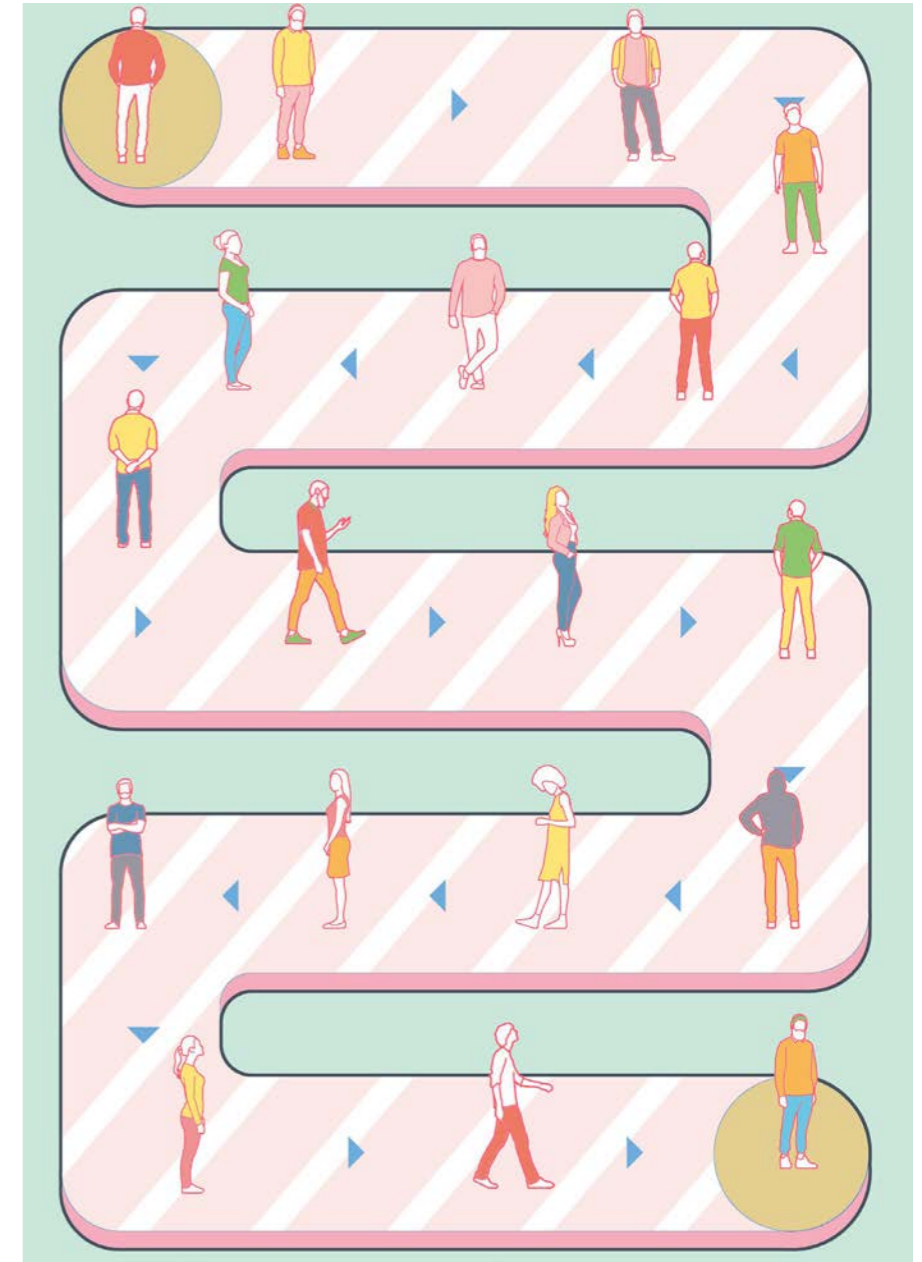
Trust

How do we trust when social distance is the norm?



Patience

When queuing is the norm in life, the waiting time is so long



Behavior

A new one - way path

Characterisation Study of Users

Those Affected by Redevelopment Plans

I come to the supermarket once a week to buy some necessities. My girlfriend and I live together. Because of the quarantine, we choose to be quarantined at home. In order to reduce the frequency of going out, I try to buy all the commodities needed for a week at one time.

I come to the supermarket once a week, and I make a shopping list before I go out, but I don't always get all the things I want. Stuff like toilet paper, eggs, they always sell out quickly during the quarantine.

I come to the supermarket three times a week, and each time I need to buy food for my family of five. We are a vegetarian family, so we need a lot of fresh vegetables every day. Obviously, shopping once a week is not enough. I usually come to the supermarket in the morning, when the goods are most plentiful.

I come to the supermarket every day and I only buy what I need today. My daily life is very regular, I usually come to the supermarket in the morning, so I have enough time to go for a walk in the park after shopping.

I come to the supermarket twice a week. I have been quarantined at home for 66 days. I live alone.

I go to the supermarket every two weeks, and during the outbreak I felt a great distrust of public places. I worry about catching a virus when I go out, and I worry about my health when I reuse shopping baskets. When you're out you don't know if the person you're passing is infected, so I try to avoid going out.


I come to the supermarket twice a week. Usually I come to the supermarket after work in the afternoon, and then I go back to the park to sit for a while. I recently had to spend three times as much time waiting in line to get into the supermarket as usual, so I had less time to go to the park.

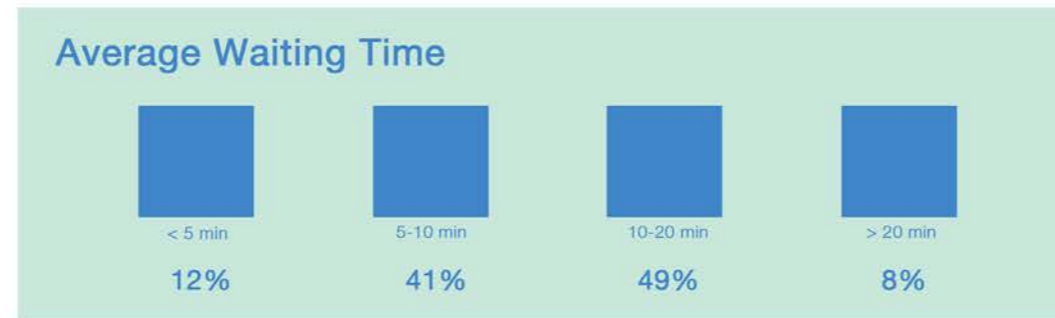
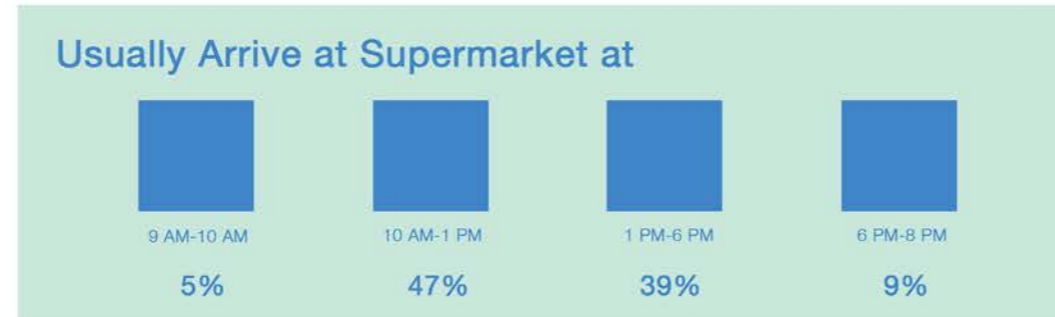
I come to the supermarket three times a week, sometimes I have to come to the supermarket twice to buy the goods I need, and I am very worried that the blockade will lead to a shortage of goods.



Interior Survey and analysis III

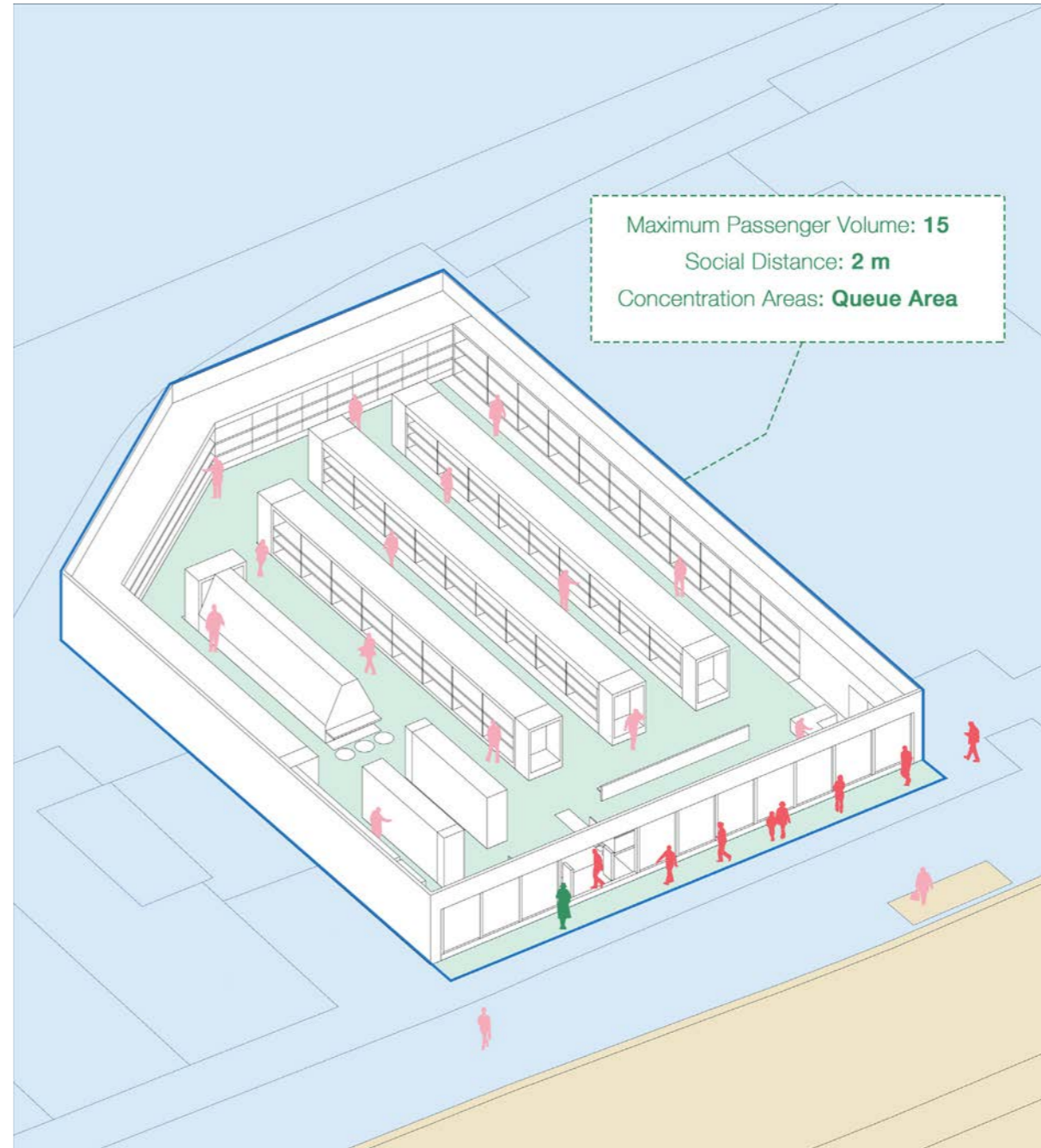
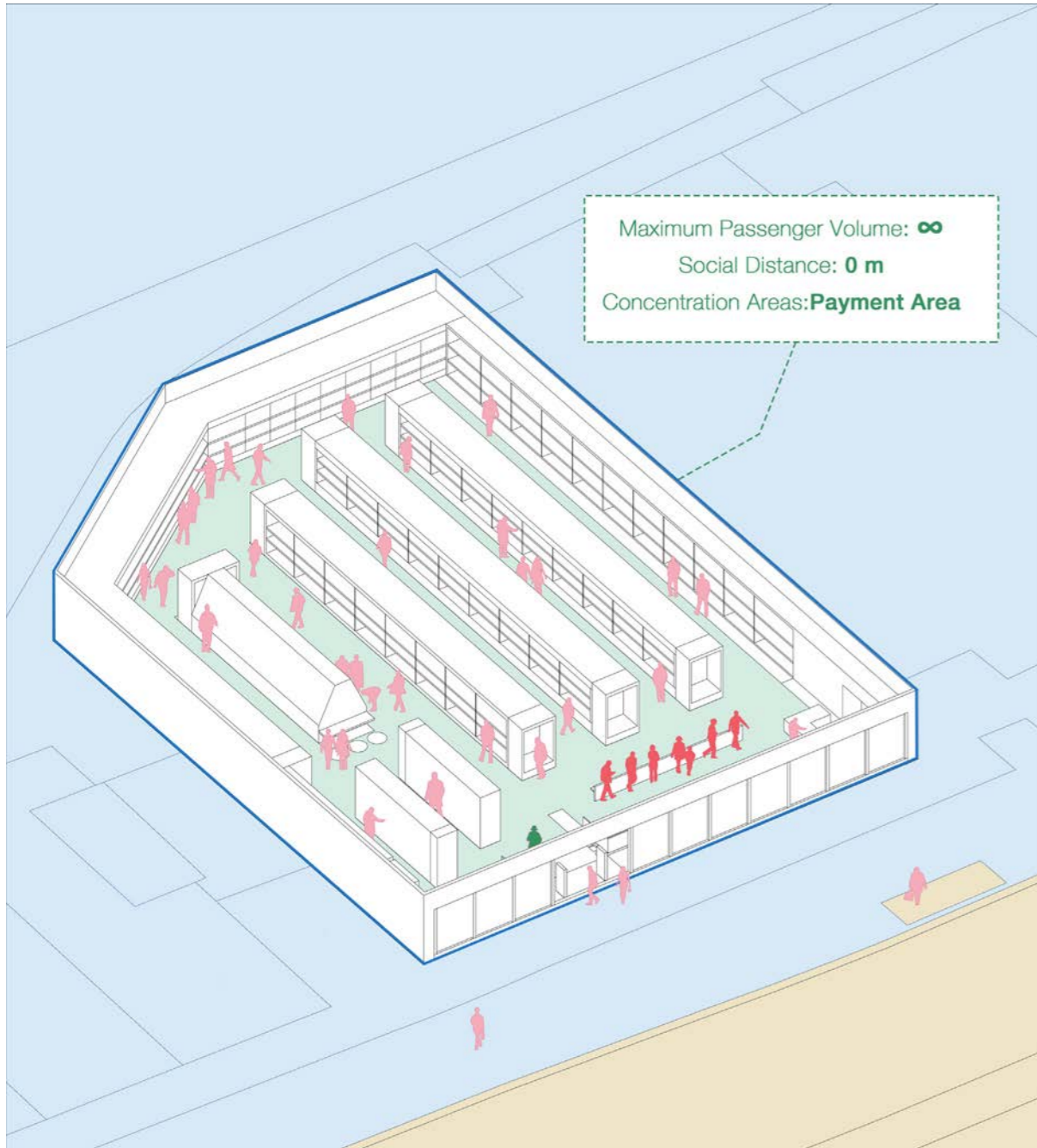
The Market Positioning of Supermarket

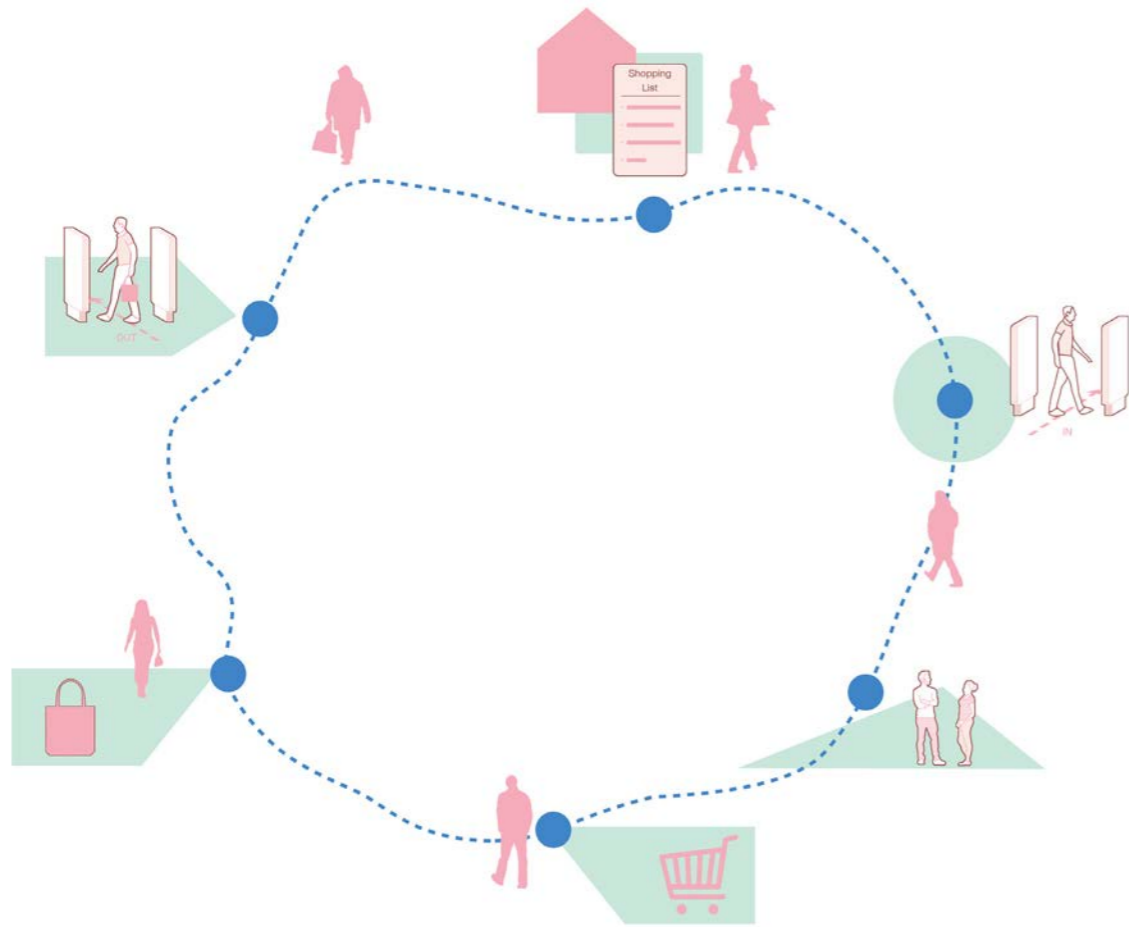
Before  Browsing-shopping-check-out
 Now  Queuing – Browsing-shopping-check-out



People usually go to supermarkets for staple foods such as vegetables and fruits. In the early stage of the epidemic, some commodities such as toilet paper, eggs and disinfection products are always snapped up in the first place. At the same time, due to the limited number of people, people usually need to be exposed to the outdoor environment for more than 15 minutes before shopping, people are very sensitive to patience and safety.

Interior Survey and Analysis
The Supermarket Service





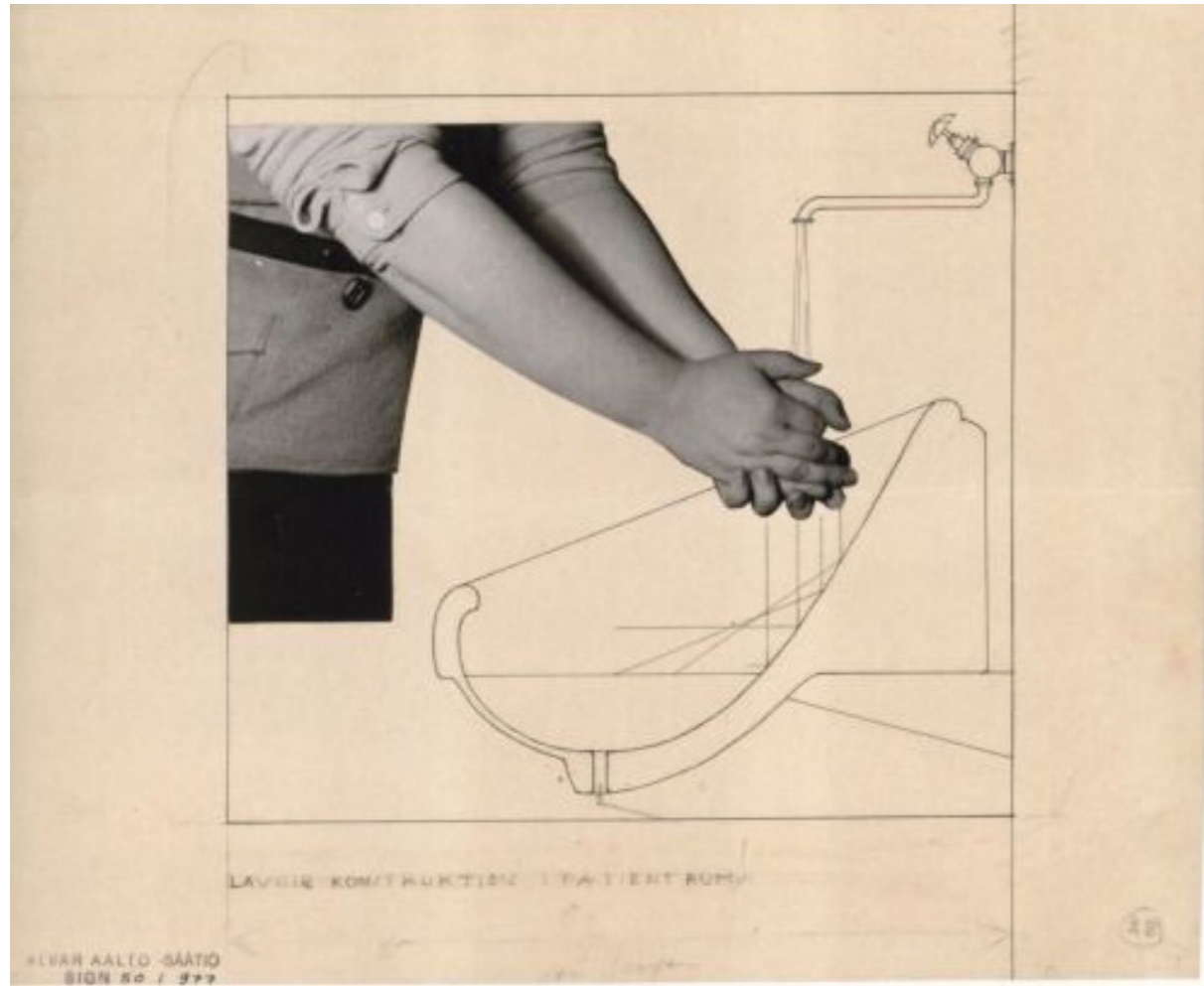
Before

Home - The entrance - Browsing - Shopping - Check out - Home



During quarantine

Home - Queuing - Disinfection - The entrance - Browsing - Shopping - Check out - Home



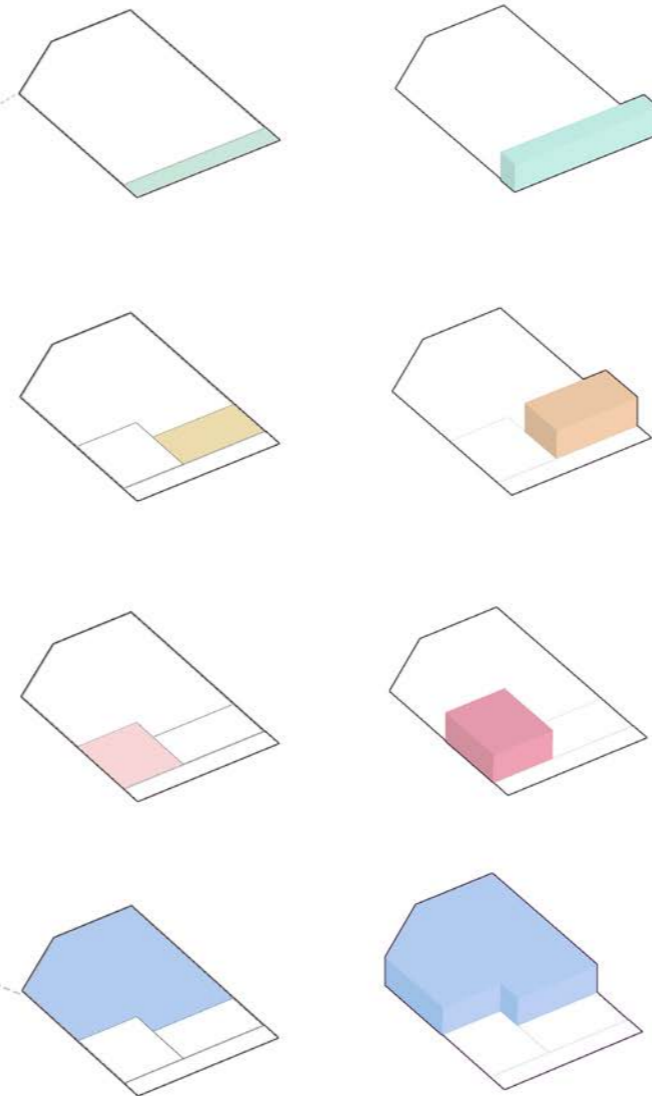
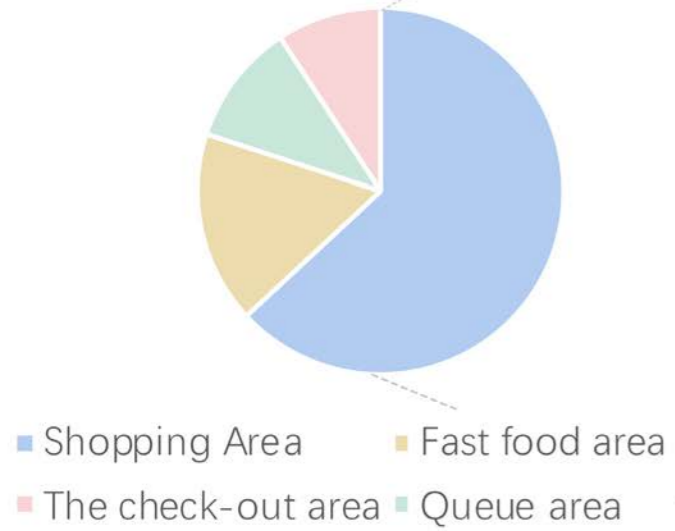
Site Map

Locate at Notting Hill Gate, Notting Hill, London W11 3QE



The Supermarket Existing Program
Existing Uses Explored

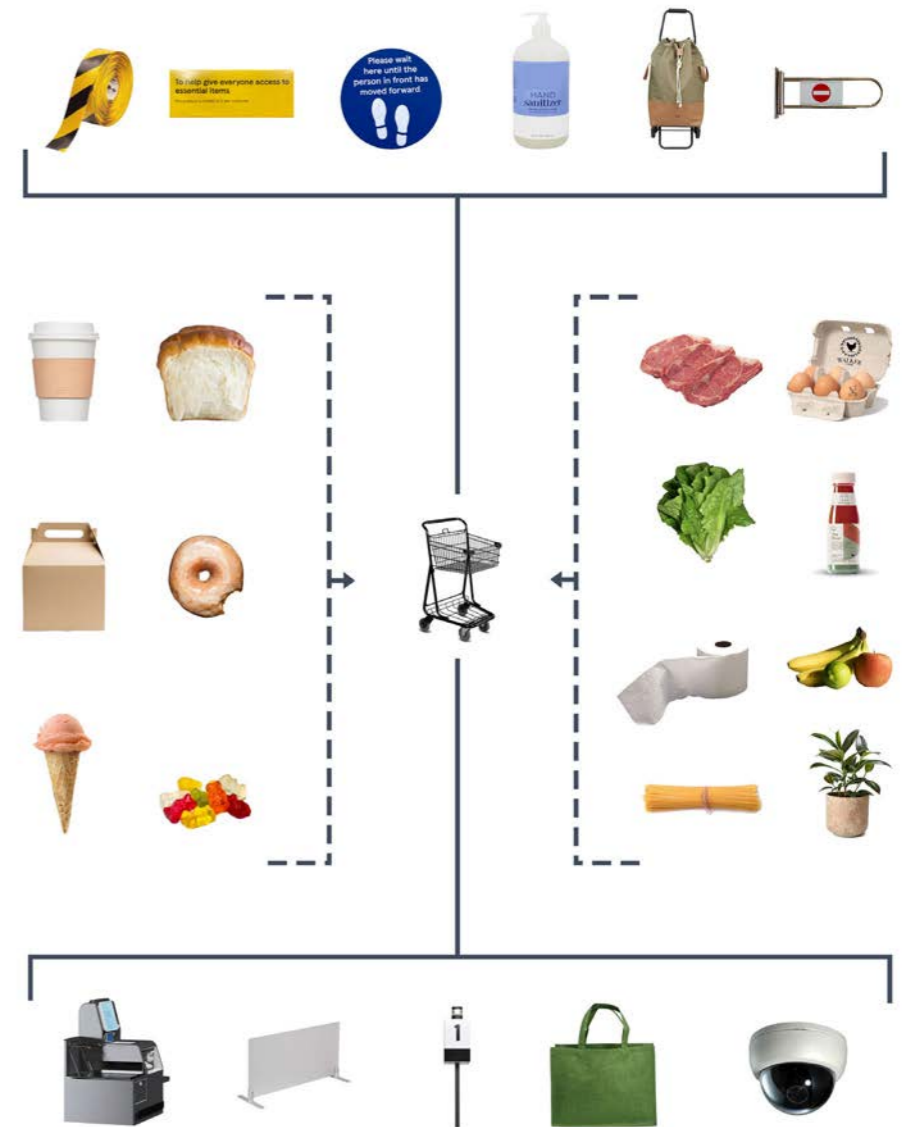
Spatial Proportion



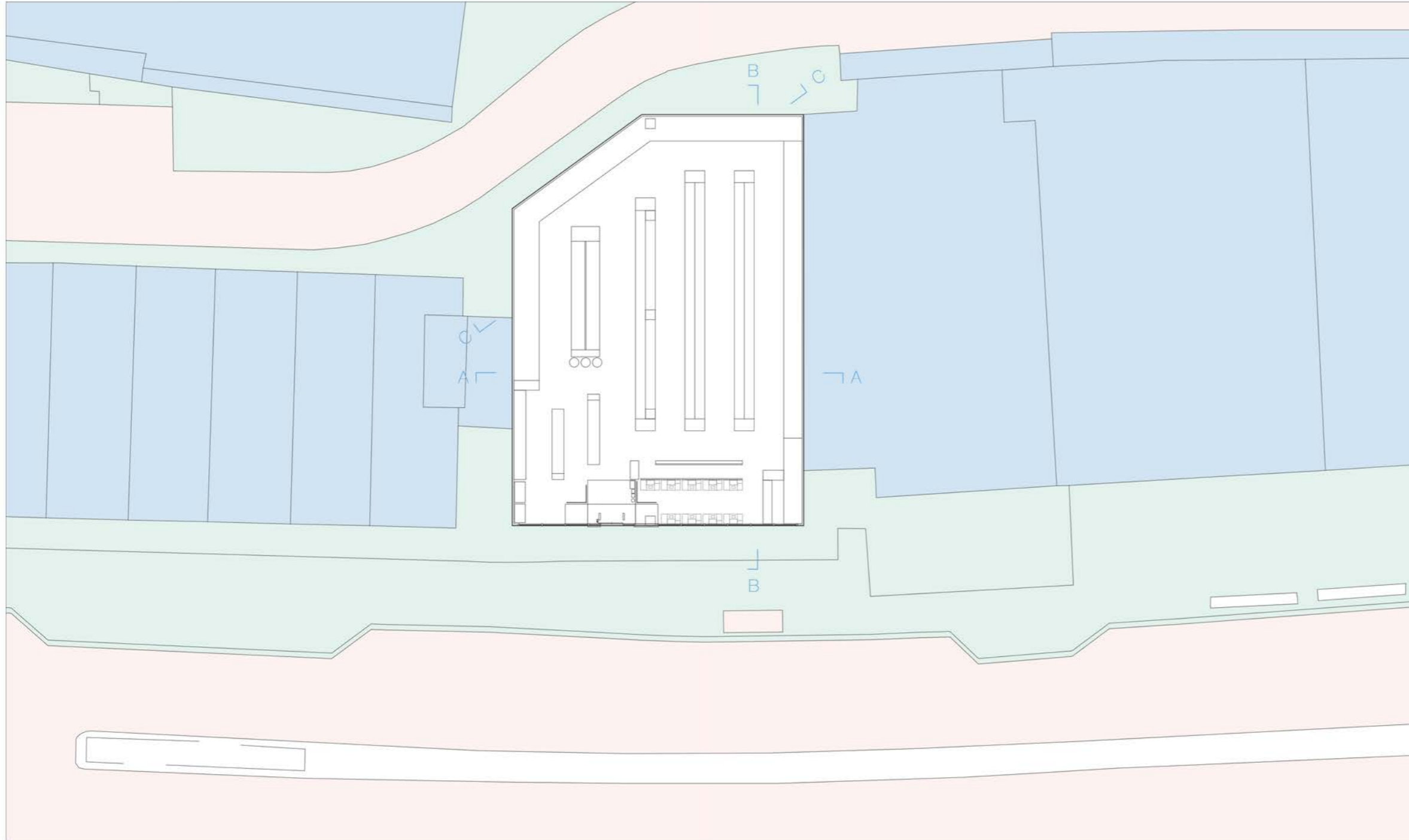
Queue Area

Fast-food Area
Shopping Area

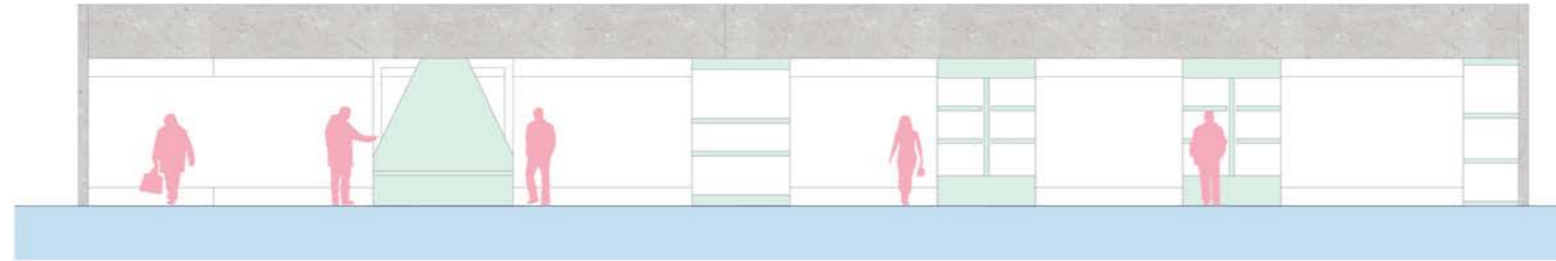
check out Area



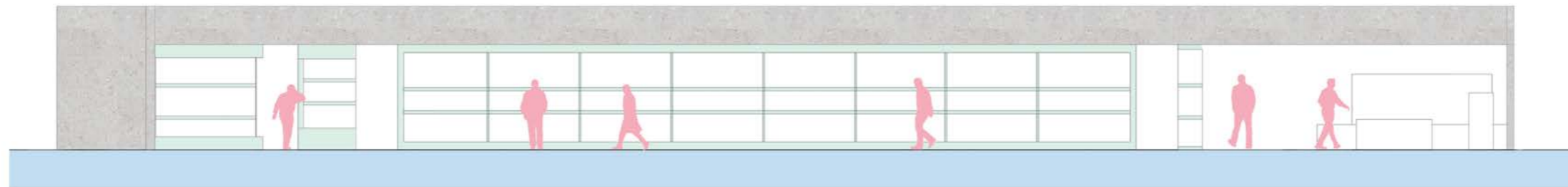
The Supermarket Existing Program
Existing Plan



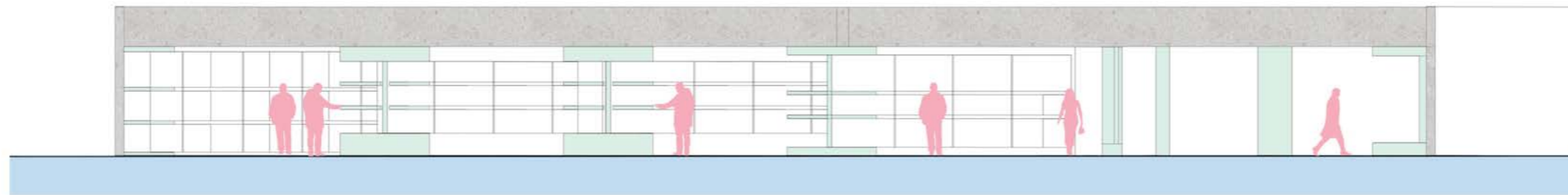
The Supermarket Existing Program
Existing Section



Section A-A



Section B-B



Section C-C

Patience - Queue - Hand Washing

Trust - Browsing - One-way Route

Shift Shopping behavior develops a new shopping journey that can ensure the daily supply of residents during coronavirus shutdowns. A plan is created under this Program to allow supermarkets to provide safe products for residents under quarantine in new ways.

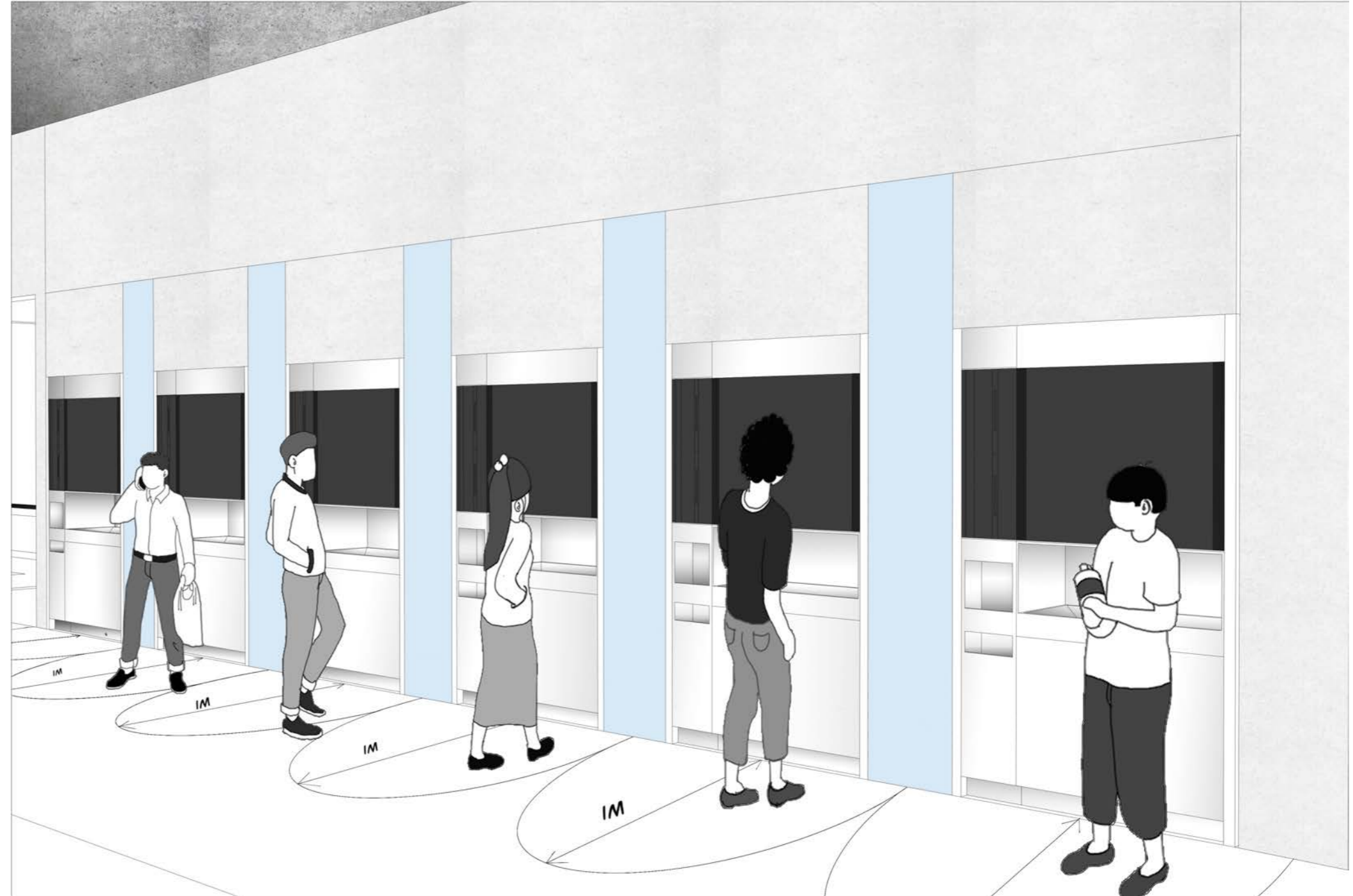




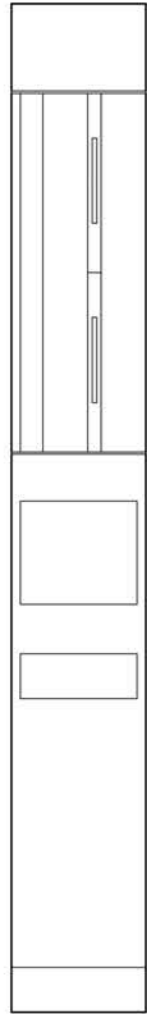
Design Development

Route Through The Interior

Supermarket space policies in response to COVID-19 include icon and case studies, which illustrates in details possible physical changes in retail space and potential psychological changes in customers to protect them from being affected by the outbreak. The key policy is to reduce cross space, encourage the customers to wash hands and modify current zoning rules.



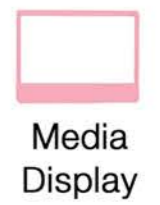
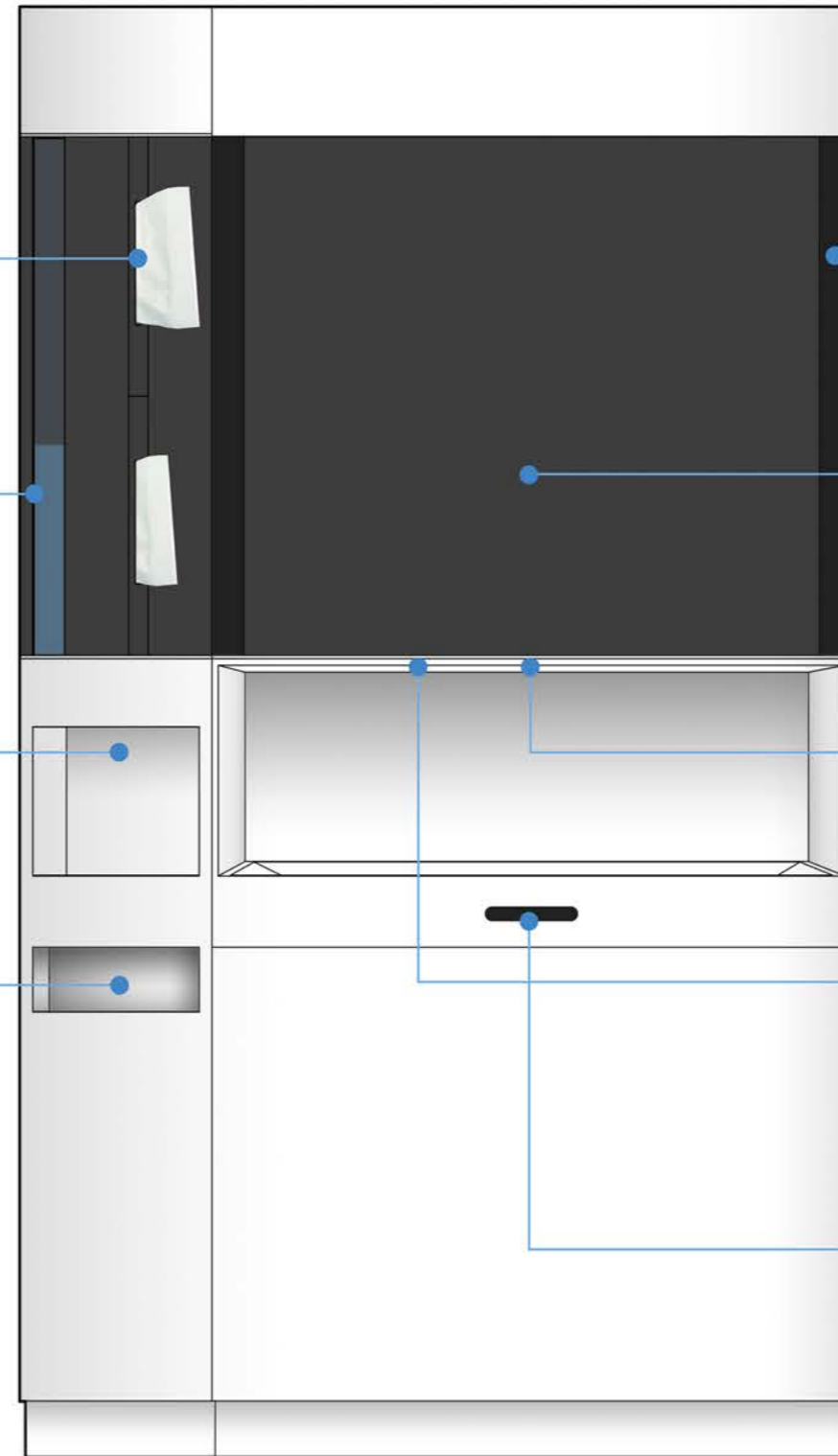
Design Development
Hand Washing System



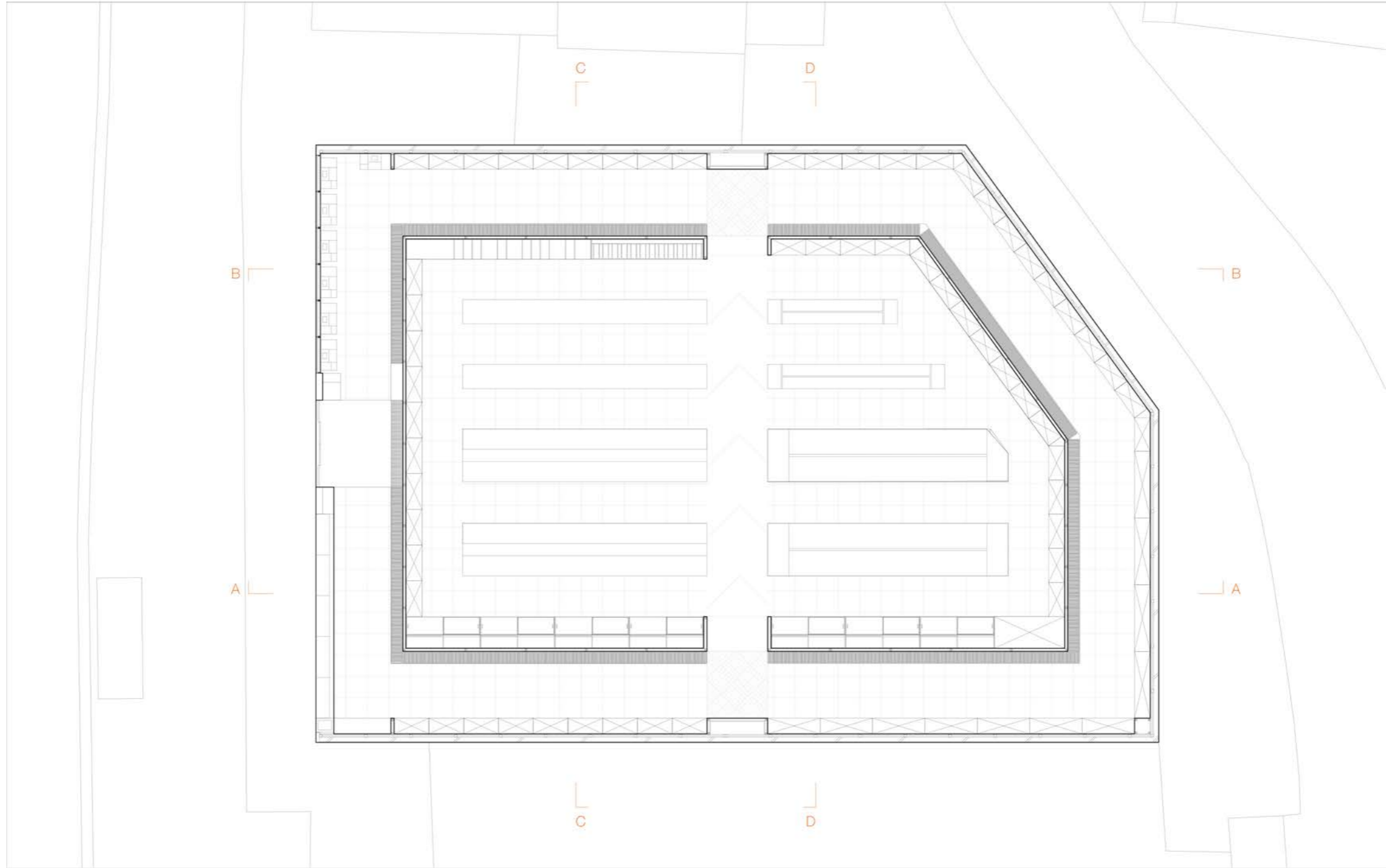
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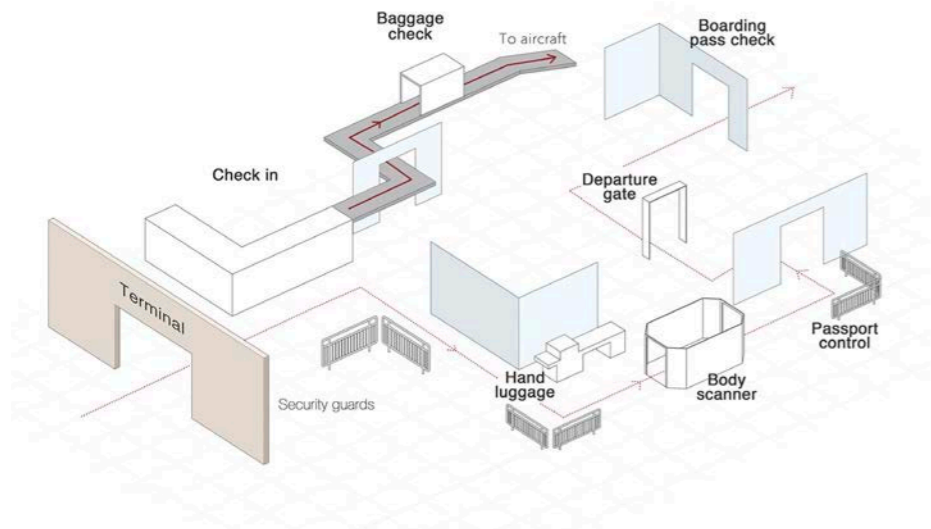
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Design Development
Plan View

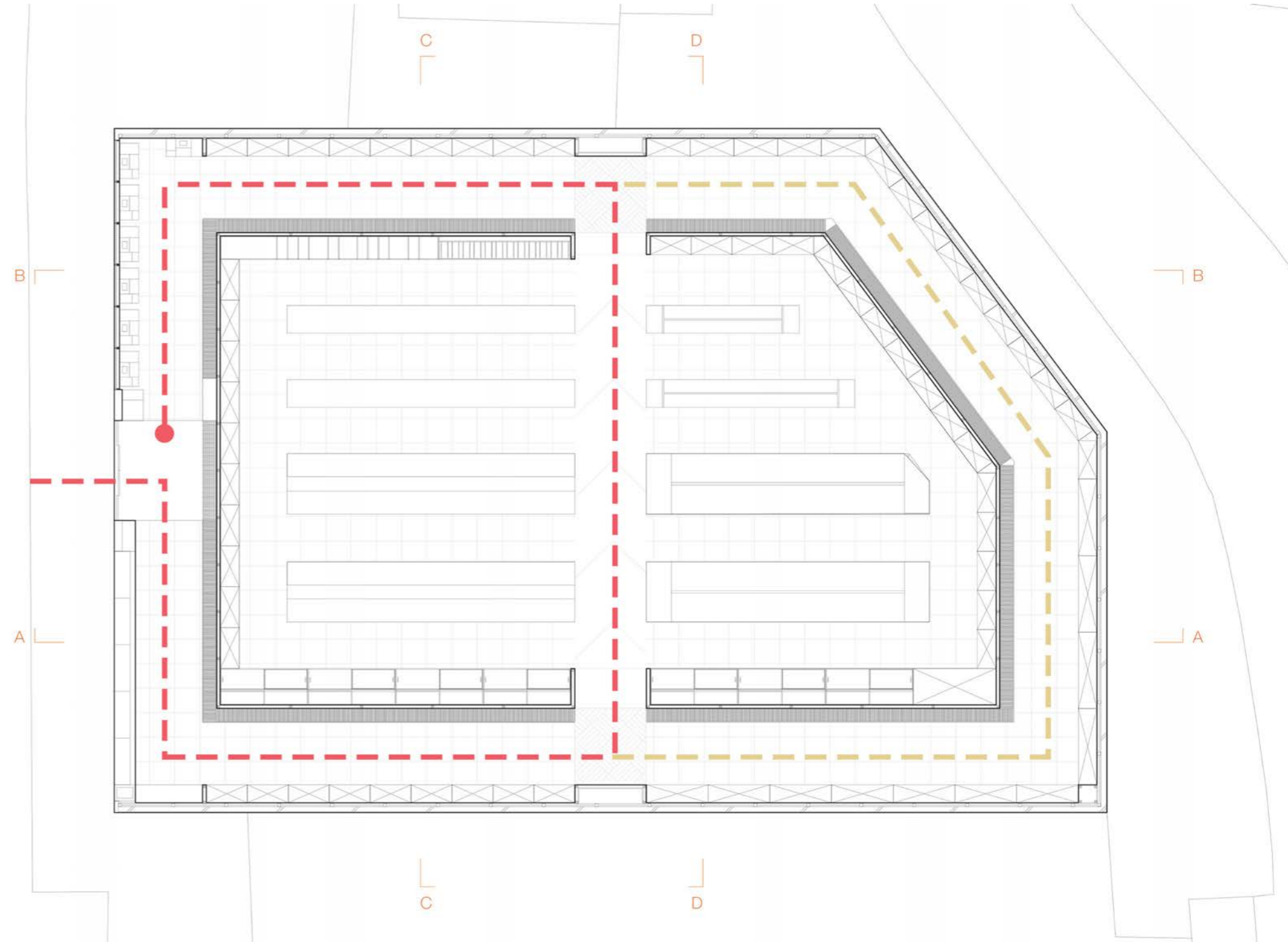


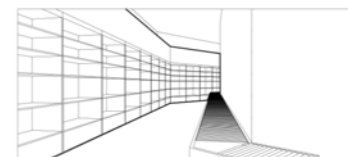
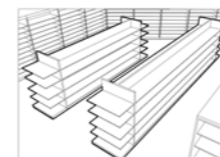
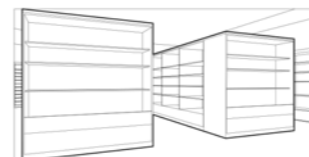
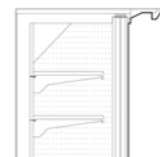
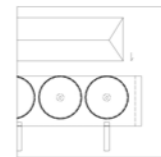
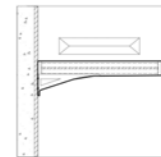
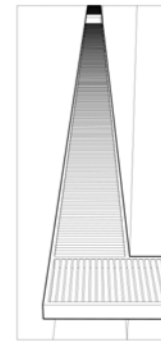
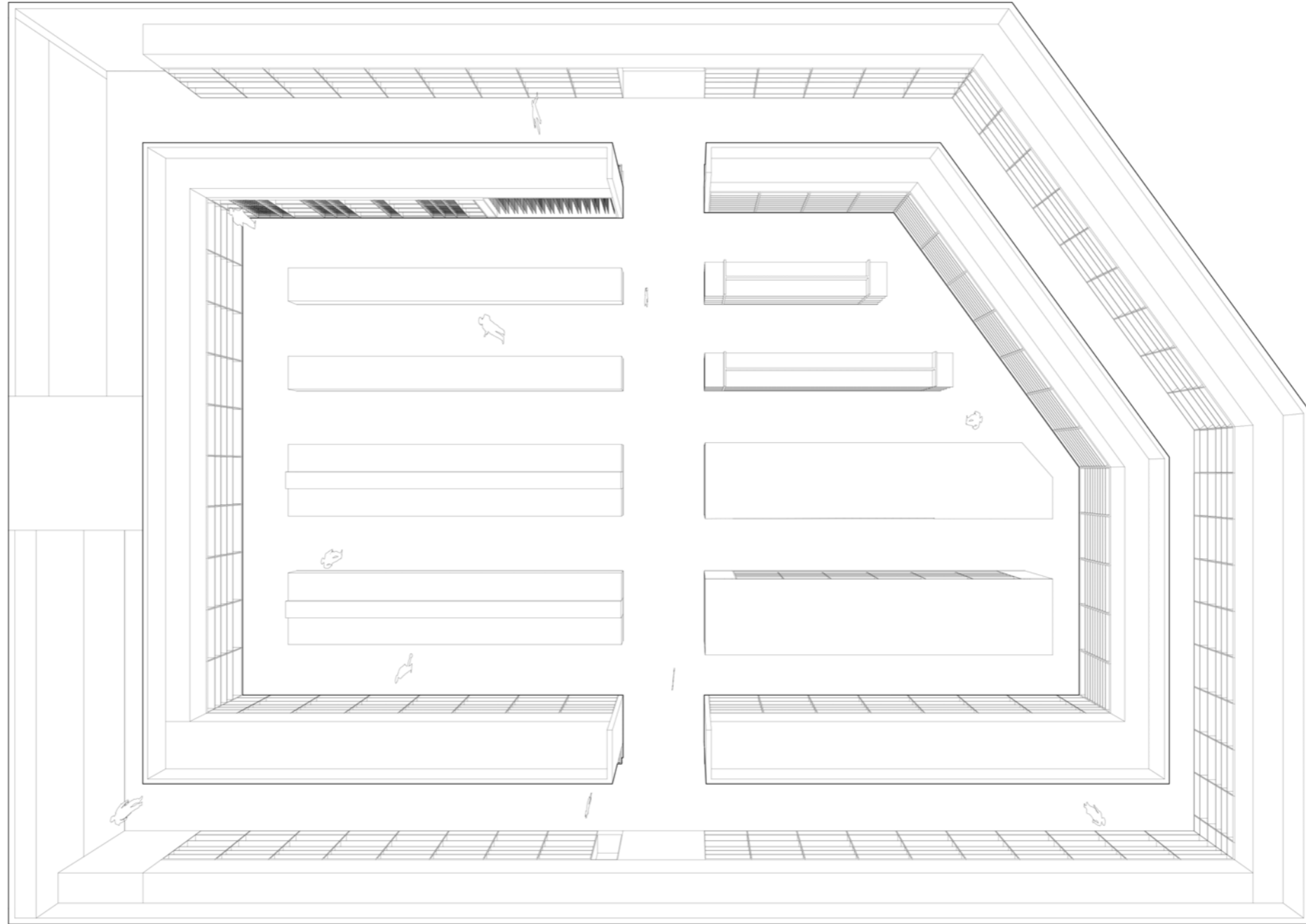
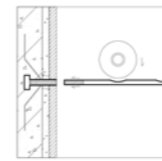
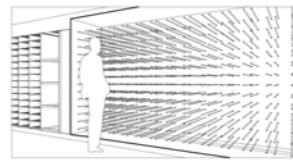
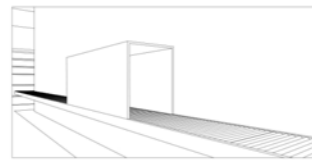
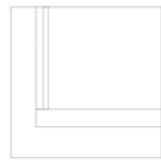
Airport Security Check Journey



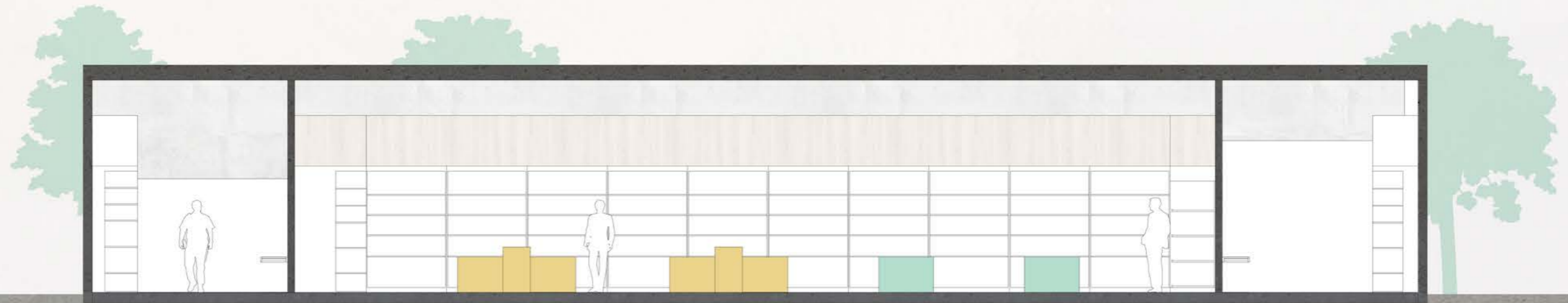
Random walking throughout the supermarket space may increase the virus spreading risks. It is recommended to set one-way passage.

The Program restricts the times of passing the shopping space and the body contact between customers. Compared to traditional indoor supermarkets, it helps to alleviate the queueing pressure, increase the customers' sense of security, and reduce the burden on the supermarket.

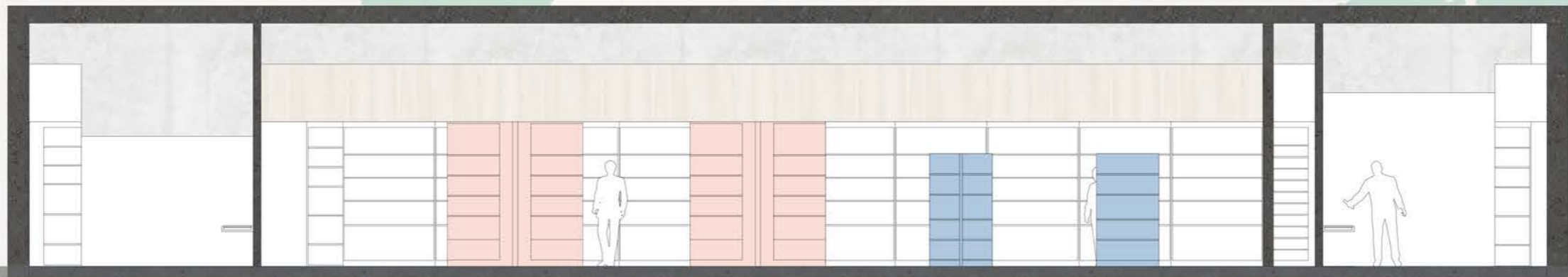




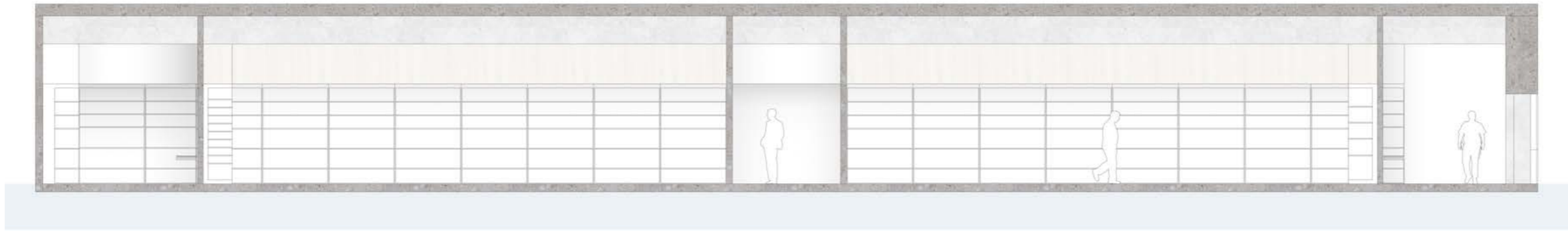
Design Development
Section View Part I

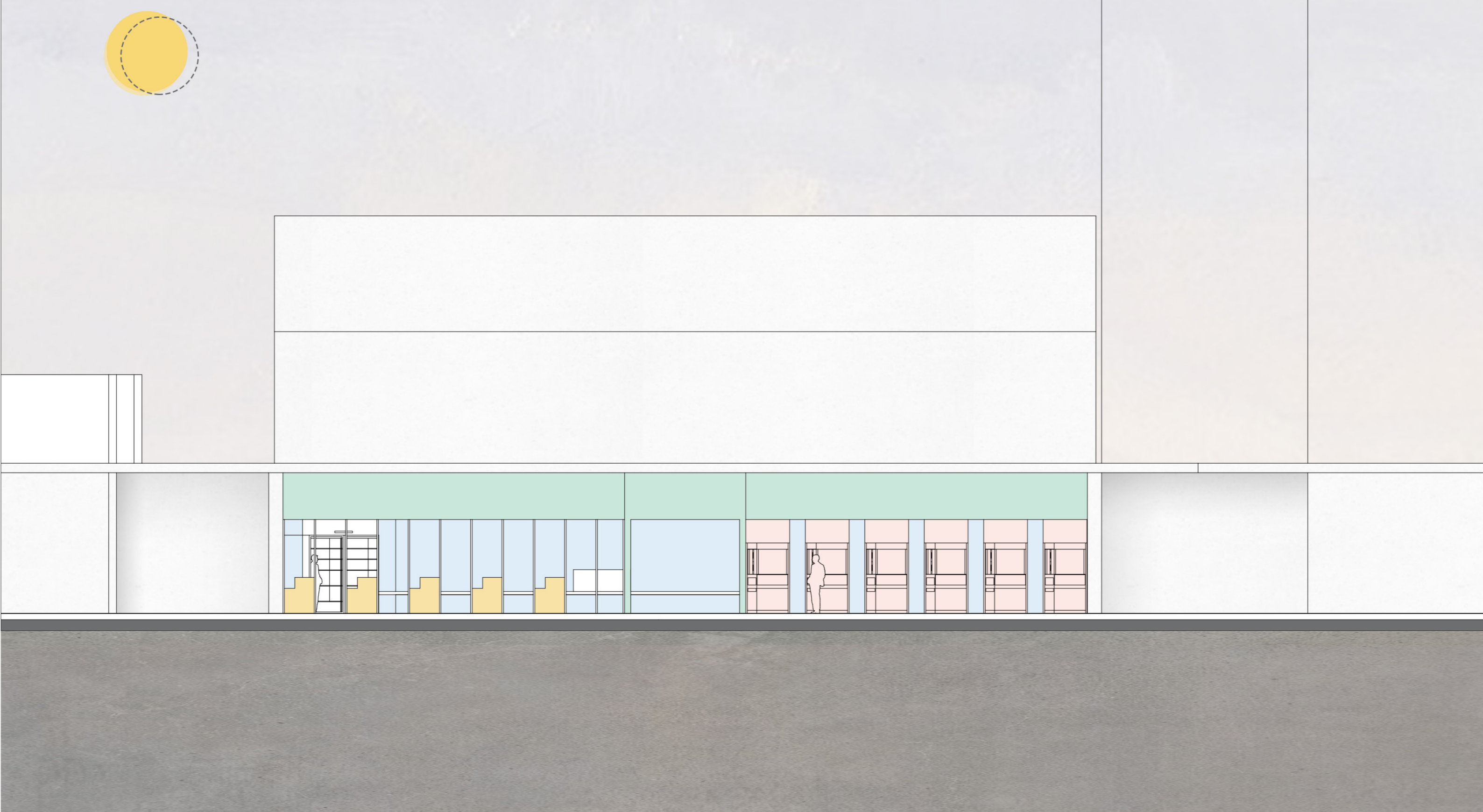
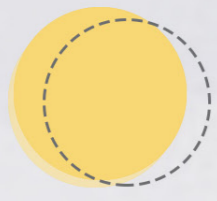


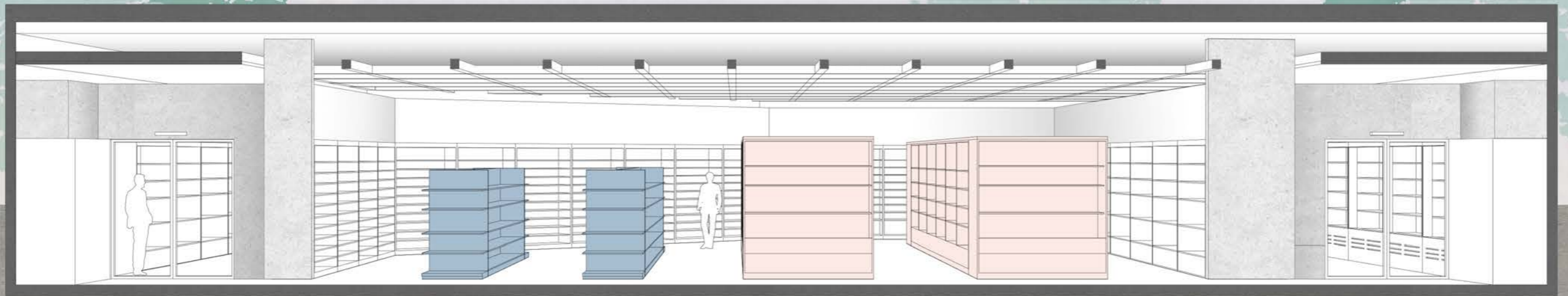
Design Development
Section View Part II



Design Development
Section View Part III



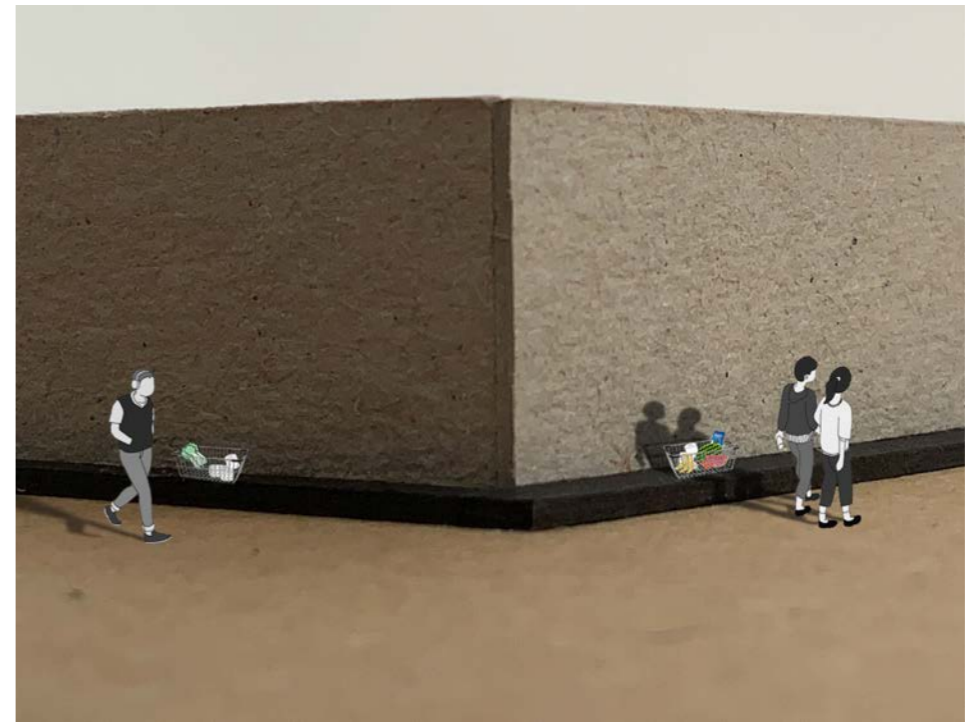
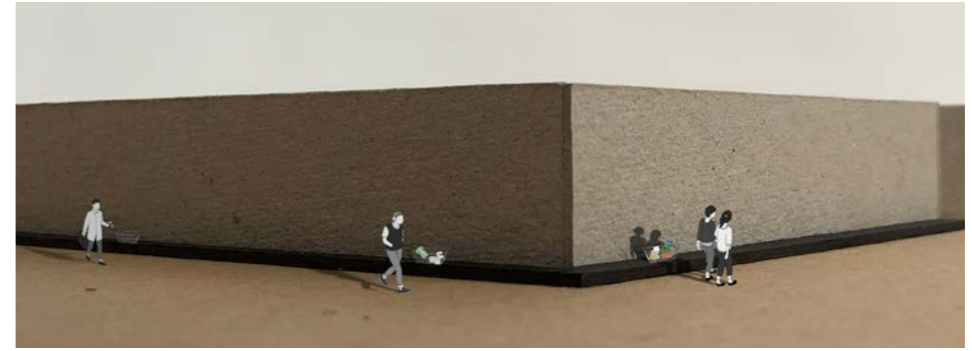














It is hoped that this case will provide a reference for the development of feasible countermeasures for post-COVID-19 supermarkets, and offer support for the reopening of other retail spaces in a safe way.