

13.1: Introduction to Rewarding Shopping Experiences

What you'll learn to do: Illustrate how the store environment can create a rewarding shopping experience

A store layout determines how your merchandise will be displayed and how your shoppers will move through your store. But add all the environmental elements—from the flooring to the building materials to the lighting—and then you're starting to create a shopping experience for your shopper. Help your product along with some balanced, artistic displays, and you'll be converting sales like a master.

In this section, we'll talk about the goals of different product displays and their best uses, and how you can set up your store environment to further enhance your shopper's experience and engagement with your merchandise.

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