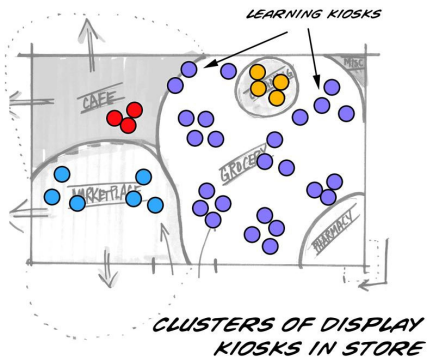


informative, educational, experience

comfortable, adaptable, and welcoming

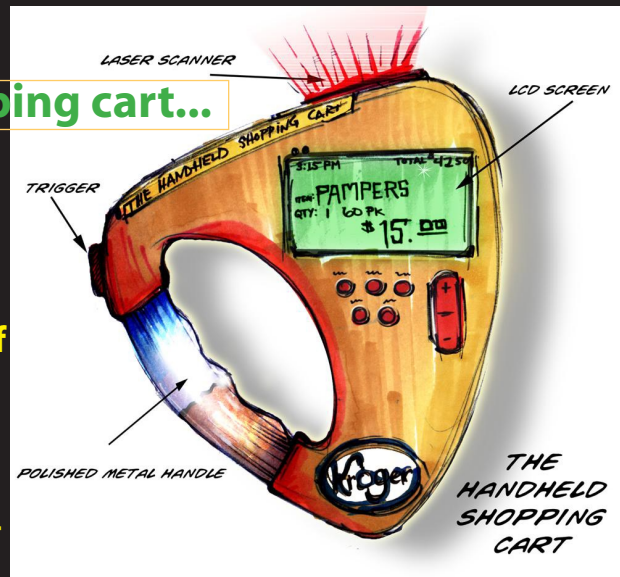
open, free spaces



Tobias Brauer

the handheld shopping cart...

This device could be "smart", in that it knows you and your shopping habits and make suggestions;
 Could be "checked-out" of store and your list made before you even arrive at the store;
 Much more physically accommodating to different types of people



Techno Supermarket

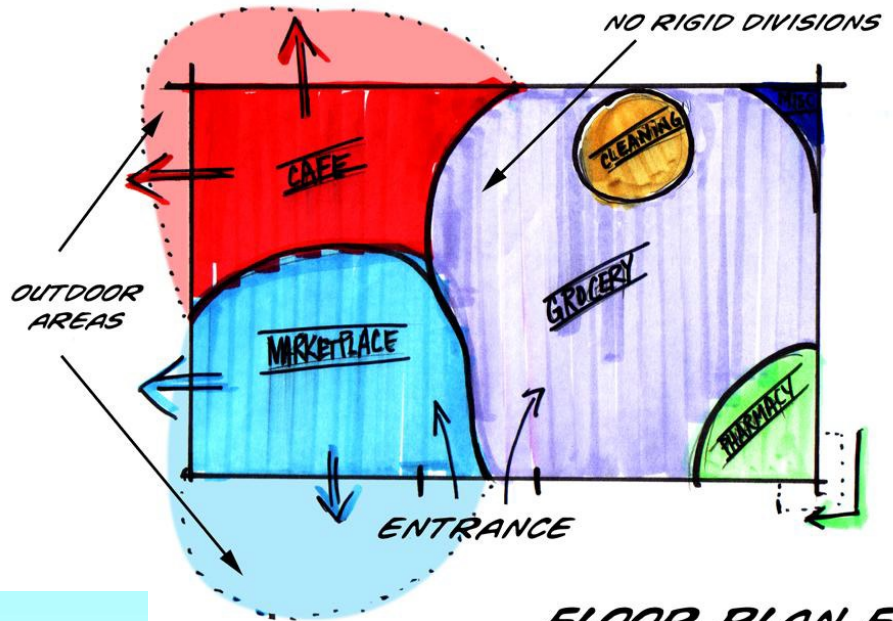
the experience of shopping is much more fluid and organic rather than rigid and geometric **imagine a store where...**

the customer is educated by specialist and has the ability to try everything before buying anything

a shopping cart is almost never necessary, and all of your purchases are loaded into your car for you

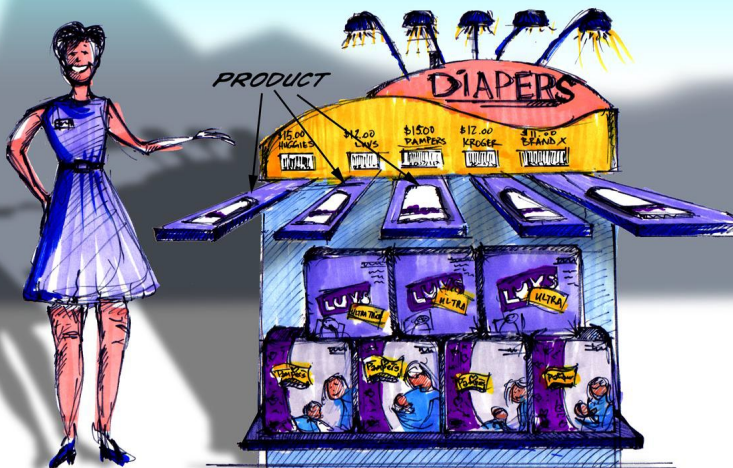
educated customers...

all items intended for purchase would be scanned into this device;
 it keeps a running total of all items and their costs;
 online with store's inventory and pricing



FLOOR PLAN FOR ORGANIC TRAFFIC FLOW

SPECIALIST



DIAPER DISPLAY KIOSK

organic traffic patterns...

the experience of shopping becomes less restrictive

the store more easily caters to different types of consumers

more social interaction can occur among consumers while shopping