

# ● IDEATION FOR VISION CONCEPT

Several ideation sessions were done, varying from sessions within the group (brainstorming) to a creative session with different participants that were unknown with the project, using creative facilitation techniques (Buijs & van der Meer, 2013). The goal and outcome of the sessions varied from defining the Tienda of 2031 to identifying opportunities and creating ideas for the vision concept that would fit in the tienda of 2031. The sketches and notes of the sessions can be found in the Appendix.

As shown in the figure 23, it is assumed there will still be physical POP material, but it will be combined more with technology (such as e.g. wifi and digital tags on products). Moreover there will be a stock management system for the him/her which will help the tendero to organise their shop more. Next to this it is assumed that the physical contact of the tendero and products is the most important aspect of the tienda, therefore the tendero, shelves and counter will be still present in the future tienda.

# INVENTIENDA

## ELEMENTS

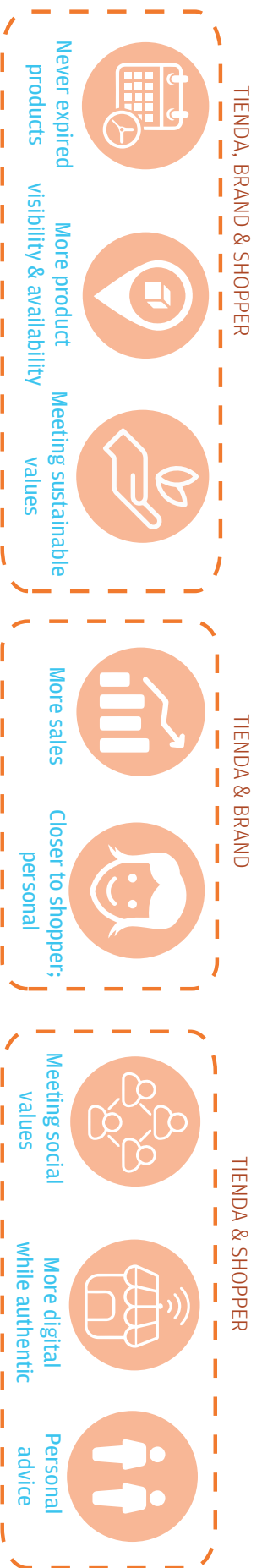
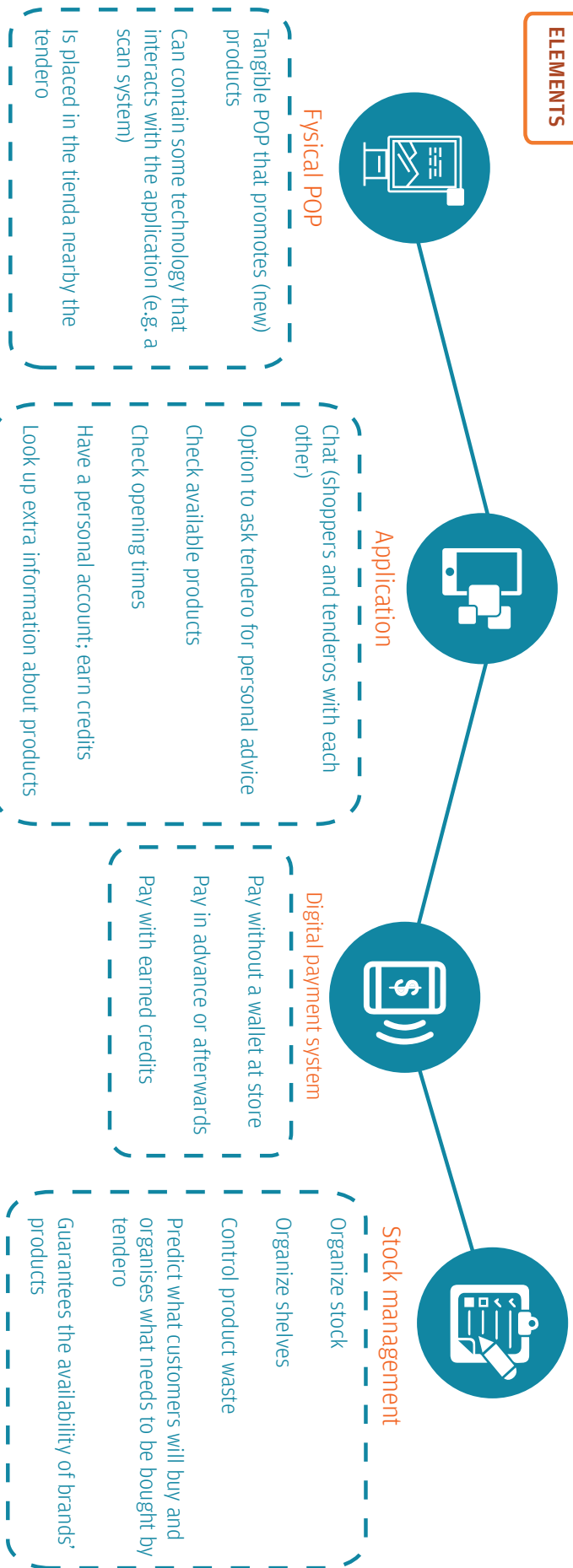


Figure 23 Inventienda overview of functionalities

## SCENARIO / STORYLINE

To make the concept more concrete, we created a storyline of a typical situation in which the persona María Alejandra goes to the tienda of Doña Monica to buy something. In figure 24, this storyline is given.

## VISION CONCEPT

Based on several ideation session (see Appendix) a vision concept for SG in 2031 was created. The proposed vision concept will be named: **Inventienda**, the modern touch to a great shopping tradition. An overview of the components and benefits is given in the visual.

Inventienda is a smart application/platform that helps the shopper and the tienda to communicate with each other to have a more modern and convenient shopping experience but still remains personal. Next to that it helps the tendero to be more organized in a digital way and allows the brands to give better information towards their customers.

Doing research and case studies in their own country will help SG to gain valuable and strategic knowledge that can later be applied in South America and in the further future be applied globally. In the end tiendas represent a lot of small neighbourhood shops and convenience stores that can actually be found in any country. Having this unique market position will gain SG a strong competitive advantage compared to their competitors who are not entering this market (yet) and this will help SG to differentiate from the other POP companies.

## TIMEFRAME

As mentioned before, the timeframe for the vision concept will be 15 years from now. Next to this, a time frame for the commercial product is set at 5 years, since this is according to the company the right time to prepare the company and develop a new commercial product. Moreover, there is a mid-period set for 10 years, which is the bridge between the long and short-term time frame. See figure 25 below for a visualisation of these timeframes.

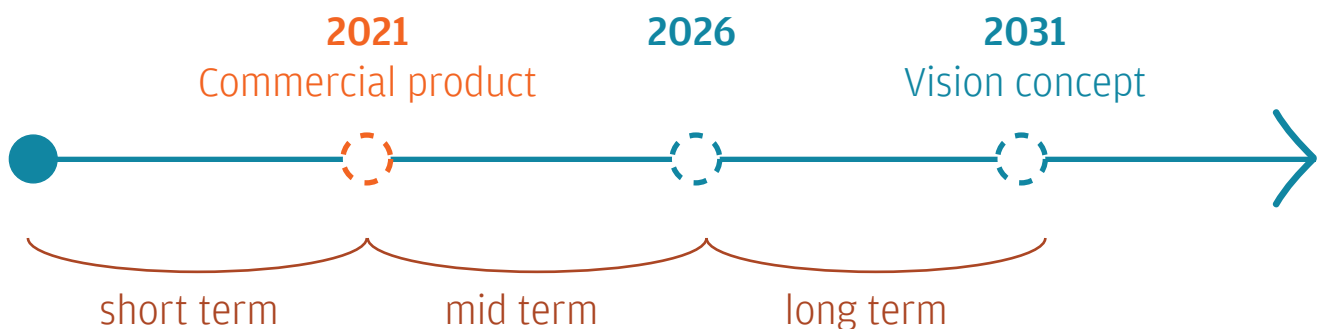


Figure 25 Timeframes



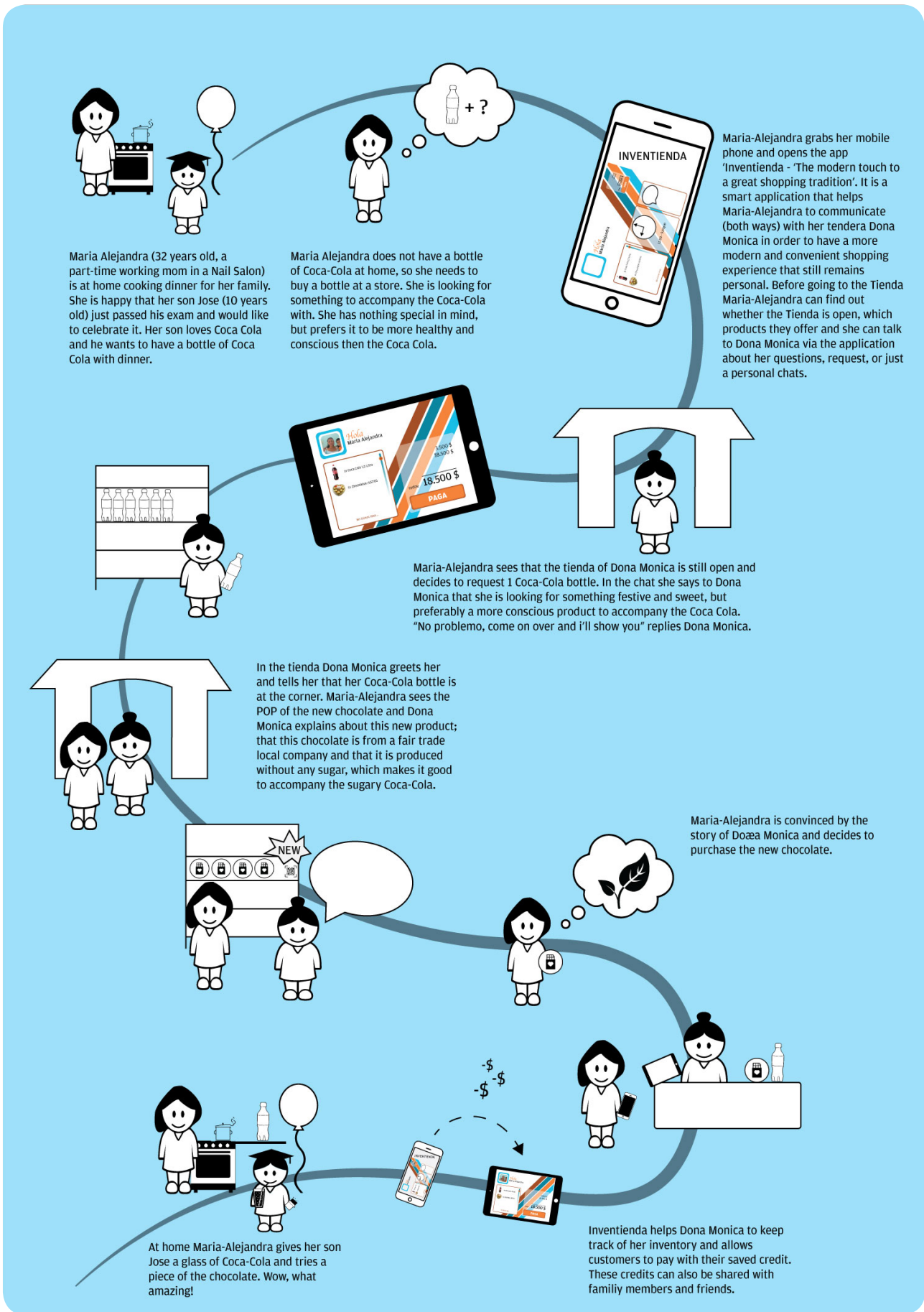


Figure 24 Scenario of the Inventienda