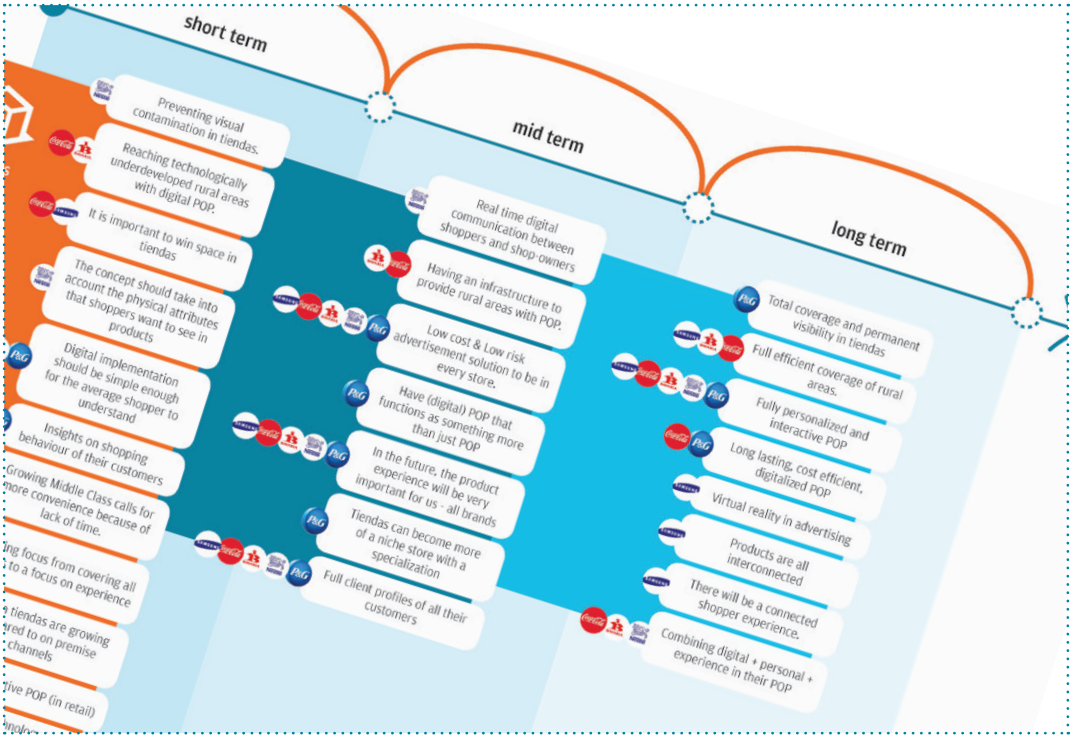
CHAPTER 5

THIS CHAPTER CONTAINS THE RECOMMENDATIONS BASED ON THE DISCUSSION OF THE VISION CONCEPT

RECOMMENDATIONS

GOAL OF THIS CHAPTER

The goal of this chapter is to create a vision concept which is determined by a vision statement. The vision statement is based on the previous research done, for each of the different of users that were defined in the internal analysis. By using different ideation techniques, a vision concept is created.



The main goal of the Discover phase is to create a Vision Concept that is used as a means to discuss the future of Solutions Group over 15 years. A discussion session about the Vision Concept was held with SG, which uncovered several viewpoints and concerns. One of the recommendations was to get more insights from the clients. After this discussion session, several important clients of SG were visited, in order to create more insights. The detailed overview of the paraphrased client interviews and discussion with SG can be found in the Appendix Recommendations. The conversation/interviews were based on the vision concept next to some general questions, see Appendix Recommendations. Based on these two insights, a roadmap was created, see figure 25, 26, 27 and 28.

The roadmap covers 3 future phases (columns short- mid- and long term), which will help SG to start making changes within their organization, in their relationships with their clients and within the product portfolio.

The roadmap is created from two different perspectives as a starting point; the brands (SG's clients) perspectives and the organizations (SG's) perspective. All the insights and ideas of each perspective are clustered within their own row, see figure 25.

Based on the insights and ideas of both the brands, the organization and all the previous research, three paths for possible products and services are proposed, which are assumed to be most interesting and convenient for SG to follow in the future (figure 26, 27 and 28). This is done by the design team, as a mean to bridge and connect the the ideas of the brands and organizations perspective.

The path "Experience Shopping" is found most challenging and interesting for the Joint Master Project and for the future strategic steps of SG. Focussing on this path aligns the most with all the findings from this report. Therefore this path is chosen to be the starting point for the next phase "Design".

CONCLUSIONS

Based on insights from the clients and the company that generated three paths, the experience shopping path is chosen to be most challenging and interesting to follow for SG in the next phase.

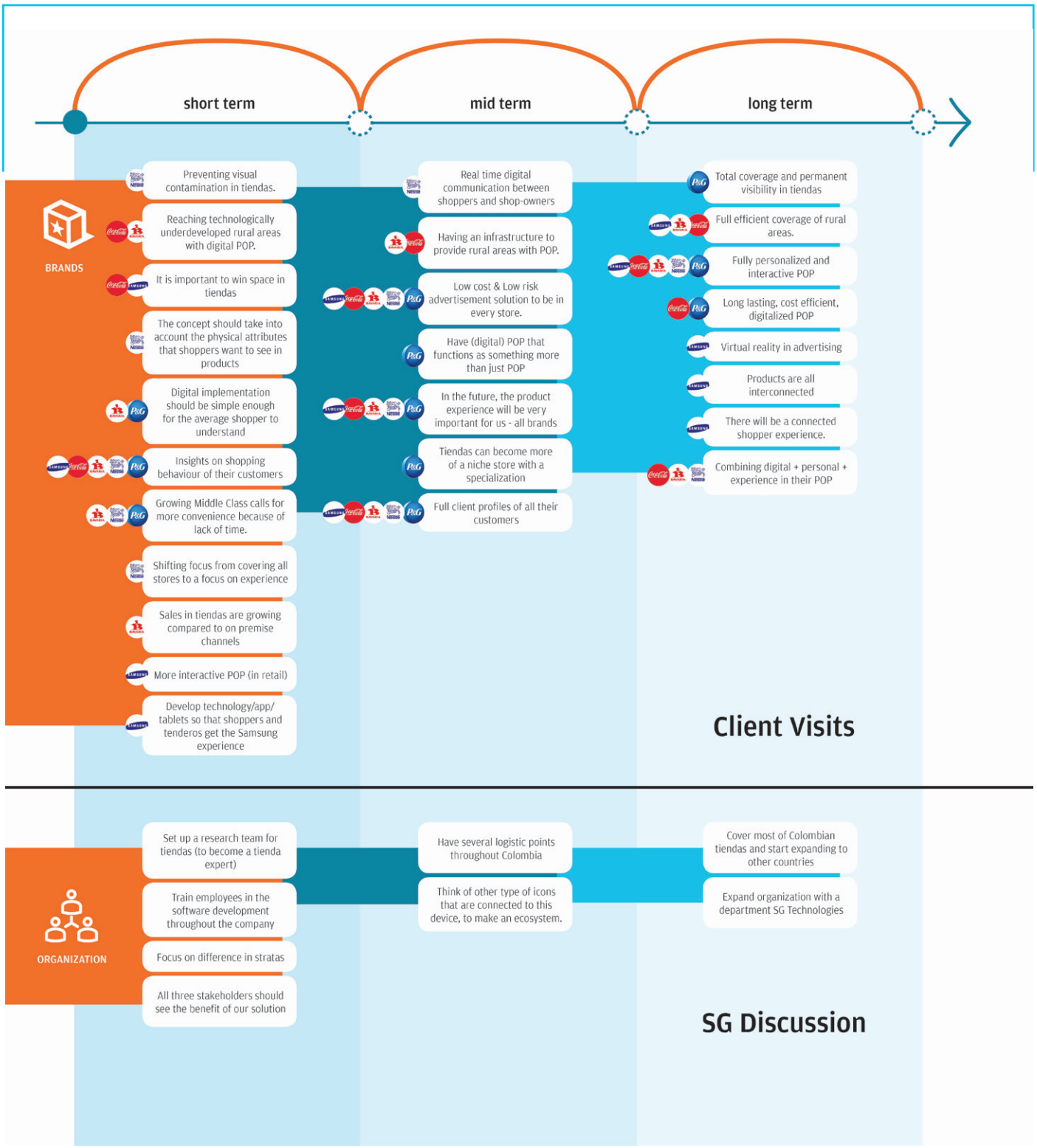


Figure 26 Insights from clients and the company over the time frame

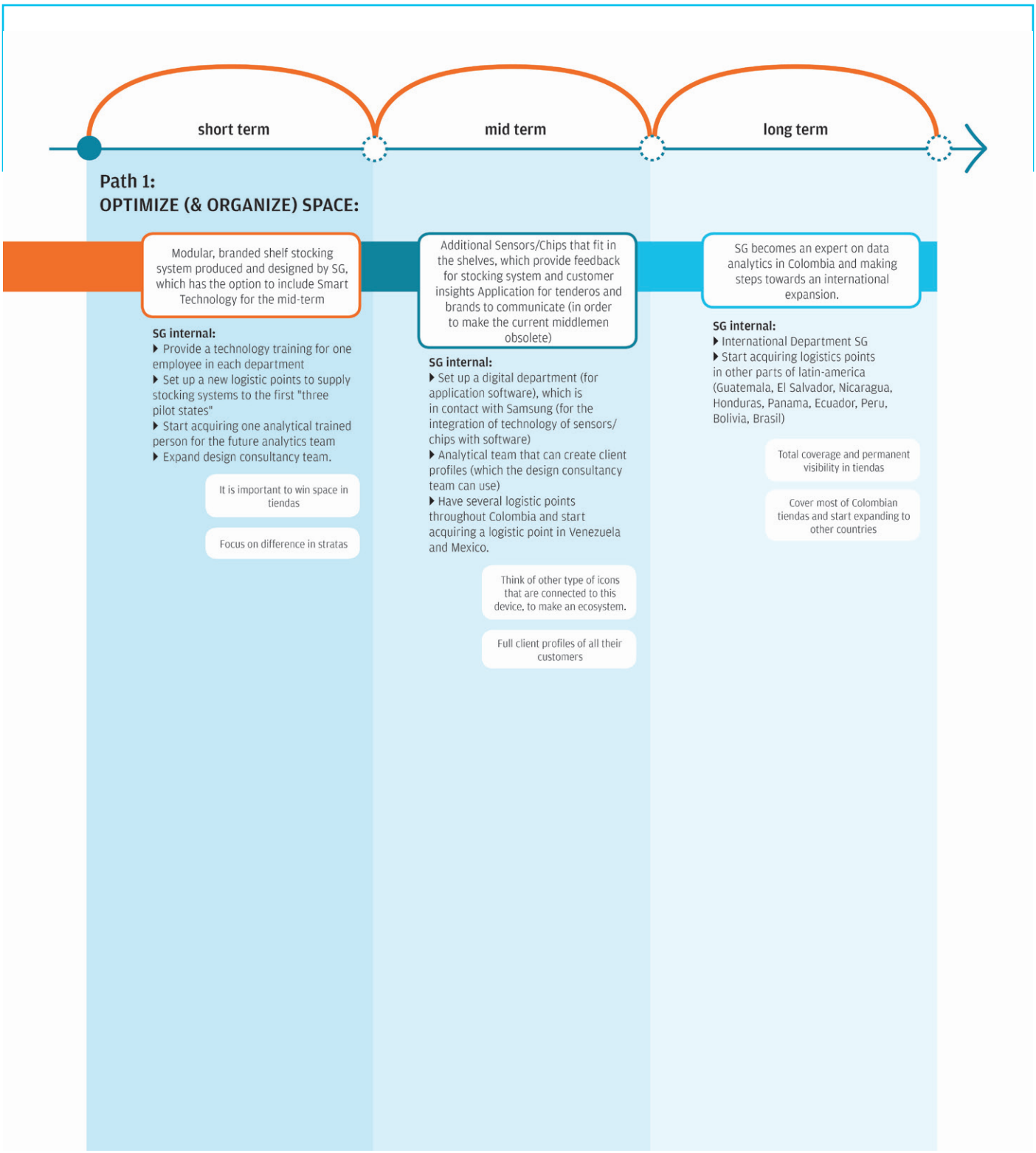


Figure 27 Proposal for Path 1: optimize and organize space

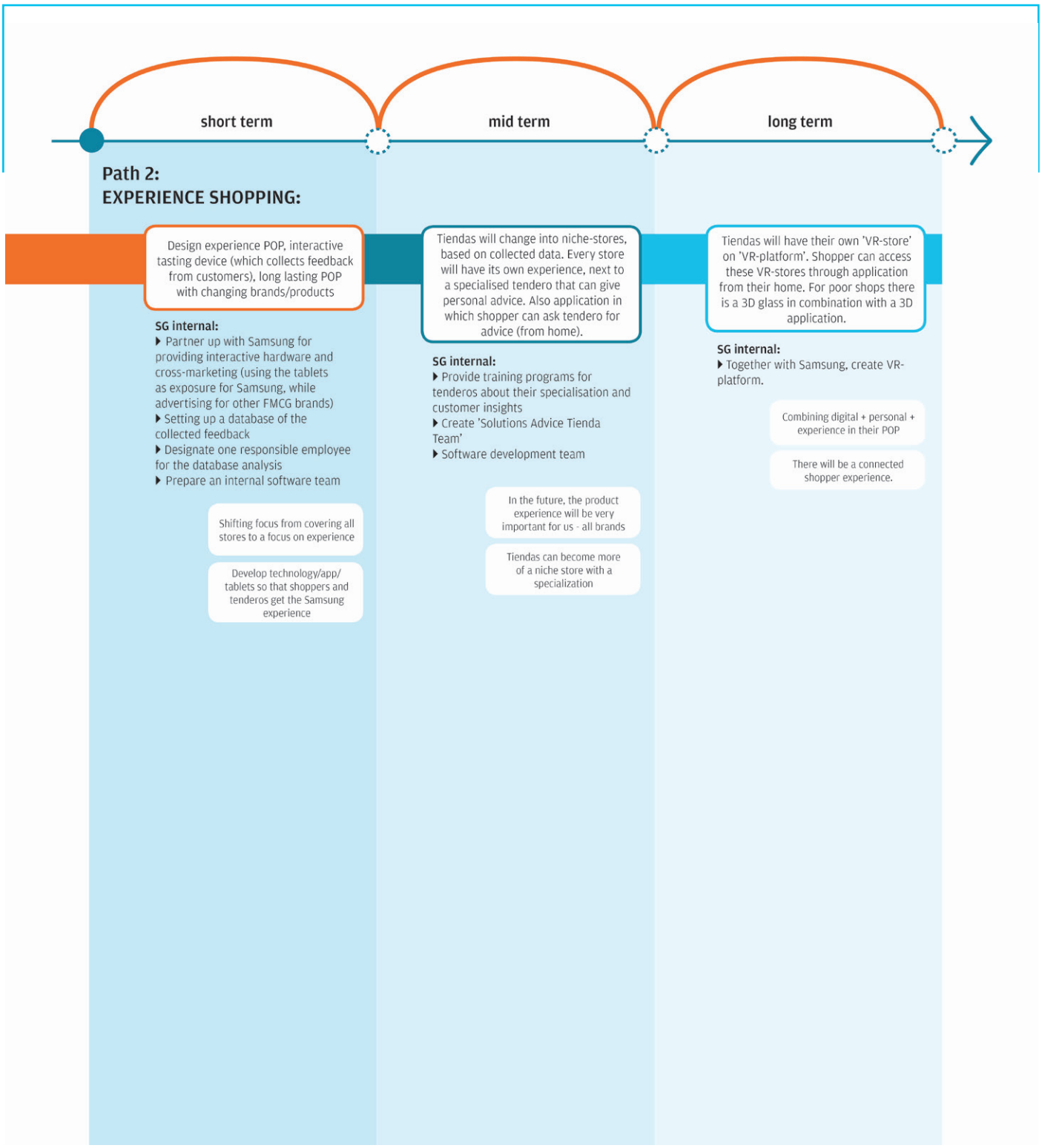


Figure 28 Proposal for Path 2: experience shopping

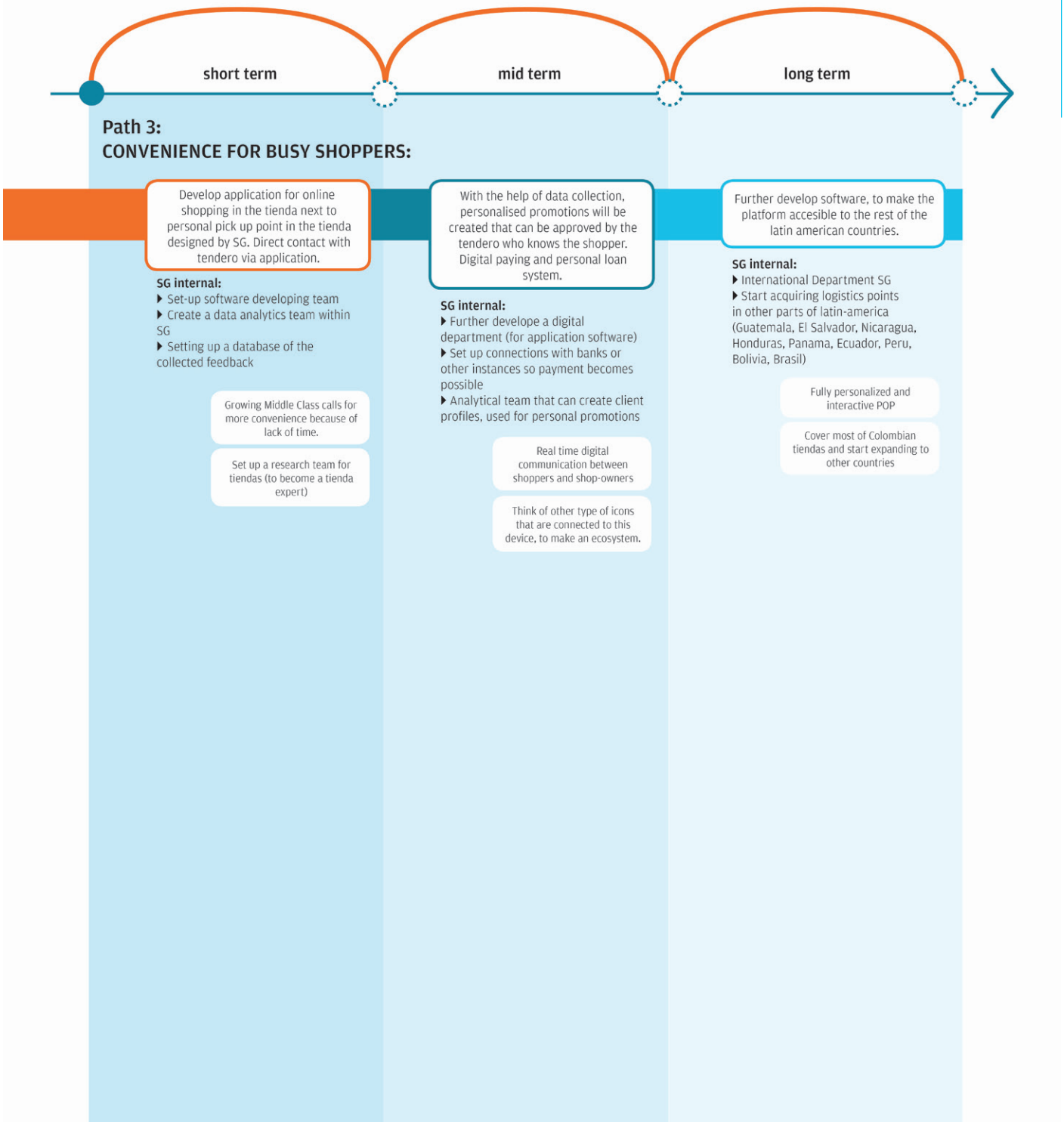


Figure 29 Convenience for busy shoppers