Jun 23rd, 9:00 AM - Jun 28th, 5:00 PM

Retail, Hospitality, and Service Design Futures

Katelijn Quartier
Hasselt University, Belgium

Mia Münster
School of Design, Hong Kong Polytechnic University

Rebekah Matheny
The Ohio State University

Citation

Editorial: Retail, hospitality, and service design futures

Mia B. Münster*[a], Katelijn Quartier[b], Zakkiya Khan[c], Rebekah Matheny[d], Bethan Alexander[e]

[a]Hong Kong Polytechnic University, Hong Kong, People's Republic of China
[b]Hasselt University, Belgium
[c]University of Brighton, United Kingdom
[d]Ohio State University, United States of America
[e]London College of Fashion, UAL, United Kingdom

*Corresponding e-mail: mbmuens@polyu.edu.hk

Abstract: The Designing Retail and Service Futures Special Interest Group focuses on the role of design in the commercial sector, covering interdisciplinary aspects of retail, hospitality, and service design. For the DRS2024 conference track, we have additionally incorporated hospitality design into the track theme to reflect the significant observed overlap between retail and service design and hospitality design. The 14 papers that will be presented were selected from 26 initial submissions to the track. The papers selected for presentation address topics within retail, hospitality, or service futures and are organized into three themed sessions: Sustainability, Experiences, and Technology.

Keywords: retail design; hospitality design; service design

1. Introduction to the Track

The "Retail, Hospitality, and Service Design Futures" track was developed by the Designing Retail and Service Futures Special Interest Group (SIG), which was established by Katelijn Quartier in 2021 under the guidance of the Design Research Society. This SIG holds monthly meetings and organizes events such as biennial special colloquiums and worldwide seminars for students. These events bring together researchers, educators, and students from the field of retail and service design. This year marks the second time that the SIG has featured a track at the DRS conference; the first was in 2022 in Bilbao. In addition to retail and service design, hospitality design has been incorporated into this year's track, reflecting the significant observed overlap between retail and service design and hospitality design.

The value of design in the commercial sector has been studied for years across various disciplines, but in fragmented ways, with each employing their own research methods (Quartier, 2023). In the special interest group, we strive to better understand the value of design in the commercial sector, including closely linked disciplines such as retail and hospitality design, service design, product and fashion design, branding, graphic design, marketing, consumer psychology, economics, design management, environmental psychology, interior design, and architecture.

Recent developments, accelerated by the pandemic, demonstrate a growing convergence between retail, hospitality, and service in design practice. Furthermore, all three sectors are undeniably intertwined and influenced by the digital world, leading to hybrid experiences and a demand for both global and local marketplaces. This challenges researchers in the retail, hospitality, and service sector to reflect upon the status quo, reimagine future developments, and explore new ways of doing and designing. Still recovering from the COVID crisis, and facing energy and climate crises that significantly impact the commercial sector, we asked the following questions in the call for papers for the DRS2024 track: How can services and brands be developed in a sustainable way and remain relevant for consumers? How can they stay afloat despite the many challenges?

2. Papers and Sessions

We received 26 paper submissions for the Retail, Hospitality, and Service Design Futures track at DRS2024. Most papers were reviewed by three experts in the field, while some were evaluated based on only two reviews, provided that these two reviewers agreed in their evaluations. Fourteen papers were accepted for presentation. The papers selected all concern topics within retail, hospitality, or service design and were broadly classified into three themed sessions:

- Sustainability
- Experience
- Technology

Each session showcases research that pushes the boundaries of what is possible in its respective field, highlighting both the current state and future directions of retail, hospitality, and service design.

Sustainability The papers in the sustainability session focus on providing sustainable solutions within the fields of retail, hospitality, and service design. "Service Design and Circular Economy in Hybrid Retail Design" by Grootboom, Quartier, and Breed explores the role of hybrid retail design in the circular economy. "Rendering Soil Care Across Hotel,

Retailer, and Farm with a Mutuality Service Blueprint" by Wernli and Chan examines collaborative, 'soil-to-soil' hospitality practices across various sectors. "'Worn Once': A Call to Reimagine the Problematic Lexicon of Preloved Clothing in Fashion Retail" by Healy advocates for a shift in fashion industry messaging to improve consumer engagement. Finally, "Dissecting Innovation Drivers in Business Design: A Sustainable System Transformation Theory-Based Approach and Visualization Tool" by Cai et al. uses the Design for System Innovations and Transitions framework to analyze innovation drivers for sustainable business transformations.

Experience The papers in the experience session all explore developments in consumer experiences. "Customer-Centric Luxury Fashion Store Experiences: A Case Study Approach" by Alexander and Thompson delves into customer-centric strategies in luxury fashion. "Establishing an Experience Design Management Framework through a Literature Review" by Lu, Tsai, Chen, and Tang defines experience design management. "An Eye-Tracking Experimental Study on the Influence of Background Visual Effects on Consumer Purchase Behavior in Live Streaming Sales" by Zhao and Chiu investigates visual effects in live streaming sales. "To See or Not to See" by Quartier and Beckers shares findings from an eye-tracking study in cosmetics retail. "Designing New Phygital Service Experiences for Hospitality" by Hanni-Vaara, Haanpää, and Miettinen studies the integration of physical and digital realms in hospitality services.

Technology The papers in the Technology session propose means of improving these fields using technology. "Bridging Reality and the Reel: An AR-Enhanced Application Model for Memorable Tourist Experiences" by Park, Cheng, and Wang proposes a design model for developing film tourism applications. "Designing Onboarding for Wearable Payment: Connecting Passive Tangibles to Online Service" by Lindegred, Hendered, and Fernaeus explores the design challenges of connecting passive Near Field Communication (NFC) wearables to online services, such as payment and access. "Product Creative Content Generation Based on Speech Recognition in E-Commerce" by Wei et al. proposes a design paradigm that integrates speech recognition and image generation technology. "AI-Designed Creative Products: Consumption, Creativity, and Consumer Value" by Wang, Zhang, and Ji examines consumer reactions to creative products designed by AI. Finally, "Discovering Service Insights Through Data-Driven User Analytics Process: Studies Based on the Social Media Platform Instagram" by Cheng and Sui proposes a data-driven user analysis process to help brands explore service insights using data-mining techniques based on Instagram.

Each contribution offers a unique perspective on how sustainability, experience, and technology can intersect and evolve within the design industry, providing innovative strategies and solutions for future developments. Some papers touch on multiple themes, so for attendees who are interested in any of the themes, we encourage you to read the

abstracts from all papers to see whether there are subjects of interest that overlap between the themed sessions.

3. References

Mager, B., Sistig, M., Chen, Y., Ruiz, K., & Corona, C. (2020). *The Future of Service Design.* TH-Köln. https://bit.ly/393eI2P

Münster, M. B., Sönnichsen, S. D., & Clement, J. (2022). Retail design in the transition to circular economy: A study of barriers and drivers. *Journal of Cleaner Production*. https://doi.org/10.1016/j.jclepro.2022.132310

Petermans, A., & Kent, T. (2016). *Retail Design: Theoretical Perspectives*. Routledge.

Quartier, K. (2023). *The Big Book of Retail Design*. Leuven: Lannoo Campus.

Quartier, K., Petermans, A., Melewar, T. C., & Dennis, C. (2012). *The Value of Design in Retail and Branding*. Emerald Group Publishing.

Quartier, K., Alexander, B., Khan, Z., Murialdo, F., & Münster, M. B. (Eds.) (2023). *Proceedings of Inaugural Designing Retail and Service Futures Colloquium*, London, UK, Design Research Society, March 30–31, 2023. https://doi.org/10.21606/drsf.2023.cv

About the Authors:

Mia B. Münster (PhD) is Research Assistant Professor at the School of Design, Hong Kong Polytechnic University, with 20 years of retail design expertise. Her research investigates retail and hospitality design from cultural, sustainability, and sociological perspectives.

Katelijn Quartier (PhD) is Associate Professor in Retail Design at the Faculty of Architecture and Arts of Hasselt University, where she is also the academic director of the Retail Design Lab knowledge center.

Zakkiya Khan (PhD) is Senior Lecturer at the University of Brighton, United Kingdom, with experience from Asia, Europe, Africa, and the United Kingdom. Their passion lies in understanding the future of designing localized retail environments in the context of globalization.

Rebekah Matheny is Associate Professor in the Department of Design at Ohio State University. Building upon her retail strategy practice, sustainable design teaching, and design futures certificate, her research investigates retail experiences to foster sustainable consumption and implement slow retail.

Bethan Alexander is Reader in Fashion Retailing and Marketing at the Fashion Business School, London College of Fashion, University of the Arts, London. Her scholarly research interests span multisensory fashion retailing, customer experiences online and offline, innovative retail formats, retail technologies, and future retailing.