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— WELCOME, PLAYER —

READY TO UNLOCK LEVEL 1?

JUST A PEEK :]

LOADING...

< PRESS SPACE BAR TO START >

BRIEF:

Create a brand identity and associated applications for a local high street shop with a specific sub-culture audience in mind (randomly picked).

My constraints:

SHOP: Greengrocers | AUDIENCE: Gamers

INTRODUCING...



LOGO:



VEG OF DESTINY

* THE GAMERS' GREENGROCERS *

As the world's first greengrocers programmed for gamers, Veg of Destiny combines interactivity, healthy eating encouragement and an exciting rewards scheme. Copy and aesthetic are designed to entice (and keep) gamers in the door.

So... are you ready to level up?



FOR GAMERS, INSIDE AND OUT

If the first challenge is to get gamers through the door, why not make the whole shop a game?

Starting with blacked out windows and digital displays, instead of the usual array of produce, to attract the target audience.



Bright colours paired with the dark surroundings make gamers feel comfortable, and stimulated by the atmosphere.

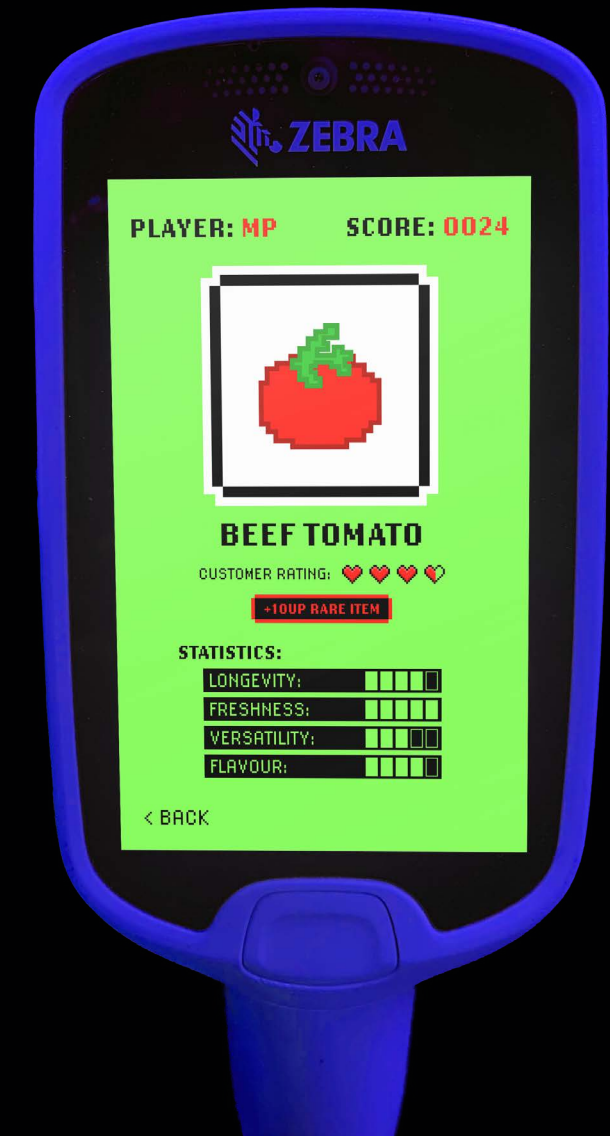
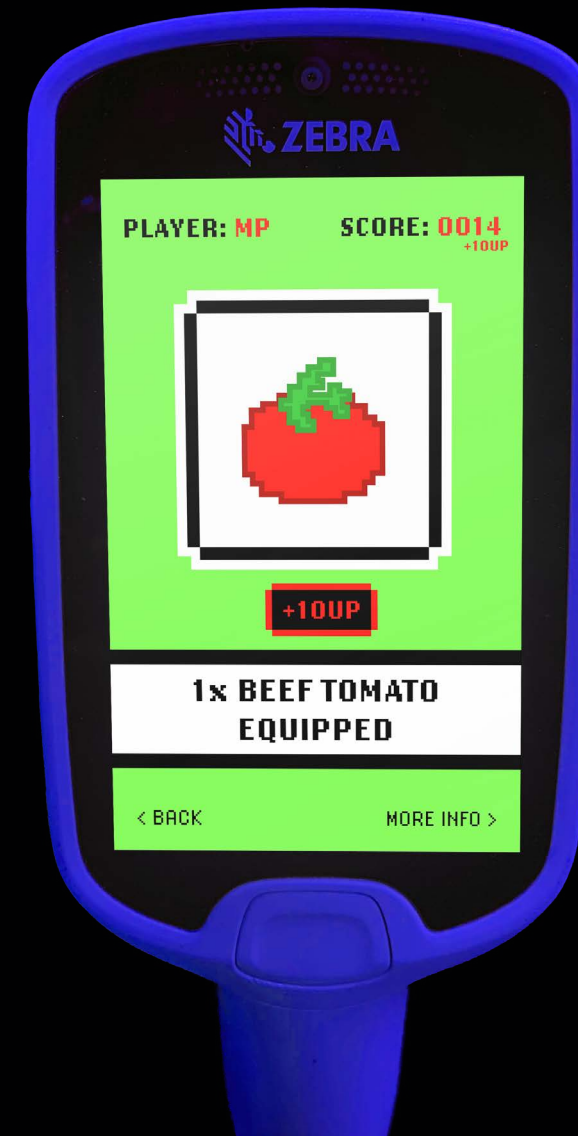
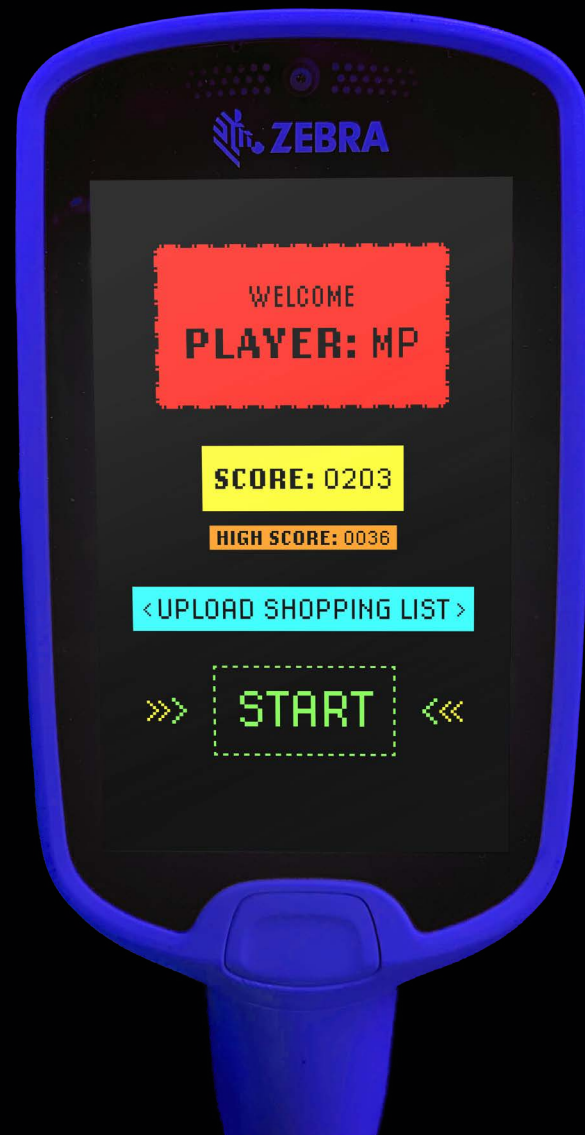
INTRINSIC INTERACTIVITY

'Scan as you shop' consoles are transformed into an (optional) interactive experience within the shop, including quests and rewards based around simple meals.

SCAN AS YOU SHOP

1UP EQUIP **↑↑↑** LEVEL UP **£££** SAVE

NEW RECIPE UNLOCKED!



In order to get the discount, and relative XP points, gamers must equip all ingredients for the recipe. When this is completed, the simple recipe will be ready for download, and the discount will be added to the shop.

PRODUCE SIGNS

Point value per item is dependent on the rarity of product, so gamers are challenged to step out of their comfort zone with food.



COMMON ITEM

NAVEL ORANGE

€ **0.65** /EACH

STATISTICS:

LONGEVITY: █ █ █ █ █

FRESHNESS: █ █ █ █ █

VERSATILITY: █ █ █ █ █

FLAVOUR: █ █ █ █ █

SCAN AS YOU SHOP: +3UP

RARITY: █ █ █ █ █

COMMON ITEM

CARROTS

€ **1.45** /KG

STATISTICS:

LONGEVITY: █ █ █ █ █

FRESHNESS: █ █ █ █ █

VERSATILITY: █ █ █ █ █

FLAVOUR: █ █ █ █ █

SCAN AS YOU SHOP: +2UP

RARITY: █ █ █ █ █

RARE ITEM

AVOCADOS

€ **2.20** /650g

STATISTICS:

LONGEVITY: █ █ █ █ █

FRESHNESS: █ █ █ █ █

VERSATILITY: █ █ █ █ █

FLAVOUR: █ █ █ █ █

SCAN AS YOU SHOP: +9UP

RARITY: █ █ █ █ █

XTRA RARE ITEM

PARSNIP

€ **0.30** /EACH

STATISTICS:

LONGEVITY: █ █ █ █ █

FRESHNESS: █ █ █ █ █

VERSATILITY: █ █ █ █ █

FLAVOUR: █ █ █ █ █

SCAN AS YOU SHOP: +15UP

RARITY: █ █ █ █ █



COMMON ITEM

BRAEBURN APPLE

€ **0.54** /EACH

STATISTICS:

LONGEVITY: █ █ █ █ █

FRESHNESS: █ █ █ █ █

VERSATILITY: █ █ █ █ █

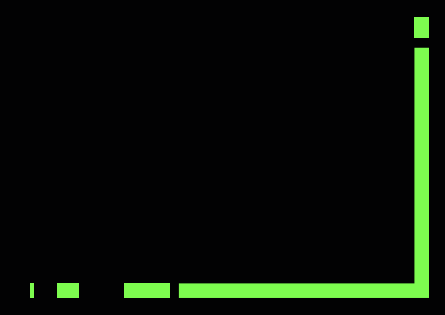
FLAVOUR: █ █ █ █ █

SCAN AS YOU SHOP: +2UP

RARITY: █ █ █ █ █

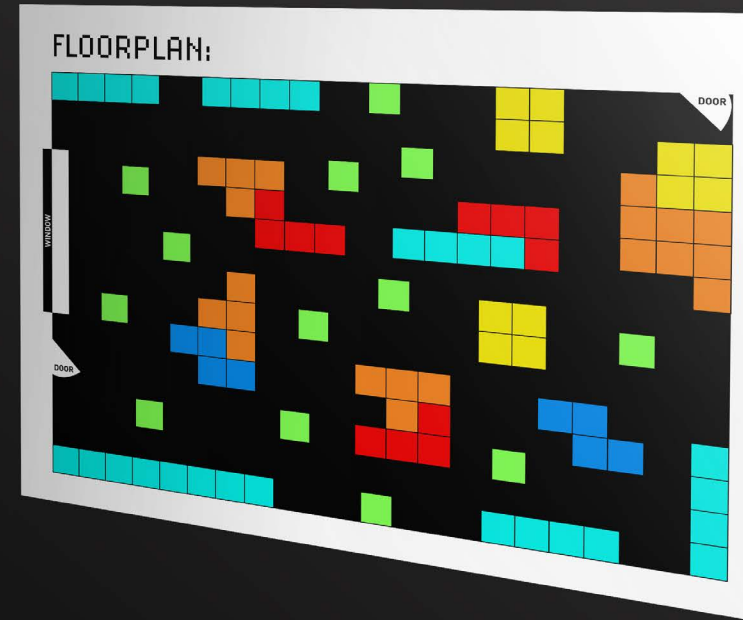
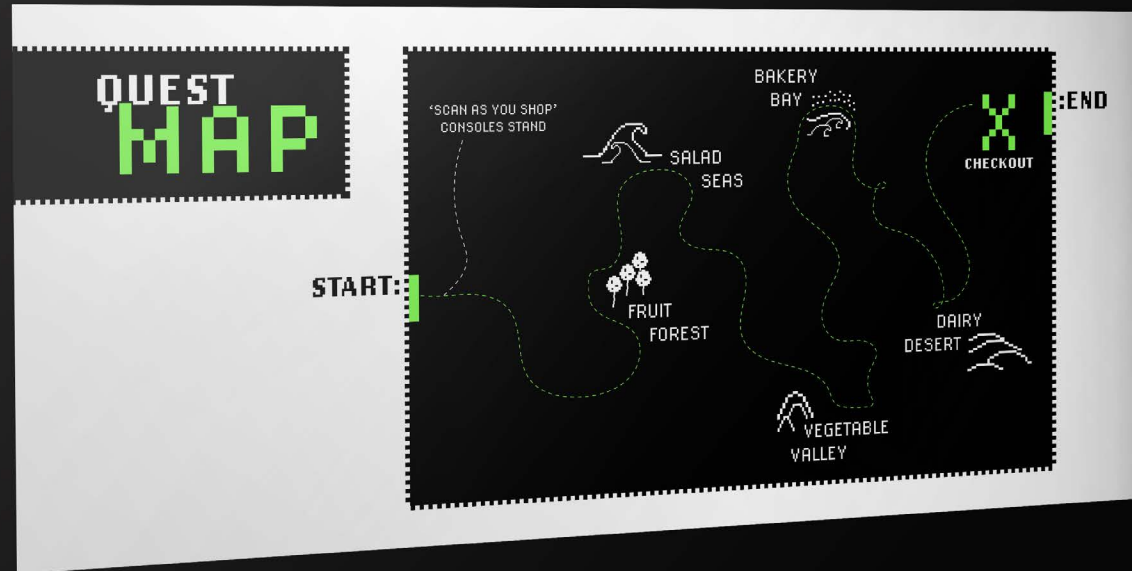
Gamers are asked to choose between adventure or the well-trodden path.

Level up, or opt out?



+10UP

INNER SIGNAGE AND GRAPHICS



The quest map seeks the adventurous gamer, with a loose structure of the shop.

The floorplan, however, grabs the attention of the strategic. Crates are laid out in a modular fashion throughout the shop, based around Tetris blocks. This allows them to beat their highscore in record time.

QUEUE LAGGING...?

... try out our mini game, available on the Scan as you Shop console or your mobile on our app!

CAN'T FIND A QUEST ITEM?

BEFORE YOU RAGEQUIT...

ASK A MEMBER OF STAFF FOR HELP!

Copy based on gamer language is exemplified in posters spread around the shop, allowing for a smooth and immersive experience.

WAYFINDING AND MERCHANDISE



Everything in the shop, including the floor is designed to interact with the customer in mind, to create an experience which is interactive and enjoyable. After all, gamers and greengrocers are not often words which you hear in the same sentence. Veg of Destiny sees and embraces this, and strives to make the customer as comfortable and happy as possible.



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GAME OVER

[for now]

EAGER TO
UNLOCK LEVEL 2?

THANKS FOR PLAYING!

< PRESS ESC TO EXIT >