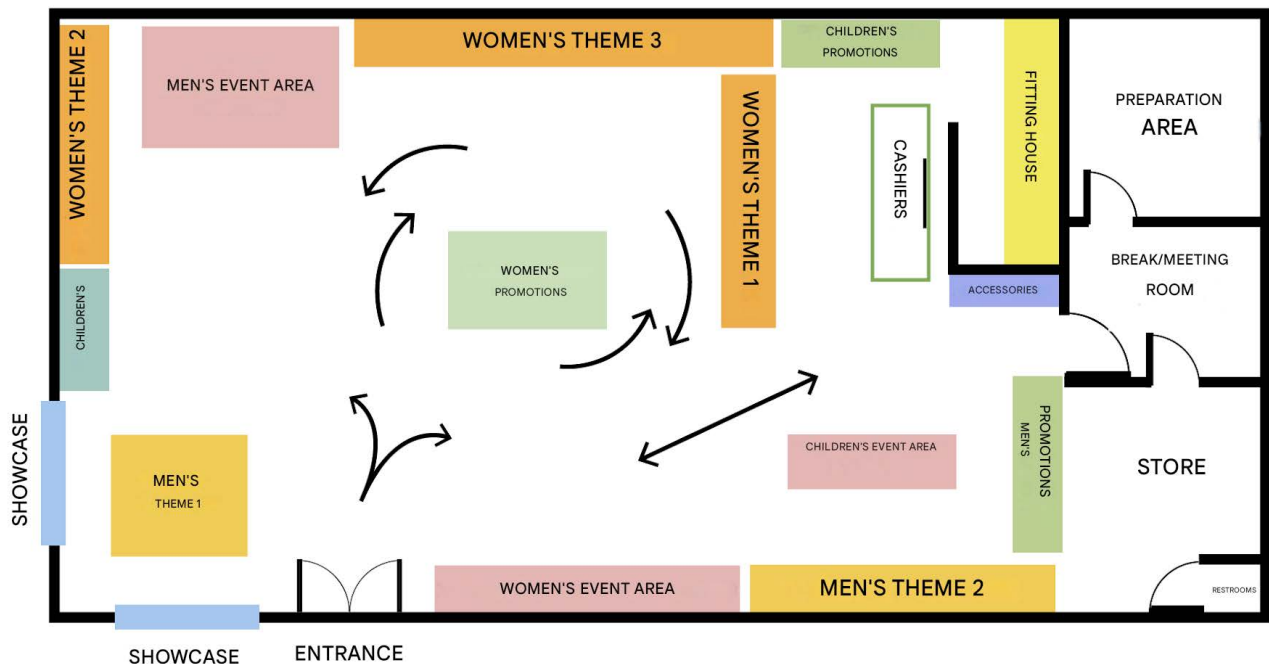


OPENCLASSROOMS

1. Here are the main points raised, and suggestions for improvements:

- The rays are mixed and not grouped into universes, which can be confusing for customers
- The clientele is predominantly male, but there are more themes women
- Event areas are not visible enough. • The most prominently displayed area is "women's promotions," which may To give a negative image of the company (clearance sales, poor perceived value, etc.) • The "women's theme" hinders access to the checkout • Accessories are placed near the checkout, encouraging additional sales, but are not very visible
- The cash register is poorly placed; it doesn't make sense given the direction of traffic flow and does not allow a view of the store entrance • The traffic flow encourages customers to turn around quickly, without having visited the store in its entirety
- The preparation area is not very accessible, and the toilets are located in the reserve

2. Here is your proposed plan:



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rearranged to allow for:

- Improved customer flow • Adaptation to the customer base (a "men's" theme replaces a "women's" theme)
women ")
- Improved visibility of product categories • Easier access to the checkout and accessories (often sales items)
additional)
- Improved protection against theft: the location of the checkout area allows for a better view of the inputs and outputs
- Highlighting event areas instead of areas of promotions
- Improved operational tasks and employee well-being, thanks to the redesign of the back office space (i.e., outside the sales area). This space is now better suited to employee needs (break room with restrooms), improves order preparation efficiency, and reduces the need to go into the stockroom.