

**JPDA Case Study**  
**Technology/ Service Retail**

**O2 UK**

## About the Client

# O<sub>2</sub>



O2 was formed in 2001 following the de-merger from British Telecom of its former mobile business, BT Wireless.

The company is the UK's largest mobile operator with nearly 18 million customers.

O2 has over 450 retail locations in the UK, many of which were inherited from BT.

**JPDA was called upon to design a Concept Store to be located within the branded “The O2” entertainment venue (London’s former Millennium Dome) which would embody the core O2 brand value “to be a breath of fresh air.”**

**The store would showcase products and services in unique and innovative ways that could not otherwise be achieved in existing retail stores.**

O2 had a very sophisticated brand identity that was well developed for print and visual media, but not at all reflected in the actual retail experience. Existing stores looked cheap and tacky and were organized around confusing categories which did not reflect consumer needs.

A new set of architectural brand identity guidelines would need to be developed to guide future development of retail and other branded spaces.

Stores were being built to showcase handset hardware, which was frequently presented in locked cases or as non-functioning dummy units. Opportunities for differentiation from competitors were being squandered, since merchandising was exactly the same across all mobile shops, and tactical marketing consisted exclusively of price point competition.

Shoppers were rarely using even a fraction of the capabilities of their handsets due to poor instructions and lack of knowledge on the part of sales staff. Value added network services were not being presented or explained.

The in-store experience should be redesigned from scratch, with every element focused on customer engagement and satisfaction.

The emphasis should be on creative exploration, where visitors would be encouraged to touch and experiment with the gear while being wowed by dramatic surroundings.

The Concept Store should immerse the visitor in a unique environment, which is both dynamic and tactile, combining creative high tech play with natural elemental materials and textures.

We felt it was clear that the O2 experience should continue outside the shop and be pervasive within the larger venue. JPDA was subsequently retained to develop the O2 Brand Experience at The O2 as a related project.

The store should be divided into zones that clearly reflected the provided activities, and allowed for as much unstructured and informal face to face contact with store staff as possible.

Materials and lighting should be carefully selected to promote a warm, inviting environment where technology is made familiar and accessible



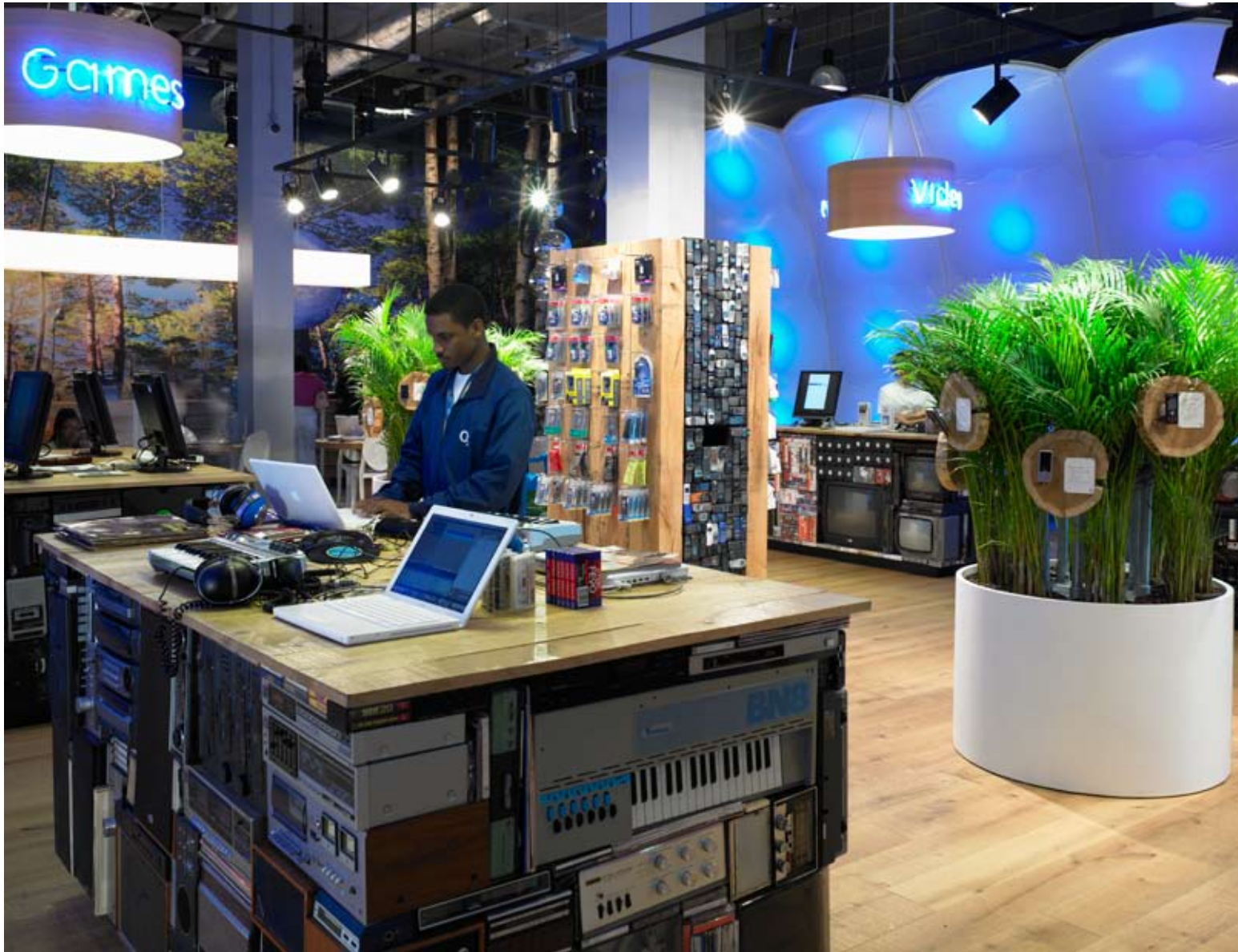
Manifesting O2's call to action, the O2 Concept Store invites visitors to **"See what they can do"** via interactive Experience Tables, where customers create ringtones, edit and print photos, and play games and videos on the latest handsets.

The core of the store experience consists of **four interactive worktables - Photo, Video, Music, and Games** - which are focused on specific creative activities enabled by O2 products and services. The Experience Tables are merchandised as in-progress creative workspaces with handsets, laptops, and props scattered as they might be on your desk at home. Through context, technology is made understandable and even familiar.

At the rear of the store is **the lounge, where customers relax, consider plan options, and meet with O2 gurus** to sign up for services in a comfortable low-pressure environment. The bar, formed of stacked wooden railroad ties, houses phone recharge lockers and cash tills, and serves as a central point for all customer service and purchasing activities. The furniture is a quirky mix of modern takes on minimal, classical, and baroque themes, and is arranged on artificial grass rugs.

The store is staffed by **enthusiastic, charismatic people** hired not primarily for their sales experience but rather for their interests and creative accomplishments.









The O2 Concept Store generated tremendous positive publicity for the brand. JPDA was subsequently engaged to further refine the design concepts and develop a scheme for roll-out across the entire O2 Retail estate. JPDA worked within extremely tight time and budget constraints to produce a package which will be first built for an initial batch of sixty-five stores by summer 2008.



Jordan Parnass Digital Architecture (JPDA) is a multidisciplinary practice, combining architectural and digital media design. Our retail and commercial projects draw on our core architectural strength, as well as our capacity for broad spectrum design integration.

The JPDA project portfolio includes award winning retail, commercial, and residential projects, which vary in size from a few thousand, up to hundreds of thousands of square feet. Since the firm's inception in 1997, JPDA has attracted a wide range of clients, both locally and internationally.

Leveraging computer visualization, digital design, and web-based interactive technologies, we are particularly adept at transforming prosaic materials and programs into engaging and interactive environments, and always focus on maximizing the return on every dollar eventually spent for construction.

As a design-driven firm, our goal in accepting projects is always to produce work of the highest quality, with every project individually managed to fit each client's special needs and requirements. All of our projects are unique solutions, regardless of program or scale.

JPDA will work as the client's ally throughout the complete process of site selection, leasing, design, construction, fixturing and merchandising. Our experience and flexibility ensures that regardless of budget, every project is designed for maximum impact, incorporating superior efficiency, economy, and aesthetic beauty.

Our Retail and Commercial services include:

Strategic Planning	Construction Management
Architectural Brand Development	Fixture Design
Site Selection	Merchandising Design
Leasing Advisement	Corporate & Brand Identity
Feasibility Analysis	Graphic Design
Store Prototype Development	eCommerce Design & Development
Architectural Design	

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