

AN INSPIRATIONAL GUIDE ON HOW TO RE-THINK AND REDESIGN WAITING TIME IN WAREHOUSES

# 20 IDEAS ON HOW TO USE WAITING TIME

Warehouses in today's market are under severe pressure due to the economic crisis, the growing popularity of webshops and the fierce competition of international chainstores. In order to create relevance to a visit of their physical store, warehouses are forced to deliver a memorable instore user-experience.

As 'waiting' is an inevitable element within the shopping activity even though it is perceived as a negative activity, it influences the user experience of shopping badly. Until warehouses stop ignoring waiting time as a meaningful element within their store, a solid user experience can't be established. Therefore warehouse should rethink and redesign their waiting time, so they can build a strong user experience that responds to the needs of its visitors.

## THE NATIONAL WAITING CHAMPIONSHIP

The National Waiting Championship is a national contest of who breaks the longest waiting record instore. With the app waiting visitors can simply record for how long they've been patient and instantly share their score. While waiting participants see their name jump up the app's scoreboard and beat other contestants by winning the longest waiting time. The participant that breaks the longest waiting record is crowned National Warehouse Waiting Champion. By connecting all waiting visitors in the country to each other the app enables people to share their misery of waiting and creates meaning to the activity which they can communally laugh about. By transforming waiting into a competition The Waiting Championship reframes the negatively associated moment of waiting into a stimulating activity.

## CLOTHING TINDER

Helping your partner pick clothes is the main reason why couples shop together. By creating Clothing Tinder, the warehouse offers a tool that makes this process easier and fun. Waiting visitors can upload a picture of their partner in the app and swipe through the outfits she selected. With a single swipe he can let her know if the outfit is a 'go' or a 'no'. If waiting visitors rather see there partner is something more, crazy, classy or spicy they can simply swipe through additional outfits and send his selection to the fittingroom in the preselected size and color. By doing so, the warehouse reduces waiting time for the helpful partner and maximizes product exposure of it's own brands while empowering waiting partners in their role of the Clothing Judge.

## YOUTUBE FILM FESTIVAL

By hosting the Youtube Film Festival as a waiting space, waiting time is reframed into a new entertaining activity. In stead of waiting, visitors get to visit the the mini festival, where visitors get to see the top 30 best YouTube video's of that month in high defenition on moviescreens. Visitors can contribute to the festival by voting for their favorite video and sending in their own preferences for the Top 5 Warehouse Favorites. The YouTube Film Festival is located in a mini theatre in the centre of the warehouse next to the womens fittingrooms to attract the highest amount of waiting visitors. After watching the video's visitors can immideately share their favorite online.

## RECHARGE ROOM

A branded waiting concept in co-lab with Nespresso.

The Recharge Room is a concept that recharges visitors for the rest of the day while waiting. As we are constantly using our smartphones people continuously lose the ongoing battle with a smartphone's dying battery. And as we become increasingly dependent on our devices, its battery activity is crucial. That's why the Recharge Room offers a space where visitors can connect their smartphone to the experience and immediately recharge it, giving you and your smartphone new energy. While charging the Nespresso bar gives the visitors its newest espresso power shot that recharges their body as well. By doing so, the recharge room allows its visitors to utilize waiting time to fully recharge themselves for the rest of the day.

## NETWAITING

Visitors can use waiting time to expand their network by checking in the Bijenkorfs app what other visitors are waiting in the massive warehouse, and what job and interests they have. If it is useful for their professional or personal projects they can connect through the app and start networking. By doing so, the warehouse stimulates interaction between visitors enables them to use their waiting time to benefit their career.

## THE OFFICIAL WAREHOUSE RACE

Waiting visitors are invited for the official Warehouse Race. A race that challenges visitors to reach the top of the warehouse within 90 seconds with all their shopping bags. By using the warehouses massive stairways as a racing court visitors get to use the building as a play context. At the start, contestants connect their smartphone with The Warehouse Race and it immediately records your personal racing time and speed. When reached the finish the app instantly measures your record. It calculates if you're the fastest contestant and shows your ranking on the Top Warehouse Racers list. Contestants can immediately share their personal speed record with their friends on social media.

## WARDROBE HOUDINI

To create a game out of waiting the fittingrooms are transformed into a shell game. As all fittingrooms are identical it's difficult to guess behind which curtain your partner hides. In the waiting lounge visitors are invited to play the game and track the location of their hidden partner. On screens they can see all the moving curtains and simply bets behind which curtain his partner is hiding. In the bet he can add the amount of items exactly she is fitting, if both are correct, he wins discount on the products.

## THE FUTURE THOUGHTS MACHINE

As birthday's tend to be forgotten until the day itself, birthday cards often arrive too late or not at all. Making the sender look slack and unthoughtful. To solve this problem and help visitors score points with their family and friends, visitors can use the Future Thoughts Machine to pre-send cards on future birthdays to their family members and friends. In waiting spaces a future message machine is installed from Hallmark. Visitors can use waiting time to write five future birthday messages. By logging in to your facebook account you can select 5 friends you want to pre-send a future birthday card to. Facebook imports your friends d.o.b information and synchronizes that with your card with personalized message. By doing so, visitors can utilize their waiting time to make sure they never again miss important moments in their friendships.

## SUNSHINE KIDNAP

On a daily base people are inquired to get a certain dosis of vitamine D, but when stuck inside the warehouse, they are wed hold from the sun. And therefore visitors can't get their daily dose to stay balanced and healthy. To boost visitors natural vitamin levels the Sunshine Kidnap offers a waiting space where visitors can use their waiting time to retrieve their Vitamine D shot without having to leave the store. Visitors get a fifteen minute power boost where they enjoy vitamine D light and sound therapy while recuperating in the tranquil environment. By doing so, the Sunshine Kidnap uses waiting time to restore the natural balance of visitors inside the store. Resulting in happier and healthier customers who use their waiting time functional.

## FRIEND CLEANER

What does it mean to be facebook friends? Nowadays not that much. That's why most people have a few friends within their friendlist of who they wont even remember where knowing them from. People rarely take time to clean out their facebook friendlist and filter their social life. Eventhough they share very private information with them. That's why in the Friend Cleaner waiting experience, the warehouse offer visitors 'social cleaning'. By enabling waiting visitors to connect their phone to the app they can instantly synchronize their facebook with the friend cleaner. By doing so, visitors can use there waiting time to perform a task they forget to do, but need to get to: clean out your social life. The app gives you five suggestions from your friendslist that you have little connections to and haven't actively been in contact with. By swiping yes or no, you can instantly filter them out of your friendlist. After the waiting time is up, the app gives your score of how clean you made facebook, which you can instantly share with your 'real' facebook friends.

## THE SNAPSHOT SNIPER

The waiting experience is used as a control room where visitors can spy on the rest of the warehouse with the surveillance cameras. When entering the experience players receive five screenshots of visitors in the warehouse and get a simple mission: find as many targets as possible within 10 minutes. By giving visitors the mission to track back a person in the crowded warehouse the experience transforms the warehouse into a real time Where is Wally game. By doing so, the experience transforms the warehouse and it's visitors in to living game elements.

## THE FITTING MARATHON

Next to the fittingrooms, the warehouse hosts an experience for waiting partners. Where 'The Fitting Marathon' takes place: a fierce competition that flips the activity of waiting for a fitting partner around. Visitors get the mission to simply keep their partner in the fittingroom as long as possible instead of pushing them to fit faster. The contestant that can keep his partner in the fitting room longest wins the Fitting Marathon. From the experience guys can influence the fitting time by sending confusing messages such as: *"Well honey, I'm actually not sure whether you look fat in those jeans, maybe you should try them on – again?"* Or *"I'm certian not whether the purple skirt matches with your skin tone, what if you try it in blue, yellow, black and beige - aswell?"*. By sending additional clothing for her to fit they stretch her fitting session even longer. The longer participants can keep their partner in the fittingrooms the more points they score. By doing so, The Fitting Marathon doesn't just reframe the waiting experience into a fun activity, it also allows fitting customers to take more time for their clothes and check out more products while not having to worry about impatient partners.

## WINDOW WORDS

A branded waiting experience from Nokia.

The Window Words waiting experience enables visitors in the warehouse to interact with pedestrians outside by using the building itself as a canvas for conversations.

In the waiting space a typewriter is synchronized to screens in the warehouse's shopping windows. Visitors are invited to type a message that is instantly visible for the public outside on the shopping windows. By installing webcams at the windows, visitors can react to passers and spark a conversation. Each message is unique and personalized and every conversation ends with Nokia's tagline: Stay connected. By doing so, the warehouse literally uses the building and its present space to stimulate people to interact with each other and connect audiences outside the warehouse with the store based on human interaction.

## POP UP EXPO

By transforming the warehouses waiting location into a pop-up expo, the store entertains waiting visitors while they use their waiting time to discover new upcoming artists and get inspired by the work. When they like it they can contribute 1 euro for their next crowdfunded project, so visitors instantly become part of the artists project. The pop-up expo changes weekly from artist, resulting into a renewed and surprising exhibition with every visit to the warehouse. By doing so, waiting time is used to start new projects with talented creatives. And by hosting a co-lab with young and upcoming artists additional visitors will be stimulated to visit the warehouse to check out the expo.

## THE LONGEST PREPARED SCOTCH

A branded waiting experience in collaboration with Johnny Walker

When visitors enter the space they notice a bar, but without a bartender. All of a sudden a female voice says through the intercom: "Fancy a drink gentleman? Push the red button behind the curtain". By pushing the button, an installation is triggered that has a domino effect through the entire space. The red button triggers a ball to fall, the ball in his turn knocks over a wire, that is cut and let's go of a weight, which activates the next object and so forward until the installation ends with pouring a scotch for the waiting visitor. By doing so, the waiting space creates an experience out of 'having a drink' and visitors can use their waiting time to enjoy the longest prepared Scotch from Jack Daniels in a suprising environment.

## WAREHOUSE PACMAN

This waiting experience takes place in the elevator of the warehouse. In the elevator all the different levels of the building are connected to each other through a game: *Warehouse Pacman*. As the elevator takes off, the game instantly starts. On a screen the floorplan of each department is translated into a pacman gameboard. By using Eyebeacon software all shopping visitors on that particular floor become living play elements that move through the gameboard. Like in Pacman, players have to navigate to the other side of the gameboard without touching any of their fellow shopping visitors before the elevator arrives to the next level. When the elevator reaches the next floor, time is up and a new game starts with the floorplan of that particular department. By doing so, the game utilizes a waiting occasion to engage visitors with their environment and stimulate interaction between passive visitors and active visitors.

## COOK-A-CLOCK

This waiting experience is a co-lab between the warehouse and different auteurs of cooking books that are being sold at the book department. At the waiting space, a pop-up kitchen is installed where visitors are immediately invited to create their own free haute-cuisine lunch for themselves and their shopping partner with a trending chef of one the warehouses new cookbooks. They get all the ingredients and instantly get started with a trendy dish with the help of the top chef. If they like the dish they can immediately pre-order the cookbook at the waiting experience. By doing so, visitors use their waiting time to take part in an activity, surprise their partner with a free lunch and are introduced with the new line of cookbooks of the warehouse.

## THE AIRPLANEMODE EXPERIENCE

As warehouses and the big cities they are located in are quiet hectic, life can get a bit overwhelming. And when we're not rushing through our daily ratrace we continuously receive social media messages, resulting in that people never get some 'alone' time. That's why the warehouse offers an isolated airplane-mode zone as waiting locations. In this zone visitors can flee from the cities mayhem and take a moment to reenergize themselves for the day in total social isolation. The moment visitors walk in the wifi and phone connection is disconnected and they get to utilize these rare moments of offline-silence to reenergize themselves for the mayhem of big city life.

## THE GENTLEMANS ESCAPE

The Gentleman's Escape is a branded waiting experience from Sony that gives waiting visitors a active role in the shopping activity by letting them use their waiting time to play for credit on their future purchases

In the game guys get a mission: find your partner with Sony's camera's in the overly crowded Bijenkorf and team up to hunt for credit on your Christmas purchases. By hijacking the surveillance camera's in the Bijenkorf and installing Sony's Cybershot camera's, Sony creates a game that transforms the Bijenkorf and its visitors into living game elements. With the optical zoom function, players can track down their partner in the warehouse. When players target their partner, they fill in her number and time starts running. To win they have to lead her within 5 minutes through the warehouse to as much discount as possible. Credit can be unlocked at hidden locations all over the warehouse. After 5 minutes time is up, and the app gives your score.

As the game credit is time-bound and valid for just 1 hour sales instantly go up, and traffic on Sony's webshop immediately increases. By connecting partners to eachother in a game Sony triggers interaction between visitors and stimulates them to discover the unique features of Sony products by interacting with them through play. With the Gentemans Escape Sony doesn't just give waiting visitors a meaningful role in the shopping proces, it transforms their waiting time into a functional and fun experience.

