

YRC Explains the Importance of the Decompression Zone in Retail Store Layouts

YRC explains how data, design, and psychology help create effective retail decompression zones that improve customer experience, insights for the Middle East.

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/EINPresswire.com/ -- Fine-tuning the decompression zone calls for carefully deliberated thinking, drawing implications from data, design, and psychology. The objective behind curating the decompression zone is

creating an easy-to-process and hospitable entrance setting that helps customers quickly acclimatise their senses with the store environment. In this communiqué, the team of [Your Retail Coach \(YRC\)](#) of retail and eCommerce consulting firm - Your Retail Coach (YRC) highlights the nuances of creating and maintaining an effective decompression zone in retail stores with an accent on the Middle East region.

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Nikhil Agarwal

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YRC is a leading retail and eCommerce consulting firm in the Middle East region.



The entrance to a store should be easy on the senses. The first and foremost prerogative here is to have a wide and clear entry and exit point. The second is removing barriers from a store's entrance – both physical and sensory. These barriers may include gathering of people, haphazard stacking of inventory, unplanned placement of sale racks or promotional kiosks, improper parking, unclear dustbins, loud music, etc. For example, many restaurants nowadays maintain a separate pickup zone for delivery orders as a part of their [operational efficiency](#). The third in this list would be limiting the outburst of information via physical banners and posters, or even digital signage. Excess exposure to visual content is hardly pleasant to the eyes.

Decompression zone is a great place to convey the brand message.

The first area to work upon is the atmospherics - for emitting the desired vibes of a store. This includes using ambient lighting, pleasing fragrance, and soft music that best reflects the brand identity. The next thing to focus on is creating a visual appeal. This may include using props, mannequins, or any premium or curated piece of work or design. Again, this must not go loud to the senses. Retail brands also focus on the element of the 'first view' that customers get of the inside of a store.

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Decompression zone should lead customers to the inside of a store in a subtle and cue-based way.

This can be done by the use of clear pathways, flood design, lighting, fixtures, or even fragrance. Even the use of arrow signs should be avoided. The navigation from the decompression zone to the central pathway or central zone of a store should be intuitive as well as apparent. For example, having an L turn immediately after the decompression zone tends to break the impression created at the decompression zone. Instead, if customers see and are guided to the central pathway or hub right after the decompression zone, it serves as a continuation of their sensory experience that began from the moment they stepped into the decompression zone.

Contrary to what many data analytics alone would advise, YRC maintains that

when it comes to understanding consumer behaviour, review should not be left entirely up to data analytics alone. Human feedback and analysis play an equally important role here. Front-line employees can provide raw insights because of their direct experience with customers. Even business owners and store managers should be able to make assessments of the quality and performance of their decompression zones. From here, data analytics can be used to further examine human insights.

Another approach is to go directly to data analytics involving navigation analysis, observation analysis, social sharing, conversions, customer ratings, etc.

A/B testing also helps in fine-tuning the decompression zone over time.

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