

Editorial: Retail, Hospitality and Service Design Futures

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Abstract: The ‘Designing Retail and Service Futures’ Special Interest Group focuses on the role of design in the commercial sector, covering interdisciplinary aspects of retail, hospitality, and service design. For the DRS2024 conference track, we have additionally incorporated hospitality design into the track theme reflecting the significant overlap observed between retail and service design and hospitality design. The 14 papers that will be presented were selected from 26 initial submissions to the track. The selected papers for presentation focus on topics within retail, hospitality, or service futures and are organized into three themed sessions: Sustainability, Experiences, and Technology.

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1. Introduction to the Track

The "Retail, Hospitality, and Service Design Futures" track was developed by the Designing Retail and Service Futures Special Interest Group (SIG), which was established by Katelijn Quartier in 2021 under the guidance of the Design Research Society. This SIG holds monthly meetings and organizes events such as biennial special colloquiums and worldwide seminars for students. These events aim to bring together researchers, educators, and students from the field of retail and service design. This year marks the second time the SIG has featured a track at the DRS conference; the first was in 2022 in Bilbao. In addition to retail and service design, hospitality design has been incorporated into this year's track, reflecting the significant overlap observed between retail and service design and hospitality design.

The value of design in the commercial sector has been studied for years across various disciplines, but in fragmented ways, each employing their own research methods (Quartier, 2023). In the Special Interest Group we strive to better understand the value of design in the commercial sector, including closely linked disciplines, such as retail and hospitality design, service design, product and fashion design, branding, graphic design, marketing, consumer psychology, economics, design management, environmental psychology, interior design and architecture.

Recent developments, accelerated by the pandemic, demonstrate a growing convergence between retail, hospitality, and services in design practice. Furthermore, all three sectors are undeniably intertwined and influenced by the digital world, leading to hybrid experiences and a demand for both global and local marketplaces. This challenges researchers in the retail, hospitality and service sector to reimagine and reflect upon future developments, the status quo, and explore new ways of doing and designing. Still recovering from the covid-crisis, and facing energy and climate crises that have a significant impact on the commercial sector, we asked the following questions on the call for papers for the DRS2024 track: How can services and brands be developed in a sustainable way and remain relevant for consumers? and, how can they stay afloat despite the many challenges?

2. Papers and sessions

For the Retail, Hospitality, and Service Design Futures track at DRS2024, we received 26 paper submissions. Most papers were reviewed by three reviewers, all experts in the field, while some papers were evaluated based on only two reviews, provided that these two reviewers agreed in their evaluation. 14 papers were accepted for presentation. The selected papers for presentation all relate to topics within retail, hospitality, or service design and were broadly classified into the three themed sessions:

- Sustainability,
- Experience,
- Technology

Each session showcases research that pushes the boundaries of what is possible in their respective fields, highlighting both the current state and future directions of retail, hospitality, and service design.

Sustainability The papers in the sustainability session focus on providing sustainable solutions within the fields of retail, hospitality, and service design. "Service Design and Circular Economy in Hybrid Retail Design" by Grootboom, Quartier, and Breed explores the role of hybrid retail design in the circular economy. "Rendering Soil Care Across Hotel, Retailer, And Farm With A Mutuality Service Blueprint" by Wernli and Chan examines collaborative sustainability practices across various sectors. "'Worn once': A Call to Re-imagine the Problematic Lexicon of Pre-loved Clothing in Fashion Retail" by Healy advocates for a shift in fashion industry messaging to improve consumer engagement. Lastly, "Dissecting Innovation Drivers in Business Design: A Sustainable System Transformation Theory-Based Approach and Visualization Tool" by Cai et al. uses the Design for System Innovations and Transitions framework to analyze innovation drivers for sustainable business transformations.

Experience The papers in the experience session all explore and discuss developments in consumer experiences. "Customer-Centric Luxury Fashion Store Experiences: A Case Study Approach" by Alexander and Thompson delves into customer-centric strategies in luxury fashion. "Establishing an Experience Design Management Framework through a Literature Review" by Lu, Tsai, Chen, and Tang defines experience design management. "An Eye-

tracking Experimental Study on the Influence of Background Visual Effects on Consumer Purchase Behavior in Live Streaming Sales" by Zhao and Chiu investigates visual effects in live streaming sales. "To See Or Not To See" by Quartier and Beckers shares findings from an eye-tracking study in cosmetics retail. "Designing New Phygital Service Experiences for Hospitality" by Hanni-Vaara, Haanpää, and Miettinen studies the integration of physical and digital realms in hospitality services.

Technology The papers in the Technology session propose technological improvements to these fields. "Bridging Reality and the Reel: An AR-Enhanced Application Model for Memorable Tourist Experiences" by Park, Cheng, and Wang propose a design model for developing film tourism applications. "Designing Onboarding for Wearable Payment: Connecting Passive Tangibles to Online Service" by Lindegred, Hendered, and Fernaeus explore the design challenges of connecting passive NFC wearables to online services such as payment and access. "Product Creative Content Generation Based on Speech Recognition in E-commerce" by Wei et al. propose a design paradigm integrating speech recognition and image generation technology. "AI-designed Creative Products: Consumption, Creativity, and Consumer Value" by Wang, Zhang, and Ji examines consumer reactions to AI-designed creative products. Finally, "Discovering Service Insights Through Data-Driven User Analytics Process: Studies Based on the Social Media Platform Instagram" by Cheng and Sui propose a data-driven user analysis process to help brands explore service insights using data-mining techniques based on the social media platform Instagram.

Each contribution offers a unique perspective on how sustainability, experience, and technology can intersect and evolve within the design industry, providing innovative strategies and solutions for future developments. Some papers touch on multiple themes, so for attendees who are interested in any of the themes, we encourage you to read the abstracts from all papers to see if there are subjects of interest that overlap between the themed sessions.

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