

executive summary

e-estonia showroom
kontseptsioon

22.03.2018 / Tallinn

the stated goals

to design concept of service for the new location of EAS e-Estonia Showroom based on the current locations problems and development goals

to develop an architectural room plan with descriptions of functions based on the new service concept

to increase popularity of our business programs – we want to provide higher quality opportunities to businesses to cooperate with their partners as a logical extension fo the showroom experience.

workflow

9h+ observation

5 delegations where observed

25h+ interviews

Team, partners and visitors

Working with documents

Initial documents, client feedback

Workshops

Working meetings with client, developer and architects

Analysis

Analysis, synthesis of gathered materials

deliverables

We delivered briefs for room, service and exposition design based on the user needs that is the basis for creative- and technical solutions in further project stages. Among other things, deliverables included:

- functional room plan
- service situations
- visitor profiles
- service provider roles
- visit maps
- design principles
- Requirements for exposition and exponents

We provide an experience where the visitor gets inspired by the e-Estonia story and is provided best information for any further action.

We have technical and organisational ability to serve double the visitors in an efficient and effective way.