

Cheerios

Pop-Up

Process Book
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Cheerios

Pop-Up

Phase I

User Research

Brand Research

Design Criteria

Phase II

Brainstorming

Sketching & Ideation

Concept Refinement

Phase III

Concept Selection

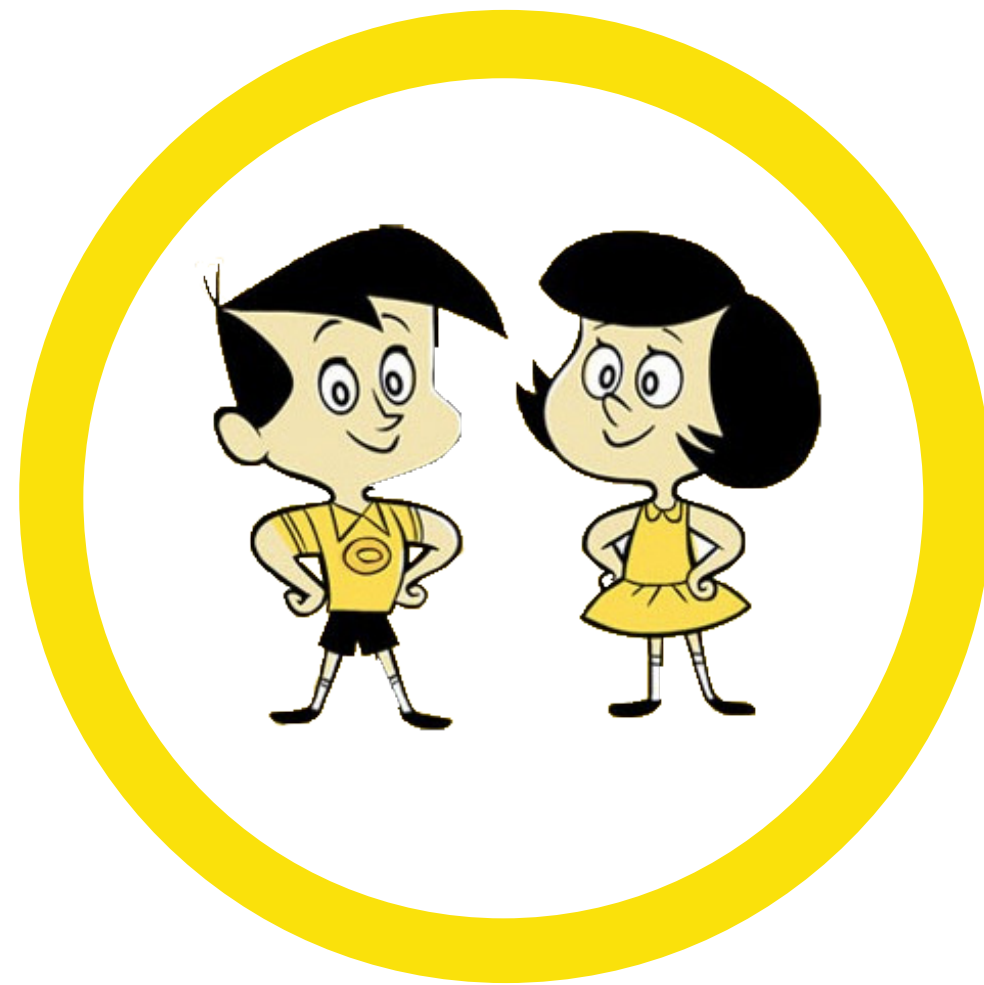
Renderings

User Journey

User Research

User Interviews

Demographic Research



Over 40% of Baby Boomers still eat the cereal they ate as children.



Baby Boomers are placing more emphasis on healthier habits than previous generations.

Brand Research

Brand History

Employee Interviews

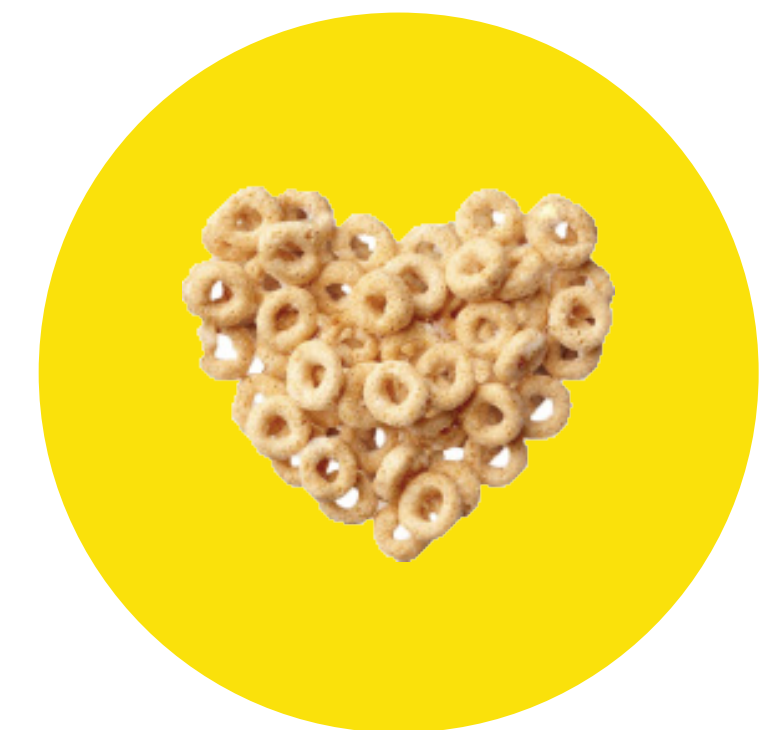
Value Identification



The Cheerios brand is adapting to compete with growing markets of yogurt, breakfast bars, and fast food.



Cheerios' effort to make Cheerios both a healthy and tasty breakfast is what has kept them at the front of the pack.



Cheerios brand identity is rooted in emotion - their marketing targets and relies on the emotional response of Baby Boomers.

Design Criteria

Centered in Wellness

Non-Product Focused

Passive & Active Interaction



Project

Prompt:

Given a brand and user demographic, design a pop-up experience that is appealing to the demographic and beneficial to the brand.

Objectives:

Designing for target user

Branding

Designing Spaces

System Thinking

Brand: Cheerios

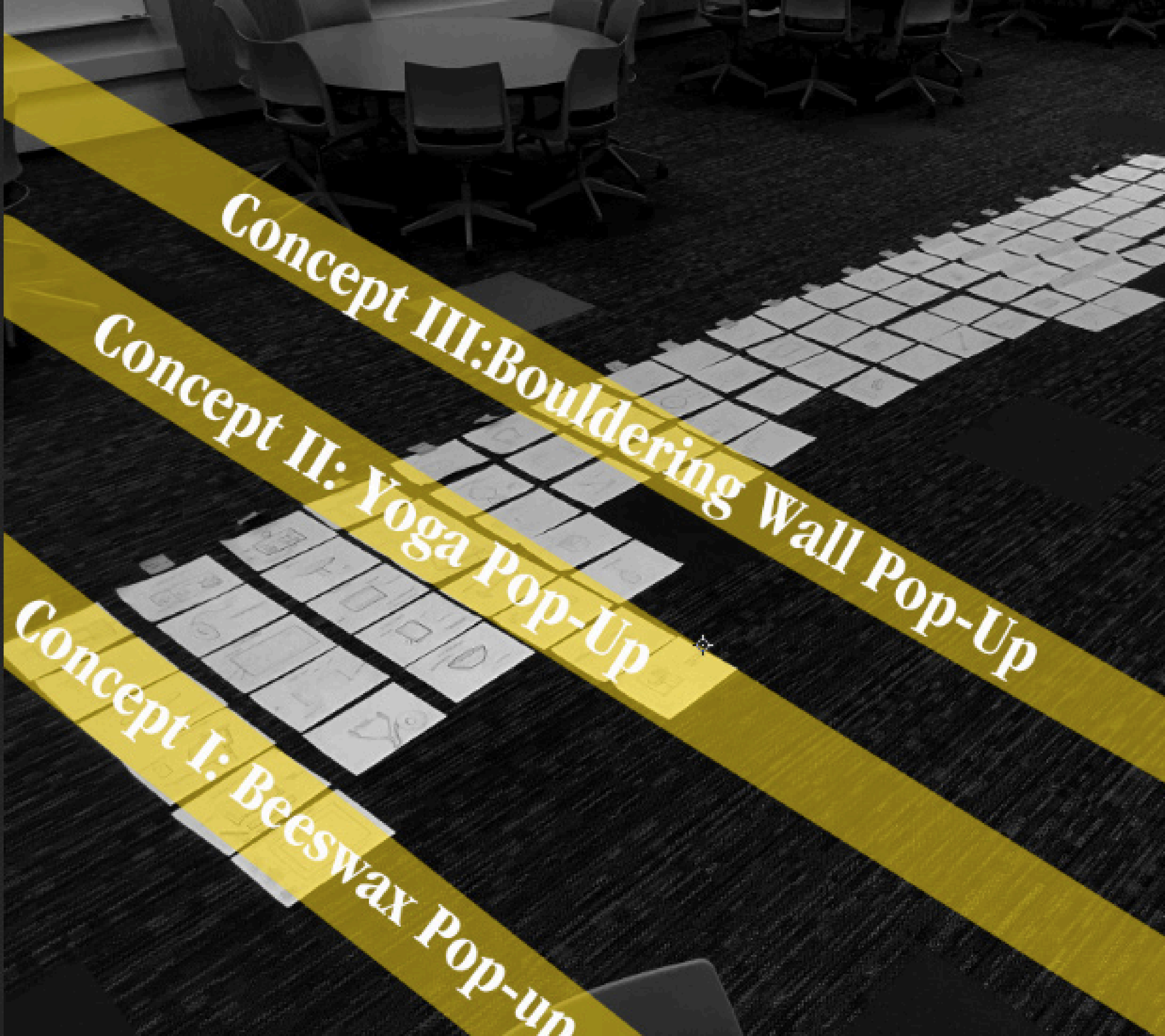
Demographic: Baby Boomers

Ideation

Brainstorming

Rapid Ideation

Ideation Sketching



Concept III: Bouldering Wall Pop-Up

Concept II: Yoga Pop-Up

Concept I: Beeswax Pop-up

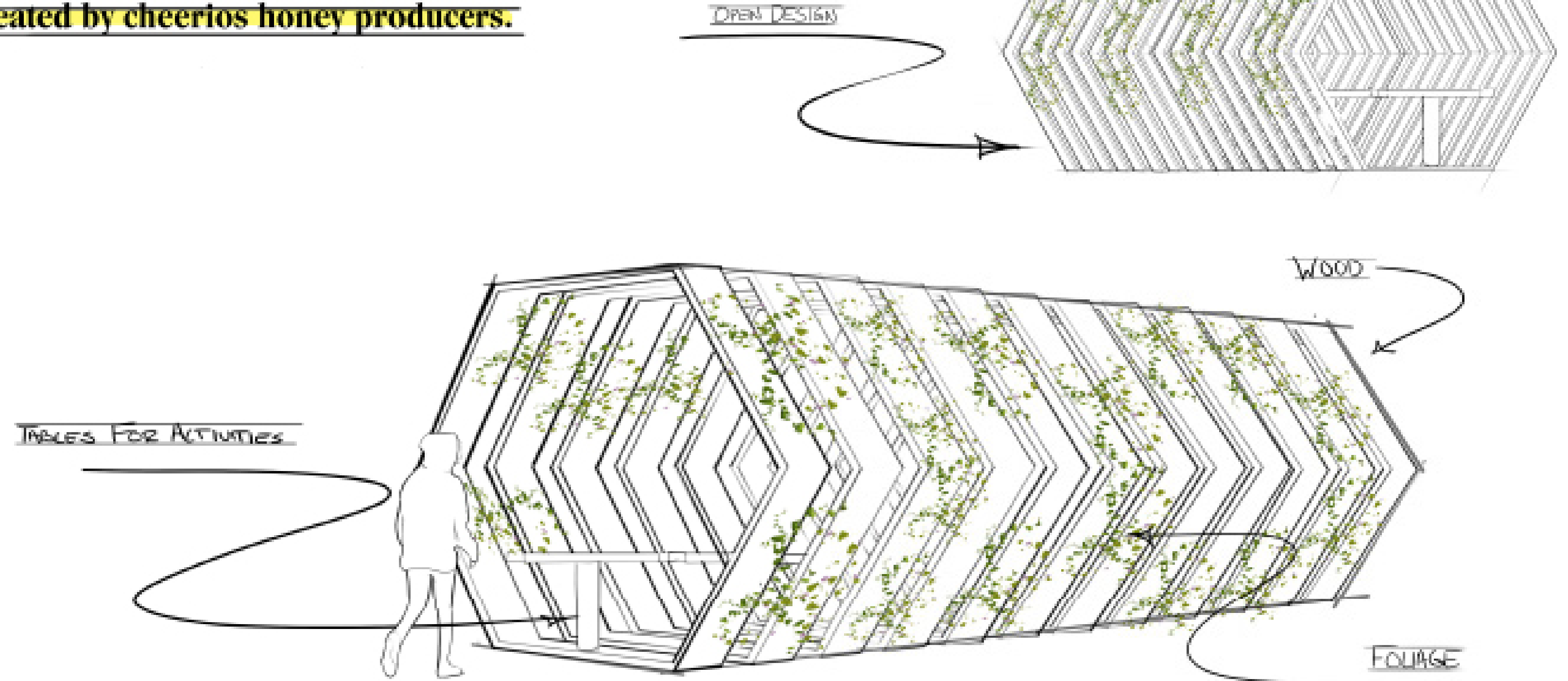
Ideation

Concept I

Concept I: Beeswax Byproduct Pop-Up

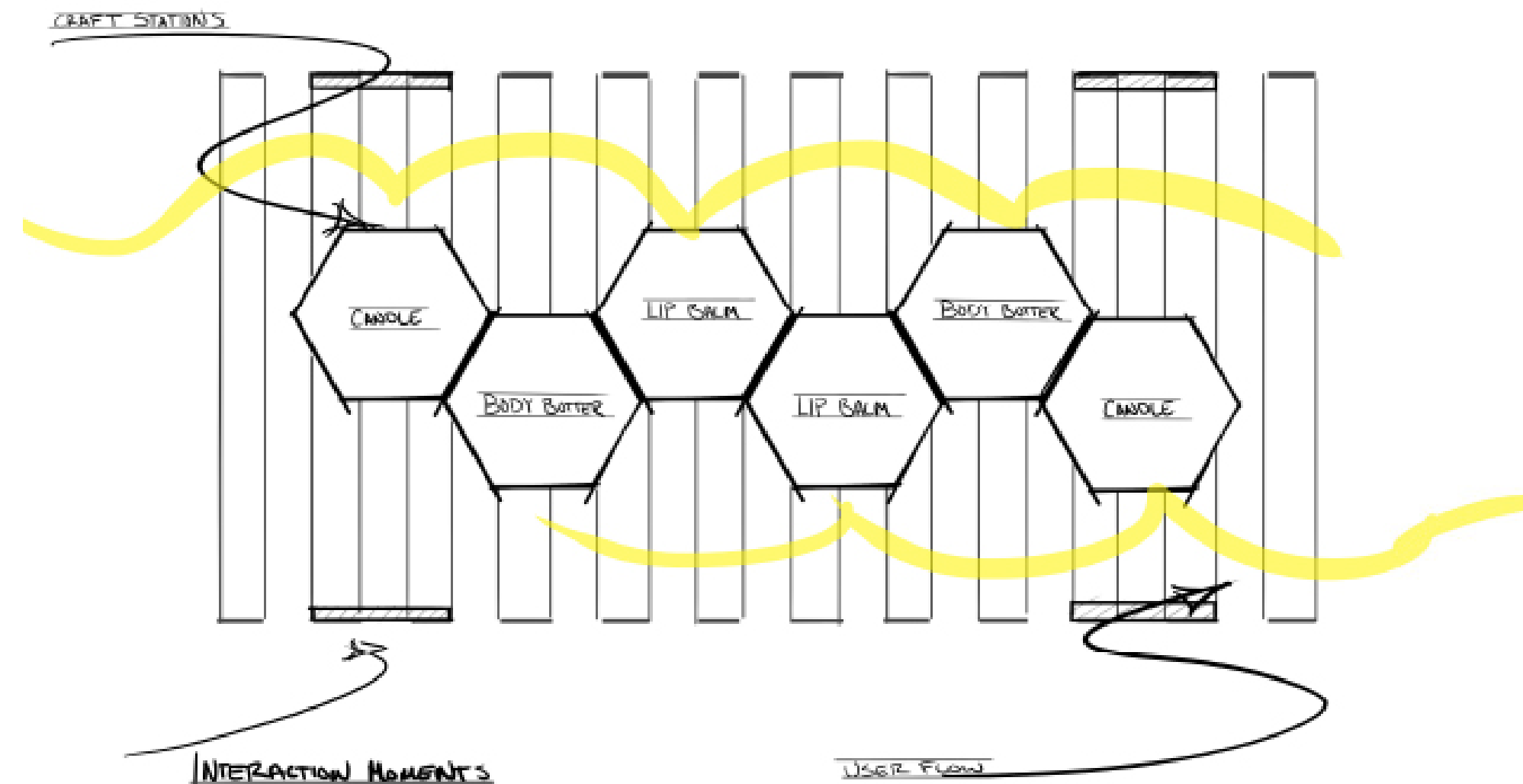
Users create wellness products out of excess beeswax

created by cheerios honey producers.



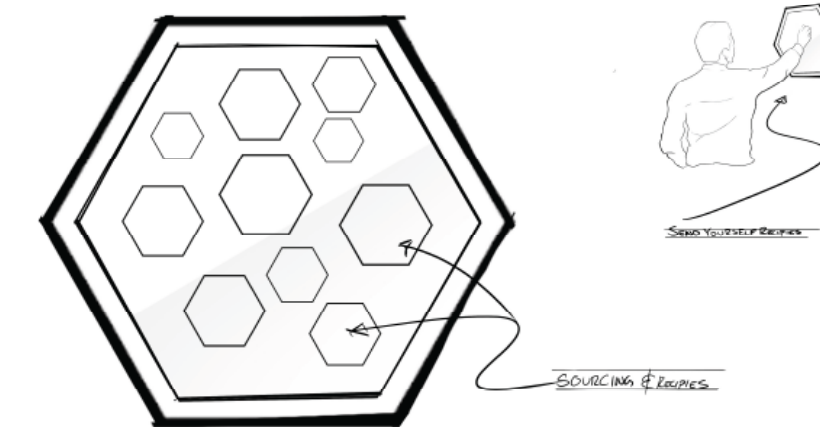
Floor Plan:

Users work their way through three stations, with opportunity to stop at digital interaction moment.



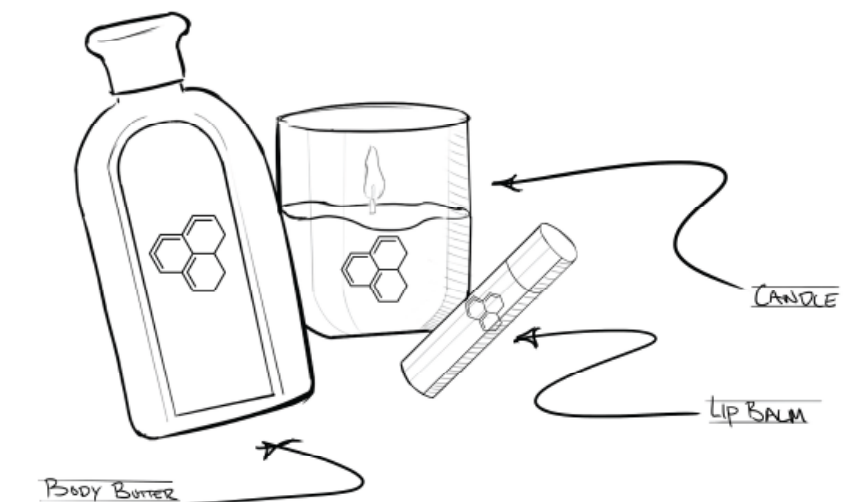
Digital Interface:

Users can learn more about where Cheerios sources its honey & other ingredients, learn where they can get their own from local producers, and send themselves the recipe for what they made.



Reusable SWAG:

Users place products they created into reusable containers that they can reuse if they sent themselves the recipes from interaction moment.



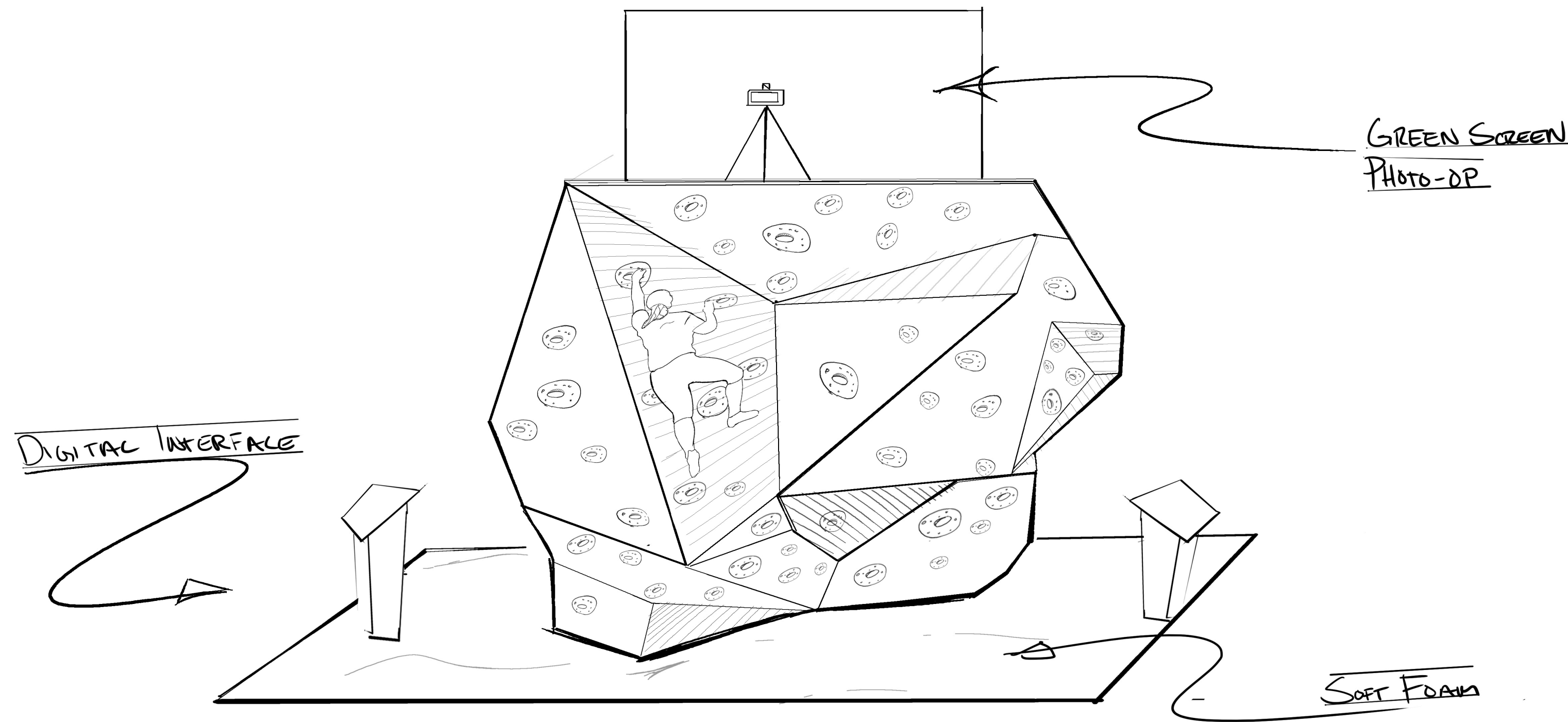
Concept III: Bouldering Wall Pop-Up

Users can climb to the top of the bouldering wall to take a fun photo to share with friends and family.

Information on climbing facilities nearby and other fun ways to keep healthy are provided.

Ideation

Concept II



Digital Interface:

Users can view local climbing gyms as well as other fun ways to stay active & healthy. Interface could also be used to sign waivers / send photo op.

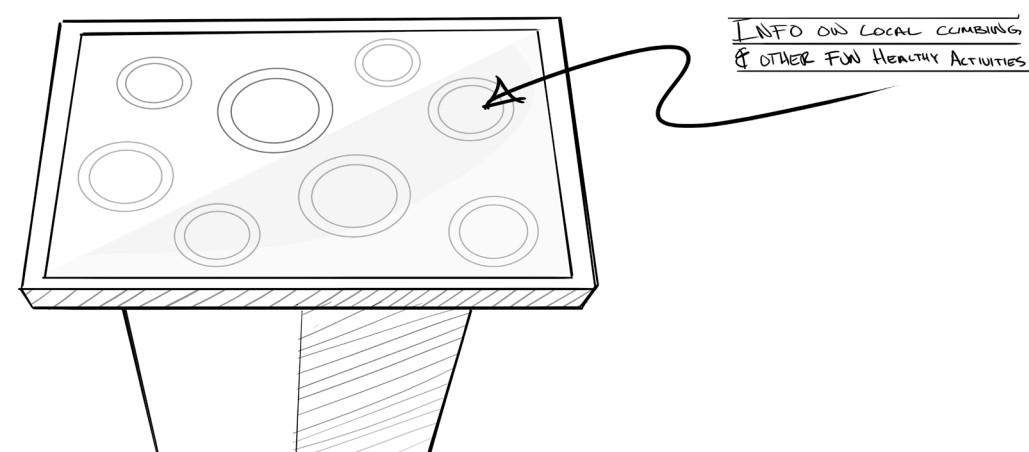
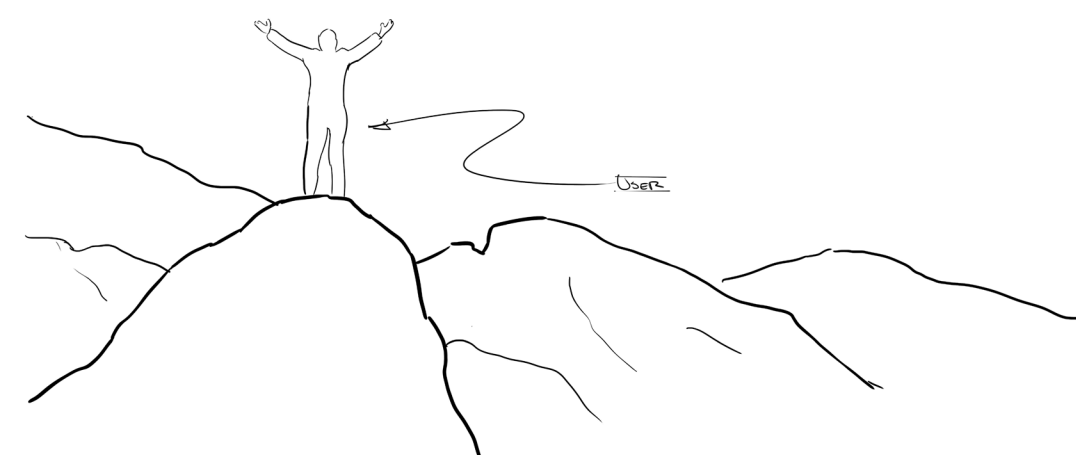


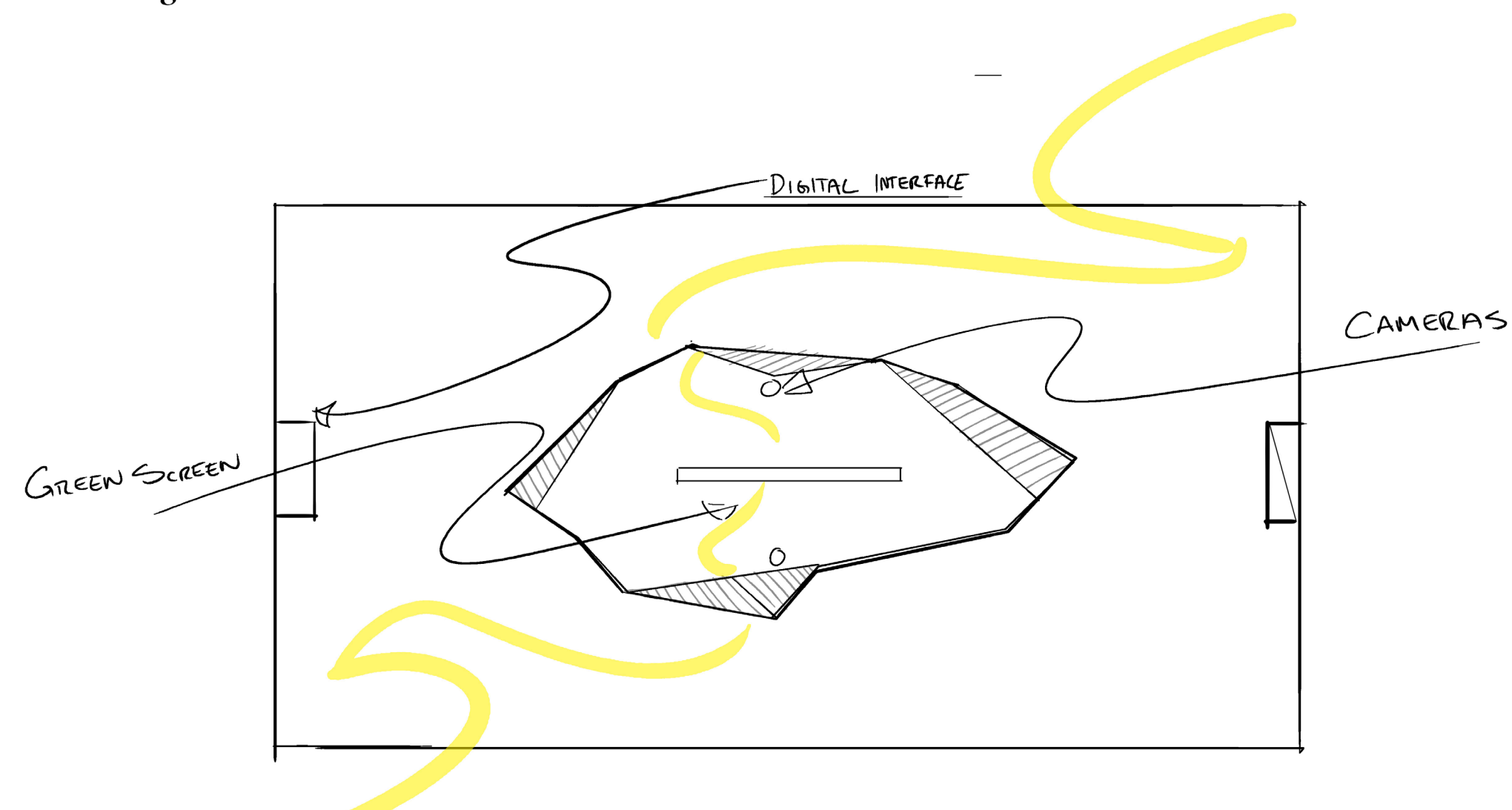
Photo-op:

Users who make it to the top get to take a picture in front of a greenscreen that makes it look as though they've climbed a mountain that they can share with family and friends. Possibility for free merch at top?



Floor-Plan:

Users can start wall from either side so two users can climb at one time. Users who are waiting can engage with the digital interface.

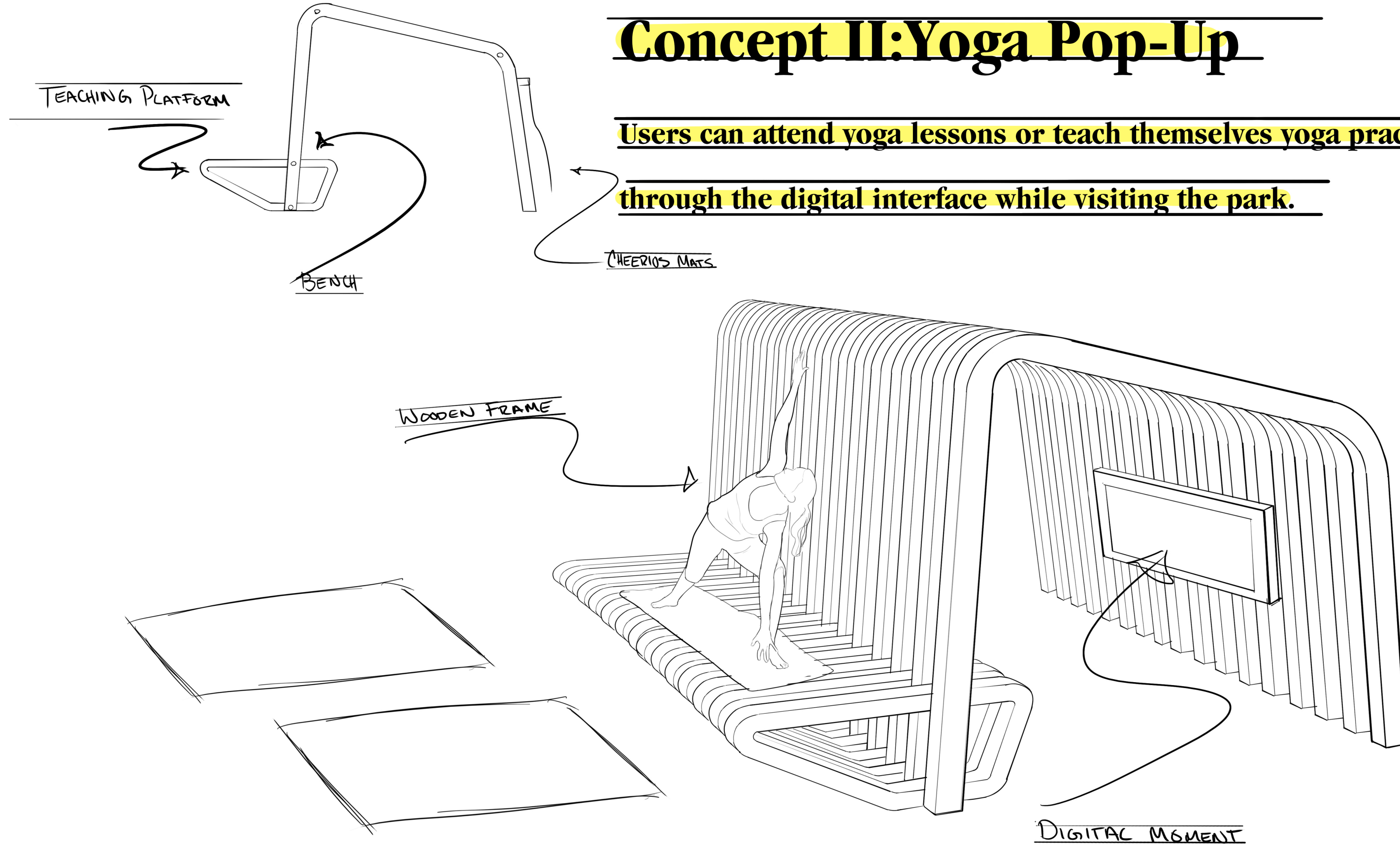


Ideation

Concept III

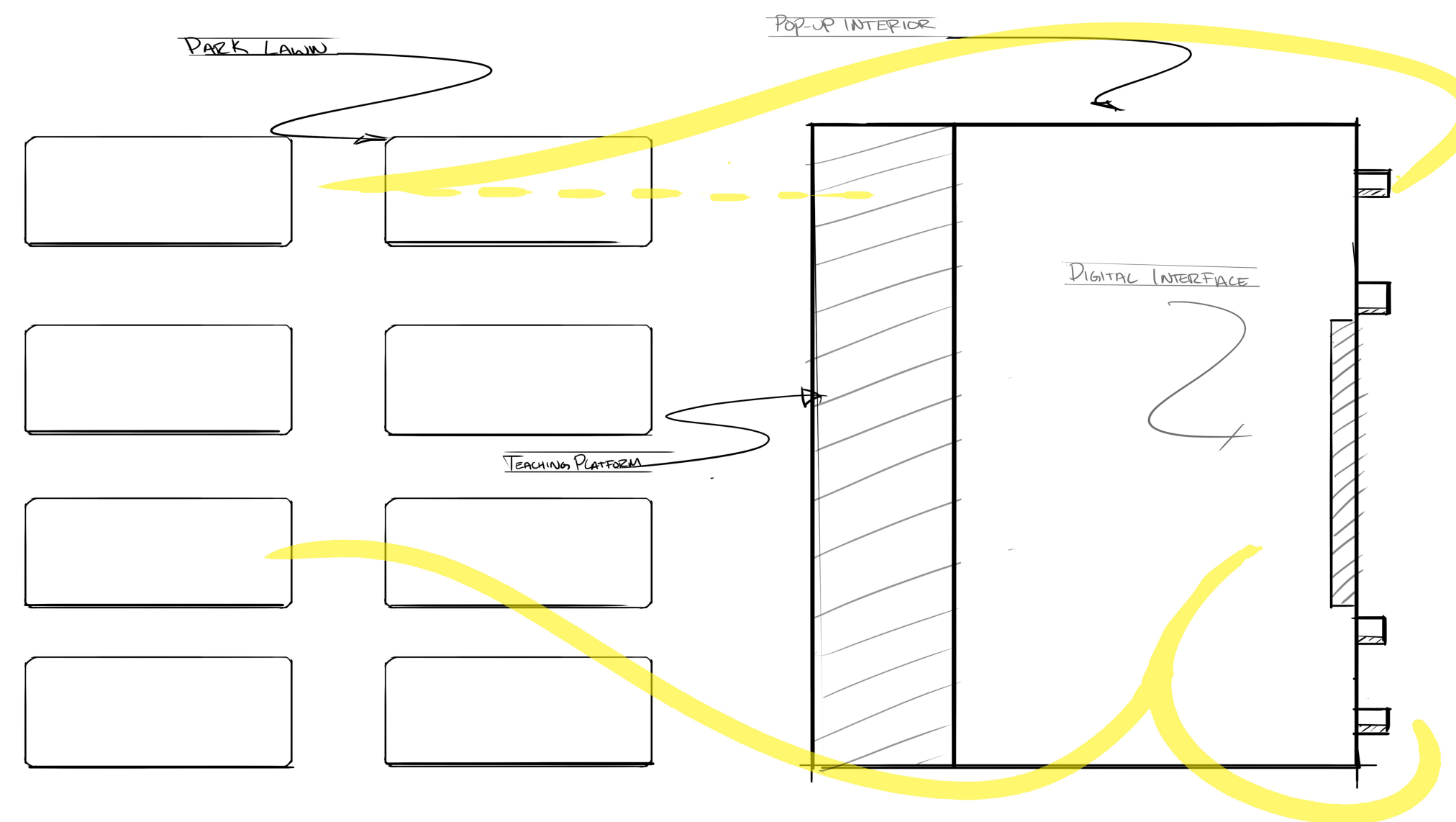
Concept II: Yoga Pop-Up

Users can attend yoga lessons or teach themselves yoga practices through the digital interface while visiting the park.



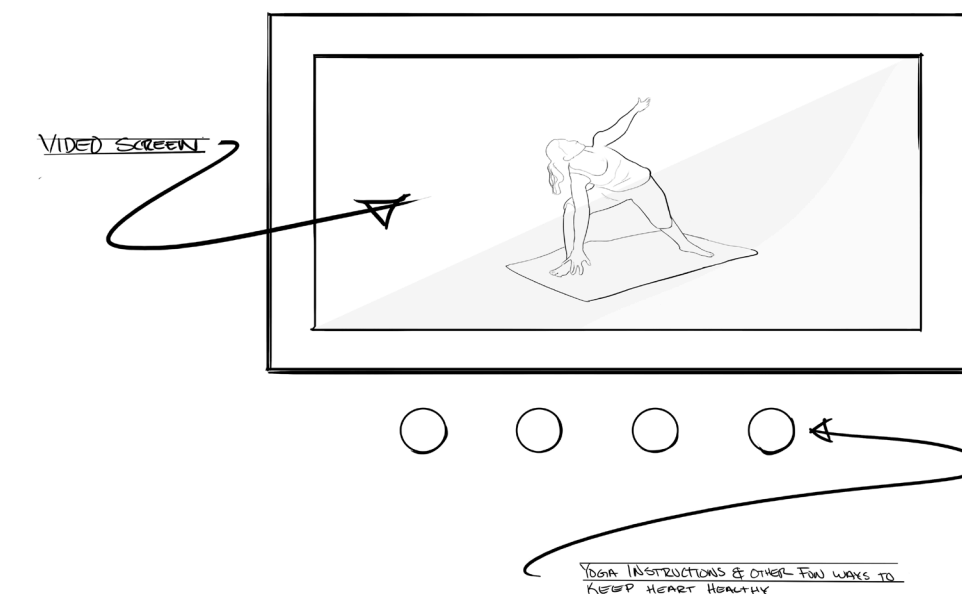
Floor Plan:

Users take a free yoga mat from the back of the pop up and can attend the free yoga classes or watch the instructional videos when classes arent in session.



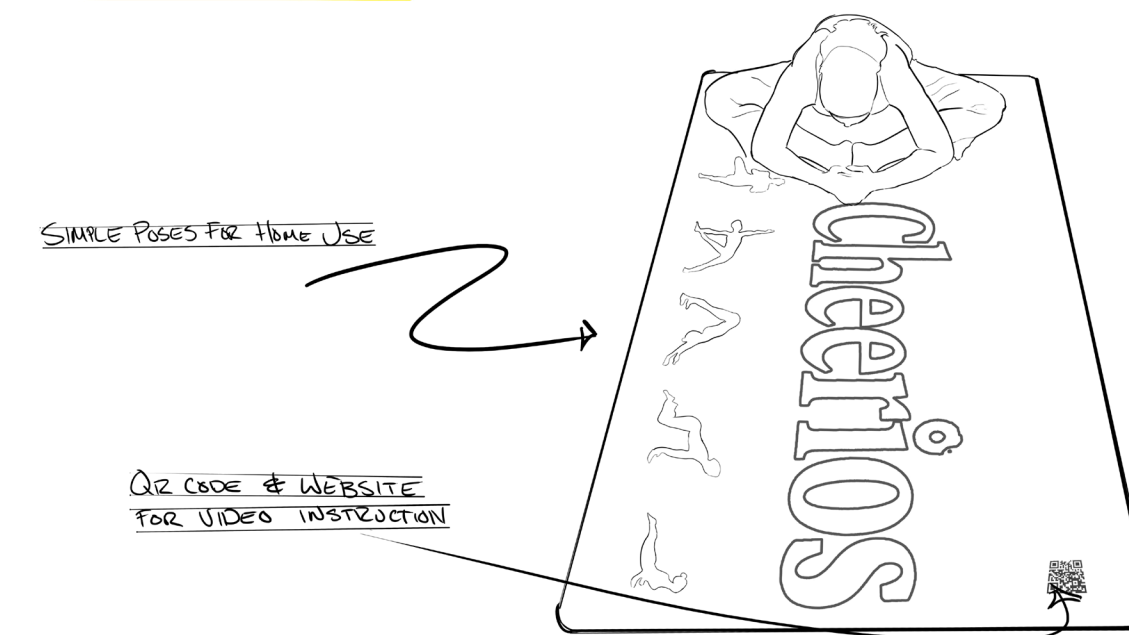
Digital Interface:

Users can watch instructional yoga videos when classes aren't in session and learn other "fun" ways to keep heart healthy.



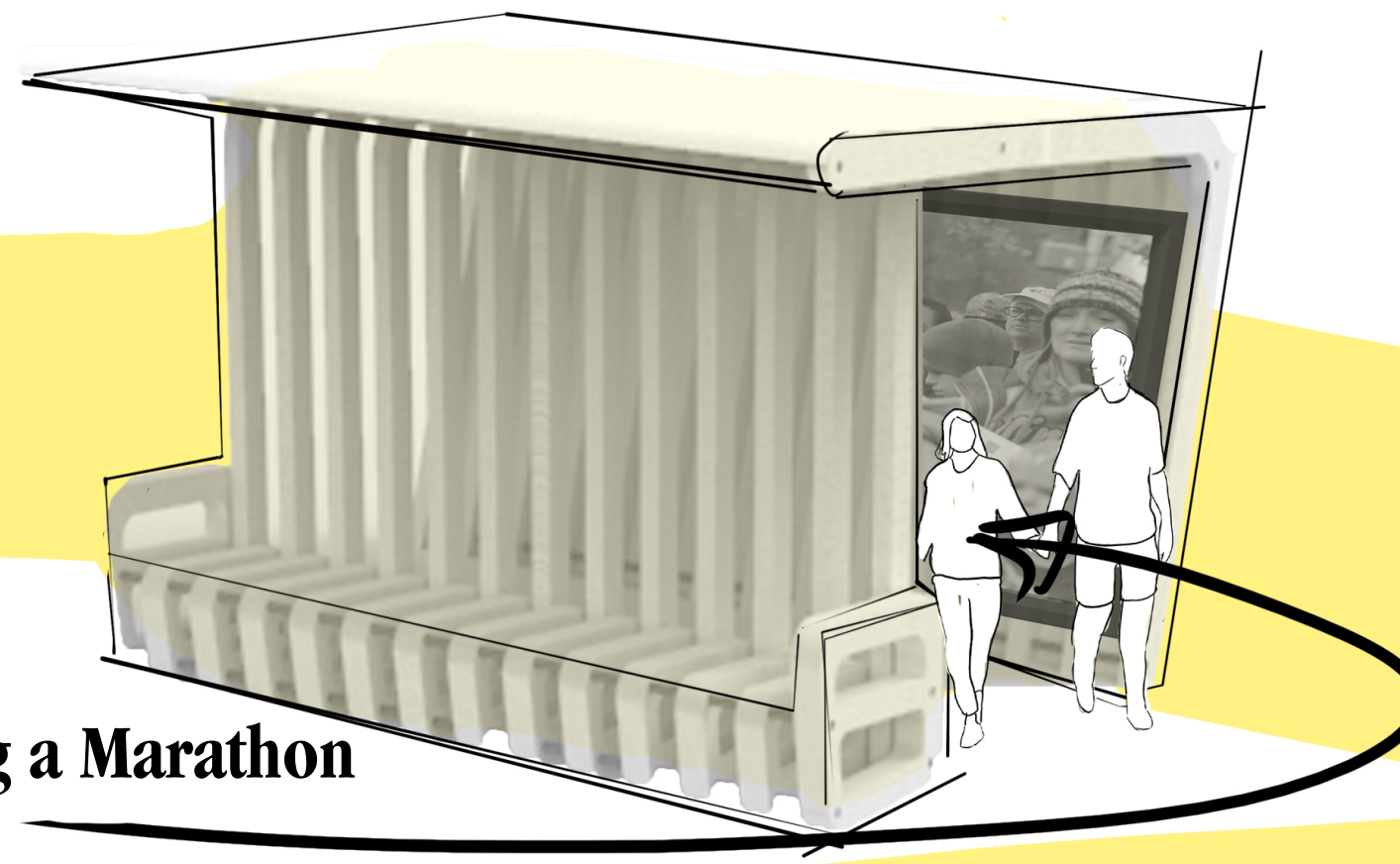
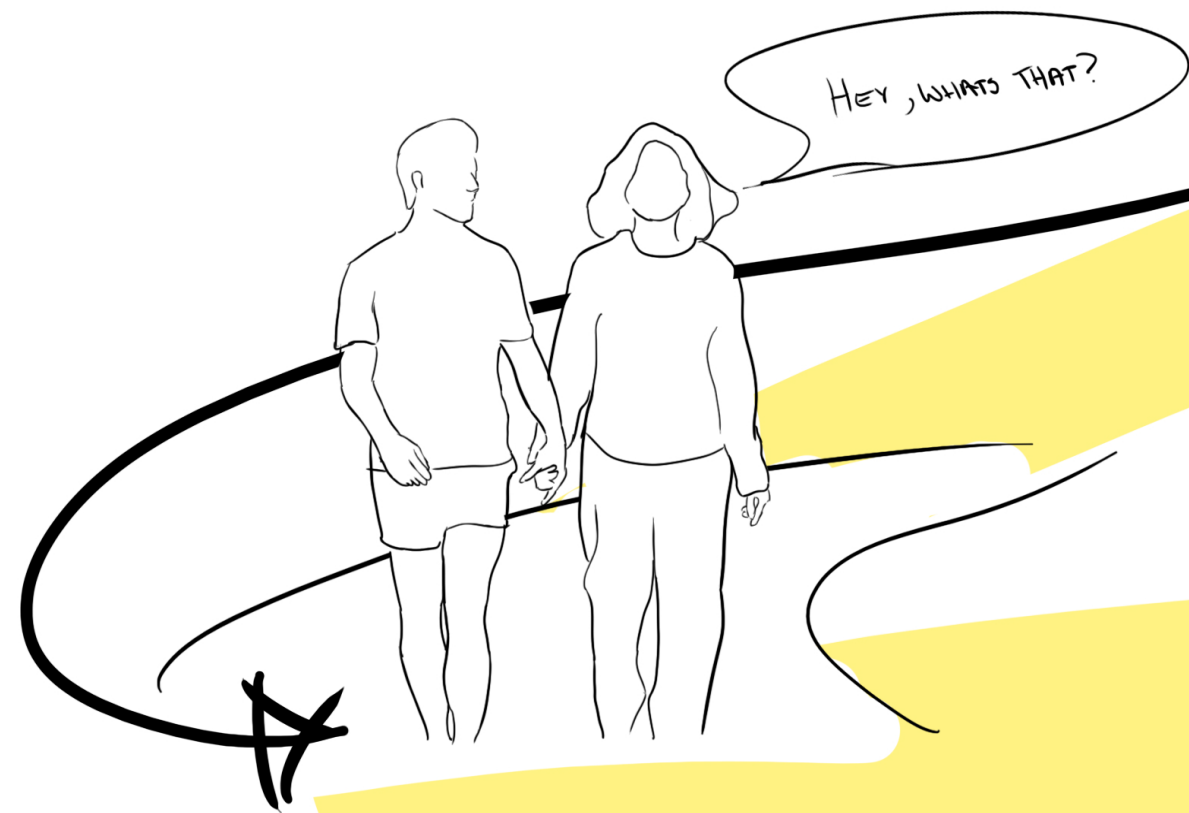
Free Yoga Mat:

Users can take home yoga mat for their own use. The mat has simple yoga routines printed on it as well as access to instructional content.

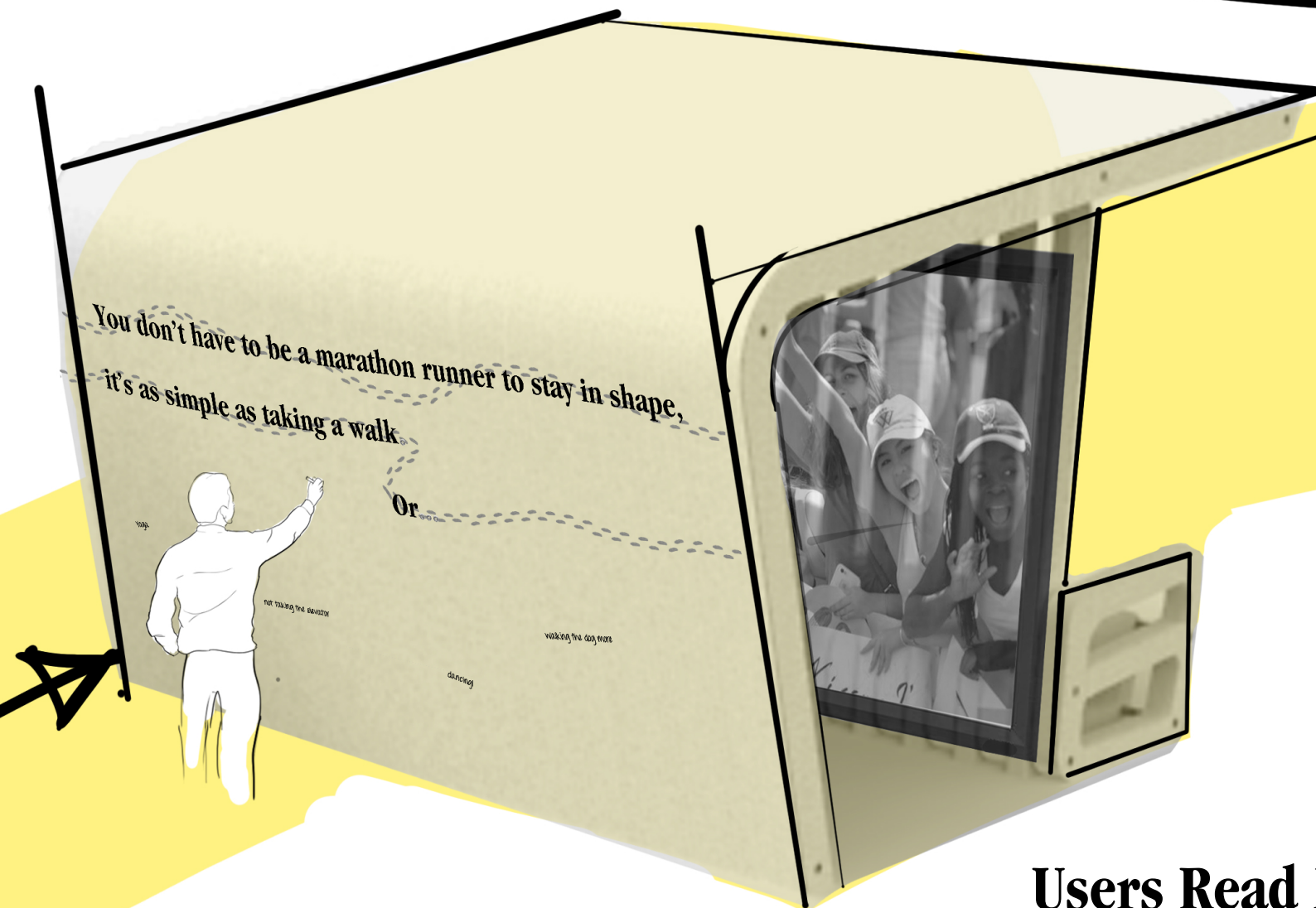


User Journey:

Pop-Up Placed on High Traffic Walking Path



Users Walk Through and are Cheered on as if They Were Running a Marathon



Users Read Message and Write the Fun Things They Do to Stay Healthy

Refinement

After further refinement of the yoga pop up concept, I landed on a concept that adopted the same form, but was more passively interactive; where users would walk through the form and be cheered on as if they were running a marathon.

Refinement



Refinement





Final Pop-Up Concept

Placed on a high traffic walking path, users are cheered on as if they were in a marathon when they pass through the pop up.

Users are reminded that they don't have to be an incredible athlete to stay fit, simple acts such as taking a walk can go a long way towards staying healthy.

Message

After walking through the pop-up shop, users are encouraged to share their simple and fun ways to stay active.



Love is Love

Brand Love

Through this experience, users are reminded that Cheerios values them as a human being and not just as a customer. We truly believe that our product will enhance their lives in a way that our competitors can't, and that's why we succeed.

In this sense, this pop-up aligns with Cheerios' brand identity as its portrayed through many of their humanitarian campaigns and their online presence.

Cheerios

Pop-Up

Reclaimed Wood Body

Acrylic Messageboard & Paneling

Projected Marathon Crowd

Guiding Arrows

Cheerios Footsteps on Surrounding Path

