

RESEARCH



I took a few trips to different stores such as Boston Store and Sears to see how current items were being displayed. I noticed that most displays were *crowded with product*, had *no organization* and didn't clearly display the product it was selling. Some displays had no boxed product near by, so if someone was interested, they didn't know where to purchase it. The most successful displays were neat, organized and the product brand was *easily identifiable from afar*.