Data Collection Methodology Method:

Quantitative Research Instrument: Survey Questionnaire
Target Respondents: **30**
Questionnaire Overview The questionnaire consists of **three** main sections:
Section A: Demographic Information
Section B: Preferences Toward DJI | HASSELBLAD KLCC Store
Section C: Spatial Design Preferences for E-Retail Environments
Introduction
Hello!
I am currently studying Interactive Space Design and conducting a survey as part of a course assignment. This research aims to explore the spatial design of the DJI | HASSELBLAD KLCC store, along with general insights into electronics retail environments.
Your responses will contribute greatly to my understanding of how to optimize retail space design. There are no right or wrong answers—please answer based on your own experiences and preferences. All data collected will be used strictly for academic purposes.
Thank you for taking the time to participate!
Section A: Demographic Information
1. Which age group do you belong to?
Under 18
18 – 24
25 – 30
31 – 40
Over 40
2.What is your gender?
Male
Female
3.Have you visited the DJI | HASSELBLAD KLCC store before?
Yes
No (If no, please skip to the Section C.)
Section B: Preferences Toward DJI | HASSELBLAD KLCC Store
4.When you enter the DJI | HASSELBLAD KLCC store or other electronics stores, which elements attract your attention the most? (Select all that apply)
Unique lighting design
Creative display layout
Prominent brand logo
Interactive product displays
Comfortable seating/rest area
Other (please specify): _____
5.   Is the store layout clear and easy to navigate? (Rate from 1 to 5)
1 – Not at all
2 – Slightly
3 – Moderately
4 – Mostly

5 – Very clear

6.How do you feel about the overall color scheme and interior decoration?

Very comfortable

Neutral

Dislike (please explain): _____

7.Does the store's atmosphere reflect the brand's image (e.g., modern, tech-savvy, professional)?

Very consistent

Somewhat consistent

Not consistent

8.Do the interactive design elements help improve your understanding or interest in the products?

Significantly

Moderately

Not at all

9.How would you describe the product display arrangement?

Well-organized and visually appealing

Average – somewhat cluttered

Disorganized and difficult to follow

10.Which areas of the current store space design do you think need improvement? (Select all that apply)

Overall space layout

Visual aesthetics

Functional zoning

Interactive experience areas

Rest area comfort

Other (please specify): _____

11.Overall, how satisfied are you with the store's spatial design?

Very satisfied

Satisfied

Neutral

Dissatisfied

Very dissatisfied

12.   What additional features or areas would you like to see in the spatial design of the DJI Hasselblad KLCC store? (Select all that apply)

More interactive experience zones (e.g., flight simulation, photography trials)

Brand culture exhibition area (e.g., DJI's history and technology stories)

Creative photo spots or social sharing areas

Technology demonstration or workshop area

Personalized product customization service area

Resting/waiting area or quiet conversation zone

Navigation and guidance systems (e.g., smart screens, clear signages)

No additional features needed

Other: _____

Section C: Spatial Design Preferences for E-Retailers

13.Which elements do you consider most important in the spatial design of a physical store for an online brand? (Select all that apply)

Product display layout
Lighting and ambiance
Brand identity visuals (e.g., logo, color)
Interactive experience zones
Circulation and movement planning
Materials and textures used
Other (please specify): _____

14.Do you think interactive areas help enhance customer perception of the brand?
Very helpful
Somewhat helpful
Neutral
Not helpful
Not helpful at all

15.Which additional functional zones would you like to see in electronic retail spaces? (Select all that apply)
Product testing area
Online order support station
Customer service / after-sales desk
Immersive experience zone
Lounge or social space
Educational or workshop area
Other (please specify): _____

16.What should be prioritized in the color scheme of an e-retail space?
Alignment with brand colors
Strong visual impact
Soft and comfortable ambiance
Harmonization with product aesthetics

17.What type of circulation layout (walking route) do you prefer in a retail space?
Clearly guided path
Free-exploration layout
Independent zone design
Other (please specify): _____

18.What do you think is the most important factor in the spatial design of an electronics retail store? (Select all that apply)
Effective use of space
Interactive and engaging elements
Expression of brand culture
Customer comfort
Logical traffic flow
Other (please specify): _____