sensei

AI POWERED RETAIL

Sensei technology is advanced and powerful but at the same time it's subtle. And that's was the idea that we've followed when creating this character. A middle-aged man at the pick of his career. He values his time highly. His clothes suggest that he likes elegant solutions in everyday life, hence he can be a demanding customer.

Subtleness and focus on goals were also a bedrock for creating this character. She's not flashy and there's more to her than meets the eye. But her minimalistic clothing and simple shopping bag suggest she is an aware customer selecting only things that matter to her. A seamless and smooth shopping experience is one of those things.
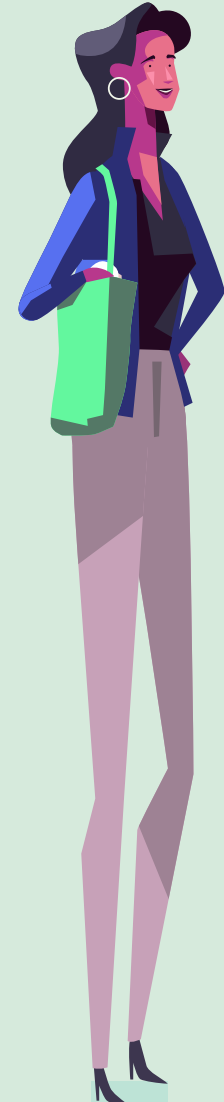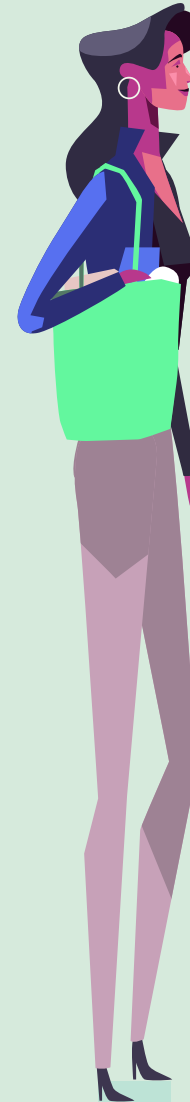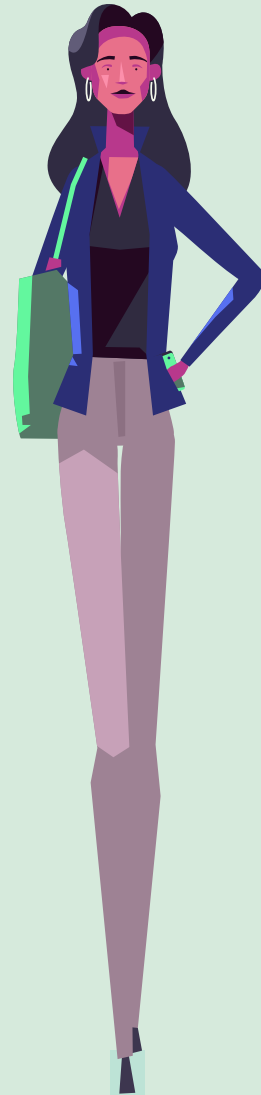
He's kind of a behind-the-scenes character. Doesn't have any characteristic attributes to help viewers identify with him easier. He focuses mainly on analyzing statistics and delivering the best shopping experience, so he needs to be presented as a professional in every detail.

They are the guys who make the engines running. Young, smart and a bit heroic. Some small details in clothing or accessories that make them look like heroes can be implemented. Diversified in race and gender.

A young woman trying to do her job the best she can. Unfortunately, sometimes obsolete technology plays tricks on her, directing all the customers' irritation towards her. It's extremely important to not portrait her as a negative character. Also, she can't be seen vanishing or being disposed of in any way, as we don't want to suggest that she loses her job because of Sensei.

A bunch of positive, customer-oriented people making sure the customers experience is the best they can offer. They applaud and celebrate when the stats related to the shop's performance skyrocket. To make them stand out, each of the staff member wears an orange outfit.

It's important to show that Sensei technology can have an impact on lives of many people of different age and status. There are no specified templates or colour pattern for them.