

On The Town:  
VICTORIA'S SECRET



# Part 1: OBSERVE



1 / 10 / 15

UBERRE:

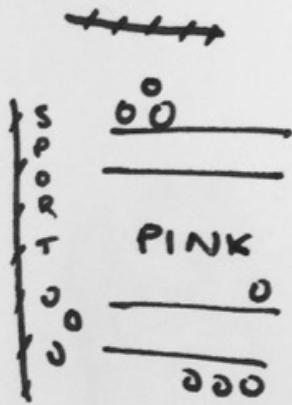
VICTORIA'S SECRET

$D = \text{PERSON}$   
 $W = \text{WALL}$

L A Y O U T

2

## Front Doors



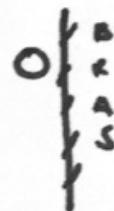
SALE  
BRAS



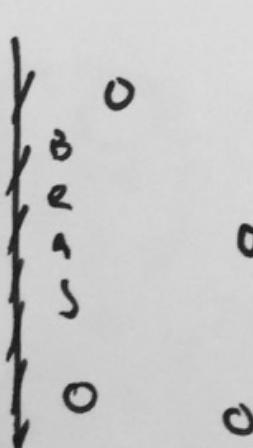
BEAUTY

BRAINS

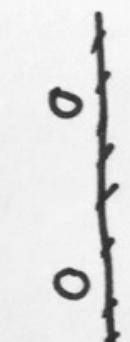
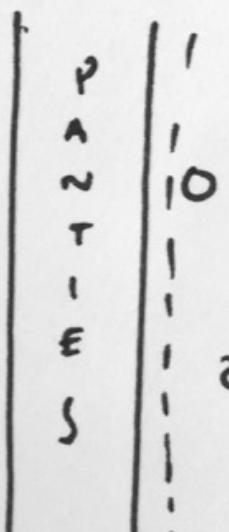
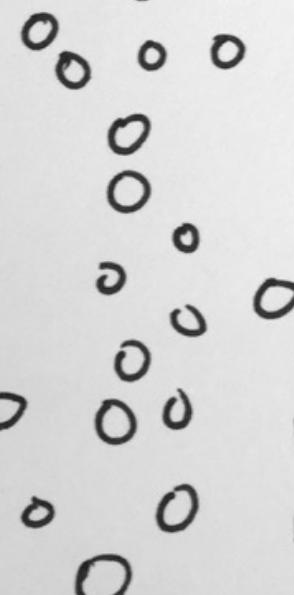
LINE (25 min)



FITTING  
ROOM  
ENTRANCE

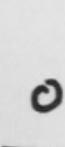
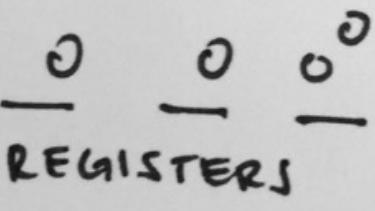
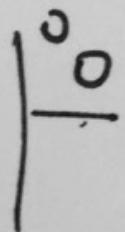
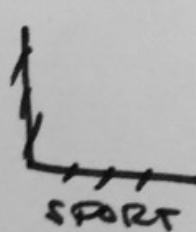


# PANTIES



DOOR [fitting  
room  
ENTRANCE

CROUCHING TO  
OPEN DRAWER



B R A S

10/15

OBJECTIVE:

# INTERACTIONS IN THE SALE SECTION



GUY -  
BOYFRIEND?  
- ON HIS  
PHONE, BUT  
HOVERING  
NEAR TABLE

CRUCHING  
TO OPEN  
DRAWER  
UNDER TABLE

SALES -  
WOMAN  
WATCHES  
FOR A  
MUMENT

THIS IS THE SOCIAL  
WATERING HOLE,

YOUNG  
GUY  
ON PHONE

MAN W/  
BABY  
WAITS

ENTRANCE

FAUNGS  
AWAY

MAN WAITING OUTSIDE

DOORS

M + W,  
WITH DOG

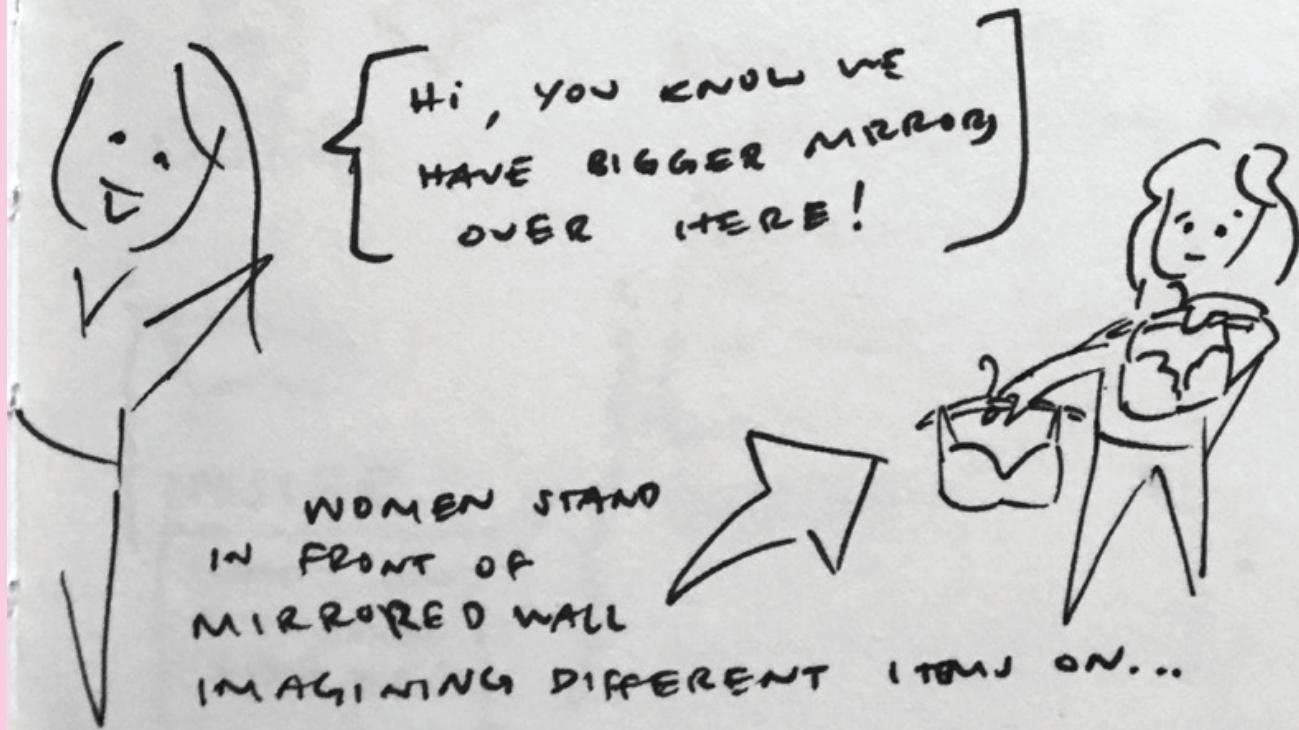
OmgOmg

1/10/

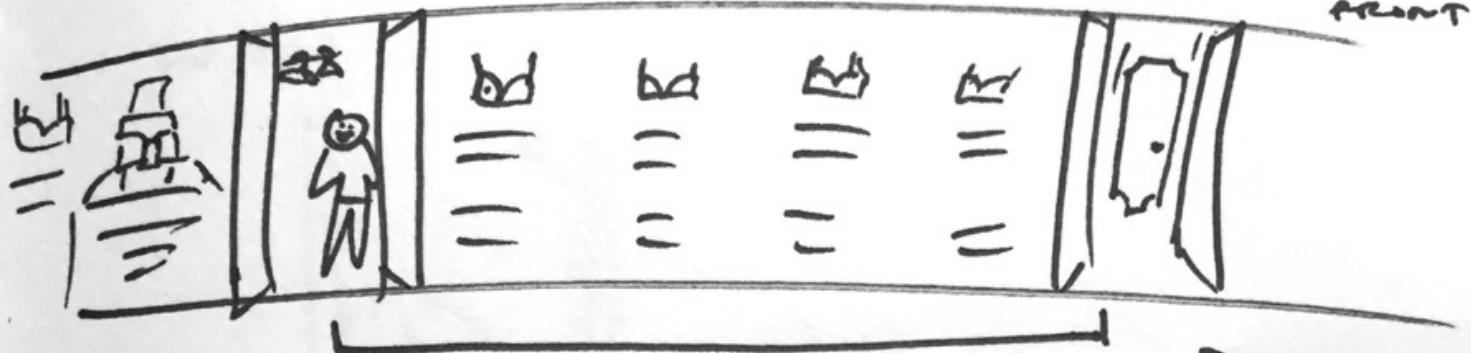
MIRROR, MIRROR, ON THE  
WALL... AND EVERYWHERE ELSE.



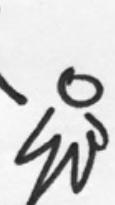
.....  
TRIES SWEATER  
ON AND LOOKS  
@ HERSELF IN  
THE MIRRORED  
SIDE of A WALL  
(~8 in. wide)



# ENTERING FITTING AREA



TWO OPENINGS TO THE FITTING  
AREA CORRIDOR



K.S.

HEY, SORRY!  
THE LINE FOR  
FITTING IS ACTUALLY  
OVER HERE!

PEOPLE  
KEEP TRYING  
TO ENTER  
HERE ...

[oops!]

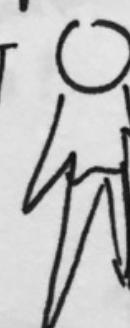
.....



PLEASE →



FITTINGS →



SOME PEOPLE  
SEE THE LINE  
AND RECONSIDER

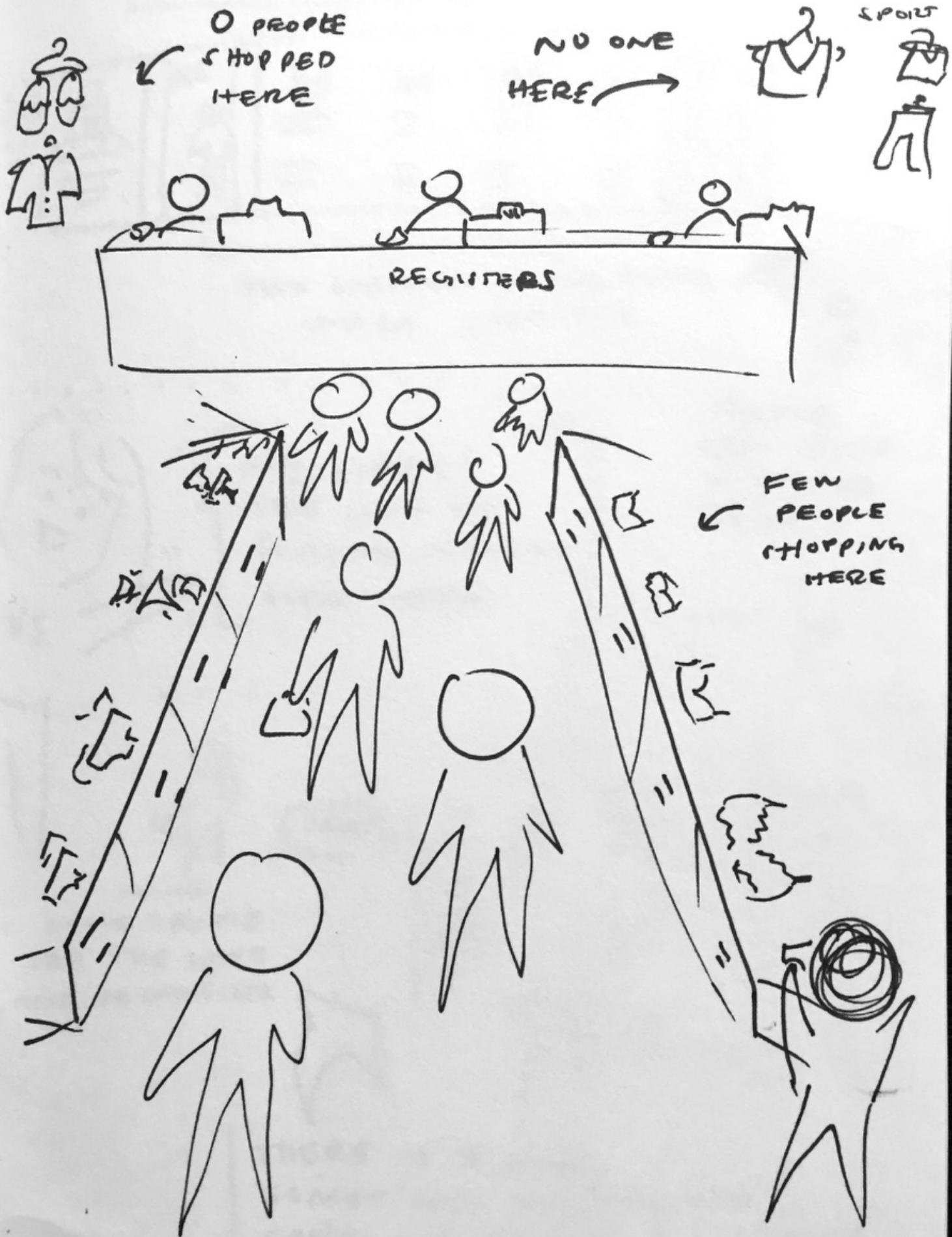
CAN I  
GET YOU...?



THERE IS A LINE.  
SOMETIMES AN EMPLOYEE  
CONTINUES HELPING A CUSTOMER.

1/10/15

# UNTOUCHED SPACES



1/10/99  
THE WIDE RANGE OF V.S. CUSTOMERS



THE MIDDLE  
→ H.S. AGE  
GIRLS



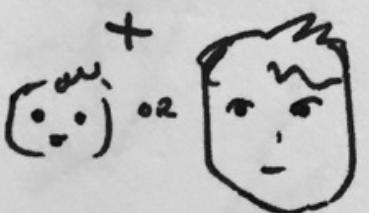
YOUNG → MIDDLE  
-AGE WOMAN  
ALONE



GROUP OF  
2+ WOMEN  
(20 - 40)  
yrs



WOMAN  
AND  
CHILD OR/AND  
MAN



MAN / BOY  
ALONE OR  
DETACHED



PINK



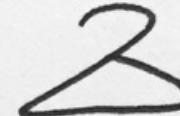
BUYS/  
SPENDS  
TIME IN  
'PINK'



STICKS IN  
GROUPS  
2 - 3

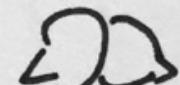


SEEMS  
DIRECTED,  
ON A MISSION



DRIVING  
POWER

INTERACT MOST  
W/ EMPLOYEES



SOCIAL  
ACTIVITY



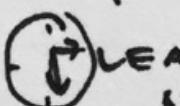
OFTEN SPLIT  
TEMPORARILY



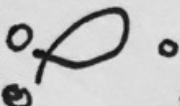
SPEND MORE  
TIMELESS TIME



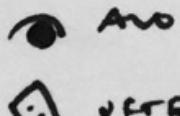
MOST GOAL-  
FOCUSED



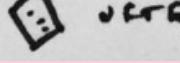
SPEND TIME IN  
STORE



OFTEN INVOLVED  
COMPANION



AVOIDS EYE  
CONTACT



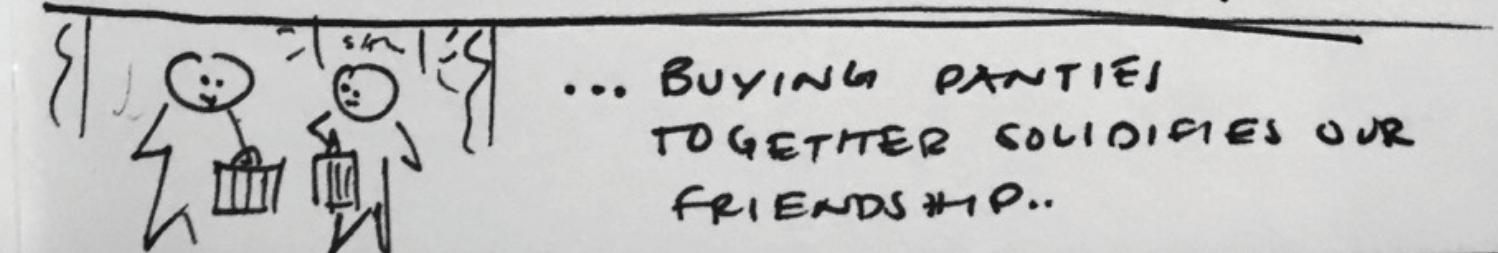
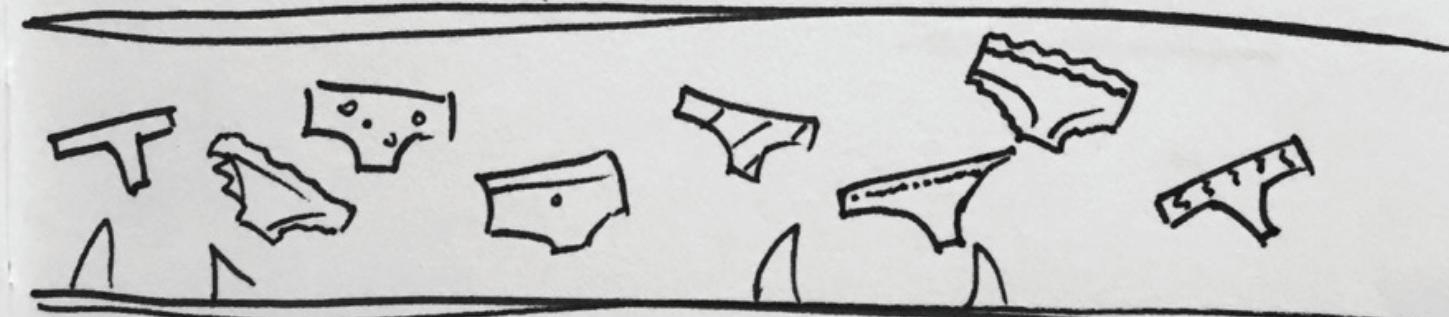
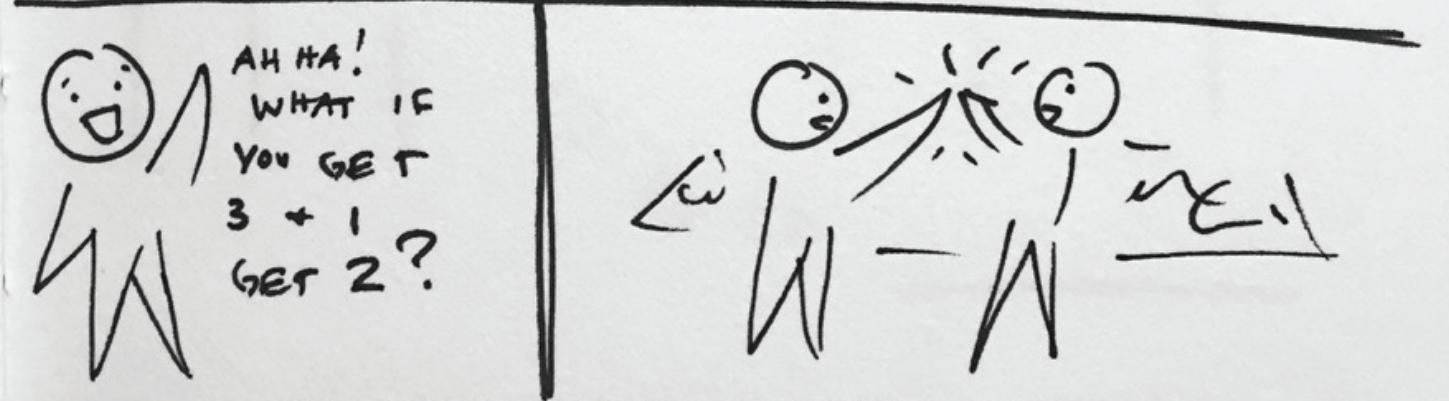
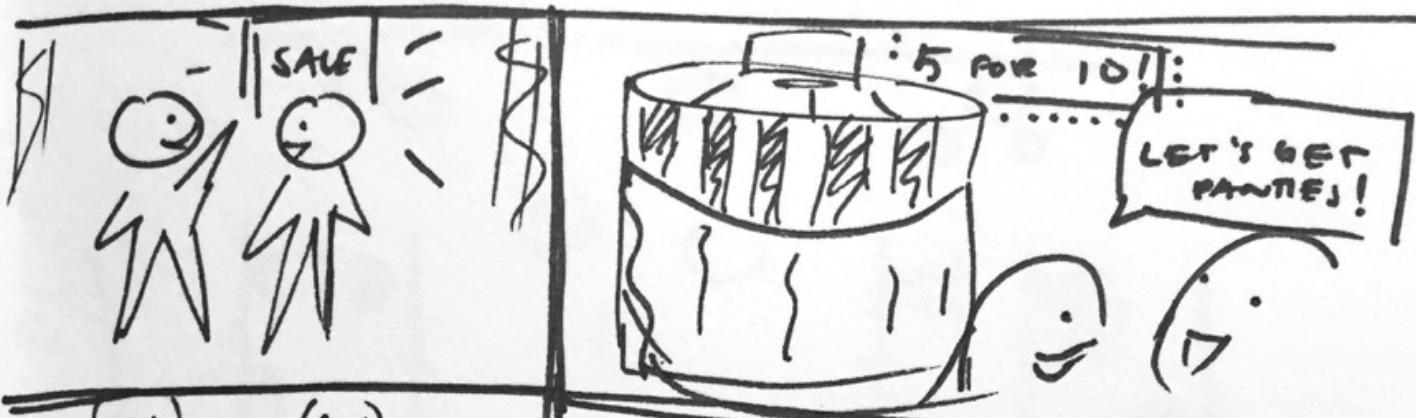
OFTEN ON PHONE

# Part 2: SOCIAL PERFORMANCE





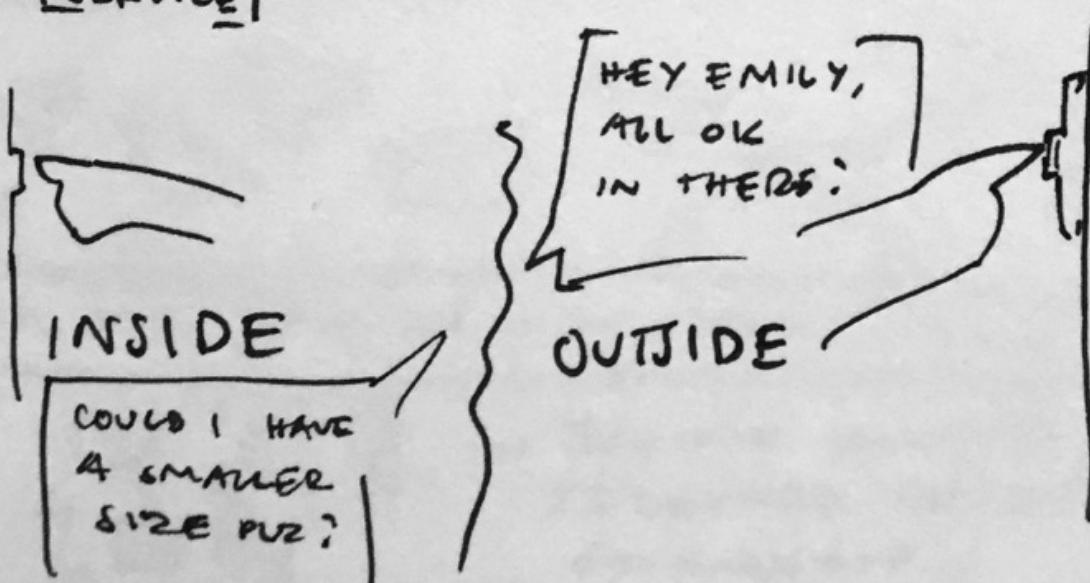
SALE FEELS LIKE A  
SOCIAL CANDY STORE... FOR SOME.



11/11/10  
+ FITTING ROOM  
NAMES + HELP



THIS BUTTON EXISTS INSIDE + OUTSIDE EACH ROOM...



Part 3:  
SOCIAL BREAKDOWN

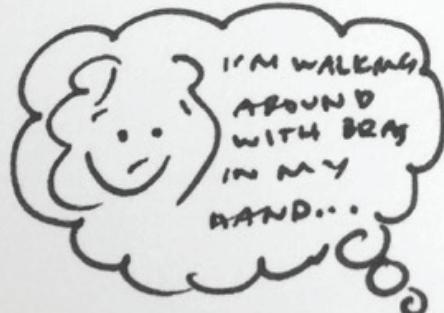
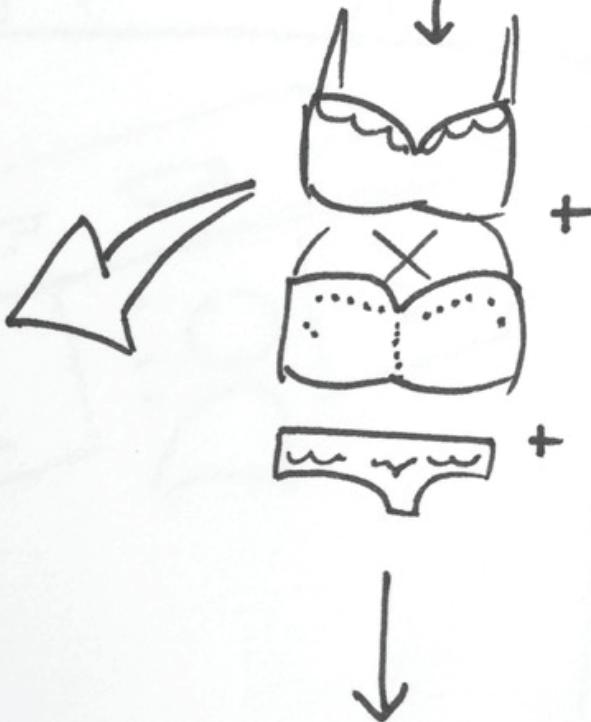
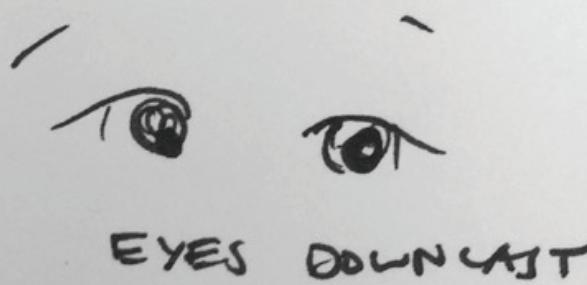


1/11/15 SOCIAL BREAKDOWN:  
CARRYING ITEMS AROUND

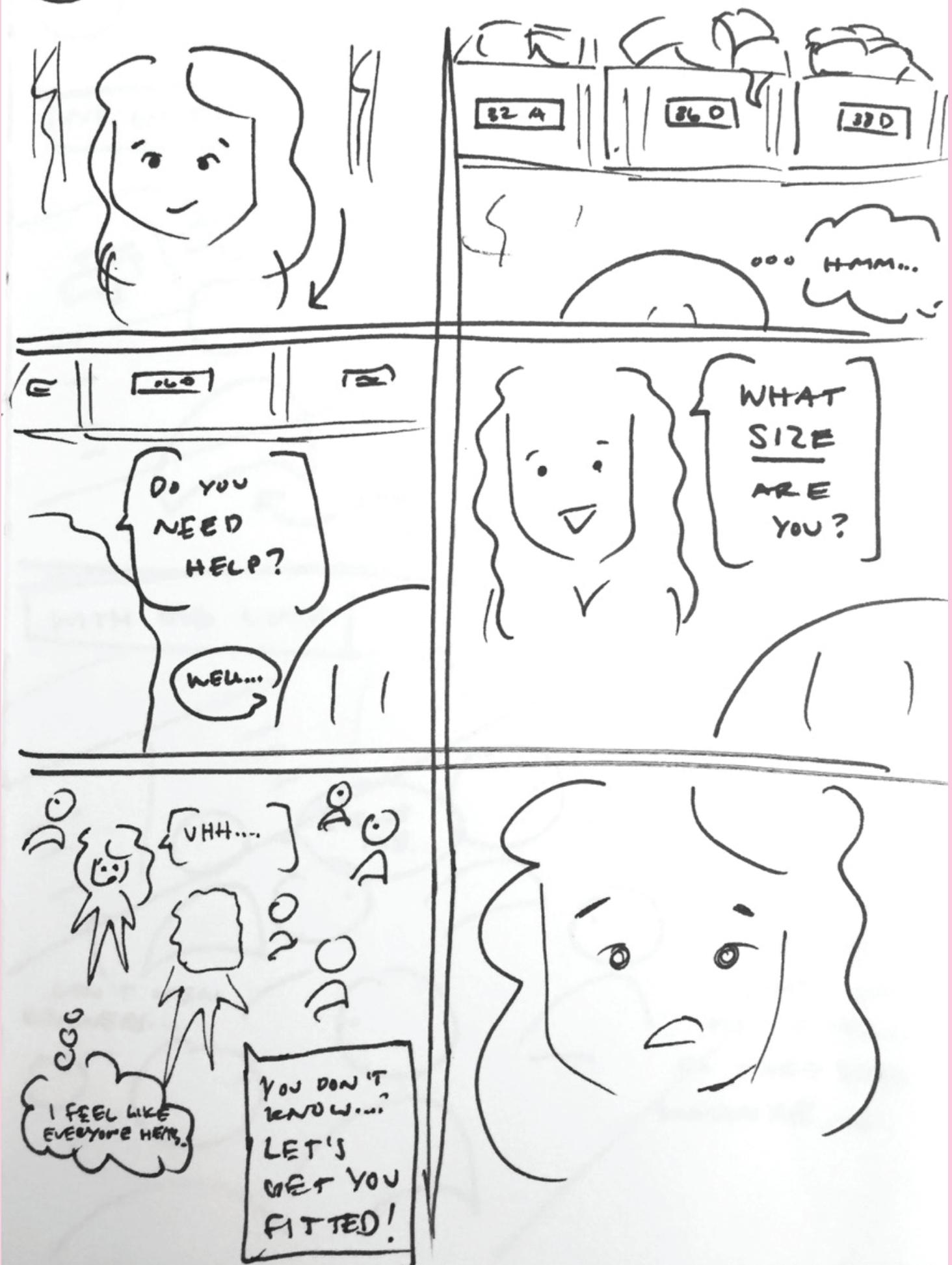
(-)



A HANDFUL OF  
UNDERWEAR MADE  
PEOPLE ACT MORE  
UNCOMFORTABLE



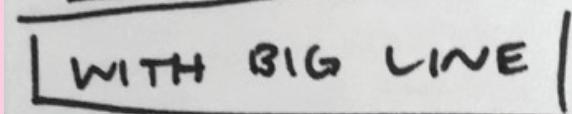
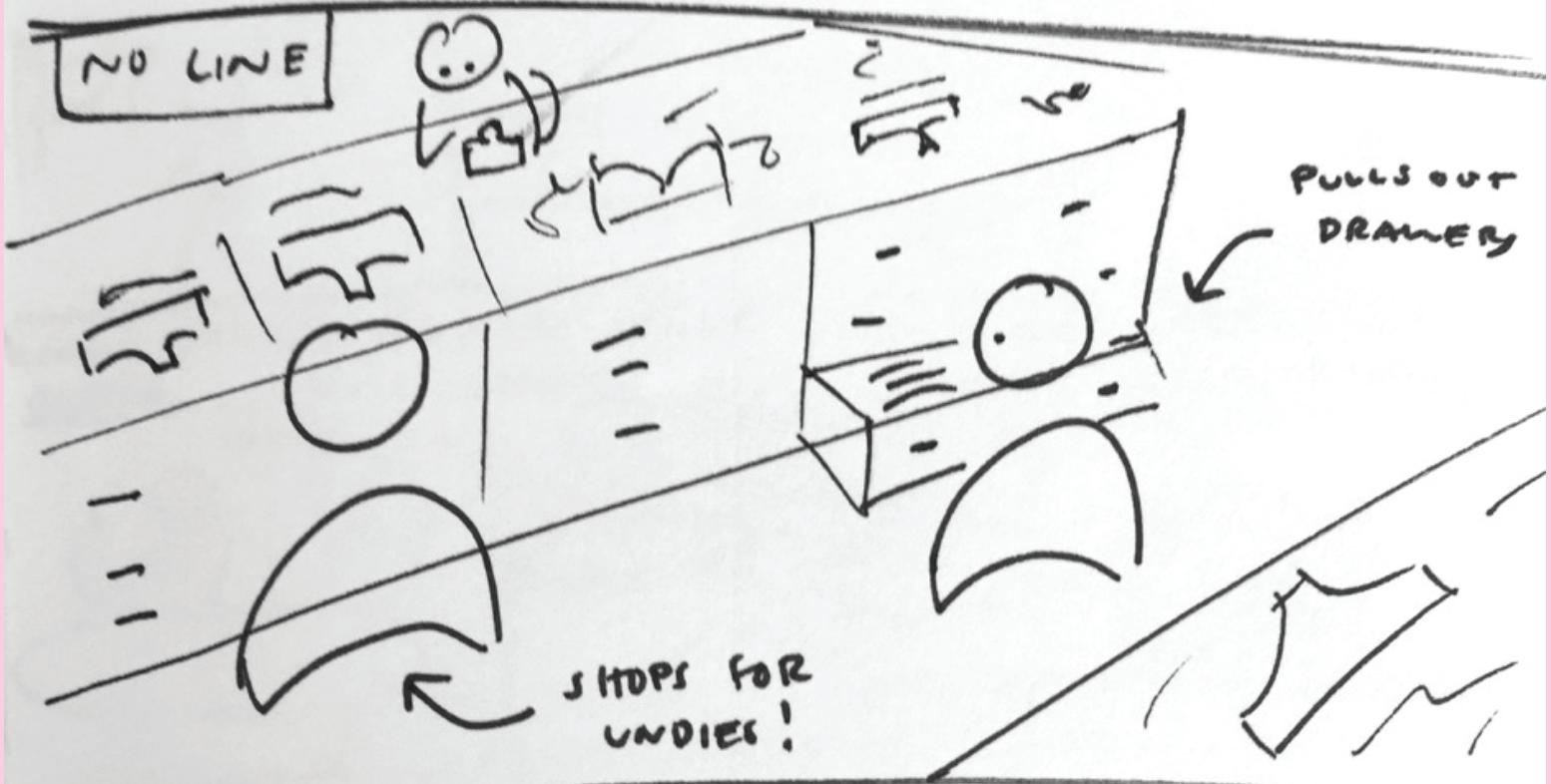
SOCIAL BREAKDOWN:  
① PUBLIC QUESTIONS



11/11/11 SOCIAL BREAKDOWN:



LINE INTERFERING WITH OTHERS  
SHOPPING IN 1/4 OF THE STORE



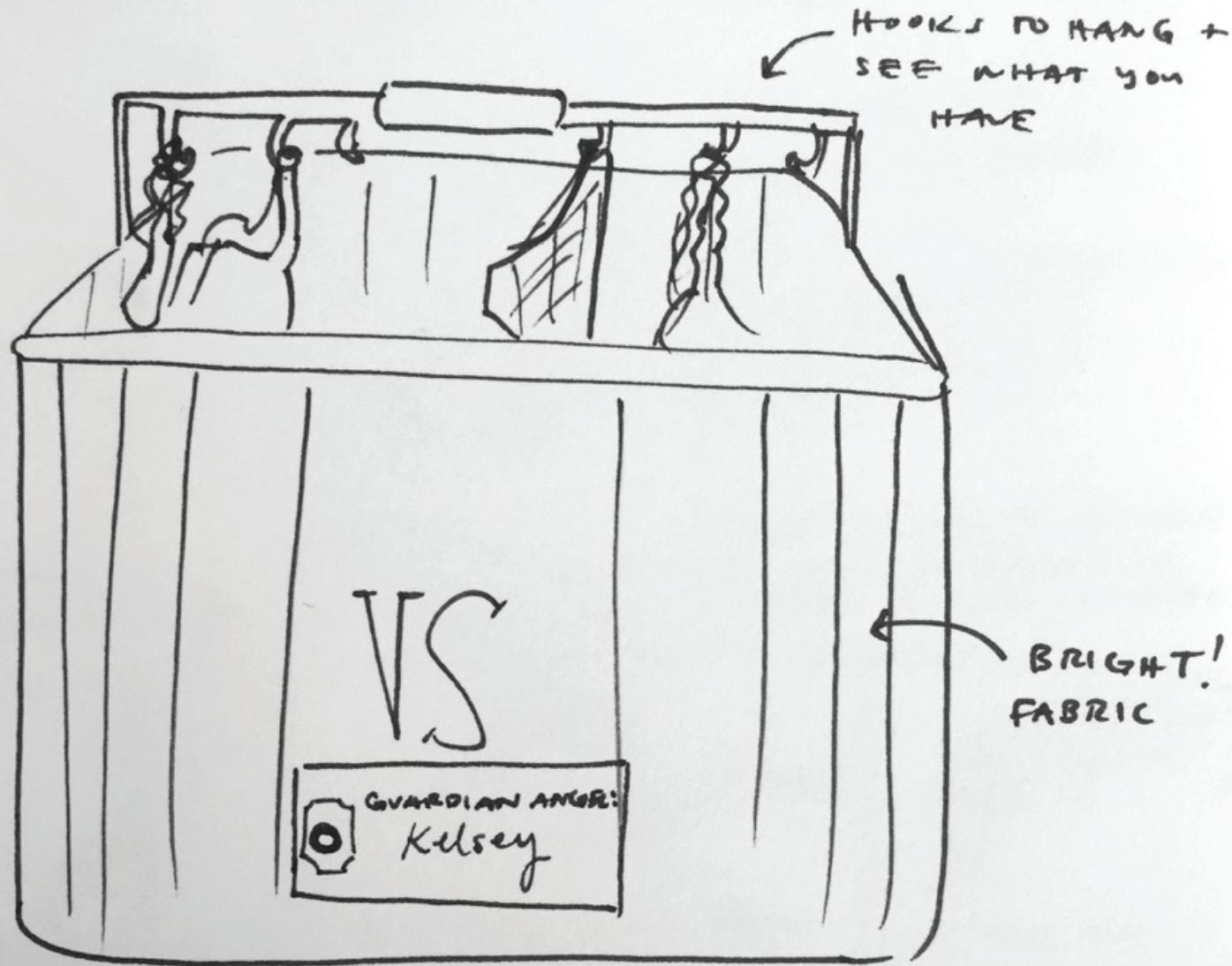
# Part 4: REDESIGN



1/11/15



## REDESIGN: PROUD OR PRIVATE, HANG 'EM OR HIDE 'EM



IT MAY NOT SEEM THAT  
DIFFERENT, BUT IT FEELS  
SO MUCH BETTER  
TO CARRY MY ITEMS  
LIKE THIS. NO SHAME, ALL FUN.

GUARDIAN ANGEL  
Kelsey

(2) REDESIGN: "GUARDIAN ANGELS")



YOU ENTER ALONE  
+ A GHOST



YOU EVENTUALLY APPROACH ONE OF  
THE "GUARDIAN ANGELS"® THE BACK.



ESTABLISH  
RELATIONSHIP



SHE SHOWS YOU  
AROUND TO THINGS  
YOU MIGHT LIKE



LATER - HAVE Q OR WANT  
TO TRY SOMETHING ON.  
PRESS BUTTON IN BASKET.



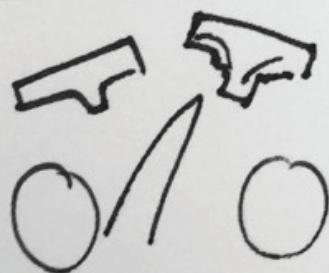
SHE'S HOLD YOU TO  
A FITTING ROOM



YOU MIGHT EVEN FEEL  
COMFORTABLE ENOUGH  
TO GET MEASURED...



OR ASK FOR  
OPINIONS.



SHE'S AN EXPERT  
... AND NOW  
KIND OF A  
FRIEND



AT THE END, YOU CHECK OUT WITH  
YOUR GUARDIAN ANGEL WHEREVER  
YOU ARE.

# Part 5: WRITE-UP



I'm not a regular Victoria's Secret shopper, so it took me quite a while to take in everything going on during their extremely crowded semi-annual sale. The general flow of people concentrated in the front sale area- bustling, bright, and overflowing- and was much lighter in the beauty, sport, and back area. The very broad demographics of customers interacted with the environment very differently, especially depending on whether they were alone or together. While there were some men in the store, they were often on their phones, waiting by the front, or taking care of a small child while a woman with them shopped. Because it was crowded, customers worked around constraints like fitting room lines by looking in the thin decorative mirrors on wall corners.

V.S. pays special attention to social interactions in the fitting rooms. In the fitting room, customers interact with the employees on first-name basis and using a service 'doorbell.' Because trying on bras and underwear can be an awkward social experience, the personal treatment helps to make customers feel more comfortable talking to this virtual stranger about their bra sizes. The service bell affords communication without forcing the customer to leave the fitting room.

Most noticeable was the positive, high-energy interactions between women who shop together. The energy of the store can feel like a candy store, and when the women made choices together, they laughed often (perhaps nervously) and seemed less self-conscious walking around the store. (Made more eye contact, talked to employees more, picked up more items.)

One of the most apparent social breakdowns showed on the faces and body language of those walking around the store holding their items in their hands. Although many of these women didn't seem concerned by looking at underwear on a shelf, once they walked around with them in their hands, they looked uncomfortable- shifting feet, looking down, etc. This breaks the feeling of pride that V.S. successfully creates in the store and brings in an element of social shame. It's also cumbersome to shop with a pile of bras and panties clutched in your hands.

Because the store was so crowded, the general flow was stopped in many places. Almost no one shopped in the back area of the store because the long line inhibited customers- both physically and socially- from using the space.

Although the employees are very helpful, I saw several encounters where customers felt embarrassed or uncomfortable answering questions about their bodies or preferences in the busy areas of the store. Unlike in the fitting rooms, on the floor the employees are strangers.

My solutions focus on maximizing the most positive social interactions in the store (the personal relationship with the fitting room attendant) and minimizing the most negative one (carrying around underwear). Like the Genius Bar at Apple stores, my redesign includes a set of "Guardian Angels" at the back, who are there to be your personal touchpoint with the store. Functionally, they will consult with you, show you around, open your fitting room, and ring you up from anywhere in the store. More emotionally, they create some that experience of going to the store with a friend for customers who are alone. They are a consistent face throughout a sometimes uncomfortable shopping experience.

This solution integrates with a shopping basket- fun, bright, and functional- that extends the fitting room 'doorbell' so customers can contact their Guardian Angel from anywhere in the store. It also extends the 'candy store' feeling and allows customers to carry around their items either by hanging them on the handle or simply placing them in the basket. This accommodates the wide range of customers and their comfort level with showing off or concealing their potential purchases.