

7 FUTURES

As a preliminary physical design proposal, one could think of taking the idea of a catwalk to the middle of the store, with built-in cameras that allow the customer to post pictures online. The pictures could be put on social media where friends could vote on which of the alternatives should be bought. This concept can be extended in myriad ways—for example, a loyalty card could be swiped to gain access to the fitting room (thus making the fitting room less anonymous, but no less private), and the fact that you have identified yourself could be used to show whether the item you are considering would fit with the colors of the clothes you have bought on earlier visits to the store.

8 TRANSFORMATION

These ideas are not small or easy: implementation of such a reframed store concept would mean a complete rethinking of the logistics and supply chain of the company. Giving more space to the fitting room and communication would result in a reduction of the rack space, so the department store would have to reconsider displaying all clothes in all sizes on the racks (as they currently do). Stores would thus have to either reduce the clothing collection being offered or devise a new system. For example, customers might fit one item for size, then select the color and order the clothes through the store—either to be picked up later by the customer or delivered to the customer's home by the store. Yet these transformations are possible, and the pressure on the retail sector to reinvent itself in the face of growing online competition is strong enough to move it in this direction.

9 INTEGRATION

This frame sets the department store on the road to a whole new concept of quality in the retail experience—in a way, it is moving away from considering each client individually toward a more social concept of desirability and satisfaction. To get this right, the company will have to invest extensively in interaction with the particular groups it is targeting in order to build up valuable knowledge that can be extended into other fields. And finally, a sanity check: did the DOC designers, by radically broadening the problem field and taking on the extra agenda, actually help solve the original problem? The solutions as they have been developed to date certainly contribute to a less theft-prone environment: by taking the fitting room out of its hidden position, and