THE DRESSING ROOM SHOW

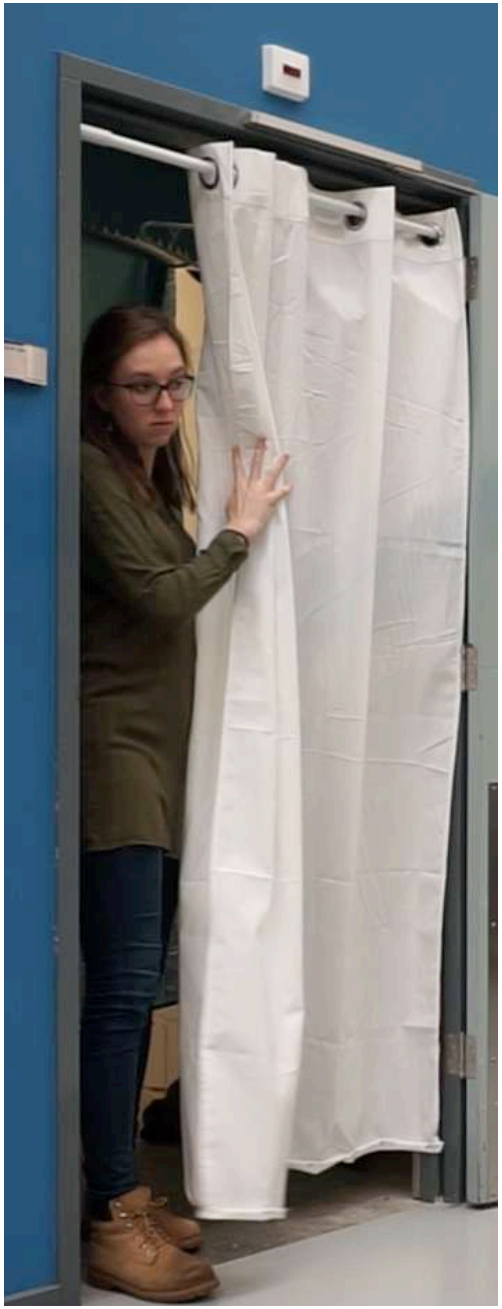
Sam van Eijk - Exploring Interactions - Final Presentation

INTRODUCING CONTEXT

CONTEXT

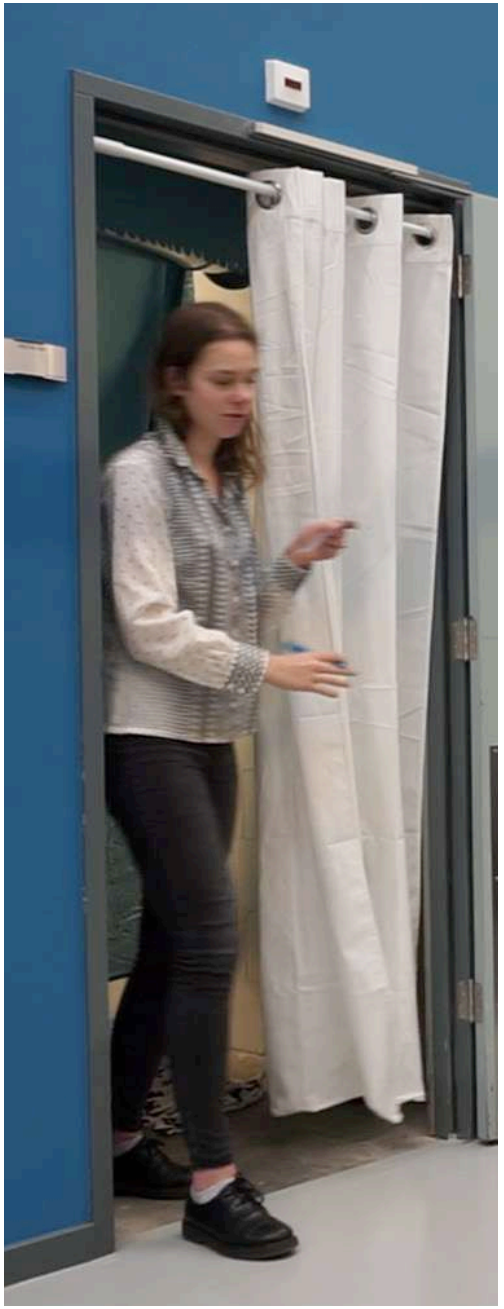
Teenage Girls

Dressing Rooms

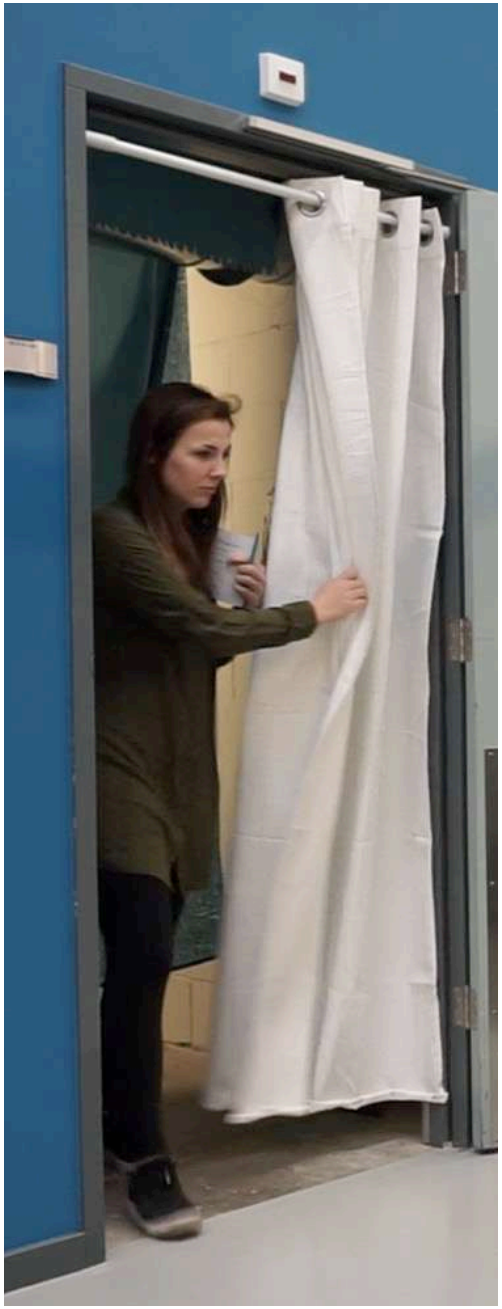


Insecure

Scared



Cautious



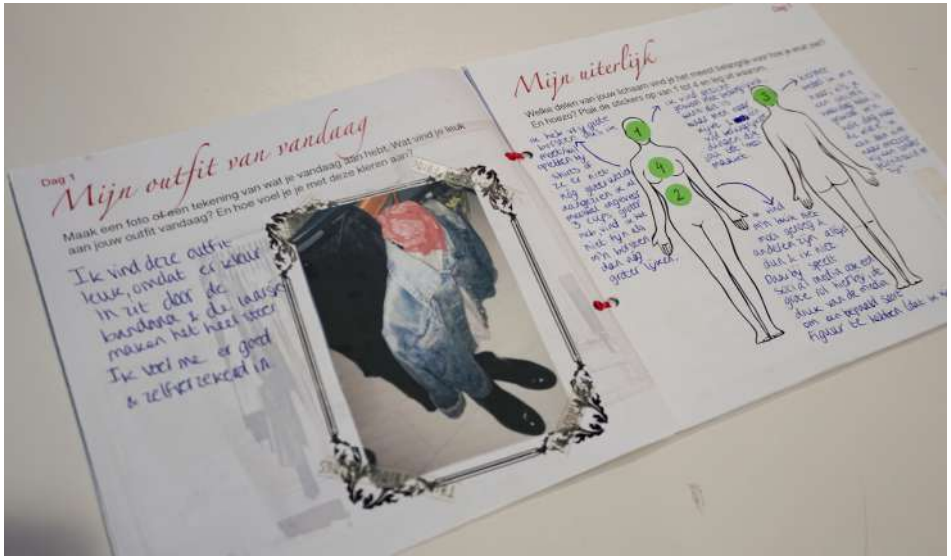
Shy

DESIGN GOAL:

¨I want teenage girls to feel confident when coming out of the dressing room to show their clothes.¨

RESEARCH:

Why don´t they come out with confidence?



Workbooks

Generative Sessions

Social Fear v.s. Feeling Pretty

DESIGN & RESEARCH EXPLORATIONS

I feel Naked..

BUSY
FOCUS
COVERED
SKIN
SAFE
VULNERABLE
BORED
FUN
FORBIDDEN
NO MORE THAN 4 ITEMS IN CHANGEROOM AT A TIME
INSECURE
DISTRACTED
REFLECTION
HELPING
PRETTY
INPATIENT
STRESS
SITTING
STANDING

Hello, Are you There?

Intervention

Observations

Pay Attention Please!

Interventions

DESIGN DIRECTION:

Assuring the user of someone´s presence and attention when coming out.

Two-way Communication

Design Intervention

INTERACTION VISION:

¨I want the interaction with the person outside to feel like an intimate spark. Like a dog wagging his tail when he sees you.¨

Silhouettes

FINAL DESIGN

Two Spotlights across each Dressing Room

All the ingredients to step out with confidence.

Being Together

Like a Model!

Experience

Interaction

Intimate

Subtle

Natural

Soft

Glamorous

Warm

EVALUATION STUDIES

Prototype

User Study 1

User Study 2

Looking down
Hands together
Waiting person is not looking

Looking into the eyes
of waiting persons
Standing straight
Arms spread
Posing

RECOMMENDATIONS

Silhouettes:

- Test with more prototypes
- Focus on presence of friends/ prevent distracting

Spotlight:

- Experiment more with brightness/colors

QUESTIONS?