

THE DRESSING ROOM SHOW

Made by: Sam van Eijk - 4234545- Exploring Interactions 2016 - Cycle 2



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

Design Goal

Interaction Vision

I want the interaction to be like breaking bricks. Excited, committed and determined.



Design Direction

- | Inside dressing room | Outside dressing room |
|--|---|
| 1. Build up confidence before stepping out | 2. Make the stepping out process less scary |
| | 3. Give a confidence boost when outside |



Social fear

During cycle 1 I learned that teenage girls are afraid of socially awkward moments around dressing rooms, which holds them back from coming out with confidence.

Design & Research Explorations

Healthy dose of tension



Know what to expect

Going out and expecting your friends to be there while they are not is a bit of a let down. But what if you knew what to expect before stepping out? A design intervention including lights that indicated the presence of friends waiting, was very successful!

Encouragement

Most professional performers get a final check or motivational speech before stepping on stage. During my first intervention I noticed that stepping out was easier when people got confirmation beforehand.

'Breaking the bricks'



Controlled exit

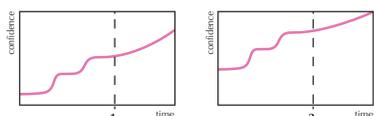
Some people like to jump into the deep end, while others might need some extra time to get ready. By making the transition of going out more controlled, people can choose their own style of exiting.

WALLFLOWER / CATWALK MODEL



Timeline

Concluding, I made two graphs to show the intended confidence line for stepping out. Although leaving the fitting room might seem a bit scary at first, stepping out in my new design will make you feel confident like never before.



The WOW! moment



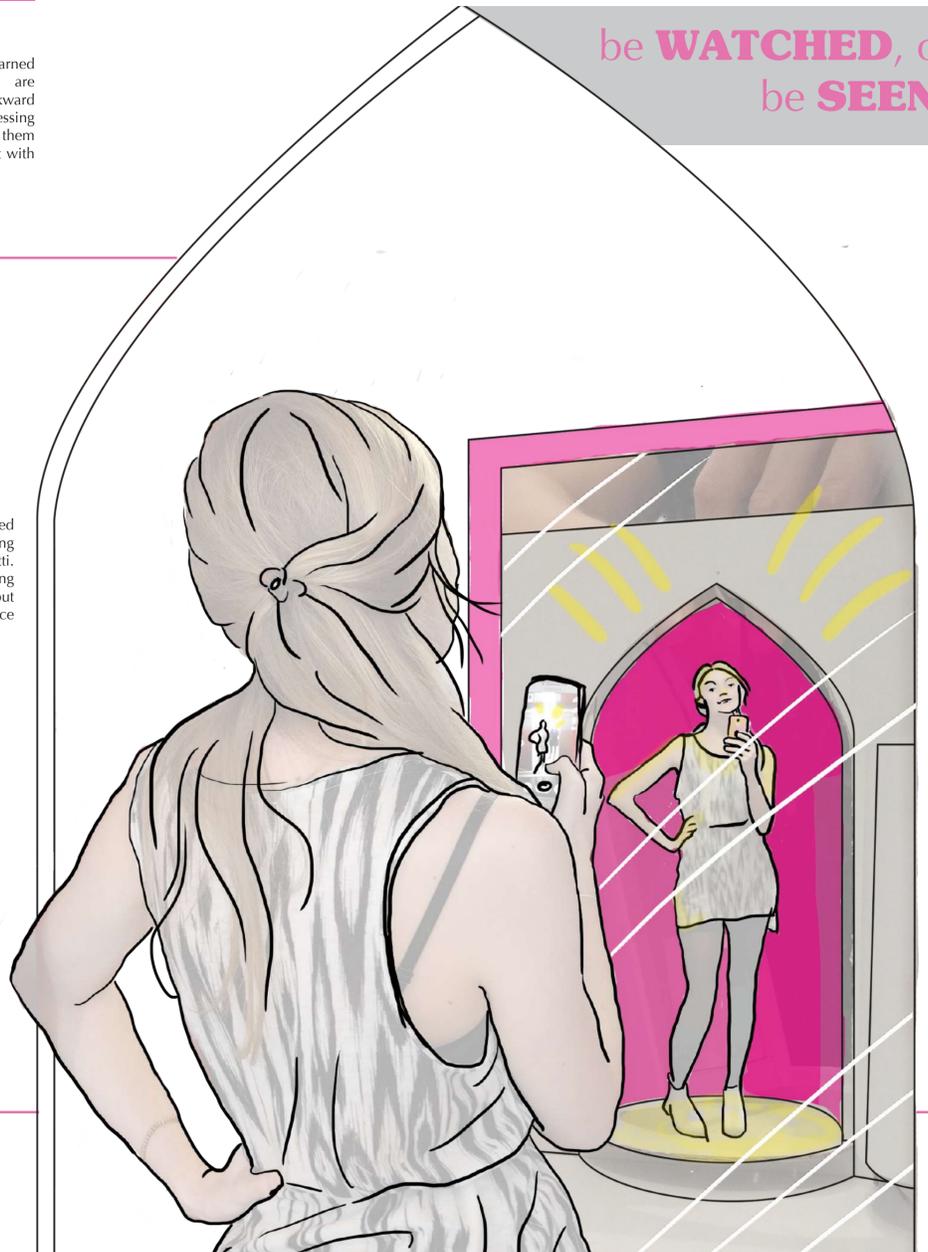
Being rewarded

During a design intervention I rewarded the person stepping out of the dressing room with a big applause and confetti. With this reward, the person stepping out not only felt more confident, but it also meant a heightened confidence level for following exits.

Getting attention

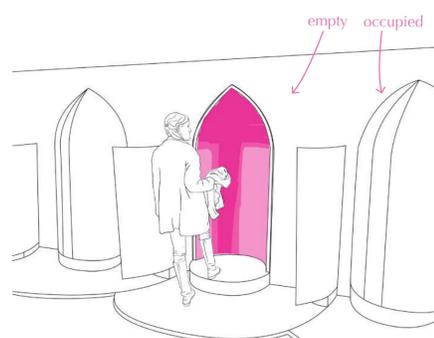
The main reason of going out is receiving feedback. Taking a closer look at people in dressing rooms, their waiting friends look bored and distracted by others. While standing barefoot in a short dress, you feel vulnerable. This makes getting attention as soon as you step out important.

be **WATCHED**, or be **SEEN**?

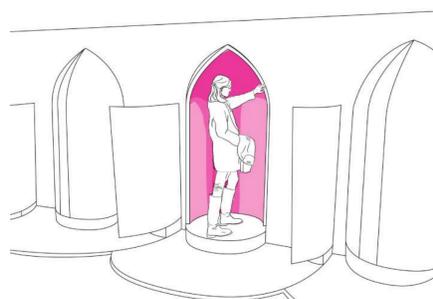


THE DRESSING DOME:

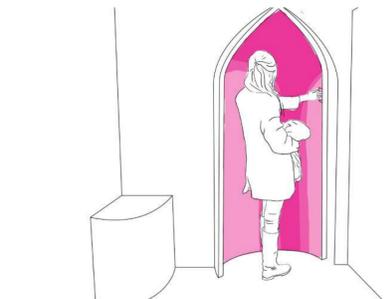
A dressing room that puts you in the spotlights.



1. When entering the dressing room, you step into the dome.



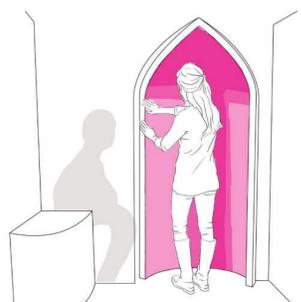
2. By pushing the sliding door, it spins around you.



3. When you've spun the door 180 degrees, it's closed.



4. While in the dressing room, friends' silhouettes are visible.



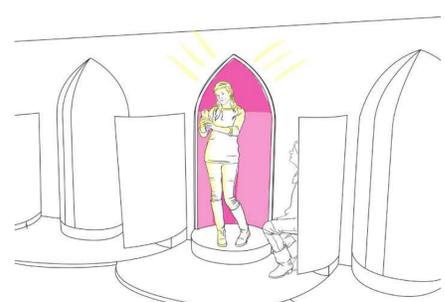
5. When exiting, you can control the sliding doors' speed.



6. Initially limiting exposure while receiving feedback from your friends.



7. When enthusiastic, you push the door wide open, making a look in the mirror across of you possible.



8. Result: Feeling confident!