

BUFF2203: Visual Merchandising

Kiosk Project

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The logo for Boohoo, featuring the word "boohoo" in a lowercase, bold, sans-serif font.

Visit Us: <https://us.boohoo.com/>

The Boohoo ecommerce website targets young fashion loving women in their 20's, who are constantly seeking the latest trends at an affordable price. Boohoo has a strong unwavering online presence, however we believe that our physical kiosks will subsequent a substantial increase in brand recognition, sales and reputation.

We wanted to step away from anything traditional, and create something that was truly unique, interactive and innovative. Thus, we have designed a free-standing interactive virtual Boohoo fitting room kiosk that utterly optimizes the way you shop while simultaneously enhancing your shopping experience. Our Kiosk is a design where you step on this virtual fitting room, you'll face our smart mirror which is infused with 3-d technology, and our 12x12 tablet. The tablet will ask you to press the snapshot icon, to take a picture of you. It will scan and capture your body from all angles. You'll then be presented with a short personality quiz, to better gauge an understanding of your fashion preferences. Once completed, the tablet will present you with an

array of composed outfits designed just for you. Upon pressing on outfits that interest you, the mirror will virtually show you the outfit on you in real time. If you turn, the outfit will turn with you. You'll be able to assess the outfit and add it to your cart (completely, or separately) if you love it, or trash it if you don't. A search engine is also available on the tablet, giving you the option to look for something specific or just browse. We'll have a combination of selected basics & trendy items in stock to better fit your needs. Once you're done virtually shopping, a sales rep would kindly bring the merchandise to you.

Our purpose for creating this special kiosk for our customers is to provide them with a better understanding of how the product looks in person, from the fabric to colors to how it truly sits on the body. By creating this, it gives us the opportunity to create a trust relationship with our consumers because sometimes online looks can be deceiving. Therefore providing kiosk at high traffic malls will also increase word to mouth promotions from our customers. For instance anyone who purchases any of our products from our kiosk, whether they love it or not, would provide reviews about the product on our online website. This would increase sales online and in person. E-commerce shopping has been growing immensely especially because we live off technology everyday. Our kiosk would be located in high traffic malls such as Palisades mall, Queens Center Mall and the Mall of America in Minnesota - places in which Boohoo's already established target consumers visit frequently. By introducing our advanced technology kiosks in these

surroundings it gives our consumer “the best of both worlds”. This is a way to be in a mall and also have the chance to use technology in order to shop with us. How cool is that?!

We as a team highly believe physical locations build upon and expand what our brand is able to do in their online presence by creating connections to the real world, Having more hands-on human interaction, thus giving us a better understanding what the consumers needs and wants are. Also, this is a better opportunity to receive important feedback on how we are doing as a brand through verbal communication rather than through back and forth emailing. We have high expectations for what benefits the kiosk will provide not only our brand but also our consumers.

# Kiosk Visual



