

**PUT YOURSELF IN A FROCK**

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## PROJECT OVERVIEW

The Fleet Store is an innovative fashion retail concept which aims to increase awareness of QUT Fashion on an international scale.

The 2013 pop up store will take place in a shipping container, situated at QUT's Kelvin Grove campus.

In order to attract publicity, the fashion department wish to incorporate an interactive component.

The brief requires a solution which is fun, engaging, and encourages interaction.

Ideally the solution will have the capability to extend beyond the main site in order to promote the Fleet Store to the greater community.

The outcome must also be realistic in terms of costs, resources and time.

## EXISTING CONCEPTS

The fashion department identified these existing displays as appealing and in line with their requirements.

### TOUCH SCREEN



### INTERACTIVE WINDOW



### WINDOW SHOP



### VIRTUAL BILLBOARD



## SOLUTION OVERVIEW

“Put Yourself in a Frock” will combine posters and mannequins featuring the fashion student’s designs with iPads in order to create an interactive experience.

Users will be instructed to take a “selfie”, which they will upload to Instagram with the hashtag #FROCKME. Props will be available to use in the photographs, increasing the enjoyment of the process.

iPads installed in place of the model’s faces, will stream user’s selfies. Users will have the task of locating the model displaying their face. They will also be able to interact with the installation, changing the current photo to their own.

Off-site 3D displays following the same concept will use mannequins dressed in the student’s designs. Geo-tagging will ensure only near by selfies are streamed.

# PUT YOURSELF IN A FROCK

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NOTE Posters in this image are not proportionate. The Kelvin Grove display will feature 4 posters on each side.

## SET UP KELVIN GROVE

The display will be set up in front of the Z5 Block Shed 2 at Kelvin Grove campus. The aim is to create an area where the interactive display can be seamlessly integrated with the Fleet Store. The requirements are:

### **8 x Photographs of models wearing the fashion students clothes**

These will be stuck to thin plywood then coated with a clear lacquer to waterproof. There will be 4 of these attached to each side by drilling screws through the plywood and into the shipping container.

### **8 x iPads**

iPads will be mounted to the plywood, in place of the model's head. The iPads will be contained within waterproof, lockable casings. The FROCKME website will be loaded as a web application and the iPad configured to prevent usage outside of the site.

### **4 x Instruction Posters**

These will be attached to windows of the Z5 Block Shed 2. One will be positioned at the back of the shipping container, stuck to plywood and attached in the same way as the photographs.

### **Props**

Props for use in the selfies will be placed in buckets near all instruction posters and the inserted into the chains surrounding the Z5 Block Shed 2.

### **QUT Fashion Ambassadors + Promo Business Cards**

Volunteer fashion students will interact with the public. They will take and upload photos of participants interacting with the display. They will also hand out promo cards with a Fleet Store discount offer.

## SET UP EXTERNAL

External displays will provide an opportunity for public engagement off campus. They will promote and direct people to the Fleet Store and allow select students to display their clothing designs in the public sphere.

### Relationships

QUT Fashion students will need to build relationships with local retailers in order to come to an arrangement that will allow them to set up a display in store.

### Mannequins + iPad

Inexpensive mannequins can be purchased on eBay for around \$50 each. iPads in secure casings will be attached to the tops of the mannequins. Ideally the display will be positioned in front of a wall and away from the entrance (for security reasons).

### Clothing Designs

Select students will have the opportunity to dress the mannequins in their clothing designs.

### Instruction Posters

Posters with instructions will be attached to the wall directly behind the display.

### Postcards

Postcards will be positioned on a stand in front of the display. The postcards will include a description of what the Fleet Store is, the website and location.

### Props

Props for use in the selfies will be placed in buckets beside the mannequins.



# SET UP PHOTOGRAPHS

1500mm



700mm

iPAD SCREEN 147.8mm

AVERAGE PERSON'S HEIGHT IS 7.5X THEIR HEAD

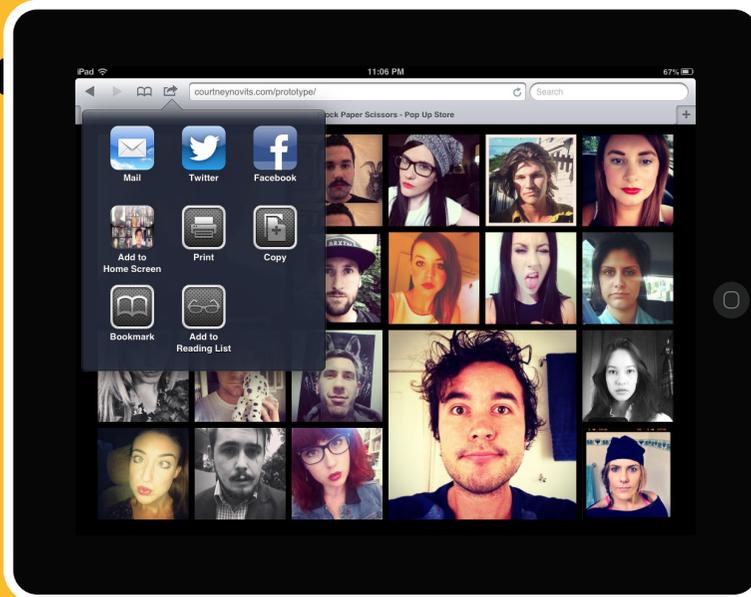
THEREFORE TOTAL MODEL HEIGHT 1108.5mm

## Photograph Requirements

- Photos should be taken of the model front on and standing up straight
- They should be taken against a white or blue plain background
- The model should have their hair up in the photo so it is not visible on shoulders
- There is no need to Photoshop out the model's head as the iPad will replace it
- To maintain correct proportions once the iPad is mounted, the photo should be cropped so that the model is 1100mm high.
- The full size of the poster should be 700mm (width) x 1500mm (height)
- The photos should be printed on at least 150gsm paper

# SET UP PHOTOGRAPHS





## CONFIGURE AS WEB APPLICATION

By configuring the FROCKME website as a web application on the iPad, it will look and behave similar to a native application. This will mean it can be scaled to fit the entire screen and can be easily accessed through an icon on the iPad's home screen.

Safari's user interface components have been hidden by adding this code to the HTML:

```
<meta name="apple-mobile-web-app-capable" content="yes" />
```

The status bar colour was changed to black by adding:

```
<meta name="apple-mobile-web-app-status-bar-style" content="black" />
```

For these changes to have effect, the website must be saved on each iPad as a link on the home page. To do this, these steps need to be followed on each iPad:

1. Open the FROCKME website in **Safari**
2. Tap the arrow icon at the top left of screen and select **Add to Home Screen**
3. Rename the icon FROCKME and **Add**

The new icon will appear on the home screen. Tapping on the icon will open the FROCKME website in full screen mode.





## TURN OFF NOTIFICATIONS

To prevent users navigating away from FROCKME web application using the Notifications tab at the top of the screen or through notification alerts, all notifications on the iPad need to be turned off.

This can be done by selecting **Settings > Notifications >** then removing any apps currently in **the Notification Centre**. The Notification Centre should say **Empty** when all apps are turned off.



## DISABLE AUTO-LOCK

The iPad switching to sleep mode will reduce the experience of the installation. To ensure the iPad screen is always lit, auto-lock must be turned off.

This can be done by selecting **Settings > General > Auto-lock > Never**.



## DISABLE MULTITASK GESTURING

Multitasking gesturing allows users to exit or browse between apps with touch gestures on the screen. To limit the users to the FROCKME web application, these must be disabled.

This can be done by selecting **Settings > General > Multitasking Gestures > Off**.



## DISABLE HOME BUTTON

A pin can be set to disable the home button and limit access to the FROCKME web application.

To set this up the following steps must be followed on each iPad:

1. Select **Settings > General Settings > Accessibility > Guided Access > On**
2. Set up a 4-diget password using **Set Passcode**
3. Open FROCKME and enable Guided Access by tapping the home button 3 times.
4. Select **Start** from the top right corner

# INSTRUCTION POSTER PLACEMENT

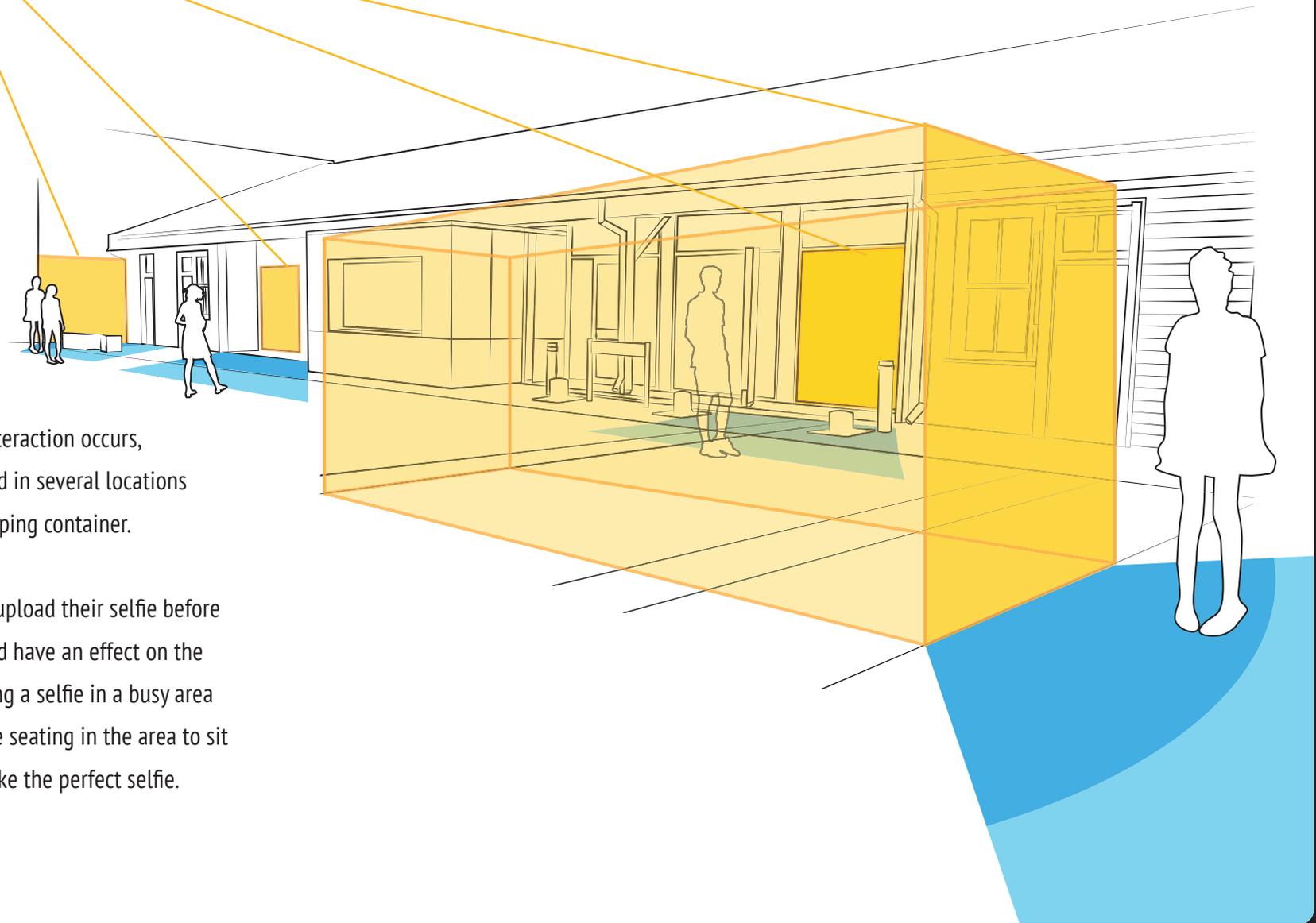


**PUT YOURSELF  
IN A FROCK**

**INTSTA SELFIE**

**#FROCKME**

**FIND YOURSELF**



To extend the space in which the interaction occurs, instructions and props will be placed in several locations leading to and surrounding the shipping container.

The public will be able to take and upload their selfie before reaching the pop up store. This could have an effect on the uptake, as some users may find taking a selfie in a busy area embarrassing. Others may utilise the seating in the area to sit with friends and use the props to take the perfect selfie.

## SELFIE PROPS

Hand made props are inexpensive and will increase the enjoyment associated with the experience, whilst also meeting the brief of a “fun” interaction.

The props will be positioned in buckets near all instruction posters, in the chains surrounding the fashion block and near all poster & iPad displays.

Some of the props will have reference to the Fleet Store. These will act as advertising when users take photos with them which are uploaded to social media.

### Resources

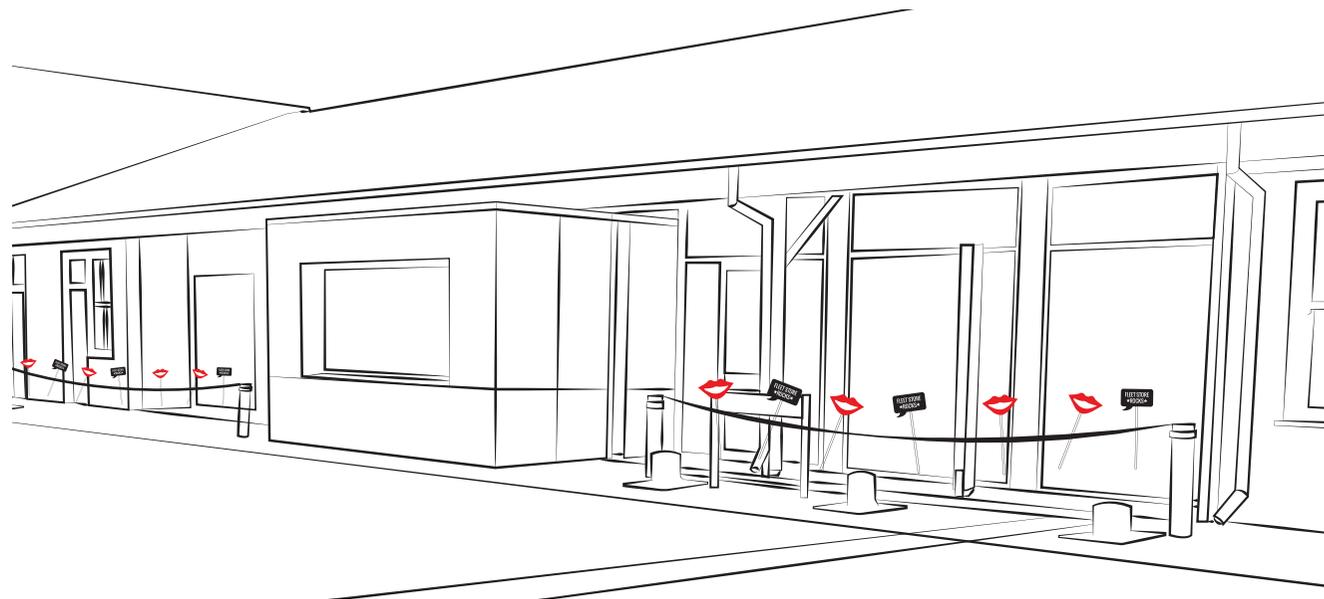
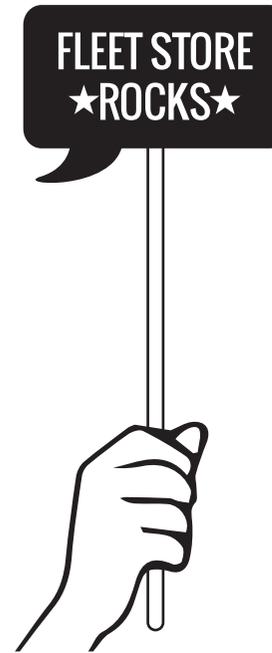
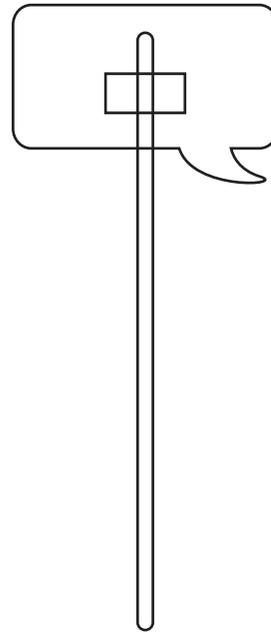
Thick card (at least 300gsm)

Printer

Long wooden sticks

### Instructions

1. Print props on thick card
2. Cut out and tape wooden stick to back.



## QUT FASHION AMBASSADORS

## PROMO BUSINESS CARDS

After a user has found their selfie, it is likely they'll want to take photos of themselves beside the display. To encourage users to also post these on Instagram and tag the #FLEETSTORE, there will be QUT Fashion Ambassadors handing out business cards. The promo cards will advise users that in exchange for tagging and following the Fleet Store on Instagram, they will receive a discount at The Fleet Store for that day. The ambassadors will interact with users, offering to take photos on their own phones to upload to Instagram and communicate the offer verbally. This may also help to boost sales.

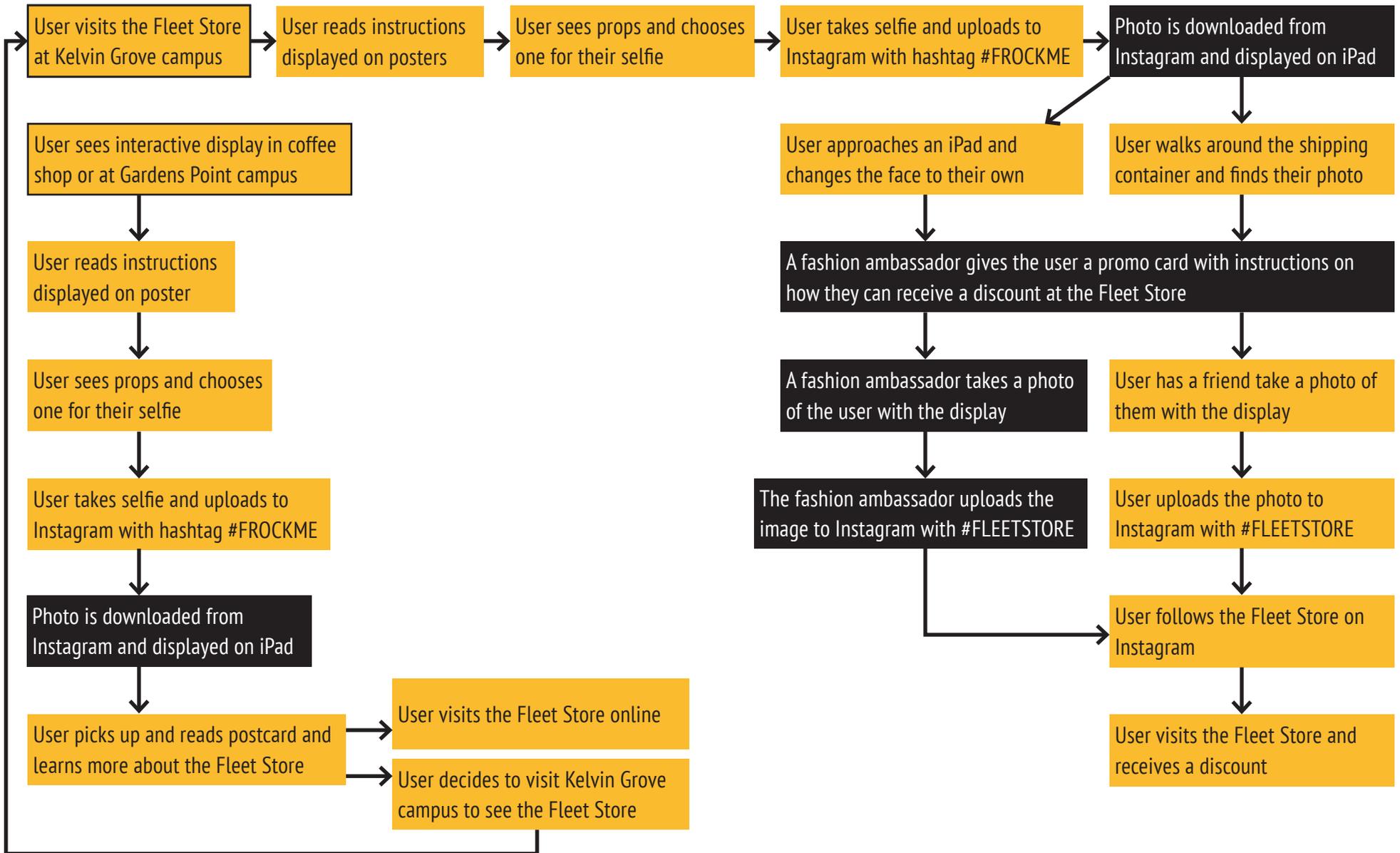
1. TAKE A PHOTO WITH THE FLEET STORE

2. TAG YOUR PHOTO WITH #FLEETSTORE

3. FOLLOW THE FLEET STORE ON INSTAGRAM

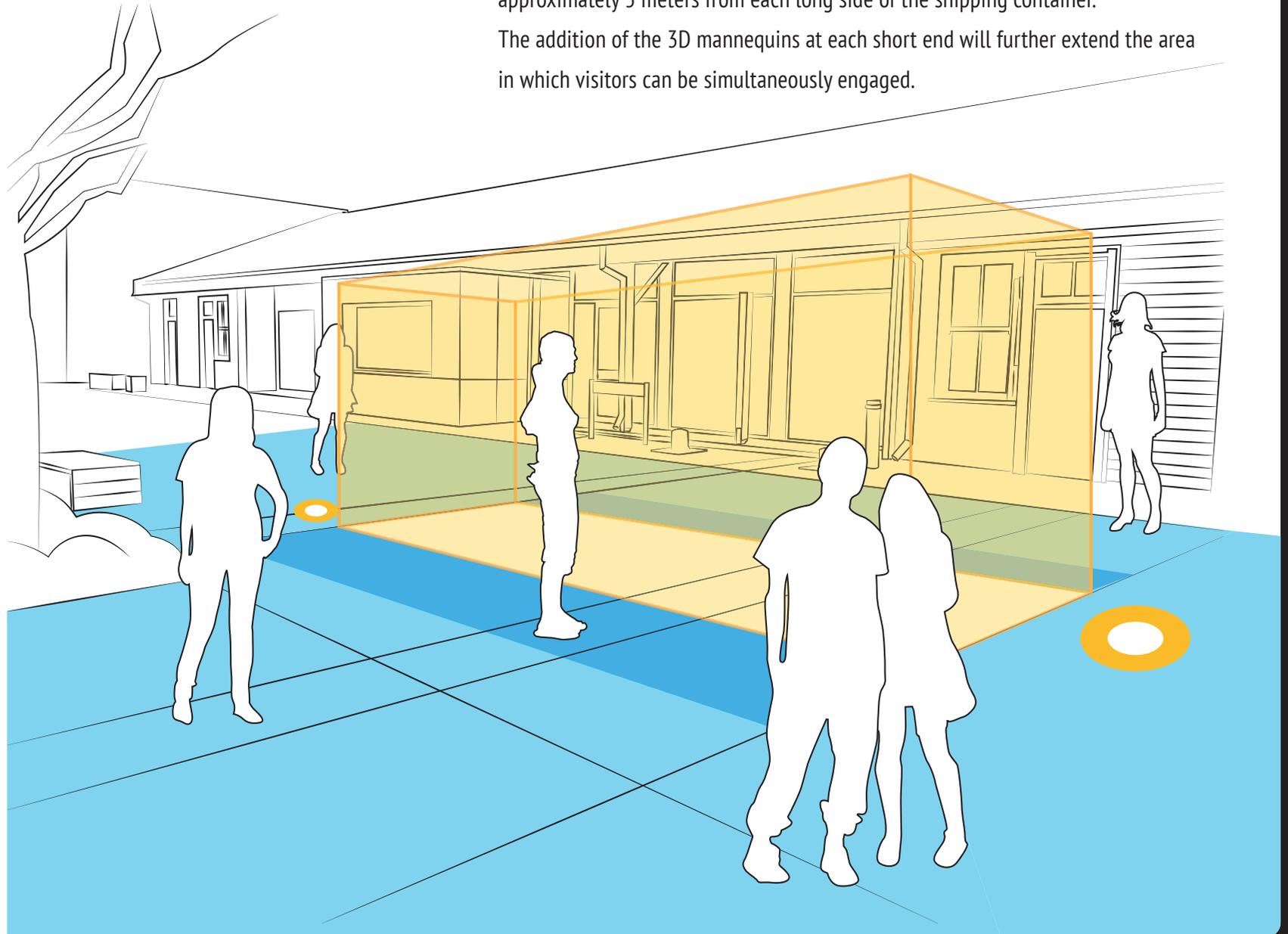
**20% OFF**

# USER JOURNEY



## iPAD INTERACTION AND VIEWING ZONES

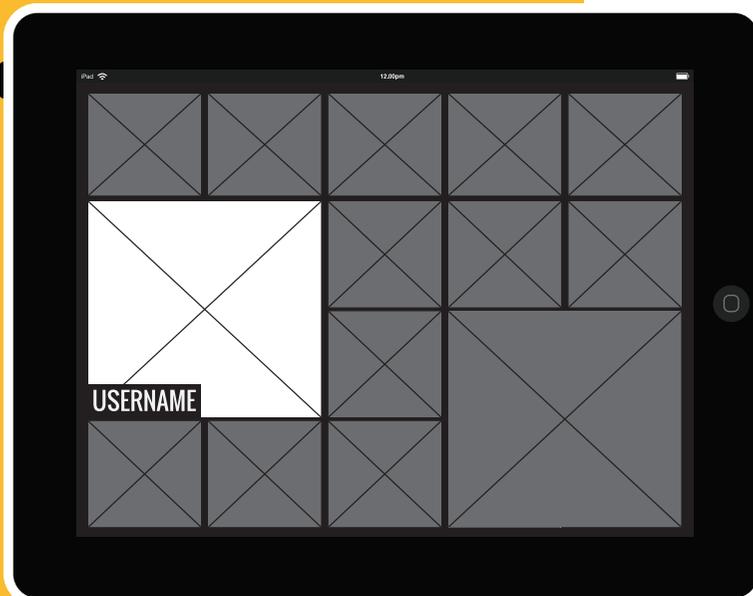
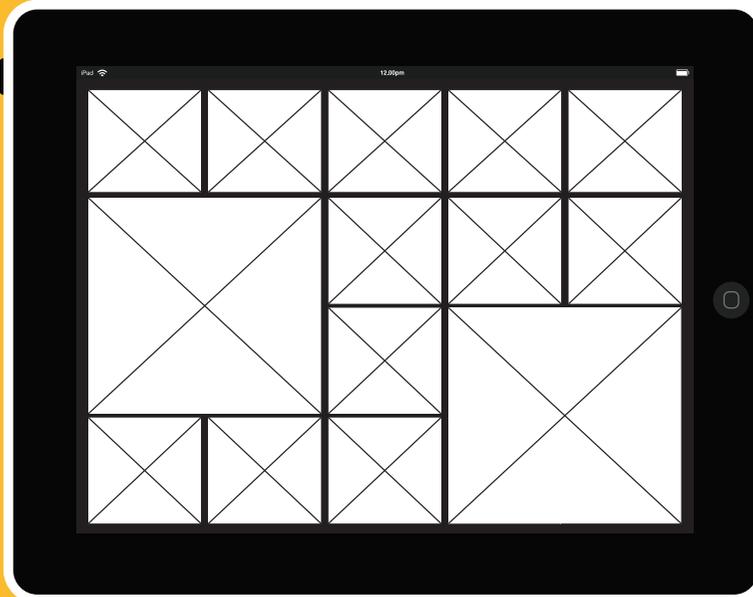
-  iPad Interaction Zone
-  Viewing Zone
-  Mannequin Display



At any one time, up to 8 users can interact with the iPads. The space is large enough for friends to also stand within the Interaction Zone and observe.

The Space in which the display can be comfortably viewed extends for approximately 5 meters from each long side of the shipping container.

The addition of the 3D mannequins at each short end will further extend the area in which visitors can be simultaneously engaged.



## FROCKME FUNCTIONALITY

### Photo Stream\*

Photos with the hashtag #FROCKME will be streamed from Instagram to the webpage using the Instagram API. The photos will be displayed with the most recent at the top of the page.

### Large Images\*

There are two sizes of images that can be displayed on the home page. The size of the image directly correlates to the popularity of the image. Those images which have been viewed more than 10 times will be set to display as large.

### Username\*

The username associated with the Instagram account to upload the photo will be displayed in the bottom left when selected.

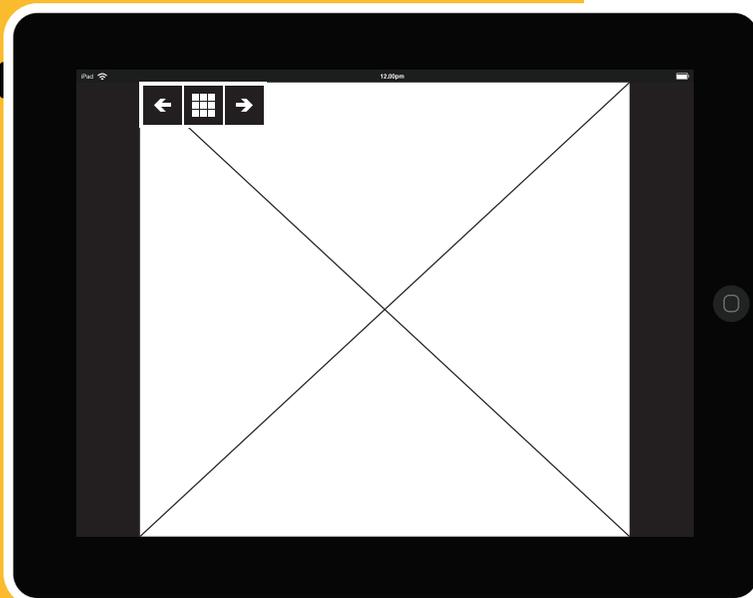
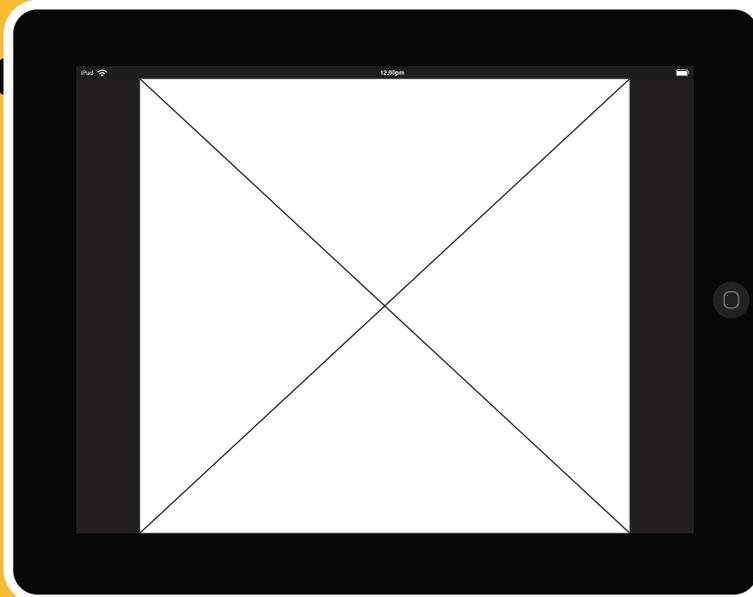
### Visual Cues

The images move slightly, indicating that they can be interacted with. If an image is tapped, a plus icon appears in the top right corner of the image. This is a visual cue for the user to tap it a second time.

### Geography Subscription\*

Instagram's API enables developers to subscribe to a specific longitude and latitude. The website will display images which have been tagged within a 100m radius from each specific iPad. This will ensure the images displayed are relevant to their location and that the user's images have a higher chance of being displayed at the top of the page.

**\* Items marked with an asterisk require the services of a web developer to successfully implement.**



## FROCKME FUNCTIONALITY

### Image Display Timer\*

When an image is selected by a user, it will be displayed for 60 seconds on the main screen.

### Slide Show\*

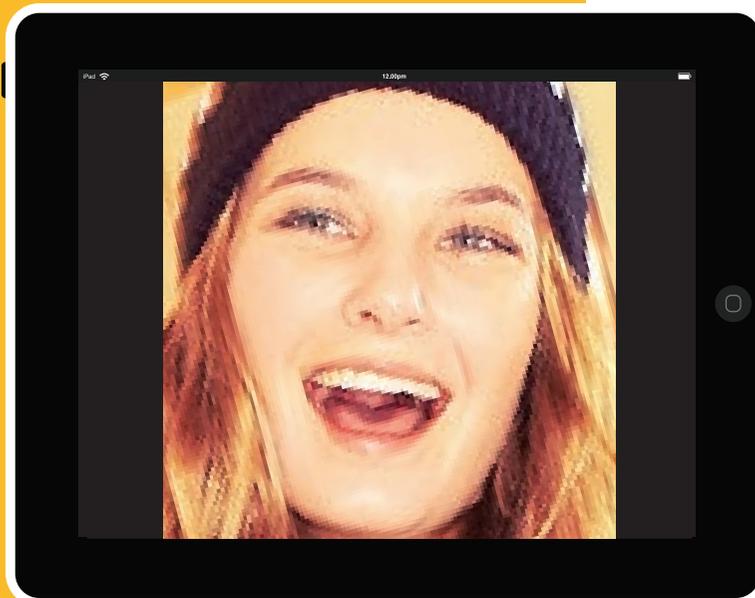
When the time is up, or if there has been no image selected, a stream of the 10 most recent photos tagged #FROCKME will be displayed. Each image will be displayed for 5 seconds.

When the display is initially set up, the iPads will need to be interrupted at different intervals to ensure they do not operate in sync.

### Slide Show Arrows

The arrows allows the user to move through the photos in chronological order.

**\* Items marked with an asterisk require the services of a web developer to successfully implement.**



## FROCKME ALTERNATIVE

In the event the FROCKME website can not be developed to the required specifications within the time frame, an alternative is to use the online service "Instafeed Live".

Instafeed Live creates a URL that can be used on iPads to show images with a specified hashtag. All iPads at the Kelvin Grove location could operate under the one hashtag and URL. iPads at external locations would require the use of alternative hashtags (such as #FROCKMEGP, #FROCKMECITY). This would need to be communicated on location posters.

One advantage of using this service is its ability to only load images which have been approved. This would prevent inappropriate images being displayed on the iPads.

Each subscription for Instafeed Live costs \$9.95 per month.

## FROCKME INTERACTIONS

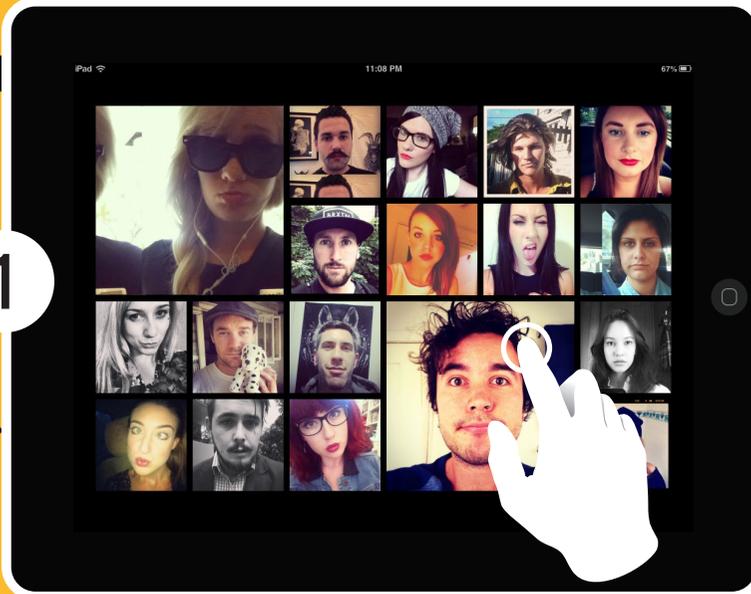
### Single tap on image

Highlights selected face with a white border (2)

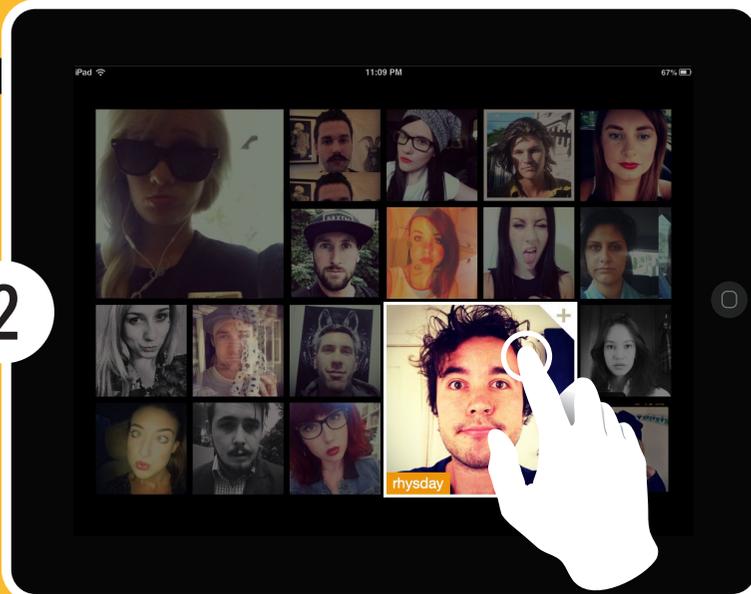
Dims all other faces

Displays Instagram username

1



2



### Single tap on selected image

Loads selected image in full screen view (3)

## FROCKME INTERACTIONS

Image is displayed in full screen mode for 60 seconds

### Single tap on image

Shows navigation buttons (4)

### Single tap on black space

Returns to main screen (1)

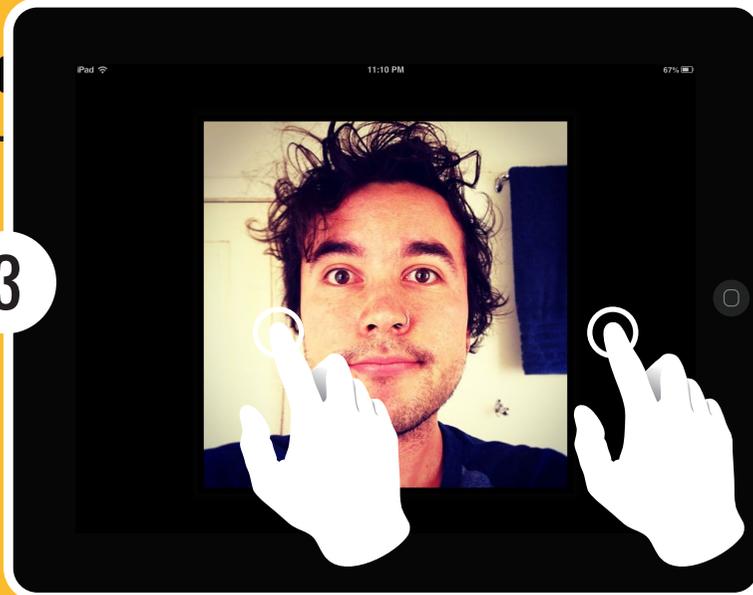
### Single tap on navigation buttons

Forward and back arrows navigate through photos

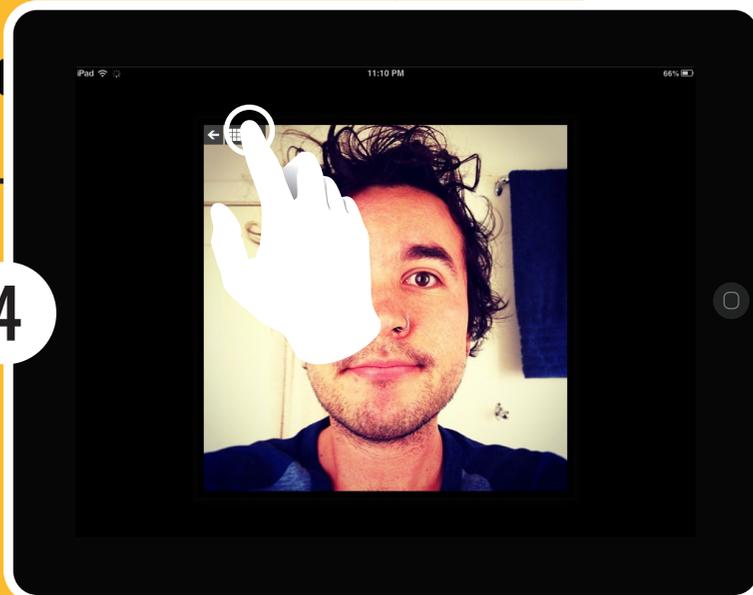
### Single tap on grid

Returns user to main screen (1)

3



4



# BEYOND THE FLEET STORE **STYLE GUIDE**

To maintain consistency, all collateral associated with the Fleet Store, such as signage, websites, posters and postcards should adhere to the following basic style guidelines.

## Colours: Yellow, Black and White



**C 2, M 28, Y 93, K 0**  
**R 250, G 187, B 46**



**Black**



**White**

## Keep it Simple!

All communications should be simple and easily understood. This will help ensure the fashion is the star!

## Fonts: Oswald, PT Sans Narrow

Both fonts are free to download are available on Google fonts.

Oswald should be used for all headlines.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@#\$%^&\*()\_+={}|:”<>?[\;’,./**

PT Sans Narrow Regular should be used for body copy.

abcdefghijklmnopqrstuvwx  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@#\$%^&\*()\_+={}|:”<>?[\;’,./**

PT Sans Narrow Bold should be used for subheadings.

**abcdefghijklmnopqrstuvwx**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@#\$%^&\*()\_+={}|:”<>?[\;’,./**

## Design Elements: Photo Frame and Rectangles

A rectangle of a contrasting colour should be placed behind headline text where possible.

The best combinations are:



The vintage photo border replica should be used where possible to promote the association with Instagram.



## BEYOND THE FLEET STORE SOCIAL MEDIA

The proposed interaction design concept provides an excellent starting point to begin promoting the Fleet Store through social media. In order to take advantage of the suggestions made within this document, a number of changes will need to be made to the current social media strategy.

The current Fleet Store Instagram account already has 379 follows. Therefore, instead of creating a new account for 2013, the display name should be changed from "FLEETSTORE012" to "THEFLEETSTORE". The Instagram account should also be updated to reflect the 2013 branding.

The QUT Fashion Ambassadors will upload images from the event to the Instagram account. The Instagram account should be linked to Fleet Store's Facebook, so the images can be shared on both. This will enable the Fleet Store to reach an additional 2083 Facebook fans.

A campaign could be run on Facebook which encourages users to discover the locations of the external 3D displays. Users could be awarded a Fleet Store discount voucher in exchange for posting photos of the displays.

At the end of each day the Fleet Store is open, all the selfies could be correlated and posted on Facebook and users could tag themselves.

The Put Yourself in a Frock campaign will undoubtedly result in an increase of followers on both Instagram and Facebook. To maintain interest, the Fleet Store should continue to post images and status updates which appeal to their target demographic.

**PUT YOURSELF IN A FROCK**

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