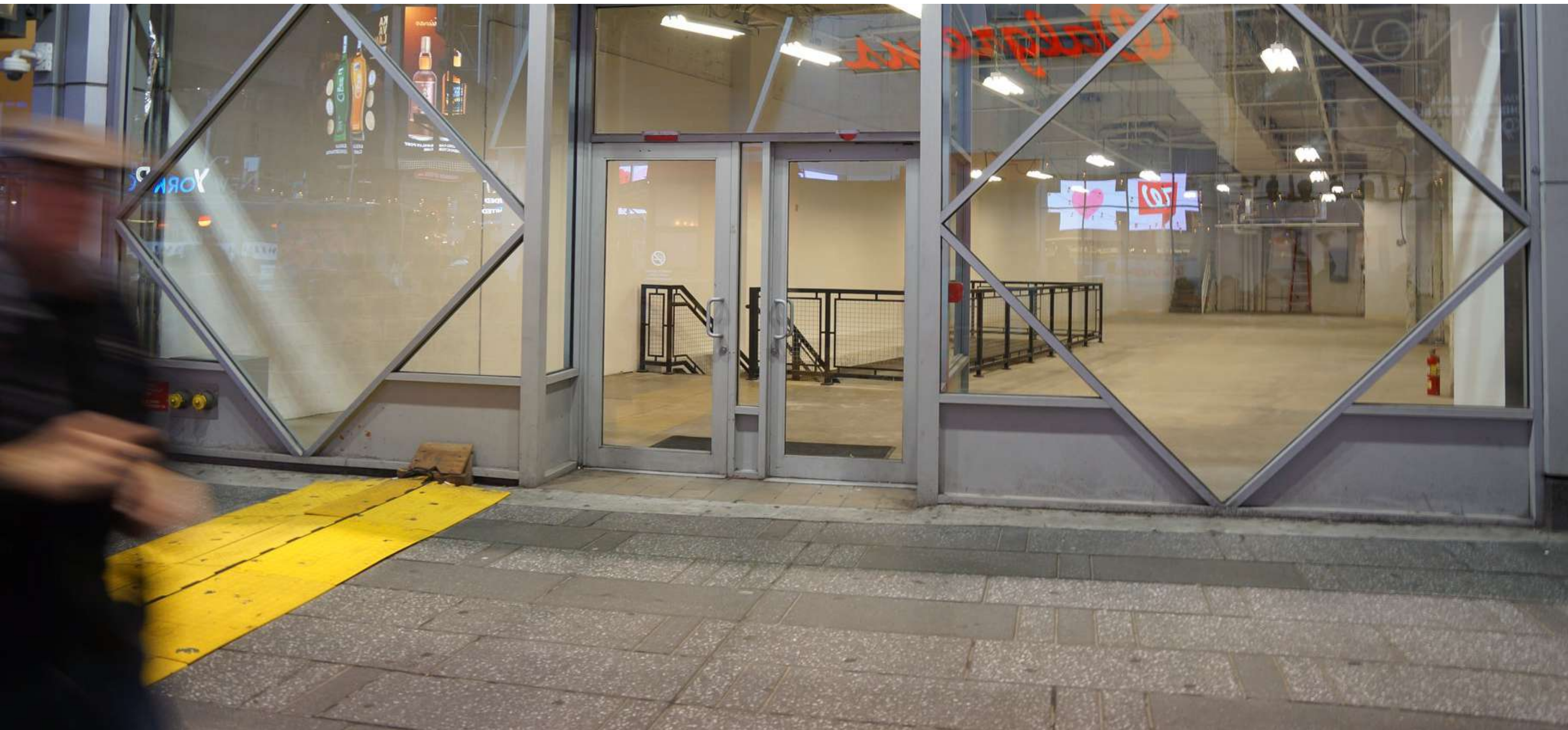


Miryoku: a new advertising method for a fashion store



2018 Spring

While brick-and-mortar stores keep closing, e-commerce sales have been growing significantly. In the U.S., one in ten people work in the retail industry. So, the closure of stores could cause a huge impact on economy.



In this project,
we target on Millennial who

**“DOESN'T CONSIDER SHOPPING AS AN ATTRACTIVE
ACTIVITY”**

and developing a service that
advertise brick - and - mortar stores.





“What a relaxing day it is!”



“Knock Knock”



“Delivery”



"What is this cube?"



"Scan it"



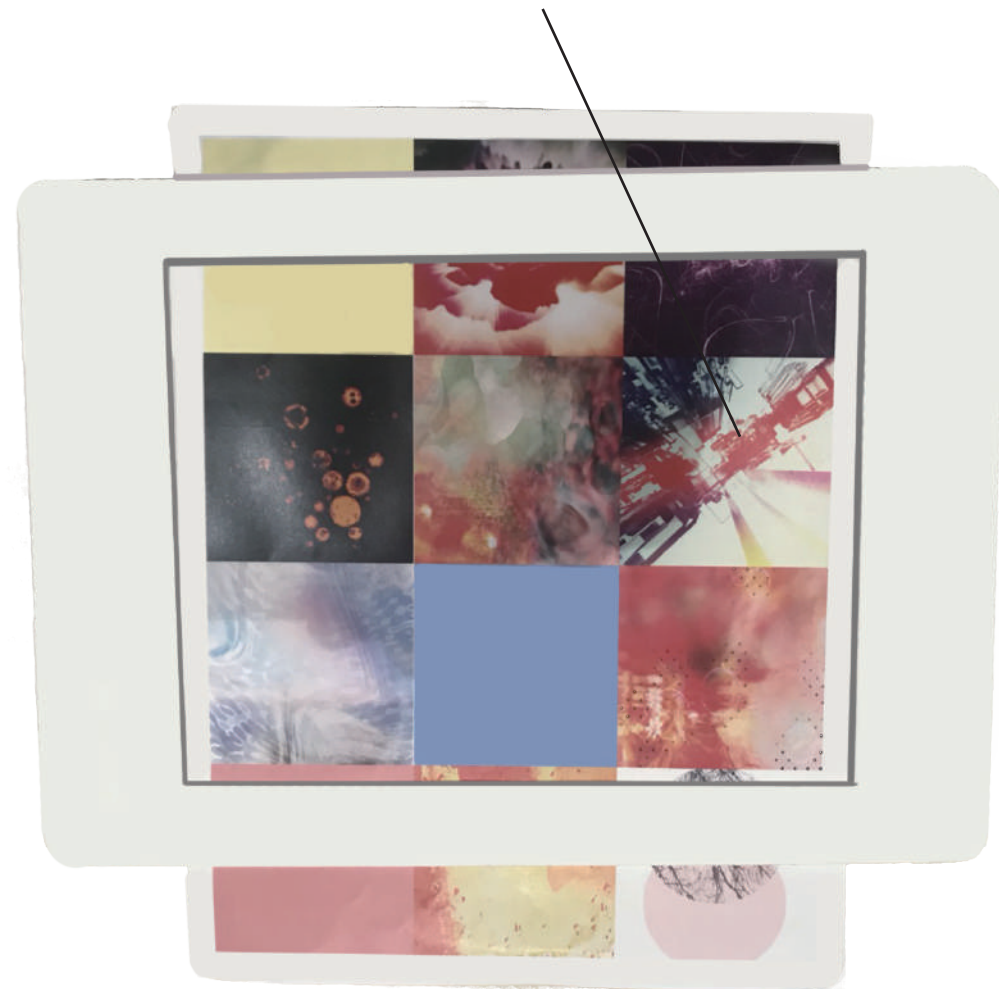
"This store looks interesting. I want to go."

Prototype _ phase 1

Digital device with scent diffuser.

Each square describes a store with abstract image, scent, and music.

abstract art + scent + music



1. ask test subject select any art that they want to explore.

2. start the scent and music and let subjects experience for 5 seconds.



User Test

Insight

Test subject :12



The majority of subject wants to sniff the scent more after 5 second.

The majority of subjects get curious by abstract art.



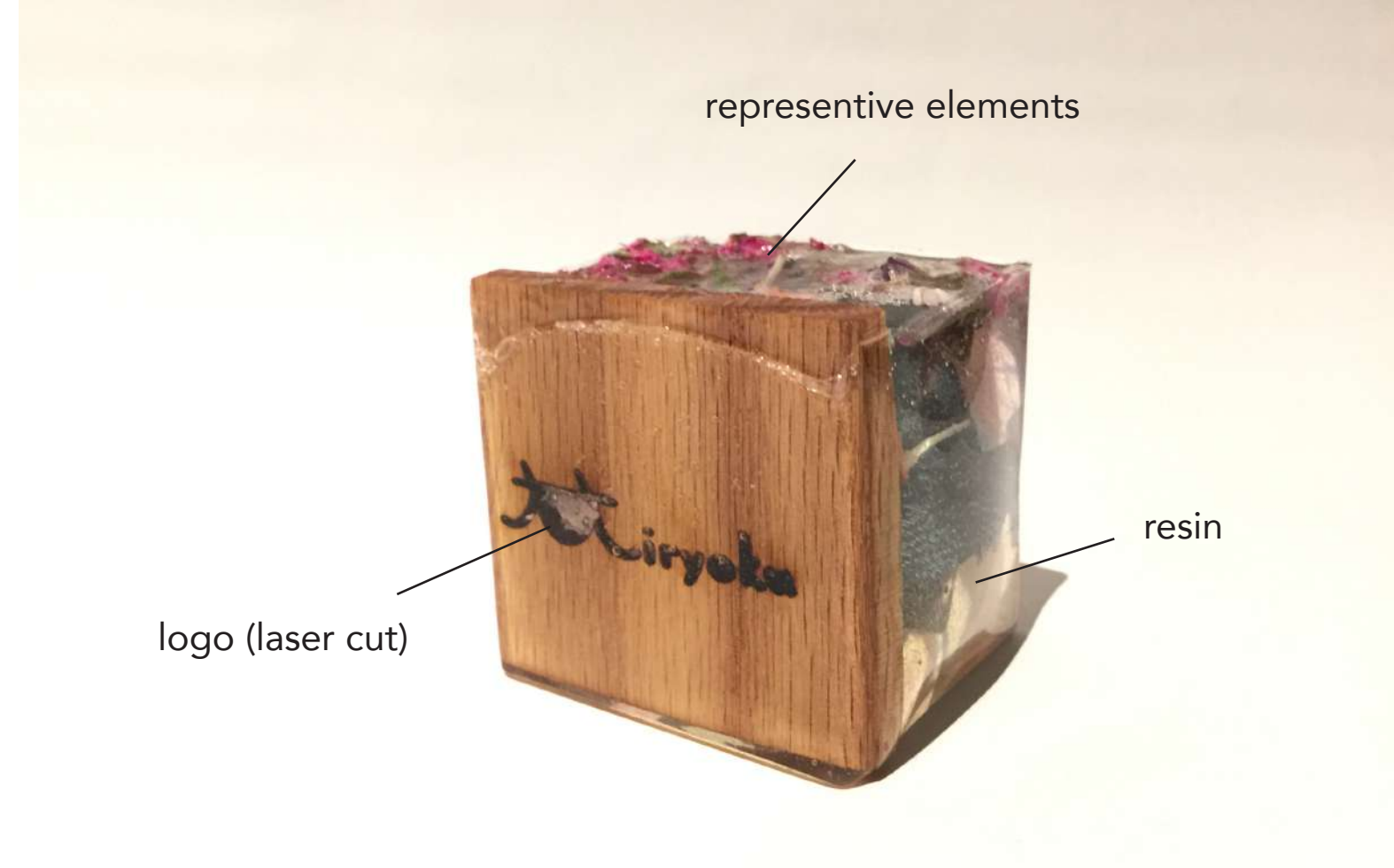
Test with both music and scent is hard to distinguish which has stronger impact.



Prototype _ phase 2

It is said that physical object gives more impact on human's memory than digital. Thus, prototype phase 2 we develop a physical cube.

The material used for the merchandise, the scent of a store and the logo are casted into the resin cube.



1. the survey divided into two parts. ask test subjects do the first part before giving them the cube.



2. interview them after the survey is done.

User Test

Insight (I)

Test subject : 17

Age : 23 - 31

Female : 11 Male : 6

of subject enjoy shopping : 12

of subject not enjoy shopping : 5

Half of the subject being attracted by the elements inside the cube.

One-third of the subject being attracted by the texture of the cube.

The scent was fading away along with the duration of the user test.
This results in subjects who being tested earlier being attracted by the smell more than who being tested later.

Two subjects admit the cube will higher their motivation of going to store.

In this user test, we only got 5 people who doesn't enjoy shopping, who are our target. So the amount of the population is not enough to suggest the impact.

Insight (II)

Test subject : 17

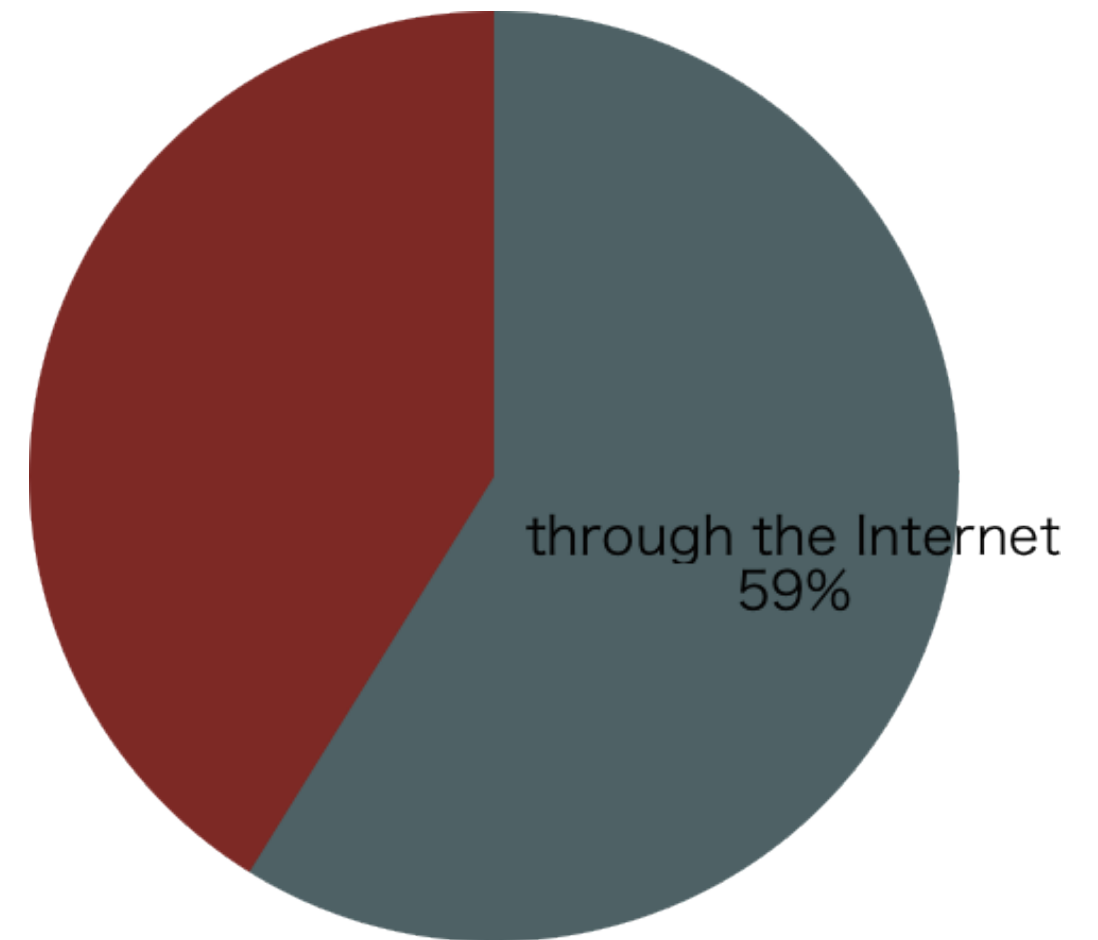
Age : 23 - 31

Female : 11 Male : 6

of subject enjoy shopping : 12

of subject not enjoy shopping : 5

59% of the subjects discover a new store via the Internet.



Case Study_Kaight



Kaight is a sustainable fashion located in Brooklyn.

It provides consumers with fashion-forward clothing and accessory options that meet the following criteria:

1. Local Production
2. Organic Textile
3. Reclaimed Materials
4. Fair Trade
5. Zero Waste





Case Study_MooShoes



MooShoes is a 100% vegan shoe store located in Manhattan.

It sells an assortment of cruelty-free footwear, bags, t-shirts, wallets, books and other accessories.





Case Study_VOZ



VOZ is a fashion store located in Manhattan.

It's mission is to protect the livelihoods, well-being, and cultural values of rural indigenous women globally. VOZ collaborates with Mapuche artisans to showcases, preserves, and supports traditional art forms.

