

# Fashion Island

## Urban Interruption

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# At a Glance

## *FOCUS*

To create an “urban intervention”- an interactive design solution for Fashion Island, one of Newport Beach’s oldest outdoor shopping plazas.

## *LOCATION*

Fashion Island is located in 401 Newport Center Dr, Newport Beach, CA 92660.

## *SUMMARY*

Fashion Island is an elite shopping plaza facilitating large brands to sell to customers through impressive physical models, service models and interaction models. To create an urban intervention that involves interaction would entail giving people increased personalization of their shopping experiences along with opportunity to learn information which would enable better decision making. A typical shopper at the plaza spends a considerable amount of money and places a high value on self-expression. Such a client would need to feel important throughout the experience. They also desire to stay updated with latest availabilities of goods and services. Therefore, they would appreciate opportunities for VIP events along with special schemes for sharing their experience on social media.

Using a design lens, the two final pitches touch upon needs for customization, incentives and opportunities for quick-scanning new and relevant information regarding shoppers’ desired experiences. The final pitches focus on creating a 360-branding experience that takes a customer from attraction to extension to bring them back to experience a newer experience.

## *METHODOLOGY*

8 + hours of observations (in October and November 2017)

Personal shopping history with the plaza for over 2 years

User accounts of over 4 plaza regulars

## *RECOMMENDED NEXT STEPS*

Interview with the Irvine company that manage the plaza.

Research on large contributors of the plaza.

Interviews with owners of small businesses at the plaza.

Business data on the plaza over the past decade.

Research on technologies employed at the plaza (artifact mapping on the most used).

Analytics on available data for the plaza.

# Final Pitch

(Video)



<https://www.youtube.com/watch?v=Xhki8PmiRCE>

#### *PITCH OVERVIEW*

The pitch uses the Attraction-Entry-Engagement-Exit-Extension format to take the audience through the user's journey with the proposed solution.

#### *TOOLS USED*

The final Pitch was created in Adobe Spark with elements created on Quicktime Pro and After Effects. The images, videos and icons were crafted in Photoshop, shot on-location, or obtained through Adobe Stock Photos. *All images are either licensed through Creative Commons, Adobe or are created by me.*

## Second Pitch

(2 Solutions)

# AI POWERED IDENTITY-BASED USER EXPERIENCE

Fashion Island, Newport Beach

## ATTRACTION



PLAZA WIFI



WEBSITE



AMBASSADOR

## ENTRY

APP



PRODUCTS

FASHION  
LIFESTYLE  
TECHNOLOGY  
AUTOMOTIVES

BRANDS

LOCAL  
INTERNATIONAL

DEALS  
PROMOTIONS

SERVICES

STYLISTS  
PHOTOGRAPHERS

## ENGAGEMENT

Fashion Show

User can view the designer's showcase of their selected garment

Influencers

User can view a real-time feed of the stores favorite influencer's style and utilize their products + services

New!

Stores can let shoppers know what deals they have or what's new!

When user is on site they can click-through deals, checkout to get points or choose an in-app experience that ties into their physical location.



## EXIT



800 points

Customers can get points to be incentivized for checking in, making purchases and inviting friends



Users can use their app to scan their unique barcode to register their purchase to continue personalization

## EXTENSION



Users can enable notifications to stay updated on events, launches & promotions



Users can earn points on invitations & online purchases.

### BEHIND THE SCENE

AI plugs into various activities to continue to customize each user experience. Each purchase or click allows the algorithm to make decisions regarding user perception versus behavior.

### TOOLS USED

Photoshop

### IMAGES

Sourced through Creative Commons & Adobe or created by me.



# IMMERSIVE BRAND EXPERIENCE

Fashion Island, Newport Beach

## ATTRACTION



Welcome Lauren M!

Fashion Island Rewards

286 points

86 Points  
20,000 Points  
100 Points  
100 Points  
REWARD STACK



UNLOCK GIFT 500 POINTS

View All Rewards

PRADA

RSVP  
Dec 20 '17

## ENTRY



Insta-Fashion House  
(3D Installation with infinite opportunities for phone photography.)

## ENGAGEMENT



Invitation has unique barcode to scan for direct posting to preferred social media



Photo Booth that captures and posts directly on user's social media

## EXIT



## EXTENSION



## TOOLS USED

Photoshop

## IMAGES

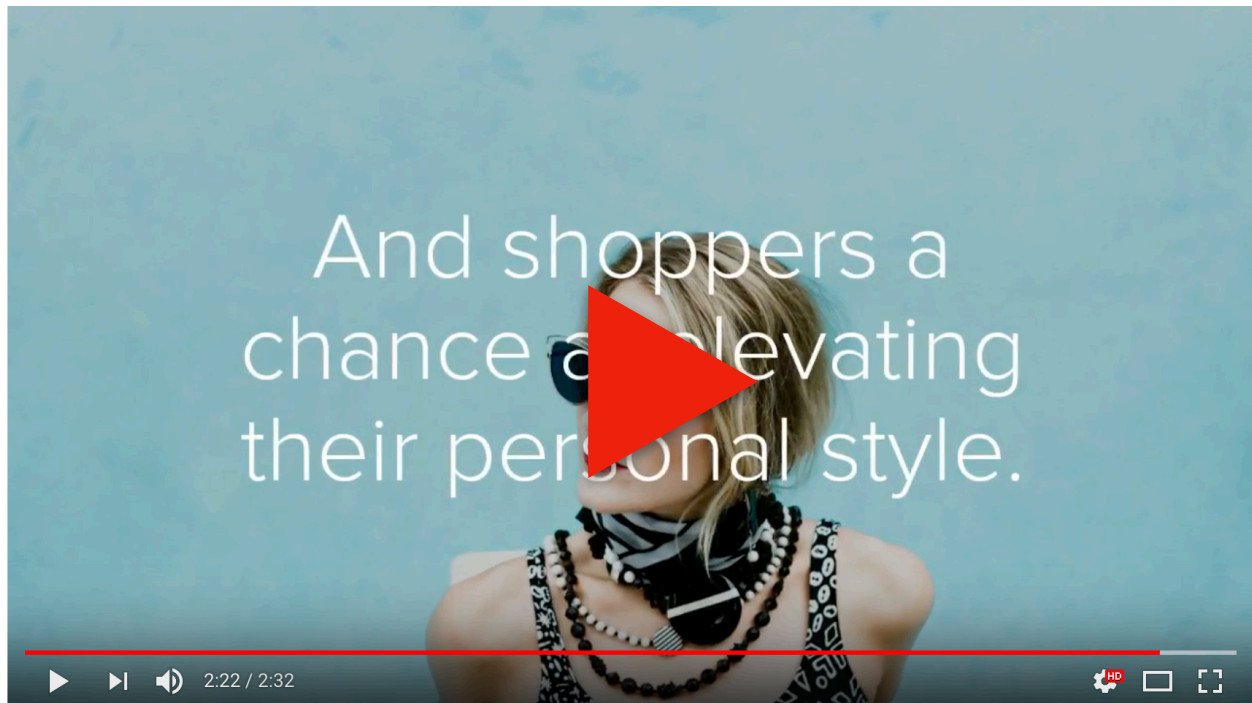
Sourced through Creative Commons & Adobe or created by me.

## BEHIND THE SCENE

With permission, App collects user data and preferences to give them interest-related updates, sales, deals, promotions and opportunities. It also gives visibility to all types of businesses.

Initial Pitch (Video)





<https://www.youtube.com/watch?v=-EeEsXOD9VY>

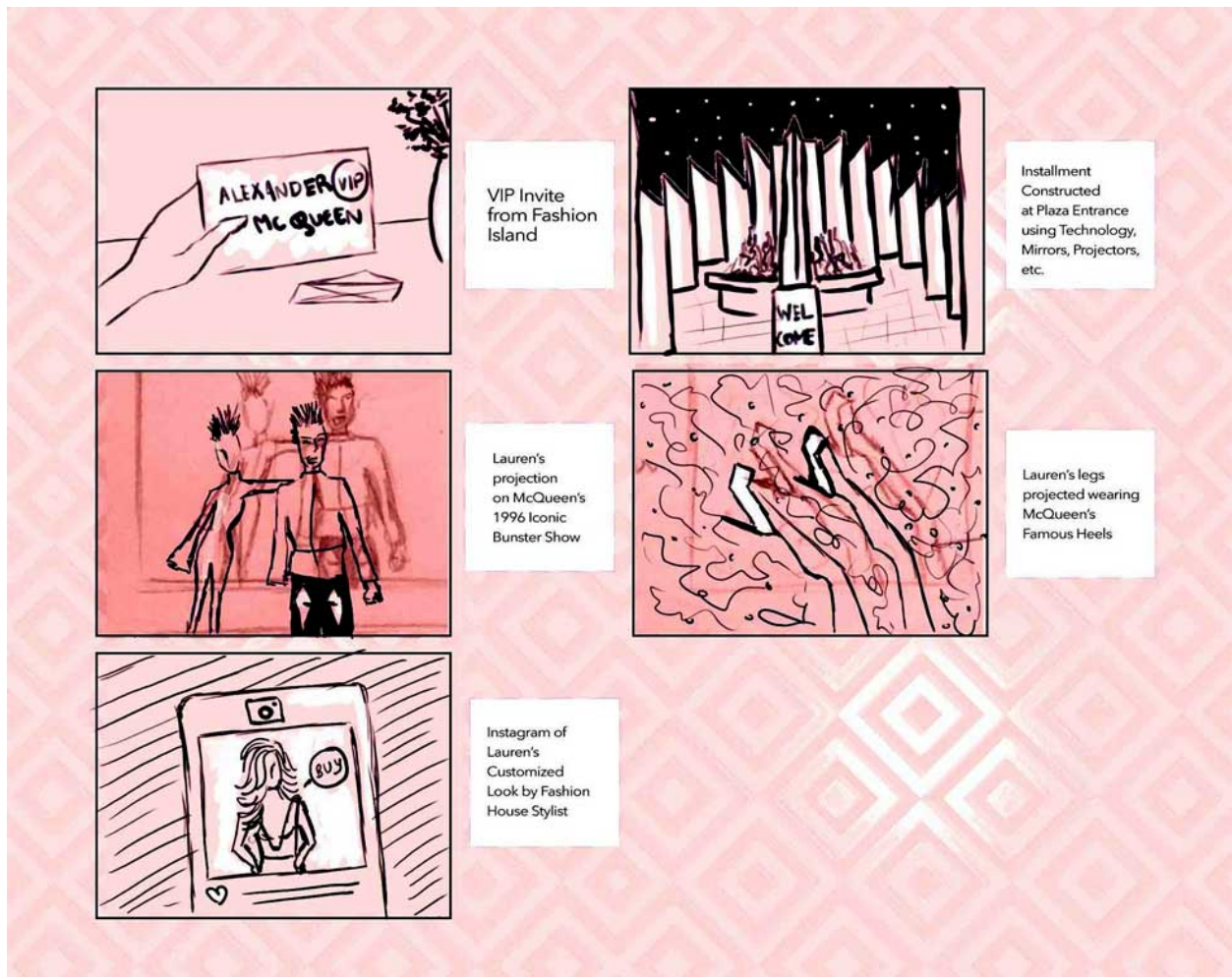
#### *PITCH OVERVIEW*

The initial proposes 3 possible urban interruption solutions for Fashion Island. One is an immersive brand experience, one is an AI powered identity-based shopping experience and the last one is a VR powered influencer-based shopping experience.

#### *TOOLS USED*

The final Pitch was created in Adobe Spark. The images, videos and icons were crafted in Photoshop, shot on-location, or obtained through Adobe Stock Photos. *All images are either licensed through Creative Commons, Adobe or are created by me.*

# User Scenario



*Lauren finds out that there is a new immersive installation for Alexander McQueen this month. It is a projection of the late and great designer creating his best looks ever. As a part of this immersive brand experience, Lauren would get to meet the current stylist for McQueen, giving her social media opportunity to broadcast something valuable to the fashion world. The best part? Because Lauren is fully involved with Fashion Island, she got a VIP pass that allows her to try on and model a look hand chose by the famous stylist. A couple of hashtags and Fashion Island would give her a small incentive for any sales made through her platform.*

Lauren goes to the shopping plaza and interacts with the massive electronic and mirror displays, taking hundreds of selfies with people who are just as passionate as her. She takes pictures with a projection of Alexander McQueen, created to appear real using the front-facing camera of her smartphone. Although the display only takes up 1000 sq feet of space, she had a myriad of opportunities to take unique and exciting pics to share with her viewers. When she leaves, she adds all the hashtags and carefully tags the right links so she gets paid for every click that leads to a sale. Not only does she make new fans, after the event, she makes enough money to buy herself a new outfit!

As a result of her interaction and word around social media, Alexander McQueen gets back-ordered for all their items on sale and through Laurens work, new followers, and trendsetters. Due to the time-sensitive (and photogenic) nature of these installations, plenty of people come to visit the plaza, giving the plaza an opportunity for added revenue and more word on the web. This symbiotic interaction allows every party in the equation to win.

# User Persona

# Lauren M.

## Self-Actualizing Millennial Trendsetter



### TRIGGERS

Morning coffee | Capturing and sharing a moment in time | Anti-brands; quirky products recommended by people she trusts | Email newsletters: sales and events | Contextually relevant app notifications

### MEDIA

Fashion & Lifestyle books, blogs, podcasts and social influencers | Apps: Facebook, Instagram, Twitter, Pinterest, Sephora, [style.com](http://style.com), Amazon | Video: TED, Netflix, Prime | News: Flip book, Apple News, Google News, Daily Mail, Fast Company, Trend/design blogs | Newsletters: Etsy, Net-a-Porter, Gilt Group, Sephora, Haute-look

**@LM #OnFleek**

A 29 year old event planner living in Newport Beach.

Although she loves working as an event planner for a company, she eventually wants to start her own business. She is starting to create her own brand on Etsy and runs a blog and instagram channel. She loves fashion and follows plenty of fashion influencers on Instagram. She works hard, works out (and doesn't feel like spending \$300 a month on fitness is too much) and gets regularly groomed. She loves boutique and artisan anything. She is a vegan. She wants to get married, have kids and work from home eventually.

She's outgoing and thinks of herself as a creative.

**1**

### SOCIAL MEDIA

Facebook when lonely, Instagram & Pinterest when uninspired and Twitter when bored. Monthly shopping for fast fashion online / app. Searches YouTube for "how to" content.

**2**

### SUCCESS

Demonstrate taste, style and passions visually. Healthy work/live balance. Growth (material, financial, familial, social). Having memorable experiences.

**3**

### TRAVEL

She loves to travel, take pictures and immersing herself in different environments. She has points on the map she's been and she wants to see the whole world.

**"My mom thinks I share too much"**

"My entire decor is inspired by Pinterest."  
"\$5 for an organic artisan cappuccino is totally worth it!"