

POP environment for Indian wear- Display system for sarees

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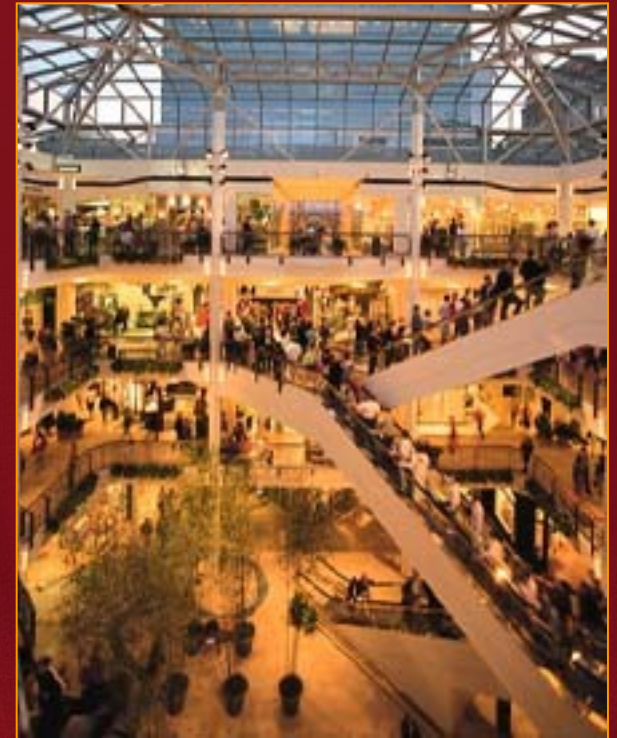
Glimpse

- Introduction
- Need
- Scope
- Background
- Initiation and analysis phase
- Product brief
- Concept generation
- Concept evaluation
- Final concept development



Introduction

- Shopping variety of products, under one roof.....
- Morefrom shopping experience than the items they take home.
- **Point of purchase** - key in retail scenario



Need



Salesperson reveals peculiarities of sarees, in traditional shopping.

Product

Product → Salesperson → Customer

Product

Product → POP display → Customer

Display systems not really enhancing the product, in retail shopping.



Scope

Establishing the relationship of display with

- the product to be displayed on it
- the customer
- over all lifestyle retail store environment.

The project is dealt at three levels.

- 1.display of a single saree (casual, semi formals, formal)
- 2.display unit for various types of sarees.
- 3.enhancing the environment.



Approach



Standard display system,
For stores having no identity.

Followed approach

Semi - customized
display system

Customized display system,
For stores having there own identity.



Limitation

- Lifestyle retail store‘browsing’ concept.
- Customer can pick up any saree she/he feels like.
- The number of sarees displayed in the store are very less compared to ‘traditional saree’ shop.



Background

What is Point -of-Purchase (POP)?

A terminal in a store or shopping mall where a customer can view products with their prices and select items to buy.



p-o-p is more likely now to be semi-permanent or permanent than temporary.

Background

Why POP?

- 75% of buying decisions are made at the point of purchase.
- 35% of the shoppers buy unplanned items. i. e. impulse buying.
- Inexpensive, effective way to impress the customer.



Background

Retailing in India

The emergence because of

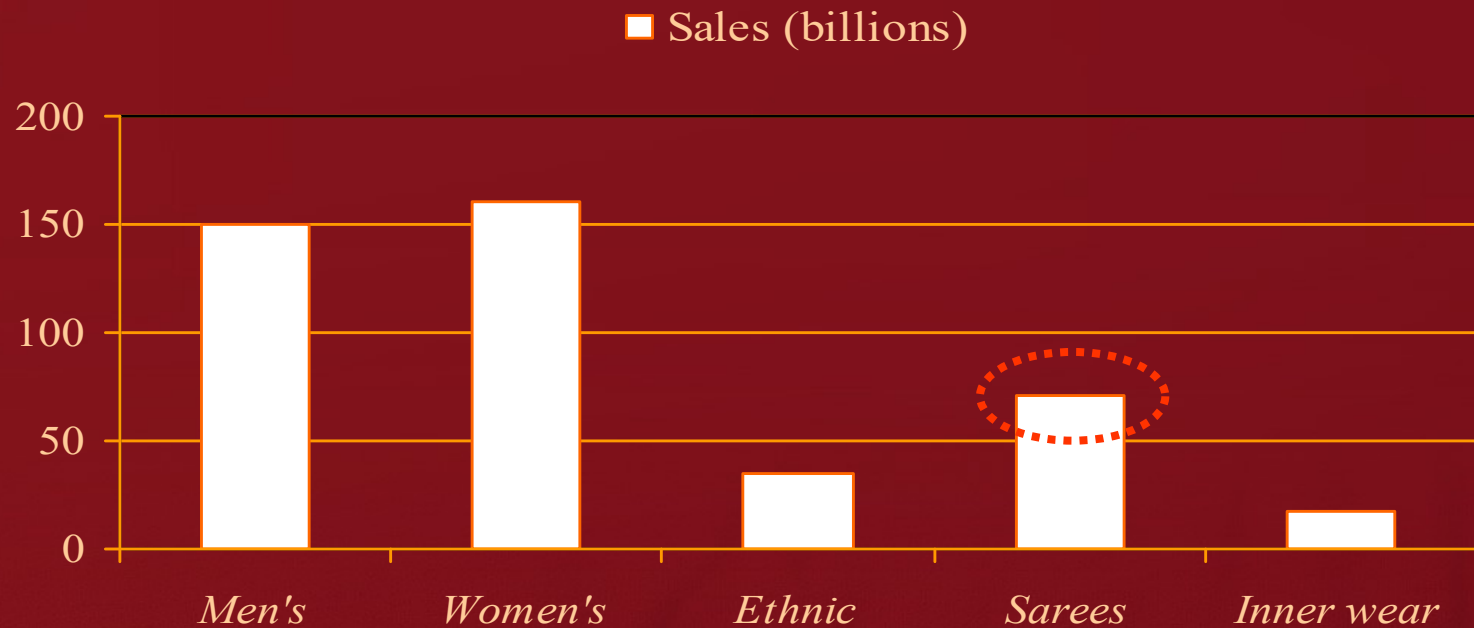
- Increasing purchasing power of buyers,
- Increase in product variety,
- Double income households



Wide choice in retail sectors.....

Supermarkets, fast-food chains, lifestyle/fashion segments, apparel/accessories, books/music/gifts, appliances and consumer durables, drugs and pharmacy

Background



Saree – Indian women's choice

Brighter picture for the future of Saree, if marketed in a more proper and professional manner, can be a global product.

Initiation and analysis phase

Following study was done through case studies, interviews, market visits.

User

- Customer

- Shop owner

- Salesperson

- Manufacturer

Environment

- Outlets for sarees

- Elements in the environment

product

- Existing products

- Products available abroad

- Parallel products



Initiation and analysis phase

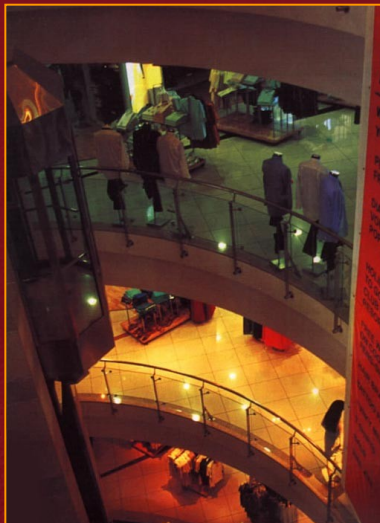
Environments for shopping Indian wear



Traditional small scale shops



Traditional branded stores



Retail stores



Fashion boutiques

Initiation and analysis phase

Elements in the retail POP environment

Displays

Storage and display

Visual information

Accessories like shopping trolleys

Trial rooms / Cash counters



Initiation and analysis phase

Existing display systems for retail environment

Browsers for casual sarees

- Price range - Rs. 4000 to 4500
- No. of sarees displayed - 50 to 60
- Area - 1.5 sq.m.
- Manufacturing - Fabrication

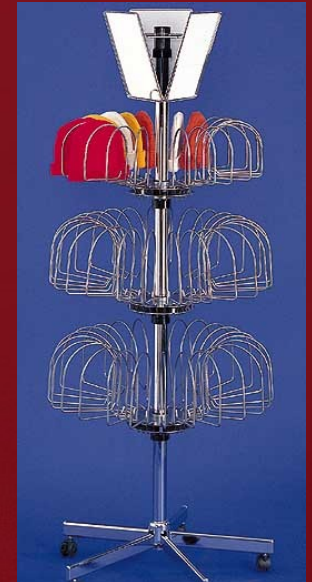


Shelves for formal sarees

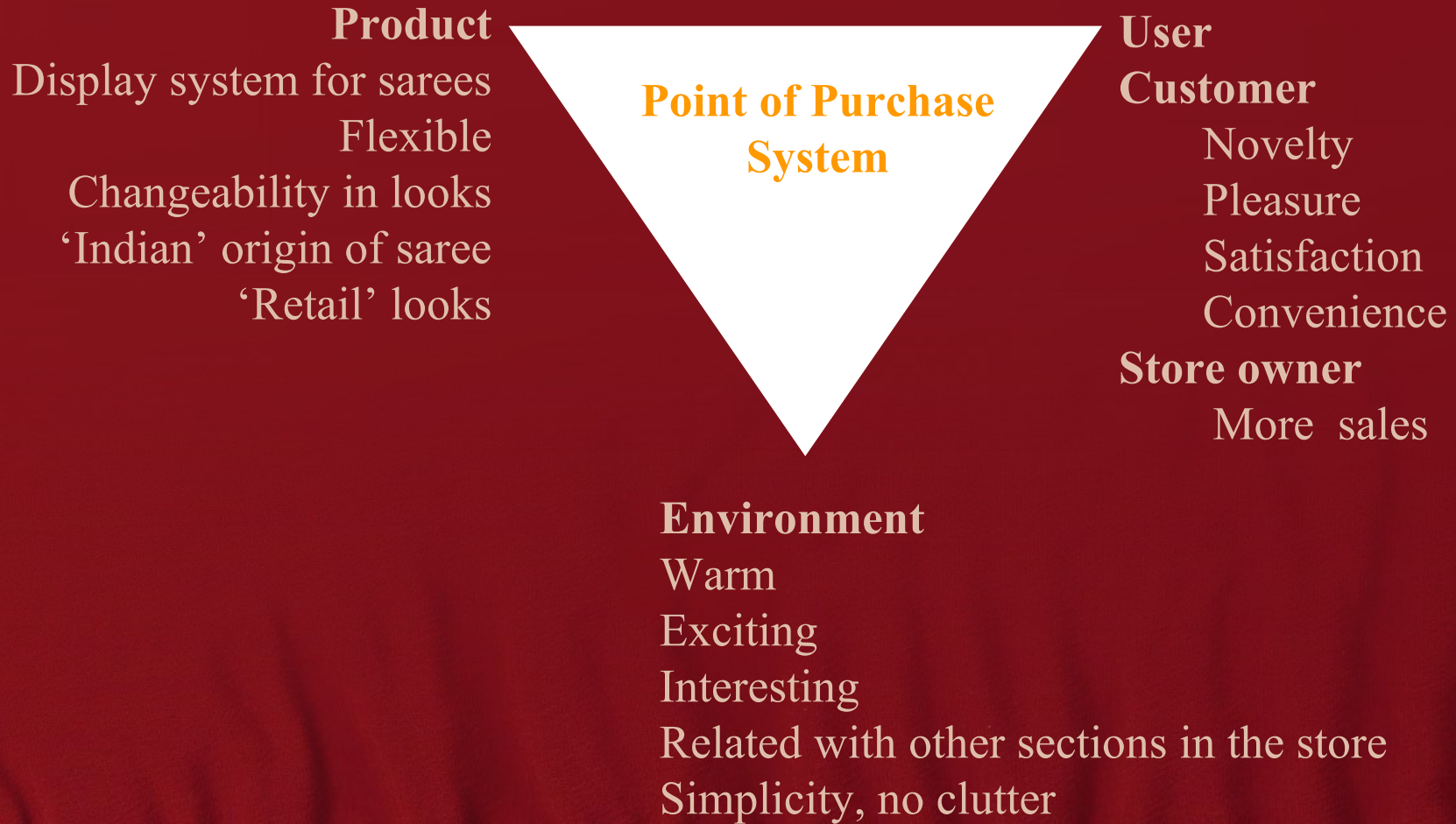
- Price range - No standard price
- No. of sarees displayed - 100 to 120
- Area - 1.5 m linear
- Manufacturing - Part of interiors

Initiation and analysis phase

Other existing display systems



Analysis



Product brief

Statement

Design of a point of purchase display system along with some storage space, for sarees, for lifestyle retail store.

User group

1.Customer buying sarees

- i.Age group-18 to 50 yrs
- ii.Upper middle class onwards
- iii.Ladies, couples or

sometimes men alone

- iv.working class with
corporate / Multi nationals / Teaching
Professionals / IT / Entertainment /Business Class

2.Sales person

- i.Age group- 25 to 35 yrs

3.Store owner



Product brief

Component requirement

1. Display unit and required features for casual sarees.
 - Colour variations in each type – 6 to 8.
 - Total number of sarees at display- around 60 to 80.
2. Display unit and required features for Formal sarees.
 - Colour variations in each type – 3 to 5.
 - Total number of sarees at display- around 60 to 80.
3. Relevant visual information about saree. (Type, material, weight)
4. Lighting (In addition to store lights, to add interest)
5. Mirror / promotional posters space.

Environment relationship

1. Giving sense of 'Saree' shopping.
2. And also the feel of 'retail' shopping.
3. Giving better way for trying out a saree.



Product brief

Qualities

1. Changeability in the looks of the display system to have frequent thematic changes in the display.
2. The display should attract more customer, make them spend more time, buy more number of sarees, and enjoy the shopping activity.
3. The display system should evoke the Indian origin of saree as well as the contemporary looks of a retail display.
4. Hierarchy in the spaces through the display system. Semiprivate spaces for the trail of saree.
5. Transparency in the whole system, which women like while shopping sarees.

Ease of use to customer

1. Ease in taking out and keeping back any saree.
2. Visual information should be easy to find.
3. Customer should 'Feel' the saree as a whole like fall, colour, texture, material, border, Pallav pattern, design, without much efforts.
4. Customer should be able to appreciate how the saree will look on her, easily.



Product brief

Ergonomics

- 1.The sarees displayed should be within comfortable reach of the customer.
- 2.The visual information should be readable with no clutter of information.

Form

- 1.The form (product semantics) should be relating both, the 'Indian ness' of the Saree. And the 'modern' environment of the retail shopping.
- 2.The product and other environment treatment should be as a whole (and should not look separate parts).

Ease of manufacturing

- 1.The system should be easy to assemble, no skilled labour should be required.
- 2.It should be compact in transportation.

Maintenance

- 1.The system should be easy, simple to maintain.



Initiation and analysis phase

Scale of production

Shoppres stop stores all over India - 9 at present,
20 by 2003

Display units per store outlet - @ 25

For future the need may be -
500 display units for each retail brand,
in overall India.

Considering 4-5 retail brands in India,
The rough estimate of production is 250 display units.



Initiation and analysis phase

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Design approach

1. Totally new concept for display / presentation / shopping
(Western retail shopping + Traditional Indian shopping).
2. Futuristic approach-
Adding multimedia presence in the display
(e-shopping + store based shopping).
3. Creating hi-tech contrast display system for traditional products to be displayed, using materials like metal, plastic, glass.
4. Creating traditional ambience for display using materials like wood, bamboo, terracotta.



Concept generation

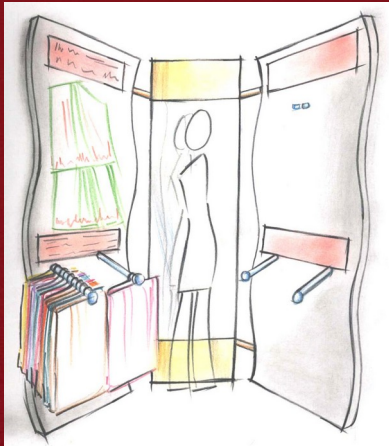
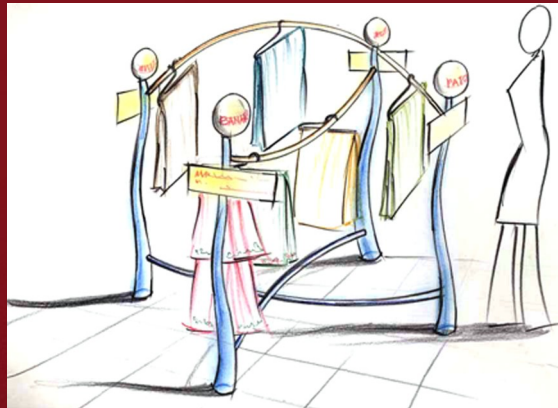
Concepts for presentation of a saree

1. Physical display of all sarees available.
2. Physical display of sarees along with the digital display
3. Digital display for sarees.

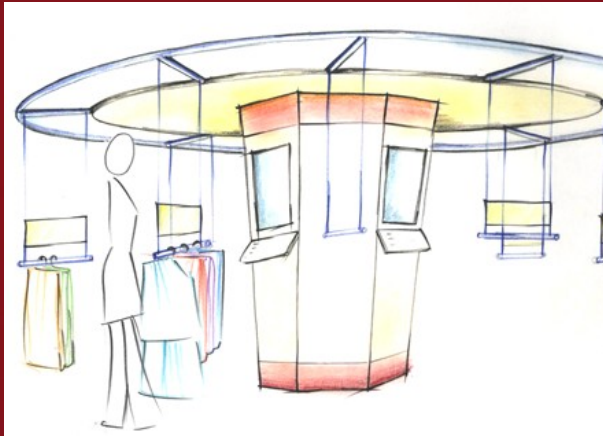


Concept generation

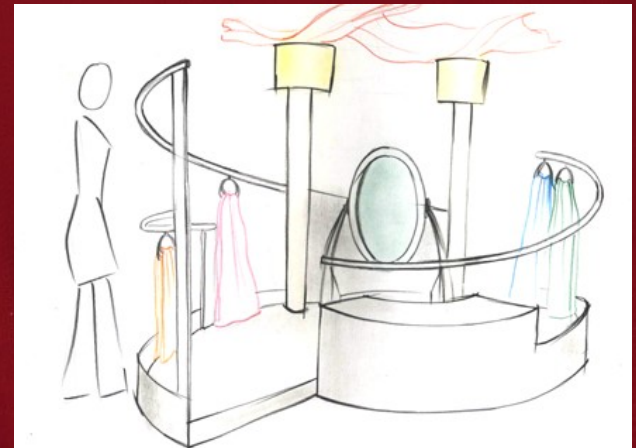
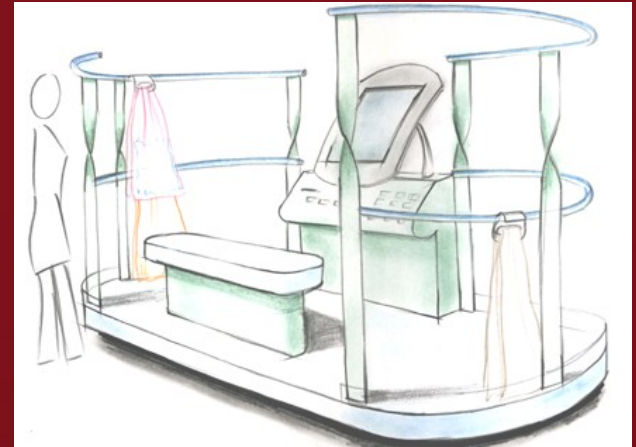
Physical display of all sarees available



Concept generation



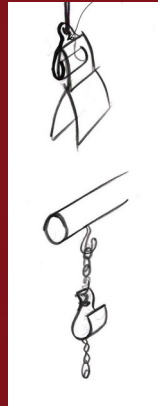
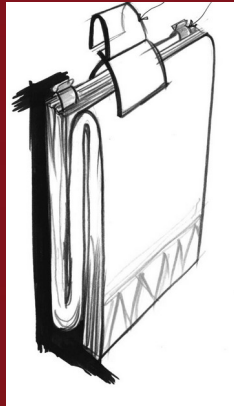
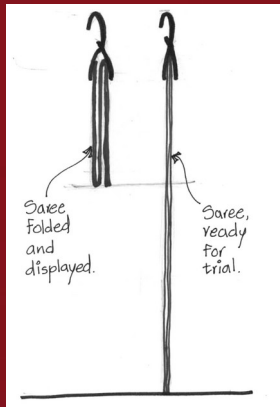
Physical display of sarees along with the digital display.



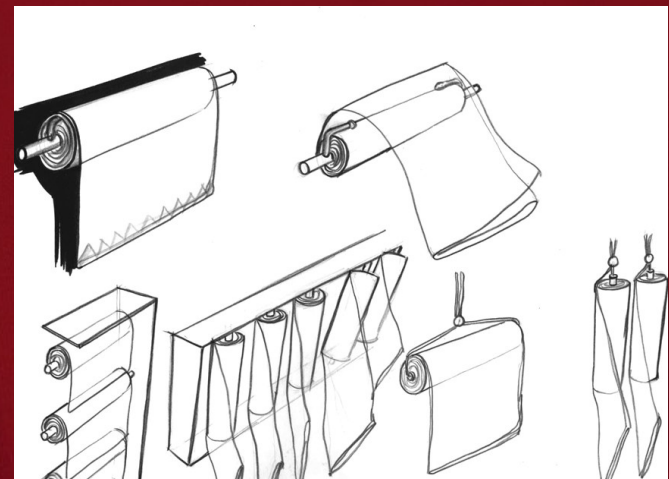
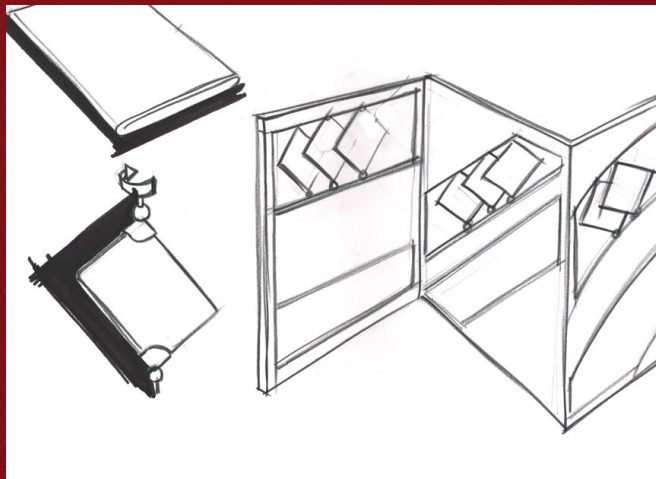
Digital display for sarees.

Concept generation

Display of an individual saree



‘Casual’ saree display exploration



Concept generation



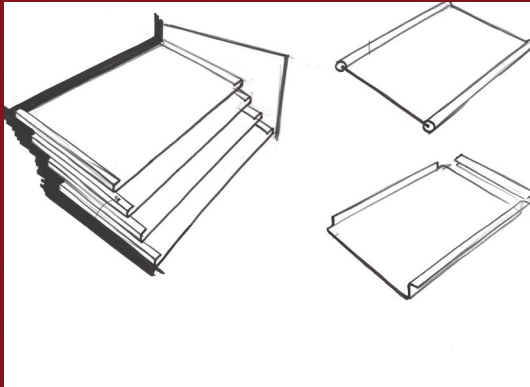
Folding of casual saree

Concept generation

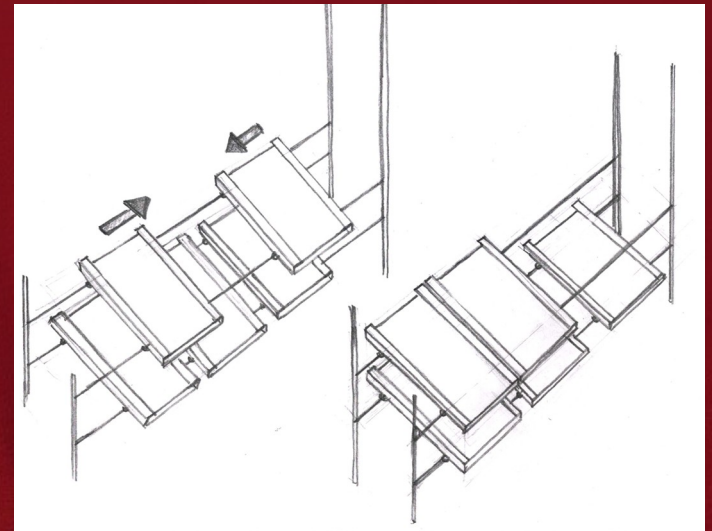
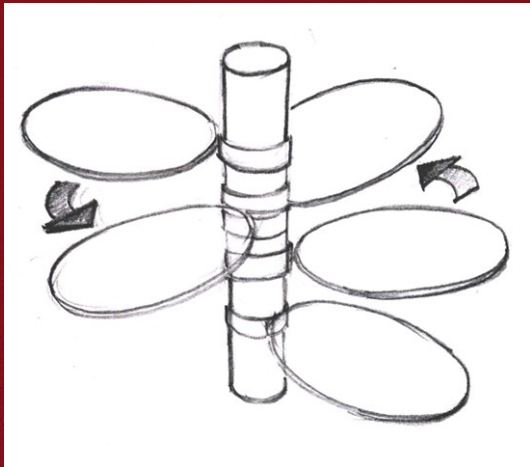
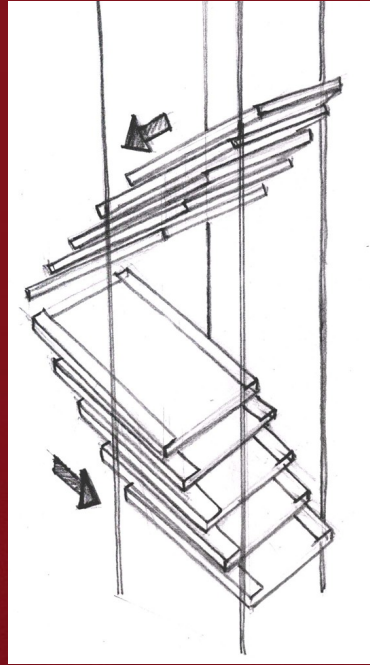
Folding of formal / semiformal saree



Concept generation



‘Formal’ saree display exploration

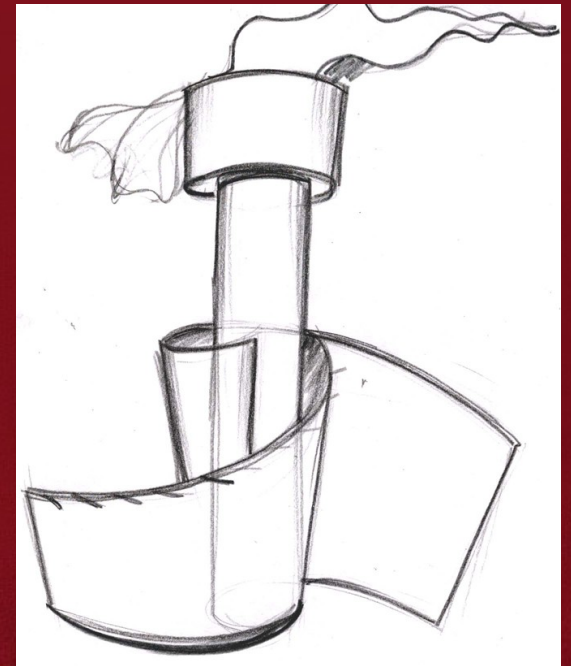
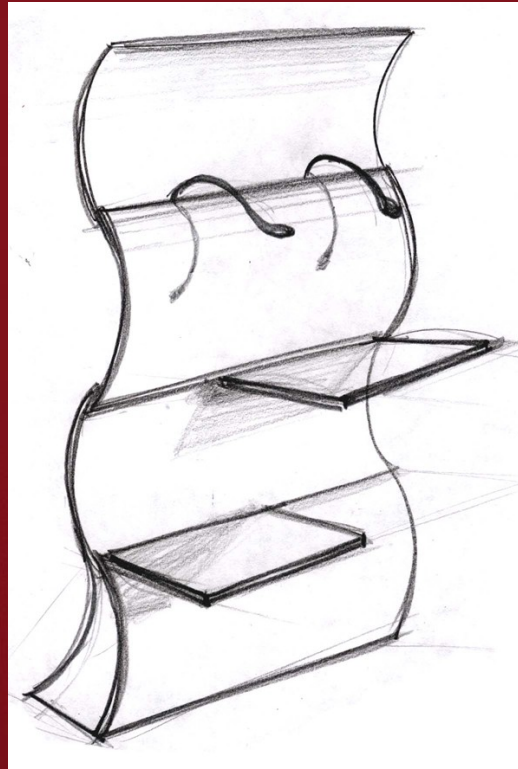
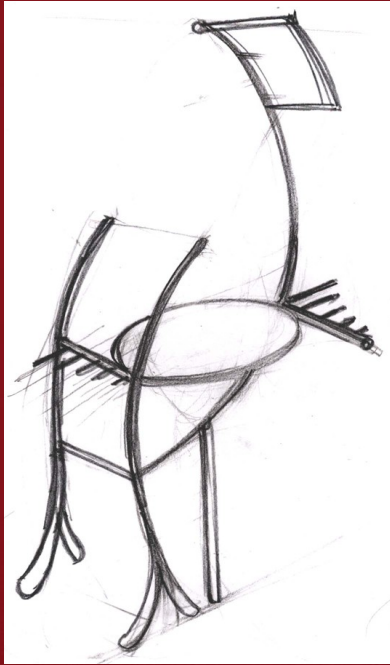


Concept generation

Image board :Traditional Patterns in Indian artifacts



Concept generation



Concept generation

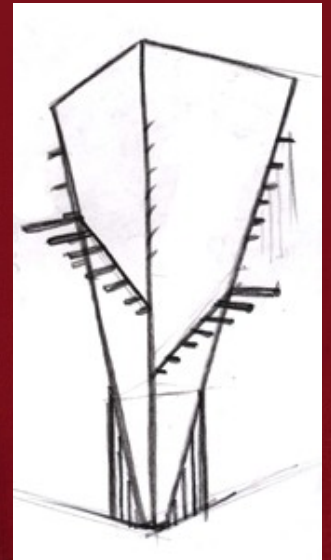
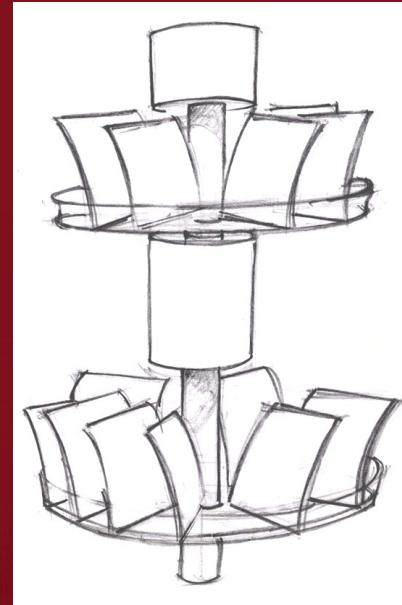
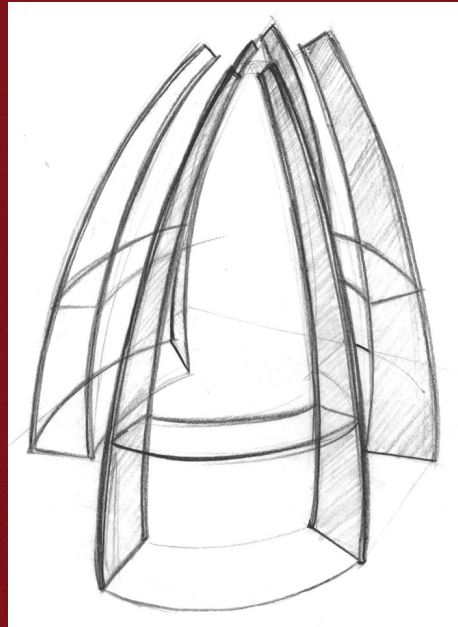
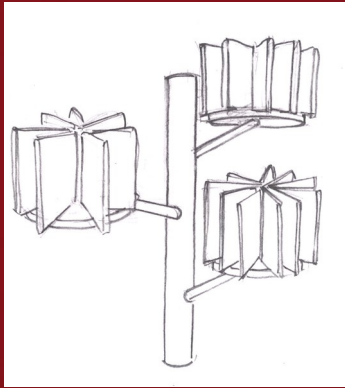
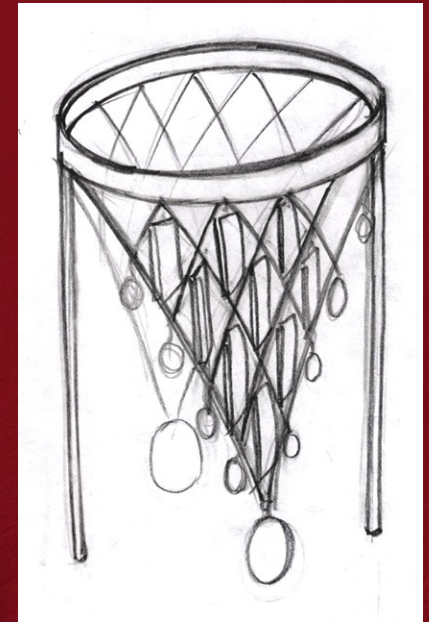
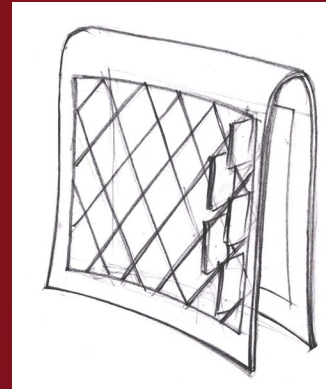
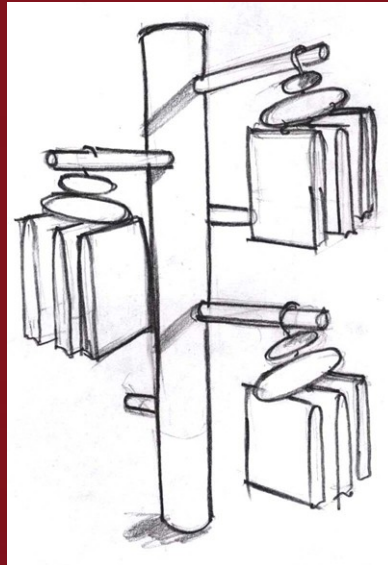
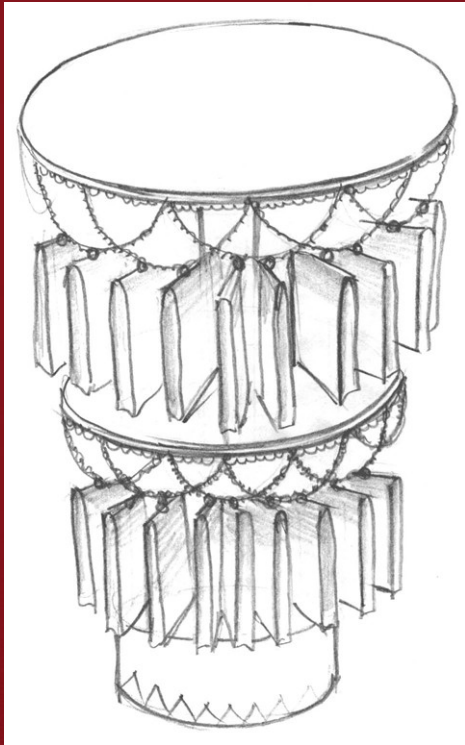


Image board: Traditional Indian Jewellery

Image board: Traditional Indian Jewellery



Concept generation



Concept generation

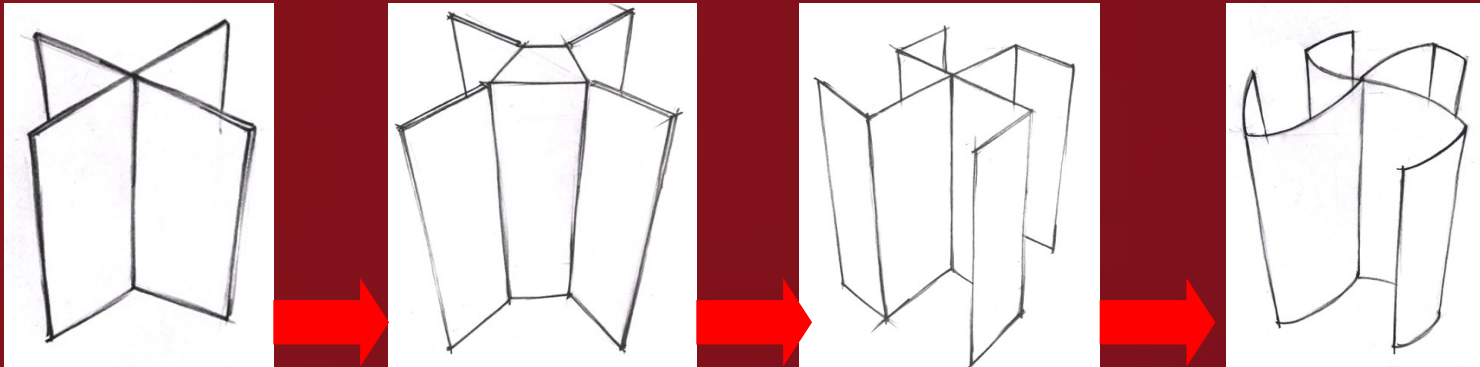
Display unit for various types of sarees

Concept clusters

1. Systematic separation of spaces
2. Symbolic analogy of allied products with saree.
3. Organic forms
4. Geometrical forms

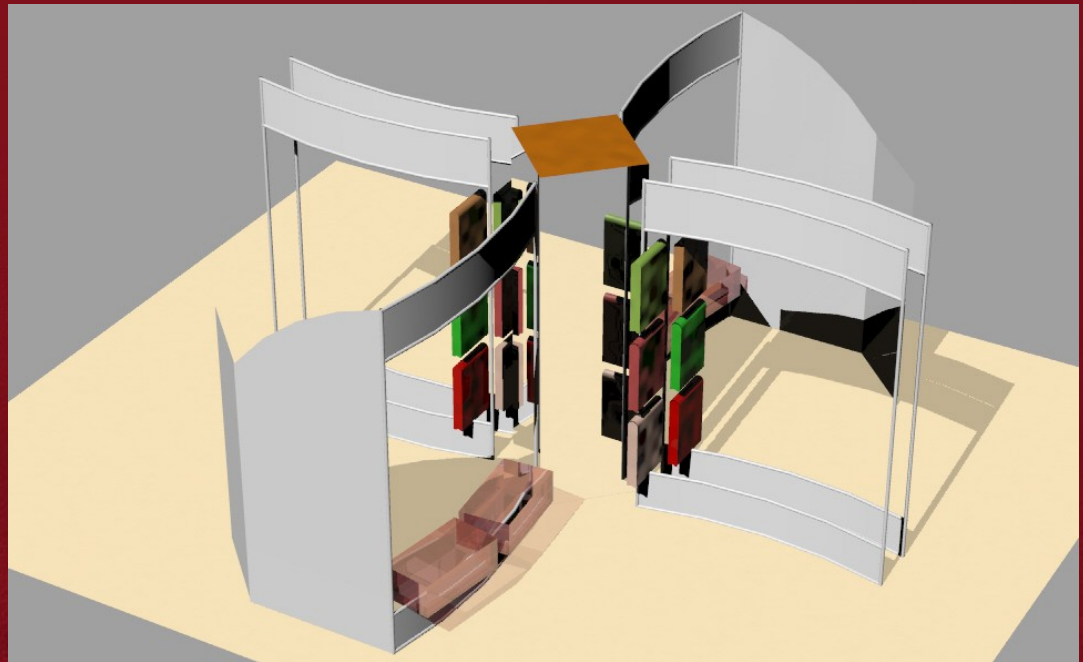


Concept generation

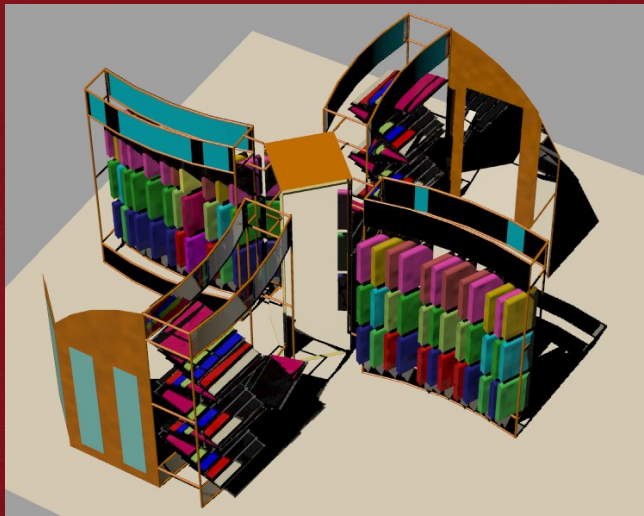
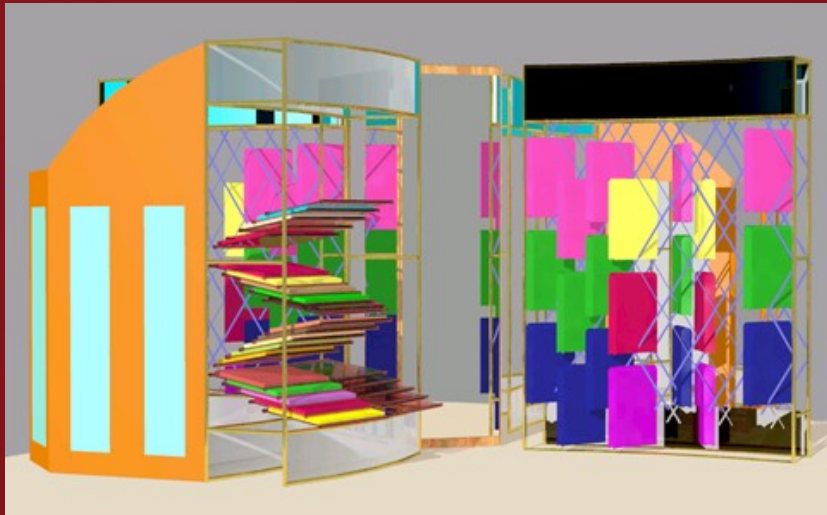


No. of sarees displayed -
Casual- 150 to 160
Formal- 120 to 150

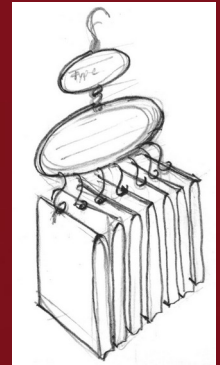
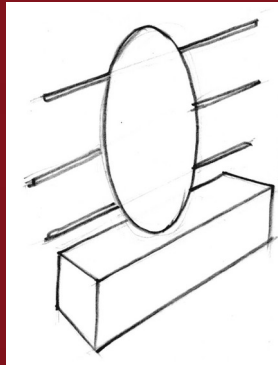
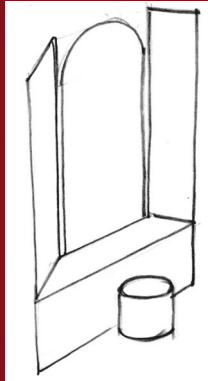
Area - 18 sq.m.approx.



Concept generation

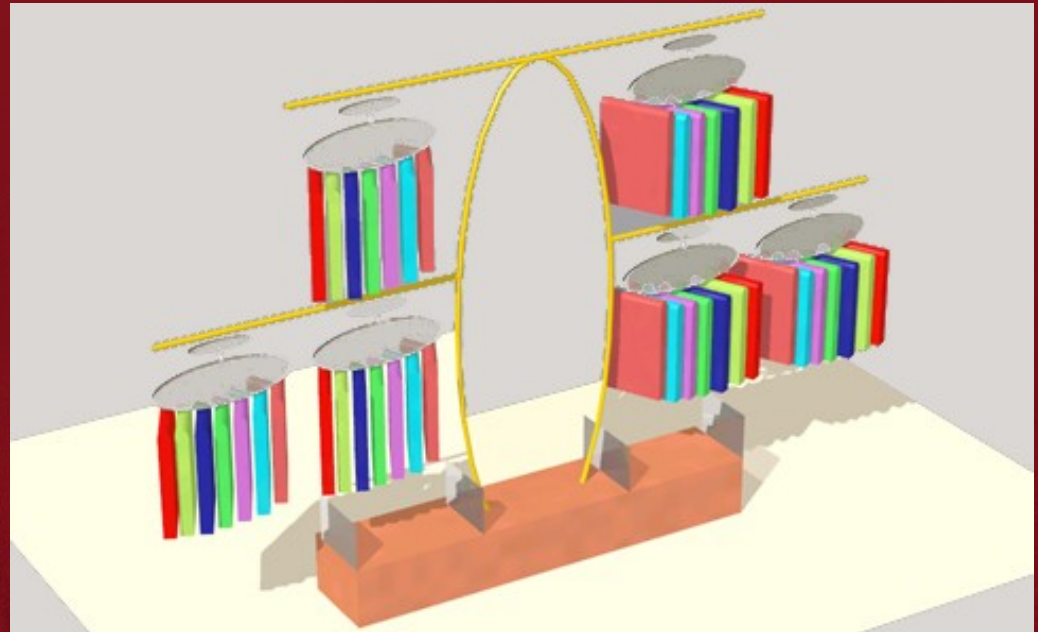


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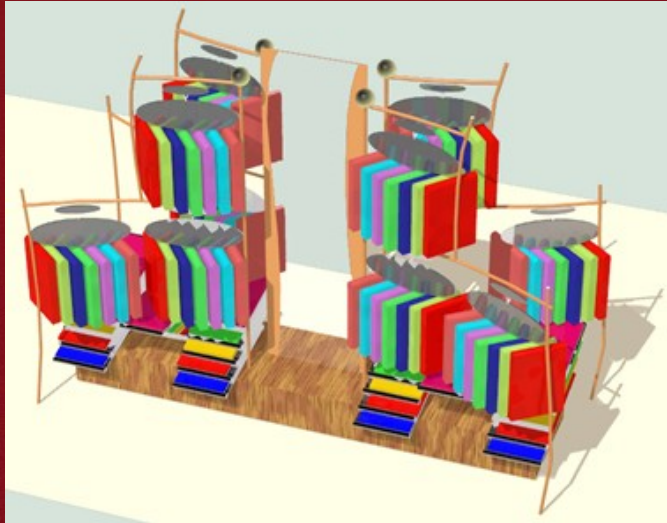
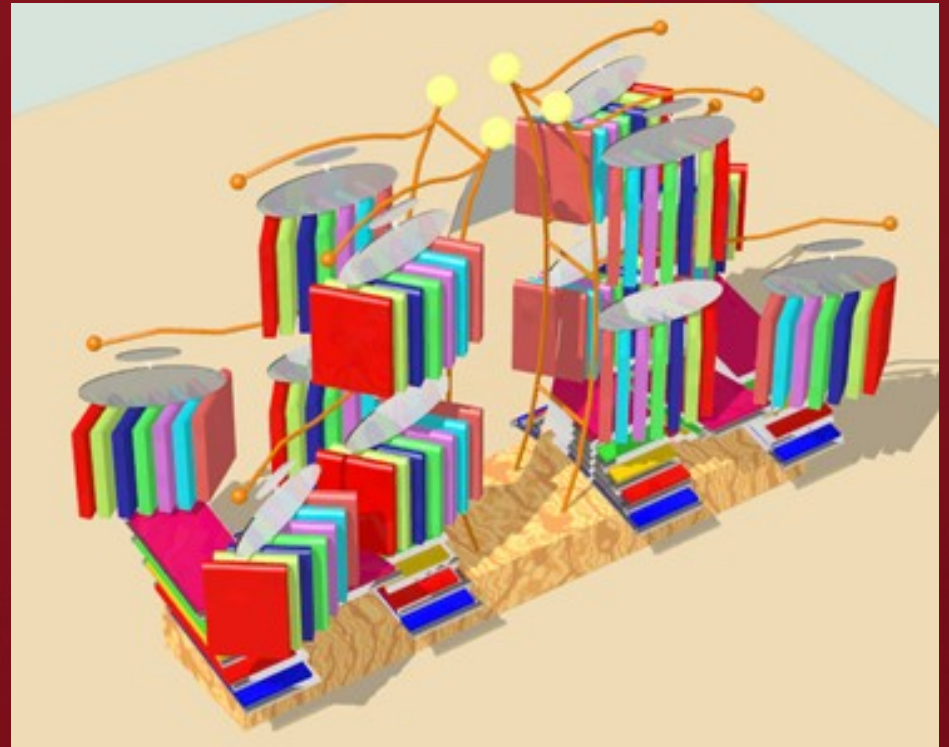


No. of sarees displayed -
Casual - 35 to 45
Formal - 10 to 12

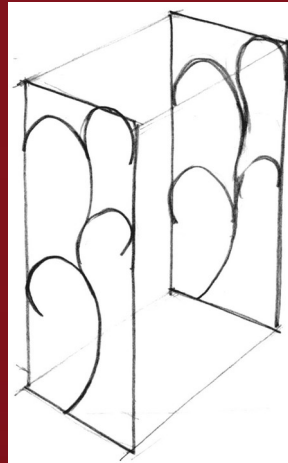
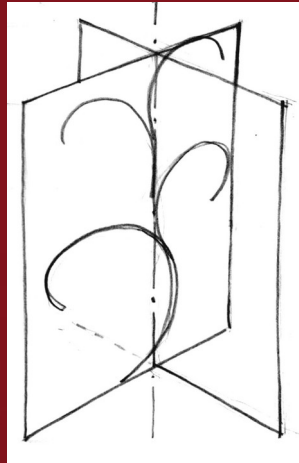
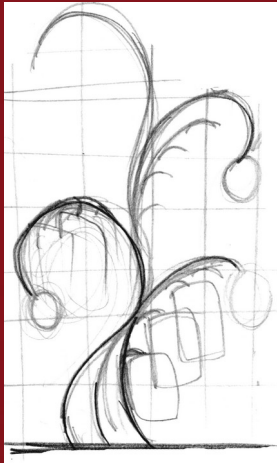
Area - 3sq.m.approx.



Concept generation

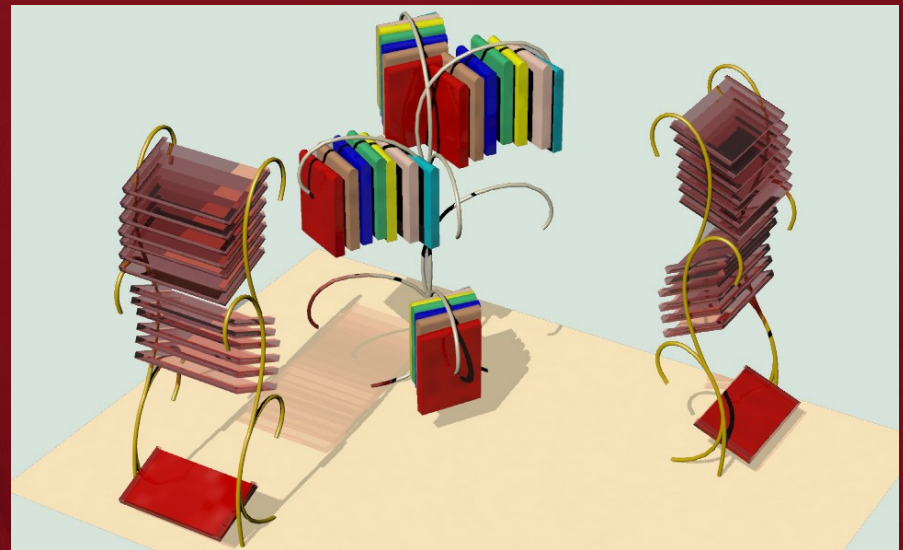


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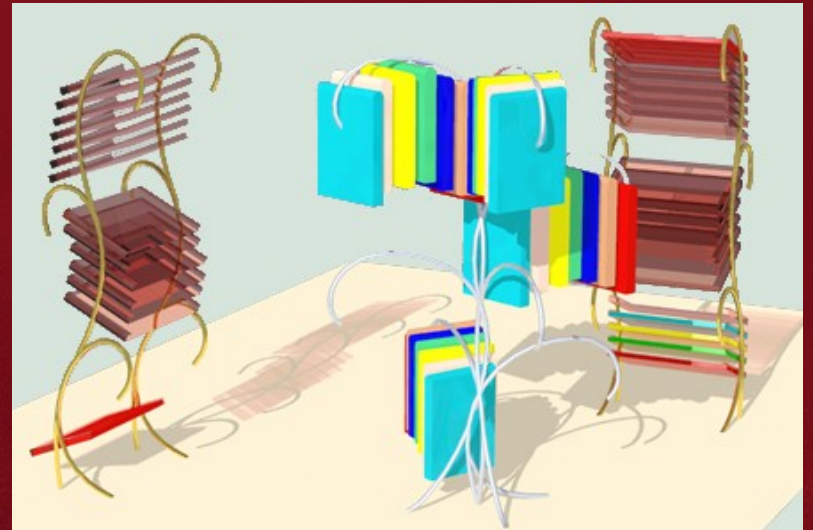
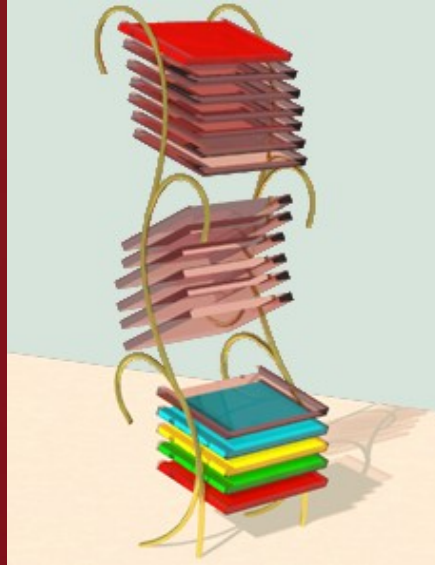
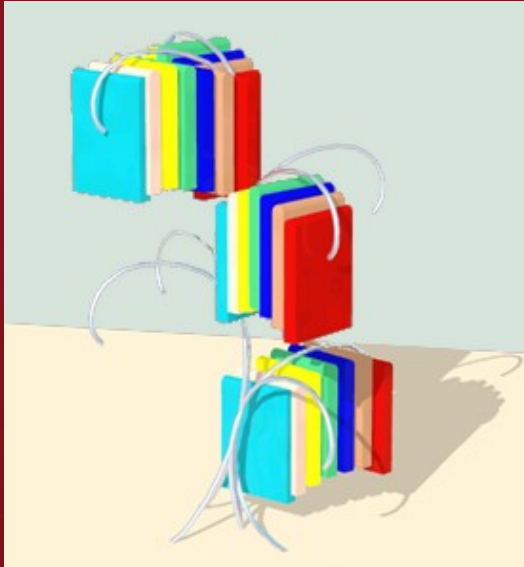


No. of sarees displayed -
Casual- 100 to 110
Formal- 25 to 30

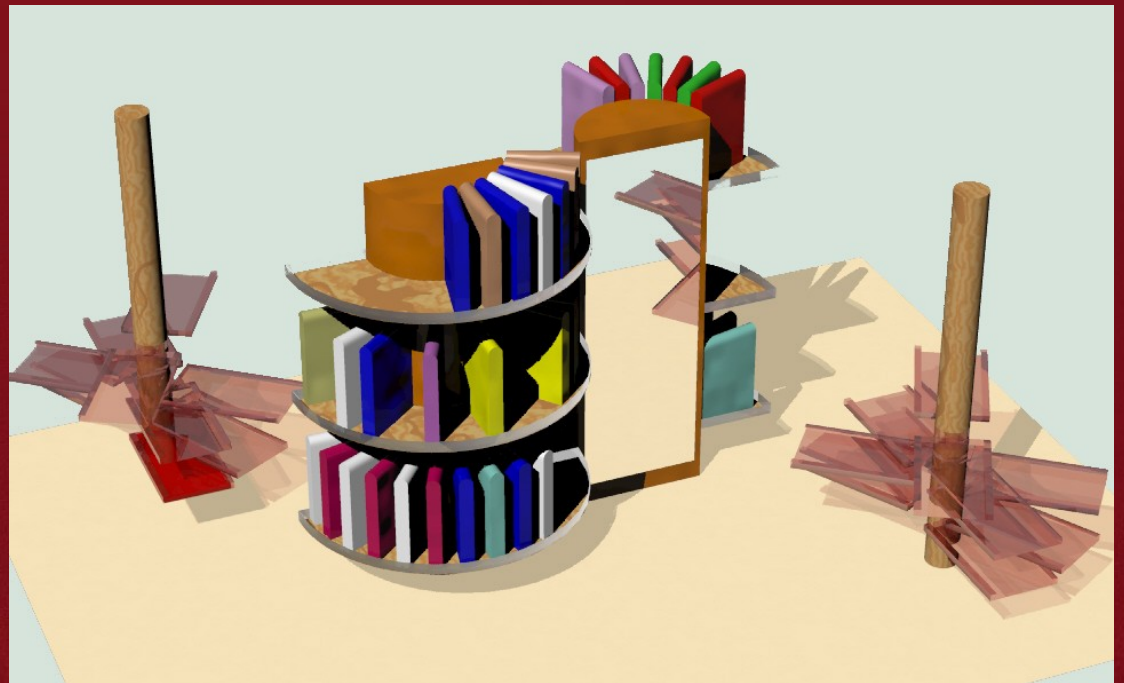
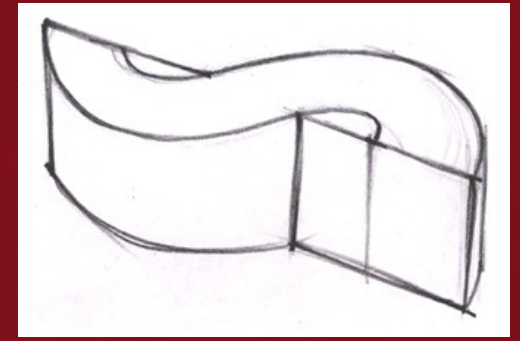
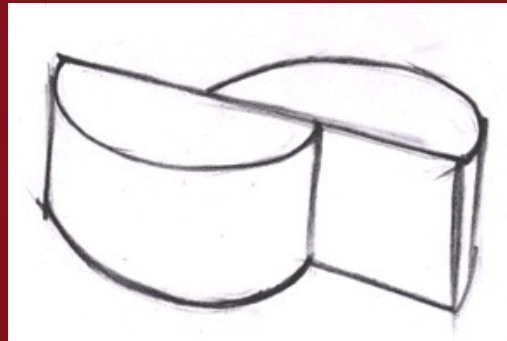
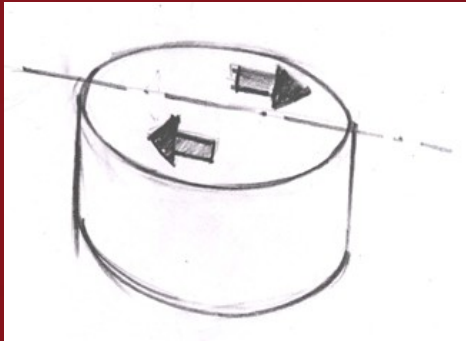
Area
Casual-2 sq.m.approx.
Formal- 1sq.m approx.



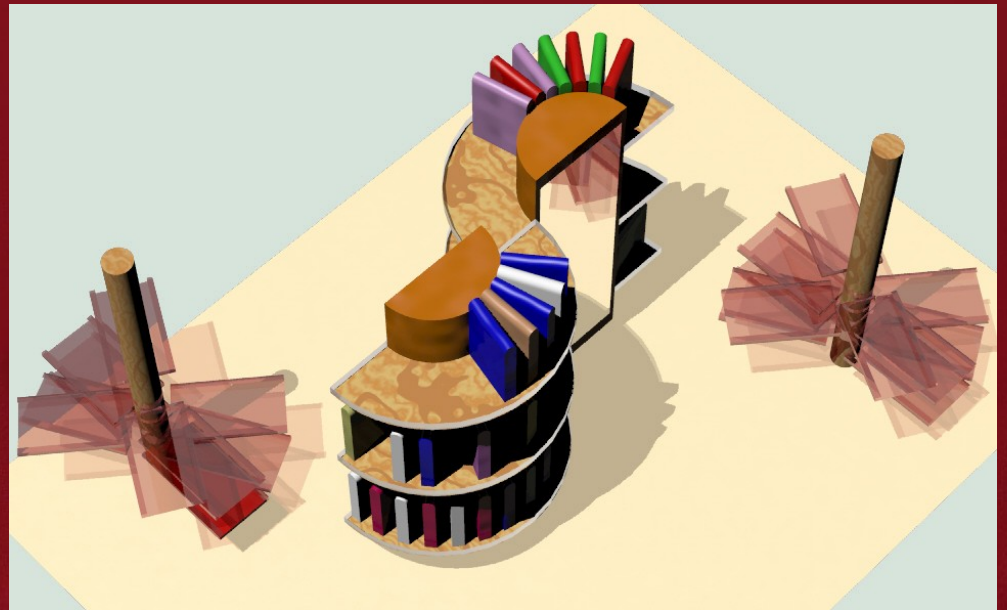
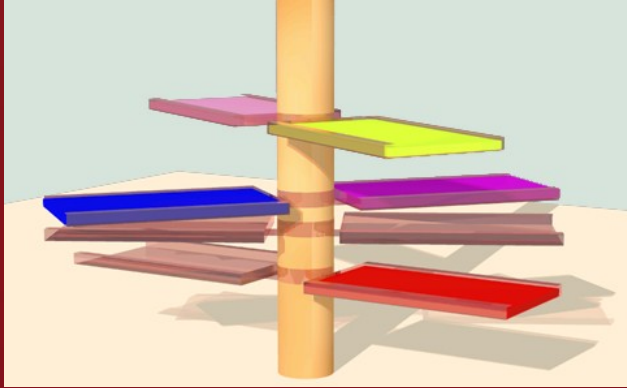
Concept generation



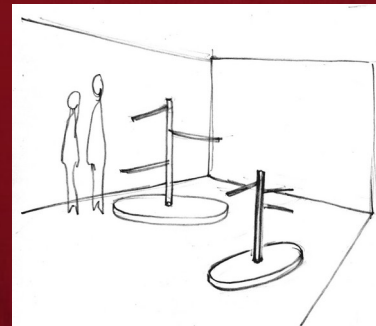
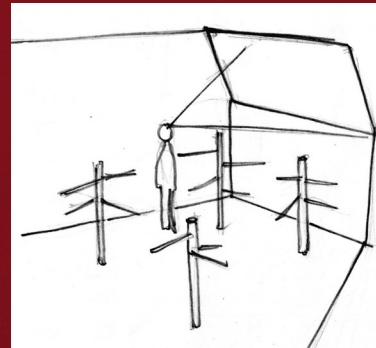
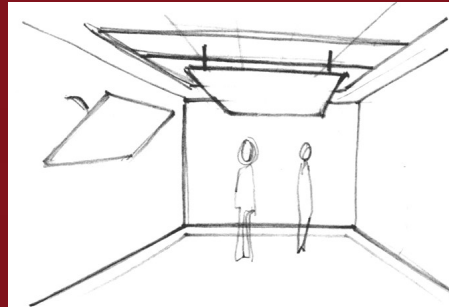
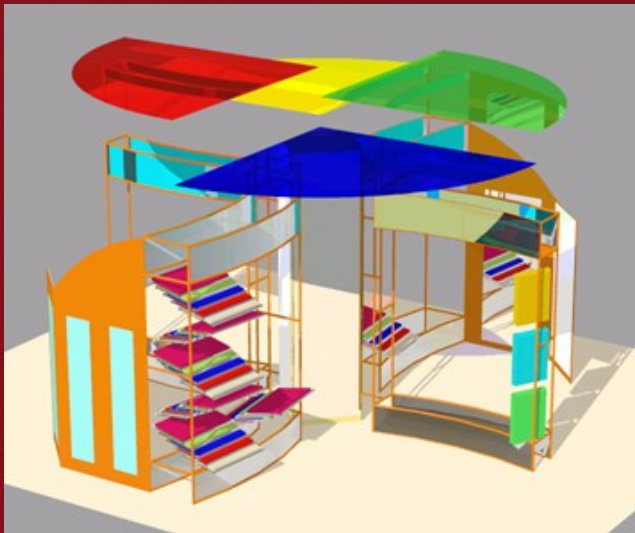
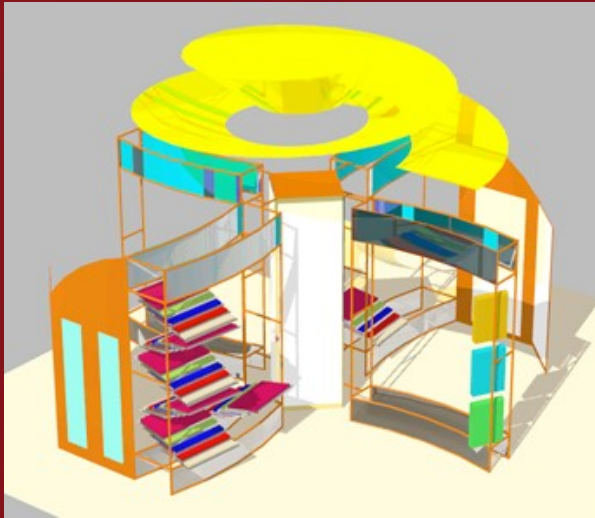
Concept generation



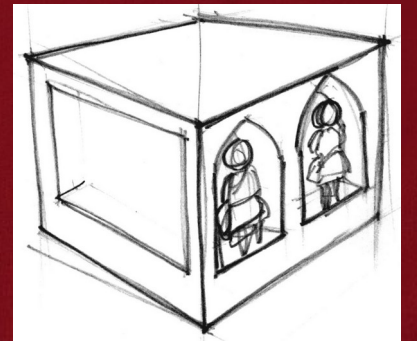
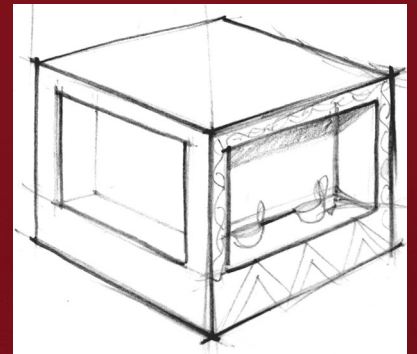
Concept generation



Concept generation



Environment enhancing



Concept evaluation

Parameters for the evaluation of concepts

Customer

1. Eye catching display
2. Novelty
3. Transparency
4. Semiprivate trial space
5. Visibility of details of saree and visual information.

Store owner

6. Changeability in looks
7. Damage to sarees while handling
8. Maintenance



Concept evaluation

Environment

9. Traditional + Modern (Sense of saree shopping, feel of retail shopping)

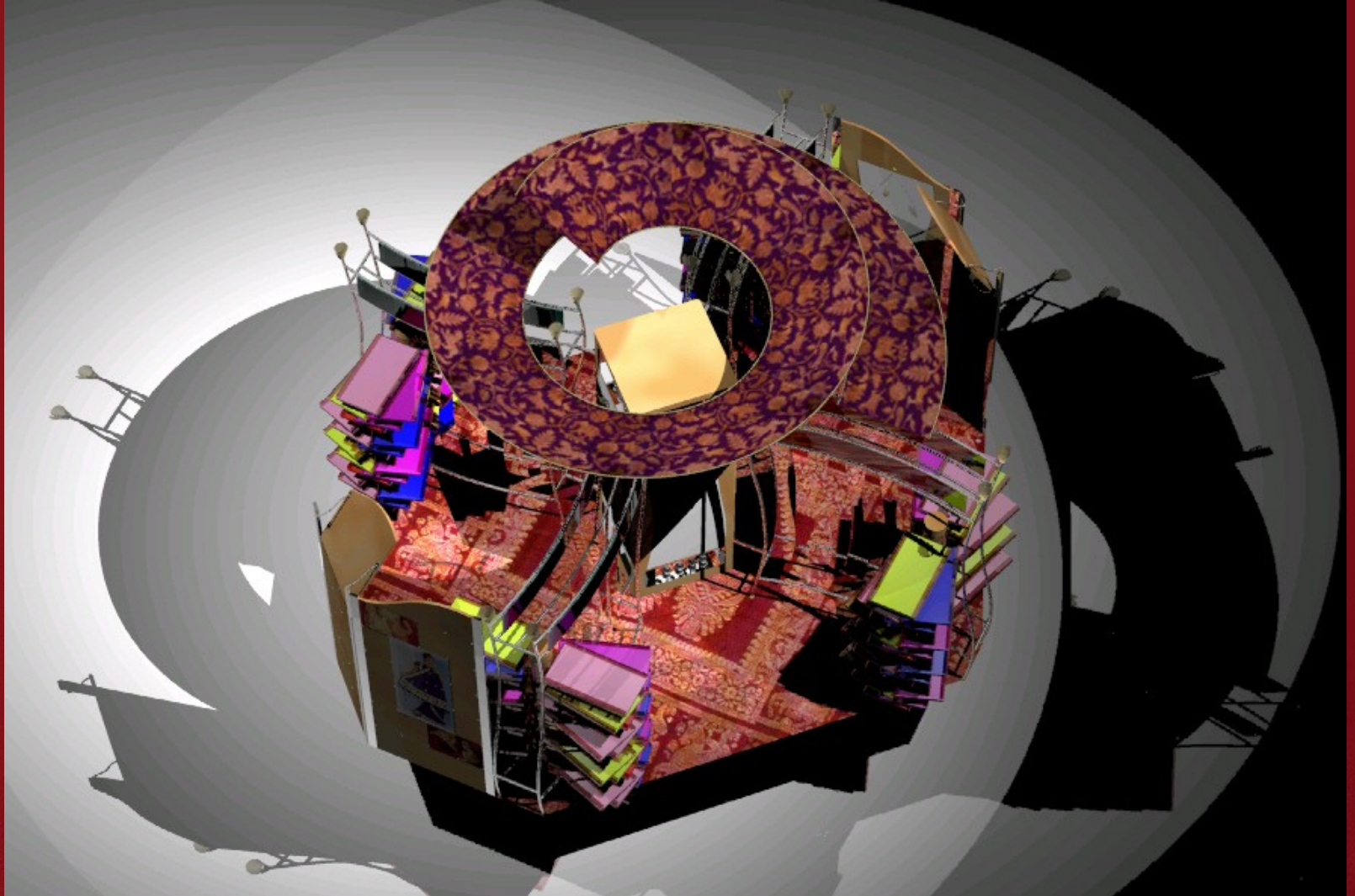
10. Interest, excitement

Manufacturer

11. Simple assembly no specialist people.



Final Concept



Final Concept



Concept development

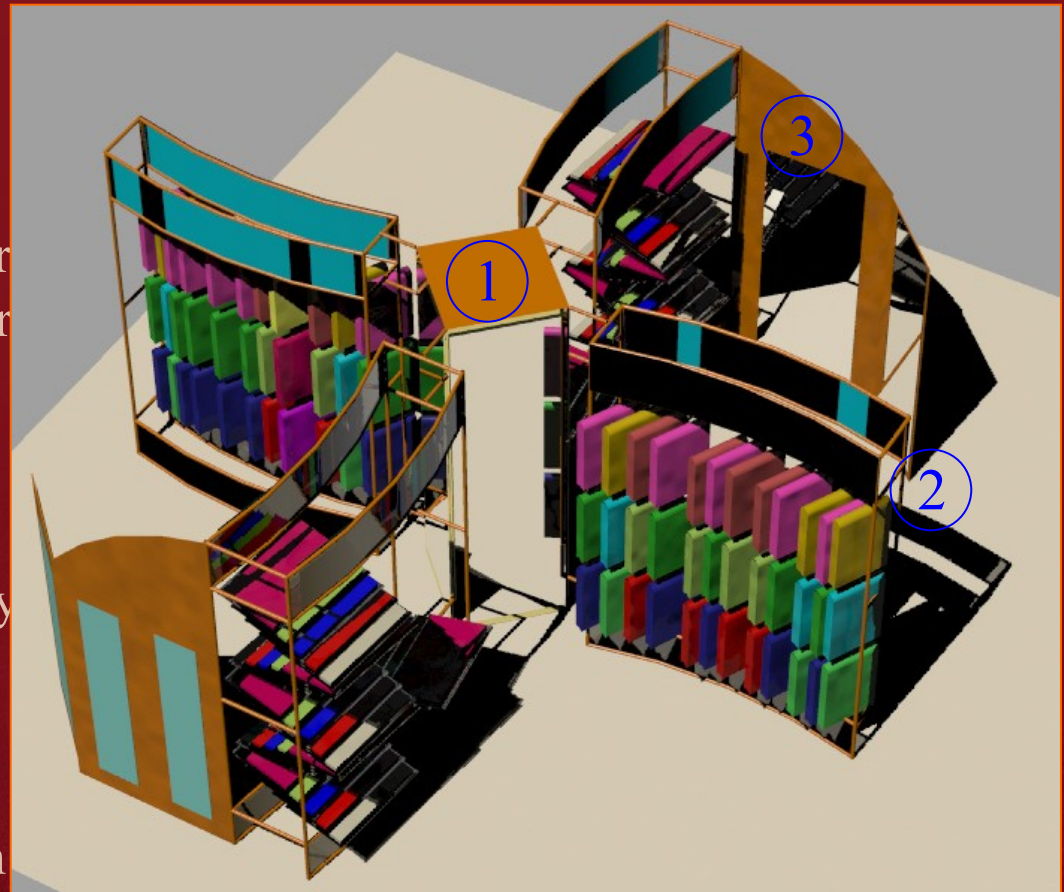
Elements in the display unit

1. Central storage unit

Structural frame
Door for access
Inside partitions
Lighting for mirror
Revolving cylinder

2. Display panel

Structural frame
Fixtures for display
saree- casual
formal
Lighting
Visual information



Concept development

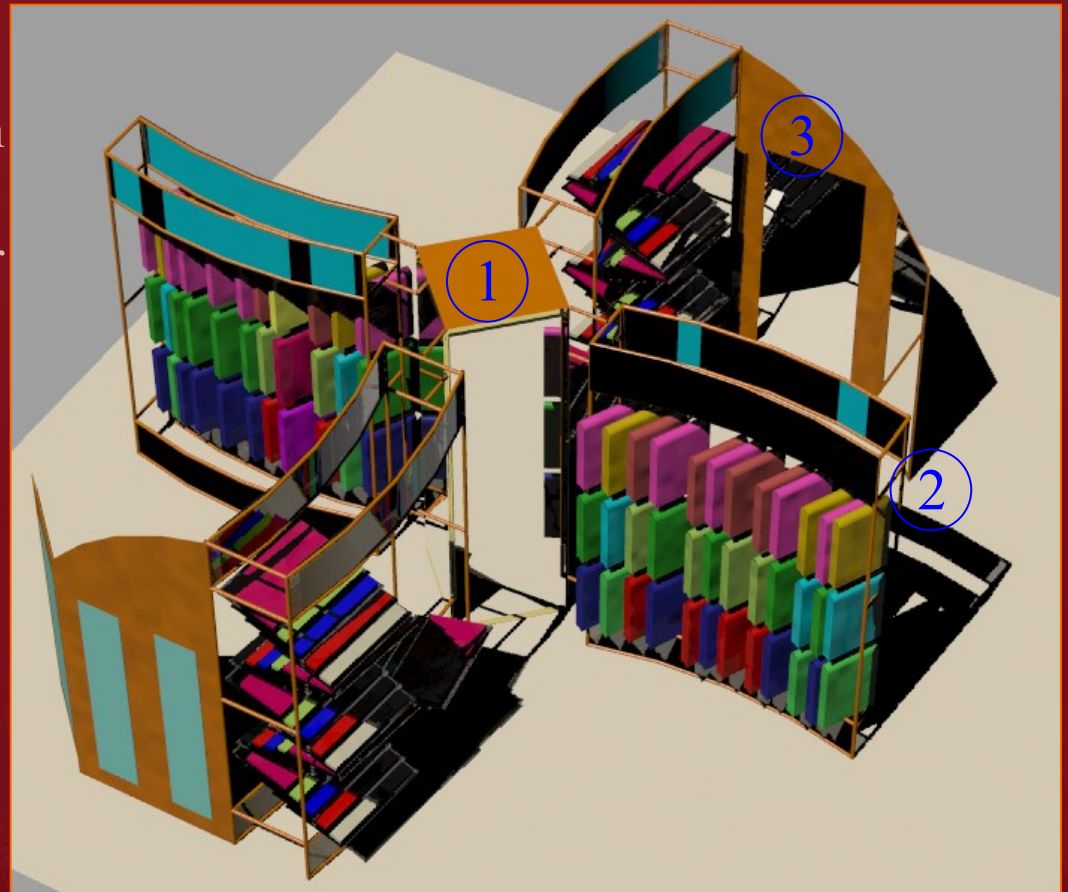
Elements in the display unit

3. Mirror panels

Structure

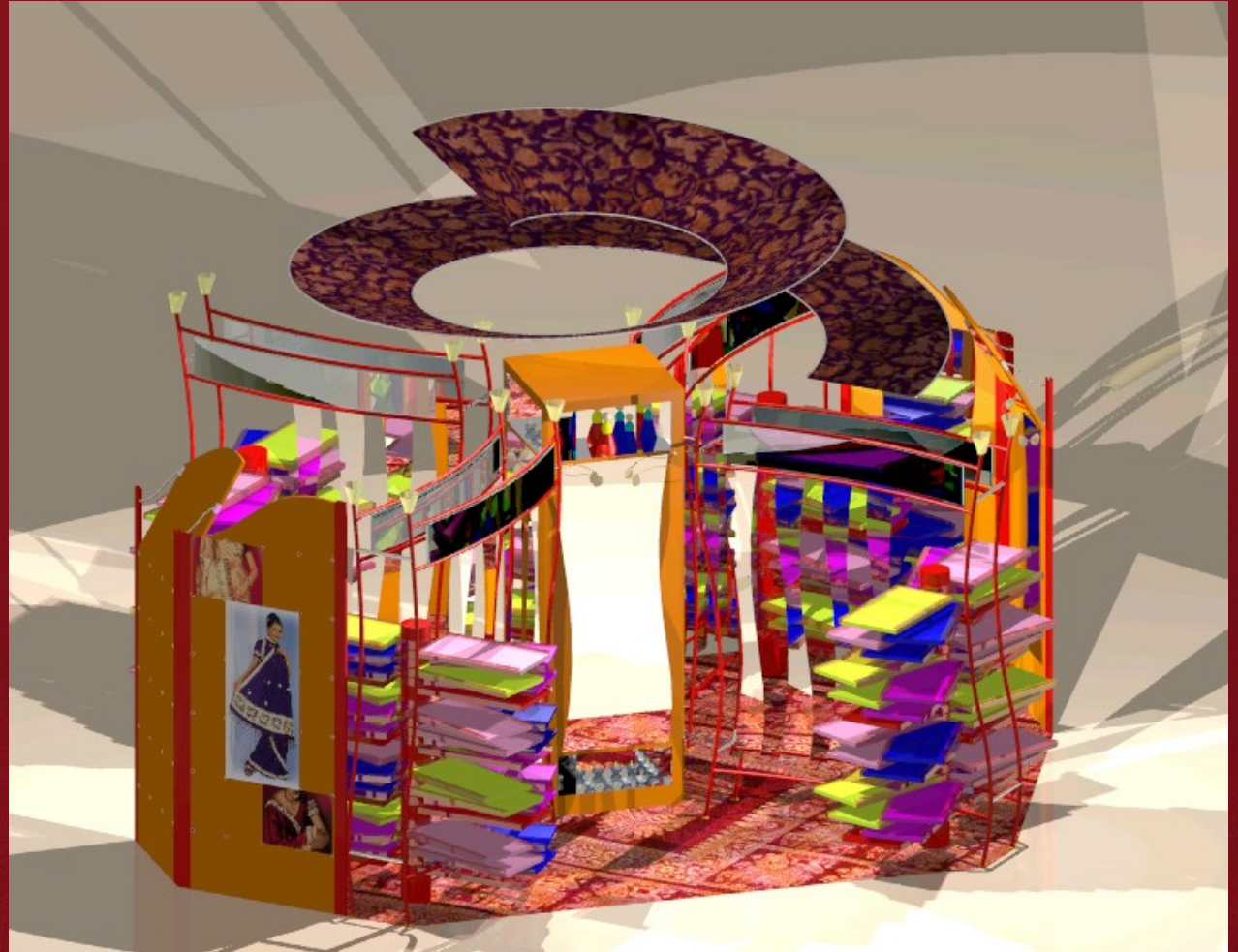
Mirror fixing from
one side

Visuals from other
side



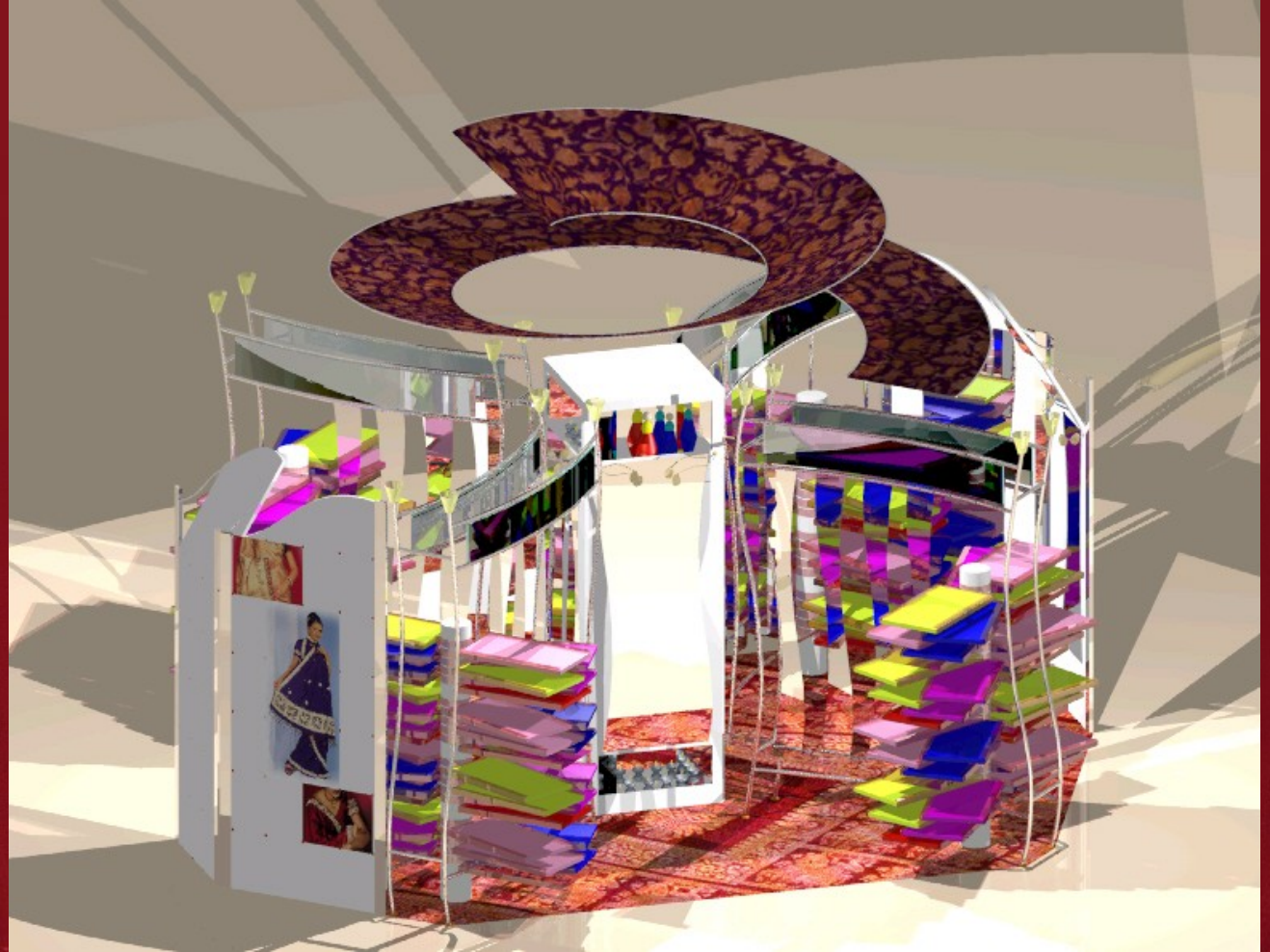
Concept development

Colour scheme selection



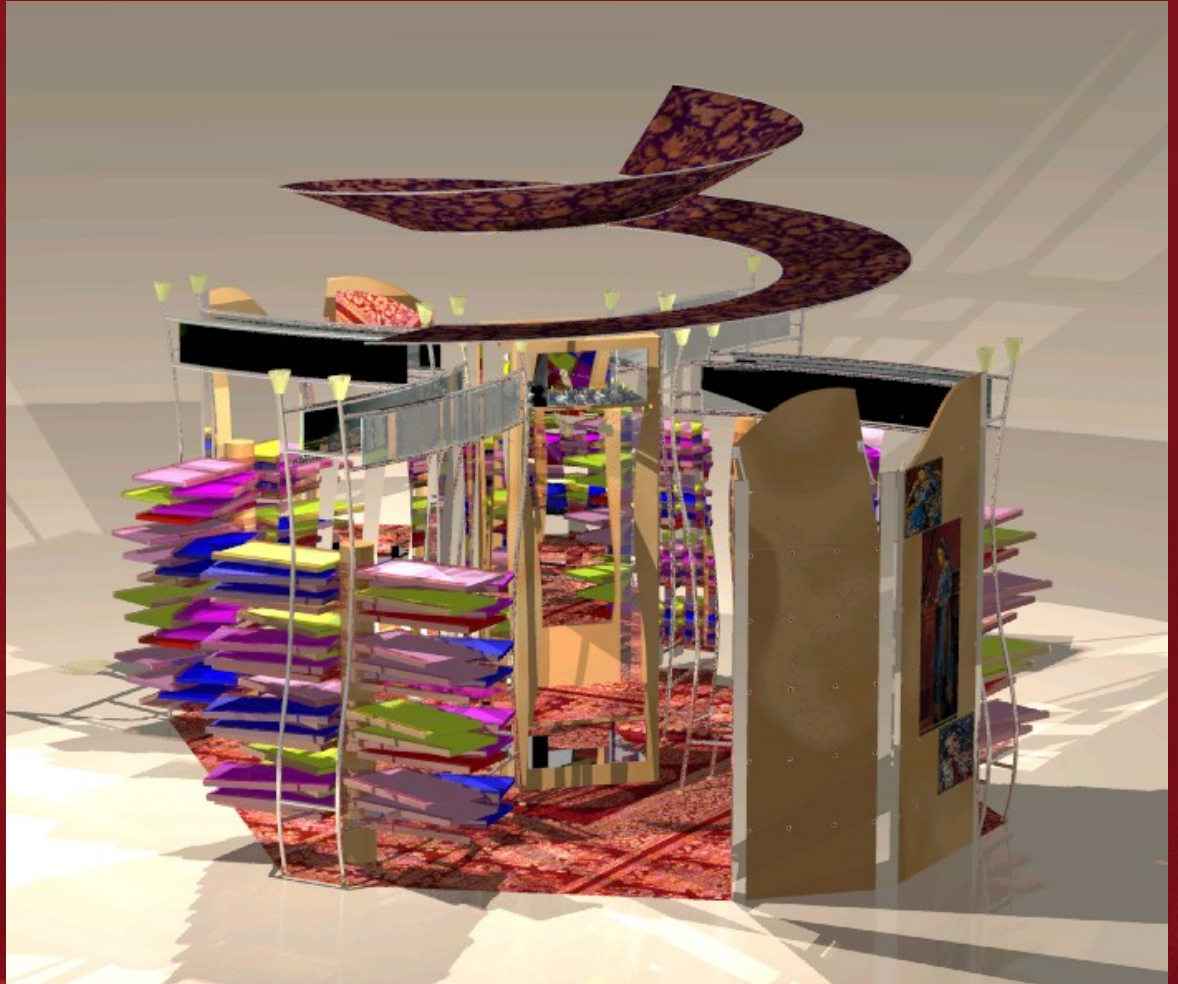
Concept development

Colour scheme selection



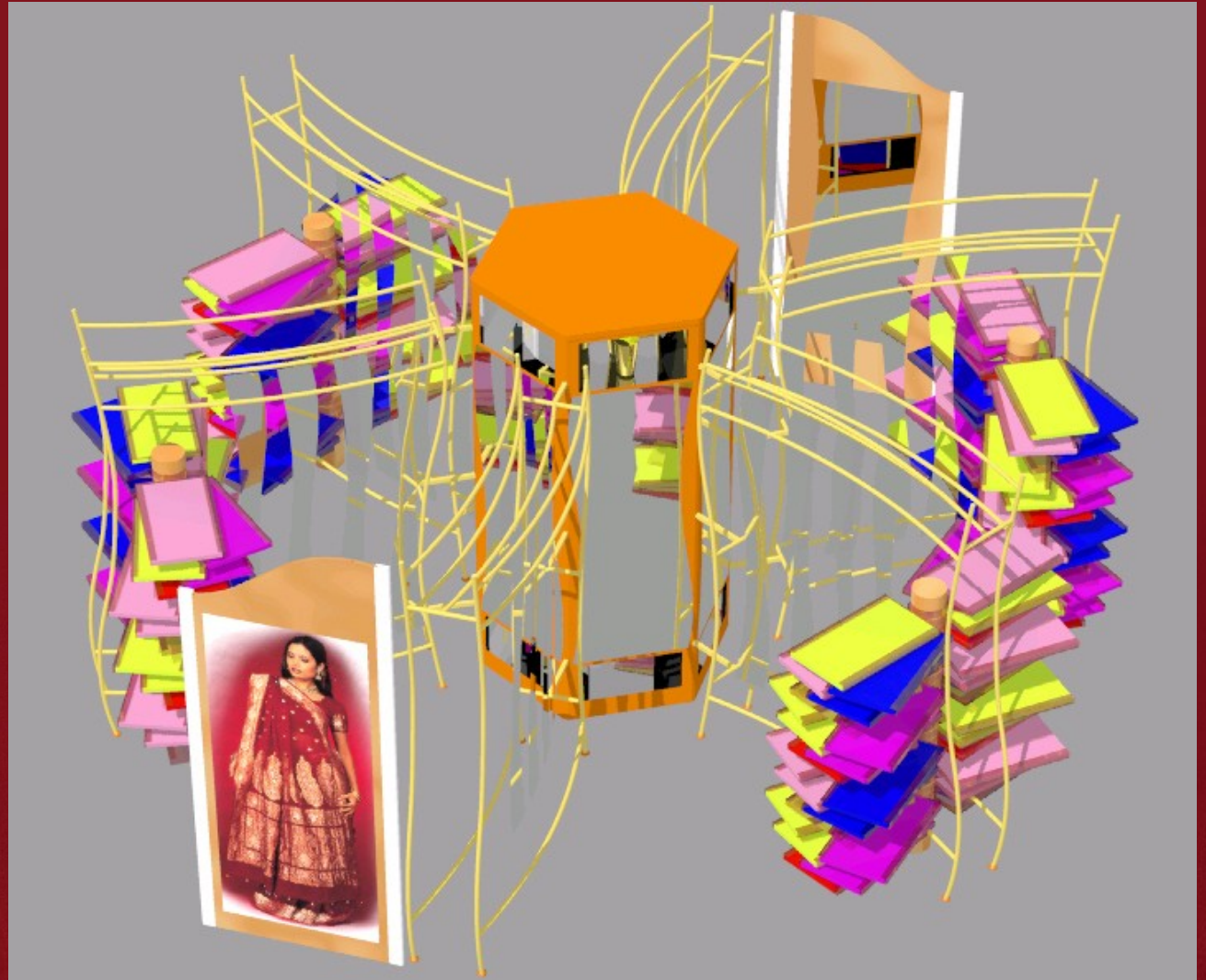
Concept development

Selected colour scheme



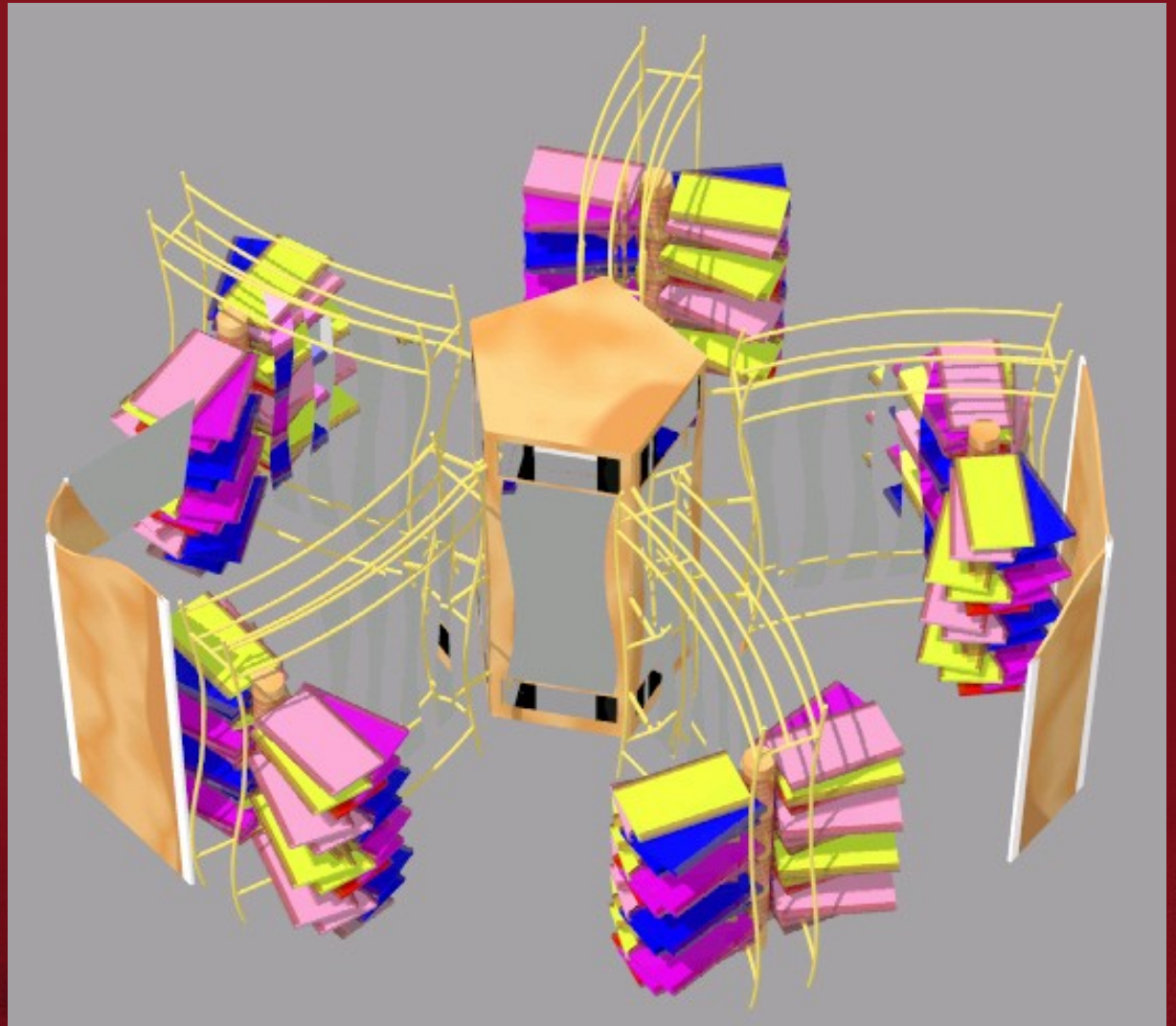
Concept development

Convertibility



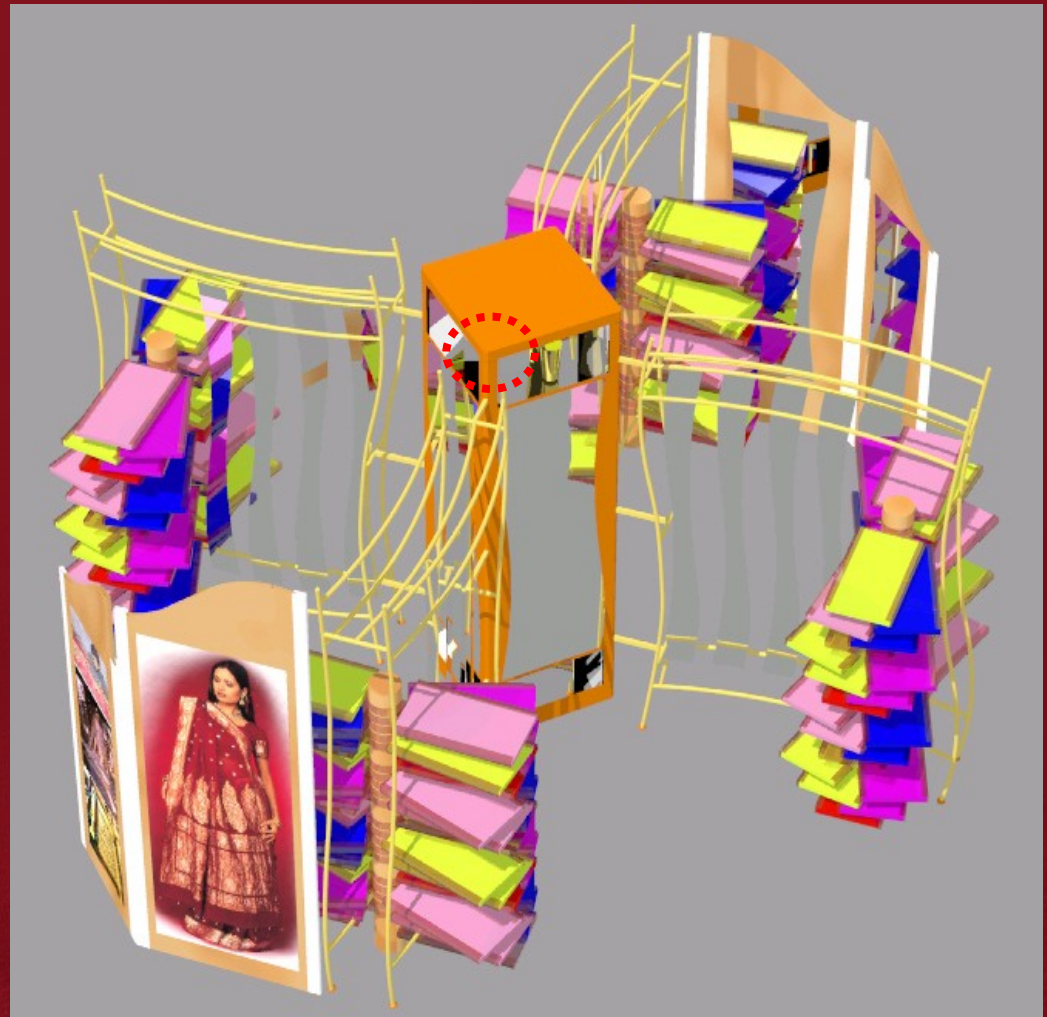
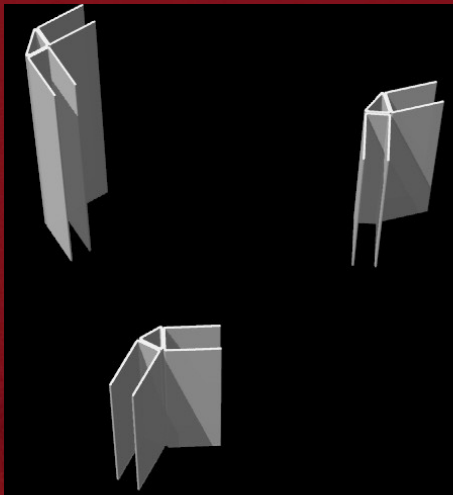
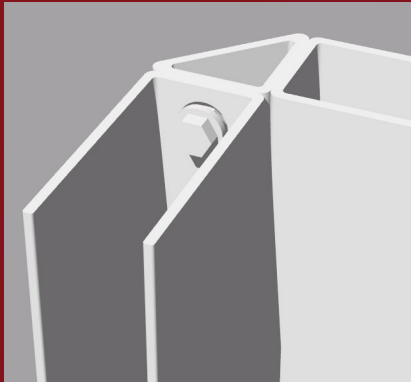
Concept development

Convertibility



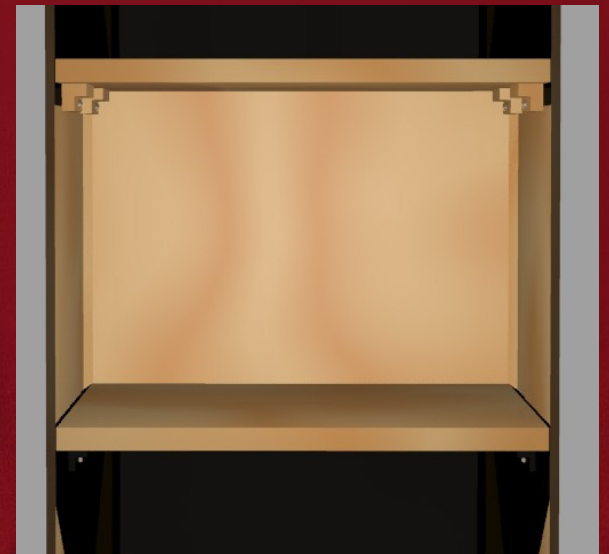
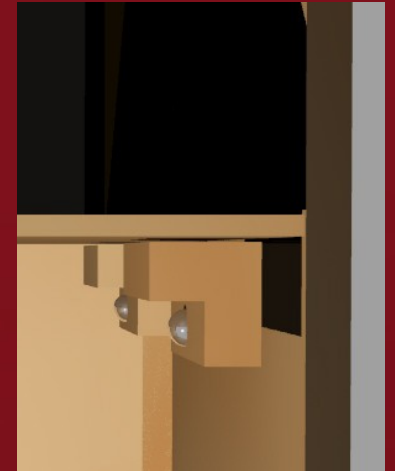
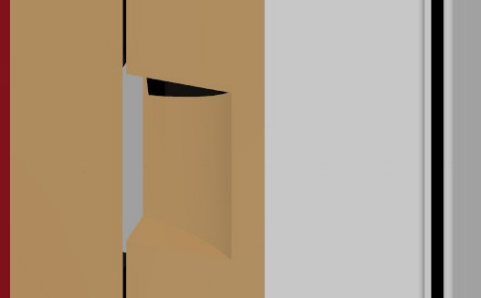
Concept development

Details



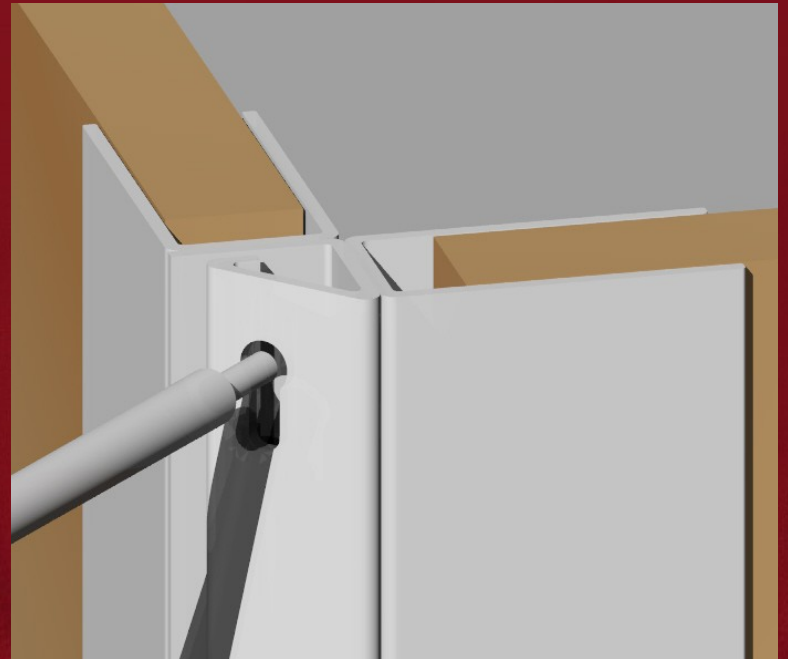
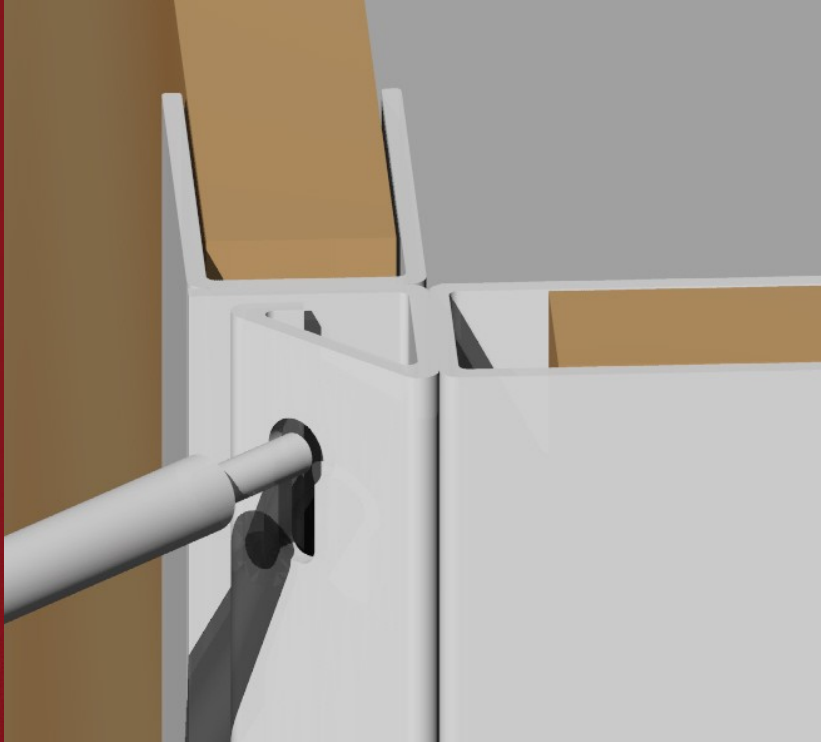
Concept development

Details



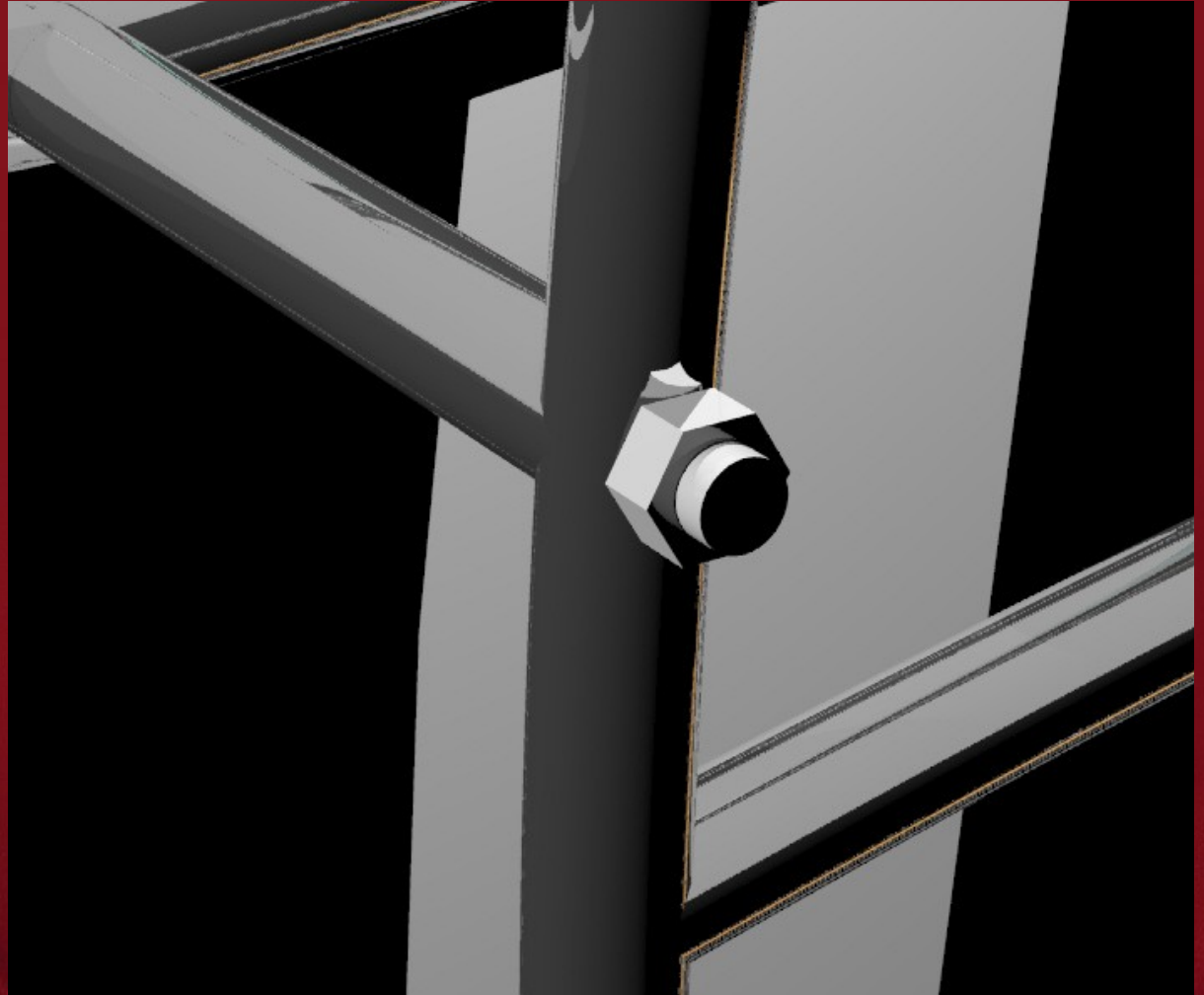
Concept development

Details



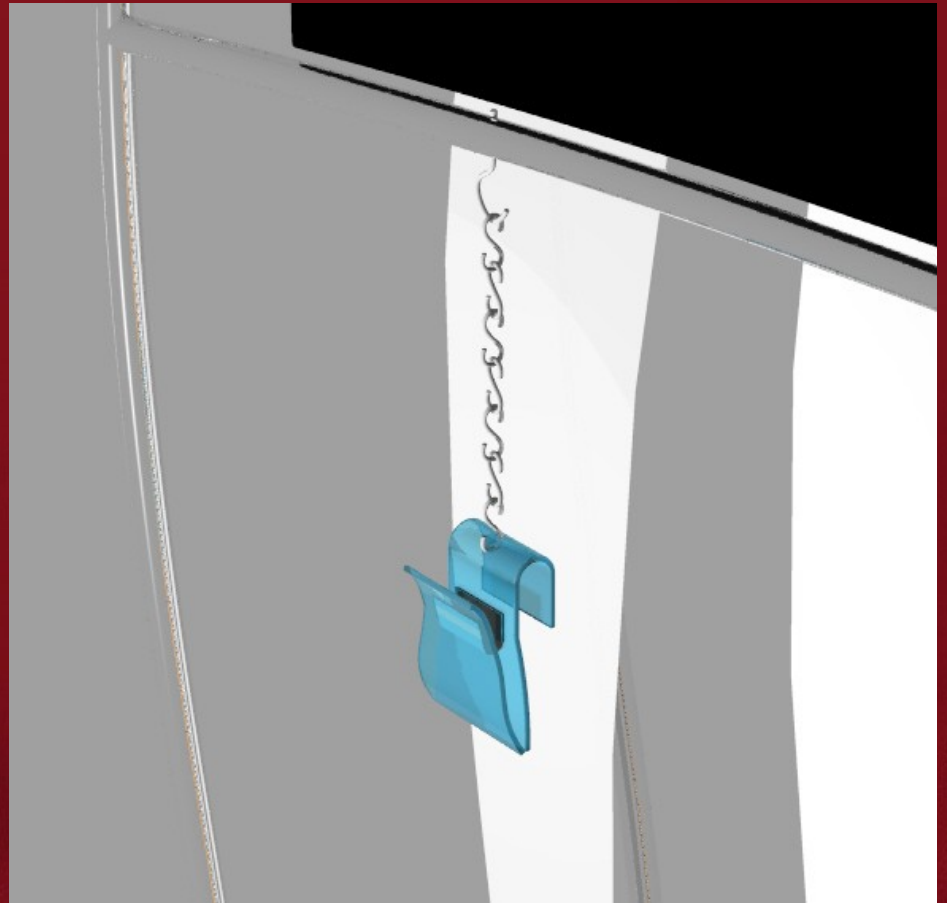
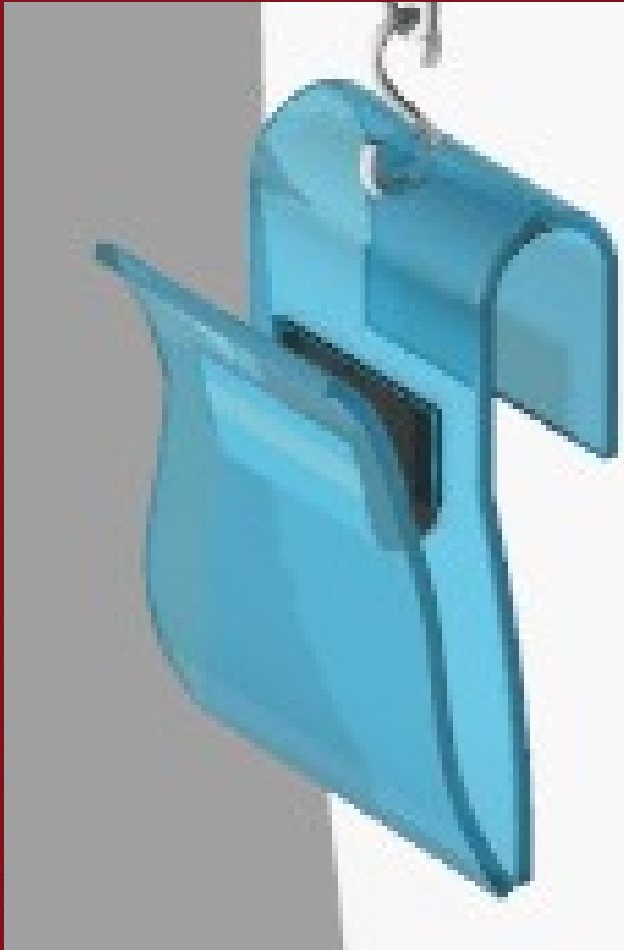
Concept development

Details



Concept development

Details



Concept development

Details

