



BRINGING THE CUSTOMER TO LIFE

DECONSTRUCTING THE BRIEF

“pioneer of online market research” INNOVATIVE OUTCOME

“propose an innovative information design experience” EXPERIENCE - NOT NECESSARILY DIGITAL

“showcases and contrasts, exceptions and connections” SHOW DIFFERENCES AND SIMILARITIES

“focused on comparison” RESEARCH COMPARATIVE DATA VISUALISATION

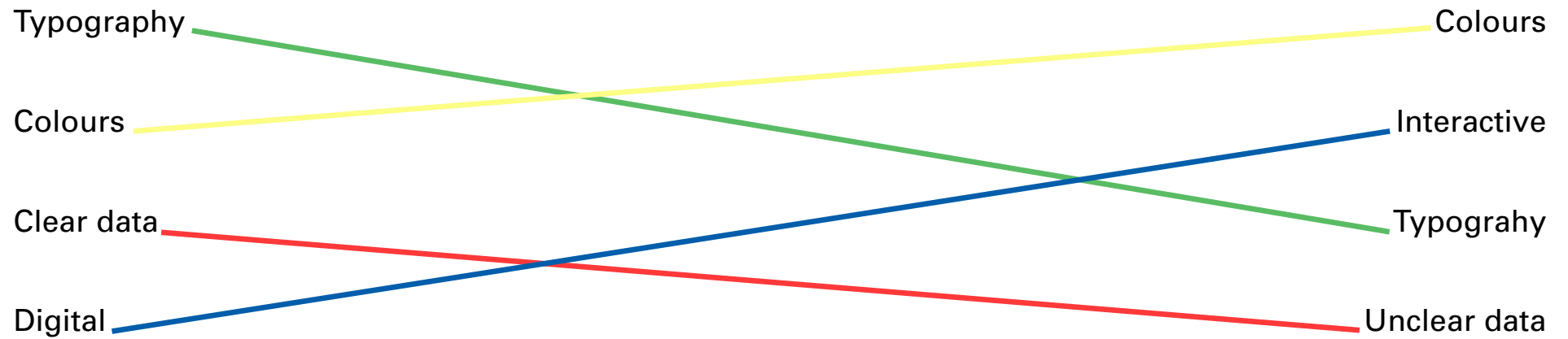
“consider the user experience” MUST BE USER FRIENDLY - CLEAR

“demonstrate our ability to show we understand” THOROUGH OVERVIEW OF CASE STUDIES

INITIAL THOUGHTS

- Two competing brands
- Fashion and clothing brands
- Highstreet
- Primark, H&M, New Look, etc
- Ethics
- THE dress

RESEARCH



USING THE TOOL

NEW LOOK

Category	Variable	Entity	Answer	zscore	Index	Target group %	Target group base	Control group %	Control group base	Diff
Attitudes / Fashion	Level of agreement	I keep up to date with current fashion trends	Definitely agree	3.64	249	8%	580	3%	25766	4.89
Attitudes / Fashion	Level of agreement	I like to think of myself as well-dressed	Definitely agree	3.57	180	13%	581	7%	26038	5.98
Attitudes / Brands	Level of agreement	I like trying new brands	Definitely agree	3.39	150	12%	1065	8%	46079	4.06
Attitudes / Fashion	Level of agreement	I spend a lot on clothes	Definitely agree	1.99	188	4%	581	2%	25627	1.95
Attitudes / Brands	Level of agreement	Celebrity endorsements have an effect on the things I buy	Definitely agree	0.27	110	1%	1065	1%	46162	0.11
Attitudes / Brands	Level of agreement	I tend to stick to brands I like	Definitely agree	-1.66	81	6%	1101	7%	47938	-1.39
Attitudes / Fashion	Level of agreement	When buying clothes I choose comfort over style	Definitely agree	-4.78	57	9%	580	16%	25683	-6.76

PRIMARK

Category	Variable	Entity	Answer	zscore	Index	Target group %	Target group base	Control group %	Control group base	Diff
Attitudes / Fashion	Level of agreement	I like to think of myself as well-dressed	Definitely agree	3.20	144	11%	1087	7%	26038	3.27
Attitudes / Fashion	Level of agreement	I spend a lot on clothes	Definitely agree	1.03	125	3%	1080	2%	25627	0.56
Attitudes / Brands	Level of agreement	I like trying new brands	Definitely agree	0.92	108	9%	2127	8%	46079	0.63
Attitudes / Fashion	Level of agreement	I keep up to date with current fashion trends	Definitely agree	0.52	110	4%	1080	3%	25766	0.32
Attitudes / Fashion	Level of agreement	When buying clothes I choose comfort over style	Definitely agree	-1.35	90	14%	1077	16%	25683	-1.57
Attitudes / Brands	Level of agreement	I tend to stick to brands I like	Definitely agree	-2.30	82	6%	2257	7%	47938	-1.28
Attitudes / Brands	Level of agreement	Celebrity endorsements have an effect on the things I buy	Definitely agree	-7.03	23	0%	2127	1%	46162	-0.93

INITIAL DATA POINTS

Demographics

Shopping habits

Brand attitudes

CHOICE

New Look VS Primark

CREATED MY OWN PROFILES, SO FAR

IN STORE



PRIMARK

- Breaking Bad
- Emojis
- Discounts
- Frequent signage
- Stickers
- Large men's
- Accessories
- Kids
- Homewear
- Nightwear
- Messy



NEW LOOK

- Hogwarts
- "I'm so fancy"
- Discounts
- Clear signage
- Organised
- Smaller men's
- Less accessories
- 9-15's
- Plus size
- Pregnancy
- Nightwear

COLOUR & MATERIALS





Wickes Sealed Cork Flooring Tile 305x305mm

 [View Large Image](#)

WICKES SEALED CORK FLOORING TILE 305X305MM

Product Code: 620950

- Pack Coverage:** 0.84 m²
- Colour:** Cork
- Material:** Cork
- Pack Quantity:** 9
- Length:** 305 mm
- Width:** 305 mm
- Usage:** Bathroom - Kitchen
- Thickness:** 3.2 mm
- Brand Name:** Wickes

  [19 Reviews](#) | [Write a review](#)

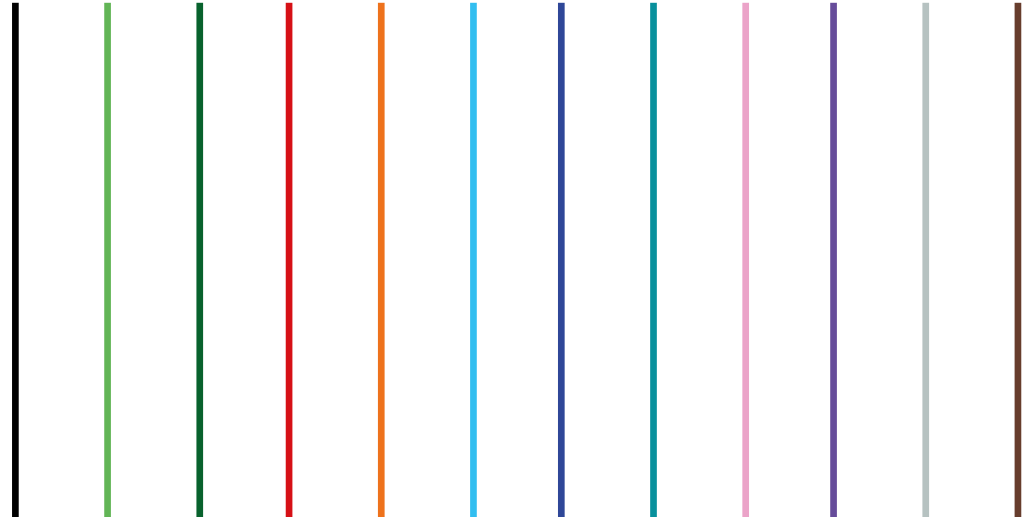
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CORK BOARD

The search!

Potential to expand

Width



THREAD

Apt for case studies

Contrasting colours

TYPOGRAPHY & THE PROCESS



LASER

Fiddled with the settings

Power = 50

Speed = 50



FONT CHOICE

Testing

Gill Sans

Back or front of cork?



FRONT

BACK

THE FINAL PIECE

