

**Aim** Provide an enterprise challenge activity to design a new way to help customers locate the floor that they wish to visit.

**Preparation** VIEW Retail must be pre-installed on a stand alone PC or network (where licensed). The work experience activity could be undertaken by an individual or group of students.

Students will need some support in beginning their exploration of VIEW Retail. This can be achieved through a quick demonstration of by using the 'student guide' first. The students may also benefit from having access to maps on a printed sheet, to help them navigate around.

Students will need the attached student sheet with a pen or pencil, writing on the sheet or on another piece of paper.

Students require paper/ pens etc for designing

**Links to WRL** Enterprise  
Applied GCSE Business  
Design and Technology

**Outcomes** Improved skills with VIEW  
Familiarisation with topic content in VIEW  
Improved understanding of enterprise and in particular the function of information in the relationship between seller and customer.  
Improved problem solving key skills

**Pre activity** Some familiarisation with VIEW is necessary as the students need to look around for places where floor guides might be needed.

Encourage the students to understand and question the challenge including the context in which it is set.

**Activity** Enterprise challenge  
The students are asked to consider the 'floor guide' just inside the entrance to House of Fraser and make recommendations for an improved guide.

Students of almost all abilities could attempt this challenge even as a simple 'design' task. The challenge could provoke an appropriate response however from above average ability students.

Students might approach this simply as a design challenge – making an attractive and informative display. The enterprising student will question what the guide is for and may decide that a minimal guide would encourage customers to explore more with perhaps more purchasing. The teacher should set the parameters of the challenge to allow the more enterprising student to present innovative ideas as well as designs.

Students might just smarten up the current floor guide with others designing something bigger and more obvious.

Some students will question the need for a permanent guide and the problem of changes to the floor layouts and product locations. Others will look at a design that can be used in several places around the store, thinking of the needs of the customer.

A few students might look at an electronic version, such as a monitor display that could be updated and could highlight frequently changing activities on each floor.

A few students will consider the cost benefits of change – expecting better ‘performance’ as a result of investing in change.

A few students might wish to check the manager’s concern against actual customer perception and suggest a short survey, basing development on measurable not perceived problems.

A few students will review critically floor guides in their own local shops and use these to provoke more ideas.

The teacher might require the students to review the contents of each floor and check it against the floor guide.

**Post activity** This could be a group activity to encourage debate and critical design. Each group to ‘present’ their ideas to a ‘management team’ which includes the teacher or a guest employer. They must ‘sell’ their idea.

**Extension activities** Extending the use of store wide ‘monitor screens’ (Tesco like) to inform customers about offers on each floor to encourage them to explore.

## You will need...

You will need pen and paper to record your ideas and present your solution.

The maps of each floor of the House of Fraser may help you record what you find and make it easier to locate it later.

Using the VIEW Retail application, enter the front doors of House of Fraser.

After you have entered the doors, look to your right and find the display which shows which products and services are on each floor of the department store.

Checkout the closeup image.



## The Challenge

The Store Manager is critical of this display and is not sure if it is meeting its purpose. He thinks we should look at some alternative designs for 'floor guides'.

He feels that the guide should:

- Inform customers on what floor they will find products and services,
- Attract customers to floors where they may not have looked before.

The Store Manager asks you to look into this problem and perhaps research how other stores present their floor guides.

He wants you to present two or three alternatives to the current floor guide with a recommendation for action.

## The Context

The department store has many floors and a wide range of products and services on offer. Sometimes these products and services are moved from one floor to another. Customers might need floor information at various points around the store, not just the front entrance.

## Information

The House of Fraser has 6 sales floors.

Customers spend only a few seconds looking at the current guide for information.

House of Fraser sells thousands of different products, too many to list on a guide like the one in current use.

The House of Fraser in Oxford Street is one of many stores across the UK.