



A VIEW of the House of Fraser, Oxford Street

Content list

A visitor to the virtual House of Fraser has access to;

- The outside of the store,
- The Lower Ground Floor
- The Ground Floor
- The First Floor
- The Second Floor
- The Third Floor
- The Fourth Floor
- The Fifth Floor
- The HR Offices
- The Training Room
- The Customer Services area
- Security
- Boiler Room
- The loading bay

Each of these areas has one or more panoramic images.

Some of the areas include;

- Audios - interviews with House of Fraser staff,
- Close up images,
- Sequences of images,
- Documents,
- Short video extracts.

Important information and directions are included in the *narrative* which should be read with care.

Evidence type	Information	Directions
Outside		
Out1 From here you can move to Out 2 or GF1	Panoramic	On the pavement outside HoF
Out 2 From here you can move to Out 1 or LG3	Panoramic	East end of the lower ground floor
Ground floor		
GF1 From here you can move to Out 1, GF1 and GF2	Panoramic	GF East
Hot spot	Close up of floor descriptions	Face north east
GF2 From here you can move to GF1, GF3, GF7	Panoramic	GF cosmetics area
Timeline	Documents: Prescriptives marketing material Document: Prescriptives customer record Image sequence: service for a customer	Face north west
GF3 From here you can move to GF2, GF4 , LG1	Panoramic	GF central
Hot spot	Poster	Face south
Timeline	Interview: Sales consultant Document: Nail bar Images: Nail bar	Face South
Timeline	Video: induction tour	Face east

GF 4 From here you can move to GF3, GF5	Panoramic	GF central
Timeline	Doc: Massage service	Face south east
GF5 From here you can move to GF4, GF6	Panoramic	GF West
GF6 From here you can move to GF5, GF7, Loading bay	Panoramic	GF West
Hot spot	Interview: Replenishment manager	Face west
Timeline	Doc: Job profile	Face west
GF7 From here you can move to GF6, GF2, GF1	Panoramic	Lifts on the ground floor
Timeline	Image seq: wrapping gifts Docs: Training Image seq: selling a product	Face south
Timeline	Video: induction tour	Face north
Loading Bay From here you can move to GF6	Panoramic	Attached to the Ground floor
Hot spot	Lift Compactor x 2 Baskets	

First Floor		
1F1 From here you can move to 1F4, 1F2, 1F3	Panoramic	Lifts on the first floor
Timeline	Image: Kylie promotion Images: Displays	Face north west
1F2 From here you can move to 1F1, 1F3	Panoramic	First floor east end
Timeline	Video: induction tour Doc: Job profile Doc: Training materials Interview: Sales advisor Doc: Promotion for salon	Face south west
1F3 From here you can move to 1F4, 1F2, 1F1	Panoramic	Middle of the first floor
1F4 From here you can move to 1F3, 1F1	Panoramic	
Timeline	Interviews: Gen Mgr and Dir of Retail Sales Doc: Job profile	Face north
	Video: induction tour	Face north east
	Doc: magazine	Face south west
Hot spot	Image: Monitor screen	

Second floor		
2F1 From here you can move to 2F2, 2F3, 2F4	Panoramic	Lifts on the second floor
Hot spot	Doc: Promotional leaflet	Face north west
2F2 From here you can move to 2F1, 2F3	Panoramic	East end of the second floor
Timeline	Interview: Personal shopping manager Video: induction tour	Face east
Timeline	Doc: Promotion leaflet	Face south
2F3 From here you can move to 2F2, 2F4	Panoramic	Middle of the second floor
Timeline	Program error – do not use	Face east
Hot spot	Doc: promotion leaflet	
Timeline	Doc: promotional leaflet Interview: trainee sales advisor	Face north east
2F4 From here you can move to 2F3, 2F2	Panoramic	West end of the second floor
Timeline	Doc: promotional leaflet	Face south west
Timeline	Interview: sales assistant	Face north
Timeline	Doc: magazine	Face north east

Third floor		
3F1 From here you can move to 3F2, 3F3, 3F4	Panoramic	Lifts on the third floor
Hot spot	Doc: promotional leaflets	
Timeline	Doc: training materials Interview: Store relationship manager	Face north west
3F2 From here you can move to 3F1, 3F3	Panoramic	East end of the third floor
Timeline	Doc: customer profiles	Face north east
3F3 From here you can move to 3F1, 3F2, 3F4	Panoramic	Middle of the third floor
Timeline	Interview: department manager	Face north west
3F4 From here you can move to 3F3,3F1	Panoramic	West end of the third floor
Fourth floor		
4F1 From here you can move to 4F2, 4F3, 4F4	Panoramic	
Timeline	Image seq: displays	Face south east
4F2 From here you can move to 4F1, 4F3	Panoramic	East end of the fourth floor
timeline	Image seq: visual merchandiser	Face north east
Timeline	Image seq: product displays	Face south west

4F3 From here you can move to 4F1, 4F2, 4F4	Panoramic	Middle of the fourth floor
Timeline	Video: induction tour	Face north east
Timeline	Doc: promotional material	Face north
Timeline	Images: product displays	Face south
4F4 From here you can move to 4F1, 4F3	Panoramic	West end of the sales floor
Timeline	Image seq: concession Interview: concession employee	Face north west
Timeline	Video: induction tour	Face north east
Fifth floor		
5F1 From here you can move to 5F2, 5F3, 5F4, stairs 1	Panoramic	Lifts on the fifth floor
5F2 From here you can move to 5F1, 5F3, Customer services	Panoramic	East end of the fifth floor
Hot spot	Image: Restaurant menu	
5F3 From here you can move to 5F1, 5F2, 5F4	Panoramic	Middle of the fifth floor
5F4 From here you can move to 5F3, 5F1	Panoramic	West end of the fifth floor
Timeline	Video: induction tour Doc: promotional leaflet	Face south west

Customer service From here you can move to 5F2	Panoramic	
Timeline	Docs: Recruitment	Face north
Timeline	Docs: Training materials Image: credit arrangement	Face south east
Office From here you can move to Customer services	Panoramic	In the office
Hot spot	Interview: Business support manager	
Hot spot	Images: PC screen	
Timeline	Images: visit Swindon IT centre	Face east
Sixth floor		
Stairs 1 From here you can move to stairs 2, 5F1	Panoramic	Half way up the stairs
Hot spots	Docs: Job opportunities Docs: Concession job opportunities Docs: Staff notices Docs: Stock loses	
Stairs 2 From here you can move to stairs 1, Office 1, Corridor	Panoramic	
Hot spots	Docs: sample notices	

Office 1 From here you can move to Stairs2, Office 2	Panoramic	
Hot spots	Doc: recruitment information Doc: Frasercard training material Doc: PC training poster Doc: Skillsmart magazine Doc: Xmas staff briefing	
Office 2 From here you can move to Office 1, Visual merchandising	Panoramic	Main office area
Hot spots	Doc: annual report Doc: job profiles Doc: induction booklet Doc: staff forms Doc: magazine Doc: Insurance certificate	
Timeline	Video: induction tour Doc: Recruitment campaign Doc: Newsletter Doc: magazine Interview: HR Manager	
Visual Merchandising From here you can move to Office 2	Panoramic	
Hot spot	Interview: Visual Merchandising Manager Doc: job profiles	
Corridor From here you can move to Stairs 2, Stockroom, Refreshment area	Panoramic	Half way down corridor

Stockroom From here you can move to corridor	Panoramic	Inside stockroom
Refreshment area From here you can move to corridor, Training area	Panoramic	
Hot spot	Docs: staff notices	
Timeline	Docs: Training notes – customer scenarios	
Timeline	Images: facilities	
Training area From here you can move to Refreshment area	Panoramic	
Hot spots	Image: training till Image: display boards Docs: Magazine	
Timelines	Docs: training co-ordinator job profile Docs: customer profiles Image: room layout Docs: selling skills Docs: Frasercard training Video: induction tour	
Lower Ground		
LG1 From here you can move to LG2, LG3, GF3, security area	Panoramic	
Timeline	Doc: DJ advert	Face north west
Timeline	Interview: sales assistant	Facing north

LG2 From here you can move to LG1	Panoramic	
LG3 From here you can move to LG1, out2	Panoramic	East end of lower ground floor
Timeline	Docs: newsletter Doc: diagram of purchasing, merchandising process Doc: critical path analysis Doc: customer profiles Doc: Garment design Interviews: merchandiser, design and trend co-ordinator, assistant buyer	
Security area From here you can move to LG1, Boiler room	Panoramic	
Hot spot	Docs: notices Docs: Health and safety poster Docs: signing in/out forms Image: Search button	
Boiler room From here you can move to Security area	Panoramic	
Timeline	Interview: maintenance manager	