

# Omnichannel

future of shopping



Royal College of Art

**ACROSSRCA**

**John Lewis**



Who are we?





**Royal College of Art**

Postgraduate Art and Design

Dr John Stevens, Senior Tutor GID

Tim Corvin, Brand consultant, Visiting Tutor  
GID

Rodrigo García González, Visiting Tutor GID

Dr Andrew Muir-Wood, ZombieLabs, Visiting  
Tutor GID

Guillaume Drapier, Comete Motocycles,  
Visiting Tutor GID

Matt Johnson, Bare Conductive, Visiting Tutor  
GID/IDE

# Guillaume Drapier

Designer, engineer, entrepreneur

Founder and CEO, Comete  
Motocycles

Exec MBA Imperial College Business  
School

RCA – IDE





# Matt Johnson

Co-Founder, Bare Conductive

Tutor, IDE

RCA – IDE



**John Lewis**

Paul Coby, IT Director

John Vary, Innovation Manager

Seb Wolzak, Innovation Consultant

Alex Santos, Innovation Consultant

# Practicalities

Materials budget: £100 per team

IP ownership: please read & sign the agreement

Studio: Dana Centre

- 165 Queen's Gate  
SW7 5HD
- RCA pass cards don't work there, but your names will be at reception



Who are you?



Interior Design	6
Service Design	6
GID	5
Architecture	3
IDE	3
History of Design	2
Visual Communication	2
Ceramics & Glass	1
Design Products	1
Fashion Womenswear	1
Textiles	1
Vehicle Design	1

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<b>Christopher Kelly</b>	Architecture
<b>Koraldo Kajanaku</b>	GID
<b>Ka Hei Suen</b>	IDE
<b>Zara Ashby</b>	Interior Design
<b>Yue Wei</b>	Textiles

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<b>Taylan Tahir</b>	Architecture
<b>Takuma Kishida</b>	GID-visitor
<b>Michael Andrea</b>	IDE
<b>Andrea Fischer</b>	Service Design
<b>Ni Tao</b>	Vehicle Design

3

<b>Tom Hart</b>	Architecture
<b>Tiffany DIYA XU</b>	GID-visitor
<b>Ruben Van Den Bossche</b>	Interior Design
<b>Chee Ho Yoon</b>	Service Design
<b>Lara Al-Hadeedi</b>	Visual Communication

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<b>Izabela Dziepak</b>	Ceramics & Glass
<b>Yolanda Cao Shiyuan</b>	GID-visitor
<b>Cassie Buckhart</b>	Interior Design
<b>Kaneeka Agarwal</b>	Service Design
<b>Katie Johnston</b>	Visual Communication

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<b>Alexander Loudon</b>	Design Products
<b>Carla Curtis-Tansley</b>	GID
<b>Eve Hoffmann</b>	Interior Design
<b>Klaudia Doerffer</b>	Service Design

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<b>Piraye T Dokmen</b>	Fashion Womenswear
<b>Eve Zaunbrecher</b>	History of Design
<b>Mandana Dilmaghani</b>	Service Design
<b>Rosann Ling</b>	Interior Design

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<b>Anu Lingala</b>	History of Design
<b>Andre McQueen</b>	IDE
<b>Song Wei Teo</b>	Interior Design
<b>Sungjin Hong</b>	Service Design



# Keynote

Paul Coby, IT Director, John Lewis





The brief





# Your challenge

Explore, generate and develop innovative concepts around **Retail Theatre**

- delightful, rich customer experience
- integrated fusion of the power of the physical and the virtual worlds
- account for the many routes to purchase available to the shopper
- reflect John Lewis' brand values, and commitment to excellence in service and product quality.

Consider specific characteristics and customer needs in product categories and departments

Incorporate multiple design and art disciplines

# Presentations

Friday 2pm, here, one concept.

- Visual materials (slides or boards) and short skit in which you will act out your concept, using sketch models, mock-ups and other props.
- 5 minutes + 5 for questions
- All members must participate.
- Each team will also submit material in digital format, to be collated for the client.



Retail theatre













OXFORD  
STREET W1  
CITY OF WESTMINSTER

DUKE  
STREET W1  
CITY OF WESTMINSTER

SELFRIDGE  
& CO  
LONDON

SELFRIDGE  
& CO  
LONDON





















Explore & Observe



# Insights, not solutions

- Look at how people are browsing, choosing and buying, and try things yourself. What do you see that is surprising, interesting, unusual, delightful?
- Ask shoppers **on the street** about their best and worst shopping experience that day
- Try to separate the functional benefit or experience delivered, from the technology that enabled it
- Take photos & notes for discussion tomorrow

# Explore & Observe

Meet Seb & Alex at John Lewis, 300 Oxford St.  
Place to Eat restaurant on Fifth Floor

- 1.30pm Team 1
- 2.15pm Teams 2 & 3
- 3.00pm Teams 4 & 5
- 3.45pm Teams 6 & 7

# Tomorrow

Dana Centre 4th Floor studio (JS, AMW, GD, SW, AS)

- 9.45 am Exploration Feedback
- 10.30 am Tech background and inspiration
- 11.30 am Rapid idea generation
- 3.00 pm Concept clustering and selection



Have fun.

