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untill
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Saxion


In co-operation with:
Christine le Duc


Christine le Duc®

Project Temptation

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EKT2i3



Project Temptation

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Project Background

Saxion university of applied science is carrying out a new project under the name 'Temptation', or 'De Verleiding', called in Dutch. Within the project temptation groups of six students of Saxion University and several stores in Enschede are working together to create an interactive installation to promote their store.

There are three parties involved in this project. Christine le Duc is the store whom accompanies the team and creates space for the installation. Chistine le Duc is a luxurious woman's underwear store with sexual tinted toys including in there assortment. Sex is an hot topic lately. People from the last generations move very quickly. Christine le Duc became popular because of their extensive sextoys assortment. Even though sex is their main selling attraction the store is open to access because of their rather simplistic appeal. They also have an online webshop where people can order incognito so when they are ashamed of going there they can still order.

Next to the store there is Miranda van Straten, from Saxion, she guides the team in their choices and keeps track of the steps they make through the guidelines of Saxion. Finally there is the team or six members who will create the installation and all sub products needed. Berit Wildschütte and Marielle Veenendaal are the Project leader and PR to contact of this project.

The students are taking the store as a main theme to base their installation and sub products on. The team develops all the products needed according to the requirements of Saxion and the preferences of Christine Le Duc. They try to reach a wide target group. Sex is part of everyones live when they are open for it. Our target group is playful, curious and adventurous. Then want something more exciting or something new. Because of this project, more shy people could be attracted by the installation and cross the border of shame.

At the end of the project, in the first week of July, the city of Enschede organizes a special open-night for the students to explain their concept and increase the popularity of the store.

Project Results

What is ready when the project is finished ?

When the project is finished we will have developed a fully functional interactive installation including all the requirements that were given to us by our client as well as by Saxion University. Furthermore we will have a valid website that aims on the informational part for the retailer and on the enhancement of public interest for our project. A blog will work for external communications and shows the design process and visualization of our concept. In addition we will have produced a short video for promotional usage. Moreover do we have a poster designed especially for invitation. To document the whole working process and design process we will have a Plan of action, a Design Document and an installation manual User manual. Furthermore an extensive target group research will be done, including research and a moodboard to feature the atmosphere. Moreover we will have 3 concepts formulated on one-pagers of which we will have worked out one for our final installation underlined by sketches, research and several tests including functional and interaction design as well as material tests.

Project Goals

We want to attract visitors passing by and grab the full attention with our interactive installation for Christine Le Duc.

With the installation we want to promote the shop and make it outstanding.

The interactive installation should help to make the topic of erotic and Sex even more normal in our society.

The installation should help to make the store shine brighter and so attract more customers in the end.

Assignment in general

We were asked to develop an interactive installation for the erotic shop Christine Le Duc, situated in the heart of Enschede, the Netherlands. Hereby we have to take several aspects into regard not only do we have to develop the installation according to the wishes of our client but also to the requirements that were given through the Saxion University of Applied Science.

Assignment

The requirements by The Saxion University of Applied Science The installation we develop needs to stimulate human senses in at least three different ways, whereby we are free to choose between the five different senses of a human being.

The technical aspects need to be taken into regard by using a variety of sensors and actuators. The minimum criteria state the usage of 2 sensors and 2 actuators. Hereby the inclusion of webcam, screen and audio received from the computer do not count at all as sensors and actuators, within the project. Each of the inclined technical components should be able to operate over a larger distance. In addition should the aspect of safety been taken into regard. Therefore the connection between the applied electronics should always been done in accordance with the directives. Consequently one PCB should be used for the parts of the loose electronics, which is connected via a plug in one of the shop's 230VAC sockets. If we make use of a screen in our installation so must it be fully integrated in our object guaranteeing an interaction through a slightly different controlling option than mouse and keyboard.

The object itself is restricted in size (50x60x55cm) to fit the measurements of the given box. Further is it essential that the object stands on its own, has a physical play and works as a result automatically through the handling of participants. The design of the object should attract the attention of people passing by without being intrusive due to lighting, audio or movement.

The final object should be easy in handling and work through plug-and-play-

Our client

Christine Le Duc, founded in 1968, is one of the biggest suppliers within the erotic branch. Since the 1st December 2003 the 31 stores spread in the Netherlands, belong to the Beate Uhse concern. In order to attract more people towards their shop they would like to have an interactive installation that promotes Christine Le Du as a high quality company with taste. During our visit in the shop we gained an insight into the range of items of the store, the atmosphere and the company itself.

Project Activities

To achieve good and high qualitative results it is important to know the project activities which are the process of having a good end result.

The end result is to make an installation for a shop that is located in the centre of Enschede. It has to match with the given requirements, but it also has to communicate a clear message and be innovative and attractive to the visitors. In order to achieve a high result with the installation in the end it is important to have all the activities in mind that have to be delivered.

One of these products is to create a plan of approach. This is the first step before starting a project. It is informative and can prevent a loss in quality when sticking to the plan. With the implementation plan everyone can see what he/she has to do and until when it needs to be finish, since the tasks and scheduling is provided within these document.

Next, there has to be done a design document which shows all the technical aspects of the installation. It is a good preparation before building the installation. It is a safe way to prevent that something will be forgotten.

The following steps are PR & Communication as well as the website. The PR and Communication are very important in order to inform and make the people aware of our installation. Furthermore communication is a huge factor in making a project like these. Not only the team members has to communicate with each other, the group needs to stay in touch with the store and Saxion.

We need printed materials in order to make the people aware of our installation. Finally there is going to be a three day presentation in front of the store so that the people can test the installation. Therefore we can see whether our goals got achieved and If everything works properly.

Project Scope & Precondotions

In this particular section we cover the Boundries of the project, such as Project Length, Project Width and Preconditions.

The period of time that the implementation of the project will take is 10 weeks. The kick-of is April 22, 2013 the completion date is June 20, 2013.

There are 4 main phases defined in the planning:

- Preparation*
- Concept*
- Production*
- Exposition*

The first phase preparation takes place in very beginning of the project and our group arranges the meetings with the customer and visits the store. We do the brainstorming and developing our first concepts and later on, deriving from the discussions we deliver only one workable concept. In the project planning we include such a task as building the website which will cover the most interesting and important aspects of our workflow and it's results.

As a description of the second phase, we make a design document that fully describes the production phase of the installation.

The production phase respectively covers the overall process of creative implementation of our concepts. Using the design document that we create and approve beforehand we build the interactive installation. This particular phase takes the most part of time and resources. We will assemble the parts of the installation, set up the interaction. With a use of the hardware and the software we agree in the beginning of the project we present finished installation according to the criteria and conditions.

The final phase is exposition. We present the result of the development, place it into the store and promote it on our website.

As an addition, our group arranges meetings and discussion. We set the deadlines for every member and split the tasks among us. We complete the tasks and deliver the work in time, according to our planning. We have a strict discipline in the group that serves as a tool for professional approach.

Preconditions

In order to set the proper workflow and provide the best quality of the product we specify certain demands and work conditions. Relatively to customer/store we need the access to the store representatives in order to contribute the concept implementation. Store must provide the necessary information and the demands over the suitability of the product that we develop.

From the technical perspective we must have the access to the equipment we are going to use to implement the necessary interaction in our installation. We have to be able to hire the cameras, laptops and other hardware. Saxion University covers the technical part mentioned above. All other raw materials and construction tools that we use are fully accessible in stores and Saxion.

Moving from the brainstorming stage, we have 3 concepts. Every concept reflects particular direction in the brainstorming.

The art related concept is an interactive box, with the possibility to create your own style and design yourself, go through some personality related attributes and create an image of yourself and dress up with the clothes of the company. As a benefit, you receive a printout of your style which you can use to purchase certain products. Dream direction concept is - a huge mouth with a thermo sensor that measures the temperature of your hand as you insert it into the installation and gives you the level of "hotness". The installation brings you the emotions that correspond with the store.

The third concept referred to Thrilling type. And that one was the main candidate and the chosen one. It is a decorated box with a screen and inputs that presents a game, known as Slot Machine. Each reel contains the products from the stock, a viewer runs the game and tries to get a combination of symbols. In the case of success a viewer fills out the form and an invitation for lottery. Benefit is to get the one of 3 prizes. 3 winners will be selected. We decided to focus on the third concept because it is the most applicable option. We have all the necessary supplies in order to implement the concept and in our opinion this is the most intriguing and interactive way to seduce the customer. The design of the concept closely corresponds with atmosphere of western, sex-drugs-rock n roll and excitement. During a meeting we went through all the stages of development what helped us to consider this as our main option

Intermediate Products

The intermediate results are the results in between our project. They include everything that we have to deliver during the consultation moments and the Go/ No Go moments.

Brainstorm session (week 1 / Group)

First we read the documents in advance and make an appointment with the shop owner from Christine le duc in Enschede and visit the shop to get an over view then we brainstorm to come up with three topics.

Consultation: Project Plan (week 1 / Project manager)

In the first consultation moment of the project we have to deliver at first a short project plan, which states the most important facts of the project and informs about scheduling and planning. We give a short introduction for the different Jobs from all team members and their show tasks. We show the mood board of the shop and the global description of the target group and give some information about our ideas so far. At the end we show the blog and plans regarding to the website we are going to make. Further we can ask questions about the best way of dealing with the project and about our group planning.

Final test Preparation (week 2 / Group)

Our group has 10 minutes time to present the group process so far. We are going to present the Plan of approach, the mood board from the store and the concepts that we developed. Also we are going to present our chosen concept followed by the website, which is online in order to promote our concept. To underline everything we are giving the results of our target group research.

Consultation: Design Document (week 2 / Interaction designer, Developer)

In this consultation we are showing the first version of the design document, our group will also present plans in regarding to the realization and feasibility of our concept.

Consultation: Interaction website (week 2 / Interaction designer)

In the third consultation we will show the process of the design document. Our group will also present the ideas for the interaction fort he object, that we will build in the following weeks.

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Consultation with Coach (week 3 / Group)

On this consultation we will show updated blog and will give feedback about the teamwork in the group.

Building (week 3 / Group)

In the first building phrase we will bring the design document and discuss it. We will get feedback and can ask some last questions before we have to present and hand it in the following week.

Final test concept phase (week 4 / Group)

Here our group has to present the design document

In this week our group also needs to keep in mind that we have to hand in the design document EKT2G1 Wednesday 22 May before 10.30 in het post-box of Harry Sanderink.

Consultation: Use of Materials (week 4 / Designer)

To the 5th consultation we will bring the mood board and the design document (this also contains Ideas / sketches of the object/installation). We are also presenting the ideas for the use of materials for building/designing the object.

Building (week 4 / Group)

In the second building phrase we will show the completed digital version of the design document. We will present the Top Down Design and make a proposal for the realization of building the object/ installation.

Feedback Design document (week 5 / Group)

After we had handed in the Design document we will now get the feedback and can answer questions.

Consultation with Coach (week 5 / Group)

Here our group will show the process that we made since the first Go/NoGo.

We will analyze the reiterated work hours, meeting Notes and the updated blog

Building (week 5 / Group)

To this building phrase we will bring the approved design Document and the detailed specification and datasheets. The group will also present the plans for the soldering and

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further realization of the installation.

Consultation: Interaction (week 5 / Interaction designer)

In this consultation we will show the wireframe of website that we used and also give information about how the scenario for the promotion film will look like and how we will test our object/Installation before hand.

Final Test: Visualization (week 6 / Group)

Result counts for Exposition

Presentation of website with the visualization included

Consultation: Use of Materials (week 6 / Design)

For this particular consultation we will bring our construction drawings of the object and of cause it would be a nice add on of we could present the object so we can get good feedback for the use of materials and of the design of the object.

Go/NoGo: Promotional film (week 6 / Group)

In this Go/NoGo our group will present the plans for the realization of the promotional film like a scenario and a storyboard for underlining our ideas.

Building (week 6 / Group)

In the fourth building phrase we will present our plans for programming the interaction, we will show which software / hardware we will use and the alignment of realization of connecting hardware to the software. So further on we will answer the questions of how we will solder everything and also how we will make it look professional.

Consultation with Coach (week 7 / Group)

In the last consultation we will show the last progress regarding to Go/NoGos and their outcome:

- Registration of work hours and tasks team members*
- Meeting Notes*
- Updated blog*

Building (week 7 / Group)

In the last building phrase we will connect the hardware for testing interaction.

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Demo of working prototype (week 8 / Group)

The demo of the installation/ object is getting tested and checked on it's interaction, design, appearance and soldering. The teachers will also have a look at if we worked with there feedback or not.

Final Test: Website (week 8)

This following result for the website counts for Exposition

The Website needs to be available online for assessment without the students attendance.

Test is on Tuesday, June 18th 8:30.

Final Test: Promo film (week 8)

This following result for the promo film counts for Exposition. This promo film needs to be online seeable on the website.

The Website needs to be available online for assessment without the students attendance.

Test is on Thursday, June 20th 8:30.

Assessments (week 9 / group)

In this assessment phrase each team member has to fill in the form about the other members with the job description. Each team member will also fill in the form about him/herself as a self-evaluation based. This is need able to figure out if the group work was divided equally and do get graded fairly on the role that he/she has in the group as described in the implementation plan. The coach will provide the form.

Final Test: Exposition (week 10 / group)

This result counts for Exposition and is the final grading of the whole project. The object/ Installation needs to function without any bugs. The design, atmosphere, professional appearance, understandability of the user manual, promotion poster and the general working hours are getting checked and graded.

Quality Control

The quality control is to prove if all the products meet the criteria of the assignment. The installation for Christine le Duc is going to have a good quality and is finished when the following objectives are met:

- 1. The message and intention of the installation is clear and easy to understand.*
- 2. The target group of the store fits to the chosen concept and the installation.*
- 3. The installation should give information about the store to the visitors.*
- 4. All products which are made during the process should have the same style and fit to the store.*
- 5. The end result should meet the assignment criteria of Saxion.*
- 6. It should be able to stand outside and it should be able to cope with the weather conditions.*

To check if all requirements are met, there are several possibilities. The quality of the products will be checked by the group members itself. Furthermore all teachers which are involved into the project are going to look into the products. The process guidance and Go/NoGo lessons are going to be a possibility to check the quality of the products. When there are uncertainties about the style there is also the possibility to meet with the store manager.

Hardware:

Working with professional supplies contributes to the end result as well. When filming we use Canon Eos 550D. A light handed, HD filming device with a lot of flexibility of moving.

Software:

When running our installation we will have to work with several software. And for the intermediate results we will have to use several software as well. Starting with the reports and art work we will work with Illustrator, Photoshop and Indesign.

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For the editing of the movies we use Premiere Pro, After Effects and Roxio ToastTitanium.

When looking at the installation we will need arduino software to program our arduino. Next to this we will use a terminal to use the arduino along with Flash and / or another program where we will run our application on.

Hand-ins:

The reports will be printed on 160grams A4 paper in full color and double-printed containing a cover-, introduction-, summary-, content table-, conclusion- and reference page. The reports will be bounded with a iron ring on the long, left side of the paper.

Project Organization

Our groupname is Showcase Seduction. The following students are involved in this project:

<i>Berit Wildschütte</i>	<i>EKT2i3</i>	<i>berit18@hotmail.de</i>
<i>Marielle Veenendaal</i>	<i>EKT2i3</i>	<i>301805@student.saxion.nl</i>
<i>Theresa Rose Großecosmann</i>	<i>EKT2i3</i>	<i>305116@student.saxion.nl</i>
<i>Sandra Surdyka</i>	<i>EKT2i3</i>	<i>s.surdyka@hotmail.de</i>
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<i>George Vasilchenko</i>	<i>EKT2i3</i>	<i>george.vasilchenko@gmail.com</i>

Berit Wildschütte is the project leader and she will accept the role of the communicator in the group. She keeps an overview about the progress of the group and takes care that every deadline will be met. Therefore the plan of action is an important task of the project manager since he knows the preconditions. The manager is also responsible to look after a sponsor for our concept and the installation.

Marielle Veenendaal takes over the communication part in this project. She will be the contact person for the client as well as for all external communications like retailer, sponsors and audience. She communicates via telephone, the website, blog, printed materials, audio or video. The communicator writes texts to external parties. Furthermore, Marielle takes care of the printed materials as well as their distribution.

Theresa Rose Großecosmann is our art director. She is going to lead the creative production processes within the project. A task of the art director is to take care of the research on the target group and how to stimulate their senses regarding our concept.

Sandra Surdyka takes of the design part. Therefore she designs the media like our website, photographs etc.. She also provides the group with inspirations like: graphic design, typography, audio, video, construction materials and websites. These can be found out of existing images but she also has to provide self made designs like moodboards and collages in order to achieve a higher quality in the design part. She also checks the quality of all the works before printed and hand-in.

Thomas Pfundt is the Interaction designer of this group. He will be focusing on the needs

and desires of the people that are going to use the installation. An Interaction designer make will make researches based on the requirements of the functionality of the system. He is also creating flowcharts for the installation as well as use cases. It is important to test the first versions with the target group and see whether they like it or not. For this process it is very useful to build paper prototypes and wireframes. He also takes care of the research based on the environment the interaction will take place. the installation has to fit to the location.

George Vasilchenko is the developer. He is responsible for all the development processes that are made. Therefore he gives the group inspirational and innovative ideas regarding the technical aspects. A developer has an overview about the functional requirements that has to be taken into consideration for building up the installation. Together with the Interaction Designer, Thomas Pfundt, the developer is writing the design document. He also takes responsibility of the systems design and its realization.

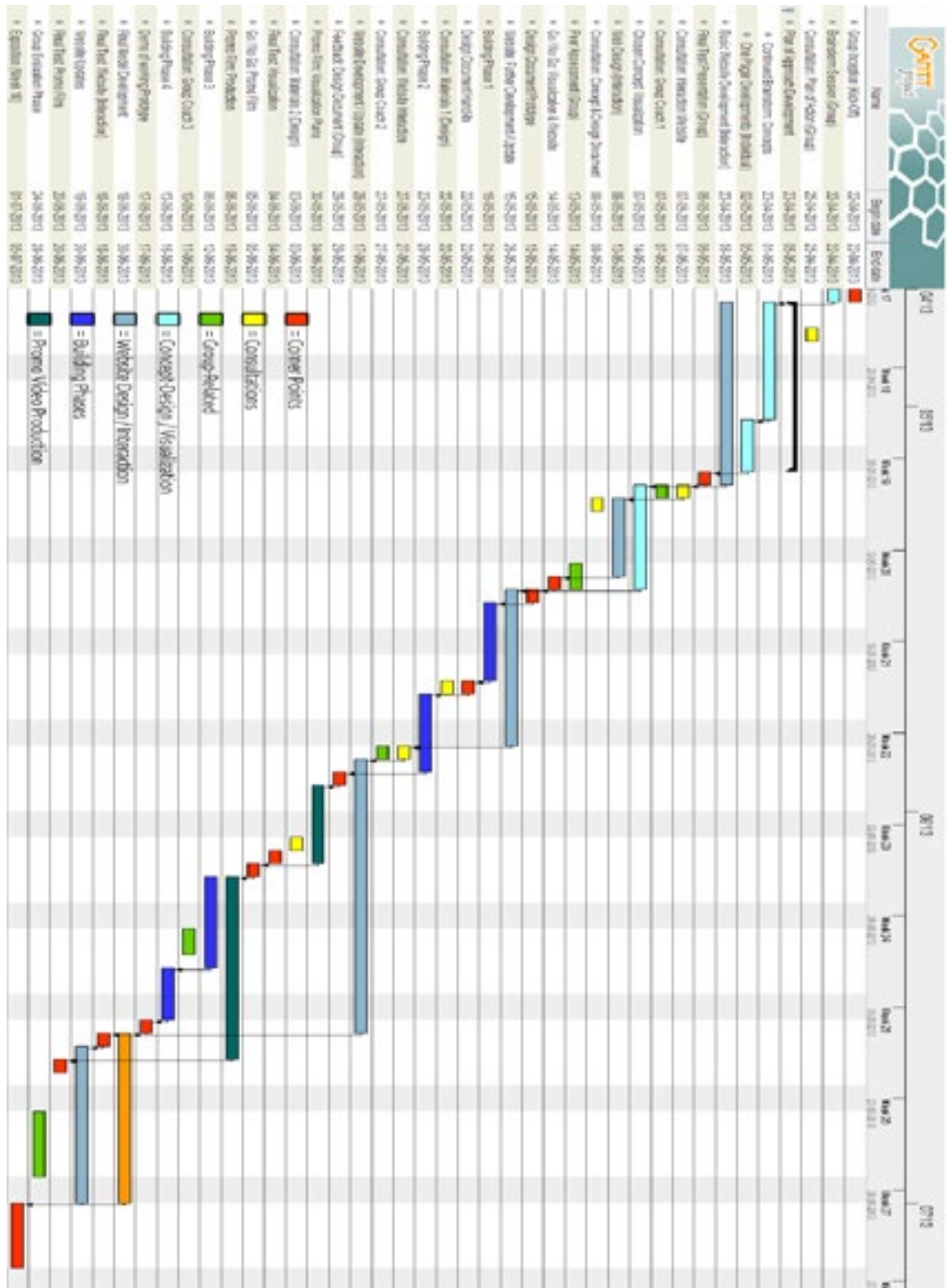
For this project every group member has to be available five days per week in order to be able to finish the project on time. But sometimes it is not possible to be present with all 6 persons due to sickness, personal circumstances or other important issues. All the members has to know that these has to be handled as exceptions and not on a regular basis. When this problem nevertheless appears, then the missing person has to tell it as soon as possible to the project manager so Berit can see whether the work with only five people is still possible and if the missing person is important for the progress. When the group member is needed, another meeting day has to be arranged (also on weekend) and the rest of the group has to work on another task where the absent person is not necessary. Therefore we planned some spare time in the time schedule of the plan of approach but since the deadlines are tightly set we do not have much extra days for situations like these. It is important that every group member knows the tasks and progress of each other so that it will become easier to replace someone as well as to handle with each others information.

The communications with the supervisors in school is done on regularly basis. Since our group meetings and working days are held in school it will get easier to stay in touch with the responsible teacher in order to achieve better results. Once a week we are having consultations where we can ask questions and show our progress we have done so far. It is very helpful since we get feedback on our work. Moreover consultations are like small deadlines for the group because it is important to show as much as possible to the teacher so that we will finish the installation on time with the most quality out of the concept.

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The client is very important for further progress as well. He has to decide whether a concept is suitable and strong enough to place it in front of the store for attracting the people. Therefore we are arranging minimum once a week a meeting with the client and inform him about our ideas and thoughts. When there is a lot of progress going on we are visiting the shop manager more often of course. The meetings with the client are held in the shop itself. So when there is a meeting with the client arranged every group member knows directly that the meeting point will be in front of the store. Since our chosen store Christine Le Duc is opened mostly from 1 PM – 10 PM, we have to arrange meeting within those opening times. Therefore we have enough time to prepare for the meeting. For more detailed information there is the time schedule provided within the document.

Scheduling



Costs & Benefits

This project is fully supported by school and does not require a detailed description of the costs. Only mentioned below will be the calculation of the expenditures.

	<i>Name</i>	<i>Price +/-</i>
-	<i>wood</i>	<i>€ 20,00</i>
-	<i>nails</i>	<i>€ 5,00</i>
-	<i>decarative tools</i>	<i>€ 10,00</i>
-	<i>printing</i>	<i>€ 15,00</i>
-	<i>travelling</i>	<i>€ 20,00</i>
		<i>+ -----</i>
		<i>€ 70,00</i>

If a viewer will be interested in purchasing the installation we are willing to make a proper calculation of the material and man hours of work in order to specify the prize.

Risk Analysis

There are a lot of risks in every project. These can be divided in internal and external risks. Or risks we can control, and risks we cannot control.

Internal risks

- Deadlines which are to fixed.*
- The expertise knowledge is to less.*
- There is to little experience with a project this big.*
- Motivation is not enough.*
- Team members whom live to far away to attend a meeting.*
- Schools agenda follows personal agenda.*
- Not enough meeting dates are scheduled.*
- Team members who disagree with each other or with a teacher/manager from school or Christine le Duc.*
- Lack of ongoing preparedness of the main responsible person of the tasks.*

External risks

- A goal that differers from the goal set in the begin.*
- Insufficient corporation of the store.*
- Meetings getting cancelled due to public transportation that fails.*
- Insufficient time for preparing and reaching decisions before a deadline.*
- Not able to find sponsors.*
- Illness.*
- Equipment which fails.*
- Team members have to less time to work on the project because of personal issues.*
- Weather circumstances during the presentation of our installation.*

Those risks can be involved during the project. The internal risks can be avoid by good communication between the team members them selves and external parties involved. When someone is not satisfied by the work of someone else we could talk about it during meetings.

When one of the team members has personal issues at home the other team members are there to pick up his work.



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When there is one team member whom does not take action at all we have to talk to Margit Driehuis and Miranda van Straten in order to solve this issue or, when there is no other choice, remove this person from the group.

However, most of all we have to encourage ourselves that this is not in particular a school assignments but also a life experience. Working with different parties involved on a project which expands our knowledge and skills scope. When we keep ourselves motivated and dedicated a lot of risks can be taken for granted.

Target Group

Age: 20- up to death

Gender: Male /female

Composition of relationship : single/relationship/family

Educational level and income: all social classes and incomes classes

Leisure activities: Sports, Culture, Social contacts, family, travel, music

Use of media: all kinds of media from magazines to internet

Interest in art, culture and fashion :

The interest in art culture and fashion is complex depending on the wide variety of different people belonging to the target group. So are some interested in modern art whereby others are more interested in Greek art or don't care about art at all. Culture is regarded by some as highly important or interesting whereby others do not concern themselves further with it. So is it the same with fashion. Some people do love fashion and follow each new trend whereby others developed over the time their own style and still others find fashion for themselves as unimportant. So does the interest in art, culture and fashion depends on the person itself.

What other shops are visited by the target group?

Due to the fact that the target group incorporates such a wide range of age and all social classes a restriction within their buying decision is not possible. You cannot limit the shops they visit cause their way of interest varies immensely. According to their interests they visit the shops in Enschede. So does the younger generation take a closer look at the sneaker stores and the young fashion brands like "Vero Moda" etc whereby the older ones concern themselves with. But they all do visit the stores in Enschede from the local hairdresser to "kruidvat".

What brands are bought by this target group?

When it comes to brands so can one say that it is also not possible to restrict the buying decision. The only limitation possible is one of age. So could one say for example that people aged 20 to 30 buy brands, standing especially for the younger generation, such as Hurley Only, Vero Moda, Miss Sixty, Lacoste whereby the ones aged 40 to 60 concern themselves with brands fitting to their age, such as Jack Wolfskin, Esprit and Gaber. However is it difficult to state such division and meet

each person's standard. Cause not every woman or man at the age of 40 or 50 dresses according to their age and buys the brands designed for their "needs".

Which TV programs are popular by this target group?

The range of TV programs varies quiet enormously. Due to the fact that the target group incorporates all social classes the whole bandwidth of TV programs is used as entertainment source. So does for example the high social class concerns itself more with TV programs that have an informational as well as educational purpose. Whereas the lower social class finds pleasure in series and programs which are quite low in quality and message. So does the use of TV programs embodies high quality movies as well as talkshows.

Idols of this target group in the fields of sports, films, business

There are no specific idols of the target group in the fields of sports, films and business. Each person of the target group is an individual, with its own interest according to their social class and status. We can only pinpoint that the higher social class is more frequently interested in the field of Art, culture and literature as the lower social class. Who does sports and who not depends on each persons individual interest in health. However can we assume that most of the target group is interest in the aesthetic of their body due to the fact that they

Mentality in the field of religion, standards and values, traditions, authority etc:

When it comes to religion, standards, values, traditions and authority so do these also vary according to the people's beliefs, ethnical background and social surroundings. Consequently a narrowing down to a religion, tradition or values is not possible. The target group incorporates Christians as well as Muslims whereby each of them has its own traditions and values. However can one say when it comes to a standard that they are definitiv not conservative or old fashioned at any circumstances. They go with the development of time when it comes to the older generation, who visits the shop.

Subdivision of the target group

Since the target group of Christine le Duc incorporates all people from 20 till up to death it is difficult to narrow them down on a specific interest, brand, tv program etc. In order to give a more adequate and substinate description of the target group a division between age classes is the only possibility. So can we divide the target group into the following subdivisions in age: 20 to 30, 40 to 60

Project Temptation 2013

20 to 30 years

This target group builds the youngest line of business. They are curious about the storage of the shop and the possibilities of sexual activities that come with the buying of toys, lingerie and small games. They want to try out new things in order to broaden their horizon and make a start into the world of love and erotic possibilities.

30-50 years

The people aged between 30 to 50 are knowledgeable in the field of sexual practices. They have already tried a lot of different stuff out and located what they like and dislike. They go to the store with an exact imagination of their sexual desires and the products, which suit to their requirements. They have committed to their nature and are looking for a special product that enhances their fun factor.

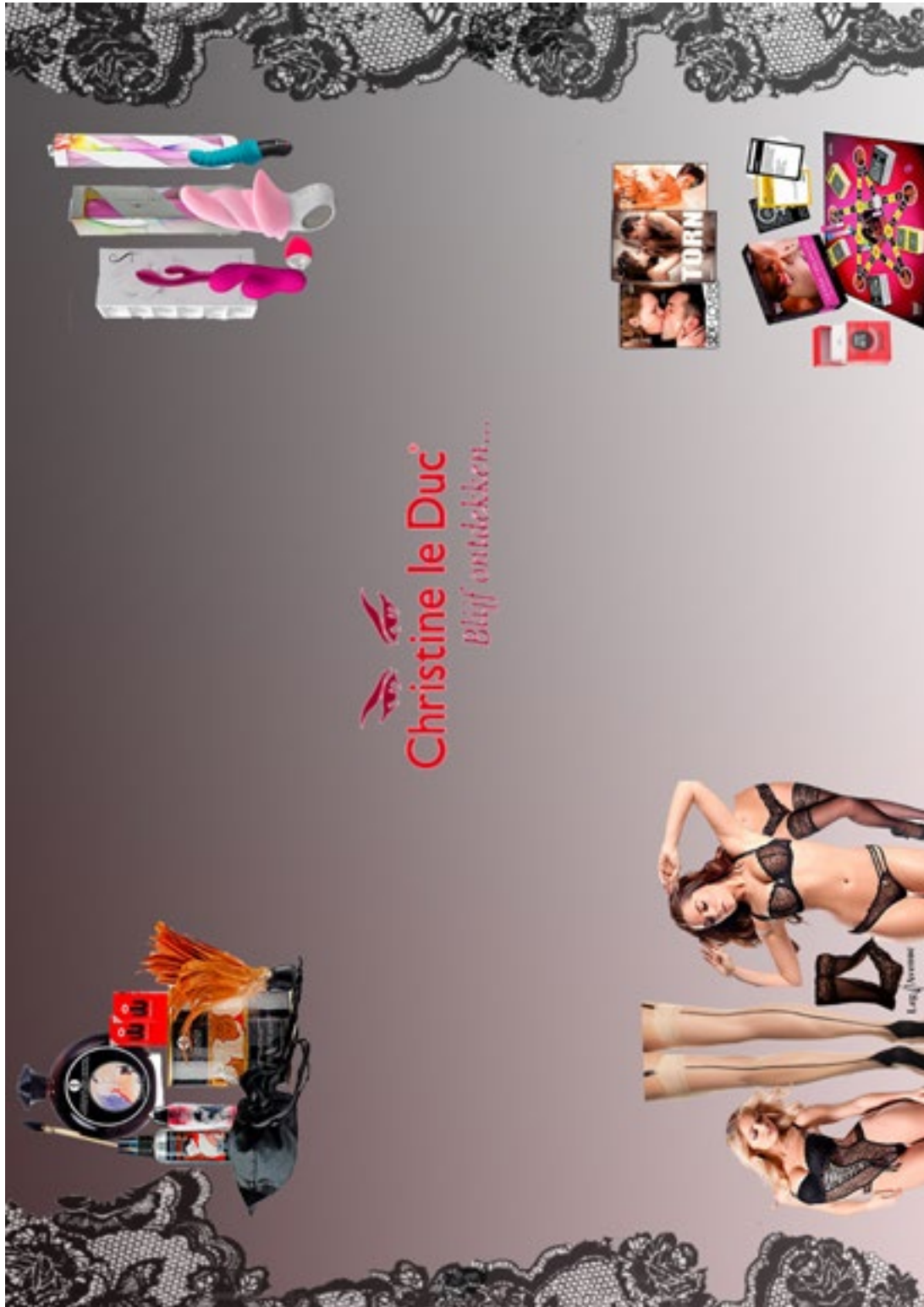
60+ years

From 60 onwards the people are looking for something new. Due to the fact that they belong to the postwar generation they had not had the possibilities during their younger age to live their lust and desires to the fullest cause erotic shops were mostly proscribed. Further was the development of the sex industry not as advanced as it is now in the 21st century. Consequently they are curious about the new developments and the opportunities that these open up to their love life. So they visit the shop in order to learn new things when it comes to sexual practices and help to make their hidden desires happen.

In general

Although we can divide the target group into different subdivisions they all have several issues in common. The whole target group is driven by passion and desire. They are curious about the ongoing development of the sex industry. To them full sexual satisfaction is important. They are eager to learn with the use of toys and tools more about their body and experience so the highest amount of lust and an enhancement of their fun factors. Furthermore they are forward driven to see new things and strive for adventures. Whether these are soft things like body paint or hard things like SM toys depends on the person itself. But above all they live to the fullest of their sexuality.

Moodboard



Concept 1



What's your style? Design yourself - Christine le Duc (Enschede)

Concept in one sentence:

Getting new costumers curious about the products from Christine le Duc and make them play with the cloth collection from Leg Avenue

Aim:

The Idea is that you can design your own style on a screen without trying clothes on in the store.

You can choose between different basics:

1. Gender
2. Skin color
3. Body size (slim, curvy)
4. Hair color

After your done you can now choose different clothes out of different topics:

Cloth (Woman)

- a. Hosery
- b. Burlesque
- c. Costumes (also man costumes)
- d. Lingerie

In the end you can print out your style and the prize from the chosen outfit will show on the monitor.

Target group: 20 – 50 year old man and women, who would like to suit up for the person they love.

Mood/Style/Material:

Sensors: touch screen, Peer sensor, and buttons

Activators: Screen, Speakers (sound), light

- 2D
- Vector Data – per drawing pad -clothes: Leg Avenue Collection
- Laptop
- Flash and Unity, Photoshop, Illustrator, InDesign

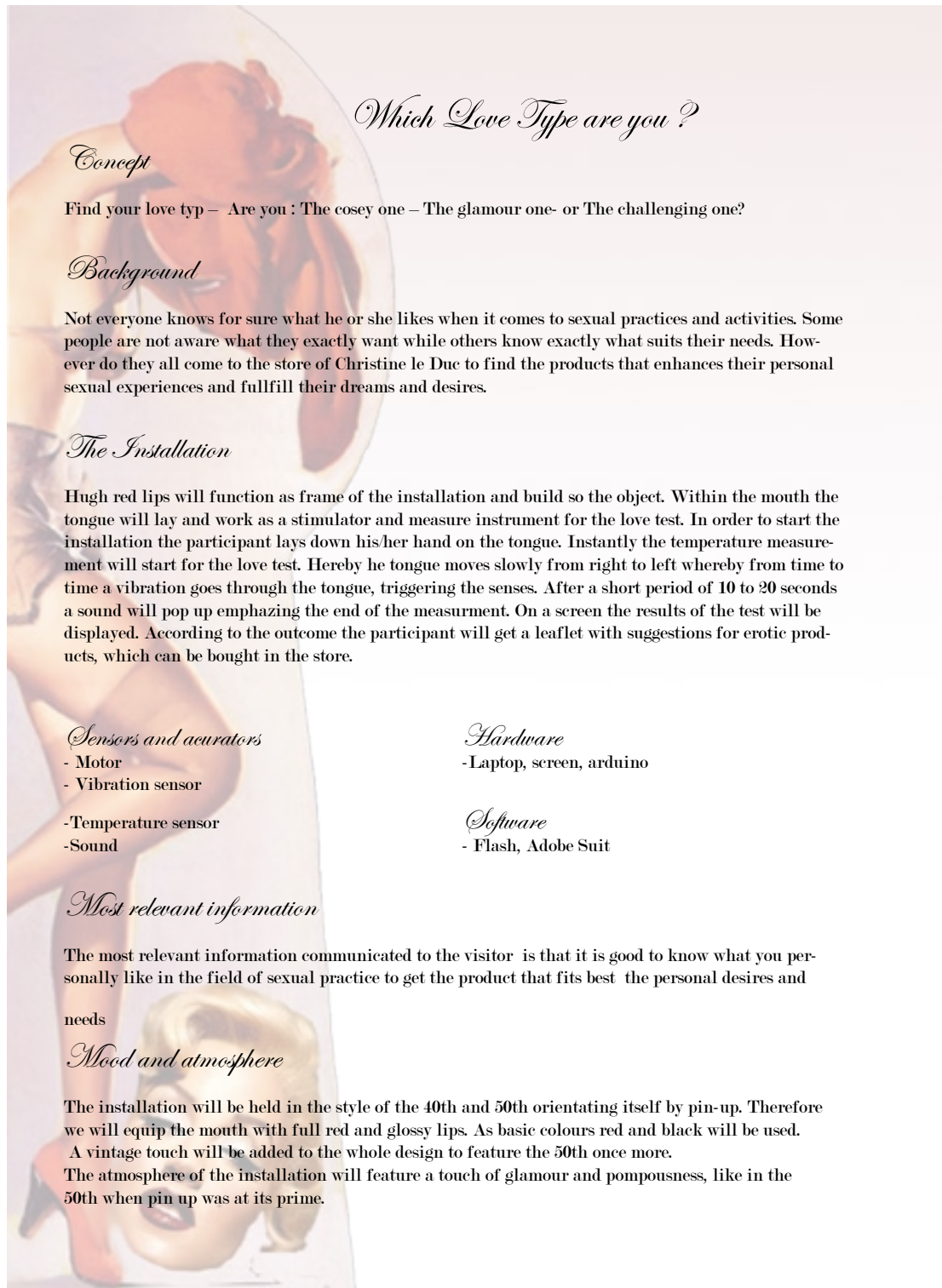
Style:

- Modern
- Colors: pink, blue, green, white, black .- everything matt

Atmosphere.

- Calm
- Chilling, relaxing
- Refreshing

Concept 2



Final Concept

The One-Armed Bandit

Concept

Attracting the people to play the one-armed bandit in order to have a chance to win some nice prizes and get more information about the store's products.

Background

For many people Christine le Duc store is an adventurous store. Some are visiting the store out of curiosity without having any expectations. They do not know whether they want to buy anything and what. Yet others are already knowledgeable in that field and know exactly what they like and for what they have to look.

But all in one the visitors just have one goal: to have a good time in bed while being playful with the seductive products they bought.

Most relevant information

The most relevant information, which is provided to the visitor is that, the visitor can see the products that the store offers while playing on the one-armed bandit.

Installation

The installation will look as follows:

When somebody arrived in front of the installation, the screen will change from standby (attracting) mode to the start screen. The start screen shows three roles with symbols/products from the store. Moreover the person can see that he has to pull the handle that will be on the right side of the machine. The handle will have the look of a woman's leg that is wearing a red high heel and a fish-net stocking. By pulling that leg the actual game starts. All three roles start to rotate quickly. The visitor has to stop each role by pressing a button, which will be placed under the actual role. The goal of the game is to have three symbols of a kind in a row. When that occurs, the person can write down the email address. After three days three email addresses will be randomly chosen and these will be the winner and get a winning prize.

To build up that installation we need

Sensors: Potmeter, buttons, PIR sensor

Actuators: Music

Hardware: Keyboard, Laptop, Arduino, screen, speakers

Software: Flash, Unity, Adobe Suite

Mood and atmosphere

The style of the installation will be burlesque with a touch of naughtiness. Therefore we are using the basic colors that were typical for the burlesque- red, black, Bordeaux and lace. The atmosphere will be therefore like in old times of western, where men were gambling and women looked like pin up girls.

Website Orientation

www.seduction.eu.pn

During the set up we decided to use Wordpress as our CMS system. Everyone of our group knows how to work with this system due to last quartile.

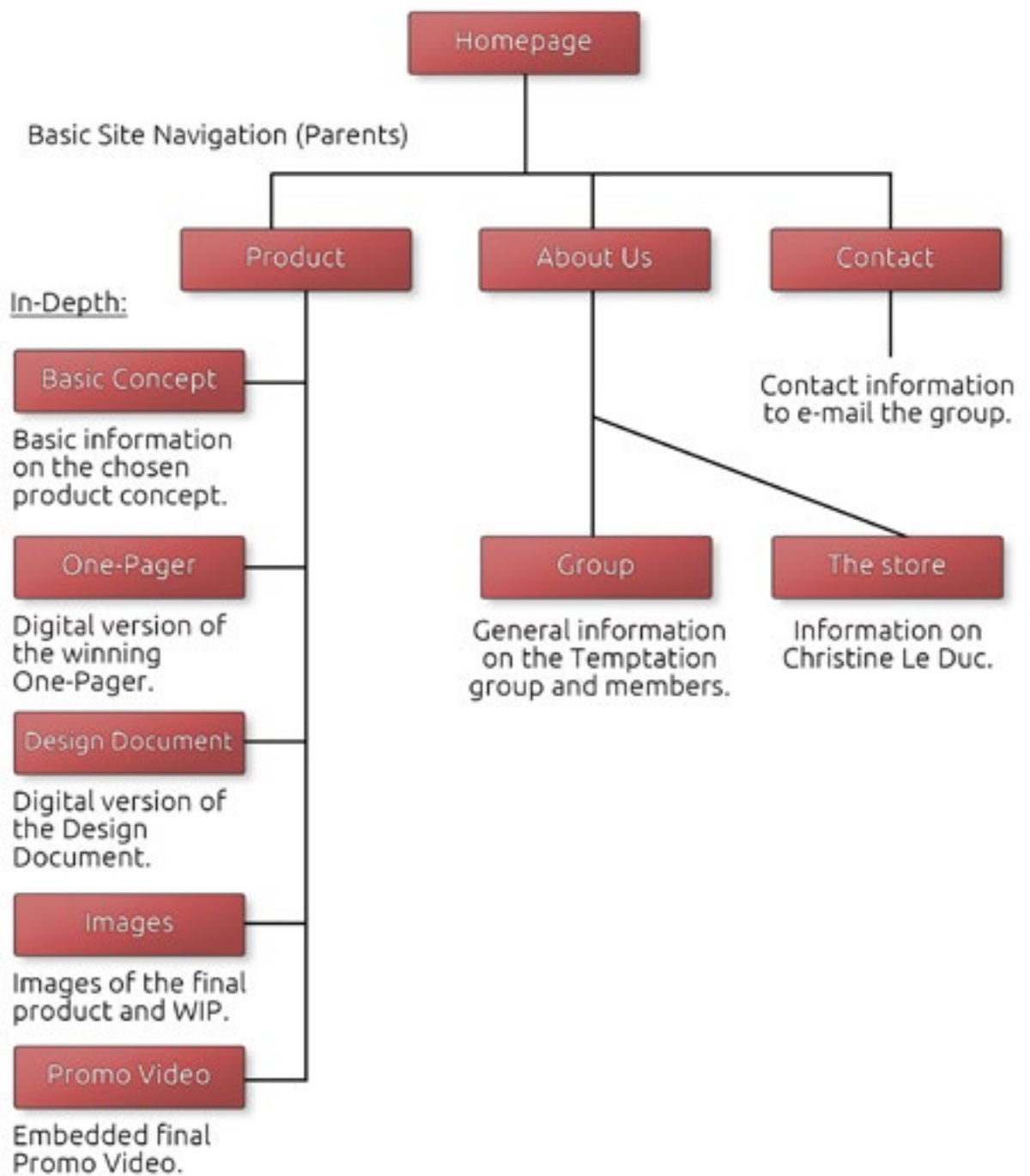
We choose seduction.eu.pn because it is short and powerful. It combines the three parties involved in this project.

The choice of not using 'Christine le Duc' in there is because of several reasons. First of all some people might ignore the information when they here 'Christine le Duc'. Now we are able to trigger people through curiosity of our art work.

Secondly because it would become quite a long name. People whom not pay full attention would forget the name.

We know we take a risk here for the people who know Christine le Duc. They expect it to be something with this name. However, we try to solve this by using meta tags, people could easily find the website on google.

Website Navigation



Project Temptation 2013



In co-operation with:
Christine le Duc



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