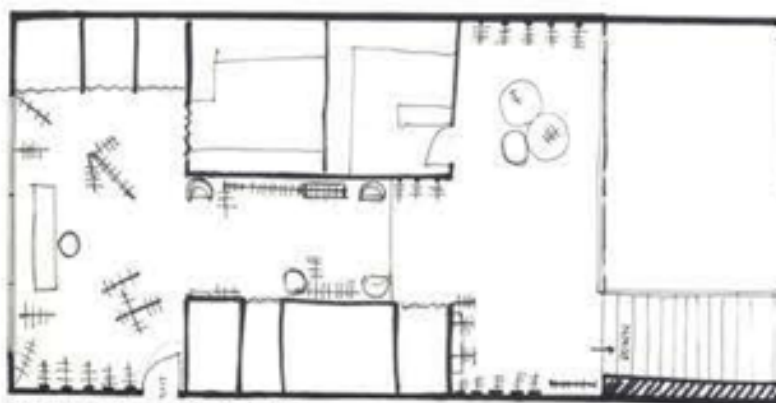


REFLECTED CEILING PLAN - SECOND FLOOR

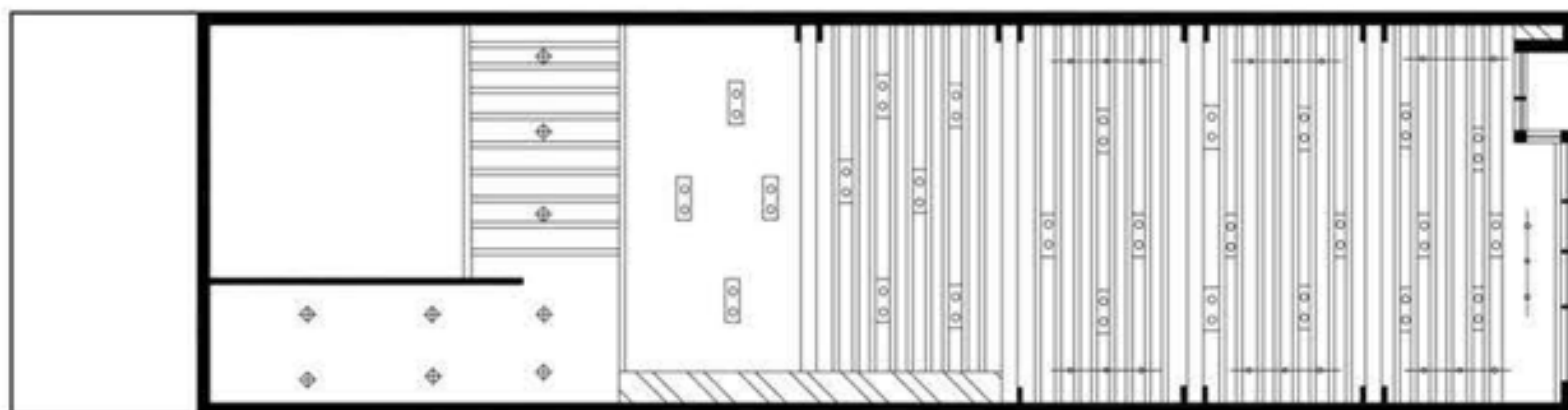


SECOND FLOOR PLAN

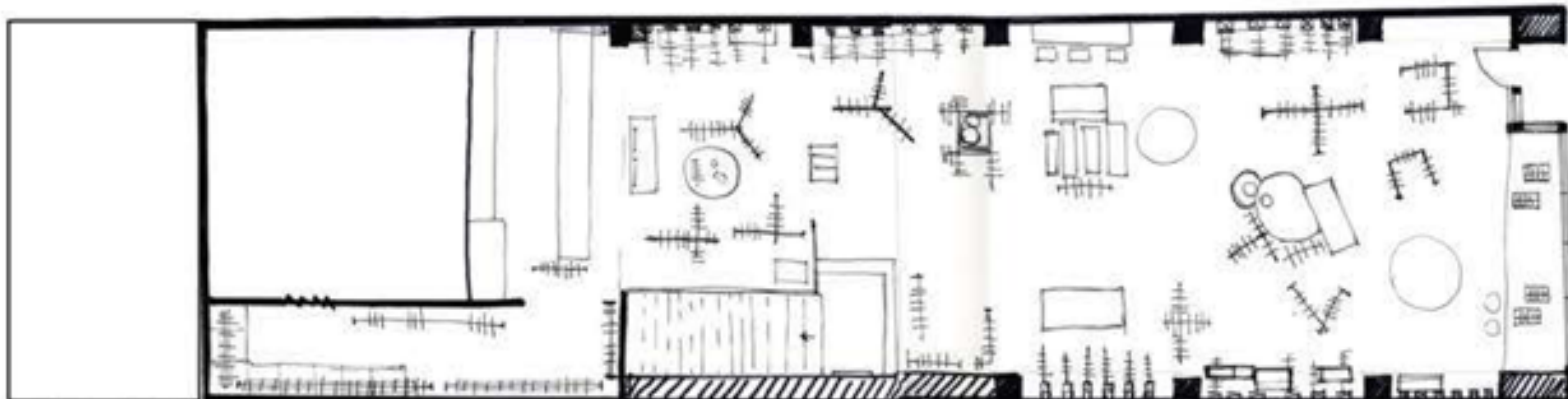
## FREE PEOPLE

GISHA CHERIAN  
LEAH STONER  
TIANCHENG YANG

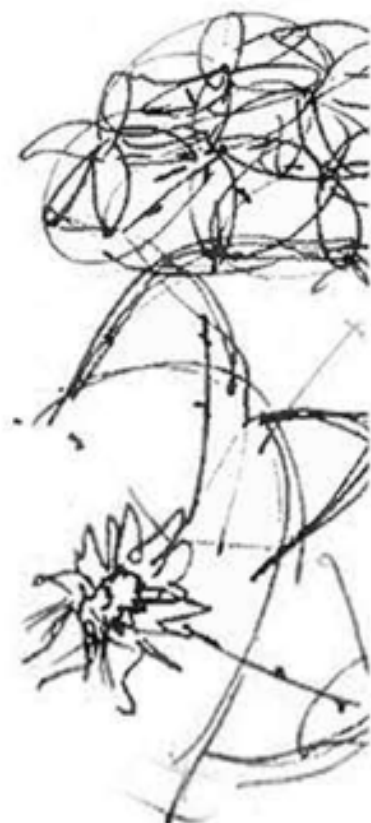
With its DIY like displays, handcraft chandeliers and flower-power decor, Free People is a Bohemian paradise. Mannequins layered with multiple products, in addition to hiding window display goods in the back of the store, encourage visitors to buy more. However, similar curtains for the dressing rooms and staff areas mean shoppers are constantly wondering into the wrong areas of the store. Natural materials create a laid back feel while pastel colors and sophisticated displays attract an older crowd than sister store Urban Outfitters.

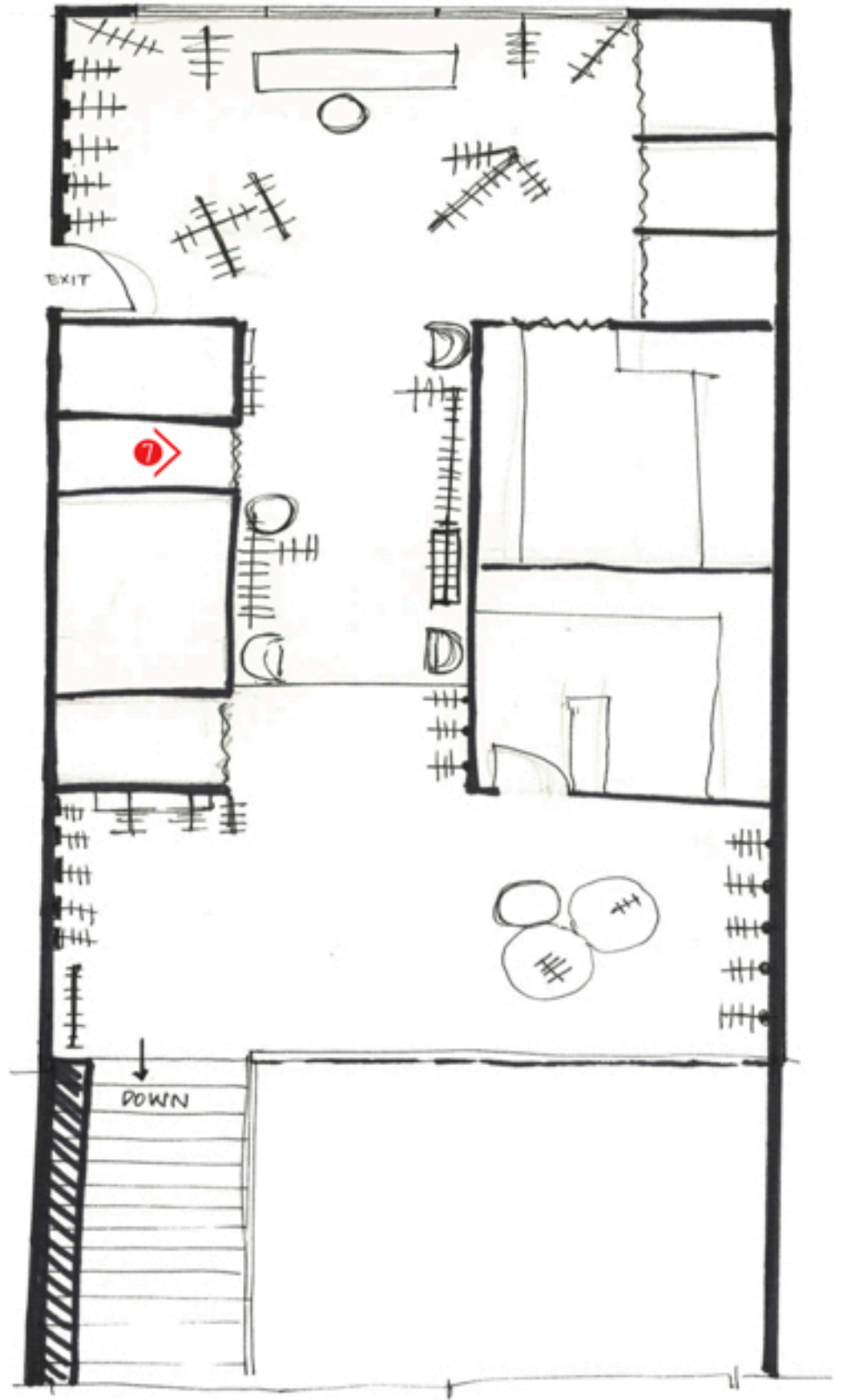
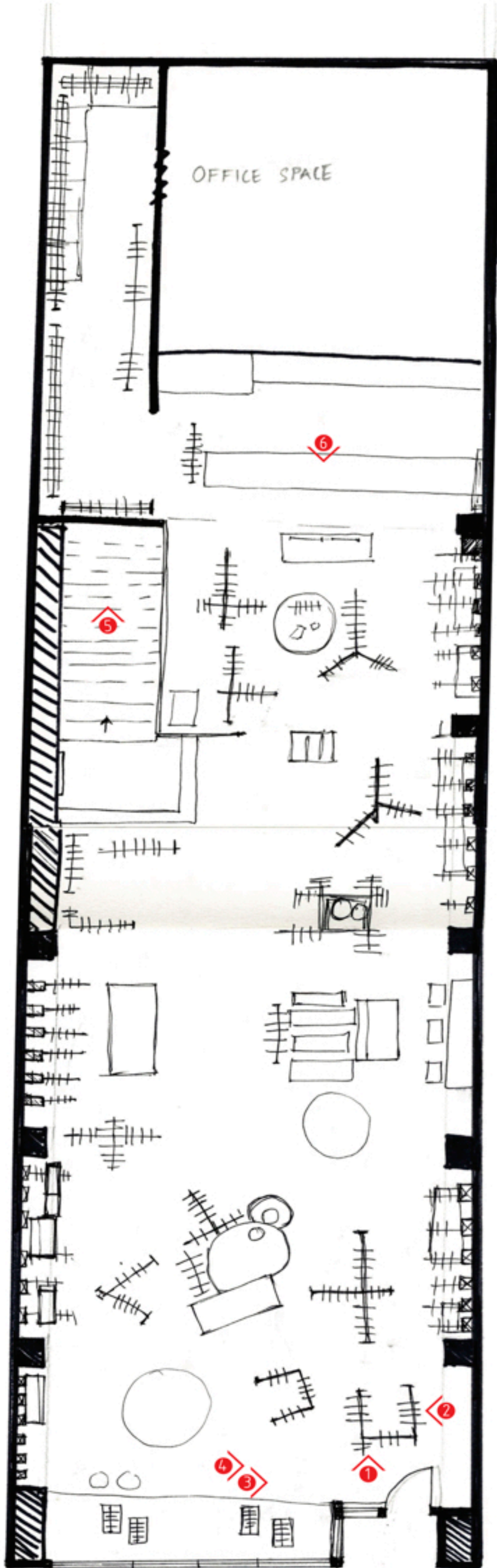


REFLECTED CEILING PLAN - FIRST FLOOR



FIRST FLOOR PLAN





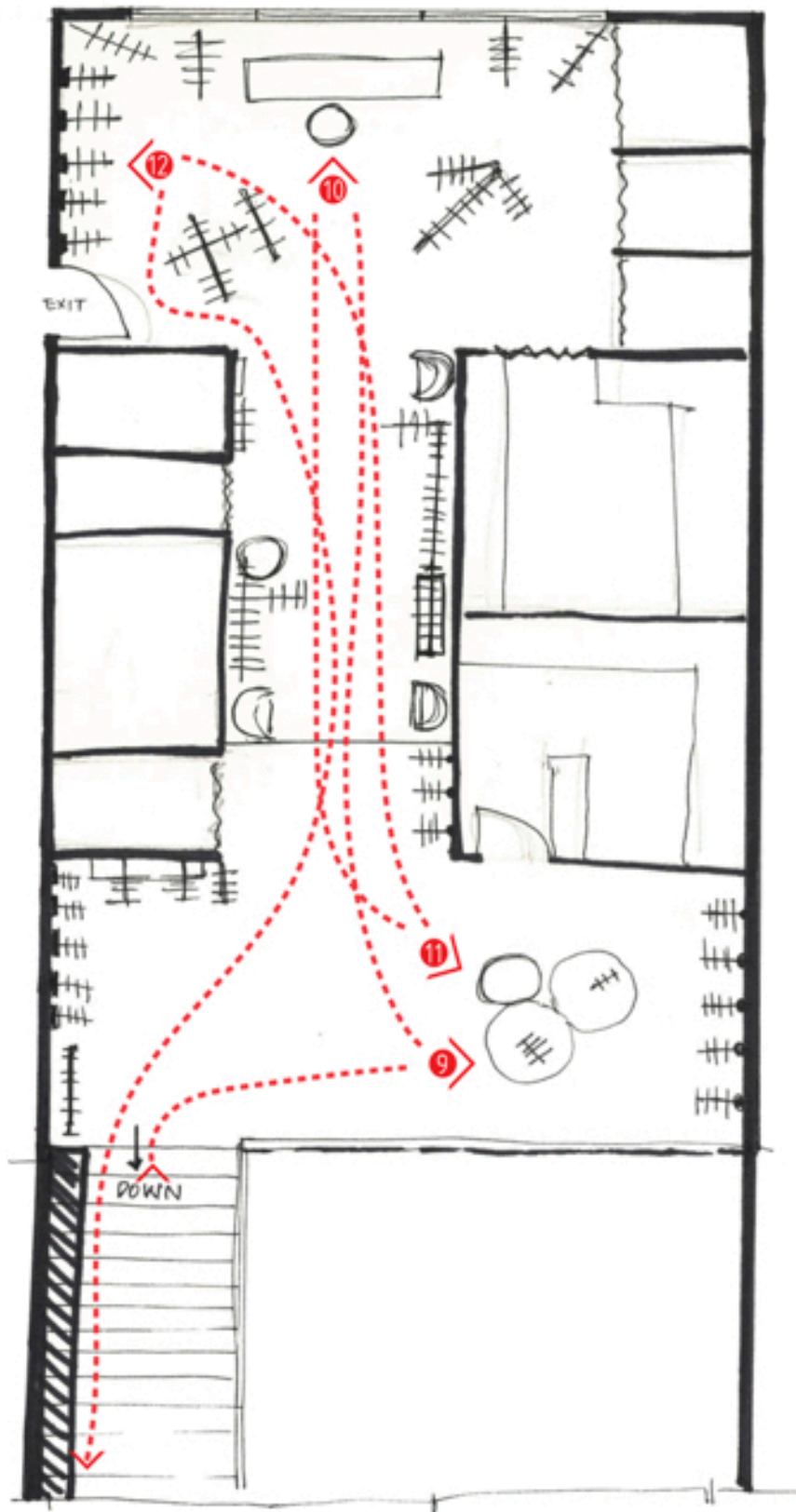
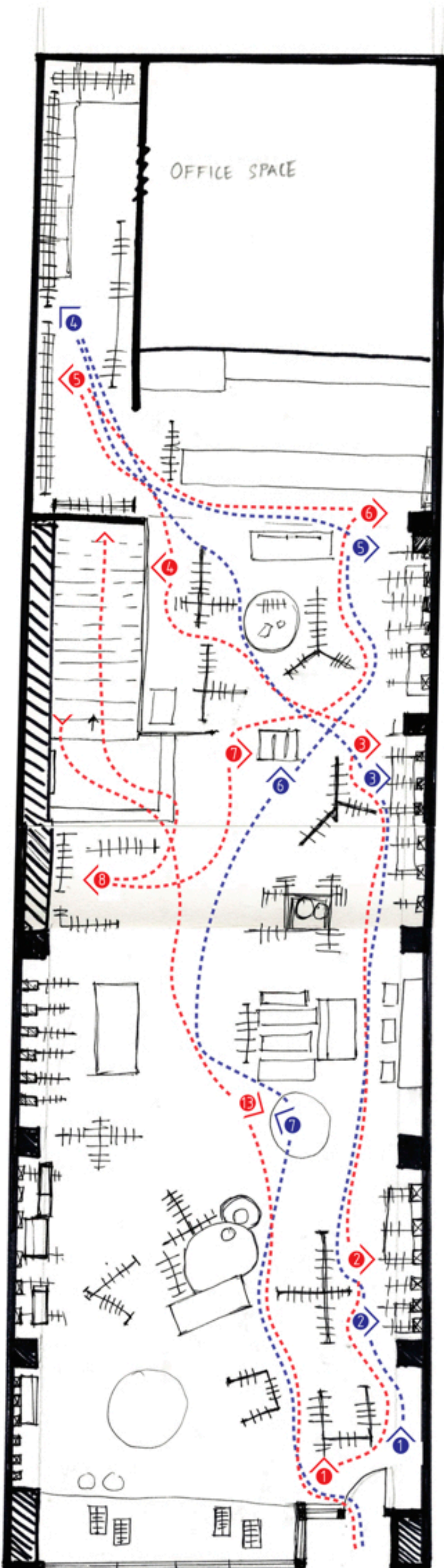
**SNAPSHOT**  
 Friday, January 19, 2018  
 3:10 p.m.  
 Weather: Sunny and Cool

- ① ② Two women enter the store and look immediately at the first rack of clothes.
- ③ ④ Two employees are stationed by the entrance as "greeters" to monitor shoplifters.
- ⑤ A male shopper climbs the stairs to the second level.
- ⑥ An employee fold clothes behind the cash wrap.
- ⑦ A female shopper on her cell phone sits in a dressing room.

# FREE PEOPLE

ACTIVITY ANALYSIS

CHERIAN / STONER / YANG



**FILM**  
**Friday, January 19, 2018**  
**3:15 - 3:25 p.m.**  
**Weather: Sunny and Cool**

- 1 1 A mother and her teenage daughter enter the store and stop at the first rack of clothes.
- 2 2 They both stop at a wall display of clothes.
- 3 3 They stop at another wall display as they move toward the back of the store.
- 4 4 The daughter stops at a cell phone wall display while the mother goes directly to the sale section in the back of the store.
- 5 5 The daughter joins her mother in the sale area.
- 5 6 They both walk to a jewelry display on the other side of the store.
- 6 7 They stop at another jewelry display.
- 7 8 The mother sits on an ottoman near the shoe display. The daughter goes to a clothes rack.
- 9 9 The daughter goes upstairs and briefly stops at a lounge-wear display.
- 10 11 12 The daughter goes back and forth between the lounge-wear displays and the intimate apparel displays.
- 13 13 The daughter goes downstairs, reunites with her mother, and they both leave.