



**VIEW Support Material**  
[www.countec.org/view](http://www.countec.org/view)

**VIEW Retail**

**Three sample tours of the House of Fraser, Oxford Street**

# Introduction

VIEW is an ICT based application that provides a young person with access to the workplace. It is designed as an accessibility tool and therefore needs the support of good planning and teacher involvement in the same way as any real visit to a workplace.

VIEW provides a means to;

- move around the workplace through a network of 360 degree panoramic images,
- examine evidence as images, series of images, documents, audio interviews and short videos.

Each VIEW is made up of a series of 'nodes' at strategic points around the workplace. Each node is a 360 degree panoramic image or rotary and they are joined so that the student can move from node to node. Most VIEWS will have more than 40 connected nodes through which the student can tour the workplace and view the surrounding scene.

As the student looks around, through a rotary image, they may find hot spots which, when clicked, will allow them to;

- Look more closely at an image,
- Look at a series of images that represent a process or further examples,
- Look closely at a document, diagram, poster etc,
- Interview an employee and listen to audio responses,
- Watch short pieces of video.

The rotary images and all other evidence are accompanied by a narrative offering further information, guidance and some research data.

A map helps the student work out their relative position in the workplace.

Some points in the tour have web references and if the student's PC is connected to the web, their browser will link to the website described.

The VIEW application should not be rushed. Like a real visit it requires the student to plan their exploration, looking around them carefully, noting details and building their own 'map' to help them locate materials easily, again and again.

Exploration is a key characteristic of VIEW. There are some clues to help students locate evidence but in many cases the young person must explore and find material themselves. This develops enquiry and problem solving skills which will help them when they visit a real workplace. Evidence is located where it is really found and not in 'topics' like chapters in a book. VIEW is a real look at a real working environment with all the strengths and weaknesses you would find if you visited that place for real!

# Three routes through House of Fraser, Oxford Street

These tours are intended as a guide only. They encourage the user to progress through the store and find a range of evidence.

## Route One:

You are facing the front of the House of Fraser store. Before going in, rotate around 360 degrees to see the types of information you can glean from the narrative.

Go inside House of Fraser by clicking forward. From this node inside the store, you can go in two different directions. In this instance, click forward towards the lifts. As you turn to the left from here, you will see a 'timeline' pop up. From this timeline you can find a training sheet used to evaluate customer service. In addition the selling process is explained in detail in terms of the tracking of merchandise and how customers are engaged by staff.

If you click on the middle lift door, you can enter the lift. From here you can click on the lift buttons to go to whichever floor you want to go to. In this instance click on floor five. You are now on the top sales floor.

As you turn to the right you will see some brown wooden doors. These lead to the staff area on the floor above.

After exploring the sales area you should explore the staff area on the floor above. Up on this floor you have access to job descriptions, the merchandisers department, the staff canteen, the training room plus a

wealth of other information including interviews.

## Route Two:

You are facing the entrance to House of Fraser Oxford Street. Turn slightly to the left and click down the escalator towards the Therapy floor. The first thing you should see is a blank yellow wall plus a timeline. The timeline will show you how the merchandisers prepared the window display.

As you turn slightly right, you can click down the escalator on to the Therapy floor. You are now in the centre of the floor. As you turn to the right you will see another timeline appear. This provides a wealth of information on the buying and merchandising processes that House of Fraser adopts.

If you turn back to the left you can click to go further into Therapy. You can then click to go further again. Once you have explored this far end of the Therapy floor, click back to the middle of Therapy again.

From here you can go up the stairs to the ground floor if you wish. There is also a timeline that will provide access to an interview with one of the sales assistants.

If you turn right around you can move to an area not normally seen by House of Fraser customers – the back staff entrance and security areas. Here you can look at staff notice boards, the basement and boiler rooms.

### **Route Three:**

Move forward into House of Fraser.

Turn slightly to the right and move towards the centre of the ground floor. If you turn towards the Prescriptives counter and click on the timeline you will find an example of an in-depth customer service.

You can then turn slightly right and move towards the main ground floor walkway. Here if you turn left you can interview Mutsa who works for Benefits cosmetics.

Now move towards the back of the store. Have a look around and then continue down to the actual back of the store. Here you can learn more about the concession and franchise agreements some businesses make with House of Fraser.

If you turn left you can move towards the handbag section and if you turn right you can interview Sally, the Replenishment manger. Sally is in charge of the loading bay which you can visit just behind Sally. The loading bay provides information on environmental issues and how government initiatives can impact on a business.

From the loading bay you can move back on to the ground floor sales area. Once there if you turn right you can move towards the lift area just past the pink lamp.

Here if you click on the middle lift door, once inside you can click on the button corresponding to the floor you wish to visit.