

# PROGRAMMATICAL REQUIREMENTS

## IDENTIFY

Chapter 4 aims to investigate precedent studies of skincare stores that include both product and service elements (retail servicescapes); i.e selling of products and providing skincare treatment services, in order to determine the programmatical requirements for the new proposed Margaret Roberts skincare servicescape. The three precedents studies that will be analysed include Aesop, Jurlique and Dermalogica. These skincare brands have been chosen purely for programmatical investigation purposes and will not be studied for their branding.

The investigation of these precedent studies will allow deduction of typical “retail zones” that are included in skincare retail servicescapes. These retail zones will then form the proposed programmatical function of Margaret Robert’s skincare servicescape, and will be analysed further throughout this chapter.

# 04

## 4.1 SKINCARE RETAIL PRECEDENT

The following precedent studies are investigated to determine the programmatical requirements of a skincare retail servicescape.

# Jurlique

Jurlique is a natural skincare range that sold in stores worldwide. The programmatical functions of these stores generally includes a facade/shopfront, vertical product displays, floor display units, point of sale, product testing areas as well as changing facilities and private treatment areas where spa treatments such as facials are carried out (Jurlique, 2016).

- > Facade/ Shopfront
- > Vertical product displays
- > Floor display units
- > Point of Sale
- > Product testing areas
- > Private treatment areas
- > Changing facilities



Figure 4.1 Jurlique skincare store design (Jurlique, 2016).

# dermalogica®

Dermalogica is a dermatological grade skincare brand that offers professional skincare products and services (Dermalogica, 2016). The programmatical functions of Dermalogica stores generally includes a facade/shopfront, vertical product displays, point of sale, and designated service areas including the MicroZone, SkinBar and SkinTreatment areas (Dermalogica, 2016). The MicroZone is a semi-private treatment area, the SkinBar resembles an over-the-counter consultation/treatment space and the SkinTreatment areas are private rooms for full body treatments.

- > Facade/ Shopfront
- > Vertical product displays
- > Point of Sale
- > MicroZone
- > SkinBar
- > Skin Treatment Area



Figure 4.2 Dermalogica skincare store (Dermalogica, 2016).

# Aēsop.

Aesop is a skin, hair and body care brand that combines plant-based and laboratory-made ingredients to formulate its products (Aesop, 2016). Aesop's unique range of concept stores can be found worldwide. These stores showcase programmatical functions such as a facade/shopfront, vertical product displays, floor display units, point of sale, product testing areas and often also includes private treatment facilities accompanied by waiting areas (Aesop, 2016).

- > Facade/ Shopfront
- > Vertical product displays
- > Floor display units
- > Point of Sale
- > Product testing areas
- > Private treatment areas
- > Waiting area

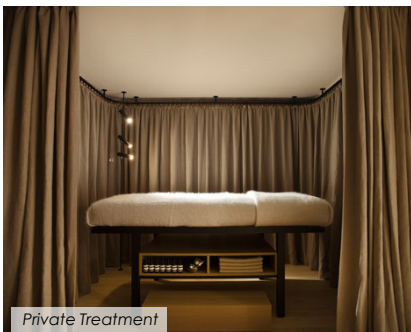
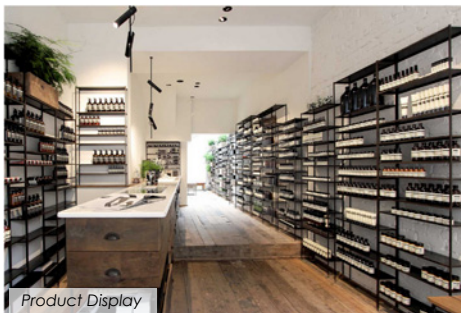


Figure 4.3. Aesop skincare store (Aesop, 2016).

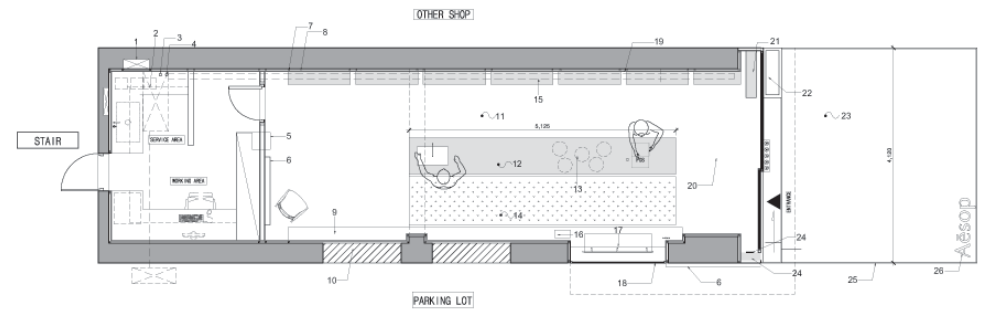


Figure 4.4 Aesop skincare store floor plan 1 (Aesop, 2016).

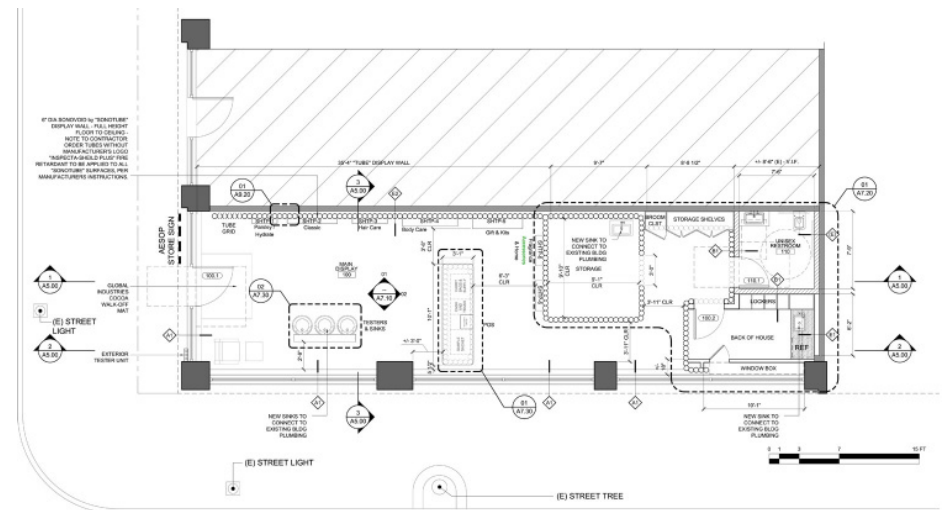


Figure 4.5. Aesop skincare store floor plan 2 (Aesop, 2016).



## 4.2 SKINCARE RETAIL ZONES

The investigation of the precedent studies including Jurlique, Dermalogica and Aesop (see page 70) and their grammatical functions guided the selection of the twelve skincare retail zones to be applied in the proposed Margaret Robert's skincare servicescape. These zones include the following:

1. Facade/Shopfront
2. Vertical Product Display
3. Floor Display
4. Product Testing Area
5. Skin Bar
6. Point of Sale
7. Waiting Area
8. Semi-Private Treatment Area
9. Private Treatment Area
10. Kitchenette
11. Ablution
12. Storage

Each of these twelve skincare retail zones and their function will be explained in further depth throughout this chapter.



Figure 4.6. Skincare Retail Zones (Author, 2016).

### 4.3 SKINCARE RETAIL TYPOLOGIES

Having analysed the retail precedent studies (see page 70) it is apparent that different retail typologies are formed based on the programmatical function included in each store. For instance, Aesop showcases a variety of different retail typologies; some of which are purely product orientated and some of which are both product and service orientated (Aesop, 2016). It is beneficial for a brand to develop a variety of retail typologies that can be applied in various different retail settings. For this reason, it was decided that the proposed skincare servicescape for Margaret Roberts would adopt a similar strategy that encompasses three different retail typologies that can be applied to suitable retail spaces. These typologies are as follows:



#### TYPOLOGY A

Typology A is mainly product orientated and does not include semi-private or private treatment areas which also eliminates the need for waiting areas and/or ablation/changing areas. Therefore the retail zones within this typology includes facade/shopfront, vertical product display, floor displays, product testing areas, skin bar, point of sale, kitchenette and storage areas.

#### TYPOLOGY B

Typology B is product and service orientated but does not include private treatment areas. This again eliminates the need for waiting areas and/or ablation facilities reducing the retail space required to accommodate this retail typology. Therefore the retail zones included in typology B is facade/shopfront, vertical product display, floor display, product testing areas, skin bar, semi-private treatment areas, point of sale, kitchenette and storage areas.

#### TYPOLOGY C

Typology C is product and service orientated and includes all twelve of the retail zones proposed for Margaret Roberts' servicescape. This retail typology would require a large retail space to accommodate all twelve of the retail zones including facade/shopfront, vertical product displays, floor displays, product testing areas, skin bar, semi-private treatment areas, private treatment areas, point of sale, waiting area, ablation/changing facilities, kitchenette and a storage area.

Figure 4.7. Skincare Retail Typologies (Author, 2016).

# ZONE 01

## Entrance / Facade



Zone 1 takes account the design of the shopfront/facade of the proposed skincare servicescape for Margaret Roberts, which includes the entrance doors, exterior signage and window displays. The main function of a shopfront is to communicate the essence of the brand and to give shoppers a glimpse of what is inside the store (Mesher, 2010:142). The design of the shopfront should carefully consider the threshold between the exterior and interior of the shop in order to create a comfortable transition that will attract shoppers to enter the store. Exterior signage and graphic communication is important for conveying the essence of the brand and should be incorporated into window displays and design of the entrance. Window displays must be designed to attract attention to the store and to give shoppers an insight into the lifestyle that the Margaret Roberts skincare brand is selling (Mesher, 2010:148). Graphic communication, lighting and display of products are therefore essential to the design of the window displays.

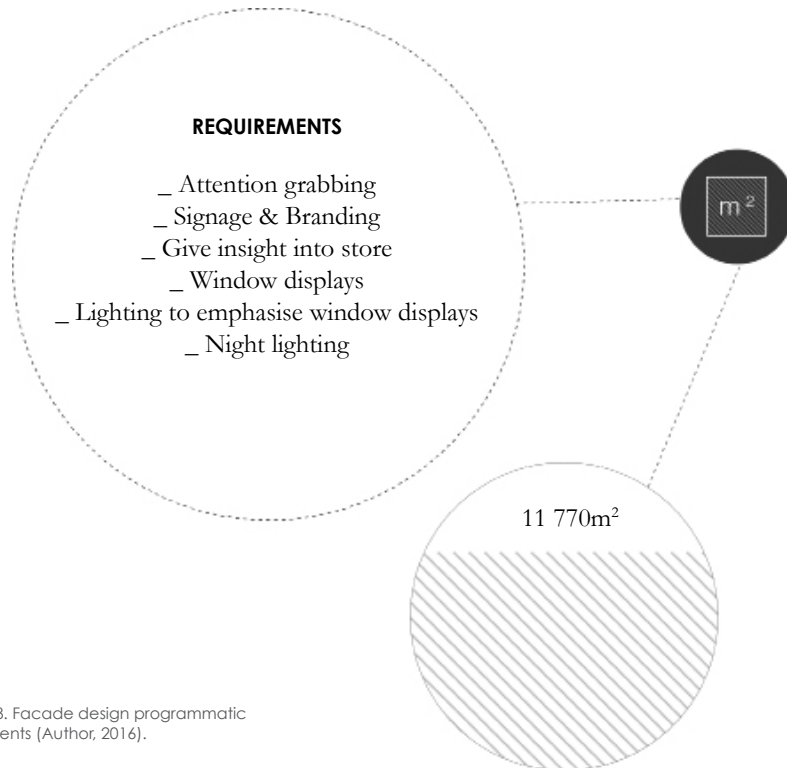


Figure 4.8. Facade design programmatic requirements (Author, 2016).

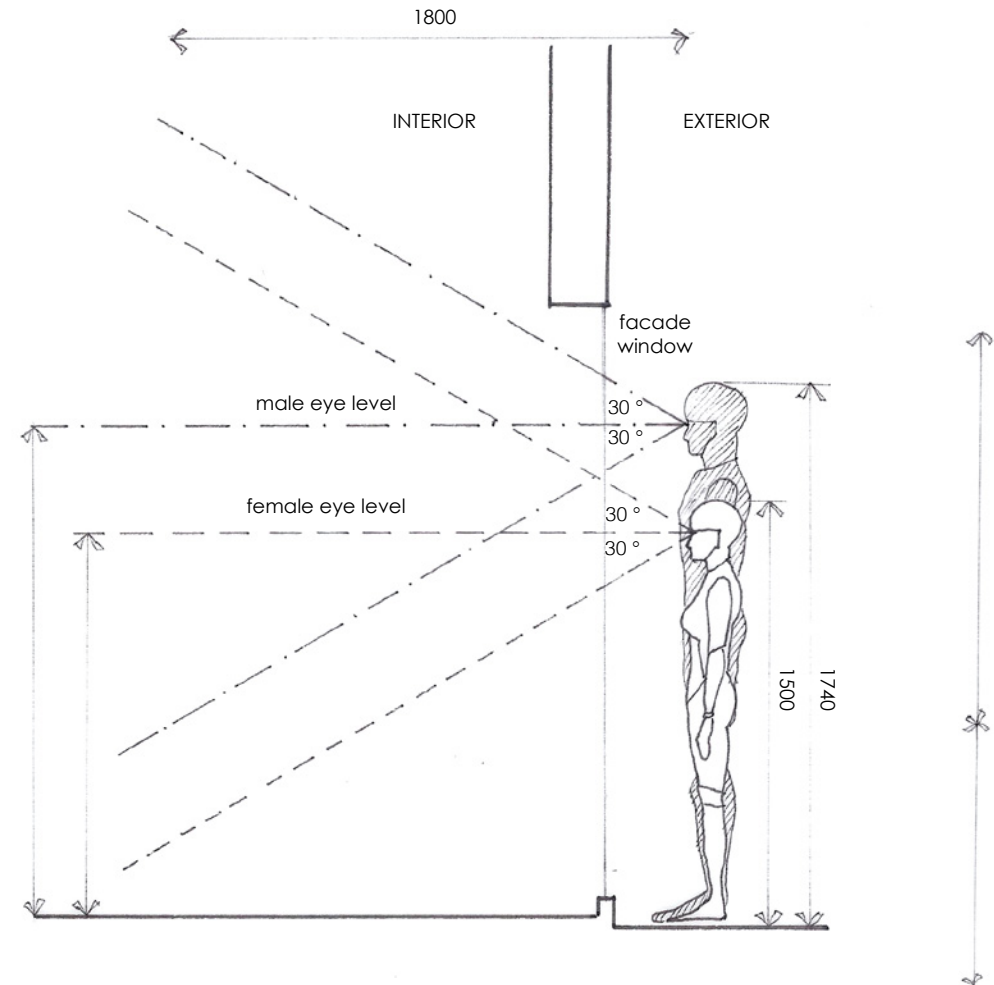


Figure 4.9. Facade design visual access (Author, 2016) compare with (Panero & Zelnik, 1979).



**PRECEDENT STUDY  
[ AESOP ]**

Aesop cleverly designs the facade of their stores as an opportunity to experience the product and/or showcase the materiality of the interior environment.

The facades are simple in design, yet effective in communicating the core identity of each individual Aesop store.

Product testers are imbedded within the facade and act as a means for consumers to interact with the product even before entering the store.



Figure 4.10. Facade Design precedent study  
(Author, 2016; Aesop, 2016).

# ZONE 02

## Vertical Product Display



Zone 2 includes the design of vertical product display units, which are mounted onto vertical surfaces such as walls and partitioning. These displays will serve the purpose of presenting the Margaret Roberts skincare product to the shoppers in a creative and interesting manner that also takes the brand experience into consideration (Mesher, 2010:127). The vertical displays allow maximization of product display without using a lot of floor space and can also become multifunctional by including storage space within the display. Lighting is crucial to the design of the display and should be used to highlight specific areas to create attraction points. It is also important to consider the visual merchandising layout of products on vertical surfaces since this influences the accessibility of the products on display. According to Ebster (2015), vertical displays can be divided into four different zones including the following;

### 1) Stretch Level (above 1800mm)

The stretch level is not ideal for product placement since it is hard to reach for most people and takes physical effort to retrieve products on this level. This level and above is better utilized for product information displays (Ebster, 2015).

### 2) Eye Level (1200-1600mm)

This level is most visually accessible (to adults) and receives 35% more attention than other display areas, therefore selling more products compared to other levels (Ebster, 2015).

### 3) Grab Level (700-1700mm)

The grab is not as visually accessible as the Eye Level, however it is still comfortable for shoppers to grab products from this level. This level is second best to the Eye level for selling products (Ebster, 2015).

### 4) Stoop Level (below 900mm)

The stoop level is not within the average shopper's field of view from a standing position and is a very uncomfortable height to grab products from. This level is better suited for product storage (Ebster, 2015).

*"Display areas are at the heart of a retail store. Display is the mechanism that presents the merchandise to the shopper in its most favourable light and that permits the shopper to evaluate and select products for purchase."*

William Green (Green, 1991)

### REQUIREMENTS

- \_ Maximise displaying space
- \_ Signage & branding incorporated into display
- \_ Educational displays
- \_ Lighting to highlight products
- \_ Storage within display

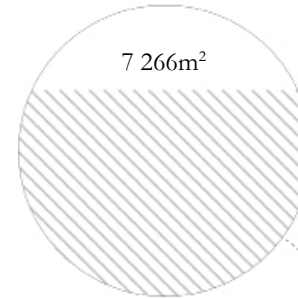


Figure 4.11. Vertical display programmatic requirements (Author, 2016) compare with (Panero & Zelnik, 1979).

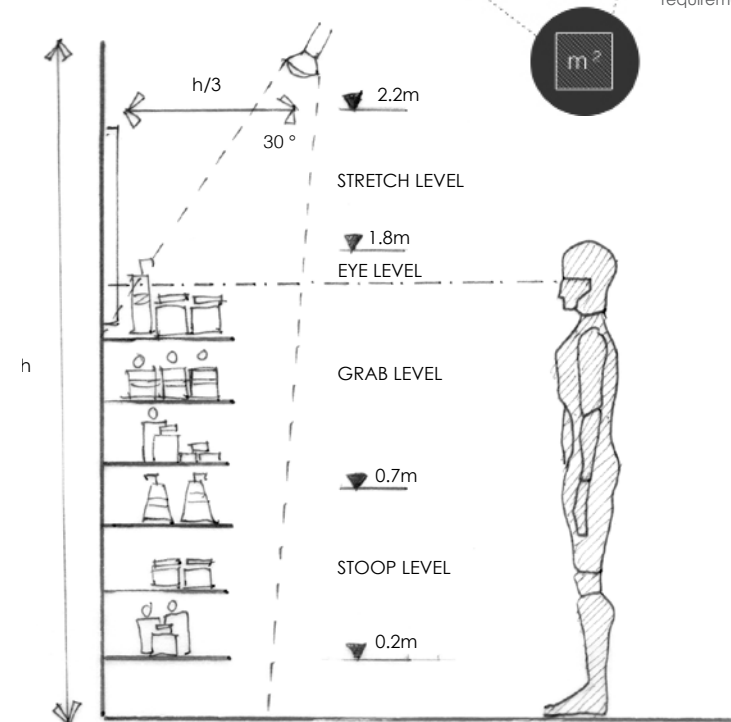


Figure 4.12. Vertical display ergonomic requirements (Author, 2016) compare with (Panero & Zelnik, 1974).



### PRECEDENT STUDY [ ORIGINS ]

Origins aims to provide an interactive retail experience for consumers.

The retail experience educates consumers about the natural healing properties of plants and how these plants are incorporated into the Origins skincare products.



### PRECEDENT STUDY [ AESOP ]

Aesop designs creative yet functional displays that are individualised for each different store.

Each design tells a story and aims to draw attention to the products on display.

Minimal products are displayed in an orderly fashion to create a sense of luxury.

Figure 4.13. Vertical display precedent study (Author, 2016; Aesop, 2016).

# ZONE 03

## Floor Display



Zone 3 is designated to the design of display units that will be showcased on the floor area of the store. The advantage of incorporating floor display units into the design scheme is to maximize the use of the floor space and to create variety in the type of product displays. Floor displays differ from vertical product displays in the sense that they can be accessed from more than one side and that they are often movable structures that can be rearranged within the store. When designing floor displays for Margaret Robert's skincare servicescape, it is important to consider that the merchandise is small and will need to be raised to an appropriate height for shoppers to have visual access to the products. Signage and lighting is also plays a key role in the design of the floor displays, to ensure visual accessibility.

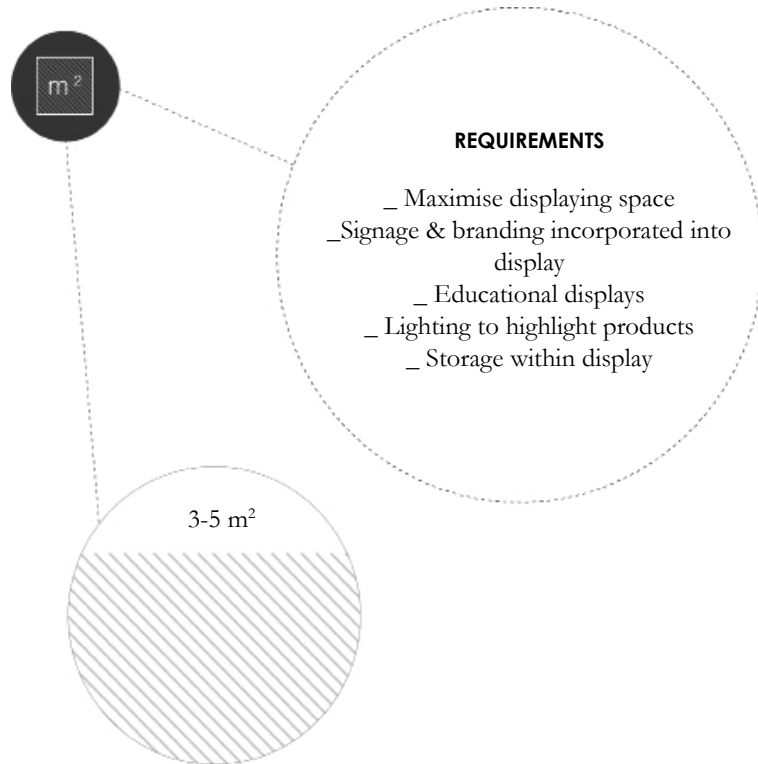


Figure 4.14. Floor display programmatic requirements (Author, 2016).

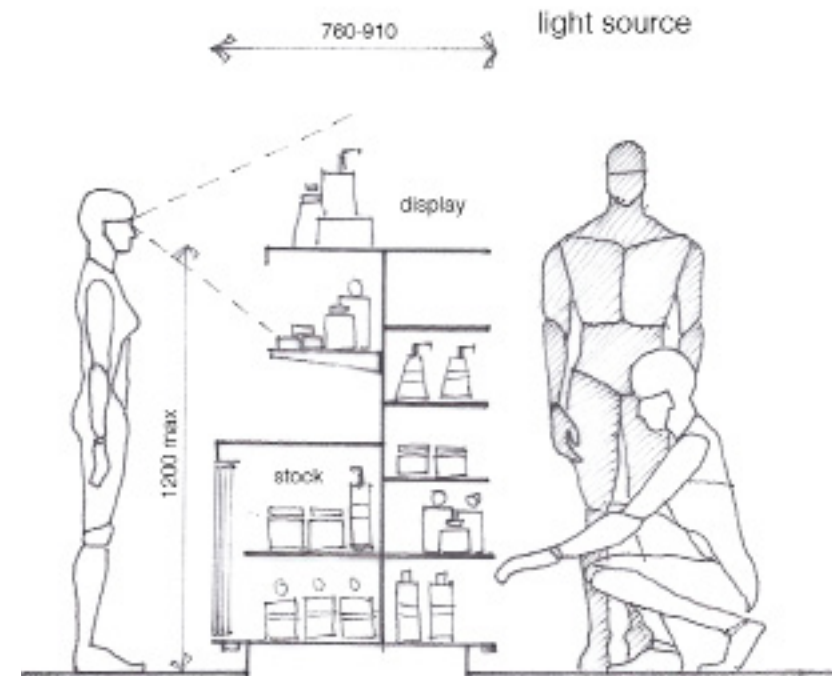


Figure 4.15. Floor display ergonomic requirements (Author, 2016) compare with (Panero & Zelnik, 1979).



# ZONE 04

## Product Testing



As seen in the precedent studies of Aesop and Jurlique (see page 70) the inclusion of a product testing area within a skincare store allows clients to interact with the products and can have an influence on purchasing decisions. This zone will consist of a designated area within the store that includes access to water to make provision for a sink, allowing clients to test and rinse off any products if needed. It would be favourable for this zone to be staffed with a skincare professional that would give advice to clients about the type of products that would be best suited for their skin type.

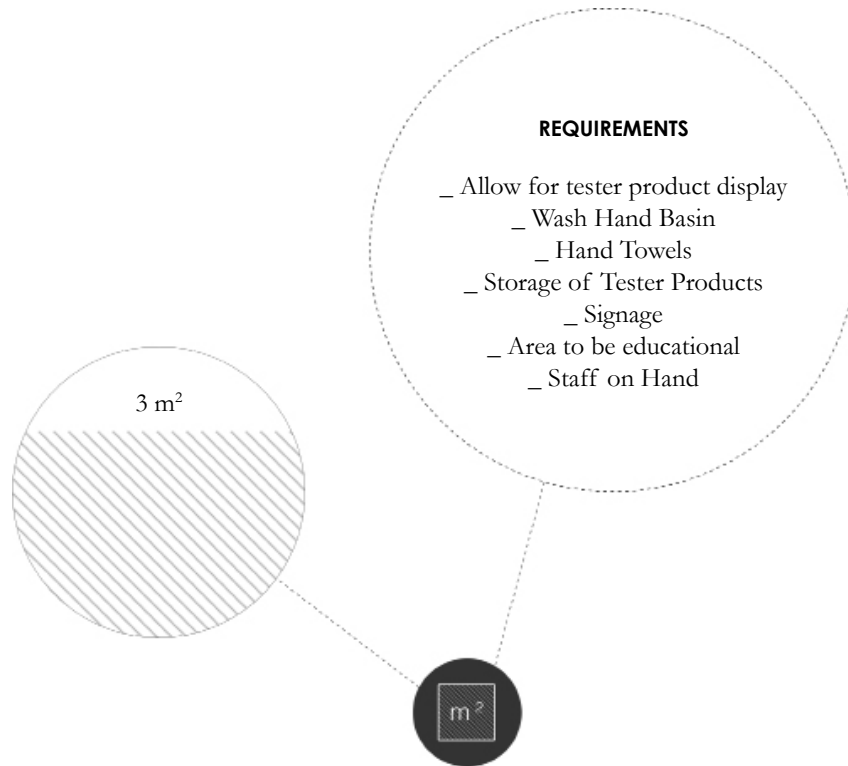


Figure 4.18. Product testing programmatic requirements(Author, 2016).

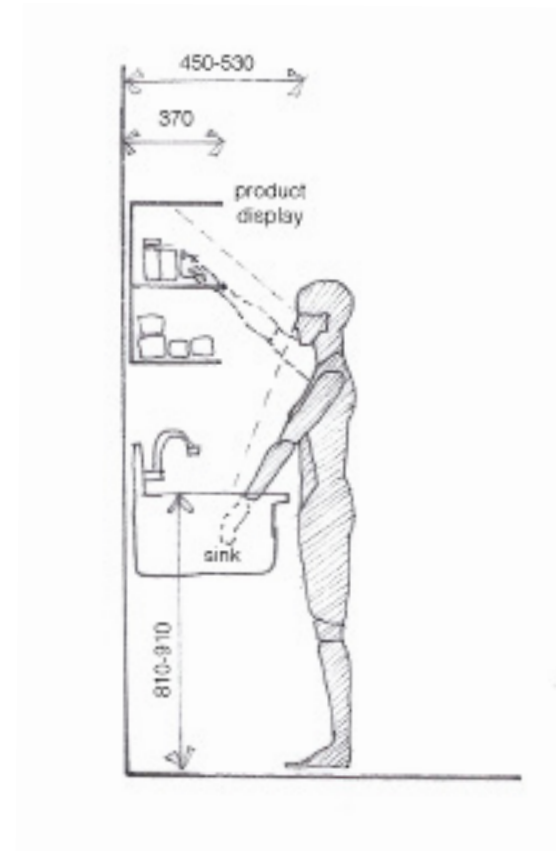


Figure 4.19. Product testing ergonomics requirements (Author, 2016) compare with (Panero & Zelnik, 1979).



### PRECEDENT STUDY [Aesop]

Aesop provides a product testing area in each of their stores. This allows customers to interact with the product in the hope of persuading them to make a purchase.

Access to water is essential for customers to be able to wash of the product if necessary.

Aesop staff members will guide customers towards the product that is best suitable for their skin type. These products will then be recommended and tested on the customers at these product testing zones.

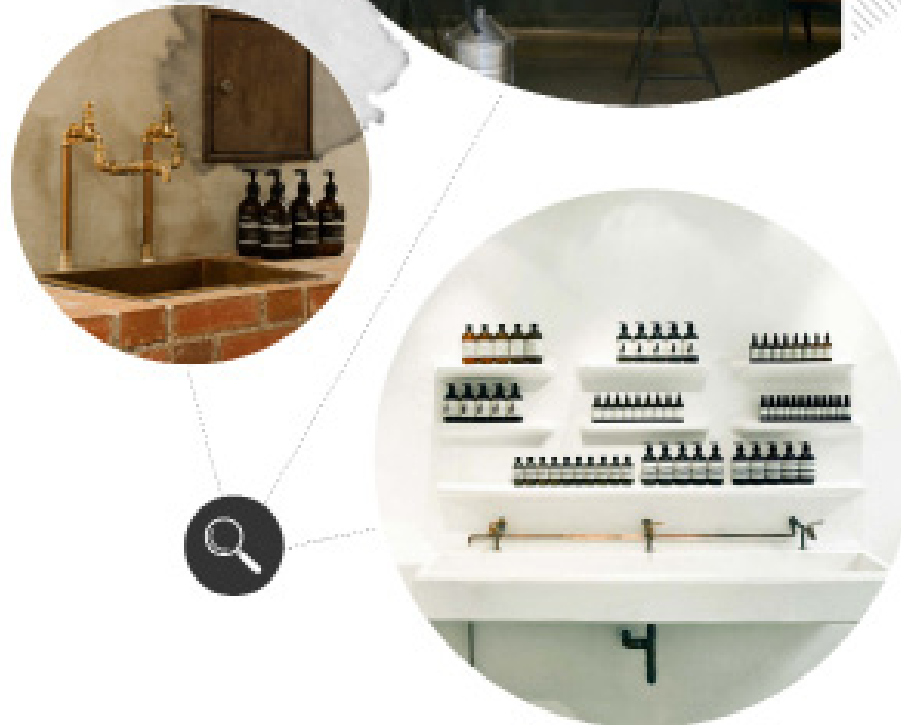


Figure 4.20. Aesop product testing area  
(Author, 2016; Aesop, 2016).



# ZONE 05

## Skin Bar

The skin bar is a service and product-orientated zone that will allow clients to sit down and consult with informed staff members about their skincare concerns. The staff members will assess the client's skin type and advise them about the skincare range that will benefit said client. This zone therefore requires a service counter, areas for product and information display, storage space and access to running water. Specialized equipment may be used in this zone and should be considered in the design process. Lighting, especially task lighting is essential in this zone and should be carefully considered in order to allow staff members to successfully carry out skin type assessments on clients.

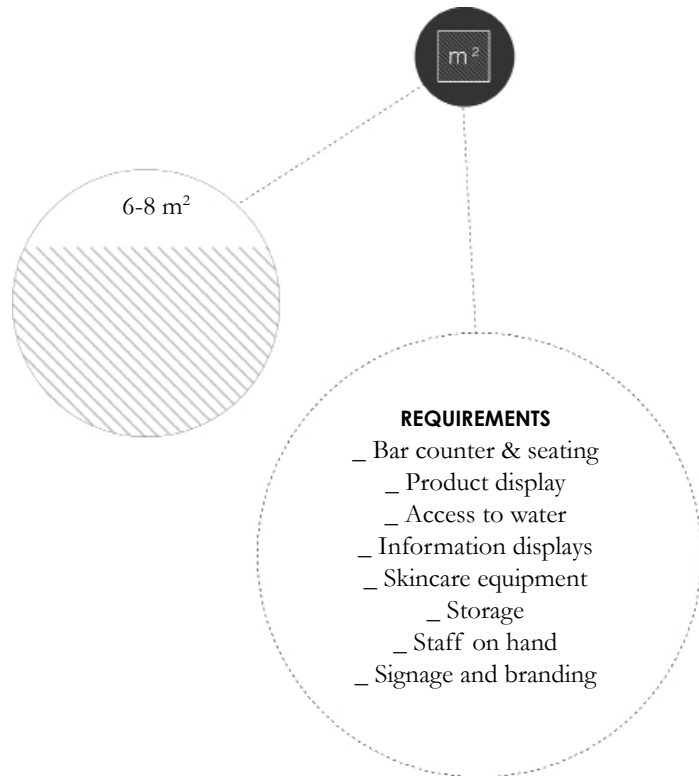


Figure 4.21. Service counter programmatic requirements (Author, 2016).

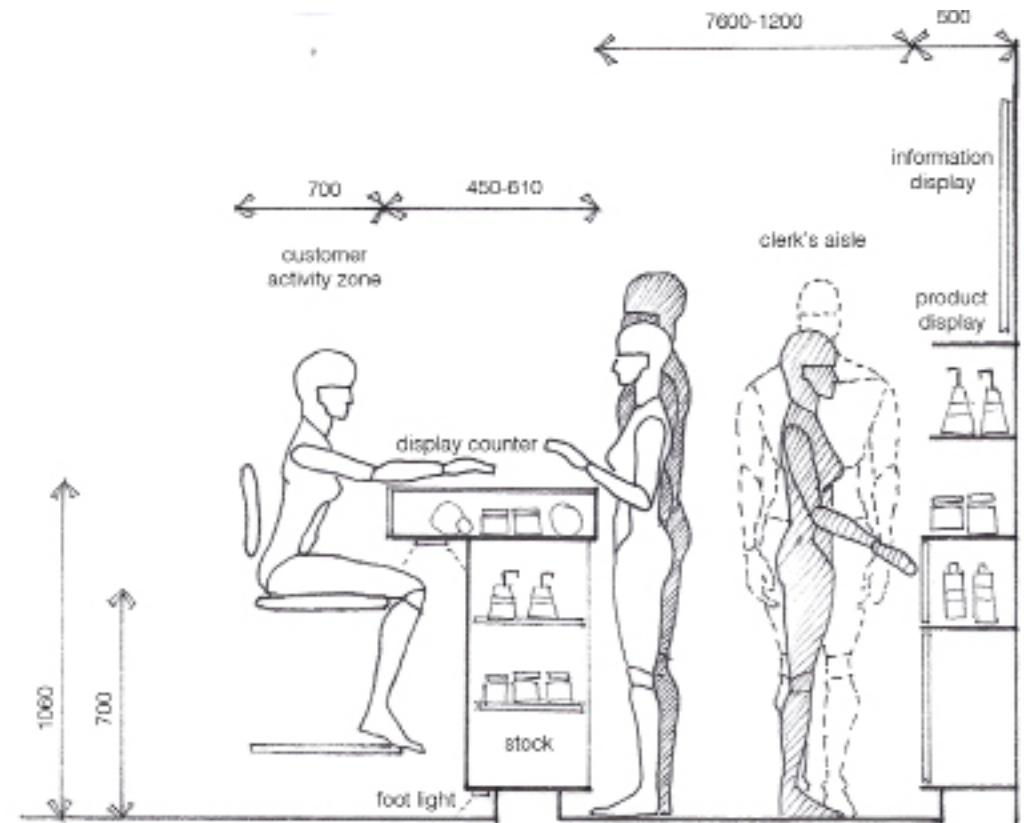


Figure 4.22. Service counter ergonomics (Author, 2016) compare with (Panero & Zelnik, 1979).

### PRECEDENT STUDY [DERMALOGICA]

Dermalogica adds value to their stores by providing facial mapping and skin analysis services at their 'skin bars'. Through this service, clients receive individualised skincare recommendations.

This area includes a bar-seating area equip with small standing facial mirrors and equipment for testing the different skin types.



### PRECEDENT STUDY [Aesop]

The skincare consultation areas seen in Aesop stores are much more simplified and is simply a designated area for staff members to sit down with customers and provide them with individualised skincare recommendations.

Figure 4.23. Aesop and Dermalogica Skin Bar  
(Author, 2016; Aesop, 2016; Dermalogica, 2016).

# ZONE 06

## Point of Sale / Reception



Zone 6 will serve as both a point of sale and reception area that marks the end of the shopping journey and the beginning of the journey to the service areas (see Zone 7, 8 and 9). The point of sale/reception area is a very important brand touchpoint, which should be used to create a final and lasting impression on shoppers (Mesher, 2010: 133). It is also important for the point of sale/reception area to be emphasized through signage and lighting to guide shoppers to this area where they will complete their purchase.

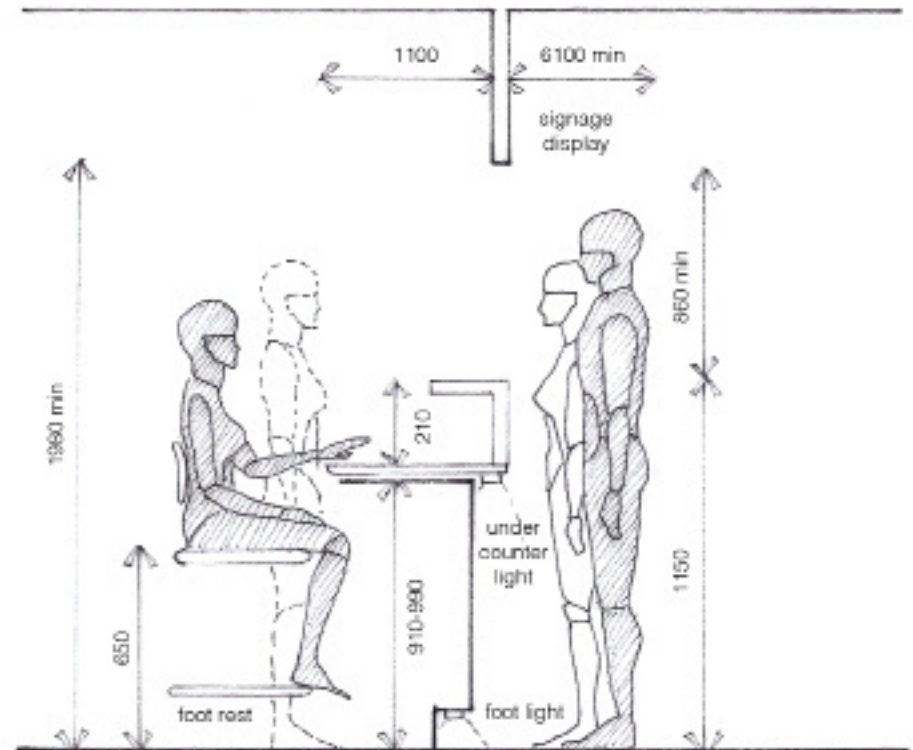
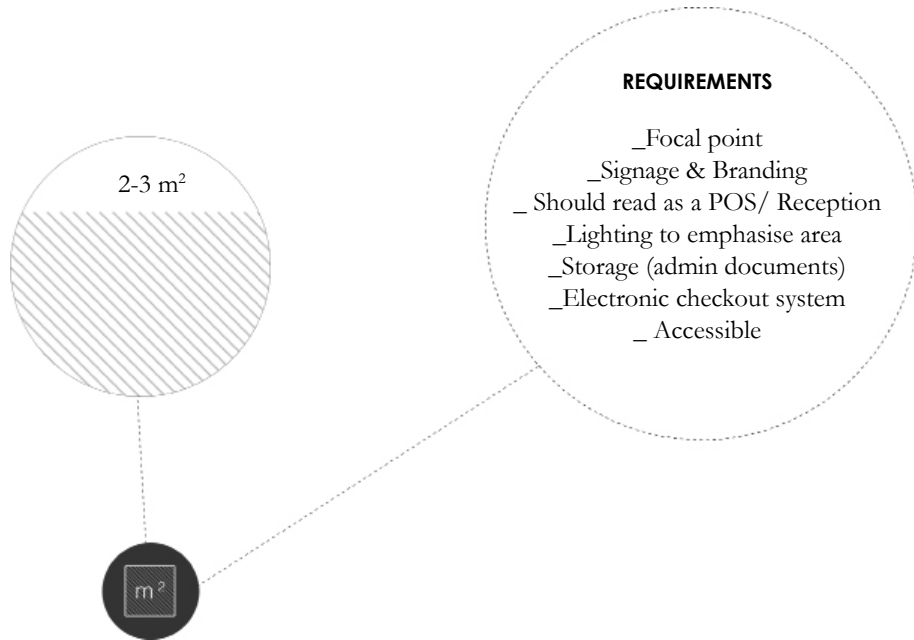


Figure 4.24. Reception / point of sale programmatic (Author, 2016)

Figure 4.25. Reception / point of sale ergonomics (Author, 2016) compare with (Panero & Zelnik, 1979).

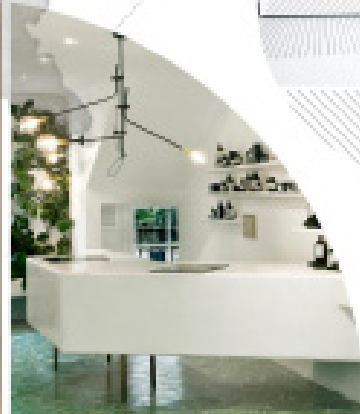


**PRECEDENT STUDY  
[Aesop]**

**RIGHT >>>**

These spa reception counters are beautiful and elegant in their design. The counters are not cluttered with additional product display creating a sense of luxury about the space.

The store name is often incorporated into the backdrop of the reception counter to reinforce the brand that is represented.



**PRECEDENT STUDY  
[Aesop]**

**<<< LEFT**

The Aesop point of sales/reception counters are very minimalistic in design. Touch screen electronic sales systems are imbedded within the counter to create a very clean and slick look. Pendant lighting is used to draw attention to the counter and to highlight it as a point of interest.

Figure 4.26. Point of sale precedent study (Author, 2016; Aesop, 2016).

# ZONE 07

## Waiting Area



Zone 7 is appointed to the waiting area, which will provide a tranquil and relaxing space for clients to sit and wait before undergoing treatment (see Zone 8 & 9). This zone acts as the transition zone between the retail space and service/treatments areas and should therefore be designed to calm and relax clients in order for them to feel comfortable to undergo private skincare treatments. The functional requirements of this space include seating, coffee table(s) and should also include product displays to keep clients occupied during the waiting period.

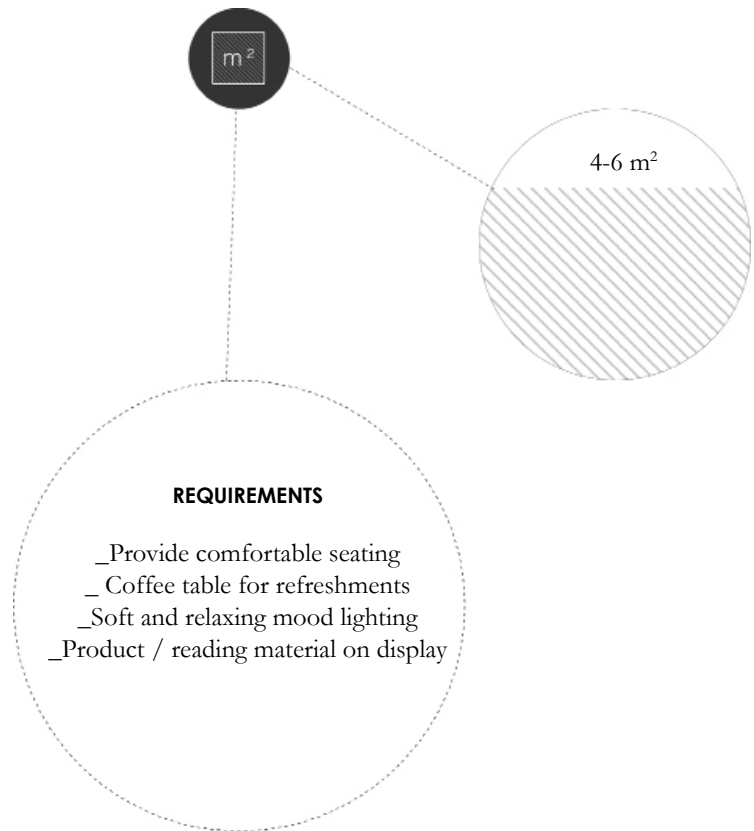


Figure 4.27. Waiting area programmatic requirements (Author, 2016).

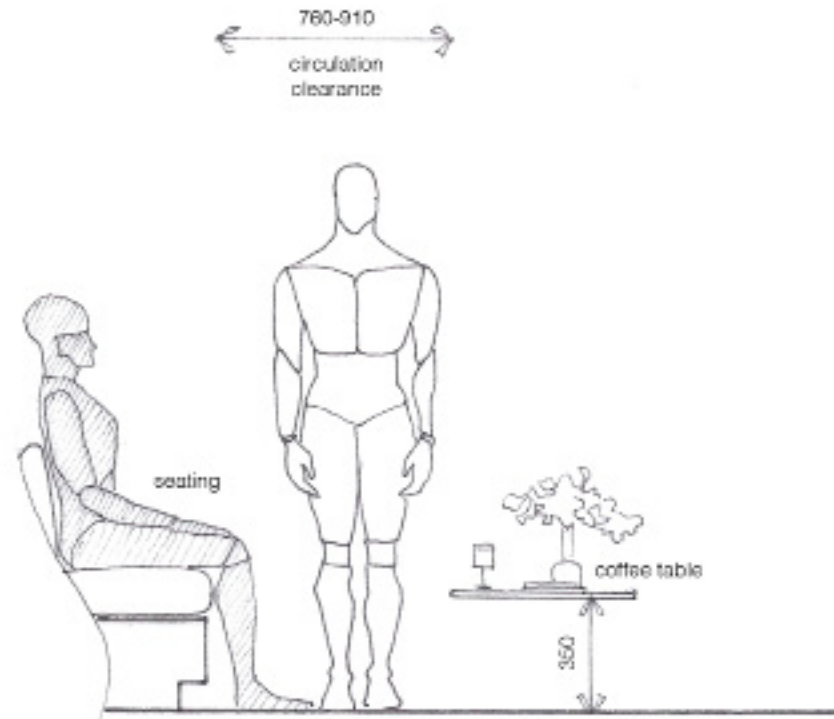


Figure 4.28. Waiting area ergonomic requirements (Author, 2016) compare with (Panero & Zelnik, 1979).

## PRECEDENT STUDY Waiting Areas

These waiting areas provide comfortable seating as well as a coffee table/ small side tables for serving of refreshments.

Products and/or reading material related to the store can be provided to keep clients occupied while waiting.

This area should provide a comfortable and relaxing atmosphere to allow clients to unwind before their treatments.

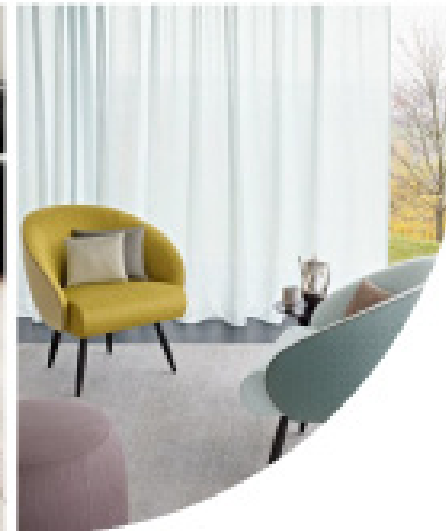


Figure 4.29. Waiting area precedent study  
(Author, 2016; Architonic, 2013).

# ZONE 08

## Semi-Private Treatment Area



Zone 8 is purely a service orientated zone that is designated to the design of semi-private treatment areas, which is similar to that of Dermalogica's MicroZone (see page..). The treatments offered in this zone include face, hand and foot skincare treatments, which does not require clients to disrobe. Therefore, semi-private designated treatment areas will suffice. Zone 8 will need to accommodate for therapy chairs, access to water and product storage space. A tranquil and relaxing atmosphere should be created in this zone to allow clients to enjoy the full healing and rejuvenating experience.

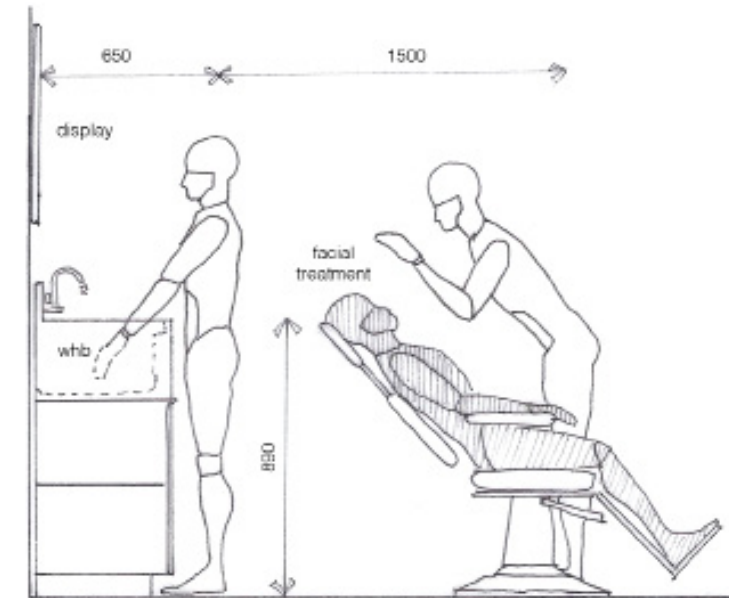
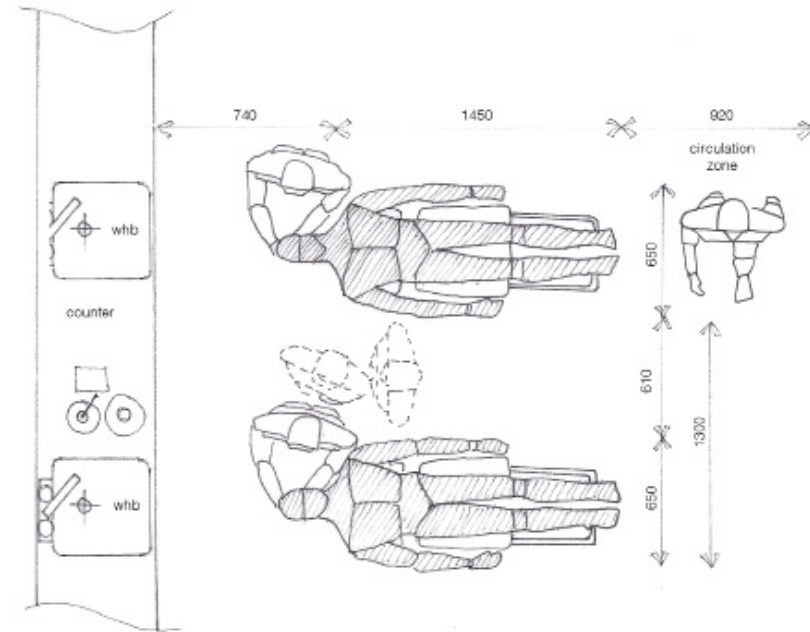
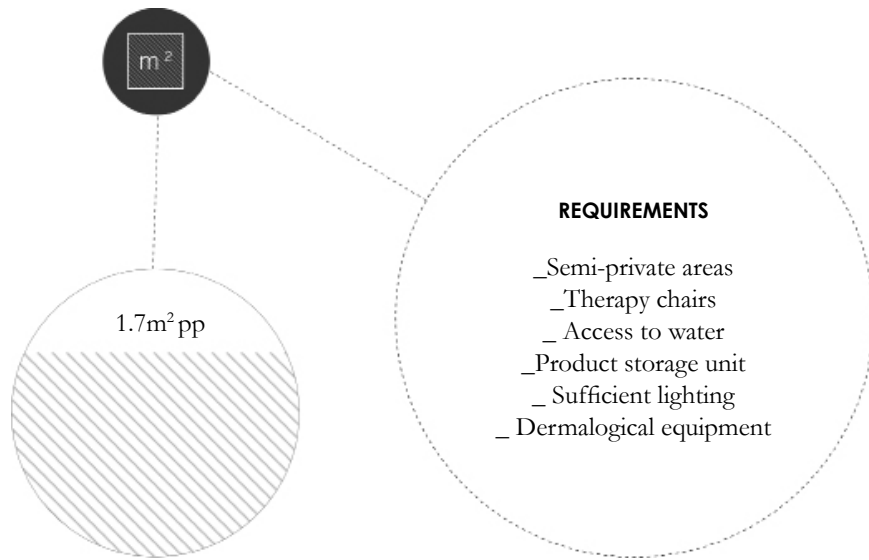


Figure 4.30. Treatment area programmatic requirements (Author, 2016).

Figure 4.31. Treatment area ergonomic requirements (Author, 2016) compare with (Panero & Zelnik, 1979).



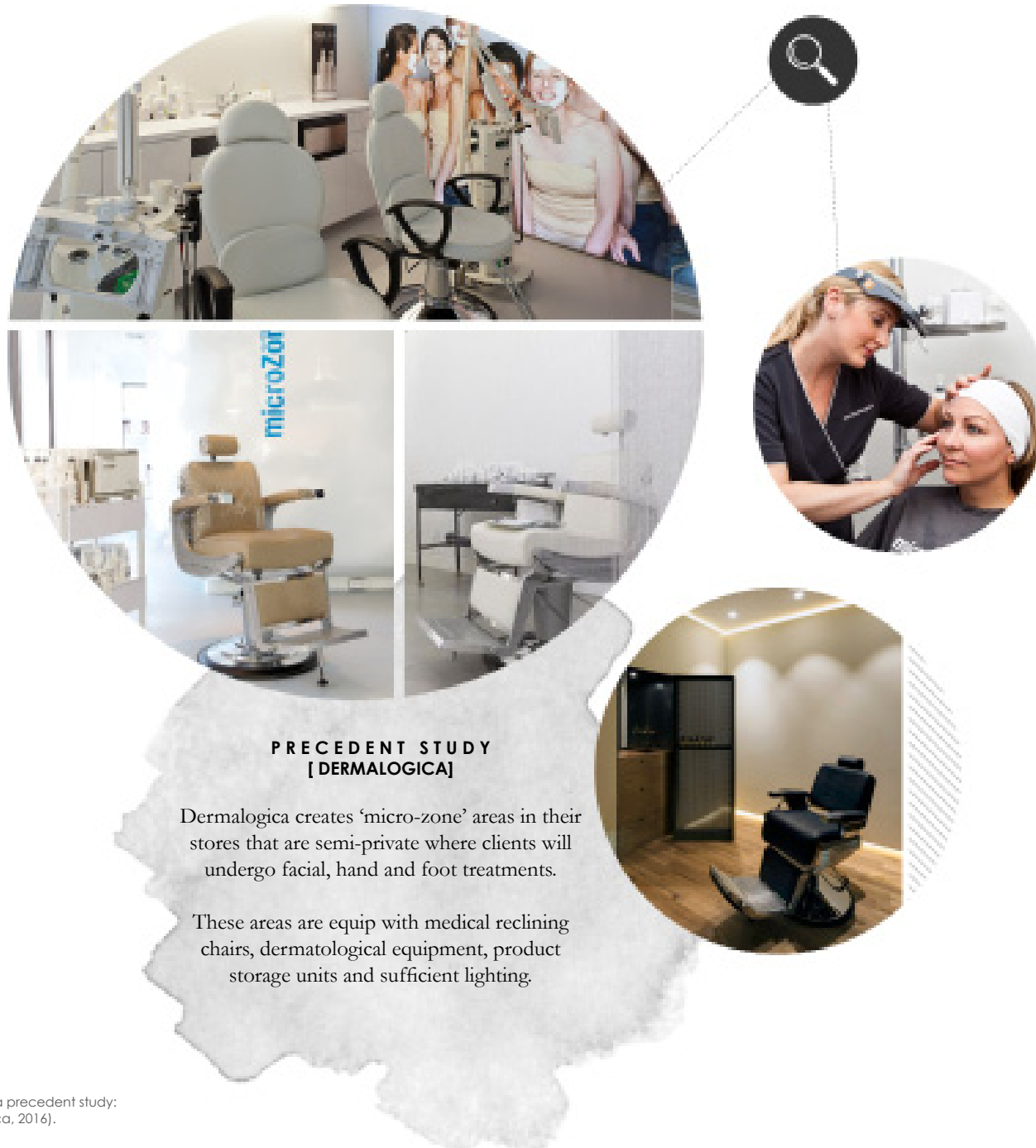


Figure 4.32. Semi-Private treatment area precedent study:  
Dermalogica (Author, 2016; Dermalogica, 2016).

# ZONE 09

## Private Treatment Area



Zone 9, much like Zone 8 is a service orientated zone, but differs in the type of skincare treatments offered. Zone 9 will offer services similar to that of Zone 8 but will also include full-body skincare treatments which may require clients to disrobe. For this reason it is essential for the treatment areas to be fully private to create an environment which will allow clients to be comfortable enough to disrobe if necessary. The design of Zone 9 should accommodate for treatment beds, storage of products and access to water. Acoustics, ventilation and temperature control in this zone is imperative to create a space that is comfortable, relaxing and conducive to healing and rejuvenation.

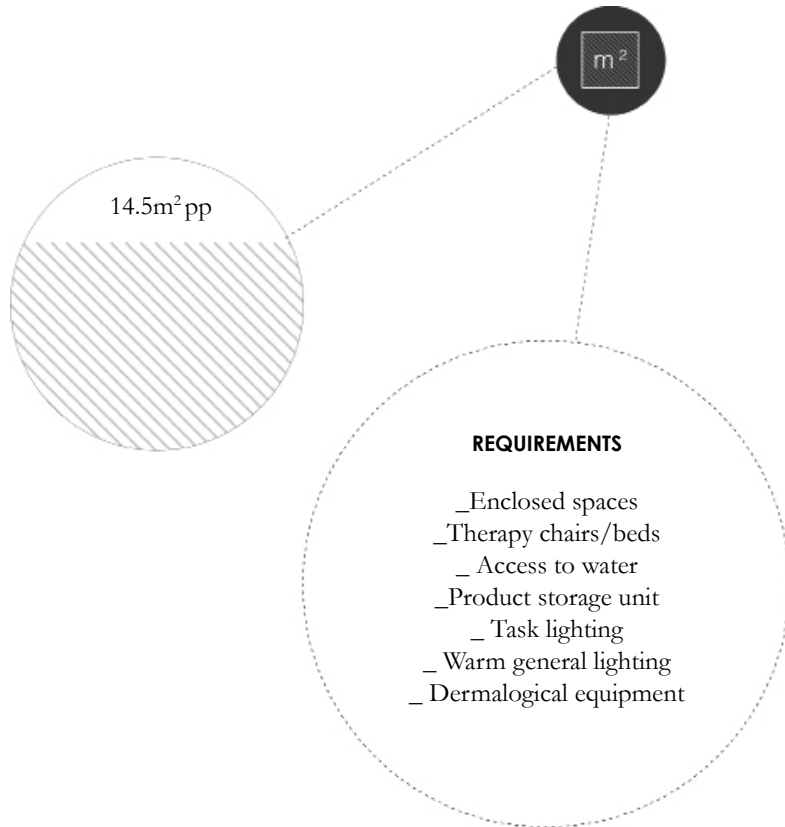


Figure 4.33. Private treatment area programmatic requirements (Author, 2016)

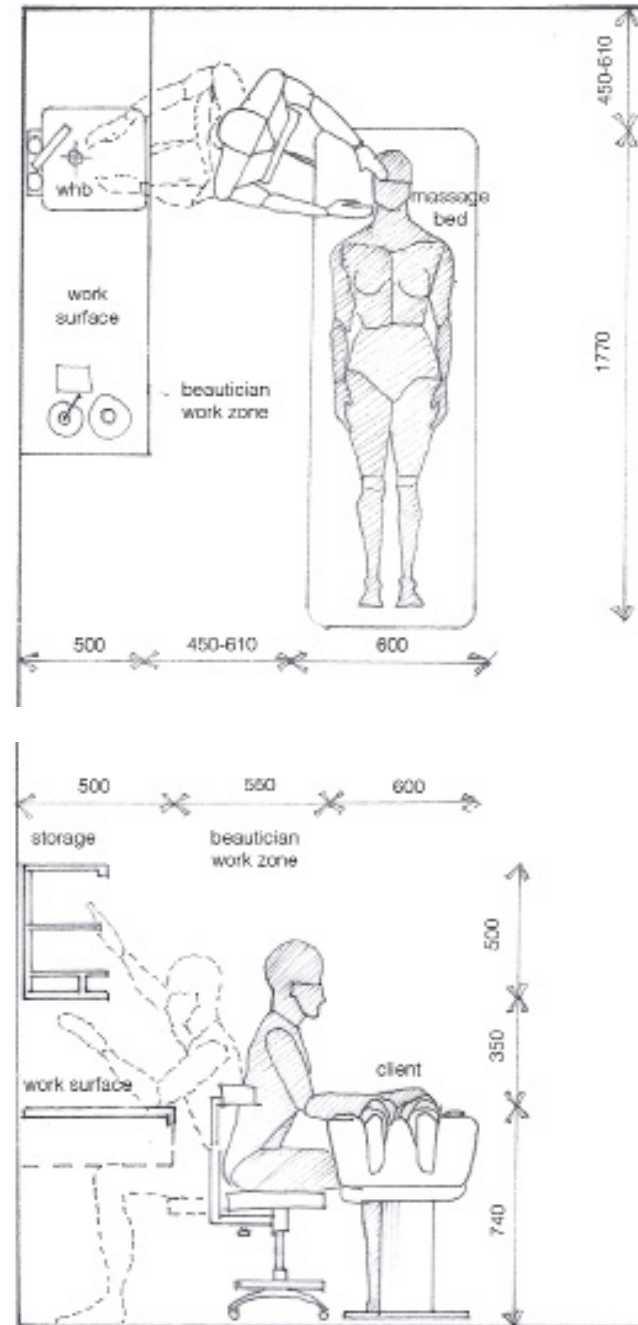


Figure 4.34. Private treatment area ergonomic requirements (Author, 2016) compare with (Panero & Zelnik, 1979).

### PRECEDENT STUDY [ DERMALOGICA ]

The use of stark white furniture with accents of grey, bright white lighting and medical equipment makes the Dermalogica treatment rooms very clinical in nature.

This is in keeping with the 'dermatological' associations with the brand.



### PRECEDENT STUDY [ Aesop ]

Aesop private treatment areas showcase the use of warm lighting, soft bedding and natural materials such as cotton and wood to create a comfortable and relaxing environment.

This is more in line with the type of environment that will be created in the Margaret Robert's treatment rooms.

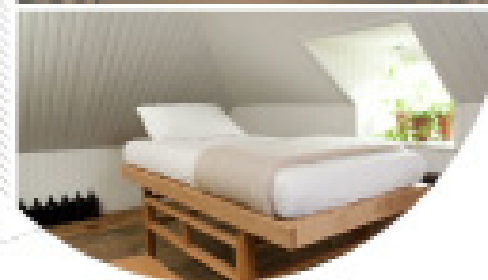
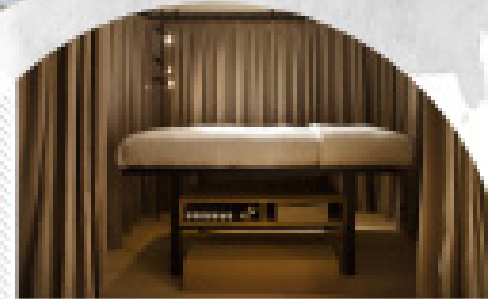


Figure 4.35. Private treatment area precedent study: Dermalogica & Aesop (Author, 2016; Aesop, 2016; Dermalogica, 2016).

# ZONE 10

## Kitchenette



Zone 10 is designated to the design of the kitchenette, which is a zone that is only accessible to staff members. The function of the kitchenette is to provide staff members with a breakaway space in which they can have a coffee/tea break and prepare their lunch. This space should also include a laundry area fitted with a washing machine and tumble dryer for cleaning of linen used in the treatment areas. Additionally, the kitchenette will be used for the purpose of preparing refreshments for clients who are sitting in the Waiting Area (Zone 7). The kitchenette should therefore be equipped with a sink, refrigerator, microwave, toaster, kettle, dry storage space for crockery and should have access to running water.

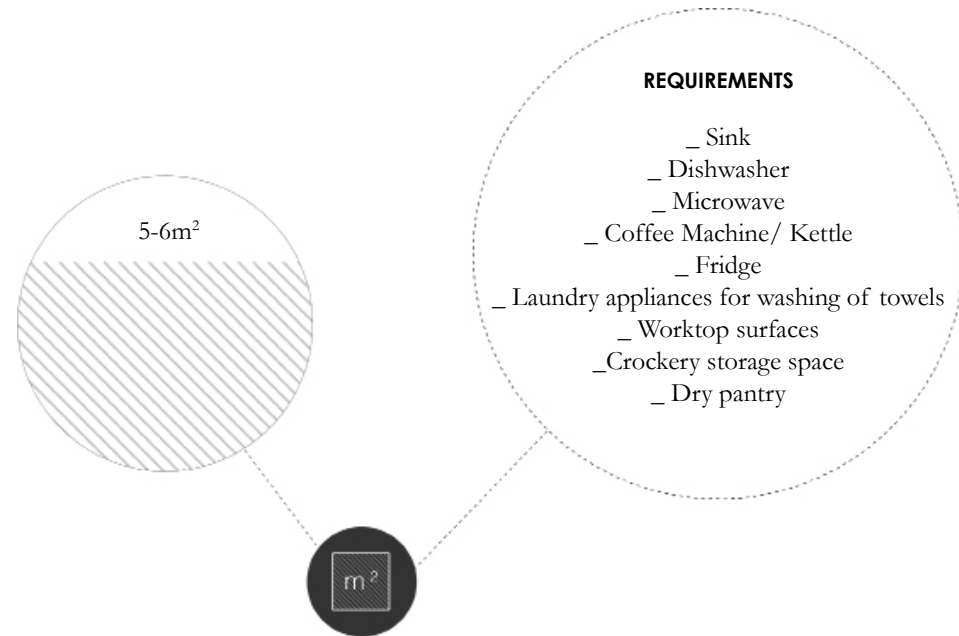
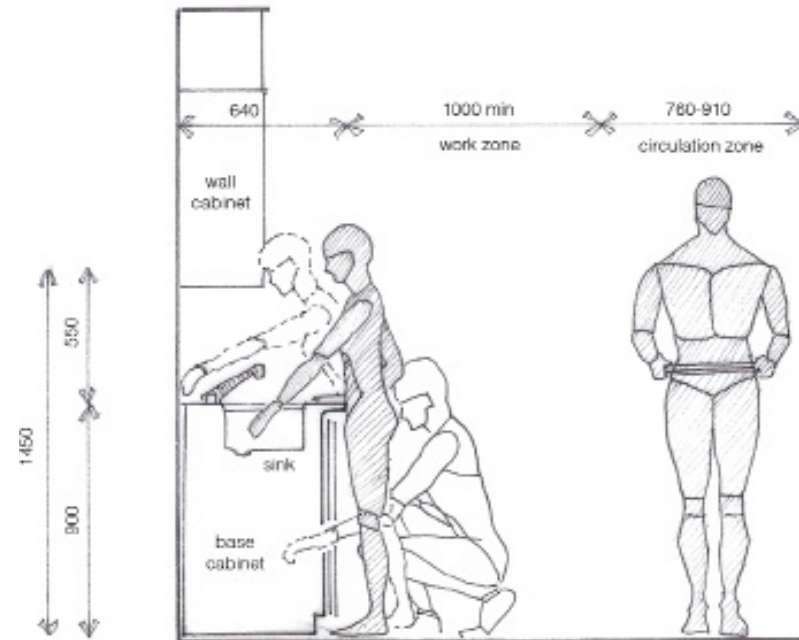
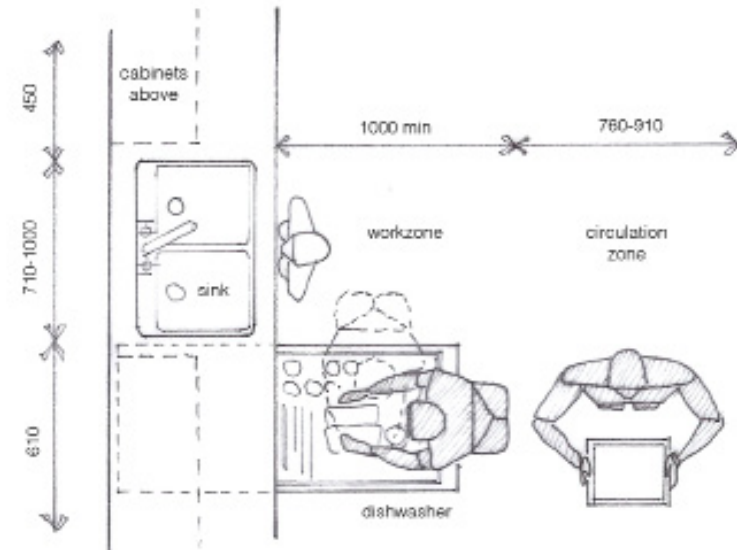


Figure 4.36. Kitchenette programmatic requirements (Author, 2016).

Figure 4.37. Kitchenette ergonomic requirements (Author, 2016) compare with (Panero & Zelnik, 1979).



**PRECEDENT STUDY**  
**[ Kitchenette Designs ]**

The combination of white surfaces and wooden finishes makes these kitchen spaces look fresh and invigorating.

Innovative vertical storage systems can be used to maximise the space in a small kitchen.



Figure 4.38. Kitchenette precedent study  
(Author, 2016; Howarth, 2015).

# ZONE 11

## Ablution



Ablution facilities equipped with toilets, changing and shower areas need to be provided in the programmatic scheme since some of the treatments may involve full body scrubs and massages with aromatherapy oils. Clients will therefore need to have access to a shower to rinse off before leaving the Margaret Robert's store. An accessible toilet and shower facility should also be considered as part of the scheme of Zone 11.

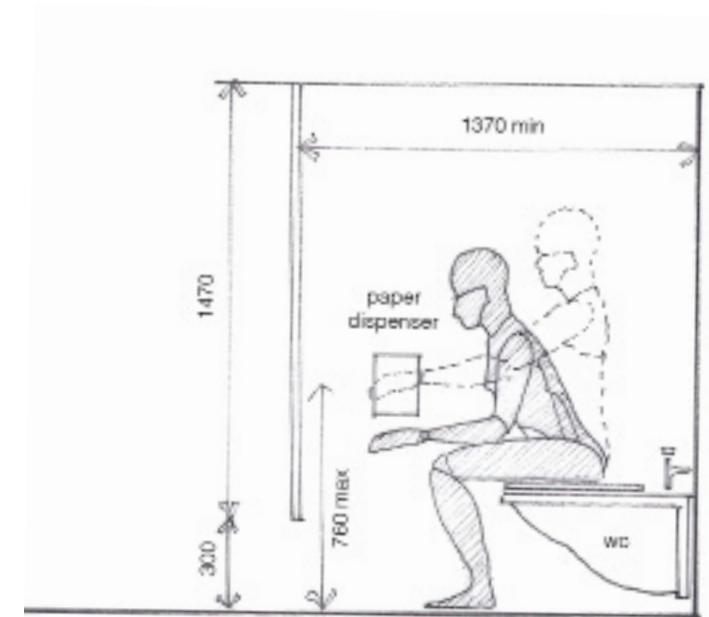
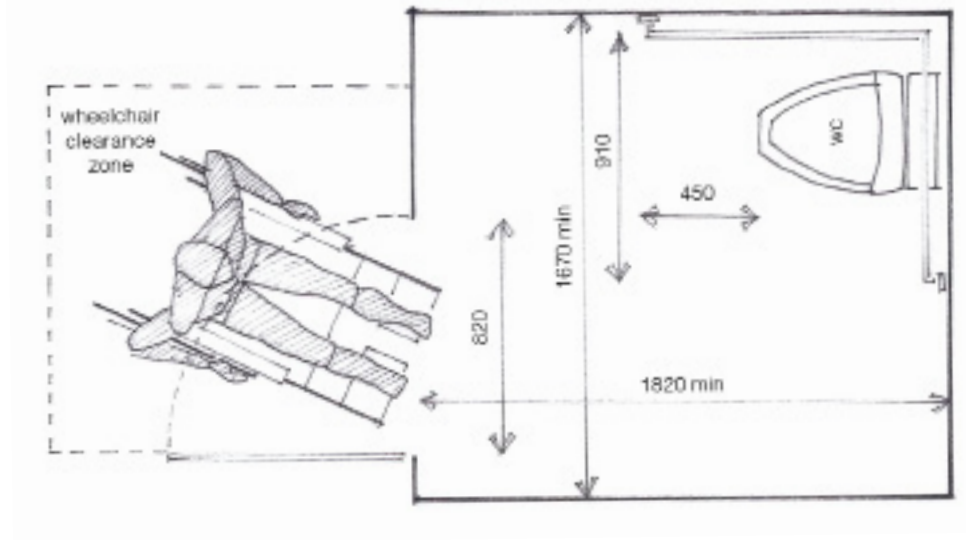
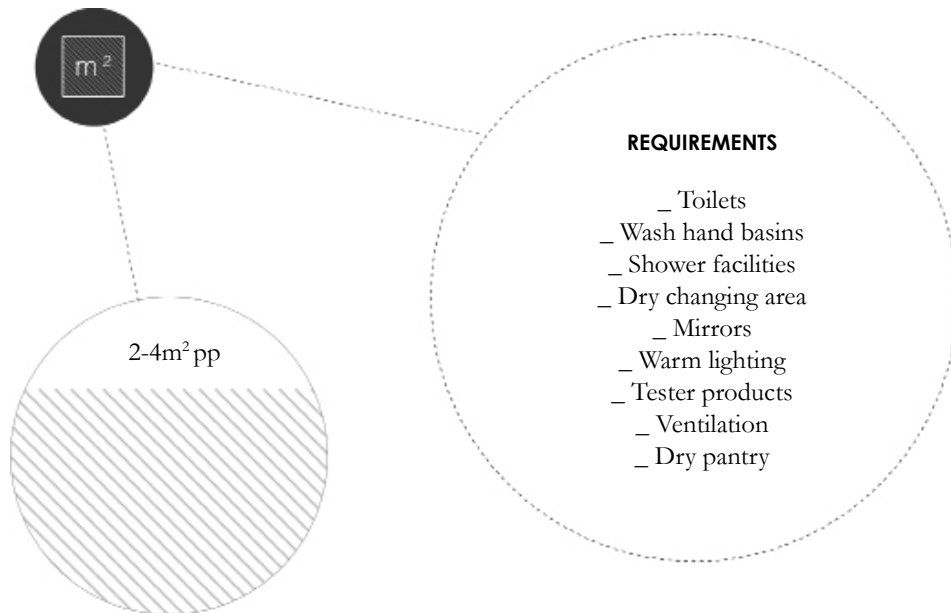


Figure 4.39. Accessible toilet programmatic requirements (Author, 2016).

Figure 4.40. Accessible toilet ergonomic requirements (Author, 2016) compare with (Panero & Zelnik, 1979).

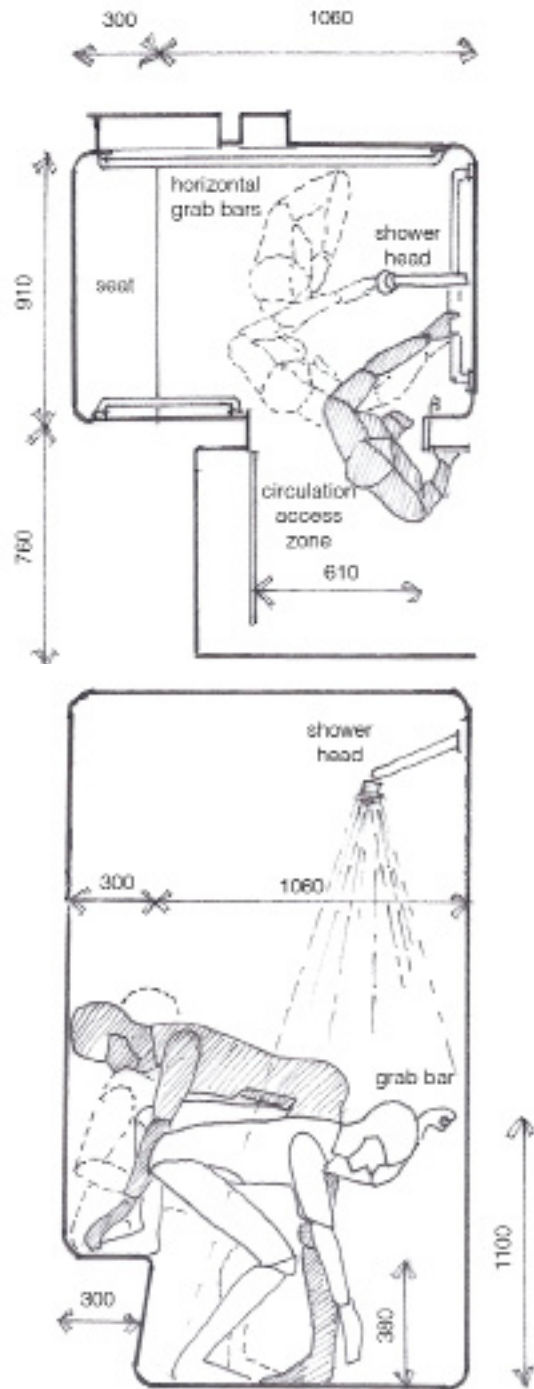


Figure 4.41. Shower facilities ergonomic requirements (Author, 2016) compare with (Panero & Zelnik, 1979).



**PRECEDENT STUDY  
[ Public Bathroom/Changing Room ]**

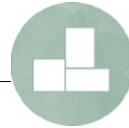
The stark white and wooden finishes in these bathrooms creates an area that appears sanitary yet warm and inviting.

A hint of green in the form of pot plants makes these bathroom spaces in tune with nature, rendering it to be a relaxing and rejuvenating space to be in.



Figure 4.42. Ablution facilities precedent study (Author, 2016; Howarth, 2015).

# ZONE 12



## Storage

Zone 12 is designated for storage of equipment and extra stock of products that may be required in the store. This zone should allow access to the service corridor connected to the retail space. It is not necessary to consider the atmosphere or experiential qualities of this space since it is only accessible to staff members and does not form part of the retail space as a whole.

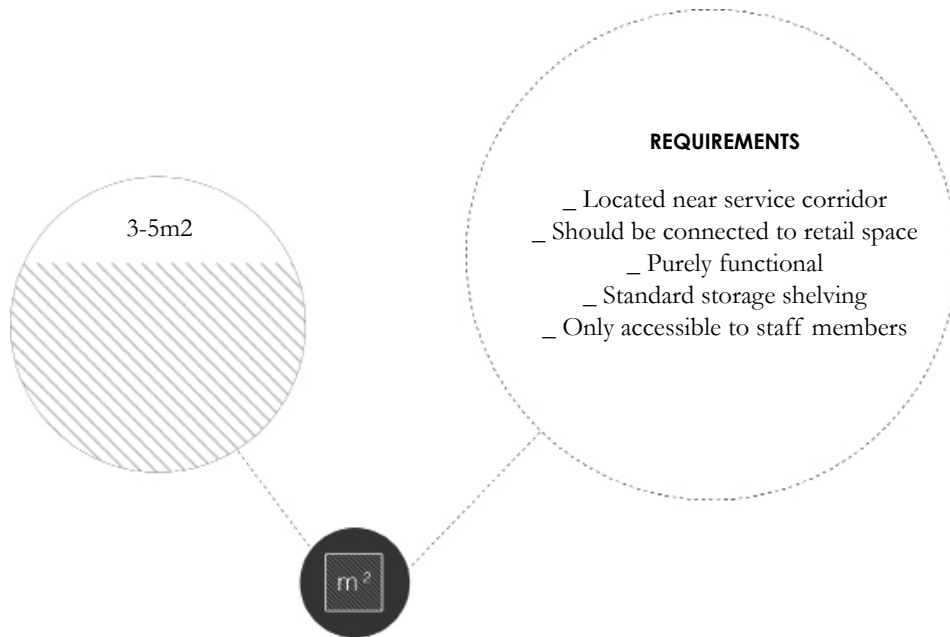


Figure 4.43. Storage area functional requirements (Author, 2016).

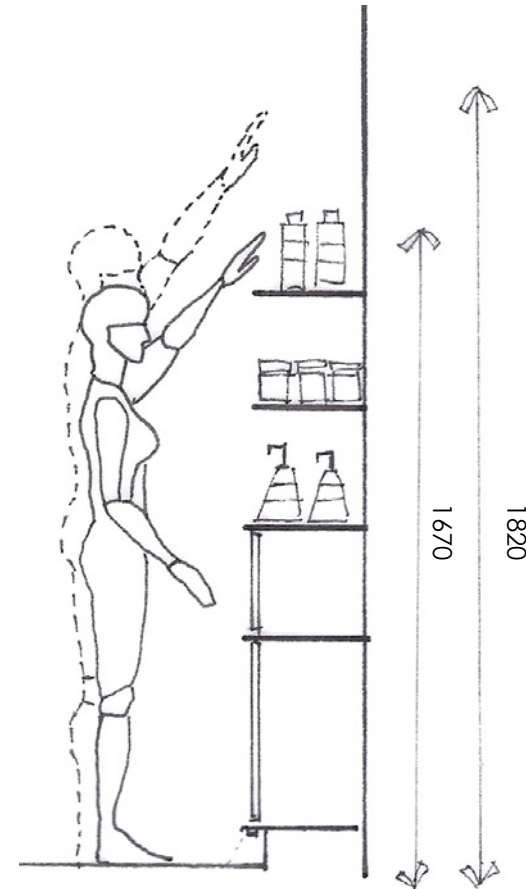


Figure 4.44. Storage area ergonomic requirements (Author, 2016) compare with (Panero & Zelnik, 1979).

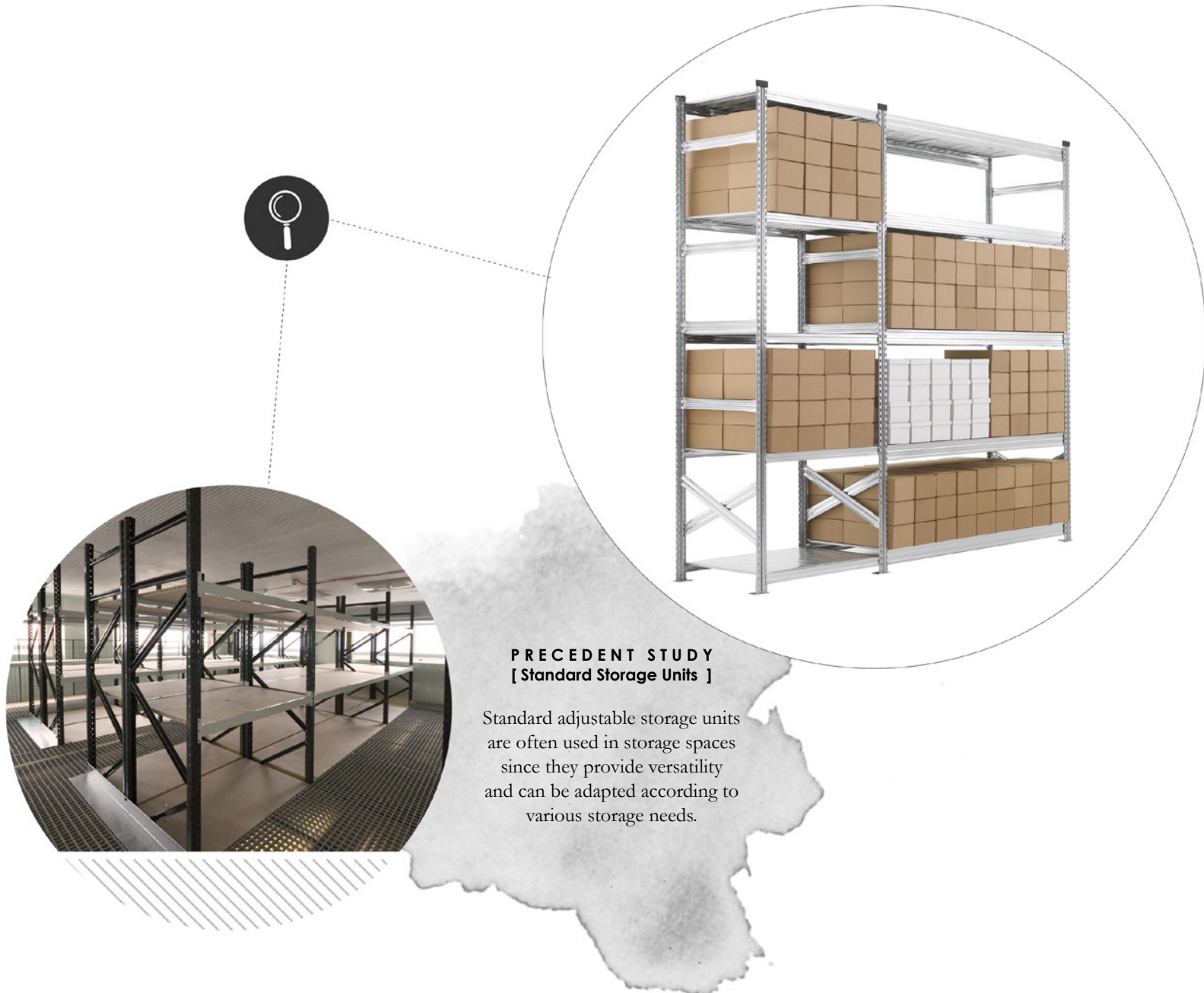


Figure 4.45. Examples of standard storage shelving (Author, 2016; Bunnings, 2016).