

Design for Experiences

team 6

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Introduction



A brand with the belief of sustainability, Lush Cosmetics is leading its way to people's hearts. With the feasible approach, the brand has developed themselves to perform endeavours in the market of cosmetics.

The vision of "good value products, not cheap" Lush is deliberately accomplishing it. Beyond the product in the user's hands, the consumer is holding more than just a product. They are holding a complex web of relationships, flows of facts and figures, creativity, human labour, movement and life that had to be exhibited in a particular way leading to the product ending up in their hands. Unless users read the Lush website, Lush is currently ineffective in demonstrating the beneficial effects that customers' purchases have on inhabitants and the environment. Customers are unable to perceive the significance of their decisions and the transformative potential of their support for Lush products because of this anonymity.

To increase customers' appreciation and loyalty for the brand, our team is constructing this immersive and educational in-store experience for Lush Cosmetics. As the brand claims, they invent every product from the very ground, source each raw material carefully, and make the products fresh by hand. With the aspiration of a cosmetic revolution Lush is making their best efforts in every category, just to emphasise that aim this ideation will be increasing potential in customer base and their loyalty.

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Brand Story So Far

Lush Cosmetics is a globally renowned personal care product company headquartered in the UK. Since its establishment in 1995, Lush Cosmetics has been well-known for its innovative products, unique brand image, and a strong commitment to social responsibility.

The values of Lush Cosmetics are rooted in environmental, ethical, and sustainable principles. They strictly oppose animal testing and ensure that all their products and ingredients are 100% environmentally friendly (Lush, 2020). They also strive to minimise packaging waste and utilise recyclable and reusable materials. In addition, Lush Cosmetics consistently supports various charitable organisations and community projects,

While advocating for human rights, animal welfare, and environmental protection to embody their brand values.

The mission of Lush Cosmetics is to provide high-quality, natural, and innovative personal care products that inspire people to embrace eco-friendly and sustainable lifestyles.



Figure 1: Brand Statistics

They are dedicated to developing safe, effective, and creative products, including soaps, shampoos, face masks, bath bombs, and lotions. By promoting the use of natural ingredients, reducing the use of chemicals, and encouraging people to purchase environmentally friendly products, Lush Cosmetics actively contributes to sustainability.

The target audience of Lush Cosmetics is environmentally conscious, ethically driven, and sustainability-focused individuals aged between 16 and 24 (Statista, 2017).

Their customer base includes people who prefer natural products, care about animal

rights and environmental protection, and are inclined to purchase personal care products that are Cruelty-free, free of harmful chemicals, and packaged in a minimalistic and recyclable manner.

Additionally, Lush Cosmetics also attracts consumers who seek innovative and fun products, enjoying fresh fragrances, unique aesthetics, and creative formulations.

27 Years of Lush

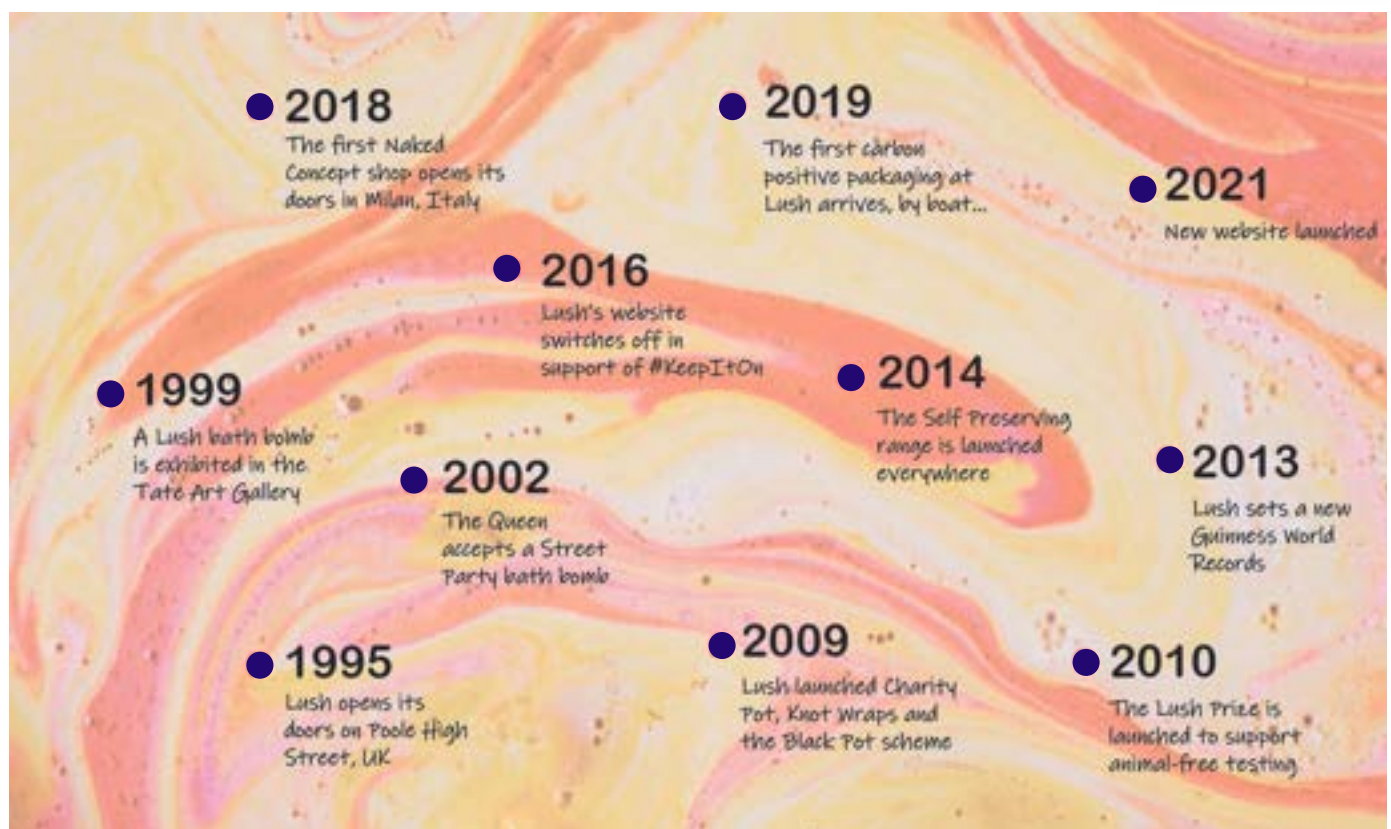


Figure 2: Lush Timeline

Current Experiences

Lush Cosmetics has a unique and immersive in-store experience. Their shops are designed to be visually appealing and welcoming, with vibrant displays and enticing scents that attract customers.

Customers can explore and interact with a variety of products such as soaps, bath bombs and skincare products, and the Lush staff have rich knowledge and passion for the brand, giving personalised advice and demonstrations to enhance the shopping experience. Customers can also attend product demonstrations, enjoy hand and arm massages and receive skincare consultations.

Lush Cosmetics' online shopping website offers well-designed product images in addition to detailed product descriptions, ingredient lists and customer reviews to help customers make the best purchasing decisions.

Customers or potential customers who want to shop online have access to a wide range of products and can easily explore the different categories. The website also provides personalised recommendations based on customer preferences and previous purchasing. Online customers also receive unique products and promotions.

In addition to this, Lush maintains an active online presence on social media platforms such as Twitter and Youtube, through which it interacts with customers, shares tutorials and hosts virtual events.

Lush Cosmetics has successfully created an in-store experience that stands out in the beauty industry. The visually appealing stores, knowledgeable staff, and interactive product displays contribute to an engaging and immersive experience for customers. The in-store experience allows customers to physically interact with products, test their scents, and textures, and experience Lush's commitment to high-quality and ethical ingredients. Besides, Lush's online experience is also excellent.

The website provides more details about products, making it easier for customers to make better decisions. Personalised recommendations enhance the online shopping experience and ensure that customers find the right products for their preferences. Lush's active online presence helps to build a sense of community and keeps customers engaged. Although the in-store and online experience of Lush is generally popular, there is always room for improvement. One area that could be enhanced to give Lush an advantage is the integration of the in-store and online experiences. Both provide customers with a full understanding of the products and fun, interactive engagement, while also educating about the environmental aspects.

Initiatives Related to Sustainability and Waste Reduction: Lush Cosmetics has long been committed to sustainability and waste reduction.

They have implemented several initiatives to minimise their environmental impact.

For example, Lush encourages customers to return their empty product containers through their "Bring It Back " program, where customers can exchange five empty Lush pots for a free face mask (LUSH, n.d.). These returned containers are recycled or repurposed, reducing waste. Additionally, Lush focuses on using minimal packaging and favours packaging materials that are recyclable, compostable, or made from post-consumer recycled materials. They also advocate for the elimination of animal testing and support various ethical sourcing initiatives.

Overall, Lush Cosmetics has demonstrated a strong commitment to sustainability and waste reduction through various initiatives, showcasing their dedication to environmental responsibility.



Figure 3: Lush On Global Scale

Persona & Customer Journey



Gender : Female
Age : 32
Job : Yoga Instructor
Address : London, UK

Sarah is a health-conscious mom of two who prioritizes all-natural and sustainable products in her daily life. She values products that are sustainably sourced, cruelty-free, and have minimal environmental impact. Sarah enjoys practicing and teaching yoga, and meditation, and spending time with her children. Her motivations, challenges, and expectations for an in-store experience include

Motivations:

- Supporting a brand that aligns with her values and offers sustainable, all-natural products.
- Seeking a luxurious and indulgent experience that provides a sense of escape from daily life.
- Feeling cared for and nurtured by the brand.

Challenges:

- Finding products that meet her high standards of sustainability and natural ingredients.
- Balancing her busy schedule with self-care and relaxation.
-

Expectations:

- A seamless and hassle-free shopping experience.
- Feeling appreciated and valued as a customer.



Gender : Male
Age : 35
Job : Lawyer
Address : London, UK

John is a busy professional dad who is always on the go. He values products that are easy to use, effective, and fit into his busy lifestyle. John enjoys staying active and maintaining a healthy lifestyle but finds it challenging to balance work and personal life.

His motivations, challenges, and expectations for an in-store experience include:

Motivations:

- Supporting a brand that can deliver results and make him feel confident and self-assured.
- Seeking products that fit into his busy schedule and lifestyle.
- Preferring brands with less environmental impact.

Challenges:

- Finding products that are convenient and time-efficient.
- Balancing work and personal life commitments.

Expectations:

- Effective and efficient products that meet his specific needs.
- A seamless shopping experience that saves him time and effort.



Gender : Girl & Boy
Age : 8 & 5
Job : Students
Address : London, UK

Emma, a bright and curious girl, loves exploring and learning new things. She appreciates experiences that stimulate her curiosity and provides opportunities for learning and creativity.

Ted, an energetic and playful 5-year-old boy, is full of wonder and loves to explore his surroundings. Both Emma and Ted find value in experiences that offer excitement, playfulness, and a sense of adventure. Their motivations, challenges, and expectations for an in-store experience include:

Motivations:

- Engaging in activities that stimulate their curiosity and creativity.
- Opportunities for exploration, learning, and having fun with their family.

Challenges:

- Finding experiences that cater to their age and interests.
- Maintaining engagement and interest throughout the experience.

Expectations:

- Interactive and engaging activities that leave a lasting impression.
- Opportunities to explore, create, and have fun with their family.

By understanding the motivations, challenges, and expectations of these user personas, we can design an in-store experience for Lush that caters to their specific needs and creates a memorable and enjoyable journey for each persona. (Rosenbaum et al., 2017)

	Awareness	Consideration	Use	Retention	Advocacy
Cognitive	-Is it that comfortable? -Is it green/vegan? (Ingredients) -What products do they have? (Ethical)	-It did look good on social media/web -Evaluating the value of the product, -Asking friends and staff for customised products in a welcoming and friendly the atmosphere in of store.	-It's worth it! -What happened to the bathtub after use...need to clean a lot.	-The impact on my hair and skin is visible	-It really feels comfortable and most importantly natural and no additives
Emotional				-the enjoyable experience of using bath bombs -There is a strong sense of ceremony in the preparation of the bath	Feels good to know you're impacting on the world indirectly (No animal testing, veg products)
Sensory	-Smells good, feels soft and nice on my hand skin, but does it have the same impact on my hair?	-Touching and smelling the sample of products, -Immersed in a multi-sensory environment with soothing music and calming colours in the store.	smelling, touching and hearing the sound of it melting and creating foam,		-The smell while in the bath is calming. -The smell on my hair is lasting. -The colourful fizzing bath bombs make me happy
Social	-Seeing ads information/ communicating with shop staff and hearing them introduce themselves.	communicating	Confidence with glowing healthy hair and skin	Sharing experience with friends	-Pop up store -social media sharing -Encouraging others to support their brand
Behavioural	-Searching on social media -Face-to-face communication -Trying sample in-store.	Talking to friends	-Enjoying the bath with a bath bomb, -Cleaning bathroom	-allocating special times in the schedule to re-experience the process!	

Figure 4: Experience Journey Matrix

Experience Recommendation

In order to enhance the customer experience and promote a deeper understanding of the impact of their purchases, we recommend designing an immersive in-store experience for Lush Cosmetics.

This experience aims to educate customers on the environmental aspects of their choices while providing an enjoyable and memorable spa day. By combining education, interactivity, and relaxation, this recommended experience will increase customer appreciation and loyalty to the brand. By leveraging the experience journey matrix and considering the value experience dimensions, this proposed design aims to enhance customer appreciation and loyalty to the brand. The recommended experience is a surprise spa day for families during the Christmas season.

Families have to sign-up and then will receive an invitation to a private, invite-only event where they can enjoy a spa day together. This exclusive experience provides a unique opportunity for families to bond while learning about the importance of sustainable choices.



Figure 5: Storyline Ideations on Miro

he experience begins with a warm welcome from Lush employees, who guide families to a private room specially designed for this inclusive experience. The room features ambient lighting, calming music, and a relaxing aroma, creating a serene environment.

The families will be invited to the Lush store for a surprise family package during the joyful holiday season. Inspired by the Lush signage boards, Anyone can sign up for this incredible experience. After the signup, the families will receive a special letter, unveiling the details of the Christmas Surprise Gift.

Upon arriving at the Lush store, the families are warmly greeted by Lush employees, who set the stage for a whimsical family Christmas experience like no other. Each family member is given an exclusive Lush swimsuit and robe, along with the opportunity to choose their favourite bath bombs, tailor-made just for them.

As the families indulge in their bath experience, To educate customers on the impact of their purchases an enchanting animation unexpectedly unfolds on the wall. The video showcases Lush's efforts to minimise packaging and recycle materials, emphasising the positive environmental impact of choosing packaging-free products. This educational component helps customers understand the significance of their choices and motivates them to make more sustainable decisions. They discover the finest ingredients sourced from around the world, the stories of their origins, and the incredible empowerment projects and charities supported by Lush. The experience continues with a delightful game where staff members enter with perfectly matched candles with bath bombs and showcase various products.



Figure 6: Experience opportunity Mapping on Miro

Family members take turns guessing the scents, names, and ingredients of the products, creating a joyful and interactive atmosphere. Laughter fills the air as they deepen their knowledge and connection with Lush.

To conclude this extraordinary experience, the families receive a special treat—a reusable Handmade tote bag crafted by a local community of Indian artisans. This not only serves as a token of appreciation but also promotes the brand's commitment to supporting local communities and reducing waste.



Figure 7: Story Boarding

The use of Lush products during the spa treatments reinforces the brand's commitment to quality and sustainability, further deepening the customers' appreciation for the products. This interactive experience allows families to learn about the benefits of natural ingredients, the process of creating the products, and the importance of using ethically sourced materials. Lush employees guide and assist families throughout the spa, ensuring a memorable and informative experience.

The proposed in-store experience aligns perfectly with the needs and expectations of the customers.

As a family-oriented experience, customers seek unique and memorable experiences during the holiday season. The surprise family package satisfies their desire for a magical adventure, while the educational components and waste reduction initiatives meet their values of sustainability and community support. By providing interactive games and a special takeaway, the experience ensures that the customers feel valued, engaged, and connected to the Lush brand.

Justification of the Experience

The proposed experience aims to address a gap in Lush Cosmetics' current approach by providing a more immersive and educational in-store experience for customers. Currently, Lush is not effectively showcasing the positive impact that customers have on local communities and the environment through their purchases unless they read Lush website. This lack of visibility hinders customers from fully understanding the value of their choices and the transformative potential of their support for Lush products (Lemon & Verhoef, 2016). To bridge this gap, we propose a family experience that engages and educates customers, making them aware of Lush's projects, ingredient sourcing, and overall brand mission (Saraiva, 2021).

Through our research and discussions, we have identified the need to involve the entire family in the experience. By targeting all genders and age groups (Verhoef et al., 2009) +5, we can create a more inclusive and impactful journey for the customers. The surprising nature of the SPA package, combined with the request for family size and member details when signing up, generates curiosity among all family members, enticing them to participate in the experience.

By choosing this package for the holiday season, we tap into the heightened desire for meaningful and memorable gifts (Shaw & Ivens, 2002) that people seek for their loved ones. The Christmas season presents an ideal occasion to encourage families to sign up for a family immersive experience, as it aligns with the spirit of togetherness and celebration.

To start the experience, after being greeted by staff and receiving a comprehensive kit that includes swimsuits, robes, and any necessary items for the SPA session. This not only enhances the overall service but also serves as a means of promotion when customers continue to use the branded items outside of the experience, spreading awareness of the brand and its commitment to sustainability (Lemon & Verhoef, 2016). Families will also have the opportunity to choose their favourite bath bomb. This choice is deliberately inclusive, designed to cater to the reputation and popularity of Lush's bath bombs. Bath bombs are an iconic product of Lush, and by allowing families to select their favourite ones, we ensure a personalized and exciting start to their immersive journey (Brakus, Schmitt, & Zarantonello, 2009).

As the family members settle into the bathtub and place their chosen bath bombs in the water, they will be captivated by the vibrant colors and mesmerizing combinations that unfold before their eyes. This initial surprise element, accompanied by the sensory experience of the bath bombs fizzing and releasing their fragrances, sets the stage for the next rising incident in the experience. To educate and engage the family members, an animation begins on the solid wall in front of them. Animations are chosen for their engaging nature, particularly for children, as they are easy to understand and visually captivating (Mascarenhas et al, 2006). This animated segment serves as an educational tool, providing information about the fresh ingredients used in Lush's bath bombs, their sources, and the communities involved in their cultivation. Through this immersive storytelling approach, families gain a deeper understanding of Lush's commitment to ethical sourcing and the positive impact their purchase choices can have on communities (Fortunati, Martiniello, & Morea, 2020).

Additionally, we have included a "Guess the Name Game" to further engage customers and reinforce their learning (Schmitt, 2009). This interactive element encourages active participation, ensuring that information about scents, product names, and ingredients is retained enjoyably and memorably. By combining entertainment and education, we can effectively communicate Lush's mission and values to customers.

As the lights in the room dim to a calming level and staff members enter with candles, the experience takes on a new level of interaction. The staff members engage the family in a game, elevating the experience and creating a shared sense of excitement. The interactive game not only adds an element of fun but also reinforces the knowledge gained during the animation segment. The insights from Hamari et al.'s (2014) provide a foundation for the design and implementation of our gamified experience. By considering the context, utilizing motivational affordances, and drawing from the positive effects observed in previous studies, we can create an engaging and impactful experience that aligns with the principles of gamification and enhances the overall family experience at Lush Cosmetics. It encourages active participation and communication among the family members, fostering a sense of unity and creating a memorable bonding experience (Allanwood & Beare, 2019).

To enhance the lasting impact of the experience, we propose gifting customers with reusable tote bags made by local communities. This not only reinforces the message of empowerment but also creates a connection between customers and the community they just learned about. The tote bags serve as a tangible reminder of their participation in the Lush experience and their contribution to the brand's mission.

In conclusion, the proposed experience aligns with Lush Cosmetics' brand and mission by promoting education, sustainability, and community engagement. By immersing families in an educational and entertaining journey, Lush showcases its commitment to transparency, ethical sourcing, and empowering local communities. The integration of animated storytelling, sensory experiences, and interactive games captures the essence of Lush's values, while also fostering a deeper connection and understanding among families. By tapping into the spirit of the holiday season, introducing surprise elements, and providing interactive and educational segments, Lush can strengthen its brand loyalty, inspire conscious consumer choices, and foster a sense of community among its customers.

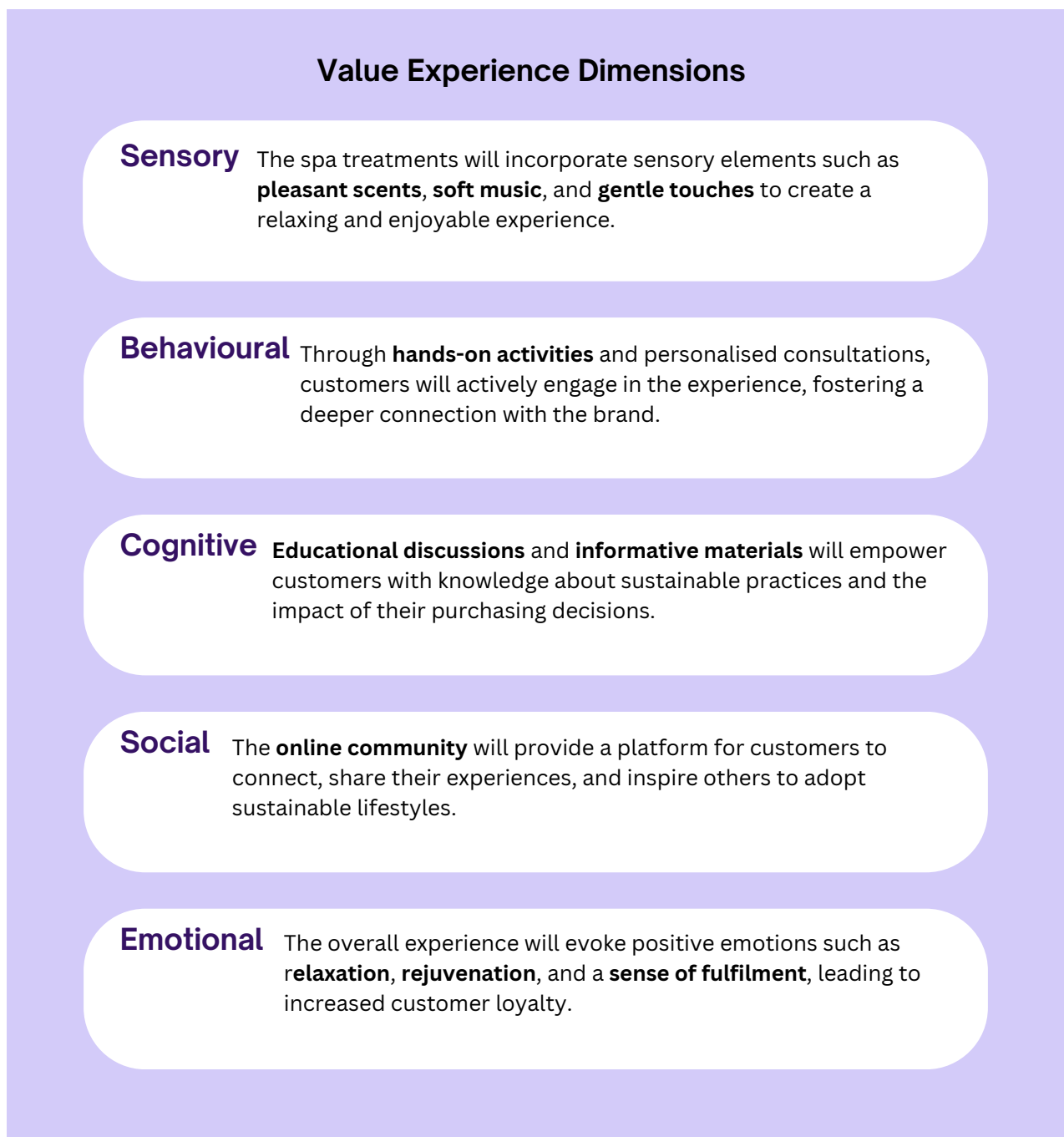


Figure 8: Value Experience Dimensions

Summary of Group Participation

The gap and measures to bridge it for Lush Cosmetics are outlined in the current study. Our team has been diligently working to bolster the study strategy with the suggested immersive family experience. The team was able to accumulate the relevant data with the aid of the lectures and tutorials we were involved in and develop this model. This experience proposal needed to be delivered in two parts: a video and a report on the group project.

Group Members	Group Video	Group Project Report
FeiFei Shen	To illustrate the storyboard and user journey for this pitch, FeiFei created excellent visuals for the video	Helped outline the Report
Megha Sharma	Provided the voiceovers for the employee	- Offered the brief, explaining the plan and outlining objectives, building on introduction and defining the significance of developing a stimulating and educational in-store experience for Lush Cosmetics. - Summarised all of the information and clarifies the members' roles and individual responsibilities in order to wrap up the project report.
Rajkunwar Pawar	Scenarist for the video, Ideated the storyline and User journey maps	- Presented the three user personas developed for Lush Cosmetics and illustrated their goals, challenges, and expectations for interacting in-store. - Also included a user journey matrix and an in-depth description of the intended in-store experience, emphasising each stage of the interaction. - Explained the proposed experience in detail through experience journey matrix.
Sai Ma	Has assisted Fei Fei in collecting the video's backgrounds and sounds	- Gave an outline of Lush Cosmetics and highlighted their current activities while describing the organisation's mission and recent experiences. - Explained how the current experience is consistent with the goals and brand of Lush cosmetics. Addressed what is functioning well and what needs improvement.
Tannaz Mirjalili	Screenwriter and Narrator for the video	- A journey through the experience, from awareness to activism, was undoubtedly delivered. - Explains how the planned experience is justified by upholding the needs and ideals of the company and their valued clients. - Citations and References

Figure 9: Summary of Group Participation

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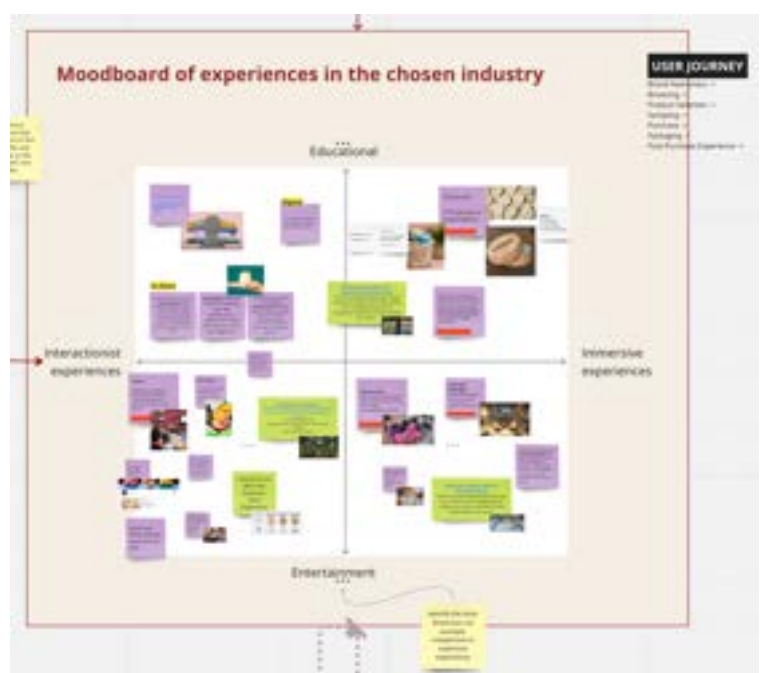
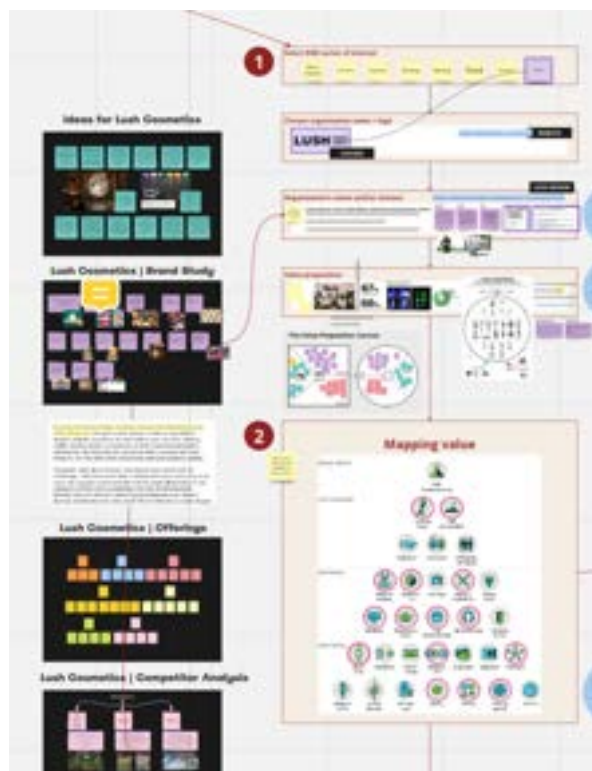
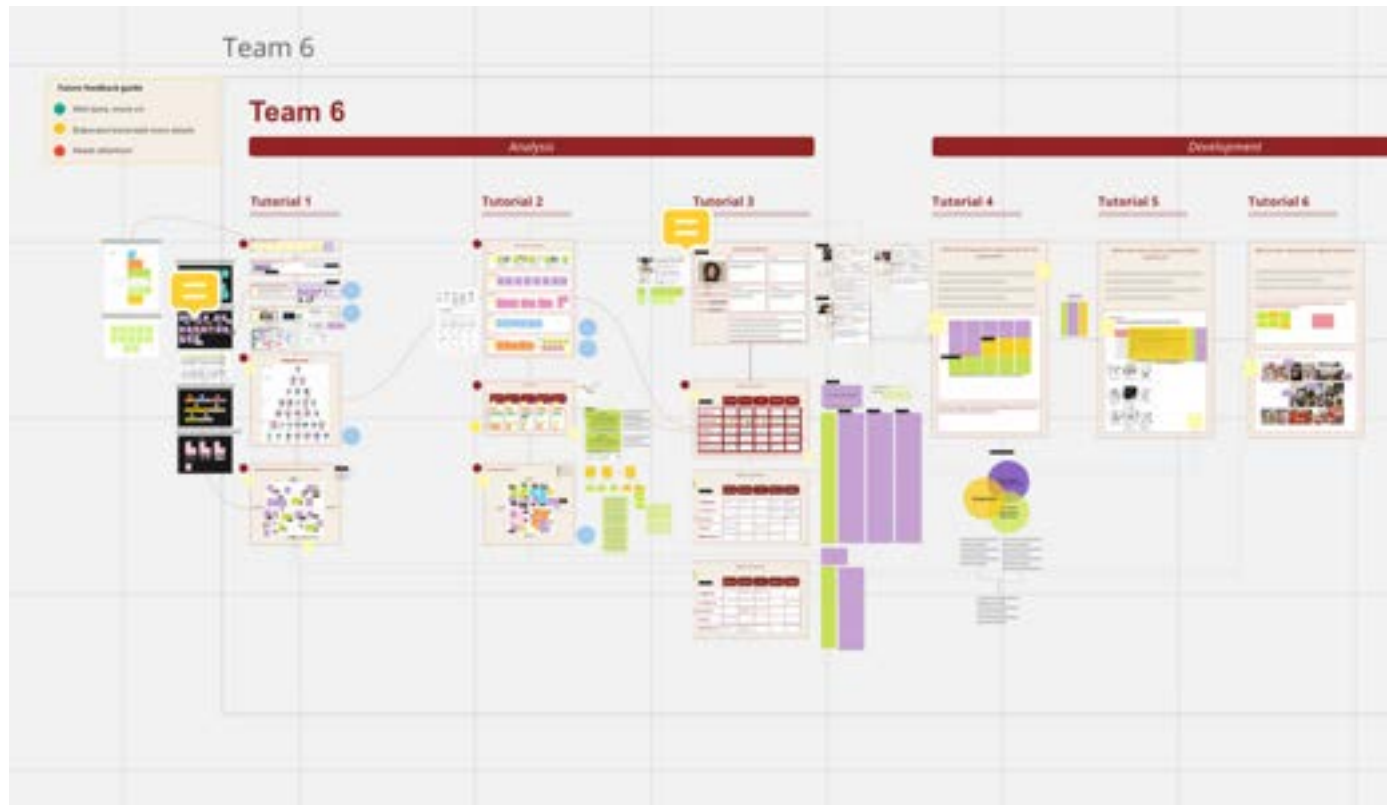
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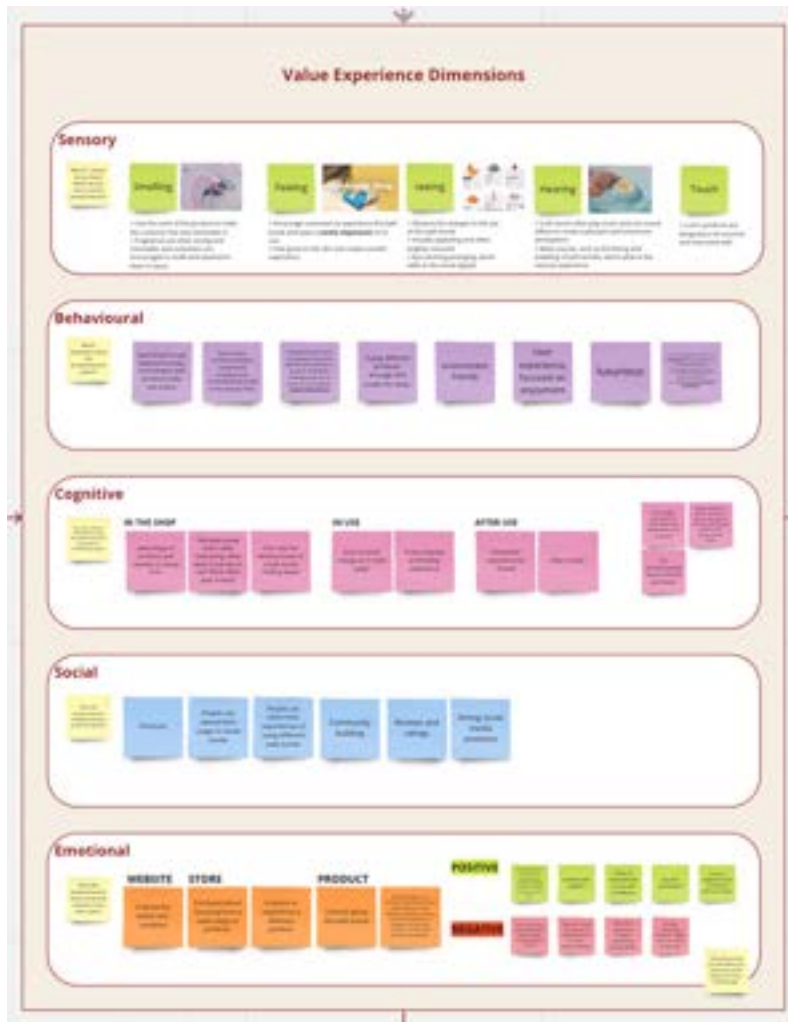
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Appendix

Miro Board - Ideation Process



Appendix



How I might we Questions

