

# **Trust and understanding before design: ethnography, teenagers and retail**

**Alexandru Dincovici**

**General Manager, IziBIZ Consulting**

**Owner's Representative for Marketing & PR, Veranda Mall**

# Brief: How do we bring more teenagers in?

Space

Location

Visitors

Events

What can we really change??



# Customer experience research vs ethnography

## CX Journey

### Mapping/Research

Addresses an interaction defined in  
time and space

Predefined models

Touchpoints

Reductionist

Tactical decision-making

## Ethnography

Looks at what people want, need  
and value

Social reality

Material culture, People &  
Meaning

Understanding

Strategic decision-making



# What we did

**Deep hanging out  
with teenagers in the  
mall (no recruiting)**

**Consuming teenager content:  
Dorian Popa, Abi, 5 Gang, Riverdale  
and others 😊**

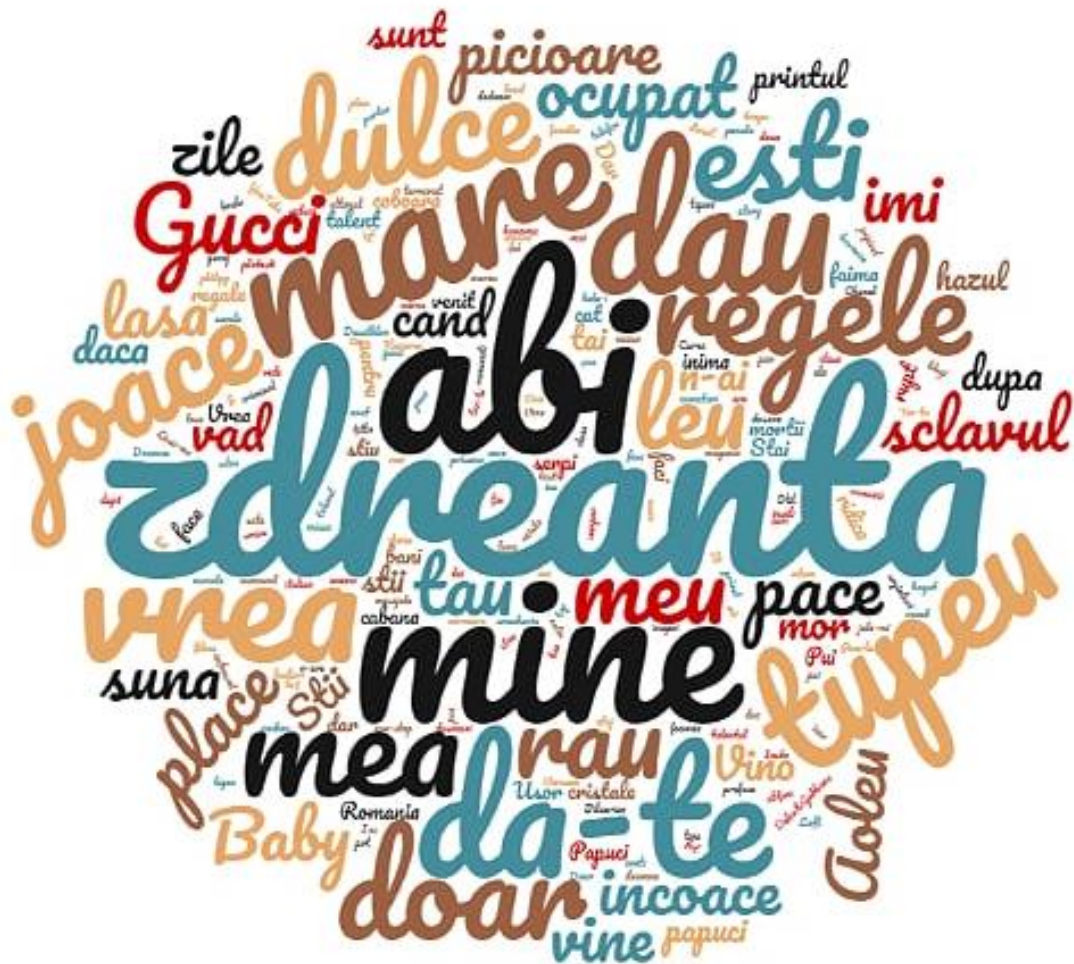
**Getting to know the  
target group:  
teenagers, parents,  
friends, shopping,  
media consumption,  
aspirations aso**



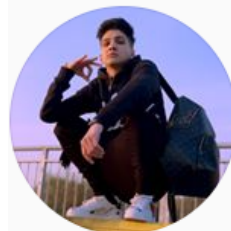


## Memes as teenage expression





## Trap and values



1babyabi1

Urmărești



9 postări

344mii de urmăritori

1 urmărire

baby abi printu tau

abi talent si finete ❤️

- studiez medicina

- cel mai mare si mai frumos artist/arfist din Romania 🇷🇴👨🎨

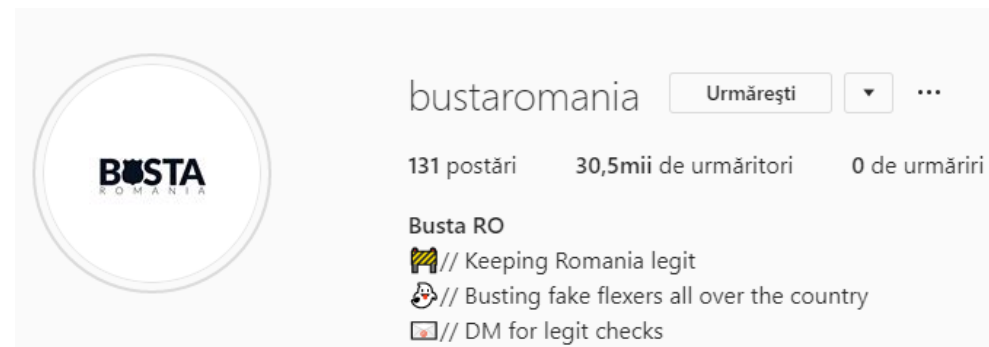
[www.youtube.com/channel/UCQGg3WPrQ0bmcktpIdWoT5g](https://www.youtube.com/channel/UCQGg3WPrQ0bmcktpIdWoT5g)





Going out





## Fashion and social status





# What happens next

Cinema opening  
New communication pillar (Oppa Obor Lifestyle)  
Entertainment area  
Silent changes in the space, architecture and rules  
Off the record niche influencer tracking



# THANK YOU!

**[alexandru.dincovici@izibiz.ro](mailto:alexandru.dincovici@izibiz.ro)**