PROJECT ROAD

First Insight	primary generator	businesses with market slippage problem	change in market competitors	creating awareness for new luxury customers
Preparation		our only focal point became building community	enforcing the literal measuring of time only meant to speed the purchase	engaging customers in fashion shows and events
Incubation	puzzle trap	only focusing on performance improvement and measurement	being immersed "in the moment of doing"	
Illumination	sudden idea emergence	creating a narrative and storytelling experience	emphasizing the core value of performance innovation	
Verification	development	implication of different digital tools & testing their effectiveness	Arc'teryx Veilance style guide in their website	