

VIRTUAL AGENCY REPORT



**Class: Multimedia Design and Communication
2017-2019**

Group X members:

Sabina Sandorova

Barbora Gallova

Jevgenia Artjuhhina

Nikoleta Smolkova

Bernarth Kones

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We are considering that the front page, table of contents, bibliography and appendix are not count to the required number of pages.

INTRODUCTION

BIANCA, a 23 year old Copenhagen university student has a birthday party tonight. She is immensely into the latest fashion trends and hopes to step out as a fashion icon on Instagram. She wants to design her outfit for her birthday party. She is going to look for laced blouse, black rugged jeans, a black belt and some matching shoes which she is still yet to make her mind up. She hops into a train super excited heading to Fisketorvet shopping centre. Her mind is in the imaginations about how she will surprise her boyfriend Nielsen with her new look. Only one thing what she wants is to make her birthday night unforgettable.

At her first store, ZARA, she finds the exact white blouse she had in mind. The size is perfect. She literally can't believe her luck! Suddenly, she realized there is nothing else to match from her ideal look in the store she is at. What is she going to do? She must search and hope she is going to find it.

She is hopping from one store to another, starting to feel pain in legs, exhaustion and frustration. After all these clothes she passed through, she feels overwhelmed. After two hours she gets her jeans. Two hours! But still, she is disappointed. They don't have her size. In the end Bianca only manage to find two out of five items she has imagined. When she returns home disappointed and exhausted, she only finds out that Nina, her friend, is wearing the very same rugged Armani jeans she has been looking for the entire afternoon. Nina tells her that she bought hers only yesterday two stores away from where she was shopping and they had many sizes! Bianca's day is ruined by a simple, but common fact 'not knowing'.

What if she knew? What if there was a way, a platform, someone, or even perhaps an app that would make this shopping less exhausting and more successful? What if she knew about the store just behind the corner where she could buy her ideal matching jeans before hoping around all shops? What if she could use an app to ask, get a response in real time, and a drop down on availability and price comparisons in the nearest stores? Would her day be still ruined?

Purpose/Objectives of the report

The main purpose of the report is to train our business thinking and highlight our knowledge of different theories. Through analysing the experiences of customers in the fashion stores, our goal is to create customized business idea which will solve our problem's formulation key question. In this case our team focus on creation of the virtual agency which provide an app for the user which can reduce negative effects of shopping and hence contribute into consumers health and strengthen business in fashion industry. Methods which our team find relevant for our solution were to gather empirical data by using survey and service safari method. Then our team could proceed with creation of different Personas with aim to define each of our target together with their needs. For better definition of our virtual agency we used Business Model Canvas, Customer Journey Map and SWOT analyses.

PROBLEM FORMULATION

Shopping of clothes is consciously and subconsciously the part of the consumer behaviour, which fulfils our needs and hence became part of our lives. Perception of shopping have changed significantly within the raise of consumerism and has long since passed the role of necessity. People have started to use fashion as the expression of their personal identity. Nowadays fashion became a business. According to our research it is worth \$2.4 trillion (15231480000000.00 Danish Krone) and it would be the world's seventh-largest economy if ranked alongside individual countries' GDP. These facts have shown us, that the fashion industry is a prosper business and hence the right opportunity for our team to practise our business knowledge and ideas. In spite of the raise of consumers in fashion industry we cannot ignore the negative influence of this business on people's health. Another problem which is occurring in 2017 is that it is still very hard to predict the demand of people related in fashion nowadays after the shocks in the global economy with many terrorist attacks and Brexit vote. Consumers are shifting their purchase behaviour and are more demanding and unpredictable in 2017, which is hard for retailers to keep balance between supply and demand.

<https://www.mckinsey.com/industries/retail/our-insights/the-state-of-fashion>

Fascination with shopping have created unhealthy effects on consumers' lives such as frustration and stress. The average woman makes 301 trips to the store annually, spending close to 400 hours a year shopping. It is not just time ineffective. The real problem occurs, when consumers who are ready to make their purchase go to the store without any investment, because of their overwhelming. The options of clothes are endless and the shopping is becoming time inefficient, tiring and frustrating and hence the experience from it is not motivating to experience. The customer demand for the products is difficult to predict and even harder to fulfill. This is where our problem starts emerging. We realized that business in fashion has the gaps for which the solution can increase economic flow by reducing negative effect of shopping. Because of that, this problem is interesting, important and requiring solution. We have few reasons why we decided to find solution for this problem:

1. This problem is very common and it shows that it is important to deepen the knowledge in this field.
2. Searching for solutions we need to analyze this problem very deep and it is useful because we can apply our academic knowledge in practical way.
3. Our future goal is directly connected with the business and we believe it will be useful to know how to deal with this problem.

Source: <https://www.mckinsey.com/industries/retail/our-insights/the-state-of-fashion>

Our research key question is:

How can we reduce negative effects of shopping?

The following sub-question were extracted in order to find out more detailed answers to our research question.

How can we motivate people to shop more?

Problem focused on Danish market

Choosing the country where our virtual agency will be promoted is very important part of our business strategy. According to our research we can see that The Danish fashion and textile industry is one of the most important piece of the overall Danish economy. The wholesale revenue of fashion and textile is approximately 8 billion dollars. Because of this importance for Danish economy, we decided that we are going to focus on Danish market.

fashionunited.com

.Empirical Data

Methods

Collecting information

Due to a wide choice of obtaining information in time of writing our project we used qualitative and quantitative methods of data collection. The major project tools used to collect primary data were an observation, Service Safari technique and group constructed survey. For the secondary data collection we used the Internet websites focused on fashion industry and consumer's behaviour.

Observation

In most cases, if people are seeking for understanding and analyzing something, they are asking questions and searching for existing data, but it is very important to not forget observation part. This part often reveals new data, shows a realistic current situation and helps to form unbiased opinion. For these reasons, we have decided to pay close attention to this part.

Our team believe, that the most convenient way to collect information about the customer's behavior is to be at the place they are at. That is why our main observation took place at the shopping centre Fisketorvet and Copenhagen shopping street. To be at two different shopping places has given us the opportunity to see the customers activity from different perspectives. This

observation was made as “field observation” so it means that we went to the different stores with group members and we have been observing there for a few hours.

First of all, we noticed 3 main various customer’s types which can help us to form our answer for our research question.

1. Customer for who is price more important than value

This customer type was mainly searching just for discounts and spent major amount of time by comparing prices. We heard them use statements in the spirit such as “let’s look into different mall if they have this, but cheaper” We conclude from it that their biggest insecurity was to buy something they could buy cheaper in the different mall”.

2. I am just looking type of customer

These customers were not looking for specific item, but for something what can impress them. We noticed that these types of customers were spending at the stores the major amount of time, scanning every piece of clothes, trying multiply options and often leaving without buying a product. They looked overwhelmed. One member of the group decided to follow the path of these types of customer. Frustration of so many choices and tiredness were visible after time. Our member heard them how they start to complain on pain in legs.

3. The customer who is looking specific item

These customers knew exactly what they are searching for. They were often asking working staff at the stores about where they can find the item matching their requirements. These customers were usually spending very short amount of time at the store usually leaving with the bought product or they were dissatisfied that they did not find anything what was matching their requirements.

Types of customers with the age category.

After identifying our 3 main customer types we also noticed that the most undecided, frustrated customers were between age of 18-25. We can include them into first two types of customers.

They often came in the store unprepared, with unrealistic time expectations.

Above 25 years old were types of customers which we can include to customer type looking for specific item. They were better organized but still time ineffective, searching for specific item in various stores without knowing what to expect.

In spite of the customers between age of 18-25 are most likely to have negative experience we found fact which leads us to focus on them more. Our group found research, that this age category spends 25% more time in the mall compared to shoppers over 40, and visit 70% more stores per mall trip. What It means for us is an opportunity of their interest in our product related to fashion.

www.verdegroupp.com

Service safari

A Service Safari is a research method for understanding services which allows us to put ourselves into shoes of customers. We decided to deepen our research with this method to better understand what makes good and bad experience, what are our needs and generates more ideas. We conducted this technique at Fisketorvet shopping centre in Copenhagen. Our materials for this purpose was audio recorder to record our impressions.

Our decision was to pretend two scenarios. One group member has the scenario of looking for winter jacket and second the scenario of looking around for something what impress.

It took 2 hours, trying on clothes in different stores and waiting for available changing rooms without option to sit. The options were endless, it was very tiring, especially to think about which parts of clothes is going to match to another. We noticed that we are not only one with this problem among costumers. We all were very undecided and time ineffective which creates several problems.

Identified problems with Service Safari method

Undecided customers, including us have created problem at the stores. The rush with combination of endless options made lots of mess with the clothes. Vast majority of people had no energy to put the clothes they tried on, on the right place. They let multiply items at the changing rooms. It caused that we and the customers could not find specific size of the product or product at all. The overall experience was not just tiring but added another point to dissatisfaction and reason to not purchase a product.

The main problems we have found were:

- decrease of positive experience by overwhelmed customers and employees
- untidy store which decrease smooth organization at the store
- frustrated customers and employees

Summary

After this observation, we realized that the problem of organization, time saving and positive experience at the stores is bigger than we thought and hence to find the solution for our research question is relevant for customers' needs and business.

The main problem our research shows is time inefficiency, while shopping because of many options of products. Consumers buy more when they are experiencing good experience. This time inefficiency increases stress, frustration and so lower the possibility of purchase.

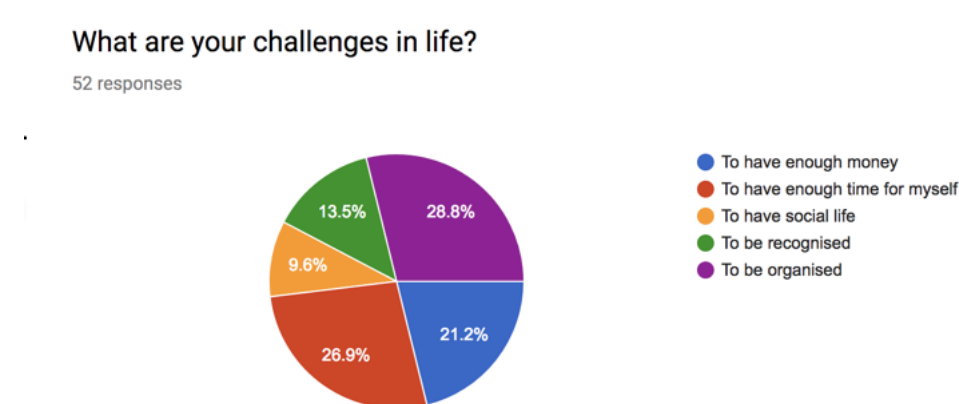
But do the people search for our solution? Is it what they want and really need?

For these questions, we are going to try to find the answers with our survey to see if our idea is relevant.

Survey

Our team is aware that one of the most important thing in the project is validity of data. For this reason, we decided to make a survey by using Google Form. We conduct surveys via Facebook and published it on the portals with international environment.

The survey has 52 respondents. The main purpose of the survey was to collect quantitative data which can help us to better understand how the potential customers think about our idea, what are their frustration and unfulfilled needs and find good ideas with the possible solutions for our research question. We used charts for this report which we find the most relevant in our case and the rest of the charts are placed in the Appendix of this project. The charts are showing detailed results of the survey.

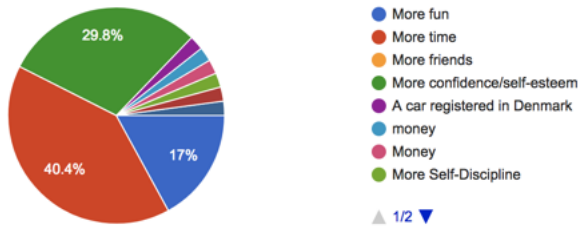


Interpretation

As we see in the paragraph their main challenges in life are not having enough time and troubles with organization which is exactly what we thought and are our problem to solve.

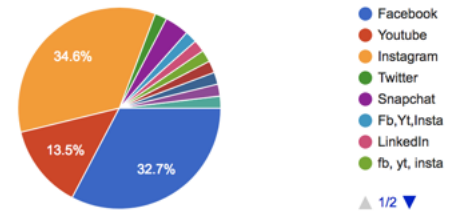
What do you wish to have more in your life?

47 responses



What social media networks do you pay attention to?

52 responses

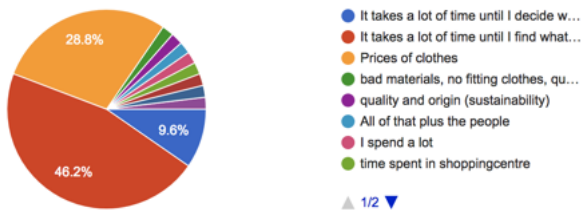


Interpretation

As we can see, people desire to have more time even more than money. In the right paragraph, we wanted to know where we should pay the most of our attention with promoting our virtual agency online, which can help us with creation of Canvas Business Model.

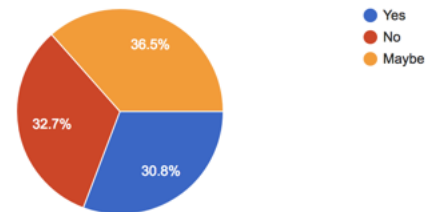
What frustrates you when you are shopping?

52 responses



Would you like to have a mobile app which can make your shopping of clothes faster?

52 responses

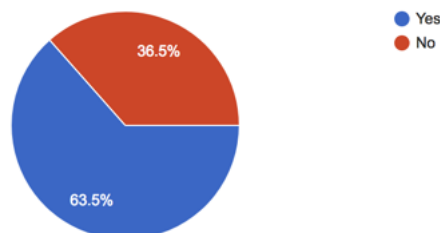


Interpretation

In this part, our team wanted to know how many of our responders like shopping, what frustrates them and if they have potential to use our app. We can see again that the time inefficiency is the biggest issue but we were surprised about the respond for our app. Therefore, we decided to explain our app better on the next question.

Would you like to use our App?

52 responses



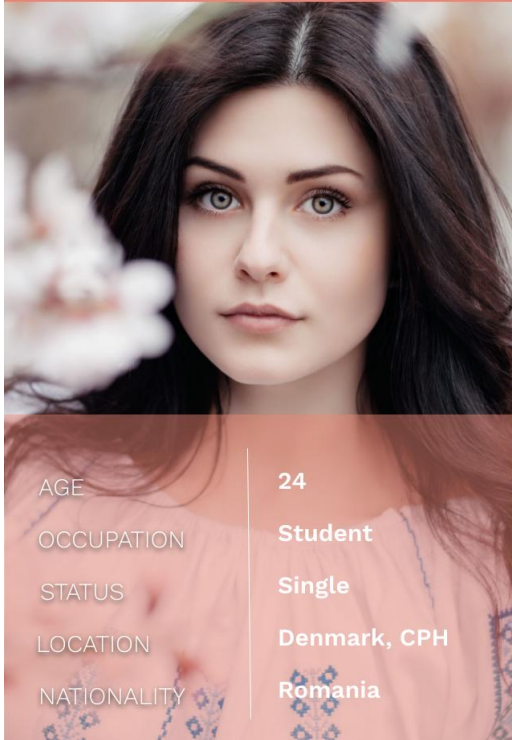
Interpretation

Before this question we described our app in more detailed way and the responses changed for positive result from which we are ready to start to develop our idea further.

PERSONAS

From the Survey and observation, we were able to create our personas.

Maria Mia



PERSONALITY

Extrovert

Introvert

Thinking

Feeling

Others opinion

Her opinion

GOALS

Be recongnized
Be confidant
Bachelor

FRUSTRATIONS

Not well organized
Not having enough
time for herself

HOW CAN WE HELP?

We can make her free time with shopping more enjoyable, without frustrations of prolong time.
We can enhance her decesion making and make her more organized.

Use of mobile Apps

Approx. shopping frequency :
Once per month and half

PRIMARY USE OF FREE TIME

Learning
Shopping
Friends

Dominant VALUES

1. Time
2. Friends

Wish to have MORE

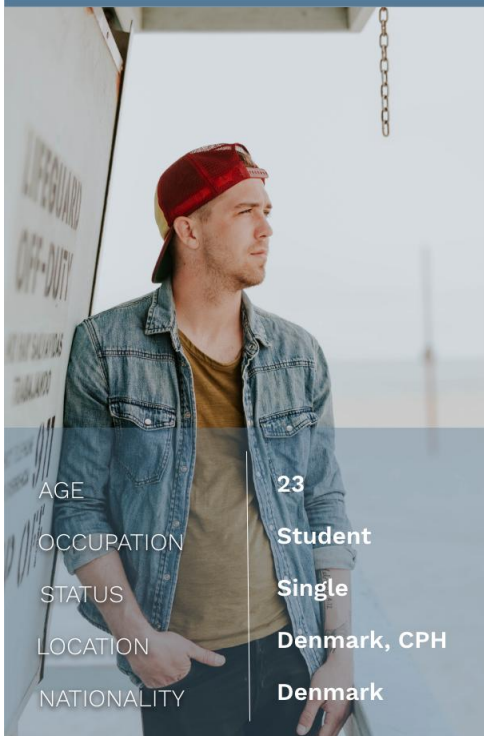
1. Friends
2. Time

Before she tryes something new she: analyzes

Most used app: Instagram
We can find her also on: Facebook

Fashion BRANDS she likes: ZARA, BERSHKA

Nielsen Bøge



PERSONALITY

Extrovert

Introvert

Thinking

Feeling

Others opinion

His opinion

GOALS

Have a good
payed job

FRUSTRATIONS

Boring
Prices of clothes

HOW CAN WE HELP?

We can provide him app what can appreciate when he is caring to use his time as productive as it is possible.

Use of mobile Apps

Approx shopping frequency :
According to changes in the season

PRIMARY USE OF FREE TIME

Gym
Learning
Searching for productive ways to organize his life

Dominant VALUES

1. Time
2. Productivity

Wish to have MORE

1. Be better organized
2. Time

Before he tryes something new he: check reviews

Most used app: Instagram
We can findhim also on: Facebook, LinkedIn

Fashion BRANDS he likes: Adidas, Footlocker

DESCRIPTION OF OUR IDEA

After gathering all our empirical data with definition of our target group and created personas we are able to provide description of our idea. After brainstorming we believe that we can fulfill the needs of the customers in the shopping Centre by developing an app, called Style Matcher, which can. When we were brainstorming about how we can save a time for our users and make quicker decision makings with the App we came up with these features which works just in defines shopping locations in Denmark.

THE APP:

- ✓ generates what is in the stores available and can customize the options by defined preferences
- ✓ quickly generate which size of the clothes are available in the stores
- ✓ giving you notifications (when turn on) when and what is coming into stores
- ✓ can generate your body type by your profile and scan your face for the best style and color matches recommended by our employees (stylists and designers)
- ✓ generates clothes near you when the user is searching them on the go and giving recommendations what to buy
- ✓ generates with what to match user's specific piece of cloth by scanning the ID of cloth.
- ✓ the user's matches will be categorized with price and distance from the user.
- ✓ It always generates where to find what you are searching for
- ✓ giving you psychological facts about what from matches of clothes is expressed in the personality where can user also freely comment their opinion about how they perceive it
- ✓ link to the YouTube channel where our employees, stylist will promote our app and giving advices with fashion matches

ANALYSES

RELEVANT THEORIES FOR ANALYSING OUR AGENCY

In this part of our project we would like to introduce theories which we believe can help to better gather our ideas about our virtual agency and bring us new ideas with further process of creation. This part of the project is descriptive as we are describing the theories how they are and describing why we used them. This part of the report also shows how we apply the particular method for our virtual agency

BUSSINESS MODEL CANVAS

We have chosen to use Business Model Canvas as a framework for analyzing our virtual agency because it helps to identify and have better overview, what we provide, value we offer, cost structure, revenue streams, key partners we want to focus on and our customer relationship we are planning to create.

SWOT

“SWOT” is one of the most used theory for analysing the internal and external environment of the company. The internal environment is about strength and weakness of the company compared to its competitors in the same market and service they offer and external environment is considered to show the opportunities and threats that the market faces in the its direct competitors or concepts which tend to drastically change the market as a whole. We decided to use the SWOT analysis, because it can help to find and analyse key issues which affects your idea, realize our main advantages and possible threats and opportunities.

CUSTOMER JOURNEY MAP










A Customer Journey Map tells the story of the customer’s experience: from initial contact, through the process of engagement and into a long-term relationship.

It may focus on a particular part of the story or give an overview of the entire experience. What it always does is to identify key interactions that the customer has with the organization. It talks about the user’s feelings, motivations and questions for each of these touchpoints.

This theory describes very well customer's experience. We decided to use this theory because we would like to present the important touch point of our App. By using this theory, we want to identify how users perceive their experience. It can show us the actions, thoughts and feelings of the user.

Business model Canvas

Digital agency for fashion Group X

Designed for Customer		Designed by GROUP X		Date 2017-11-14	Version 1.0.0
Key partners  <ul style="list-style-type: none">Brands partnershipECommerce (ecommerce partner)Etsy (production partner)Fashion bloggers/vlogers	Key activities  <ul style="list-style-type: none">Community buildingDevelopment of PartnershipsDigital media strategic planning (awareness)Social media marketing campaign	Value Propositions  <ul style="list-style-type: none">FOR CUSTOMERS:<ul style="list-style-type: none">Improve shopping experienceOutfit suggestions, advisesCommunityConnect with stylistsCo-creationSave timeFOR COMPANIES:<ul style="list-style-type: none">Collaboration between other brandsAwarenessOpportunity to growgives brands a channel where they can communicate	Customer relationships  <ul style="list-style-type: none">Co-creationSocial mediaSocial engagement	Customer segments  <ul style="list-style-type: none">StudentsMillenialsMiddle classNeed inspirationSave timeBe organisedFashion enthusiastic	
	Key resources  <ul style="list-style-type: none">Internal/External dataAnalyticsDesignersStrategists		Channels  <ul style="list-style-type: none">Social media (Instagram, Facebook, YoutubeOur WebOur App		
Cost structure  <ul style="list-style-type: none">Advertising / MarketingHuman resourcesIT infrastructureWeb hosting costsData (store)Research and development		Revenue Streams  <ul style="list-style-type: none">TransactionsAdsSponsorshipsAffiliate clicksCommision when the product was bought via our website			

SWOT ANALYSIS

STRENGTHS



- we can be visible and reached easily
- we offer new way to do shopping
- we did not find an app with the same exact idea which is giving us competitive advantage
- we are creating the place for ads and promotion of fashion brands
- we are offering matches in more than one store

WEAKNESSES



- we cannot promise everyone will like matches of clothes our app generates
- we cannot promise that even though people will like our match it will suit everyone
- some people can like our idea but using app as a solution can be uncomfortable for them.

OPPORTUNITIES



- partnerships with the fashion brands
- cooperation with the stylist and designers who can create promotion and content for our app. It can create irreplaceable asset and competitive advantage for our agency. We cannot replace people.

THREATS



- people will not be motivated to use our app regularly
- our app is easily copied
- technical problems can occur easily

CUSTOMER JOURNEY

STAGES PROCESS	AWARENESS	CONSIDERATION	DESIRE	ACTION	PURCHASE	PROMOTION
	<ul style="list-style-type: none"> • Googling • Social media • App searching • Getting info about the app from the shop assistant • Friends 	<ul style="list-style-type: none"> • Frontpage info • Customers feedback • Blog section • Total amount of matches and likes • Photo section • List of partners • List of designers 	<ol style="list-style-type: none"> 1. Creating the account 2. Filling in the user form (to let the app know what is your type) 	<ol style="list-style-type: none"> 1. Taking a photo of the outfit part which you want to find the match for (or putting the item ID) 2. Outfit part choice (top, bottom, shoes, accessories, etc.) 3. Style choice (sporty, casual, smart, etc.) 4. Exploring the offers 5. Like/dislike 	<ol style="list-style-type: none"> 1. Best match choice 2. Getting information about price and location (or a link to the e-store) 3. Going to the store 4. Getting the item 5. Payment 6. Happy client 	<ul style="list-style-type: none"> • Social media • Likes • Feedback (social media, webpage, app) • Blog • Photo section • Sharing with friends
THINKING AND FEELING	<ul style="list-style-type: none"> - Is there any way to save some time while shopping? - I am too bad at choosing clothes, maybe there is an app which could help me? - Shopping is such a waste of time. - I just want to try something new! 	<ul style="list-style-type: none"> - I think that app is useful and could help me save some time. - I can't believe that it's possible to randomly find good outfit. - What are the partners? - I would like to see some examples of matches. 	<ul style="list-style-type: none"> - Okay, let's see how it's working. - I want to be sure that this app is actually taking my characteristics to consideration. 	<ul style="list-style-type: none"> - I just want to test how it works. - I like my jeans so much, but how do I find the top? Hope this app will help me. - Wow, the matches are good! Like! - The matches are just awful, I will not use this app. Take a dislike. 	<ul style="list-style-type: none"> - I like the style, it's time to make a purchase now! - Well, it was not so easy to find the perfect match, but finally I made a decision. - What is the closest location of the store? - There could be more info about the item. - I hope that shop assistant will help me to find the item. 	<ul style="list-style-type: none"> - I am happy that I finally found this app, I feel like leaving a good feedback. - The app is choosing matches randomly and mostly they are bad, I will leave the bad comment. - So cool! I need to tell about the app to my friends.

IDENTITY Of STYLE MATCHER VIRTUAL AGENCY

To define for what we are standing for, what we believe, why we do what we do, creates better understanding and connection between our virtual agency and users with potential partners. Our team is going to present these statements through our mission, vision, values and believes. Trough mission, vision, values and believes our agency is able to offer more than just a product and service, but also the meaning, picture of our culture and connection.

MISSION

- reduce unhealthy/negative effects of shopping and so create better experience
- to create Value by encouraging people to express themselves as they feel
- save time
- provide quick solutions

VISION

- be the number one fashion app
- bring fashion brands together and create partnerships
- create strong community

VALUES

- fun/play
- expression
- community
- confidence
- time

BELIEVES/SLOGAN

- you are piece of art which deserves to be expressed, not stressed

COMMUNICATION PLAN

A communication plan helps us to define our aim with our communication, for who it aims for, when it should be delivered and what communication channels are we planning to use in order to effectively reach our audience.

Audience: Youngsters, people interested in shopping, people without time, Facebook users, Instagram users.

Strategy: Because we anticipate the vast majority of our customers to be college students, we are focusing primarily on online advertising on the above listed sites/formats. Our message will be similar on each, but tailored as follows:

- Facebook's new advertising platform will let us target ads and "like" posts.
- Instagram: Many of us are visual learners, especially our target audience which are youngsters aged 21-24 , Instagram is a suitable tool to spread information quickly among a large yet targeted audience throughout:
 1. Photos
 2. Hashtags
 3. Connecting with Followers
 4. Interacting with Instagram Users – liking and following similar related posts to make yourself visible.
- Paid advertisement:
 1. Magazines – we are talking about fashion and women, magazines are the most common in this target group.

2. Radio – as a start-up business we need to spread the word in every way. People get tired of hearing the same ads on the radio while driving, but it gets reminded in their head.
 3. Billboards, posters – visual advertisement.
- Events – face to face promotions – most effective way of promoting and getting attention. Deals, games, fun.

Projected effectiveness: We expect our approach to online and public communication to be successful in such a tech-accepting century. An online presence can only help, and, as stated above, could certainly bring us the brunt of our business.

Closing: This document serves as a general guide to our online and public communications and may change depending on the business's needs and focus. As of this writing, however, several other local businesses have employed similar schemes to great effect. Let's keep it fresh, original, and funny.

PURPOSE

- To attract audience to use our app.
- Give our target group a reason to want to use it.
- Make our app visible.
- Gain more clients – business partners
- Gain feedback
- Improvement, development, update.

FOR WHO?

- Target audience :
Young women age 21-24 living in Denmark
People that enjoy shopping
People that don't have much time for shopping
- Business partners
- Designers
- Development team
- Propagation team

WHAT?

- General information about our app
- Deals
- Advertisement
- Fashion updates
- Feedback / support / blog forum

HOW?

- Website
- App store, google play store

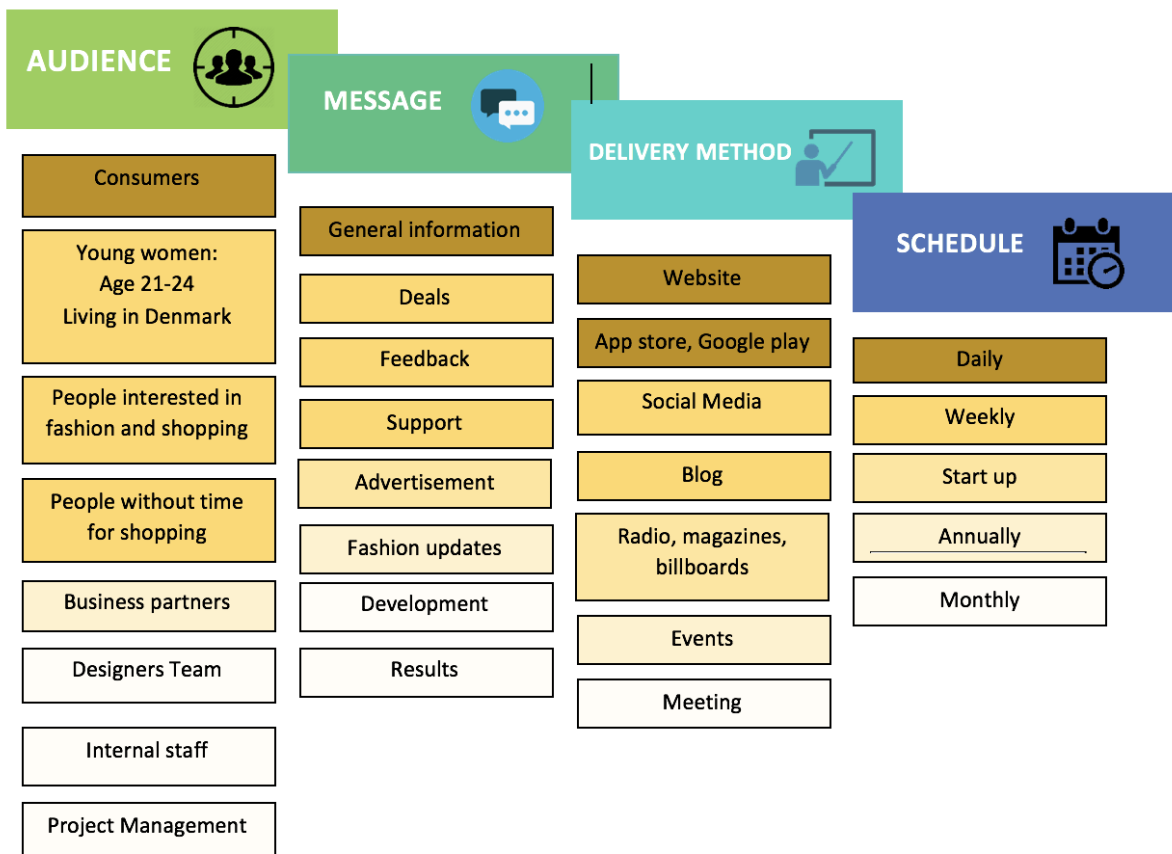
- Social media:
Facebook, Instagram, twitter
- Paid advertisement:
Bus stops, posters, radio
- Face to face promotions
- Questionare/ research

WHEN?

- Daily: social media
- Weekly: feedback
- Monthly: Updates
- Events: promotions
- Start-up / annually: paid promotion

BY WHOM?

- Project management / Designers/ internal staff
- Consumers



CONCLUSION

After we had gather our empirical data trough observation, Service Safari method and survey we were able to analyze what is the gap in such a profitable business, fashion, which we could fulfill. Our main findings were, that the costumers are during the shopping usually frustrated, overwhelmed, stressed and time inefficient which negatively affect their purchase behavior and moreover their health. After these findings, we were able to brainstorm about the solution, the app Style Matcher. This app is able to help the users with their time efficiency and quicker decision making by generating what is in the stores, which sizes are available, what and when it is coming and moreover can generates with which piece of clothes to match your findings near the user. The style matcher can create the profile of the user and generates their body type, that the matches of the clothes can fit to the user with different occasions and styles. It can aslo generates the psychological definition of your matches. Another advantage which Style Matcher provides is the price comparison of matches clothes, that the user can save the time by searching and compering.

When our definition of our idea was defined we made the idea more specific by using Business Model Canvas, SWOT analyses and Customer Journey Map.

We believe that by all these features which can the App Style matcher provide, we can reduce the negative effects of shopping and hence motivate people to shop more. When people will know where to find what they want, they will be more organized which can solve the problems we have found with our Service Safari method. It all comes to good experience from shopping. We believe that positive experience is what people motivates to do shopping more often. In the end, we believe that if the fashion brands want to be one step ahead and turn themselves into competitive advantage they will collaborate with us and other fashion brands partners who believe in the same mission – reduce the negative effects of shopping.

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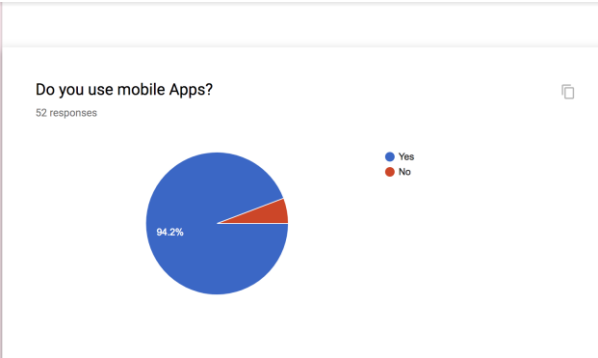
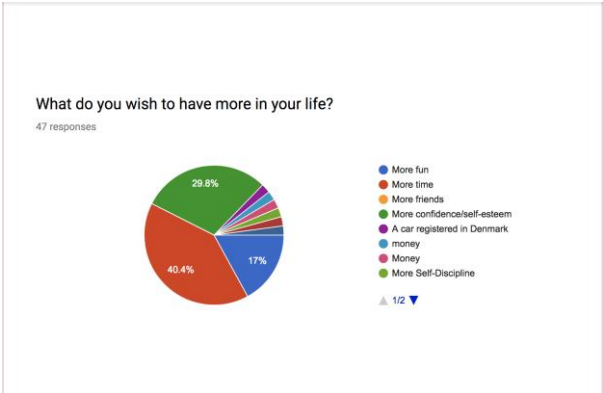
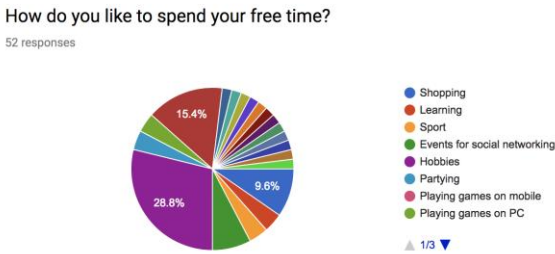
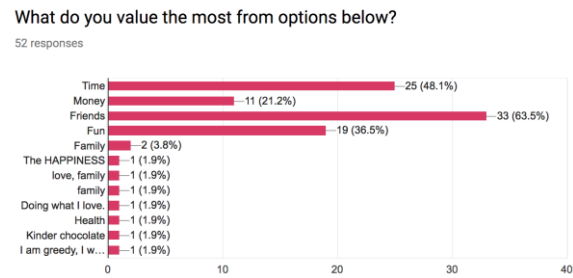
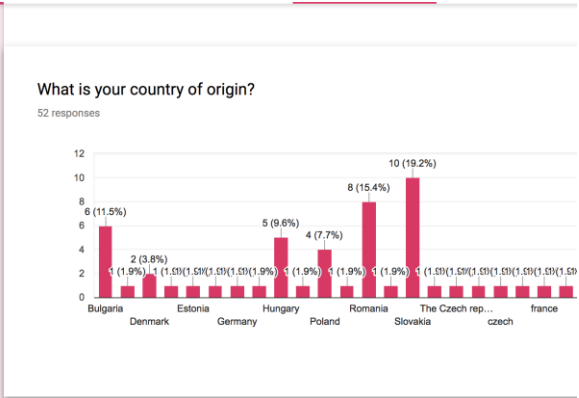
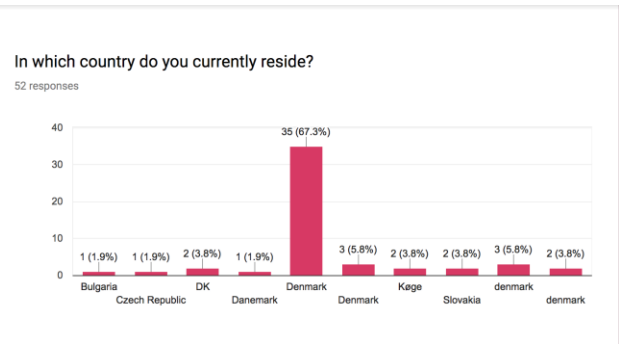
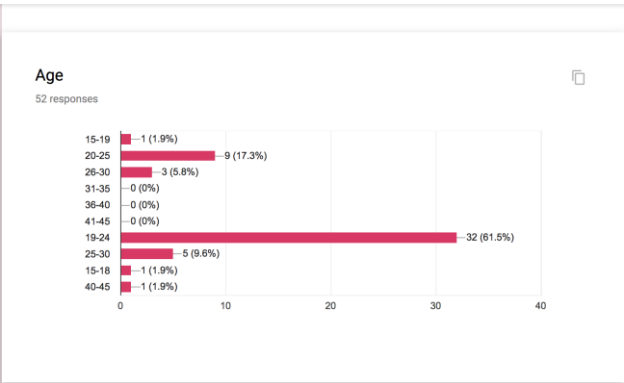
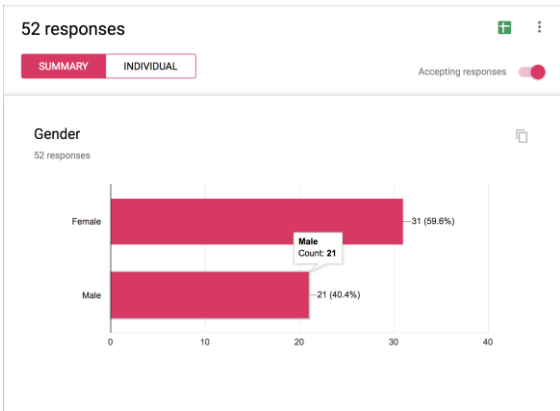
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APPENDIX

Survey



What are your favourite clothing brands? (Vans, Nike, Adidas, Amisu, Zara, HM etc.)

43 responses

Vans (2)

Just Cavalli, Guess, Vila, Nike

Bershka + Pull & Bear (which are not in Denmark), HM, Zara

Adidas, bershka

Other Stories

Zara and Nike

CK, MK, Zara

Club Monaco

Acne, &otherstories, Monki, Weekdays, Puma, Nike, Converse

Nike, Zara, H&M, Primark, etc

Zara, Hm, stradivarius

ZARA

Do you have any suggestions to enhance our idea?

17 responses

Maybe instead of writing the number of the clothes, some sort of code that I would scan with the app could be used

Is good idea, if you add partnerships as well. Be creative!

Categorize it by styles

Build a progressive web application instead. The concept is interesting however with things such as Bixby Vision or Google assistant the things you want to do is already handled by them.

Specify the point of the app in this maybe

Include nearby locations, so the user can find the items close

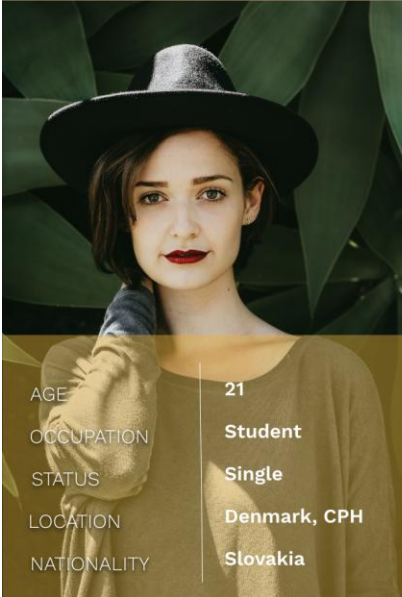
Don't forget to include a wide range of sizes.

Everyone as his own identity, style, choices, unless you of course want to follow fashion and wear whatever everybody wears. So if you would be able to insert a sort of profile indicating what you like or getting advice according to your preferences, maybe. otherwise I feel like its the same, loosing time swiping through suggestion I don't like. (I am just trying to be critical to make discussion ehe sorry if In sound a bit harsh !)

good luck

Persona

Natália Krásna



PERSONALITY

Extrovert Introvert

Thinking Feeling

Others opinion Her opinion

GOALS

Being fashion vlogger
Be famous

FRUSTRATIONS

Not well organized
Prices of clothes

HOW CAN WE HELP?

We can contribute into her passion with our ideas where she can also co-operate with us and give us suggestions for the perfect clothing match. Moreover, we are providing discounts prices for our loyal users.

Use of mobile Apps

Approx shopping frequency :
Once per two weeks

PRIMARY USE OF FREE TIME

Shopping
Watching vlogs
Instagram

Wish to have MORE

1. Money
2. Time
3. Followers

Before she tries something new she: ask friends

Most used app: Instagram
We can find her also on: Facebook, Snapchat

Fashion BRANDS she likes: ZARA, BERSHKA, HM, NIKE

Dominant VALUES

1. Friends
2. Recognition

Kanban chart

To do	In Progress 1 / 2	Done
<div>+ add task</div> <div>prototype ⋮</div> <div>web page ⋮</div>	<div>+ add task</div> <div>Logo ⋮</div>	<div>+ add task</div> <div>Business model canvas ⋮</div> <div>Personas ⋮</div> <div>Report ⋮</div> <div>Research ⋮</div> <div>Communication plan ⋮</div> <div>Analyses ⋮</div>