



ARC'TERYX

SFU Student Design Collaboration

Spring 2020



ARC'TERYX

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INTRODUCTION

For a senior design course at Simon Fraser University, our team was tasked with seeking a local organization whose values we shared. Arc'teryx's philosophy as a design company and commitment to sustainability resonated with our team.

We decided to reach out, initially contacting the Kitsilano branch's Marketing & Community Lead, Caz. We were met with a warm welcome, as Caz connected us with Christy, at the new Arc'teryx Metrotown branch.

Christy offered us the opportunity to work in depth with her team. We were immediately excited to research and design for an unprecedented, lifestyle-focused audience.



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INITIAL RESEARCH

To begin, we set the course for our research by asking three questions:

How does Arc'teryx's design and philosophy fit in the context of urban lifestyle?

Who are the people embedded in the Arc'teryx community whose behaviors and rituals best represent Arc'teryx enthusiasts?

What rituals do people who purchase Arc'teryx practice at home, when browsing in store, or when outdoors with their gear?

We began our research by visiting and observing each store across the lower mainland to understand their unique programs, while keeping in frequent contact with both Christy and Caz. During hour long sessions of undercover browsing, we took field notes, photos, and conducted interviews with product guides regarding customer-employee interactions.



ETHNOGRAPHY & INTERVIEWS

To attain a nuanced and learned understanding of Arc'teryx customers, we sought out the people who were best able to shed light on our questions. Our interviewees included athletes, outdoor enthusiasts, urban commuters, techwear fans, and casual shoppers.



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PATTERN IDENTIFICATION

We conducted 8 qualitative interviews with Arc'teryx customers, seeking to understand motivations, behaviors, and rituals. Quickly, patterns began to surface.

01 *Pattern 1: Customers are unaware of proper product care procedures.*

02 *Pattern 2: Customers are unaware of educational content.*

03 *Pattern 3: Customers believe it is damaging to machine wash or dry their garments.*

04 *Pattern 4: Customers believe that Arc'teryx's reputation for quality and the high price point mean that products do not need care.*

05 *Pattern 5: Power users may recommend people not to wash their garments.*

06 *Pattern 6: New and old customers both carry the same misconceptions when it comes to product care.*



FRUSTRATIONS

Frictions described by Arc'teryx customers confirmed for us that people's experience with Arc'teryx is great — until they feel frustrated and betrayed by their product's need for care.

“ I left Vancouver before I had a chance to bring it in. Fabric glue stopped working in London. Has really bothered me considering how good their products can be.

“ In 2013, I was on a hunt for a jacket to climb Kilimanjaro but one that I can still wear in the city's winter too. I learned the hard way that you're supposed to wash these jackets regularly/often to keep the waterproofness etc. Basically something went wrong when I once washed my Beta AR...

“ Once I figure out the fabric glue situation I'll stand by them 100%. But if I'm paying this kinda money for a jacket I want it to stay strong for longer than a couple years.

HABITS

Our interviews also confirmed that customers care for their garments in unconventional and potentially damaging ways, listening to advice from friends and family over official resources.

“ Just with dish soap, I wash it or dry clean.

“ I use a hose to clean it, so it doesn’t remove coating, especially after I come back from camping. I make sure I air dry the jacket. I know heat is not good for the jacket, so I don’t put it near a heater or a dryer.

“ At most, I go over it with wax cause it’s cotton.



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Arc'teryx expects customers to have consulted product care resources, and to perform maintenance on garments as needed after purchase.

Customers avoid washing and drying, fearing it may damage their garment.

Arc'teryx expects product care education to take place in-store, during the sales process.

Customers leave the store having forgotten product care information.

The Arc'teryx website has product care information for customers to find.

Customers don't seek product care information.

CURRENT DISCREPANCIES

Using data from our interviews, we mapped common journeys that customers may take, from their first connection with Arc'teryx, to active garment use, and eventual replacement. Discrepancies between Arc'teryx's expectations and customer patterns confirmed for us that there is an opportunity to further leverage the current touchpoints.



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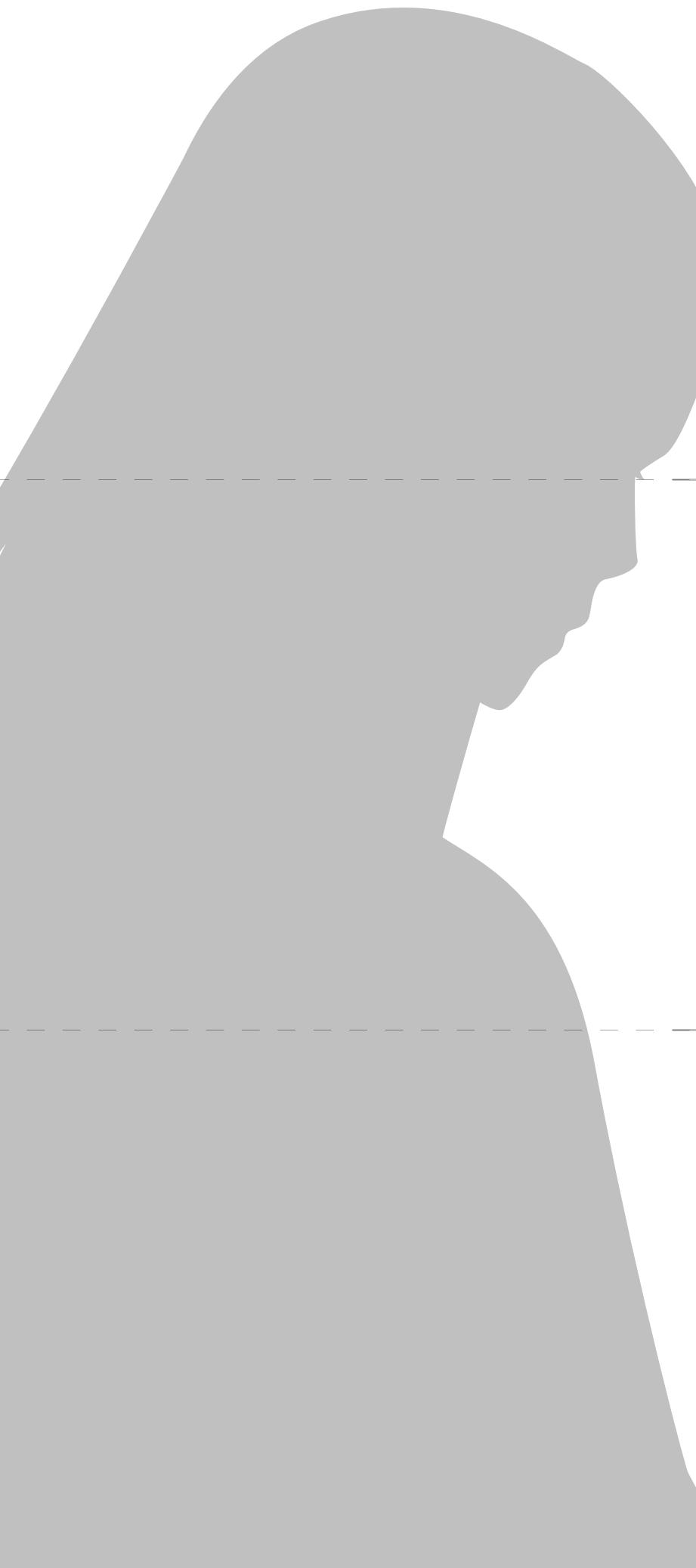
DESIGN OPPORTUNITY

These frictions confirm that there is an opportunity to further leverage Arc'teryx's current touchpoints to communicate the importance of product care to customers.

We quickly understood that a post-purchase intervention, communicating the importance of product care, would renew trust in Arc'teryx's lasting quality, and help Arc'teryx achieve sustainable goals.

OUR DESIGN QUESTION

How might we dispel misconceptions by
facilitating post-purchase self-learning on
why and how garments should be cared for?



WHO ARE WE DESIGNING FOR?

Rachel is an introverted urban dweller. She isn't too serious about outdoor activities.

Rachel assumes her garment doesn't need regular attention or care, and ignores the instruction tags.

Rachel is afraid to ruin her jacket, so she doesn't wash it.



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WHO ARE WE DESIGNING FOR?

Casey is a longtime Arc'teryx customer who has traversed the globe with her garments — from extreme winter conditions climbing Kilimanjaro to the wet and dirty jungles of Papua New Guinea.

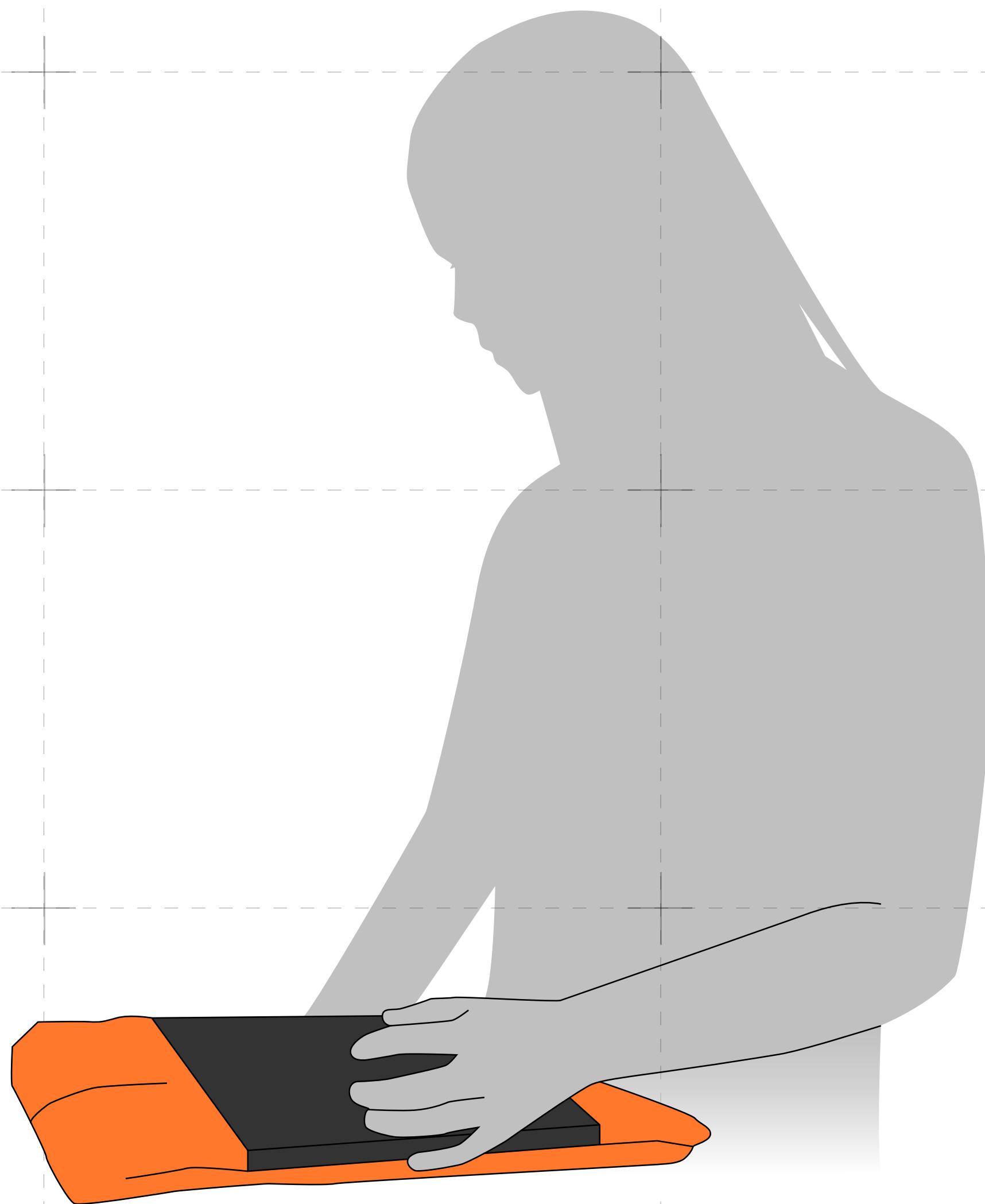
Casey loves her Arc'teryx, but has all the same misconceptions surrounding product care that Rachel does.

OUR DESIGN GOALS

To **inform customers why regular product care** is so important, making the instructions feel worth their attention.

To **dispel the misconceptions** that garments don't need regular attention, and that washing and drying can ruin them.

To design for customers who have **limited touchpoints** with product guides and Arc'teryx itself.





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LEVERAGING BEHAVIORS

For our initial set of design proposals, we took interest in leveraging artifacts that Arc'teryx customers would keep. We observed the kind of shopping bags, boxes, and packaging that people kept after purchase. We took notes on where these artifacts lived in the household, and why they were kept.

We sought to understand how we could lead Arc'teryx customers to return to these artifacts — days, weeks, or months after purchase.

If this behavior could be ensured, it would be a great opportunity to spark their memory and prompt them to follow through with product care.

Among the precedents we found while investigating this behavior, one research paper was key in how we approached our proposals towards creating and maintaining this behavior:

PhD Study Report

Design for Product Care: Enhancing Consumers' Repair and Maintenance Activities

"Behavior results from the concurrence of three factors: motivation (if people want to do it); ability (if people can 'do it); and triggers (a stimulus that provokes them to do it)"

Laura Ackermann, 2018

The paper confirmed our beliefs, and gave us the vocabulary to describe what we sought: a **trigger**.

Introducing
**PRODUCT CARE
CAMPAIGN**



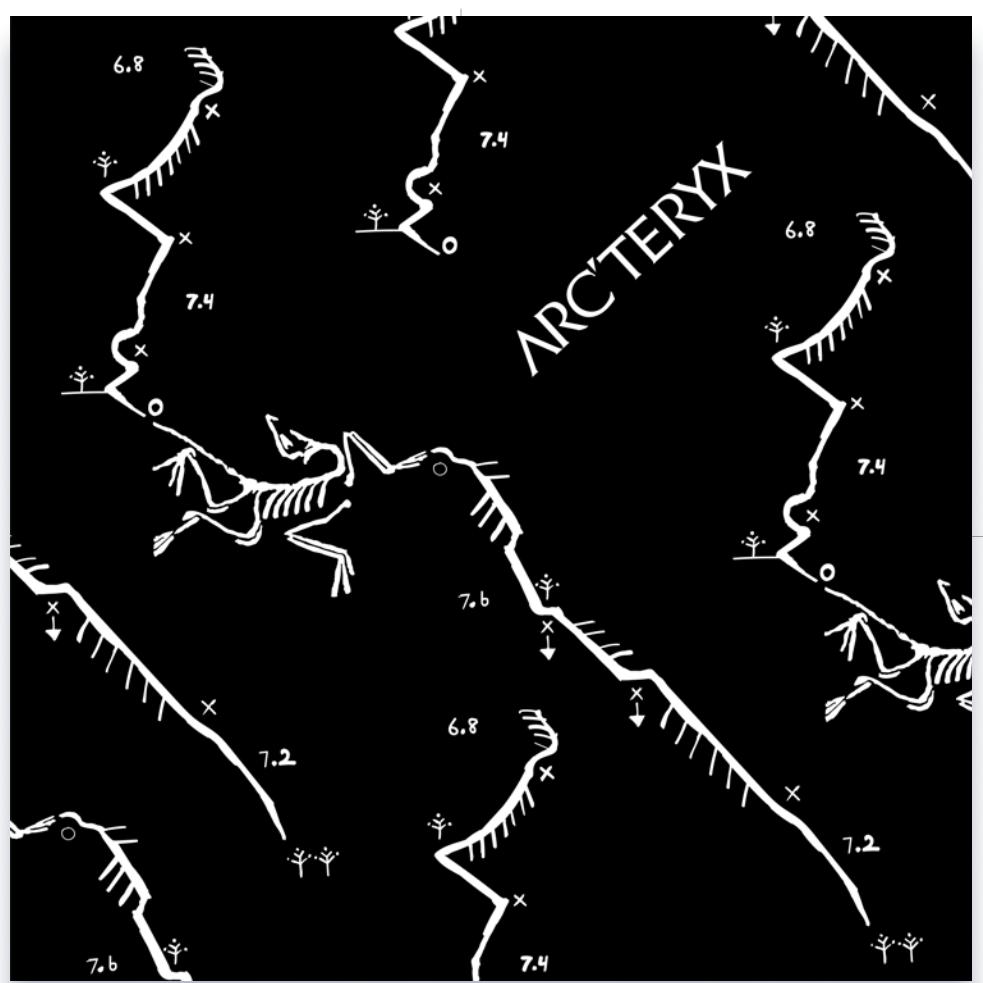


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TRAIL BANDANA

The bandana has an Arc'teryx pattern featuring local trails in Vancouver. On the back side, there are product care instructions for Gore-tex garments.

Baden Powell Trail Canadian Brand stores





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SAMSUNG



PRODUCT CARE MAGNET

The magnet is a product care guide made from Gore-tex scraps. The back of the grommet is magnetic, so people can stick it on their washing machines. The grommet loop allows people to put it on their hangers or hooks.





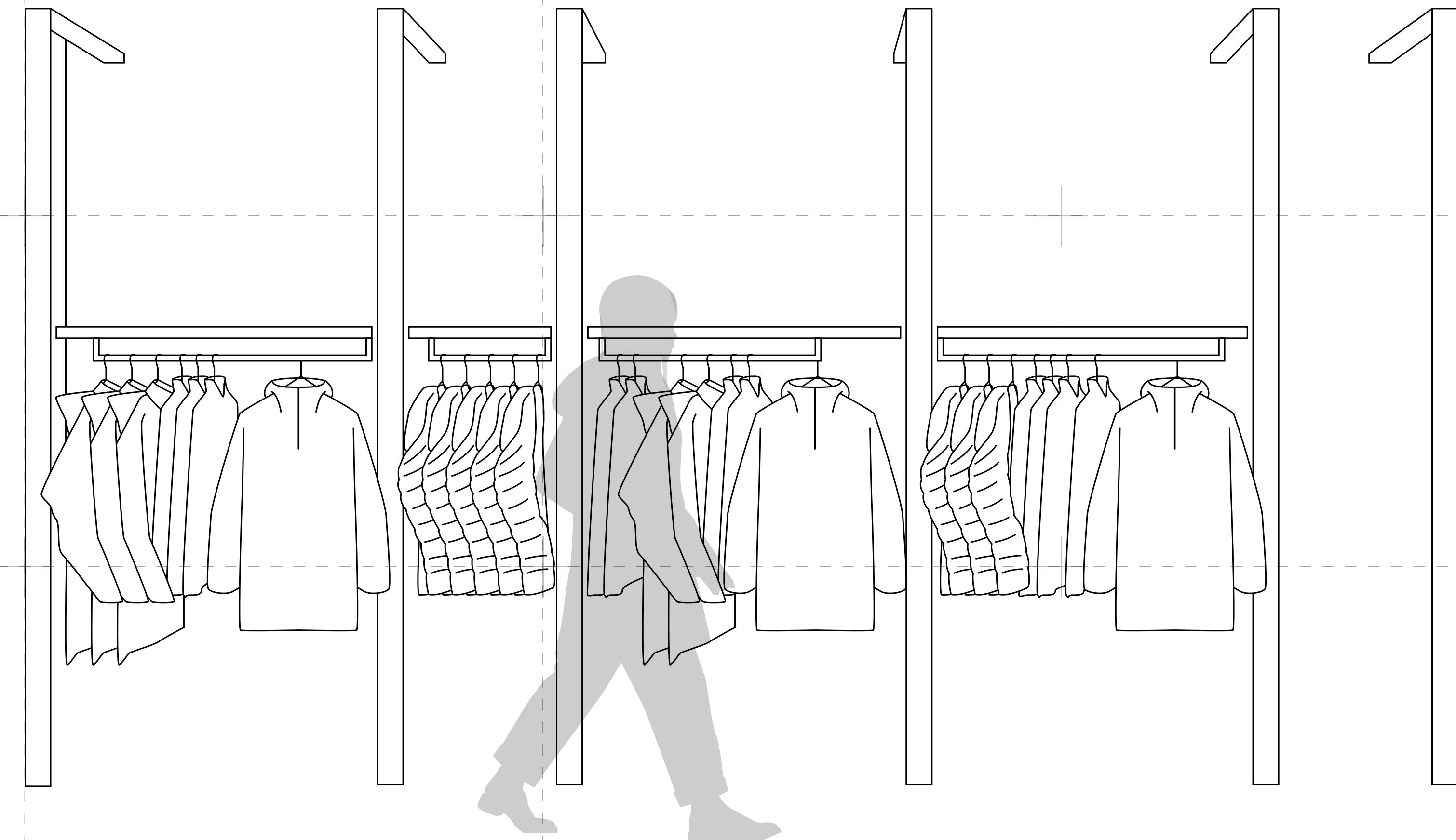
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Rachel's Journey

Rachel browses and
tries things on in store.

1.

RACHEL'S JOURNEY





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At the checkout, customers are
able to select their gift.

2. RACHEL'S JOURNEY

A screenshot of a MacBook Pro displaying the Arc'teryx website. A modal dialog box is open, titled "FREE GIFT" with the sub-instruction "Select one free gift!". Inside the dialog, there are two items shown side-by-side:

- SAMARIUM CI MAGNET**: Magnetic gore-scrap booklet with product care instructions. It features a small image of an orange rectangular booklet with the Arc'teryx logo.
- HELIUM CI BANDANA**: Organically-grown cotton bandana with product care instructions. It features a small image of a black bandana with white mountain graphics.

Below the items are two buttons: "Compare Products" and a large "CONFIRM" button. At the bottom of the screen, the Arc'teryx slogan "Hands down the best performing gear on the market." is visible, along with the standard promotional offer "20% OFF WITH CODE ARC20CAN DETAILS / FREE EXPRESS SHIPPING / FREE RETURNS".

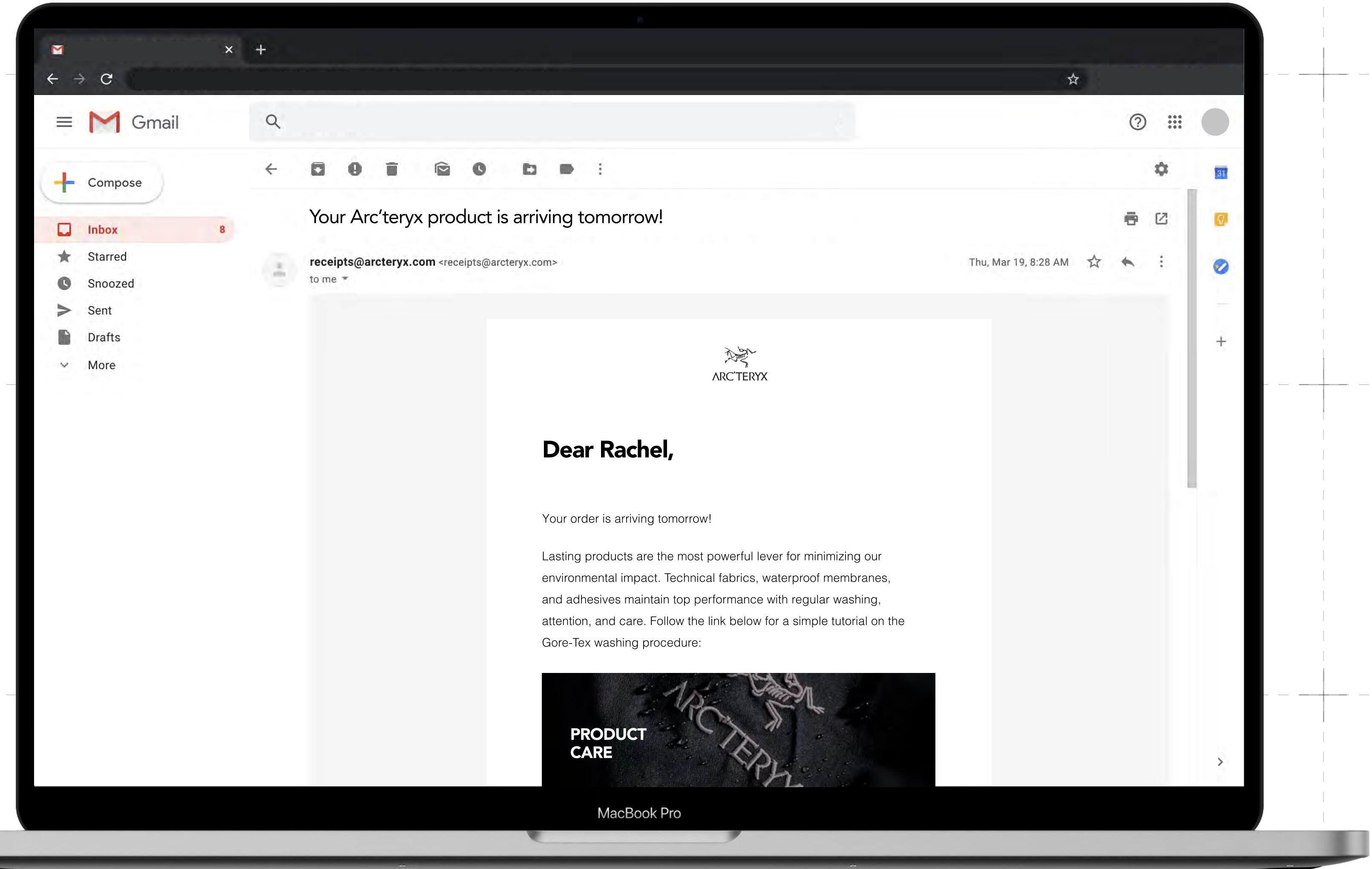


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Customers receive an email about product care the day before their product arrives.

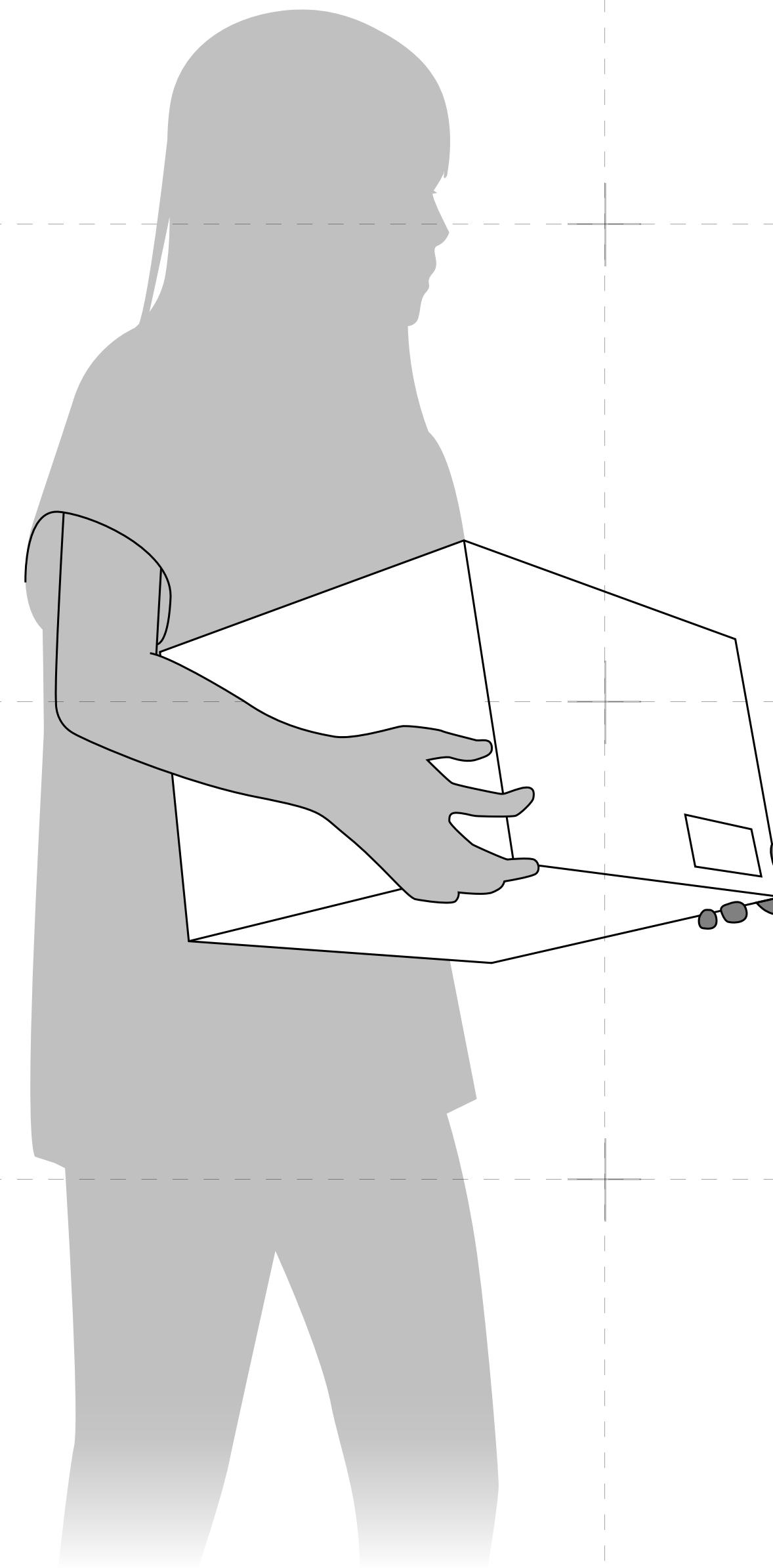
3.

RACHEL'S JOURNEY



4.

RACHEL'S JOURNEY



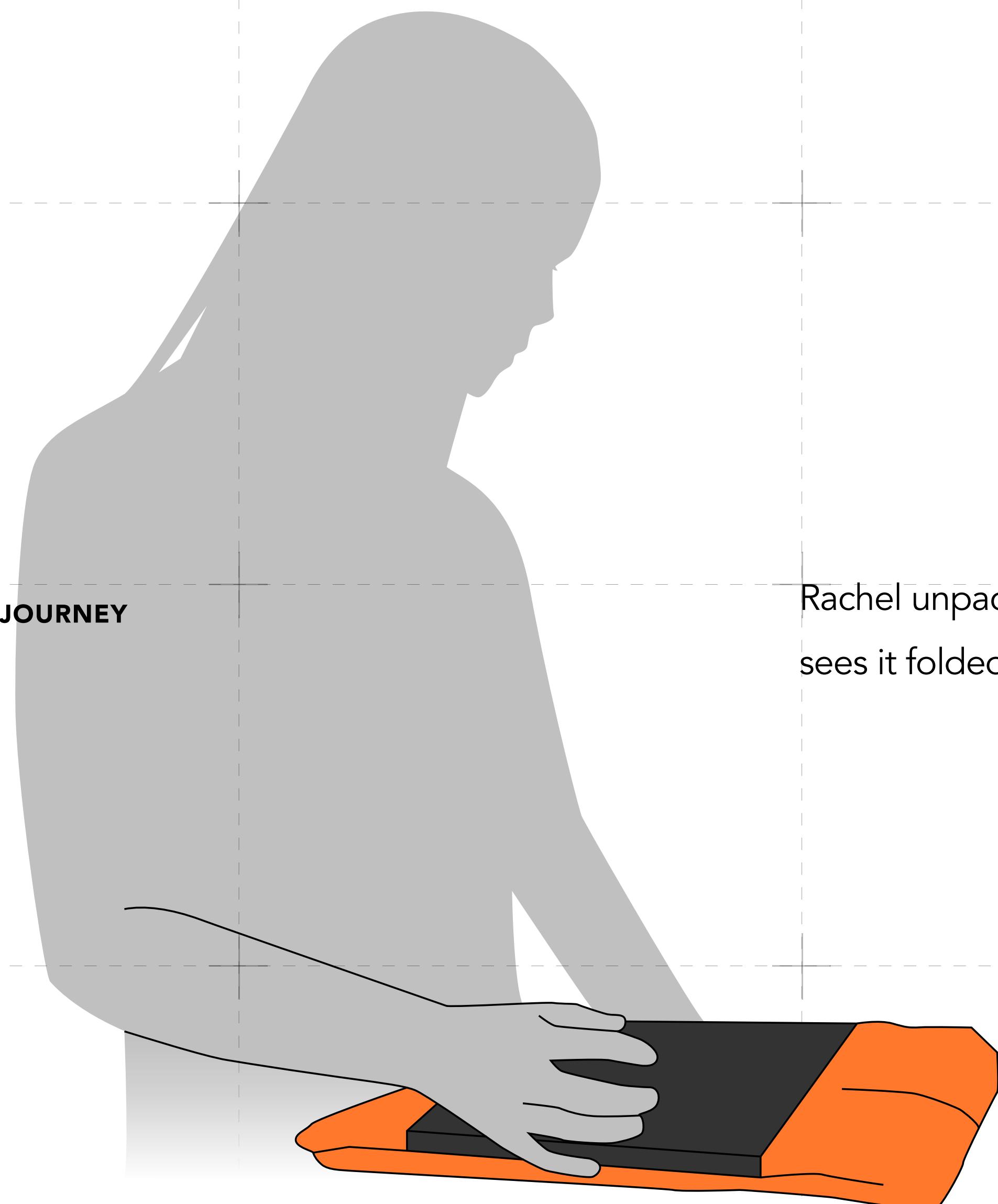
The next day, Rachel receives her order.



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5.

RACHEL'S JOURNEY



Rachel unpacks her garment and sees it folded around a letter.

OUR COMMITMENT

At Arc'teryx our philosophy is guided by the belief that durability is the strongest path to sustainability.

Lasting products are the most powerful lever for minimizing our environmental impact. To achieve this, we select proven materials that endure and wear well over time.

Like our environment, we view our products as systems. Not only does a well maintained system function better, it also lasts longer. Technical fabrics, waterproof membranes, and adhesives maintain top performance with regular washing, attention, and care.

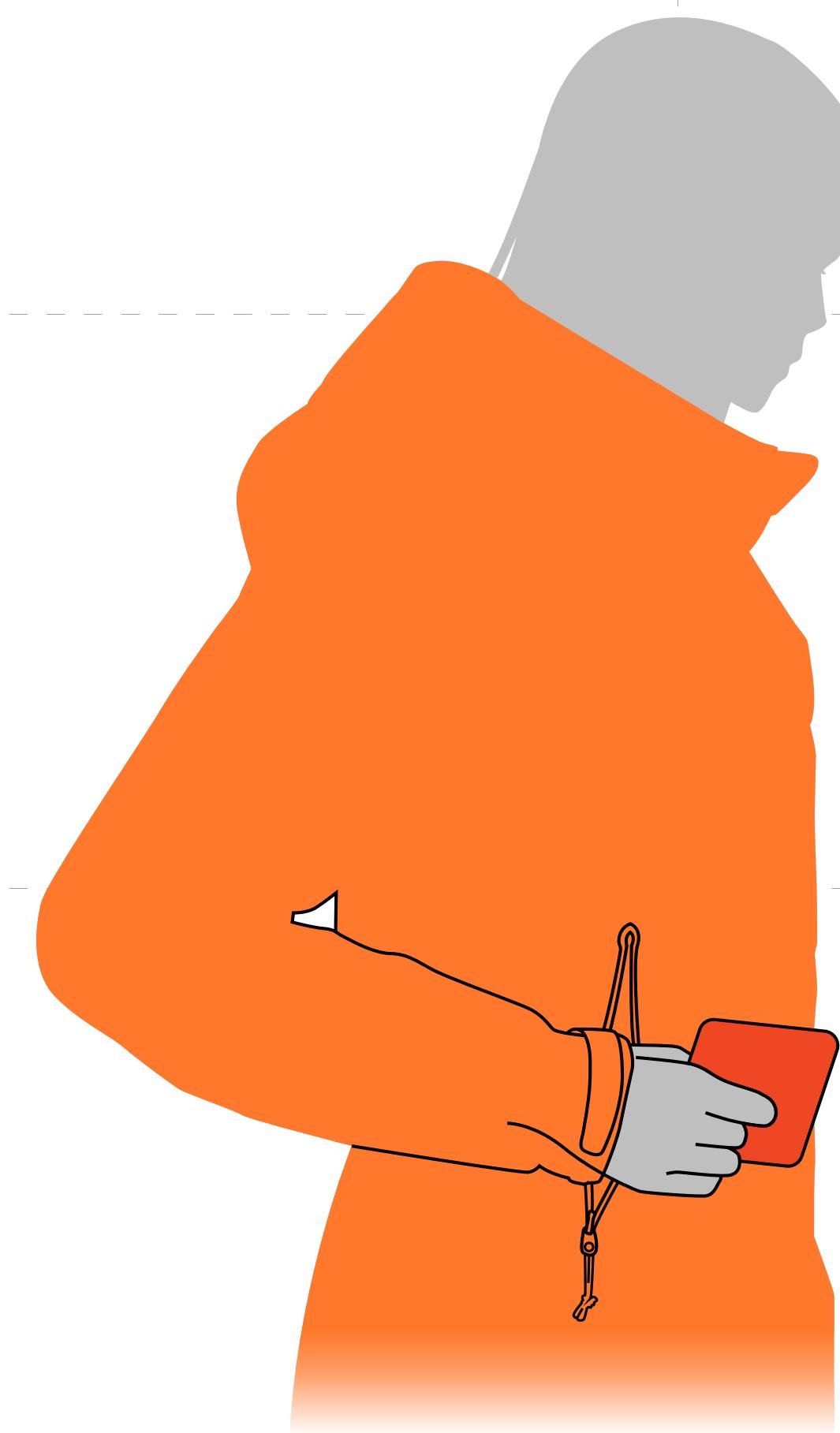


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Rachel locates the gift that she chose when buying her jacket, sitting in her pocket.

6.

RACHEL'S JOURNEY





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7.

RACHEL'S JOURNEY

Rachel realizes the gift includes the product care instructions.





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8.

RACHEL'S JOURNEY

Rachel attaches it to
her washer.

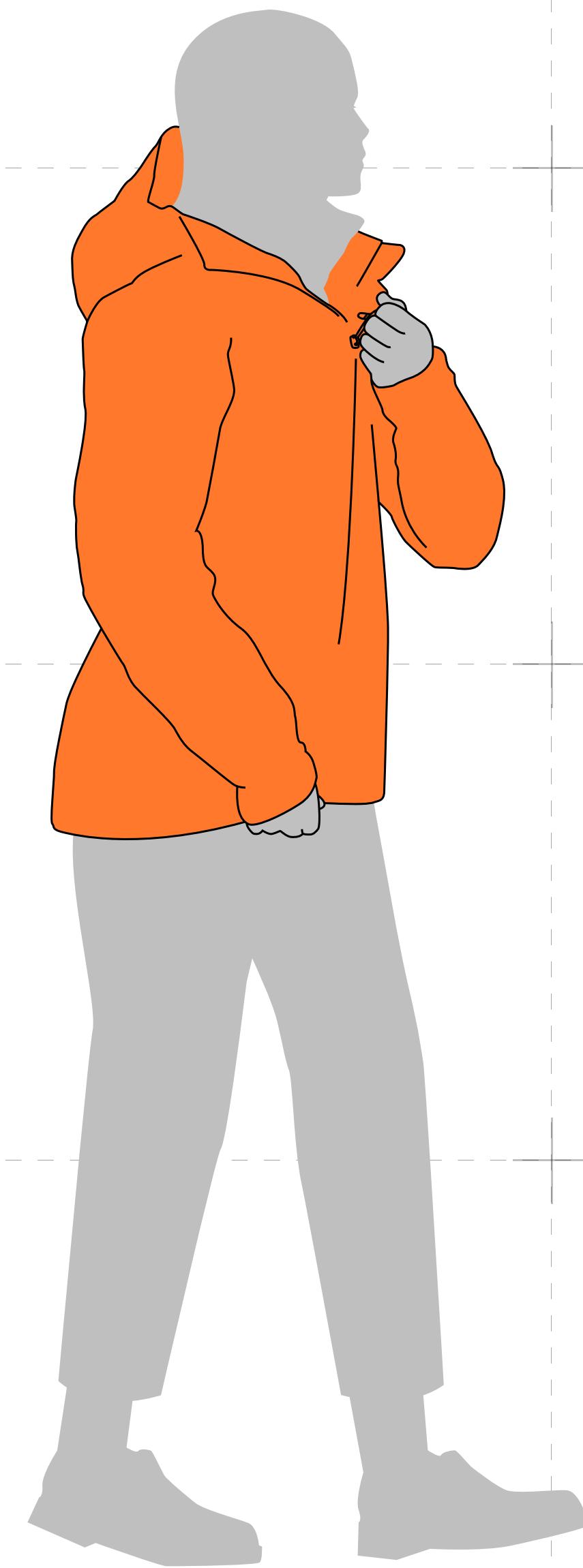


مواد صناعية /
Synthetics /
EXTRA DRY
تجفيف إضافي
CUPBOARD DRY
تجفيف المخازنة
IRON DRY
تجفيف الحديد

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IRON DRY
تجفيف الحديد

9.

RACHEL'S JOURNEY



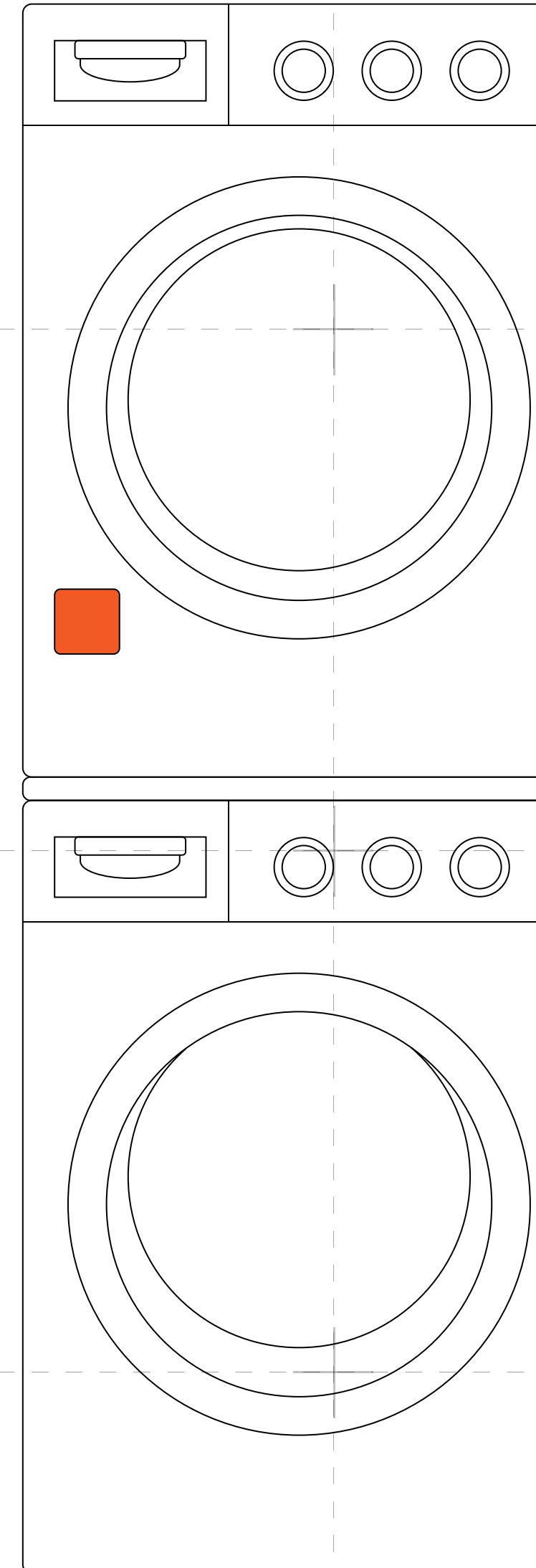
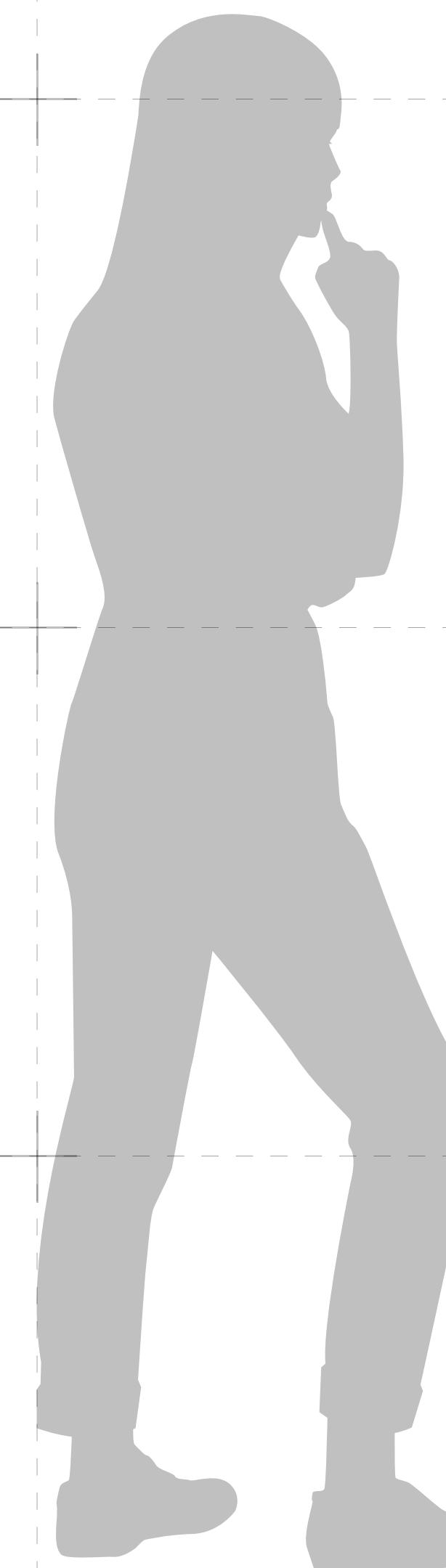
Two weeks of active use go by.



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10.

RACHEL'S JOURNEY



It's laundry day. Rachel notices the magnet, and remembers that her jacket needs to be washed.

She lifts the pages, and follows simple instructions on how to properly care for the garment.



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RACHEL'S JOURNEY

Rachel's friend Casey invites her
along for an easy hike.



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Casey's Journey

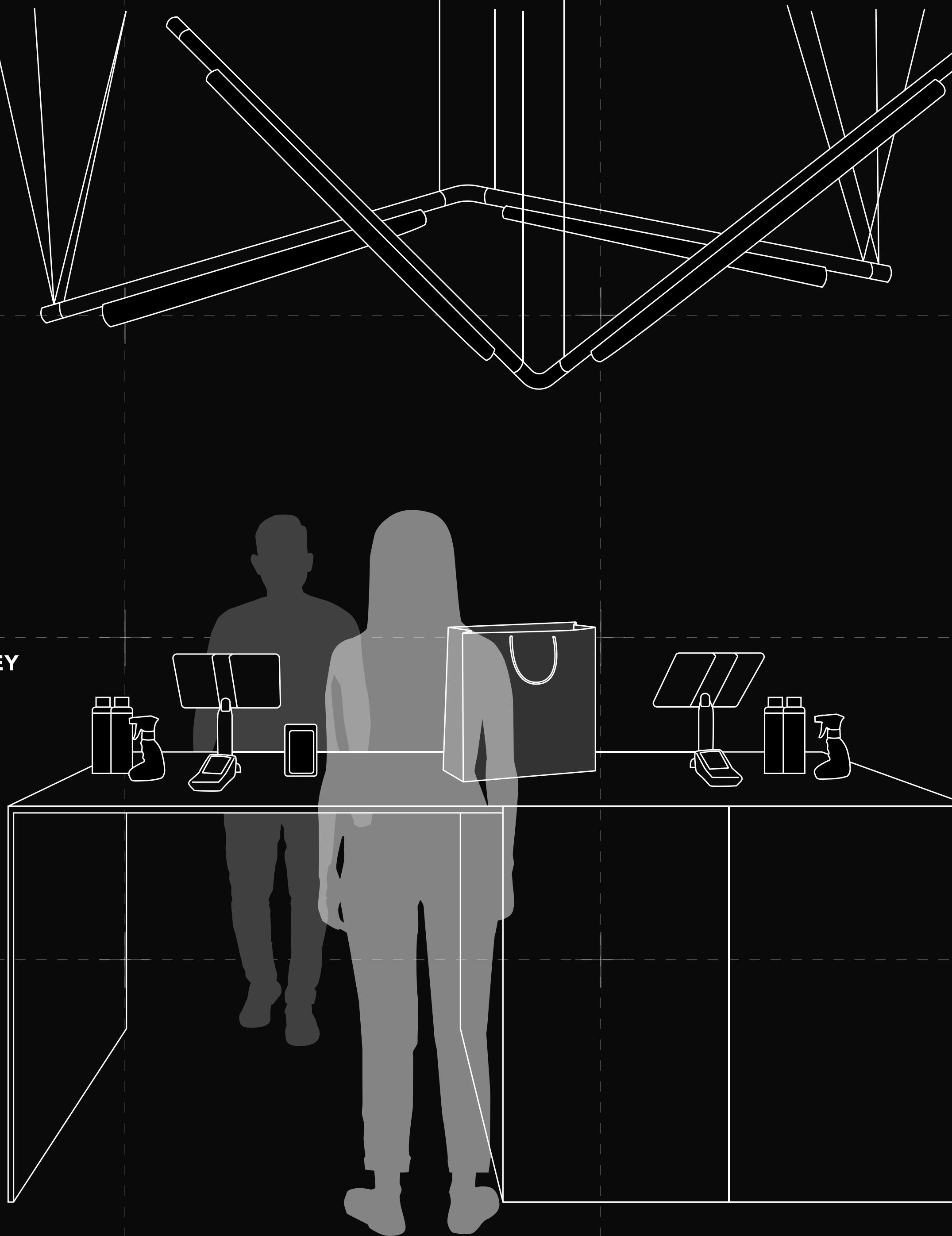


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CASEY'S JOURNEY

Casey is very similar to Rachel, but has been an Arc'teryx customer for many years.

Casey loves her Arc'teryx, but has all the same misconceptions surrounding product care that Rachel does.



1.

CASEY'S JOURNEY

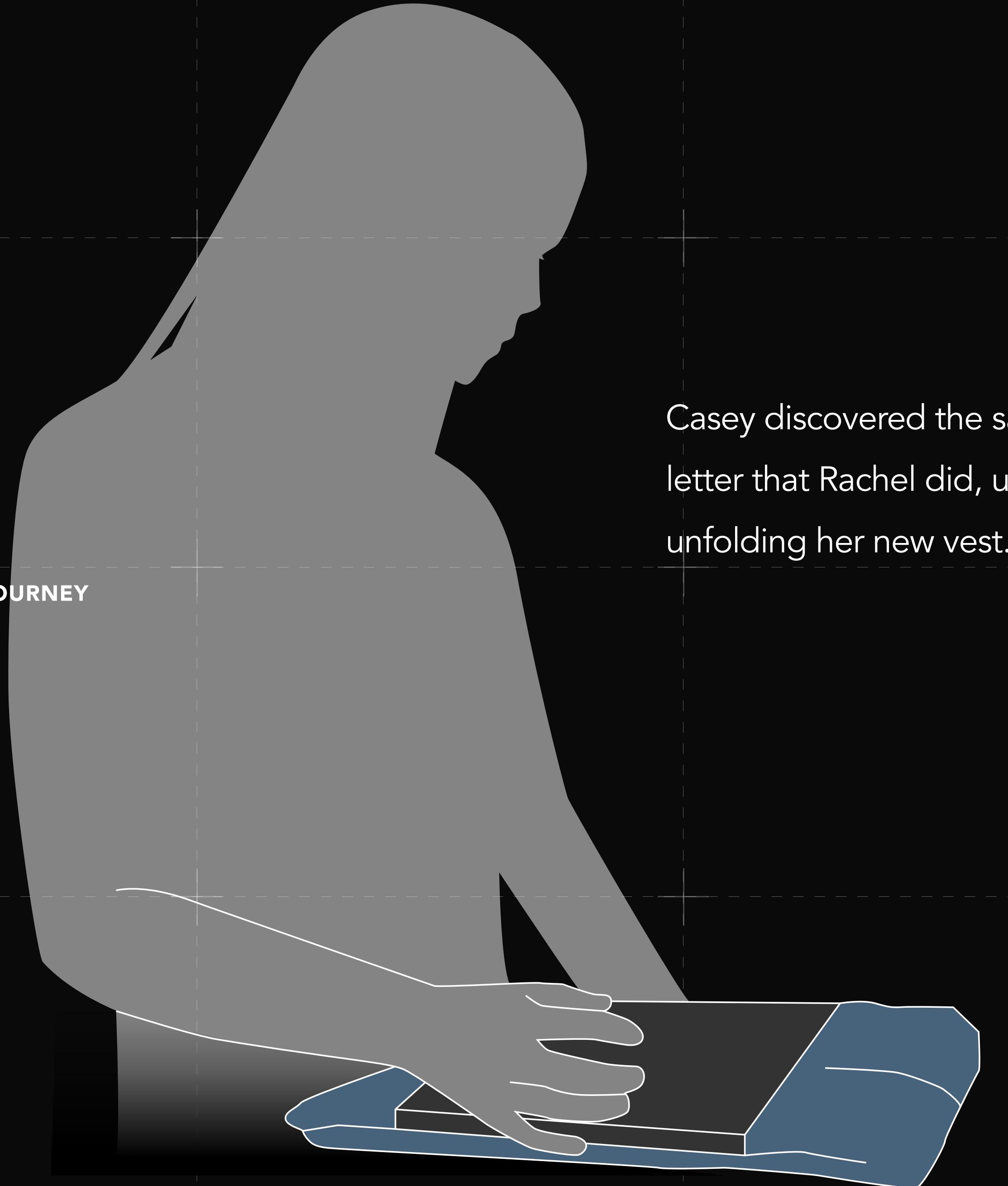
Recently, Casey purchased a Cerium LT Vest, from the Kitsilano Store. She is also asked to select a gift with purchase! Either a magnet, or a bandana.



ARCTERYX

2.

CASEY'S JOURNEY



Casey discovered the same letter that Rachel did, upon unfolding her new vest.

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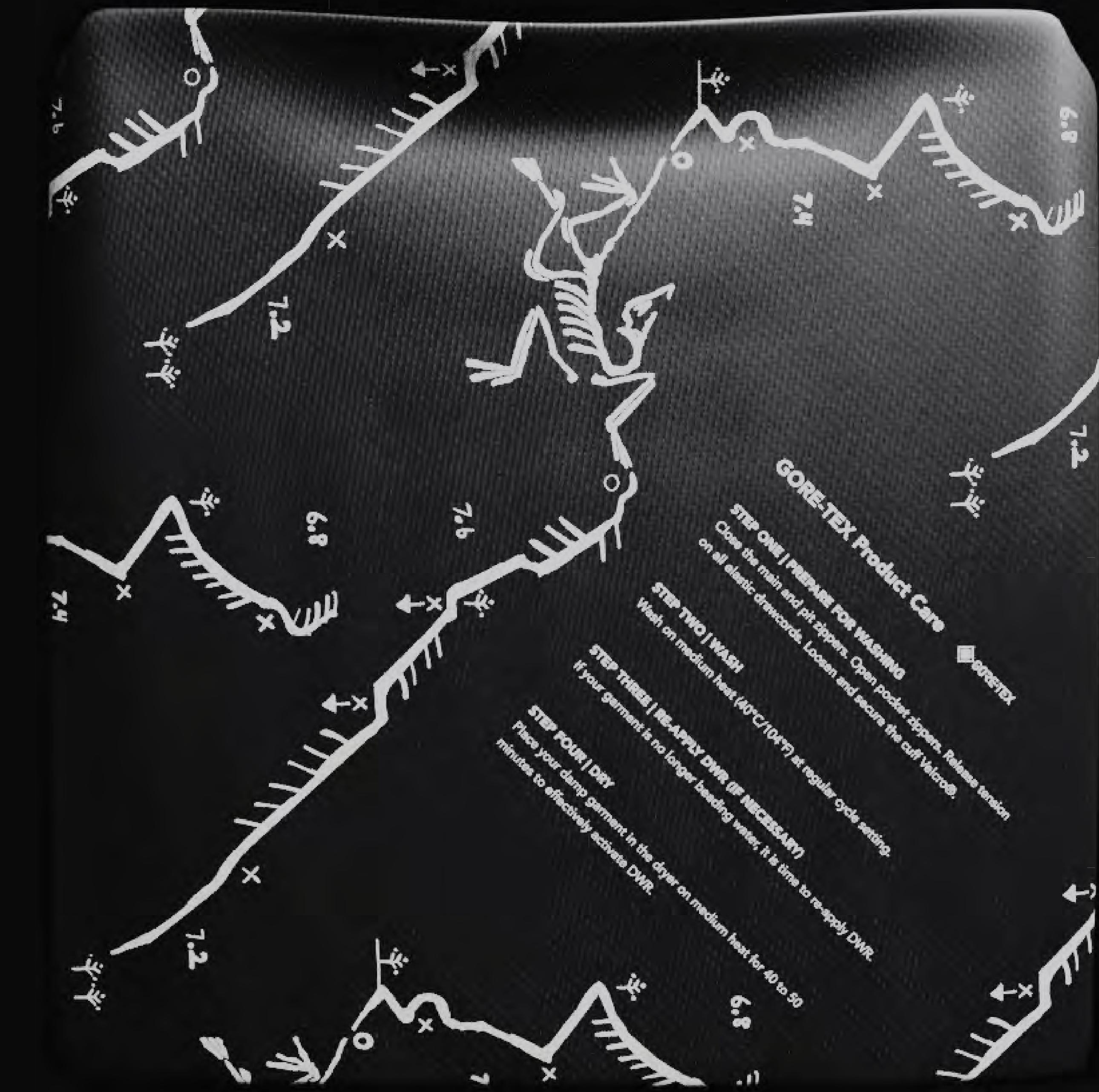


ARCTERYX

4.

CASEY'S JOURNEY

Casey realizes the gift includes product care instructions.



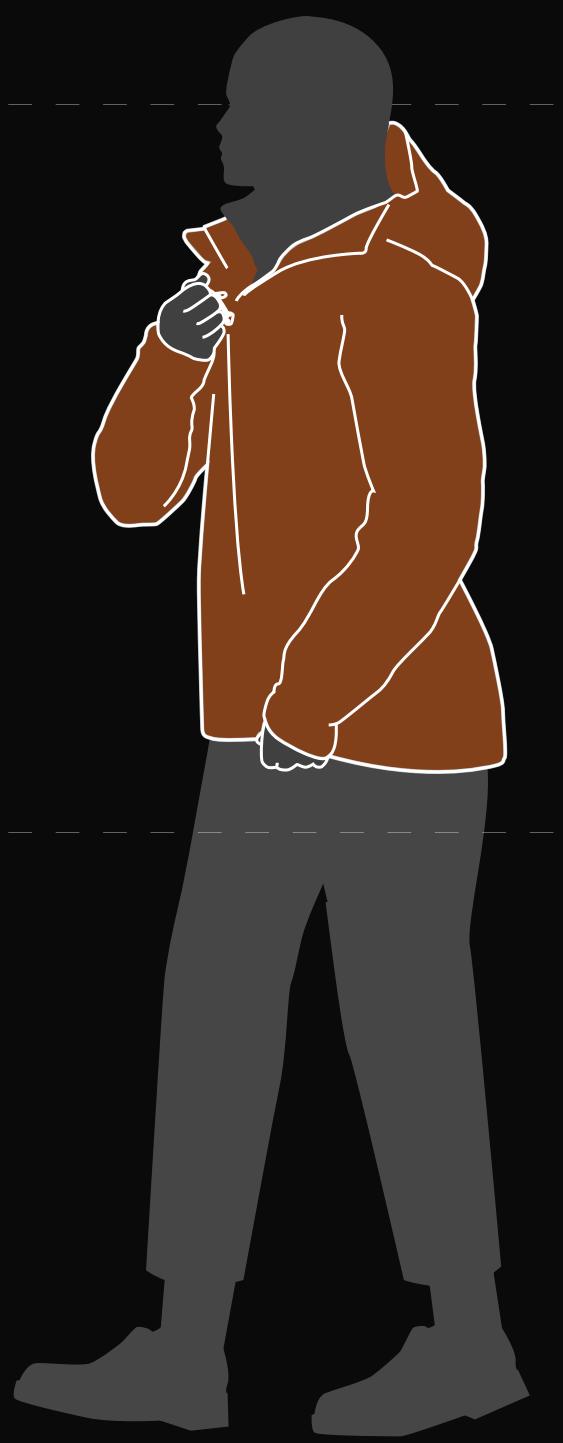


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5.

CASEY'S JOURNEY

Casey wears the bandana
on her hike with Rachel.

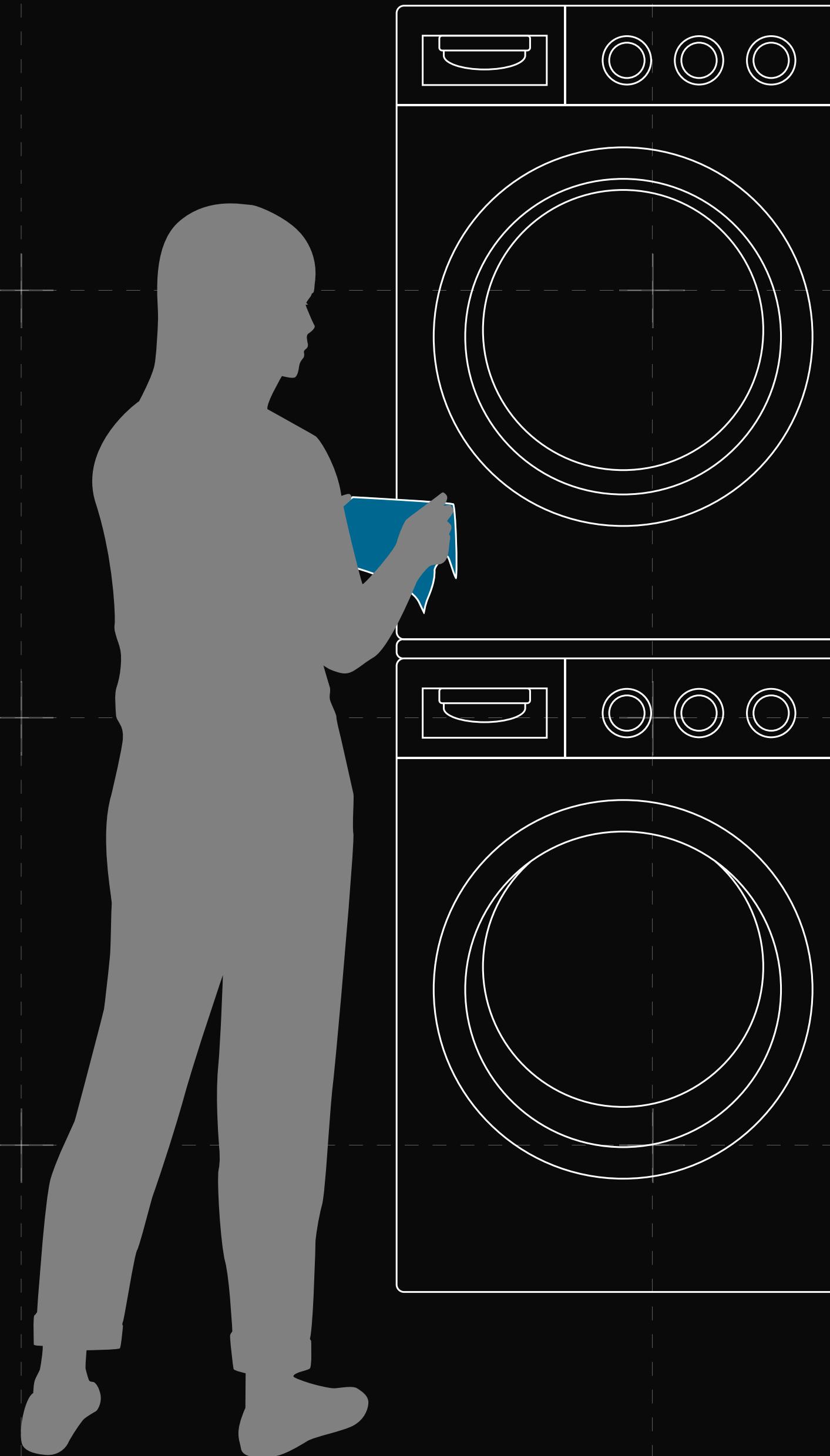




ARCTERYX

6.

CASEY'S JOURNEY



At home, Casey decides to wash her bandana, and remembers it's also time to wash her new vest.

Casey follows the instructions printed on the back of the bandana.

THE VALUE

LONGEVITY TRUST

FOR CUSTOMER

Garments that last & maintain top performance.

FOR ARC'TERYX

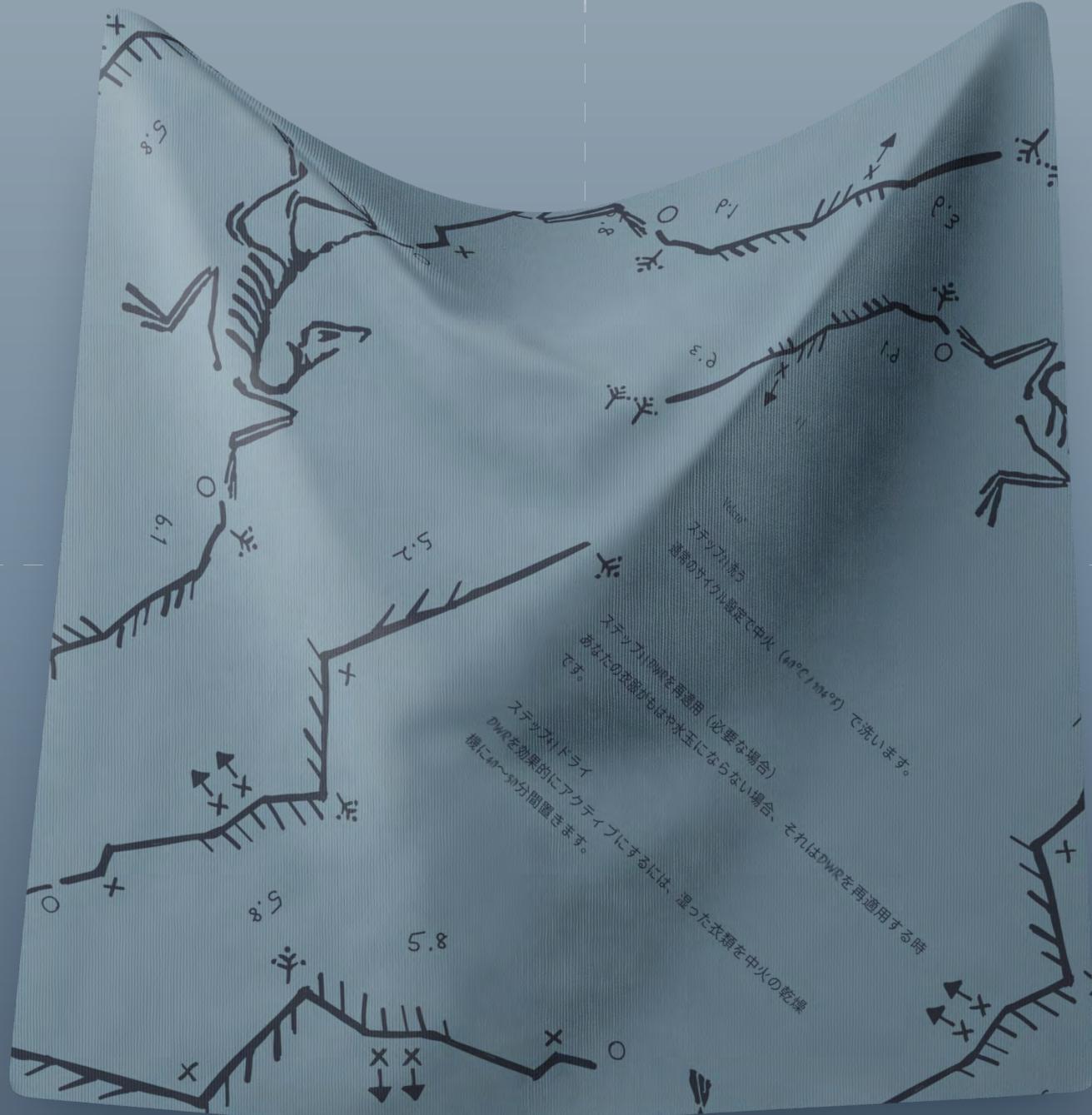
Lesser environmental impact through fewer replacements.

Clarity & trust that product care education takes place.

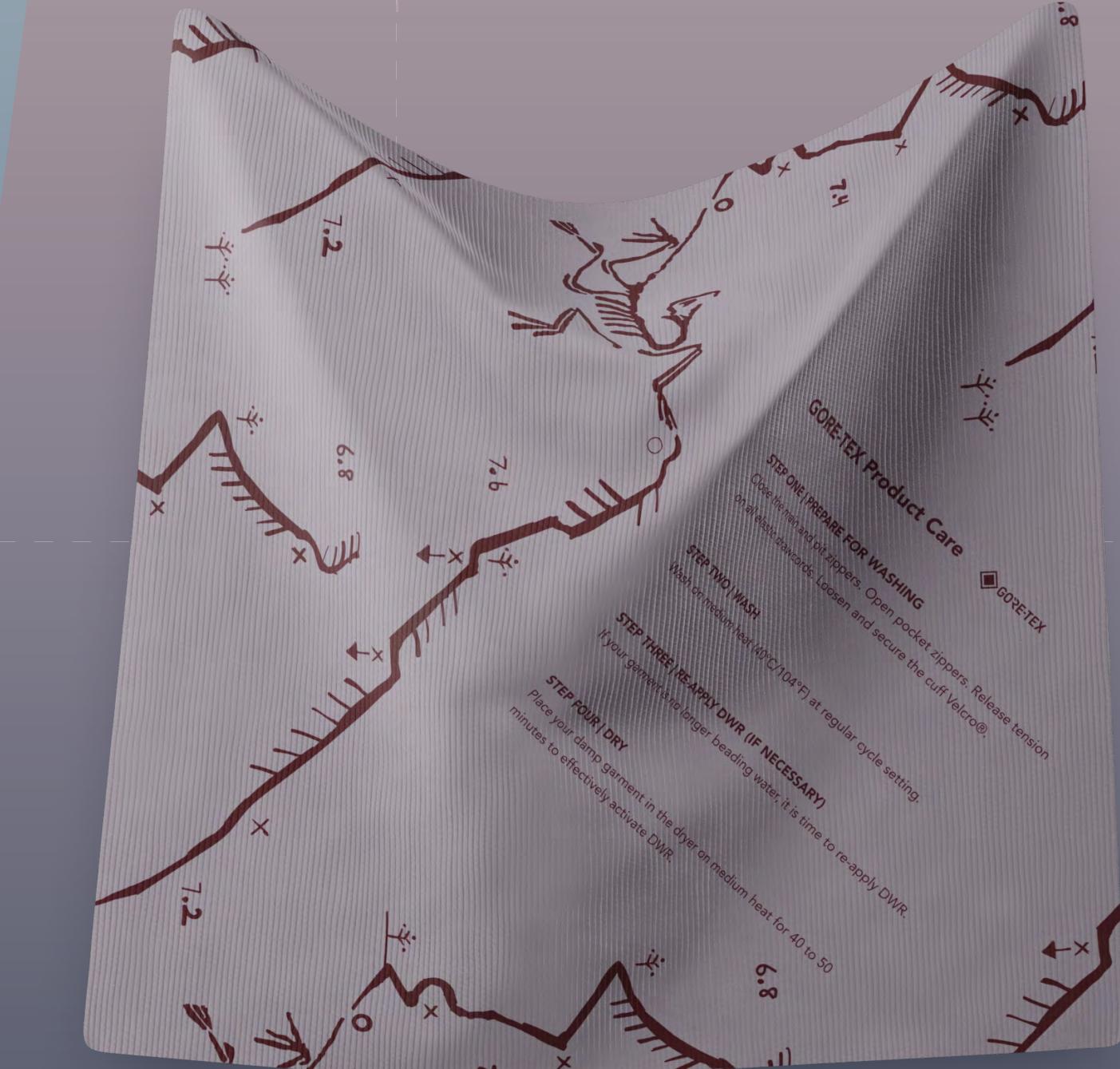


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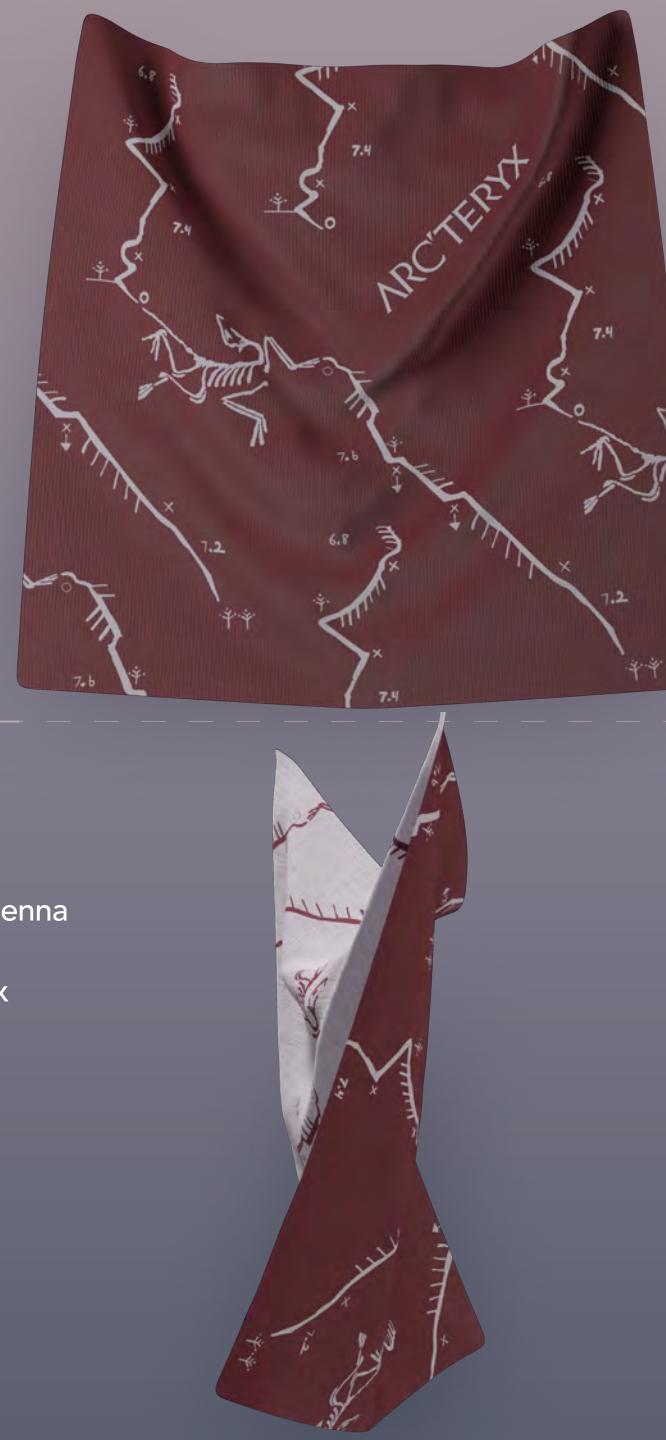
TRAIL BANDANA



Tateyama Kurobe Alpine Route
Japanese Brand Store



Baden Powell Trail
Canadian Brand Stores



PRODUCT CARE MAGNET



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THANK YOU.