

PRODUCT SERVICE SYSTEM : LUCIE KETELSEN - TEXTILE ACADEMY 2018-2019 - INFLORESCENCE

Input from business model			<b>Value for company ie. financial, reliability</b>	(Each cell contains a list of economical values relating to an specific touch point for an specific company)	Financial	Financial	financial trust brand value reliability	financial trust brand value reliability credibility	Financial	financial brand value reliability	financial brand value professional development credibility
			<b>Company profile</b>	(Each cell contains the name and type of company involved) A drawing of the company and a logo needs to be provided	studio/store	studio/store	studio/store	studio/store	Textile producer Fashion label Interior design house	Textile producer Fashion label Interior design house	Textile producer Fashion label Interior design house
Input from customer journey	Back end		<b>What provider offers</b>	(Each cell contains the list what that the company prepares as back end)	Graded unique garment /textile panel. Modular piece.	Graded unique garment /textile panel. Modular piece.	Custom bespoke industrially upcycled garment /textile panel. Modular piece w option to further customise.	Professional, creative control over garment/textile panel. Opportunity to engage meaningfully w textile and garment production system. Maintain garments in a cycle of meaningful use.	Unique textile design utilising textile scraps and industrial manufacture.	Collaborative engagement to integrate company's textile waste into bespoke/limited run textile/garment collection. Production in maintained out-of- house.	Consultancy and advice on creative, craft based ways to integrate scraps into bespoke/limited run textile creation in house. Production set up on company's facilities. Custom machinery.
			<b>Interaction provided</b>	(Each cell contains the list of detailed actions the provider does)	Online presence, customer service. Production of prototype.						
			<b>Touch points</b>	(Each cell contains the description of what the touchpoint consists of) A drawing should be provided	<b>individual</b> View prototype online (website, social media). Order pre-graded panel.	<b>individual</b> View prototype in studio/store. Order pre-graded panel.	<b>individual</b> Order bespoke piece. Custom drape, custom pattern augmentation, textile selection.	<b>individual</b> Request bespoke customisation of existing piece/panel. Online or in store	<b>company</b> purchase swatch	<b>company</b> commission bespoke textile for branded product/limited run collection	<b>company</b> request consultancy to set up system in house drawing upon company's waste stream
Input from personas	Front end		<b>Interaction supported</b>	(Each cell contains the list of detailed actions the user could do)	Support literal and figurative deconstruction of fashion objects and systems.	Support literal and figurative deconstruction of fashion objects and systems.	Support literal and figurative deconstruction of fashion objects and systems. Support active creative stance of the consumer. Consumer as advocate, actor.	Support literal and figurative deconstruction of fashion objects and systems. Support active creative stance of the consumer. Consumer as advocate, actor.	Support inclusion of risky visual language across automated and digitally driven textile production	Support inclusion of risky visual language across automated and digitally driven textile production. Positive brand image building.	Support craft-based prototyping and limited run production of high value up cycled fashion and textile objects. Develop production capacity towards closed loop and C2C platinum standard. Positive brand image building.
			<b>what users can do</b>	(Each cell contains the list of detailed actions the user does)	differentiation identification	differentiation identification	differentiation identification creative control over image enhanced personal expression and articulation	differentiation identification meaningful, creative control over own cycle of use, own wardrobe	Create own derivative textile in house	Create a single collection based on innovative, upcycled textile.	Create numerous collections based on innovative, craft- based industrial textile production.
			<b>User profiles</b>	(Each cell contains the name and type of user involved) A drawing of the user needs to be provided.	- F presenting - 20-50yo - creative professional - bored w sustainability tropes, - rejects mono mode hyper production of fashion - artistic	- F presenting - 20-50yo - creative professional - bored w sustainability tropes, - rejects mono mode hyper production of fashion - artistic	- F presenting - 20-50yo - high level of ecological awareness and cultural understanding - creative professional - bored w sustainability tropes - rejects mono mode hyper production of fashion - artistic	F presenting 20-50yo creative professional bored w sustainability tropes, mono mode hyper production of fashion artistic	Downstream consumer: - concerned w sustainability - interested in product narratives, craft - require differentiation - require products which are aesthetically unique though harmonious - require functionality - price is secondary to aesthetics	Downstream consumer: - concerned w sustainability - interested in product narratives, craft - require differentiation - require products which are aesthetically unique though harmonious - require functionality - price is secondary to aesthetics	Downstream consumer: - concerned w sustainability - interested in product narratives, craft - require differentiation - require products which are aesthetically unique though harmonious - require functionality - price is secondary to aesthetics
			<b>Value for user</b>	(Each cell contains a list of sociall values relating to an specific touch point for an specific user)	Communicate unique personal stance.	Communicate unique personal stance.	Write own identity. authenticity. Communicate unique personal stance.	Write own identity. authenticity. Genuine action towards meaningful relationship w objects in wardrobe.	Downsream consumer: Communicate unique personal stance.	Company: Define/redefine company image, align with zeitgeist. Connect with new consumers, solidify existing consumer relationships. Build trust and authenticity. Downsream consumer: Communicate unique personal stance.	Company: Establish company image as creative, innovative leader in field of sustainable fashion and textiles. Align with zeitgeist. Solidify strong consumer base. Build trust and authenticity. Downsream consumer: Communicate unique personal stance.