

SWATCH

EXPERIENCE DESIGN PROJECT

PURPOSE

We designed a desktop and mobile website to engage fashionistas by inspiring them with combinations of fashion and Swatch watch images. Allowing them to explore fashion and watch based on location and style. This creates a seamless experience from digital to physical with emphasis on exploration, storytelling and self expression.

Domain

Brand and Digital Experience Design for Swatch

Team

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Stephanie Taniguchi

CLIENT swatch[®]

SWATCH stands for Second Watch, a company established in 1983 who played a crucial role in the Swiss watchmaking sector. They were trendsetters who pushed for the transition of watches as casual, fun, and disposable fashion accessories. Swatch celebrates four core values in their brand: emotion, joy of life, innovation, and positive provocation. They channel these through their three brand pillars: art, sports, and fashion.

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Project Framework

Week 1: Finding Opportunity

Week 2: Choosing a Concept

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Week 4: Refining a Concept

Week 5: Delivering Value



PROCESS FRAMEWORK

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[Wireframe]
[User Testing]

SHAPING
A CONCEPT

Refine

[Values / Meaning Created]

Closing
Innovation
Gap

4 REFINING
A CONCEPT

5 DELIVER
VALUE

WEEK 1 /

FINDING OPPORTUNITY



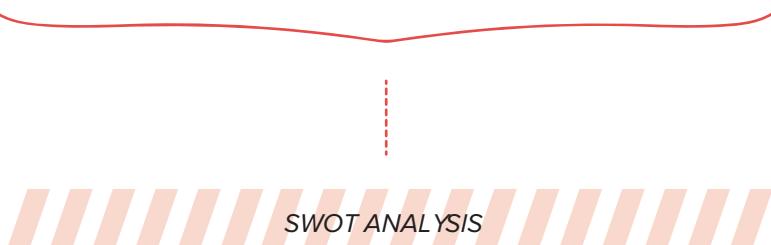
CHOOSING A CLIENT

To solidify a potential client, we began by exploring all possible sectors that matched with our constraints for client selection, which are:

1. a sector that is lacking the involvement of digital experience design.
2. a client who is willing to innovate.
3. a client that allows and has potential for involvement of digital experience to enhance its customer experience.

With that in mind, we narrowed it down to three sectors - auto, philanthropy, and watch (retailer). To choose a client within those three sectors, we conducted a SWOT analysis of each, and environmental scans on microtrends within each sectors. By the end of client selection process, we finalized our decisions and went with Swatch.

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| <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Banking <input checked="" type="checkbox"/> Travel <input checked="" type="checkbox"/> Apparel <input checked="" type="checkbox"/> Watch <input checked="" type="checkbox"/> Retail <input checked="" type="checkbox"/> Realty | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Auto <input checked="" type="checkbox"/> Education <input checked="" type="checkbox"/> Entertainment <input checked="" type="checkbox"/> Freelancers <input checked="" type="checkbox"/> Hospital <input checked="" type="checkbox"/> Technology | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Transportation <input checked="" type="checkbox"/> Construction <input checked="" type="checkbox"/> Spa and beauty <input checked="" type="checkbox"/> Food and beverage <input checked="" type="checkbox"/> Carrier <input checked="" type="checkbox"/> Philanthropy |
|---|---|--|



 **01 / watch**

- Rising competitions of digital and smart watches.
- Digital age is driving people to become more dependant on technology.



02 / auto

- Ongoing innovations made by design agencies.



03 / philanthropy

- Barriers of finding information

FINAL CLIENT

swatch[®]+

ENVIRONMENTAL SCANS



value of telling time is decreasing



other companies

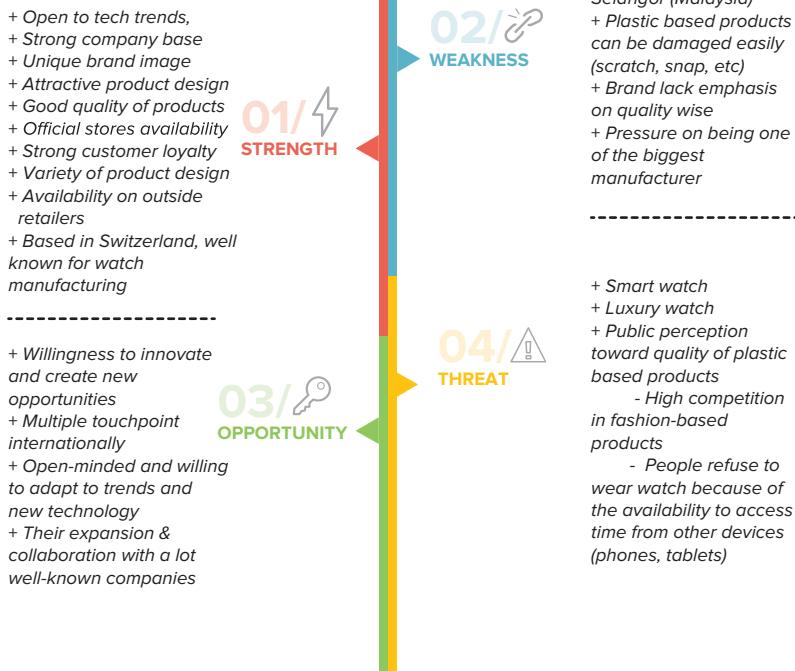


adding more functionalities to watches

swatch



focuses on how watches are accessories which complements fashion and art



BUSINESS PROBLEMS

After solidifying our potential client, we were able to identify Swatch's business problems and the symptoms through research, and the analysis of the Swatch Group annual financial reports.

Symptoms

1. Brand Gap / Decrease of brand recognition
2. Swatch is expensive for customers who don't appreciate and understand the quality of Swatch.
3. Lack of engagement due to increasing competition
4. Competitors:
 - digital watch retailer: G-shock and Casio
 - smart watch: apple, and pebble
5. Weak sales in North America compared to other continents

“Design thinking and
in particular that
first gear, focusing
on consumer
understanding-is the
key to closing the
innovation gap”

- Bruce Mau, Glimmer



ETHNOGRAPHIC STUDY I

Identified customer frustration

1.

Product images in the online store look different from actual physical products as well as on the customer's wrist.

2.

Some watches are not available in certain stores despite the fact the watches are displayed on Swatch website.

3.

Customers have difficulties in keeping the warranty paper. This causes frustration when they cannot receive repair service without the proper documents.



SWATCH CUSTOMER JOURNEY FRAMEWORK



01/ awareness

Customer Perspective:

Does this interest me?
What are others saying about this brand?
Do I want to learn more about this brand?

Swatch Perspective:

What types of information would customer need?
How do we engage potential customers?

02/ consideration

Customer Perspective:

What types of value would it provide me?
Do I need to use this?
Do I have a good impression of this brand so far?

Swatch Perspective:

How does our product meet our customer's need and desire?

03/ first use

Customer Perspective:

Is the experience engaging ?
Does this service provides to my need and desire?

Swatch Perspective:

How likely is it that the customer will be able to get value from the service immediately?
Is our content interesting and engaging?

04/ purchase

Customer Perspective:

Should I trust them?
Where can I make purchase?
Are my needs met?

Swatch Perspective:

How do we build trust with our customer?
How do we make the purchase process efficient ?

Are their needs met?

05/ on- going use

Customer Perspective:

Do I want to continue using this?
What are my new needs and desire?

Swatch Perspective:

How do we cater to emerging new needs of a customer?
How do we provide a unique experience to returning customers?
What are their new needs and desires?

'The way a problem is framed will determine the solution"

-Bruce Mau

FRAMING

We defined our challenges by questioning these fundamental questions:

What makes people curious?

How can a watch appeal to customers by knowing what they want?

How can analogue watches create dialogue?

CONSTRAINTS

1. No expansion of physical store
2. Focus on the North American market
3. Must allow personal interaction
4. Create seamless digital and physical experience



THREE INITIAL OPENINGS

1. Facilitating engagement and invoking curiosity through adventure.
2. Discovering personality through embedding mysteriousness.
3. Utilizing familiar context as an invitation to explore and experience watches at any space and time.

FIRST PROPOSED IDEA

What

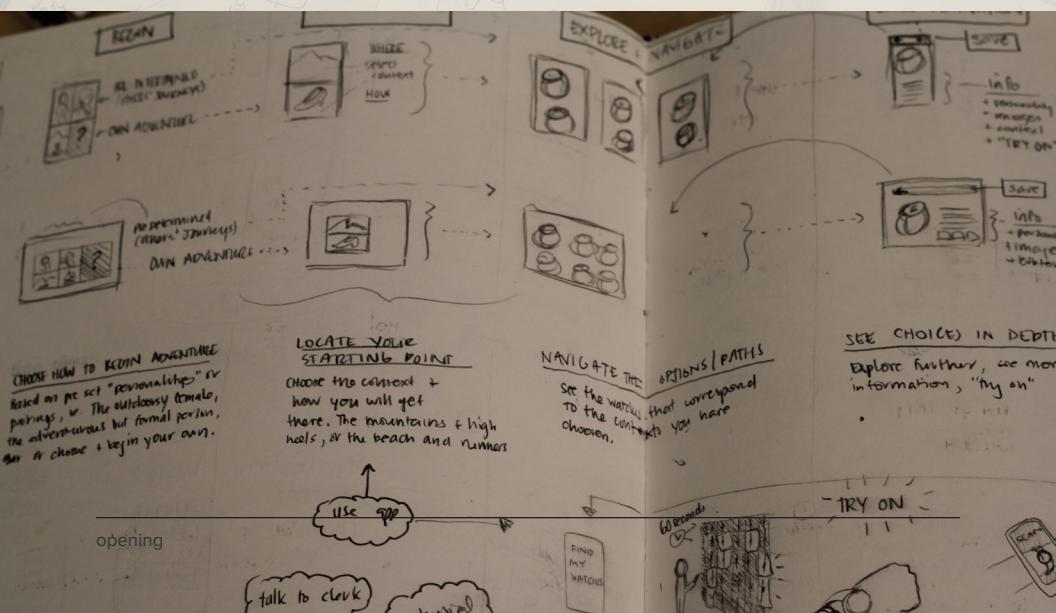
An cross-platform web application which provides a digital experience that would facilitates physical experience to engage users in an adventure that will allow them to ease the process of product selection.

Why

Lack customer engagement + increasing competition in the watch industry.

How

An application (that can be utilized in multiple contexts) initiate their adventure based on a prefered locational context, and their prefered shoeware. Then it produces watch recommendation, or discover how others wear the watch. When in store, the physical installation display will guide the user to their choice through the use of light and the application.



WEEK 2 /

CHOOSING A CONCEPT

BUILDING A BUSINESS CASE

Based upon feedback from the previous week, we decided to narrow down the scope of our targeted audience. This is done to prevent ourselves from committing into a client who can potentially lead us into a puzzle trap. Based the symptoms we identified, we conducted further research on Swatch to build a compelling business case based on one core business problem which is the customer generation gap.



THE AGE & BRAND GAP



Why the problems need to be solved

Dependence on Asian/ European markets lead to unstable revenue. Swatch's popularity in China can also be attributed to the fact that they are one of the only few international companies allowed to operate in the country, making the brand susceptible to major competition if these rules change.

Political climate in the region plays a role - their largest market, Hong Kong, saw sales decrease during the recent uprisings.



FINAL TARGET AUDIENCE

STREET FASHIONISTA

Adding onto Swatch's existing customers segment, our primary target customers are the 20s to 30s Street Fashionistas who express their identity through fashion, and are provocative about fashion trends and activities.

WHY STREET FASHION PEOPLE?



INFLUENCED BY LOCATION / LOCATION-BASED TRENDS

Street fashion can vary significantly by location: what is seen in Paris as a trend might be completely different than that of Milan



APPRECIATION FOR ANALOG

Technology does not have a huge, direct influence on street fashion and so there is an appreciation for analog watches - similar to Swatch's brand



ALIGN WITH SWATCH BRAND ATTRIBUTES

Expressive, artistic, innovative, emotive, joyful, or playful



“EARLY ADOPTERS” HAVE INFLUENCE ON MAINSTREAM

Street fashion trends tend to filter up toward the mainstream fashion scene



AGE RANGE SAMPLED FROM GAP IN SWATCH'S AUDIENCE

Street fashion encompasses the same average age range as Swatch's new target audience - a demographic they have failed to target effectively with their product.



Interview

Swatch Branch Manager (Vancouver)

- gained insight regarding Swatch's primary targeted audience
- learned existing and growing business problems
- discussion of annual report of sales pattern

Field Study

4 street fashionistas

- age range from 20 - 35



LAURA

Kit and Ace in-shop
fashion designer



ROXANNE

Recently moved
to Vancouver



DON

Shop owner of NIFTYDO



CHRIS

Clothing Boutique
employee

Field Study Insight

01/ 

*Desire and need of
expressing their own identity*

02/ 

*Entertained by relatable
stories*

03/ 

*Enjoys the fun aspects of
street fashion*

04/ 

sensitive to visuals

CUSTOMER PROFILE

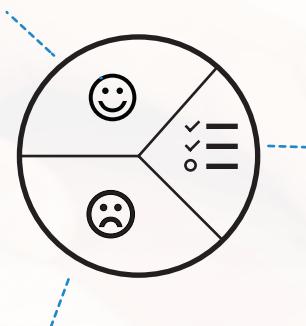
GAINS:

Be able to show their personality /
identity

Connect with like-minded people
(creating conversations)

Can be an influence/ inspiration to
others

Crafting clothes with accessories



JOBS:

Telling something about
yourself with your clothes

PAINS:

Keeping up with current trend/
maybe going against trend

Find clothes that suits you
Be the same

Knowing what they have to know
when they shop

IDEATION

After the field study and customer profile analysis, we learned that fashionistas care about self expression, individuality, and like getting inspiration from different places. Therefore, we started re-framing to create values that cater to our target audience.

Re-frame

- How much does it influence the people who are interested fashion?
- What are the obstacles for them to be unique?
- How can we design for different locations, weather and local trends?

OPENING

Create a stronger connection between Swatch and street fashion people by building the relationship through relevant interest and empower them to express themselves.



Value Proposition Design

WILEY

Business Model Generation



WILEY

THIS IS SERVICE DESIGN THINKING.



CREATING FORM

We followed the ideation and critc process from the **value proposition design** book to maximize ideation efficiency as well as to inspire the others.



- 01 /
⌚ 15 - 20 MINS
BRAINSTORM



- 02 /
⌚ 12 - 15 MINS
DRAW



- 03 /
⌚ 30 SECS
PITCH

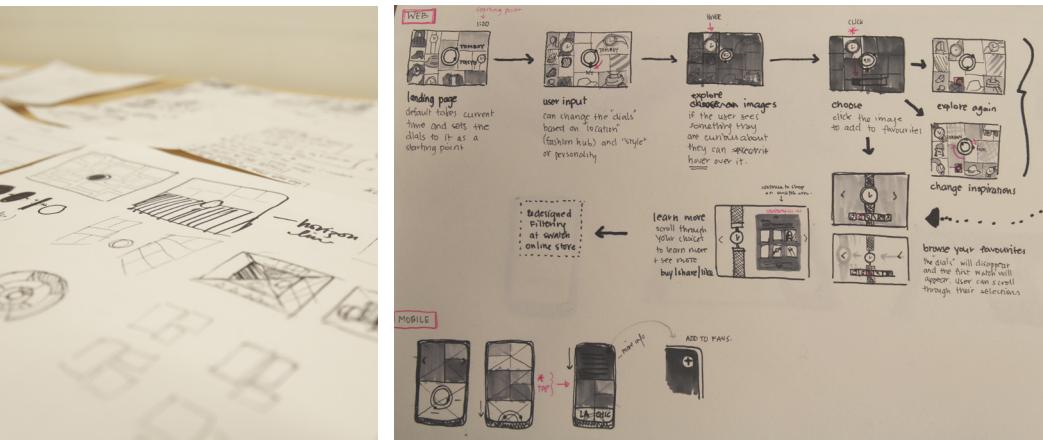


- 04 /
DISPLAY



- 05 /
⌚ 10 - 15 MINS
DOTMOCRACY

SKETCH + PROTOTYPE



Axure Interactive Prototype

The image displays four screenshots of the Swatch website, illustrating different design iterations:

- Top Left:** A homepage layout featuring a large circular "SWATCH" logo at the top. Below it is a grid of colored squares (pink, light blue, grey, yellow, green) containing smaller text and arrows pointing to the right.
- Top Right:** A similar homepage layout, but the central grid has been rearranged, with the green square moved to the bottom right corner.
- Bottom Left:** A product page for a "One watch". It shows a white watch with a black dial and a small image of the watch face below it. The text "MAXI SWATCH" is displayed above the image.
- Bottom Right:** Another product page for a "One watch", showing a black and white patterned watch with a black dial. The text "Watch 3" is displayed above the image.

WEEK 3 /

SHAPING A CONCEPT

ETHNOGRAPHIC STUDY III

We **interviewed 6** people who are within the age range of our target audience and fulfill the characteristics we previously identified as street fashionista.



Judy Zheng
designer / age 25



Jester Sy
model / age 20



Ivy Truong
creative director / age 24-27



Freddy Sim
Hair Stylist / age 25



Steven Phan
creative technologist / age 20-25



Czarina Carino
fashion student / age 20

Result

Validated our research of the primary common source of fashion inspiration being Instagram, Lookbook, and their own favorite fashion bloggers.

Insights

1. They value stories and images of 'real' people whom they can relate to
2. Values process that communicates the quality of the product
3. They care about selfexpression, exploration and fun
4. They are more interested in their own local fashion



Reframing

Can we utilize the microtrends in the fashion / street fashion world to help spread Swatch's brand quality?

Can we bridge the generation gap through utilizing existing crowdsourcing platforms as a springboard to engage our targeted?

How can we allow self expression while allowing for exploration?

How can we seamlessly blend storytelling with product ?

Refined Constraints

Design to engage audiences who are interested in street fashion

Create a seamless digital and physical experience

Design to present relevant information to engage the right audience

Address North American Market

Engage target age demographic (20s-30s)

DESIGN PRECEDENTS



Live in levi's

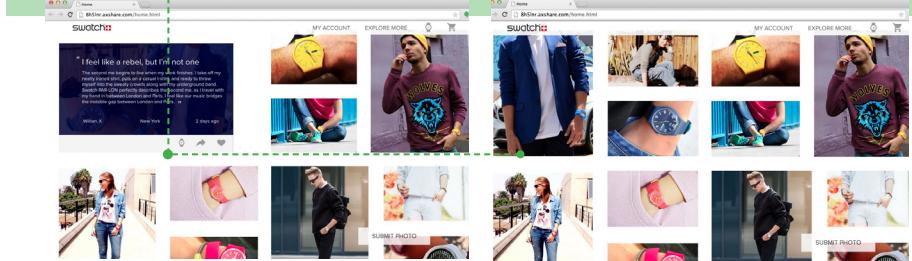
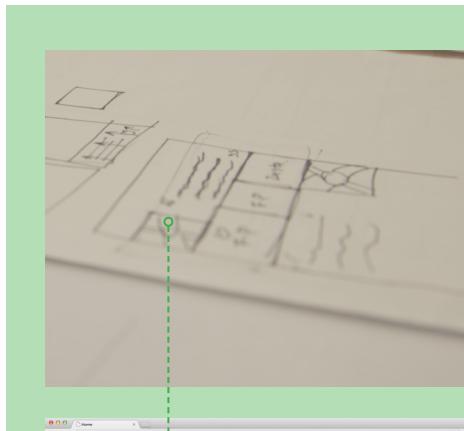


Belong anywhere

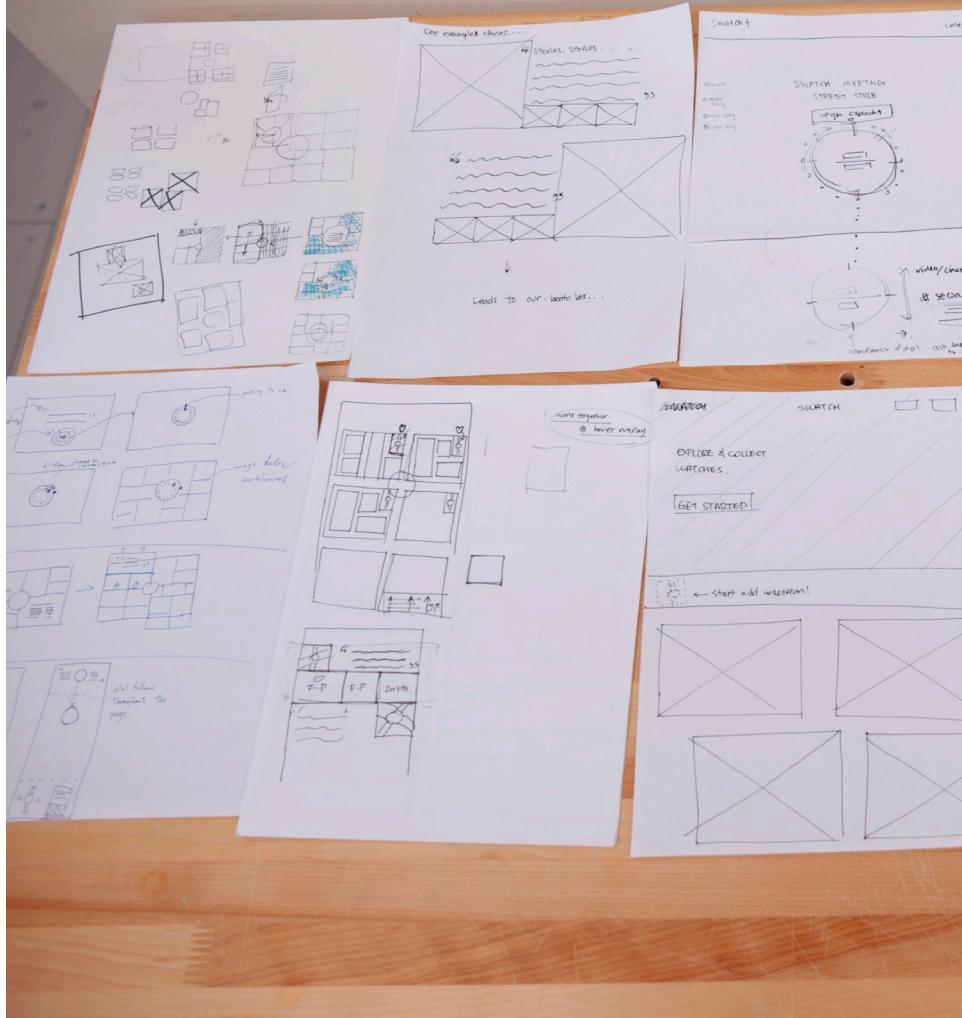
Insights

How they seamlessly leverage social media platform such as Instagram to blend **storytelling** with products to facilitate emotional connection, and engagement with new target audience.

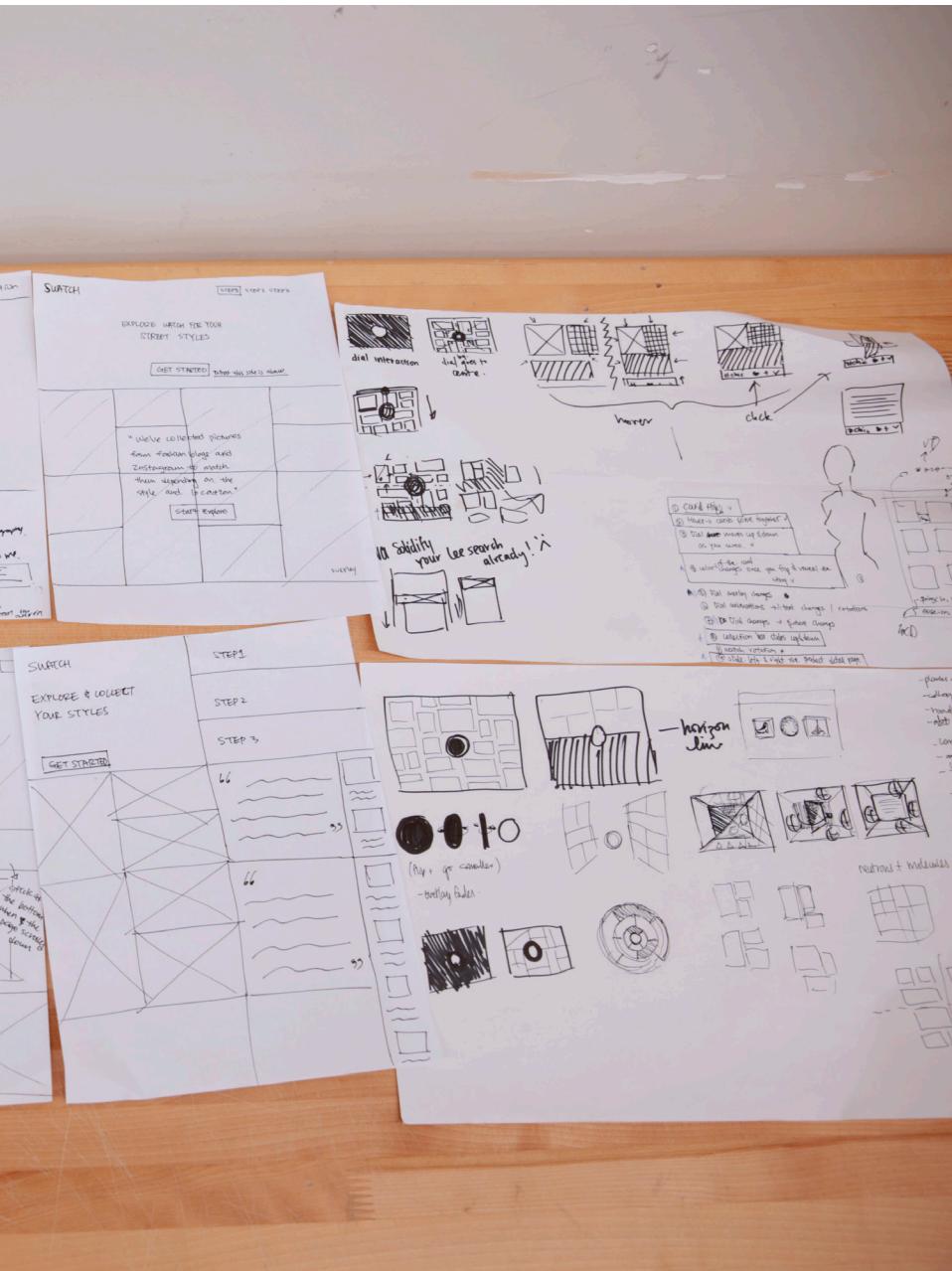
ITERATIONS



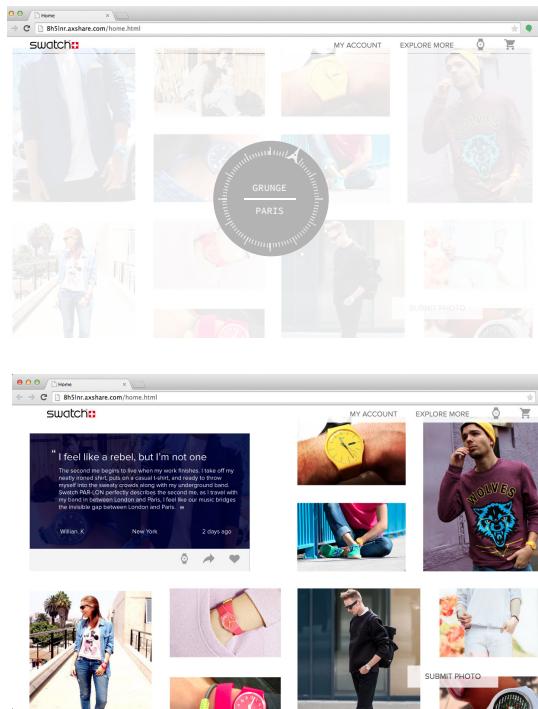
Iteration of implementing storytelling in proposed website.



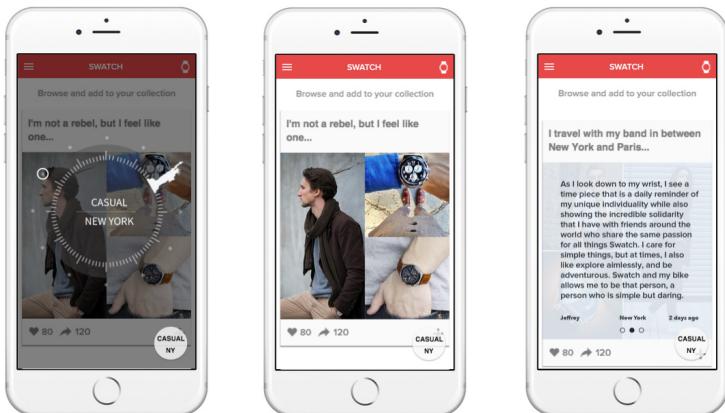
sketches

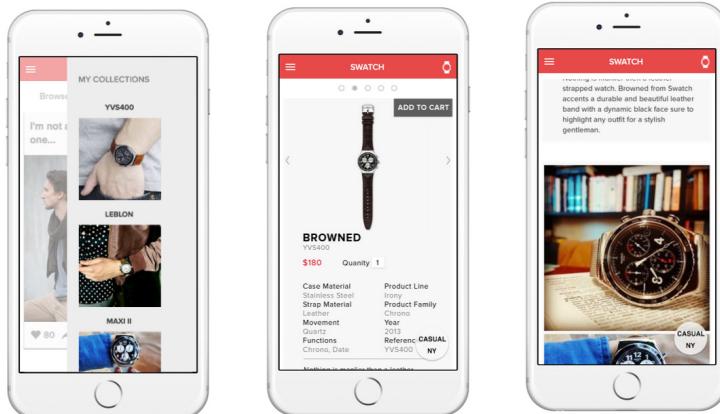
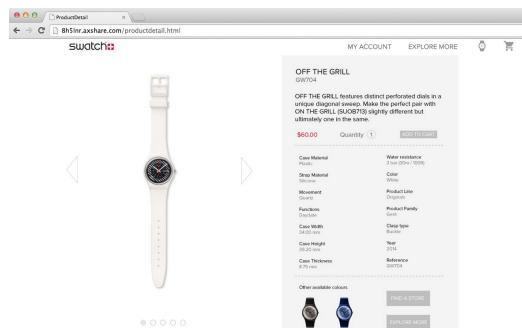
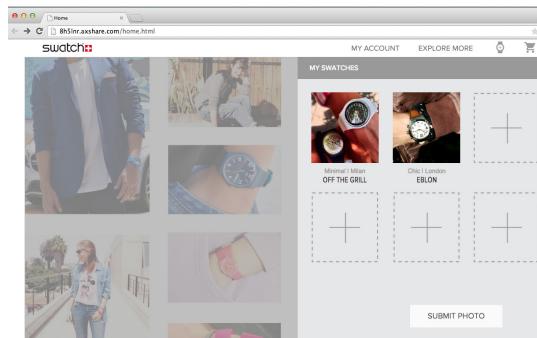


Axure interactive prototype



Framer interactive prototype





TOUCHPOINTS

EXPLORE +
BE INSPIRED

Scan and observe information and inspirations

Filter style preference by rotating outer dial to one of the 12 points

Filter location preference by rotating inner dial to one of the 12 points

Scan and observe newly populated information and inspirations

Browse watch and story selection, share the ones that interest you

COLLECT +

Add Swatches to your collection

Browse your watch collection

Click/swipe left or right to see next watch in your collection

Scroll/swipe up and down to see more information, details and inspiration

SAVE EXPAND EXPLORATION ➔

our collection as
like

Click on dial at bottom of screen to
re-explore stories and styles

nes by opening

View all products to access
complete Swatch inventory (past +
present)

right to see the
collection PURCHASE / ➔
VIEW IN STORE

d down to view
details, and

Add desired watches from your
collection to your cart at any time

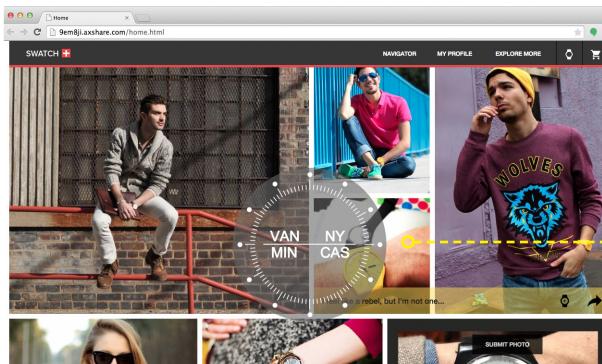
Check out through e-commerce site,
or visit a retail store to purchase

WEEK 4 /

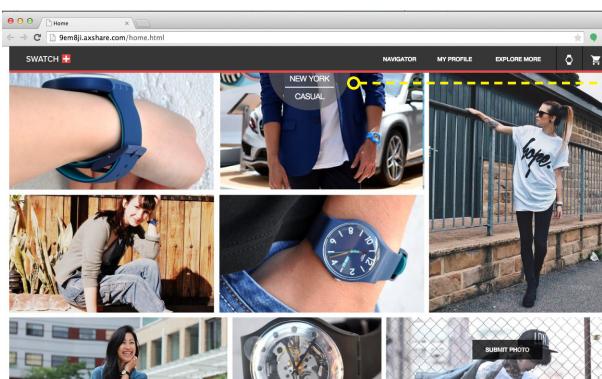
REFINING A CONCEPT

TRANSFORMATIONAL METAPHOR

“FINDING YOUR BEARINGS WITH A COMPASS”



- Finding the bearing
Choose location and style to start exploration



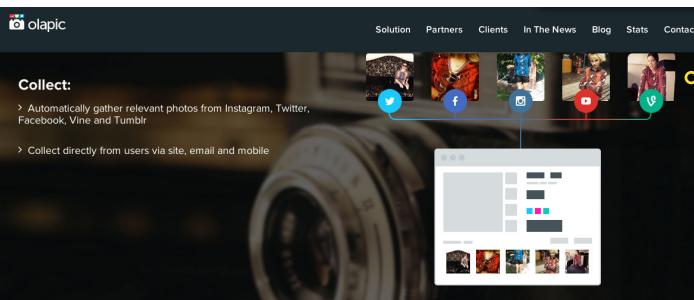
- Start exploration
The navigator will shrink and position to the top like one will put a compass back after one finds the bearing.

Design Precedent

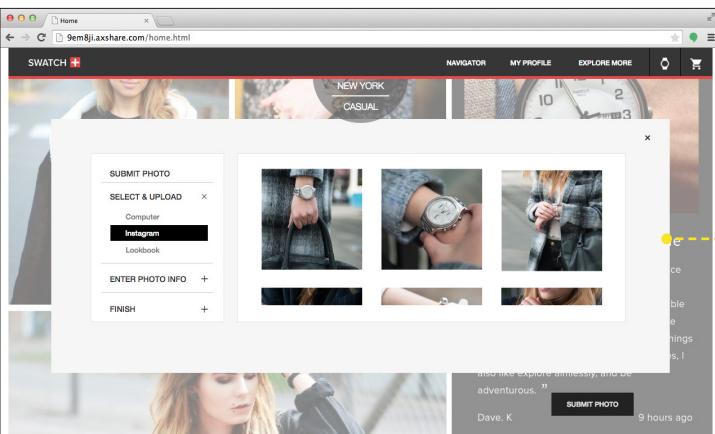
OLAPIC

We have studied how Olapic automatically gathers relevant photos from Instagram, Twitter, Facebook, Vine and so forth. It collects directly from users via site, email and mobile.

It is then **feasible** for us to implement “**submit photo**” function which allows users to upload photos from their other social media through our website.

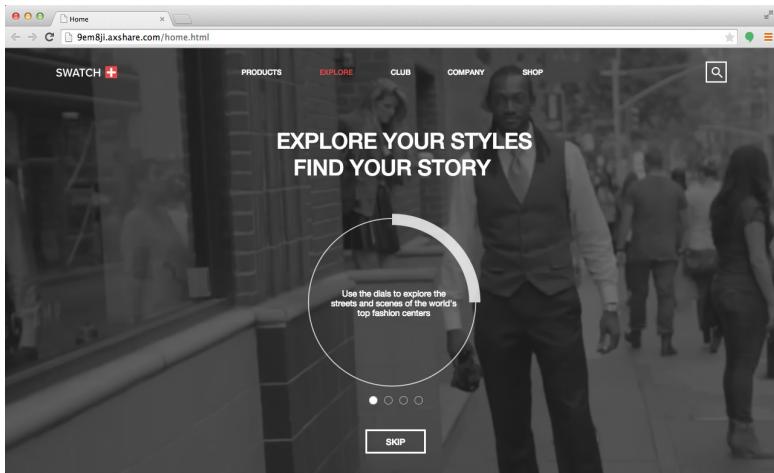


Allow users to inspire others by uploading their photos from their social media through Swatch website.



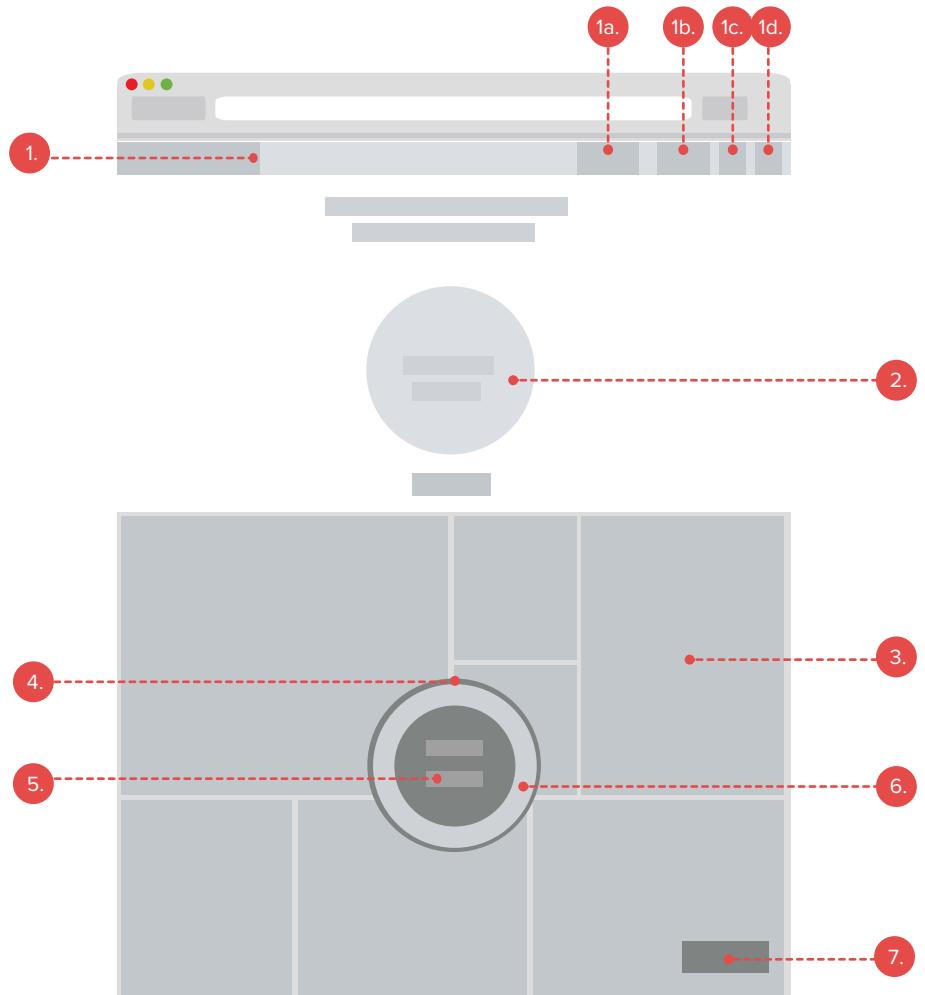
An informational dial

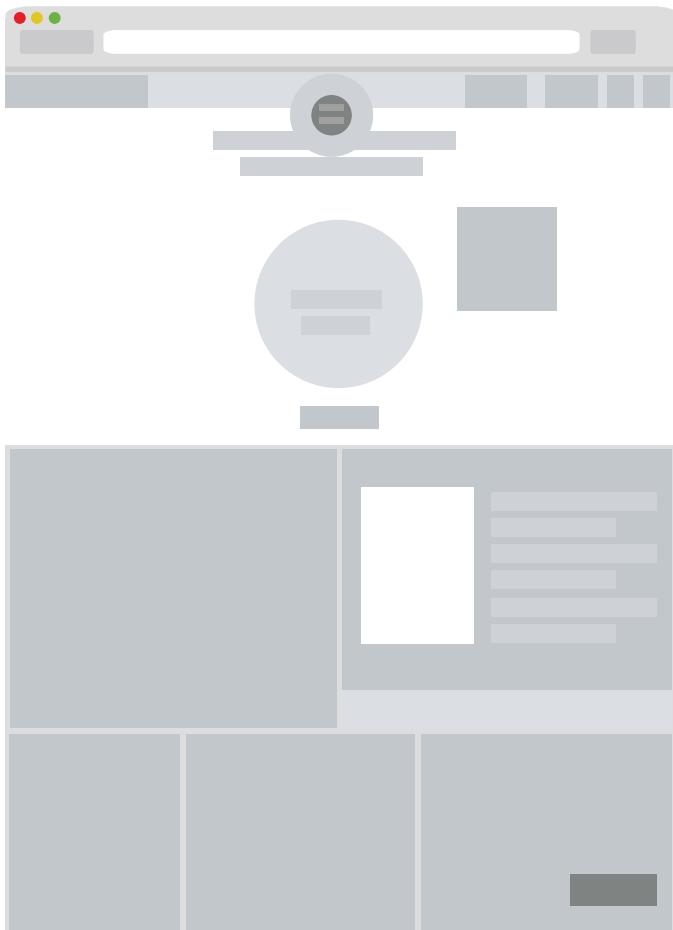
We wanted users to know what the web page is about and therefore, we added a introduction page. It serves a **welcome page** and **informs** users what the website is about.



MICROINTERACTIONS

<p>1. Navigation locks to the top of the screen as scrolling down a. profile b. explore more c. collection d. cart</p>	<p>3. Inspiration Images </p>	<p>5. Location Selection </p>	<p>7. Submit Photo Customer are able to upload their photo with the product here</p>
<p>2. Introduction  ROTATE click move forward to the next stage</p>	<p>4. Style Selection  GROW hover and select your style preference in outer dial</p>	<p>6. Selection </p>	<p>COUNT selection feedback</p>



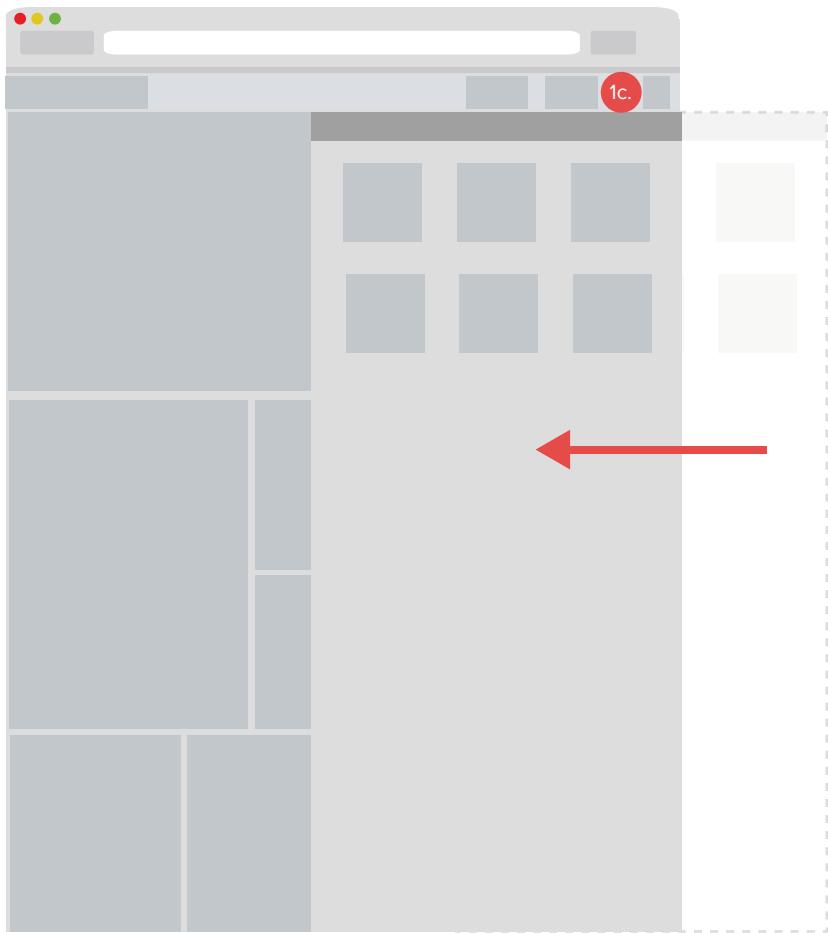


3.

Inspiration
Images



FLIP



1c. Collection

To view your saved collection, click on collection icon, and collection bar will slide in from the right



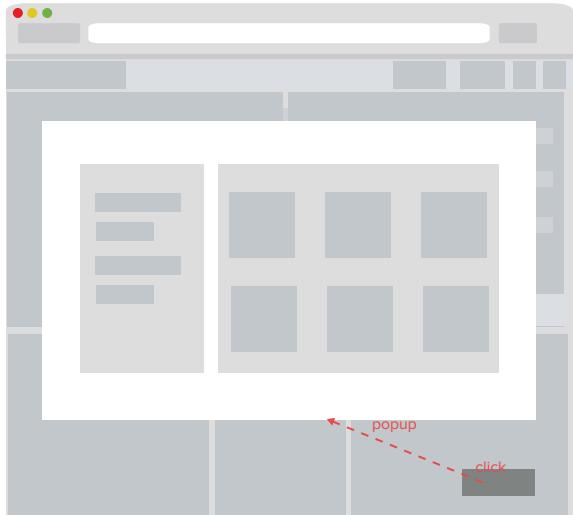
1a. Profile

Access your profile page to view your previous purchases and warranty information



1b. Explore More

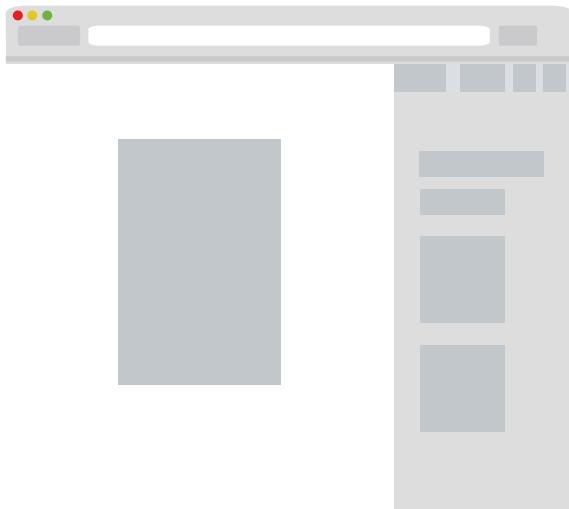
To view all Swatch
product, click on
explore more to view
full collection



7.

Submit Photo

Customer are able to upload their photo with the product here



8.

Product Detail

Provides product images along with customer images to inform customers the details of the product

Creating a seamless experience from digital to physical experience

BUYERS ANALYSIS

type 1: online shoppers

If they are type 1, they are able to add the item to the cart, and check out on Swatch's online store.

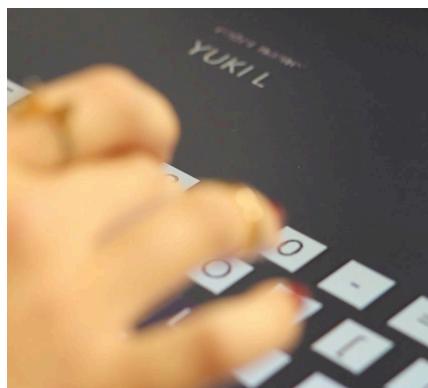
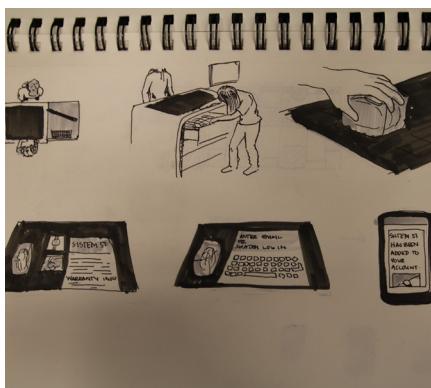
Moreover, they are able to explore similar watches on Swatch's full product page, which allows them to be able to refine the product search by interacting with the filter.

type 2: shoppers who only purchase after trying on a physical product

If they are type 2, they can 'touch and feel' the Swatch in person, and this page will direct them to locations of near by Swatch vendors.

The in-store experience is tying back to the experience at the first touch point

physical experience



USER TESTING



We conducted a few user testing regarding to UI and UX. We then revised the interface design and microinteractions, such as transitioning from page to page and feedback for hovering.

TOUCHPOINTS



Discover

Explore +
Be Inspired

Customer Needs & Actions

I need to purchase a watch

I go on Swatch Explore website for inspiration

Customer Perspective

What style of watch do I like?
What types of watch style are available?
What is my budget?
Which brand should I purchase?

What types of styles are there?
Are the content interesting to me?
Do I want to go elsewhere?

Swatch Perspective

How can we be more appealing to our customers compare to our competitors?
Are they into street fashion?
Will they choose to come to Swatch website or physical store?

Is the content we are showing relevant and interesting to them?
Will they explore more?
How do we help them find and choose a Swatch they like based on their style preference?



Collect + Save



Purchase



Contribute + Re-explore



Are my needs met?
Do I want to purchase any items from my saved collections?

Where can I purchase this product?
How can I purchase this product?
Do I want go to a physical store and try on the watch in person?

Do I want to be recognized as part of the Swatch community?
Is there new inspirations on the website?
How can I contribute to the Swatch community?

What are their needs and desire at this stage?
What type of information would they like to browse through?
How do we show our current style?

How do we cater to different customer types ?
How can we speed up the purchasing experience?
How do we build trust within this process?

How do we continuously provide new inspiration and information that would cater to our customer's needs?
What other types of information are they interested in?



Discover

Explore
Be Insp



Fashion Blog



Instagram

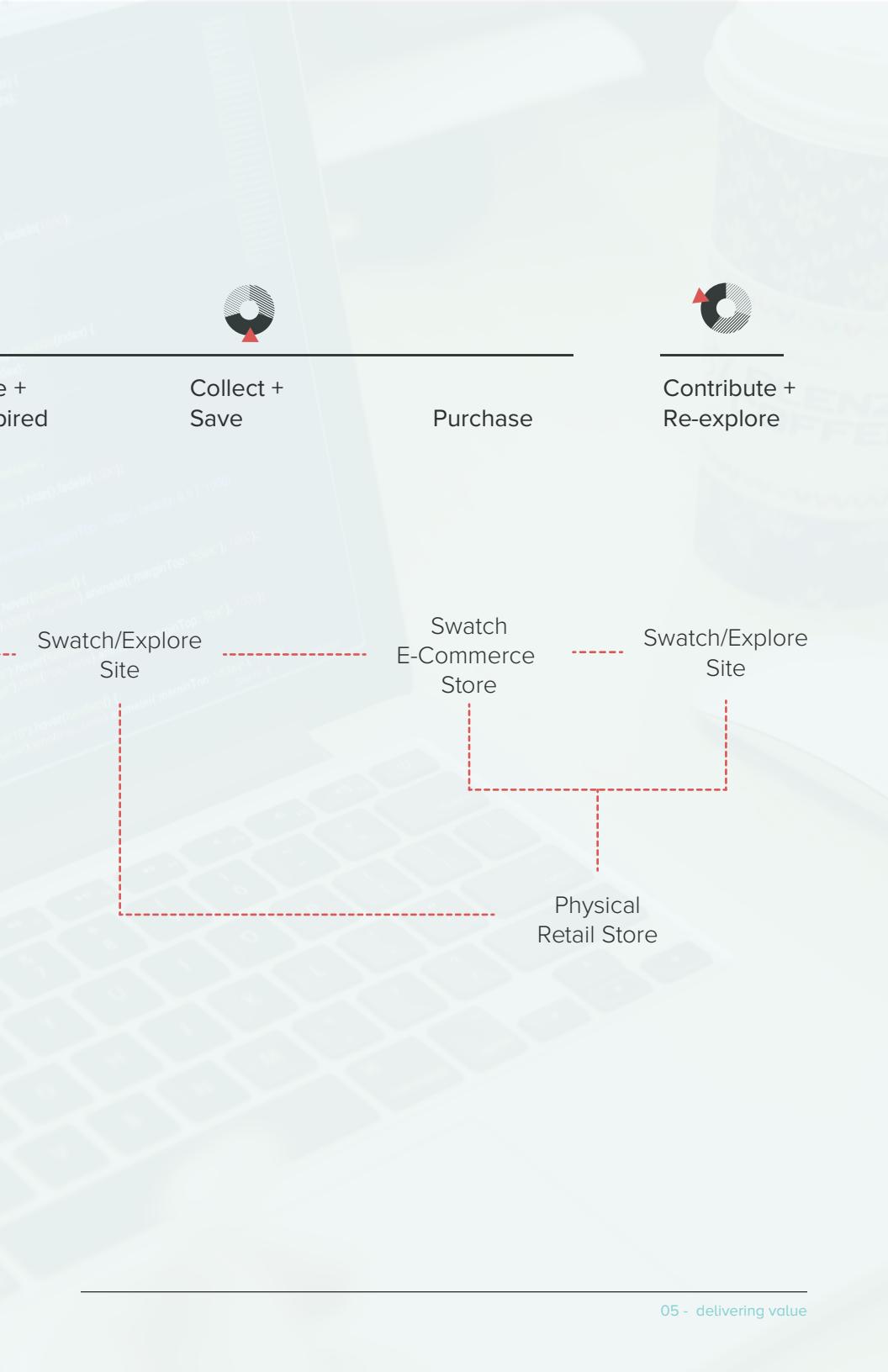


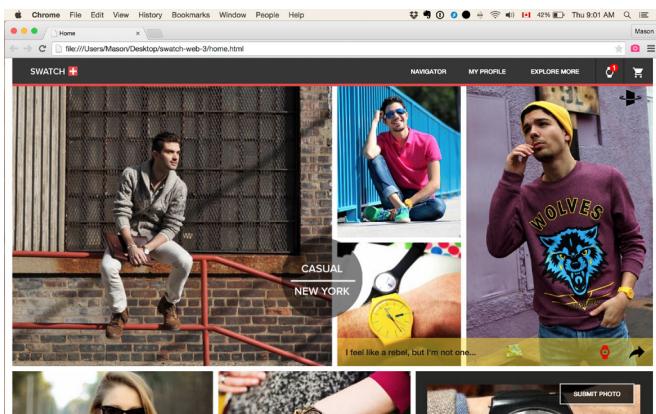
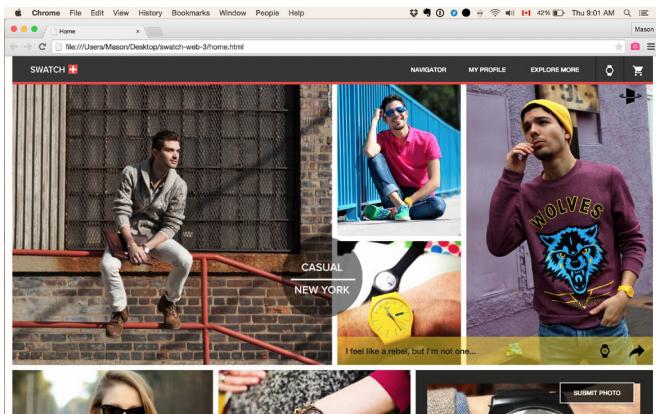
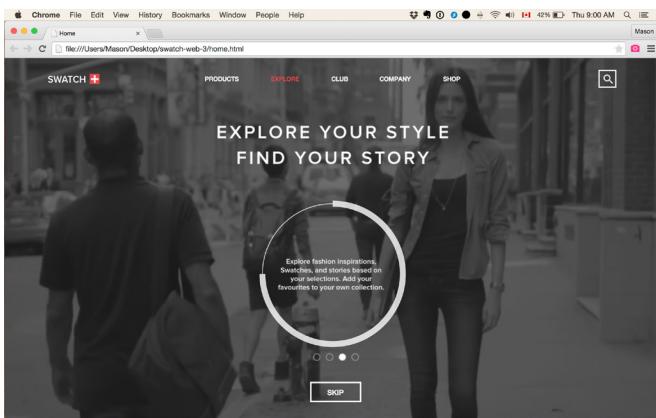
In-store
Digital Panel



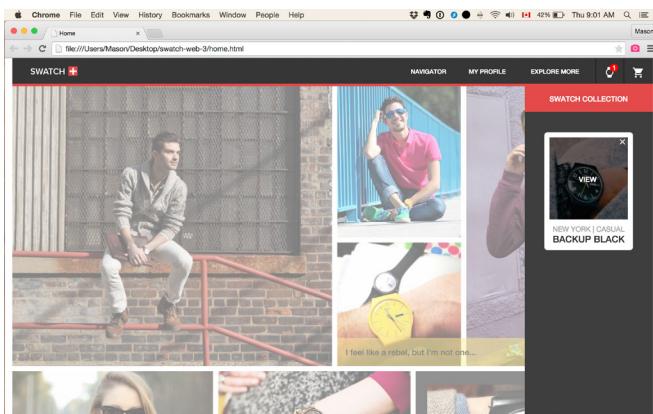
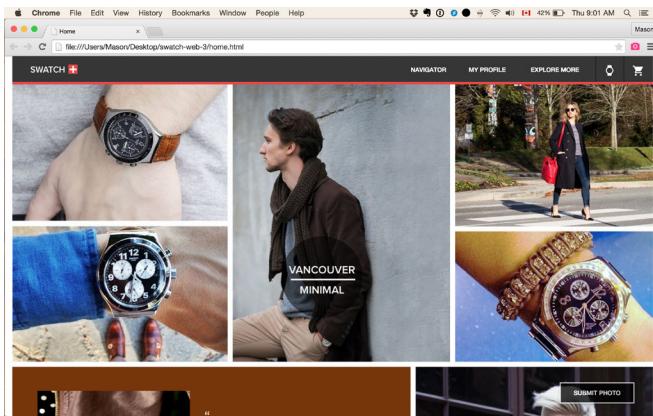
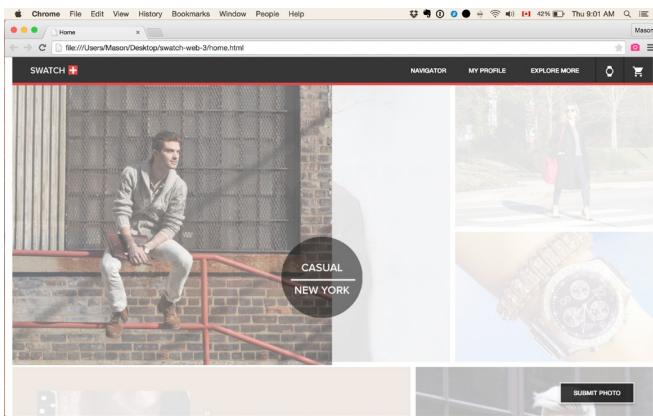
Word of Mouth







mobile website



website

file:///Users/Mason/Desktop/swatch-web-3/home.html

SWATCH +

NAVIGATOR MY PROFILE EXPLORE MORE

BACKUP BLACK

SWU09715

Add a sophisticated touch to every look with BACKUP BLACK (SWU09715). This iconic style sports an easy-to-read dial in clean black with white Arabic numerals, indexes, and a date window. A matching strap in black finishes the look.

\$60.00

Add to cart Shop in person

Fashion photos



website

file:///Users/Mason/Desktop/swatch-web-3/home.html

SWATCH +

NAVIGATOR MY PROFILE EXPLORE MORE

LEBLON

GWV704

Create the gentleman look with LEBLON (GWV704). Leblon is the perfect watch, Cognac leather strap, comfortable on the wrist. Classic design that you can dress up or down, it's the perfect Gentleman's watch.

\$60.00

Add to cart Shop in person

Fashion photos



website

file:///Users/Mason/Desktop/swatch-web-3/home.html

SWATCH +

NAVIGATOR MY PROFILE EXPLORE MORE

LEBLON

GWV704

Create the gentleman look with LEBLON (GWV704). Leblon is the perfect watch, Cognac leather strap, comfortable on the wrist. Classic design that you can dress up or down, it's the perfect Gentleman's watch.

STORE LOCATOR

1. Marpole - Swatch store
Swatch
4700 Kingsway
Burnaby, BC V5H 4M1

[VIEW DETAIL](#)

2. Swatch store
Fashion Square Arlington, Arlington
1100 South Hayne Street
22202 Arlington, Vancouver

[VIEW DETAIL](#)



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SWATCH +

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SORT BY IN STOCK ALL WATCHES

SEARCH

COLOUR +
PRICE +
MOVEMENT x
All movement
Automatic
Mechanical
Quartz
STRAP MATERIAL +
CASE MATERIAL +
FUNCTION +


SISTEM RED
\$150
ADD TO CART


SCOPRIMI
\$70
ADD TO CART


DREAMNIGHT ROSE
\$205
ADD TO CART

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MY PROFILE

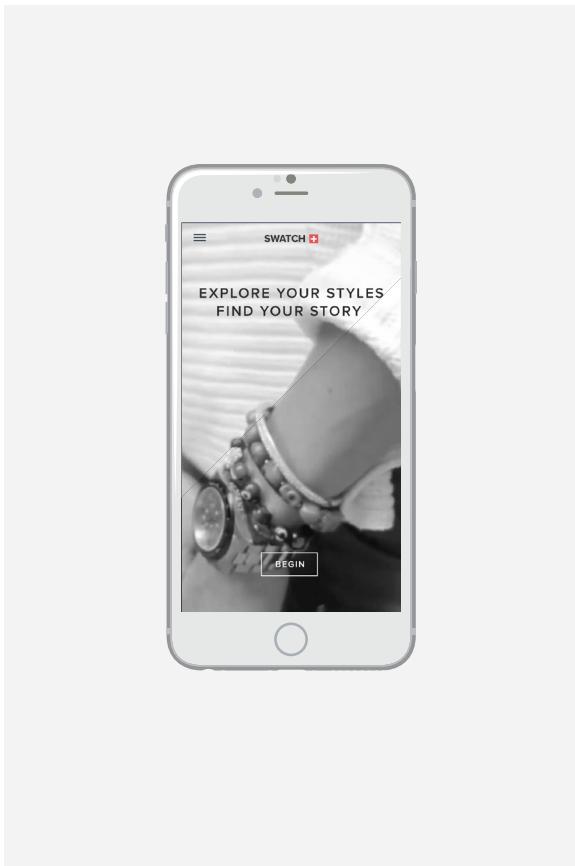
MY SWATCHES x
Backup Black
Leblon
Off the Grill

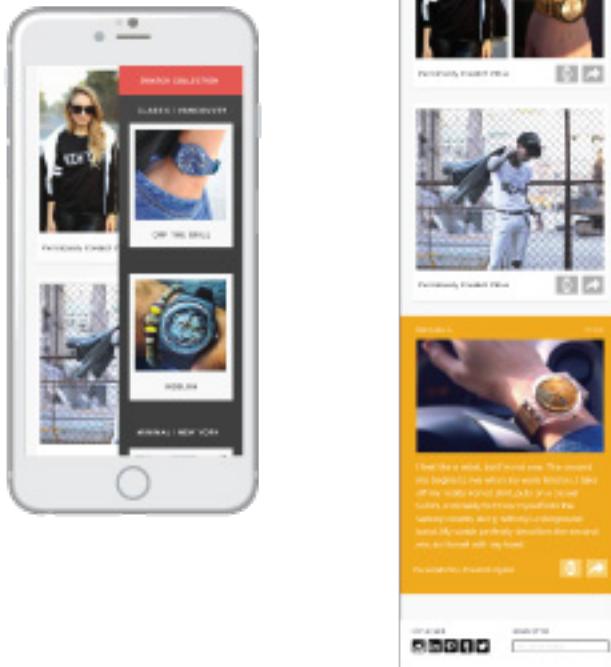
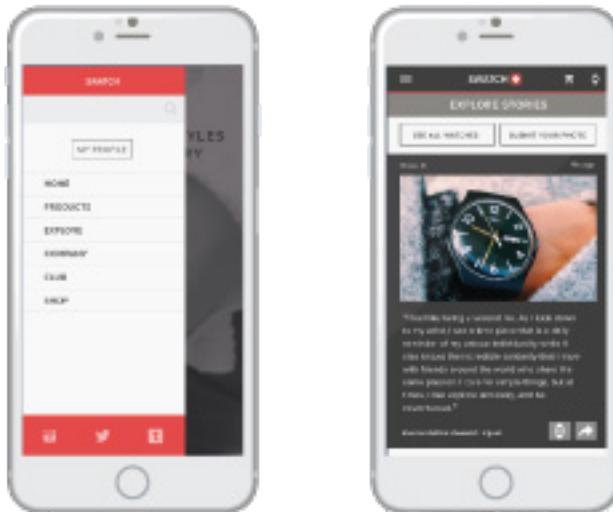
ADDRESS +
CLUB MEMBERSHIP +

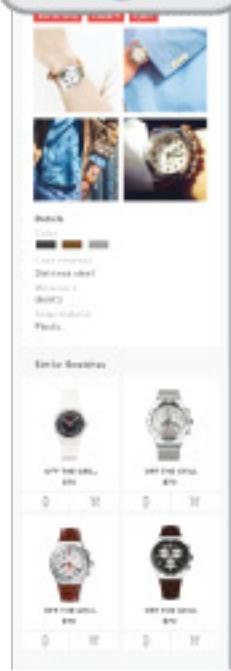
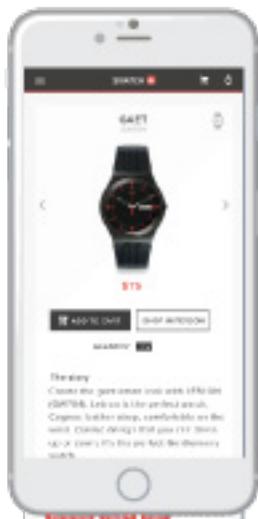
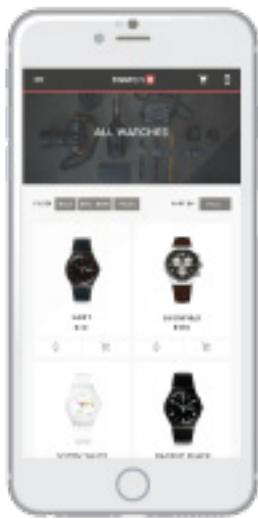

BACKUP BLACK
PURCHASED LOCATION
Swatch Metrotown
Address: 4800 Kingsway #214,
Burnaby, BC, Canada
V5H 4M1
DATE OF PURCHASE
DEC 11, 2014
PROOF OF PURCHASE
View receipt


LEBLON
PURCHASED LOCATION
DATE OF PURCHASE

FINAL MOBILE WEBSITE







mobile website

Business validation

FEASIBLE	DESIRABLE	VIABLE
All technology available	Meets customer needs of the most update information in the most visually pleasing manner	Relatively low cost of building the desktop and mobile websites
Utilizes existing crowdsourcing resources such as Lookbook and Instagram for image database	Opportunities for delightful experience embedded as micro-interactions through the website	
collection of watches, views, and likes	connectivity, trust/ethos, and unique digital experience	knowledge, possibility of fulfillment

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