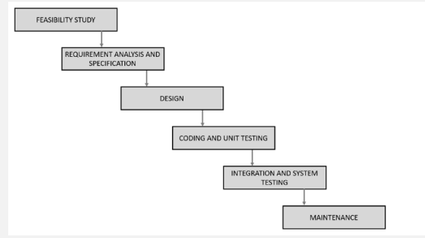
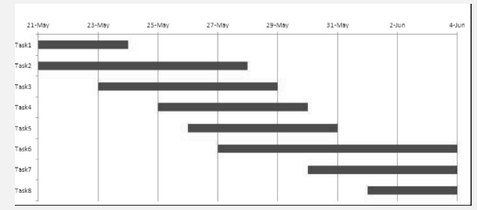
BACK TO SCHOOL FOR 200 YEARS

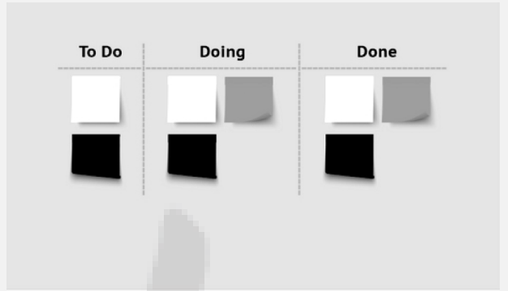
Thea Wittbjer

Extending Experience Y2T3

WORKSHOPS







During our workshops with Blanca Regina we got to learn a new program called Madmapper, this program is used for projection mapping.

The first session we all got one corner in the classroom and had to project something onto the wall and make sure it looked beautiful. I chose to make a picture of the sea, the view from our summer house during a sunset in Mölle, some flowers i had seen in Regent's Park and my cousins dog Spike in a sunset. Projecting these picture onto the wall was fun - but to make it more intersting and deeper than just photos I put on a moving filter of water above them.

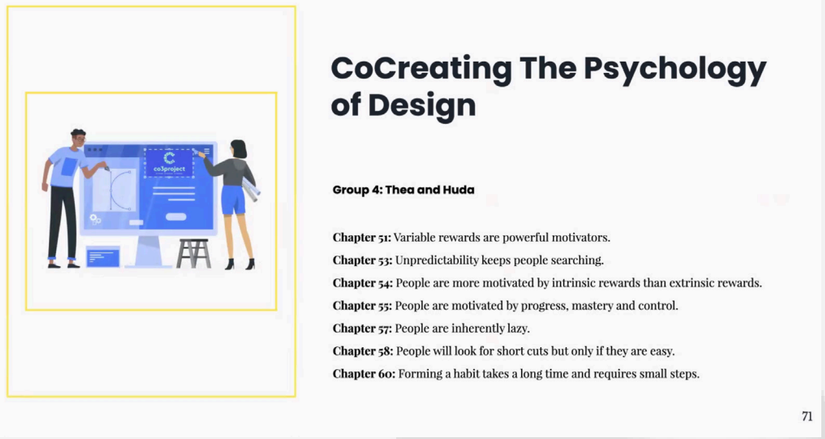
Our second session we were teamed up. Lovisa and I decided to make a story of a man traveling around the world. He started in the desert, moving onto the rainforest, into the mountains and finally landing in the sea. What was so beautiful with our work was that we had a story. We chose our videos or the different places we had chosen, we took the man running and overlayed him above the other videos and made something beautiful.

We had a workshop with David about time/project management. It was very useful in planning the work we had ahead of us, especially during the last few weeks of our service deisgn project.

David went through how important it is to be aware of what tasks needs to be done, how the knowledge of how much time they will require is essential to reaching the goal you have set for yourself. I took these words to heart and decided then and there to have good time management skills when making this project with Clarks.

David also tought us that failure is ok as long as you build yourself up and continue. Because maybe you will come up with something better than you had imagined. How consistency and persistence will get you what you want. With this said he gave us some examples to approach time management such as Waterfall, Gantt Charts, KanBan, Urgent - Important or using Trello.

STUDDY BUDDY TASKS



CoCreating The Psychology of Design

Group 4: Thea and Huda

Chapter 51: Variable rewards are powerful motivators.
Chapter 53: Unpredictability keeps people searching.
Chapter 54: People are more motivated by intrinsic rewards than extrinsic rewards.
Chapter 55: People are motivated by progress, mastery and control.
Chapter 57: People are inherently lazy.
Chapter 58: People will look for short cuts but only if they are easy.
Chapter 60: Forming a habit takes a long time and requires small steps.

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3D-Printed Custom Goods

Current/Future Retail Trends

Founded in 1825 by brothers Cyrus and James Clark in somerset England,originally the company started out selling sheepskin rugs until 1828 when James begin using leftover offcuts from the rugs to produce slippers this was the birth of the first Clarks shoe from then on Clarks fruitionted into a successful company by the early 1910s lamenting themselves as 'the' leading footwear company in London.

Task 1: Find Clarks sustainability page and read through how and what they do to maintain sustainability. Reflecting on what they read and if it feels legit.

Task 2: Locate Clarks' return policy, skim read it and report back what you understood.

Subject 1: Female, 28 years old - Swedish (Task 1)
Conclusion: It's very hard to make a return - It's a very complicated process. Key words that stuck were RAM & proforma.

Subject 2: Female, 22 years old - French (Task 2)

Conclusion: Clark's seems like a good sustainable company and takes it seriously because of collaborations with UNICEF and using recycled materials.

Subject 3: Female, 22 years old - British (Task 1)
Conclusion: From skim reading she states that she was able to understand all the key information because the headers helped divide the information into digestible reads ,especially the highlighted hyperlink that states 'All returns are free within 28 days of receipt (14 days for items purchased in a sale)'.

Subject 4: Female, 22 years old - British (Task 2)
Conclusion: The participants state that she understands what Clarks is doing because of the titles and imagery she can infer that Clarks is working with charity and trying to promote sustainability to the people with the sharing and caring program.However, she did not understand how Clarks is maintaining sustainability with their products.Lastly she states that she believes Clarks sustainably stance is legit because she sees that they are working with big recognisable charity names so she feels assured by Clarks.

Subject: Female, Midwife
Subject is a long time customer who has been coming to Clarks since she was a child.She went to Clarks to find long-lasting comfortable work shoes and brought exactly that and throughout the interview she was very engaging and willing to talk thoroughly about the experience.

Cons:
The only downside she experienced was that there was no sale, she finds Clarks expensive and believes if Clark's go on sale more often than teenagers would come in Clarks .

Conclusion:
Clarks is a well respected company with a strong sense of brand loyalty amongst their customers and It's very clear that Clarks champions quality in their products and customer service.

By: Thea & Huda

During our first two weeks my studdy buddy Huda and I got some exercises to do together. Doing the exercises made me realise how used to working alone I am, having to decide together on something and make sure we have everything done at the same time before handing in what we had done was something I haven't done in a while. However it was a really good lesson to be reminded of - not everyone will be on the same pace as you.

Our little group has evolved beyond my thinking. We have become friends and are now super supportive and we've given feedback during the whole project.

Our first task as a studdy buddy group we were asked to read some chapters in a book called "100 things every designer need to know" we divided the work between us and later did a little film about them. We were also asked to do some research on our brand Clarks before we could choose our own brand. we decided to do 4 shadowings and 1 contextual interview.

The second weeks task for our group was to make a video presentation where we discussed 3D printing and customised goods. This went smoothly as well without any hickups.

BRIEF

You will work with an existing Fashion Retail brand with the aim of rejuvenating the brands service offering for a new future in retail. Here you will develop a hybrid shopping or brand experience service that is innovative across a multichannel and/ or digital / physical space where the key objective will be to attract customers back to your brands stores as well as digital spaces.

During the project, you will assume the role of service designer, a senior design role within the design profession, and work with a new level of independence and self-direction on your project in preparation for your final year of study. Within your role you will drive an in-depth project that researches, analysis, ideates and redesigns a core retail experience for a hybrid, multi-channel and or digital / physical retail future.

HISTORY

Clarks the iconic British footwear brand, was founded in 1825 by brothers Cyrus and James Clark in Somerset, England, originally the company started out selling sheepskin rugs until 1828 when James begin using leftover offcuts from the rugs to produce slippers this was the birth of the first Clarks shoe from then on Clarks fruition into a successful company by the early 1910s lamenting themselves as ‘the’ leading footwear company in London. A century later by the early 1940s Clarks once again revolutionised the shoe industry by developing a new foot measuring system for children ,ensuring the correct fittings for adult and children.

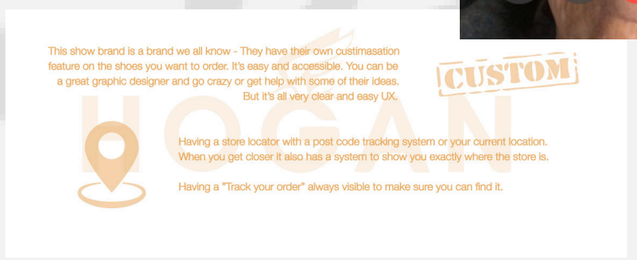
From Clarks extensive catalogue one shoe has proven most popular that being the iconic Clarks Desert Boots one of the world’s most recognisable shoes.Designed by Nathan Clark grandson of James Clark in 1944, he was inspired by the tough lightweight boots of British soldiers in Asia and soon designed the durable Desert boots.During the years the Desert boots have been adopted into subcultures most famously by Beatniks Mods and the Jamaican rude boys of Kingston and the rest is history. Today Clarks is successfully thriving for almost 200years, as one of the oldest footwear companies in the United kingdom.

RESEARCH

I conducted research into my target demographic to gain valuable qualitative and data which was for the iconic shoe brand Clark's.

My study buddy Huda and I planned for our first week that we'd do an online shadowing on two people each, she told me she could do a contextual interview as well.

The next few weeks I conducted my own research on my own - I did a Service Safari on two similar shoe brands as well as Clark's which were Hogan and Converse, I also conducted two contextual interviews the first was with the luxury retailers who owns the iconic store Rialto Living to which people pilgrim to to gain insight on what luxury retailers look for when they are interested in brands in comparison to other brands and what makes them choose one over the other.



The second was with an Sicilian woman in her 70's who has grown up with Clark's as a posh shoe when she was younger to now only using Hogan and seeing her arguments to why she would choose Hogan over Clark's, but also because Clark's have a big demographic in Italy so to get the international perspective as well.

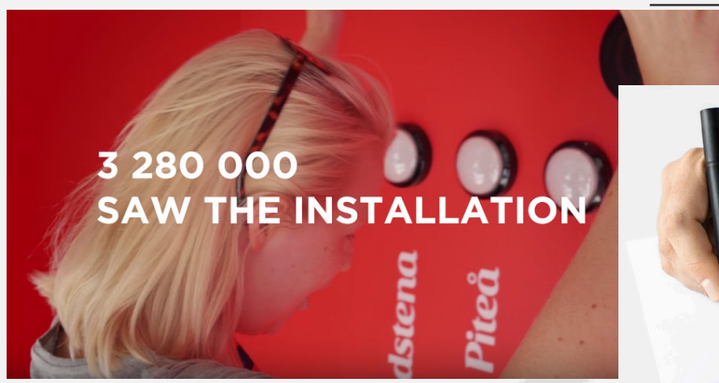
But the question I had in the back of my head all the time was - Is there a way to get Clark's trendy again and maybe back into the luxury market?

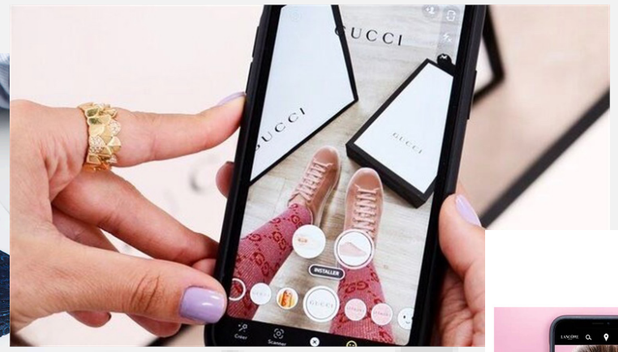
RESEARCH ANALYSIS

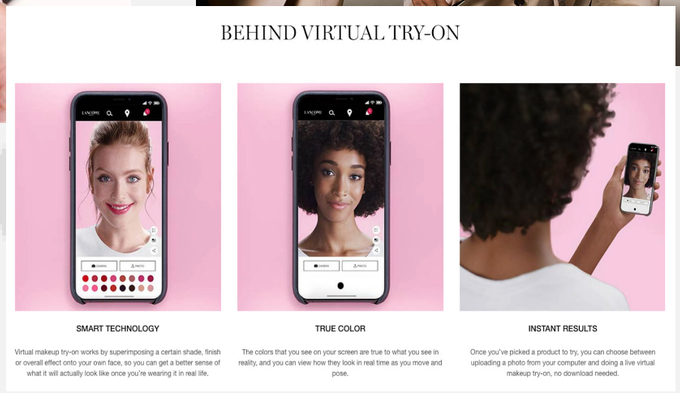
After conducting 3 contextual interviews, a Service Safari on Converse, Hogan and Clark's and a shadowing on four people on Clark's website. I combed through all the data to find any recurring patterns or themes that could signal key issues that Clark's are having.

I noticed that my data fell into one category which is that they are known for being children's "back to school" shoes - some still buy them as a quality shoe but they are not known for being trendy fashionable shoe.

CAMPAIGNS







Before I started thinking about ideation, affinity diagrams and user jourey mapping I wanted to do some research on cool campaign that are excis-ting.

I looked at brands that I follow, there were five campaigns that I really enjoyed.

Lancôme did a campaign where you were able to try out their new makup virtually, and to my surpsrise it was extremly similar to what I would need in real life.

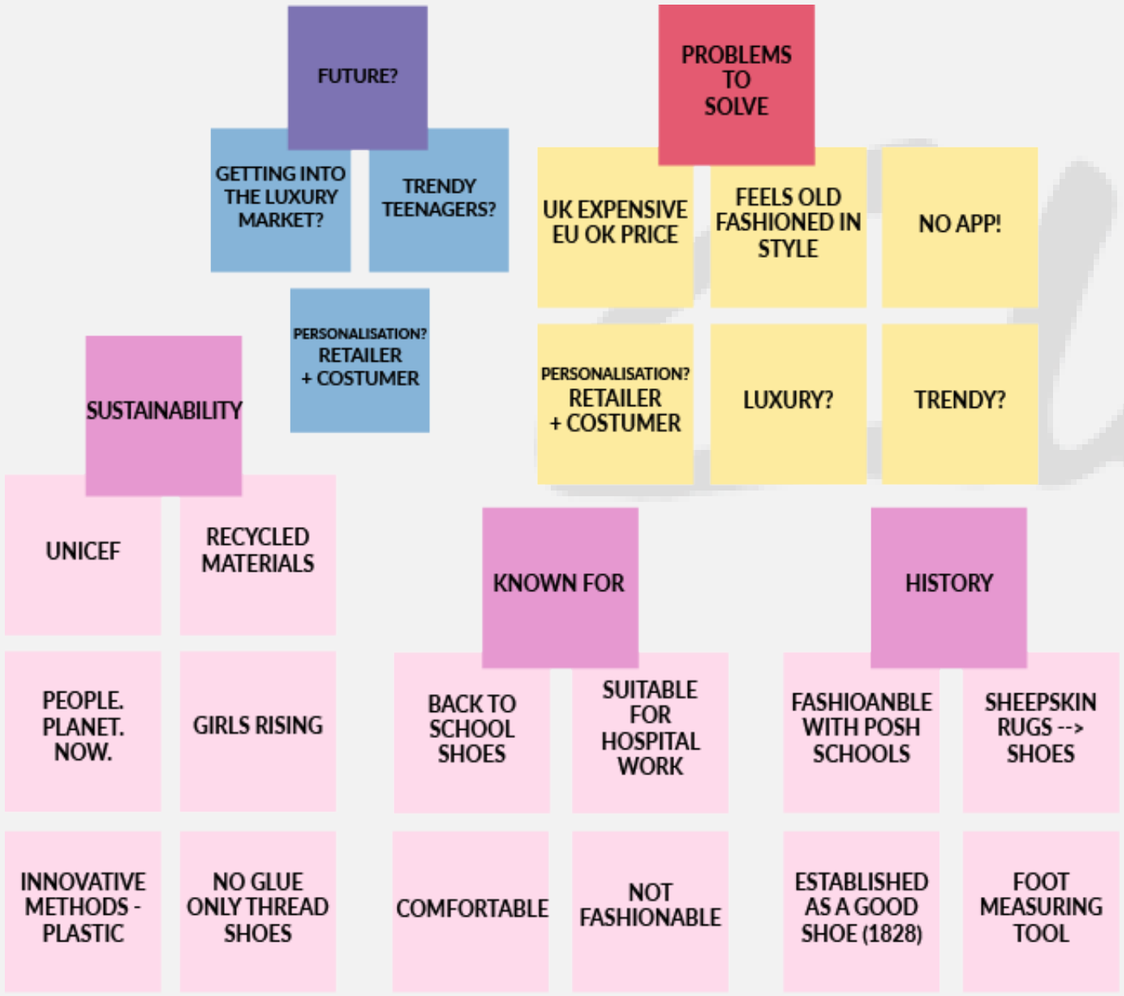
Dior made a video of how they made their iconic Saddlebag in detail each and every step of the process.

Gucci did a snapchat filter where you would be able to try on some o thier new colection. It was a way for people to see if they actually wanted the new collection or not sort of like a sneak peak.

Coca-Cola did a campaign where they would put a vending machine in a street somewhere and you would go and buy a can of Coca-Cola, but the funny thing was that they would randomise the number of cans you would get. Sometimes a person would get ten cans whlie another would just get one.

Burberry did a video of the history if their iconic trench coat. Where they explained each and every part of their trench coat and why it was in just that place.

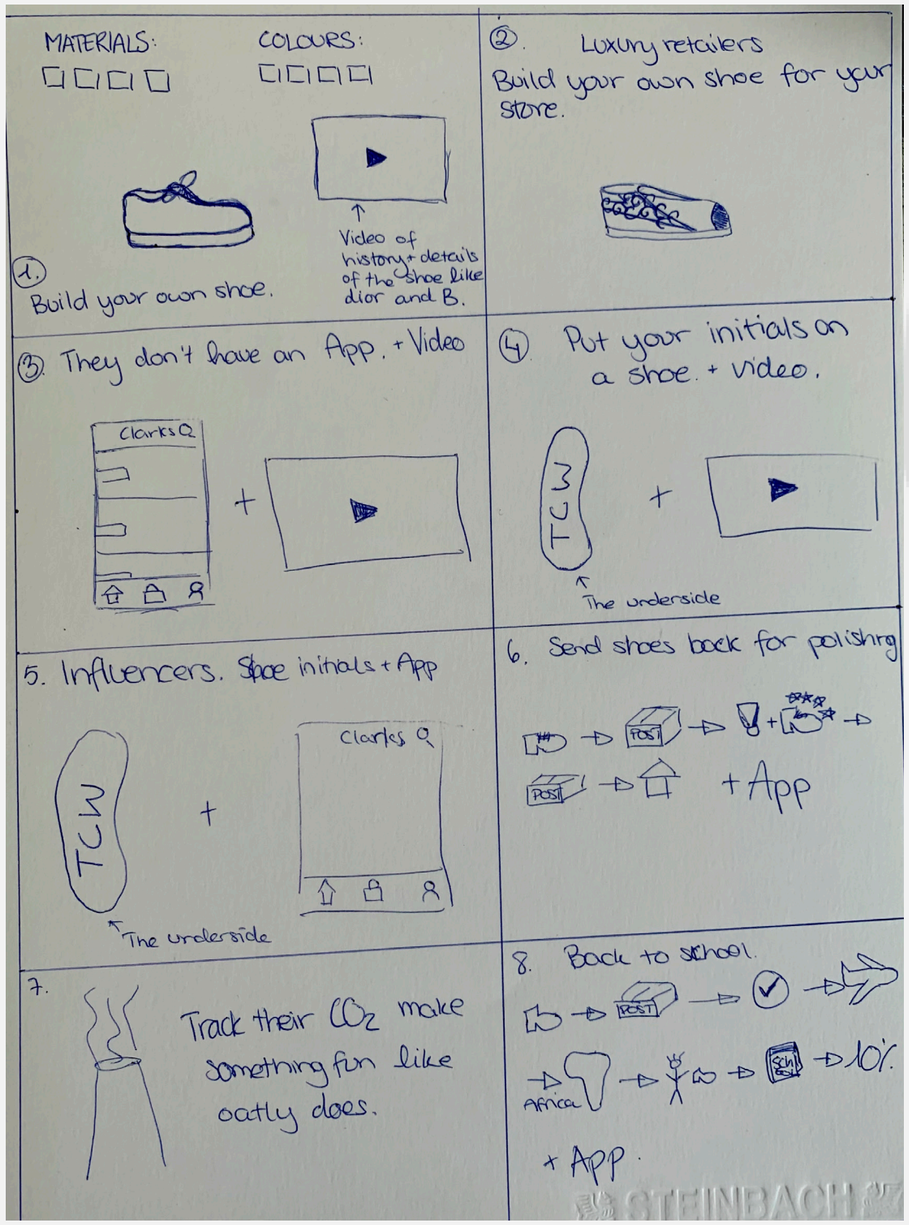
AFFINITY DIAGRAM



In making my affinity diagram I realised that they are trying hard to be sustainable, by using recycled materials, no glue shoes and while using innovative methods. Looking at my problems when I was finished made me realise that I had to make an app because in this day and age as a brand you need to have an app.

But how could I make Clarks, trendy or fashionable? This was the big question I was asking myself while looking at my diagram. Is there some way I can turn Clarks around and make them hip again?

CRAZY 8'S



During my ideation using the crazy 8's method I came up with a few different ideas.

1. The history of Clarks shoes and why every part of their original shoe is there. To make this service minded, design your own shoe (which will be chosen for you) but you'd be able to choose your own materials to the different parts of the shoes and in the video accompanied to this you'd see how the stitches are made and follow the parts of the shoe. The video is an inspiration from the Dior video of how they make their Saddlebag and the Burberry trench video.

2. Luxury retailers? Designing their own shoe for their specific store

3. They don't have an app - prototype it up + the video

4. Put your initials on the shoe - video

5. Promotional content with influencers - customised shoes video + app

6. Sustainanbility - Send your shoes back for polishing and restore them + app

7. Sustainability - Tracking their CO2 and make something fun out of it - a bit like Oatly does in their packaging.

8. Sustainability - Back to school, send your old shoes to a developing country so the children can go back to school + app.

FOCUS GROUP

Druring my focus group session it was a big discussion to what idea to choose from. However after some discussions they talked about how Clarks is a shoe that will always be known to be ”Back to School” and maybe there no need to try to get into the ”luxury market” but more try to evolve the ”Back to School” theme.

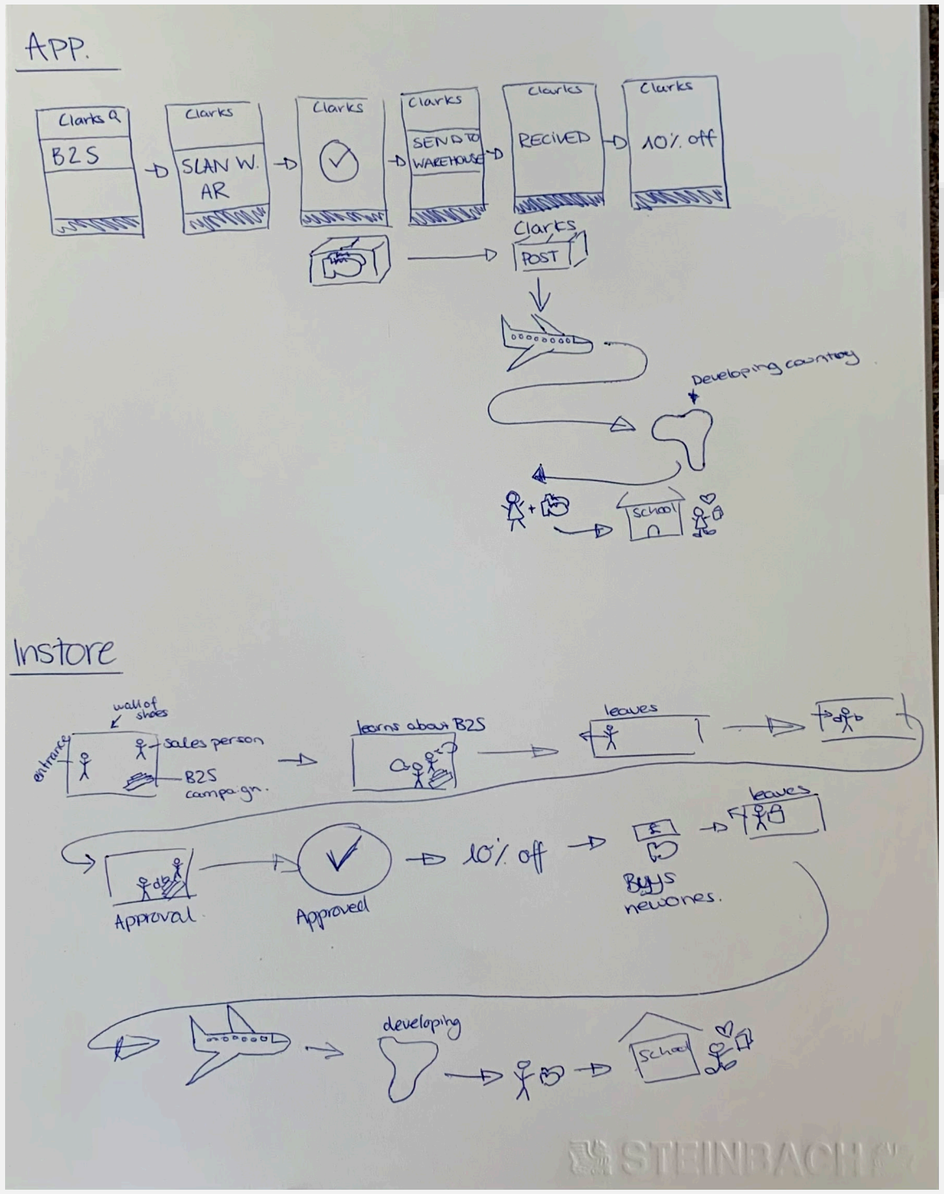
After the focus group ended I thought about their arguments to why evolve the ”Back to School” theme. The idea grew on me and that’s when I decided to evolve what they already have instead of trying to put them into a new brand box (which would be more work and wouldn’t be aligned with the brand they have built).

PROBLEM STATEMENT

Research shows that Clarks are dedicated to their shoes and sustainability is a big part of it. However, they are struggling to find new innovative ways to portray their message of sustainability.

How can we get Clarks to be more innovative in their services? In what way could we facilitate Clarks to find creative ways of sustainability? There's a clear opportunity for a new product or service that could help with this problem.

FINAL IDEA



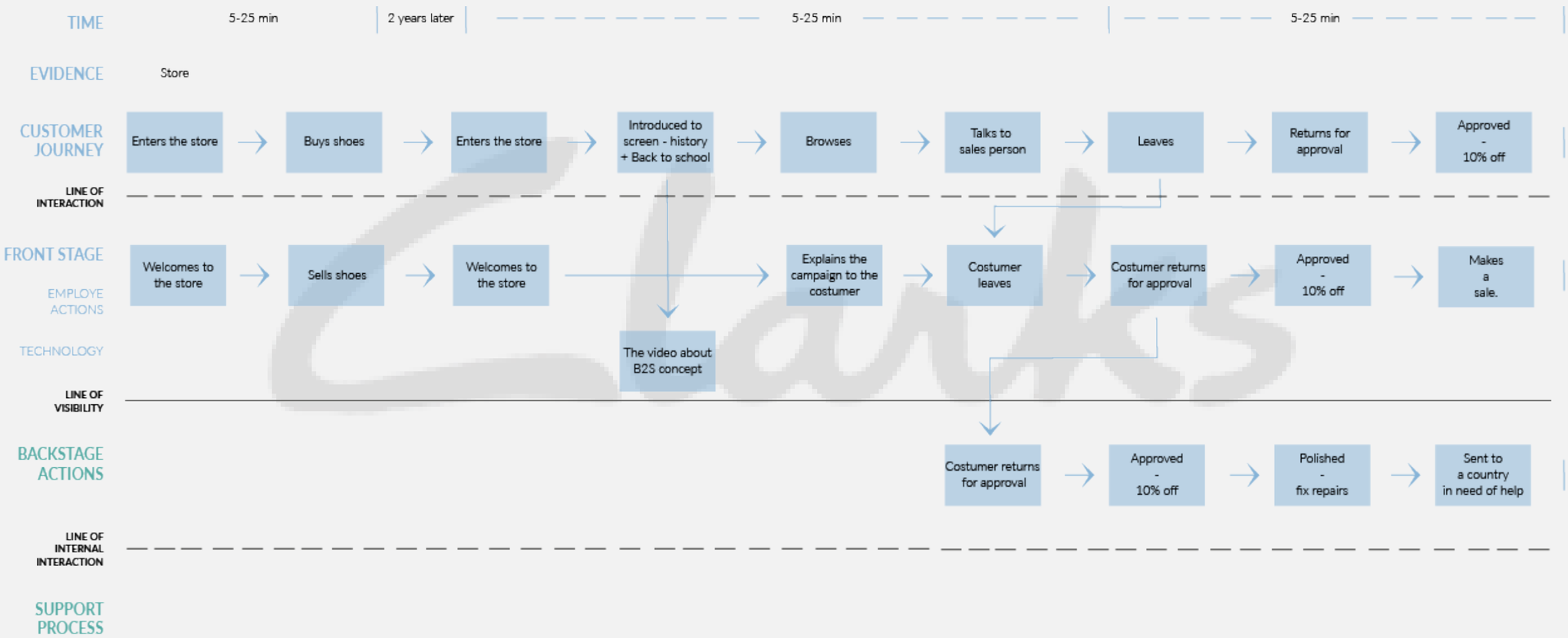
Everyone in the UK has a school uniform. Most of them use Clark's because of convenience. Having the measuring tool will give you the perfect fit, but as you grow - you'll grow out of your shoes.

Clark's believes that their shoes are so good with their make and material (they only use threads and not glue) that they can last a long time.

So, through the app you can verify your shoes (so they're in good enough shape for Clark's to have them returned) via AI or AR - to get a prepaid post to be sent to you as a costumer - when Clark's have received the shoes you'll get a QR code / Promo code to get your 10% off of your new shoes - you'll as well get a tracking code to see in which country / area and to which age group your shoes are going (so tracking like when you've ordered something but reverse) to help that little girl / boy to go back to school.

The in store experience will be similar except you'll be welcomed with the campaign on how Clark's have been going back to school for over 200 years. You'll have to put your shoes on a certain place
where they will be scanned. As you put them the prototype box you will trigger a film about their history on a big screen behind the box, as you watch the film your shoes will be scanned and approved or rejected by a clerk. If they are approved it will shine green on the box and if they are rejected the colour will just fade away. Once they are approved you'll get 10% off of your new shoes, a tracking code (which will be accessible in the app or on the webiste and a pin saying "I'm going bac to school with Clarks".

SERVICE BLUEPRINT

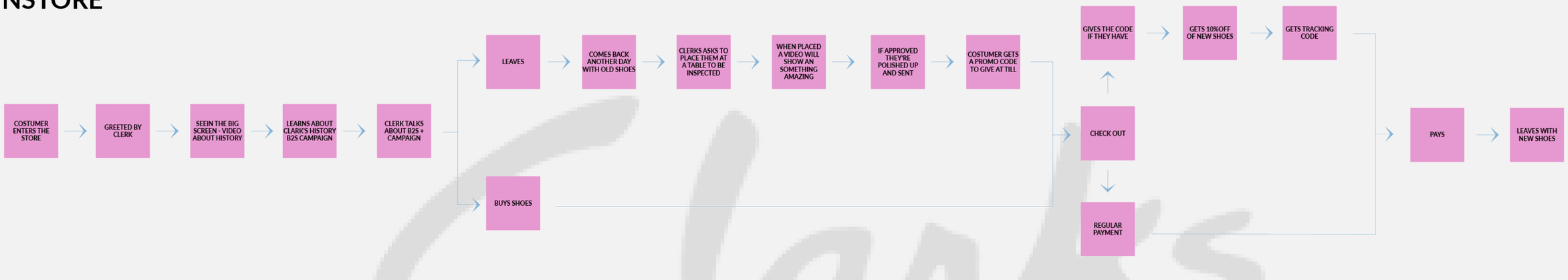


My service blueprint is on the instore experience as that is the one which is the hightened experience.

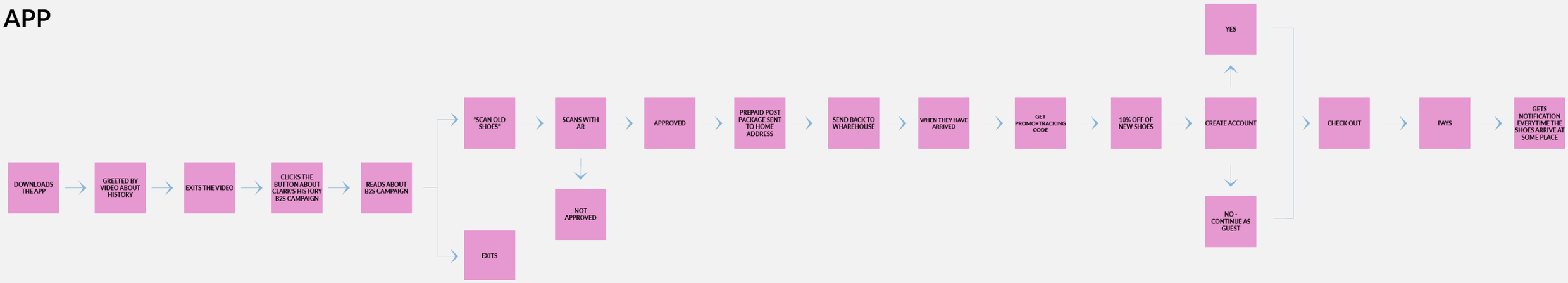
The customer would enter the store as buy shoes - two years later return to buy new shoes but is introduced with the back to school campaign. The customer browses and talks to a sales person. The customer leaves and returns with the old shoes for approval. If they are approved the customer gets 10% off of the new shoes. The customer leaves happier and feels that he/she/them has done something charitable.

USER JOURNEY MAPPING

INSTORE



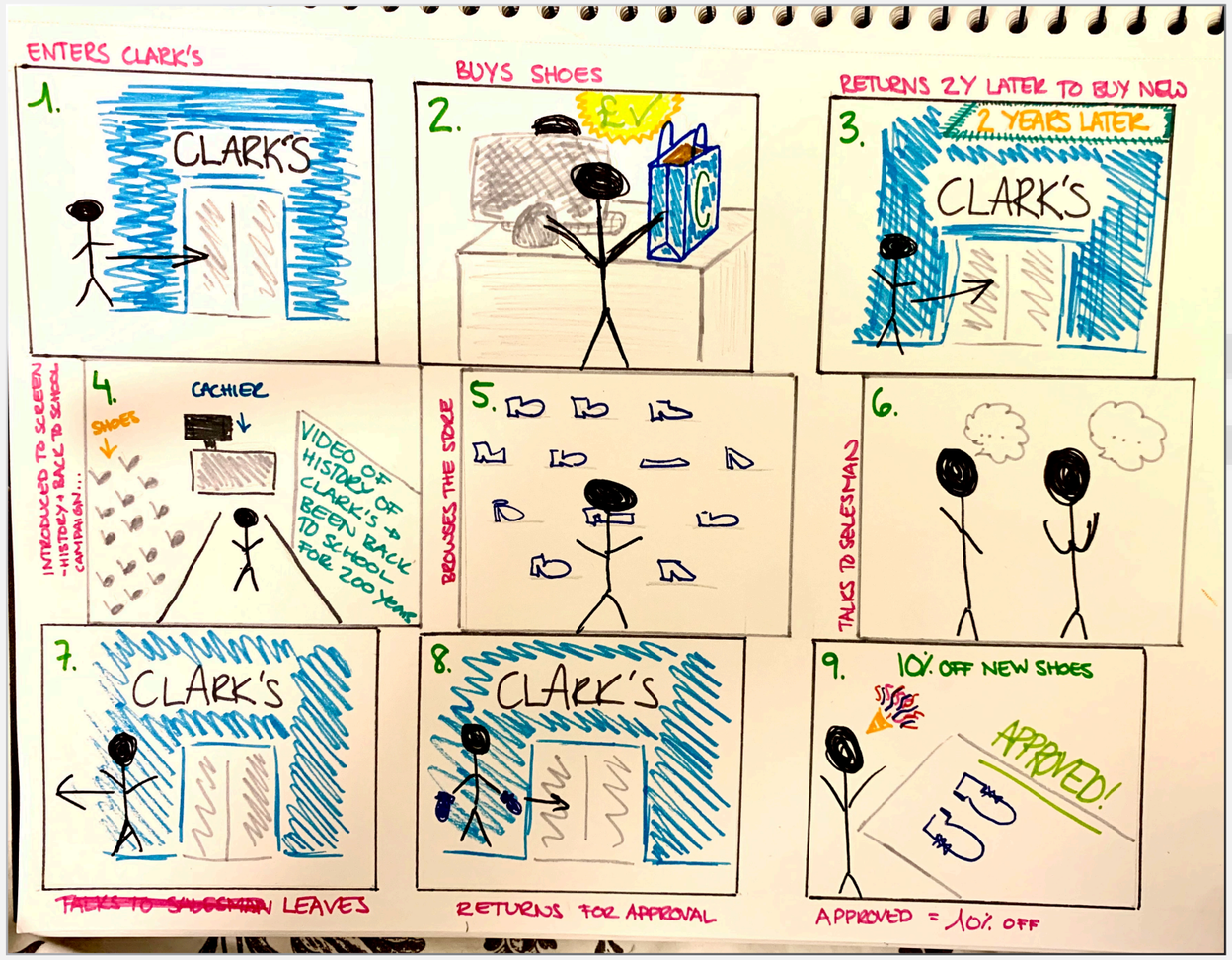
APP



My user journey mapping is based on both the in store experience and the app experience to make it easy for me to map out exactly in detail what needs to be done.

Making my user journey map made me realise that I needed good time management and really focus on the brand guidelines so it would resemble something that Clarks would do.

STORYBOARD

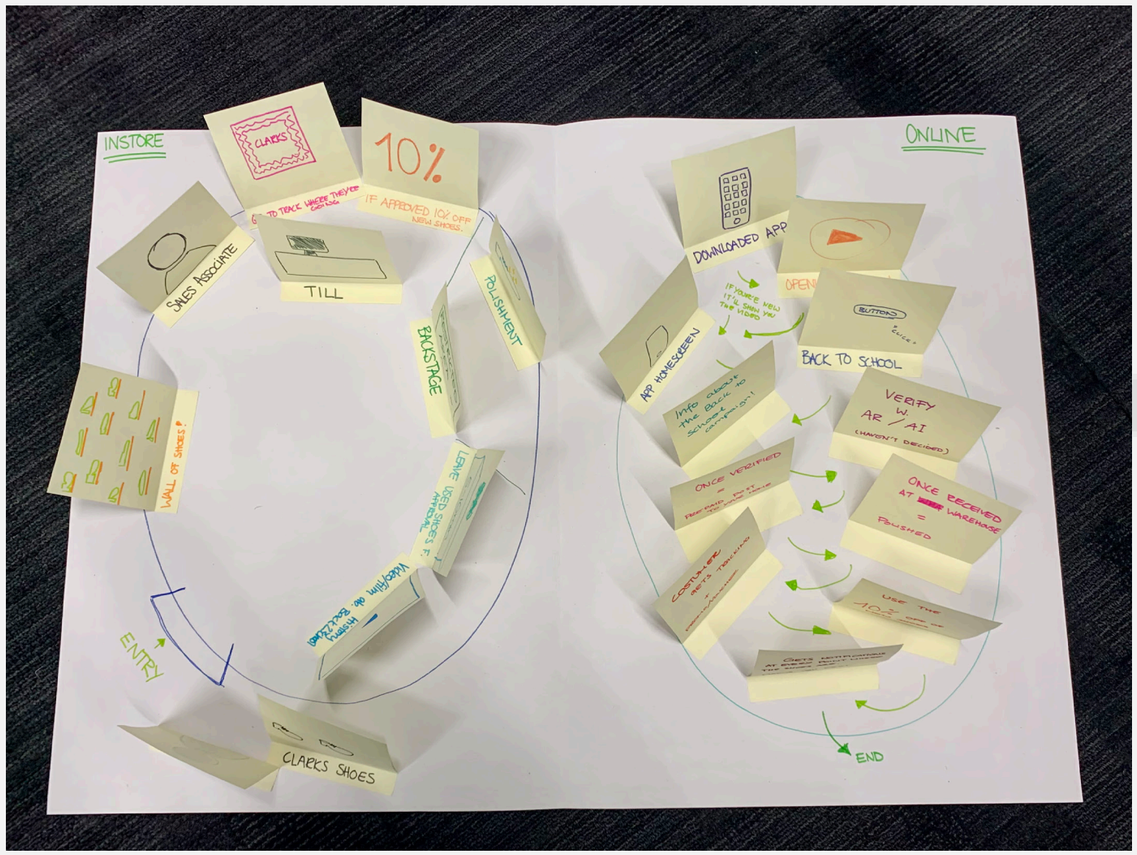


Making my storyboard made me really invison my idea for Clarks service. Drawing the story out made me realise how much detail had to go into my designs. It made me think about how I would actually go about making my services.

However I wasn't scared of starting this because I had confidence in myself about how my campaign is so strong and in line with the brand.

I later did some User testing with the year three's on the storyboard and got the
feedback that it neded some refining but that it was a really strong idea.

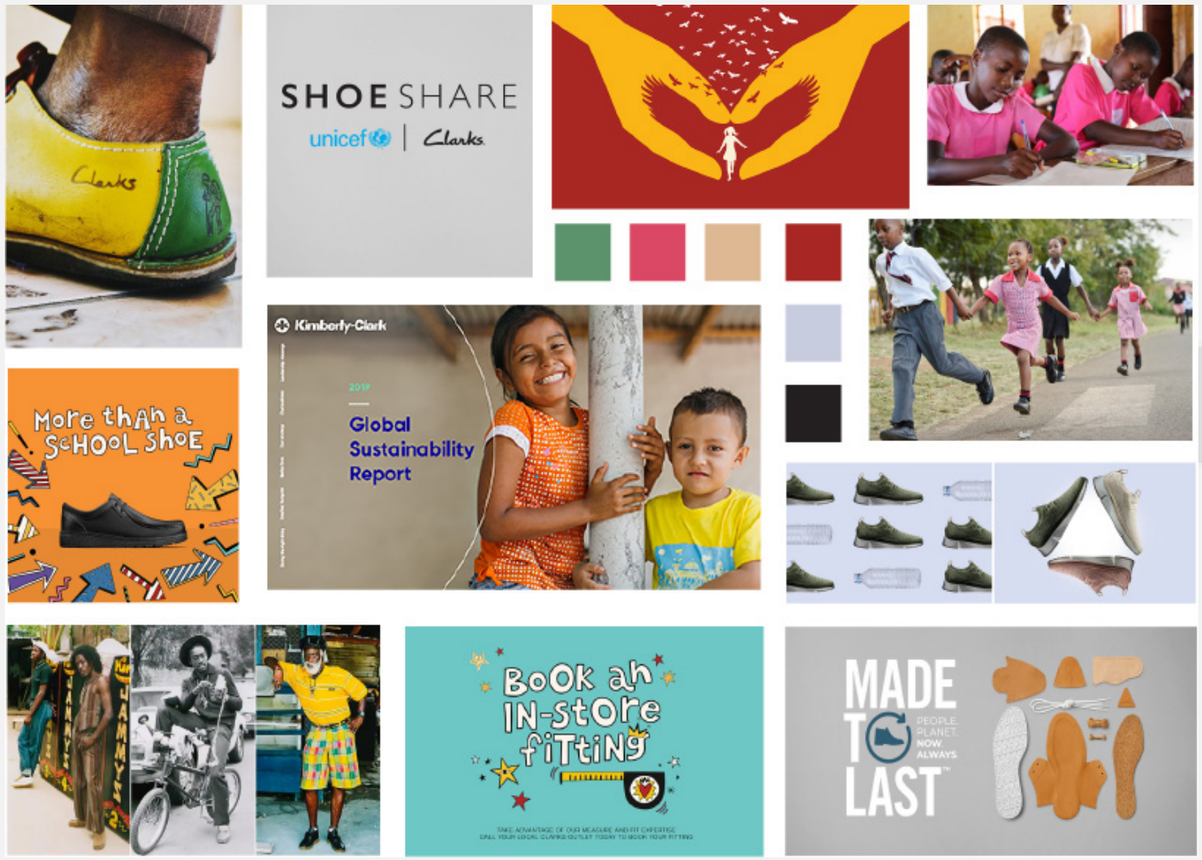
BUSINESS ORIGAMI



The business origami is important in seeing the steps that will be taken and how it will look.

The left business origami is in store and the right on the app. I made the experiences differently, the in store origami was made as you could walk around and see the experience as the app origami you could see each step. When testing these origamis my peers made me realise that they were exptremely similiar, which wasn't what the breif wanted. The brief said "the in store experience has to be hightened", which led me to think more about my in store experience origami and how I could evolve it. Which led me to the idea of when you place the shoes on the prototype they would be scanned and you's have this video showing and then if they are approved you'd get the green light.

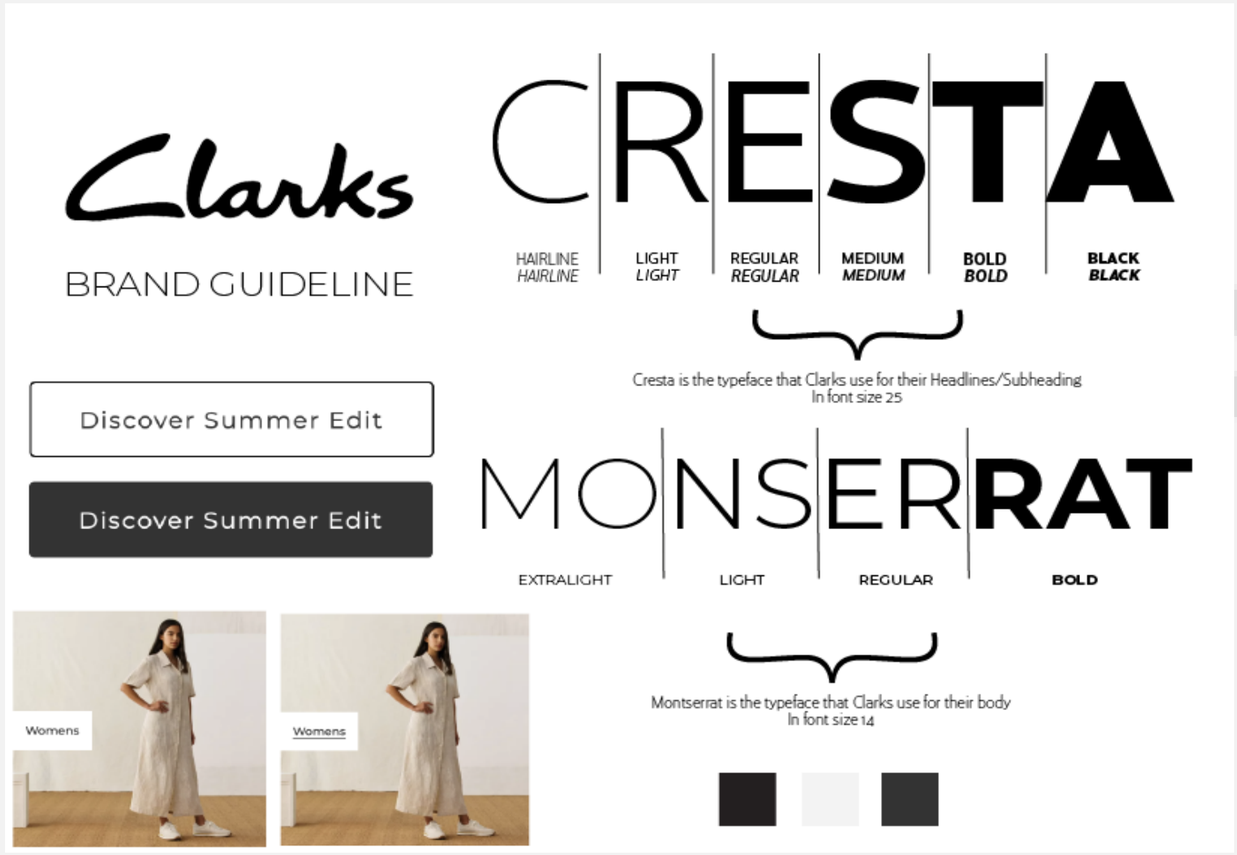
MOODBOARD



My moodboard has three different themes that I wanted to explore. It has the real life pictures, the fun kid based designs and the sustainability. I wanted to incorporate all of them in my designs.

However in the end I didn't use the kids based designs for my app or in store as it wasn't cohesive with the rest of the Clarks design guidelines.

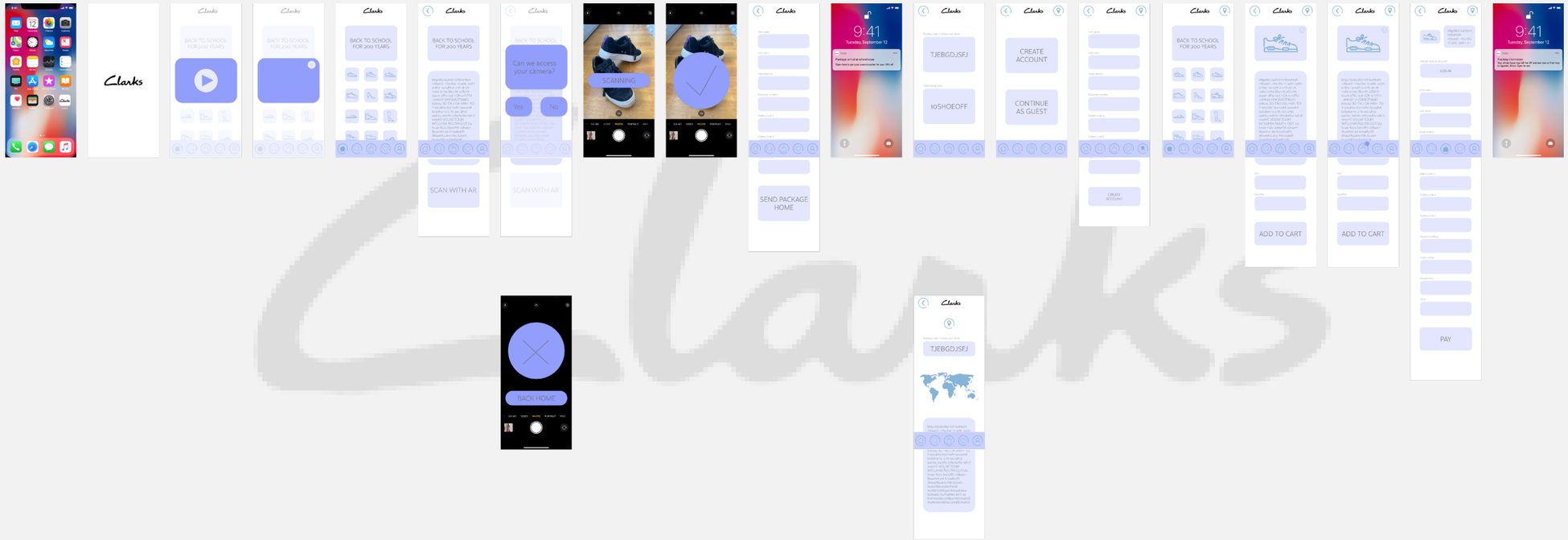
BRAND GRUIDELINES



When I had a look at their website and other campaigns they have done I saw a theme and used this theme for the brand guidelines. For the two different fonts they are using I checked out whatthefont and colourwise I looked at what they used and them pipped them to get the exact colour.

When deisgning my app prototypes I wanted to really make it according to the brand guidelines, so I made the hovering and used the same pictures they are using for my app.

LOW FIDELITY PROTOTYPE

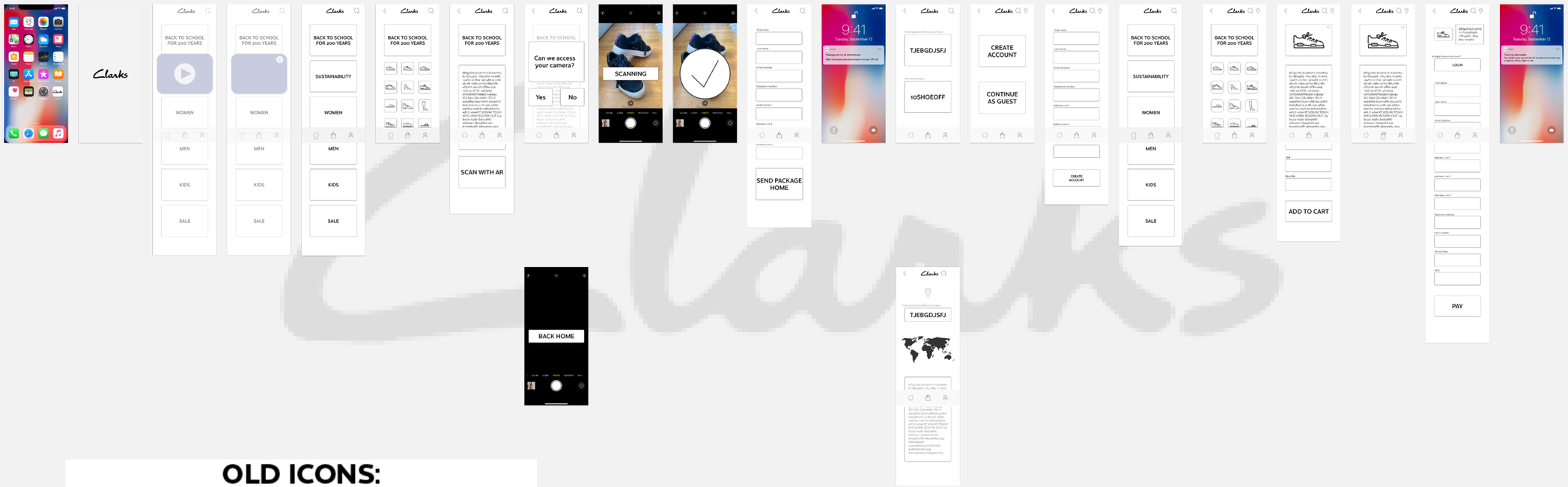


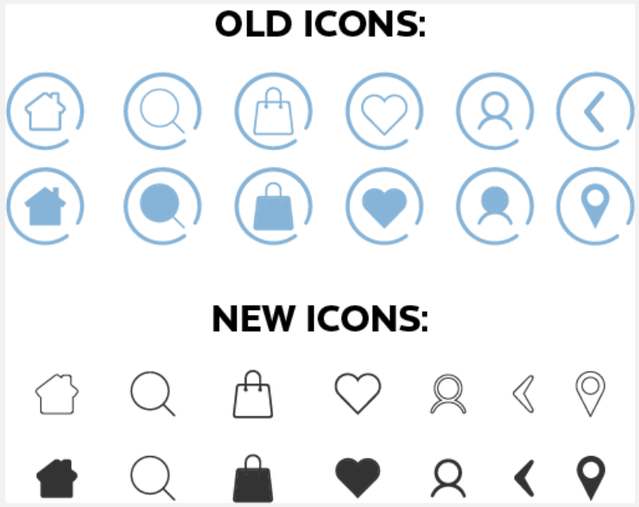
In the making of my low fidelity protypes I wanted to make them as simple as possible. So I didn't use their colours or their messaurements when it came to the boxes.

Whe I user tested them I got the feedback to make them more in line with the brand - expand them (they felt it missed a few steps)

If you want to see them more in depths here's a link: http://bit.ly/ClarksLowFidelityP

MEDIUM FIDELITY PROTOTYPE



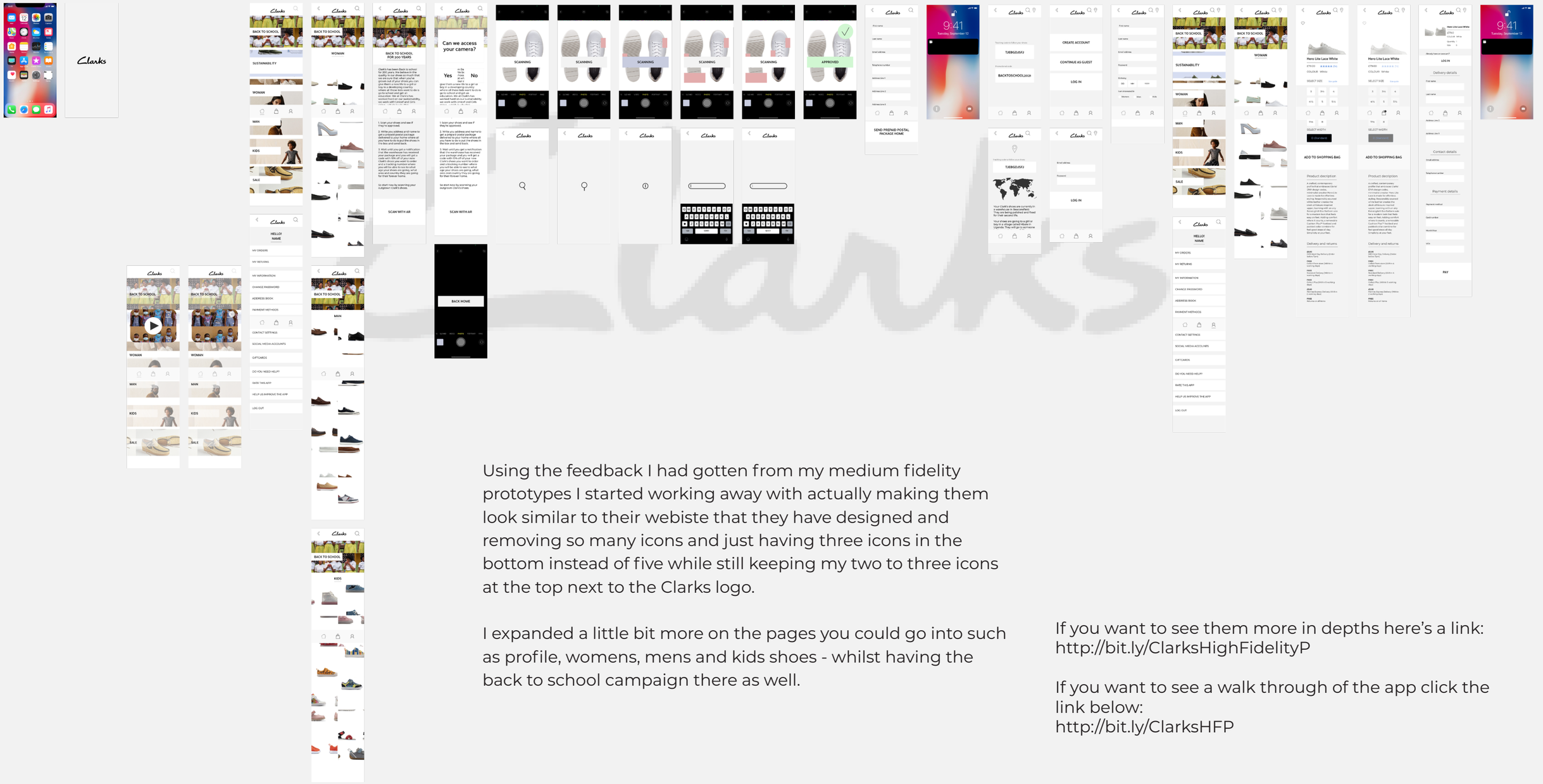


Using the feedback I had gotten on my low fidelity prototypes I continued on with my designs, I expanded the details more towards the brand guidelines, I made the pages more detailed and expanded onto more pages and made it look more to what it would look like.

When user testing my medium fidelity prototype the feedback I got was to expand it even more and continue with my work, not to have as many icons as it confused them and make the icons more like the brand and not have them like they were.

If you want to see them more in depths here's a link:
http://bit.ly/ClarksMediumFidelityP

HIGH FIDELITY PROTOTYPE



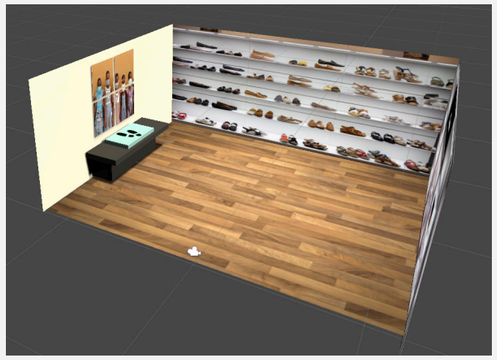
Using the feedback I had gotten from my medium fidelity prototypes I started working away with actually making them look similar to their webiste that they have designed and removing so many icons and just having three icons in the bottom instead of five while still keeping my two to three icons at the top next to the Clarks logo.

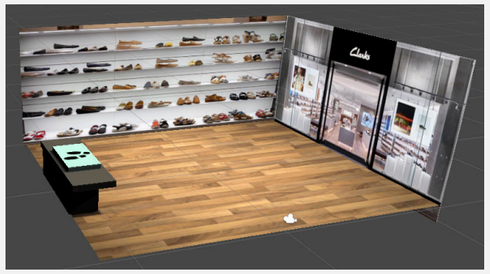
I expanded a little bit more on the pages you could go into such as profile, womens, mens and kids shoes - whilst having the back to school campaign there as well.

If you want to see them more in depths here's a link:
http://bit.ly/ClarksHighFidelityP

If you want to see a walk through of the app click the link below:
http://bit.ly/ClarksHFP

IN STORE PROTOTYPE





To make my instore experience more visual I wanted to build a simillar Clarks store in Unity (3D program). At the end of the store you will find four screens that in turn makes it one big screen where there will be a video about Clark's history and how they have been back to school for 200 years. The inspiration of the screens comes from the store in Manchester (so it's in line with the brand).

When you approach the screens you see a table with to footprints. As a sales person comes and talks to you about this Back to school campaign you realise that this footprint box is for you to put your old Clarks shoes to be scanned. Once you'd put your old shoes on the pedistal box they will start scanning. It will look like a scanning device used with projectors to make it look like in the movies when something is scanned. However the real scanning will be by the sales person looking and pushing a button - if they're approved the box which will light up in green and if not the colour will just fade away.

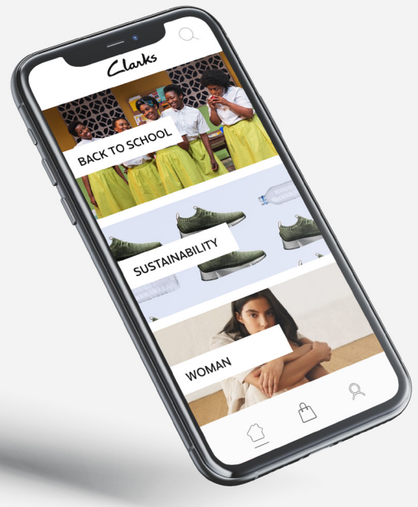
Once they are approved the sales paerson will take them in the back and you'd be able to choose new shoes to buy or not. When you go to the till to pay you'd get 10%off of your new shoes, a pin, complimentary shoe polishing cream and a nice shoe box from the campaign and also a tracking code so you can see where your shoes are and who they are going to.

If you want to see them more in depths here's a link:
http://bit.ly/ClarksInstoreExperience

MOCKUPS

Clarks
SHOE POLISH
Clarks
SHOE POLISH

Clarks
BACK TO SCHOOL
FOR 200 YEARS


Clarks
BACK TO SCHOOL
SUSTAINABILITY
WOMAN

Clarks

Clarks
Clarks
Clarks
Clarks

DOING:

Week 8:

Extending Experience - Unity, Real life prototype, PPD & Mockups

TO DO:

- Reflection

DONE:

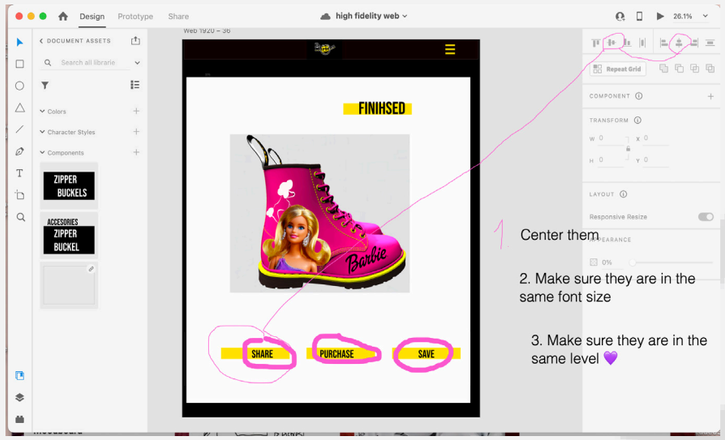
- Research
- Research analysis
- Campaigns
- Affinity Diagram
- Crazy 8's
- Focus group
- Problem statement
- Final idea
- Service blueprint
- Journey mapping
- Storyboard
- Business origami
- Moodboard
- Brand guidelines
- Low, medium and high fidelity prototypes

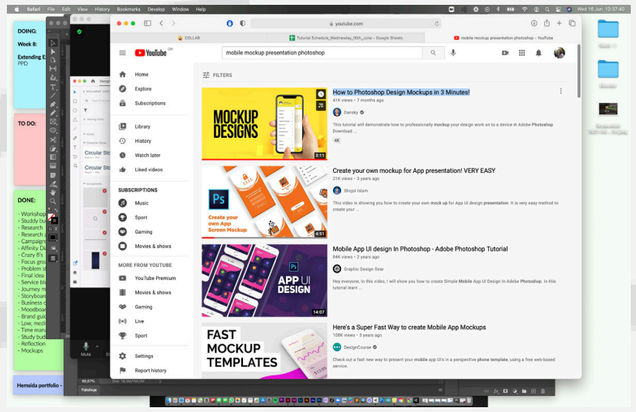
TIME MANAGEMENT

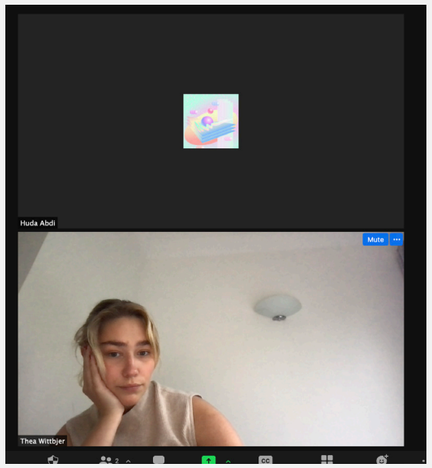
SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
(08:00 - 10:00) High fidelity	(08:00 - 10:00) User test	(08:00 - 10:00) User test	(08:00 - 10:00) PPD	(08:00 - 10:00) Unity	(08:00 - 10:00) Finish the details	(08:00 - 10:00) Chill
(10:00 - 11:00) Dog walk break	(10:00 - 11:00) Dog walk break	(10:00 - 11:00) Dog walk break	(10:00 - 11:00) Dog walk break	(10:00 - 11:00) Dog walk break	(10:00 - 11:00) Dog walk break	(10:00 - 11:00) Dog walk break
(11:00 - 12:30) High fidelity	(11:00 - 12:30) User test	(11:00 - 12:30) High fidelity	(11:00 - 12:30) PPD	(11:00 - 13:30) School - tutorial	(11:00 - 13:30) Finish project	(11:00 - 13:30) School
(12:30 - 14:00) Dog walk break + Lunch	(12:30 - 14:00) Dog walk break + Lunch	(12:30 - 14:00) Dog walk break + Lunch	(14:00 - 17:30) Drive with mum to Zug	(14:30 - 17:00) School - tutorial	(13:30 - 17:00) Do my pitch and record it	(14:30 - 17:00) School - end of term
(14:00 - 16:00) High fidelity	(14:00 - 17:00) High fidelity	(14:00 - 17:00) PPD	(18:30 - 19:30) Get vaccine	(18:30 - 19:30) Almsot be finished	(18:30 - 19:30 EMT) Study Buddy Meeting	
		(19:00 - 20:00 EMT) Study Buddy Meeting	(20:00 - 20:30 EMT) Study Buddy Meeting	(19:30 - 20:30 EMT) Study Buddy Meeting	(20:30) Submit	

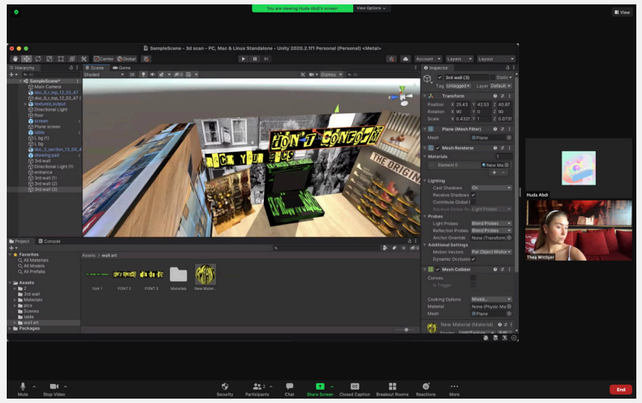
In making my time management schedule I've had sticker notes on my computer everyday reminding me what I have not done, what I was doing and what was done. The blue is what I am doing - red what I need to do and green what is done. This has helped me throughout my project to plan and work. However the last week before submission I was very strict and allowed only a few treats. Scheduling my last week before submissoin has allowed me to see what needed to be done, and that in turn influenced my decisions to do personal things.

STUDDY BUDDY MEETINGS









I have learnt so much by having a studdy buddy this term. I had totally forgotten how it is to work together with someone compared to working by ourselves which we have done for two years.

During this project we have met up 7 times in total as well as having a padlet where we would upload our work, give feedback verbally and written depending on how much time we would have.

Below you just have some examples of our meetings together.

- We met for clarks via whats app
- We met after clarks (zoom) to discuss how the collab went, we both agreed there was problems :
  - Lack of communication
  - Bad timing

During our process we were :stressed overalland we agreed we could do better. However there was a gap in time doing focus group. We were just aware of each others direction and main idea, then padlet was formed and our zoom meet ups started off again.

Huda created padlet added feedback and I led the zoom meet ups by sending links and making sure we stuck to them.

Together we created the column of lists of out to do's and added all our work, we worked on reviewing each others projects, and it helped by getting a different perspective.

Here's the padlet link we've been using to have our meetings and upload our work: https://padlet.com/habdi6/qksr3ycf2ya8t93q

REFLECTION

During this term where we have built a service deisgn for a brand I have learnt so much.

By working with a study buddy I have been able to evolve my project beyond my expectations as my studdy buddy Huda has gotten me out of a design funk whereI would just be stuck and maybe come up with a simpler solution.

Learning about service design and how it works has been so interesting - especially doing a service minded design with a brand was so much fun! It still amazes me how much we can get done in such few weeks.

Lookiing back at this project I'm extremely proud of what I have acheived, the service I came up with and evey design detail as well.

Thank you so much for this fun project!

Clarks

GOING BACK TO SCHOOL FOR THE NEXT 200 YEARS

Thea Wittbjer

Extending Experience Y2T3