

An aerial photograph of a river delta, showing a complex network of channels and distributaries. The water is a mix of dark brown and light tan, indicating sediment transport. A large, irregular white shape, possibly a sandbar or a patch of ice, is visible in the upper right. A white rectangular box is centered in the image, containing the letters 'MEC' in a bold, black, sans-serif font.

MEC

TEAM MEMBERS



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FINAL THOUGHTS

WE ARE CREATING A SERVICE THAT PROVIDES ONLINE SHOPPERS WITH AN ACCURATE REFLECTION OF HOW MEC PRODUCTS WILL FIT VIA PHOTO MAPPING. THIS WILL HELP SHOPPERS BECOME MORE CONFIDENT IN THEIR PURCHASES.



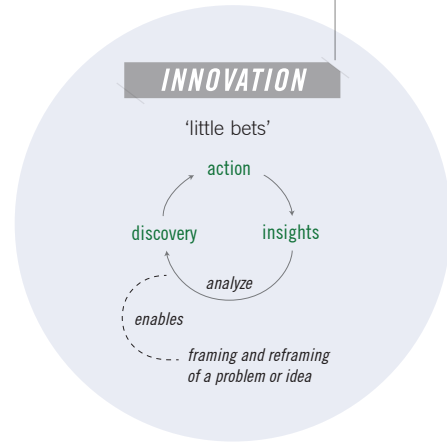
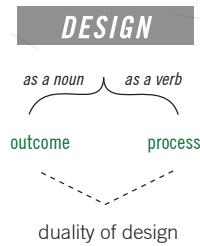
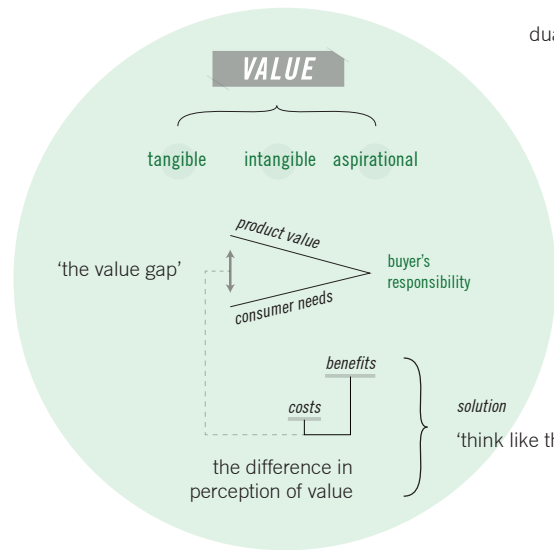
DOMAIN

“Experience design is about solving the problems of creating and identifying value for customers and creating a coherent experience across the entire interface between the business and its customers.”

- *Nathan Shedroff*

touchpoints

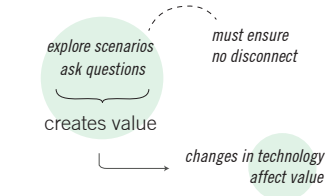
opportunity to further levels of engagement with customers, creating customer loyalty



EXPERIENCE DESIGN

Experience design can be a framework that allows design and innovation to function together, making it easier for business to respond to change.

time



engagement experience

status certainty autonomy relatedness fairness

engaged customer is of more value than non-engaged

brand intent

brings brand to life

emphasizes why, not just how

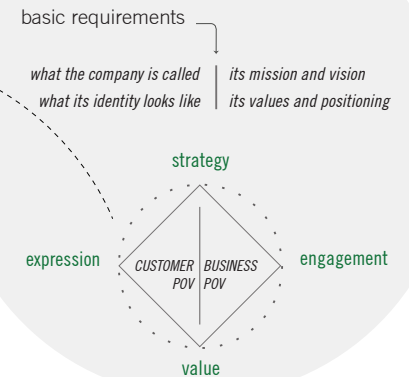
product service solutions

help customers get more value, by unlocking options and potentials

BUSINESS

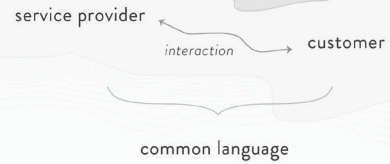
foundation of

BRAND



5 PRINCIPLES OF SERVICE DESIGN

USER-CENTERED



SEQUENCING

pre-service service post-service

touchpoints + interactions

h 2 h h 2 m m 2 m

CO-CREATIVE

customers are able to...

- add value
- increase customer loyalty
- create long-term engagement

EVIDENCING

emotional association

- positive service moments
- enhance customer's perception
- increase customer loyalty

HOLISTIC

individual touchpoints + service moments

environment where service takes place

service provider

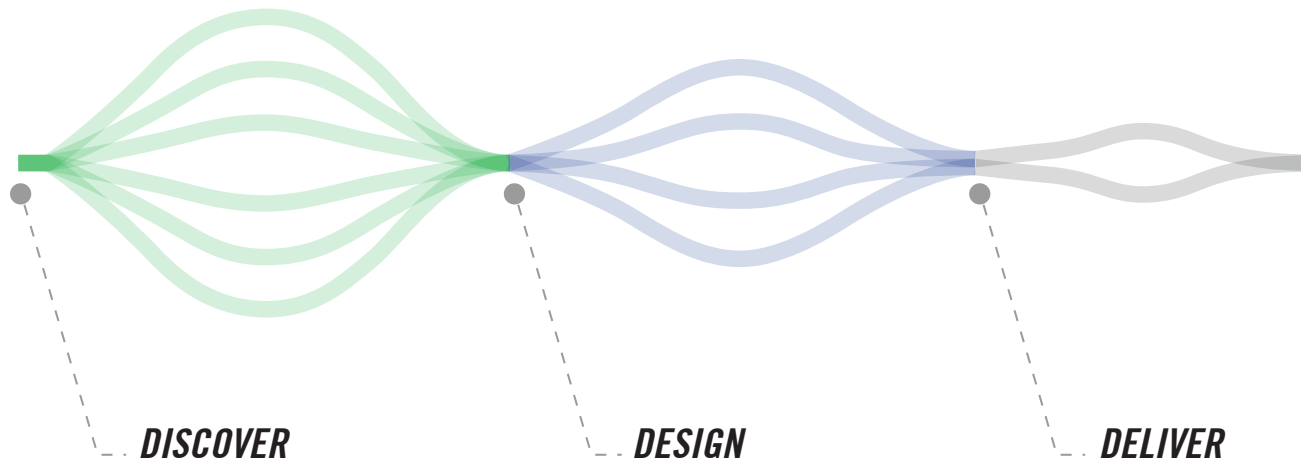
organisation

service sequence

alternative customer journeys

gather reapply

moods, feelings of all stakeholders



AGENCY SELECTION



Frog marries design and innovation in order to advance the human experience. To do this they begin with research and analysis driven by empathy. Keeping empathy at the core of human-centered design allows an understanding of people within the context of the design challenge. Frog understands its client and customers - the way they do things, why they do them, their physical and emotional needs, how they think about the world, and what is meaningful to them. Empathy will reveal patterns and connections where these needs are not being met, and where design can be used to make lives better. This understanding is at the core of all of frog's designs.

SHORTLISTED CLIENTS

We originally explored friction created by physical limitations caused by injury or disability. However, we decided to abandon looking at future opportunities in this sector due to the fact that we felt we had insufficient understanding of the realities and complexities of physical disabilities and injuries, and, due to time constraints, insufficient time to gain the knowledge needed to truly provide significant value for the customer base. We originally explored major points of friction created by being physically limited either due to a disability or major physical injury.

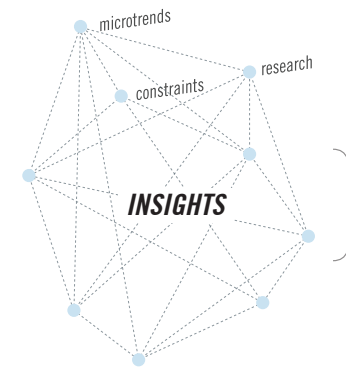


INDUSTRY	PERSONAL CARE AND HYGIENE (SHAVING)	USING SWIMMING AND EXERCISE AS A SOURCE OF PHYSICAL THERAPY
OPENING	EASING FRICTION IN DAILY ROUTINES CREATED BY PHYSICAL LIMITATIONS	USING DIGITAL EXPERIENCES TO FACILITATE RECOVERY OF PHYSICAL INJURIES (PHYSICAL THERAPY)
	REJECTED	REJECTED

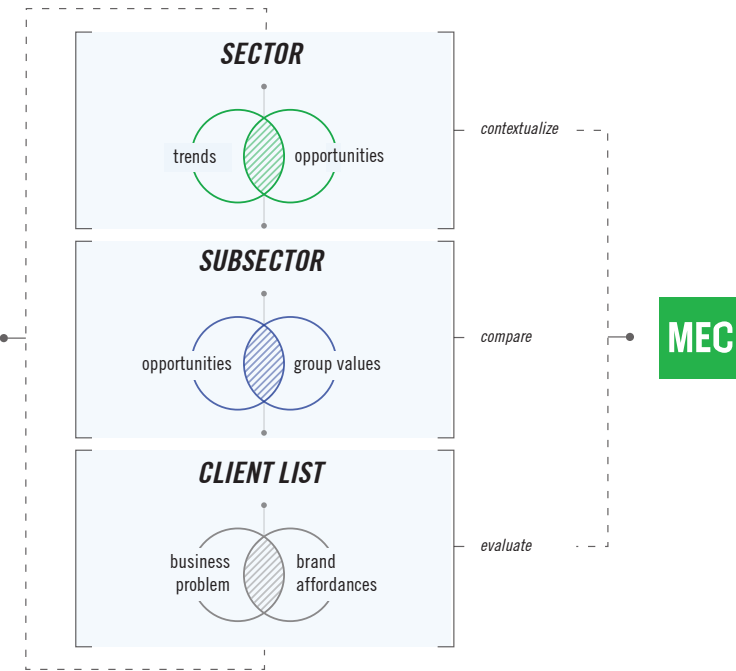
CLIENT SELECTION

We decided to reframe the issue by constructing a constraints list to determine the direction we wanted to go in as a team, as well as going back and researching emerging trends to determine to which sector these could best be applied to generate the greatest value for the customer.

As we went through our client selection process we constantly reframed and redirected our research as we refined the context of our selection



RETAIL



PROJECT CONSTRAINTS

We developed a list of constraints to ensure that we remained on track throughout the process, while remaining open enough to not limit creativity, or fall into the puzzle trap.



LOCAL CLIENT (STORE IN BRITISH COLUMBIA)
NOT DESIGNED FOR PROJECT MEMBERS
STRONG BRAND ABLE TO LEVERAGE
TECHNOLOGY TO STRENGTHEN EXPERIENCE
PROVIDES OPPORTUNITIES FOR BOTH IN-STORE
AND DIGITAL TOUCHPOINTS



FIVE MICRO TRENDS

MEANING VERSUS MIDDLE MAN
SPECIALIZATION VERSUS MASS MARKET
TRANSPARENCY ACROSS BRAND
MICRO-MOMENTS
SUSTAINABILITY BLUES

The pattern we saw emerging from our research was of discerning customers searching for specialized experiences and services, and demanding accountability in return for their loyalty and trust.



CHOOSING A SECTOR: RETAIL

We narrowed our client search to the retail sector since we saw an opportunity in the market of physical goods to leverage a product's creation in a way that provided absolute transparency in regards to its origin and the company's business dealings while giving it personality and meaning that consumers could identify with and use as a marker of "tribe"

We then looked into retail trends:

Omni-channel retailing

Digital drives in-store traffic

Smartphones are in-store shopping assistants

Varied shopping habits call for a holistic approach to measuring retail success

Digital to physical blur

Relationships at scale

Seamless digital to physical bridge

SUBSECTORS OF RETAIL

We felt that, due to the strong connection between sportswear products and the activities in which they are put to use, this sector offered a substantial opportunity to connect between digital out of store experiences and the physical retail space. We also felt that the large amount of technical information involved in selecting gear and clothing provided an advantage to bridging this gap in a way that provides significant value for the customer, both for newcomers and experienced shoppers. The strong connection between this sector of retail and the outdoors generally is linked to a strong commitment to the environment which affords greater levels of transparency and trust.



REFINING CLIENT

While Roots brand was strong, with an obvious connection to the outdoors and to the experiences people have while wearing their clothing, we felt that their position as a more casual lifestyle brand was something the team was more comfortable with and we were leaning towards the challenge represented by MEC.



BRAND COMPARISON	FOCUS ON OUTDOORS - LIFESTYLE	FOCUS ON OUTDOORS ADVENTURE & LIFESTYLE SPORTS
	PRIVATE COMPANY	CO-OP
	EXCLUSIVELY HOUSE BRAND	MIDDLE-MAN FOR DIFFERENT RETAILERS AS WELL AS HOUSE BRAND
	HEALTH, WELLNESS, PROTECTION OF THE ENVIRONMENT RESPECT AND APPRECIATION OF PEOPLE SUPPORTING THE COMMUNITIES WHERE ROOTS DOES BUSINESS	NURTURE PASSION FOR ACTIVE LIFESTYLES ACCESS TO LEADING EDGE PRODUCTS AND SERVICES INCLUSIVE AND INSPIRING COMMUNITY
	CASUAL, ATHLETIC, HIP	AUTHENTIC, ENTHUSIASTIC, ASPIRATIONAL, VIBRANT
	COMMITTED TO ENVIRONMENTAL AND ETHICAL RESPONSIBILITY	COMMITTED TO ENVIRONMENTAL AND ETHICAL RESPONSIBILITY
	REJECTED	ACCEPTED

CLIENT: MEC

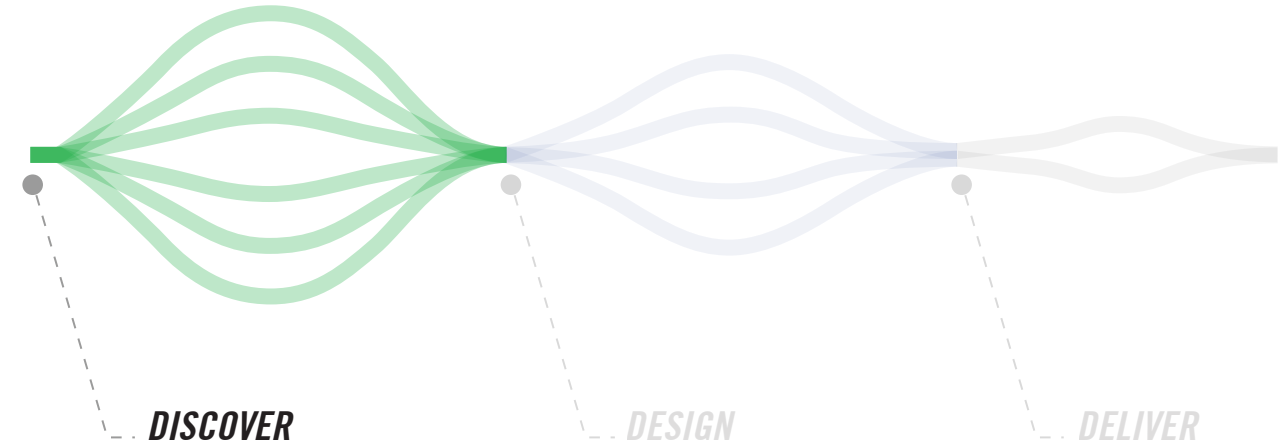
We felt that MEC's strong position as a co-op grounded in its member community provided affordances to create value for its members on all levels, from tangible to aspirational. Because of its greater focus on sports rather than lifestyle, the nature of MEC's product market required specialized knowledge gained through experience, offering opportunities to bring together members of different skill levels, and draw in new customers through accessible and interactive presentation of information

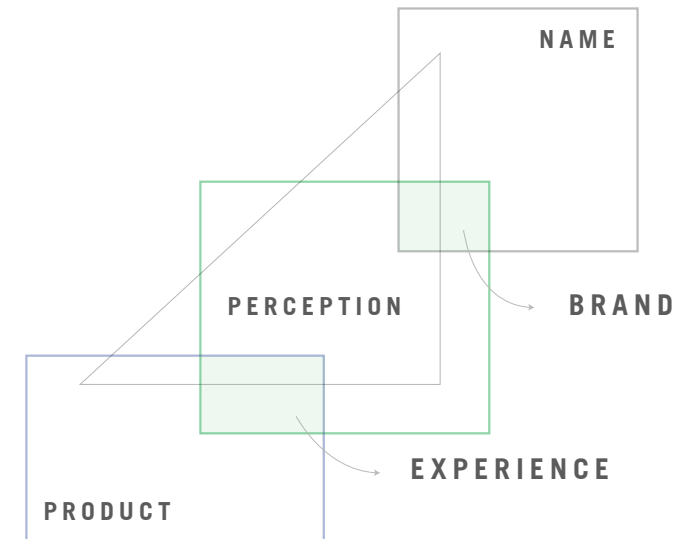
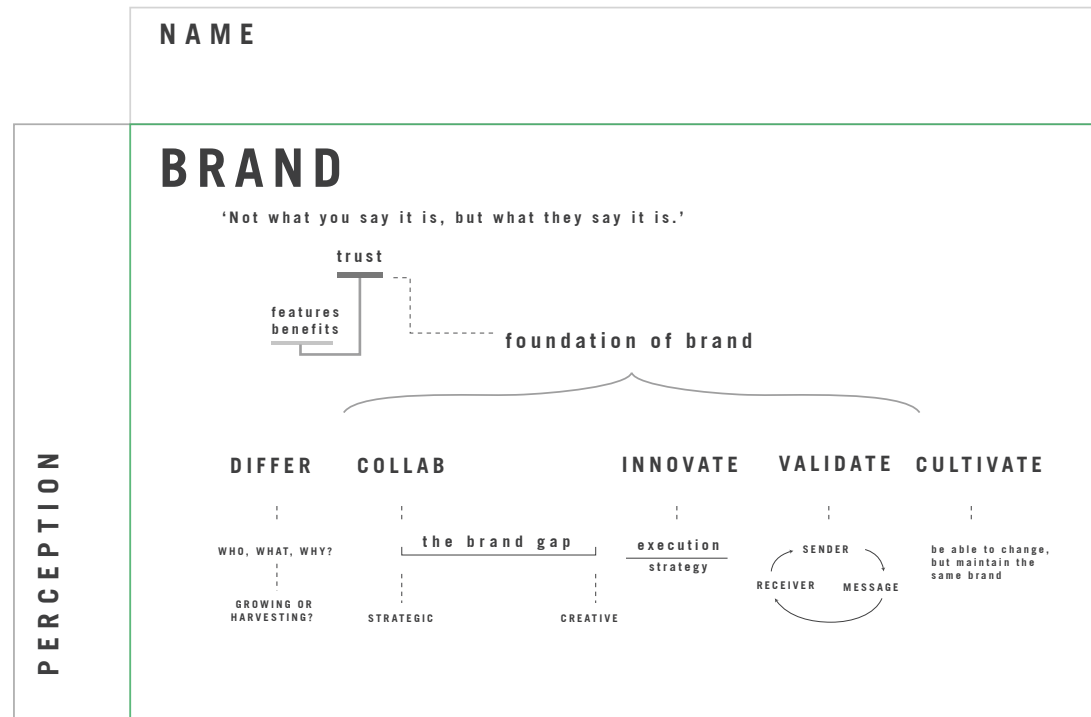
An aerial photograph of a coastline, showing a dark blue sea meeting a light-colored, sandy beach. The water has a textured, wavy appearance. A white square is overlaid on the right side of the image, containing the letters 'MEC' in a bold, sans-serif font. The 'M' and 'E' are dark blue, while the 'C' is a lighter, sandy color, matching the beach. The overall composition is split vertically between the white background on the left and the aerial photo on the right.

MEC

ANALYSIS TO INSIGHT

through intense research and analysis we gained insight into customers, competitors, client brand, and key opportunities. The knowledge and insights gained at this stage will help guide the remainder of the project.





SHIFTING THE BRAND

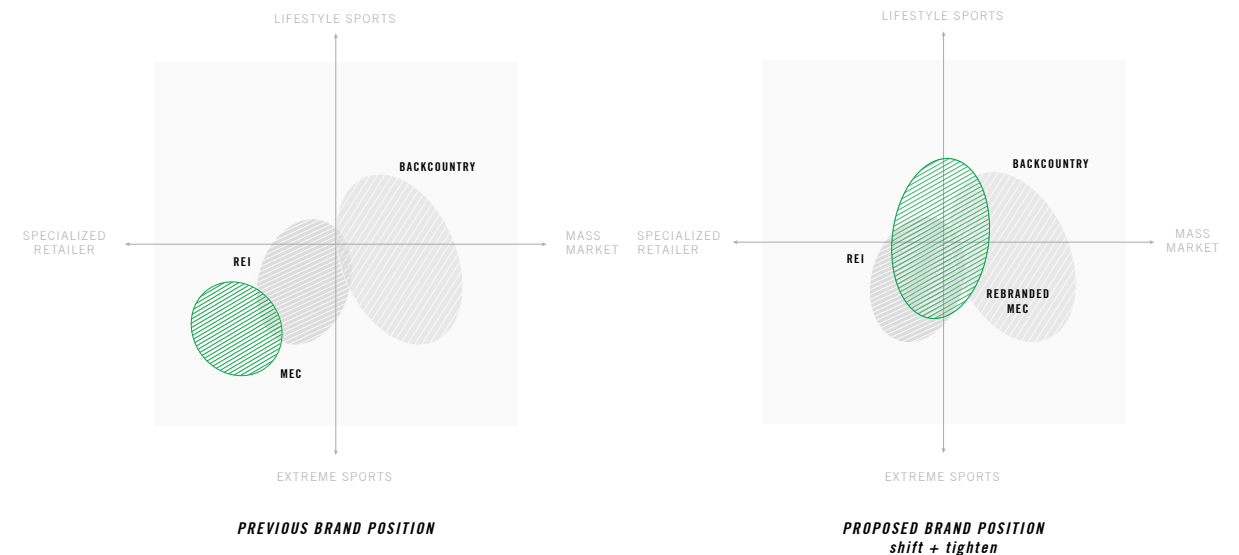
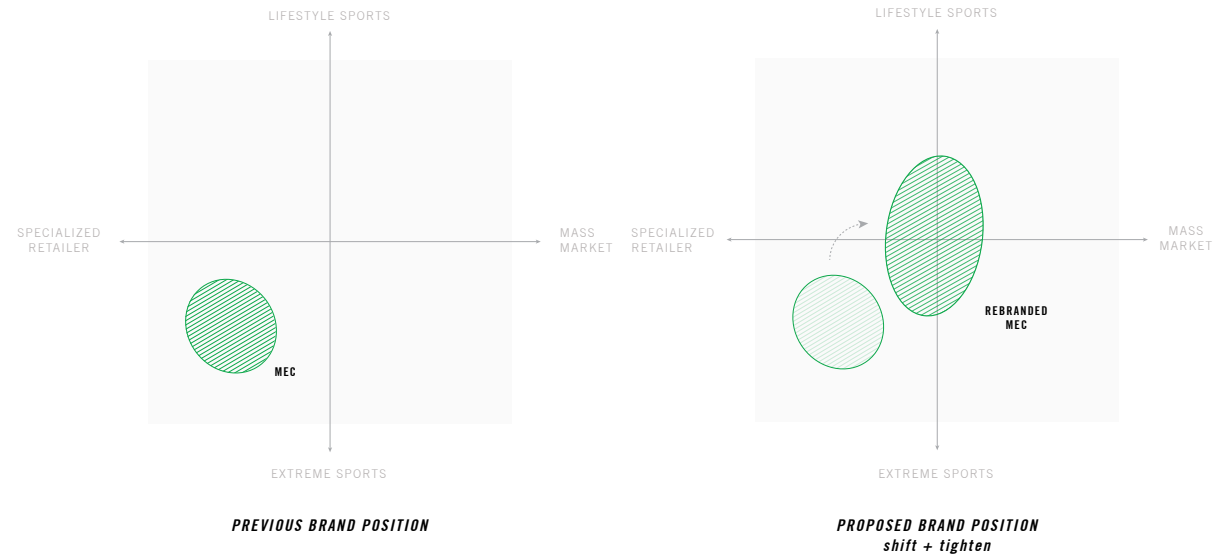


MEC rebranded to better reflect their membership from coast to coast, wherever they live, work, or play. They wanted to represent both the wider geographical range of their membership base, as well as a wider range of backcountry and urban activities to represent the shifting interests of their clientele. They shifted the focus away from activities towards motivations to emphasize a love for being active outdoors above all else. With the rebrand MEC continues to be relevant in it's members' lives as well as inspiring more Canadians to live active outdoor lifestyles.

how the brand
is perceived today

**AUTHENTIC
ENTHUSIASTIC
ASPIRATIONAL
VIBRANT**

BRAND POSITION



The MEC logo consists of the letters 'MEC' in a bold, black, sans-serif font, centered within a white square. The background of the entire image is a dark, textured rock face with some lighter, craggy sections on the right side.

MEC

BRAND PROMISE

To share their knowledge in a way that genuinely conveys how absurdly passionate they are about the outdoors

BRAND MESSAGE

They Inspire and enable everyone to lead active outdoor lifestyles

DESIGN VALUES

There are 5 design values that MEC adheres to:
Accountable, Inspiration, Progressive,
Responsible, Dynamic

CUSTOMER SEGMENTATION

Since the expansion to include both urban and adventure was so integral to MEC's rebranding we had to ensure that our service was relevant to all these members of the MEC community. We wanted to incorporate the versatile nature of apparel, which is often usable across a range of activities. We also wanted to present information in a way that was relevant to those who needed it, but unobtrusive for those to whom it was not relevant.



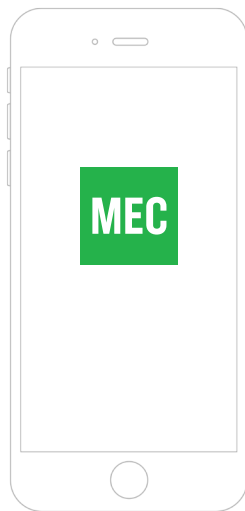
LIFESTYLER



DAY TREKKER



EXTREME ENTHUSIAST



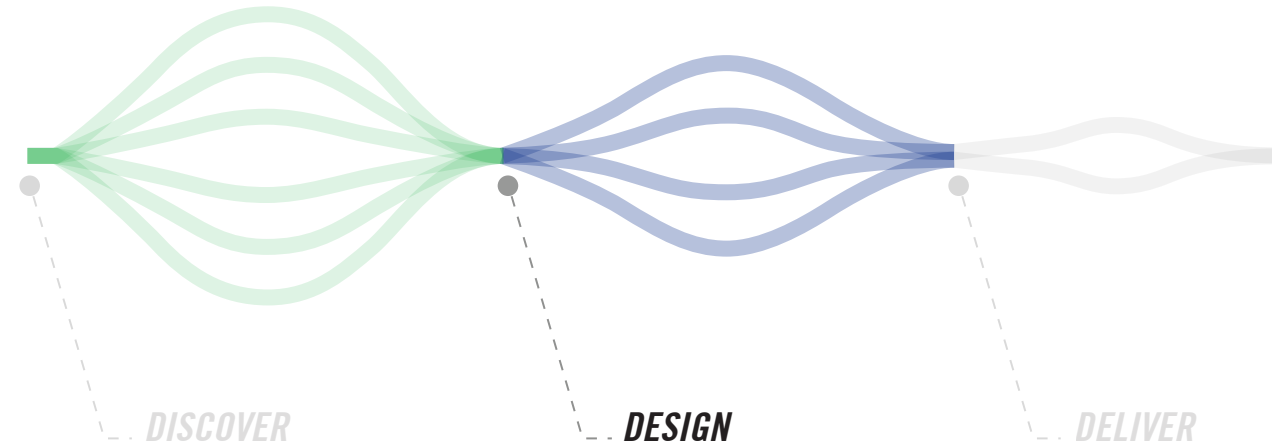
COMPETITOR ANALYSIS

REI is a co-op outdoor sports retailer located in the United States. Their product offering and commitment to quality, community, and sustainability is very similar to that of MEC itself. They're focused on creating a seamless digital to physical retail experience by providing employees with digital aids, as well as wi-fi to allow customers to shop and browse online while in-store. They aim to enhance their site be easily shoppable, with relevant suggestions, and easy access to pertinent information. Features on their site allow users to share stories about their outdoor experiences.

Backcountry is an exclusively online retailer who focuses on extreme outdoor sports. They promise to provide the top quality gear and world-class customer service. They provide their customers with expertise and advice by connecting them to a "gearhead", who shares their passions and interests, via a live chat. They maintain an engaged community by allowing users to create profiles, and write stories and take pictures of their experiences in backcountry gear. These stories are showcased on the site's product pages. User's have the ability to follow and talk with other users, and the company's staff are actively engaged in this community.

INSIGHT TO IDEAS

We take the insights into challenges and opportunities gained from our research and develop a range of concepts and approaches to address the client and customer needs. The concepts are reviewed, tested, and refined to create a clear and focused design direction.



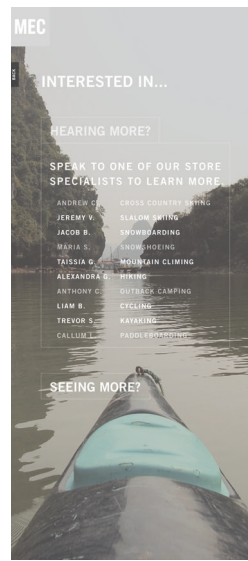
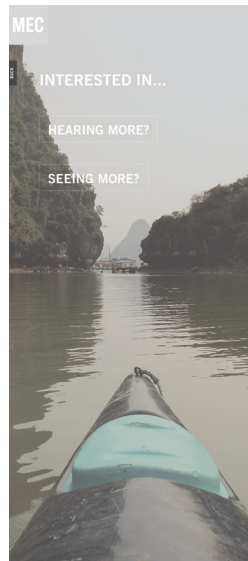
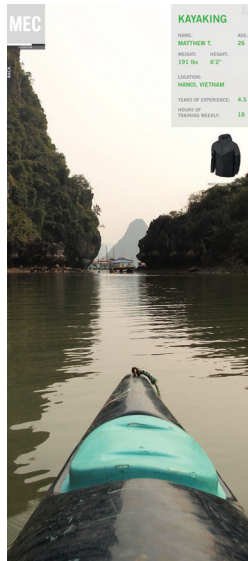
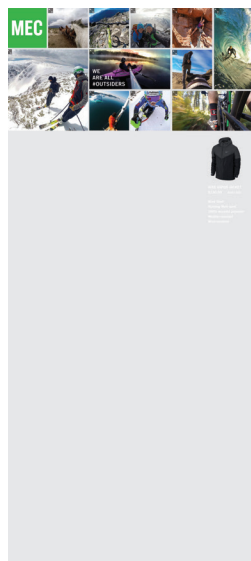
TREND

Self-made sports videos.

We looked into the way that GoPro was changing both the sports and video industries.

52% of people are more confident making a purchase after watching a product related video

55% of all internet traffic is generated by video



INTERACTIVE MIRROR

► REJECTED

How do we bring a community of sports lovers, who have different areas of interest, and different levels of experience together?

We discovered that the immersive experience of watching first person video is an effective tool in helping to overcome anxiety about experiences, and could therefore be used to help encourage people to participate in activities that they may have found daunting due to their level of “extremeness”.

We wanted to create a digital touchpoint in-store, using interactive mirrors to showcase member-created first-person sports videos. The interaction would be triggered by holding a product up to the mirror. It would scan the product, and then offer a selection of first-person videos showcasing a variety of activities in which the activity was used. This would use the experiences of more experienced adventure sports lovers to spark the interest of novice customers.

Rejected: Although it showcased a range of activities, this service was still biased towards extreme sports users, failing to incorporate urban sports in a meaningful way, and create a cohesive community. There were also issues in properly representing the amount of training and work a novice would have to go through to be able to participate in extreme activities.

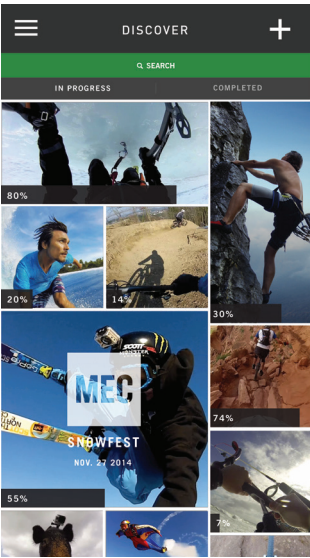
COLLABORATIVE VIDEO APPLICATION

► REJECTED

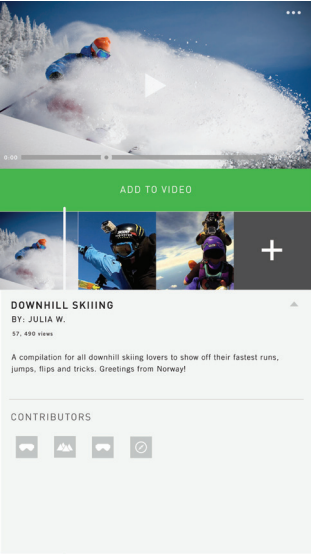
We wanted to create a collaborative creative experience that allowed people doing any kind of outdoor activity to share their stories, bringing the community together, and providing a strong touchpoint for MEC outside of its physical retail space. We looked into collaborative storytelling online, where people collectively create works of fiction based around shared interests.

We wanted to create a collaborative video making platform where users create remix videos based around a certain theme or activity. Members have a profile showcasing their video contributions, and their favorite pieces of MEC gear. Members each contribute a 10 second clips to collaborations in progress until the video reaches a maximum time limit. Affordances would be provided to help with techniques, such as match cuts, to make the transitions seamless. There would be an option to privately collaborate with members to create longer, more creatively edited pieces. Videos would then be showcased on screens outside physical MEC retailers to help attract new customers.

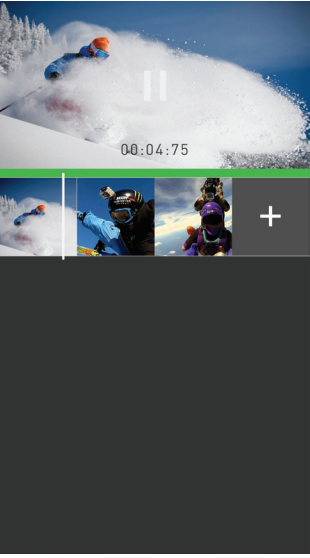
Rejected: We felt that generating and sustaining widespread participation may prove difficult for MEC without advertising (for which they do not have a large budget). Although there was high aspirational value, the tangible value was minimal which may cause the cognitive overhead to exceed overall perceived value of recording and uploading videos, causing members to decline to contribute.



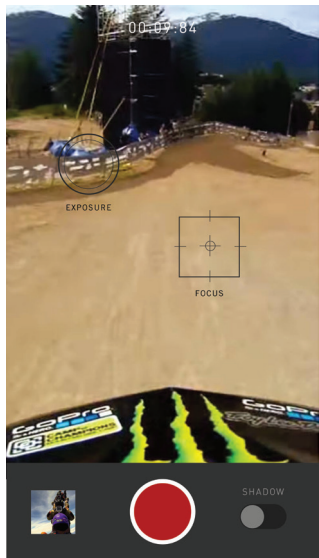
HOMESCREEN



DROP DOWN VIDEO
BUTTON



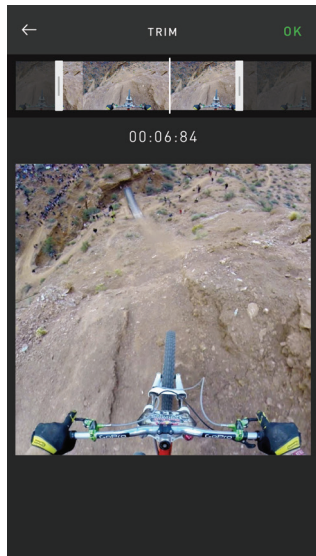
ADD TO VIDEO



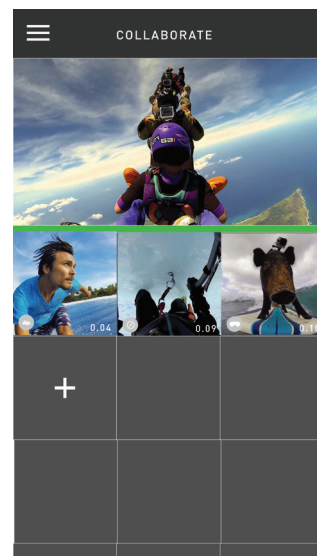
FOCUS / EXPOSURE



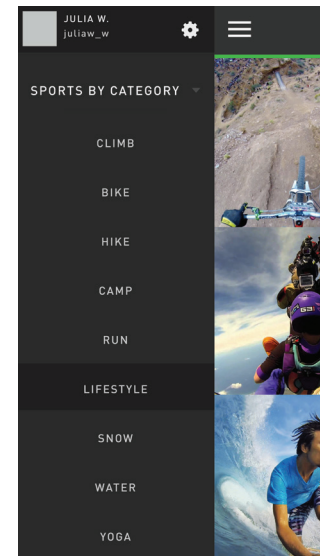
SHADOW
MATCH CUT



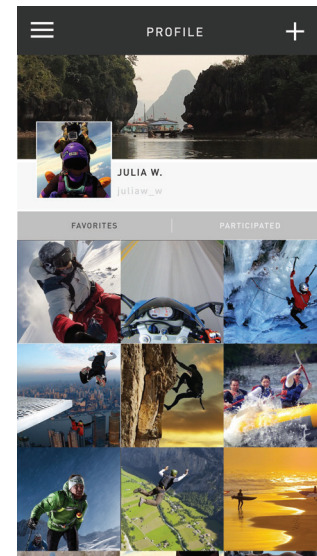
TRIM VIDEO



COLLABORATE



SIDE MENU



PROFILE



REFRAMING

Although the connection between outdoor sports and video was very strong, we felt that we had hit a wall so we reframed the issue by going back to look at overall challenges in the retail sector and how they relates to MEC specifically.



SECTOR PROBLEM

Online Shopping Frustration

Due to a lack of standardization in apparel sizing there is a reluctance to purchase clothing online, because of the inability to try it on and test fit. When people do purchase clothing online return rates are high, with 1/3 of purchases returned in 2014. Most companies have lenient return policies in order to convince customers to purchase online, resulting in significant loss of profits when items are returned on their dime.

MEC

Limited reach

Most of MEC's advertising is done through local events, hosted to support the outdoor sports community. However, since MEC is small and localized, this limits their reach when attracting new members. The excellent customer service available at their physical locations doesn't translate to their digital retail experience, resulting in an inconsistency across platforms to those who have contact with them exclusively through digital mediums.

INSIGHTS

Lack of sizing standardization and a lack of visualization creates a barrier that prevents shoppers from purchasing online


Sports apparel designed for specific activities can have a specifically designed fit needed to function optimally

Different brands are better for different body types


OPENING

- 1


BRINGING TOGETHER A DISCONNECTED COMMUNITY

 REJECTED
- 2

SHIFTING FOCUS FROM ACTIVITIES TO EXPERIENCES

 REJECTED
- 3

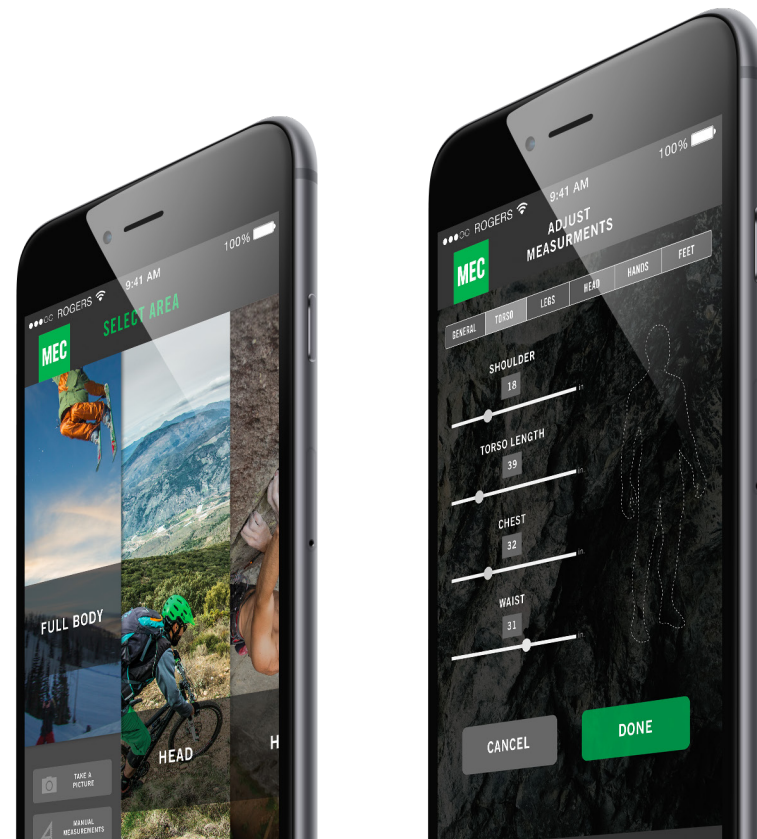
PROVIDING REASSURANCE THROUGH EXPERT ADVICE

 ACCEPTED

MEC FIT ASSISTANT

► ACCEPTED

These insights led us to create a digital experience that integrates into the existing MEC site and mobile app that provides an accurate suggestion of size based on your specific measurements, and provides visualization of how each size will fit on you. Information about how different fits relate to intended activity is integrated into the visualization, and there is the opportunity to compare the fit of different brands to help members make the most informed decision possible. Scanning products in-store brings up relevant product information and helpful tools to comparison shop, and locate the item. This creates a seamless connection from digital to physical retail space. Sharing measurements with your friends helps ease the friction of shopping for others.



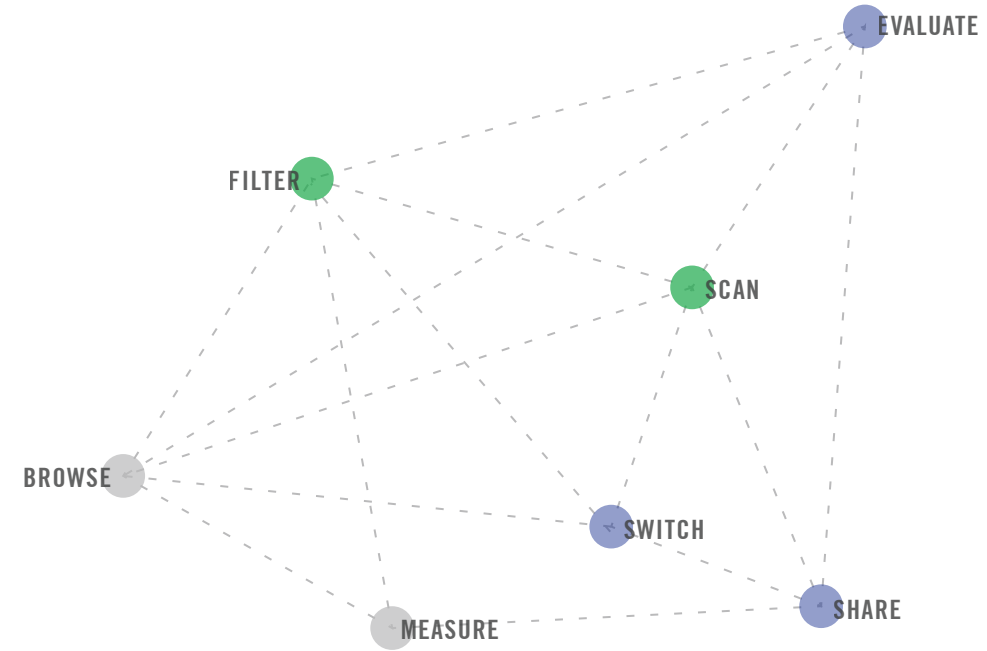


TRANSFORMATIONAL METAPHOR: PROFESSIONAL TAILOR

An experienced tailor has the trained eye and skills to provide you with clothing that is specific to you. You get the benefit of that tailor's mental archive of hundreds, or even thousands of people seen in the past applied directly to your needs.

TOUCHPOINTS

We looked at touchpoints across the complex journey that MEC and it's members undergo together to determine where our service could be integrated in order to meet unfulfilled customer needs, and create an overall cohesive and consistent experience both inside the store, and outside.



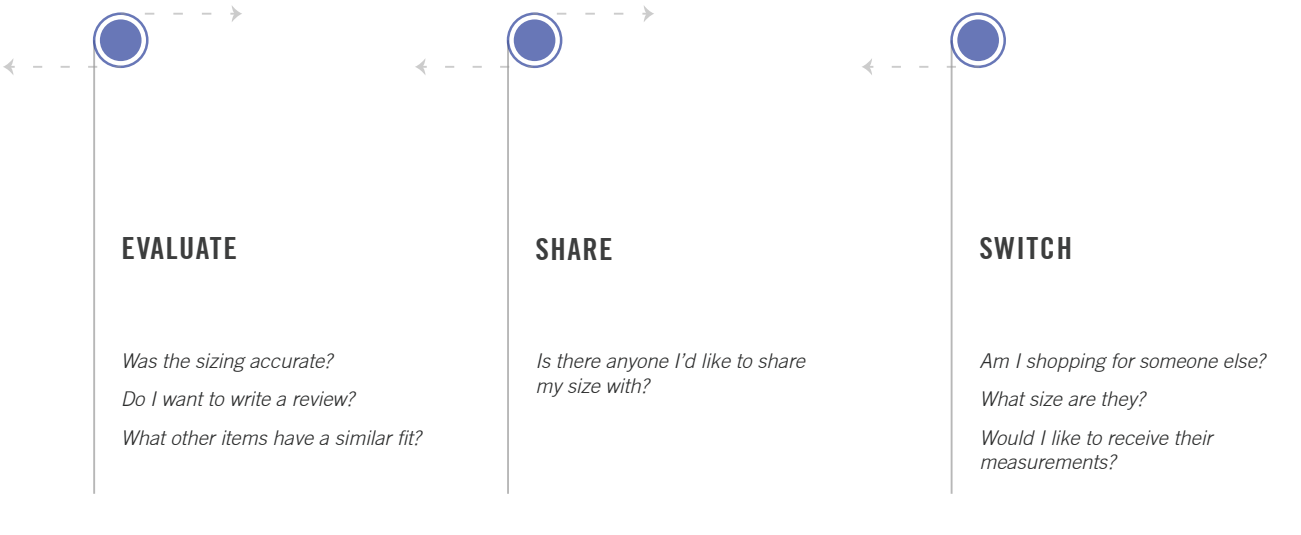
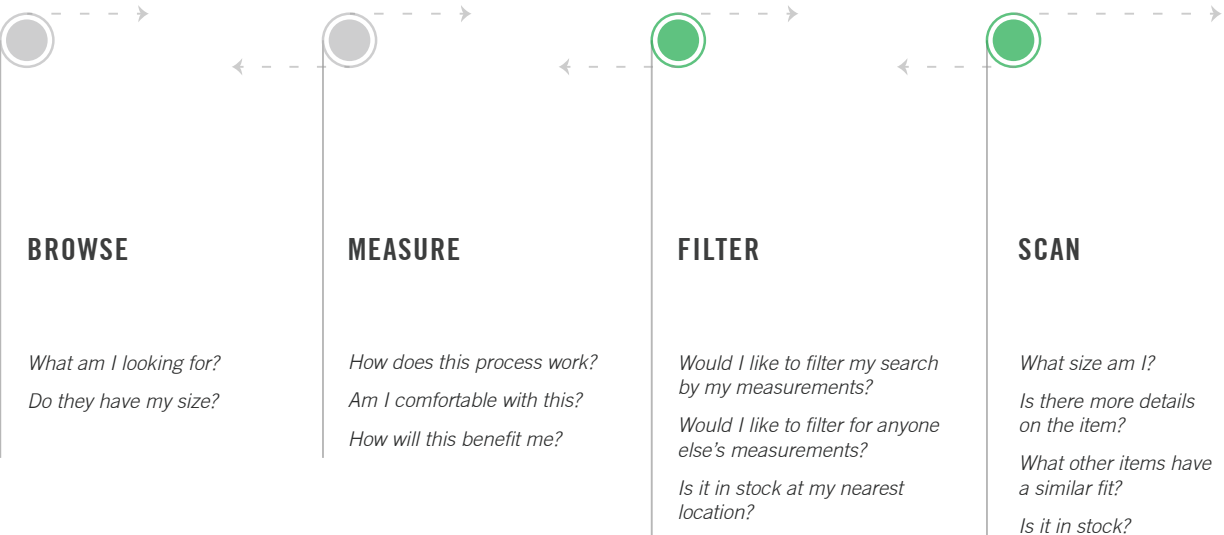
PRE-SERVICE 

SERVICE 

POST-SERVICE 

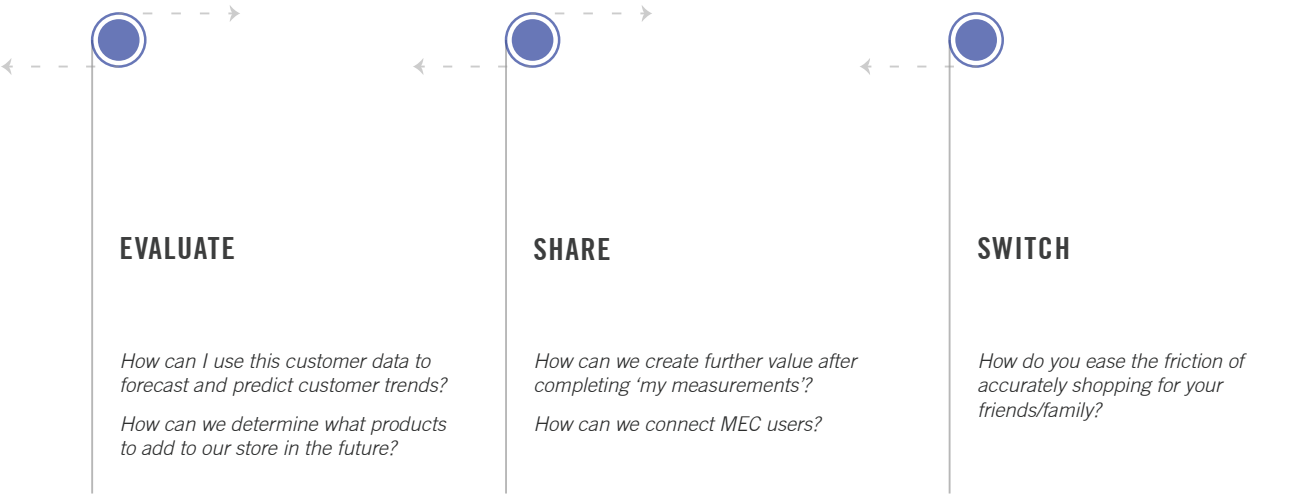
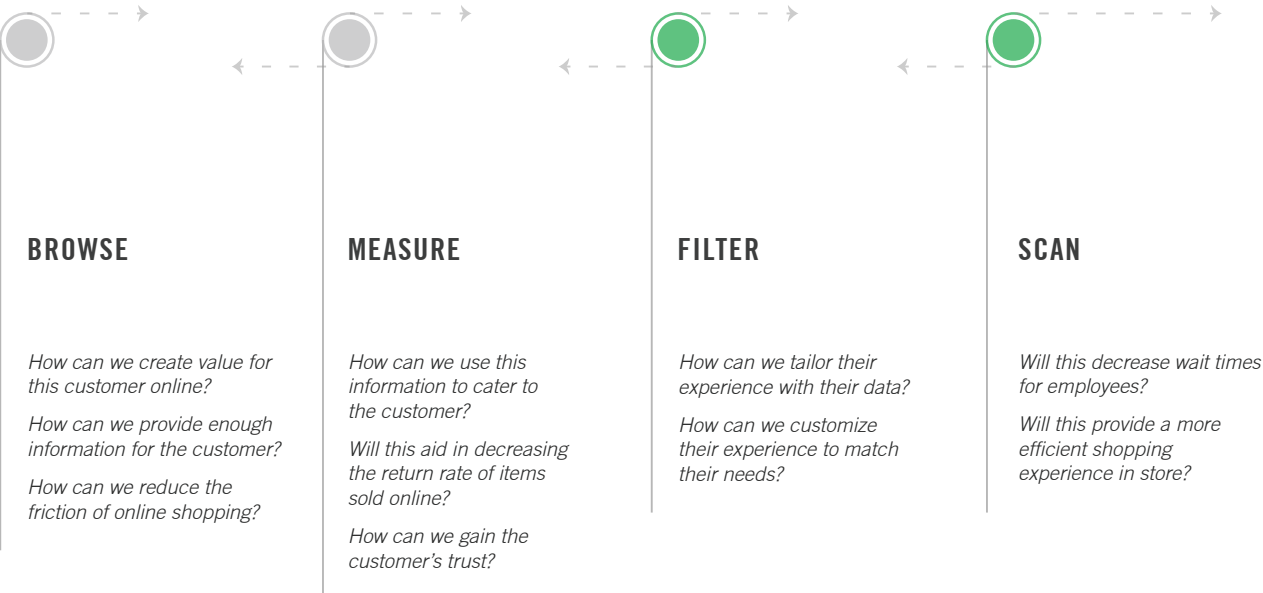
CUSTOMER FRAMEWORK

PRE-SERVICE
SERVICE
POST-SERVICE



BUSINESS FRAMEWORK

PRE-SERVICE
SERVICE
POST-SERVICE



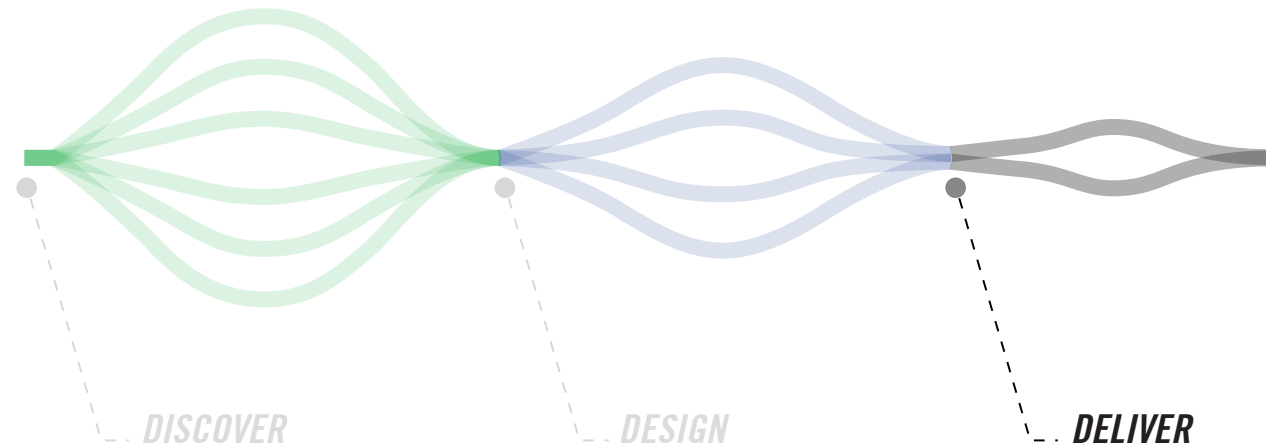


TARGET AUDIENCE: ONLINE SHOPPERS

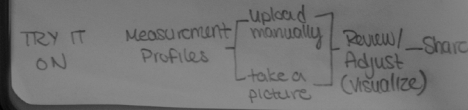
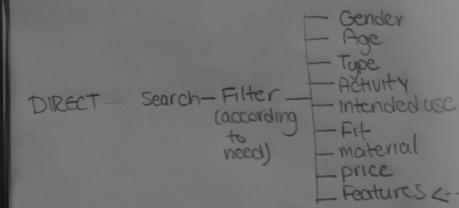
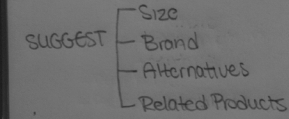
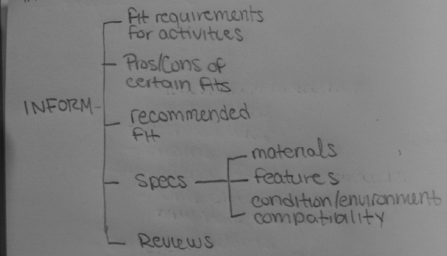
Our service caters to online shoppers with varying levels of experience with outdoor sports. Athletes often have specific needs when it comes to their clothing and gear and we aim to allow them to be comfortable making a purchase online, by allowing them to make the most accurate and informed decision possible. We provide enough easily digestible information for the newbie, and enough flexibility and control for the experienced MEC shopper.

IDEAS TO REALITY

The process of making it real.
Focusing on interaction, UX and UI to
create a final deliverable.



In-store elements to be transferred online:



Content

Profile

- your measurements - edit/share
- others saved measurements - delete
- notifications of measurements shared w/ you - save/cancel

Measurements

- body parts - full body, head, hands, feet
- Measurements
 - general: height, weight, age
 - torso: shoulders, arms, chest, waist, hips
 - legs: inseam, hips, thigh
 - head: band size, ear-to-ear
 - hands: length, width
 - feet: arch, length, width

Upload manually / adjust

- Sliders / text fields to enter values
- Outline - responds to changing sizes (visualization)

Take a picture

- 3 views (front/back/side)
- hold context object (credit card) to determine measurements

shop (Search w/ filters) - apply diff. people's measurements

Product Page

- visualization of different fits
- pros/cons of certain fits
- recommended fit
- store availability

FUNCTION AND CONTENT REQUIREMENTS

We wanted to transfer the expertise and enthusiasm of MEC employees into the digital shopping experience - allowing customers to make informed decisions and feel as secure in their purchase as they would in store.



INFORMATION ARCHITECTURE

We mapped out the way that members would move through the application in various different situations. We wanted to consider the user experience when they used the app for the very first time, as well as when they were returning user's familiar with the process. We also wanted to consider different levels of experience with sports activities and apparel to make sure that the information necessary for inexperienced users was easily accessible, but did not provide an unnecessary step for those who did not need it.

MICROINTERACTIONS

We took advantage of the typical gestures used on a phone to provide instinctual navigation throughout the app. We wanted to ensure that the interactions on our interface reflected the MEC brand, making them responsive, quick and engaging to reflect MEC's enthusiastic, and vibrant status. We drew inspiration from the quick and fast cuts that are a hallmark of their videography.

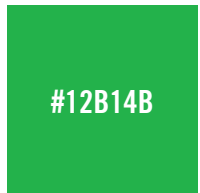
Slide

Sliders are a familiar method to offer selection of a range of values, allowing customers to input and adjust their measurements. As they drag the sliders the human figure will change accordingly, allowing the user to visualize their adjustments, and adding an element of delight.

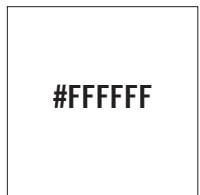
Swipe

Swiping offers an instinctive gesture to uncover additional information and features consistently throughout the app

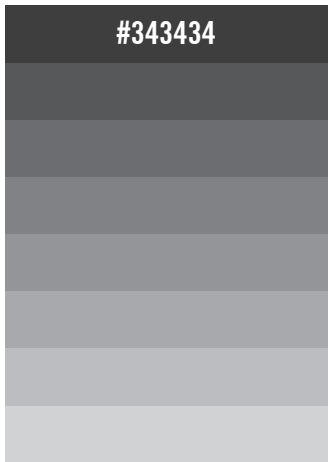




#12B14B

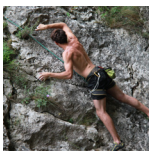


#FFFFFF



#343434

COLOURS



IMAGERY

TRADE GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TRADE GOTHIC NO. 20 CONDENSED

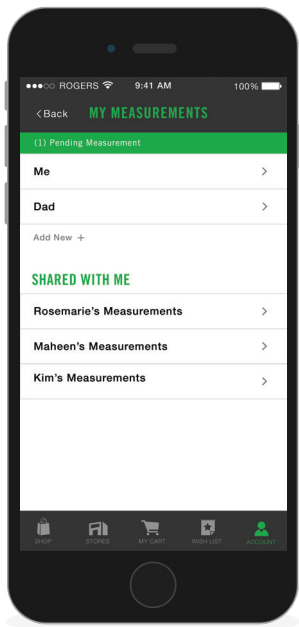
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

121234567890

VISUAL BRANDING

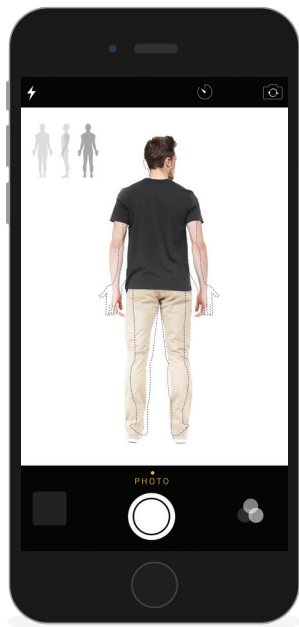
We wanted our visual design to remain consistent with MEC's pre-existing visual branding. We closely followed MEC's colour palette. When choosing our imagery we used either active photography, which MEC uses to inspire members to be outdoors, and product photography, which MECw uses to honestly represent a product's best features.



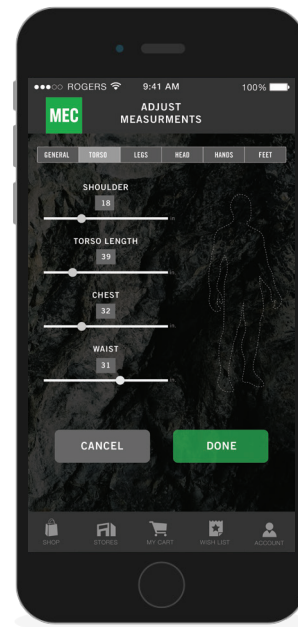
Set your measurements, and share them with others, or receive and save other people's measurements.



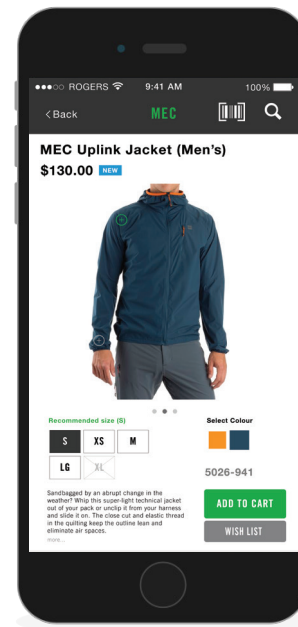
Select the body part you want to enter measurements for, and either take a picture or measure and enter manually.



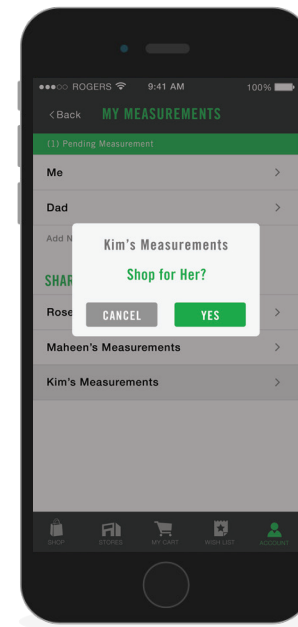
Take pictures from multiple angles while holding a credit card for context, and the app will automatically calculate your measurements



Manually enter or adjust pre-existing measurements, with a figure that changes size accordingly



Visualize different fits and colours, while reviewing pertinent information about your selected product, as well as alternative or related gear.



Apply someone else's measurements as you browse products to easily buy the right size for them

ACROSS MULTIPLE PLATFORMS

Making our service available across multiple platform affords the convenience of purchasing MEC products anytime, anywhere, and allows for integration with all of MEC's existing digital platforms. The mobile version provides the opportunity to bridge the outside and in-store experiences, creating a seamless and continuous engagement experience.



time

Our fit suggestion becomes more accurate over time, as it takes into account the fit of previous purchases and how it correlates with the measurements initially entered, both for you specifically and the customer base as a whole. Our service thus remains relevant each time you think of purchasing from MEC. The ability to easily adjust your measurements allows the suggestions to change along with you, ensuring continued accuracy and relevance.

brand intent

Giving members tools to find the products specific to their needs is in-line with MEC's promise to enable everyone to lead outdoor lifestyles by providing access to cutting-edge products and services. Their values as a co-op made up of individual people is reflected in the acknowledgment that everyone's needs are different, and our service strives to provide relevant information and service to everyone, whatever their experience, or sport of choice.

engagement experience

Customers are paying for top-quality goods that are durable and will perform their function in the activities for which they are intended. Members pay to be a part of the co-op to ensure that the aims of company are always in their interest, and their needs are foremost on the company's mind. Our service puts those needs front and center in considering how to extend the value of the in-store MEC experience wherever you are, and ensuring that the product you're buying is exactly what you need.

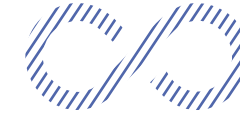
product service solutions

Our service provides multiple touchpoints to engage with customers and satisfy their needs. MEC acts as a guide through pre-sale research and comparison of products, the purchase process, and your experiences with the gear you've bought. For MEC customers the quality and function of their clothing and gear is integral to their sporting activities, and the value of a personalized and informed purchasing process will become apparent during these experiences where the product is called upon to perform to expectations. These experiences are then translated into the ability to review products and share how they worked for you.



CUSTOMER VALUE

- CONVENIENCE OF ANYTIME, ANYWHERE E-COMMERCE WITHOUT THE UNCERTAINTY OF REGULAR ONLINE SHOPPING
- ELIMINATES HASSLE OF HAVING TO RETURN ITEMS THAT DO NOT FIT AS EXPECTED
- EASY AND PERSONALIZED SEARCH AND COMPARISON FEATURES TO FIND EXACTLY WHAT YOU NEED
- ABILITY TO ACHIEVE DESIRED LOOK WITH INFORMATION TO ENSURE THERE IS NO LOSS OF FUNCTION OR QUALITY
- ASSURANCE THAT MEC IS DEDICATED TO ITS CUSTOMERS AND THEIR NEEDS



BUSINESS VALUE

- INCREASE SALES ONLINE
- EXTEND INTERNATIONAL SALES (SIMULTANEOUSLY EXTENDING THEIR CUSTOMER BASE AND RECOGNITION)
- LOWER RETURNS AND RETURN COSTS
- LOWER ENVIRONMENTAL IMPACT CAUSED BY RETURNS DIFFERENTIATES THEM FROM COMPETITORS
- RETENTION OF BUSINESS FROM MEMBERS WHO ARE UNABLE TO ACCESS PHYSICAL STORES
- BUILDS TRUST IN THE BRAND



MEASURABILITY

Amount of people who enter their measurements

Amount of sales made using someone else's measurements (measure success of share feature)

Increase in online sales

Percentage of products returned

Relative savings

Relative reduction of environmental impact

FINAL THOUGHTS

Moving through each stage of this project and communicating the process step-by step has caused us to closely examine how we approach design. Keeping empathy at the core has inspired us to adopt the point of view of the client and customers at every stage, through understanding brand and experience, to deep dive research, to synthesis and ideation, and finally to prototyping.



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