

**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

Eva Li / Irene Wang / Mason Lee / Samuel Wisjnu /  
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

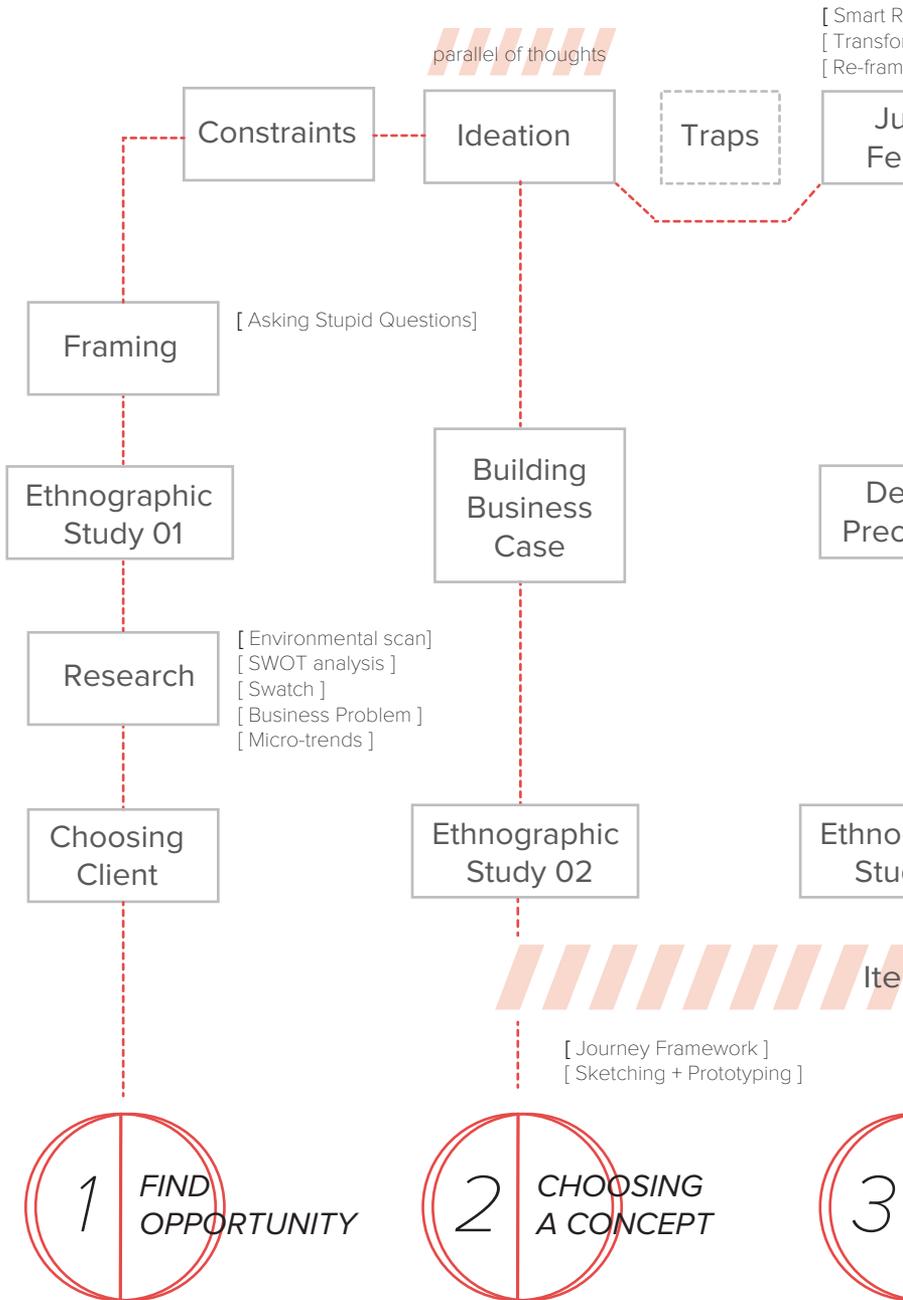
Week 1: Finding Opportunity

Week 2: Choosing a Concept

Week 3: Shaping a Concept

Week 4: Refining a Concept

Week 5: Delivering Value



# PROCESS FRAMEWORK

[recombine ]  
[Informational Metaphor ]  
[e ]

Imp  
nces

Design  
Precedent

Graphic  
Study 03

Iteration

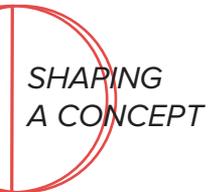
[ Wireframe ]  
[ User Testing ]

[ Microinteraction ]  
[ Touchpoints ]

[ Values / Meaning Created ]

Refine

Closing  
Innovation  
Gap



**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 sector. By the end of client selection process, we finalized our decisions and went with Swatch.

- × Banking
- × Travel
- × Apparel
- ✓ Watch
- × Retail
- × Realty
- × Auto
- × Education
- × Entertainment
- × Freelancers
- × Hospital
- × Technology
- × Transportation
- × Construction
- × Spa and beauty
- × Food and beverage
- × Carrier
- × Philanthropy

SWOT ANALYSIS



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<sup>®</sup>

# ENVIRONMENTAL SCANS



value of telling time is decreasing



**other companies**



adding more functionalities to watches

**swatch**



focusesv on how watches are accessories which complements fashion and art

- + Open to tech trends,
- + Strong company base
- + Unique brand image
- + Attractive product design
- + Good quality of products
- + Official stores availability
- + Strong customer loyalty
- + Variety of product design
- + Availability on outside retailers
- + Based in Switzerland, well known for watch manufacturing

01/ ⚡  
STRENGTH

- + Willingness to innovate and create new opportunities
- + Multiple touchpoint internationally
- + Open-minded and willing to adapt to trends and new technology
- + Their expansion & collaboration with a lot well-known companies

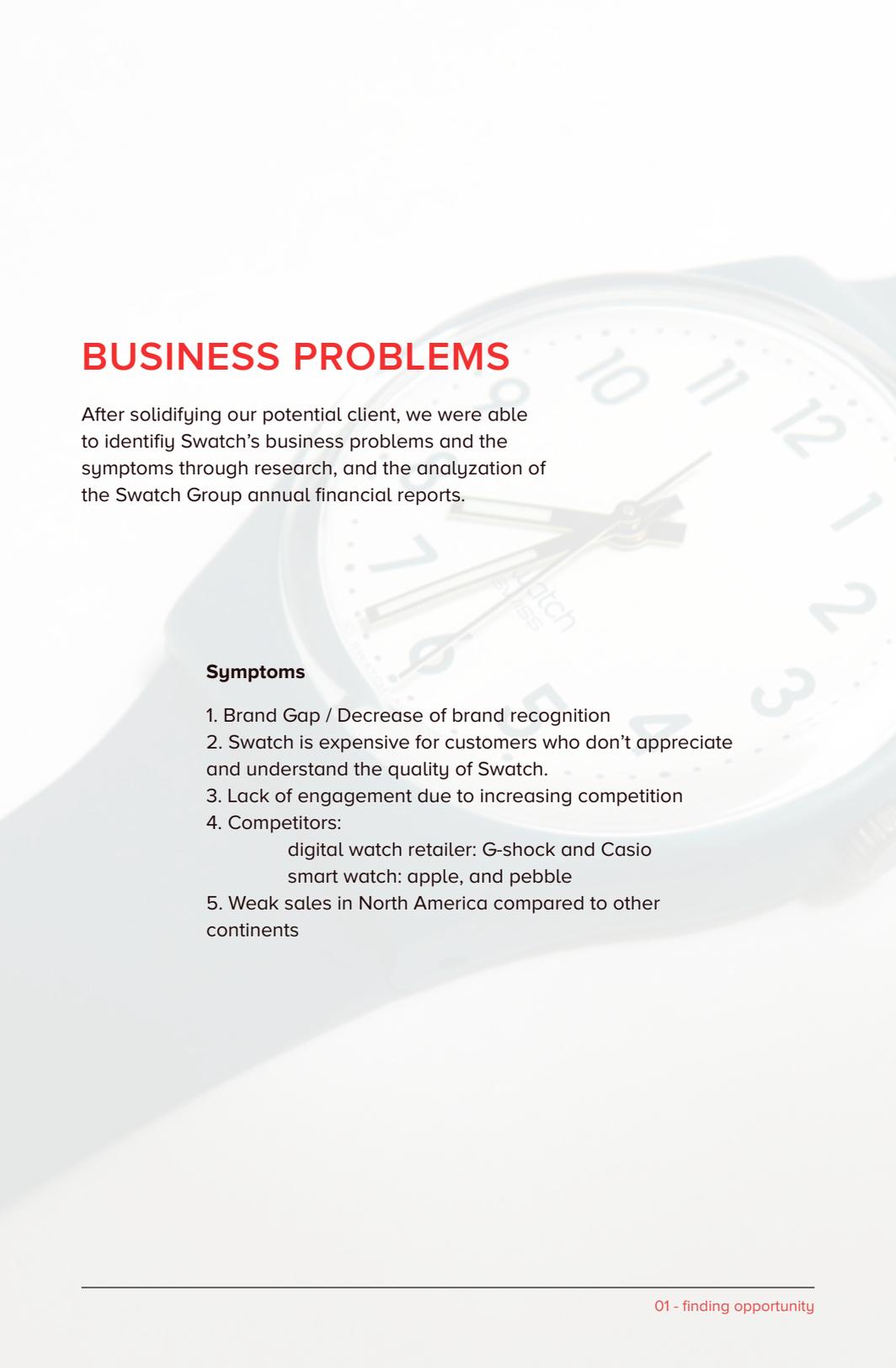
03/ 🔑  
OPPORTUNITY

02/ 🔗  
WEAKNESS

- + Limited products availability outside Selangor (Malaysia)
- + Plastic based products can be damaged easily (scratch, snap, etc)
- + Brand lack emphasis on quality wise
- + Pressure on being one of the biggest manufacturer

04/ ⚠️  
THREAT

- + Smart watch
- + Luxury watch
- + Public perception toward quality of plastic based products
  - High competition in fashion-based products
  - People refuse to wear watch because of the availability to access time from other devices (phones, tablets)



## BUSINESS PROBLEMS

After solidifying our potential client, we were able to identify Swatch's business problems and the symptoms through research, and the analyzation 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



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### 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?

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### 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?



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### 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?



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### 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

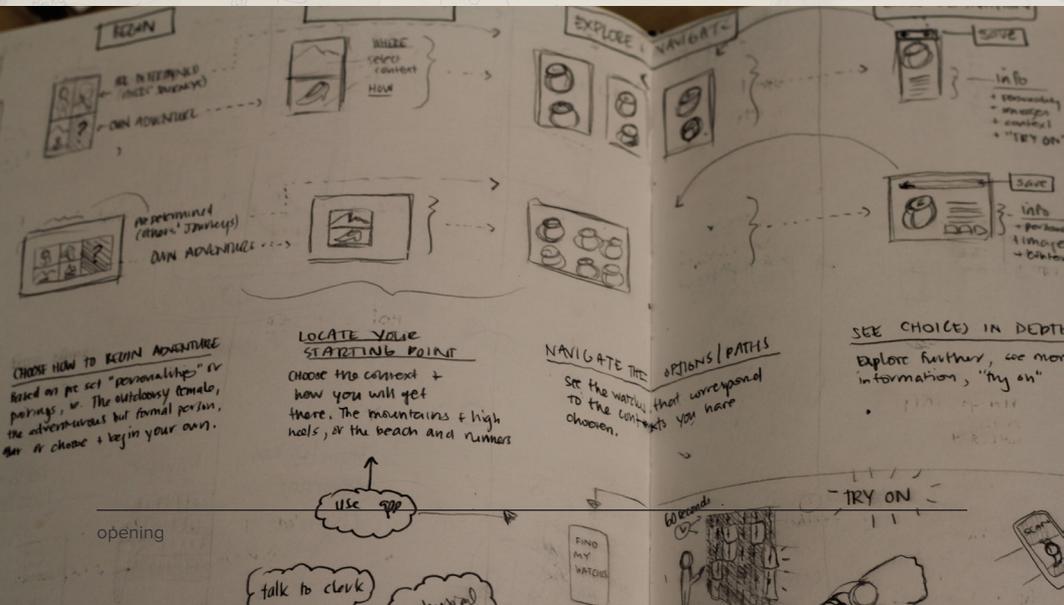
An cross-platform web application which provides a digital experience that would facilitates physical experience to engage users in an adventure that will allow them to ease the process of product selection.

## 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 preferred locational context, and their preferred shoeare. 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.

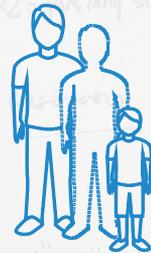
### WEAK NORTH AMERICAN MARKET



Weak / Frustrating  
Online Experience

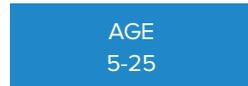
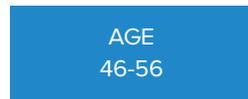


Misguided Brand  
Perception



Failure to Address  
Age Gap

## THE AGE & BRAND GAP



In 1983, Swatch established a great brand perception with the younger audience the release of Swatch Originals. Now 31 years later, that original target audience is in their 40s and 50s, purchasing Swatch for themselves or their children, resulting in a generation gap in Swatch's customer segment.

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### 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*

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## CUSTOMER PROFILE

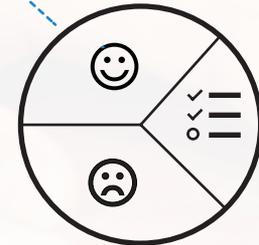
### GAINS:

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.



BERGER GLIMMER MAU

**Value Proposition Design**

WILEY

**Business Model Generation**

WILEY

THIS IS SERVICE DESIGN THINKING.



WILEY

**CREATING FORM**

We followed the ideation and critic 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**

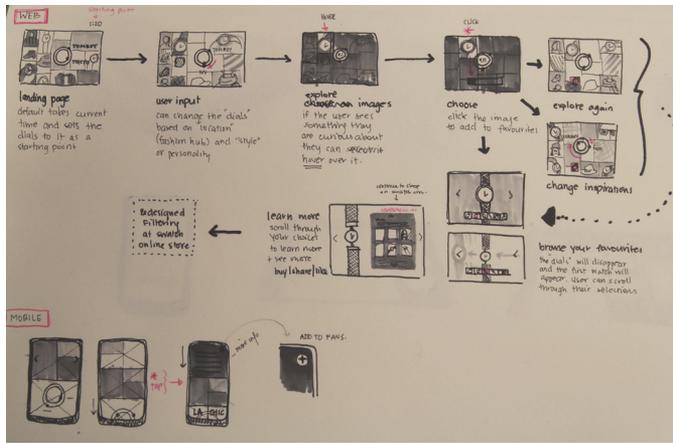
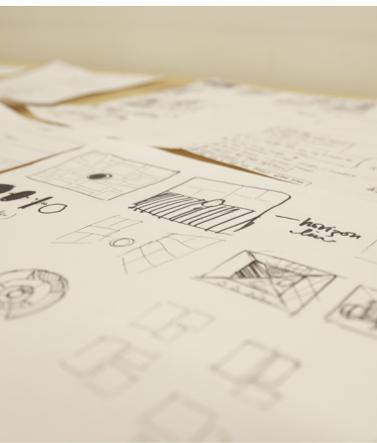
**03 /**

🕒 30 SECS  
**PITCH**

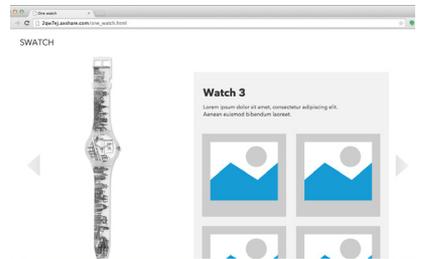
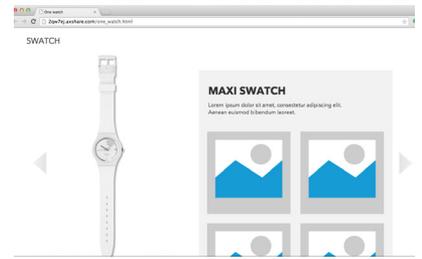
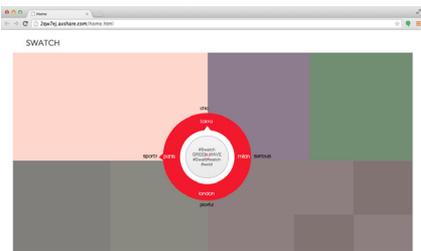
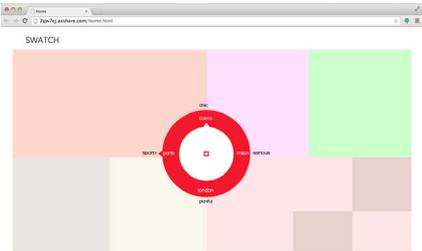
**04 /****DISPLAY****05 /**

🕒 10 - 15 MINS  
**DOTMOCRACY**

# SKETCH + PROTOTYPE



## Axure Interactive Prototype



**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



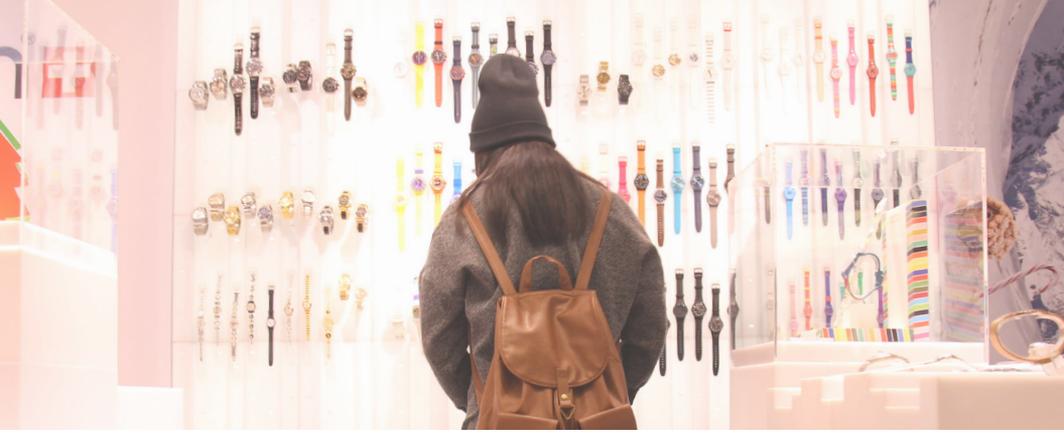
Czarina Carino  
fashion student / age 20

## 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

# AKQA

Live in levi's

LOVE YOUR TRUCKER?  
TELL ITS STORY WITH  
#LIVEINLEVIS

501® JEANS  
SHOP NOW.

FIT FOR ANYTHING.  
TRUCKER JACKET.  
SHOP NOW.

501® SHORTS  
OUR ICONIC 501®  
JEANS GET THE CHOP—  
AND LEGS HAVE NEVER  
LOOKED BETTER.  
SHOP NOW.



Belong anywhere

Los Angeles

Rome

Return to nature in Whistler

Show More

**BELONG ANYWHERE**  
See how Airbnb hosts create a sense of belonging around the world.

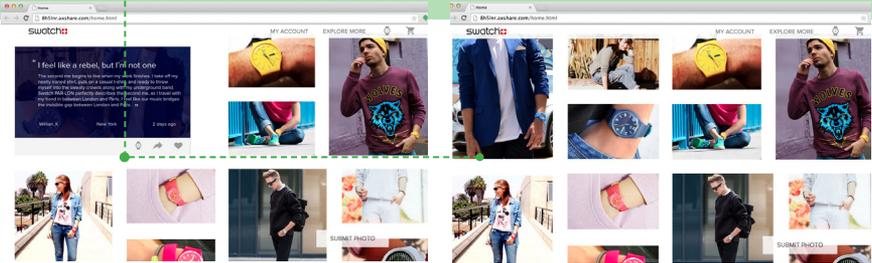
Our Community

## Insights

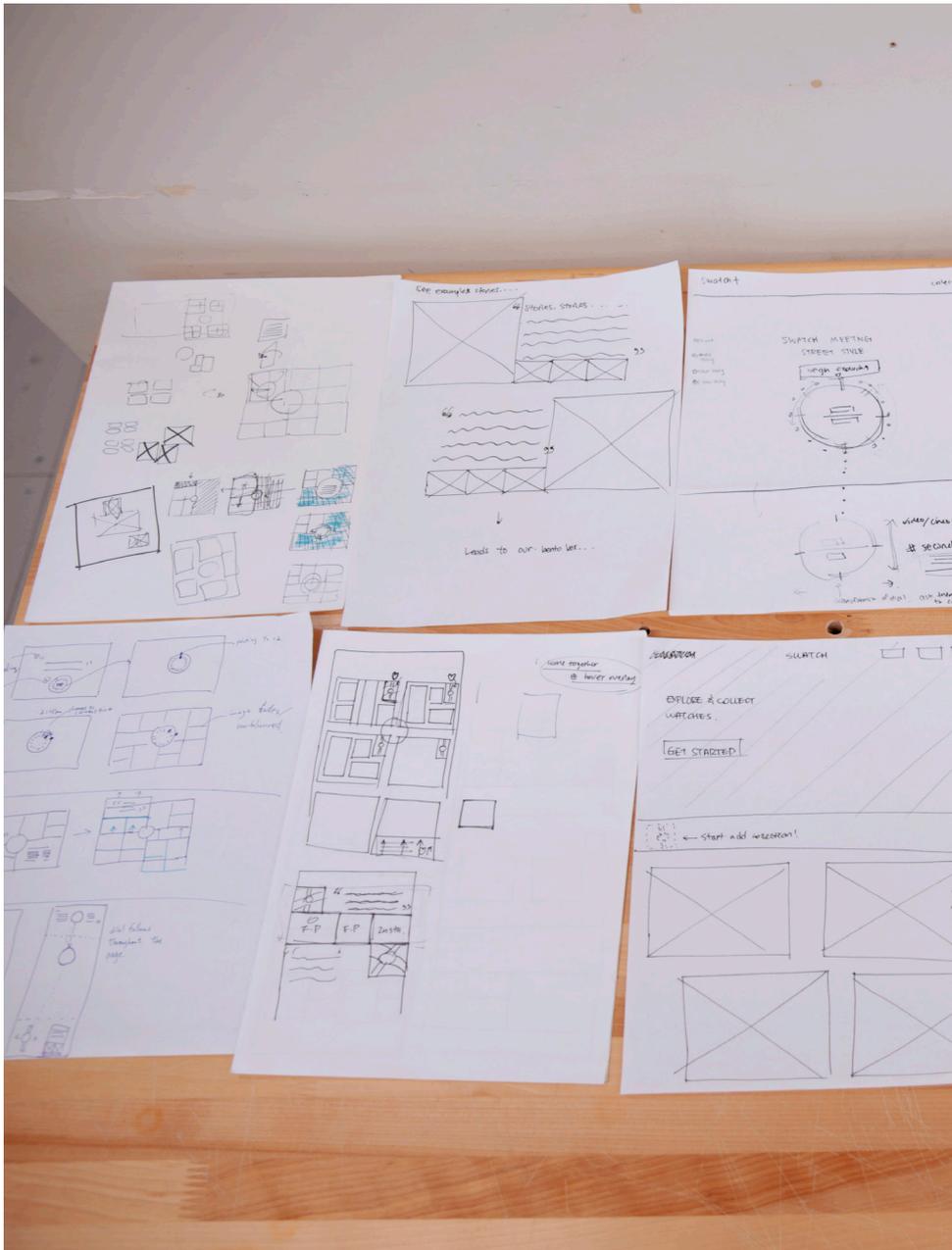
How they seamlessly leverage social media platform such as Instagram to blend **storytelling** with products to facilitate emotional connection, and engagement with new target audience.



# ITERATIONS



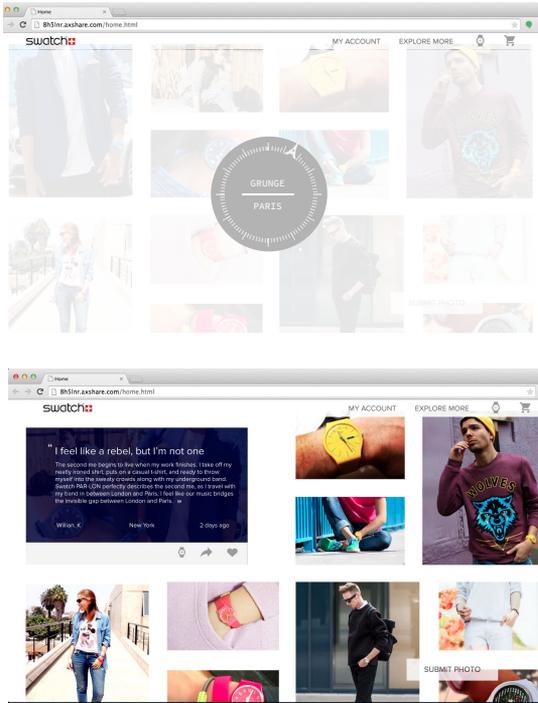
Iteration of implementing storytelling in proposed website.



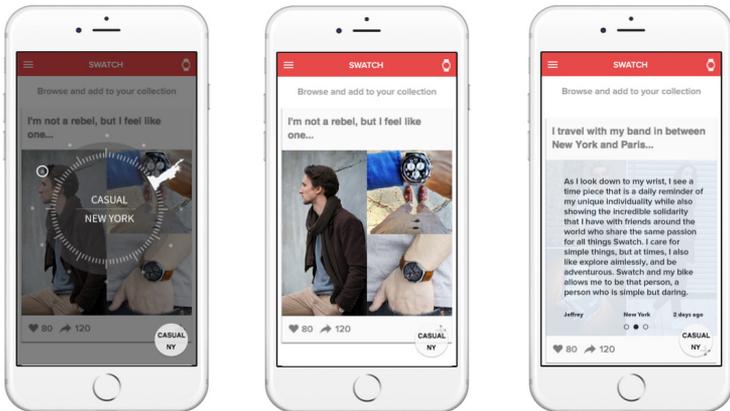
sketches

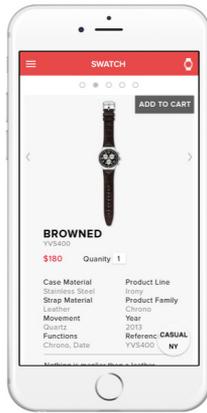
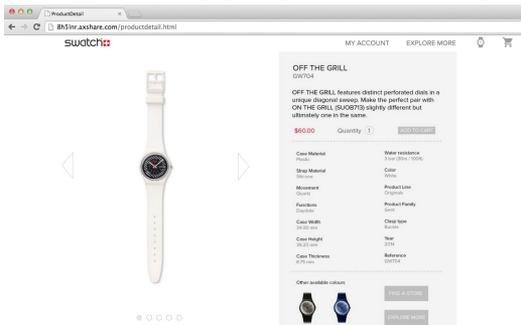
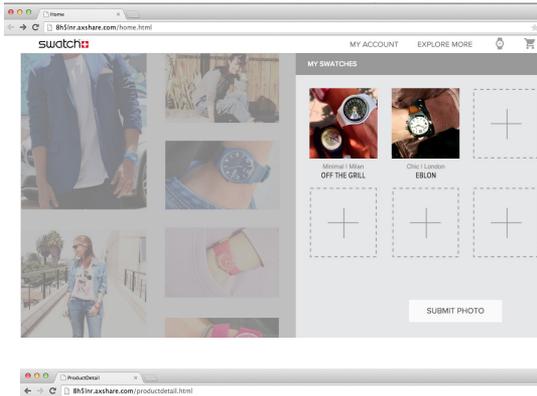


## Axure interactive prototype



## Framer interactive prototype





# TOUCHPOINTS

EXPLORE +  
BE INSPIRED

COLLECT +

Scan and observe information and inspirations

Add Swatches to your collection  
you find ones you like

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

Browse your watch collection  
your collection

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

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

Scan and observe newly populated  
information and inspirations

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

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

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

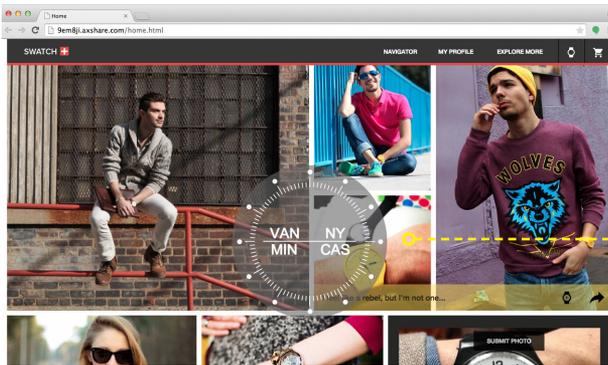
Add desired watches from your  
collection to your cart at any time

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

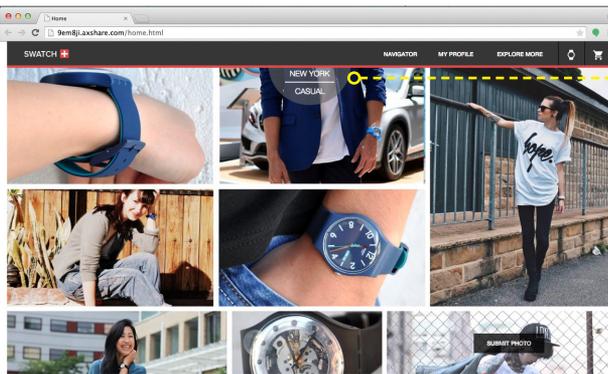
**WEEK 4 /  
REFINING A CONCEPT**

# 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.

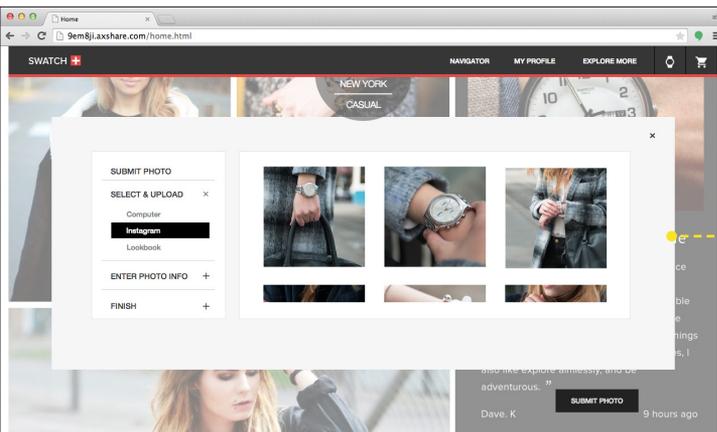
### OLAPIC

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.

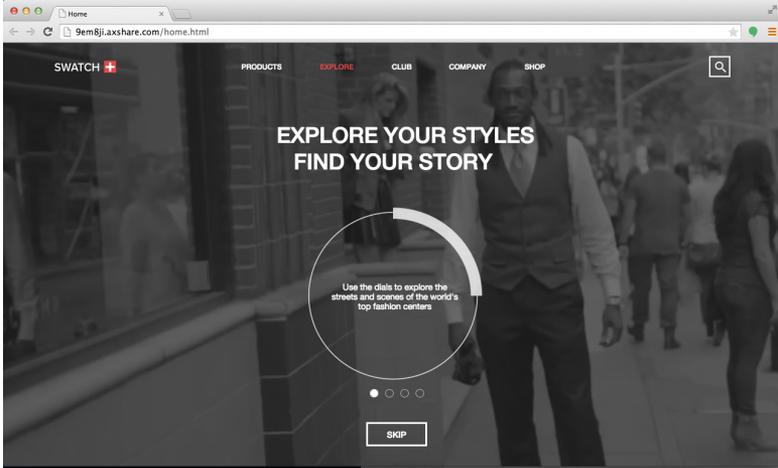


Allow users to inspire others by uploading their photos from their social media through Swatch website.



## An informational dial

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



# MICROINTERACTIONS

## 1. Navigation

locks to the top of the screen as scrolling down

- a. profile
- b. explore more
- c. collection
- d. cart

## 2. Introduction



### ROTATE

click move forward to the next stage

## 3. Inspiration Images



### FLIP

click reveal the story

## 4. Style Selection



### GROW

hover and select your style preference in outer dial

## 5. Location Selection



### RISE

hover and select your location preference in inner dial

## 6. Selection

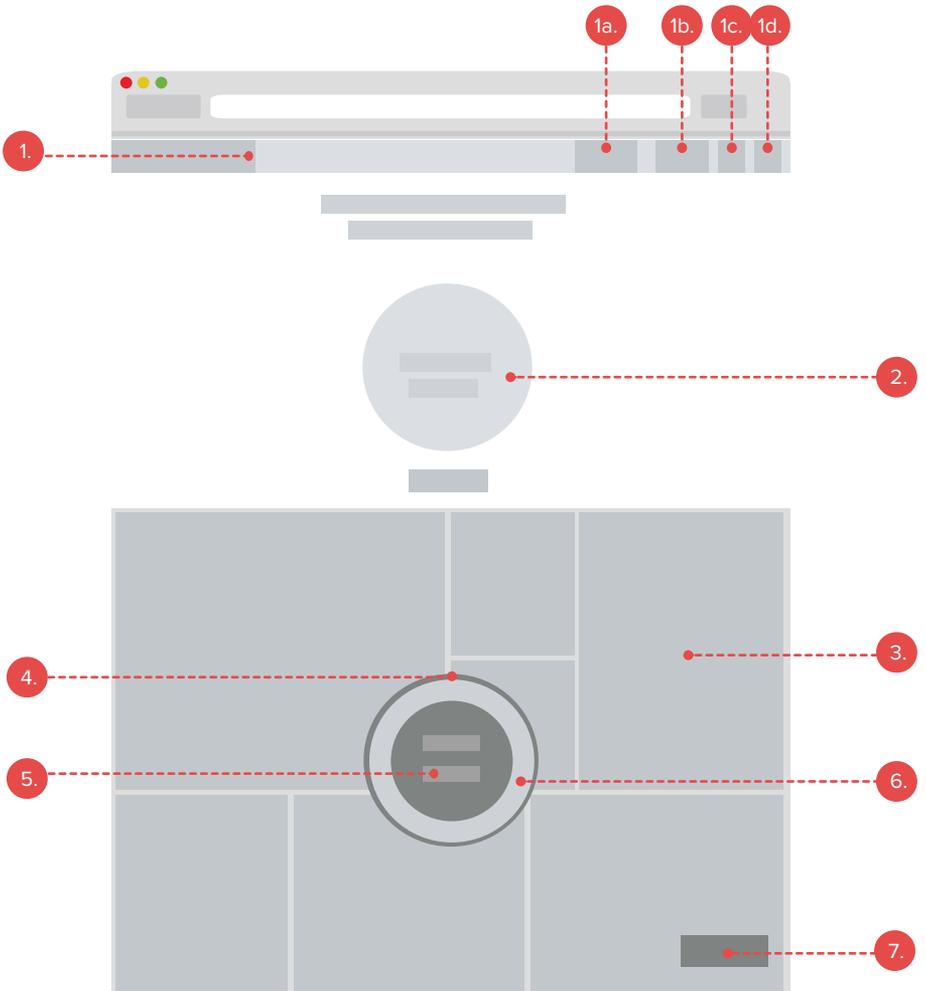


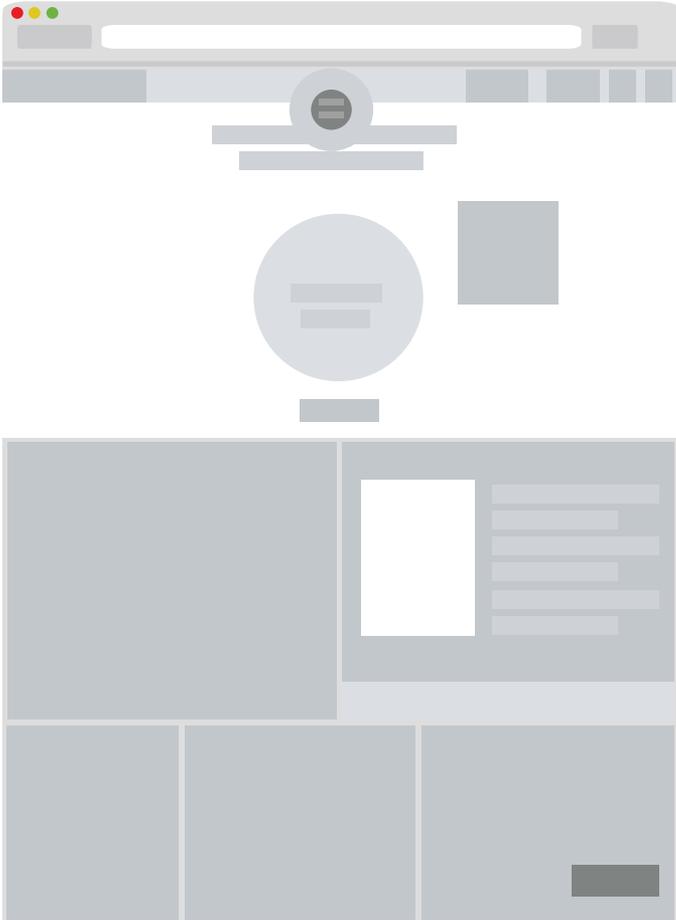
### COUNT

selection feedback

## 7. Submit Photo

Customer are able to upload their photo with the product here

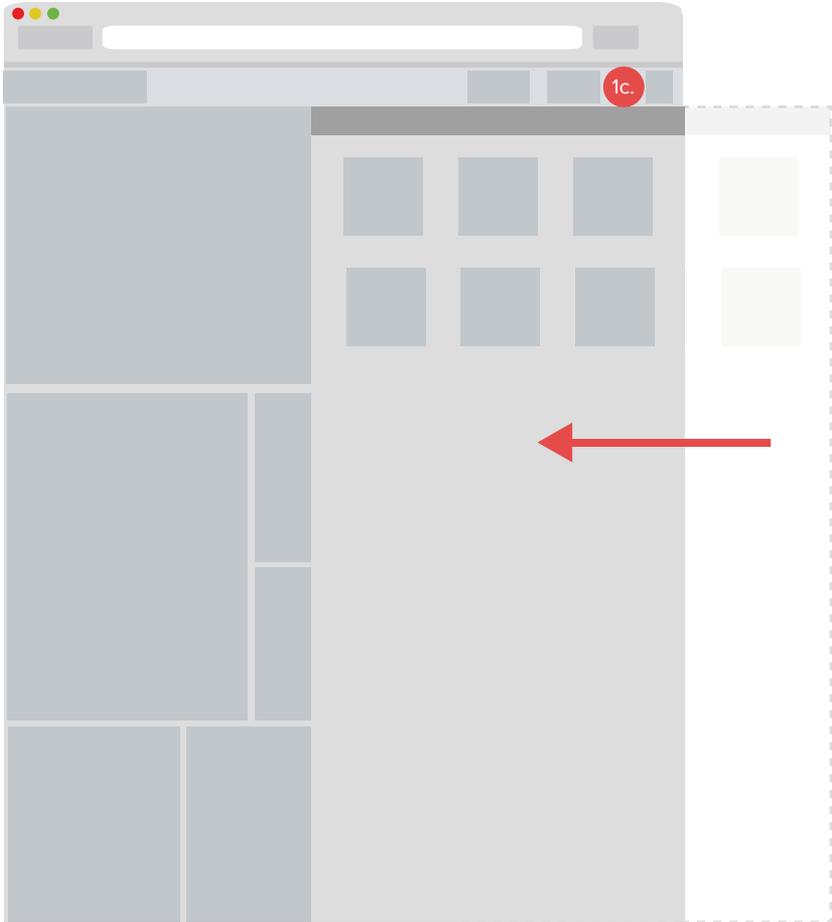




3. Inspiration  
Images



**FLIP**



1c.

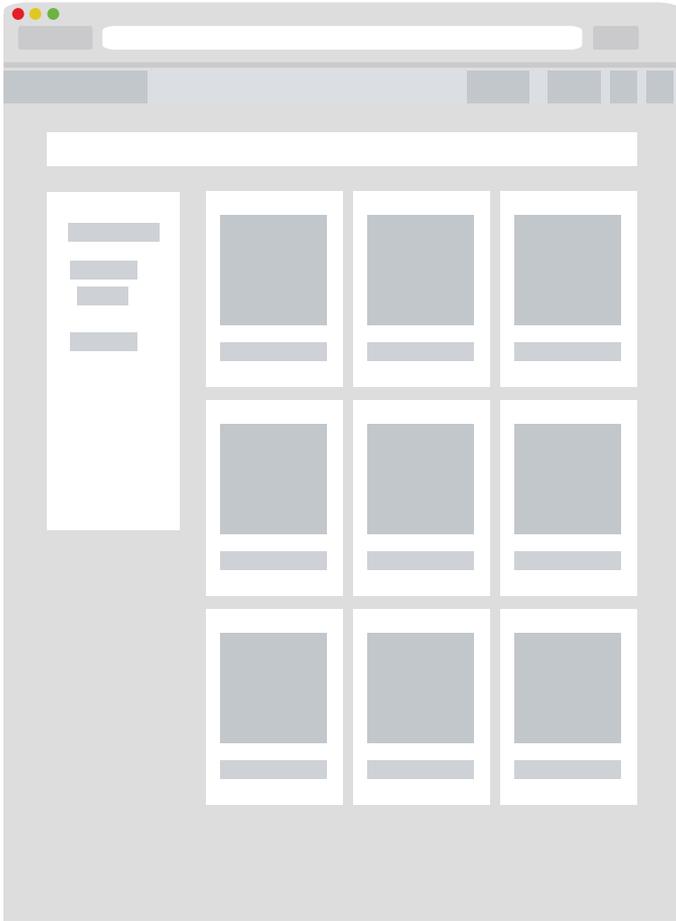
## Collection

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



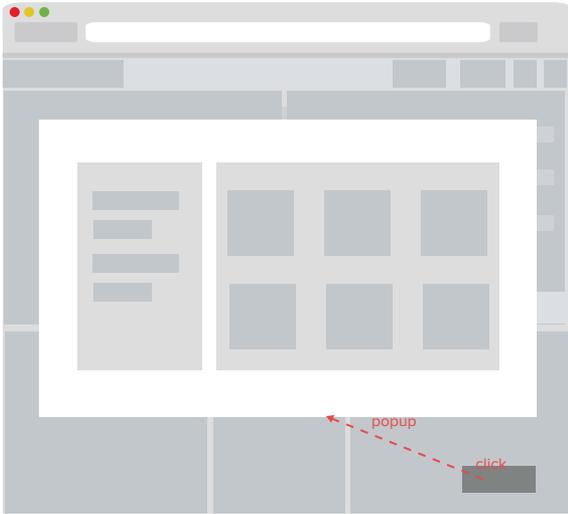
1a. Profile

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



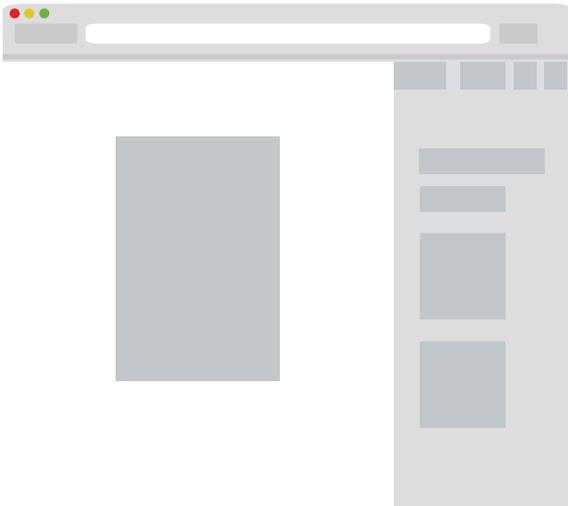
**1b.** Explore More

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.

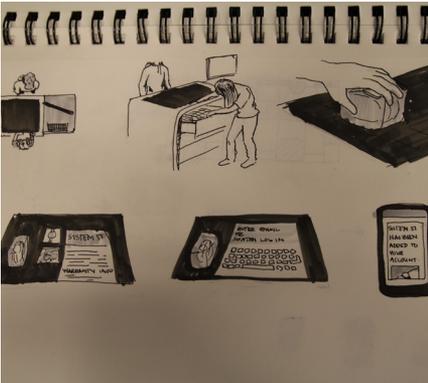
Moreover, they are able to explore similar watches on Swatch's full product page, which allows them to be able to refine the product search by interacting with the filter.

### 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

I save all the  
watches that  
I have interest in



## Contribute + Re-explore

## Purchase

I go to a physical  
store or Swatch  
online store to  
purchase it

I upload my  
photo to the  
platform and  
browse for more  
products

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?





Collect +  
Save



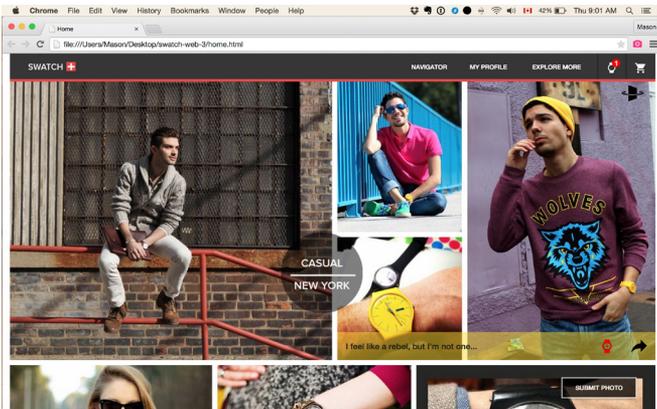
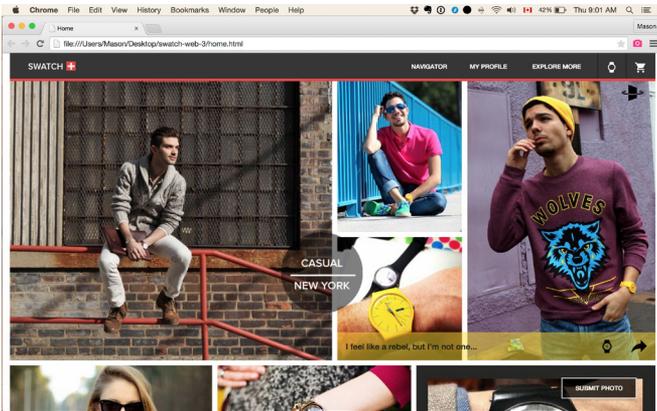
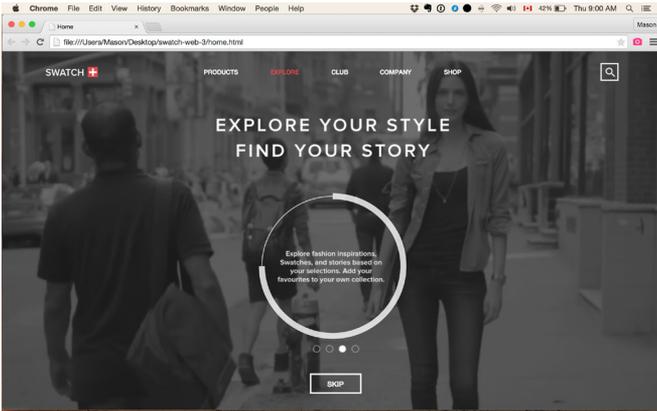
Contribute +  
Re-explore

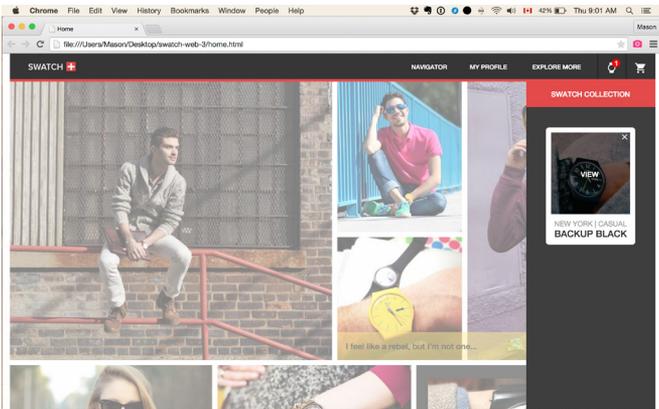
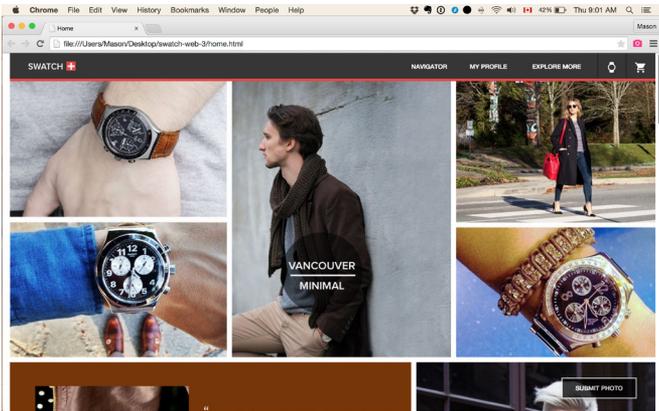
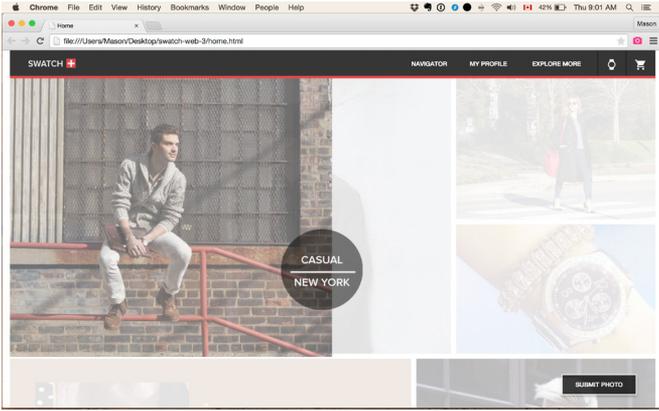
Swatch/Explore  
Site

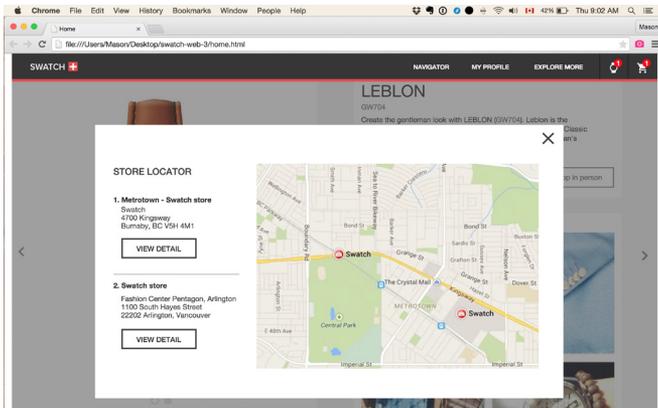
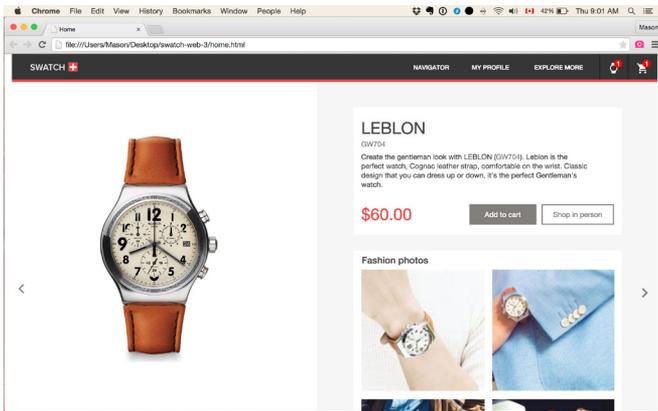
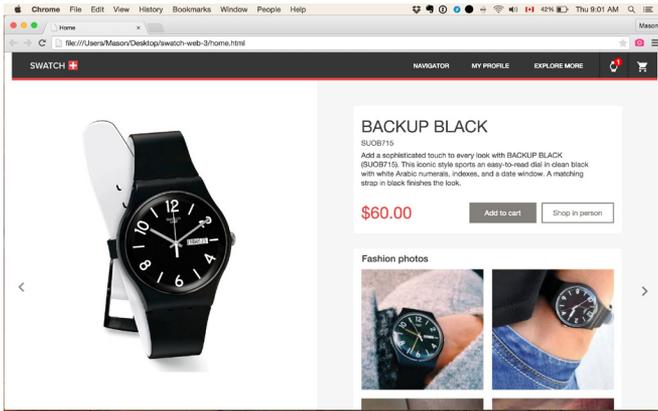
Swatch  
E-Commerce  
Store

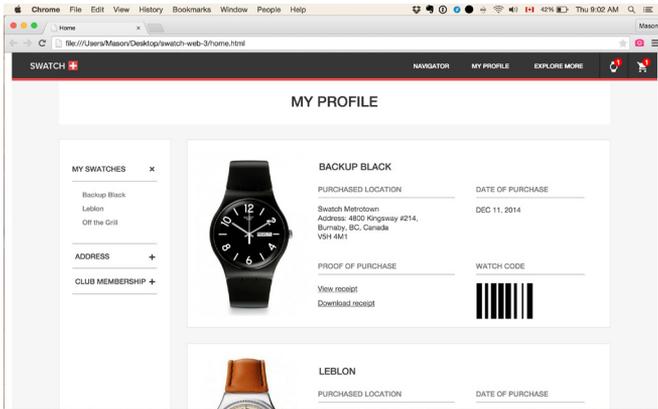
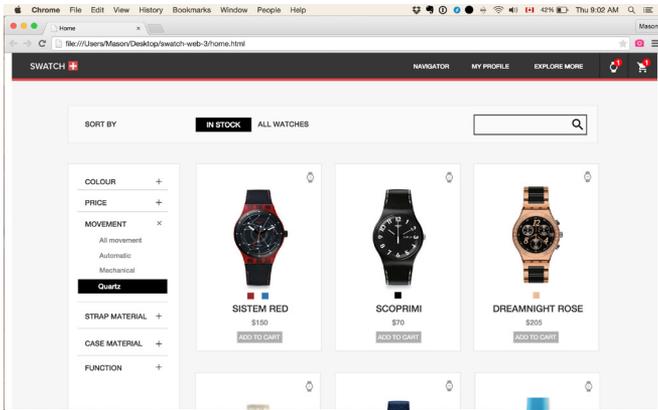
Swatch/Explore  
Site

Physical  
Retail Store

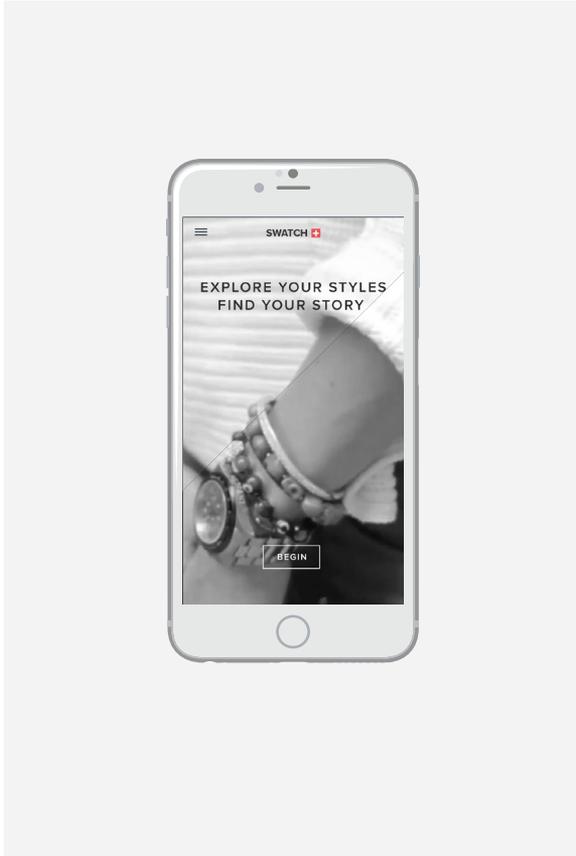




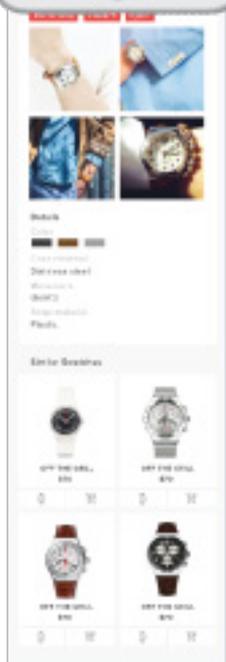
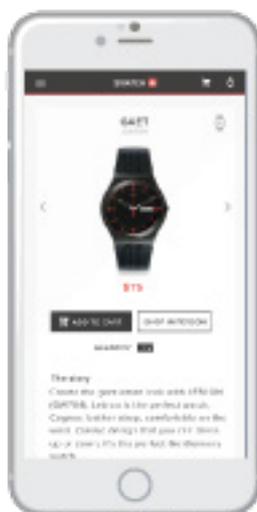
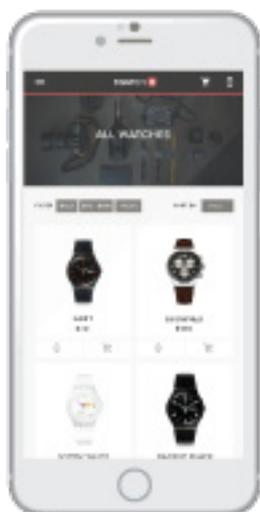




## FINAL MOBILE WEBSITE







# Business validation

## FEASIBLE

All technology available

Utilizes existing crowdsourcing resources such as Lookbook and Instagram for image database

## DESIRABLE

Meets customer needs of the most update information in the most visually pleasing manner

Opportunities for delightful experience embedded as micro-interactions through the website

## VIABLE

Relatively low cost of building the desktop and mobile websites

## TANGIBLE

collection of watches, views, and likes

## INTANGIBLE

connectivity, trust/ethos, and unique digital experience

## ASPIRATIONAL

knowledge, possibility of fulfillment

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