

FINAL PROJECT

Proof of Concept

Emelie Ivansson
Hyper Island, 2009

INTRODUCTION

Shopping could be so much more than just buying a product. It could be included in an inspiring and fun experience suitable for the target customer. This project is about, from a customer experience perspective, create an overall concept towards lifestyle suited communication both in store and in the online space.

This is a collaboration between Hanna Wedin, Mia Kristensson, Music and media Institution, Luleå University of Technology. Who have been writing their Final Essay, With focus, research and studies in form of Interviews and observations as well as literally studies regarding the described subject, and Emelie Ivansson, Digital Media, Hyper Island, who have been focused on the online alternative and from their studies and conclusions created an innovative online shopping experience to the concerned Client and their customers.

CLIENT

Our Client is the well established Swedish clothing/fashion brand Rodebjer. Carin Rodebjer started her eponymous line Rodebjer in 1998 while studying at F.I.T. (Fashion Institute of Technology) in New York.

After being spotted on the street wearing her handmade designs, she started selling at some high profile stores in New York.

The Rodebjer business concept is to produce designer clothes with a unique expression. Their customers are fashion conciseness women, in the age of 17-50, with a need of qualitative clothes to a good price. With a target audience mainly in the larger cities, both international and national.

Rodebjer's vision is that in 2015 have mini-stores in Stockholm, New York, London and Paris.

CONCEPT

Our main concept is to create a showroom site, where the visitor/customer will be able to experience the brand and their clothes. To give the customer the same experience online as they are given in-store as well as increase the traffic to the store through an inspiring site. We believe this site will help to broaden the interest and apprehension of the brand, all through customer, buyers and press.

FINAL PROJECT

Proof of Concept

Emelie Ivansson
Hyper Island, 2009

The most important is to create an exciting and different experience that the visitor want to share and spread within their circles. To create and maintain an curiosity for the Rodebjer brand. The goal is not only to increase the clients revenue, it is about establish a lifestyle suited inspiration source for the target audience. This by giving the visitor and the potential buyer the opportunity to view the entire garments in a way that mirror the brands identity and inspire how to ware, mix and match their clothes. There's many shopping sites out there, but not that many with good views of the clothes they are selling. Therefor we believe this is a new and inspiring way to give the potential buyer a great view of the entire clothing in most of its angels.

The site shall work both as a complement to the existing site Rodebjer.com as well as on it's own, with all required material and information that might bring. The visitor will be able to follow the brand although the store and the site and clearly recognize it.

We believe this site will help Rodebjer reach out with their brand and its personality which will help it to spread further and quicker. Give the potential buyers, who don't have the opportunity to visit the store, a chance to experience the brand and get the right feeling of it and with that increase the buyers interest in getting Rodebjers brand into their stores.

We don't believe that creating a big marketing buzz around the brand is the right way to go, using Facebook, Twitter etc. We believe this will bring down the core value of the brand identity. The Rodebjer brand is built on story telling, word of mouth. They chose to slowly build good business relations. Their main channels of marketing is personal contacts and the internet, where they are focusing on lend and editorial space instead of marketing. They are sponsoring ambassadors both national and international. We want to maintain this values and work from that.

THE SITE

The site will work as a Showroom, where the visitor will be shown the clothes of the Rodebjer Autumn collection of 2009.

To maintain the values and identity of the Rodebjer brand we have chose to keep the site simple, clean and minimalists. This both when it comes to the design of the site as well as the features. We have chose to not overwhelm it with different choses and features.

FINAL PROJECT

Proof of Concept

Emelie Ivansson
Hyper Island, 2009

With a Image grid where every product image will turn into an animated stop-motion sequence when the mouse drags over it. When clicking on a image an enlarged image will appear and play a stop-motion sequence again. The user will after that be able to scrub through the sequences timeline and be able to view all different angles of the garments.

The site is build in Flash, Action script 3 which seems like a obvious chose based on the functions in the site.

The site, if the client are satisfied with the result, will be launched in August 2009.

There will be an option that at a later point develop a Webshop within this concept. Also shoot new material for the future collections and through that keep the site up to date.

We will with help of Google Analytics review the amount of visitor and be able to see time at the site, where in the world the visit comes from, as well as amount of returning visitors.