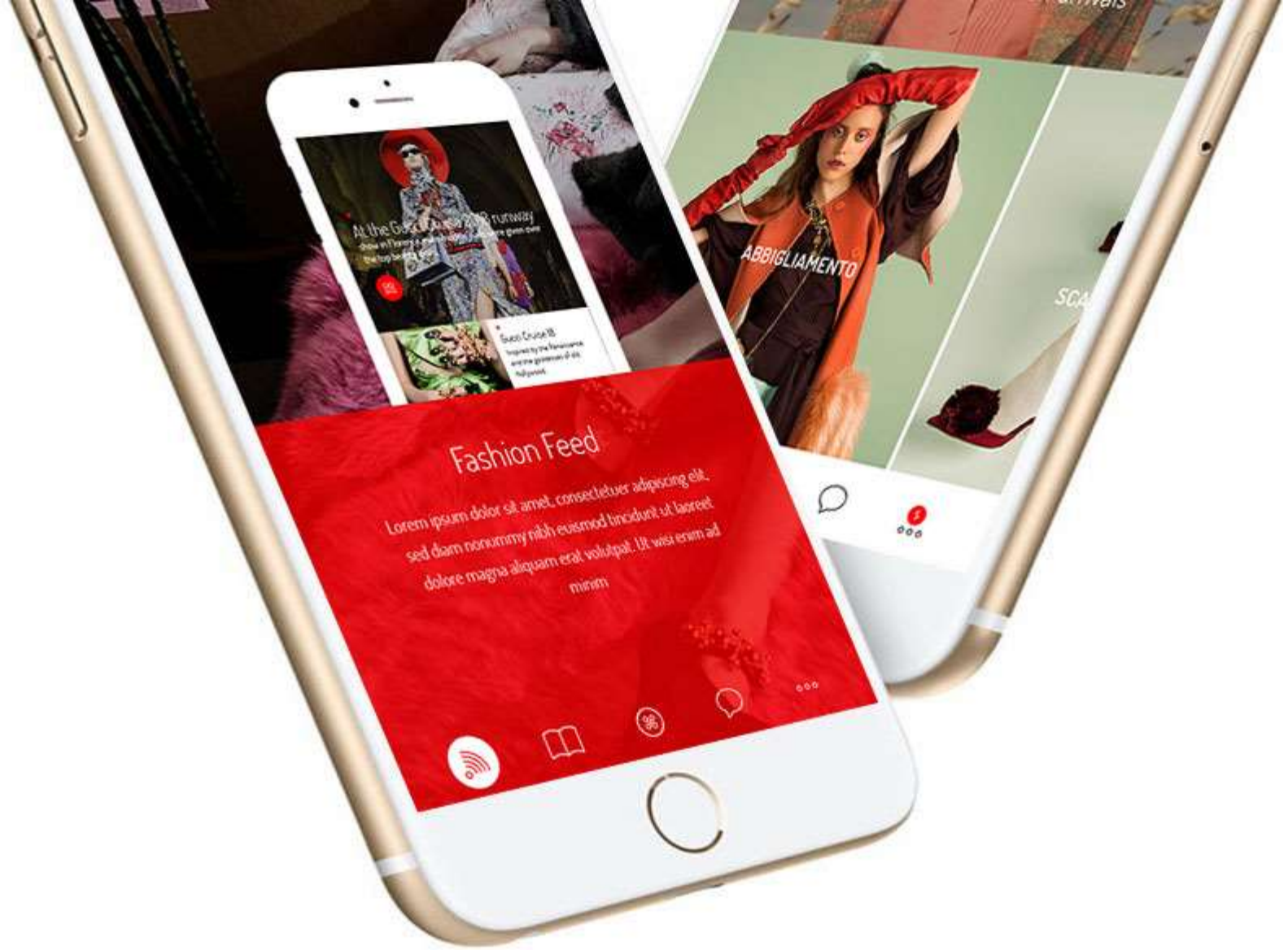
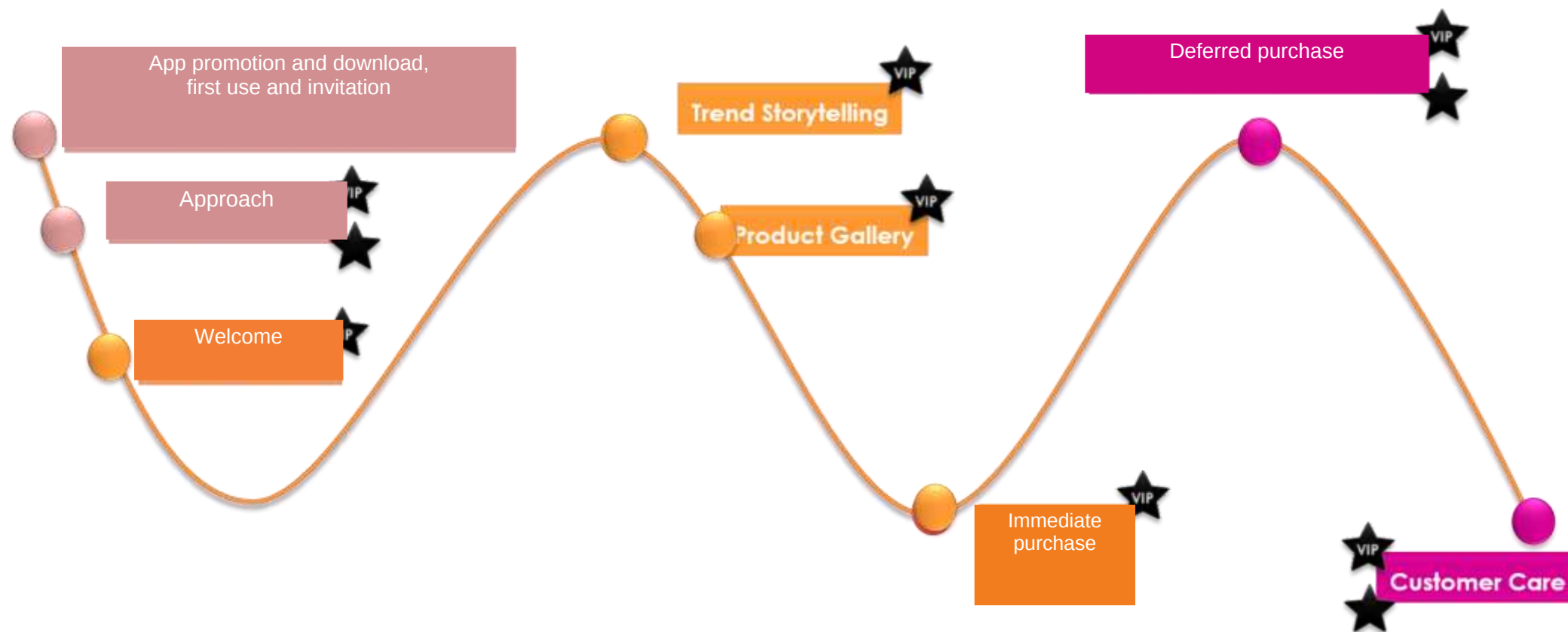




Storyboarding Board



CREW

Professional roles involved in designing the Lab.

ART DIRECTOR

Defines the guidelines for selecting the content to be published, its frequency, and the types of news, events, outfits, and products to feature. Monitors the actual engagement of Customers who view this content.

CONTENT CREATOR

Responsible for researching, cataloguing, selecting, and creating the content that Customers will view in the app.

LAB MANAGER

The Lab Manager coordinates all activities related to appointments in the Lab.

LAB COACH

HR professionals responsible for training and advising the Fashion Advisors selected to work inside the Lab and for assessing their quality together with the Personal Stylists.

PERSONAL STYLIST

Professionals entrusted with the important task of managing the Lab and its guests. Their work is editorial and creative: they select the content shown in the Lab, invite Lab Guests, and select and manage merchandise, displays, and outfits tailored to each guest. They also support and advise future guests remotely through the available chat tools.

CUSTOMER SERVICE AND E-COMMERCE LOGISTICS

Orders, returns, and support requests for products available online will be handled by the teams that already manage the same processes in the existing e-commerce operation.



Storyboarding Board



CUSTOMER

The standard customer type: downloads the Lab app, accesses limited navigation flows, can make online purchases through the app or website, and can interact with the Lab's digital storefront.

LAB GUEST

A customer considered a VIP by the Crew. The person is invited to the Lab, and the phygital experience is built around them. The Lab's digital storefront responds to their proximity and displays content tailored to their tastes. This customer can make purchases in the Lab and later through the app or website.

BEST FASHION FRIENDS

Family members or close acquaintances who act as the VIP Customer's trusted influencers and can affect tastes and choices. They are involved directly and/or indirectly, physically and/or virtually, in Lab activities.

STEP 00 - App promotion and download, first use, and invitation management



DESCRIPTION

This section covers promotional activities designed to introduce the innovation brought to fashion retail. One of these is the Lab app, available free of charge from digital marketplaces.

If the relationship with the customer remains limited to the app, the user is a Customer and is encouraged to download it through targeted promotional activities.

When the interaction includes the phygital experience in the Lab, the user is a Lab Guest. In this case, the Lab Manager and Personal Stylist arrange for a printed invitation to be delivered and agree on a Lab appointment with the guest.

PERSONAS

Crew
Art Director
Lab Manager
Promoter
Personal Stylist
Customer
Lab Guest
Best Fashion
Friend(s)

ENVIRONMENT



DEVICES AND TECHNOLOGIES

Lab System
Smartphone app

STEP 00 - App promotion and download, first use, and invitation management

Use case 1 - Promotional activities



DESCRIPTION

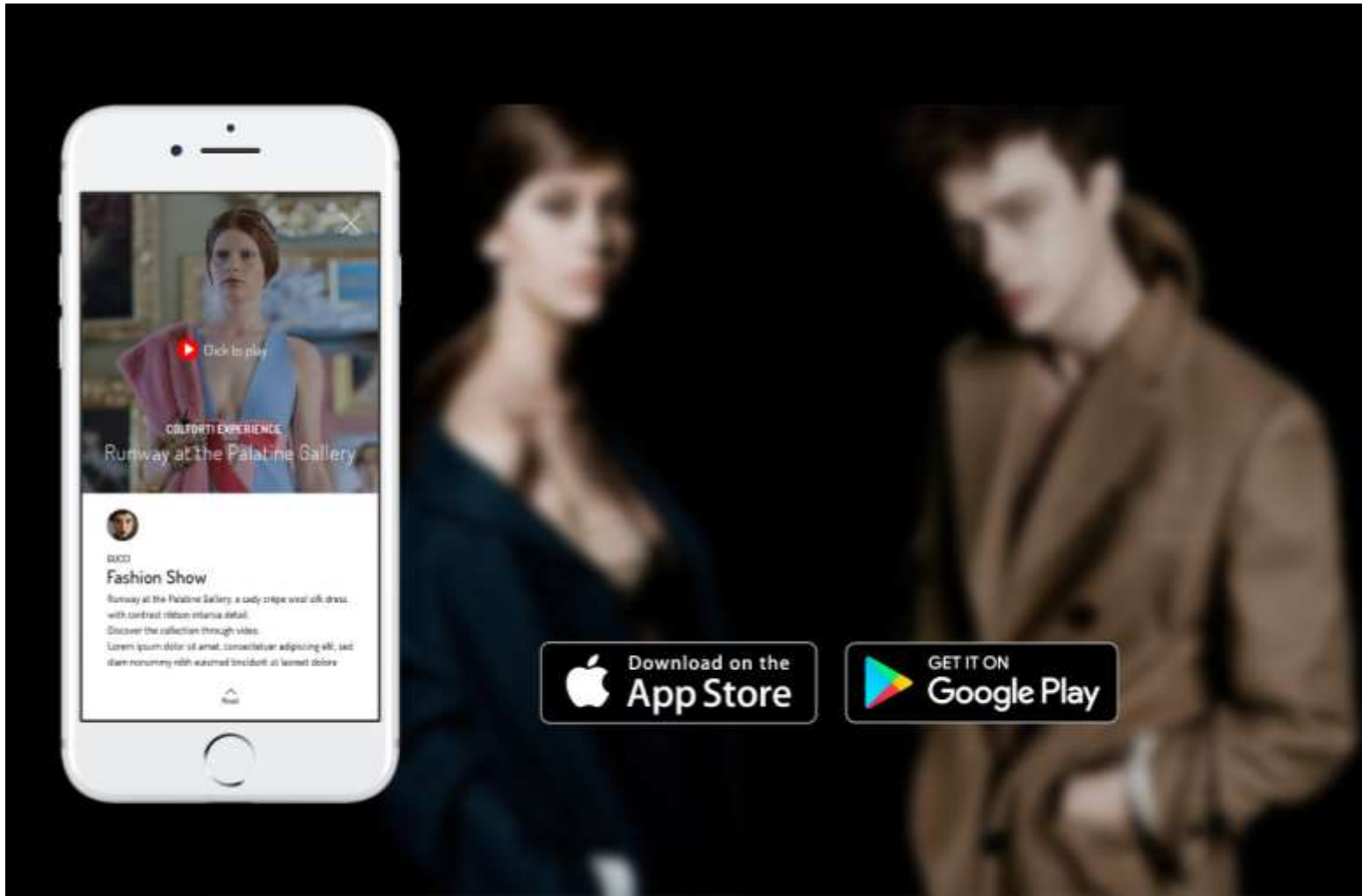
To build excitement around the new experience offered to customers, it is important to spark the curiosity of both Customers and Lab Guests.

PERSONAS

*Crew
Art Director
Lab Manager
Customer
Lab Guest*

STEP 00 - App promotion and download, first use, and invitation management

Use case 2 - Downloading the app



DESCRIPTION

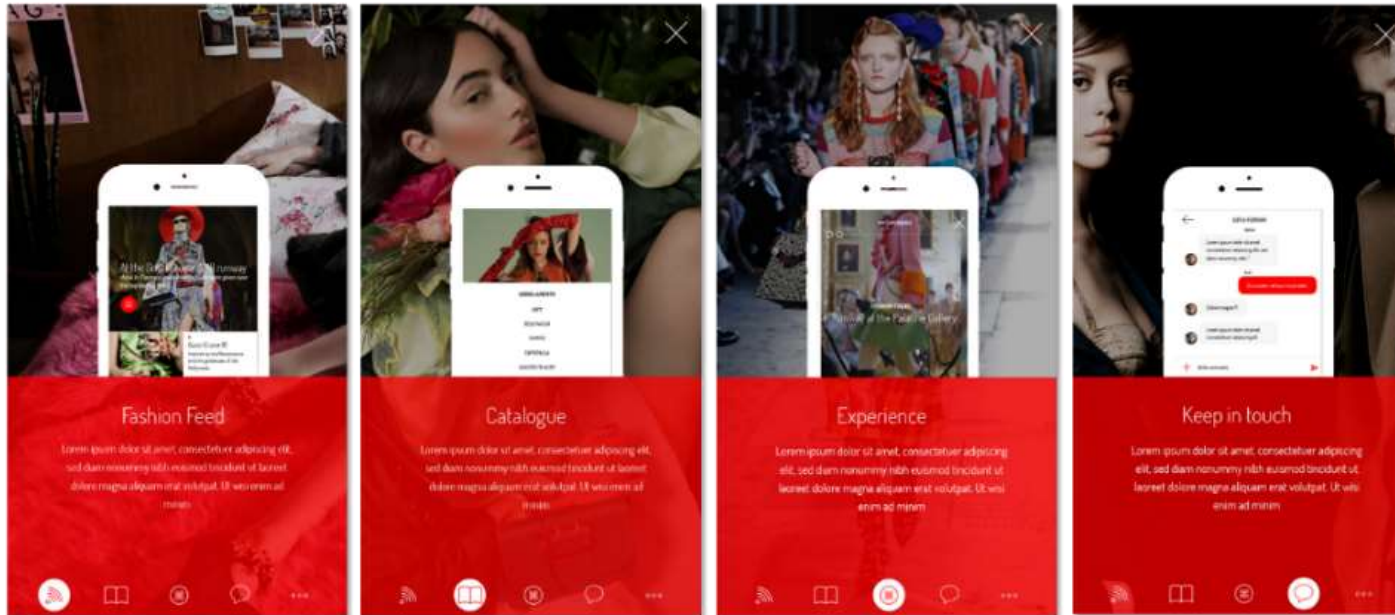
The Customer and Lab Guest experience begins by downloading the app free of charge from the marketplaces (App Store and Google Play).

PERSONAS

*Customer
Lab Guest*

STEP 00 - App promotion and download, first use, and invitation management

Use case 3 - First-use guide



DESCRIPTION

After downloading it, the user launches the app. On first launch, a walkthrough provides navigation guidance and highlights the system's main features through visual language and intuitive gestures.

PERSONAS

Customer
Lab Guest

STEP 00 - App promotion and download, first use, and invitation management

Use case 4 - Registration



DESCRIPTION

The user (Customer or Lab Guest) chooses to register an account in the app. For quick, straightforward registration, only the minimum details are required: email, first name, last name, gender (optional), password and password confirmation, and profile picture (optional). Registration is also available through social profiles (Facebook, Twitter, and Google).

PERSONAS

Customer
Lab Guest

STEP 00 - App promotion and download, first use, and invitation management

Use case 5 - Voluntary preference profiling

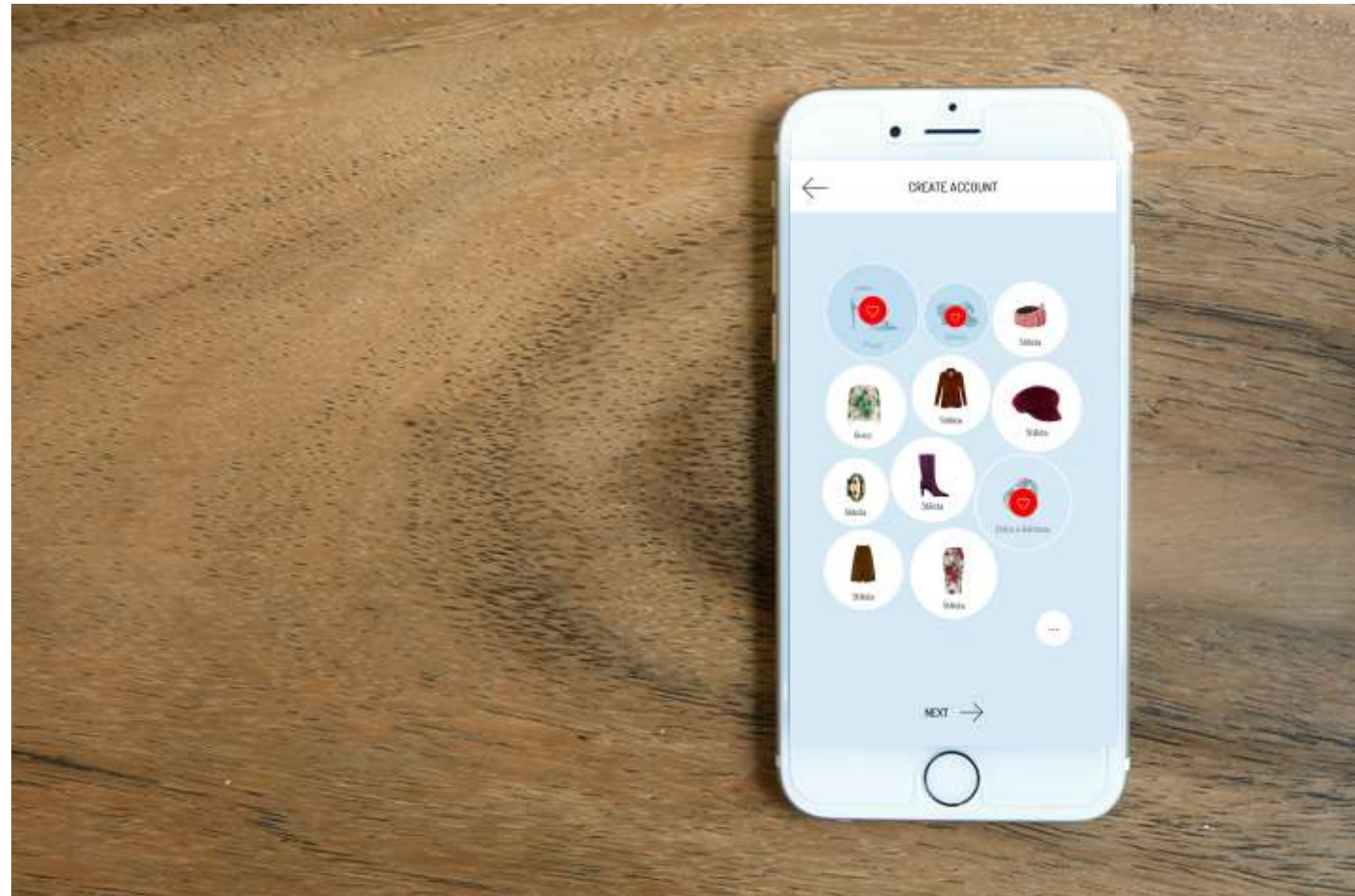
DESCRIPTION

At the end of registration, the user is invited to take part in voluntary preference profiling. The user actively completes tasks that help the system learn the customer's tastes.

For each item of content, three choices are offered: like, dislike, or skip. After this phase, the user can continue browsing the app, add personal and payment details, and, if desired, make initial purchases.

PERSONAS

*Crew
Art Director
Customer
Lab Guest*



STEP 00 - App promotion and download, first use, and invitation management

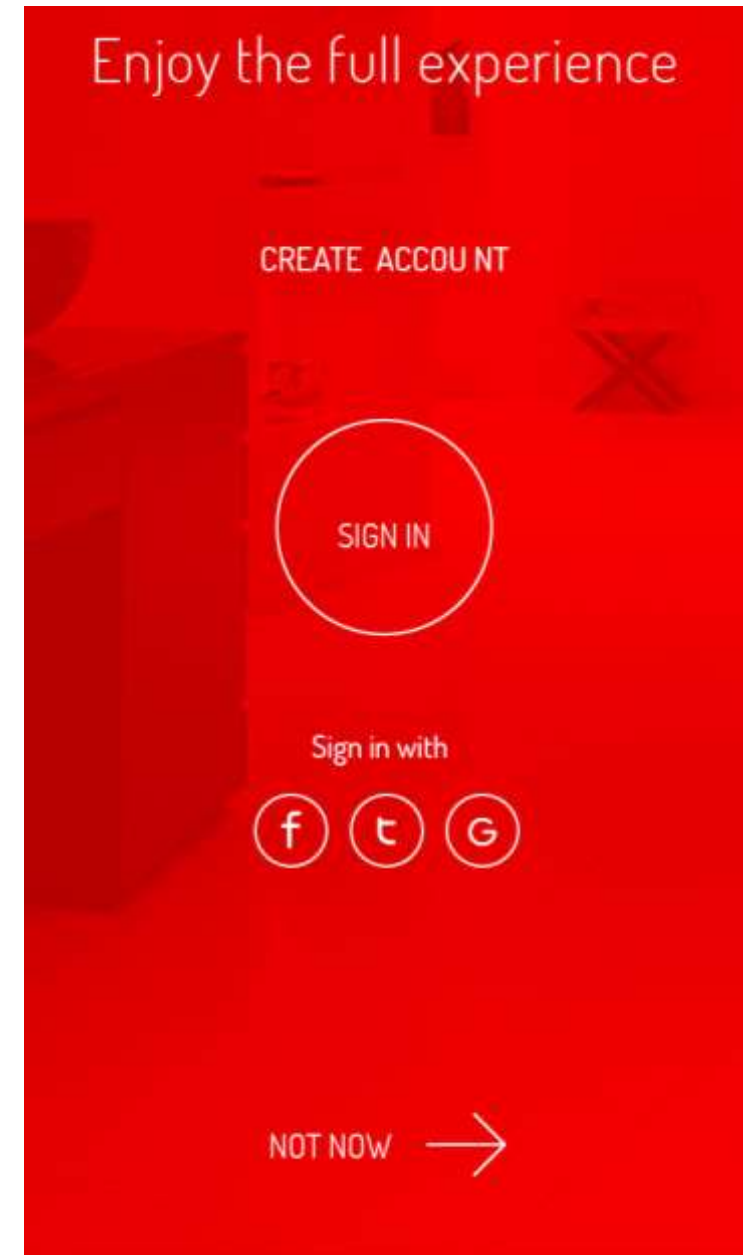
Use case 6 - Login

DESCRIPTION

Login uses the email address and password entered during registration. If the user registered through a social profile integration (Facebook, Twitter, or Google), they can authenticate directly through that account.

PERSONAS

*Customer
Lab Guest*



STEP 00 - App promotion and download, first use, and invitation management

Use case 7 - Sharing with Best Fashion Friends



DESCRIPTION

From the app, Customers and Lab Guests can invite friends to download it. Friends are invited by entering their email address and are automatically added to the user's BFF list if they complete registration with that address. Invited BFFs receive an email with app download information; if they are already registered, they can accept the friend request directly in the app.

PERSONAS

*Customer
Lab Guest
Best Fashion Friend(s)*

STEP 00 - App promotion and download, first use, and invitation management

Use case 8 - The invitation



DESCRIPTION

The Crew, Lab Manager, Promoter, and assigned Personal Stylist decide which Lab Guest to contact for the phygital experience. Once selected, they send the Lab Guest a printed invitation.

The printed invitation has no date; the Lab Guest and Personal Stylist agree on one by phone, based on Lab availability and the time required for setup and merchandise collection. The appointment can later be changed if it conflicts with the Lab Guest's commitments.

PERSONAS

*Crew
Lab Manager
Promoter
Personal Stylist
Lab Guest*

STEP 01 - Approach

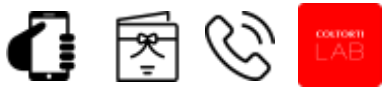
DESCRIPTION

This scenario describes how Customers and Lab Guests approach the Lab. Each type of user can interact discreetly with the Lab's interactive storefronts. Inside, the Personal Stylist sends follow-up communications to the invited Lab Guest who will soon arrive for the phygital experience.

PERSONAS

Art Director
Lab Manager
Personal Stylist
Customer
Lab Guest

ENVIRONMENT



DEVICES AND TECHNOLOGIES

Lab System
Smartphone app, tablet app, web portal
Beacon

STEP 01 - Approach

Use case 1 - The Customer approaches the Lab or one of the stores



DESCRIPTION

When a Customer approaches the Lab or one of the stores, the Lab System sends notifications to the user's app with selected content designed to build engagement with the brand world, its stores, and the Lab storefronts. A push notification explains that the storefronts can be interacted with: video walls display multimedia fashion content selected by the Art Director and Content Managers.

PERSONAS

*Art Director
Content Manager
Lab Manager
Customer
Lab Guest*

STEP 01 - Approach

Use case 2 - The Personal Stylist prepares the Lab for the Lab Guest's arrival



DESCRIPTION

To engage the Lab Guest with the Lab, the Personal Stylist can schedule automatic follow-up communications based on the guest's distance from the Lab. These appear as push notifications and messages in a dedicated chat. If the Lab Guest has installed the app and enabled location services, the Personal Stylist is notified when the invited guest is near the Lab.



PERSONAS

*Personal Stylist
Lab Guest*

STEP 01 - Approach

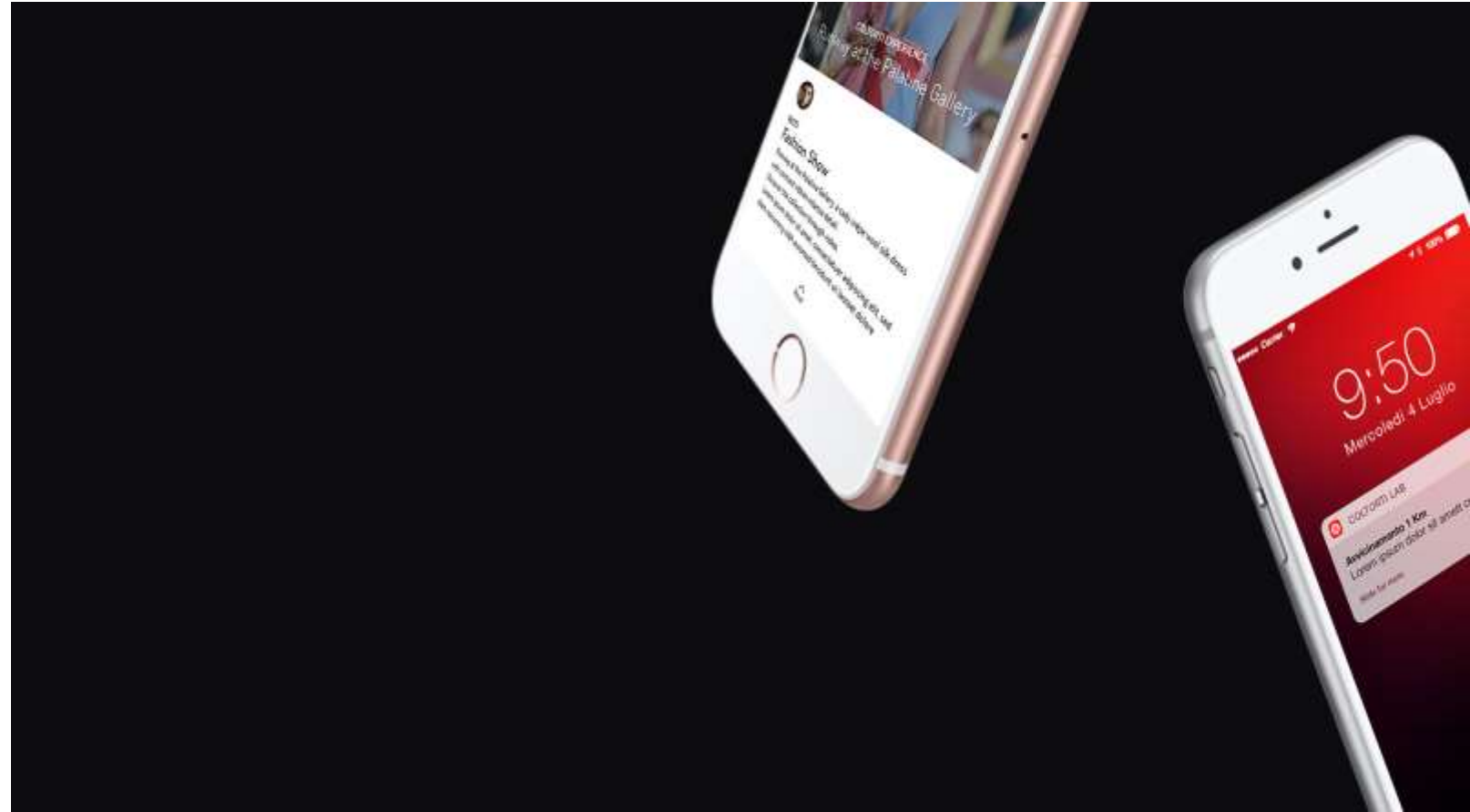
Use case 3 - The invited Lab Guest approaches the Lab

DESCRIPTION

After accepting the invitation and scheduling a date, the Lab Guest can view all appointment details in the app. On the appointment day, as the guest approaches the Lab, the system sends specific content (videos, fashion feed, and more) to the customer's app through push notifications. Content and message selection is automatic, but the Personal Stylist can override it manually to suit the guest's tastes.

PERSONAS

*Personal Stylist
Lab Guest*



STEP 02 - Welcome

DESCRIPTION

The Lab Guest enters the Lab. A welcome ritual follows, performed by the Personal Stylist for the occasion. The guest is made to feel comfortable and is introduced to the experience that will unfold through the next stages inside the Lab.

PERSONAS

*Lab Manager
Personal Stylist
Lab Guest*



Storyboarding Board





STEP 02 - Welcome

Use case 1 - The Personal Stylist welcomes the Lab Guest

DESCRIPTION

The Personal Stylist looks after the guest and any companions, welcoming them in the most appropriate way and introducing the fashion experience they are about to begin.

As soon as possible, the Personal Stylist checks the Lab Guest in on their device. The video wall switches to welcome mode and greets the customer with a dedicated screen. If the Lab Guest has already added Best Fashion Friends in the app, the Personal Stylist can send them push notifications inviting them to follow the experience live.

PERSONAS

Personal Stylist

Lab Guest

Best Fashion Friend(s)



STEP 02 - Welcome

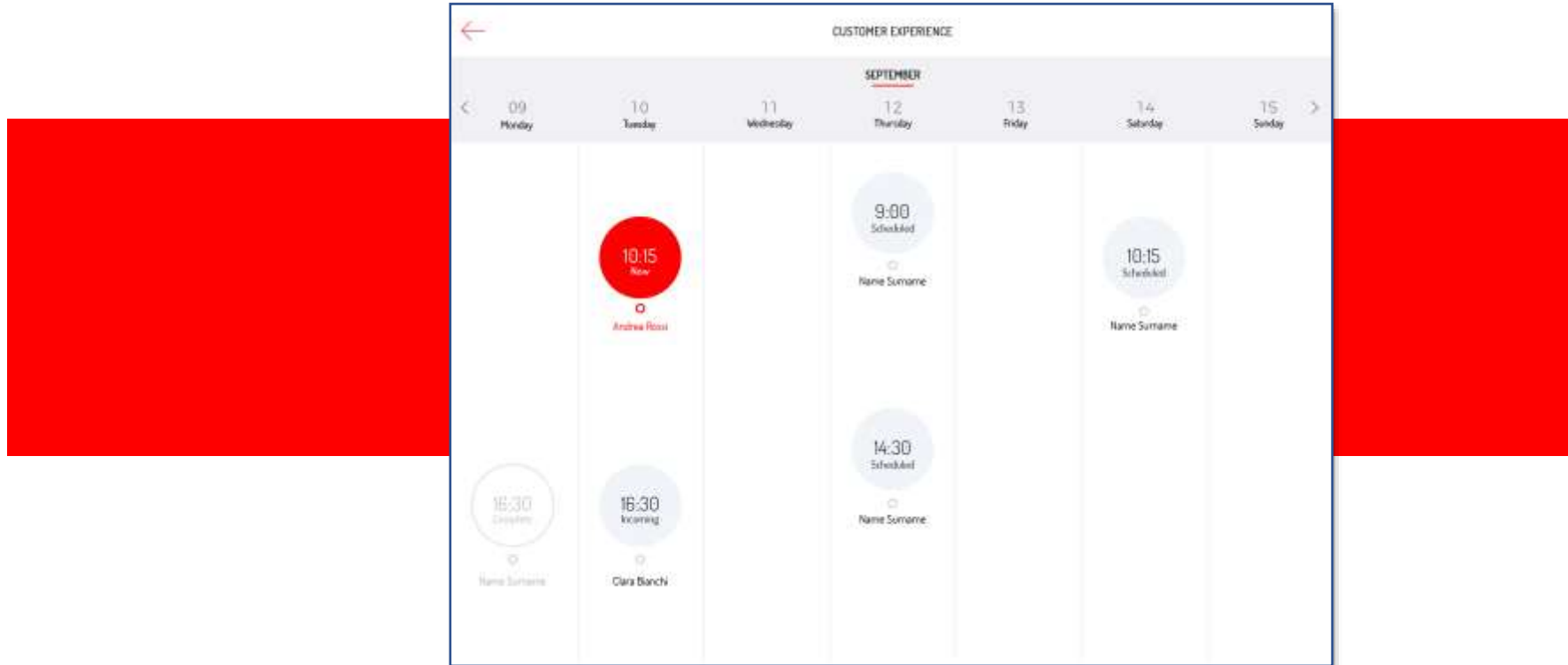
Use case 2 - The Lab Guest enters the Lab

DESCRIPTION

After entering, the Lab Guest relaxes and is welcomed by the Personal Stylist. Curious about the environment, the guest asks questions. The Personal Stylist establishes direct contact and begins involving the guest in the experience by explaining the stages they will go through together. The stylist also asks whether the guest would like to invite friends to follow the Dressing Experience remotely.

PERSONAS

*Personal Stylist
Lab Guest
Best Fashion Friend(s)*



STEP 02 - Welcome

Use case 3 - The Lab Manager and Lab Coach confirm the Guest's arrival at the Lab

DESCRIPTION

Once the Personal Stylist checks the Lab Guest in using a tablet, the Lab Manager and Lab Coach can view the check-in time in the web portal. The duration of each subsequent stage is tracked according to interactions in the Lab, allowing the Lab Manager to monitor the different moments of the experience. All materials prepared for the in-Lab customer journey stages are also visible to them in the web portal.

PERSONAS

*Lab Manager
Lab Coach
Personal Stylist*

STEP 03 - Trend Storytelling



DESCRIPTION

Trend Storytelling is the first core stage of the Lab experience. Here, the Lab Guest is shown editorial content prepared and carefully selected by the Personal Stylist with support from the system. The Personal Stylist can create new content specifically for the guest or use material already uploaded to the platform by the Art Director and Content Creator.

During the story, the Personal Stylist can independently control the content from a device, pausing videos, loading other material, and more.

PERSONAS

Art Director
Content Creator
Lab Manager
Personal Stylist
Lab Guest

ENVIRONMENT



DEVICES AND TECHNOLOGIES

Lab System
Tablet app
Video wall

STEP 03 - Trend Storytelling

Use case 1 - Logistics for preparing the in-Lab experience



DESCRIPTION

In the days before the appointment, the Lab Manager and Personal Stylist work together to select and obtain the physical items to show the Lab Guest, reserving the merchandise. Based on the guest's profile, the system helps the Personal Stylist select garments and digital content for the Lab. From both the web portal and tablet app, the Personal Stylist can view the individual Lab Guest profile, including tastes and purchasing habits.

PERSONAS

*Lab Manager
Personal Stylist
Art Director
Content Creator*



STEP 03 - Trend Storytelling

Use case 2 - Preparing the trend presentation

DESCRIPTION

In the days before the appointment, the Personal Stylist selects the content to be shown during this Lab stage. The presentation can be prepared in the web portal, where new custom content can also be created, or on the tablet, which allows selection from content already available in the Lab System.

During the presentation, the material can still be changed in real time according to the Lab Guest's interest in what is being shown.

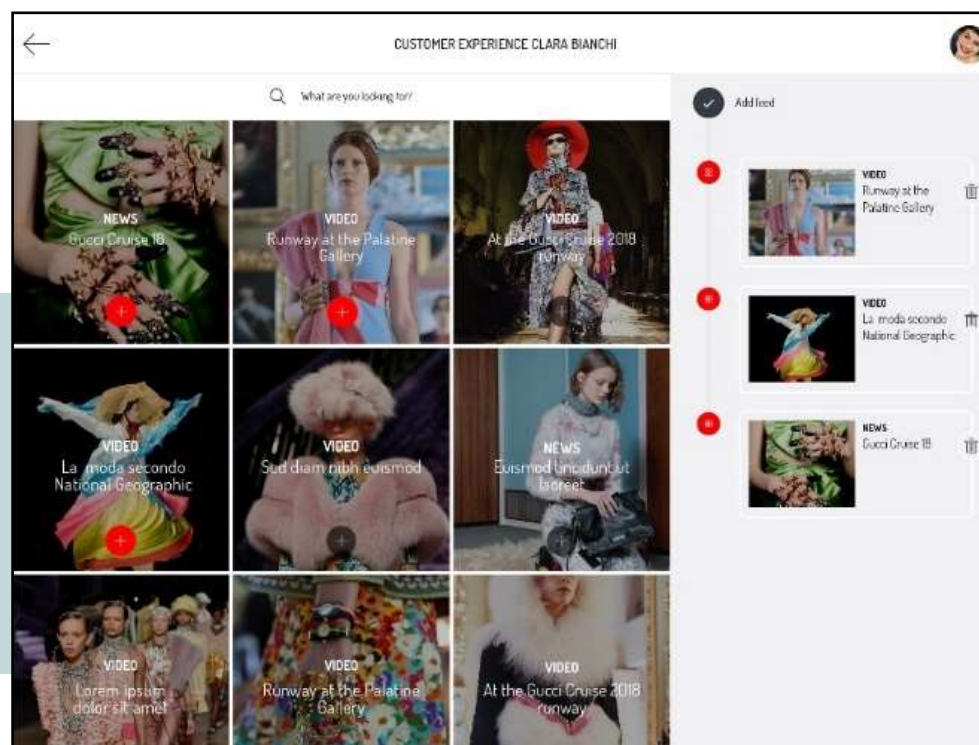
PERSONAS

*Lab Manager
Personal Stylist*



STEP 03 - Trend Storytelling

Use case 3 - The Personal Stylist presents content to the Lab Guest



DESCRIPTION

The Personal Stylist shows the Lab Guest digital content created specifically for them on the Lab's video wall. This hypermedia material includes photos, videos, and outfit proposals created by a dedicated editorial team or sourced through official fashion-house and fashion-blogger channels. Storytelling about the brands and styles selected for the Lab Guest then begins.

PERSONAS

*Personal Stylist
Lab Guest*

STEP 03 - Trend Storytelling

Use case 4 - The Lab Guest listens to digital storytelling



DESCRIPTION

Curious, the Lab Guest listens to the Personal Stylist and follows the story about current trends with interest. The guest asks questions, shares information, and shows enthusiasm. If accompanied, the guest can interact with nearby friends. If interest fades, the Personal Stylist can change the displayed content in real time and adapt the presentation by selecting new material directly from the tablet.

PERSONAS

Personal Stylist

Lab Guest

Best Fashion Friend(s)

STEP 04 - Product Gallery



Storyboarding Board

DESCRIPTION

After Trend Storytelling, the Personal Stylist presents the outfits selected for the guest. They may be physical or digital, encouraging the Lab Guest to interact with the different elements in the Lab. Based on the guest's response to the proposals, the Personal Stylist chooses the garments that will feature in the next stage, the Dressing Experience.

PERSONAS

Lab Manager
Personal Stylist
Lab Guest

ENVIRONMENT



DEVICES AND TECHNOLOGIES

Lab System
Smartphone app, tablet app
NFC, digital corner

STEP 04 - Product Gallery

Use case 1 - The Personal Stylist sets up the phygital experience

PERSONAS
Personal Stylist

DESCRIPTION

In the days before the appointment, the Personal Stylist prepares the upcoming phygital interactions in the Lab. From a tablet or the web portal, the stylist configures digital cards linked to the physical outfits selected for the Lab Guest. Each outfit card contains a contextual photograph and a list of the products in the composition. For each outfit, the intended settings and descriptive hashtags are specified, allowing the Lab System to connect it with additional content and products.

Storyboarding Board



STEP 04 - Product Gallery

Use case 2 - The Personal Stylist guides the Lab Guest through the phygital experience

DESCRIPTION

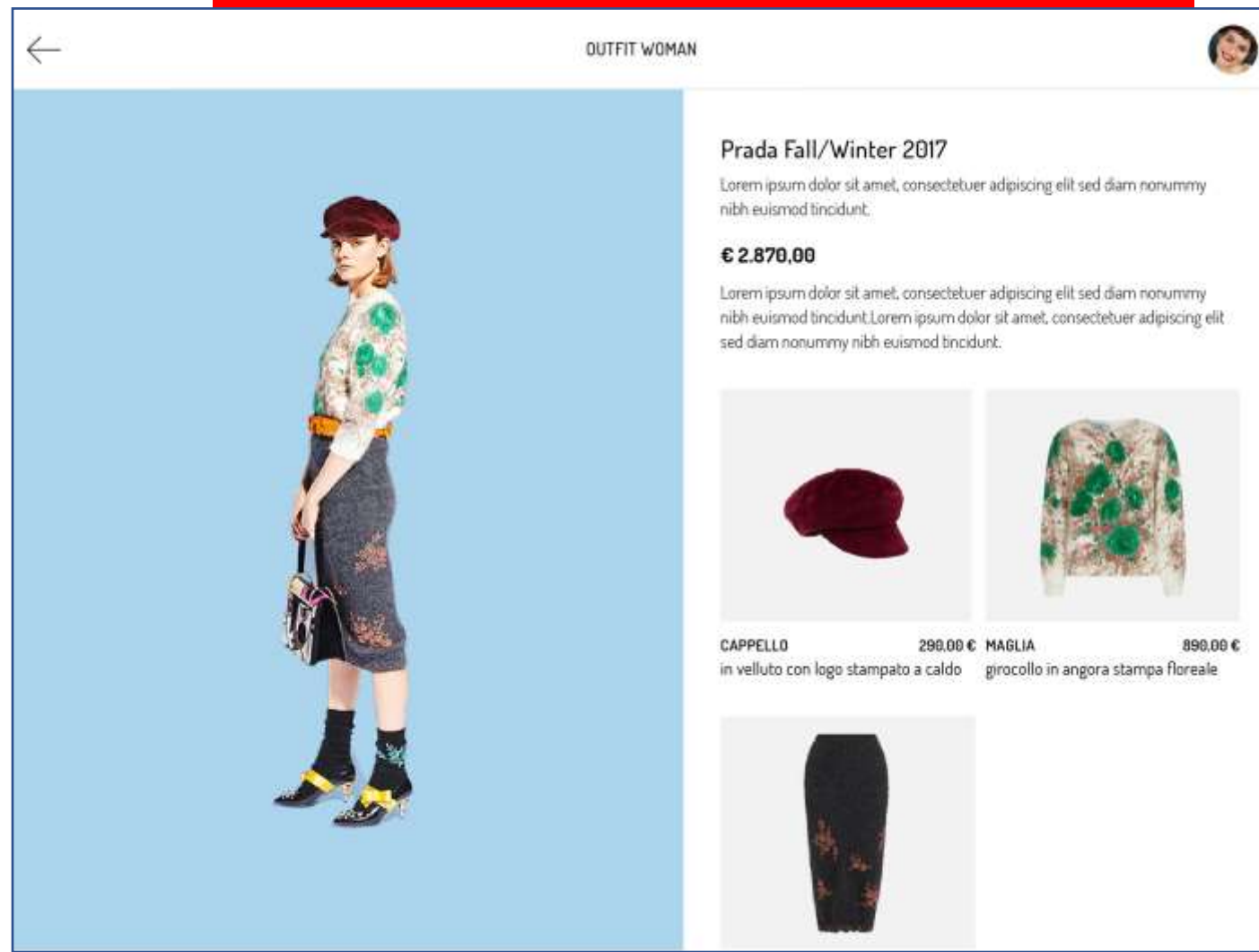
The Personal Stylist shows the guest the outfits and invites them to view and touch the physical garments, as well as browse additional items on the Digital Corners that are not currently in the Lab. Multimedia content helps the stylist show available colors, cuts, and complementary garments or accessories not present in the store.

The Personal Stylist can also invite the Lab Guest to open product or outfit cards linked to NFC-tagged labels directly on the smartphone.

PERSONAS

Lab Manager

Personal Stylist



STEP 04 - Product Gallery

Use case 3 - The Lab Guest's phygital experience



DESCRIPTION

After the storytelling, the Lab Guest expects to see favorite brands arranged in combinations reflecting the sizes and colors they wear, together with the latest accessories. The guest then expects to handle real garments to assess their quality and appearance.

PERSONAS

*Lab Guest
Personal Stylist*

STEP 05 - Dressing Experience



DESCRIPTION

It is time for the Lab Guest to try on the outfits in the fitting room. Once dressed, the guest can call Best Fashion Friends to comment together and talk about the Lab. The guest can contact them through the dedicated function in the downloaded app; alternatively, the Personal Stylist can start the call from a Lab account on the stylist's device.



Storyboarding Board

PERSONAS

*Personal Stylist
Lab Guest
Best Fashion Friend(s)*

ENVIRONMENT

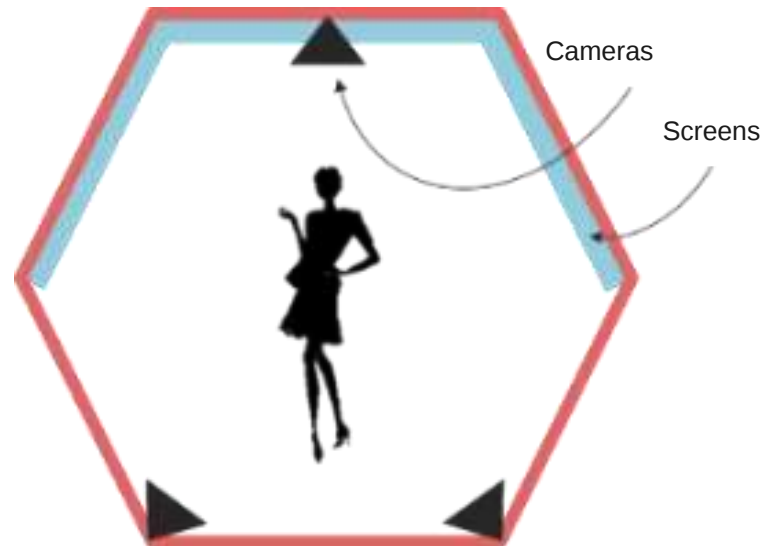


DEVICES AND TECHNOLOGIES

*Lab System
Tablet app, smartphone app
Digital Mirror display*

STEP 05 - Dressing Experience

Use case 1 - The digital fitting room



DESCRIPTION

While clothes are being tried on, Digital Mirror Displays immerse the user in the atmosphere designed for the outfit by projecting digital content onto the mirror. In addition to emotional content, product information is provided for the outfit being worn, including technical details and related material. The customer does not interact with the screens; instead, the Personal Stylist selects each item provided for the fitting on the tablet so the Mirror Displays can update the context. After changing, the Lab Guest moves to the Smart Fitting Room, where the Personal Stylist is waiting.

PERSONAS

*Personal Stylist
Lab Guest*

STEP 05 - Dressing Experience

Use case 2 - Live session in the Smart Fitting Room

DESCRIPTION

The Lab Guest is wearing an outfit and approaches the live-session station. The Personal Stylist directs the scene, starting all devices linked to the station from the tablet.

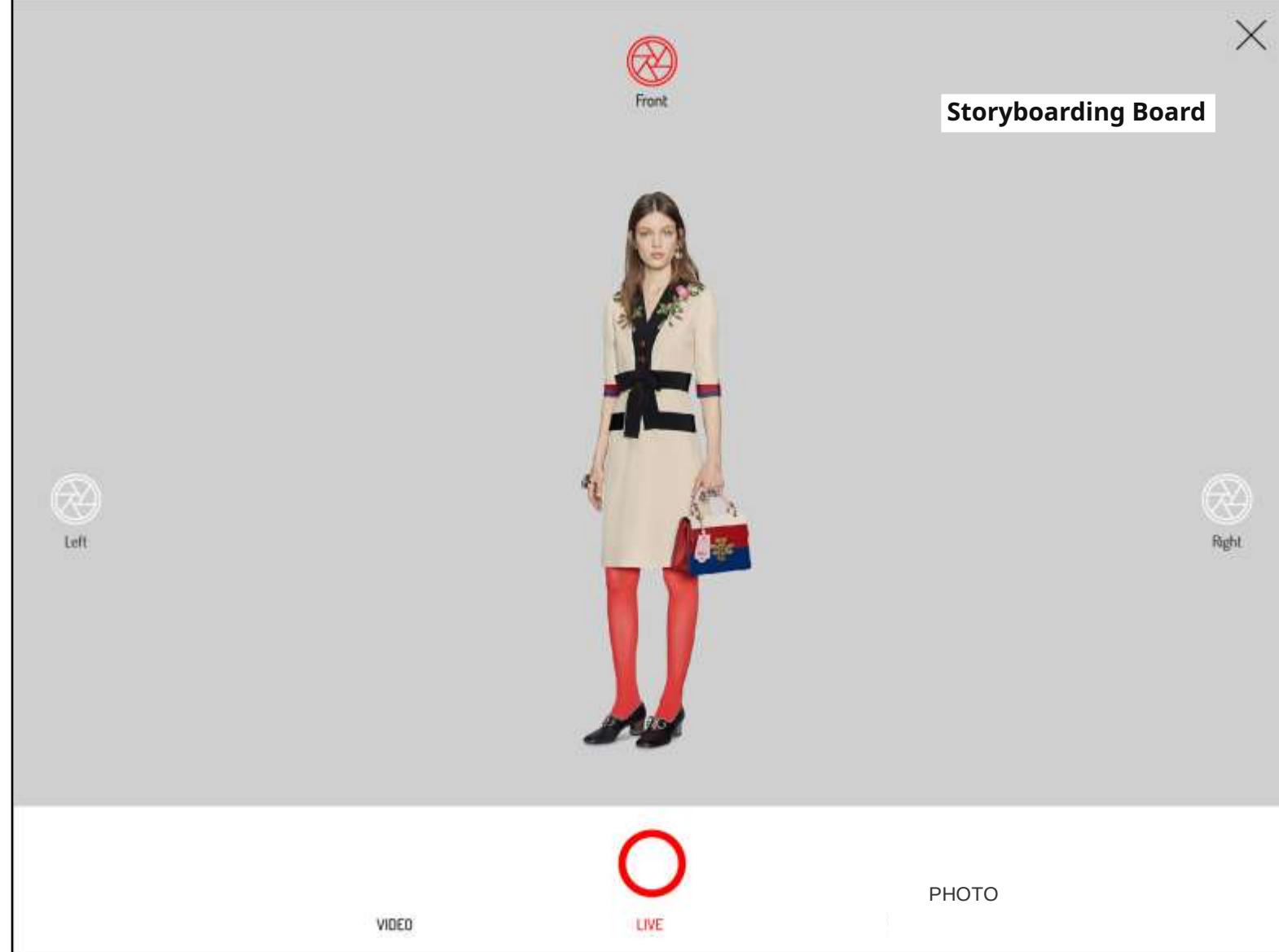
If desired, the Lab Guest can ask the Personal Stylist to share the experience live with Best Fashion Friends. The Personal Stylist manages the call from the tablet and invites the new virtual guests.

PERSONAS

Personal Stylist

Lab Guest

Best Fashion Friend(s)



STEP 05 - Dressing Experience

Use case 3 - The Lab Guest is not comfortable with the live session



DESCRIPTION

If the Lab Guest is uncomfortable with a live session, or has no Best Fashion Friends with whom to share the outfit fitting, the guest can ask the Personal Stylist to record the experience or take photographs. The material is sent to the Lab Guest as a keepsake and can be downloaded from the smartphone app or sent to the registered email address for download through a web browser.

PERSONAS

*Personal Stylist
Lab Guest*

STEP 05 - Dressing Experience

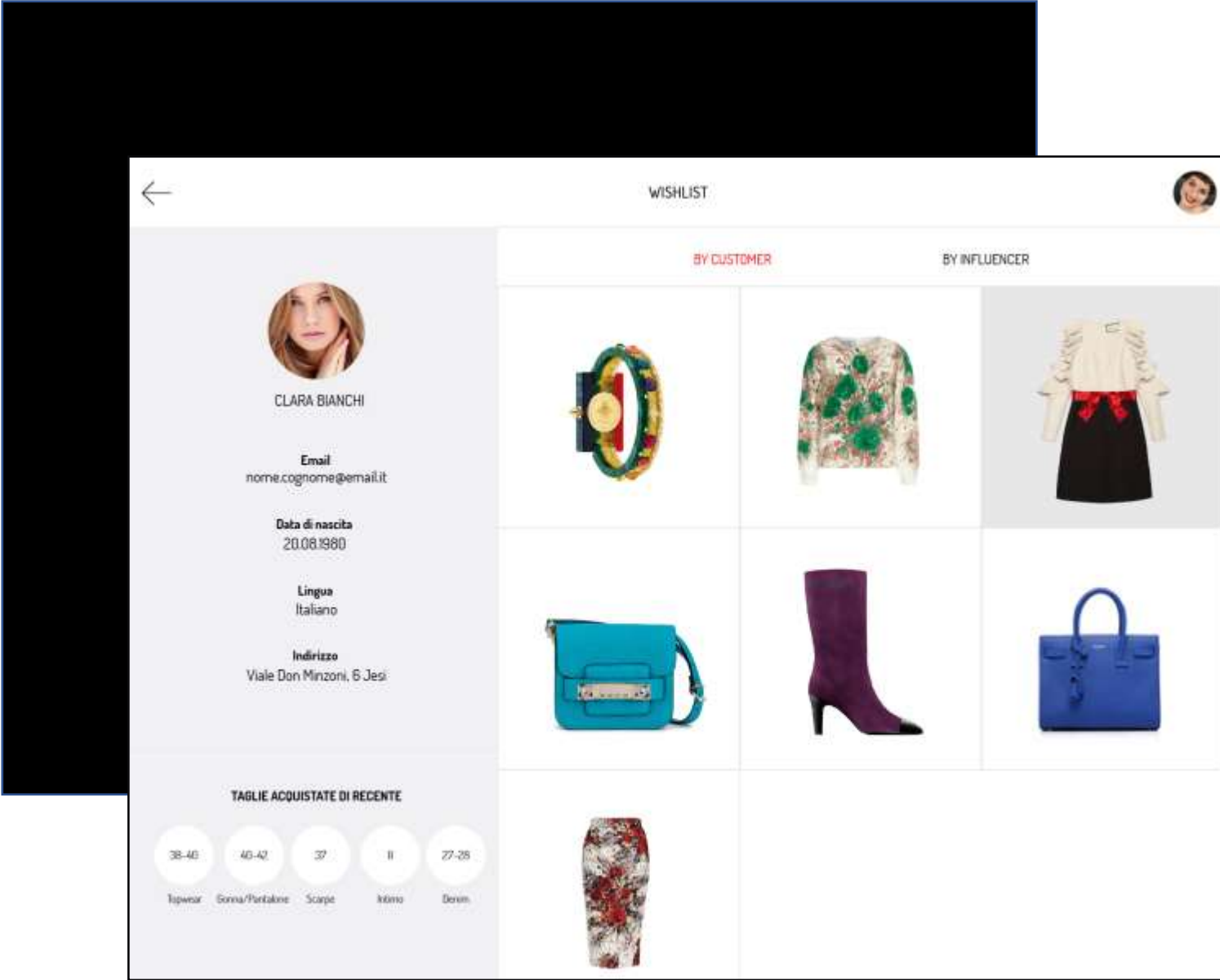
Use case 4 - After the outfit fitting and any live session

DESCRIPTION

The Lab Guest has finished trying on the outfits and selected some for purchase. If undecided about other products, the guest can ask the Personal Stylist to add the tried-on garments and accessories to a personal wishlist for later purchase in the app. The Personal Stylist can request that the merchandise be reserved for a limited period to meet the guest's needs.

PERSONAS

Personal Stylist
Lab Guest



STEP 06 - Immediate Purchase

DESCRIPTION

If satisfied, the Lab Guest purchases some of the products tried on. The Personal Stylist registers the garments and places them in dedicated packaging. Since there are no physical checkouts, payment is made from the Lab Guest's smartphone or the Personal Stylist's tablet.

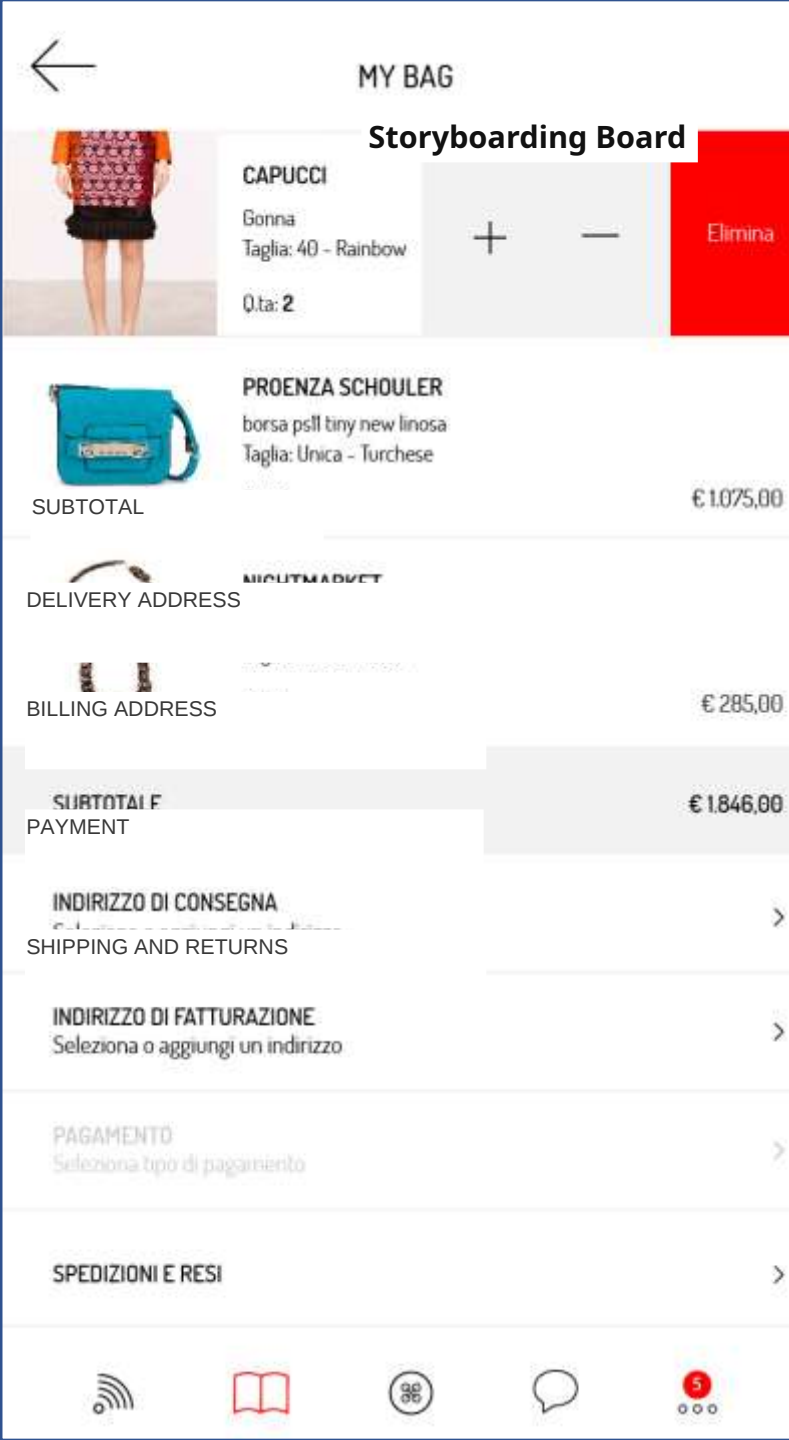
PERSONAS
Lab Manager
Personal Stylist
Lab Guest

ENVIRONMENT



DEVICES AND TECHNOLOGIES

Lab System
Tablet app



STEP 06 - Immediate Purchase

Use case 1 - The Lab Guest pays through the app using their account

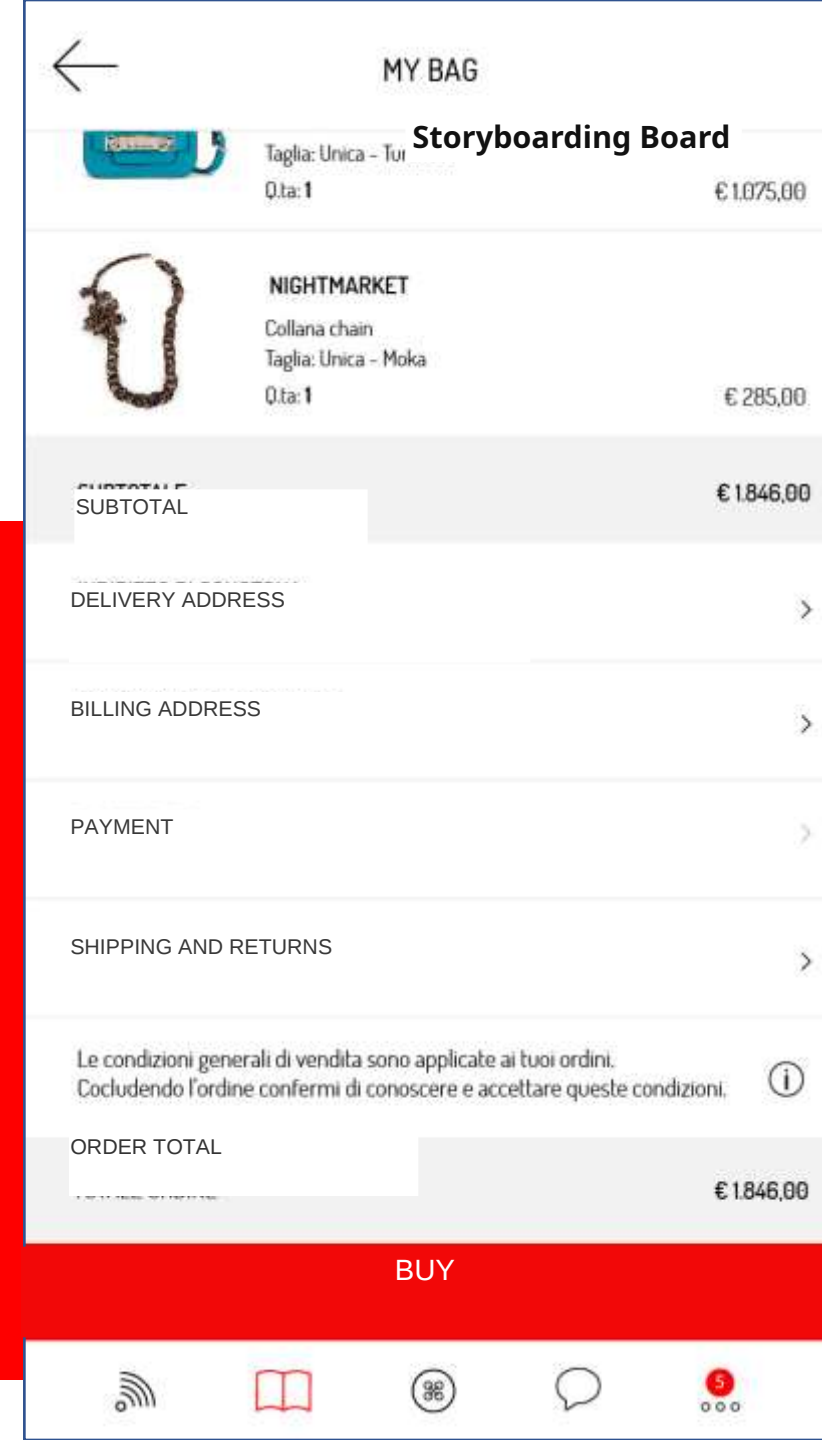
DESCRIPTION

Using the tablet, the Personal Stylist adds the garments the Lab Guest wishes to buy to the guest's app cart. The Lab Guest completes the purchase by tapping the Buy button on the smartphone. Payment is processed through an external gateway by card or PayPal.

If no payment method has been registered, the Personal Stylist politely helps the Lab Guest complete the required profile information.

PERSONAS

*Personal Stylist
Lab Guest*



STEP 06 - Immediate Purchase

Use case 2 - The Lab Guest has not downloaded the app and does not intend to



DESCRIPTION

If the Lab Guest has not downloaded the app and does not wish to do so, the Personal Stylist completes the purchase on the stylist's device and asks the guest to enter the payment details. After payment, the information entered for the purchase is not stored on the Personal Stylist's tablet.

PERSONAS

*Personal Stylist
Lab Guest*

STEP 06 - Immediate Purchase

Use case 3 - The purchase is not completed immediately



DESCRIPTION

The Lab Guest, or the Personal Stylist on the guest's behalf, has added garments to the wishlist but has not yet decided whether to buy them all. After a few days, the system sends push notifications reminding the guest about the items being considered. If the purchase is not completed within a defined period, the guest loses priority and the items become available again in the store or online.

PERSONAS

*Personal Stylist
Lab Guest*

Storyboarding Board



STEP 06 - Immediate Purchase

Use case 4 - Packaging

DESCRIPTION

After the purchase, the Personal Stylist places the products in special packaging with a complimentary gift (to be defined). Videos and photographs from the Lab Guest's experience are sent to the app and remain available for a limited time. The guest can download the material if desired.

PERSONAS

*Personal Stylist
Lab Guest*



Storyboarding Board

STEP 07 - Deferred Purchase



DESCRIPTION

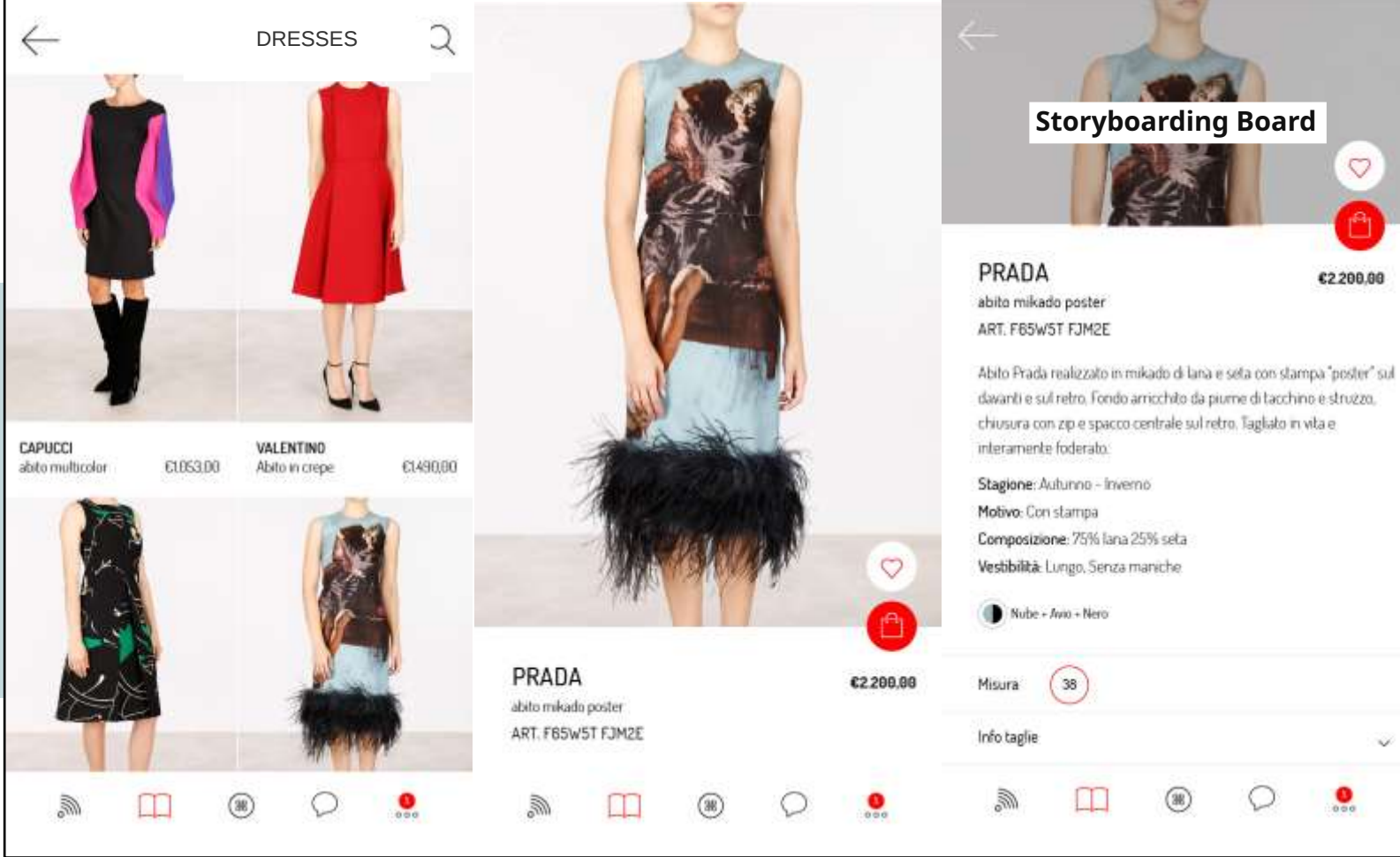
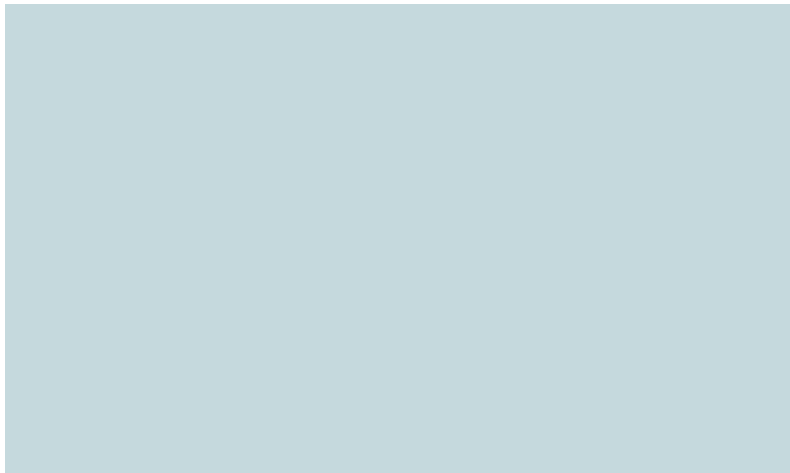
A deferred purchase is made online by a Customer or Lab Guest through the dedicated app. It does not require physical presence in a store or in the Lab. It may be encouraged by chat advice, specific push notifications, spontaneous catalog browsing, or featured app sections such as holiday shopping, sale items, promotions, and new collections.

PERSONAS

*Personal Stylist
Customer Service
Lab Guest
Best Fashion Friend(s)*

ENVIRONMENT /

DEVICES AND TECHNOLOGIES
Smartphone app



STEP 07 - Deferred Purchase

Use case 1 - Browsing the catalog and selecting products for purchase

DESCRIPTION

The user (Customer or Lab Guest) can browse the catalog in the app by product type (gender, category, and subcategory), special collections (promotions, different styles, new arrivals, and more), outfits (combinations created by IC with a contextual photo and associated product list), sizes, available colors, and other criteria.

PERSONAS

Personal Stylist
Lab Guest

STEP 07 - Deferred Purchase

Use case 2 - Adding to cart and completing the purchase

DESCRIPTION

When adding an item to the cart, the Customer or Lab Guest selects the product size and color from those available. From the cart, the user completes the purchase by entering shipping and billing addresses, accepting the terms of service, and providing payment information. After payment, the customer receives a confirmation email with proof of purchase and can view completed orders directly in the app.

PERSONAS

*Personal Stylist
Lab Guest*



STEP 07 - Deferred Purchase

Use case 3 - Packaging and after-sales

DESCRIPTION

After purchase, the e-commerce logistics team delivers the merchandise. Customers and Lab Guests can check the order status through a tracking number and request additional information from e-commerce Customer Service. If a return is needed, the customer can contact Customer Service in chat and receive guidance through the return procedure.



PERSONAS

Personal Stylist

Lab Guest

Customer Service and E-commerce Logistics

STEP 08 - Customer Care



Storyboarding Board

DESCRIPTION

Customer care improves service for Customers and Lab Guests, keeps interest in the brand alive, and encourages online and in-store purchases and Lab visits. This customer-journey stage centers on the messaging tools available to Personal Stylists and the tools used to distribute fashion content and promote products through push notifications and app browsing. Maintaining the relationship between customers and the brand world creates a bond that sustains and repeats the customer journey.

PERSONAS

*Art Director
Content Creator
Lab Coach
Personal Stylist
Customer Service
Customer
Lab Guest*

ENVIRONMENT /

DEVICES AND TECHNOLOGIES
*Smartphone app
Tablet app*

STEP 08 - Customer Care

Use case 1 - Lab customer care

DESCRIPTION

After the Lab visit, the system can ask the Lab Guest for optional feedback on the phygital experience through a push notification or an in-app call to action. Based on the feedback, the Lab Coach and Personal Stylist can improve future customer experiences in the Lab.



PERSONAS

*Personal Stylist
Lab Coach
Lab Guest*

STEP 08 - Customer Care

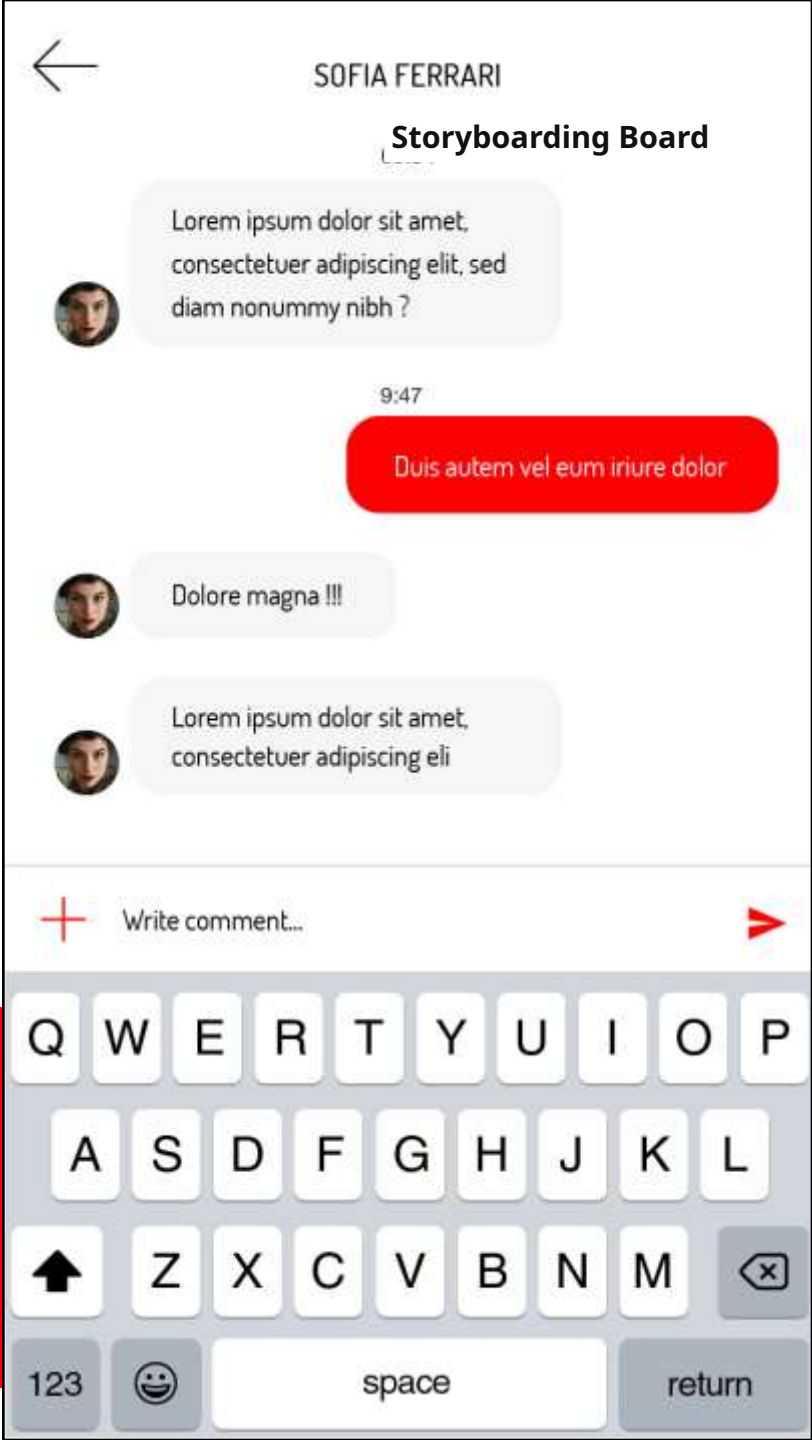
Use case 2 - Chat for Customers and Lab Guests

DESCRIPTION

The Lab Guest can contact the Personal Stylist who assisted them in the Lab for additional advice tailored to their tastes. The stylist may also receive questions about order status or other logistics. Conversely, the Personal Stylist can send private messages to Lab Guests to maintain the relationship, recommend new content, or announce new products available for purchase. Customers do not have direct chat access to Personal Stylists. They can send messages only to e-commerce Customer Service, avoiding excessive traffic in the Personal Stylists' chats.

PERSONAS

- Personal Stylist
- Lab Guest
- Customer Service and E-commerce Logistics



STEP 08 - Customer Care

Use case 3 - Ongoing engagement through content

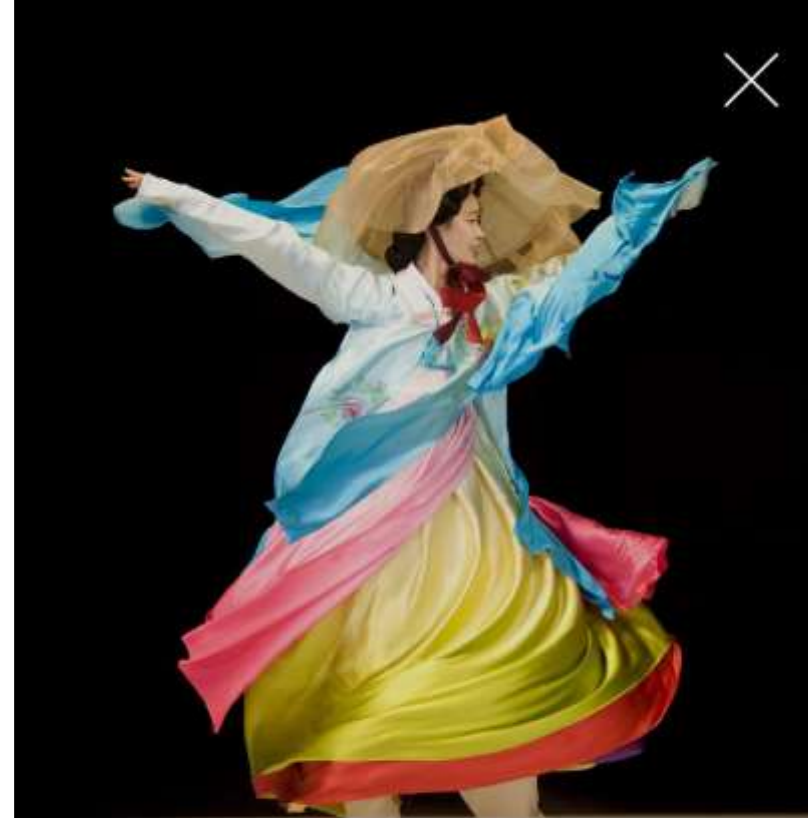
DESCRIPTION

At regular intervals, the system prepares content for each Customer or Lab Guest and recommends it in the app's fashion feed through push notifications. Fashion recommendations and general content such as events, news, galleries, and new collections are selected automatically according to the tastes entered during profiling.

Through the CMS in their dedicated web portal, the Art Director and Content Creator regularly add and catalogue fashion and trend content, enabling the Lab System to select it automatically and make it visible to customers in the app.

PERSONAS

*Art Director
Content
Creator
Lab Guest
Customer*



Storyboarding Board



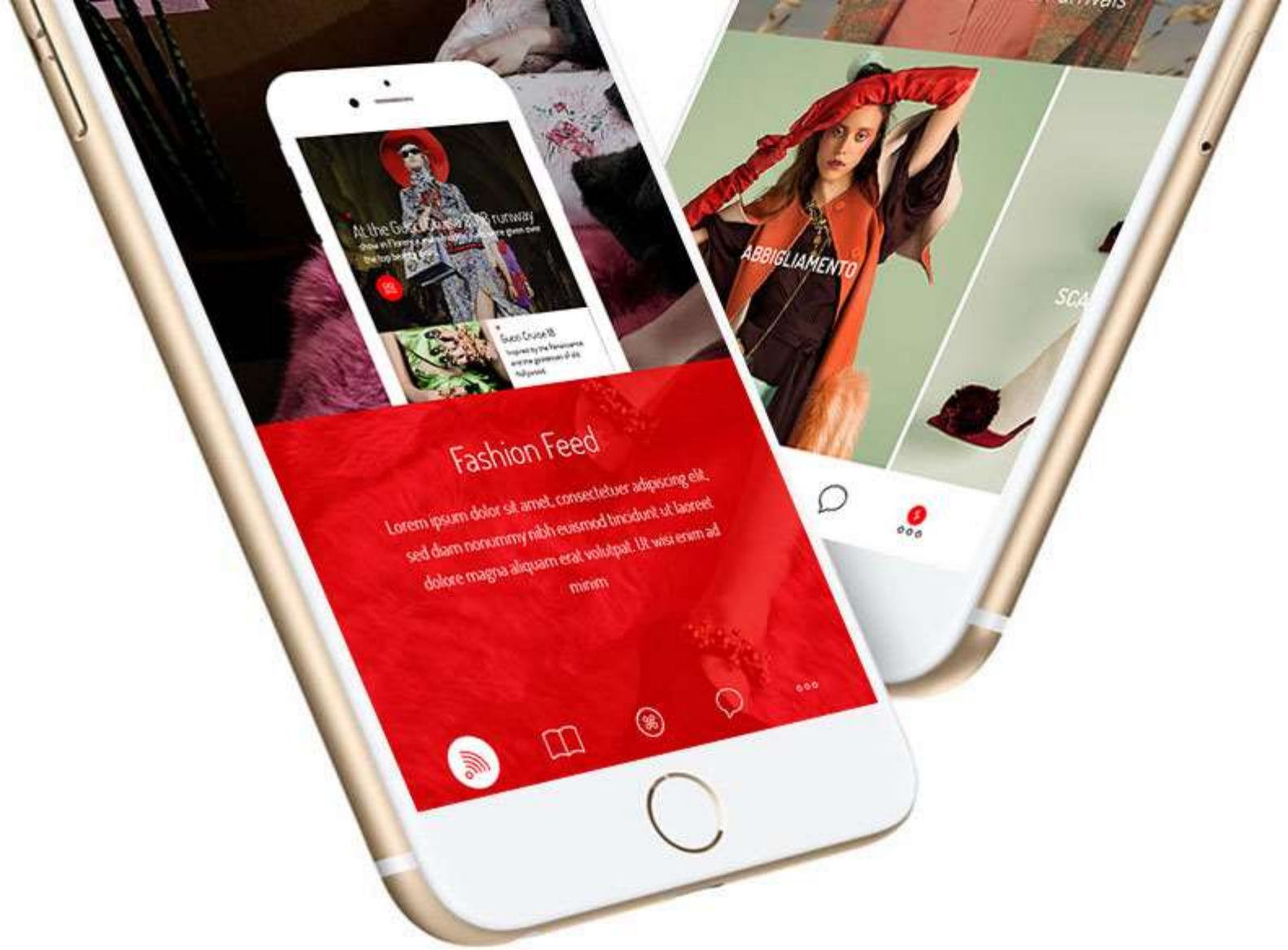
EVENT

La moda secondo National Geographic

10 Ago 2017 ore 09:30 – 12 Ago 2017 ore 18:30

Palazzo Madama - Corte Medievale, piazza Castello, Torino

Read



end