

Modernizing British Traditional Made-to-Order Service: UX Design Process

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The scope of applying the concept of user experience (UX) has been expanding in recent years. Fujitsu Design Ltd. takes various approaches to UX design. One of them is the perspective of ensuring a special purchase experience for customers by providing multiple prototyping opportunities as they determine the details of end products with a retailer. This paper describes our efforts to develop a complete UX design for GLOBE-TROTTER ASIA PACIFIC LTD., a custom-made luggage and goods company. This service is called "MY ONLY TROTTER," and it aims to make traditional bespoke purchasing a special experience in itself by integrating projection mapping, 3D computer graphics (3D-CG), and other ICT features into ordering processes.

1. Introduction

The term "user experience (UX)" originally referred to the experience generated by operating a user interface (UI) on a screen or using a service solution. More recently, however, UX has come to refer to a variety of experiences. At Fujitsu Design Ltd., we have given thought to how a special product-ordering experience should be part of a co-creative process with our customers and have put into practice an approach to UX design that features multiple cycles of prototyping.

The GLOBE-TROTTER ASIA PACIFIC LTD. company (hereafter, GT-APL) introduced in this paper sells luggage and other luxury products of the 120-year-old British brand GLOBE-TROTTER in Japan. In March 2016, GT-APL opened its first flagship store in Japan in Tokyu Plaza Ginza. With the opening of this store, GT-APL expressed a desire to change its traditional made-to-order (bespoke) service to a modern ordering experience, and they called on Fujitsu Design for support.¹⁾

In this paper, we describe the complete UX and UI design for the ordering application in "MY ONLY TROTTER," an experience-based bespoke service developed for GT-APL.

2. Overview of MY ONLY TROTTER

MY ONLY TROTTER is a service that enables GLOBE-TROTTER luggage to be custom-made from base components through the use of digital technology.

Throughout GLOBE-TROTTER's 120-year history in Britain, its traditional process of making products to order called "bespoke" proceeds through conversations between the customer and a sales assistant. With this in mind, MY ONLY TROTTER was tentatively called "digital bespoke" at development time.

As the name implies, digital bespoke aims to supplement conversations between the customer and sales assistant with 3D computer graphics (3D-CG) and, more importantly, to provide the customer with a completely new purchasing experience through the use of ICT. The three main features of digital bespoke are summarized below.

- 1) Enable the customer and sales assistant to share and comprehend an image of the finished product in a more intuitive and accurate manner
 - 2) Automatically create order specifications that can accurately convey order details to the factory
 - 3) Provide a space in which the customer can imagine how it would be to travel with the target luggage to facilitate the creation of specifications
- To achieve these features, we introduced the following ICT and made plans for service rollout.
- 3D-CG that can render texture like a real object
 - Real-time rendering for observing and checking the product from any viewpoint

- Use of a device configuration consisting of separate devices for the customer and sales assistant with a continuous link between those devices via cloud connectivity
- Technology for automatically generating a specifications sheet on the basis of CG and a list of components
- Space design and presentation using projection mapping to give the customer a feeling of travel using the target luggage.

3. Total UX design process

The MY ONLY TROTTER service is a result of the production process shown in **Figure 1**. The following

introduces the total UX design process overseen by Fujitsu Design.

3.1 Determination of requirements

On being briefed by GT-APL on the image and appeal of the flagship store to be opened, services to be provided, etc., we noted the following requirements:

- A session providing the traditional British bespoke service with its 120-year history typically lasts about 90 to 120 minutes. Customer satisfaction should be enhanced by transforming that time into an unforgettable purchasing experience befitting a luxury brand.

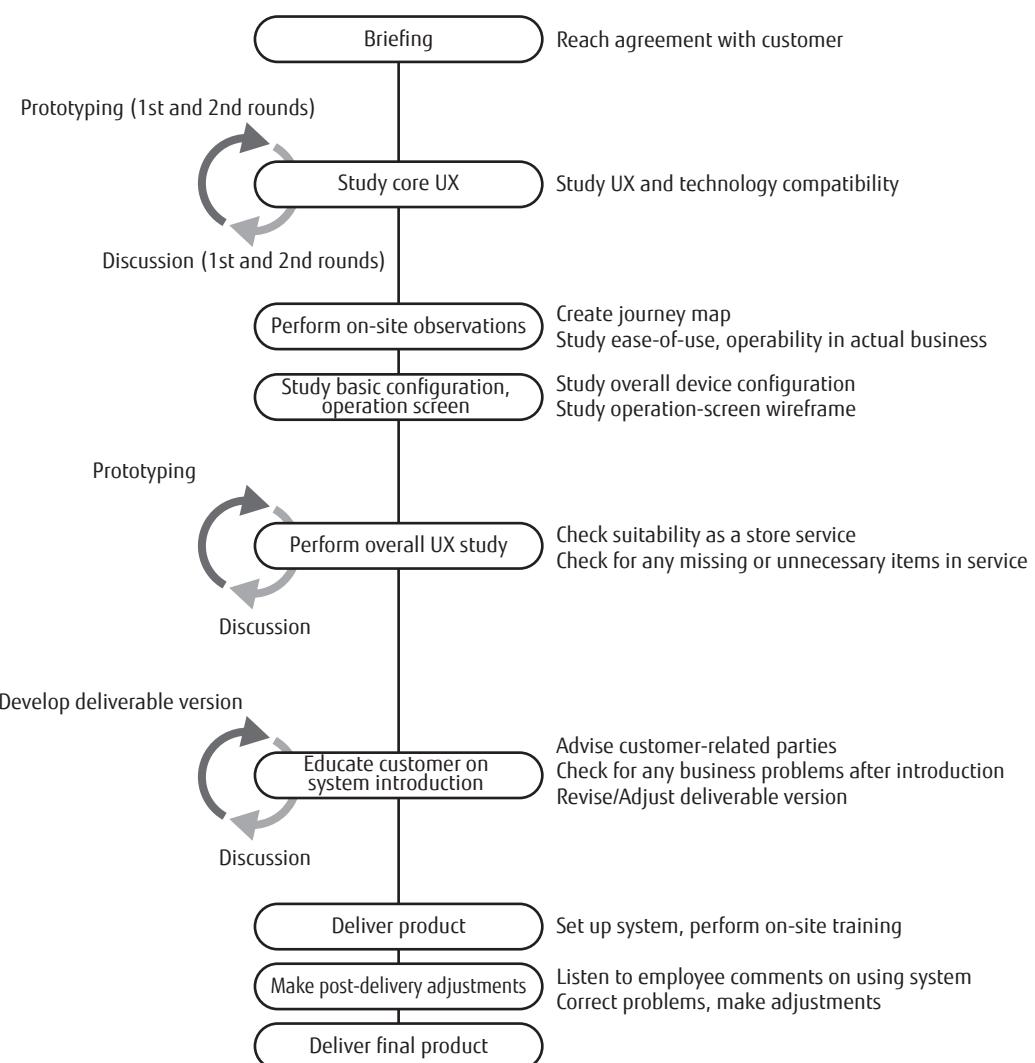


Figure 1
Total process.

- When a customer and sales assistant are determining the specifications of the product to be made, discrepancies in their respective images of the product are bound to occur, requiring reworking in the final stage. To prevent this, the customer and sales assistant should share a common visual image of the product throughout the process, from the initial stage onward.

3.2 Study of core UX

In providing a service that meets the requirements described above, we felt that it would be necessary to come to an agreement with GT-APL in

the service development stage on the kind of experience that should be generated when examining the product image using 3D-CG. To this end, we prepared a software mockup capable of 3D representation using real-time rendering and proceeded with development while reflecting on the core experience that would be generated in this way.

It is difficult to accurately comprehend a UX simply by describing it in words or by a UI screen-transition chart. For this reason, we prepared a time series of sketches depicting scenes that could occur while talking with the customer (**Figure 2**) and worked to reach a consensus with GT-APL on the total UX. Among these

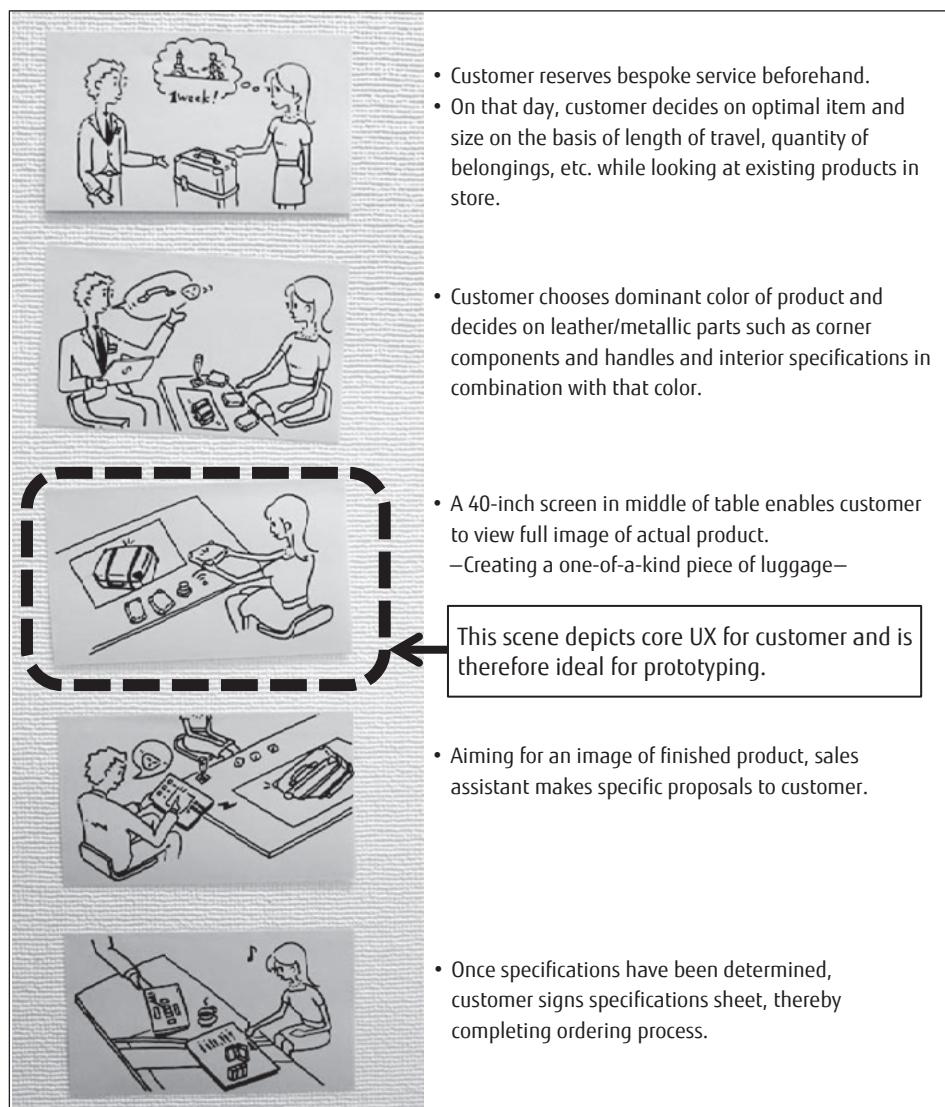


Figure 2
UX scenario sketches.

scenes, we felt that the one occurring in the first round of prototyping (the sketch enclosed by the broken frame in the figure) was most symbolic of the UX that we wanted to achieve, so we selected this as the scene to reproduce.

1) Prototyping (1st round)

We created a mockup of one piece of GLOBE-TROTTER luggage to be manipulated by 3D-CG. A variety of screen operations could be performed on this mockup such as moving components around and changing colors.

2) Discussion (1st round)

GT-APL confirmed that the luggage mockup could be freely rotated and that detailed movements for selecting desired parts could be performed, and that real-time rendering enabling the creation of on-the-spot drawings was useful.

3) Prototyping (2nd round)

In the 1st round of discussions, GT-APL made the following comment: "While functions like movement by 3D-CG worked as hoped, we would like to make full use of the advantage presented by a customer visiting our store." In response, we performed a 2nd round of prototyping. This time, we attached QR codes to material samples and created a mockup whose components on the CG screen would reflect the materials and colors of those samples when those QR codes were read with a reader (**Figure 3**).

4) Discussion (2nd round)

GT-APL personnel highly valued the function enabling users to try out different combinations of

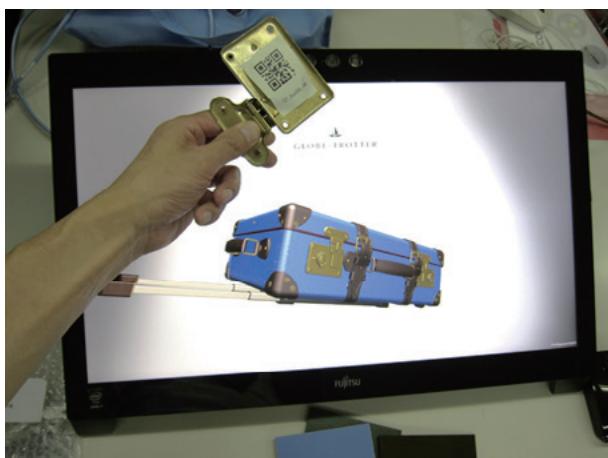


Figure 3
Prototyping work.

materials and colors right away at the store by simply holding a reader over the QR codes of materials samples. They also gave high marks to the ability of reflecting material samples in the automatically generated order-specifications sheet. It was therefore decided to adopt these functions in the service.

Repeating prototyping and discussions enabled us to refine the UX to what we wanted to achieve.

3.3 Observations of actual bespoke ordering

We decided to experience actual bespoke ordering at the GLOBE-TROTTER store and to investigate issues associated with system operation, customer service, etc. (**Figure 4**). For these observations, we had one person play the role of the customer while another made objective observations of the ordering experience. The former was asked to keep the following points in mind with regard to the ordering experience:

- What kind of psychological changes, if any, did you experience as time passed?
- What, if anything, did you feel was inconvenient?
- What, if anything, satisfied you?
- From the viewpoint of a developer, what approach would you like to take? What attracted your attention?

At the same time, the observer made notes and took photos in chronological order while keeping the following points in mind:



In on-site observations, one person experiences ordering process and another makes observations recording issues of interest.

Figure 4
On-site observations.

- Were the space and lighting and the devices and tools used appropriate?
- What kind of conversation occurred between the customer and sales assistant?
- How did the customer and sales assistant behave?
- At what points in time were the devices and tools used?

Finally, we held discussions with sales assistants to uncover what they thought would be inconvenient in actual business and asked them to evaluate the service targeted by this project. We also asked for their general comments on services developed through UX design.

3.4 Study of basic configuration

On the basis of the results of the 1st-round prototyping and the on-site observations described above, we expressed the value of the experience using a journey map (a graphical interpretation of the feelings and behavior of the sales assistant and customer over time) and extracted important points through objective observations of the customer and sales assistant. These points are summarized below as requirements.

- 1) The dialogue with the sales assistant is itself a special experience for the customer

Bespoke ordering is itself a special experience requiring a space for intuitively and accurately examining the finished image of the product.

- 2) The customer and sales assistant need an environment for sharing ideas

There is a need for an environment in which the customer can offer opinions and the sales assistant can share service-related ideas.

- 3) The sales assistant has the role of facilitating the bespoke process

There is a need for a screen UI that makes it easier for the sales assistant to wait on the customer and facilitate bespoke ordering.

As a basic configuration of a UX that can satisfy these requirements, we considered a means that would enable samples to be reflected in the finished image of the product. To achieve this, we prepared a tablet computer for the sales assistant and a large-screen tablet monitor and 3D mouse for reviewing the finished image from any viewpoint for the customer (**Figure 5**).

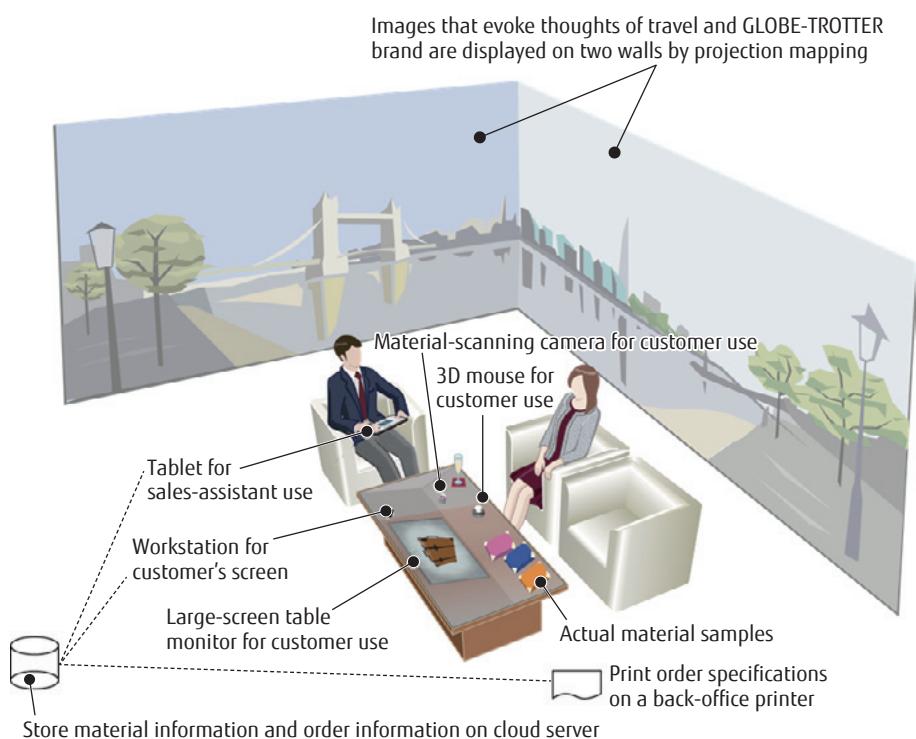


Figure 5
Configuration of MY ONLY TROTTER system.

3.5 Study of UX befitting the brand

In the process of proposing a basic device configuration to GT-APL, the company had a new request, saying that "We would like to incorporate elements that reflect the colorful and luxurious atmosphere of the store that induce a feeling of amazement in the customer." We therefore decided to broaden the range of UX design in this project to include space design and presentation and conducted a study with concerned parties including UX/UI designers and sales personnel. On the basis of this study, we decided to adopt projection mapping on walls to display landscapes that could conjure images of traveling, vistas of England that could induce a feeling of the GLOBE-TROTTER brand, etc.

4. Effect of introduction

The MY ONLY TROTTER service was launched simultaneously with the opening of the GLOBE-TROTTER Ginza store on March 30, 2016, and it was not long before effects began to be seen in customer response, order efficiency, number of consultations, etc. GT-APL has informed us that the number of bespoke orders through MY ONLY TROTTER turned out to be more than expected as of December 2016.

As for efficiency, while a traditional bespoke service requires two sales assistants to serve a customer, that is, one to wait on the customer and a specialized assistant to handle the order, MY ONLY TROTTER makes it possible to serve the customer with only one sales assistant. In addition, the time required for completing an order has been shortened to 60–90 minutes compared with 90–120 minutes in traditional bespoke.

Moreover, the number of colors that can be ordered has been increased from 12 to 65 offering more than 18 billion color combinations. This means that a customer can create a piece of luggage that more fully reflects his or her personality. Finally, craftsmen who create GLOBE-TROTTER luggage commented that the product finish created by 3D-CG looks like the real thing while customers praised the image of the finished product as easy to understand.

5. Conclusion

The "MY ONLY TROTTER" digital-bespoke system of GT-APL aims to establish a dialogue between the customer and sales assistant. In the era of e-commerce, providing solutions at an actual "brick-and-mortar" store is perhaps an approach that runs counter to the times. However, we can proudly say that we have created a modern bespoke service by providing a UX that combines digital technology with the tradition of placing a bespoke order through face-to-face interaction.

To create one's own piece of luggage, one needs to see for oneself detailed images of the product by passing a reader over QR codes of material samples while interacting with a sales assistant to produce a final product. Doing so in an actual store is an important element of achieving such a high-quality UX.

References

- 1) Fujitsu Design: Example of Introducing Total UX Design in the Provision of Custom-made (Bespoke) Products for the British Luxury Luggage Brand "GLOBE-TROTTER" (in Japanese).
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