



LOVE AT FIRST SIGHT?

HOW MIGHT WE MAKE PICKING THE RIGHT PAIR OF JEANS MORE FUN?

design project 2
collaboration with

Think about your favorite pair of jeans, maybe you're wearing them now! Now think about how you decided, out of the millions of jeans out there, to choose that particular pair. What about those jeans makes them special to you? Is there such a thing as love at first sight for jeans? When you see that right pair of jeans how do you know that those jeans were made for you? Picking the right pair of jeans can be a daunting task. Walk into the jeans section of any department store and you quickly become overwhelmed by the sheer number of choices. Thinking about the VF Corporation portfolio, which includes 7 for Mankind, Wrangler, Lees, and Vans, your team's mission is to uncover behaviors around the college-

age student shopping for jeans experience. Then, using these insights, design and build a new and relevant, playful shopping experience for jeans. By reinventing this experience, your team might just revolutionize the future of jean design, marketing, and selecting experience, while increasing people's happiness and level of play!

Over the next 4 weeks, your team's task is to gain an in-depth understanding of behaviors around the jean experience, from discovery to disposal. Additionally, you should research and understand VF's current jean offerings at www.VF.com. Look for and seek to understand analogous experiences. Use your connections to find real users, and interview and observe them in context. Once equipped as "jean experience" experts, teams will identify user needs, brainstorm concepts, and then prototype and iterate upon your team's lead concept.

This project asks you to identify and address the many design thinking related issues associated with creating a playful jean shopping experience. In addition to the overall experience, teams will want to consider functionality, ease of implementation, repeatability, and cost, as well as some of the more visceral concerns.



from play to innovation

E280 | Spring 2011 | Stanford University
Boyle + Brown + Thompson + Cassidy



THE ASSIGNMENT

1. Investigate and observe jean shopping interactions.
2. Conduct at least four interviews with relevant users.
3. Develop a clearly articulated point of view based on your observation insights.
4. Design, build, and then present your ideas in class.

THE PRESENTATION: TUESDAY MAY 10

The purpose of this assignment is to give you an opportunity to practice your design thinking skills. Therefore, your presentation should include a clear explanation of how your team progressed through the design thinking process. Remember that you will be communicating with other design thinkers, but even designers can get bored and distracted if a concept needs too much explaining and “hand waving.”

Depending on what you uncover in the process, your presentation and solution could include props, skit/movement activity, or even a physical device. Feel free to use d.school materials and tools in making what you need.

Keep in mind good prototyping practice – we are concerned with showing ideas and getting feedback in the best possible way. You’ll be amazed by what you can do with the resources that the d.school has!

KEY DATES AND DELIVERABLES

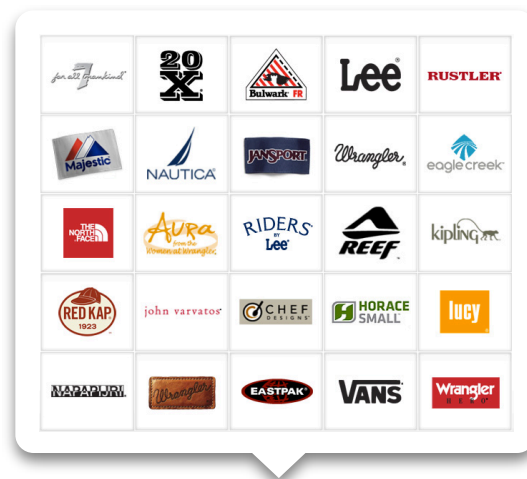
April 14th: DP2 is assigned.

April 19th: Apparel experts will be present to discuss project and answer foundational questions – bring a list of questions with you.

April 26th: Poster of user insights along with a one to two page observation report from interviews. Feedback from faculty and VF experts.

May 5th: Prototype check-in. Bring your prototypes to present to the class for feedback.

May 10th Final Presentation: Presentation of your concept! Plan for an 8-10 minute presentation, including a 2-3 minute video that demonstrates your solution / experience.



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