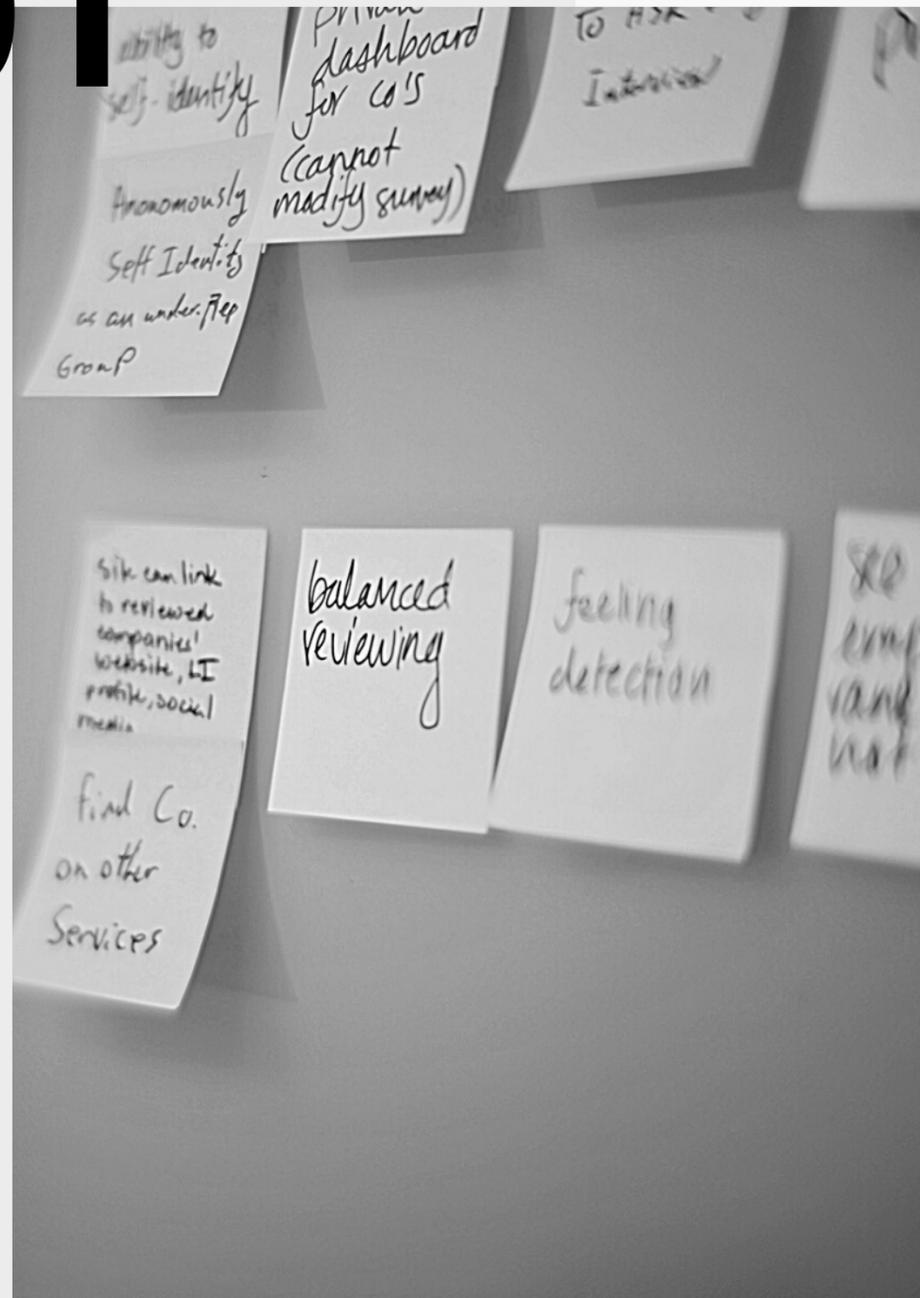


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People Research & Synthesis: Creating a Better Online Shopping Experience for Gentle Monster

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INDS 4006 | ID MDP

Assignment | Period C

Professor Job Rutgers and Reza Mortezaei

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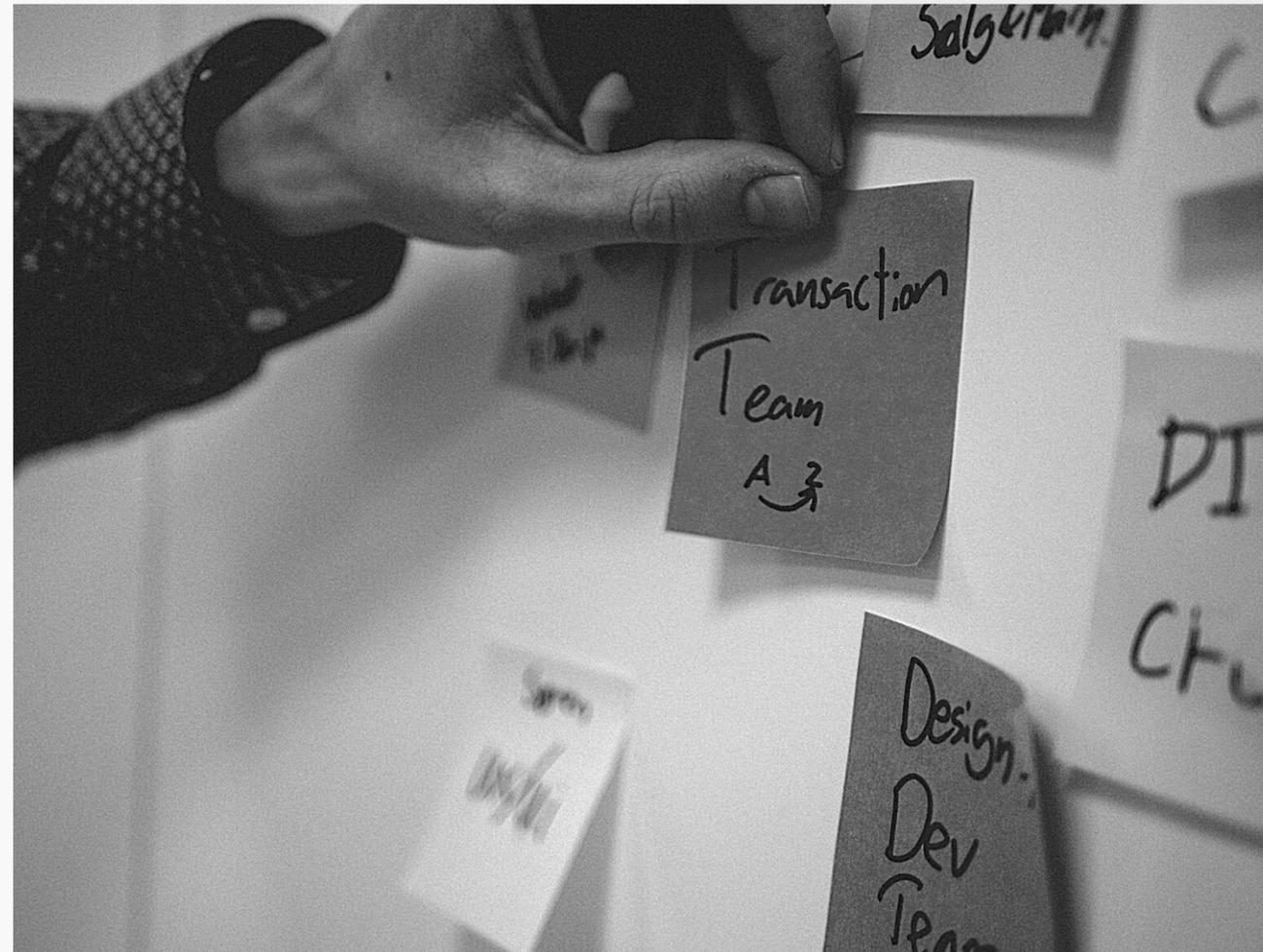
- Project Aim
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2. People + Brand Research

- Interviews + Insights
- Persona
- GM's Business Mode

3. Design Opportunities

- Criteria
- Opportunities





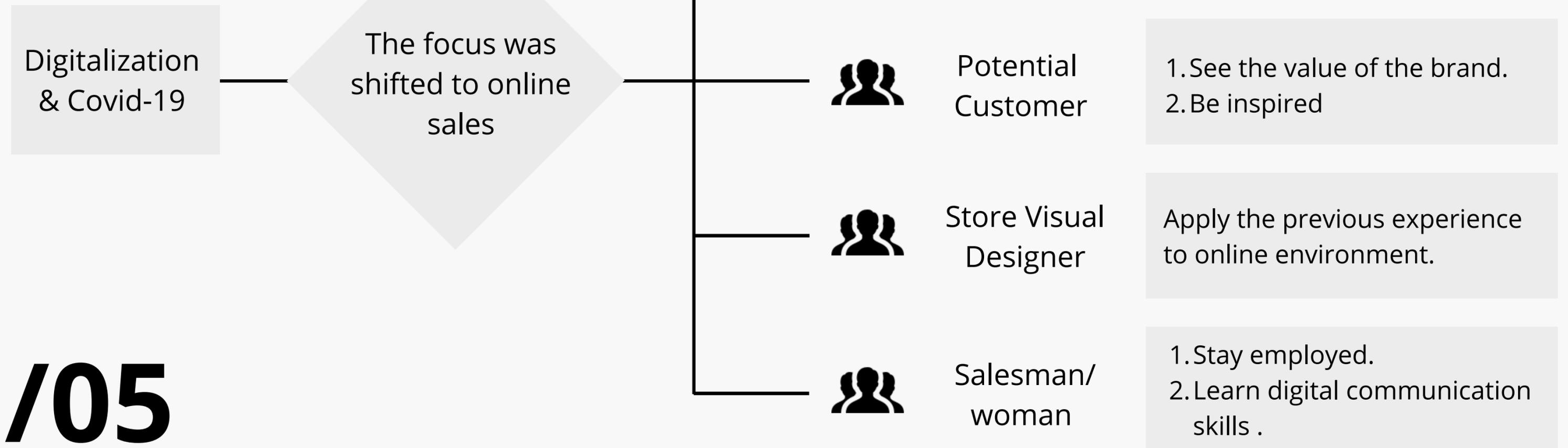
Project Analysis

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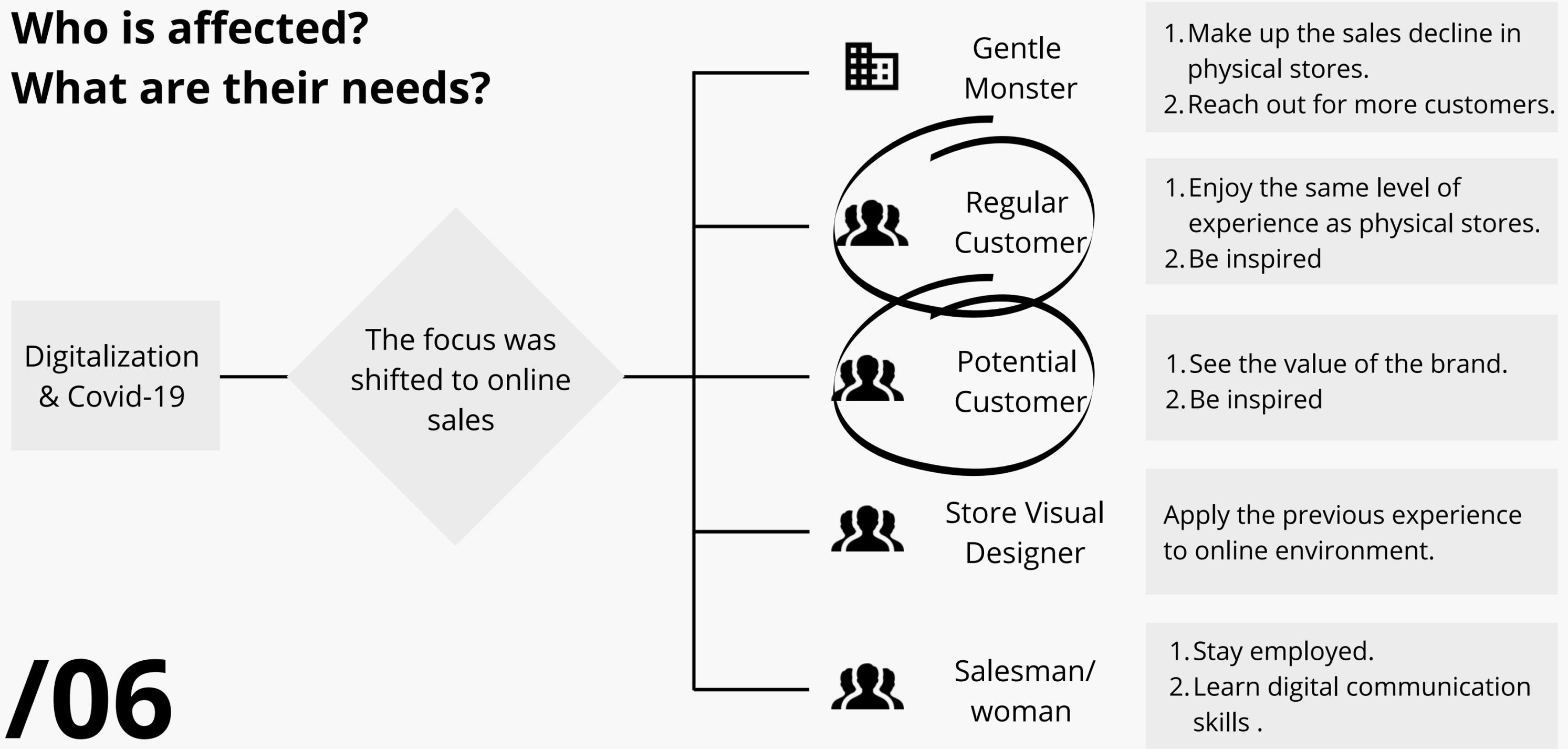
Project Aim

The aim of the project is to design an attractive online shopping experience for Gentle Monster, in order to help to increase the brand influence and its sales volume in the post-pandemic world.

Who is affected? What are their needs?



Who is affected? What are their needs?





**People + Brand
Research**

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/08



Leeb, L., Menendez, E., & Nitschke, A. (n.d.). Streetwear: The new exclusivity. Retrieved November 15, 2020, from <https://www.strategyand.pwc.com/gx/en/insights/2019/streetwear.html>

Regular Shopper: Online shopping has Irreplaceable Convenience

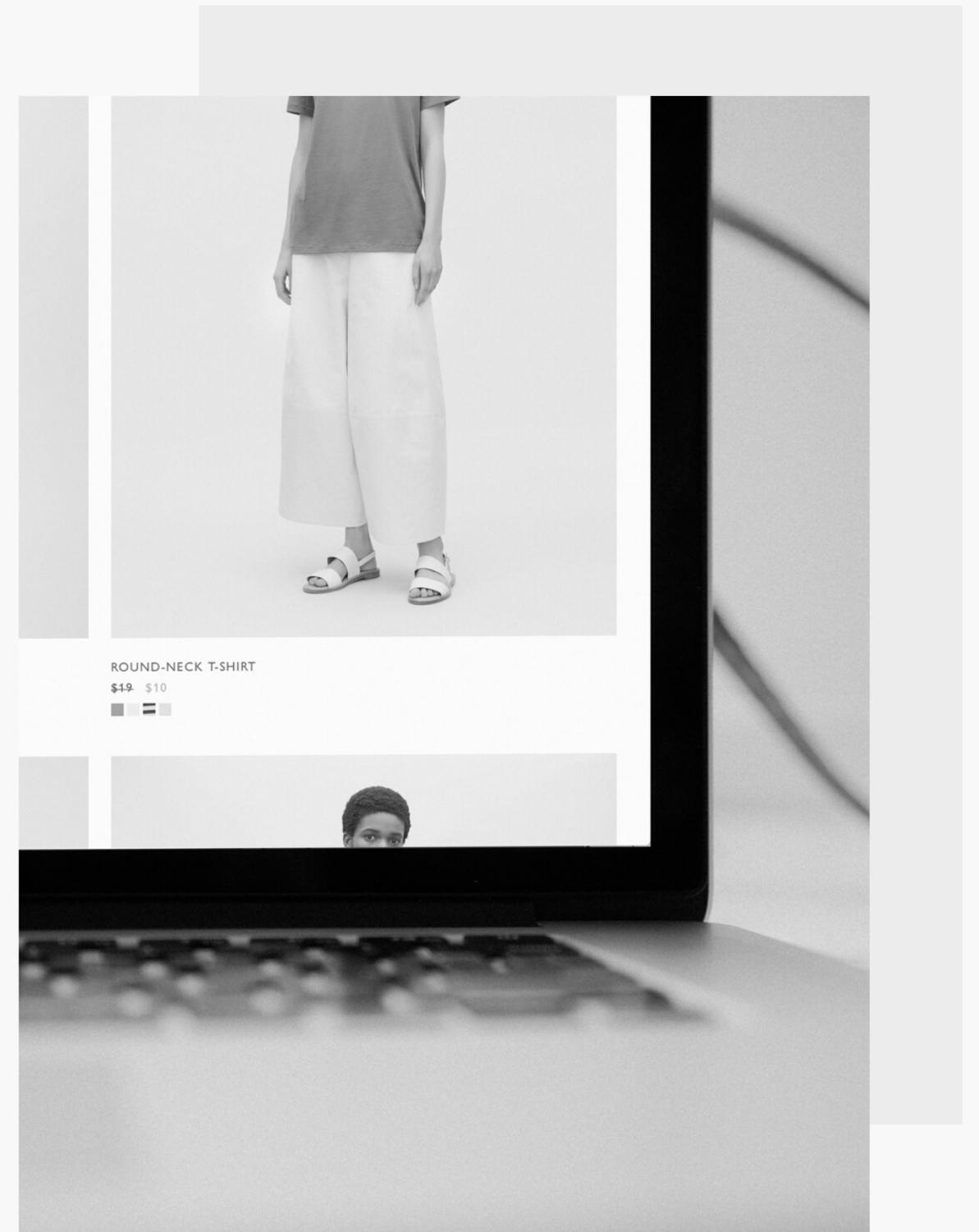


I can find exactly what I need online by entering the keywords.



There are no lines. I can enjoy the shopping time by my own.

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Potential Customer: Offline shopping - A More Exciting Experience

Going out shopping is not just about shopping. It's more like an experience. People can take photos and post it on instagram when encountering nice clothes and stores. The offline shopping experience are more diversified. It suggests there is a lot of developing space for the online environment.

||

I will definitely spend time doing my make up before going out shopping.

/10

||

I like that I can try them on.



Loss of Potential Customers: Hard to Access The Store in Person

Almost all my interviewees know the brand but only 3 of them have visited the store.

||

I know this brand, and I've always wanted to see its store design but it's hard to do so in person.

||

I asked my sister to buy it for me when she was traveling in Korea.

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Social Platforms can Effectively Enhance Brand Awareness

Social media is not only a place for sharing, but also a place to be influenced.



I know this brand from a Youtuber.



My idol wears this brand in her posts!

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Lexie

Graphic designer

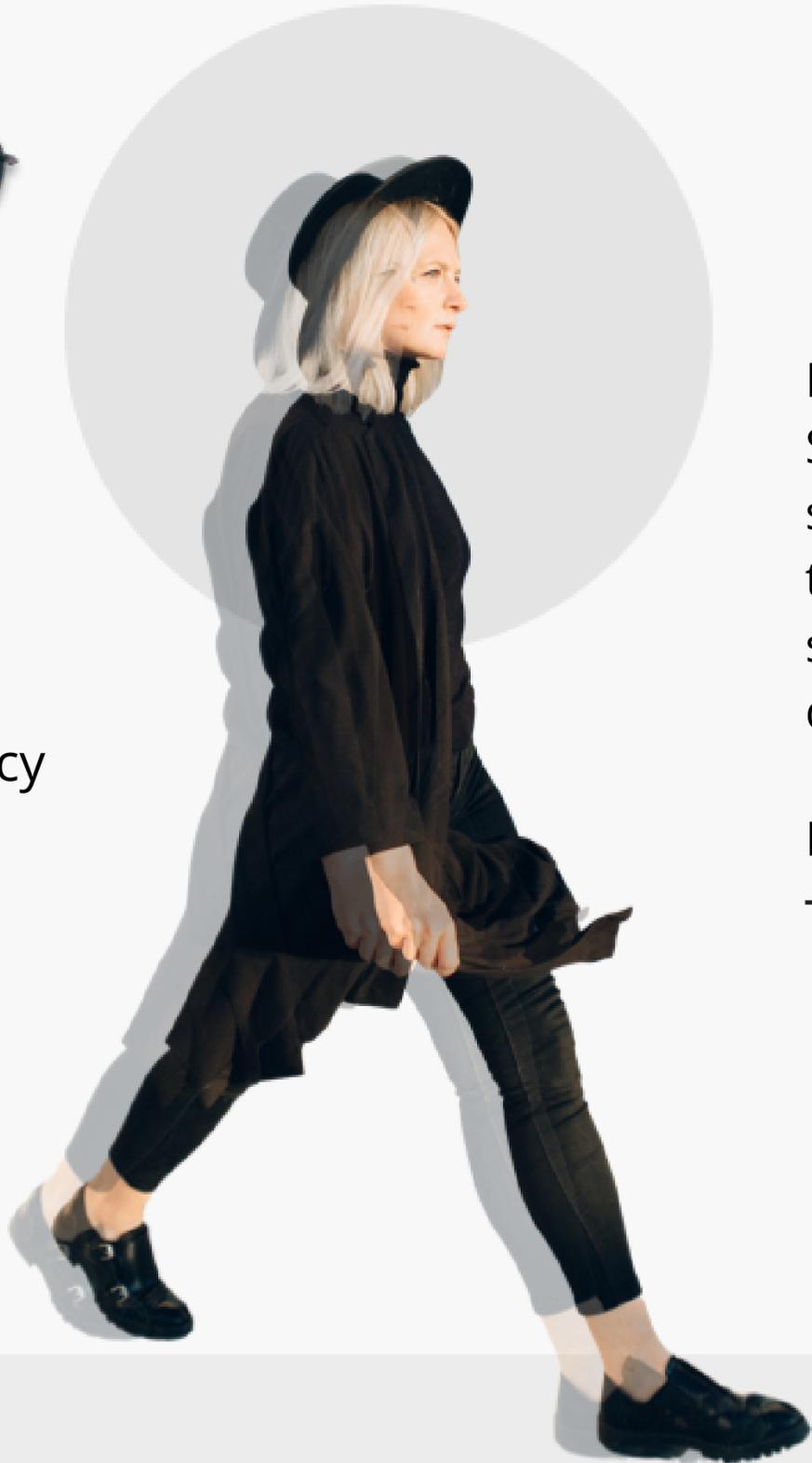


ABOUT

👤 Age: 25

💰 40K - 55K

💻 High Tech Proficiency



I can find exactly what I need online.

Lexie is a fashion lover lives in New York. She loves to order stylish items online since she can find almost everything she needs there. More important, she doesn't need to spend time on doing makeup since she doesn't have to go out.



MOTIVATIONS

- Stylish outfit
- Sophisticated pictures
- Attention on social platforms

NEEDS

- Find the product quick and accurately
- Good customer service
- First-hand information



GiGi



Senior year Student

ABOUT

👤 Age: 23

💰 20K

📱 High Tech Proficiency



I will look at it online first and then see the real product offline.

Gigi is a college student who loves K-pop. She browses her idol's instagram page multiple times a day and will follow the idol's outfit if it's not too expensive. She prefers offline shopping since she wants to take instagram pictures.



MOTIVATIONS

NEEDS

- | | |
|---------------------------------------|--|
| • Get closer to the idol | • Same style as idol |
| • Browse short videos on social media | • See and try on the popular product in person |
| • Explore cool places | • Take instagrammable pics |

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Gentle Monster Business Mode



- **Fresh shopping experience:** gallery-like offline shopping environment.
- **Celebrities:** great help in getting consumers to know the brand (Qian).

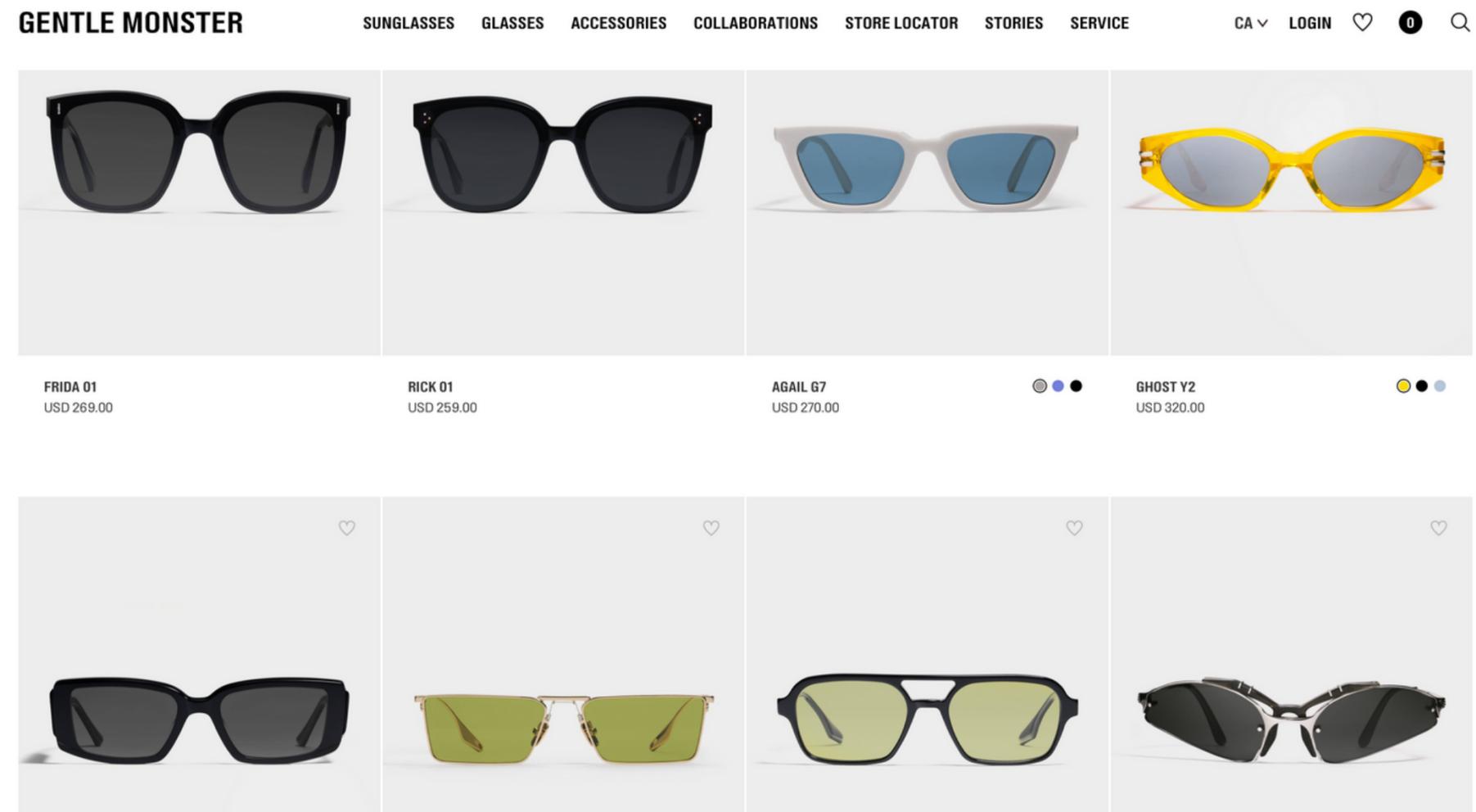
Qian, Q. (2017, July 19). The Secrets to Gentle Monster's Rapid Rise. Retrieved November 16, 2020, from <https://jingdaily.com/the-secrets-to-strange-luxury-eyewear-brand-gentle-monsters-quick-road-to-success/>

The Online Store

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- **Lack of Interactivity:** Unlike their offline environment, the online store is plain and ordinary without bringing customer any freshness.
- **Weak product branding:** Far more of Gentle Monster's employees work on store branding than product branding (Choo & Kims).

Choo, H., & Kims, W. (2018, November). Branding Strategies for Gentle Monster. Retrieved November 16, 2020, from <https://www.bloomsburyfashioncentral.com/about/featured-content/branding-strategies-for-gentle-monster>





Design Opportunities

Design Criteria

M

Must

- Maintain the convenience of online shopping
- Apply the exciting offline shopping environment

S

Should

- The outcome should be instagrammable

C

Could

- Solution could based on merging technologies like VR or AR

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Q1

How do we design an exciting online environment that can not only meet young people's needs of staying at home, but also provide them with fresh experiences?



Q2

How can we design an online experience that can better integrate with social platforms?

**Generative
Questions**

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To help Gentle Monster to increase its brand influence and sales volume, the design should fulfill the need of both regular and potential customers. It suggests the solution should maintain the convenience of online shopping but also combine the exciting experience brought by offline shopping. If designed well it not only helps Gentle Monster to increase its sales volume but also offers the customer a new and interactive shopping experience.

Conclusion



Thank you!

References:

Image Sources:

<https://unsplash.com>
<https://www.flaticon.com>
<https://www.gentlemonster.com/store/>

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Choo, H., & Kims, W. (2018, November). Branding Strategies for Gentle Monster. Retrieved November 16, 2020, from <https://www.bloomsburyfashioncentral.com/about/featured-content/branding-strategies-for-gentle-monster>

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