

Case Study: Client, Repositioning with personalize Experience at Jeweler studio (Introducing New Brand)

- Challenges** : How to project new image or to offer wow experience to existing / new customer.
- Background** : Client already had a Brand Image because of their existence in market for 65 years as traditional jeweler. Ventured into concept of designer jewelry.
- Solution** : **Discovery**
Understanding the existing Brand Image, Customer Experience & Customer Expectation from new venture was most important aspect of discovery session.

Primary outcome:

- Negative & Positive Experience
- Conscious & Subconscious Design Matrix
- Rational & Emotional Matrix

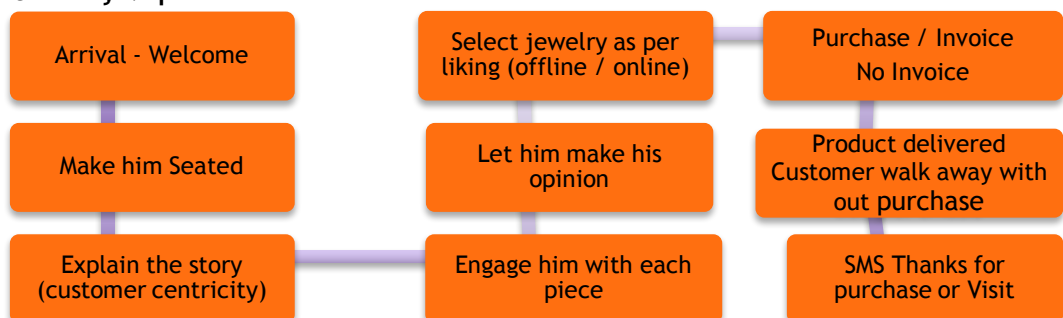
Design Brand Manual:

- Brand Value Proposition
- Brand Essence
- Core Identity
- Extended Identity
- Value Proposition

Experience Design - Mapping Jewelry with personality

- Customer Journey design (By appointment) 1-2 hours interaction at the studio
- Guided on phone how to reach, vehicle parking, what can you expect from this visit
- Session starts with No jewelry is displayed and presented to you directly
- Understanding client personality (Had training by physiologist session with Promoters & other front desk staff)
- Start picking right jewelry that suites customer personality (story building)
- Take order to design jewelry that suits customers personality

Basic Journey Map



- Benefits** : The direct benefits derived by the client were;
- Was able to emotionally connect with their customers
 - Propose jewelry that matches customers personality