

# FASHION & CONSUMER EXPERIENCE

Final Exam

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a.a 2017-2018

Fashion Studies Master

Sapienza University of Rome

- Written or oral exam on course material (30%)
- Project (individual student or teams of 2) (60%)
- Homeworks, participation and presence (if homeworks handled and depending on presence in class) (10%)

**ASSIGNMENT  
AND  
ASSESSMENT**

- Students have to build a customer journey experience, analysing the digital circulation of fashion brands in the contemporary consumer culture and the relationship with consumers.
- Students can represent the digital circulation of the brand using the tool of the customer journey map (see below).
- How many pages should project be? **(20-30)**
- When do students have to complete the project ? **2018 May 14**
- When do students have to present the project? **Starting from 2018 May 21 (fix up an appointment with Prof. Andò)**
- Students may book the exam on Infostud, starting from 2018 June

## **PROJECT WORK: DIGITAL CIRCULATION OF FASHION BRANDS**

- **April 11:** group composition and object of study.
- **From April 11 – to May 9 :** team work assistance (every Wednesday 1-3 Fashion Master Room)
- **May 14:** sending project to the teacher
- **From May 21st:** Project work presentations (15 minutes a project)

## TIMING

- Students have to select a specific case study (i.e. a fashion brand) that can be analyzed according to the topics discussed during the course.

## **CASE STUDY**

- Students are requested to create an ideal customer («persona») and describing him/her using demographics informations (age, gender, instruction level, spending capacity, technology ownership and digital skills etc.);
- **Personas** are fictional characters created to represent the different user/consumer types that might use a brand, or product in a similar way.
- They are captured in 1–2-page descriptions that include behavior patterns, goals, skills, attitudes, and the environment, with a few fictional personal details to make the persona a realistic character.
- (see lesson materials)

## PERSONAS AND CONSUMPTION SCENARIOS

- i.e. brand on TV show (product placement)
- i.e. brand on Instagram celebrity profile
- i.e. brand on Youtube haul video
- i.e. brand on my Facebook friends' account
- ....

**STARTING POINT:**

**(MEDIATIZED)**

**TOUCH POINTS**

**WITH THE BRAND**



- For each step of the map, students are requested to analyse
- the context (i.e. Pinterest or some other social media; a TV show; a commercial, a fashion film; an online forum etc.)
- the content (i.e. images and pictures, comments, recommendations, suggestions, information etc.)
- the communication strategy of the brand (if there)
- the interaction style of consumers (if there)
- The positive/negative perception of brands and products

## **CUSTOMER JOURNEY MAP**

- Sara, 35 years old girl, is a fan of TV shows, that she likes watching on her laptop while traveling (expand ...)
- On Monday evening she was on the train and she was watching Sex and the city, episode .... Season .... . She loves this TV show and she is now re-watching all the episodes... She likes in particular ... (expand)
- Carrie Bradshaw was wearing a particular pair of shoes on her first date with Mr Big. (expand: product placement ....)
- They are the perfect fashion item for 30-40 years old women! (expand: the target)
- Sara noticed them and she would like to purchase them. Then she started to detect information ... (expand: fan practices)
- Then she searched for them on the Web (expand: I want to know moment; where, how, etc.)
- Sara has found an online forum where fans usually discuss each topic of the TV show (expand ...)
- Sara has discovered the brand and she is now visiting the official web site (expand: the communication strategy of the brand ....)
- Sara has shared a picture of the shoes on her Facebook profile .... (expand ....)
- ... (touch points) ....
- Sara purchases the shoes.

## EXAMPLE



- Persona (pag. 1-2)
- First touch point (pag. 1)
- The product/brand (pag. 1-2)
- The target (pag. 1)
- Second touch point (pag. 1)
- ....
- .....
- N. touch point ..... (pag. 1)
- The communication strategy of the brand (pag 1-2)
- ....
- ....
- The role of social media (pag. 1-2)
- The role of reviews and recommendation ( pag. 1-2)
- The activity of purchasing (pag. 1-2)

## **TABLE OF CONTENT**

- Step out of your role and into the customer's shoes. You should take notes while you're in the customer mindset and build the journey map.

**YOU'RE  
THE CUSTOMER  
NOW!**