

# FUTURE RETAIL

OUTFORM. Magazine

## THE IMPACT OF DESIGN

Its key to disruptive and sustained commercial success

## COMMERCIAL CANNABIS

How marijuana is shedding its stoner image through tastefully designed dispensaries

## EXPERIENTIAL RETAIL

The continued effort to provide customers with more in store

## MULTI-PURPOSE SPACES

Innovative ways to satisfy consumers' wants and needs





# **We are a FUTURE RETAIL AGENCY**

Physical or digital, to be innovative means doing a hybrid of both. At Outform we push the envelope through unprecedented ideas and executions. We believe that the only way to succeed is to keep moving forward by relentlessly challenging the status quo.

By combining research, strategy, creative thinking, technology, design and engineering we are able to come up with solutions that are a hybrid of the digital and physical, which not only look beautiful, but are also carefully constructed to deliver behavior-changing experiences.

Through our complete in-house capabilities and end-to-end retail solutions we strive to become the leading global future retail agency.

- / strategic innovation**
- / human-centered design**
- / agile manufacturing**
- / global support**

“ Outform’s Guiding Philosophy  
**dare to innovate.** ”



# In This Issue

Image: Esquire



Image: SCMP

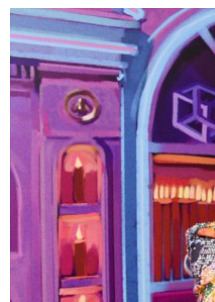


Image: Jeison Barba

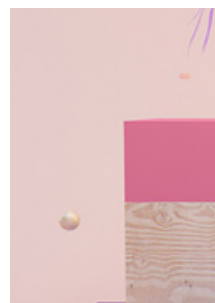



Image: Alon Braier







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Image: Crated Extracts



# Cannabis In Retail

High times for marijuana dispensaries.

Marijuana is gradually being legalized around the world, now fully legal in countries like Uruguay, Canada, and South Africa, and partially legal in the United States (*Quartz*). As cannabis is becoming more accepted, the industry is turning a new leaf and going through a rebrand to shed its “stoner” image, now becoming part of people’s wellness-forward lifestyles.

The Arcview Group suggests that consumer spending on cannabis could reach \$20.8 billion by 2021 (*Muncheez Culture*). To meet the growing demand from consumers, a new wave of thoughtfully-designed marijuana retailers are popping up. The new wave of dispensaries are putting a new face to cannabis and creating an association that is moving away from the “seedy headshop” look and feel commonly associated with dispensaries.

“We felt like there was no real home for the creators, the people who are able to otherwise engage in beautiful retail, to buy cannabis products”, says Alan Gertner, CEO of Canadian lifestyle brand Tokyo Smoke that sells cannabis and cannabis accessories. “I’ve never been in a headshop that I wasn’t embarrassed to go into” (*BBC*).

A pleasant and well designed environment, knowledgeable staff, and quality product are all part of the strategy to take the fear and stigma out of marijuana consumption and instead create an inviting space for exploration and experimentation.

Here are a few examples of modern cannabis retailers.



# In The News





### Serra Shop

The two-story space focuses on a modern, minimal look with touches of green spread throughout. Serra Shop displays its products in greenhouse-styled cases and even offers customers espressos to sip on during their visit.

Source: *Curbed*



### Barbary Coast

The San Francisco based dispensary offers a retail shopping experience focused on discovery through interaction with highly trained “budtenders”. Barbary Coast focuses on a retail-meets-bar setting designed to foster communal conversations and connections.

Source: *Barbary Coast*



### MedMen Enterprises

This upscale cannabis retailer, is described as the “Apple store of pot”. Inside its stunning space, MadMen offers vaporiser pens, tinctures and gel caps in five different formulations, looking to “normalize marijuana and target a broader demographic of customer”.

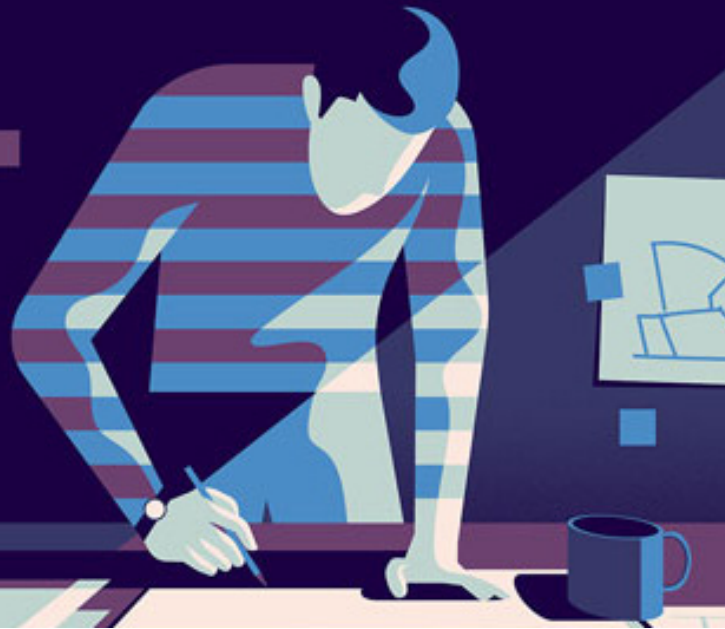
Source: *CNBC*



# Creating Impact Through Design

Why it pays to invest in design initiatives.

Design can have major impacts on the success of a brand or business, whether its the design of a product, store, website, or overall customer experience. Companies, however, can sometimes underestimate and overlook the importance of design and its significance. Poor, unthoughtful design decisions can create pain-points for customers that may tarnish their feeling of the brand and turn them away, preventing them from returning. However, when design is carefully considered, planned, and effectively executed, the consequences can create a positive reaction from consumers, leading to success for the business.



To better understand how design can impact a company, consulting firm McKinsey & Company analyzed 2 million pieces of financial data and 100,000 design “actions”—deliberate attempts to make design a more prominent part of business—for 300 public companies over a five-year period.

Four different areas were assessed for the 300 companies and ranked using a metric called the McKinsey Design Index (MDI). These areas included:

- Tracking design’s impact
- Putting users first by talking to them
- Embedding designers in cross-functional teams and incentivizing top design talent
- Encouraging research, early-stage prototyping, and iterating

McKinsey found that those companies that consistently did all four of these things scored high on the MDI, discovering that those who had a strong commitment to design had 32% more revenue and 56% more total returns to shareholders.

*Source: Fast Company*

Design Disruptors, a new documentary, focuses on how innovative companies are using the power of design to disrupt industries. In the film, leading designers from companies like Twitter, Facebook, Google and Pinterest, discuss what it takes to design great products, some of which include:

## Solve a human problem

Uber and Lyft addressed problems such as knowing how far away a car is from picking you up, how much a ride will be before you book it, and how much to tip the driver at the end of the ride.

## Think about the user journey

MailChimp understood how stressful it can be to send out a mass email campaign and acknowledged users’ efforts at the end of the process with a high-five drawing accompanied with “High fives, your email is on its way” message.



**High Fives!**



# “DESIGN CAN BE AT THE HEART OF BOTH DISRUPTIVE AND SUSTAINED COMMERCIAL SUCCESS IN PHYSICAL, SERVICE, AND DIGITAL SETTINGS.”

McKinsey



## Make your product intuitive

Dropbox took folders, a concept consumers were already familiar with, and incorporated it into their file storage model to make the user experience easy.

## Have empathy for your users

Mia Blume, Product Design Manager at Pinterest, reminds us: “You’re creating it for them—not for you. So if you don’t understand their context, their needs, their perceptions, how they think about things, how they feel when they use your product, what are you designing? What are you making?”

## Continuously learn and iterate

When a product update is pushed live, such as for Spotify, designers can receive data instantly based on user reaction. Designers can look, learn, and use the information to improve the product.

Source: Prototypr

*“The real innovation that Uber and Lyft have brought to bear is in the transformation of the user experience of your ride: the ability to gauge your driver’s distance from you; the presentment of the driver’s name and the make and model of his or her car; the option to follow along with the route to your destination; and then the prompt to rate and review your ride at the end.*

*The functionality of both Uber and Lyft’s apps have largely stayed the same over the years while the design and branding approach of both apps has been updated and enhanced with great frequency. All of this has yielded a kind of user experience boon to ride-hailing customers. The apps seem to be continually, breathlessly one-upping each other with new interface features and slicker interactions, and they’re overhauled periodically with ambitious and sometimes dramatic redesigns.*

*You can know the cost before you even hail that ride. Taxi drivers can no longer “show you the park,” as they used to say when they took unsuspecting out-of-towners the long way round to their destinations. We’ve now seen how design can remake the experience of a cab and there’s no going back. I’m much less prone to being rude or even giving negative feedback directly to drivers knowing that they’ll be rating me as well. I’ve taken rides with yellow cab drivers who conduct private conversations on their phones and ignore me entirely; who disregard my requests to take certain roads to my destination.” - Khoi Vinh*

Source: Fast Company

Images: Jack Daly, Amelia Giller, Jamboree Miami



# Facebook's First Pop-Up Store

A showcase for small businesses.

Nine physical stores are being included in Facebook's first pop-up, which will feature products from small businesses. The space will be within Macy's as part of their Market @ Macy's initiative which sets up temporary spaces for businesses. "The merchants keep all their sales revenue, with Facebook and Macy's taking no revenue share, and Facebook paid for each merchant's one-time fee that Macy's charges for the space" according to Tech Crunch. Instead, Facebook hopes to convince the businesses being showcased to spend more money on Facebook ads.

"Facebook says the goal is to give small business owners the chance to bring their product to a physical retail experience, something they may not have been able to accomplish without help", according to Engadget.

Some items are showcased in a physical "post" with like, comment and share buttons. The stores will also be ever-changing, rotating brands every month, and will not be the same in each city to create a curated, localized feel.

The pop-ups will be open until February 2nd, 2019 in New York City, Pittsburgh, Atlanta, Fort Lauderdale, San Antonio, Las Vegas, Los Angeles, San Francisco and Seattle.

Source: Tech Crunch / Engadget





# Expansion of Experiential Retail

Memorable, Insta-worthy environments are now a must.



In the *previous issue* of the magazine we discussed how retail spaces are largely influenced by Instagram in hopes of creating visually appealing environments for customers to take selfies in while creating exposure for the brand. This practice continues to exist, proving that experiential retail is not just a trend, but the future of shopping. Let's take a look at some prime examples from this year.

## Google's Curiosity Rooms

As part of the Pixel 3 launch, Google created a three-floor hub in London filled with events, workshops, experiences, and installations that were immersive and sharable. Inside, visitors are able to take a trip to different worlds via Google's Daydream VR Headset, create personalized fragrances at the Scent Spectrum, and be photographed using a row of Pixel 3 phones to create animated gifs, and much more.

*Source: Time Out / WGSN*



## Canada Goose Cold Room

If you are going to spend several hundred dollars on a winter jacket, you'd want to make sure it keeps you warm in icy conditions. Canada Goose's Cold Room lets shoppers test their jackets' protection against cold climates right in store by entering an environment which operates between 0° and -13° Fahrenheit so that customers can experience the Canada Goose coats in the conditions they were designed for.

*Source: Forbes*



## The Burrow House

Burrow is in the business of selling comfort. To make sure that initiative is reflected in their showrooms, the couch company created an inviting environment for customers in which they can lounge on sofas, enjoy a free cup of espresso, and relax on chaise lounges while watching free Netflix all day.

*Source: Deepfind*

**"TODAY, SHOPPING HAS TO BE A PART OF HOW I WANT TO SPEND MY DAY, SPEND MY TIME, IN ALL ASPECTS."**

**Samantha David,**  
Chief Operating Officer  
of WS Development

# Reshaping Brick And Mortar Through VR

Envisioning virtual shop spaces for brands.

Storefront, a New York based company described as the Airbnb of retail spaces, is “an emerging online marketplace that helps brands and entrepreneurs in need of short-term retail spaces to connect with thousands of landlords.” (*SCMP*) Storefront was founded in 2012 and has presence in the United States, Britain, France, the Netherlands and Hong Kong, working with about 9,000 brands, including clients like Kanye West and Victoria Beckham.

As retail is changing, more immediate and short-term solutions are being sought-after. Pop-up stores are common amongst brands and the length of their stay can be as short as a few days. Storefront helps

connect landlords and brands to make it easy to find short-term leases.

As an extension of this initiative, Storefront CEO Mohamed Haouache explains that virtual reality is becoming the future of retail, blending the physical and digital in what he calls a “third universe” (*PSFK*). Storefront believes that VR pop-up stores can solve many limitations of physical or online retail to act as a branch of e-commerce.

VR pop-ups offer brands flexibility to create any type of environment and set up their stores in unique universes. There are also financial benefits, eliminating commitments for leases and rents, and opens up more opportunity to testing products and concepts with customers.

Mohamed goes on to say, “Our biggest conviction today is that we are going to change the way retail is set up. We’re going to send this message that selling a product, and the cycle of sell, is going to be shorter and shorter in the future, and that we’re going to push the limits of the commercial real estate industry, by pushing them to be more flexible.” (*PSFK*)

Image: Auguste Lefou



# Smart Speaker Adoption Keeps Growing

Consumers are becoming more connected.

Surveys conducted by Visa and PYMNTS.com show that ownership of smart speakers enabled with voice-activated virtual assistants have almost doubled over the previous year, rising from 14% to 27%. From the 2,800 consumers surveyed the results were as follows:

## **32% of consumers**

own voice assistant-enabled smart speakers

## **30% of owners**

have used their devices to shop

## **36% of all consumers surveyed**

belong to the “Super Connected” group\*

## **35% of those surveyed**

this year qualified for a “Connected Home” group\*\*

## **30-50 year olds**

own more connected devices than those in their 20s

## **57% female and 43% males**

were in the “Super Connected” group

\*Own six or more devices

\*\*Own at least three connected device

Source: Retail Dive

*“This year, 34.2 million people in China will use smart speakers, according to eMarketer’s estimates—that’s a significant increase from the 3.5 million a year prior.*

*Growth is expected to continue even further, as Chinese manufacturers compete aggressively on price to become the market leader. By 2019, we expect there will be 85.5 million smart speaker users in the country.*

*‘China’s growth story is similar to the US, where price is key in driving adoption,’ said Shelleen Shum, forecasting director at eMarketer. ‘Steep discounts on the Tmall Genie smart speaker during Singles’ Day last year, as well as the introduction of lower-priced mini versions of several smart speakers in early 2018, were key in accelerating growth.’ “*

Source: eMarketer

Image: Adrian Bauer

# Trend Report



Image: Corferias

## Multi-Purpose Spaces

Retail is no longer just about products.

A beautifully-designed space with quality products is a basic must for any physical retailer, but is that enough to satiate consumers' appetites in the constantly evolving retail market? With so much effort to stand out, brands are continually one-upping each other in hopes of getting consumers through their doors instead of the competition's, leaving the consumer with greater expectations of their store experience.

The latest endeavor in retail trends comes in the form of multi-purpose spaces that serve more than just consumers' shopping needs. The brands behind this innovative idea are looking to accommodate a myriad of activities to expand the scope of a consumer's experience by welcoming, engaging and encourage visitors to unplug, escape, and browse.

Retail spaces that are most accommodating to different activities show signs of greater success and are rated higher in customer satisfaction.



### Story

The retailer is reinventing the traditional retail model through its constantly evolving store. Founded in 2011, and acquired by Macy's in May 2018, Story has an unconventional concept - getting a complete makeover with a new design, product assortment and marketing message every four-to-eight weeks. The store hosts a myriad of events for visitors to match each new theme, including classes, workshops, and panel discussions where visitors can taste, learn, and do, driving discovery and excitement.

Source: *Business of Fashion / Retail Dive*



### Matchesfashion

The London-based global luxury retailer has opened a five-story townhouse retail location in Mayfair. The space incorporates a multitude of features, including, live events, art exhibitions, built-in recording facilities, a fully functioning kitchen, a courtyard garden, and shopping areas, of course. The first two floors, which feature the retail spaces, will receive product refreshments every two weeks. "Sometimes that will look like a full brand takeover, like a collaboration with Prada this week, bought to life by set designer Robert Storey, or the vision of specific curators" (*Wallpaper*).



### Modern Society

The Los Angeles location serves as the apparel brand's multipurpose space that combines shopping and a cafe with a seasonal rotation of artwork and photography, literature, jewelry, fragrances and hosted events such as art and ceramic workshops. Nazifa Movsumova, owner of Modern Society, explains that customers are looking for "inspiration with new products and ideas; to experience products, followed by entertainment and social interaction" (*SCMP*).





# Trends In Luxury Retail

Pushing the standards of the in-store experiences.

The evolution of retail has been noted as brands are constantly setting higher standards for what is expected during a retail experience. The segment which has always provided exceptional in-store experiences for customers is luxury retail, and 2018 has been no different. Inspirational, Insta-worthy, experiential, and next-level are just some ways to describe what luxury retailers are bringing to the table.

The internet, the rise of on-demand services, and the shift in consumer values as younger generations become more important buyers of high-end goods are challenging traditional notions of what luxury is. The essence of luxury is changing from an emphasis on the physical to a focus on the experiential, focusing on not just how luxury looks, but how it makes the consumer feel. However, elements such as premium quality, craftsmanship and authenticity still remain must-haves.

A major driving factor of luxury retail growth is younger consumers coming to the forefront with increasing awareness of the latest trends through use of social media and constant connection to the online world. These younger consumers seek a personalized shopping experience that seamlessly integrates elements of both online and offline channels. 45% of the global personal luxury goods market will be accounted for by Millennials and Gen-Z by 2025 (*Retail Dive*).

Source: Forbes

Instagram has also played a roll in the luxury market through an emphasis on visual storytelling, making it the perfect medium to share the world's most sought-after products and experiences. Luxury brands have been enthusiastic adopters, using the full creative capabilities of the platform to reach potential audiences. By following luxury brands and influencers, Instagrammers have access to a curated feed of inspiration for ideas, purchases, new trends, collections and destinations.

Instagram plays a huge role in inspiring consumers through strong visual aesthetics that help to spark aspirational thinking around fashion and style. Through friends, influencers and celebrities consumers are exposed to destinations, clothes and accessories that shape the way they think and plan.



Gucci - Wooster Street

**49% of luxury global consumers** follow brands on Instagram to feel they are more closely connected to the brand

**51% of Instagram users** follow celebrities to see what latest luxury brands they are wearing

**58% of Instagram users** stay up to date on trends, styles, and to be in the know through the app

Source: Instagram



Coach - NYC Concept Store



# GUCCI

In a bid to attract younger people who have become disenchanted with the blandness of the in-store experience, Gucci has opened new spaces and revamped existing stores to encourage exploration and discovery. While the company continues to concentrate on its Gucci.com platform, with online sales growing more than 60% in the first half of 2017, Gucci is persistently attracting visitors to its flagship stores.

Gucci's Rue Royal shop in Paris, France includes Gucci's DIY service, which allows customers to express their individuality through fashion by personalizing a selection of products. The Gucci Garden store in Florence, Italy is a combination of a restaurant, museum, and shop. The area dedicated to retail is spread over two rooms and focuses on the sale of exclusive products, fitted with packaging you won't find outside the Gucci Garden store.

Gucci's store in Manhattan's Soho neighborhood was specifically designed to create a more approachable, enjoyable experience for shoppers. Interactive LED walls and 3D video displays housed within an intimate screening room will host rotating and seasonal creative initiatives. Also in-store is Gucci's new DIY assortment, including digital interactive tools that allow consumers to view their customized product in real time through AR technology.

Source: Architectural Digest / Business of Fashion



# COACH

Coach House is designed to tell the story of the brand as a 75-year-old fine leather house. The space features a conveyor belt displaying all the leather handbags, a striking 12-foot dinosaur sculpture made out of Coach handbags, and a "Coach House Workshop" complete with a resident

master craftsman. 400 Coach stores are undergoing a "modern luxury renovation," further refining the modern appeal of the stores.

With their "Life Coach" activation, Coach wanted consumers to think of the brand as more than just a producer of luxury leather products. The brand aimed to deliver fans—specifically millennials and a "woke" New York audience—an unexpected experience inspired by the insight that its customers can pursue both style and substance. The pop-up gave fans an immersive experience inspired by self-expression, inviting guests to participate in tarot card readings, drawing, and playing carnival games.

Source: Bis Now / Biz Bash

# TIFFANY & CO.

The Tiffany & Co. Covent Garden Style Studio is a fresh perspective on the shopping experience designed to inspire and encourage creative interaction and play. The shop has a fragrance vending machine fully stocked with the brand's signature fragrance as well as on-the-spot engraving and embossing. There is also a personalization station (called #Makeltiffany) where customers can draw whatever design they fancy on an iPad and have it copied directly onto their new Tiffany swag.

Tiffany & Co. also recently opened The Blue Box Cafe, located on the 4th floor of their NYC flagship store. The cafe is the luxury jeweler's first foray into food and the culmination of Tiffany's attempt to connect with millennials, modernize the brand and lure people to spend money on their highly Instagrammable luxury home line.

Source: Living Etc / Eater

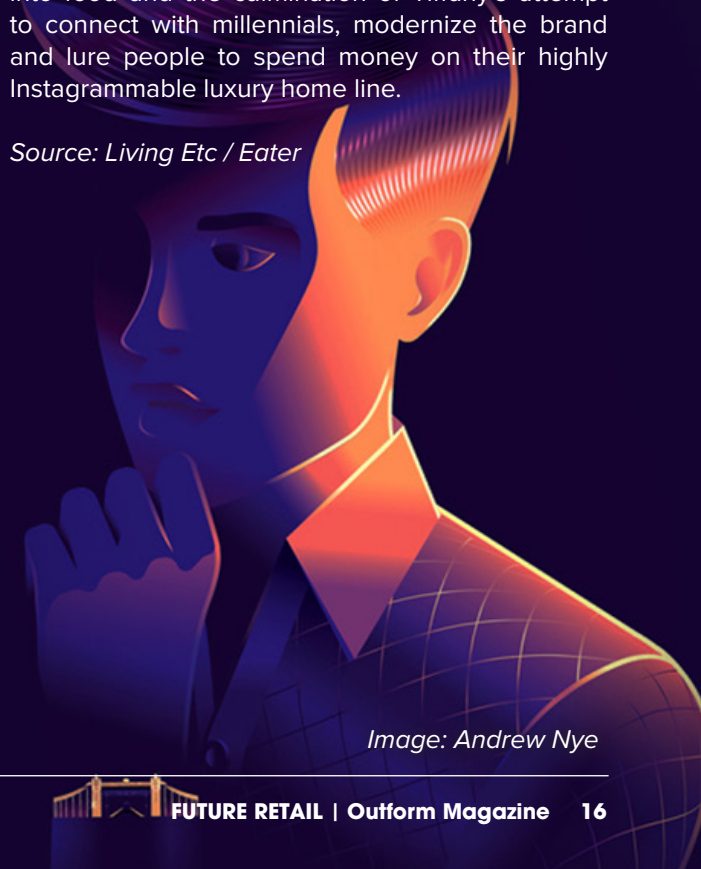


Image: Andrew Nye

# Retail In China

WeChat, tech, and multi-sensory experiences.

Although e-commerce in China is growing, physical stores remain very important for Chinese consumers, particularly to Millennials. Combining offline retail with online elements creates a seamless consumer experience, a concept that has been explored by retailers like Alibaba. Here are several ways in which brands are marrying offline and online retail to satisfy consumers' growing needs.

Besides offering products, retail shops in China are also being restructured as places where consumers can do more than just buy. Discovery, socialization, participation, and even eating and drinking are all becoming part of the standard retail experience to touch on a variety of consumers' senses.

Innisfree, a South Korean beauty brand created the "Green Café" on the second floor of their shop in Chengdu, China that gives young shoppers a space to hang out and enjoy Jeju Island-inspired fruity teas, matcha lattes, and patisseries. The plant-filled space and picturesque drinks and

snacks provide consumers with content to share on social media and create exposure for the brand. The cafe even features VR experience that takes visitors to Jeju Island.

K11 Shanghai, a mall focusing on attracting and interacting with Chinese Millennials, has combined a contemporary art gallery with a traditional retail space. In K11 Shanghai, visitors can enjoy shopping while discovering well-selected contemporary art pieces and periodic art exhibitions with different artists.

Cosmetics brand Lancôme holds weekly make-up lessons for customers at their store in the Yintai shopping mall in Hangzhou, creating a human connection with consumers while also providing them with value and driving them in-store. Lancôme invites a variety of popular Chinese beauty bloggers to give the lessons, giving the brand the opportunity to engage not only with their customers but also with the beauty bloggers' fans.

In China more than one-third of consumers spend over four hours a day using WeChat, China's most popular app, according to the World Economic Forum and Bloomberg Businessweek. WeChat's user engagement has opened up opportunities for brands to connect with consumers. By setting up e-commerce services within WeChat, consumers can browse and buy products without ever leaving the app.

Cartier was among the first luxury brands to fully take advantage of being able to build an HTML5 store within its official profile page on WeChat in 2016, following a slew of brands doing pop-up sales or linking to their official online store. Since then, brands like Gucci and Louis Vuitton have followed suit, and Givenchy is the latest to launch a new WeChat boutique after first working closely with influencers and bloggers to sell exclusive products on the platform.

*Source: Jing Daily, JW Intelligence*



Image: Maria Fedoseeva





Image: BnB Hero

*"Facing fierce competition from e-commerce platforms and each other, China's high-end department stores have accelerated their digital transformations. They've pursued online-to-offline integration across their physical stores, online platforms, and mobile terminals, and their efforts seem to be paying off."*

### **Better CRM Systems**

*Intime Retail Group, which has investment from Alibaba Group, is a prime example. The department store chain launched a paid membership program in August 2017, which allows it to collect customer data both online (using Intime's mobile app and the Tmall store) and offline (with a customer's in-store purchasing history). That helps them better understand the needs of their customers, and find ways to better customize offers and sales and marketing campaigns for them.*

### **Experiential Retail**

*Augmented Reality (AR), Virtual Reality (VR) and facial recognition technology have become much more common in high-end department stores as a way to attract foot traffic and improve the customer experience. In November 2017, Wangfujing Department Store launched an AR shopping tool for visitors to see items by luxury brands like Longchamp, Michael Kors, and Furla, hoping to direct them to place orders online. With a smartphone or tablet, consumers can scan the code and 'see' 360-degree, 3D-rendered products with detailed product information, prices, and purchase links*

### **Embracing Retailtainment**

*'Retailtainment is what I would call building emotional engagement – for us through the sensuous theatre of store design – to create the right mood for the customer to buy,' said Simon Mitchell, Co-founder, and Director at Sybarite Architects who led the architecture team for Beijing SKP Mall. 'There's such a great opportunity to create emotive branded in-store experiences by designing space for personalization and convivial and 'instagrammable' or sharable moments.'*"

Source: Jing Daily





# Industry Insights





Outform's extensive work with some of the world's leading brands has given us a deep expertise in the relationship between strategy, design, and manufacturing. Each part is unique and must be mastered. The ultimate success comes when the three parts are combined into one vision. We look forward to sharing our learnings from each of our three competencies with you each quarter.

*Image: Victor Polyakov*





Image: Lobulo Studio

# The Power Of Personas

From the Outform Strategy team.

For any client brief that comes through Outform, the strategy portion is a crucial component. Strategy helps arrive at an execution that will ensure alignment with the clients' goals and create a platform for successful results, whether that includes an increase in product or brand awareness, engagement, or sales.

At the core of every execution is the customer - this is the person who will actually be determining whether what is being presented to them is satisfying their wants and needs, ultimately determining the success of the execution. The strength of a customer's power should never be overlooked or underestimated and should be regarded as one of the most important aspects to any project.

When crafting a strategy, identifying the target market can help determine the specifics of what an execution should include to ensure customers get exactly what they are looking for. To help create a deeper understanding of how to meet the customers' wants and needs, customer personas are established.

Personas are archetypes of users that represent a group of a specific customer type. Based on a set of demographics (career, family size, income, location) and psychographics (personality, interests, lifestyles, ambitions) personas help identify which aspects to extract, including tastes, preferences, or channels used to shop, to make the most of the execution.





Typically, a client already has a solid understanding of who their target market and provides this information to a strategy team to further help them develop the concept. However, even when a client has provided details about its customers, it is still important for a strategy team to research the target market (whether through secondary or primary research) to validate the information provided. In some cases, new and important information can be discovered about the existing target market that can strengthen the strategy, or even a potential new type of customer can be discovered all together.

When built effectively, customer personas can help turn insight into action by helping discover what will create influence. When you get to know your customers better, they will be much more receptive to whatever it is you have to offer.

## EXAMPLE PERSONA

### Robert

40 Years Old  
Contractor

### Characteristics

Helpful, Tech Savvy, Hard-Working, Friendly

Robert has been working in residential remodeling for over 15 years. He has his own contracting company and offers his client several additional services including smart home product installation.

Robert keeps up with all technological developments in his field and has recently become very familiarized with smart home tech as his clients keep on requesting installation help.

When buying products, Robert is very price conscious and wants to find the best solutions designed uniquely for his clients' specific needs.

### Motivations

Price, Quality, Brand Relevancy & Loyalty

### Preferred Channels

Web, In-Store, Television, E-mail



# Benefits of SolidWorks

From the Outform Design team.

SolidWorks is a solid modeling application, widely regarded as the industry standard 3D software. It is used to sketch ideas and experiment with different designs to create 3D models and is used by designers, engineers, and other professionals to produce simple and complex parts, assemblies, and drawings. Along with being user-friendly, SolidWorks software can be used to help improve design and efficiency to create a better, more robust design process. Here are some of the top benefits of using SolidWorks:

Whenever working on anything that requires physical production, it is always helpful to know how to arrive at the best version of a product so that when it goes into production the result is accurate and exactly what was anticipated. One of the main features of Solidworks is allowing the user to create photo-realistic renderings and animation to see what the product will look like once it is finalized without actually having to produce it. This is a great way to present potential designs to clients and edit the work based on feedback. Reducing weight, eliminating unneeded materials and avoid potential liability or safety issues allows for corrections of errors prior to going into the manufacturing stage, saving time and optimizing costs.

SolidWorks also allows designers to apply various materials to surfaces to determine the best-suited ones. Selecting the best materials for a product is important to ensure it can withstand any interaction it may encounter, especially with natural elements. Solidworks gives the ability to test the designed parts in real-world condition simulations. This allows virtual testing of how designs and materials hold up to weather conditions such as wind, heat, and water to measure the sustainability of the product designed.

Solidworks also provides flexibility to work with other software, giving the user with better, more powerful results. For instance, SolidWorks can help designers save time by being used together with product data management software to help designers re-use existing parts already created rather than having to re-create them from scratch and can also provide designers with cost estimates based on material lists.

*Source: Cadtek, Scan2CAD*







Image: Peter Tarka

# Display Materials

From the Outform Manufacturing team.

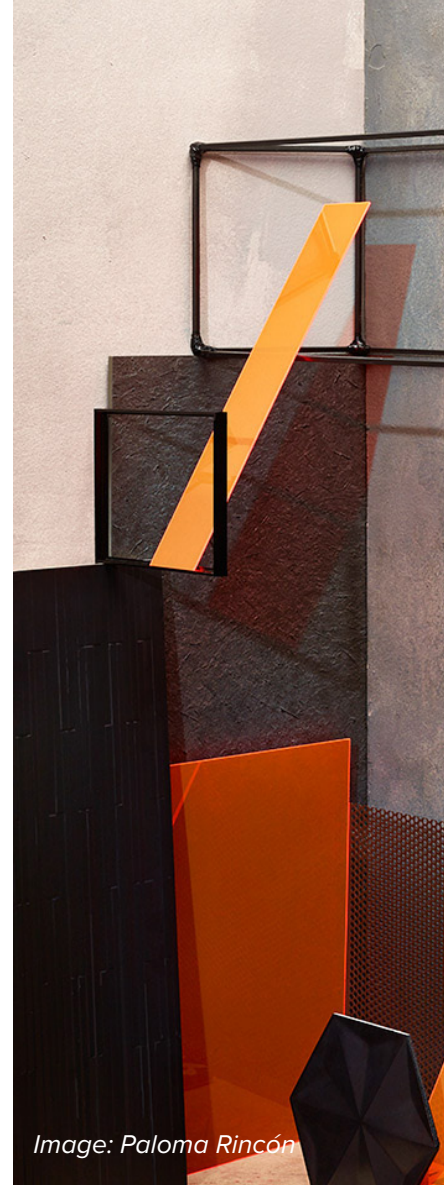


Image: Paloma Rincón

Point of purchase displays not only hold products, but bring visibility and attention to help influence purchases when placed and implemented correctly. The design of a display can play a large role in its effectiveness to sell a product and factors like size, colors, and information should all be taken into account during the design and development stages.

Along with these considerations, one of the most important elements to decide upon is the materials from which the display will be constructed. Depending on the type of product being displayed, the amount of time the display will be in store, and the budget of the client, there are a variety of materials which can be chosen from to create a display which stands out and inspires impulse buys.

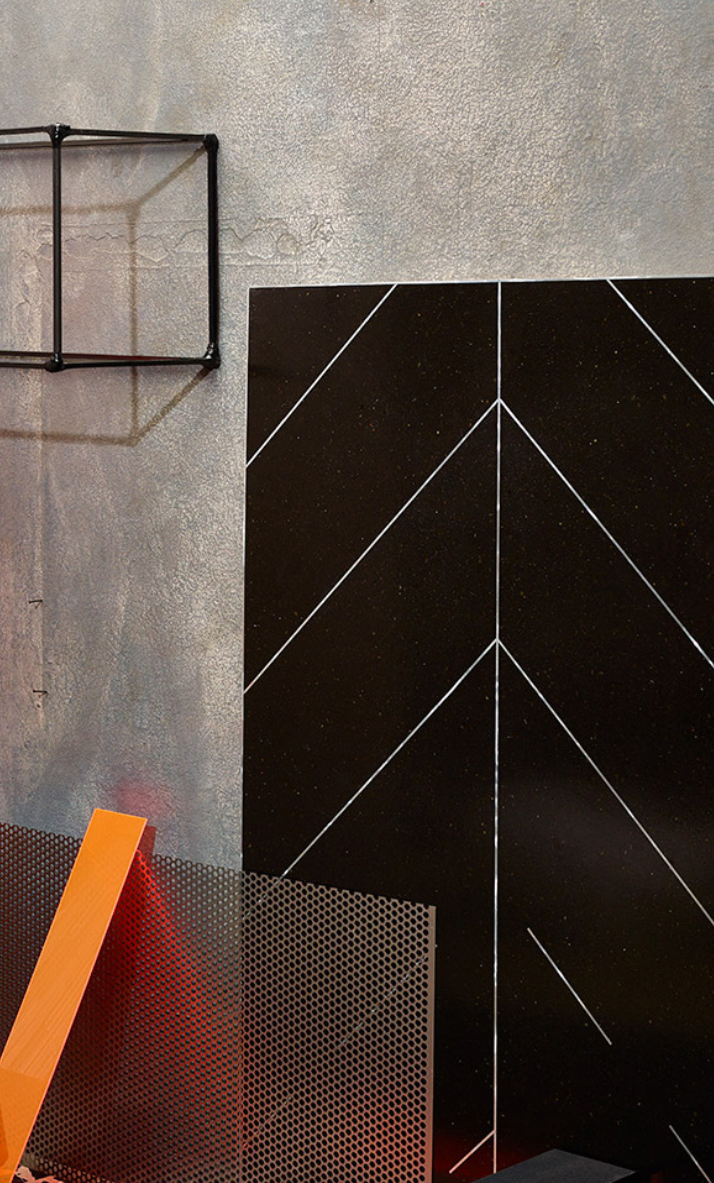
For a more permanent display that will continuously be refilled with products, a more durable material such as metal or wood will be ideal. Although these

options can cost the most, they will provide a more premium look and feel to the display. They can also withstand the most traffic without showing obvious signs of wear and tear.

For a more flexible option, plastic could be used including acrylic, plexiglass, PVC, and other various types. Additionally, its sleek appearance can be applied to a variety of displays. Although plastic can be manipulated in a multitude of ways to create an original design for a display, it can be damaged much easier through cracks and scratches that may be highly visible.

Another material to consider is Corrugated cardboard. Corrugated displays make the most cost-effective solutions and create a lightweight option for temporary displays. These are good for short-term promotions that will not need to withstand extended interaction while still being able to keep shape under weight. Cardboard is a





## ADDITIONAL MATERIALS

### **Styrene**

*For printed graphics, it is available in thicknesses from 10 pt. to 120 pt. and comes in an array of opacities and colors, with white as most common. Styrene provides an excellent print surface and easily cuts to shape, providing excellent solutions for stanchion sign inserts, shelf talkers, ceiling danglers and aisle markers.*

### **Foamboard**

*Made of extruded polystyrene foam, sandwiched between paper liners. Often produced in white, it is ideal for tabletop signage with an easel back. Economical and lightweight, Foamboard comes in 3/16" and 1/2" thicknesses which makes it a great choice for contour cutout, life size standees.*

### **Gatorfoam & Ultra Board**

*These two trademarked substrates are produced with a durable core of polystyrene foam. Either one is great for added stability and dent-resistance when compared to Foamboard. In addition to all white, these boards are available as all black and in various combinations of black core and white and black faces.*

### **Expanded PVC**

*Created from closed-cell polyvinyl chloride (PVC), this material is extruded with a matte finish, has a slight texture to it and is rigid, yet lightweight and durable. At half the weight of a solid PVC, it has superior dent and scratch resistance, with thicknesses ranging from 1mm to 26mm and easily cuts to shapes using the same techniques as Foamboard fabrication and can also be heat-bent to create self-standing POP displays.*

*Source: BP Graphics*

material that is also very easy to manipulate into a multitude of shapes, creating extended customization for a display.

Whatever the chosen material is, it should always align with the brand or message of a campaign. For instance, if a client is looking to display a product made from 100% organic ingredients, it would not serve them as much to use metal or acrylic materials in a display as opposed to wooden elements, which will create a warmer, more natural feeling.

It is, of course, expected that displays will be bumped into by customers with carts and begin to show wear from having products put on and taken off. Although it is unavoidable to eliminate wear and tear of the display, it is important for the display to maintain its structural integrity during its lifespan no matter what material it is made of.





# Outform Life

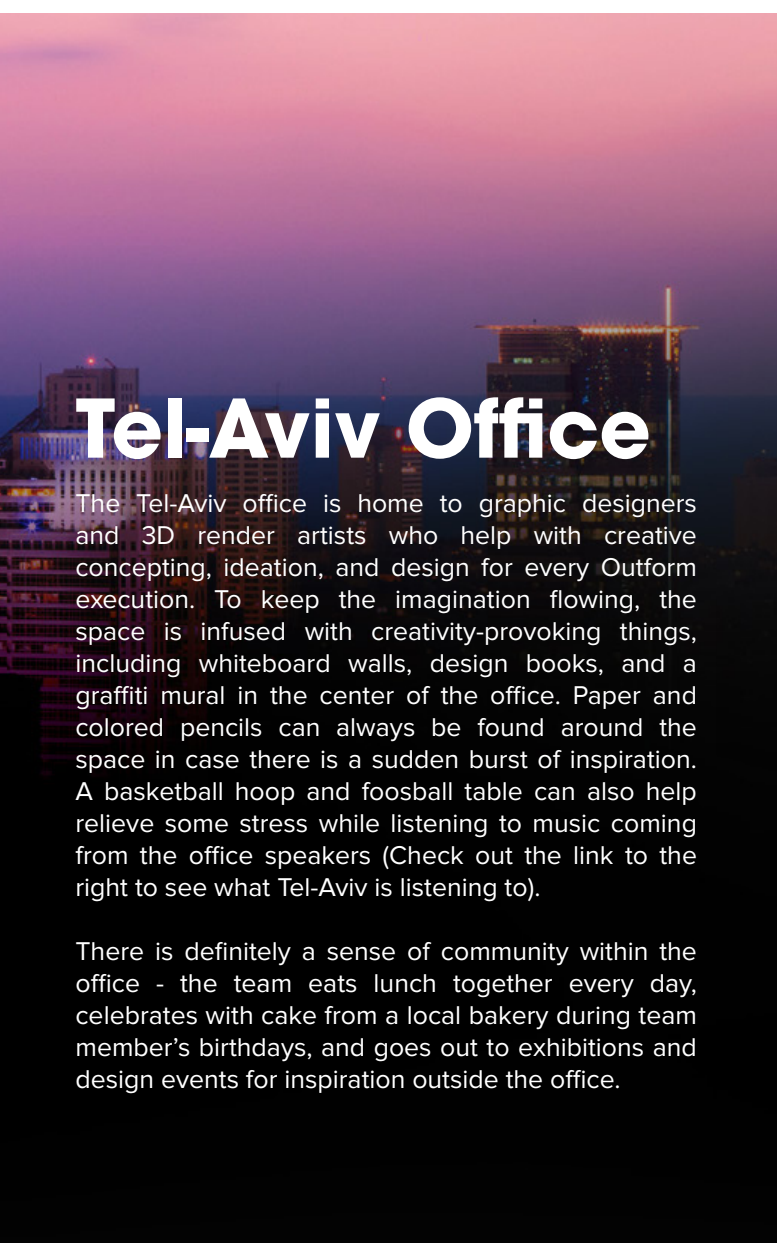
TEL-AVIV EDITION





## Take a Look

Get a more behind-the-scenes look at Outform life. Follow us on Instagram now [@Outform\\_Int](#) - [click here](#).



## Tel-Aviv Office

The Tel-Aviv office is home to graphic designers and 3D render artists who help with creative conceiving, ideation, and design for every Outform execution. To keep the imagination flowing, the space is infused with creativity-provoking things, including whiteboard walls, design books, and a graffiti mural in the center of the office. Paper and colored pencils can always be found around the space in case there is a sudden burst of inspiration. A basketball hoop and foosball table can also help relieve some stress while listening to music coming from the office speakers (Check out the link to the right to see what Tel-Aviv is listening to).

There is definitely a sense of community within the office - the team eats lunch together every day, celebrates with cake from a local bakery during team member's birthdays, and goes out to exhibitions and design events for inspiration outside the office.



## Have a Listen

We love music in the office. Follow Outform on Spotify and hear what we're listening to - [click here](#).



# The City of Tel-Aviv

Tel-Aviv is an extremely colorful city due to its cultural diversity, incredible cuisine, and beautiful beaches. The city's rich history is also a huge attraction. When coming to Tel Aviv, seeing Jaffa is a must - the city is over 4,000 years old and filled with amazing ruins.

As for the weather, Tel-Aviv has an ideal climate because it's always warm and sunny. Even during the winter people are still enjoying the beach.

Tel-Aviv also has a huge art scene, hosting a large amount of amazing artists, and is home to entrepreneurs involved in technology and innovation - a perfect area for Outform's creative team to get constant inspiration!









# Outformer Highlight: DANIIL ZAITCEV

Daniil Zaitcev is a 3D artist based out of Outform's Tel-Aviv hub. With a background in 3D and graphic design, Daniil applies his skills to his work at the office as well as to his own art pieces during his free time. Daniil shared a little about his work and the thought process that goes into his creations.

*Please tell us a little about what you do at Outform - What is your role, what is a typical day in the office like for you?*

I'm a 3D artist, or better yet, a 3D photographer. My job is to provide photorealistic pictures of any design I get from our design team. A typical day at Outform starts with a cup of coffee, a minute of Facebook, one more coffee, and a new brief or a CAD model built by one of the designers, which I try to make look as sexy as possible. This is sometimes followed by some foosball.

*Looking at the photos, it looks like your hobby is pretty artistic. Do you have an art background? Are you from an artistic family?*

Both of my parents are architects, all of my drawing skills I got from them. I also studied interior design in Moscow and worked as a 3D artist and a graphic designer in various agencies both in Russia and Israel.

*The pieces in your photos are really cool! What inspired you to create art in such a way?*

Thank you! When I moved to Israel in 2014, I had plenty of spare time while looking for a job. I spent almost a year learning Hebrew, walking around, taking freelance jobs and rendering small "everyday" 3D pictures for my Instagram - learning 3D graphics helps raise your overall skill as an artist, it's nice training for your imagination. After I started to work at Outform, I had less time to draw for myself. It was then idea of my beautiful wife Joanna to turn mine and her artworks into a street art of such an unusual design, so my Instagram work got a second life. My wife is a unique and talented artist, she looks for any possible way to promote us here. All this artwork could never be possible without her.



*How do you go about creating your pieces – what exactly is the process?*

A shape is used for a baking to mold epoxy resin with an image inside it.

*Is each piece just an interesting visual or is there a deeper meaning behind them?*

It is a bit challenging to me to explain the message behind every visual I make, but someone said that every artist always draws himself and that's true. I draw characters and every one of them I believe is me from some kind of parallel universe, and that's my way to communicate with myself.

*Do you place your pieces in various, random places or is there a specific location where they live?*

Usually we place our works on the walls of the Florentine quarter in Tel Aviv. This place itself is a portal into a parallel universe, it's already full of street art and street artists, so it's pretty much legal to place new graffiti there. There are so many artists living in Florentine that police can never be sure if you are doing something illegal or if you are just decorating the walls of your friend's house. It is also one of





the biggest tourist attractions in Tel Aviv so many foreigners will see and shoot your work, maybe even tag you on Instagram. I love to choose locations lit by the sun on sunset. I really like the reflections of an orange light on my hemispheres.

*What do you hope to express with your pieces? What is the bigger message that the public should take away from your work?*

The biggest overall message of my work is that a fairytale can come into your life unexpectedly, like everything in this world. I believe these pieces of epoxy aren't just vandalism - they are shiny, accurate pieces of something you never expect to meet, something that definitely came from another world.

*Do you share your work with the rest of the Outformers?*

I was very excited to meet the guys from Outform at my first Tel-Aviv exhibition in Cuckoo's Nest gallery pub. My beloved wife Joanna organized this exhibition and they came to support us, and to have a pint of beer, of course. This evening in the gallery was for sure one of the happiest in my life.

*The name "Manic Porcupine" is signed under the pieces – what is the meaning behind this name? Manic Porcupine is my nickname from the times when I was deep into video games. It's a derivative from the name of the first Radiohead's demo tape "Manic Hedgehog".*

See more of Daniil's work on his instagram, @ manic\_porcupine - [click here](#).



Image: Pawel Nolbert





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