

Use case - First use of the service

	Aware	Join	Use first time	Grow	Leave
Promotion leaflets, Advs at train/bus stations or airports, Adv on magazines, ...	Antonia reads about Everywear on a magazine on the train she's traveling in.				
Website / App landing page	Ads comes with a qr code. She's curious and connects to site with her Ipad.				
Outfits' list	She lands in a Sfoglia il catalogo degli outfit e legge info della promozione per il primo uso				
Store locator	she looks for the nearest store and save its location.				
Local Monobrand Store	She goes to the store, tries different outfits and finally chooses her favourites.				

Shop assistant and card coupon	Antonia receives a coupon card by the shop assistant. She can pay for a trial monthly subscription directly at the shop or later at home through the websites.				
Website / app / sign up form		She signs up to the website. She fills in her data and the coupon number to retrieve info about the outfit she chose. Finally she pays via paypal/credit card if not yet done.			
Website / app / profile		First time she uses the service she sets up her main destination.			

Website's user profile		She chooses day and schedule of her trip.			
Hotel reception and booked room			Antonia leaves, arrives to her hotel, asks the receptionist if her wardrobe has come. The receptionist confirms it's in her room.		
			Antonia uses the clothes during her stay.		
Hotel bedroom			At the end of the journey, she simply leaves the wardrobe at the hotel and comes back home.		
E-mail and Website's landing page				After the first use,	

				Everywear asks Antonia for a feedback about the service	
E-mail				At the end of the trial subscription Everywear invites Antonia to buy a standard subscription program with a welcome discount.	
Websites				Antonia subscribes to the service. Montly fee covers storage, delivery, and cleaning.	
website / app				Everytime she has to business travel, Antonia connects to the websites, logs in at least a day	

				before her leaving and reserves the service. If needed, she updates her main destination.	
				The service can have different subscription terms and fee varies accordingly. User can choose the number of outfits, too. At the end of subscription, Antonia can buy back her outfits or leave them to Everywear.	Everywear periodically sends Antonia a preview of the seasonal collection and Antonia discovers a new offer to add 5 new outfits, she probably subscribe to.

SLIDES

Slide1

EVERYWEAR

grow your life, lighten your bag!

Slide 2

For Business people

who travel often, need a formal and flawless outfit, want to lighten their load

EVERYWEAR*

For Business

is a b2c, subscription based service.

that lets you have your favourite outfit at your destination place.

unlike apparel rental services,

the service: clothes are yours, you don't need to collect, pack and give back them, you don't need to take care about damages, steel or loss, you always have a trendy outfit.

Slide 3

FACTS

Business travelers often need to bring formal, flawless outfits with them while traveling.

Formal outfits need bulky, special luggage not to crinkle them.

Business travelers normally sleep out 2 to 5 days a week a need to bring as much apparel as to cover their stay, as well as .
electronic devices and business stuff.

Slide 4

Problem

How to lighten business people luggage while having perfect outfit to cover a complete business stay?

Slide 6

Solution

What if you find your complete wardrobe at your destination place?

Slide 5

Target

Mid to high income business woman, who plans her business travels in advance and usually commutes between two or few destinations.

inserire Persona

Slide 7

Everywear

1. Choose your outfit
2. Subscribe to service
3. Plan your working travel
4. Set your destination
5. Travel light to destination
6. Find your wardrobe at your destination.
7. Use it. leave it there.
8. Come back home.

Testi baloon

- 1.

oh, damn, my Gosh!
I can't close it! It would be so heavy!

2. Crash! auch! Help!

3. MUMBLE MUMBLE, curious!
let me see!

4. What about this outfit?
It suits me! I add it to my wardrobe!

5. My subscription
Your coupon

5. Ok, I wanna subscribe to the trial program.
Here's your coupon. You can sign-up the the website.

6. Ok, let's plan my trip

7. wow, I'm so free and light, I can better concentrate on my keynote!

8.