



Stone Island operate as a men's wear luxury brand which is a highly competitive industry. they recently were bought by Moncler but will remain as a separate entity with their core competencies being their loyal consumer base and the development of innovative products, fibres and materials.

#### STRATEGIC PRIORITIES

---

CONTINUOUS  
INNOVATION

CUSTOMER  
ENGAGEMENT

INVEST TO BUILD  
MARKET SHARE

VERSATILE CONTEMPORARY  
POSITIONING

360° INTEGRATED  
MARKETING PLAN

#### OVERALL AIM

---

“To maintain the culture of research and experimentation in fibres and textiles, applied to an innovative design (Stone Island, 2021); to become the market leader of high-tech apparel for 16-30 year olds (specifically millennials).”

#### PERSONAL PROPOSAL

Development of a mobile application specifically for the UK market to provide consumers with experiential marketing experiences to build customer relations and loyalty through **Information Quality, Service Quality and System Quality** (Trivedi et al, 2018).

## OBJECTIVES

To develop a mobile application meeting the criteria of what makes an app successful.

### INFORMATION QUALITY

- 60% of regular customers download the app
- Ensure 3 push notifications are delivered to regular consumers a month
- Ensure there is detailed product and care information for every product

### SYSTEM QUALITY

4.5+ rating on App Store

### SERVICE QUALITY

- Offer 2 personalised experiences on the app
- Ensure 30% of consumers using the app interact with the AR customer service feature
- Ensure 25% of the consumers using the app use the Virtual Advisor feature

## DEVELOPMENT PROCESS

Flow process to assist developing a successful mobile application.

### STRATEGY

- Define goals and objectives
- Research competition and current app in the US and Canadian market
- Determine what will make the app successful

04'21

### ANALYSIS & PLANNING

- Decide what features, information and services to offer on the app
- Draw up product road map

### DESIGN (wireframe)

- Ensuring it is user-friendly, engaging, efficient and innovative

### DEVELOP FINAL DESIGN

### TEST

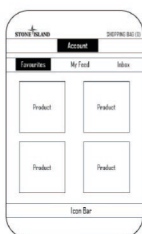
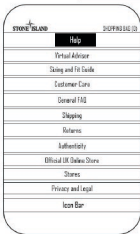
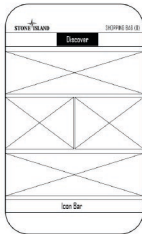
### LAUNCH

- Offer on app store for iPhone and Android users

12'21



## WIREFRAME



### Key Features:

- **Discover Section;** virtual catwalks, regular news posts with upcoming stock information, Stone Island sounds platform.
- **Virtual Advisor**
- **In-Depth Sizing and Fit Guide**
- **Customer Care;** detailed information on products, care information and a AR customer care feature.



## CUSTOMISATION SETTING DESIGNS

### Welcome



Come and explore the symbol of extreme research in fibres and textiles, applied to an innovative design

Next

### Connect



Stay up to date with our upcoming collections, news and general updates with push notifications

Swipe to enable



Skip

### Locate



Tap To Add Favorite Store

Skip

This will appear when first going on the app with the overall aim to be engaging and to develop a personal experience.

1. Welcome to Stone Island
2. Push Notifications
3. Location, favourite store
4. Sizing
5. What collections have you liked in the past so we can personalise you're experience (options given)
6. Login to personal account
7. Want to book a virtual advisor session?
8. Who wears it the best? (celebrities)

## JUSTIFICATION

---

“

73% of millennials 'search for a product or service they want to buy' (Freer, 2019).

71% of millennials visit a website, app or service (Freer, 2019).

Roughly 40% of the UK's population are age 25-54 (Index Mundi, 2021).

The democratization of technology (Accenture, 2021).

”

The quotes demonstrate a few reasons why developing an app would be beneficial to Stone Island. This research was derived from external social and technological factors.

Stone Island's main target market are millennials demonstrating that mobile application engagement should be high from their consumers as long as Service Quality, System Quality and Information Quality needs are met which are key factors which make an app successful (Trivedi et al, 2018). As well as this, millennials also value personalisation demonstrating why questions will be asked when first going on the app for consumers to get the opportunity to customize their experience (Omar et al, 2021). Best innovative practise and competitor analysis was taken into consideration to ensure the app is designed to top quality with a range of services offered to ensure that Stone Island are offering a competitive app aligning with their innovative business model enhancing their core competencies of loyal consumers.