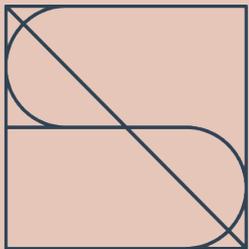


ZERO
SENSES



Use Case

A Swiss Shoemaker Who
Simplifies Buying Shoes.

Starting Point Was
Passion.

The Background

Having grown up in a shoe maker family, my client developed an understanding of the quality of handmade shoes (materials, production methods, etc) since his childhood. Beside the family business, he also worked for international shoe companies, where he trained his eyes to distinguish quality shoes from ordinary ones. He soon realized that there is a mismatch in clothing quality: even though many people are ready to pay for tailor-made suits, they forget about the shoes. Fashion aspiration often stops at people's ankle.

His dream of cultivating meaning for shoes started to flourish. My client founded his own shoe company and developed a technology that supports his trained eye to fit every shoe model to his clients' feet. The culture of shoemaking comes with an expectation in quality of the manufacturing of each piece and the selection of the finest materials. As an artisan, he has been entirely immersed in the creation of shoes, focusing on daily affairs of production and running a business. For him, the goal has not been to offer the perfect fit (which is not his focus), but to create shoes that fit his clients' lifestyle. Yet, his clients saw him differently. He was wondering, how could he represent and be perceived for his true values?

What is Missing? Distilling The Main Questions.

Through the Zero Senses profiling process, I filtered three relevant topics that can help addressing this question.

1

Self awareness of his unique combination of knowledge and quality.

2

Identifying the target group and understanding how to approach it.

3

How new technologies change consumer behaviour and what it means for his business.



The Zero Senses Approach

Through curated inspiration, Zero Senses opens up perception to sharpen focus and ultimately gain more clarity in decisions.

○ **Changing perspective to open up perception.**

Zero Senses created a tour of inspiration of curated experiences in the heart of the city where shoemaking has its roots: London. The two days tour was a combination of individualized impulses within his fields of interest (high quality shoes and bespoke products) and from other areas, which I carefully chose to inspire the client.

○ **Distilling the essence to gain clarity.**

For the client the key is to express himself in a fascinating and impressive way by using his experience and translate it into a changing environment. Zero Senses worked on creating a matching story and putting it into the right context. To get started with the freshly gained wisdom, the client could use the story in his new webpage.

Results

The main differentiator is that we physically went on a journey. The results should be evaluated in the context of a holistic experience. This self exploration is the main key for a transformation in a newly focused clarity in business decisions. Every bit of the journey is connected; yet, we identified some key instances where a certain aspect proved to be significant.

1.

**Self awareness of his
unique combination of
knowledge and quality**

“The tour of inspiration through London certainly brought me more clarity, about my brand but even more about where we as a company stand amongst others.”

Zero Senses immersed the client in a new environment. The deeply individual impulses in a different context gave him renewed self confidence, making him understand what he stands for. For instance, we observed how much more space sneakers occupied from the classic leather shoes overtime. The brands that stayed were all high-quality brands, showing an alarming sign that the promise of quality is evermore crucial. For instance, to show his essence in a more obvious manner, the client decided to redesign his webpage.

2.

Understanding the target group and the way to approach them

“Our foundation we built within the last 10 year, now we have to put the focus on translating what we built in a shareable story.”

The target group of my client consists of well-situated people of high expectations: they are self-confident, ambitious in business, and have an aspiration for style. Instead of providing a lifestyle, brands today have to serve people's lifestyle. For example, in one of the most popular hotels in Shoreditch, the trendy arty area of London, we observed like detectives the daily lives of people - how they live their own story. Can brands can connect to the story their customers? My client realized he needs to convey his story (quality, value, history, joy) and his customers' experience in the store to the right visual language of the brand. “You don't have to fit the client's feet, you need to fit their mind” - told us a traditional shoemaker at George Cleverley. In the end, it is not about perfection in the master's eye, but in that of the client.

3.

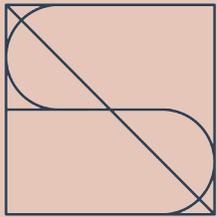
How new technologies change consumer behaviour and what it means for his business

In London we continuously traveled with Uber. It might sound obvious for Generation Z, but for my client this way of traveling in the context of the journey was a surprising new experience. He immediately grasped the importance of instant service, being constantly informed (i.e. ordering process, quick delivery), and possibility for prompt feedback. These are the traits what customers seek in the digital era and made my client reconsider ways to integrate digitalization in his interaction with clients.

Conclusion

“It hit me: I focused only on creating a perfectly fitting shoe, instead of focusing on the staging, the drama, and the presentation.”

In the end, my client’s vision is “cultivating shoe as a lifestyle” by providing this clothing item with the same meaning as other pieces of our wardrobe. Finding the essence asked a confrontation with his history, this deep-dive in the why-the-company-exist, reactivated the entrepreneurial mindset, passion, and furthermore: put all this into words. Writing one’s own story is empowering and is bestowing clarity in execution, briefings and discussions. A traditional shoemaker at George Cleverley. In the end, it is not about perfection in the master’s eye, but in that of the client.



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