

1. Taust

Covidi pandeemia lõi kõikjal segamini seni toiminud tavapärase elu. Kodus püsimine tõi uued mõtted ning otsese vajaduse seni digitrükikoja Digiprint põhitegevuseks olnud turundusmaterjalide ja näituste suureformaadiliste trükiste asenduseks. Inimesed üle maailma veetsid rohkem aega kodus, remonti tehti rohkem, kui kunagi enne. Keskkonnasõbralikkus ja väiksema jalajälje tekitamine maailmas oli ja on ülioluline. Tundus õige aeg pöörata pikk trükitööstuse kogemus ja kirk ilusate seinte vastu uueks, jätkusuutlikuks äriks.

Kuidas osta tapeeti kodust lahkumata, saada täpselt endale vajalik kogus ja kaup kiirelt kätte?

Olemas oli toimiv digitrükikoda, seadmed ja õhinapõhisus. Puudusid põhjalikud teadmised e-ärist, teenusedisainist ja paljust muust.

2. Protsess

Selge oli see, et uus tapeedipood peab olema e-äri, digitaliseeritud, rahvusvaheline, jätkusuutlik ja ääretult kliendisõbralik ning pakkuma head valikut tapeete.

Start:

- ✓ Võtsime tööle projekti vedama äriarendusjuhi ja tapeedidisaineri tapeete looma.
- ✓ Viisime läbi esmase fookusgrupi uuringu selgitamaks, mida sihtrühma esindajad tegelikult soovivad.
- ✓ Kandideerisime EAS programmi Disaini Meistriklassi 2021.

Avastused:

- ✓ kliendid ei taha pead vaevata mustri kokku ajamisega, tapeedi koguse arvutamisega;
- ✓ läbisime konkursi ja osutusime valituks Disaini Meistriklassi.

3. Teenuse disainimine

Paralleelselt e-poe arendusega disainisime teenust Disaini Meistriklassis.

- ✓ Sihtrühmade selge kaardistamine ning persoonade loomine.
- ✓ Kasutajauuring, põhjalikud one to one intervjuud iga sihtrühma esindajaga ning nende kui kliendi teekonna vajaduste kaardistamine ning persoonade loomine;
- ✓ Kasutades JTBD (*Jobs to be Done*) töövahendit, selgitasime välja, mis tööd kasutaja tahab tehtud saada meie tapeediteenuse abil.
- ✓ Kaardistasime klienditeekonna.
- ✓ Koos persoonade esindajatega tegime koosloome töötoa päeva.

Peamised avastused:

- ✓ Meie persoonad on: eraklient (naine, 26+), sisekujundaja ja graafiline disainer.
- ✓ Persoonad otsivad teenuse lihtsust, sh sisekujundajad. Koguse arvutamine on keeruline ning liiga palju valikuid ajab pea sassi.

Lahendus: baubauwall.com e-poes on *online* tapeedi lõikur (*cropper*), mis võimaldab kliendil oma seina mõõtude järgi osta tapeeti. Kõik disainid on omakorda filtreeritavad ja lihtsalt kategoriseeritud.

- ✓ Loomaks arvestatav kogus tapeedidisaine, korraldasime konkursi kaasautorite leidmiseks. Leidsime häid disainereid, ent selgus, et teadmised kordusmustrite tegemisest ja trükitehnilistest nüanssidest on puudulikud.

Lahendus: korraldasime kordusmusteri töötoa koolitussarja. Saime aru, et meie tapeediäril on ka kogukonda siduv ja hariv aspekt.

Kasutatud metoodikad & tööriistad:

- ✓ Prototüüpimine mobiilis ja desktopis
- ✓ Crazy Eights ideestamine.
- ✓ Panime Bain'i väärtuspüramiidile oma tapeediteenuse ja kaardistasime sotsiaalseid, elumuutvaid, emotsionaalseid ja funktsionaalseid väärtuspakkumisi
- ✓ Kasutades Lotus Blossom tööriista, sätestasime Baubauwalli peamised väärtuskomponendid.

5. Testimine

Kuna tegime baubauwall.com-i nullist, alustasime konkurentide veebide kaardistamisest ja testimisest.

- ✓ Edasi tegime oma desktopi ja mobiili prototüübi DMK programmi käigus, mida testisime kasutajatega.
- ✓ Veebiarenduse lõppfaasis testisime esimese fookusgrupi kasutajatega baubauwall.com'i
- ✓ Baubauwall.com *live* tegime nn *soft openingi* - esmalt said uut e-poodi testida kümned Digiprindi töötajad ning kaasaelajad.

Praktiliselt kõik parendusettepanekud võtsime arvesse ja parandasime leitud vead! Lisaks saime hulga ideid, mida edasi arendada ettevõtmise järgmises arenguetapis.

6. Mõju, kasu ja keskkond

Baubauwall võitis Disaini Meistriklassi 2021! Selle teekond oli väga kasulik ning võit suur au. Ka väike ettevõtmine saab peaaegu „päris ise“ ära teha kasutajast lähtuva teenuse. Tagasiside baubauwall.com keskkonnale on seni olnud väga hea nii paika pandud isiklike kui ka avalikkuse silmis. E-pood on olnud laivis alates aprillist 2022 ja arendame teenust pidevalt edasi.

Tellides tapeedi Baubauwall.com poest, satud omanäolisesse keskkonda, kust tapeedi valimine ja ostmine on kerge. Sa ei pea arvutama vajalikku paanide kogust ega pead murema sellega, kuidas muster kokku läheb. Tapeet on valmis lõigatud, täpselt nii mitmes paanis, kui lai ja kõrge on sinu sein. Nii on tootmise ülejääk null ning uue tapeedi saab kätte 5-7 päevaga ning selle paigaldamine on lihtne. Sobiva liimi anname ka kaasa. Tapeedid trükitakse keskkonnasõbralikule materjalile, mittemürgiste värvidega.

Digiprint on saanud endale täiesti uue äriharu – tapeetide disain, trükk ja müük. Ärilist kasu on veel vara mõõta, ent meil on toimiv, läbi disainitud, kasutajast lähtuv e-pood, iga nädal täienev kollektsioon, kliendibaas ning tõusvad klikinumbrid.

1. Background

The Covid pandemic disrupted the world's way of life, from the printing industry to commerce and culture. Quarantining at home brought new ideas and a need to replace existing digital printing business for Digiprint with something more sustainable.

People around the world were spending more time at home, keeping busy with decorating more than ever. Past years growth of digital printing industry was still on the rise. Sustainability, eco-friendly materials, and smaller footprint on nature – was and still are highly important. To sum it all up – it seemed a right time to turn the extensive print sector experience and a passion for beautiful wall decor into a new, sustainable e-business.

But how to buy wallpaper without leaving home, get exactly the amount you need, plus - receive it quickly?

We had a well-functioning digital printing company, equipment, and the experience. But lack of in-depth knowledge of e-commerce, service design and much more.

2. The Process

It was clear that the new well décor business must be fully digital, international, sustainable, customer-friendly and offer a good selection of designs.

Start:

- ✓ Hired a business development manager to lead the project and a graphic designer to design wallpapers.
- ✓ Conducted an initial focus group study to find out the customer needs.
- ✓ Applied for the Design Master Class 2021 programme by Enterprise Estonia.

Discoveries:

- ✓ It is difficult to align the pattern and calculate the amount of wallpaper required for a particular room.
- ✓ We passed the competition and were selected into the Design Master Class 2021 programme!

3. Designing the service

In parallel with the development of the e-store, we kept ourselves busy studying at the Design Master Class.

Steps taken:

- ✓ Clear mapping of target groups
- ✓ User research, in-depth one-to-one interviews with representatives of each target group and mapping customer journey, creation of personas.
- ✓ Using the JTBD (Jobs to be Done) tool, we set the advantages the user gains when using baubauwall.com
- ✓ Mapping customer journey
- ✓ Together with the personas representatives, we held a co-creation workshop day.

Key discoveries:

- ✓ Our target personas are: private customer (female, 26+), professional decorator and a graphic designer.

- ✓ People are looking for simplicity of the service, even professional decorators. Calculating the correct amount of wallpaper is a challenge, also having too many design options can be overwhelming.

Solution: baubauwall.com has an online wallpaper cutter (cropper), that allows the customer to buy wallpaper according to the measurements of her/his wall. All wallpaper designs can be filtered and easily categorized.

- ✓ To have wider range of designs, we teamed up with various graphic designers. There were plenty of good designers, but surprisingly - the knowledge of repeat pattern art and the technical nuances were incomplete.

Solution: We organized series of Repeat Pattern Workshops. Thus, our wallpaper business also has a community-engaging and educational aspect!

Used methodologies & tools:

- ✓ Prototyping on mobile and desktop
- ✓ Ideation of Crazy Eights.
- ✓ Service mapping with Bain's value pyramid tool for the social, life-changing, emotional, and functional assessment propositions
- ✓ The Lotus Blossom tool helped to set the main values of Baubauwall.

4. Testing

First, we started by mapping and testing competitors' websites, as our own baubauwall.com was not ready. Little later, at the Design Master Class, we made desktop and mobile prototype, which we tested with users.

- ✓ In the final phase of web development, we tested baubauwall.com with the very the first focus group participants
- ✓ We did a "soft opening" of live Baubauwall.com in March 2022 - dozens of Digiprint employees and co-workers testing the new e-store.

Practically, we took into account all improvement suggestions and fixed the found errors! In addition, we received several new ideas to develop further in the next stage of the venture.

5. Impact, benefit & environment

Baubauwall won the Design Master Class 2021! The journey was educational and incredibly advantageous. Proving that even a small business can achieve a smart, fully user-oriented service. Feedback on baubauwall.com has been very good, both in the eyes of the set target groups and the public. Baubauwall.com has been live since April 2022 and we are constantly developing the service!

The wallpapers are printed on environmentally friendly non-woven paper with non-toxic colours.

By ordering from Baubauwall.com, you enter a unique environment where choosing and purchasing wallpaper is made easy. No need to calculate the amount of wallpaper strips required, nor to figure how to match the pattern. The wallpaper is ready-cut, in exact strips as per customer's wall. Hence - the production residues are zero and the customer receives wallpaper in 5-7 days. Installation is easy, even the appropriate paste is included.

Digiprint has now completely new business branch – design, print and sales of wallpapers. Profits cannot be measured yet, but we have a well-designed and thought-through e-store. Plus, a great collection of wallpapers that is updated every week, growing customer base and increasing click rates.