

MEng Innovation by Design

2019/2020 Ideate-Prototype-Realize

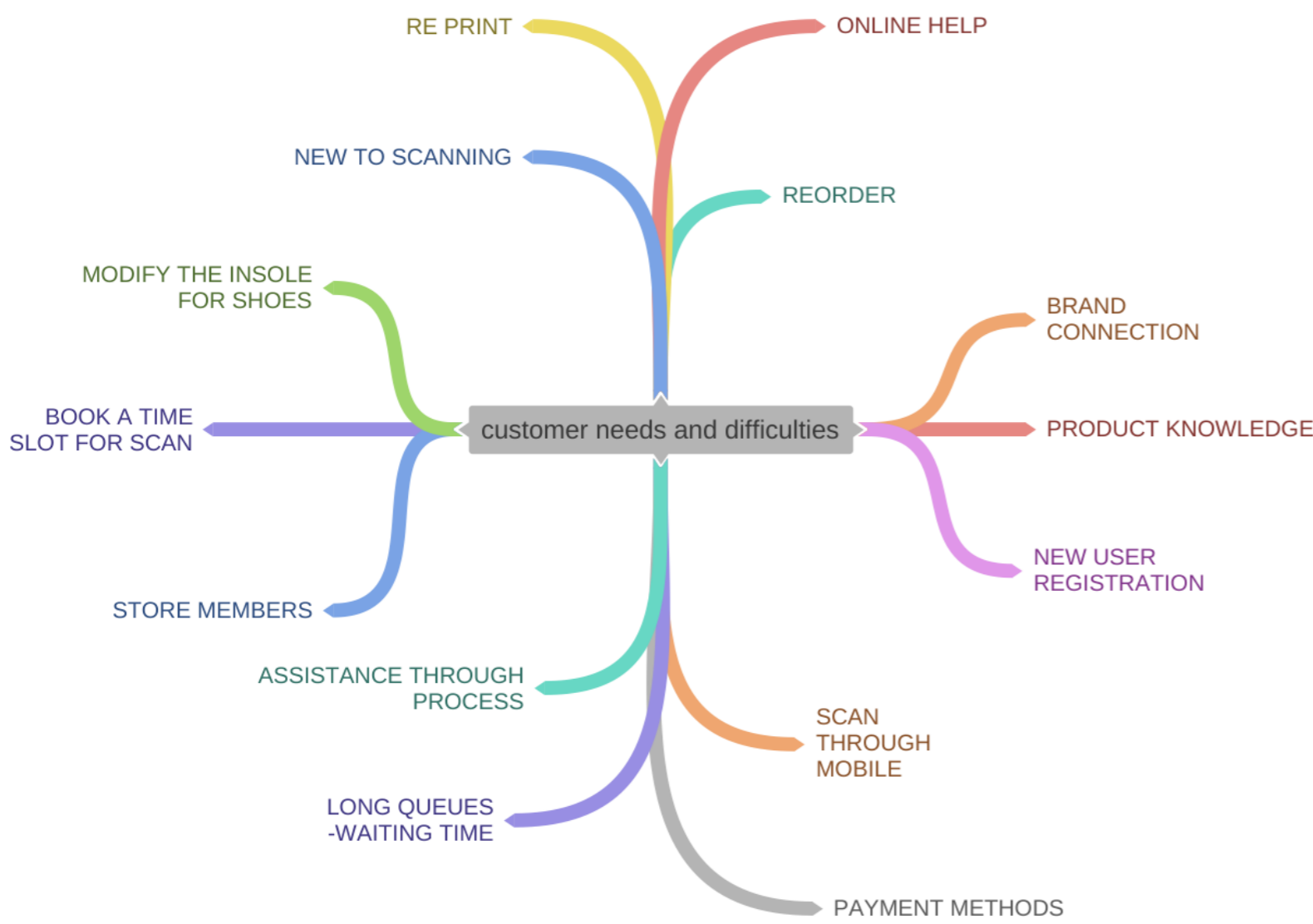
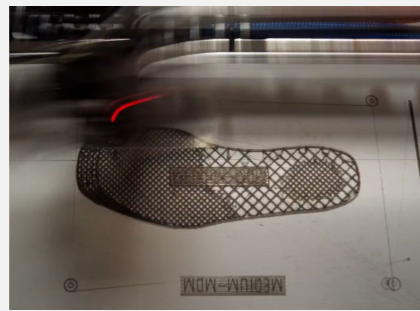


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RESA

RETAIL USER EXPERIENCE

RESA wear is world's foremost foot-care accessory brand, making customized medical grade insoles using 3D printing and foot scanning technologies. This project is focussed on improving the retail experience in RESA stores, and to ease the customer onboarding experience and assist the customers with their foot scanning process.



EASE THE INITIAL ON-BOARDING PROCESS

GUIDE CUSTOMERS IN SCANNING PROCESS

MODIFY AND CUSTOMIZE

RE-ORDER

HELP AND ADVISE

BRAND CONNECTION WITH THE USERS

