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Team VF Capstone Project





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To **Elevate** Consumer Experience &
Make Customers Walking out of Vans
Stores **Happier**

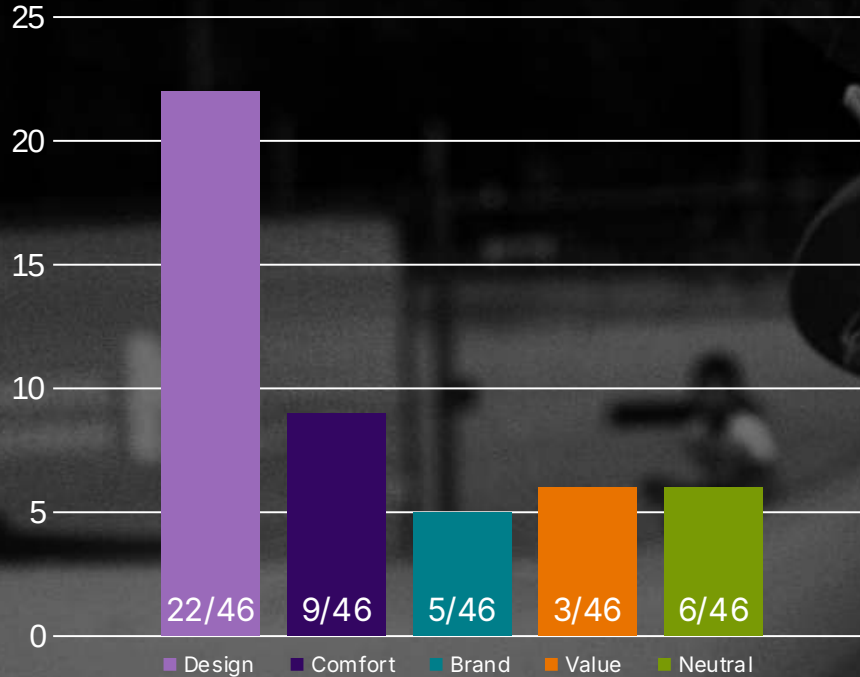
Customer Experience



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People Who Wear Vans



Survey Quotes

"I like Vans, but recently I think the quality is lower than it used to be. I love the style and comfort. Other people buy me Vans because they are a typical staple in my wardrobe at this point."

"Vans is a brand which has its own characteristics. It is very attractive as it certainly looks like Vans. I also like the design of it."

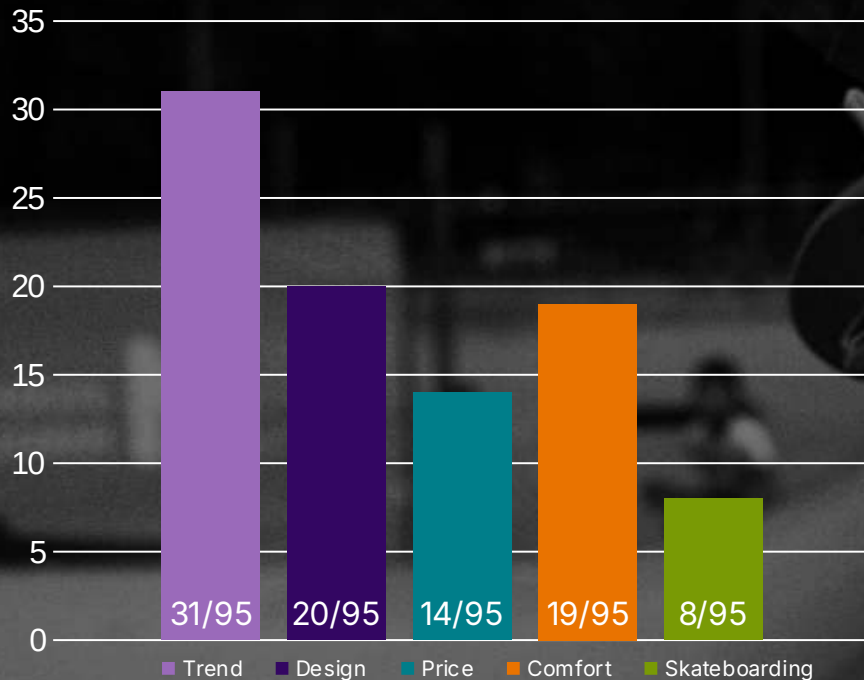
"I prefer Vans to Converse, which are two brands people like to compare. I will buy Vans because of its version, color matching and co-branded model. I don't skateboard, so I won't buy Vans for it."



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People Who Used to Wear Vans



Survey Quotes

"Kind of. I used to buy vans for its reasonable price comparing to supreme and some limited Nike SB. I love its clean style and good quality. However I'm not so interested in skateboarding so I quit buying vans."

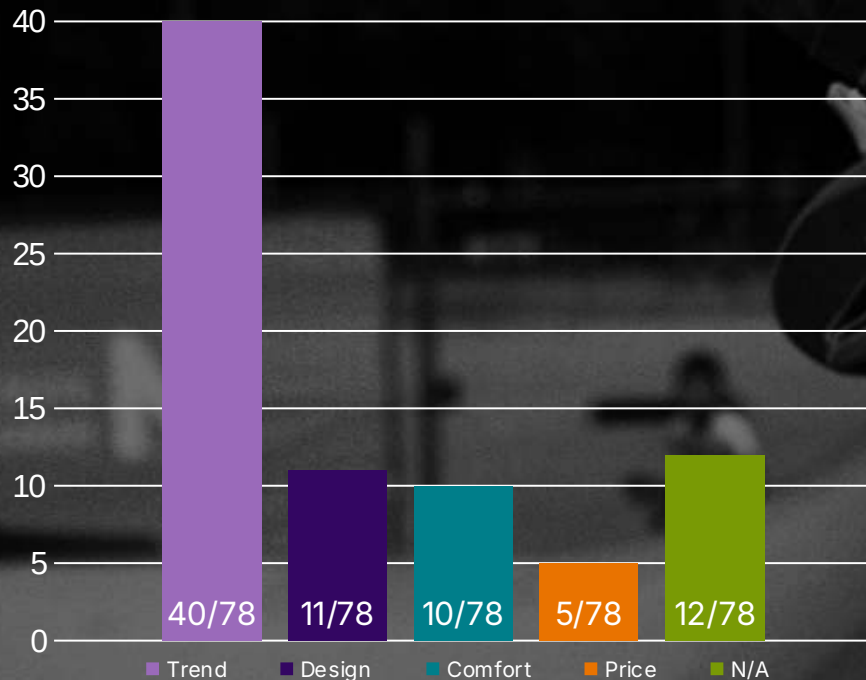
"Despite Vans' subpar performance as actual skateboarding shoes, their Half Cabs and most pro models are affordable and durable, and the brand's identity is connected to skate culture and fun events, but Nike and Adidas are ultimately cooler and more preferred."



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People Who Do Not Wear Vans



Survey Quotes

"I don't have a specific opinion towards VANS since I don't wear them at all. I do remember them being a trend before tho, but I haven't heard from them since."

"I don't like skateboarding. I think Vans' design are too sporty."

"I think that vans as certain models of skate shoes that are good quality and can be used for a long time, however I usually don't wear them because of the board feel and personal experiences with the shoes wearing out too fast."



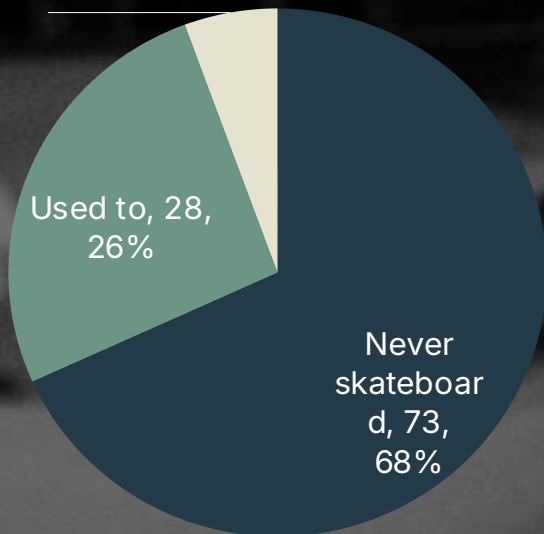
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Do you skateboard?

Do skateboard, 6,
6%

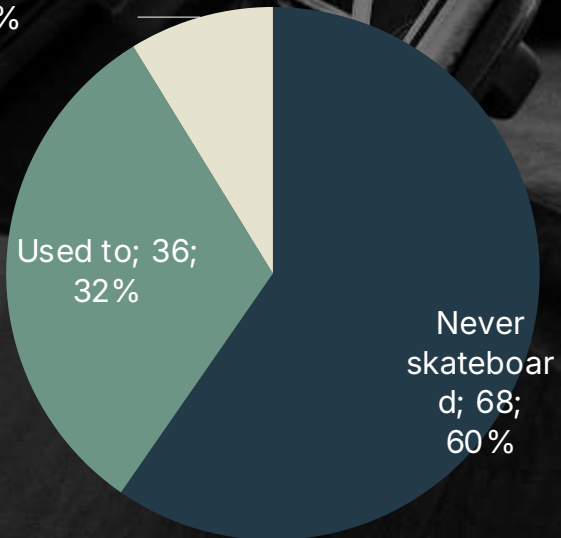
Chinese Nationals



■ Never skateboard ■ Used to ■ Do skateboard

Do skateboard, 10,
9%

International Students



■ Never skateboard ■ Used to ■ Do skateboard



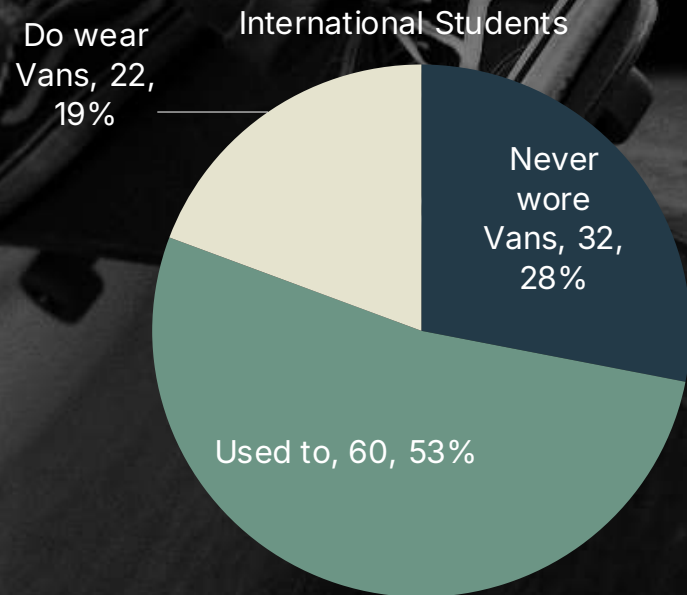
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Do you wear Vans?



■ Never wore Vans ■ Used to ■ Do wear Vans



■ Never wore Vans ■ Used to ■ Do wear Vans

Popularity of Vans



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	Vans as first choice	Nike SB as first choice	Converse as first choice	Supreme as first choice	Adidas as first choice	Others as first choice
Chinese	18.69%	30.84%	5.61%	20.56%	3.74%	13.08%
International	52.68%	13.39%	10.71%	9.82%	6.25%	3.57%

	Vans as second choice	Nike SB as second choice	Converse as second choice	Supreme as second choice	Adidas as second choice	Others as second choice
Chinese	19.63%	19.63%	10.28%	17.76%	10.28%	0.93%
International	16.07%	20.54%	26.79%	16.07%	11.61%	2.68%

	Vans as thrd choice	Nike SB as third choice	Converse as thrd choice	Supreme as third choice	Adidas as thrd choice	Others as third choice
Chinese	17.76%	14.02%	14.02%	15.89%	10.28%	8.41%
International	10.71%	30.36%	14.29%	13.39%	15.18%	8.04%

In Sum

	Vans	Nike SB	Converse	Supreme	Adidas	Others
Chinese	56.07%	64.49%	29.91%	54.21%	24.30%	22.43%
Foreign	79.46%	64.29%	51.79%	39.29%	33.04%	14.29%

- Vans was more popular among International students, as half of them chose Vans as their first choice and about 80% chose Vans as their top three skateboard choices.
- Chinese students prefer Nike SB over Vans, but Vans still account large percentage in their second & third choices.

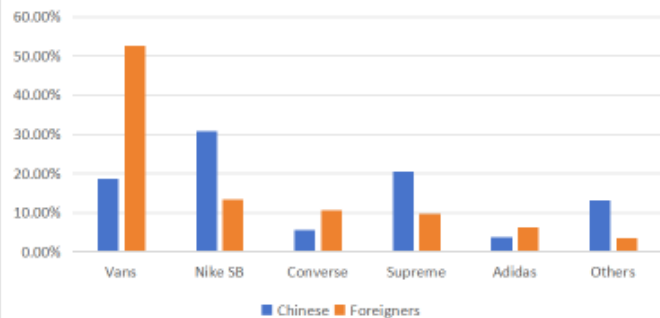
- Disparity may because of the fact that Nike has more commercial exposure in China, and Chinese Nationals may have less understanding on street culture.



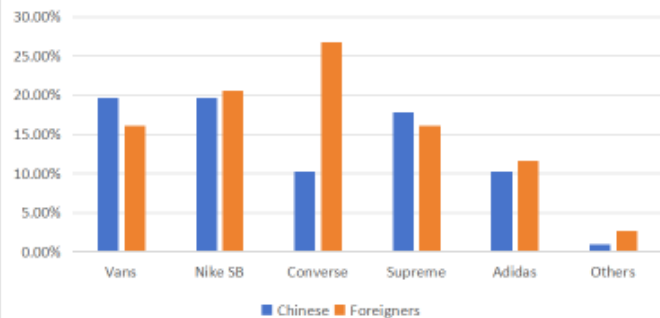
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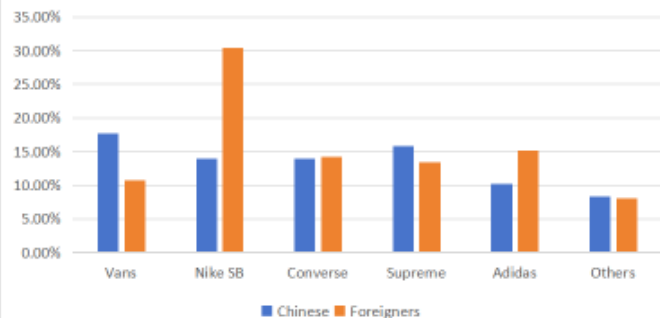
First Choice Popularity



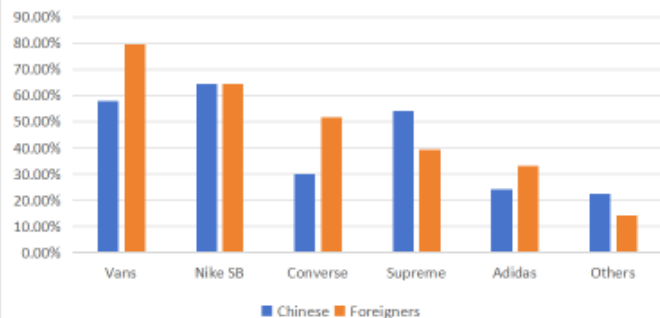
Second Choice Popularity



Third Choice Popularity



Brand Popularity



Eco-system



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STORE

- Store Events
- Workshops

CONSUMER

- Relating
- Identifying

BRAND

- Brand Preference Regression

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Starting From Consumer

Eco-system



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CORPORATION

STORE

- Provide space for community events

CONSUMER

- Reassess the role of a store manager & restructure their performance review

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Intention to Result Model

BRAND

Potential Solutions



Eco-
system



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Customer Engagement Model

From Customer To Store



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Product Exploration

- Wide selection of footwear, apparel, and accessories
- Exclusive in-store items and limited editions
- Hands-on product interaction and trial

Personalized Customer Service

- Knowledgeable staff offering style advice and product information
- Assistance in finding the perfect fit and styling

Store Decorations

- Concept store (TX Huaihai) has many artistic decorations
- Small & mid-sized stores could also have decorations related to the collaborations / the current seasonal design
- This could attract more customers (Conformity/ Herd Mentality)

"More than just shopping - a unique blend of culture, community, and personalized service."

How Do Customers Interact with Vans Stores?

From Store To Customer



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Provide Space for Community Events

From Store To Customer



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Vans Shanghai Citywalkers: A Journey Between Two Iconic Store

Event Details

- Calling all Vans fans in Shanghai! Join us for a unique city walk. -
- Start your journey at the Vans store in People's Square
- Explore the city together, wearing your favorite Vans sneakers
- Conclude the walk at the flagship Vans store on Nanjing Road
- Enjoy special in-store experiences and connect with fellow Vans enthusiasts

In-Store Highlights

- People's Square Store:
 - Check-in point for the event
 - Receive a special event wristband and map
 - Enjoy a Vans-themed photo booth to capture the moment
- Nanjing Road Flagship Store:
 - Exclusive event space for participants to relax and socialize
 - Complimentary refreshments and snacks
 - Live music and interactive displays showcasing Vans culture
 - Limited-edition event merchandise available for purchase

Provide Space for Community Events

STORE



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From Store To Customer



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Vans Skateboard Community Gathering

Event Location

- SMP Skatepark Shanghai (2622 Gonghexin Road, Jing'an District, Shanghai)
- Indoor skatepark suitable for skaters of all skill levels
- Or Shanghai Extreme Sports Park (1588 Lianhang Road, Minhang District, Shanghai)
- Outdoor skatepark with various ramps, bowls, and street obstacles

Event Details

- Invite local skate shops and brands to set up booths at the event
- Organize skateboarding competitions for different skill levels (beginner, intermediate, advanced) with prizes for winners
- Arrange live music performances by local bands or DJs to create a festive atmosphere
- Provide a variety of food and beverage stalls
- Invite skateboarding influencers and professionals to attend the event, hold demonstrations, and interact with the community

Provide Space for Community Events

STORE



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From Customer to Brand



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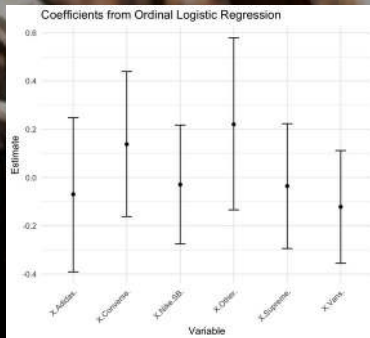
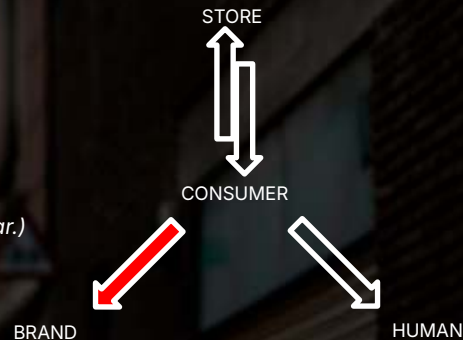


Hypothesis Testing “Vans Identity Lifestyle Shift?” through Ordinal Regression:

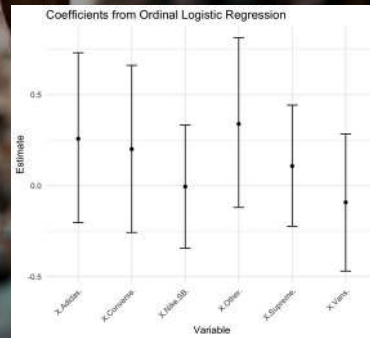
Brand Skateboarding Association Rankings (Indep. Var.) vs. Vans Wearing (Dep. Var.)

Relationship Breakdown:

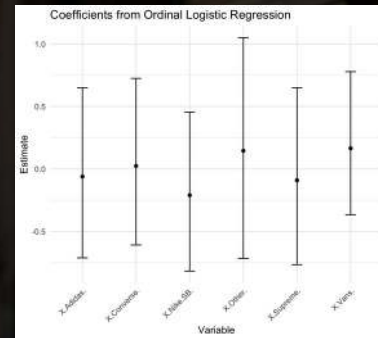
- Pos Coef = More Assoc. w Skateboarding → More Vans Wearing
- Neg Coef = More Assoc. w Skateboarding → Less Vans Wearing



Entire Sample



Chinese Only



International Only

Key takeaways:

- Chinese Sample: No neg. coeff except Vans! → Skate market share TAKEN
- International Sample: Only Vans & Other pos. coeff, niche skating opportunity
- All Sample: Even w. international mixed in, Vans neg. coeff

Using Regression to Interpret Consumer Perception

From Brand to Customer



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Intention to Result Model

1. Defined hyper specific demographic

- Localize
- Age range
- Fashion style

2. Creative direction

- a. Indy house OR
- b. Indy creative director

3. Accessibility purposefully limited, artificial portrayal of difficulty of accessibility

- Geographic limit
- Low stock nums
- Material limit
- Info scarcity

INTENTION

INTENDED

- Core loyal customer base secured
 - Repeat demand
- Creative direction stable/defined
- Authenticity secured

RESULT

UNINTENDED

- Wider brand pull
 - Niche label → Main label PULL
 - Value added, instead of absorbed
- BOTH main and sublabel WIN
- Natural demographic expansion

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From Customer to Human



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Market Research Results

When you think of skateboards, which brand is your first brand?

77 / 200 people named Vans as their first brand.

In Store Visit Experience

After proactively stating that you are a skateboarder.
1 / 3 stores employee take the initiative to share skateboarding culture and experience.

Enhancing Customer Identification with Employees

By stimulating customer empathy, thus establishing a stronger sense of brand identity.

How Customers Interact with Employees





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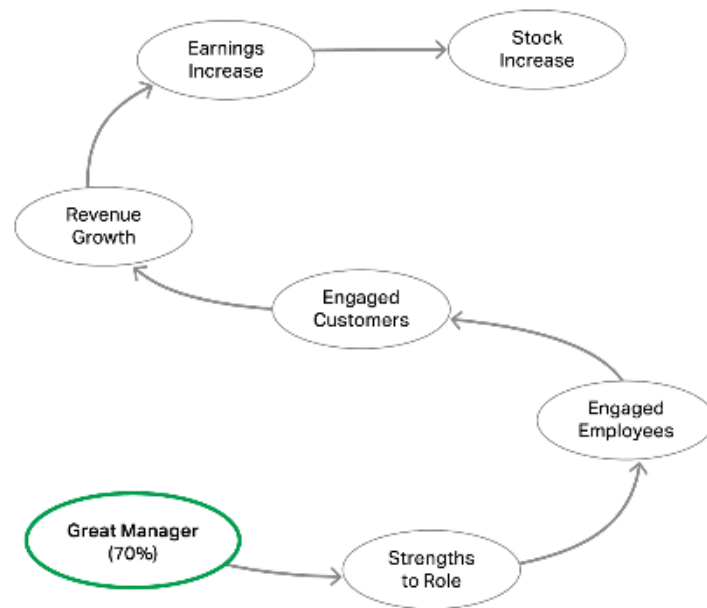
Manager's Performance Impacts Employees

"70% of the variance in team engagement - hence productivity - is determined by just the manager."

"Your engaged employees create your engaged customers. When your employees are quietly quitting, the customers feel it and they begin quietly quitting." (Gallup)

The Gallup Path*

The role human nature plays
in financial outcomes



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Our Model



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Intention to Result Model

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STORE



- Provide space for community events

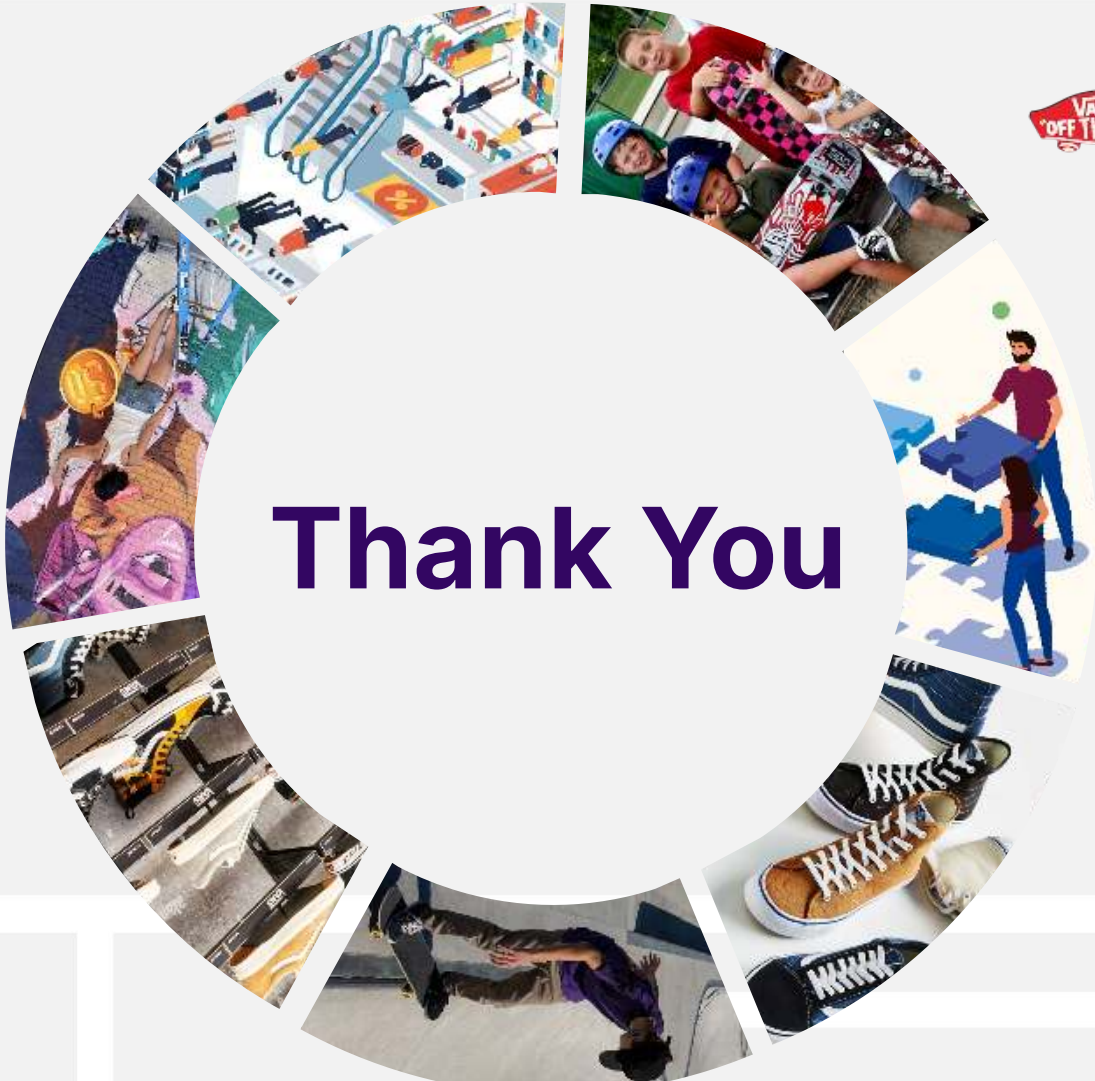
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- Restructure store managers' performance review

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Customer Engagement Model



Thank You