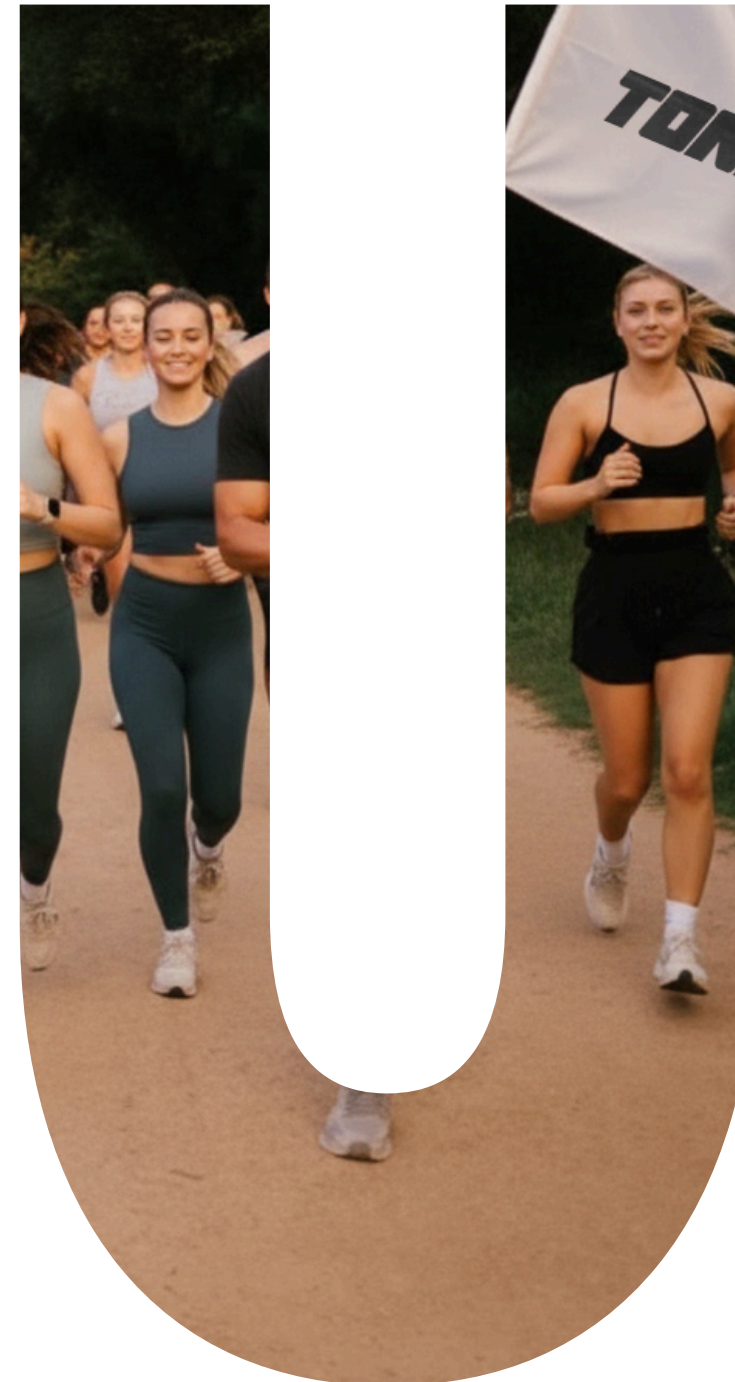
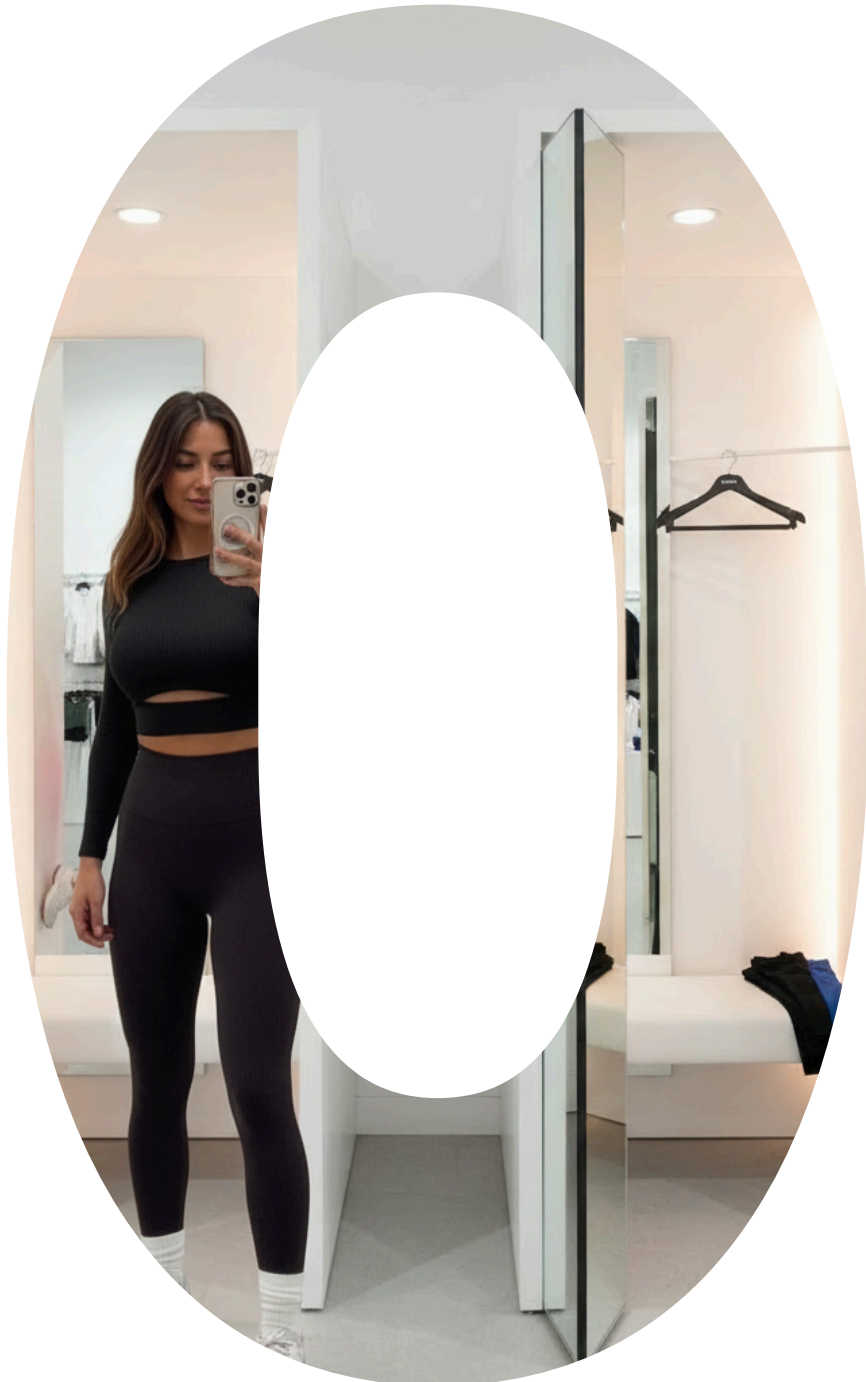


TONA

BRAND RECOMENDATION



DESIGN THINKING FOR BUSINESS INNOVATION FINAL

TEAM 5: ADAMARIS TREVINO, CAROLYN BLAKE, EMA SIRBEGOVIC, KENNY OKEKE, KJ JUETT

TONA AGENDA

RESEARCH LADDERING & SHADOWING

CHALLENGES

RESEARCH CONSUMER JOURNEY

RECOMENDATIONS

OUR EXECUTION

RESEARCH CONJOINT ANALYSIS

PERSONAS

SUCCESS METRICS



TONA RESEARCH: LADDERING & SHADOWING

• **LADDERING**

- Brand recognition → confidence (Nike/Lulu loyalty)
- Fit & sizing (top driver in interviews) → confidence and security
- Material/coverage → security and comfort
- Community cues → belonging and identity

• **SHADOWING**

- Brand familiarity → instant purchasing
- Sizing uncertainty → repeated try-ons and staff help
- Consumers relied heavily on tactile checks → fabric touching, stretching
- Better displays → stronger engagement

TONA CHALLENGES

- # 1** Low brand familiarity and trust compared to competitors (Nike, Alo, Fabletics)
- # 2** Decision fatigue from unclear sizing and variety
- # 3** Lack of tactile reassurance prevents confident purchase decisions
- # 4** Limited word-of-mouth due to absence of sharable or community-driven experiences



TONA RESEARCH: CONSUMER JOURNEY

WHAT THIS MEANS FOR TONA

- Make tactile testing + try-on easy and fast
- Show value clearly (durability, performance, design)
- Build social validation (mirrors, photo zones, events)
- Design for both hesitant & confident shoppers



SCENARIO: Gigi is early-career professional months beyond her secondary degree with an eclectic fashion sense and new-found love for developing a style to match her next stage of life. She owns several pairs of leggings across a variety of use cases with established go-to brands but an open mind about finding something that balances novelty, quality, prize, and style.

EXPECTATIONS:

- Fit Confidence: Try-on availability with a variety of sizing and colors
- Price Clarity: Clear price positioning that signals brand value relative to competitors
- Trust Building: Friendly, authentic brand story, and in person experience
- Social Proof Cues: Subtle reinforcement of established brand trust from reviews
- Convenience: Easy location access, low-friction checkout, and guidance

DEFINE	DIVERT	DISCOVER	EXPLORATION	EXIT	REFLECTION	SELECTION
<ul style="list-style-type: none"> • Reviews current leggings wardrobe • Identify need (worn, mis-sized, misaligned activity) and activity (workout, everyday, etc) • Set budget parameters 	<ul style="list-style-type: none"> • Sees social media content featuring new brand • Recognizes friend or influencer wearing brand 	<ul style="list-style-type: none"> • Searches for leggings reviews online • Browses brand websites and social sites • Locates pop-up from brand social page 	<ul style="list-style-type: none"> • Arrives at pop up easily within well known area • Browses different styles and feels fabric • Tries on leggings to check fit/comfort 	<ul style="list-style-type: none"> • Assess leggings look and feel noting fit issues and styling possibilities 	<ul style="list-style-type: none"> • Evaluates if try-on outweighs previous product experiences 	<ul style="list-style-type: none"> • Completed purchase and plans first wear

TONA RECOMMENDATIONS

1 CHALLENGE:
Low Brand Familiarity

SOLUTION: Influencer meet and greet, run group try-on partnership



TT @SSAM.TTAYLOR

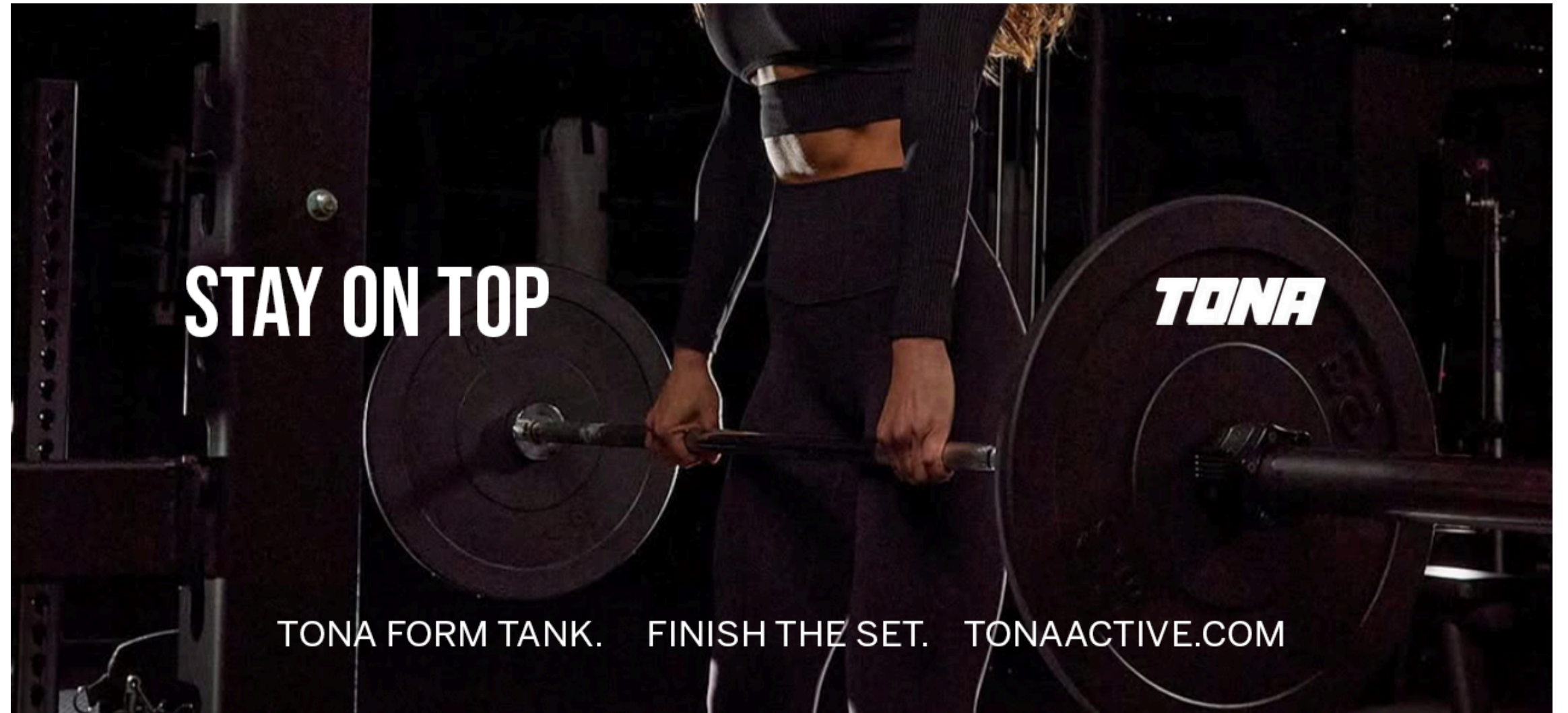
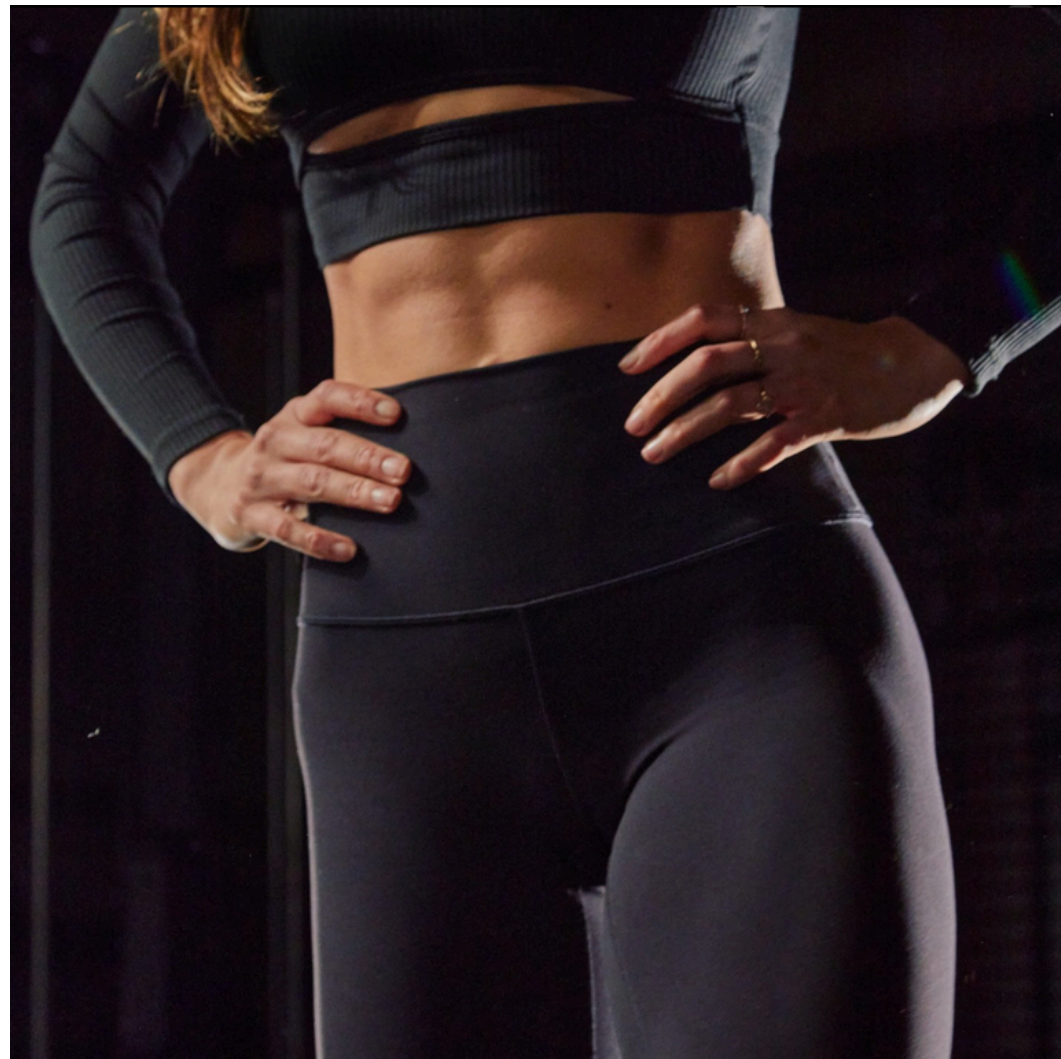


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TONA RECOMMENDATIONS

#2 **CHALLENGE:**
Decision Fatigue

SOLUTION: Predictable sizing flow, curated product layout, limited edition ecosystem expansion products

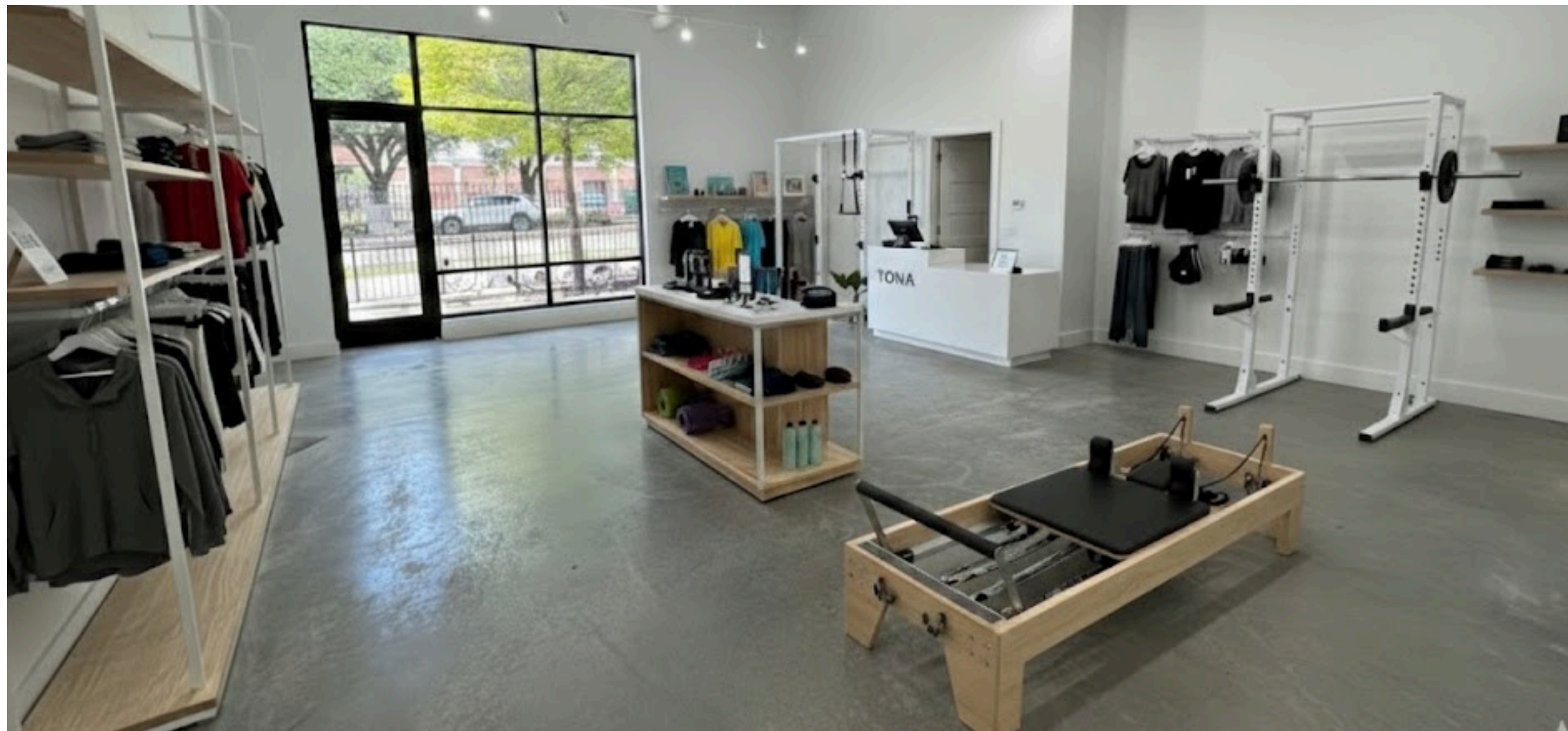


TONA FORM TANK CONCEPT AD

TONA RECOMMENDATIONS

#3 **CHALLENGE:**
Purchase Hesitation

SOLUTION: Multi-booth try on areas,
functional testing zones with experts, low-
cost high-conversion items



TONA RECOMMENDATIONS

#4 **CHALLENGE:**
Limited Engagement

SOLUTION: Photogenic design, “film your fit” mirrors, exclusive extended discounts



USER GENERATED CONTENT (UGC) EXAMPLE

TONA OUR EXECUTION



CONCEPT Full-store experience in
Domain/South Congress

ZONES Try-on, function, browsing,
check-out

VISUALS Bright cohesive color palette,
diverse staff & models

TONA OUR EXECUTION



Sense–Feel–Think–Act–Relate

Sense: Hand-on premium fabric accompanied by enticing music, lighting, and functional testing.

Feel: Confidence through fit & comfort from movement

Think: "Last leggings you'll ever need" vs. trusted brand comparison at testing stations

Act: Test-buy-share flow with exclusive colorways and curated bundles at checkout

Relate: Community proof through micro-influencer and social events.

TONA RESEARCH: CONJOINT ANALYSIS

ATTRIBUTES:

Collective

Price

Brand Affinity

Individual

Color

Coverage

Brand Identity

Material

Sizing Range

Build/Fit

Purchase Location

Ecosystem Presence

Chemical Use

Model Inclusivity

27%

Brand Affinity

Moderate

36%

Coverage

Moderate

33%

Material

Moderate

35%

Sizing

Moderate

TONA RESEARCH: CONJOINT ANALYSIS

Average High

51 %

Price Sensitivity
Variation

Average Low

3 %

Brand Affinity

53 %

Ecosystem
Presence

High

Segment 1: Brand-Loyal Experience Seeker

- Low price sensitivity (2-6% importance)
- High brand affinity importance (32-40%)
- Values ecosystem/experience features
- Willing to pay premium for brand trust and complete experience

Segment 2: Value-Conscious Performance Buyer

- High price sensitivity (23-59% importance)
- Moderate brand affinity
- Focuses on functional features (coverage, materials, sizing)
- Price-driven but will pay for key functional upgrades

TONA PERSONAS



LAUREN MITCHELL

**Brand Conscious
Experience Enthusiast**

60% of interviewed
consumers

Values functional testing,
premium quality, and brand
trust – these elements will
reinforce confidence and
long-term loyalty



SOFIA REYES

**Value-Driven
Performance Student**

40% of interviewed
consumers

Drawn to influencer
presence, photogenic
setup, and curated
assortment – these features
drives social engagement &
word-of-mouth promotion.

TONA SUCCESS METRICS: BRAND BENEFITS

CONVERTS FIRST TIME SHOPPERS INTO ADVOCATES



**SOCIAL SHARE RATE
UGC VOLUME**

BUILDS CREDIBILITY & REDUCES PRICE HESITATION



**STATION ENGAGEMENT RATE
PURCHASE CONVERSION RATE**

ESTABLISHES DATA FOR FUTURE RETAIL ROLLOUTS



**PERFORMANCE INDEX:
TRAFFIC X SALES
PRODUCT AFFINITY DATA**

GENERATES VALUABLE, MEASURABLE INSIGHTS



**TRY ON-TO-BUY RATE
CHANNEL ATTRIBUTION
METRICS**

TONA SUCCESS METRICS: CONSUMER BENEFITS

**INCLUSIVITY THAT BUILDS
COMFORT AND BELONGING**



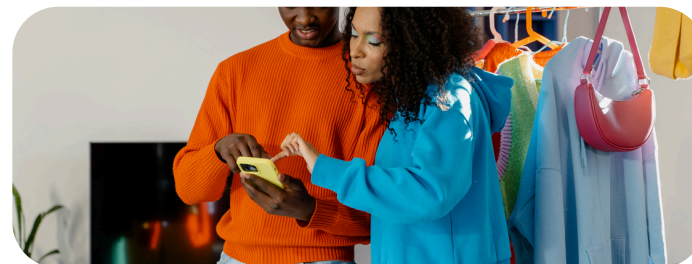
**SOCIAL SHARE RATE
UGC VOLUME**

**VISUAL APPEAL THAT
DRAWS CONSUMERS IN**



**FOOT TRAFFIC
TIME IN HIGH VISUAL AREAS**

**EXCLUSIVE ACCESS THAT
FEELS REWARDING**



**EXCLUSIVE ITEM SELL-THROUGH
EARLY SIGN-UPS FOR PRODUCT REVIEWS**

**FRICITIONLESS PATHWAYS
THAT SIMPLIFY DECISIONS**



**TRY ON-TO-BUY RATE
STAFF-ASSISTED CONVERSIONS**

***TONA* TAKE THE LEAD IN LEGGINGS**

Ultimately, this activation bridges the gap between TONA's distinctive value proposition and the consumer's need for tangible proof, creating memorable touch points that extend brand reach beyond the physical space and establish the foundation for sustained market penetration.

~~**THE LAST LEGGINGS YOU WILL EVER NEED**~~

THE ONLY LEGGINGS YOU WILL EVER WANT

APPENDIX

APPENDIX 1.0

BRAND BENEFITS

Converts first-time shoppers into advocates: Interactive **zones**, photo **moments**, and **mini events** encourage visitors to **create content**, tag TONA, and **share** their experience, turning curiosity into **organic word-of-mouth**.

Builds credibility & reduces price hesitation: Shoppers can **feel** the fabric, **test** the fit, and **try** movement-based stations, which **helps them understand** the quality, making higher price points feel **justified**.

Establishes data for future retail rollouts: **Performance data and shopper feedback inform** where TONA should open permanent locations, what inventory to prioritize, and how to design future store layouts.

Generates valuable, measurable insights: Captures real data: how many **testers become buyers**, which product bundles are **most popular**, and which social channels drive the **highest engagement or foot traffic**.

APPENDIX 2.0

CONSUMER BENEFITS

Inclusivity that builds comfort and belonging: Shoppers see **people like them testing** products, **interacting** with staff, and **participating** in community moments that **encourage trial**.

Visual appeal that draws consumers in: **Strong displays, testing zones,** and **photo-ready touchpoints** create a **premium environment** that increases interest and exploration.

Exclusive access that feels rewarding: **Limited-run colors,** first-look **prototypes,** and curated **bundles** give consumers early access and a sense of **insider status**.

Frictionless pathways that simplify decisions: Consistent **sizing displays,** guided **testing stations,** and helpful **staff** make the **shopping process** smooth and intuitive.