

Use Case



X36 Falcon Design

Re - thinking Jewellery Retail

- A Jewellery chain wanted to improve (1) Footfalls at their stores (2) Customer conversion rates and (3) Average ticket size per customer
- They were looking for new ideas to improve operational performance
- X36 Falcon's design team studied their business model and interviewed customers to determine what interventions were required
- We obtained some unique insights during interviews with their customers
- This led to the design of a new business & operating model for the company. We also suggested a rebranding strategy to improve the firm's market presence.
- We conducted the following exercises to arrive at solutions within a month :
 1. Strategic design assessment of the business
 2. Customer interviews
 3. Business model re-design workshop
 4. Re-branding ideation session



The client is executing some of the recommendations made