Open innovation platform

Deliverable 7.4
Technology roadmap on platform

Grant agreement no.:	825647
Call identifier:	H2020-ICT-2018-2 – ICT-32-2018 – STARTS
Objective:	The Arts stimulating innovation
Start date of the project:	01.12.2018
Duration	36 month

www.re-fream.eu

Re-FREAM
Re-Thinking of Fashion in
Research and Artist collaborating
development for Urban Manufacturing

S·T·ARTS
LIGHTHOUSE
Re-FREAM

Re-FREAM

Re-Thinking of Fashion in Research and Artist collaborating development for Urban Manufacturing

Working Package WP7

Open innovation platform

Deliverable 7.4

Technology roadmap on platform

Due date of deliverable: 30.11.2021

Actual submission date: 10.01.2022

Lead Beneficiary for this deliverable: Wear It Berlin (WIB)

Contributions by: Istituto Europeo di Design (IED)

Project co-funded by the European Commission within H2020 Framework Programme		
Dissemination Level		
PU	Public	x
CO	Confidential, only for members of the consortium (including the Commission Services)	
Type		
R	Document, report (excluding the periodic and final reports)	
DEM	Demonstrator, pilot, prototype, plan designs	
DEC	Websites, patents filing, press & media actions, videos, etc.	x

Contents

1 Context Information

1.1 The Re-FREAM Project

Re-FREAM will support **art-driven innovation** in European R&I projects by inclusion of artists in research consortia via linked third-parties. The artistic community receives a strong support from art-related partners like the Art University of Linz (UFG) and the European Institute of Design (IED), creative hubs and facilitators like Wear-IT Berlin (FashionTech), AITEX, ARCA and CREATIVE REGION combined with remarkable technology from IZM Fraunhofer (E-textiles), STRATASYS, HARATECH (3D-printing), Empa (3D body simulation), CARE APPLICATIONS (Garment nebulization) and PROFACTOR (Additive manufacturing).
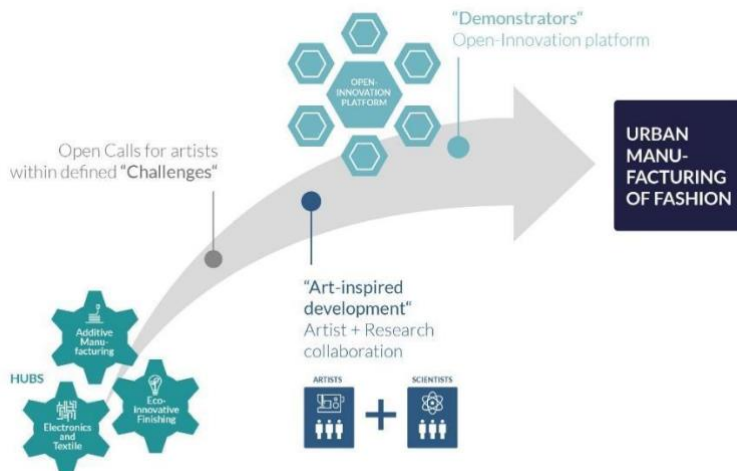
Re-FREAM boosts **art-inspired urban manufacturing**, where the city becomes a new production space. Especially for **creative fashion**, urban manufacturing offers a great opportunity to create an alternative to the much criticized production in low-wage countries.

Three technologies (additive manufacturing, electronics on textiles and eco-innovative finishing of fashion) will be explored together. **In co-creation** 20 awarded Artist/ Researcher teams, digitalized manufacturing of fashion will be developed up to TRL 5 to enable small-scale production of fashion in urban environment. An **Open-Innovation Platform** will finally link the know-how and the communities of the hubs, will offer access to relevant facilities and make the Re-FREAM art-inspired urban manufacturing working model sustainable.

1.2 Document history

Version	Date	Change/Reason for change
V1.0	07.10.2021	Draft template prepared for partner input
V1.1	13.10.2021	First Draft WIB
V1.2	26.10.2021	Corrections WIB
V1.3	08.11.2021	Input IED
V1.4	19.11.2021	Review PRO, CRE
V1.5	22.11.2021	Update WIB
V1.6	26.11.2021	Review PRO
V1.7	29.11.2021	Update WIB

1.3 Purpose and Scope of Deliverable Report D7.4

Set up of a sustainable roadmap of the art inspired technology development in fashion out of the collected roadmaps from WP 4,5,6 and a respective desk top research.

2 Introduction

The Open-Innovation Platform (OIP) is set up to present achieved results within the Re-FREAM project to external users. This platform is available for our target groups of artists, designers, SMEs and scientists, through a common project-website. The Open Innovation Platform represents a set of tools to share and make available the innovations and new technologies created within the Re-FREAM Project. The OIP consists of three pillars:

1. The Online Tool Box
2. The Online Exchange Platform
3. Community Building and Events

The goal of the Online Toolbox is to make the technologies and resources of the Re-FREAM project available to all readers. One of the tools used in the Online Toolbox is the Atlas. This is a platform available on the Re-FREAM website. Within WP4, 5 and 6, artists and Re-FREAM partners researched and discovered relevant technologies for urban manufacturing as well and processes for the designing and producing of fashion. During the co-creation projects, we discovered that there was need for a resource repository of relevant technologies, maker labs for urban manufacturing of fashion but also to showcase and inspire future designers with relevant processes. To do so we created two tools:

- The Atlas to present a repository for urban manufacturing of Fashion
- The Recode fashion platform to present new processes of producing fashion

The two platforms in combination with the Art / Tech Toolbox[1], give future artists and designers the tools and resources to create future fashion projects. Below is a graphic presenting the different tools of Re-FREAM and their impacts for the users.
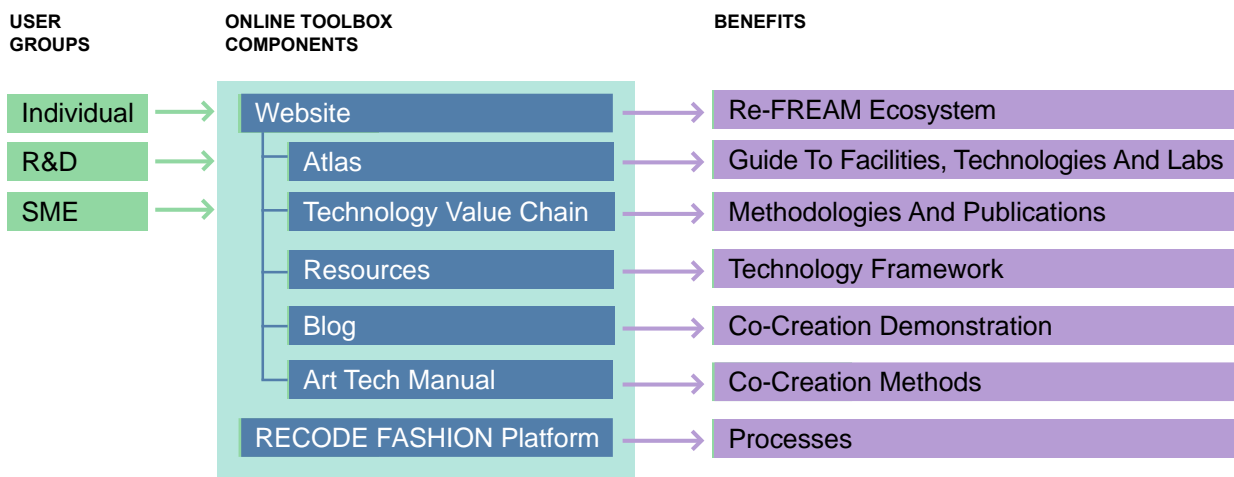
Figure 1: presentation of the different tools of Re-FREAM and how they can benefit to users

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[1] https://re-fream.eu/resources/art-tech-toolbox/

The Atlas can be accessed via this link: https://re-fream.eu/location/

The RECODE Platform can be accessed with the following link: https://RECODEfashion.com/

The following report will present the Atlas and its implementation as well as the RECODE Platform which serves as the legacy of the Atlas.

3 Why an Atlas

Before the COVID-19 pandemic and related measures (lockdown, etc.), stakeholders had the chance to meet potential clients or collaborators during events. Since this wasn't possible anymore as of March 2020, WIB identified a demand for a tool to better find potential clients/partners in a geographical vicinity. The Atlas was created on the one hand to face obstacles related to lockdowns and travel restrictions, and on the other hand to share the resources and technologies of the co-creation projects with future producers or designers of fashion. Users can use it to find partners and stakeholders in their countries or region by zooming in on their countries or focusing on the type of partners needed using the filtering tool, but also based on the technology or expertise offered by the listed resources. The Atlas contributes to enabling artists and designers to benefit from next generation technologies, both involved in the Re-FREAM project and related. The Atlas is an exchange platform presenting an ecosystem network of resources for designers to create new projects based on the best-practice results of the Re-FREAM collaboration projects. The Atlas therefore responds to the objectives of urban manufacturing of fashion as part of the Open Innovation Platform set at the start of Re-FREAM.

The tool, which is available on the OIP, will offer visitors the chance to quickly find solution-providers or potential partners based on certain criteria (location, industry, type of institution or company etc.). This contributes to the set impact of creating a sustainable ecosystem for urban fashion manufacturing for sustainability, 3D-printing and e-textiles. With a user-experience-centered interface, the Atlas will allow visitors to search for relevant stakeholders by selecting relevant categories that are of interest to them (e.g.: location, events, hub, solution provider, research institution, etc). The main goal of the Atlas is to create a curated research tool for users. It will make the navigation through all resources available on the internet easier for the designers, enabling them to access resources fast and in an efficient way.

The tool, which is available on the Open Innovation Platform, will offer visitors the chance to quickly find solution-providers or potential partners based on certain criteria (location, industry, type of institution or company etc.). This will contribute to the set impact of creating a sustainable ecosystem for urban fashion manufacturing for sustainability, 3D-printing and e-textiles.

4 Strategy

4.1 Gathering resources

The Atlas was presented to the Consortium during an online meeting in November 2020. Following the meeting, guidelines were created by WIB based on the desktop Research conducted by WIB, AIT and PRO for previous reports. The guidelines are important in order to bring the best information possible to the users. To start, the resources should fall under one of the challenges of Re-FREAM:

- From analog to connected
- From 2D to 3D
- From linear to sustainable circular systems

The resources listed should be state of the art and can be located anywhere in the world. Indeed, the international aspect of the Atlas will enable users anywhere in the world to find local partners. It is also important to provide relevant and varied information on the atlas for future designers to find the most fitting partners for future collaboration projects.

A minimum of 150 resources listed before sending out an opt-out email (more information in the next section) was decided. The first set of data was gathered using desktop research from WP4, 5 and 6 (See Figure 2). Each partner did their own research based on their area of expertise and delivered reports. Using these, WIB contributed to 97 resources, including universities, research institutes, companies, events, media and networks involved in wearable technologies. The desktop research conducted by Profactor (PRO) for 3D-Printing resources brought an additional 21 resources. Finally, D6.3 done by AITEX is a list of technologies and work done in the laser cutting realm, it is therefore more suited for the RECODE FASHION Platform. The Atlas' wants to gather stakeholders and information from partners (facilities) and make them available to the public.

Figure 2: Contribution from other deliverables

In a second phase, in order to provide a broad list of curated resources, WIB in collaboration with IED, asked all partners of the consortium to contribute to 10 resources each. They, indeed, have their own specific area of expertise and are located in different parts of Europe and can therefore select other stakeholders to complement the Atlas' database. For a resource to be listed by a partner, it had to fit some criteria. It should, for instance, respond to one of the challenges of Re-FREAM (additive manufacturing, electronics on textiles and eco-innovative finishing of fashion, be involved in the Fashion industry. The Re-FREAM partners had to present the technologies or services offered by each resource, how they contributed to the new value chain for fashion (e.g. manufacturing, material, design, sustainability…) as well as the dimension in which they operated (i.e. Mechanical, organic, artisanal…). These criteria were developed by WIB and further by IED to fit the RECODE FASHION Platform in the future. The aim of the Atlas is to use the knowledge of the partners in order to offer the community a curated selection of resources. It should serve as the first step for users to kick-start their research or project. In some cases, resources were listed multiple times since some partners work in similar fields of expertise or close to one another. In those cases, the resources were only listed once on the Platform.

4.2   Data management

The data gathered for the Atlas is based on online desktop research. The resources and information are therefore part of the public domain. All resources will therefore be integrated to the Atlas page and include the name of the resource, a short description, a link to their website, a picture and their location. In order to inform the companies and institutions of their presence on the Atlas, an email was sent to all of them on October 13th, 2021, to inform them they had been

listed on the Atlas. The email presented to them the Re-FREAM project and the goal of the Atlas. This email was also an option for the stakeholders to opt-out from the Atlas. The email mentioned that if they did not wish to be listed on the platform, they should inform WIB via email and their information would be deleted from the Atlas. No answer to this email until the end of November 2021 would be considered as an agreement for the data to remain on the Atlas platform. The email was also an opportunity for WIB to improve the information available on the Atlas. WIB worked with the companies that responded to the email and wished to make some changes.

4.3   Implementation on the website

Once all data was collected from all partners, it was gathered in an Excel spreadsheet and included information such as Name of the Company and its URL to be presented on the Atlas. Each resource was presented with a geographical pin on the overall map (Figure 3) and with a picture in the listing (Figure 4).
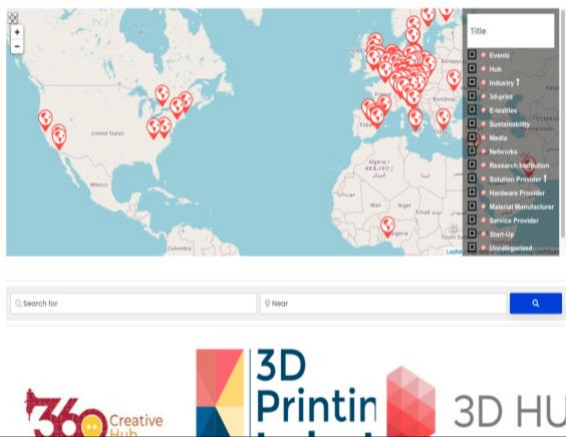

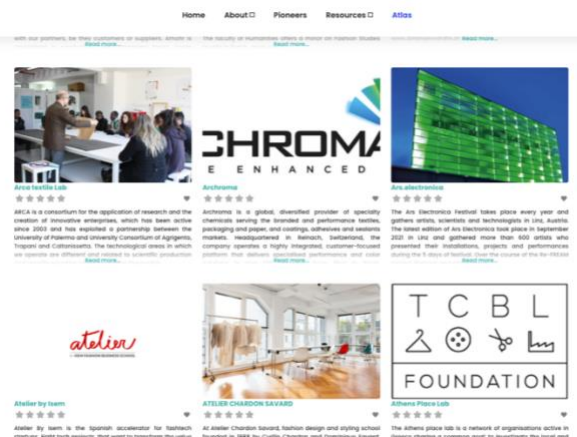**Figure 3**: Visualization of the Atlas on the Re-FREAM Website

Figure 4: Listing of the resources

All resources were added to the Website between August 27th, 2021 and October 11th, 2021. The Atlas was then launched and made available on the website on October 13th, 2021. At the time of the launch, 176 resources were listed on the Atlas. The resources listed on the Atlas were also encouraged in the Opt-out email to share the information with their communities. At the time of the launch, 176 resources were listed on the Atlas. If the companies or institutions then responded to the email and asked to be removed from the Atlas, this was done and their listing was set as draft. The email also gave the opportunity to WIB to correct or make some changes based on the request of the companies. The information was also shared to the Re-FREAM Community through social media posts (Figure 5) and also shared by other partners.

Figure 5: Post for the launch of the Atlas on the Re-FREAM LinkedIn Group

5 Sustainability plan after Re-FREAM

As shown in Figure 1 above, the Atlas is a tool gathering the information of various research and deliverables done by Re-FREAM partners of WP4, 5 and 6 throughout the project. The data presented on the Atlas are information frozen in time when uploaded on the website. However, since the Re-FREAM project is ending at the end of November 2021, they will not be modified in the future as the website is only to be maintained for one extra year after the end of the project. Once this period is over, the website will be taken offline and not accessible anymore.

To avoid losing the work and added value brought by the Atlas, it became clear that a sustainability plan was needed to maintain the added value of Re-FREAM accessible to users. After holding a workshop at the beginning of 2021 between IED and WIB, WIB then conducted interviews with other project managers at the European Level, to better understand the context and what these other projects learned from the process. The interviews were conducted online in March 2021 with project managers of the WORTH project, WEAR Sustain and S-T-ART-S. Using the learnings gathered in the interviews, WIB Presented them to the Consortium in a Workshop in April 2021 to discuss the legacy of Re-FREAM. The main learning of these reflection calls and workshops was the importance of maintaining the data and resources current and available to the public. The importance of the community was also brought to light by partners of similar projects. During one of those workshops, IED suggested creating the RECODE FASHION Platform and how the information of the Atlas could be integrated.

Once the RECODE FASHION platform is launched by IED, its link will be added to the Atlas' page to inform the users of its existence and how it can be useful to them. After the one year period of website maintenance, the RECODE platform will be the sole page with the information of the Atlas. The Platforms have similar components, but where the Atlas is only showcasing the resources in a geographical vicinity, the RECODE FASHION platform also provides an overview of the abilities of the resources listed. The users of the RECODE FASHION Platform can access projects in the form of "recipes" and build collaborations and partnerships based on the information. This takeover by IED of the database will enable the readers to continue using the resources and technologies of Re-FREAM whilst having access to state of the art and up to date information.

5.1. RECODE FASHION Platform

IED presented the first concept and arguments for developing the RECODE FASHION Platform at the Executive Board Meeting in January, 2021, after the first round of Art/Tech collaboration experience and learnings.

There was a need identified for a method and tool to assure the knowledge transfer of research projects to the fashion ecosystem and to build a bridge between innovation in fashion and the fashion industry. RECODE FASHION was

conveyed as a project to be continued after the finalization of Re-FREAM and perpetuated through its integration in other research and academic environments.

IED started to realize a first definition phase, with the help of an external agency, DNEST, specialized in digital products. A full presentation of RECODE FASHION Platform is also available in the Annex of this document, providing the concept, strategy and business model of the project.

RECODE FASHION was born with these ambitious goals:

- In alignment with WIB, RECODE FASHION has been developed as a legacy of the Open Innovation platform (WP7)
- Make innovation projects visible and accessible among a wider audience
- Build a space to connect all actors of the emerging European fashion ecosystem: designers, makers, crafters, SME´s, start-ups, and researchers who want to participate in redefining the value chain for fashion.
- Generate a new mindset, environment and digital space to create and share the recipes and processes of innovative projects.
- Become a beacon of innovation and knowledge transfer in a specific but easy to understand format.
- Offer a playful, precise and efficient tool for fashion project design.
- Promote traceability by acknowledging and giving credit to all collaborators in each project.
- Enhance creativity, collaboration, and transparency.
- Support the creation of a new value chain for fashion by generating a horizontal, hyper- connected network of fashion actors who want to contribute to making fashion sustainable.

The design, development and testing of the platform has been developed in collaboration with:

- Wear It Berlin, to integrate RECODE FASHION in the strategy as a legacy product in the Re-FREAM Open Innovation strategy (WP7)
- DNEST, an external digital product agency, for the definition and strategy of the digital product.
- Focus Group Madrid, with fashion designer Moises Nieto, digital designer Margot Matesanz, sustainable fashion designer and consultant Blanca Gomara and artist Andrea Sanchez, as well as IED Innovation Lab Team, Isabel Berz and David Lapof, for the initial definition of the needs, functionalities and opportunities of the platform.
- F&T Team, Christiane Luible and Sander Hofstee, for the revision and finetuning of the definition of the needs, functionalities and opportunities of the platform.
- The ten 2nd Round Artists, to test and improve the user experience of the platform during a session of the final presentation.
- The entire Consortium, to collect the data of actors published on the Atlas (part of OIP built in WP7) which will be part of the RECODE FASHION Ecosystem map.

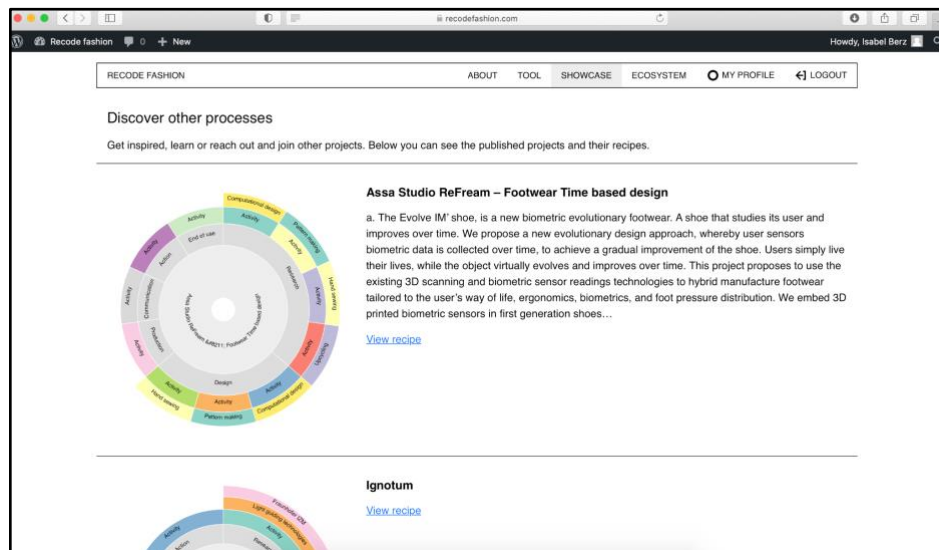Here is an overview of the platform (MVP/ October 29 ,2021):
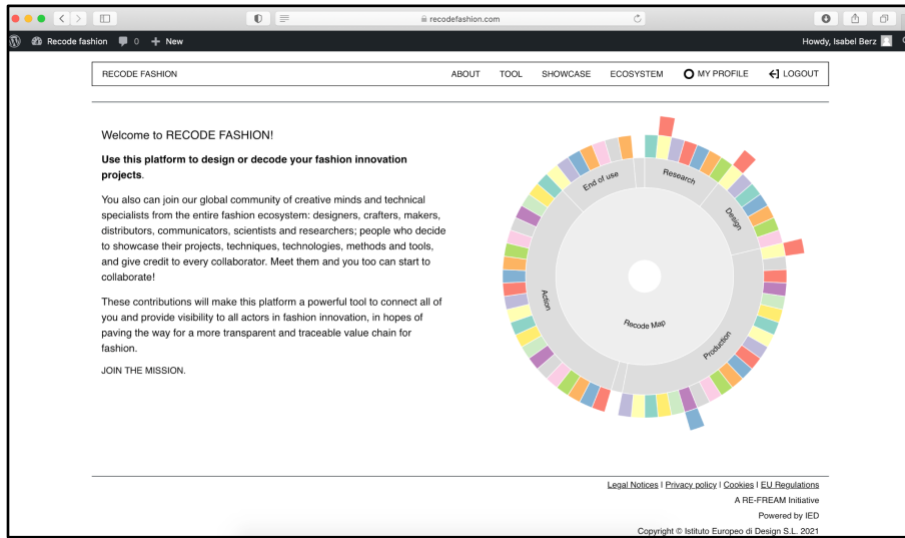
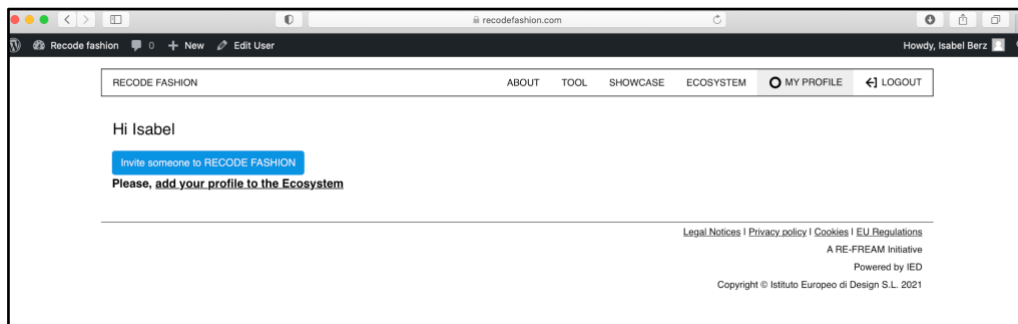Figure 6: Landing page of the RECODE FASHION Platform
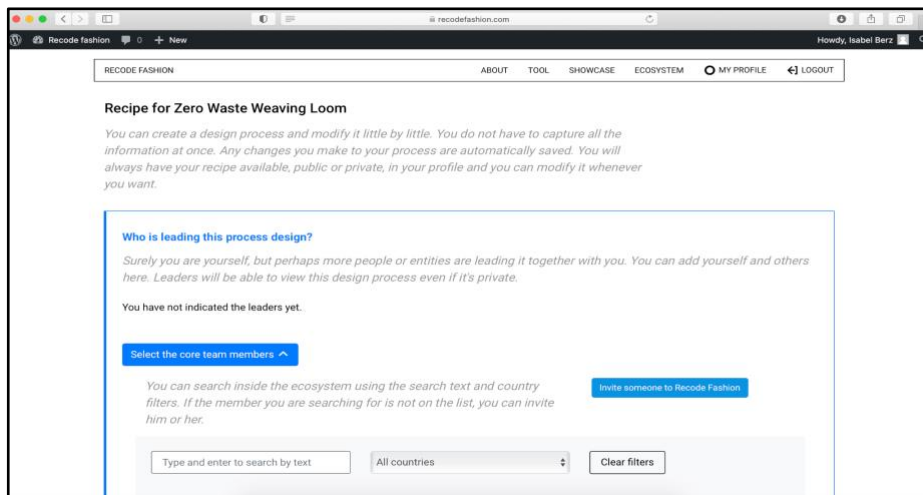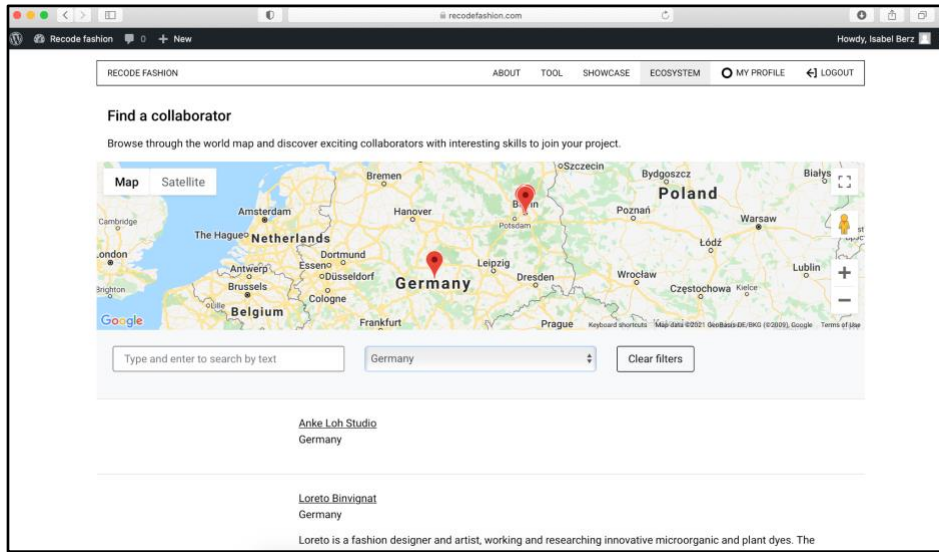
Figure 7 and 8: Ecosystem Map of the RECODE FASHION platform.

Figure 9: Examples of Recipes uploaded on the platform by artists of the second Round.

Figure 10: Page where users can register and enter information about their companies or projects.

5.3.1. RECODE Platform Workplan

Month	Phase	Tasks
M28-M29	PHASE 0: INVESTIGATION AND DEFINITION OF THE PROJECT AND POSSIBLE PROVIDERS in collaboration with ● WEAR IT Berlin ● DNEST DIGITAL PRODUCT AGENCY ● FOCUS GROUP Madrid	● Research and definition of the project and possible partners. ● Review of different proposals/price quotes and interviews with potential partners. ● Research on business model canvas and examples. ● Re-FREAM briefing: team. and projects. ● Study of third-party directories. ● Collaboration begins with the provider, DNEST. Definition of RECODE concept, strategy and action plan.
M30	PHASE 1: DEVELOPMENT OF DEMO VERSION in collaboration with ● F&T Linz	● HTML and JavaScript development of demo version to check basic user experience (no database). ● Study of the technological solution for RECODE. ● Design and programming of the demo: https://margotmatesanz.com/decode/
M31	PHASE 2: ANALYSIS AND DESIGN OF THE SYSTEM. FUNCTIONAL DEMO in collaboration with ● F&T Linz	● Web applications solutions testing: proprietary software vs open source.⌷SEP⌷ ● Database solution based on needs, performance and maintenance.⌷SEP⌷ ● Development of a functional demo based on WordPress CMS on localhost improved with plugins and custom code.⌷SEP⌷
M32-M33	PHASE 3: DEVELOPMENT OF THE PLATFORM ON TRAINING ENVIRONMENT. in collaboration with ● F&T Linz	Step 1: Installation and configuration of WordPress and plugins on RECODEfashion.com.⌷SEP⌷ Step 2: Development of custom code that allows users to create, modify and delete steps, dimensions and techniques (the tool foundations).⌷SEP⌷ Step 3: Development of the tool: user interface to create, modify and delete projects based on the techniques grid.⌷SEP⌷ Step 4: Construction of Individual Section: "SHOWCASE": custom code for listing projects and single project page.⌷SEP⌷ Step 5: Development of custom code for creating, modifying and deleting stakeholders.⌷SEP⌷ Step 6: Construction of Individual Section: "ECOSYSTEM": custom code for searching and listing stakeholders and single stakeholder page.
M34 - M35	PHASE 4: TESTING STAGE in collaboration with ● Re-FREAM Art/Tech Teams	● The platform is tested to make sure that there aren't any bugs and that the end-user experience will not negatively be affected at any point.⌷SEP⌷ ● Bug detection. Platform tracked, fixed, and later retested.
M36	PHASE 5: INTEGRATION AND PUBLICATION	● Modules and designs are integrated for better performance. ● Platform goes live.

The complete information about this project is published in Annex 3.1

The resulting Annex 3.1 contains the document which explains the focus areas, potential future developments and business model of the platform prior to its development. It is the result of 10 intense online worksessions organized by IED that integrated stakeholders from the different areas of interest: Fashion Industry, Sustainability, and Communication.

R	E	C	Research and Education Center
DECODE FASHION Platform			

DECODE FASHION.

EXPLORE - DISCOVER - PLAY - CREATE - CONNECT - SHARE

1

R	E	C	Research and Education Center
DECODE FASHION Platform			

THE GLOBAL CONTEXT

01

Outdated industry model

There is a depletion in the fashion value chain, especially in Europe and increased by the COVID situation.

02

Entry barriers

The big players in the industry have established themselves with closed processes that make it difficult for the smaller ones to compete.

03

Lack of innovation

Small players lack the necessary innovation, connections and synergies to propose alternatives that can coexist with today's industry.

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Slide 3

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DECODE FASHION Platform

THE RE-FREAM CONTEXT

01

Re-Fream mission

Collaborative research project where selected artists and designers team up with a community of scientists to rethink the manufacturing process of the fashion industry.

02

Investment

Re-Fream art-tech teams

○ Co-Creation Methodology
○ Access to tech and scientists
○ Funding

03

Amazing results

20 case studies with
○ New design challenges
○ New design methodologies
○ New design processes
○ New design tools

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Slide 4

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THE RE-FREAM PROBLEM

RF projects

Have an **impressive value** but are made by Re-Fream Art / Tech Teams, which have a **very scientific** and **technical approach**

A gap between

Fashion Sector

Fashion industry ecosystem

People working on projects

There is **no direct connection** to the real fashion ecosystem
Thus the need to make the RE-Fream projects accessible, understandable and enable inspiration and education for the fashion sector

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Slide 5

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TARGET AUDIENCE

01

Fashion Industry Ecosystem

Fashion designers
Brands
Production chain actors

02

People working on real projects

Startups
Designers & Artist
Researchers (Re-Fream, S+T+ARTS)
Maker-spaces

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THE VISION

A collaborative tool to help redefine the rules of the fashion industry.

EXPLORE - DISCOVER - PLAY - CREATE - CONNECT - SHARE

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Re-FREAM | European Union flag | **S+T+ARTS** LIGHTHOUSE Re-FREAM

Slide 7 — THE VISION

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DECODE FASHION Platform

THE VISION

Imagine a map where you can **explore** the phases and dimensions of fashion processes, **creating** new ones, **discover** techniques and technologies, **connect** with the people who make them come true through collaborative projects and finally **share** them to inspire others.

THAT'S DECODE'S VISION

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Slide 8 — WHAT DECODE OFFERS

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DECODE FASHION Platform

WHAT DECODE OFFERS

Explore and discover new techniques, technologies and materials

01

02

Blueprint and establish your own creative or productive processes

Meet and connect with other users to establish collaborative and co-creation relationships

03

04

Make them known and share your knowledge and work with the world

8

Slide 9 — THE PRODUCT

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DECODE FASHION Platform

THE PRODUCT

PROCESSES

TECHNOLOGIES & TECHNIQUES

PEOPLE

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Slide 10
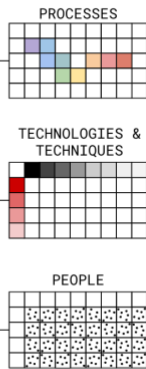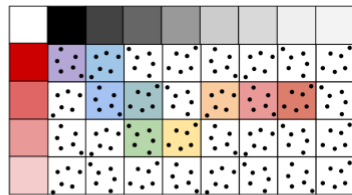
ENHANCE YOUR CREATIVITY.

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Slide 11

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DECODE FASHION Platform

EXAMPLE OF CASE OF USE

Marcel
Brava/Fashion Designer (Barcelona)
Searches for new technologies and technicians.

Guillaume
Haratech/3D Printing Company (Linz)
Searches for collaborations. Lists services.

Susan
Etsy/Online Marketplace (Global)
Searches for new products.

Pirjo
3D Weaving Technology Provider (Helsinki)
Searches for new synergies and coworkers.

Manuel
Tailor (Madrid)
Searches for new business opportunities.

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Slide 12

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DECODE FASHION Platform

USER BEHAVIOR

Name	Marcel	Manuel	Pirjo	Guillaume	Susan
Profile	Fashion Designer	Tailor	Provider	Technologist	Distributor
Needs	Explore Create Business dev	Show their works Find collaborations and work Community	Business dev Know other competitors in their areas	Discover new technologies, techniques and materials	Find partners Discover materials
Frustrations	Complexity Inaccurate information	Complexity No proposals	No users No proposals	Lack of information and users	Inaccurate information
How Decode fulfill the needs	Tool browser Collaborative projects Automatic translation of the contents View contact information for other users	Request permission to collaborate Complete profile, with photos and videos	View contact information Establish contact with other users View projects in their their areas of interest	Tool browser View contact information for other users	Tool browser View contact information for other users

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Slide 13

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DECODE FASHION Platform

1st CASE OF USE

Decode Re-fream projects and share them with the world in a language that is easy to understand for all actors in the ecosystem.

Enhance the continuity of the projects within the fashion ecosystem

RF Projects

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Slide 14 (INITIAL BMC)

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DECODE FASHION Platform

INITIAL BMC

Key Partners
Re-Fream Consortium
Re-FREAM Art/Tech Teams
F&T Dep University of Linz

Key Activities
Allow browse and search for technical, users, technologies and materials
Data collect
Content generation, review and validation

Key Resources
Content managers
Technology partner

Value Proposition
Explore and discover new techniques, technologies, applications and materials
Create processes in a modular way and consult others created by the community
Connect: Find other users and be found

User Relationships
Community
Collective creation

Channels
Decode platform
Fashion maker spaces

Users Segments
Fashion designers
Production chain actors
Urban prototyping spaces
Startups
Designers & Artists
Researchers (Re-Fream, S+T+ARTS)
Brands

Cost Structure
Product development
Technology maintenance
Users support
Content curation

Revenue Streams
Free use
No incomes in the early stages

ENGAGEMENT

We have raised the engagement strategies fundamentally from a product perspective, seeking organic growth.

Generation	Retention	Increase
Phase I: Re-Fream Projects S+T+ARTS selected projects Re-FREAM Consortium invites external users Phase II: Users invite new users by inviting them to collaborate in their project	Users can interact with other users: · Save favorite projects technologies and people · Collaborate in other projects · Share their projects with the Decode Community	Publication of projects in external social networks, communities, platforms ... Decode stamp on share

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COMMUNICATION

In the **early stages**, the communication will be focused on Re-Fream / OPEN INNOVATION PLATFORM using its different channels, focused on capturing the whole RE-Fream Community

Later, with the tool open to the world, both social media, mainly Instagram and Pinterest, and articles in specialized media will be used.

IED will have an important role in the use and communication of this platform in the international Fashion Design EcoSystem.

16

METRICS

The data collected will help to **identify trends**, **discover** and map new **techniques** and **technologies**, recognize **needs and opportunities** and ultimately **offer services** to the ecosystem.

Some of the metrics that can be traced are:

- most used and searched dimensions and phases
- processes created
- most requested materials
- new techniques and technologies
- most used and searched techniques and technologies
- most active users
- relevance of the projects created
- real projects
- etc

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ROADMAP

Phase 1 - **Conception** (March 24th - April 23th, 2021)

Definition	Strategy	MVP Scope
What is the model of the tool? What are its potential users, their frustrations and needs? How do we want them to perceive the tool?	Product architecture Features Flows and processes	User Stories Necessary resources Deadlines

We are here

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ROADMAP
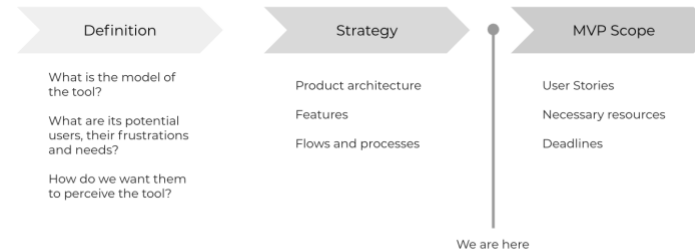
Phase 2 - **Creation and launching** (May - August 2021)

Design / May	Building / June	Contents / July	Early users / August
Style scapes	Back-end	Content Generation by IED	First metrics
Layouts	Front-end	Scouting for existing directories in the EU space	User Experience measurement (HEART methodology)
Prototypes		Projects section	Finetuning and improvement of platform
		First 100 projects	

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ROADMAP

Phase 3 - **Open to the world** (September - November 2021)

Marketing	Tool opening	Extracting value
Marketing Campaigns	Maintenance	Trace KPI´s
Invitations to the platform	User Experience measurement (HEART methodology)	Data analysis
Communication outside Re-Fream		Trends research

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ROADMAP
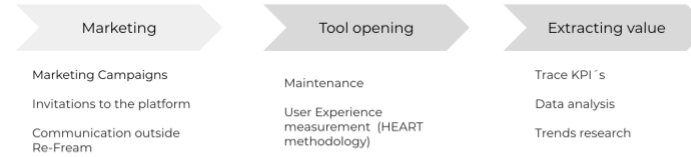
Phase 4 - **Continuity and Viability** (December 2021 onwards)

IED	Exploring new monetization models	Partner search
IED adopts and	Marketplace (Budgets and fair prices between collaborators)	Search for new partners or funding (EU Projects) to support the project and maintain its values
	Copyrights	
	B2C model	
	Donations	
	Accelerator	
	Consulting services	

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MAINTENANCE

A digital product is like a living being, constantly changing and evolving. This is why it is necessary to maintain it, ensuring its updates, security and development. We recommend the following minimums:

- **Systems and technology,** keeping the product updated and monitor the performance of the servers
- **Content Curation**, a team that curates and guarantees the generation and ordering of new content on the platform
- **Heart**, a Google methodology that allows the user experience to be measured to obtain product improvement proposals
- **Data analysis**, to see usage trends and propose appropriate actions

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MAINTENANCE

What profiles are necessary?

- **Product owner** to monitor and evolve the product
- **Content Manager** to review content generation
- **UX specialist** to collect usability metrics, analyze them and propose improvements
- **Researcher** to analyze data and extract trends
- **IT team** to keep the tool up-to-date and in production

MAKING LEGACY.

Thanks to:
DNEST