

Guiding Principles

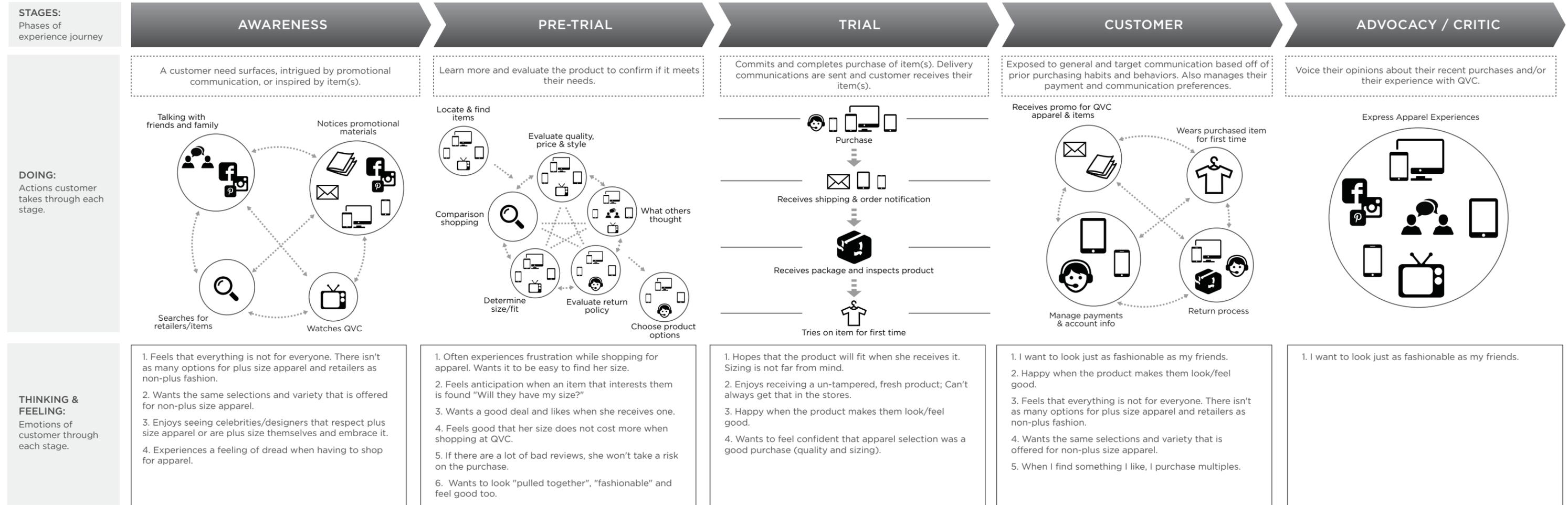
Treat her like we treat everyone else but understand her unique needs

Be honest and transparent with her

Make fashion fun for her

Give her a consistent experience across channels

Customer Journey



Pain Points: Observations From Customers and Business

1. Does not see people similar to her. Model & product Imagery does not have plus size fashion.
2. Hard to locate plus size Apparel/Retailers. (Friends may not know that many QVC has plus size apparel. QVC doesn't appear in search results).
3. Participants rely on QVC for the "Basics" in their wardrobe, but not for being fashionable.

1. Does not see people similar to her. Much of the model & product Imagery does not have plus size fashion.
2. If plus size imagery is shown, it may not accurately represent size.
3. Hard to locate plus size items when searching on .com and apps, sometimes resulting in zero matches.
4. Sizing is difficult to determine. Sizing chart is difficult to locate, understand, and may not be relevant enough within broadcasts and may not be relevant to the customer. There is also no standard sizing for clothing (1x isn't always 1x).
5. Hates that if she makes a wrong determination of size, she'll have to pay to return the item.

1. If product does not fit, feels inconvenienced by additional time and cost investment to return item.
2. Does not want to spend money or have time for alterations to correct sizing/fit of apparel.
3. Frustrated when the plus sizes sell out quickly and then are not replenished for months.

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1. May not get opportunity to discuss fashion or share positive experiences due to limited nature of plus size fashion.

Functional Opportunities:

Elevate Plus Size Content on Digital Platforms
STAGE(S): Awareness and Pre-Trial

Plus Size Model Styling, Diversity & Presence
STAGE(S): Awareness and Pre-Trial

View Apparel Images by Plus Size
STAGE(S): Pre-Trial

Easy-To-Understand Fit Guides
STAGE(S): Pre-Trial

Information Sources: Stakeholder interviews
2 focus groups + voice of customer
Inventory of channels and touchpoints
Multiple scenarios

