Bluescape for Apparel

Uniting Design, Materials, Merchandise, and Product Development Teams to Accelerate Time to Market

• • • • •

Teams from major apparel manufacturers have turned to Bluescape to solve their remote and hybrid work challenges, improve efficiency and decision making, and deliver their products to market faster.

Apparel design relies on intensely collaborative activities, but bringing entire teams together to develop and review work is cost, time, and space prohibitive. And in the wake of COVID-19, many teams lost the project and meeting rooms they relied upon to visualize and review their inspirations, designs, and materials. Product and design teams have discovered that video conferencing and screen sharing fall far short of recreating the benefits of working together in a room. As a result, distributed teams can't collaborate effectively, slowing review cycles and threatening timelines.

Bluescape provides virtual workspaces for distributed teams to quickly gather around all of their work. By recreating an in-room experience, teams can collaborate like they are side-by-side, increasing efficiency, productivity, and product quality.

Solution Overview

Bluescape captures the "in-room" experience of physical design rooms and review meetings. Teams can easily aggregate and visually organize their designs, reference materials, feedback, and follow-ups in virtual workspaces. During reviews, feedback is captured and annotated directly on assets, rather than distributing notes across multiple channels, which can result in miscommunication and additional rounds of revision. Built-in video meetings and support for Cisco Webex, Zoom, and Microsoft Teams connect everyone from around the world in real-time.

Key Features and Integrations

- Share and review content for designs, materials, prints, and patterns

- Develop and capture mood and inspiration boards in a workspace or whiteboard

- Add comments, updates, and @mentions to the workspace to streamline follow-ups

- Transfer content and comments between Bluescape workspaces and Adobe Creative Cloud applications

- Schedule, host, start, and join meetings in a workspace

- Add and collaborate with Google Drive, Microsoft Office 365, and OneDrive documents

- Add workspaces to Microsoft Teams channels

- Easily invite external partners to collaborate

Key Impacts

- Reduce the expense and set up times for design or materials reviews by uploading files to Bluescape instead of creating PowerPoint decks and preparing physical boards with printed content

- Decrease the review cycles to required to get products to market

- Increase the quality and quantity of assets to be reviewed and referenced

- Improve decision making by providing a holistic visual overview of design and material assets across an entire product line or category

- Increase accessibility and visibility to work through virtual workspaces, enabling synchronous and asynchronous collaboration outside of scheduled meetings

- Eliminate errors and rework from misinterpreted or incomplete feedback

Unite distributed teams	Eliminate the hassles of managing physical assets	Accelerate follow-ups and workflows

BLUESCAPE

Customer Use Cases

Here are four examples of how our customers are working with us to improve how they collaborate and what they create.

Global Design Review

Reviewing sketches and feedback on styles, patterns, and accessories between teams in Asia and North America.

CHALLENGE

The team in Asia would begin by uploading sketches to their digital asset management system. The team in North America then downloaded, printed, organized, and pinned up the sketches on boards. During reviews, their comments were written on Post-Its and attached to each sketch. A photograph of each sketch was then taken and added into a Powerpoint deck with additional commentary. The PowerPoint would be shared with the team in Asia and they would all join a video conference to review comments and feedback.

This process was both time and labor-intensive. Digital assets had to be converted to physical artifacts and written feedback had to be converted to a digital format. Team members found themselves spending more time preparing for and following up on reviews than they did in the review sessions. In addition, feedback often referenced sketches or materials resident in their asset management system. This caused the team in Asia to have to search for and retrieve those assets to be able to understand and act upon the feedback. The aggregate effect of these inefficiencies delayed iteration cycles, adding risk to timelines and product quality.

SOLUTION

Bluescape provides a central location and meeting place for the teams to discuss and share content and feedback. Instead of reviewing content in intervals and batches, sketches can be uploaded, reviewed, and annotated in near real-time. Maintaining content and feedback in their digital formats eliminates the time wasted preparing and following up on reviews. Reference assets can also be included in the workspace so designers can understand the full context and intent of the feedback without the hassles of searching through their asset management system. The teams can now iterate much more quickly on designs.

BLUESCAPE®

Inspiration and Briefing

Sharing design inspiration and input briefs across a geographically distributed team.
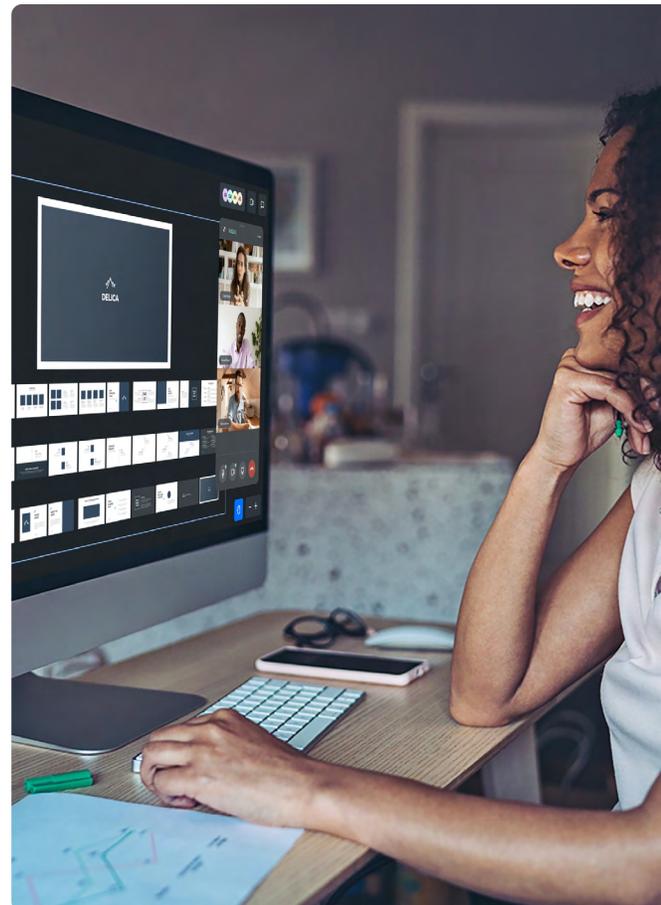
CHALLENGE

COVID-19 forced teams to work remotely, and as a result, they could no longer use project rooms for creative brainstorming sessions. The team began to use Microsoft Teams for video meetings and screen sharing to share content. They quickly discovered that screen sharing PowerPoint presentations was a pale substitute for in-person collaboration. They lost the ability to cross-reference multiple files and inspiration images. What they used to achieve at a glance, now required flipping back and forth across multiple presentations and slides.

"What used to be a one-day meeting now takes 10 hours over two weeks. "

SOLUTION

Bluescape provides teams with a virtual workspace that serves many of the same purposes as a project room–with a few distinct advantages. They can upload files and visually organize them in Bluescape, instead of expending time and material costs of printing and mounting inspirational images around a room. Unlike a physical room, the workspace is unconstrained by physical size or office hours so teams can add as much content as they'd like, at any time of the day or night.

Both scheduled meetings and ad-hoc discussions can take place in the workspace to ensure everyone has the benefit of the content and context they need. The team can share presentations and conduct real-time creative reviews all in the same tool. Since all the content, comments, and annotations are preserved, teams have a historical view of the inspirations and briefs driving the team forward.

BLUESCAPE®

Use Case

SKETCH REVIEWS AND FOLLOW-UPS

Discussing and commenting on design sketches.

CHALLENGE

Design teams were working from home and could not collaborate in person. When it came to reviewing sketches, they directly annotated shared PowerPoint and Adobe Illustrator files that reside on OneDrive. Comments could only be added on top of the files and as a result, they either obscured the content or were condensed, resulting in incomplete feedback that caused misinterpretations or the need for future clarifications. Teams also encountered versioning and naming issues with the files on OneDrive and as a result, they wasted precious time looking for and ensuring they had the right version of a work in progress or reference file.

// "Time spent reviewing sketches has increased 250%."

SOLUTION

Bluescape provides real-time collaboration and communication tools for teams to achieve faster and better meetings. Teams can meet and review sketches in the workspace, regardless of location. By allowing comments and feedback to live in the workspace and the documents, teams are reducing misinterpretations. Designers are also saving time by having their documents available and visible in the workspace. Instead of spending time searching for filenames and version numbers, they can instantly recognize the file they need.

// "Teams are moving from design 40% faster with Bluescape."

BLUESCAPE®
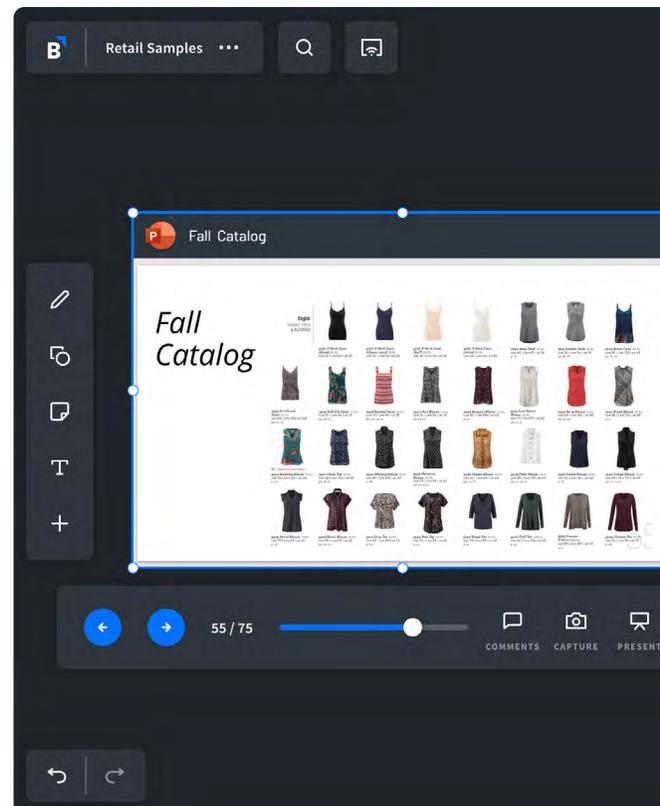
Use Case

CROSS-CATEGORY MERCHANDISING

Creating a holistic view of a product line across multiple category groups.

CHALLENGE

Remote work forced teams further into their siloes, inhibiting their ability to collaborate across product categories. Where once they could all be in the same room to review sketches and design boards, they worked in isolation within their respective category groups. They no longer had a shared context to view work across product categories and as a result, they saw work take up to five times longer to complete and they missed deadlines.

"Work had to be redone three to four times to get to the same outcome."

SOLUTION

Distributed teams across departments can share and assets, inspirations, and ideas in workspaces. They can share assets, inspiration, and ideas, contributing and presenting content from anywhere. Advanced permission features ensure that users see only what they need to, and robust templates make even the most complex workflows easy.

BLUESCAPE®

Use Case

MERCHANDISING PROCESS

Transforming workflows through a new source of truth.

CHALLENGE

The Product Line Managers relied on a comprehensive Powerpoint deck as their internal "source of truth" to document the product line and SKUs and build alignment across the design and materials team. This was no ordinary presentation deck, it contained upwards of 200 slides and came in at nearly 2 gigabytes. The size of the document alone made it difficult to update and navigate. In addition, there was no easy way to have visibility across categories to make merchandising decisions without relying on memory or finding and flipping between related slides.

"It's impossible for us, or design, within this way of working, to see across all categories."

SOLUTION

The entire product line architecture, SKUs, and product categories can be visualized and organized in canvases in Bluescape. Instead of hunting for one slide out of 200, team members can instantly recognize and relate product, design, and material information. Mundane work spent navigating through the Powerpoint deck is eliminated so teams can focus on design iteration. Cross category dependencies and opportunities can be easily identified, reducing waste and accelerating time to market.