

Parisian Flea™

A Paris Flea Market Guide

M1 – DESIGN STRATEGY

The Experience Economy

The design strategy for Parisian Flea is one that focuses on the experience economy. The experience economy will undoubtedly continue to influence the application design space. “We expect that experience design will become as much a business art as product design and process design are today. Indeed, design principles are already apparent from the practices of and results obtained by companies that have (or nearly have) advanced into the experience economy” (Pine). With service design as a primary business model, it makes sense that experience design would follow suite. The Pine article states “an experience occurs when a company intentionally uses services as the stage, and goods as props, to engage customers in a way that creates a memorable event” (Pine).

For Parisian Flea, enjoyment is its primary function. The application provides an opportunity for users to become fully engaged and immersed in the Paris Flea Market experience. Doing so serves two purposes. First, it allows users to design their individual experience with various activities that are nostalgic and memorable. Secondly users have a way to organize their activities in a way that is conducive to sharing and repeat experiences.

The esthetic of the experience is important as well. The user will become acutely aware that simple tasks can be useful to communicate their ideas and feelings about a given experience. Mobile apps are well known for their level of entertainment. Not only do users get entertained, but they also become the entertainers themselves by sharing their experiences outwardly into the community.

Escapism is an important aspect of the Parisian Flea experience. Users are disconnected from their daily routine to focus on exploring new ways to experience the culture along with travel and shopping. Product and service quality has become secondary to the so-called experience of that same product or service with emphasis on “*the experience*”. “According to the experience economy, consumers seek unique experiences beyond merely consuming products and services because the consistent, high level of product and service quality can no longer be used to differentiate the choices for the consumers” (Manthiou).

The emphases on consumable experiences that are staged and memorable are superseding that which is considered to be mainstream or simply affordable. High-quality immersive experiences along with the DIY experience are gaining momentum in the travel industry. “Most of the economy values that are offered by tourism industry are essentially the experiences” (Manthiou). Parisian Flea is on par with current trends in travel experiences. Immersive shopping experiences are equally as relevant. Purchases made with life experience attached to them or purchases that one lives through are the art nouveau.

The Experience Economy

Parisian Flea is an explicitly themed experience that targets a micro niche market. To qualify as a designed experience, one must consider the following attributes as discussed in the Pine article below.

“To appreciate the difference between services and experiences, recall the episode of the old television show Taxi in which Iggy, a usually atrocious (but fun-loving) cab driver, decided to become the best taxi driver in the world. He served sandwiches and drinks, conducted tours of the city, and even sang Frank Sinatra tunes. By engaging passengers in a way that turned an ordinary cab ride into a memorable event, Iggy created something else entirely – a distinct economic offering. The experience of riding in his cab was more valuable to his customers than the service of being transported by the cab – and in the TV show, at least, Iggy’s customers happily responded by giving bigger tips. By asking to go around the block again, one patron even paid more for poorer service just to prolong his enjoyment. The service Iggy provided – taxi transportation – was simply the stage for the experience that he was really selling” (Pine).

Theming of the experience.

The themed experience begins with a name. Hearing the name evokes the experience. Parisian Flea evokes entirely what the user group would expect. The Francophile or Flea Market Enthusiast knows instantly that the name represents French culture and flea markets.

Harmonize impressions with positive cues.

The Parisian Flea theme provides a foundation for memorable and nostalgic “takeaways” contained within the experience. The activities designed around the theme help to fulfill the experience of the theme. For example, the purchase and vendor tracking tasks that enable the user to take photographs, add notes and record purchases from specific vendors to be tucked away for later consumption.

Eliminate negative cues.

The experience gets staged in a manner that ensures the integrity of the experience as positive while eliminating potentially negative influences. For example in the Parisian Flea case a user may be concerned about language translation in a particular market. By providing an icon next to the market that indicates that the shopkeepers speak English reinforces with a positive cue that translation is no longer a negative stressor for the user.

Mix in memorabilia.

The Parisian Flea experience has built in memorabilia. Not only is the user traveling back in

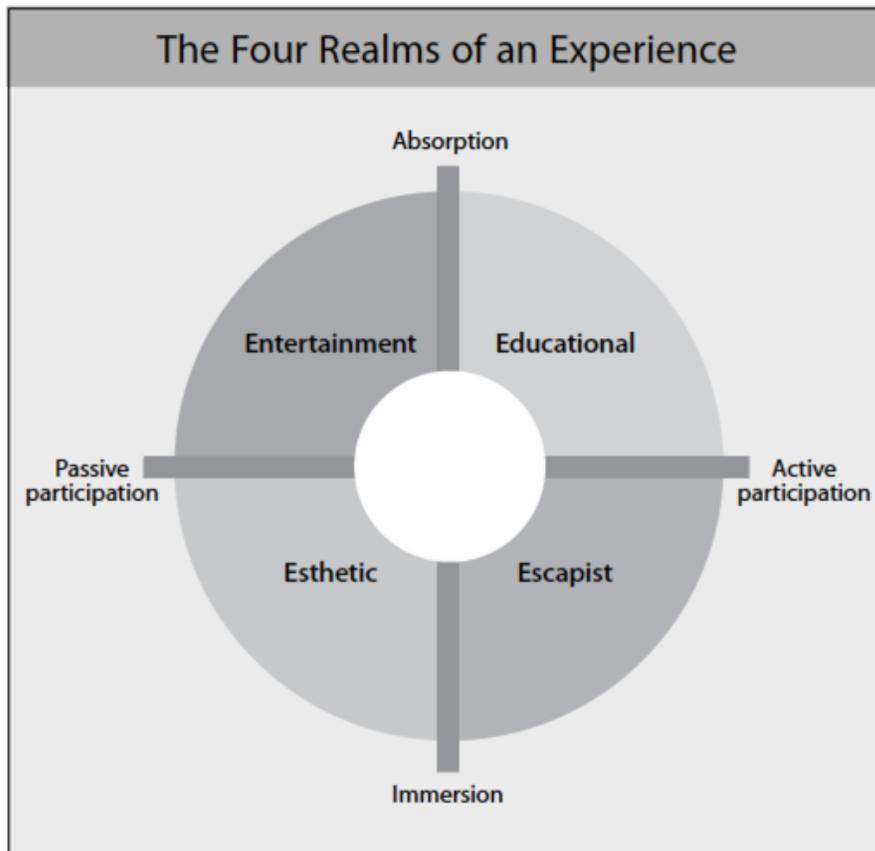
time to the origins of the original “Flea Market”, the mobile app provides a level of immersion that enhances the travel and shopping experience as well. Tracking purchases through Parisian Flea offers nostalgia as a physical reminder of the experience.

Engage all five senses.

Parisian Flea has the potential for the user to capture memories that have engaged all five senses. The user can plan a day at the market that includes points of interest, cafes and coffee houses along with curious shops interlaced with tactile experiences throughout.

The Four Realms of an Experience

The four realms of an experience as discussed by Pine are truly considered in the design of Parisian Flea. “Generally, we find that the richest experiences – such as going to Disney World or gambling in a Las Vegas casino – encompass aspects of all four realms, forming a “sweet spot” around the area where the spectra meet. But still, the universe of possible experiences is vast. Eventually, the most significant question to ask is “What specific experience will my company offer?” That experience will come to define their business” (Pine). The “sweet spot” as mentioned represents the all-encompassing experience that awaits the user who engages with Parisian Flea.



Designing for Enjoyment

Designing for enjoyment is trending as a common business strategy. “As more researchers get involved in this topic, it has become clear that our current understanding of user concerns, derived from the world of work, is simply not adequate to this new design challenge” (Monk). It’s not enough to just simply launch a product or service without considering the creative theming evoked from the experience. If there is no theme, there is no experience. The shift from negative stimuli to positive is a new approach to the design challenge for researchers. In other words, what motivates users toward a particular experience is consistently evolving. “People are neither interested in a dull but very useful tool, nor in a fancy but utterly useless toy. The challenge for HCI research is to systematically address hedonic (nonutilitarian) requirements and to combine them with goal-oriented requirements” (Monk).

Parisian Flea is a mobile app designed with the intention to provide enjoyment and trip planning to those who are traveling to shop the Paris Flea Market circuit. The user experience provided is a highly personalized service, unique with its cultural context along with features that enhance the travel and shopping activities for the user within this setting.

Flea markets have gained popularity due to television programs such as *The American Pickers* and *Flea Market Flip* in addition to the rising popularity of French style along with the DIY movement. Flea markets have become quite the pop culture phenomenon. The movement capitalizes on the enjoyment factor with a neatly packaged array of experiences that emulate from the TV set flowing through the web and into mobile. How fun is that? The digital experience is insisting that the work/life scenario possess a single intrinsic quality, that it be enjoyable. “Fun and enjoyment are set to be major issues as information and communication technology moves out of the office and into the living room” (Monk).

The Parisian Flea is an enjoyable experience designed primarily for users who want to organize and plan a trip to the Paris Flea Markets. A goal might be to design each day’s activities to take place in a particular neighborhood with the desired café indulgences and the most convenient postal service providers mapped out as well. The idea of Parisian Flea is to be a personal tour guide without incurring the cost of one.

The first reference to the term "Flea Market" appeared in two conflicting stories about a location in Paris, France in the 1860's known as the Marche aux Puces, translation, "Flea Market" (see History).

The Parisian Flea “*boutique*” travel experience is currently being designed for the following key personas: The Flea Market Enthusiast, The Traveler, and The Designer. For flea market enthusiasts, in particular, *Francophiles*, there is something about “*Made in France*” that is emphatically *souhaitable* (desirable).

Competitive Landscape

The current state of travel guides for Paris Flea Market Tours is rather oblique. There are blogs that describe in detail the various flea markets in Paris. There is a map tool designed explicitly for locating flea markets in Paris. There is a tour guide service for the flea markets in Paris. Flea Market Insiders produces the Flea Mapket tool allowing users to search and view the various flea markets on the map within a given city. They seem to have the richest experience available for the flea market travel experience thus far.

Flea Market Insider and Vayable both have mobile apps. However, the user experience is very limited and lacks the trip-planning feature that Parisian Flea is proposing.

Vayable's mobile app has no main menu, and the booking task flow is incomplete. The app does not provide any user feedback and is nearly dysfunctional. Their business model is to hire a tour guide for 2 hours at \$35 per person for each so-called "travel experience." The mission of the company is to provide the level of personalization and intimacy that you cannot get without a personal tour guide or concierge. The same goal exists for Parisian Flea but with a slightly different business model in mind.

Users

The users of Parisian Flea are primarily individuals who are interested in flea markets and secondly those individuals interested in flea markets in Paris explicitly. Potential users of this system range from flea market enthusiasts and Francophiles to designers and decorators to adventure travelers seeking unique experiences.

Non-users

Non-users who may be impacted by this technology may consist of those involved in booking airfare and lodging along with the Paris flea market vendors themselves, shippers and or messengers, concierge attendants, and transportation providers. A non-user would be anyone directly related to the activities associated with the market that the actual users become aware of through the use of the application itself.

SYSTEM GOALS

The primary goal of the system is to provide a customizable travel experience that includes the best routes to and from each flea market neighborhood along with various concierge services located along the way. The purpose is to provide travelers with a customized Paris flea market tour experience while making good use of time. The Parisian Flea should be the closest thing to a personal tour guide that one would expect.

The secondary goal of this system design is to prevent and or alleviate the potential for first time travelers from getting lost on foot while attempting to navigate the Paris Flea Markets for the first time.

The current iteration focuses on the following tasks: create an account and or join, browse the markets, add to favorites, add to the schedule, plan a trip, create a shopping list along with keeping track of a vendor or purchase.

The strategic vision for this system is to incorporate the market tour schedule along with features that will assist the user with shipping, locating cafes and restaurants en route. And finally the opportunity to share experiences through a private social network.

Future Iterations

Future iterations will focus on Concierge, socialize, membership, virtual information booth, tour guide, live chat, SMS service, FAQs and business model.

Future Business Model

The travel experience described in this mobile application design is potentially scalable for any flea market shopping experience domestic or abroad by simply changing context.

Incentives or special offers

The Parisian Flea Membership levels are intended to become add-on services and include:

VIP Concierge

Pay to join the site and get VIP treatment. Daily rates apply.

Virtual Tour Guide

24/7 Virtual Tour Guide (based on next availability like Uber), indicate favorites and pay a daily rate \$25.

Personal Tours

Book a personal tour in advance with a 2-hour minimum at \$60 per hour for two people.

Personal Trip Planner

Book a personal trip planner in advance for \$300 per trip.

On demand

Pay for on-demand SMS, chat, voice, face time, Skype and email services. Requests answered within 15 minutes. Pay a daily rate for this service.

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Exemplars

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