



A High AI-Q<sup>™</sup>  
Company

# Turning 1,500 Stores Into a Staff-Powered Influencer Engine

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QBurst partnered with a Japanese client to design and deliver an emotionally resonant digital platform that turns store employees into discoverable style influencers, linking staff lookbooks directly to measurable e-commerce revenue across Japan.

# Overview

QBurst built a two-sided social commerce platform and scalable Figma design system to monetize staff-led style advocacy.

- **21x Follower Growth**  
Expanded total platform followers from 0.48M to 10.35M within three years.
- **2.5x Higher Customer Spend**  
Drove annual purchases to 2.5 times higher levels among customers who follow store staff compared to non-followers.



## Client Profile

This retail giant is a cornerstone of the global fashion industry. With a massive physical footprint and a digital presence serving over 20 million users, the client focuses on delivering trend-setting apparel through a seamless blend of in-store expertise and online convenience.

### CHALLENGES

## Monetizing Staff Influence at Scale

The retailer’s digital presence needed to bridge the gap between physical retail staff advocacy and measurable e-commerce performance.



### Unused In-Store Talent

Thousands of daily store staff lookbooks and style consultations were confined to physical locations without digital reach.



### Unclear Influencer ROI

Traditional paid influencer campaigns lacked clear attribution models connecting social posts directly to e-commerce conversions.



### Tooling & Co-Creation Friction

Legacy design assets in Adobe XD prevented real-time cross-border collaboration across time zones and languages between QBurst and Japan-based product owners.



### Dual-Experience Complexity

The need to support a staff-facing posting app and a customer-facing discovery feed required a unified design infrastructure capable of scaling to 1,500+ stores.

## Figma-Led Emotional Product Design

We executed a research-led product design engagement centered on emotional connection and unified design architecture in Figma.



### Adobe XD to Figma Migration

Transitioned the entire design ecosystem from Adobe XD to Figma, embedding Figma directly into the client's product design practice to enable real-time co-creation with Japanese stakeholders and high-fidelity interactive prototyping.



### Dual-Sided Experience Architecture

Built two distinct interfaces from one shared library—a staff-facing app for instant lookbook publishing and revenue tracking, and a customer-facing feed tuned for authentic style discovery.



### Localization & Visual System

Crafted a visual language using soft neutrals, brand accent colors, and authentic layout structures tailored to Japanese consumer preferences for relatable, unpolished content.



### Feedback-Driven Prototyping

Conducted continuous high-fidelity prototype testing loops with store staff in Japan to refine image upload flows, lookbook curation, and personal performance dashboards.

## Technical Highlights

01

### Unified Design System Library

Built centralized Figma Components, Variables, Styles, and Auto Layout structures to support staff and customer applications from a single source of truth, enabling the creation of 3 million unique lookbooks.

02

### Built-In Sales Attribution Telemetry

Integrated product tagging and sales tracking mechanics into UI flows to tie every post directly to SKU sales and staff rewards.

03

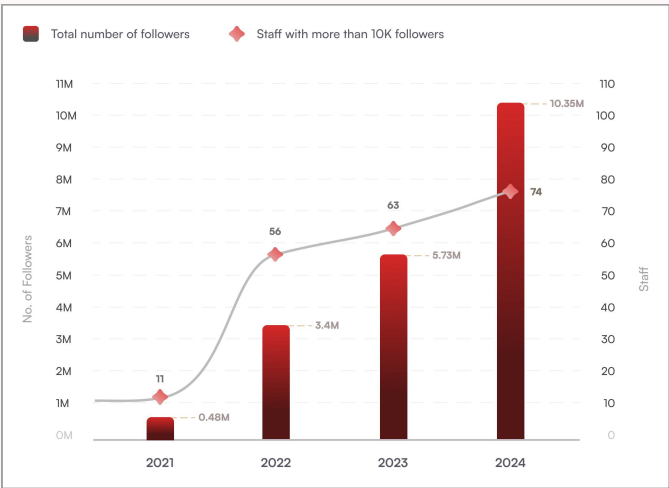
### High-Fidelity Interactive Prototyping

Modeled complex fluid scrolling, image curation, and performance analytics dashboards within Figma to validate user experience prior to engineering handoff.

## IMPACT

### 21x Growth and Measurable E-Commerce Attribution

- **10.35 Million Total Followers**  
Grew platform follower base from 0.48M to 10.35M over three years (a 21x increase).
- **Scaled Micro-Influencers**  
Increased store staff with 10K+ followers from 11 to 74, with top staff influencers reaching nearly 300K followers.
- **40% Traffic Lift**  
Achieved a 40% increase in social-driven e-commerce traffic directly attributable to staff-generated content.
- **High-Value Customer Engagement**  
Quadrupled staff advocacy reach while driving customer spend among staff followers to 2.5x non-follower baselines.



Total platform followers (bars) and staff members with 10K+ followers (line), 2021–2024.