STEADY

FINISHLINE RETAIL KIOSK v3.7

TABLE OF CONTENTS—

SETUP

USER FLOW—

```
                    ┌─────────────────────────┐
                    │                         │
                    │     Arrive at Kiosk     │
                    │                         │
                    │       30 seconds        │
                    └─────────────────────────┘
                                │
                    ┌─────────────────────────┐
                    │    View Animation /      │
                    │   Begin Design Process   │
                    │                         │
                    │        5 seconds         │
                    └─────────────────────────┘

  ┌─────────────────────────┐      ┌─────────────────────────┐
  │  Make T-Shirt Selections:│      │  Select, Customize, and  │
  │    Athlete, Size, Color  │──────│  Place up to 3 Designs   │
  │                         │      │                         │
  │        5 seconds         │      │        10 minutes        │
  └─────────────────────────┘      └─────────────────────────┘

                    ┌─────────────────────────┐
                    │   Review / Approve Design │
                    │                         │
                    │        5 seconds         │
                    └─────────────────────────┘

                    ┌─────────────────────────┐      ┌·················┐
                    │     Print / Dry Shirt    │······│    Check-out    │
                    │                         │      └·················┘
                    │        10 minutes        │
                    └─────────────────────────┘
```

TOTAL TIME: ~21 minutes

HARDWARE

32" TOUCH SCREEEN

MAC MINI

PC PRINT STATION

ETHERNET

32" TOUCH SCREEEN

MAC MINI

GT541 GARMENT
PRINTER

HOTRONIX HEAT PRESS

INITIALIZATION—

A progress bar appears upon launching the application.

NIKE FINISHLINE KIOSK INITIALIZING

1920 px

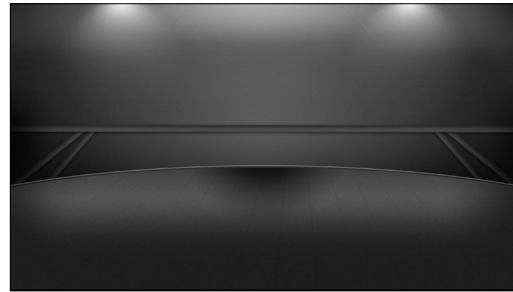1080 px
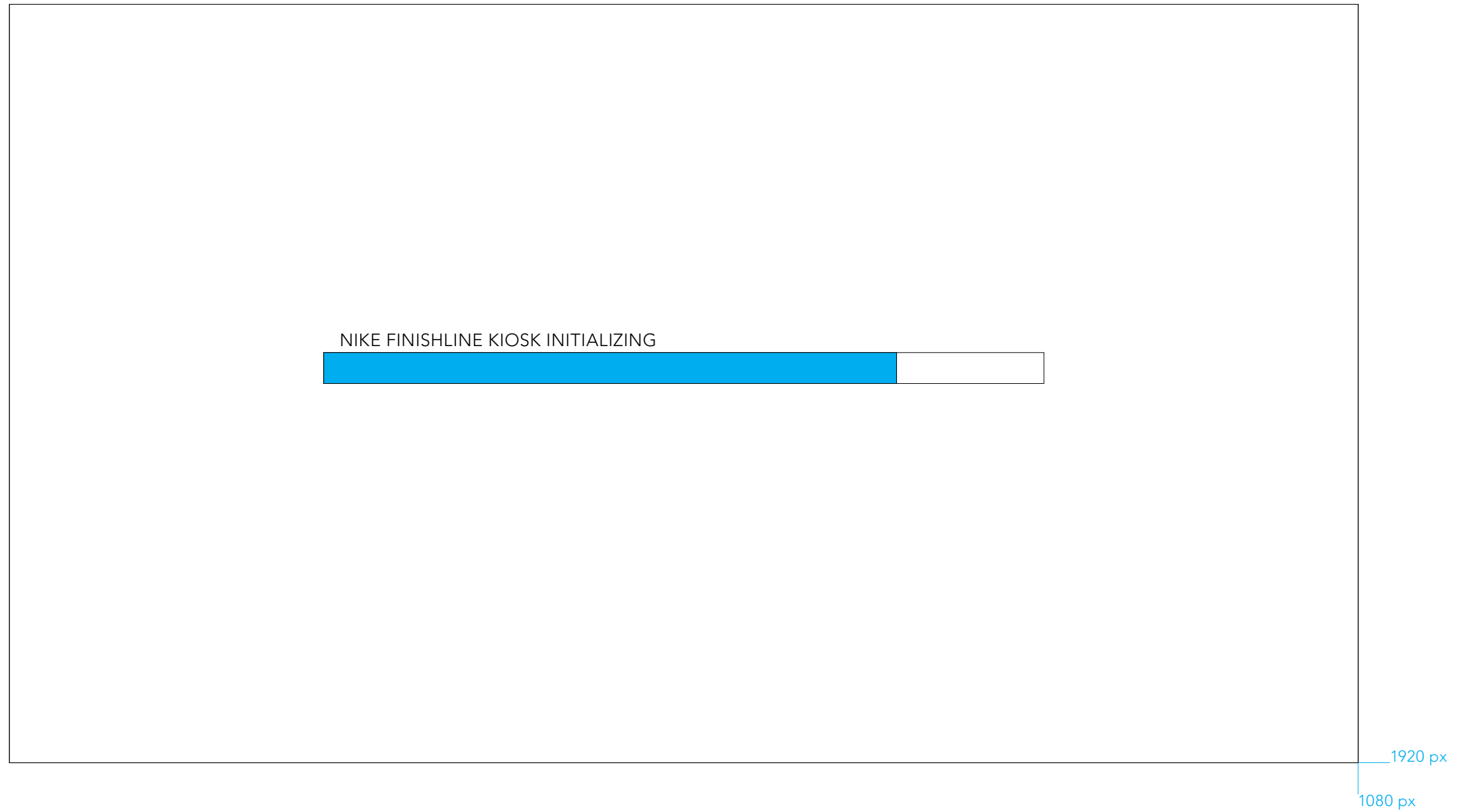
INTRO / IDLE MODE—

When the kiosk is not in use, a visual animation featuring various t-shirt designs draws the user into the experience. Upon touching the screen the user enters the experience.
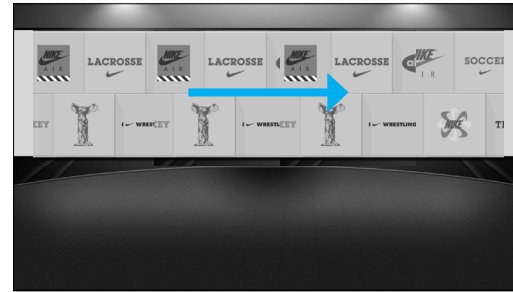
Approx. 30 second loop.

ANIMATION

1920 px

1080 px

LAUNCH ANIMATION (including sound suggestions)—
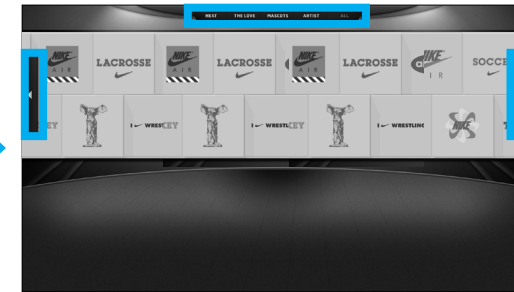
A few seconds to reach step 6.

1. Background and floor are present.

Ambient sound creates drama.

2. Wall of logos slides in at high speed and slows gradually.

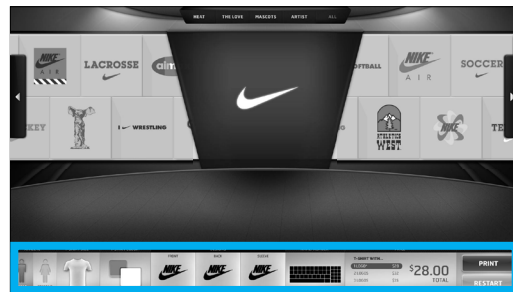Drum roll / shutter / flurry sound
(calc_numbersflip_loop.aif)

3. Category Navigation / Arrows appear.

Lockup sound

4. Nike Crest slides down over the wall.

Godlike / sweeping / royalty sound
(s&s_panelflip.aif)

5. Main Navigation slides up.

Mechanical / trek-y / spaceship sound

*** 6. Help guides appear, which orient users to the environment and allows the swoosh to be seen. Guides could pulse or glow to gain the users attention. Animations pause until user touch.

Guide message:
"SELECT YOUR LOGOS"
"CONTROL YOUR DESIGN PROCESS"

Helpful / light / "bright idea" sound
(calc_key_enter.aif)

7. User begins by tapping anywhere on the screen. Upon doing so, a shirt spins in from left.

*If user specifies female on first touch, white female appears. Any other touch introduces the default t-shirt (male/ white).

Whispy sound (ab_screenstack1.aif)

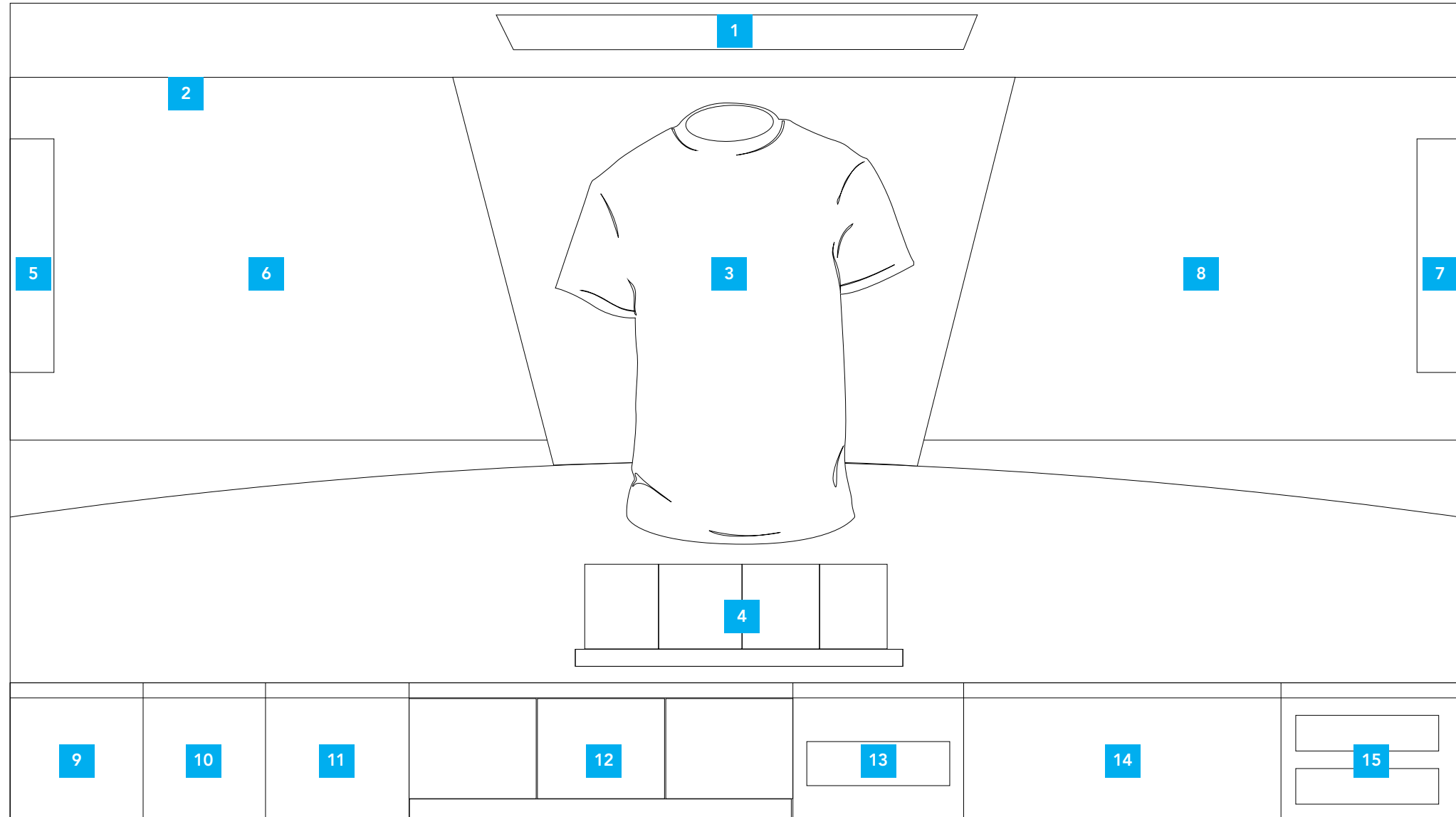8. T-shirt angles appear as soon as the t-shirt lands.

sound?

ENVIRONMENTS

ENVIRONMENT 1 ("BASE MODE") OVERVIEW—

The Base Mode initially animates in to give the user a sense of where controls are and how they can be used. Detail to follow.

1	Logo Categories
2	Logos
3	T-shirt
4	T-shirt Angles
5	Scroll wall left
6	Drag wall left
7	Scroll wall right
8	Drag wall right

9	Athlete
10	T-shirt Size
11	T-shirt Color
12	Designs
13	Name/Number
14	Price
15	Print/Restart

1920 px

1080 px

ENVIRONMENT 2 ("EDIT MODE") OVERVIEW—

The Edit Mode allows users to customize the colors of selected logos. Detail to follow.
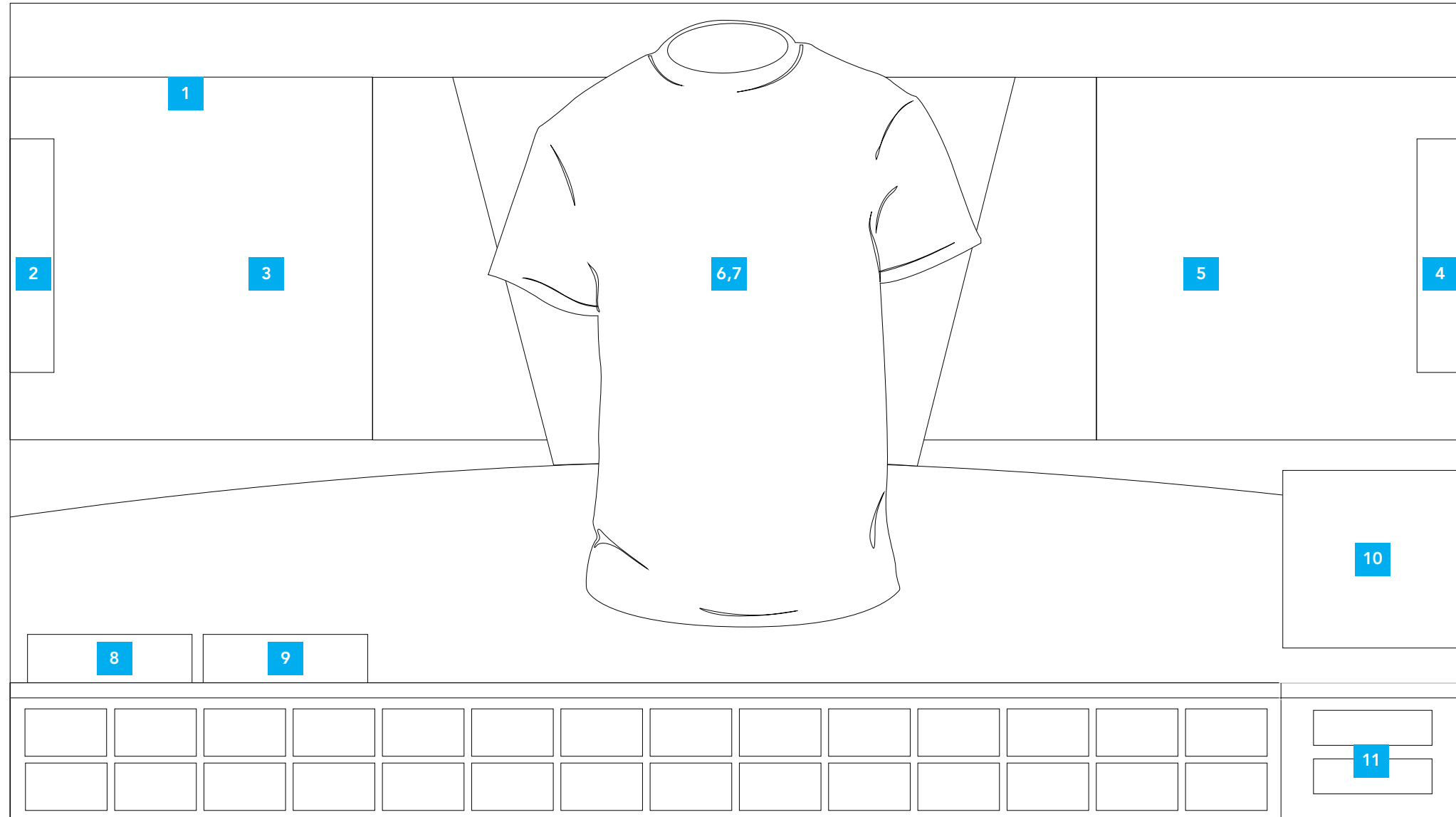
1	Logo schematic	6	T-shirt move
2	Scroll wall left	7	T-shirt zoom
3	Drag wall left	8	Color swatches
4	Scroll wall right	9	Pattern swatches
5	Drag wall right	10	Original Colorway
		11	Save/Cancel

1920 px

1080 px

ENVIRONMENT 1: INTERACTIONS

ENVIRONMENT 1
ATHLETE SELECTION—

Users can select gender from the dashboard.

LOGO CATEGORIES

LOGO WALL

LOGO WALL

VIEW ANGLES

The newly selected T-shirt gender slides on-screen as the previously selected T-shirt gender slides off-screen.
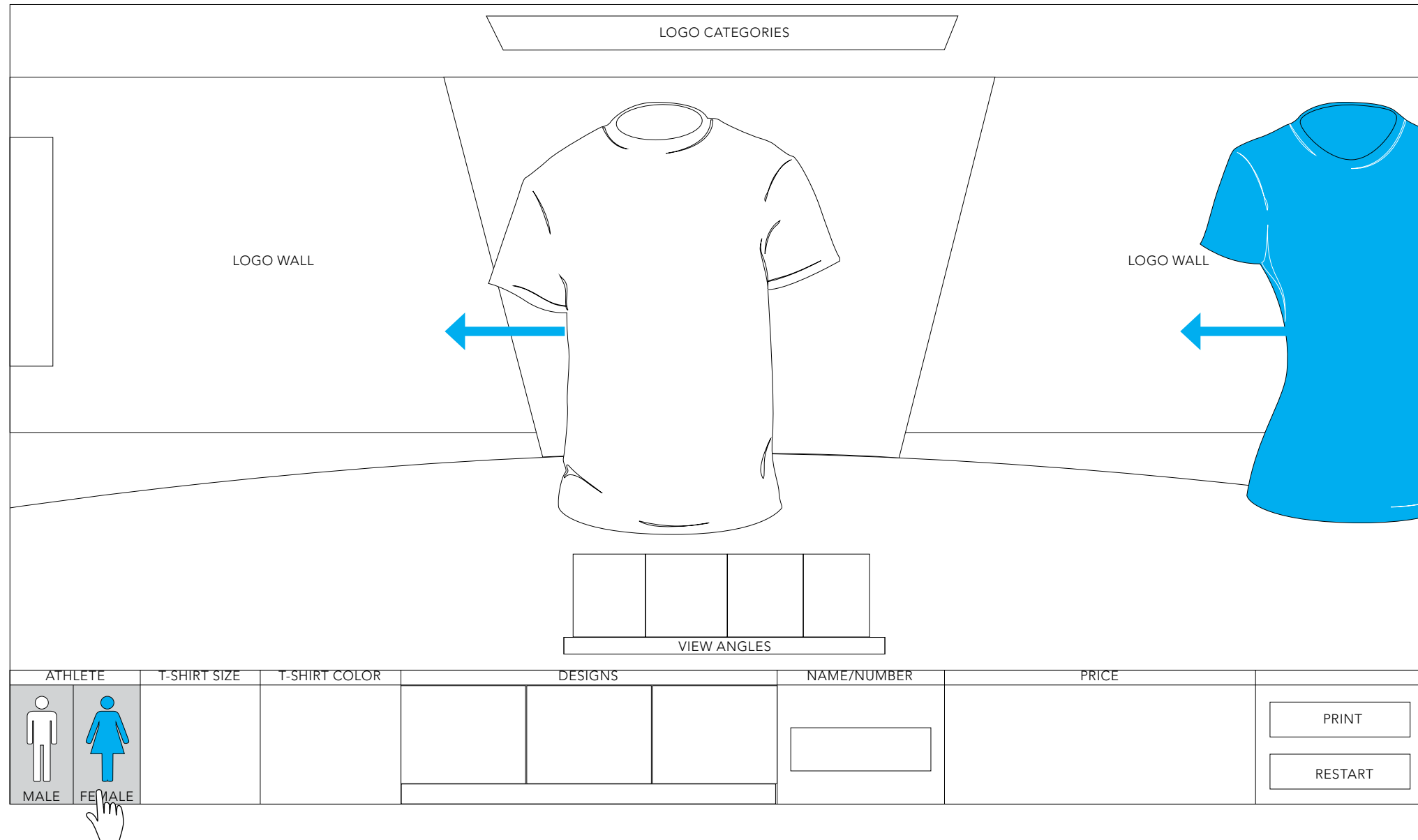
Tapping the Athlete toggle alters the active state.

ATHLETE		T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS	NAME/NUMBER	PRICE	
MALE	FEMALE						PRINT
							RESTART

ENVIRONMENT 1
T-SHIRT SIZE SELECTION—

Users can select size from dashboard navigation.

LOGO CATEGORIES

LOGO WALL

LOGO WALL

CHOOSE YOUR SIZE

Small

Medium

Large

X-Large

XX-Large

ATHLETE

T-SHIRT COLOR

DESIGNS

NAME/NUMBER

PRICE

VIEW ANGLES

L
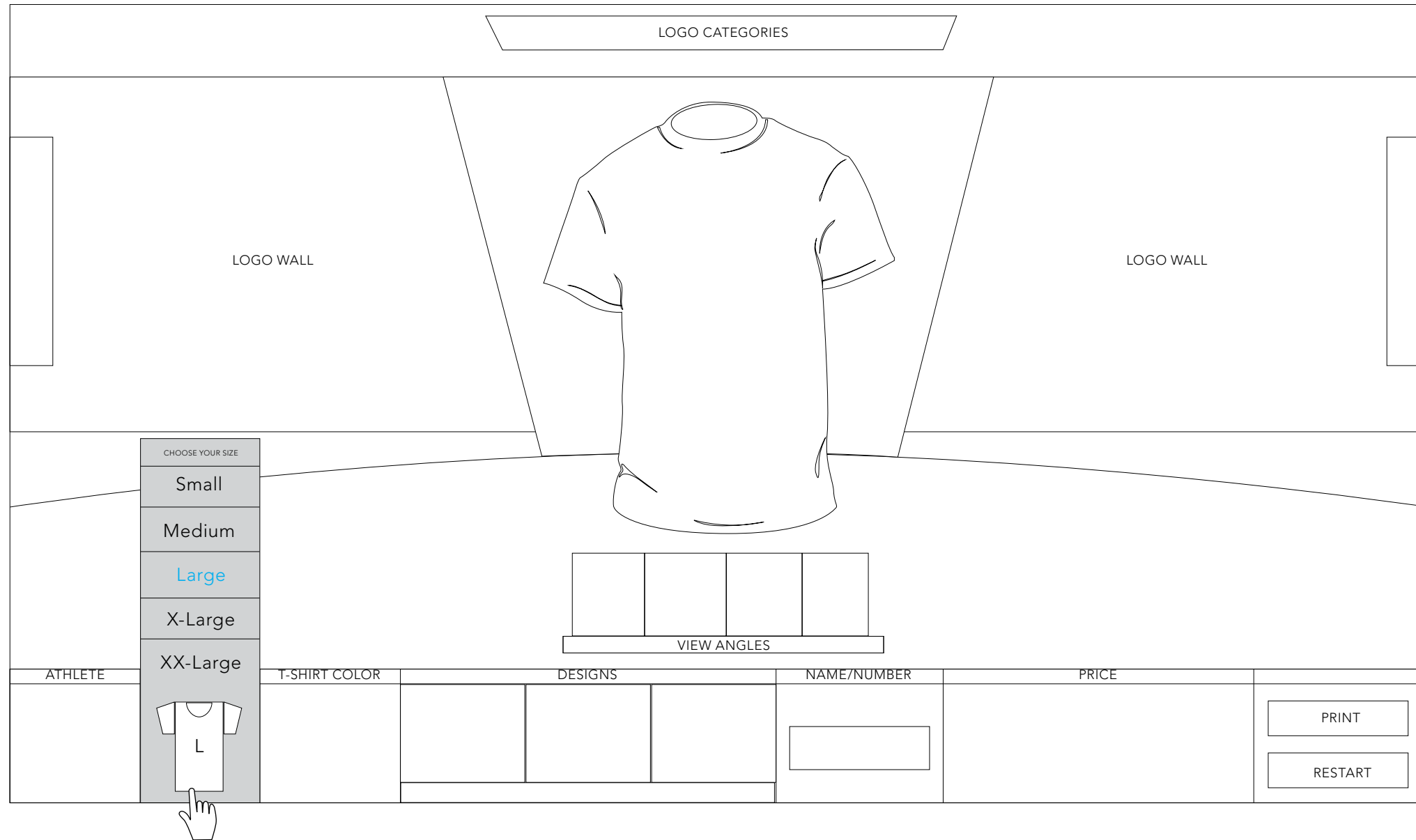
Tapping the T-shirt Size control
expands a menu of sizes,
specfic to the selected gender

PRINT

RESTART

ENVIRONMENT 1
T-SHIRT COLOR SELECTION: 2 CHOICES—

Users can select t-shirt color from dashboard navigation.
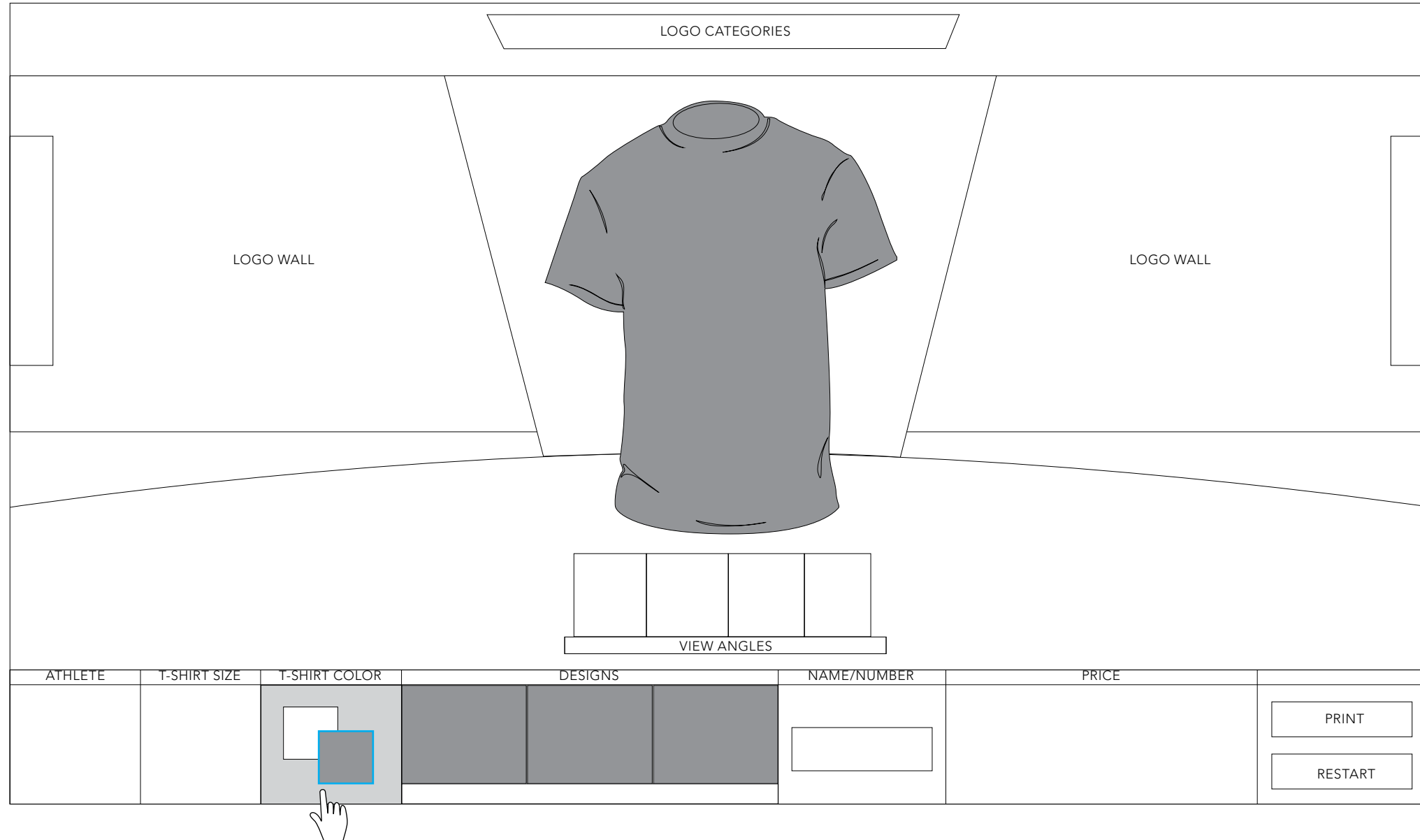
Tapping the T-shirt Color toggle switches between white and grey. Visual updates include main T-shirt and background of design panels.

LOGO CATEGORIES

LOGO WALL

LOGO WALL

VIEW ANGLES

ATHLETE	T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS	NAME/NUMBER	PRICE	

PRINT

RESTART

ENVIRONMENT 1
T-SHIRT COLOR SELECTION: MULTIPLE CHOICES—

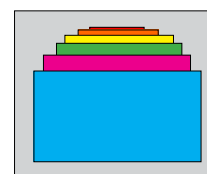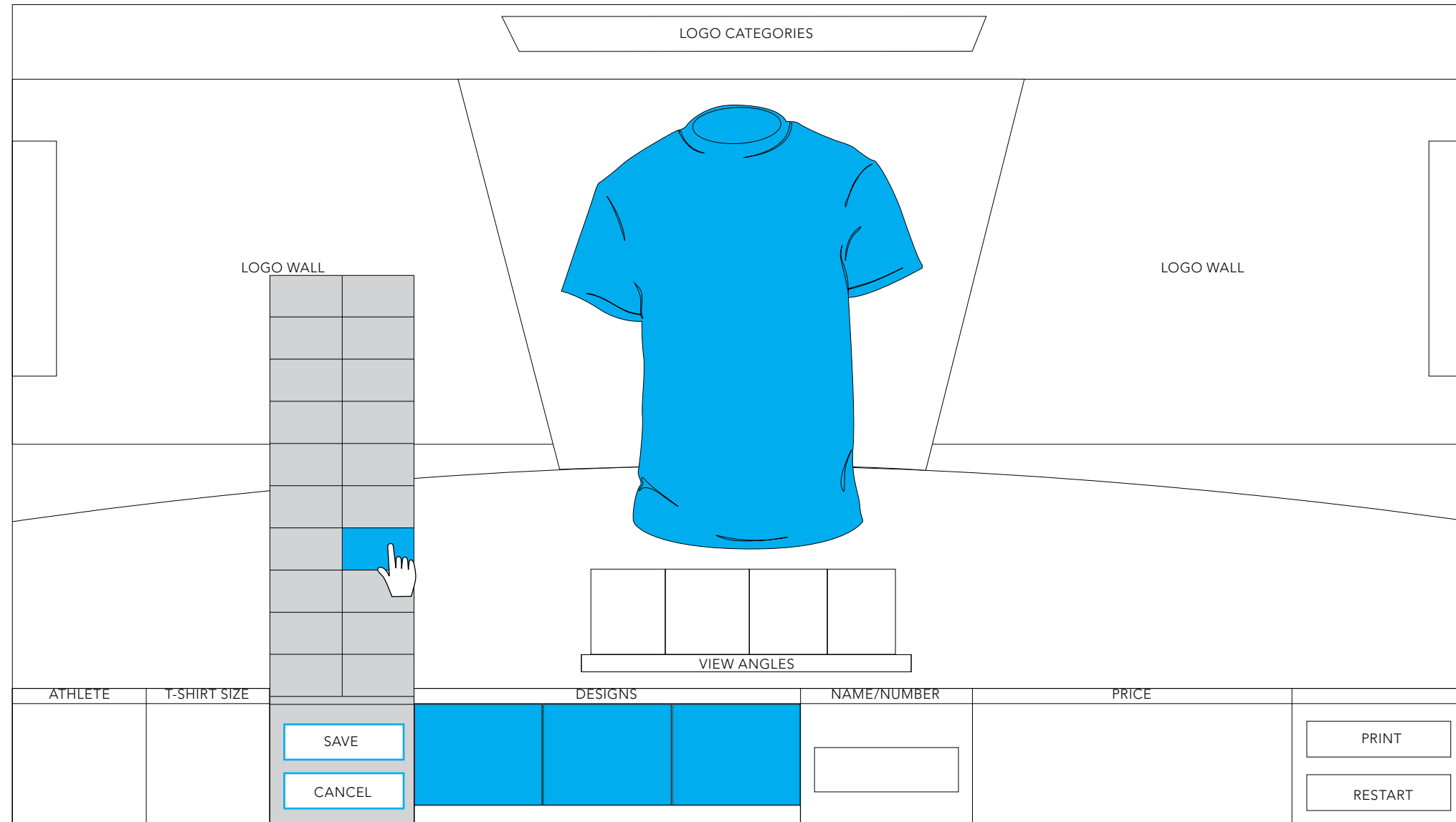Users can select t-shirt color from dashboard navigation.

Tapping T-shirt Color expands menu of colors and de-activates touching beyond the panel. Tapping a color allows user to preview color on T-shirt and in background of design panels.

Save activates the selected color and closes the panel.

Cancel reverts to the previously selected color or white if no color has been selected and closes the panel.

If user opens panel and attempts to touch outside of panel (i.e. not a color, save, or cancel), the panel flashes to highlight the intended touch area.

* 20 swatches shown here
50% of box width
100% of button height

LOGO CATEGORIES

LOGO WALL

LOGO WALL

SAVE

CANCEL

VIEW ANGLES

ATHLETE   T-SHIRT SIZE   DESIGNS   NAME/NUMBER   PRICE
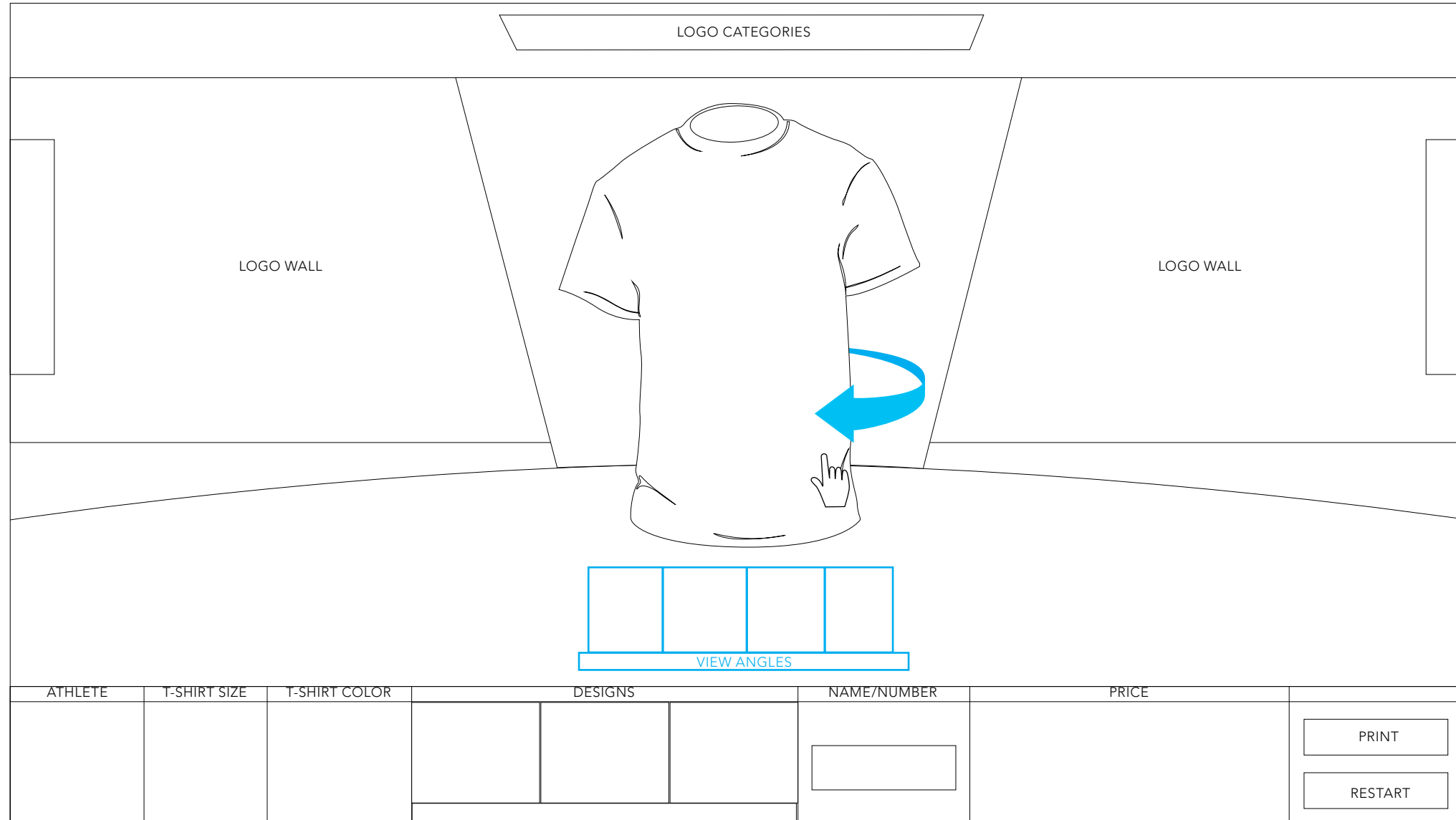
PRINT

RESTART

Non-expanded state should display selected color clearly, but also give indication that additional colors are available.

ENVIRONMENT 1
T-SHIRT ROTATION—

Users can rotate the T-shirt by tapping the Angle Icons or tragging the T-shirt.

LOGO CATEGORIES

LOGO WALL

LOGO WALL

VIEW ANGLES

ATHLETE	T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS			NAME/NUMBER	PRICE	
								PRINT
								RESTART

ENVIRONMENT 1
LOGO CATEGORIES—

Logos are sorted into four (4) categories: ALL, HEAT, THE LOVE, ARTISTS.
By default, ALL populates the logo wall.

Tapping a new category flips
the logo wall and updates its
content

ALL | HEAT | THE LOVE | ARTISTS

LOGO WALL

LOGO WALL

VIEW ANGLES

ATHLETE	T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS	NAME/NUMBER	PRICE	
						PRINT
						RESTART
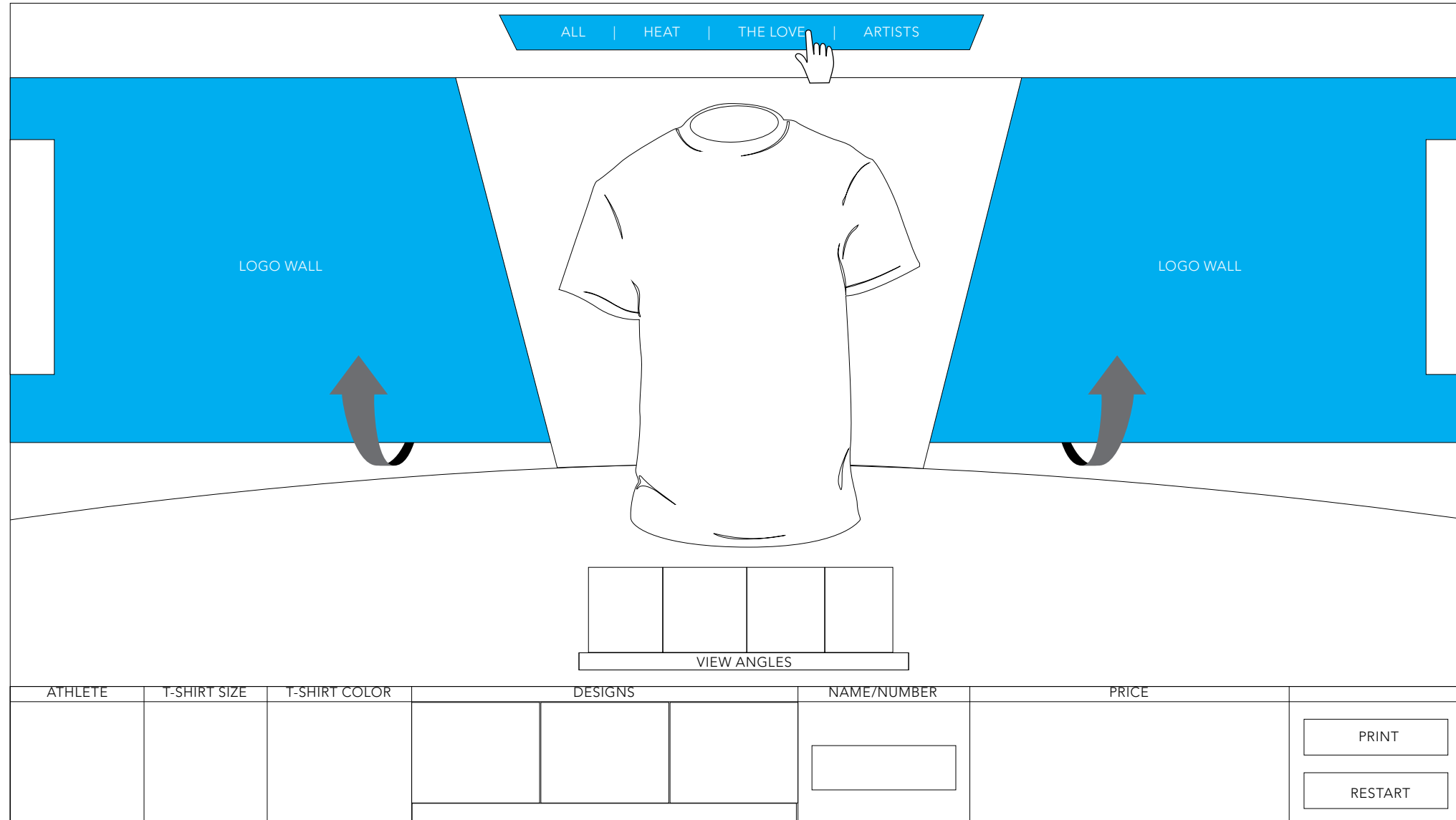
ENVIRONMENT 1
ARTIST SERIES—

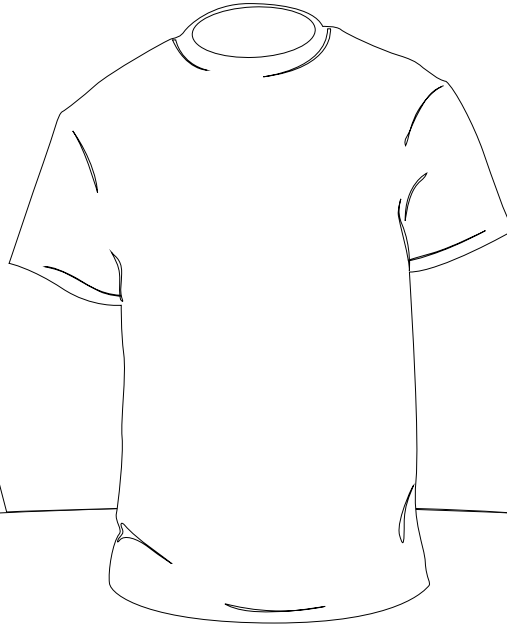Limited edition logos are available under the ARTISTS category.

Descriptive copy is positioned next to the designs for each artist.

ALL | HEAT | THE LOVE | **ARTISTS**

Oluptae pa cum aliquo ilibeatiassi dipsanis peritent lab iundam volupta turepudi voloreperro voluptas maios ad millore con rem.

Iqui sectisc ipicidit ma nost, quatiunt ex es utet atent, odicipis es sed ut a vel moluptus veliaep edipist rundit fuga. Itatempore susanda ndandit es volore sa vel exerore henimil idus dolore sinvel moluptu sandae pra deleceatem.

→

9 of 120 remain (nationwide?)

2 of

VIEW ANGLES

A small text field indidcates the number of limited edition logos available.

The total quanity remains consistent, while the available quantity decrements as soon as the user places the logo. Then, if the user removes the logo, the available quantity should increment.

* Not sure if this would need to update real-time across all kiosks / stores.

ATHLETE	T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS			NAME/NUMBER	PRICE	
								PRINT
								RESTART

ENVIRONMENT 1
LOGO WALL: TAP / HOLD—

Like a conveyor belt, the logo wall moves in a horizontal manner in order to reveal additional logos.

Tapping and holding the left and right arrow button moves the wall in the corresponding direction. The longer the user holds the arrow button, the velocity of the wall increases.

LOGO CATEGORIES

LOGO WALL

LOGO WALL

VIEW ANGLES

ATHLETE	T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS	NAME/NUMBER	PRICE	
						PRINT
						RESTART
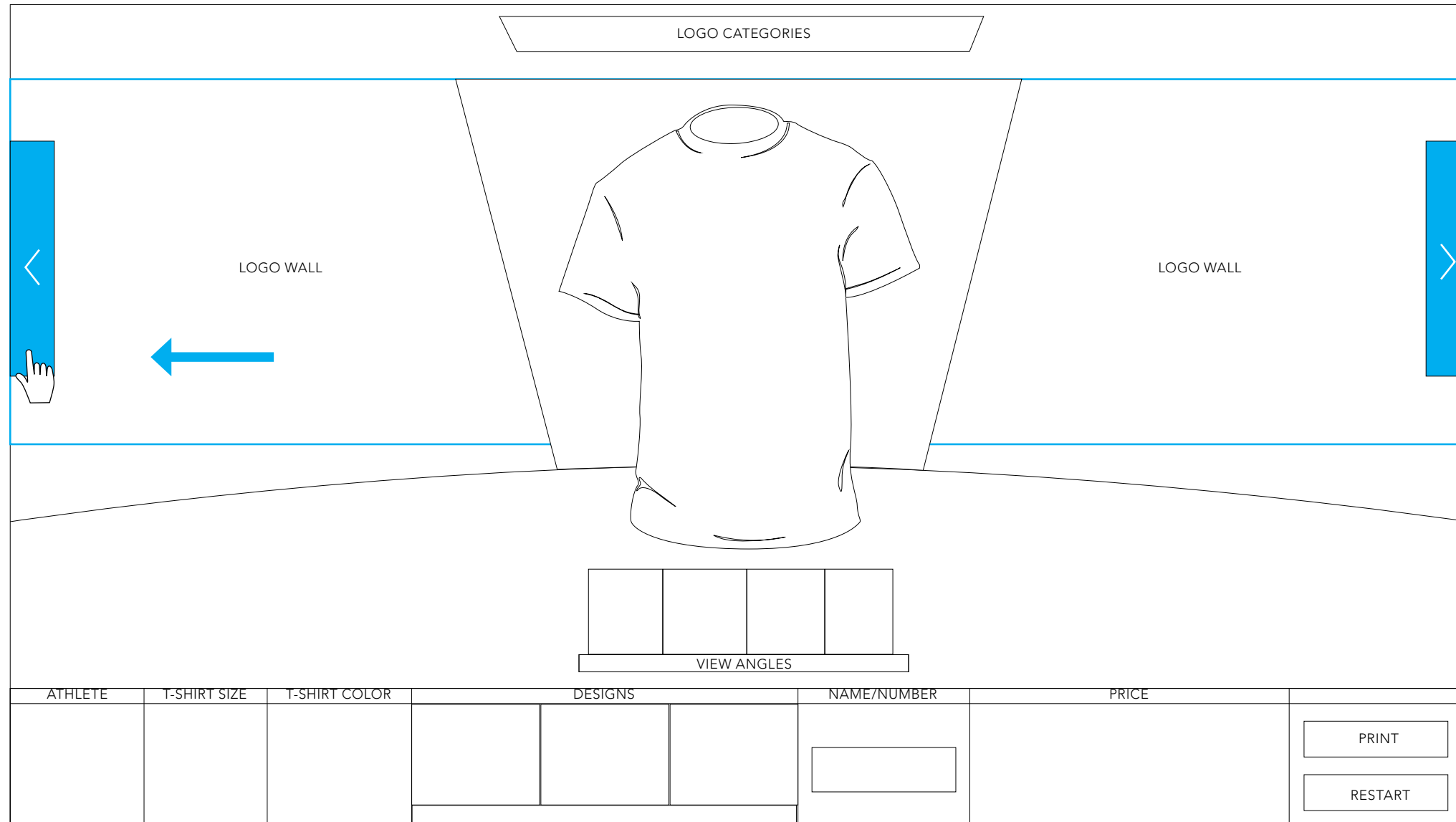
ENVIRONMENT 1
LOGO WALL: DRAG—

Dragging left and right
moves the logo wall in the
corresponding direction.

LOGO CATEGORIES

LOGO WALL

LOGO WALL

VIEW ANGLES

ATHLETE	T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS	NAME/NUMBER	PRICE	
						PRINT
						RESTART
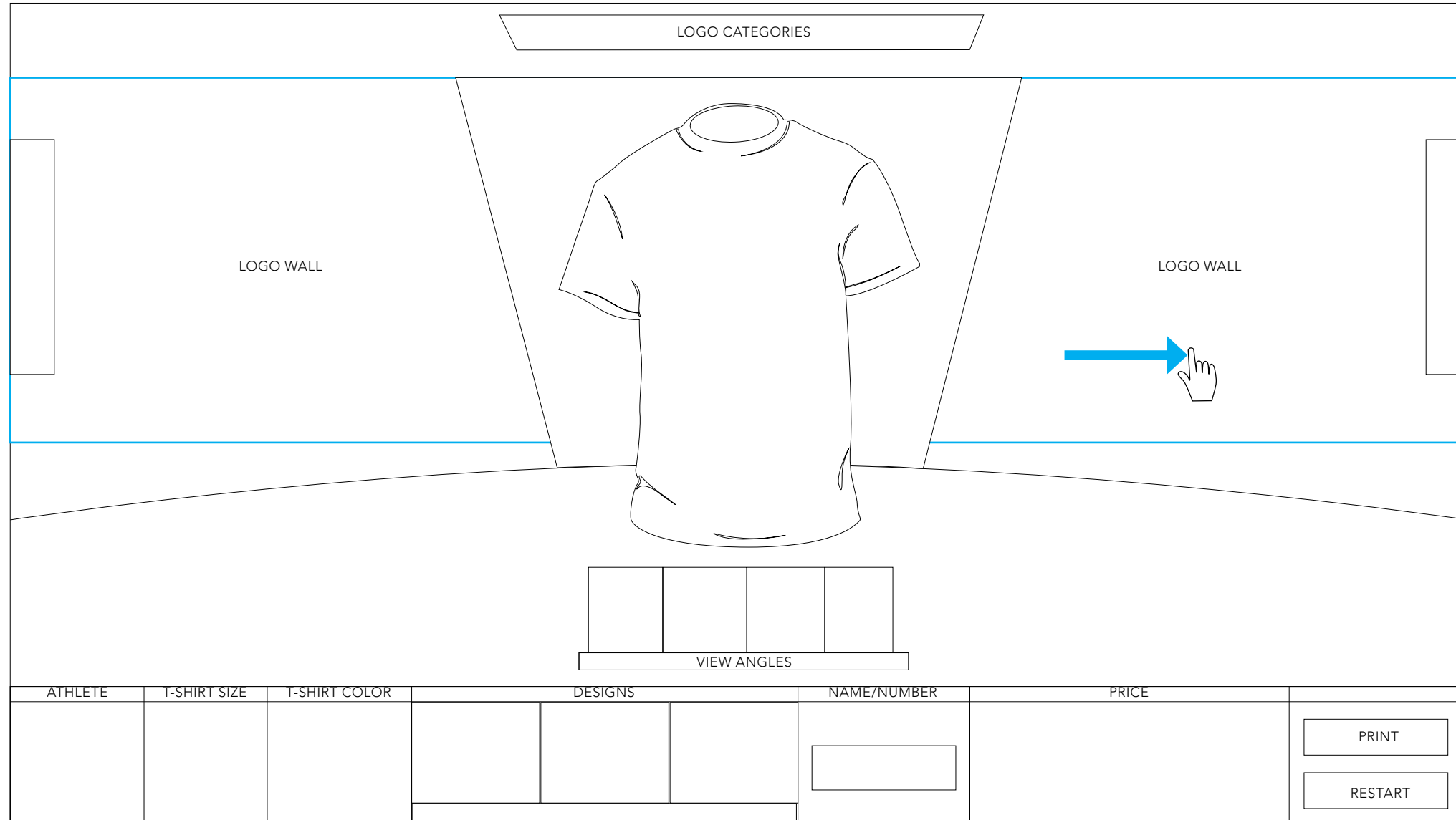
ENVIRONMENT 1
LOGO SELECTION & PLACEMENT 1—

Tapping a logo on the logo wall activates the T-shirt's target areas, prompting the user to select the desired location for the logo.

A subtle instruction message appears.

Users can tap T-shirt angle icons or drag the shirt to rotate the T-shirt and view all possible areas to place the logo.

LOGO CATEGORIES

SELECT POSITION
ROTATE TO VIEW MORE OPTIONS

VIEW ANGLES

ATHLETE	T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS	NAME/NUMBER	PRICE	
						PRINT
						RESTART

ENVIRONMENT 1
LOGO PLACEMENT 2—

Tapping a T-shirt target area sets the selected logo onto that area and into the Designs "shelf."

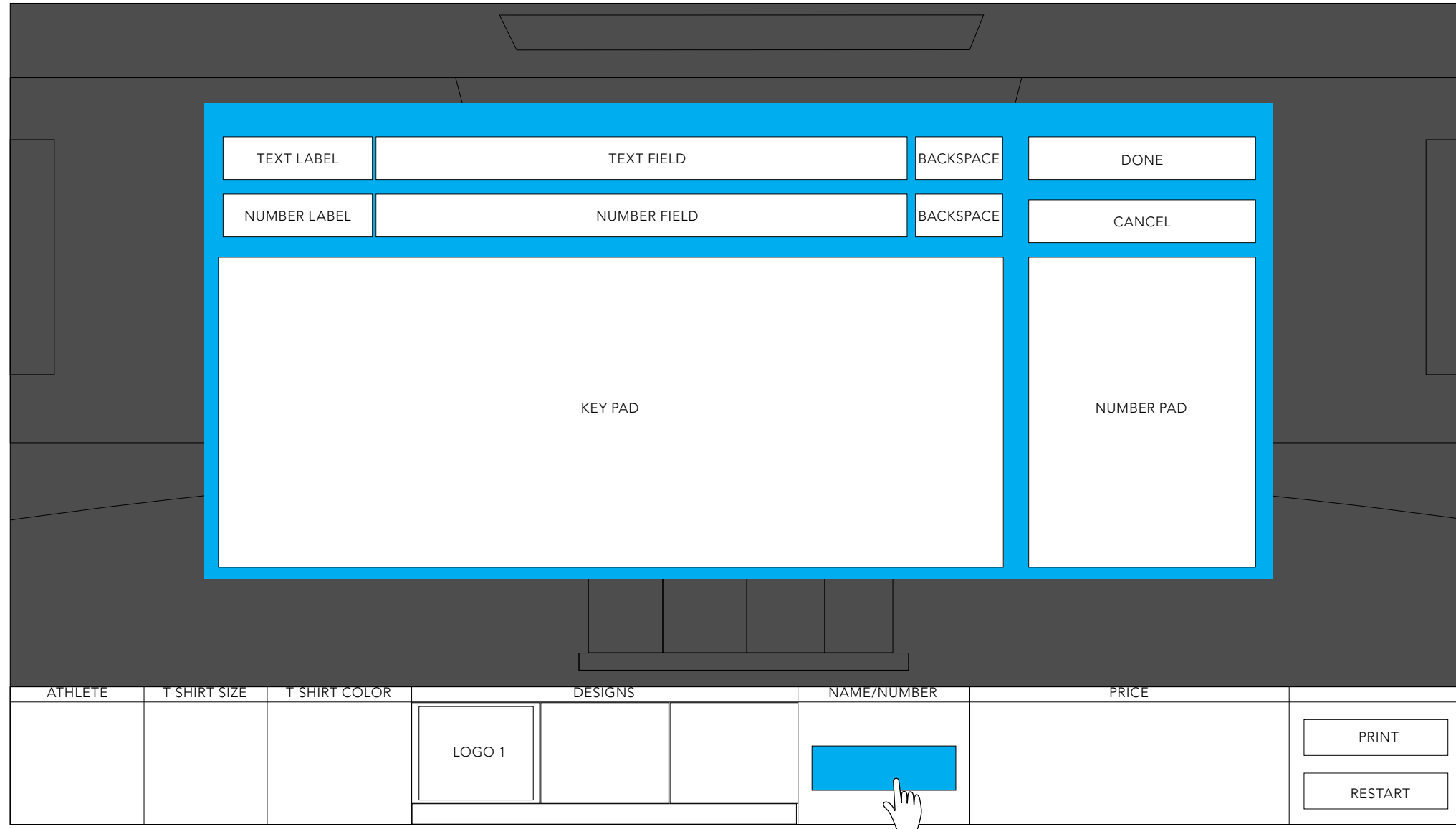At the same time, the target icons and instructional messages disappear.

ENVIRONMENT 1
NAME / NUMBER INPUT—

Tapping the Name / Number toggle activates the on-screen keyboard.

Users can specify custom text and number to be placed on the shirt.

* Name / Swoosh is a possible feature.

Tapping Done closes the keyboard and prompts the user to place the Name / Number.
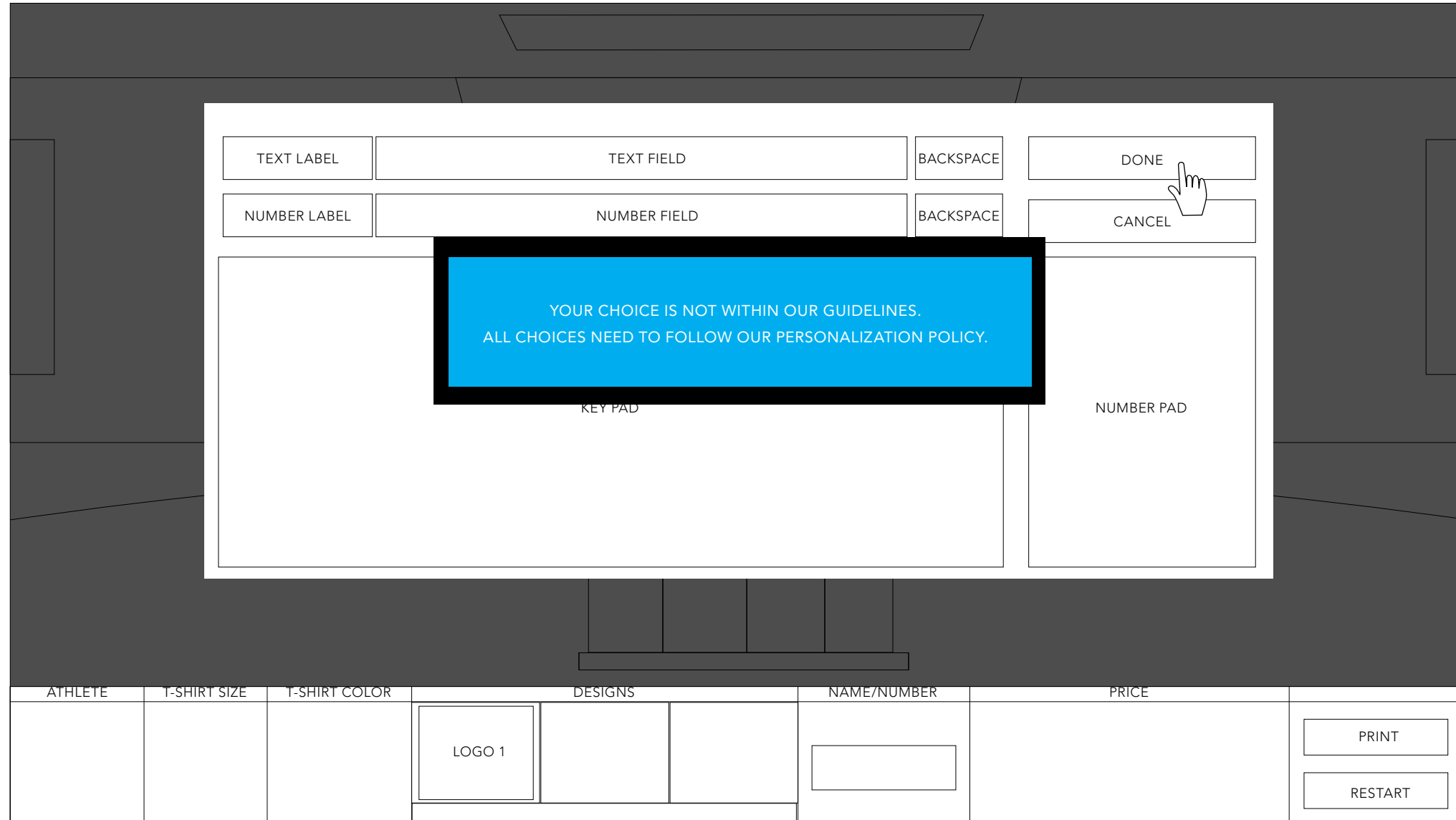
Tapping Cancel closes the keyboard making no change to the T-shirt. The data entered into the fields is saved however.

| TEXT LABEL | TEXT FIELD | BACKSPACE | DONE |
| NUMBER LABEL | NUMBER FIELD | BACKSPACE | CANCEL |

KEY PAD

NUMBER PAD

ATHLETE	T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS	NAME/NUMBER	PRICE	
			LOGO 1			PRINT
						RESTART

ENVIRONMENT 1
NAME / NUMBER INPUT: FILTER—

If the text does not meet brand standards (i.e. swear words, brand conflict, etc.), the user must revise the text.

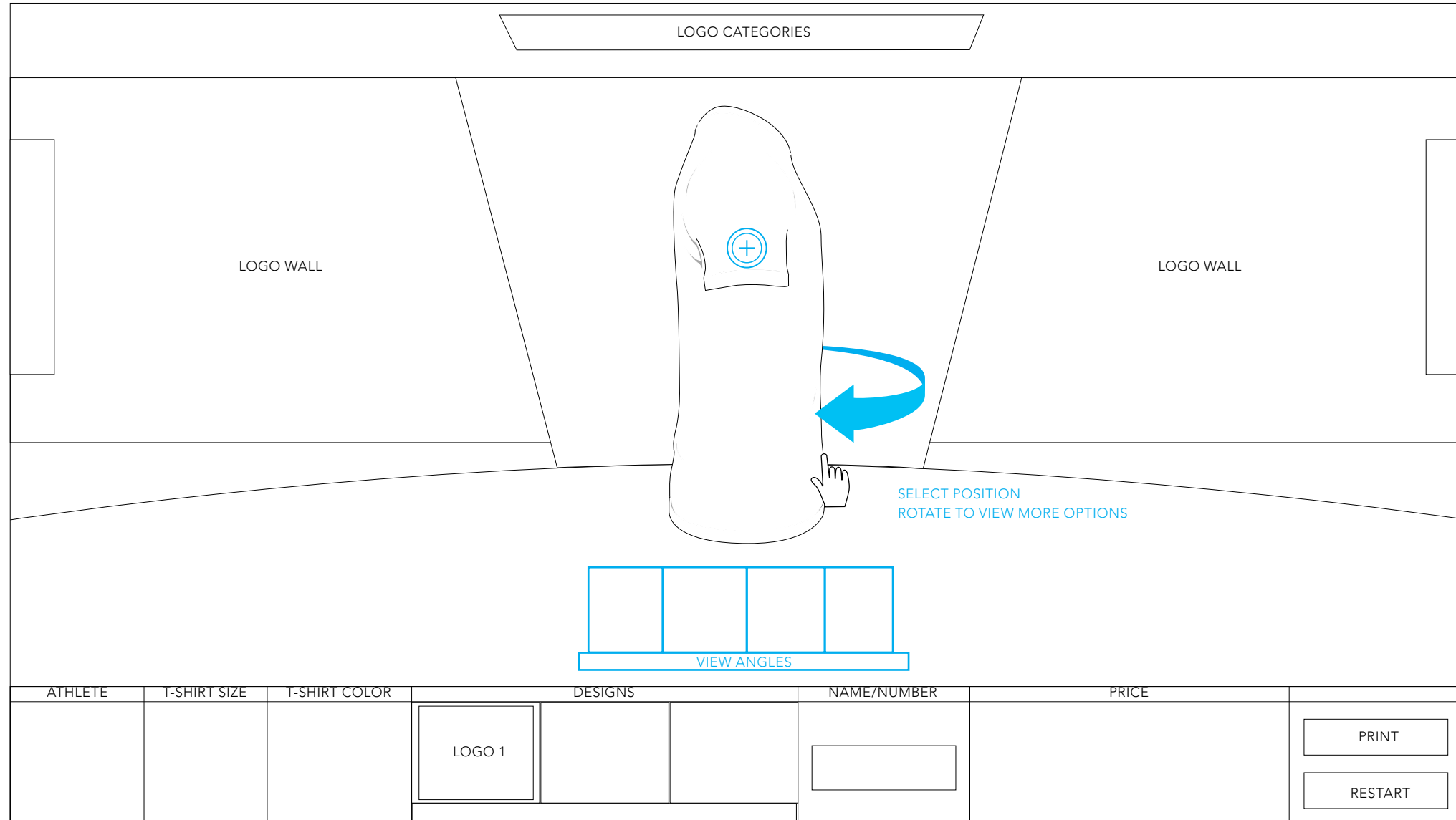Tapping anywhere on the screen closes the message.

| TEXT LABEL | TEXT FIELD | BACKSPACE | DONE |
| NUMBER LABEL | NUMBER FIELD | BACKSPACE | CANCEL |

YOUR CHOICE IS NOT WITHIN OUR GUIDELINES.
ALL CHOICES NEED TO FOLLOW OUR PERSONALIZATION POLICY.

KEY PAD

NUMBER PAD

ATHLETE	T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS	NAME/NUMBER	PRICE	
			LOGO 1			PRINT
						RESTART

ENVIRONMENT 1
NAME / NUMBER PLACEMENT 1—

Tapping Done in the previous screen activates the T-shirt's target areas, prompting the user to select the desired location for the Name/ Number Customization.
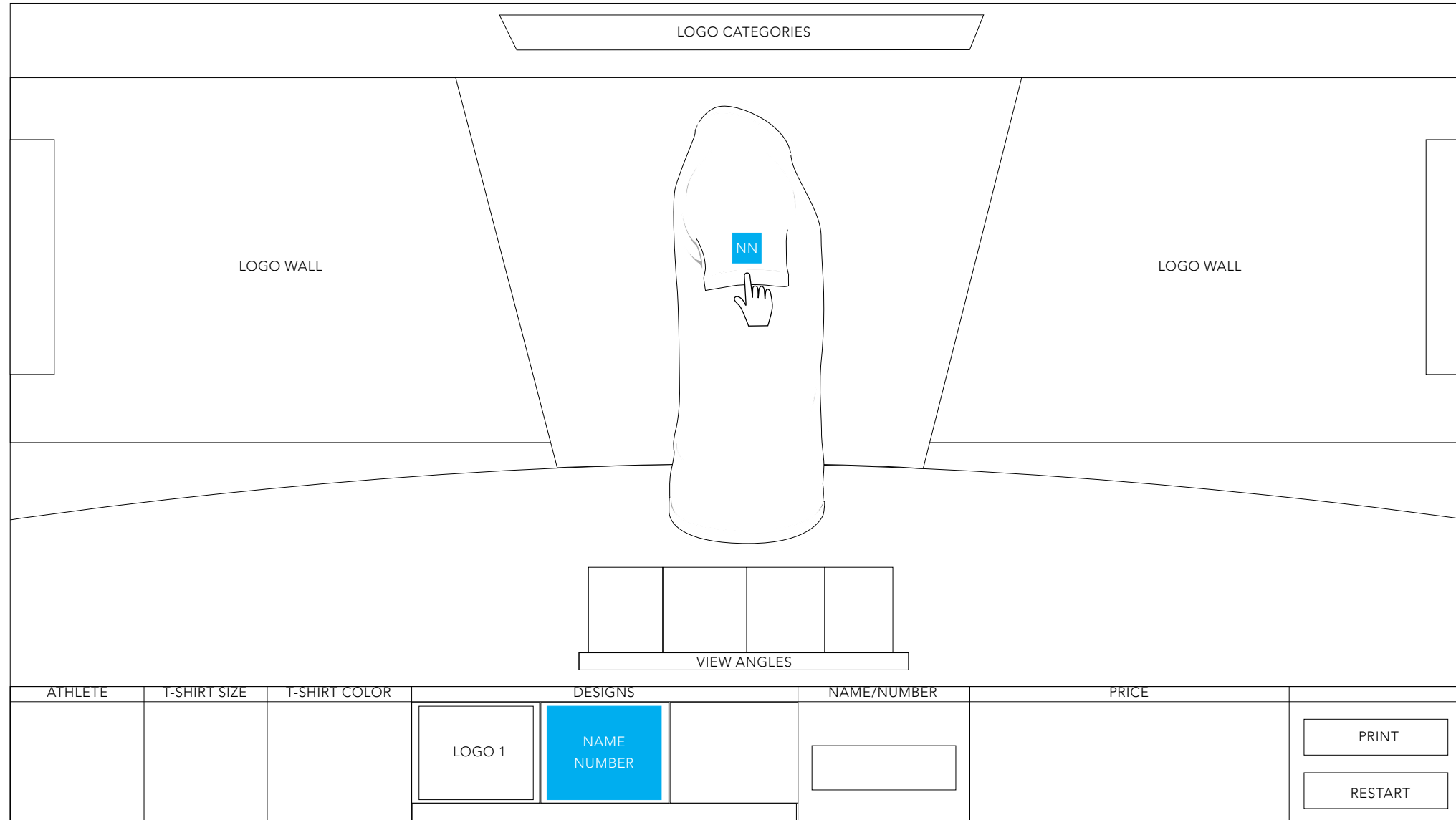
A subtle instruction message appears.

Users can tap T-shirt angle icons or drag the shirt to rotate the T-shirt and view all possible areas to place the Name / Number.

LOGO CATEGORIES

LOGO WALL

LOGO WALL

SELECT POSITION
ROTATE TO VIEW MORE OPTIONS

VIEW ANGLES

ATHLETE	T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS			NAME/NUMBER	PRICE	
			LOGO 1					PRINT
								RESTART

ENVIRONMENT 1
NAME / NUMBER PLACEMENT 2—

Tapping a T-shirt target area sets the Name / Number onto that area and into the Designs "shelf."

At the same time, the target icons and instructional messages disappear.

LOGO CATEGORIES

LOGO WALL

NN

LOGO WALL

VIEW ANGLES

ATHLETE	T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS			NAME/NUMBER	PRICE	
			LOGO 1	NAME NUMBER				PRINT
								RESTART

ENVIRONMENT 1
PRICE—

Total price is updated as customizations are added to the T-shirt.

At least 1 customization is required for each T-shirt.

The price for a T-shirt with:
    1 is $28
    2 is $32
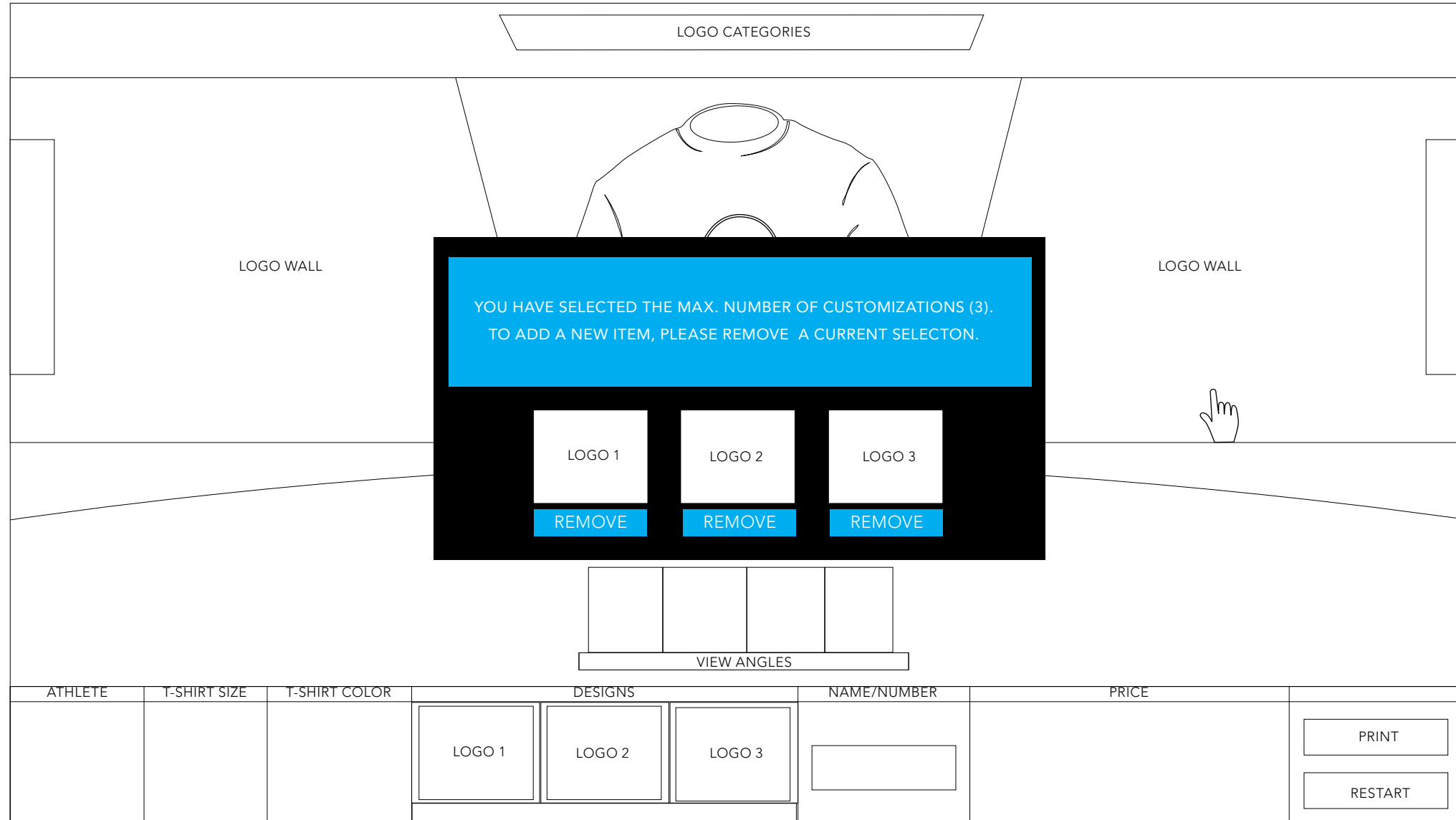   3 is $35

LOGO CATEGORIES

LOGO WALL

LOGO WALL

VIEW ANGLES

ATHLETE	T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS			NAME/NUMBER	PRICE	

NAME
NUMBER

T-SHIRT WITH...
1 LOGO (REQUIRED) $28
2 LOGOS $32
3 LOGOS $35
$32.00 TOTAL

PRINT

RESTART

ENVIRONMENT 1
MAX. CUSTOMIZATIONS—

If a user has selected 3 customizations, the keyboard does not activate, and tapping a logo on the wall does not activate target areas.

A brief message appears instead.

Tapping anywhere on the screen closes the message.

LOGO CATEGORIES

LOGO WALL

LOGO WALL

YOU HAVE SELECTED THE MAX. NUMBER OF CUSTOMIZATIONS (3).
TO ADD A NEW ITEM, PLEASE REMOVE A CURRENT SELECTON.

LOGO 1   LOGO 2   LOGO 3

REMOVE   REMOVE   REMOVE

VIEW ANGLES

ATHLETE	T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS			NAME/NUMBER	PRICE	
			LOGO 1	LOGO 2	LOGO 3			PRINT
								RESTART

ENVIRONMENT 1
LOGO ACTIONS—

Tapping a logo from the T-shirt or from the Designs "shelf" prompts the user to take additional action:

- Edit Logo Colors
  - activates Environment 2
  (see page 29 on)

- Change Logo Position
  - activates the T-shirt target areas (see page 19 or 23)

- Remove Logo
  - removes the selected logo

Tapping anywhere outside the boxes closes the prompt.

LOGO CATEGORIES

LOGO WALL

LOGO WALL

EDIT LOGO COLORS

CHANGE LOGO POSITION

REMOVE LOGO

VIEW ANGLES

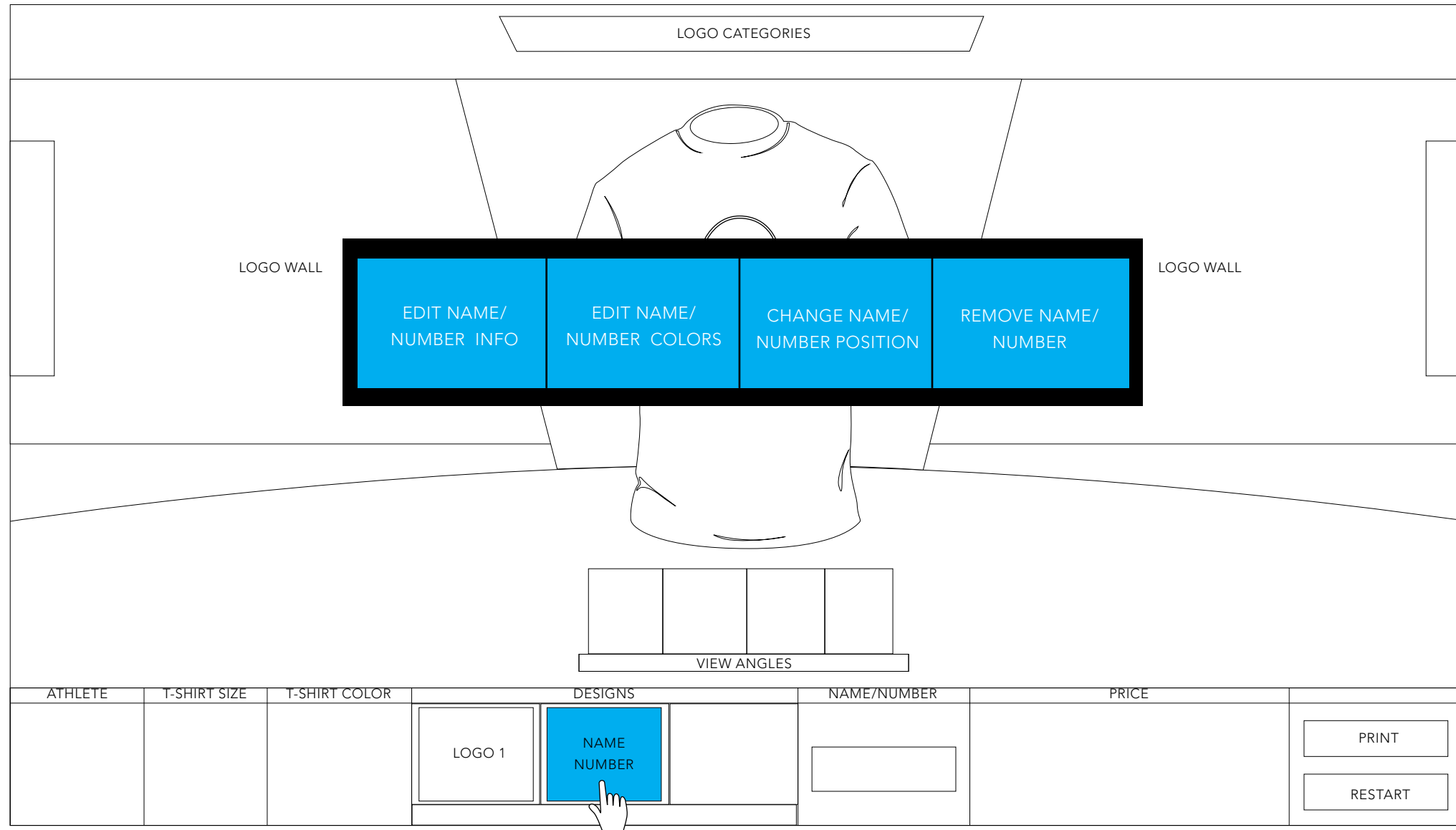| ATHLETE	T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS		NAME/NUMBER	PRICE	
				NAME NUMBER			PRINT
							RESTART
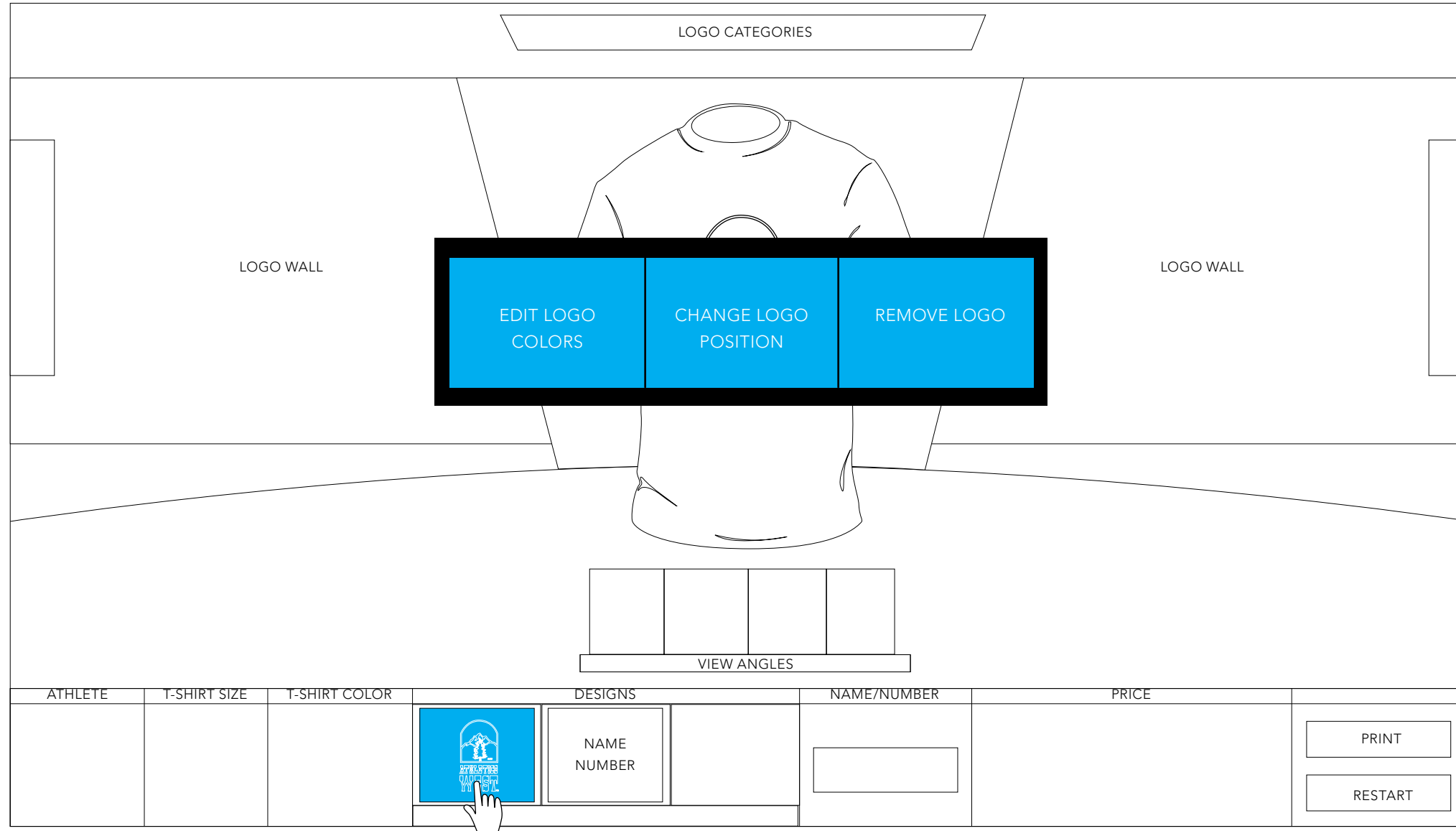
ENVIRONMENT 1
NAME / NUMBER ACTIONS—

Tapping a name / number customization from the T-shirt or from the Designs "shelf" prompts the user to take additional action:

- Edit Name / Number Info
  - activates keyboard with existing data to be edited (see page 21)

- Edit Name / Number Colors
  - activates Environment 2 (see page 29 on)

- Change Name / Number Position
  - activates the T-shirt target areas (see page 19 or 23)

- Remove Name / Number
  - removes the selected name / number

Tapping anywhere outside the boxes closes the prompt.

LOGO CATEGORIES

LOGO WALL

LOGO WALL

EDIT NAME/ NUMBER INFO

EDIT NAME/ NUMBER COLORS

CHANGE NAME/ NUMBER POSITION

REMOVE NAME/ NUMBER

VIEW ANGLES

ATHLETE	T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS		NAME/NUMBER	PRICE	
			LOGO 1	NAME NUMBER			PRINT
							RESTART

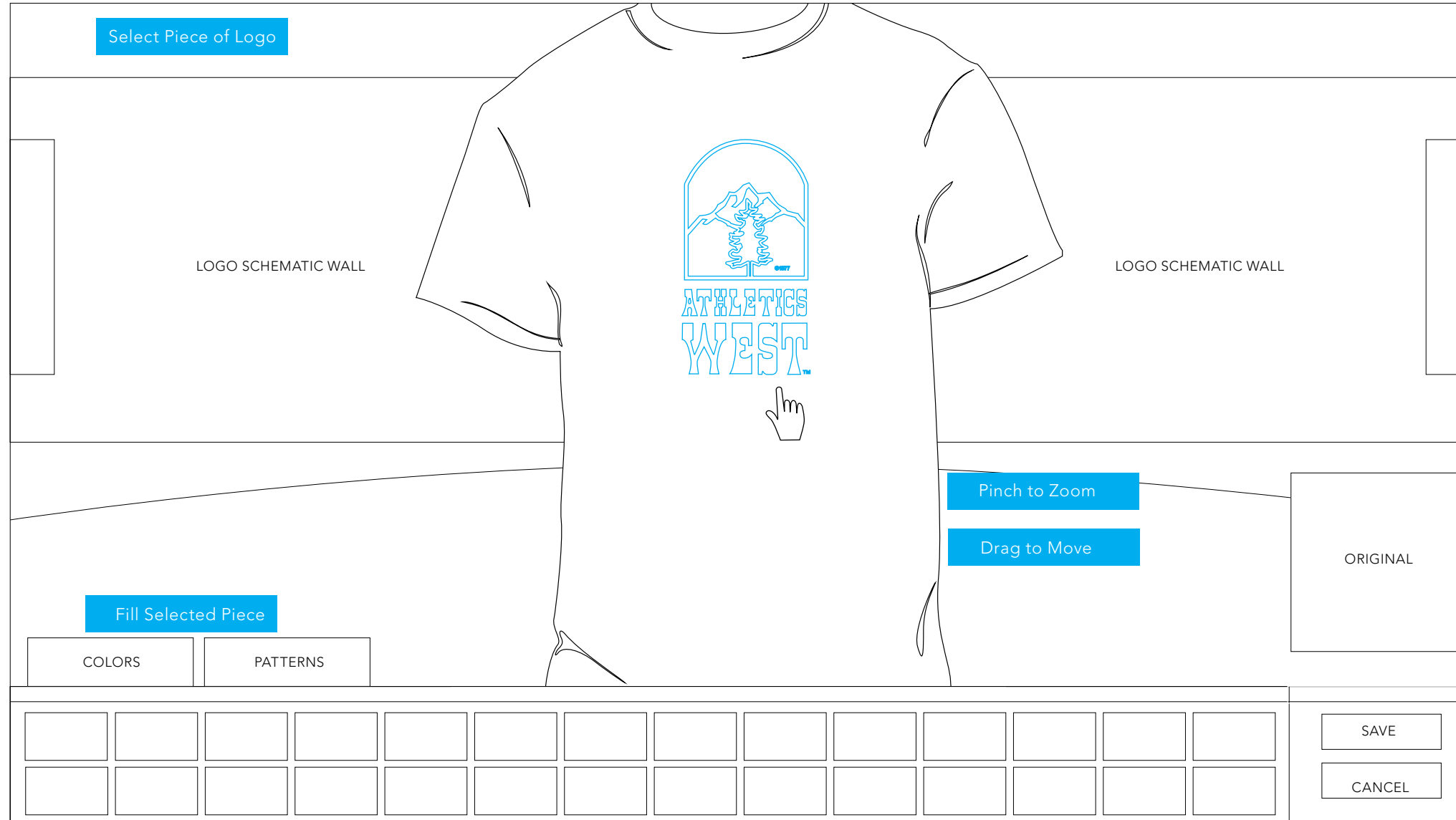**ENVIRONMENT 2: INTERACTIONS**

ENVIRONMENT 2
T-SHIRT MOVE & ZOOM—

As Edit Mode launches, the T-shirt centers / zooms to the active customization, and help tips appear on-screen.

The user can drag the T-shirt or pinch to zoom.

Select Piece of Logo

LOGO SCHEMATIC WALL

LOGO SCHEMATIC WALL

ATHLETICS WEST

Pinch to Zoom

Drag to Move

ORIGINAL

Fill Selected Piece

COLORS

PATTERNS

SAVE

CANCEL

ENVIRONMENT 2
LOGO SCHEMATIC WALL: TAP / HOLD—

Like the logo wall, the logo schematic wall moves in a horizontal manner in order to reveal pieces of any particular logo.

Tapping and holding the left and right arrow button moves the wall in the corresponding direction. The longer the user holds the arrow button, the velocity of the wall increases.

LOGO SCHEMATIC WALL

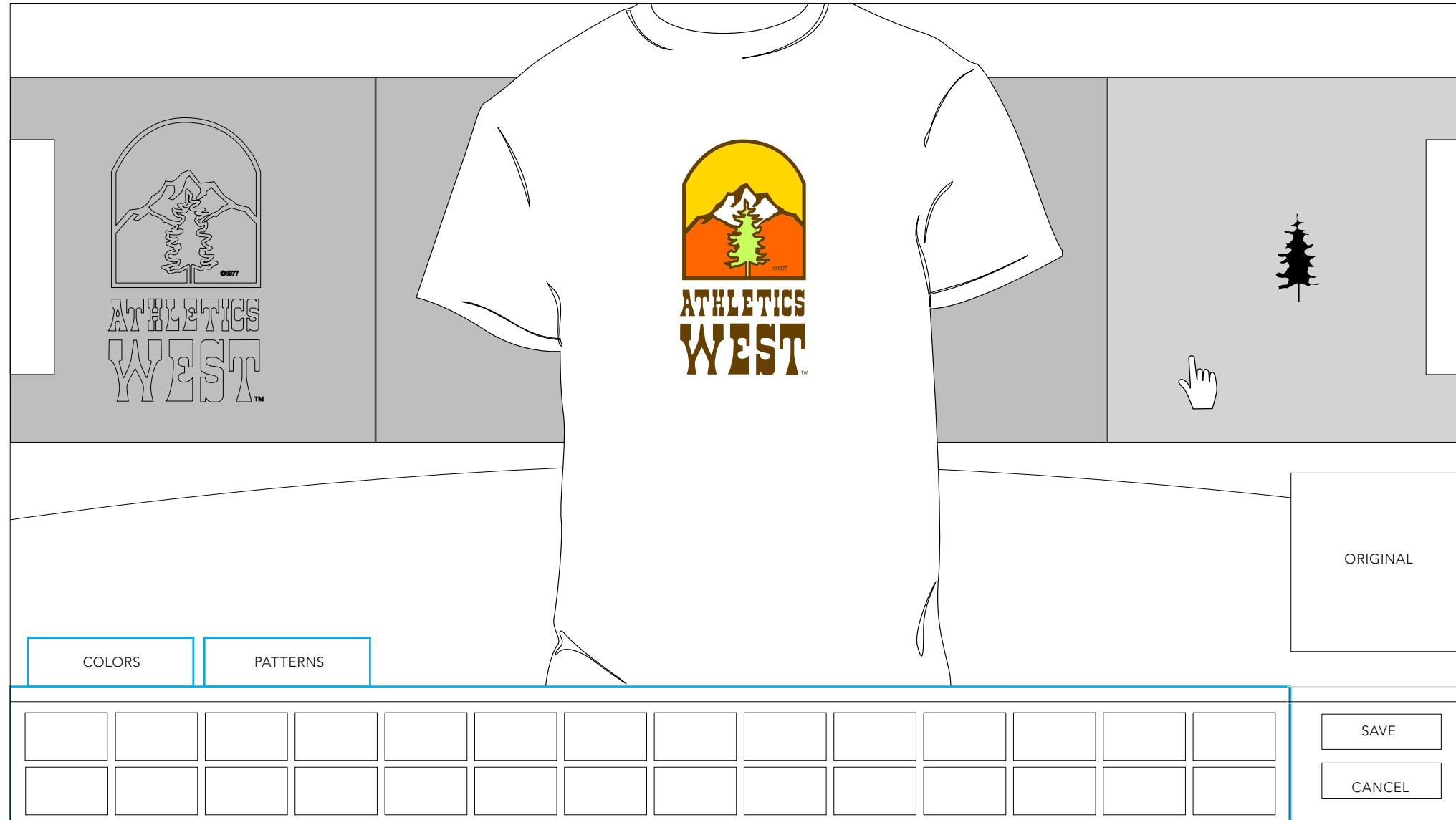LOGO SCHEMATIC WALL

ATHLETICS WEST™

ORIGINAL

COLORS   PATTERNS

SAVE

CANCEL
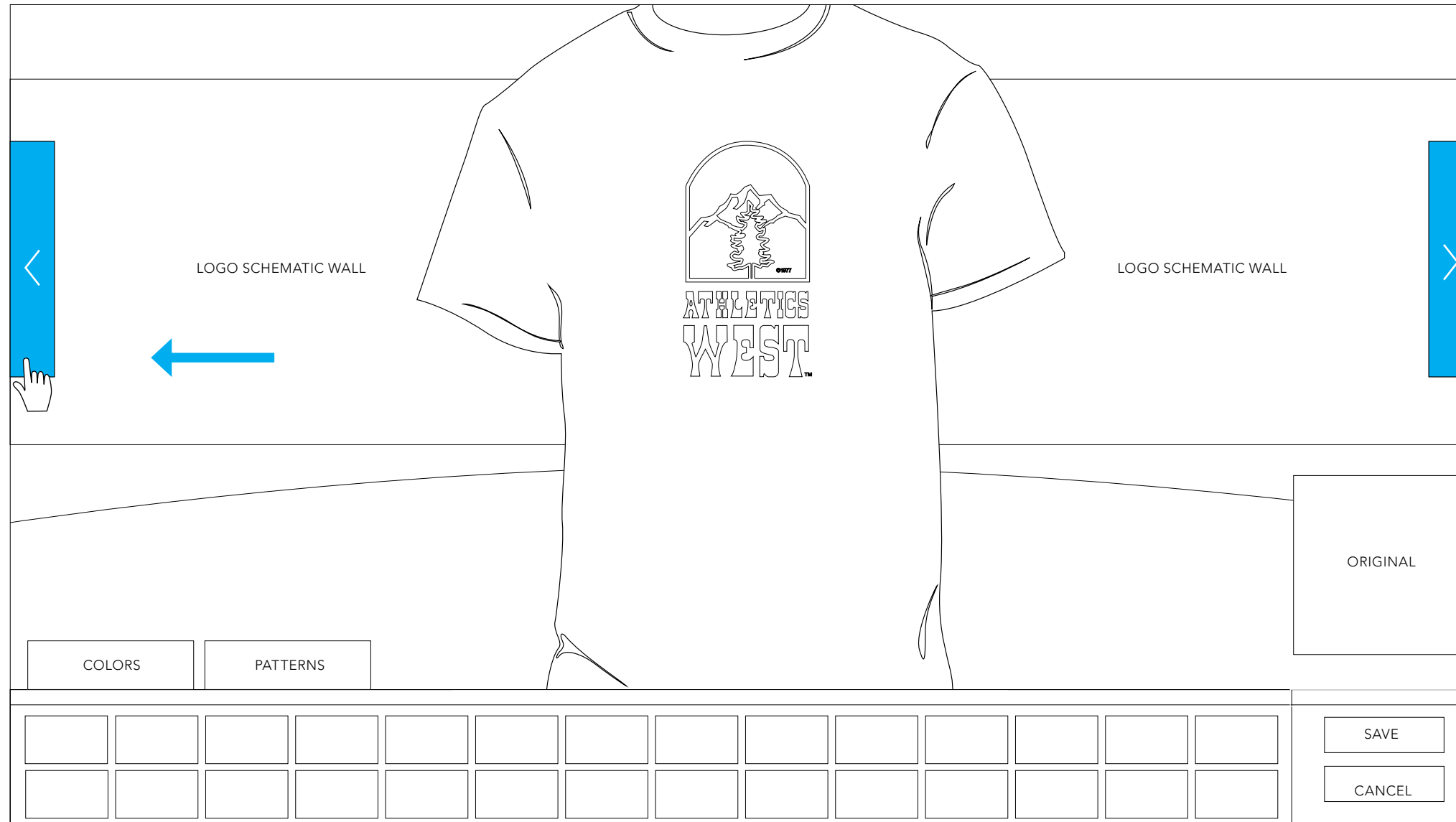
ENVIRONMENT 2
LOGO SCHEMATIC WALL: DRAG—

Dragging left and right moves
the logo schematic wall in the
corresponding direction.

LOGO SCHEMATIC WALL

LOGO SCHEMATIC WALL

ATHLETICS
WEST

ORIGINAL

COLORS   PATTERNS

SAVE

CANCEL
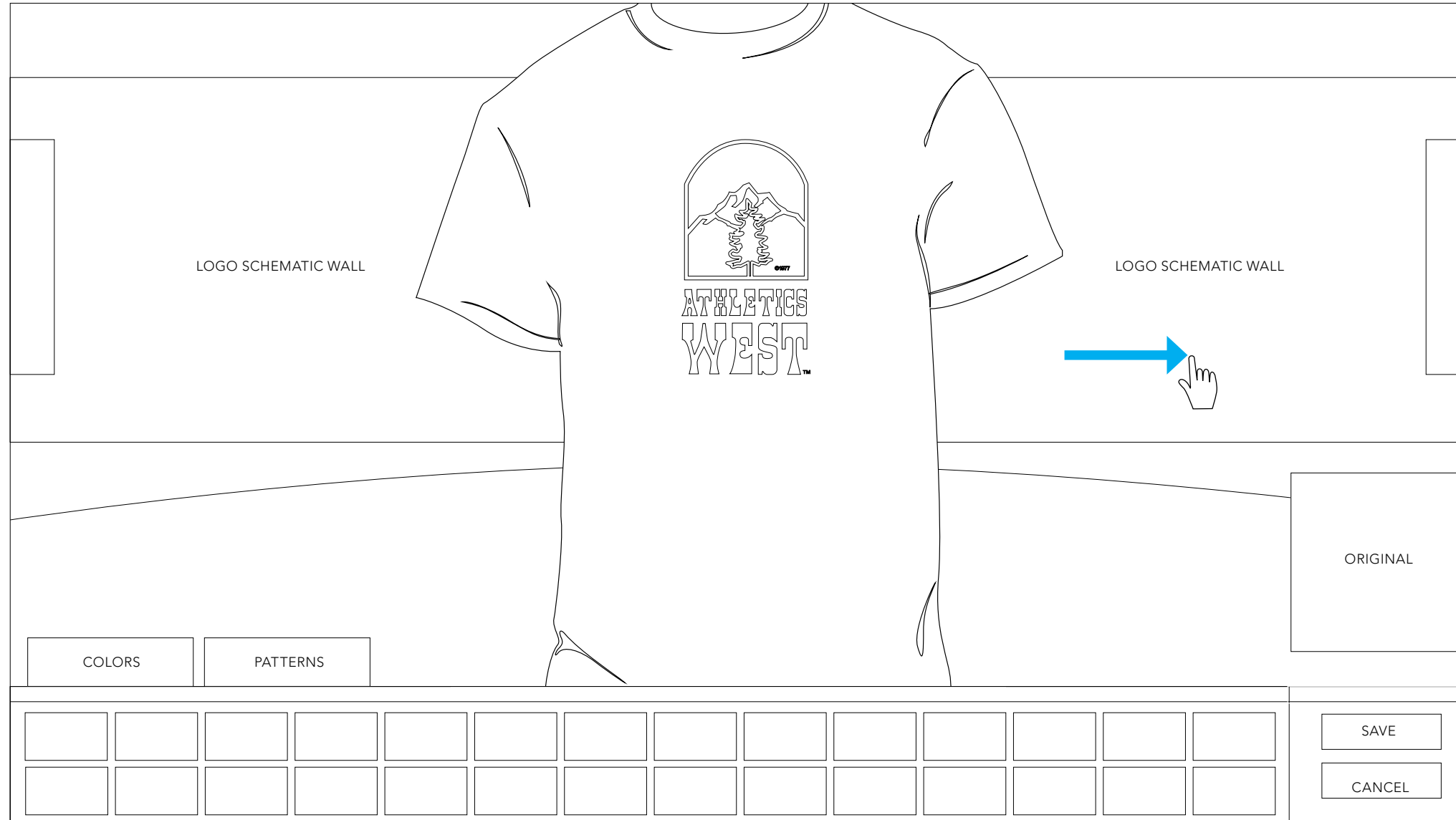
ENVIRONMENT 2
LOGO SCHEMATIC SELECT—

Tapping segments of the Logo Schematic Wall actives the selected area to be filled with a solid color or a pattern.

ATHLETICS WEST

ATHLETICS WEST™

ORIGINAL

Tapping the Color and Pattern tabs swaps out the swatches panel.

COLORS	PATTERNS

SAVE

CANCEL

ENVIRONMENT 2
LOGO SCHEMATIC FILL—

Once a logo area is selectd, the user can test out various colors and/or patterns for that area. The user can select other areas of the logo and fill them in the same manner.

COLORS   PATTERNS

ORIGINAL

SAVE

CANCEL

ENVIRONMENT 2
ORIGINAL LOGO / RESET—

The original logo serves as a visual reference for the user.

Tapping the original logo resets the active logo to the original state, discarding any color or pattern decisions made by the user.

COLORS

PATTERNS

SAVE

CANCEL

ENVIRONMENT 2
SAVE / CANCEL—

ORIGINAL

COLORS   PATTERNS

SAVE

CANCEL

Tapping Save locks in changes
and returns to Environment 1.

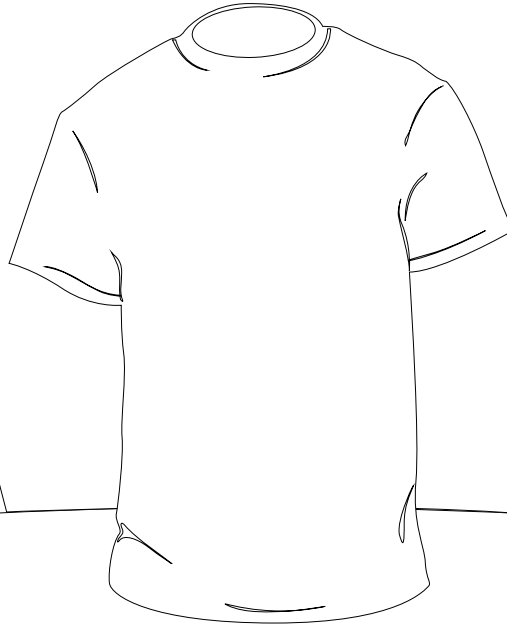Tapping Cancel discards
the changes and returns to
Environment 1.

COMPLETE DESIGN & APPROVAL

ENVIRONMENT 1
PRE-PRINT CHECK: T-SHIRT—

LOGO CATEGORIES

LOGO WALL

LOGO WALL

Please review your T-shirt Selections

VIEW ANGLES

ATHLETE	T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS	NAME/NUMBER	PRICE	
						PRINT
						REST

If a user taps Print but has not specified Athlete, T-Shirt Size, or T-shirt Color (i.e. defaults were never modified), user would be reminded to review their selections.

ENVIRONMENT 1
PRE-PRINT CHECK: LOGO—

LOGO CATEGORIES

LOGO WALL

LOGO WALL

VIEW ANGLES

You must select at least one customization

ATHLETE	T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS	NAME/NUMBER	PRICE	
						PRINT
						REST
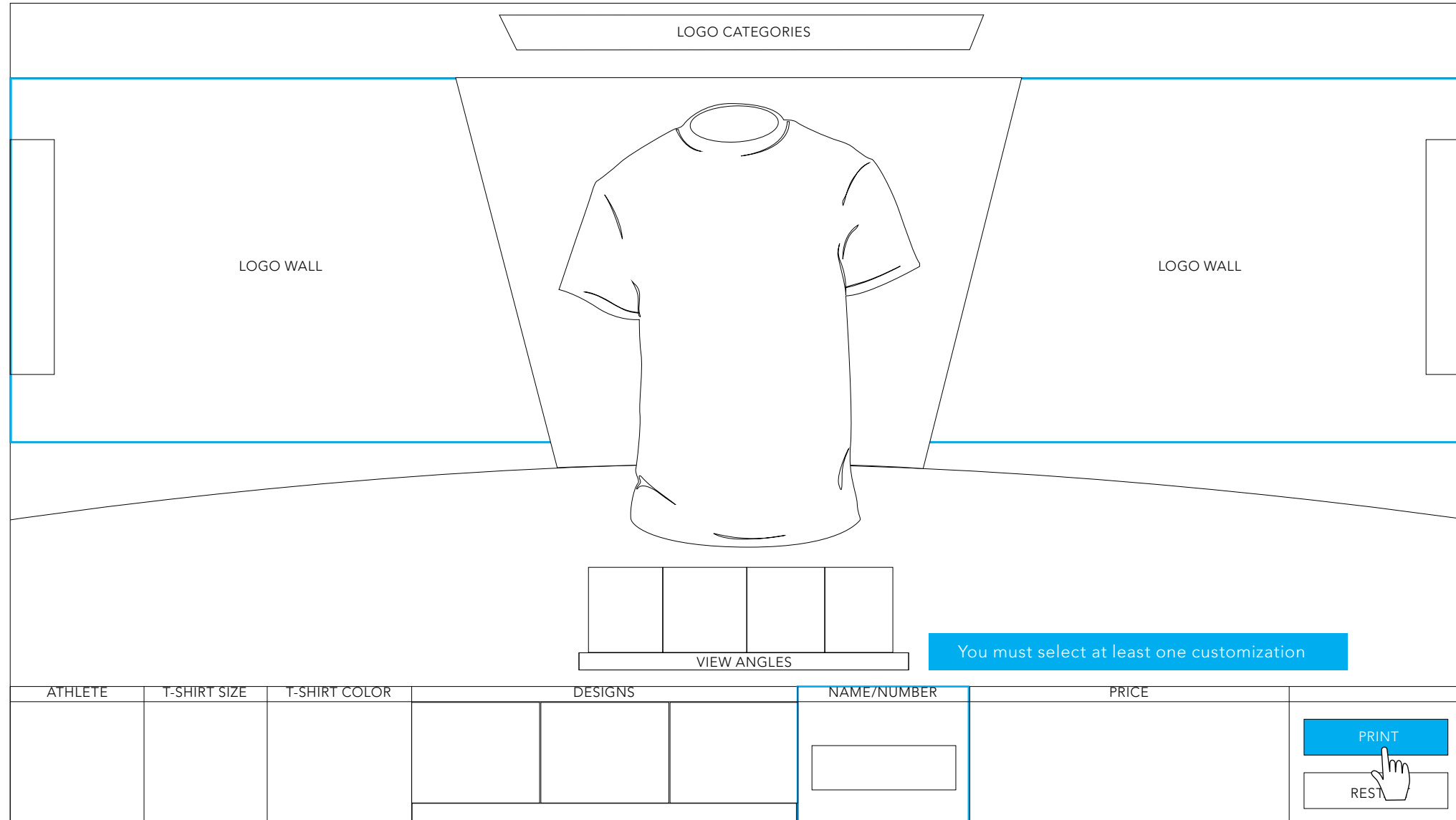
If a user taps Print but has not selected at least 1 customization (logo or name/number), user would be reminded to make a selection.

EMPLOYEE APPROVAL: INCORRECT CODE—

PENDING DESIGN

BASE INFO

Athlete   (gender)

The authorization code entered is incorrect.
Please try again.

1	2	3

Front   (logo name/id)

4	5	6

Back   (logo name/id)

7	8	9

Sleeve   (logo name/id)

*	0	#

TEXT NAME

PRINT
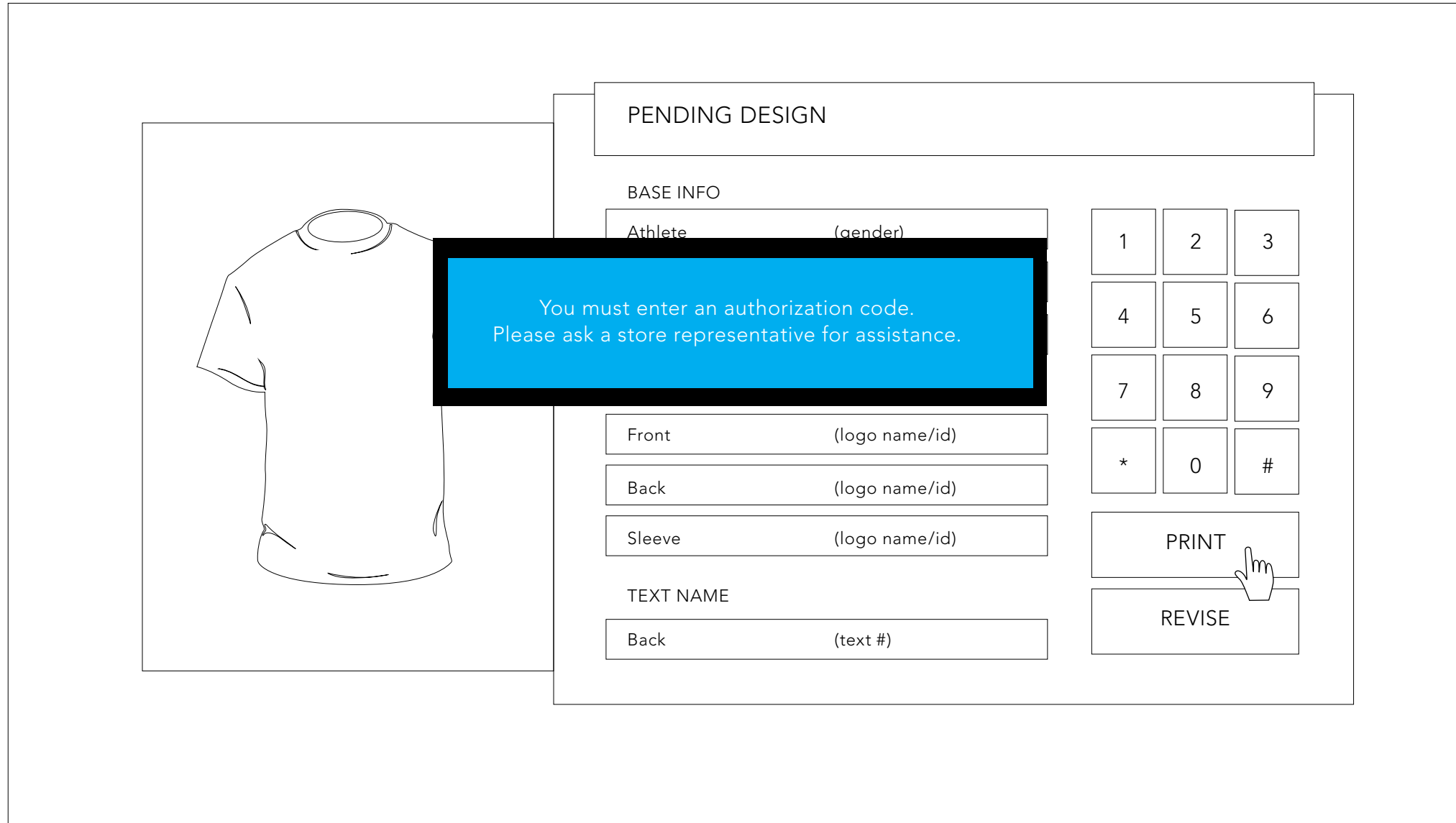
Back   (text #)

REVISE
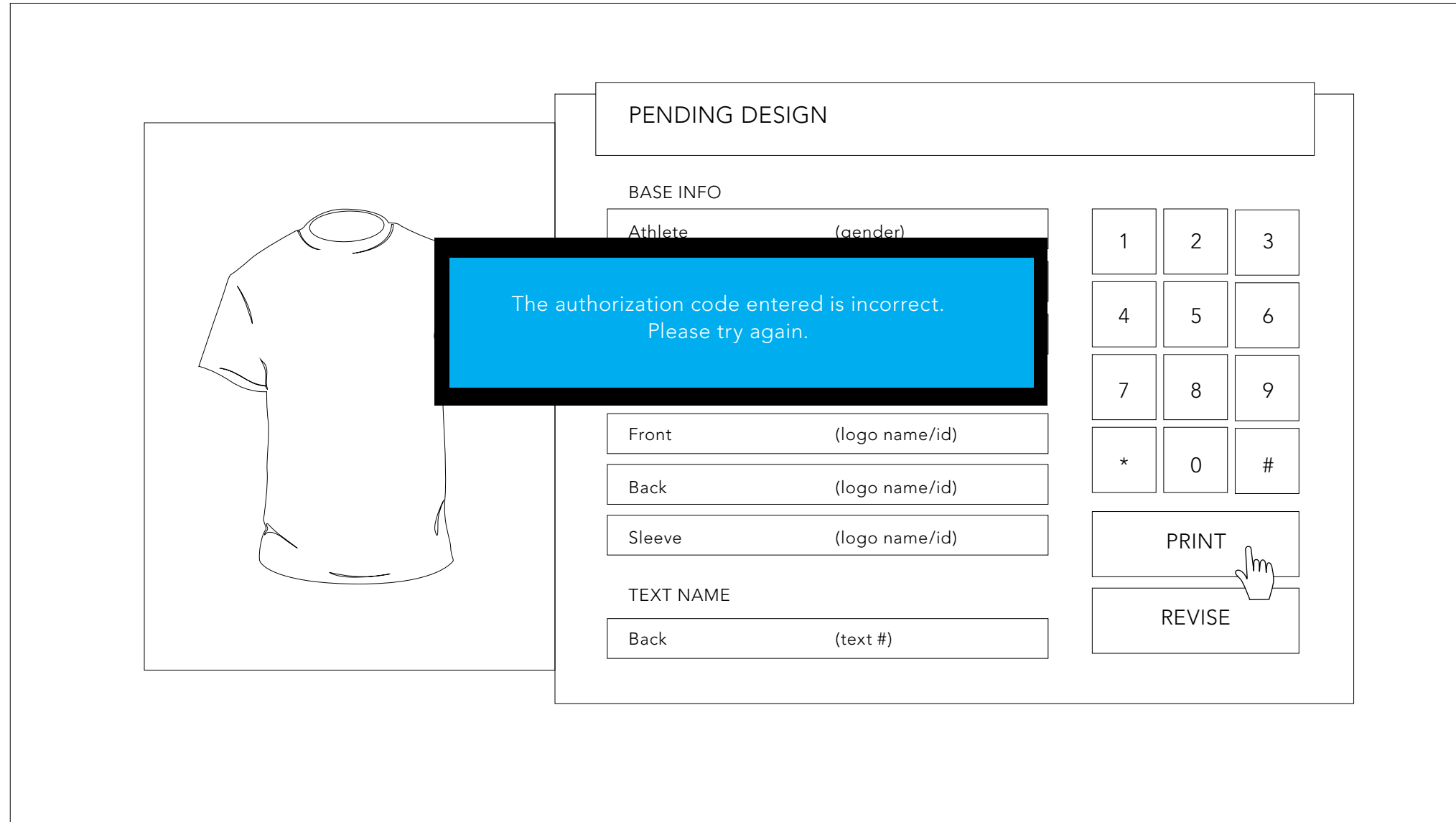
Once a design is complete, a snapshot is displayed for employee review.

If an incorrect code is entered, a message appears.

Tapping anywhere on the screen closes the message.

EMPLOYEE APPROVAL: NO CODE—

PENDING DESIGN

BASE INFO

Athlete   (gender)

You must enter an authorization code.
Please ask a store representative for assistance.

Front   (logo name/id)

Back   (logo name/id)

Sleeve   (logo name/id)

TEXT NAME

Back   (text #)

1	2	3
4	5	6
7	8	9
*	0	#

PRINT

REVISE

If no code is entered, a message appears.

Tapping anywhere on the screen closes the message.

EMPLOYEE APPROVAL: REVISE—

PENDING DESIGN

BASE INFO

Athlete	(gender)
T-Shirt Size	(size)
T-Shirt Color	(color)

LOGO DESIGN

Front	(logo name/id)
Back	(logo name/id)
Sleeve	(logo name/id)

TEXT NAME

| Back | (text #) |

1	2	3
4	5	6
7	8	9
*	0	#

PRINT

REVISE

If there is an issue that requires changes, the user or employee may tap Revise to return to previous Environment(s).

EMPLOYEE APPROVAL: PRINT—

PENDING DESIGN

BASE INFO

Athlete	(gender)
T-Shirt Size	(size)
T-Shirt Color	(color)

LOGO DESIGN

Front	(logo name/id)
Back	(logo name/id)
Sleeve	(logo name/id)

TEXT NAME

| Back | (text #) |

1	2	3
4	5	6
7	8	9
*	0	#

PRINT

REVISE

If the design is approved, the employee enters an authorzation code using the number pad and taps Print.

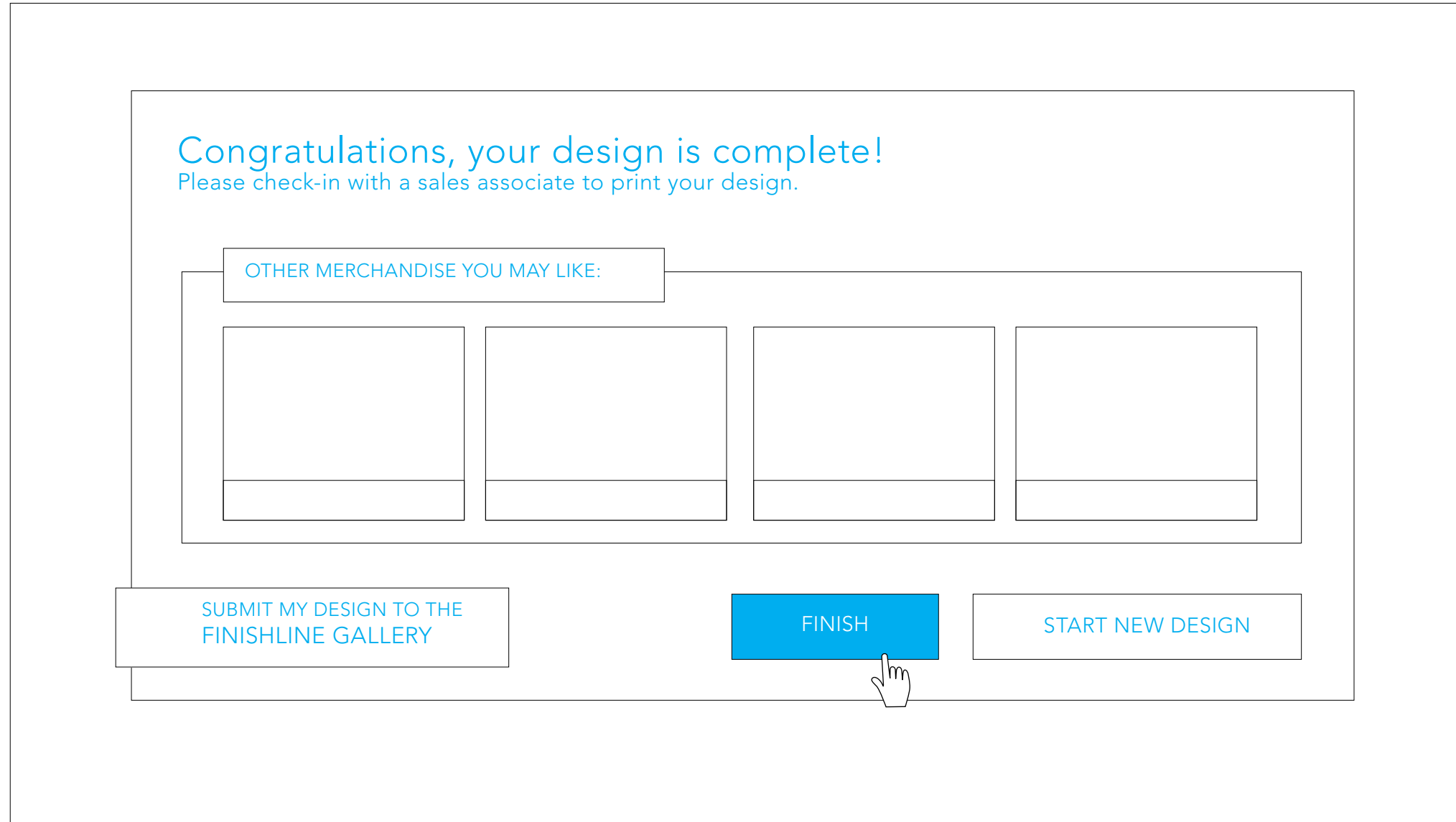This action sends the design to the print queue for production.

KIOSK FINISH LINE—

Once a design is approved, users are instructed to check with the sales associate to purchase their design.

Users are exposed to additional merchandise before ending the experience.

* One possible feature will be to submit the design to a gallery.

Congratulations, your design is complete!
Please check-in with a sales associate to print your design.

OTHER MERCHANDISE YOU MAY LIKE:

SUBMIT MY DESIGN TO THE FINISHLINE GALLERY

FINISH

START NEW DESIGN

Tapping Finish activates Idle Mode (page 7). Tapping Start New Design begins the experience from the default Environment 1 (page 11).

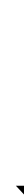## PURCHASE OPTIONS

TICKETS: Flow—

KIOSK

1. Customer completes design.
2. Approved design is assigned an ID # and is added to print queue.
3. Customer receives a claim ticket with ID # and price.

CASHWRAP

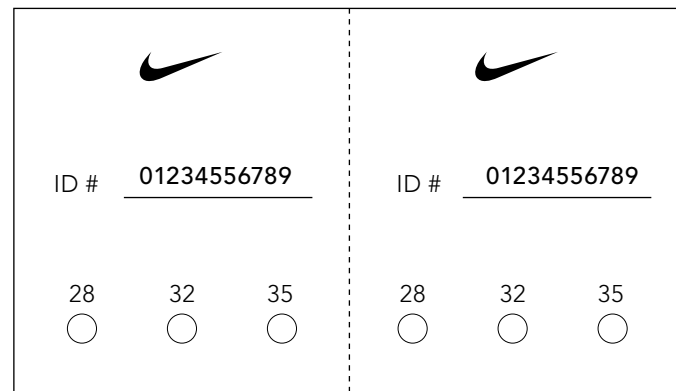4. Customer purchases product using ticket.
5. Cashwrap stamps ticket twice.

PRINTER

6. Customer gives half of ticket to employee.
7. Print operator handles jobs on a first-come basis.
8. Customer uses other half of ticket to claim t-shirt.
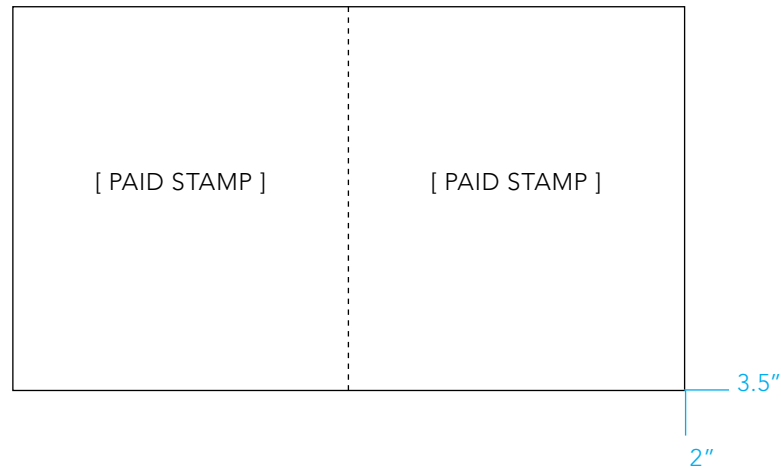9. Employee packages shirt.

TICKETS: Paper & Assessment—

FRONT

ID #   01234556789   ID #   01234556789

28   32   35   28   32   35
○   ○   ○   ○   ○   ○

BACK

[PAID STAMP]   [PAID STAMP]

3.5"

2"

PROS

1. Low cost
2. Rapid implementation
3. Time flexible (payment/pickup)
4. Prevents theft
5. Conserves ink / t-shirts

CONS

1. Requires several employees
2. Analog system in a digital space
3. Risk of lost tickets
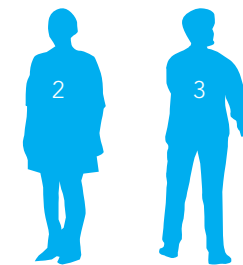4. Opportunity for miscommunication

MOBILE CASHWRAP: Flow—

KIOSK

1. Customer completes design.
2. Approved design is assigned an ID # and is added to print queue.
3. Customer pays via credit / debit card and receives receipt.

PRINTER

4. Print operator handles paid jobs on a first-come basis.
5. Customer claims t-shirt with (digital) receipt.
6. Employee packages shirt.

MOBILE CASHWRAP: Device & Assessment—

Verifone
http://www.verifone.com

- Used with iPhone
- Slip-over, dock-connected

EasyPay
http://www.symbol.com/PPT8800

- Apple retail store system

Square
https://squareup.com

- Used with iPhone
- Plugin, mic-jack reader

PROS

1. Digital solution matches experience
2. Streamlined (fewer employees and steps)
3. Prevents theft
4. Conserves ink / t-shirts

CONS

1. Costs (hardware/software)
2. No cash transactions
3. Strict timing (payment)
4. Legal considerations
5. Training required

SECURITY TAGS: Flow—

KIOSK

1. Customer completes design.
2. Approved design is assigned an ID # and is added to print queue.
3. Customer adds name to list with ID # - written / typed notepad.

PRINTER

4. Print operator handles jobs as they enter the queue.
5. Customer uses other half of ticket to claim t-shirt.
6. Printed shirts are tagged with security device with color code (price).
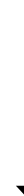
CASHWRAP

7. Cashwrap receives payment, removes security tag, and packages product.

SECURITY TAGS: Device & Assessment—

$ 28

$ 32

$ 35

PROS

1. Low cost
2. Rapid implementation
3. Streamlined (fewer employees and steps)
4. Prevents theft

CONS

1. High potential for wasted ink / t-shirts
2. Potential for miscommunication / confusion