

# SMART COOKIE

## TECH IN RETAIL

Enabled cookies? Now that online site 'knows' that you have been here before and will tailor what pops up on screen.

Online retail booms as high street struggles. Retail is set to change drastically over the next few years and technology has a huge part to play. It is easy to open up a laptop, access a clothing site online, filter options and purchase an item. Consumers can even pay later if they feel like it and who doesn't want free next day delivery? There is so much online stores can provide that physical stores simply can't. If high street stores don't act upon new technology which will help bridge the gap, they will fall behind. They need to be smart and use their resources wisely. The modern day shopper needs experience, interactive spaces and most importantly, Instagram worthy stores. Paul Martin, head of UK retail at KPMG, says: "With the overall market not growing, it is all about market share, and 20% of that market is held by online players." In 2017 alone, according to Fung Global Retail & Technology, a consultancy, nearly 10,000 stores in America were expected to close which is 50% more than at the height of the financial crisis in 2008.

With that on board, solutions could provide hope for Brick & Mortar retail stores. The publication discusses artificial intelligence, advanced data science which could collect data much like websites, self-service innovation, smart mirrors, show-rooming and even chelfie which was coined after the rise of the changing room selfie. Whilst online platforms might seem like the enemy, physical stores could learn from and take advantage of them to create new and exciting opportunities. Death of the high street? It might not be time for retailers to throw in the towel yet.

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# Tech in Retail

## WHAT IS DRIVING THIS TREND?

People are talking. Technology is listening. The next decade is said to be the golden age of the consumer, as shoppers are beginning to gain more control and choice than ever before. The evolution in consumer demand, combined with transformational technological innovations, will continue to drive fundamental changes within the retail sector. The key drivers of success over the next decade will focus on engaging with consumers in new and meaningful ways. One of the biggest successes for retail stores will be a heavy implementation in the use of technology. With IoT, smart mirrors, robotics and AI predicted to become pivotal, technology will come of age in retail.

Whilst technology in store will have a huge part to play, it will also be critical for retail companies to embrace new digitally enabled business models. This includes; sharing economy, on-demand economy, service economy and personalisation economy. Digital transformation over the next decade (2017-2026), is estimated to provide \$2.95 trillion of potential value for the industry and consumers. Technology provides fast access to the fashion industry. Brands can showcase their collection on the catwalk and individuals are able to buy as they watch. Online companies have been providing convenient, next day delivery for years. Online stores can provide a personalised shopping experience that often, retailers cannot provide or keep up with. The retail industry will change more in the next 10 years than it ever did in the past 40 years.



# Thought Starters

## How might this trend effect your brand?

01. Store closures represent an opportunity for businesses and local governments to re-purpose physical spaces for experiences lifestyle and leisure activities, providing the foundations for urban communities. Malls most at risk will be in secondary or tertiary markets. These properties are likely to face demolition or be reconstructed for uses other than retail.
02. Employment levels are at huge risk of being effected due to the advancements in technology. AI can provide a quicker and more tailored experience which heavily reduces the amount of work a sales advisor will need to do. The future may even see robots instead of humans, as well as drones for delivery services.
03. Local governments, which depend on sales tax as an important source of revenue, will lose that funding stream as retail spaces begin to evolve. This money is typically used to finance local projects such as road repairs, school developments and public services.
04. The evolution of show-rooming causes revenue loss for businesses as consumers can find better pricing and discounts through online shopping. There is even a common term called the 'Amazon Threat' due to the fact the company can price match most retailers or provide cheaper alternatives.
05. Only 4% of surveyed companies have invested and deployed an AI-based solution. Any new technology comes with risks, but the only way to master the technology is through using it and learning from the mistakes made. Brands can take initiatives with smaller scopes and critically evaluate every failure.
06. There is high capital expenditure required to invest in automation and advanced data as there is a higher level of maintenance needed than with a manually operated machine, and a generally lower degree of flexibility in terms of the possible products as compared with a manual system.





*Does my Bum Look Big in This?*

# Artificial Intelligence

## MICRO TREND 1:

Artificial Intelligence (AI) makes it possible for machines to learn from experience, adjust to new inputs and perform human-like tasks. Artificial Intelligence can help progress the retail industry in a range of ways. There is already apps using AI, such as personal styling service app called Stitch Fix which sends its 2.7 million active American clients suggestion boxes of clothes chosen by cross-referencing a client's stated preferences with the recent purchases of others of similar age and demographic. There is also potential for 3D avatars and interactive mirrors which can help make consumer shopping experience faster, convenient and precise.

Artificial Intelligence is here to stay and will disrupt industries that adopt its applications. In an era of "fast fashion" and online influencers, designers, suppliers and retailers are under constant pressure to predict what consumers want and make it available almost instantaneously. AI has the ability to gain insights from vast amounts of data. From design to manufacturing to business analysis, all tasks in the fashion business will evolve using AI and robotic technology.



***“FashionAI embodies  
our thinking of what  
the future of fashion  
retail could look like.”  
– Alibaba Group***

## **GUESS: AI CONCEPT STORE**

A concept store showing off Alibaba's FashionAI technology was set up at Hong Kong Polytechnic University, during the 5th July to 7th July 2018.

The store was built around Alibaba's e-commerce platform Taobao. Users check in to the store with their mobile Taobao QR code and all the items displayed in-store come with corresponding Taobao product listings, so users can add the items they wish to purchase directly to their Taobao cart. Each item comes with a RFID tag so when a customer picks up a product, the smart mirror closest to the user registers the tag and displays an image of the item as well as the product details on the screen. The smart mirror offers styling suggestions and mix and match options for items in store to provide a unique and tailored shopping experience for consumers.

The idea was formed due to the frustration customers face of picking out an item, trying it

on in the fitting room and realising the garment does not fit. Providing there are no friends or sales advisor near by, customers will have to change out of the clothes to go back into the store and attempt find and locate a new size which may or may not fit better.

With the smart mirror, however, all they have to do is add the items they choose to their virtual shopping cart and the items will be delivered to the fitting room for them. This also means that shoppers who like to try before they buy can do so without having to lug the selected items around with them while browsing.

This virtual selection also helps staff maintain track of inventory, keep the store neat as they select and deliver the items from the racks to the fitting rooms directly and keep back what will not be bought at this point. Real time analytics help staff to move faster and provide customers with a more efficient and stress-free shopping experience.

Artificial





# THE FUTURE

One of the biggest drawbacks for brands when looking into implementing artificial intelligence (AI) is that they do not understand how to use the advanced technology. This could create a huge risk for the business. However, if brands continue to ignore the need and demand for advancements such as artificial intelligence, they will fall behind. Some jobs will become obsolete, others will be created and most will change. AI will undoubtedly have a profound impact on the retail industry. Consumers crave experience. They want to walk into a store and be provided with something they have never seen before. They want to use their touch, sight, smell and taste. It is no longer enough to simply provide clothes on a rail alongside a few discounts here and there. Consumers need more. Technology can provide that.

High street stores need to gain experience of what AI can and cannot do and what business value it can deliver. AI uses algorithms to make sense of and act on complex and fast-moving data, something of which the human brain cannot keep up with. AI will enable businesses to predict financial results through trends and

market data. These analytics will allow them to take action to optimise financial and business outcomes. Gartner predicts that, by 2022, 40% of customer-facing employees and government workers will consult an AI-powered virtual agent every day for decision-making or process-related support.

High street stores must act upon this trend. Layering social media and trend insights with their own enterprise data, these brands can learn about how consumers think. Brands could even combine this with real time weather data. Imagine the future of your retail space. You use artificial intelligence alongside the weather data to predict expected rain on the day. Brands could set up a projected screen on the wall to showcase the weather and news. Perhaps it shows up that it is raining outside, now customers need to buy an umbrella. This creates revenue for the business. Perhaps a female and her husband walk into the store. It is clear he is only there because she needs be. The football comes up on the screen. These examples give a simple way of how artificial intelligence can create numerous ways of meeting customer needs and demands.



# OF ARTIFICIAL INTELLIGENCE



Photo by: Frederic Lebain

“Perhaps the most likely scenario is to blend two ideas—more integration between the physical retail and e-commerce spaces. Technology will play a new role and allow customers to see and try items before they make a purchase.”





Photo by: Paul Fuentes  
Instagram: @Paulfuentes\_design



# **IGITA MIRRO**

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R



## The Retailer Eye

# Advanced Data Science

### MICRO TREND 2:

Today, big data in retail is being used to shape the customer experience, making life easier and more interesting for shoppers. Starting with people counting devices at store entrances and moving on to various location-based technologies that employ Wi-Fi and Bluetooth to monitor shopper movement, retailers can build a comprehensive picture of their customers' movements.

Data analytics plays a huge role in any digital transformation strategy. Data-driven insights empower retailers to gain efficient data, optimise investments, deliver an outstanding customer experience and identify new revenue streams. In particular, analytics are a vital tool for inventory tracking and forecasting, which can help retailers to ensure their shelves are stocked with the right products, in the right amounts. If a retailer fails to keep a popular item in stock, shoppers will begin going to a competitor for that product. This may lead the retailer to believe that demand for the product has shrunk, when actually customers are simply fulfilling that demand with another store. Over 60% of UK millennials say they appreciate retailers who use artificial intelligence (AI) to offer them products that are more interesting.

*“When you look at something online, you get ads pop up and follow you around – they have a much better advantage over retailers”*  
– Kevin Kearns

## SHOPPERTRAK: DATA INSIGHT

In the growing and successful world of online shopping, it's relatively easy to track and analyse customer behaviour as every action is digitally logged. Retailers will know who has shopped and where, how long they browsed the site, what they purchased, and whether they redeemed a marketing offer or collected loyalty points. However back in the physical retail store the same shopper will browse and buy much more anonymously. Compared to online, less is known about in-store shoppers which makes it more difficult to personalise purchasing journeys for consumers.

Retailers urgently need ways to gather the same in-depth insights online and offline, if they want to optimise the customer experience. Advanced data science can be effective in an array of ways for retail stores. Online retailers were one of the reasons why interest in the area of “physical analytics” is growing rapidly; ShopperTalk, a data analytics company, grew 61% last year and 42% the year before, with brick-and-mortar stores wanting

more than ever to understand customer behaviour. ShopperTrak's core technology measures how many people are in a store at any given time through small devices placed at the entrance of stores, such as the ones placed in some Crocs stores. The technology contains two lenses that heavily pixelate the output, so the shopper cannot be identified. They can also change the height threshold to discount any children that have walked in.

The point of counting the number of people in a store is simple. For example; a customer that is dissatisfied because there aren't enough staff to serve them leaves the store, amounting to a large sum of lost potential revenue. This way, companies can match up predictions of how many people will be in a store at any given time and suitably employ enough staff to be able to properly serve their customers. People can shop online, but many choose to shop in stores for the customer experience. Brick-and-mortar retailers are increasingly implementing in-store analytics to better understand customer behaviour.





Google™

why are people so

why are people so **stupid**

why are people so **mean**

why are people so **fake**

why are people so **rude**

why are people so **ignorant**

why are people so **selfish**

why are people so **mean to me**

why are people so **cruel**

why are people so **negative**

why are people so **annoying**

Google Search

I'm Feeling Lucky





**PARENTAL  
ADVISORY  
EXPLICIT CONTENT**



# THE FUTURE

Advanced data can be somewhat controversial within society and could potentially stir up privacy concerns for consumers, which could create both legal and socio-cultural concerns for businesses. Instead, high street stores could take advantage of their mobile app which offers in-store mode so that consumers don't feel as though brands are taking their data without consent.

When activating in-store mode there could be an option to analyse the shoppers data which the consumer can agree to in the terms and conditions of the app. Technology such as artificial intelligence can analyse this data and pin point where in the store they can find the items they wish to buy. This real time data could work hand in hand with other new technology such as the smart mirrors discussed in the Artificial Intelligence section. The app could analyse consumer's online shopping data and cookies, then suggest items to try on within the store. Consumers could select the items they prefer, which will then be transferred to the smart mirror in the fitting rooms. This way, it doesn't

come across as brands becoming disloyal to consumers and there will still be jobs available for staff. One of the biggest fears in technological advancements is loss of jobs. Sales advisors can have devices, much like the iPads used in Apple stores today, which alert them off customer selection and preferences. This way the Sales advisor can choose suitable products, find items that they have selected from in-store and take them to the fitting room for the consumer to try on.

Real-time data and advanced science is an advantage for high street stores. It will help to bridge the gap between in-store and online experience. There will be real life 'filter' options for consumers through advanced data science enabling stores to tailor their experience by analysing their online shopping data to provide suitable clothing choices. Whilst online stores may seem like the enemy for retail stores, they can be useful to help enhance store experience by analysing what the consumers shop for, their preferred style and purchasing history.

# OF ADVANCED DATA SCIENCE



Photo by: Justin Peralta







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MMERSE





A physical spin on emoji's. Incorporating virtual trends into physical trends through photography.





## Reverse the Curse

# Show-rooming

### MICRO TREND 3:

Retail is not dead, but boring retail is dead. The notion of show-rooming came about when businesses began to notice a huge change in consumer shopping habits. The trend has evolved from the growing accessibility of technology. According to Techopedia show-rooming can be defined as, “when a shopper visits a store to check out a product but then purchases the product online. This occurs because, while many people still prefer seeing and touching the merchandise they buy, many items are available at lower prices through online vendors. Local stores essentially become showrooms for online shoppers.”

It became an issue for retailers a few years ago and invariably involved Amazon, thanks to the retail giant’s mobile apps and website. Show-rooming is an issue that’s been talked about a lot less recently and recent stats are hard to find, but the use of mobile in store hasn’t stopped. Stats from 2015 show that 75% of shoppers use their mobile devices while in store. 25% do use their mobile to purchase items while in stores.

***“Online retailers do well out of show-rooming and companies like Amazon may well decide that they need to open up showrooms.”***  
***- Philip Beeching***

## GLOSSIER: SHOWROOM

Instead of fearing show-rooming, you can focus on providing your customers a fantastic experience and chances are that the customer will buy from you instead of bargain hunting online.

The pastel pink room of your dreams. Everyones Insta favourite beauty brand has opened its doors to the largest Glossier flagship store ever. The showroom was designed to create the ‘feeling’ of Glossier in a physical environment, something of which is in exceptionally high demand from consumers. The holistic approach Glossier has to shopping goes a long way; physical stores can add dimensions to a brand that online companies cannot. Glossier places experience at the forefront of their physical retail stores which appeals to the modern day shopper. Interaction means customers can feel and try-on items, so they have confidence in their purchase. Customer service offerings create long-lasting relationships, which offer a multi-sensory experience.

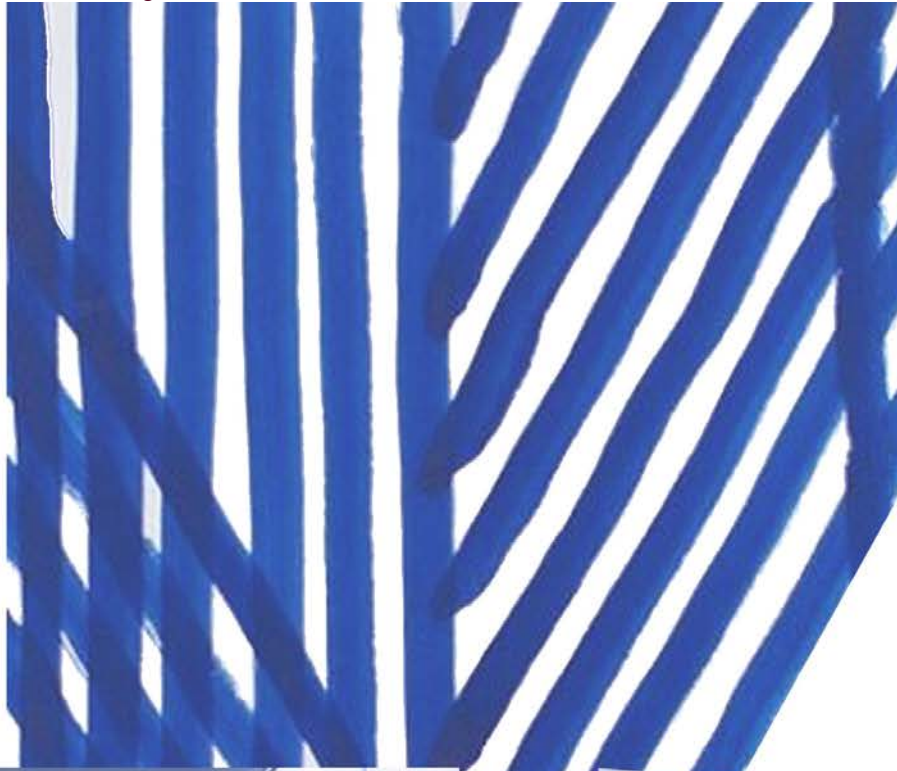
Emily Wiess, Founder and CEO of Glossier revealed earlier this year that the New York showrooms generates more sales revenue per square foot than the average Apple store.

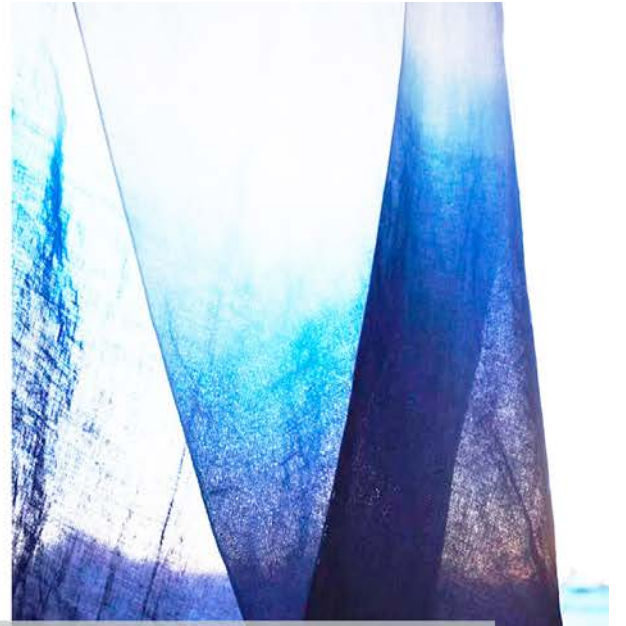
The new permanent store is based on the concept of driving through a desert, with a separate room filled with an installation of Arizona’s Antelope Canyon, complete with sound recorded at the actual landmark the store is based off and day-to-night lighting for the full, immersive experience. Social sharing is at the heart of the beauty brand, propelled by the physical experience its showrooms offer.

There is no denying that consumers, whether they realise it or not, are heavily influenced by social media. They need a physical space which is creative enough to share all over their social media platforms. This is exactly what the Glossier showrooms do. They reveal brand identity whilst creating a unique experience for consumers. The showrooms and permanent stores are a beauty bloggers and Instagram fanatics dream location. There is everything from the millennial pink accenting to the beautiful bunting and marble and mineral decor for a bright and welcoming space.



Show-rooming







# THE FUTURE

Retailers fear they will become nothing but a step of a competitor's consumer buying funnel. The potential loss in sales and being unable to price match are major concerns, especially with the higher costs associated with running a brick-and-mortar retail store. Certain product categories are especially susceptible to show-rooming, such as electronics and appliances, as best buy can attest to better online.

Show-rooming essentially leads to physical stores creating a loss, as people turn to online stores for a bargain deal. Brands do get consumers in store, but merely to test out products and check online for a better price. These stores then create no revenue.

High street stores have been cautious since the trend came about, but with some extra thought, a new concept for show-rooming could create more promising benefits for brands.

A solution to the drawbacks of show-rooming could be to include integrating a price comparison and price matching feature into their own apps, which could prevent consumers from looking elsewhere to make their purchase on an item. By using the Retailer app to automate price matching, the whole process can happen in seconds.

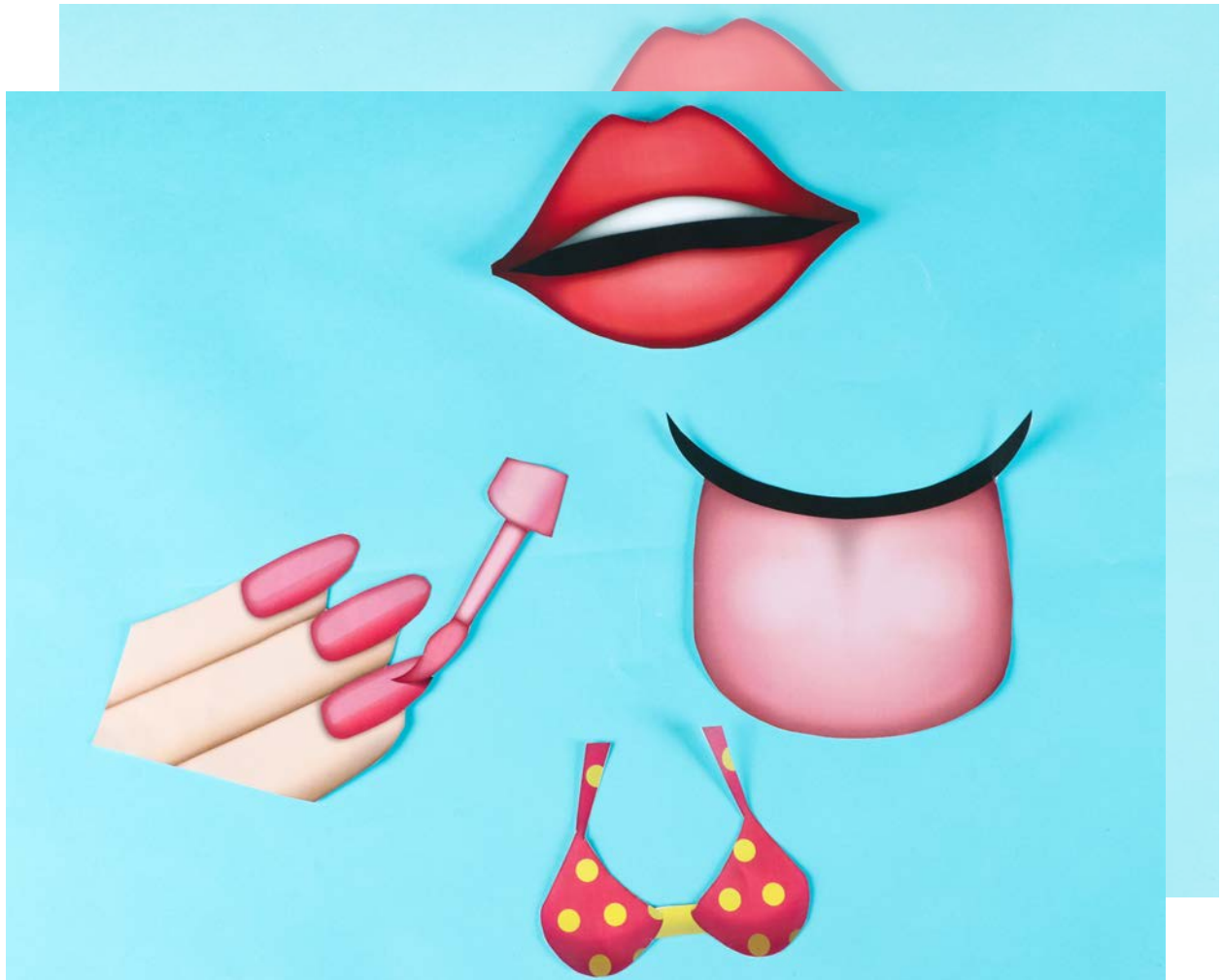
Retailers could further prevent losses from show-rooming by bundling items. Items in-store could be bundled with items that are not carried in the store, but that would go well with that item. This way stores are tailoring customer experience, providing advice and giving styling options for the consumer too. High street stores can act upon the issue of show-rooming and spin it round so that they can price match better than any other store does.



# O F SHOW - ROOMING



Photo by: Clever – Conde Nast



“ The danger in talking about experience is it sounds quite tactical, but actually it's about harnessing the whole business around the customer; it's about how a company invests in two or three hallmark experiences to generate the highest value returns. There's so much still to be done in terms of great experience strategy. ”



ROBOTS

What is real?







*Don't Forget to Smile!*

# Instagram Worthy

## MICRO TREND 4:

Do it for the gram! Sketch, London. Grand, beautiful and most of all, Instagram worthy. There is the Parlour, which is decorated as the inside of Damien Hirst's brain, the (in)famous egg-shaped toilets and marshmallow chairs which are sugary and velvete. Drama Park Lane, London is one of the top party locations for a selfie. Established by the team behind Cirque Le Soir and nightclub tycoon, the spaces are filled with neon and bright pink décor, wall art and vivid colours throughout.

Instagram is changing the way we design the world. In this digital age, the places we choose to visit, eat and stay at increasingly need to be Instagrammable. Design has become the starter and the dessert. The challenge for businesses is to make their premises attractive to social media influencers, so they pose up a storm in front of your store or hotel, luring in followers hungry for the perfect selfie opportunity.

*“As well as enabling customers to try before they buy, Missguided also turns the act of shopping into more of an event.”*  
– Econsultancy

## MISSGUIDED: ‘ON AIR’ STORE CONCEPT

Missguided, a previously online only store, made it's debut in 2016 at London's Westfield Centre. With fears Brick and Mortar retail is dying, it seemed surprising and somewhat risky that one of the biggest digital fashion companies would create a physical store. But Missguided didn't just create your everyday, bog standard store. They created an experience for customers which make it stand out from your standard retail stores. They called it the 'On-Air' store concept.

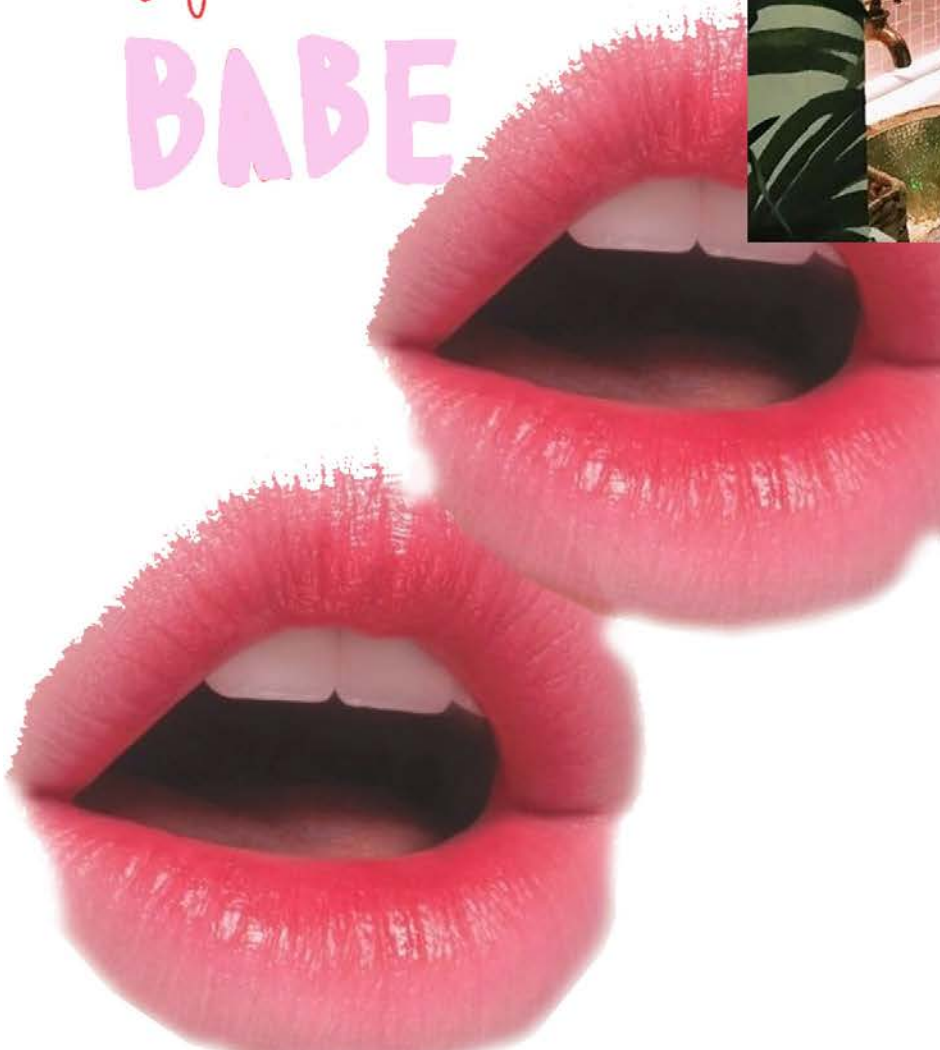
Opening to huge crowds on the 3rd June, retail-addicted girls were treated to a 'house of mirrors' effect full of Instagrammable moments and live digital content. Floor-to-ceiling digital screens play the brand's award-winning campaigns, along with customer-generated content curated by the brand #babesofmissguided. The carnivalesque 'house of mirrors' effect allows for the digital content to reflect infinitely from the surrounding mirrors. Sparkly terrazzo-effect

flooring, mirror-finish columns and pink neon signage add to the glamorous effect and the presentation is cleverly mirrored on either side so customers have the same impact experience when approaching from any direction. Other features include the highly photographed monster truck, an in-store vending machine that sells 'unicorn dreams' in place of bog-standard Coke or Fanta and pink money hanging from the ceiling.

Missguided curates an experience that many other stores struggle to provide. It set the boundaries for making retail more of a creative space. The idea of the 'on-air' store concept keeps consumers guessing by featuring new and unexpected elements with the ambition to remain always surprising and pioneering. The store will continue to evolve and change it's creative space so that consumers will constantly be welcomed into a different, new and exciting environment.



YOU  
- got this -  
BABE







*you  
are  
Beautiful*





# THE FUTURE

**Consumers crave a creative space where they can boast to their friends and share photos. Social media has completely shaped societies ideas on attractive design.**

Changing rooms are fundamentally made to try on clothes, but with the digital age, things have altered. People are increasingly using changing rooms as a place to take photos and get opinions from followers and friends, so much so that a new term has been coined for it labelled 'chelfie', short for changing room selfie. Instagram influences everything. It is said that technology and reality will be blurred and the next generation, named generation Alpha, will struggle to distinguish between the two.

it is not surprising that many retail experts have started to use the adjective "Instagrammable" to describe the way a store is designed. "Instagrammable" is defined as a photo-worthy location in store that inspires customers to take a photo of and upload it to a social networking site.

Instead of creating a whole new concept, why not jump on board with the notion of chelfie. Considering there are already plans going ahead for smart mirrors, stores could bring elements of social media into the real word by creating aesthetic backdrops through smart mirrors. High street stores could collaborate with Instagram, sharing profit for the new in-store product. The smart

mirror could change it's sizing dimensions to fit with the consumers preference, such as whether they want to take a selfie for their Instagram story or whether they want to create an Instagram post.

The mirror should incorporate other elements of social media by providing a selection of gif animated stickers, location, hashtags and allowing for consumers to tag other users so that more than one person can join in on the selfie. With plans underway which allow consumers to digitally try on clothing, brands could provide a preview of their selected items so that consumers can try them on digitally and upload their chelfie to Instagram. The only concerns for the interactive trend is technological factors. There may be difficulty uploading content or images could potentially end up blurred as it isn't being uploaded by a phone or iPad, however advancements should be able to alter dimensions to fit with Instagram.

The future of experiential retail goes far beyond having access to a range of items. Consumers need "instagrammable experiences", or brightly-colored backdrops for the perfect social media selfie. One of the things that retailers are now thinking about is whether or not the store inspires consumers to take a photo and post it on Instagram or any of the other similar social networking sites out there. In the long run, having a photo-worthy store could be a contributing factor to the success rate of a retail store.

# OF THE CHANGING ROOM



Making emoji's into art. Primary photography is Inspired by Los Angeles creator Yung Jake who has created a show of appealingly retrograde three-dimensional "Emoji Portraits" that opened at the Tripoli Gallery in Southampton, N.Y.



“ Even people who are not all that wealthy still have a lot of products, like TVs and cars. When these products are commoditised, what do we become interested in? We look for experiences that enhance our lives. ”



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## I'm Feeling #Sexual

When you see the two fruits, you immediately think of Instagram and emojis. I wanted to create a shoot to prove how much social media consumes and influences our lives to prove how vital it is that brands use social media to their advantage to avoid losing out.



## Cashier-less stores

# Self-Checkout

### MICRO TREND 5:

Queues, queues and more queues. Imagine being able to walk into a store, browse products, compare pricing, read reviews, drop the products in your cart and walk out. Whilst self-service checkout has been an option for a while and there is now mobile payment technologies such as Apple Pay, Samsung Pay, a much bigger change in the overall checkout experience is coming.

A report by Berkley Engineering found that more than 70% of surveyed consumers said the checkout experience is their biggest pain point. Brands must find a way of eliminating or reducing the queue time for consumers. There are an array of new methods being tested by retail stores. Retailers have begun emailing receipts to customers rather than offering a paper copy at checkout. 'Show-rooming' is another trend that's merging the brick-and-mortar experience with the convenience of online shopping. Customers come to a store to check out merchandise and then place an order for it online. Long lines at checkout could ruin the entire experience even though the consumer had the best possible shopping experience until then, so self-service checkouts seem like the way forward.

*“People have said self-checkout will feel like stealing. You grab a pair of shoes and you just walk out.”*

*– Michael Chui, McKinsey Global Institute.”*

## ZARA - DRIVING FASHION'S RETAILS SELF-SERVICE FUTURE:

Zara has opened one of the biggest stores in the UK yet, which launched a sustainable range, announced plans for a documentary revealing all the ins and outs of the store and more importantly incorporated a self-service checkout option for consumers.

The machines are voiceless, touch screen and wireless. All you need to do is stand next to the kiosk and it'll pick up what you're buying and add it to your virtual basket on screen. You can also remove the security tags yourself, so you'll never have to worry about getting home and realising the sales assistant has left it on or get the store entrance and blush because you're being judged for potentially stealing. “Self checkout units complement the purchasing options in order to speed up the paying process at stores, since customers can independently complete the payment for their selected items without approaching the till point.”

The checkout is found close to the fitting room, so there is no inconvenience or wasting time once you've tried on an item to find where they are located.

Zara still describes the self-service terminals as being “trialled”, and they are not replacing staff-operated checkouts, but their arrival highlights a new direction of travel. In 2014, Inditex chairman and CEO Pablo Isla described RFID as “a next-generation technology”, and it seems the roll-out of RFID at Zara has helped support its move towards self-service. Inditex recently said its RFID system had reached a fully operational stage at Zara, with the focus turning to the technology's introduction at Massimo Dutti, Pull&Bear and Uterqüe with group-wide deployment expected by 2020.

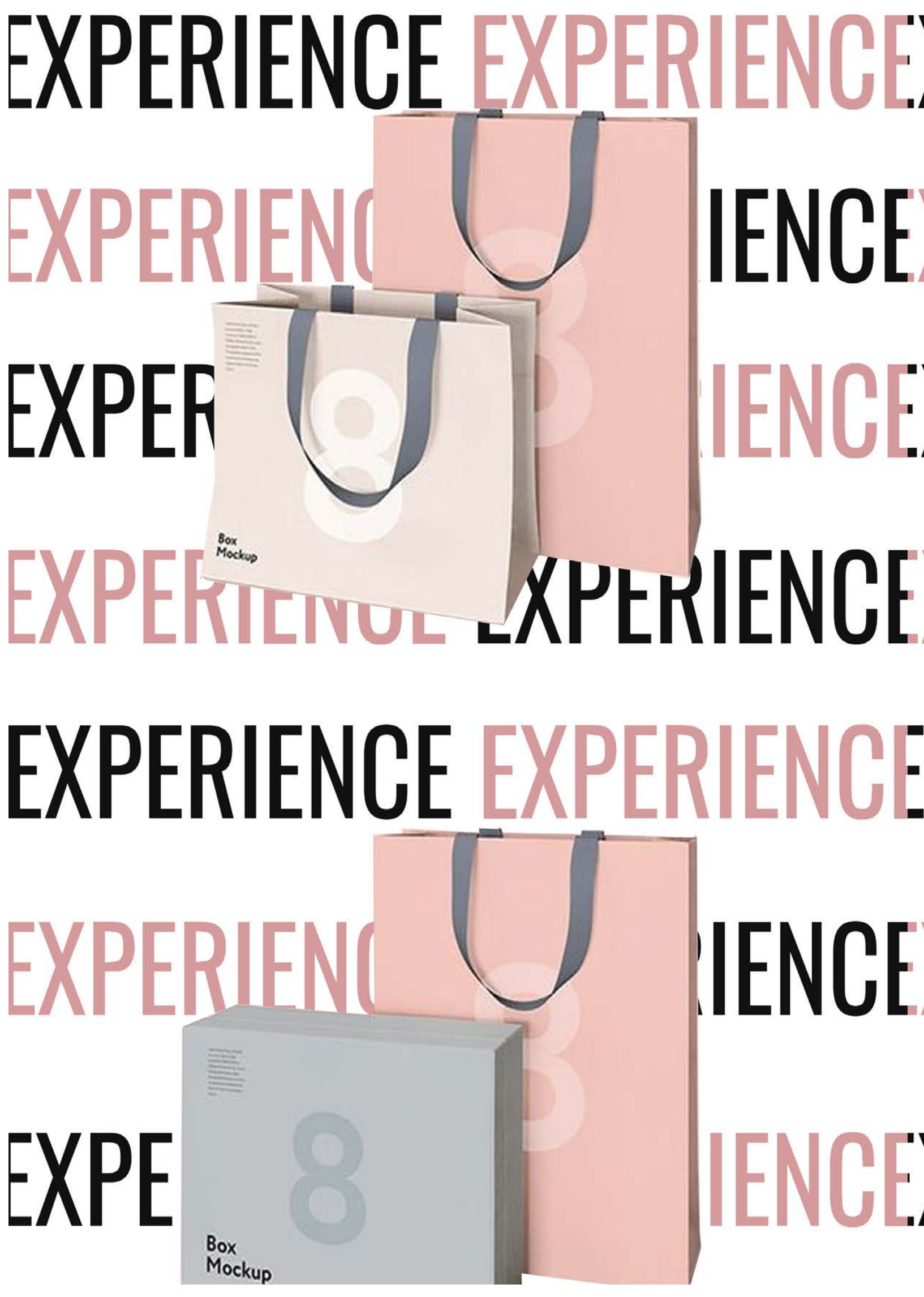
Supermarkets have had this option for years giving you a faster way of purchasing an item without waiting to be served at the till.

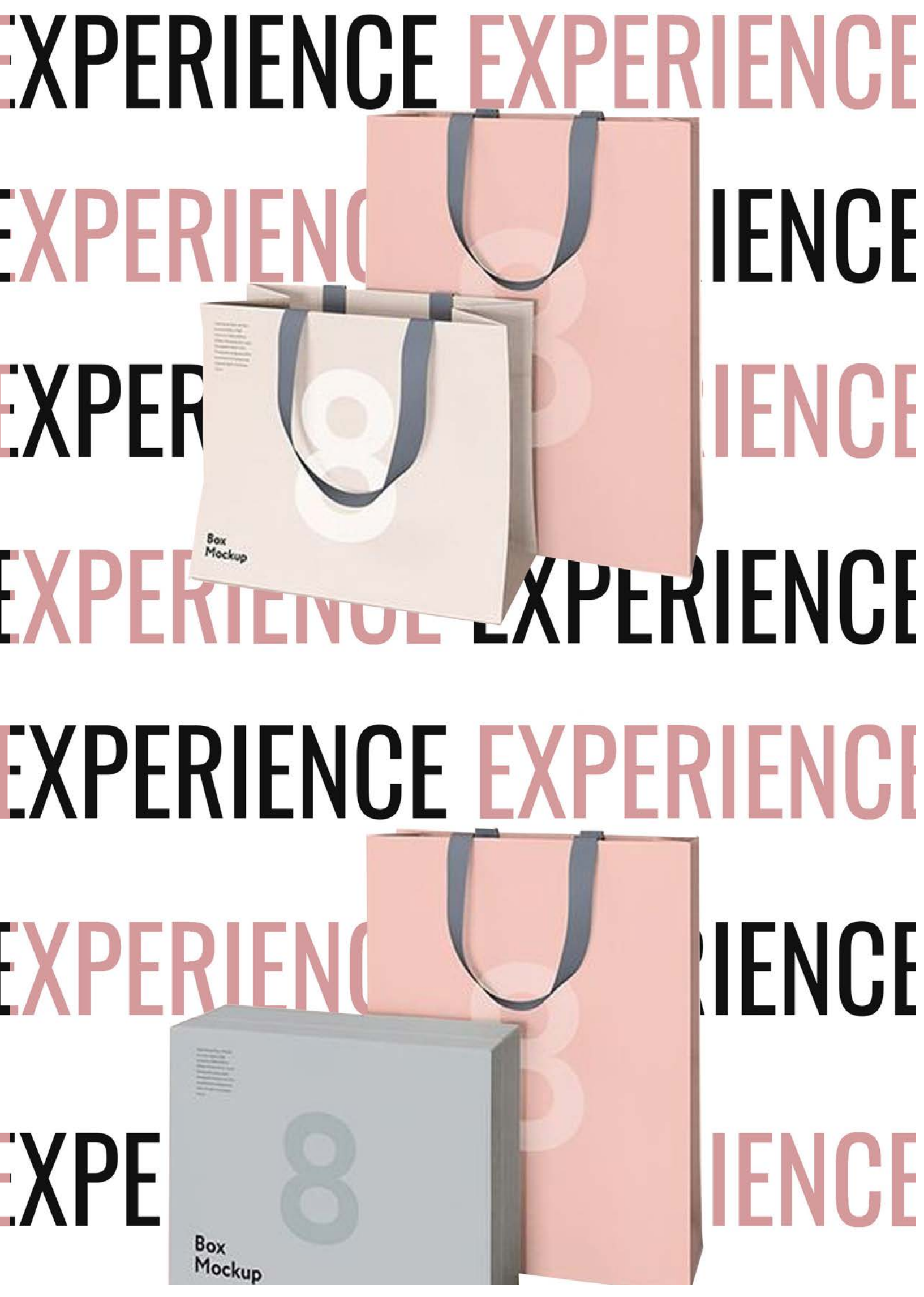


# INNOVATI IDEA

ION









# THE FUTURE

**Companies are struggling to meet their increasing expectations for online customer experience. Considering consumers find waiting in line a huge pain point, pushing for self-service methods within store would help to meet the changing needs and demands of the consumer.**

Stores, who are undoubtedly ahead of the game in this field, are Apple. Staff are waiting around with iPads and iPhones so that when you need to pop in to buy some new headphones, you simply take your pick out of the staff available. High street stores must begin to adopt this successful method to increase customer satisfaction. Companies are struggling to meet the increasing expectations for online customer experience. Considering consumers find waiting in line a huge pain point, pushing for self-service methods within store would help to meet the changing needs and demands of the consumer.

The Drug Store, an American food brand, has even begun to save customers cards on file, so that they can pick up an order, confirm what they have bought by texting the store and leave without the hassle of endless queues. This is specifically convenient for individuals who are on a lunch break or are in a rush and don't have time to wait around. The problem with this innovation is that there is huge potential for theft. The solution, of course, is scan as you shop. This could be a bit like Waitrose, where you select from a bunch which are hanging on a wall, or even creating an app which allows consumers to scan in store. You can

go round and scan the items you wish to purchase from the retail store. Instead of a physical security tag, which thefts can easily get off with magnets, stores could incorporate virtual tags. Once you are sure of your items, you can finalise your purchase and tap your card on the scanner or choose to pay later and receive an invoice, much like Klarna for online shopping. Consumers could even allow stores to save card details to reduce the hassle of having to find their card. Perhaps consumers would be more likely to save details if an app was made for purchasing in-store. Once this is complete, the virtual security tags will disconnect.

Further into the future, high street stores could incorporate this idea for returns, as well as click and collect as the process is much like purchasing an item, staff must scan a receipt or barcode so that customers can get a refund or pick up a parcel.

When considering this trend, there are a lot of risks. Consumers may be uncomfortable with providing card details, so the system won't run as smoothly and will be less quicker because they will have to find their card. There is potential to be backlash in regards to self-service checkouts, due to jobs being cut as staff are no longer needed on the tills. Whilst society can be sceptical of self-service, it is already in full force in supermarkets and will inevitably become a regular method for retail stores. Transaction broker technology will enable retailers to control point of sale (POS) so eventually the self-checkout lane is just another POS lane.

# O F SELF CHECK-OUT

Photo by: Alê  
Jordão, Iluminata

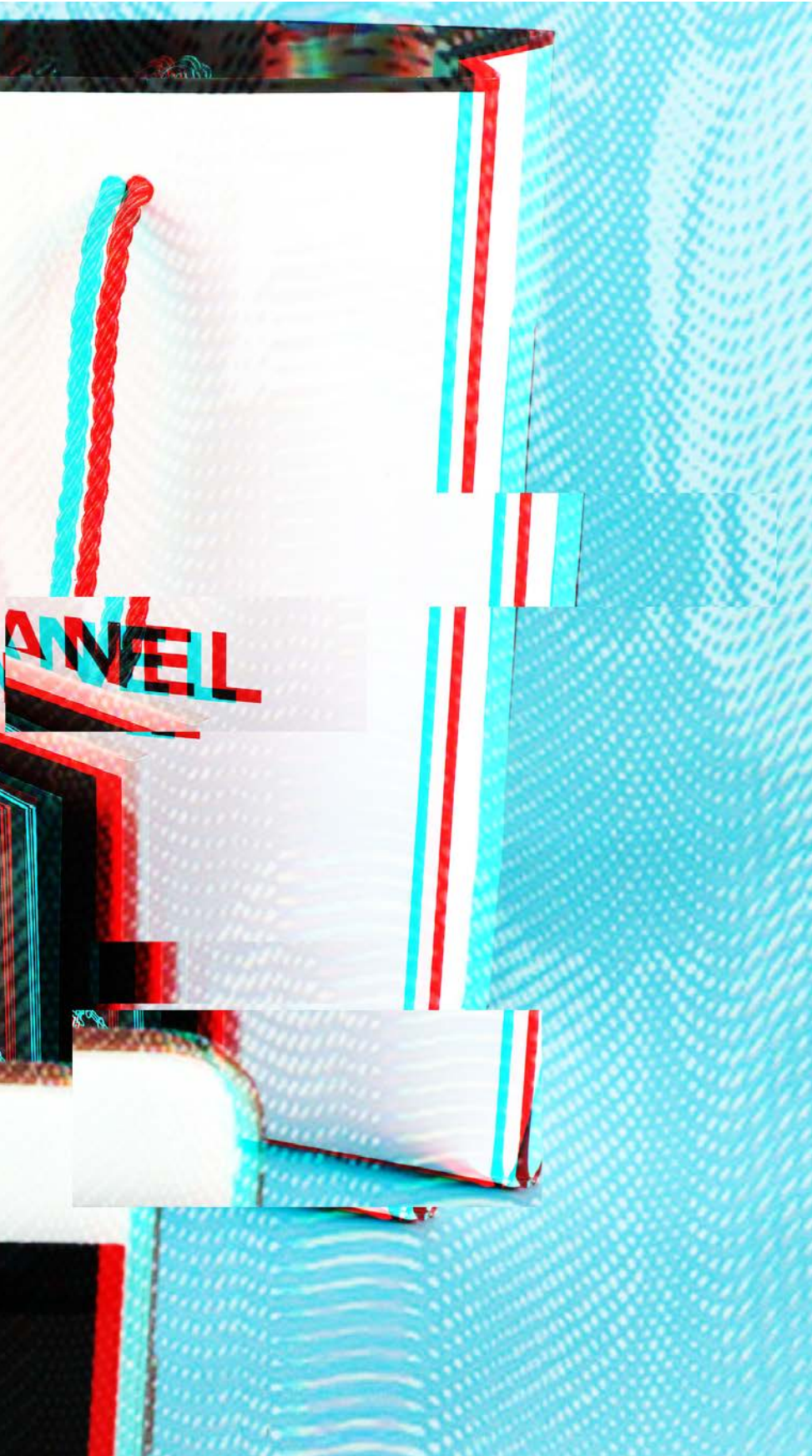






Take a pic. Looking into the notion of how everything must be aesthetically pleasing and most importantly, Instagrammable.







“ Retail, at the end of the day, is about people... the experience of shopping and when they spend time with you, whether at home or outside. Retail in future is going to be in a constant state of beta.”

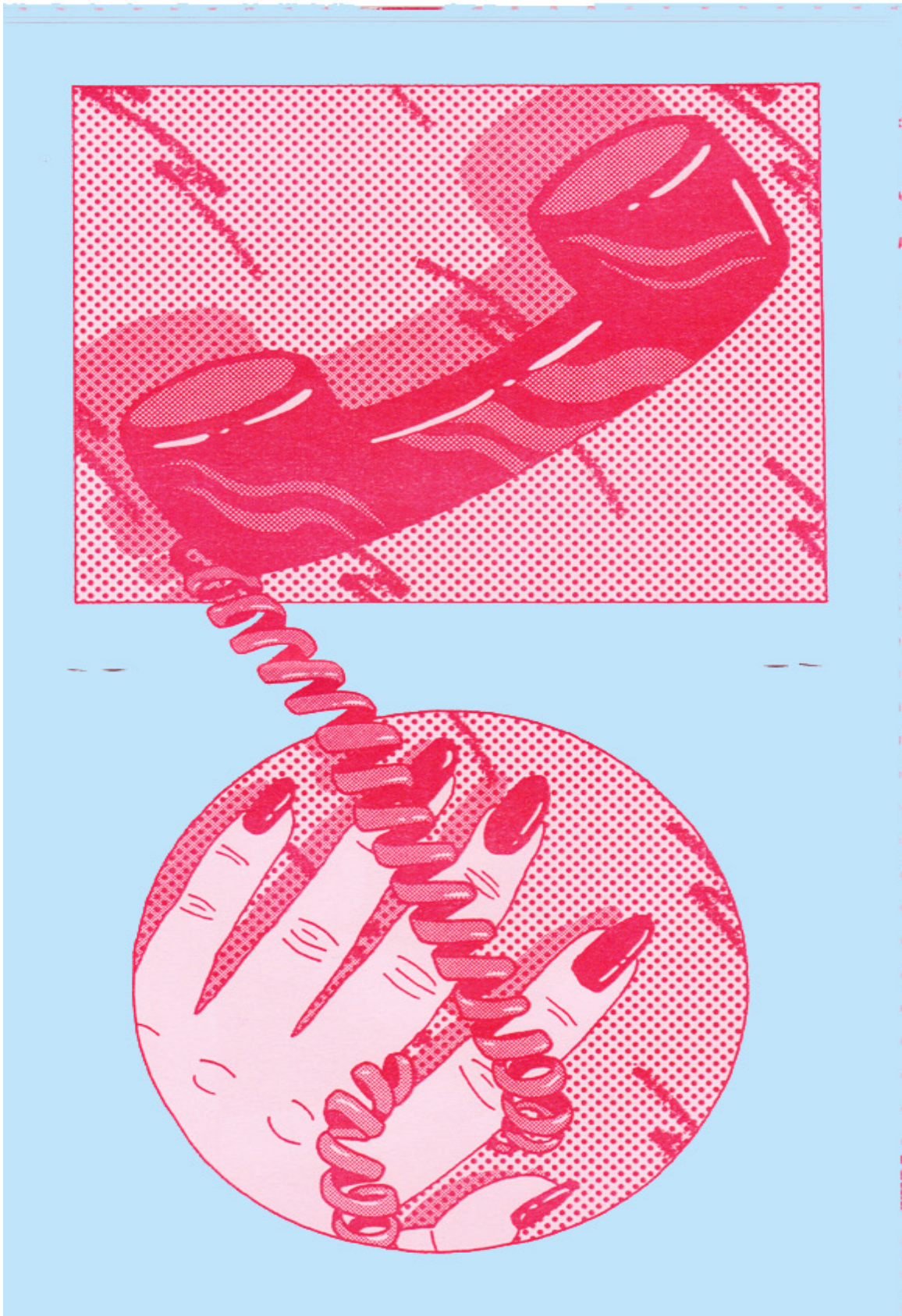
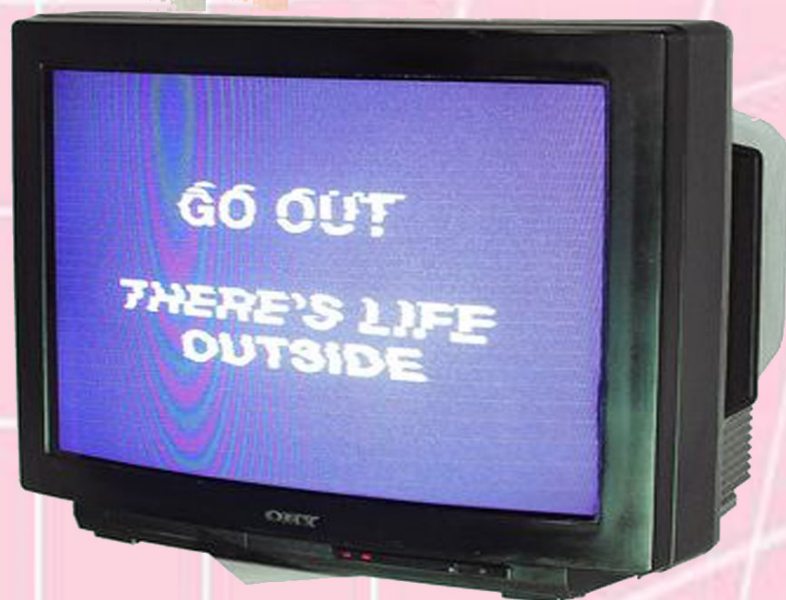
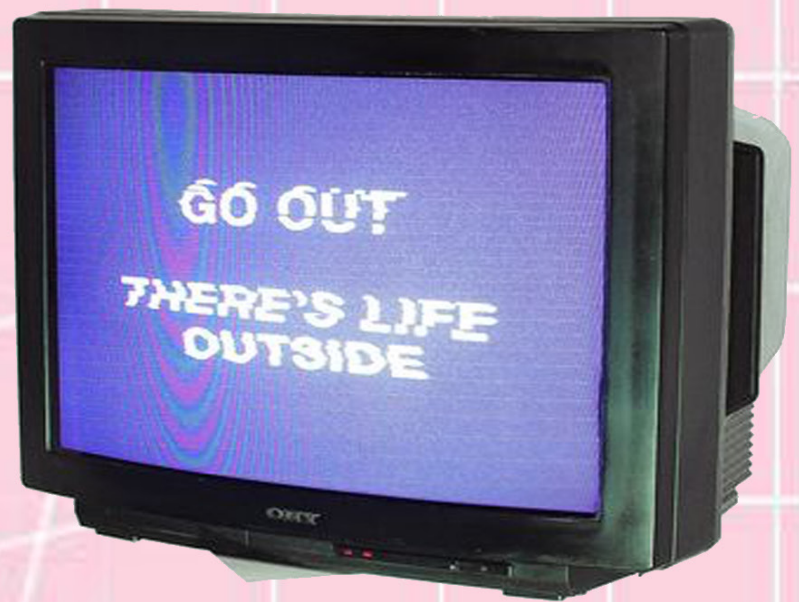


Photo by: Clay Hickson (Artist)









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