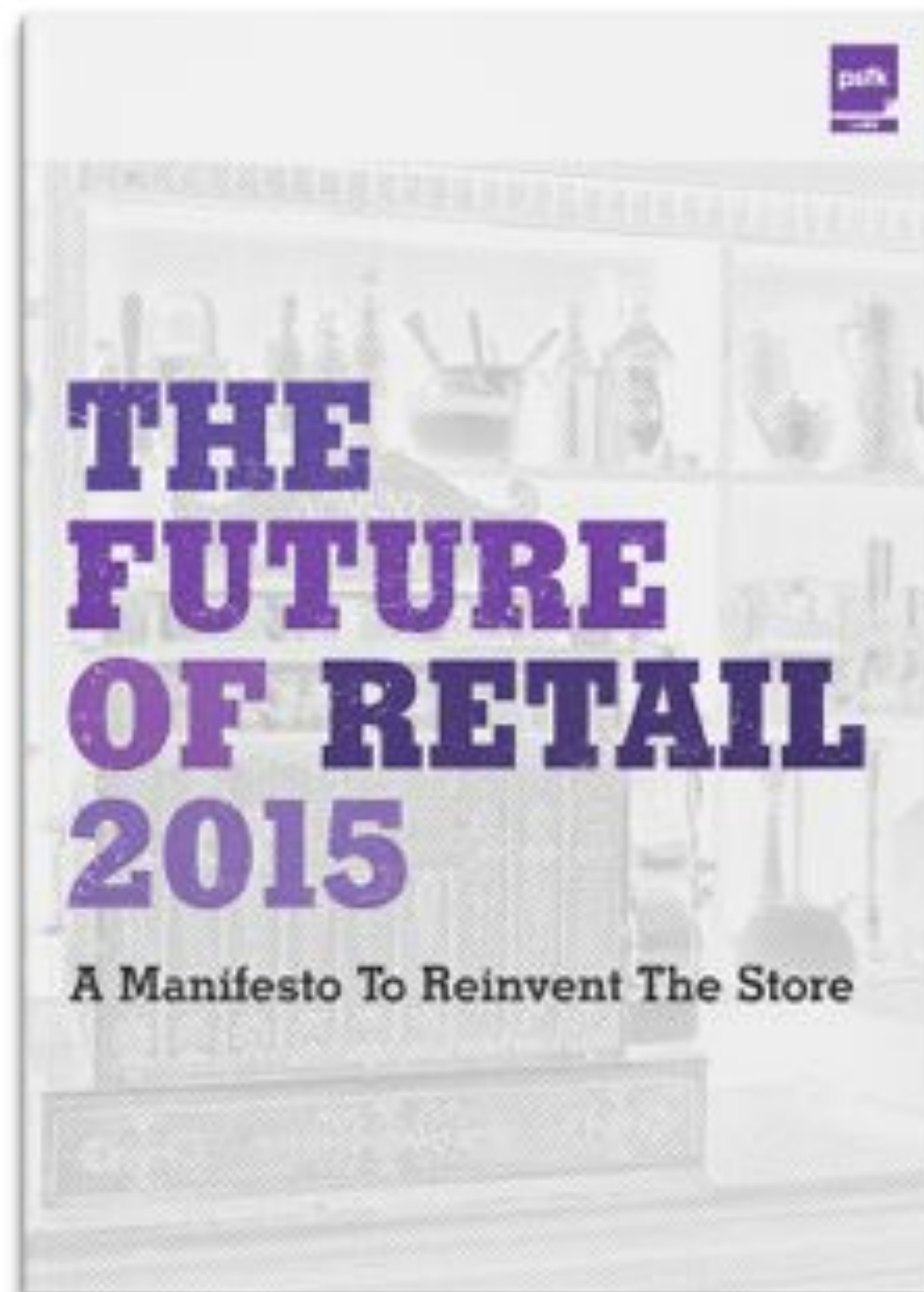


# THE FUTURE OF RETAIL 2015

**A Manifesto To Reinvent The Store**





## PSFK's fifth annual report on the Future of Retail:

- The leading report series on the global trends changing retail
- 10 actions to redefine your retail experience supported by trends
- Perspectives from leading shopper experts across the globe
- Supporting stats, implications & retail concepts

For your copy of the full report, visit: [psfk.com/future-of-retail](http://psfk.com/future-of-retail)



# FOREWORD

After five years of publishing our survey on retail trends, we had hoped to play a part in inspiring the radical evolution of retail but during that time all we have seemed to witness is iteration upon iteration. There seems to be less and less stores and more and more owners and operators who search for ideas to fix retail.

We don't need to fix retail. We need to change it. Our report demands that the stores in our towns, in our malls, in our transport hubs and everywhere we access them embrace the hyper-connected consumer and her readiness for a personalized, synchronized, multi-device, communal, omni-channel retail experience before, during and after the store visit.

The physical store remains a critical component of the shopping experience for retailers, brands and consumers. But if retailers continue to fail to connect with the modern consumer, many more stores will close and the shopper will simply give up waiting for the revolution and buy everything and anything through the personalized, synchronized, multi-device, communal retail experience that many online retailers already offer.

In PSFK's Future of Retail 2015 report we present our manifesto for change. We list our 10 demands for action. We ask you to help us make this change, save the store and evolve the very notion of shopping.

*"Embrace the hyper-connected consumer and her readiness for a personalized, synchronized, multi-device, communal, omni-channel retail experience before, during and after the store visit."*



**Piers Fawkes**

President of PSFK Labs  
Founder & Editor In Chief of PSFK.com

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psfk.com | labs.psfk.com





# INTRODUCTION

Throughout most of history the basic idea of retail has remained the same—bring people into a space with products and give them some way to transact. Take the physical element away and the model fails to work. And for thousands of years that thinking held true, until the creation of the modern mail order service in 1861, which ushered in a completely new way for people to buy and sell. For the first time, people no longer had to be in the same location to shop. But despite its novelty, the service simply couldn't compete with the ease and convenience of buying from a local shop. As a result, retailers simply didn't need to evolve to be successful.

Less than 20 years ago that notion completely changed. The introduction of online shopping combined with reliable shipping finally hinted at a disembodied buying experience that could be both compelling and cost-effective. And while the rise of e-commerce still hasn't unseated the supremacy of the store, it's beginning to pose a serious threat. One need only consult the statistics and read the headlines to understand the shift in shopper habits and expectations.

Add in mobile to the equation and the situation only gets more tenuous. Customers no longer just have the ability to browse and buy anytime, but now they can do it from anywhere as well.

And yet, as digital channels continue to evolve to include personalized recommendations, one-click payment options and on-demand delivery services, physical stores in large part continue to steadfastly stick to the traditional model of retail, ignoring the very things that have set them apart for so long—people, products and place.

With this year's report, we challenge retailers and brands to reinvent bricks and mortar shopping with the understanding that while these three aspects are no longer essential to retail, they are still competitive advantages. In it, we describe 10 actions supported by 13 trends in and around the physical store that can amplify and enhance what's already on offer. Readers will discover how they can give their customers the tools they need to co-create the experience according to their individual needs, empower their staff to deliver premium service, transport the best of their digital interactions into the offline environment, allow their products to take center stage and bring community engagement back to the sales floor, all against the backdrop of seamlessness and convenience.

In the pages that follow, we bring each of these actions to life with best-in-class examples of innovation, highlight their importance with expert quotes and marketplace statistics, and point to the opportunities available to forward thinking retailers and brands. We've also turned to our network of creative agencies, asking them to leverage the trends to reimagine the bricks and mortar stores of well-known companies like IKEA, Starbucks, Whole Foods and Sephora to name a few. Their inventive concepts are included to show what's possible and provide further inspiration as readers take these insights back into their daily work.

We're excited to share our manifesto for the store with you and look forward to realizing that future vision together.

*"While the rise of e-commerce still hasn't unseated the supremacy of the store, it's beginning to pose a serious threat."*

*"Physical stores in large part continue to steadfastly stick to the traditional model of retail, ignoring the very things that have set them apart for so long—people, products and place."*



**Scott Lachut**

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# A Manifesto To Reinvent The Store

**01 BE THERE  
AND  
EVERYWHERE**

**02 ONE - CLICK  
EVERYTHING**

**03 POWER TO  
THE PEOPLE**

**04 DIGITIZE THE  
REAL WORLD**

**05 EVERYONE  
OF A KIND**

**06 BE  
THE HUB**

**07 IMAGINE  
THE  
IDEAL**

**08 EXPERIENCES  
NOT  
PRODUCTS**

**09 ZERO  
INVENTORY**

**10 KILL THE  
CHECKOUT**



# KEY TAKEAWAYS FROM OUR RETAIL MANIFESTO

## MERGING THE BEST OF ONLINE, IN-STORE

As the aftermath of a global recession coincided with the rise of e-commerce many pundits lay claim to the fate of the physical store. Today a recent study from A.T. Kearney reports that 95% of all retail sales are captured by retailers with a brick-and-mortar presence, suggesting that the social, physical and interactive dynamics of the showroom still instill shoppers with the most confidence to buy. Look no further than the flood of online retailers moving offline to see that not only is having an offline presence a trendy reversal of brand positioning, it may be necessary component of all retailers going forward.

With new technologies to consider and an evolved set of shopper expectations in mind, PSFK Labs takes a look at four key areas where retailers could begin redefining their best-in-class retail experience.



### DIGITAL

Digital profiles created by shoppers across brand channels could be synced with recognition technologies in-store to layer in contextual information and dynamically shift offerings at various points along the purchase path and expedite point of sale.

Streamlined options for the advance planning of an in-store visit like in-vehicle navigation, shop ahead services, or appointment booking in advance could put shoppers in the driver seat of dictating their level of interaction in-store which may change from day to day.

Embedding digital information at various points along the purchase path in-store in the form of product reviews, inventory on-hand, or instant price comparisons could demonstrate transparency and match online expectations.



### SALES FLOOR

Complementary or 3rd party offerings in-store could build on both the emotional touchpoints and utility which your store offers a community and encourage shoppers to visit the location for reasons outside of product.

Product curation in-store could be bolstered by expert recommendations, respect of local influence and creation of aspirational settings which place products into fresh contexts and offer novel ways for shoppers to get their hands on products.

Once static environments (e.g. a dressing room) could be reimagined with the help of digital technologies to feature dynamic content that can upsell, offer recommendations, or add elements of discovery.



### TECHNOLOGY

Contextual technologies (e.g. Beacon) could relay key information to shoppers around wayfinding, product placement in aisles and deals built just for them that can help streamline a visit in-store or personalize the path to product discovery.

Mobile applications could house streamlined options for placing and receiving orders, booking service appointments and making payments in advance/pickup in-store, to create a more efficient and enjoyable end-to-end experience.

Location-aware technology in-store could help retailers identify how shoppers are interacting with products in-store and create greater efficiencies and insights into the success and placement of everything from signage to marketing materials.



### LOYALTY

A singular customer profile created across channels could offer the opportunity to weave perks and loyalty points into different points of the purchase path whenever a transaction is taking place.

An ever-sophisticated toolkit for collecting data around customers could be leveraged by retailers to disclose how the information they're collecting is being used to create a best-in-class experience and refine offerings.

Seamlessly weaving loyalty perks into various points of the purchase path in-store in the form of personalized incentives or deals during the shopper journey and recognition at point of purchase could help nudge shoppers towards a final sale.





01

# BE THERE AND EVERYWHERE

Let customers shop  
on their terms  
anywhere





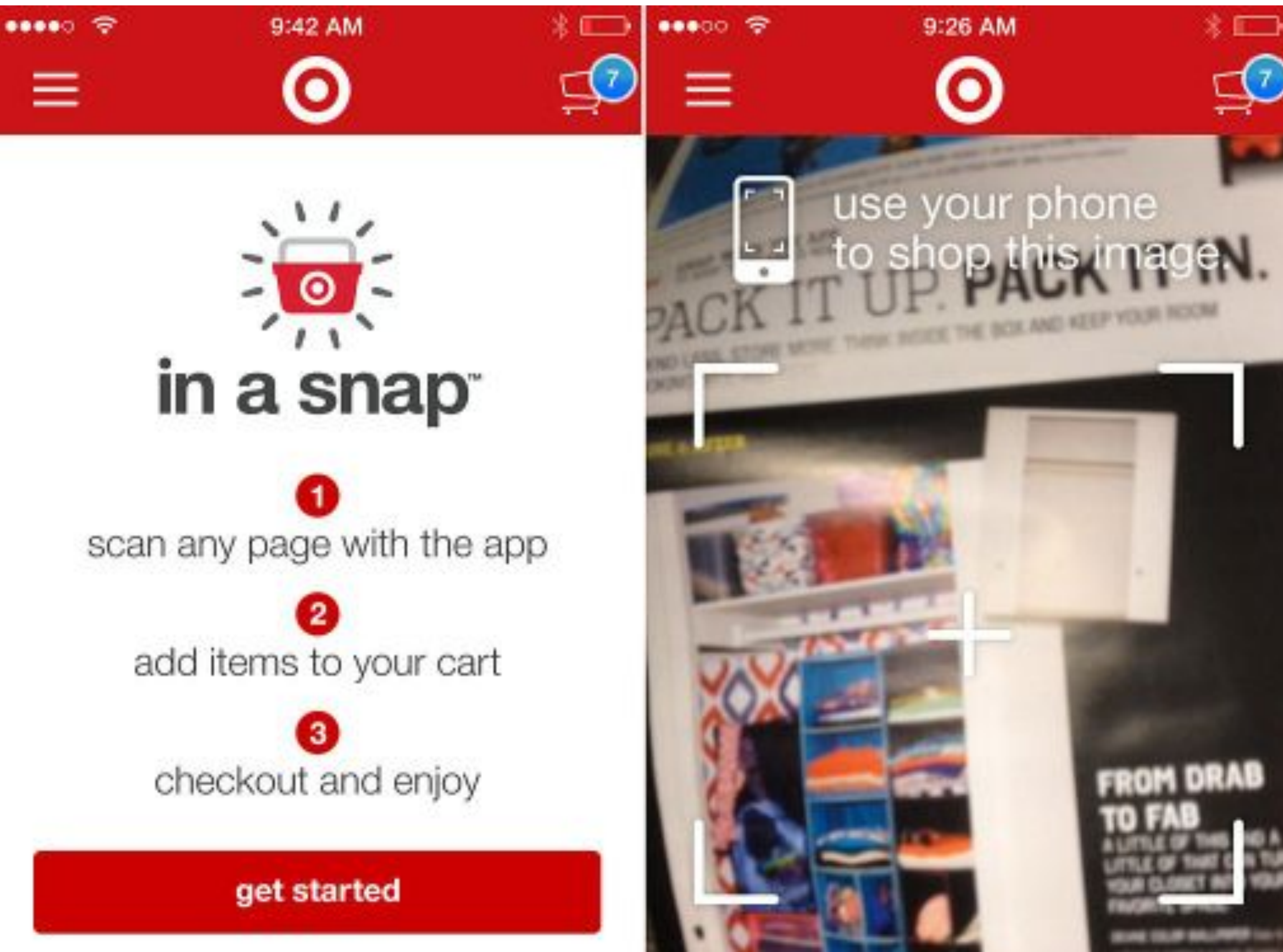
01

# BE THERE AND EVERYWHERE

## World As Purchase Platform

Leveraging mobile and social platforms to close the gap between product discovery and purchase intent on a wider variety of channels, allowing customers to instantly add items to their shopping carts and buy.





## Target

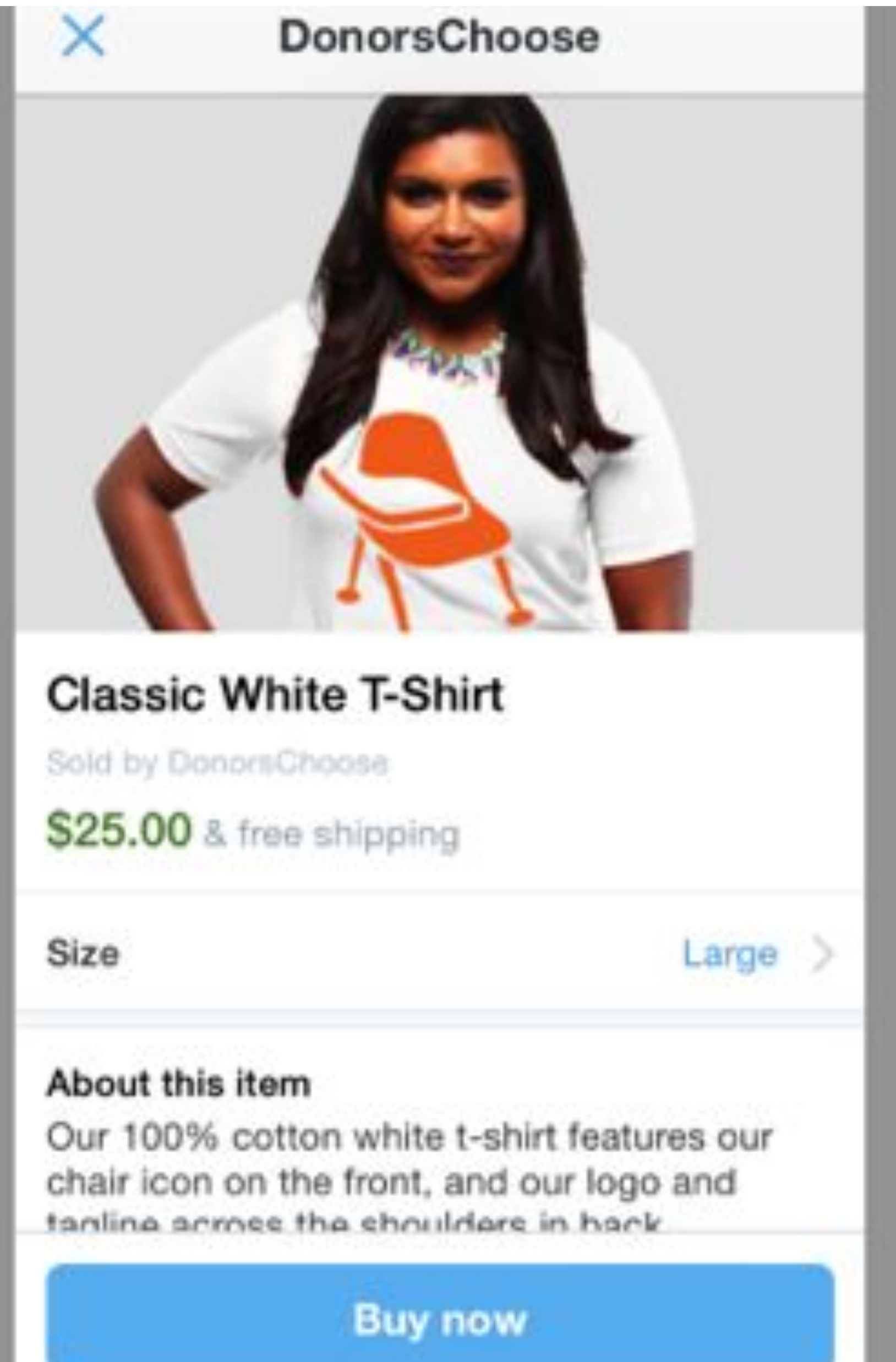
Big Box Retailer's App Uses Image Recognition To Streamline Mobile Purchases

@target

---

Be There And Everywhere  
World As Purchase Platform





## Twitter

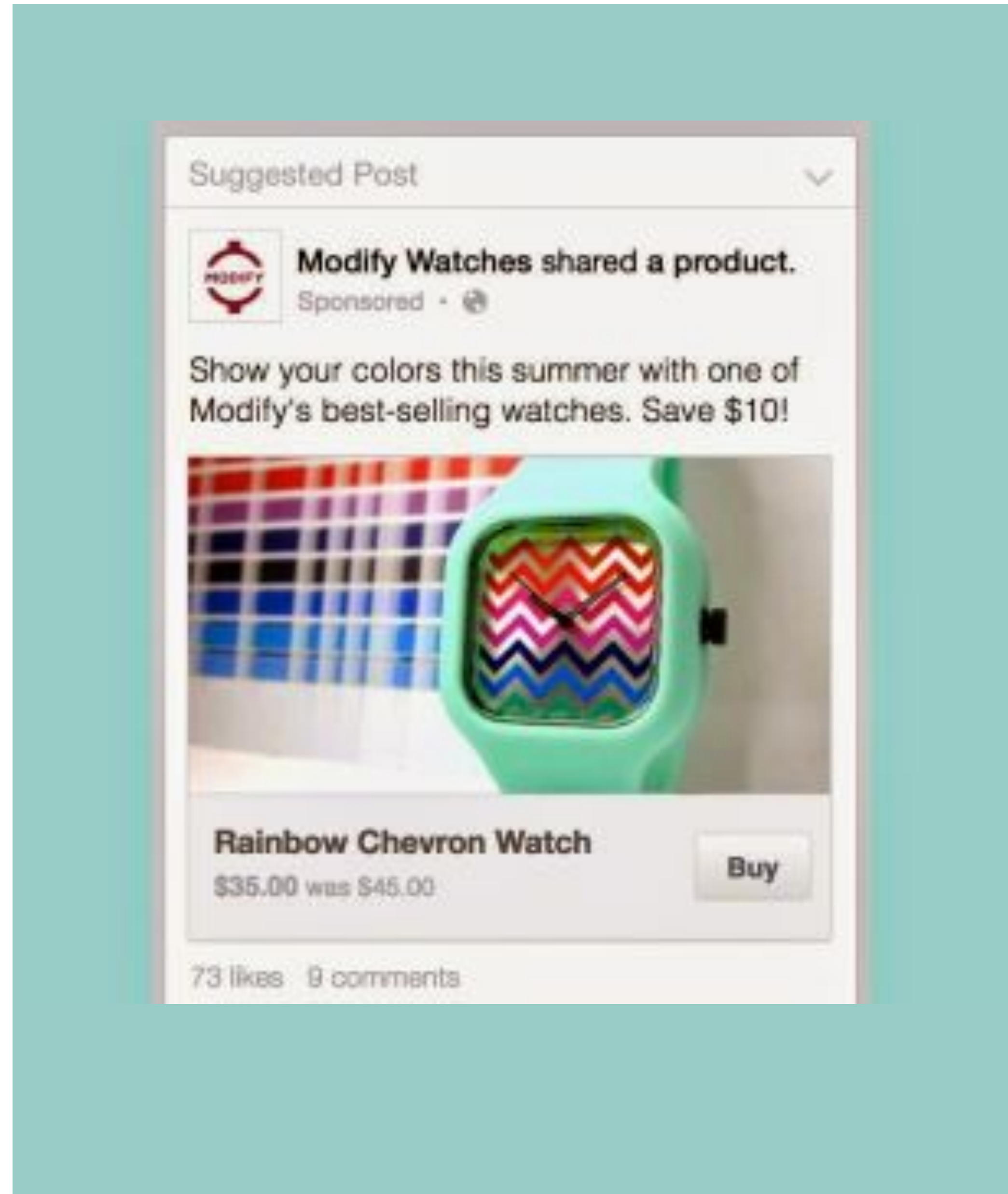
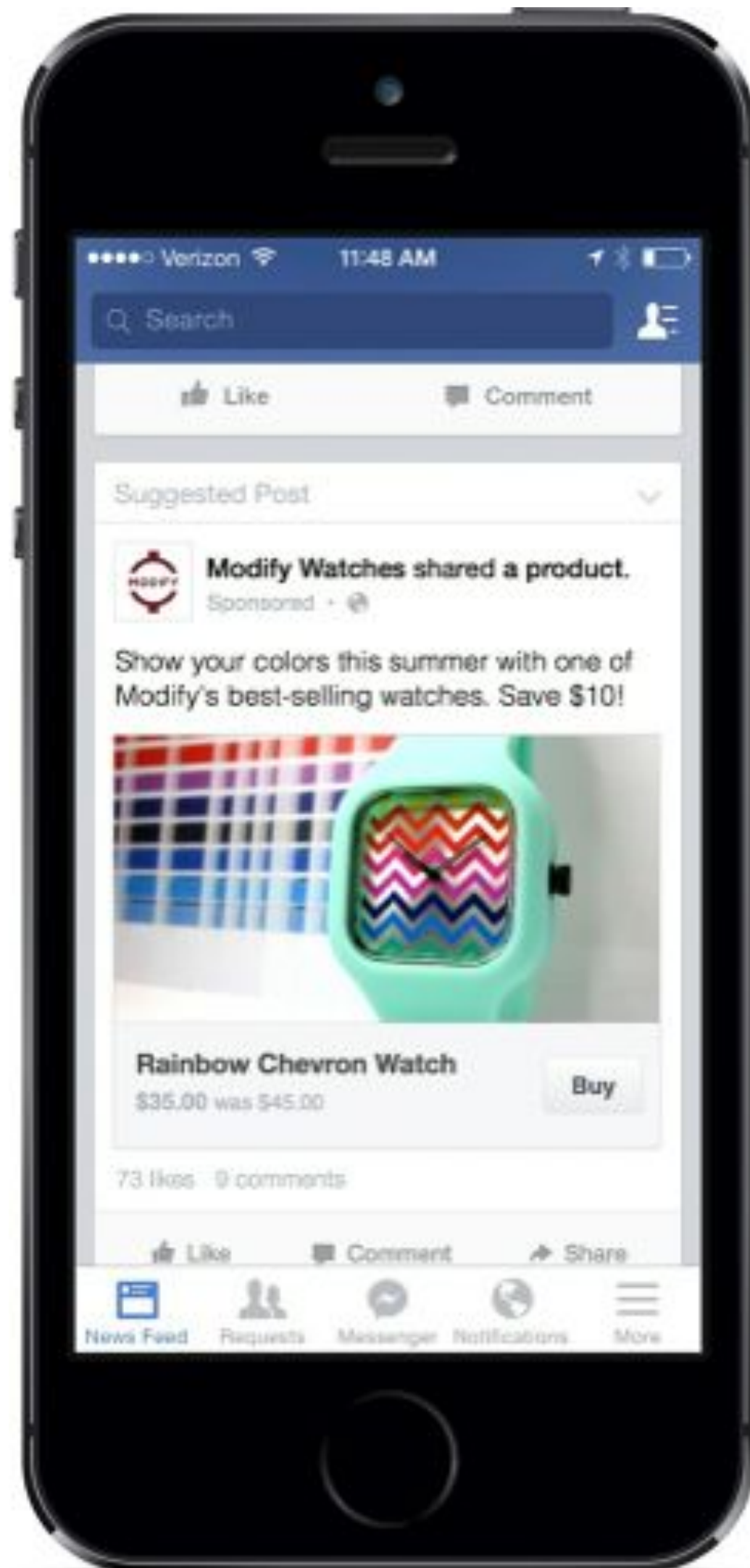
Social Media Giant Ventures Into E-Commerce by Implementing 'Buy Now' Button

@twitter

---

Be There And Everywhere  
World As Purchase Platform





# Facebook

Social Network Features  
Instant Purchase Option  
Without Leaving Platform

@facebook

---

Be There And Everywhere  
World As Purchase Platform





02

# ONE - CLICK EVERYTHING

Enable customers  
to plan the perfect  
store experience





02

# ONE - CLICK EVERYTHING

## Shop Ahead

Providing customers with a near real-time view of what's in stock at every store so they can order products ahead of their visit.



# Banana Republic And Gap

Fashion Brands Let  
Shoppers Reserve Clothes  
Online For In-Store Pick-Up

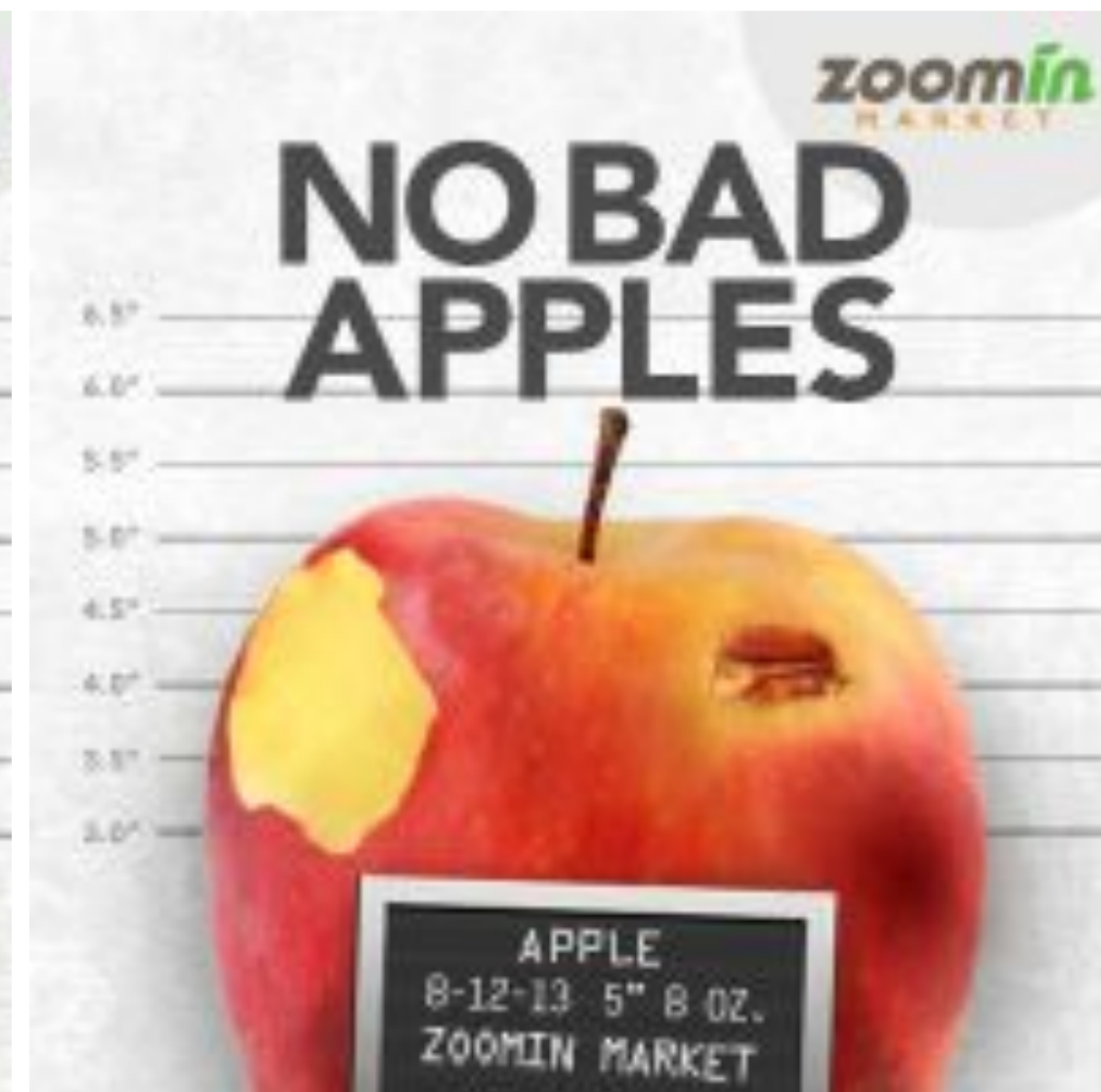
@BananaRepublic | @Gap



---

One-Click Everything  
Shop Ahead





## Zoomin

Grocery Pickup Service  
Keeps Foodstuffs At Proper  
Temperatures Until  
Customers Arrive

@ZoominMarket



---

One-Click Everything  
Shop Ahead





02

# ONE - CLICK EVERYTHING

## Design Your Visit

Delivering convenience, efficiency and ease through digital services that allow customers to optimize every store visit.



# Supercuts

Salon Chain Uses Real-Time Data To Streamline Booking Appointments In Advance

@supercuts



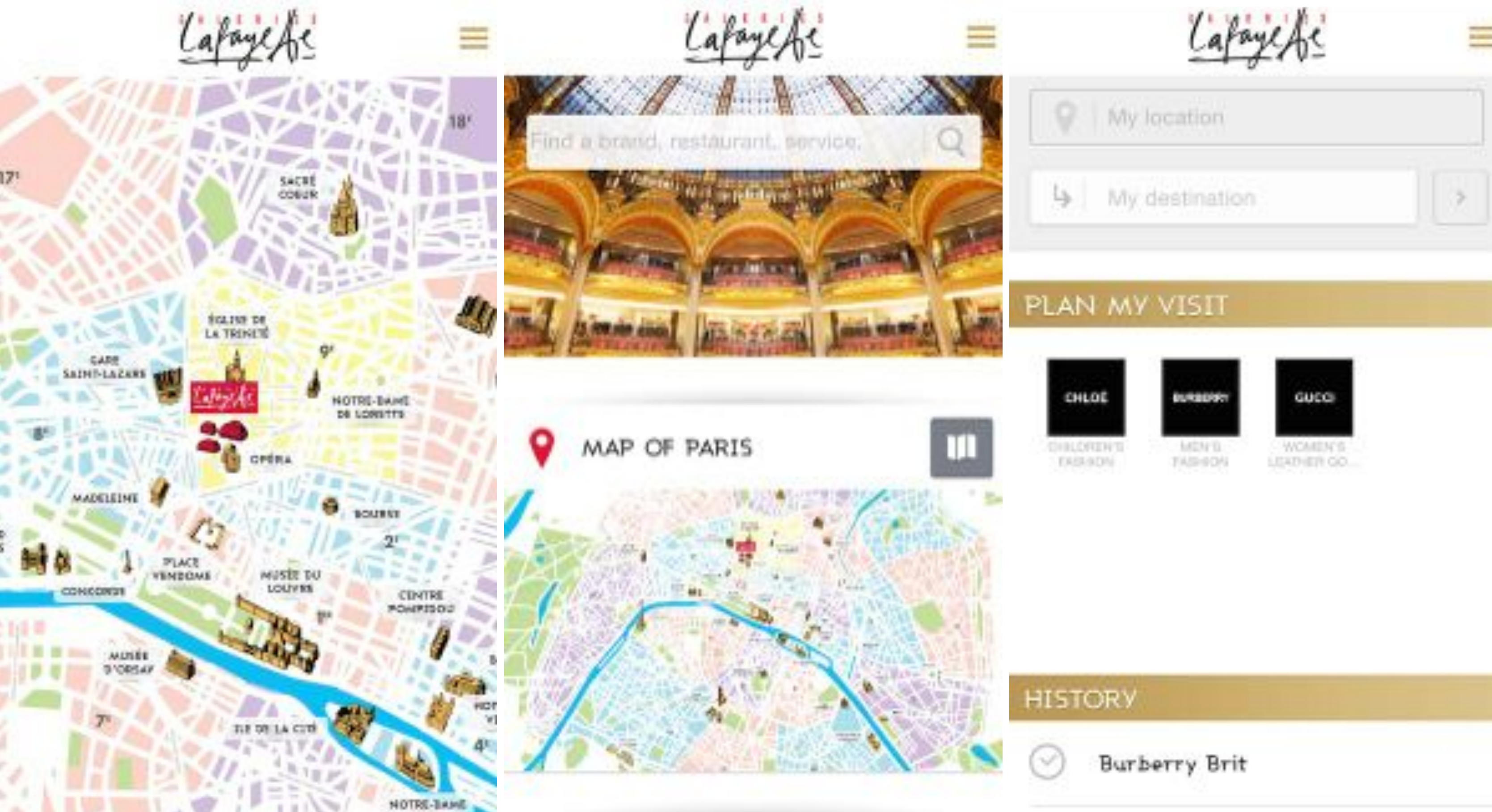
One-Click Everything  
Design Your Visit



# Galleries Lafayette

Department Store Develops  
In-Store Trip Planner To  
Ease Customer Visits

@galleries\_laf



One-Click Everything  
Design Your Visit





03

# POWER TO THE PEOPLE

Give associates the tools to connect with customers in more ways





03

# POWER TO THE PEOPLE

## Tech-Enabled Service

Instantly connecting customers with members of store staff on a wider variety of platforms both in and outside the store.





## Fiat

Automobile Brand Creates  
Virtual Test Drive  
Experience Guided By  
Remote Staff

@houseoffraser



---

Power To The People  
Tech-Enabled Service





## Nordstrom

Personal Shoppers Text  
Customers The Latest  
Fashions

@houseoffraser

---

Power To The People  
Tech-Enabled Service





04

# **DIGITIZE THE REAL WORLD**

Connect customers  
with the right  
information,  
right now





04

# **DIGITIZE THE REAL WORLD**

## **Dynamic Discovery**

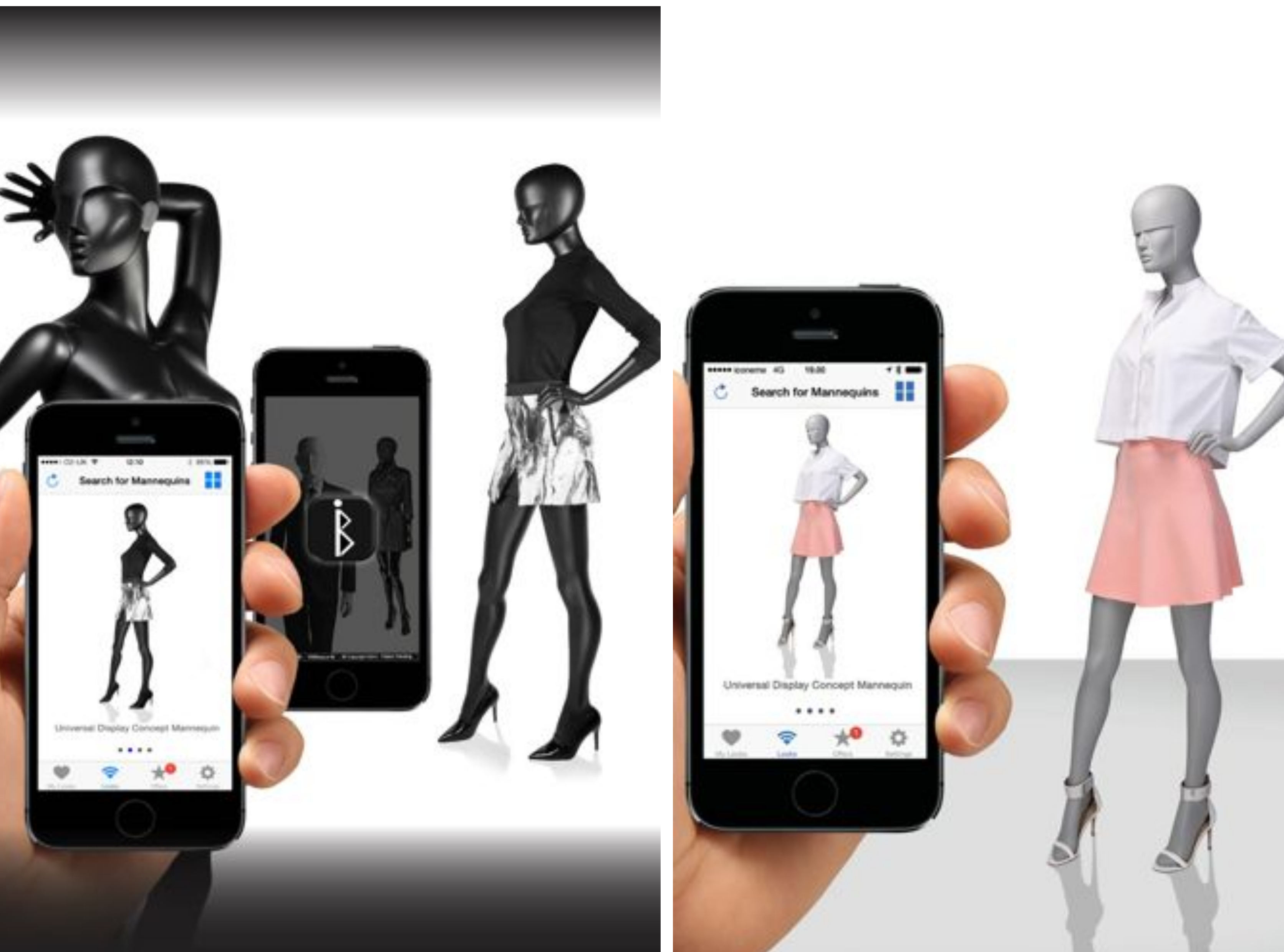
Relaying key information to shoppers' mobile devices around product details, reviews and promotions as they shop in-store, personalizing the path to purchase.



## House of Fraser

Mannequins Send Shoppers Alerts About Products They Are Wearing

@houseoffraser



---

Digital Real World  
Dynamic Discovery



## Bloomingdale's

Intelligent Fitting Rooms  
Allow Customers To Scan  
Items To Discover What's  
In Stock

@bloomingdales



---

Digital Real World  
Dynamic Discovery



05

# EVERYONE OF A KIND

Create a personalized shopping experience for every customer



05

# EVERYONE OF A KIND

## Recognized Recommendations

Creating opt-in experiences that let customers share information and preference in exchange for help with selecting the perfect product.



# ModiFace

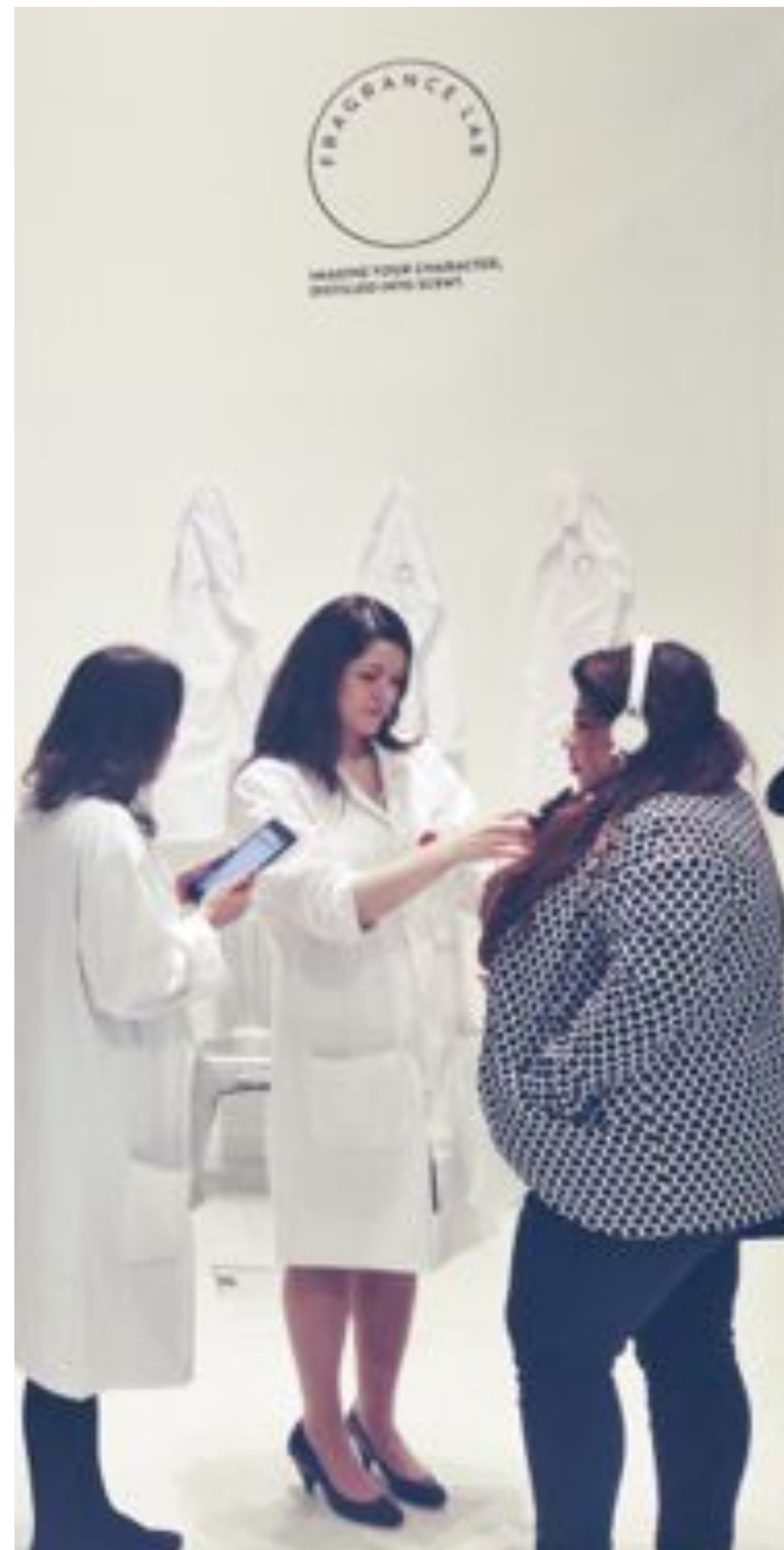
Photo Analysis Generates  
Personalized Skincare  
Recommendations

@ModiFace



Everyone Of A Kind  
Recognized Recommendations





# Selfridges

In Store 'Lab' Offers  
Assessment Based  
Fragrance  
Recommendations

@Selfridges

---

Everyone Of A Kind  
Recognized Recommendations





06

# BE THE HUB

Transact in culture,  
experiences and  
relationships





06

# BE THE HUB

## Community Cornerstone

Offering complementary services and experiences that go well beyond products, reimagining stores as marketplaces for relationships.





## Club Monaco

Luxury Brand Opens  
Bookstore and Coffee Shop  
In Flagship Store

@ClubMonaco

---

Be The Hub  
Community Cornerstone





## Urban Outfitters

Lifestyle Brand Features  
High-End Coffee And  
Product Repair Stations  
In-Store

@UrbanOutfitters

---

Be The Hub  
Community Cornerstone





07

**IMAGINE  
THE  
IDEAL**

Sell customers on  
an aspirational  
lifestyle





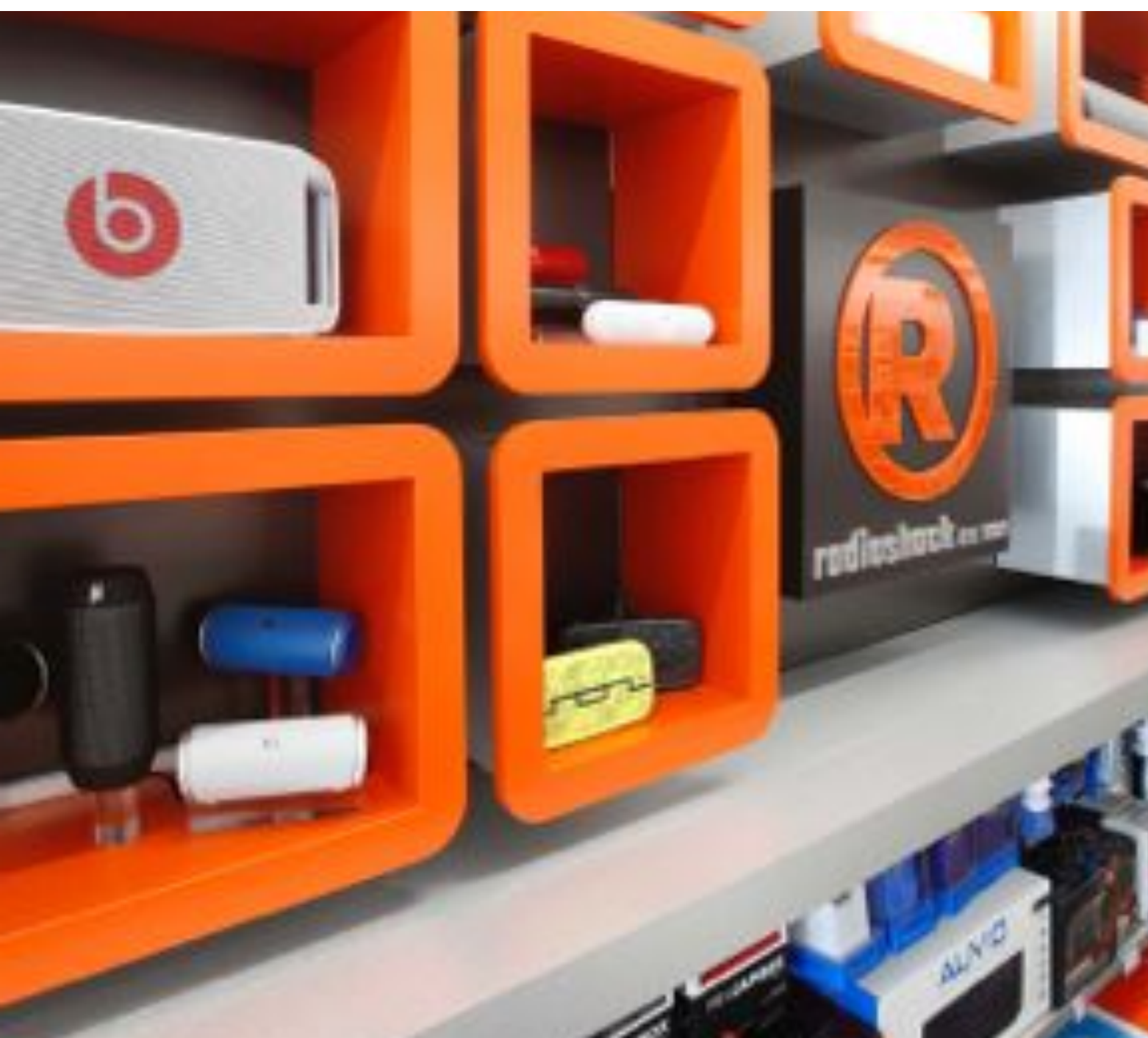
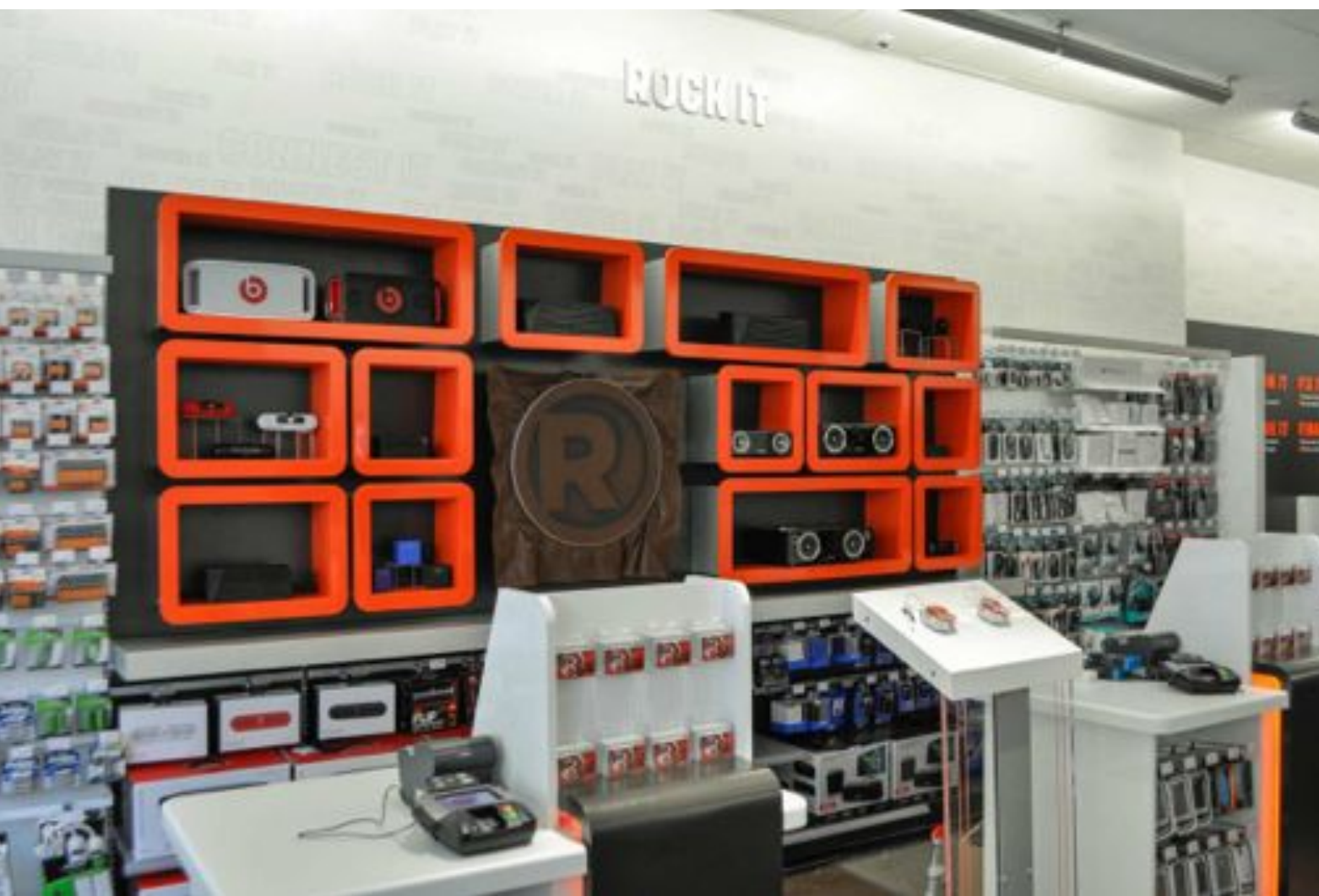
07

# IMAGINE THE IDEAL

## Lifestyle Curation

Offering an expertly curated selection of products and services that connect with and complement a broader lifestyle.





## PCH x RadioShack

Big Box Retailer Helps Up-  
And-Coming Makers Vie  
Alongside Big Brands

@RadioShack

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Imagine The Ideal  
Lifestyle Curation

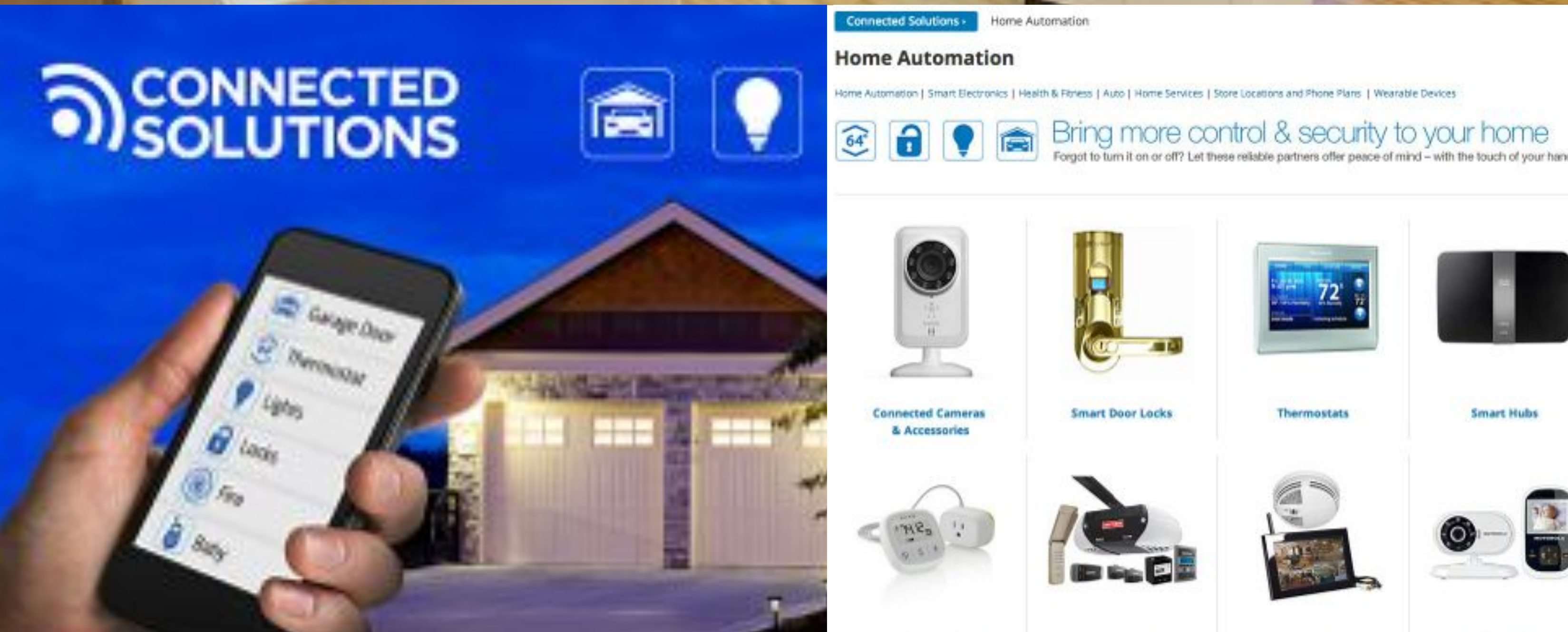




## Sears

Experiential Shop Curates  
Tightly Edited Selection Of  
Connected Products

@Sears



Imagine The Ideal  
Lifestyle Curation



08

# EXPERIENCES NOT PRODUCTS

Design new ways  
for customers to  
get hands on with  
products





08

# EXPERIENCES NOT PRODUCTS

## Product Immersion

Looking beyond traditional merchandising to develop customer-centered experiences that let shoppers get hands on with products in new ways.

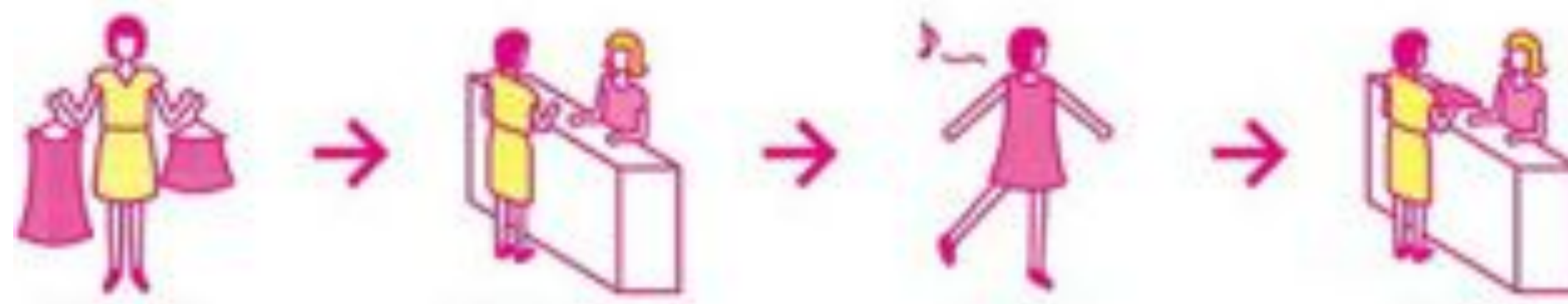




# GU

Store Lets Customers Wear Clothes For A Day Before Paying

[gu-japan.com](http://gu-japan.com)



Experiences, Not Products  
Product Immersion





## T-Mobile

Cell Phone Carrier Invites  
Customers To Test Products  
Out For Seven Days

@TMobile

---

Experiences, Not Products  
Product Immersion





08

# EXPERIENCES NOT PRODUCTS

## Living Showrooms

Designing experiential showrooms and unique events that allow customers to get fully immersed in the lifestyle surrounding product offerings.



# Airbnb + IKEA

Partnership Lets People Spend The Night In Furniture Retailer's Showrooms

@airbnb



---

Experiences, Not Products  
Living Showrooms



## eBay

Live Play Allows The Audience To Shop From Their Seats

@eBay



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Experiences, Not Products  
Living Showrooms



09

# ZERO INVENTORY

Transform your store into a digital showroom and on-demand delivery hub





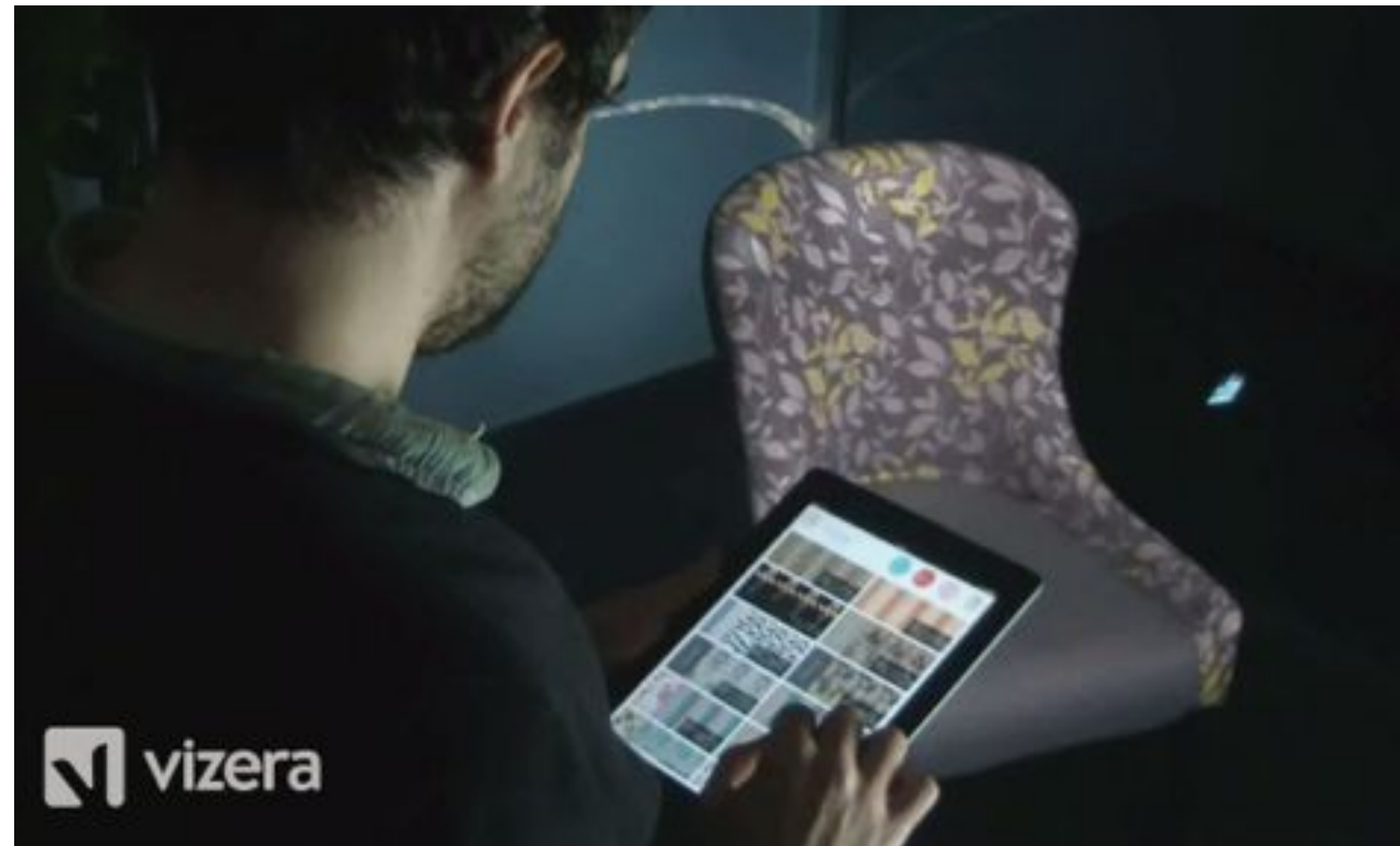
09

# ZERO INVENTORY

## Click To Stylize

Offering immersive visualization experiences that enable customers to instantly 'see' an entire catalog of products in a variety of settings, models and styles.





## Vizera Labs

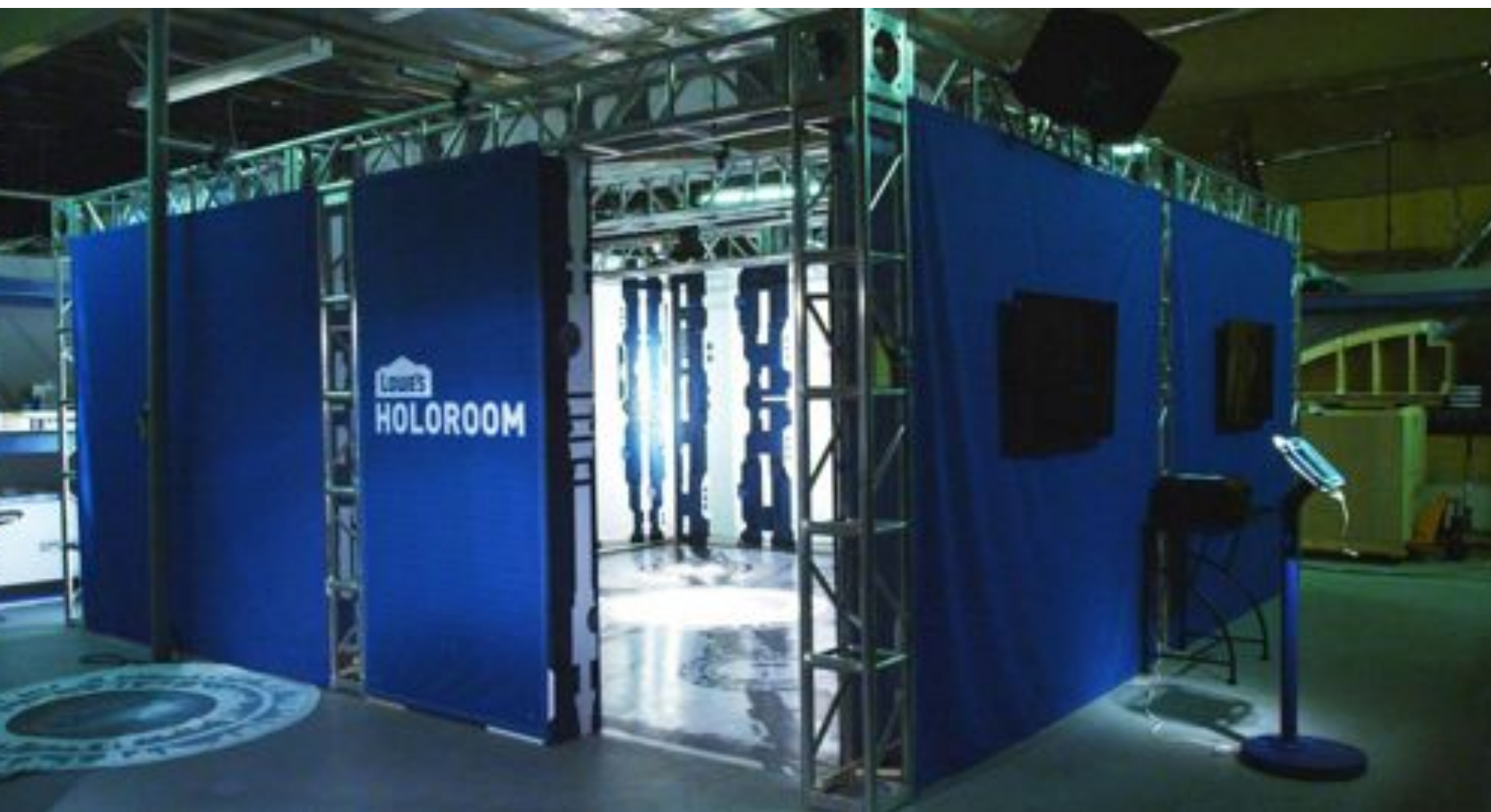
Augmented Reality Layers  
Digitized Product Features  
Onto Physical Product

[@VizeraLabs](#)

---

No Inventory  
Click To Stylize





## Lowe's

Interactive Room Allows  
DIYers To Virtually Visualize  
Home Remodeling Projects

@Lowe's

---

No Inventory  
Click To Stylize



09

# ZERO INVENTORY

## Frictionless Fulfillment

Offering on-demand delivery options that bring products straight to the customer within a designated time.





## Volvo

Automaker Lets Drivers To  
Arrange Package Deliveries  
To Their Parked Cars

[@volvocarsglobal](#)

---

No Inventory  
Frictionless Fulfillment





# Whole Foods + Instacart

Grocery Chain And Delivery Service Bring Groceries to Consumers' Homes

@Instacart

No Inventory  
Frictionless Fulfillment





**10**

# **KILL THE CHECKOUT**

Treat the entire store as a place where customers can tap to pay





**10**

# **KILL THE CHECKOUT**

## **Digital Payments**

Leveraging mobile payment solutions to allow purchases to seamlessly take place anywhere in the store.





# Apple

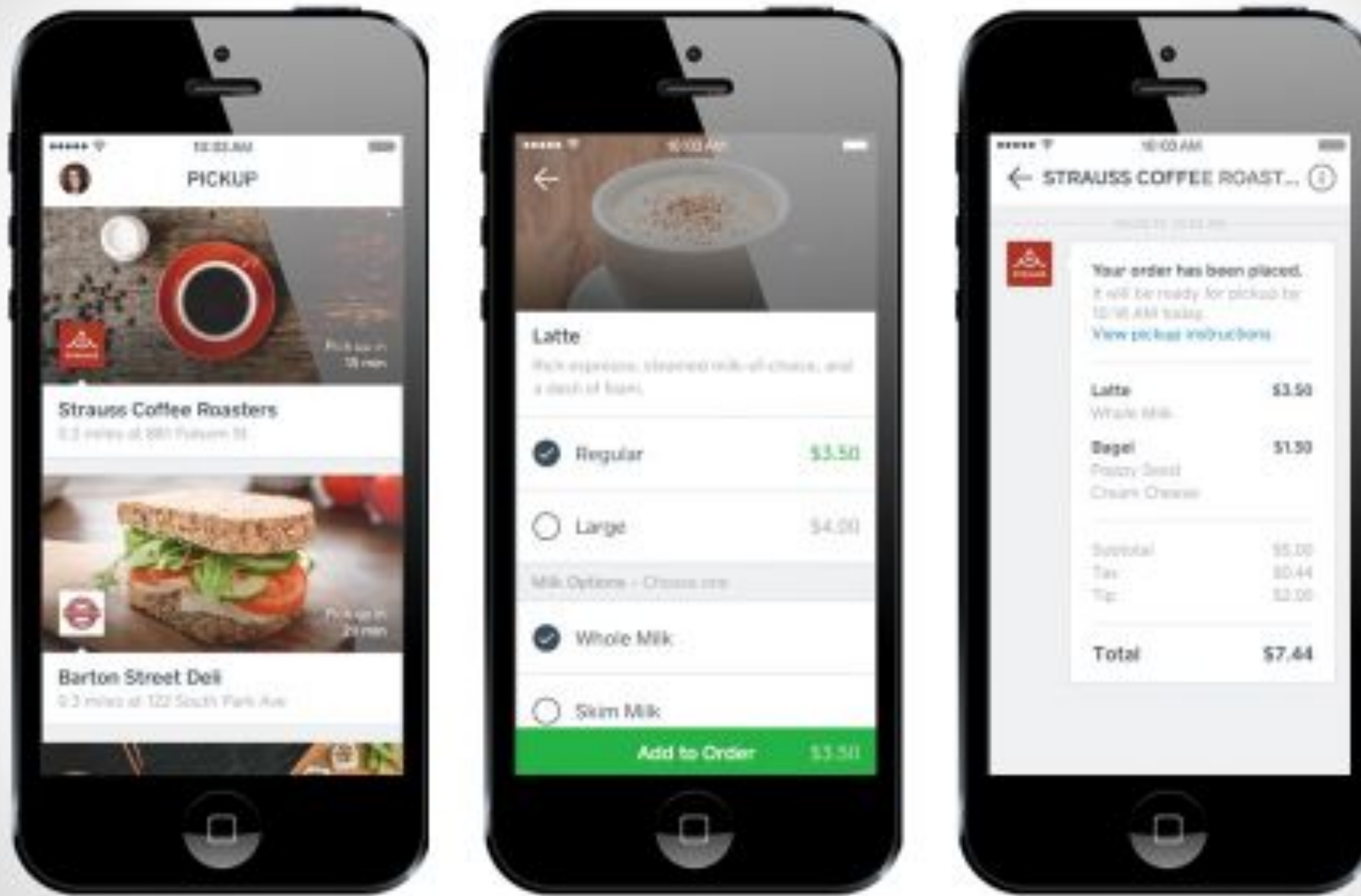
Mobile Payment Service  
Allows For Contactless  
Purchases Via NFC

[apple.com/apple-pay](https://apple.com/apple-pay)

---

Kill The Checkout  
Digital Payments





## Square

Digital Payment Platform  
Enhances Existing Offering  
With New Order-Ahead App

@square

---

Kill The Checkout  
Digital Payments



# ENVISIONING THE FUTURE

In order to bring to life the Future of Retail, PSFK Labs challenged creative agencies from around the world to generate strategies for major brands within different retail verticals that leverage the trends identified within this report. Creative innovators from advertising agencies and innovation consultancies have put forth a vision of the future that we hope will inspire your thinking.



# STORE CONCEPTS



---

The Future Of Whole  
Foods  
by rehabstudio



---

The Future Of CVS  
by co:collective



---

The Future Of Sephora  
by StarkDesign



---

The Future Of IKEA  
by infusion



---

The Future Of Home  
Depot  
by zemoga



---

The Future Of Selfridges  
& Co  
by YourStudio



---

The Future Of J.CREW  
by Slalom Consulting



---

The Future Of  
Starbucks  
by BullDog Drummond

*These concepts are artist interpretations and not endorsed by the brands in any way.*



STORE CONCEPT

# THE FUTURE OF WHOLE FOODS



[HTTP://VIMEO.COM/110181755](http://vimeo.com/110181755)

Concept by:

**+ rehabstudio**

[rehabstudio.com](http://rehabstudio.com) | [@rehabstudio](https://twitter.com/rehabstudio)





## STORE CONCEPT

# THIS IS THE FUTURE OF WHOLE FOODS



Concept by

**+ rehabstudio**

rehabstudio.com | @rehabstudio

*This concept is an artist interpretation and not endorsed by the brand in any way.*

This quarter (Q4, 2014) is expected to see the biggest global spend in E-Commerce ever. Combined with the growth of home delivery services, and the emergence of smart home appliances, such as smart fridges, it's easy to imagine that your weekly grocery shopping will soon happen without you even thinking about it.

This left us wondering: what does this mean for real life, bricks-and-mortar stores? With a declining need for aisle upon aisle of packaged goods, where is their opportunity for not only survival, but for growth?

At rehabstudio, we believe that the future of retail lies in providing customers with a personalized in-store experience. With food and grocery shopping, we see an opportunity to offer a traditional market atmosphere, filled with fresh food and ingredients, but with a seamless experience for shoppers that is powered by technology.

### Key needs

- 04. *Digitize The Real World*
- 05. *Everyone-Of-A-Kind*
- 06. *Experiences Not Products*
- 10. *Kill The Checkout*



SEE THE VIDEO: [VIMEO.COM/110181755](https://vimeo.com/110181755)

The layout of the store has been redesigned. We've replaced the aisles with an inviting, open space, filled with fresh food, as well as community kitchens, where local chefs create dishes with ingredients from the store. We've also added greenhouses and hydroponic gardens to grow fresh, healthy produce on-site.

Produce in the store will change on a daily basis, always reflecting seasonality, cultural events, such as holidays, and current health trends, such as superfoods recommended to combat colds and flu. Stores will feature open and customizable areas, allowing staff to effortlessly change and adapt the space as needed.

**+ rehabstudio**





est global  
growth of  
mart home  
agine that  
without you

real life,  
t for a life  
portunity for

all has in  
e experience  
portunity to  
a fresh food  
for shoppers



SEE THE VIDEO: [YOBIO.COM/10161255](http://YOBIO.COM/10161255)

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In our prototype, Adam shops for his girlfriend's birthday dinner. The store guides him around the various fresh food sections to choose specific ingredients and place them in his basket.

At the end of the store experience, Adam doesn't have to wait to pay. He simply places his basket on a flat surface, where he is shown an electronic preview of his entire order, including ingredients automatically added to the basket, and is able to complete payment with a touch. The purchases are then scheduled for delivery directly to his home that same day, at a suitable time according to his schedule.



As customers enter the store, it will communicate with their wearable devices to recognize who they are, and use their data, such as shopping history, work schedule, and health data, to deliver a personalized shopping experience.

The experience has been engineered to create impulse purchase moments. As customers walk through the store, we serve them up with personalized sampling notifications, encouraging them to visit sections of the store to feel, smell and taste ingredients.



More than just a convenient and seamless experience powered by technology, this approach to the future of grocery shopping encourages customers to engage with a real-life store, where the focus is placed not on stocking up on basics for the week, but on a pleasant introduction to new ingredients, recipes, and recommendations that are specifically suited to them.



STORE CONCEPT

# THE FUTURE OF CVS

**CVS/pharmacy**



Concept by:

**CO:**

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[cocollective.com](http://cocollective.com) | [storydoing.com](http://storydoing.com)





## STORE CONCEPT

# THE FUTURE OF CVS

CVS/pharmacy

Concept by:

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Robert A. Patrick | rpatrick@cocollective.com

cocollective.com | storydoing.com

StoryDoing is a copyright of cocollective LLC, 2014

This concept is an artist interpretation and not endorsed by the brand in any way

As the second largest pharmacy chain in the United States, CVS is well placed to lead the way in defining the future of healthcare retail. Last February, it displayed its progressive credentials with its bold decision to stop selling cigarettes across all its stores, stating that "cigarettes and tobacco products have no place in a setting where health care is delivered". A decision that may have lost them \$2bn in annual revenue, but has signaled to customers that it's a company truly focused on health. We would categorize this as StoryDoing(), executing their mission through actions, not just words. This brave action inspired us to consider how CVS could further deliver its stated quest of "helping people on their path to better health" through reimagining its retail and customer experience.

At the heart of this thinking is a pivot that fundamentally changes their role in the world. We see the CVS business of the future as one which is focused on a preemptive approach to better health, where it seeks to help its customers "predict and prevent" rather than "react and repair" to their health needs. As a result, its network of stores will evolve into a networked experience no longer solely focused on separate transactions but on a commitment to nurturing, maintaining and rewarding people's overall pursuit of better health and wellness throughout their days.

Concepts:

1. Life Prescription
2. Care Center
3. What This Means For Someone Who's Healthy
4. What this means for someone who is sick

Key trends: 04 Digital The Best World, 05 Everyone On A Kind, 06 Experiences Not Products

## THE NETWORKED RETAIL EXPERIENCE



The pharmacy extends out to you when you need it most. Using the live data from third party sensors combined with the CVS app, we suggest and deliver the perfect advice and products exactly when you need them.

The store is where we bring it all together. The data from your life helps constantly inform live interaction with experts and convenient in-store experiences. And the app customizes the store to you and your community.

Your profile and shopping habits create experiences customized to how you live. We deliver hyper customized packages to your home so you and your family can stay healthy and focus on each other.

Our localized network of stores mirrors our commitment to the entire community's health. We share collective health trends, reward communal health progress, and connect our customers with local wellness-driven businesses.

This experience is centered on two cornerstone innovations:

1. Life Prescription
2. Care Center

**CO:**



## 1. LIFE PRESCRIPTION



Visual: Life Rx app with rewards

CVS' Life Prescription is the ecosystem that connects in-store and on-the-go interactions. It will allow a two-way dialogue with customers throughout their day, thus making CVS a lifestyle partner that helps inspire and achieve their health goals. Life Prescription pulls in data from user purchases as well as third party connected health-tracking apps & devices to deliver personalized recommendations for pharmacy products, alert shoppers of any medication interferences, and suggest contextual experiences at local businesses. All the tracked data is regulated under the same HIPAA standards that CVS has in place for its shoppers' medical data.

Tapping into biometric data even when you're not actively shopping, the Life Prescription mobile app can prompt product suggestions based on your realtime activity, and deliver them through one-click ordering and same-day shipping. The Goals feature in Life Prescription helps individuals and communities set and achieve wellness goals by incentivizing positive behavior outside the store through in-store discounts and perks. And a curated delivery subscription informed by data from Life Prescription supplies products from different departments, customized to a person or household's needs.

## 2. CARE CENTER



Visual: Care center overview

The care center takes the dated model of a hidden pharmacy and becomes the physical core of the store, with everything else organized around it. This will be where people consult Healthmates, trusted experts across wellness and medication, who are incentivized not by sales but positive health results in the community. The care center will create a friendly, comfortable space for one-on-one conversations and product demos to arm shoppers with knowledge beyond just remedies and prescriptions.

Shoppers will be able to consult with a Healthmate in-store, or video conference with an expert from another location. Each consultation will be informed by the data tracked in their Life Prescription profile, helping the Healthmates understand the root cause of a customer's condition and provide helpful advice on everyday simple prevention habits, as well as offering more comprehensive solutions.

## 3. WHAT THIS MEANS FOR SOMEONE WHO'S HEALTHY



27-year-old Mara is a fitness-conscious woman who loves her new FitBit and uses apps like MyFitnessPal to track her calorie intake, both of which are connected to her Apple Health account. She and her coworkers recently started a running club. She's been a CVS customer for over 2 years.

Mara opens the Life Prescription app on her phone to add a few items to her goal-driven shopping list. The app challenges her to reach small milestones towards her running and sleeping goals in order to unlock additional discounts on specific items, like her favorite shampoo. She's also reminded that she has a discount available from meeting last week's running goal.

Visual: Goal-driven shopping list



She goes for a long run and, as she's finishing up, gets a notification from the Life Prescription app on her smartwatch. Since the app is tapped into her realtime biometric data, it knows she's been running and makes contextual product recommendations. With a few taps, Mara adds the products she wants to her shopping list and orders them to get delivered within the hour.

Visual: Smartwatch notification



Mara decides to stop by her local CVS on her way home. After browsing the vitamin section, she walks over to the Care Center for an in-person conversation with a Healthmate specialized in sports medicine. She pulls up the data from her Life Prescription profile, and they go over her running regimen and medical history, recommending different vitamins, sneaker insoles, and post-workout products.

Visual: Care center consultation



After her next workout, Mara stops by the CVS Life Prescription bar at her local gym. There, she gets her vitals read by the smart mirror and syncs the data tracked by Life Prescription to get a recipe for that day's blend. The app recognizes what vitamins and supplements she's scheduled to take that day, as well as adding nutrients to help her recover from her workout.

Visual: Life Rx Bar



Happy with the results, Mara adds the recommended vitamins to her customized subscription service. Her monthly delivery now includes the skincare products she's loyal to, as well as household goods and running needs. Based on her data, the app will also be able to anticipate that she'll need her preferred allergy medication in next month's delivery.

Visual: Custom subscription box



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Visual: Custom subscription box

### 4. WHAT THIS MEANS FOR SOMEONE WHO IS SICK



Karl is a generally healthy 34-year-old guy who's not concerned about his health until it bothers him. He was gifted a Basis smart-watch and wears it but rarely checks his data. He's been a CVS user for 5 years.

Karl wakes up with a sore throat and a temperature. Reading his biometric data, Life Prescription sends a checkin prompt and offers to connect him with a doctor.

Visual: Fever checkin



Karl has a video consultation call through the app with one of the doctors on staff at the CVS minute clinic. He describes his symptoms, and shares his tracked data to review his vitals over the phone. The doctor is able to quickly prescribe an antibiotic to be delivered, as well as some over-the-counter relief and vitamins that will help boost his immune system.

Visual: Medical data-enabled video consultation



Karl makes an app-order for the prescription and suggested over-the-counter medicine. As he's doing so, the app makes local recommendations for great places to order a soup based on an integration with Seamless.

Visual: Product and service recommendation



An hour later, Steve, a Healthmate from his local pharmacy, is at Karl's door, delivering his order. As a registered nurse, he's able to talk through any remaining questions he has about his treatment, turning the delivery into an actual housecall.

Visual: Healthmate housecall



A few days later, Karl gets a followup message from Steve, checking in on his recovery. The conversation discounts for relevant products like a new toothbrush to ward off potential reinfection.

Visual: Followup message



STORE CONCEPT

# THE FUTURE OF SEPHORA



Concept by:

**STARKDESIGN**

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Designers: Sophie Steinmeyer, Lisa Kim

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## STORE CONCEPT

# THE FUTURE OF SEPHORA



Concept by:

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Concept Lead: Nancy Herrmann, Daniel Stark  
Designers: Sophie Steinmeyer, Lisa Kim  
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*This concept is an artist interpretation and not endorsed by the brand in any way.*

The moment that PSFK invited us to submit concepts for the new Future of Retail, we immediately started to conjure up utopian futuristic visions—thanks to the years of TV and movies we grew up on. The future does that—lets people dream and think about the world without constraints. Five years into the future, however, is neither “Blade Runner” nor “The Jetsons.”

We chose Sephora because it's already a best-in-class beauty destination. That's a category we know well and love—it's also one where we can make an immediate impact with their future: the congested store environments told us so. We asked ourselves “How can we create efficiencies and also respond to the restrictions of time, space and movement?” Our approach was to think across several concept and activations, performed online and field research. From that exploration, we evolved two concepts that shared common ground by addressing pain points in the store and also elevating the brand experience. In one case, we sought to make the purchase and pick-up process easy and always available, regardless of store hours. For the second, we conceived of flexible, in-store activations that encouraged customers to linger, learn, recharge and engage with the brand on a whole new level.

### Concepts:

1. Beauty Lounge
2. Beauty 24/7

### Key trends

- 01 One-Click Everything, 06 Be The Hub,
- 08 Experience Not Products, 10 K8 The Checkout

## 1. BEAUTY LOUNGE

The Beauty Lounge is a series of intermittent spaces throughout the store that provide opportunities for community interaction, as well as reconnect/relaxation zones.

The Beauty Lounge concept suggests that Sephora is more than just a store selling the latest products or giving beauty makeovers. By tapping into the growing retail trend and being a Hub for the Community, the Beauty Lounge elevates the shopping experience and offers customers the luxury of time and space. This proposal recognizes the importance of the physical store and

exemplifies Sephora's position as a best-in-class merchant.

Distinct experiences are marked by:

- Comfortable sofa or lounge seating accented by mini gardens, terrariums or floral displays
- Fragrance or product bar, including touchscreen iPad displays, seating, smartphone charging stations and an assortment of fragrance testers

These inviting, intimate and relaxed spaces are created through the use of tactile materials, a light color palette, seating, table top displays and natural accents. Modular elements in various sizes and configurations are installed depending on the store format. They are also adaptable spaces that service educational classes, product reviews and events. The distinct areas and material palette signal a change in pace and promote a new level of interaction for the store's customer.



Beauty Lounge - Refresh Overview

## USER EXPERIENCE SCENARIOS

The Refresh scenario caters to Emma, a 30-something busy executive on a full day of shopping. She needs to pick up some of her favorite skincare and wants to check out the latest dry shampoos. She hesitates to enter the overcrowded store on a Saturday, but finds the opportunity to sit and recharge the perfect remedy. While she relaxes and sips a drink from the in-store juice cooler, a beauty advisor collects her products, shares the latest in haircare, and gives Emma an impromptu hand massage. The BA rings up her purchase with her mobile POS device and Emma goes on her way with renewed energy thanks to #SephoraRefresh.





Beauty Bar - Plug & Play Overview

## PLUG & PLAY SCENARIOS

The Plug & Play scenario is catering to Malaya and Kelly. Both recent graduates, they love to indulge their beauty obsessions in their after-work hours. Since Sephora has added the "play" zones, the store has become a frequent hang out for them. They meet at the downtown store, spend several minutes checking out the new product releases and make their way back to the Plug & Play beauty bar. Here, they settle into two stools, charge their phones and scan Sephora TV on the iPad display for the latest how-to videos.

After chatting about the pros & cons of nail art, they both settle on eyeliner pens to try out their newly acquired techniques at home. #SephoraPlugPlay scores again.

## UNDERLYING STRATEGIES

By fusing lounge and learn spaces with first-rate product assortment, Sephora offers a unique store experience that can't be duplicated online. It actively encourages all visitors to stay, mingle, learn and play at their own pace, thus creating a customized experience. Sephora builds its leadership position by going beyond the sales transaction to grow lasting emotional connections with all of its consumers.



Beauty Lounge - Plug & Play Detail Juices

## 2. BEAUTY 24/7



Sephora's Beauty 24/7 allows customers to collect products they've reserved online—any time of the day or night.

With this concept, Sephora completes the digital shopping experience in the physical world, reaching their omni-channel customers in real time. Sephora already offers the option to "pre-shop" products online by adding them to their "LOVES" list. With Beauty 24/7, the customer has the power to see if their choices are available at the store of their choice and reserve them for pickup on the same day—regardless of checkout lines or store hours.

After placing an order, the customer receives a text confirmation code and email alerting them that the order is ready. In-store sales associates fulfill the order, placing the products in a special Sephora bag. Customers then have 24 hours to collect their order at the Sephora 24/7 Beauty "automat," complete with an ATM-like screen built into Sephora's storefront exterior.

Customers enter their special code and swipe a credit card to complete the purchase. At the automat, a motorized arm glides along to retrieve and dispense the purchase—transforming the experience into something that is shareable, memorable and valuable. Orders not picked up after the 24-hour window can either be extended by the customer or returned to normal stock.

This concept adds convenience and a simplified, streamlined approach to the shopping journey. Consumers skip checkout lines and quickly access their products from the outside of the store—and even outside of regular store hours. Beyond that, consumers are given ultimate choice as to how they design their shopping experience, whether it be a leisurely journey or a quick pick-up in the middle of their day—or night.



Sephora App



Confirmation Email



Beauty 24/7 Automat Detail 1



Beauty 24/7 Automat Detail 2



STORE CONCEPT

# THE FUTURE OF IKEA



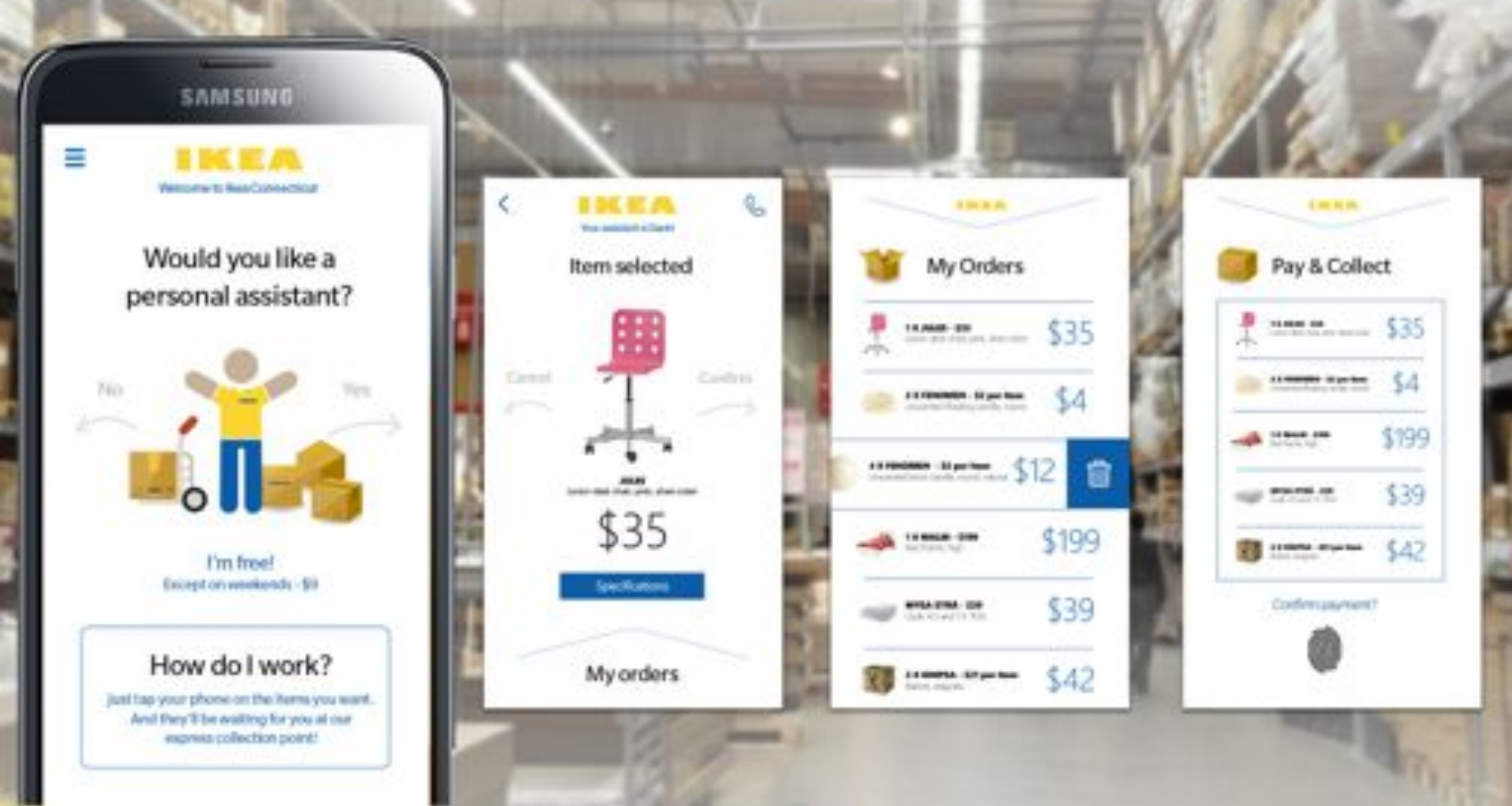
Concept by:



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Peter Rivera  
VP, Executive Creative Director  
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## STORE CONCEPT

# THE FUTURE OF IKEA



Concept by:

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Visiting IKEA is a significant time commitment and "mission".

It usually means driving a considerable distance in as big a vehicle as possible, often for a couple of hours or more. It's also a solid workout to get all of your wonderful new items back to the place you call home.

With this in mind these concepts both try to create more "1-click" and frictionless convenience for shoppers to navigate the amazing amount of home furnishing choice, while also providing potential new form factors and enhancements for the actual store experience itself.

As ever, interactive concepts should be faithful to the core idea of the brand itself and not feel pasted onto the overall experience as a gimmick.

We feel these ideas can address some obvious pain points as well as make the experience of shopping at IKEA more fun for consumers and more profitable overall.

Concepts:

1. IKEA Local Micro-Stores
2. Virtual Designer-led Shopping My Gopher.
3. Highlight the IKEA community on a Living Wall

Key needs:

01. Zero Inventory
02. Self Experience Not Products
03. Kill The Checkout

## 1. IKEA LOCAL MICRO-STORES



Ikea Local view



The large footprint of an IKEA location makes it difficult from a real estate perspective to place them closer to a highly educated, sophisticated and design-sensitive urban audience. However, within urban centers IKEA could create impactful "micro" locations designed to allow shoppers to virtually browse and "snag" items to their smartphones for instant check-out and subsequent home delivery.

Larger wall-sized interactions will become more common as the price of screen technology continues to drop. This more immersive approach would allow customers to see items at their actual sizes rather than "thumbnails" on their phone.

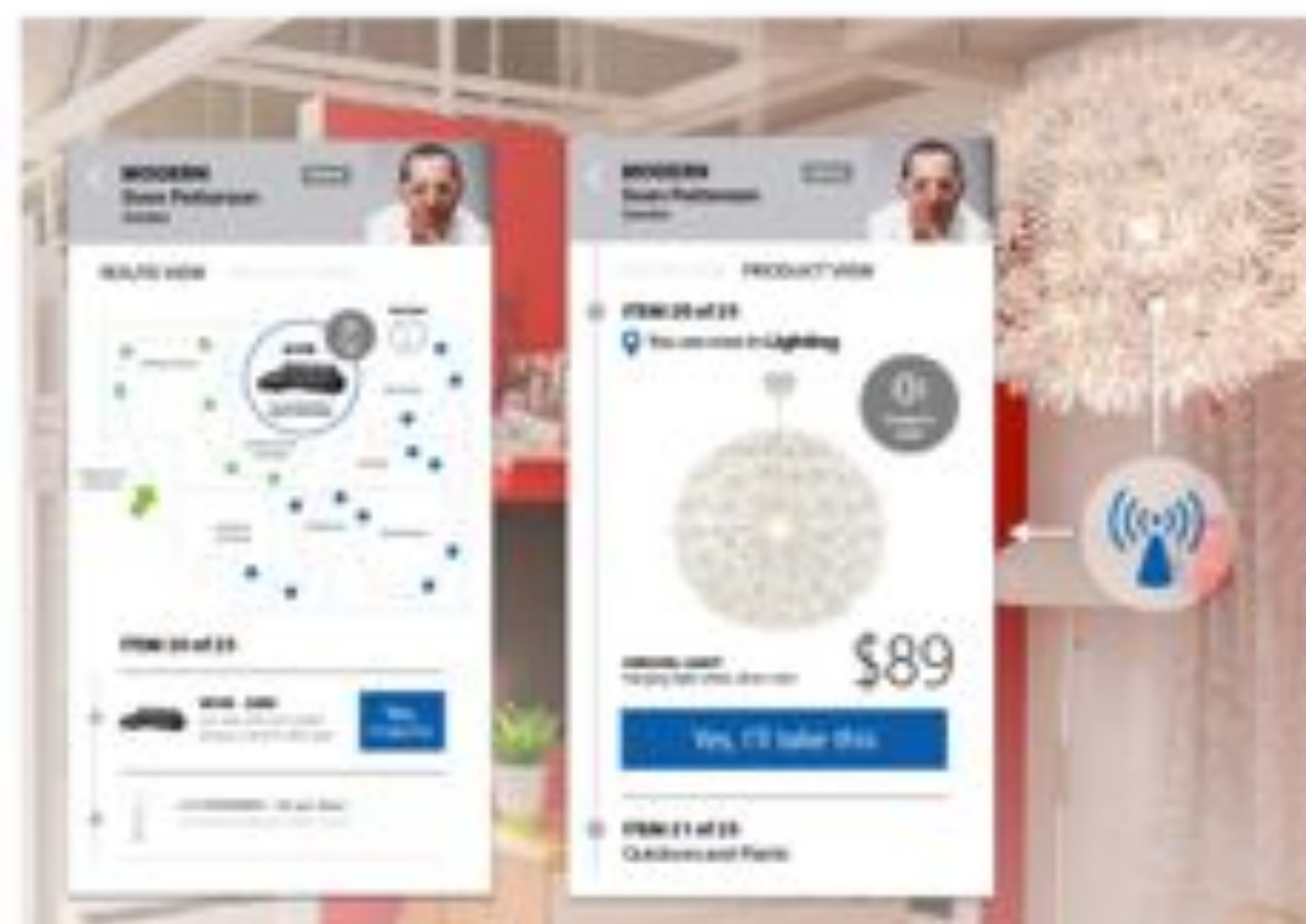
An advice area and café with complimentary wi-fi rounds out this focused and highly feasible shopping experience. And we can't forget the meatballs, available for microwave preparation.



## 2. VIRTUAL DESIGNER-LED SHOPPING



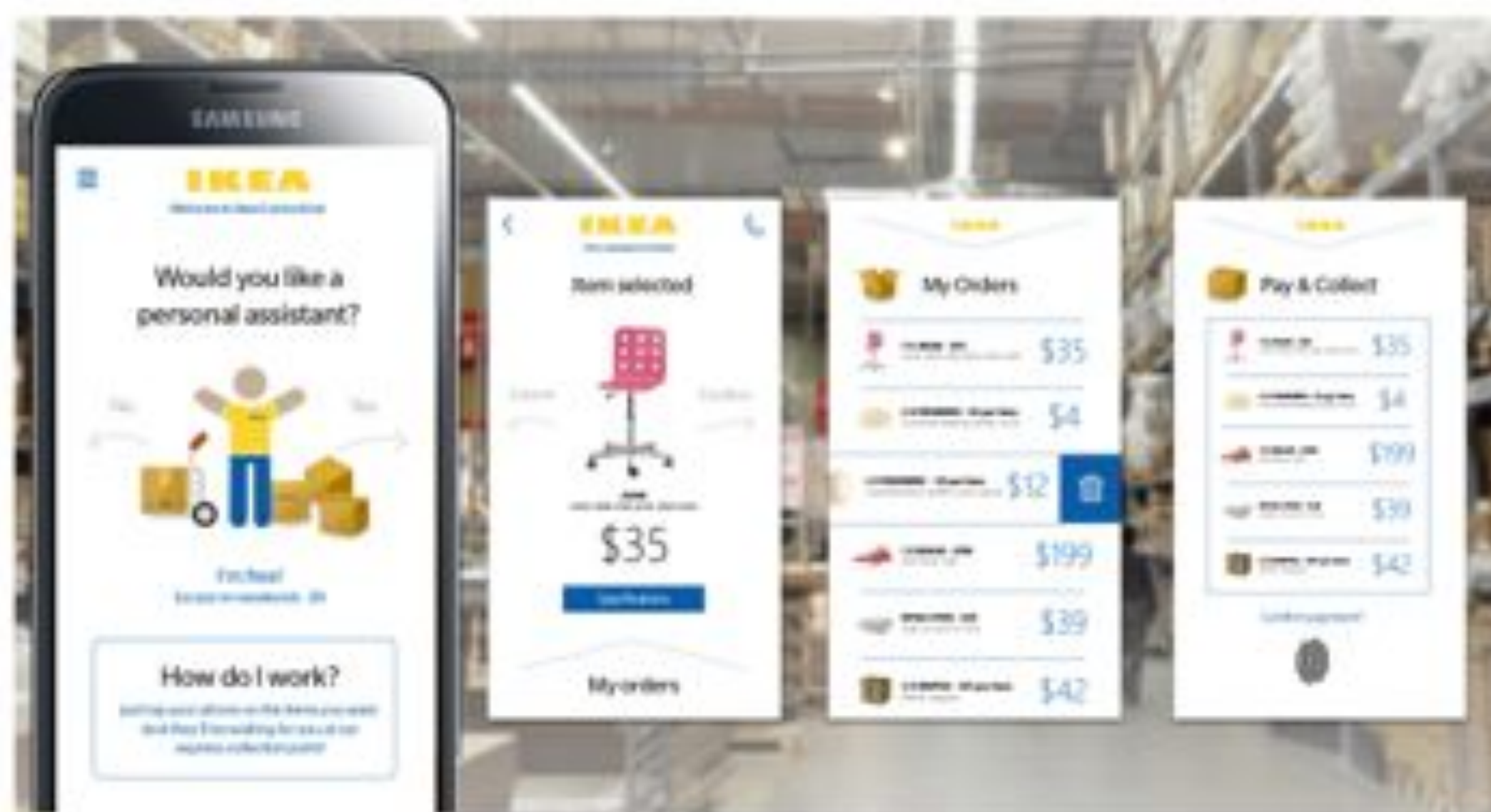
Designer Tour Guide Screens 1



Designer Tour Guide Screens 2

In entering the store, a virtual host accessible on smartphones offers to guide shoppers via beacon technology. These "meta-collections" of inventory, curated by the IKEA design staff and guest designers, help to simplify the shopping experience for those that might be intimidated by the vast sea of possibilities within the space. Product storytelling, way-finding maps, and checklists show which items to buy to be consistent with expert style and vision. Via your earphones you can also listen to stories of which unique design challenges are being solved, why pieces fit together as a concept, get advice on color schemes and other interior design recommendations. Beacons will make context as much a king as content. IKEA can use this BYOD (Bring Your Own Device) strategy to provide a richer and more educational shopping experience that helps drive sales.

## 3. MY GOPHER



Personal Assistant

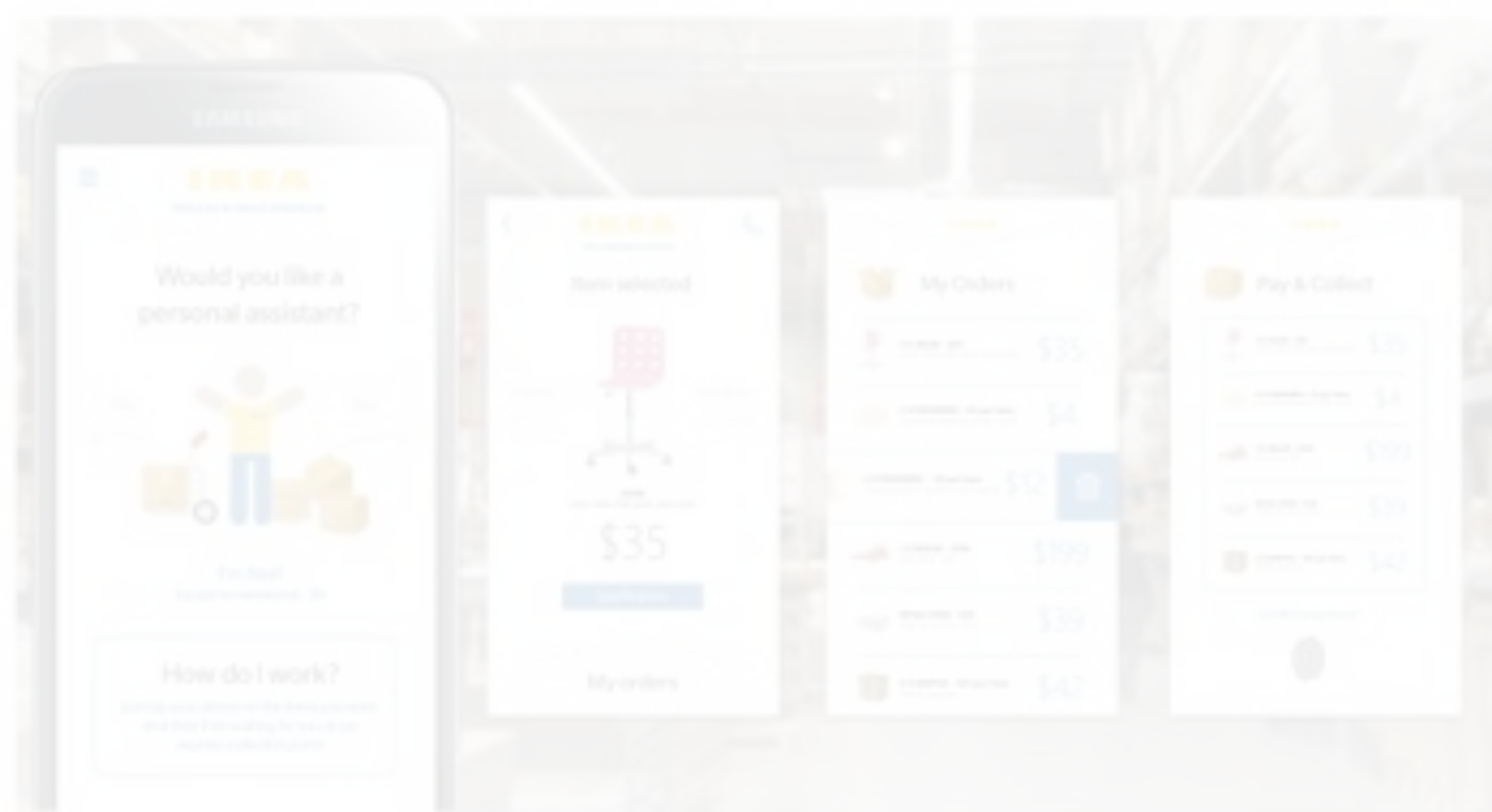


When a shopper signs up for this service on site they are wirelessly "paired" with an IKEA employee in the warehouse. As the shopper moves through the vast space making their selections they would be dynamically passing choices to this connected and mobile employee who then quickly collects the merchandise in real-time. Shoppers can contact their assistant directly through an app if they need to discuss an item in more detail, or make a last minute color swap on merchandise. This service could be offered for free during off-peak hours, and for additional cost during peak hours.

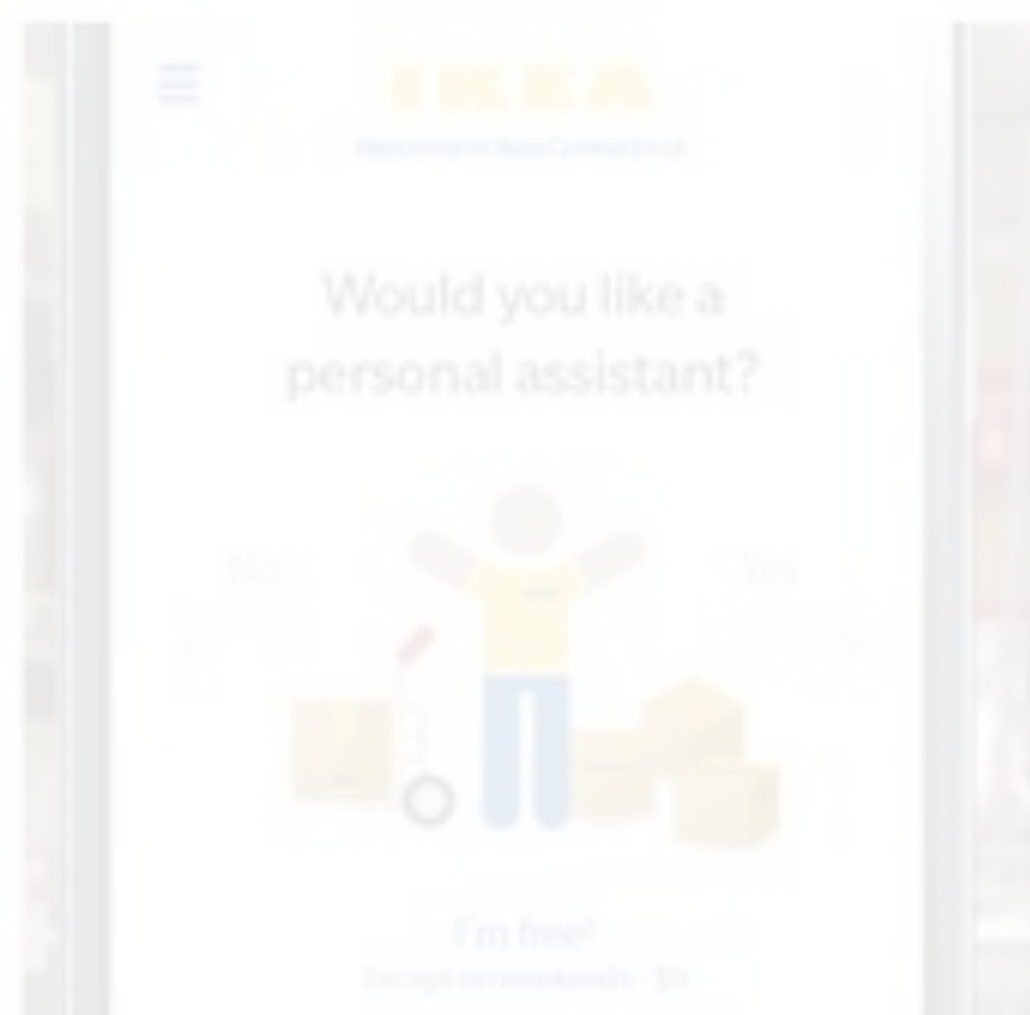
A shopper simply scans a tag with their smartphone to confirm a desired item. Then, all of the selections are in one place when the shopper reaches the warehouse at the end of the IKEA flow. To further save time the assistant could run the transaction ahead of time so all is paid for and ready to load within the vehicle, furthering reducing lines and time spent.



### 3. MY GOPHER



Personal Assistant



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### 4. HIGHLIGHT THE IKEA COMMUNITY ON A LIVING WALL



Community Wall



Why not more telegraphically tap into the passion of design-conscious consumers eager to express their decorating ideas? The most appropriate place for an interactive and engaging community wall would be within IKEA's restaurant area where everyone relaxes and recharges for the next push through the store. Wall-sized designs for interactive experiences will become more common in retail as the price of screen technology continues to drop.

#### Select Features:

- A place to share Instagram photos of ideas. These dynamic blocks would update through the day. Contributors can earn rewards for sharing.
- A "Virtual Pin-board" could enable shoppers to ask questions and requests to the surrounding community. An example might be "Seeking zen garden designer in New Haven, Connecticut".
- Staff and community achievements such as "With local donations this store raised \$12,000 for cancer research".
- Beacon driven special offers.
- Smart store information such as the store's quietest periods.
- Show interface for uploading... more product personality





STORE CONCEPT

# THE FUTURE OF HOME DEPOT



Concept by:

**zemoga**<sup>^</sup>

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Team: Chad Rodriguez, Juan Diego Velasco, Jorge Echeverry,  
Ron Jervis, Tom Lafferty





## STORE CONCEPT

# THE FUTURE OF HOME DEPOT



Concept by:



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Team: Chad Rodriguez, Juan Diego Velasco, Jorge Echeverry,  
Ron Jarvis, Tom Lafferty

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by the brand in any way.*

Cities have always been a hub for creative talent. More and more of that talent has begun doing more with their hands, creating things from scratch. There have always been two issues with DIY in urban environments: lack of experience in DIY and lack of space. With Home Depot's "Simple DIY," customers can finally get their DIY journey started.

### Key needs

- 02 One-Click Everything
- 03 Digitize The Real World
- 06 Zero Inventory
- 09 All The Checkout

It begins on Home Depot dot com where the customer can select the Simple builder. From there they can give to information about what they want to accomplish. Such as, "Build a standing desk with a budget of \$300 with X dimensions". Home Depot's wealth of knowledge will be able to aggregate all information into a shopping list (wood types, screws, nails, glue, etc) to build the desk within their budget. The shopper can save that list of recommended materials and access it via their Home Depot App.

Once at Home Depot, the user will launch the Home Depot app, and iBeacon technology will highlight areas within the store where those items are located when the user is in range. Once they find an item in the store

and confirm that they have placed it in their basket, the item will be checked off on their list. Upon completing the gathering of products, the Home Depot App will then offer the shopper to build their item in one of Home

Depot's "Design Studios". These are specialized small work spaces where tools, space, materials and everything else needed are provided for the customer.

From here they can build their items in a space with all the tools necessary. Once completed the Home Depot can deliver that item locally next day for the customer. This allowing the Home Depot to create a true end to experience that leads the consumer from the couch to aisle. This could be expanded to other markets easily where Simple DIY can help thousands build better and smarter in their own personal garage or working space.



STORE CONCEPT

# THE FUTURE OF SELFRIDGES & CO

SELFRIDGES & CO



Concept by:

**YourStudio**

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## STORE CONCEPT

# THE FUTURE OF SELFRIDGES & CO

SELFRIDGES & CO

Our concept builds on the imaginative nature of Selfridges & Co. to re-vision an in-store experience for its next generation of customers.

We have created a landscaped store environment to meet new customer needs, where shoppers experience multiple tempos and functions, seamlessly interweaving inspiration with connectivity and an enhanced sensory journey around the store. Products are put together in enclaves which appeal to particular tribes, enhanced through a dedicated Selfridges app. A Sensory Canopy guides customers around the store with sound and scent and along the way interactive digital pin-boards help curate and inspire a personally tailored Selfridges experience. Experiential Valleys fire the imagination, encouraging and enabling the trial of products in a variety of immersive environments, simulating different seasons and imaginative locations relative to the product types.

Bringing the inspiring Selfridges world closer to their global online audience, the Walk-in Window is a pop-up exhibition space where the artistic windows are re-presented globally in a glass vitrine whose interactive features mean shoppers can interact and engage realtime with the global Selfridges community.

The future Selfridges customer will enjoy an immersive and intuitive shop that brings them closer to objects and items that inspire them, building on Selfridges' principles to make their stores a destination that promises to surprise, amaze and amuse its customers and deliver extraordinary customer experiences.

## Concepts:

1. Let Selfridges Curate Your Journey Around The Store Based On Your Tribe And Mood
2. Interactive Digital Pin Boards Help Curate And Inspire Your Tailored Selfridges Shopping Experience
3. Walk Into The World Of Selfridges, Wherever You Are

Concept by:

**YourStudio**

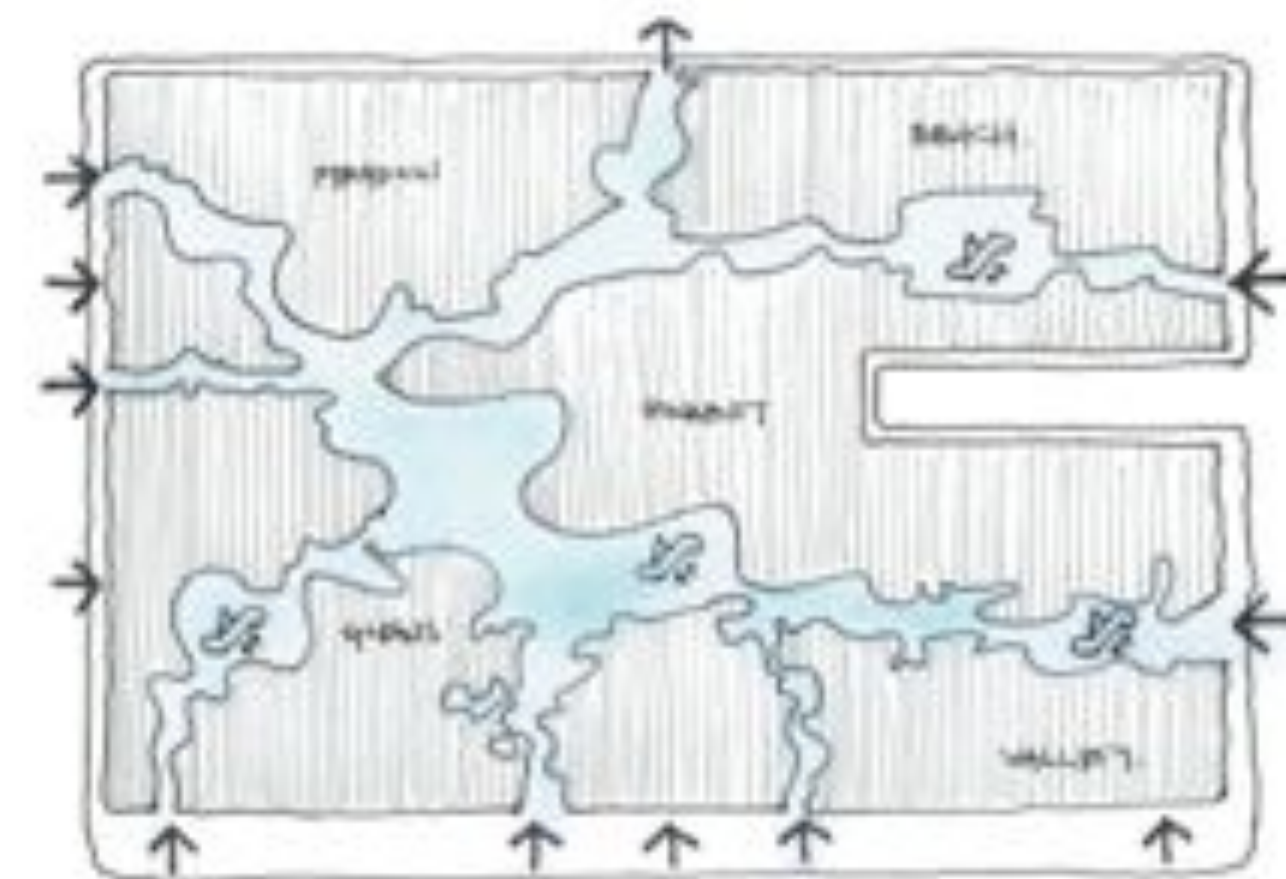
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## 1. Lifestyle Landscape & Sensory Canopy

Let Selfridges curate your journey around the store based on your tribe and mood



**Lifestyle Landscape** rethinks the store layout through a series of styled environments where products are showcased together with clothing, equipment and display tailored to particular aspirational tribes.

The 'Forest' for the outdoor loving adrenaline junky  
The 'Valley' for urban cool  
The 'Glens' for the intellectual thinker  
The 'Meadows' for the unique fashionista  
The 'Beach' for the languid wanderer

This can be further enhanced through a dedicated Selfridges app.

This landscape is paired with the Sensory Canopy, which acts as a experiential wayfinding system through emitting sounds and scents to guide customers to the different environments that are most suited to their preferences. As the shopper gets closer to particular environments, the sounds will increase.



**YourStudio**



## 2. Lifestyle Looking Pool

Interactive digital pin boards help curate and inspire your tailored Selfridges experience



The **Lifestyle Looking Pool** is an interactive experience where shoppers are recognised as they enter, triggering screens that give a snap shot of their personal taste, previous shopping history and where suggestions by Selfridges, or other shoppers are shown in a large scale 'Pinterest board' style.

It serves to inspire, surprise and introduce new and unexpected products to shoppers.



An interactive digital pin board tailored to each individual shopper



## 3. Experiential Valley

Trial product and fire the imagination in a variety of immersive environments



The **Experiential Valley** is a valley of pods that allows shoppers to experience products or new purchases in an environment that simulates different seasons or places. Shoppers can try a new coat at -10 degree weather with mild storm or model a new bikini in the Caribbean. Some of these can be alternative spaces where shoppers can take a moment to play and turn their world around through surprising textures, strange and wonderful forms, and cheeky compositions.

*"Develop Imagination. Throw away routine."*  
— Henry Gordon Selfridge





### 3. Experiential Valley

Test product and fire the imagination in a variety of immersive environments



The Experiential Valley is a valley of pods that allows shoppers to experience products or new purchases in an environment that simulates different seasons or places. Shoppers can try a new coat at -10 degree weather with mild storm or model a new bikini in the Caribbean. Some of these can be alternative spaces where shoppers can take a moment to play and turn their world around through surprising textures, strange and wonderful forms, and cheeky compositions.

"Develop Imagination. Drive deep desire."  
— Henry Gordon Selfridge



### 4. Window Into Selfridges

Walk into the world of Selfridges, wherever you are



Selfridges are famous for their creative and imaginative windows. **Window into Selfridges** are mini pop up stores fitted out like Selfridges windows which shoppers can step into and try out digital cut out outfits, make a purchase and immerse themselves into the world of Selfridges, from wherever they are.

To enhance the experience, shoppers from all over the world are connected through portholes, where they will be able to see behind the scenes of the Selfridges world; listen to sounds from different stores; and add to it through recorded messages.





STORE CONCEPT

# THE FUTURE OF J.CREW

J.CREW



Concept by:

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CONSULTING**

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slalom.com





## STORE CONCEPT

# THE FUTURE OF J.CREW

Concept by:

**SLALOM  
CONSULTING**

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slalom.com

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by the brand in any way.*

With the advent of iBeacons and big data analysis, we are entering the true age of anticipation. The time when your presence or actions create a chain of reactions and desired options without you having to make any effort.

This store concept demonstrates how these technologies, along with existing solutions such as CRM, could be deployed.

In this store, the customer's interest in a piece of clothing immediately pulls up information they might need on fit and associated products without them asking. The fact that the customer may want to try on an item and then pay for it is anticipated by minimizing the effort it takes to do this.

The benefit is not only for the consumer: the store can reduce floor staff and inventory, and potentially more loyal customers.

### Key trends

- 01. One-Click Everything
- 02. Digital The Real World
- 03. Zero Inventory
- 04. Kill The Checkout

1. The user checks in to a store using NFC tag enabled entry doors. Alternatively, an iBeacon wakes up the store's app installed on their phone.
2. As the customer approaches items, the app serves pages with outfit suggestions involving this item.
3. The brand's app notes the check in (maybe posts to social apps). The app has your profile with shirt sizes, pant sizes, shoes sizes etc..
4. Customers have the option to enter a set of their body measurements in the app. When approaching an item in the store, the app can show the user exactly how the item would fit them.
5. If the customer wants to try an item on, they swipe the NFC tag the hanger, sending details to the app + the store's changing rooms. The store is designed to only have a few pieces of each item on the floor.
6. Customers have the option to enter a set of their body measurements in the app. When approaching an item in the store, the app can show the user exactly how the item would fit them.
7. When finished shopping, the customer checks at the changing room using an NFC tag and joins the waiting list. When it is their turn they simply pick up their clothes from the attendant. If they need a different size they request it with the app.
8. The customer selects which items they want to buy from the a screen in the changing room (which is synced to the items they scanned). They then then pay for the item by swiping the NFC tags in the changing room. A receipt is emailed and all data from the visits stored for analysis.

**SLALOM  
CONSULTING**



STORE CONCEPT

# THE FUTURE OF STARBUCKS



Concept by:

**BULL  
DOG  
DRUM  
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*This concept is an artist interpretation and not endorsed by the brand in any way.*

On the pages that follow, you'll see three very specific ways that we think Starbucks can transform its current experience based on your nine "future of retail" trends. Each of these ideas has an overarching exploration of the larger idea, followed by a number of tangible examples of how that idea could manifest itself through space, service, and experience redesign or the implementation of new technology. It's our hope that these ideas inspire creatives around the country as they imagine and create the next future of retail for brands of all kinds.

### Concepts:

1. An App That Enables A Faster, More Efficient And More Personalized Coffee Experience
2. Locally Rooted in The Region & The Community
3. Redefining The Third Place Once Again

### Key trends:

- 02 One-Click Everything
- 03 Digital The Real World
- 06 Zero Inventory
- 09 Kill The Checkout

## 1. An App That Enables A Faster, More Efficient And More Personalized Coffee Experience



Put the current Starbucks app on steroids to deliver an experience that seamlessly makes the entire in and out of store experience better for all customers by transforming what's currently a fairly one-dimensional experience that provides standard information such as store locations, rewards, and gifting options, into a multi-dimensional experience that enables people to have a faster, more efficient and more personalized coffee experience. Starbucks can create a new stream of deep and trusted communication enabled by technology. There is tremendous potential to integrate and design around NFC, geotagging, rich and layered data capture, interest-based marketing and personal communication in a way where the technology fades into the background and functionality takes precedence to enable an entirely new coffee experience.



The new app would allow customers who are on-the-go the option of ordering and paying for their drink before they even step foot into the store, or for those who just want a drip coffee, a way to quickly serve themselves and pay before going about their day. Further, the app would allow regular customers to have their drink of choice ready and waiting at the same time every day, with the NFC sending a signal to baristas to prepare the customer's drink as soon as they enter the local area. At retail and lifestyle centers, the new app would allow shopping customers to order drinks from anywhere in the center and have the order delivered to them through geotagging. For groups, the new app would enable seamless ordering from multiple accounts onto one order, which would then be prepared in readiness for a scheduled pick-up time. Through data-capture and interest-based marketing, the app would send relevant offers to people based on their location, time-of-day and overall preferences. And finally through the ability to personally communicate, the app would facilitate personalized communication from Starbucks and even from baristas—creating and reinforcing a true sense of community and a one-on-one relationship.



## 2. Local



## 2. Locally Rooted In The Region & The Community



Build on Starbucks' recent push to differentiate their stores by creating experiences that are truly rooted regionally and within the community. By artfully incorporating regional tastes and preferences, Starbucks can deepen its already strong relationship with customers and integrate itself into the local community. And in doing so, Starbucks can also begin to fight the problem most global brands increasingly face—homogeneity—by giving each region a true sense of unique identity, which in turn will give customers a reason to visit more often, fall in love further, and become bigger fans of a brand they already love.

A new focus on regional and community experiences would open up the opportunity for Starbucks to partner with chefs in creating new beverages and food items locally to reflect that community's preferences. It would also enable regional tastemakers to influence the content at each Starbucks, curating a selection of iPad books, magazines and video content that inspires and engages the people of the local community. And from a purely aesthetic point-of-view, this new focus on local would allow each store to bring in hand-crafted elements from local artisans and makers—including outdoor furniture, art, reclaimed tables and chairs, and more. Outside the stores, this new focus would allow Starbucks to put itself in the center of people's journeys to new cities. Through an artfully crafted mapping program, Starbucks would allow customers to curate an experience centered around store locations whether that's arriving in NYC for the first time and wanting to see the sites, or heading across the country on an epic road trip. Who needs Google Maps when you can map via Starbucks and always know where you can find your favorite drink along the way?



## 3. Redefining The Third Place Once Again

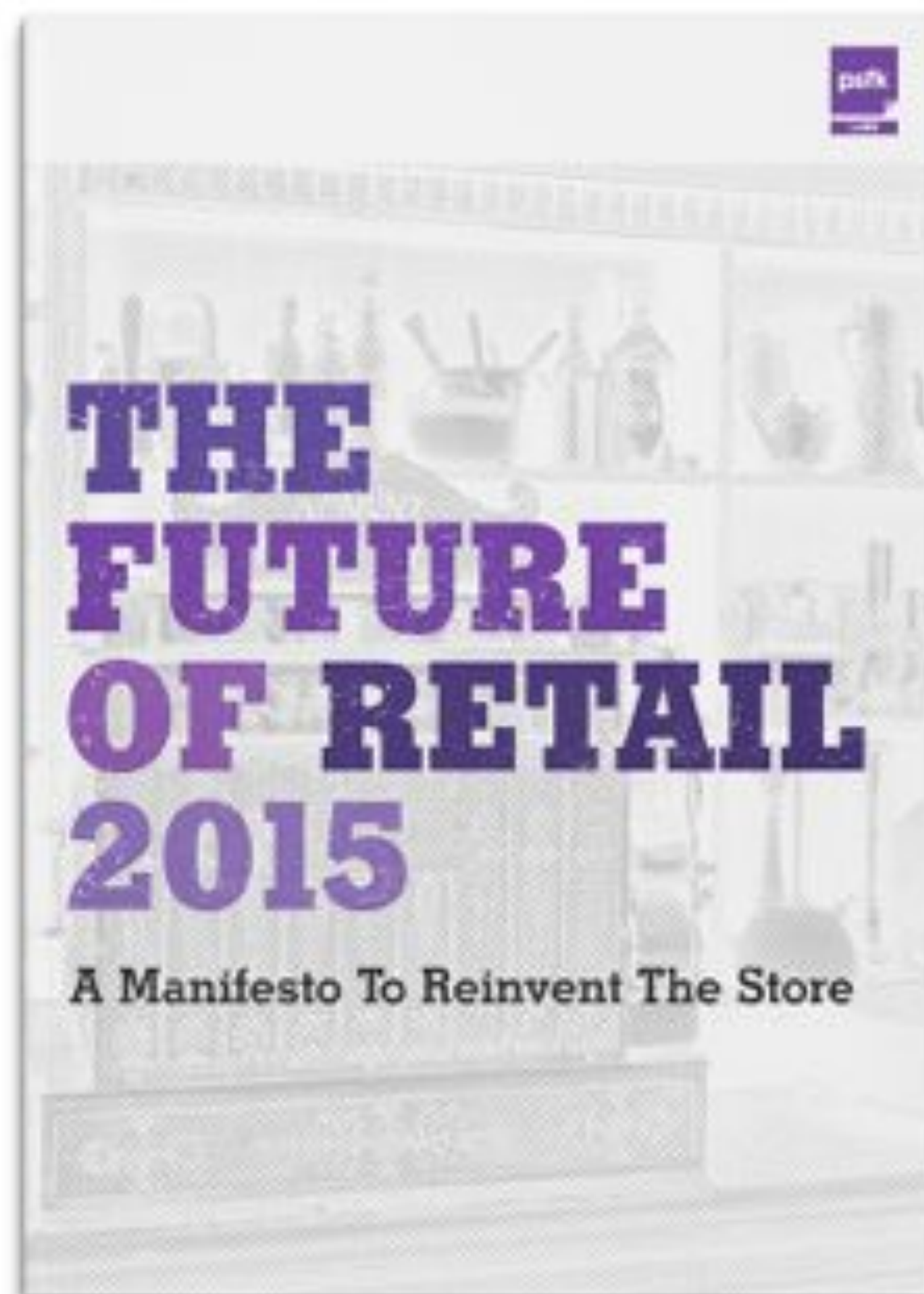


More so than any other retailer, Starbucks has crafted a true third-place—a place other than people's homes and offices where they can come, relax, spend time and hang out with other people. But increasingly, that third-place has become either an office-outside-the-office, or in many cases, a primary office for those who are choosing to work outside of traditional spaces. Starbucks can take advantage of this by crafting a new third-place specifically designed to help people work better, faster, more efficiently and in ways that suit who they are and what they do. And in doing so, Starbucks can create ever-stronger bonds of connection and relevance with customers through experiences made specifically for them.

From opening up workplace specific stores, to private rooms in current Starbucks stores, to tables simply equipped to facilitate working, Starbucks can take a layered approach to becoming the next third-place. In workplace specific stores or in stores with private working rooms, customers would be able to reserve space ahead of time—removing uncertainty while being able to arrange for Starbucks food and beverage catering. For tables better equipped to facilitate working in current stores, customers would be able to order drinks right from their table—eliminating the need to get up and go to the counter. These work-from-Starbucks customers will also be able to access faster internet speeds than those typically offered to the casual browser. And through a workplace rewards program, customers who use Starbucks as their office—either on an ongoing or temporary basis—would get special offers from both Starbucks and partner brands whose services complement the overall experience.







## PSFK's fifth annual report on the Future of Retail:

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- 10 actions to redefine your retail experience supported by trends
- Perspectives from leading shopper experts across the globe
- Supporting stats, implications & retail concepts

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# THE FUTURE OF RETAIL 2015

**A Manifesto To Reinvent The Store**