The Future of lululemon Retail

- What is the over-all vision?
- New CTO, need to be sure on our vision for retail to influence her.
- Once all have agreed we should determine what we can offer (Inventory, Guest Info etc) and design to this vision.

- Retail needs to be looked at as a cohesive unit whether it be traditional in-store, ecomm or other outlet (GEC, Team Sales etc…)
    - Each should play to it's strengths while providing a frictionless experience to our guests.
    - All interactions should be used to gather data.
    - All data should be mined to provide business intelligence and an enhanced view of individual guests
    - All data should be accessible to the other outlets and areas of the company (Product Design, Management, Logistics etc)
    - Shared systems (CRM, Inventory) should be standardized and made available to all other outlets.
    - Security and compliance should be build into all interactions.
- Retail breaks down into three parts, Automation, Awareness and Immersion. We have been focusing on Automation but have not spent enough time or effort on Awareness or Immersion.
- **Automation**
    - Optimization of basic retail tasks allowing more time for guest interaction.
- **Awareness**
    - What are the guests doing individually and corporately
- **Immersion**
    - Building a relationship to influence buying habits

- **Automation**
    - Efficient inventory
        - restock report
        - shipping/receiving
        - inventory from/to anywhere
    - Well designed POS
        - Line Busting
        - Efficient Guest Information display
        - Efficient purchase/return functionality
    - Secondary (BBR)
        - Guest Information
        - Purchase from other locations
        - real-time inventory

- Educator based Reporting
- Shared Cart
- Multiple payment types (CC, Cash, GC, Apple Pay, WeChat etc…)
- **Awareness - Guest**
    - **We should identify and tie all interactions to a guest.**
    - Guests should be individually or micro-segmented
    - All interaction should be low friction
    - Interaction should be based on preferred shopping style. (individual, high-touch etc…)
    - communication should be based on preferred interaction style (online, social media, txt, etc…)
    - Guests should be ranked as to profitability potential
    - We should be collecting guest information from
        - Online
            - products
                - purchased
                - in cart
                - removed from cart
                - clicked on
                - combinations
                    - product
                    - color
                    - size
            - Parts of the site visited
                - sustainability
                - events
            - General browsing history
        - In Store
            - products
                - purchased
                - picked up
                - tried on
                - not purchased
                - returned
                    - state of return
                    - reason for return
                - combinations
                    - product
                    - color
                    - size
            - Product comments made in-the-moment to Educator
            - Digital interaction devices (Community Board and Fit-room Mirror)
                - All Interactions should be tied to a user (NFC,Wifi, QR Code)
            - preferred shopping style
                - individual

- high-touch
- Other sources (CRM, Facebook, loyalty, twitter, linked in, email scanning from app. etc..)
  - Shop-app
    - access to email
    - calendar
    - other
  - Facebook
  - Loyalty
  - Twitter
  - Linked-In
  - Data Collected
    - life events (wedding, pregnant etc…)
    - athletic activities
      - sports
      - activities (meditation, yoga)
      - events (seawheeze, marathons, concerts etc…)
        - We should track Seawheeze
          - result times
            - end and intra-race
        - clothing sizes
    - political views
    - Product/Brand sentiment analysis
    - age
    - gender
    - geographical region
    - income
    - computer literacy
    - number of connections
      - facebook
      - linked in
    - size preference
    - color preference
    - excitement level (always buy new products quickly)
    - travel history
    - employment history
    - relationship/status
    - religion
    - health
- Sensors
  - We should track the identified guest around the store and tie it together with product movement.
    - Beacons and RFID XY Tracking
- Tokenization
  - Tokens should tied to a guest and shared between platforms
  - We should have a single token provider globally.
  - Tokens should be used for

- Return-to-card
- Phone purchases
- any future subscription services
- Data Mining by BI
- **Awareness - Corporate**
  - **All Product interaction should be recorded**
  - Product Interaction should be minded for trends
    - patterns
    - fabric
    - sizes
    - colors
    - combinations
    - Movement and interaction
      - Heat-mapping
        - browsing vs. touch
        - general movement
          - female vs. male
        - Interaction time
          - browsing
          - fitting
          - purchasing/returning
          - male vs. female
    - Product Tracking
      - purchased
      - moved
      - touched
      - tried-on
        - purchased
        - not-purchased
        - combinations
          - size
          - color
      - asked educator for another product
        - size
        - color
      - Product Feedback to educator
  - All interaction and trends should be used to generate predictive analysis
    - replenishment
    - pricing
    - trends
    - individual guest worth
  - All data should be available to all parts of the business
    - marketing
    - product development
    - logistics
    - Asset Protection
    - Management

- **Immersion**
  - personal product suggestions based on
    - Guest and Corporate data mining. (See above)
    - high-value items
    - items we have too much of
    - inventory levels
    - upcoming events
  - Communication
    - should be made though the preferred method identified by the guest
      - Call High-value guests if that is what they want
    - should be timely
  - Relationship building
    - depending on the value of the guest they should be offered levels of free interaction.
      - High-value guests should be identified and personally managed
        - High-value
          - big spenders (and not big returners)
          - influencers (social media, traditional media etc..)
            - global
            - national
            - regional
      - Routed at the GEC to senior educators or a single educator assigned to them personally
      - Identified in-store
        - assigned an educator for the length of their visit if high-touch shopping style
      - All interactions should be extremely low-friction
      - short-run exclusive products
      - exclusive access to up-coming products
      - life-style assistance
        - access to ambassadors
        - goal setting
        - exclusive events
      - Access to custom-fitted LAB products
      - Immediate delivery via Uber or other transport
- **Future Ideas**
  - what is she wearing? - product details from picture
    - hidden code in products only seen by camera
  - Seawheeze
    - Real-time Seawheeze timings during the race
      - App tied to GPS
    - Cameras at multiple locations tied to timing and coordinates from the App
      - runner can watch themselves after the race
      - people can watch individuals in real-time
  - AWS Alexia integration (Echo)
    - lulu specific

- seawheeze training
- link into the mirror
  - running/biking routes sent to phone
  - store events
  - places to do yoga
- Online order has arrived
- hemming is done
- Whats new this week?
  - take into account
    - person
    - size
    - previous purchases
    - days they spend money (when do they get paid?)
    - Up coming events at their store
    - digital mirror connection
  - AI
    - predictive returns based on product and user patterns
    - replenishment projections
    - pricing optimization
    - https://betanews.com/2017/02/01/ai-retail/
  - Uber, AWS, Postmates for fast delivery from closest store
  - Self Checkout
    - put RFID tag in a shopper and assign that tag to a guest
    - anything the guest puts in the bag and walks out of the store with is automatically billed to the guest.
  - Customized Receipts
    - online
    - paper
  - How to videos
  - 3D printers
    - print buttons, labels .. small parts
  - Beacons
    - We need to give the Guest a reason to have the app open in store.
  - Digital mirrors
  - Show rooms where product is delivered later that day.
  - light mapping
    - https://www.wired.com/2017/04/lightform-magical-little-device-transforms-whole-rooms-screens/
  - Laser measurement of guests then tired to product recommendations or custom LAB products
- Outstanding questions
  - Why doesn't the Lab allow for online custom orders?
  - how do we identify a guest when they enter the store?
  - how do we present meaningful information to the educator when needed?
  - how do we not become creepy?