



Bridging Physical And Digital Retail With Interactive Technology

Case Studies





Bridging Physical & Digital Retail With Technology

Client Overview

A well-known company with a portfolio of popular shoe brands.

Problem Statement

The client wanted to create a unique, engaging experience for customers in their flagship store that would provide real-time product information in a way that felt effortless, and created a sense of wonder and magic.

Objectives

- Create an experience that feels magical by seamlessly integrating technology into the shopping environment
- Provide customers with instant, interactive product information
- Enhance the in-store shopping experience
- Differentiate the flagship store from traditional retail environments

Solution Overview

We developed an interactive "magic mirror" system that displays product information when customers try on shoes. The solution combines RFID technology, custom software, and specially designed mirror displays to create a seamless and engaging experience.

Key Features

1. RFID-enabled product recognition
2. Interactive touch-screen mirror displays
3. Real-time product information presentation
4. Integration with client's SKU management system
5. Custom Content Management System (CMS) for display content
6. Analytics collection on customer interactions



Implementation Highlights

- Developed custom firmware for RFID readers
- Created a tool for in-store generation of new RFID tags
- Designed and assembled specialized mirror displays with IR frames
- Made custom floor-embedded RFID readers
- Integrated with client's existing systems for product information

Results And Impact

- Successfully deployed in the client's flagship store
- Created a unique, memorable shopping experience for customers
- Provided instant access to product details, enhancing customer decision-making
- Gathered valuable data on customer preferences and interactions
- Differentiated the client's retail space from competitors

Innovation Spotlight

This project seamlessly blended physical and digital retail experiences, creating an interactive environment that felt magical to customers while providing practical product information and gathering valuable analytics.