



Team 1

Aastha Arora	A0178188I
Pradeep Kumar	A0163453H
Rubi Saini	A0178255W
Boo Kia Twuan Kevin	A0122213A
Peeravich Jirathiyut	A0178491R



HORA

AGENDA

- Introduction
- Business Requirements
- As-Is Process
- Challenges & Pain Points
- Proposed Tech Innovation
- Conclusion



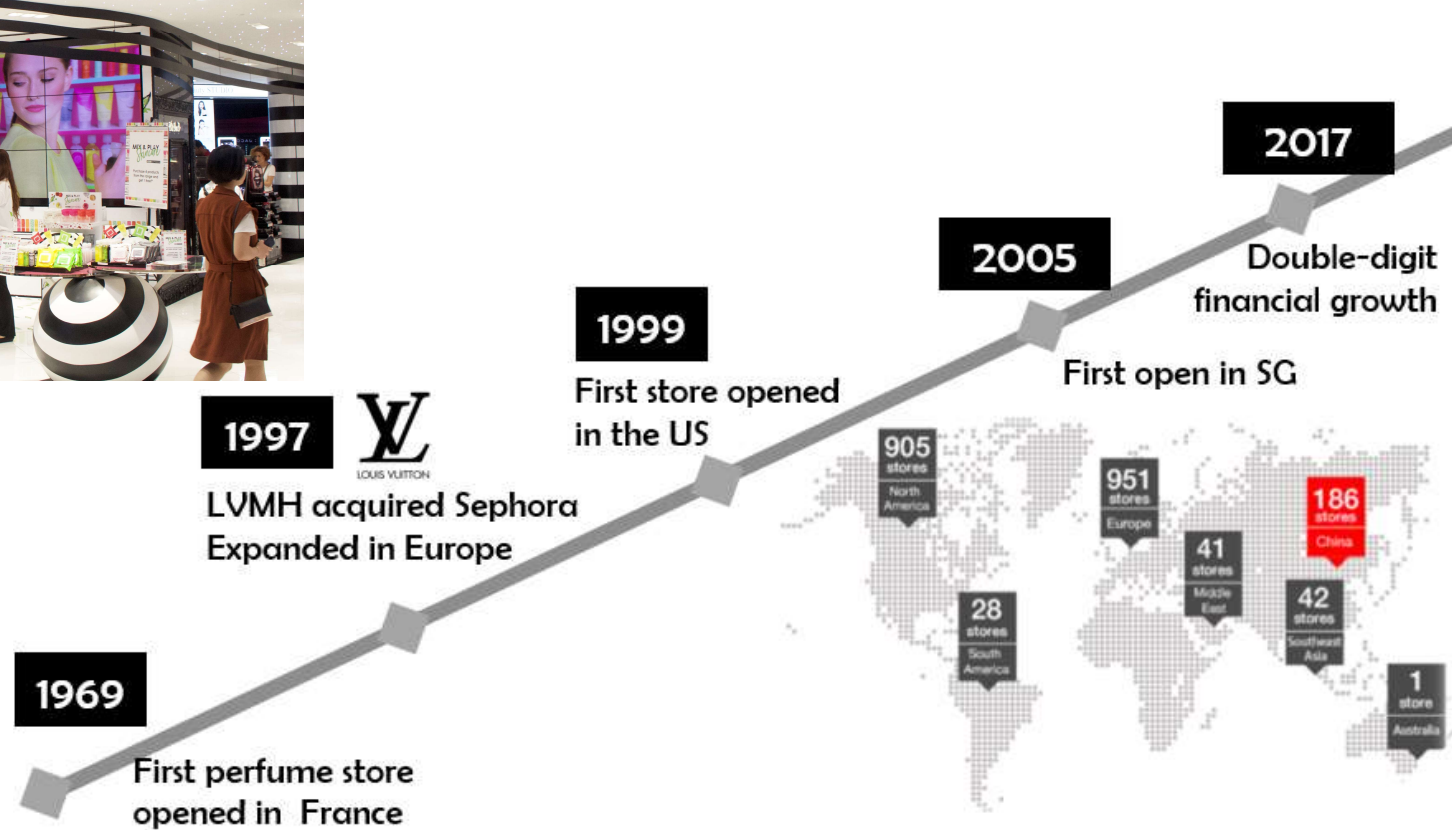
INTRODUCTION

- A visionary beauty retailer
- Nearly 300 brands beauty products
- Provides unique shopping experience
 - Try, Play Dare and Enjoy

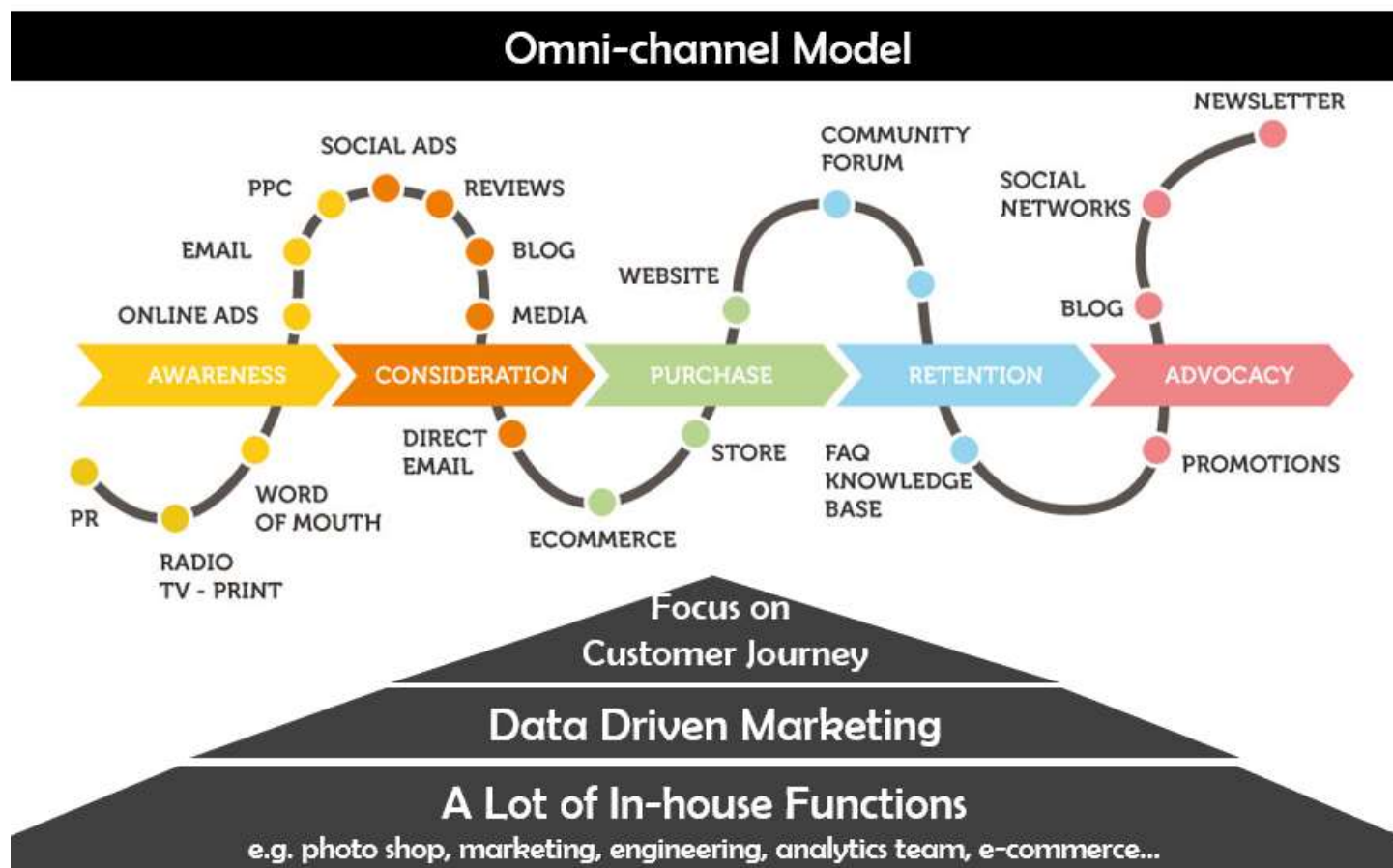




A wonderful Global Presence!



Sephora has been successful because of



Research Methods



Store Visits



Customer Interviews



Discussion with Executives



Found Insights and Identified Issues

Team 1

Purpose & Values

Purpose: Inspiring Fearlessness

“ At Sephora, we believe beauty is for each person to define and ours to celebrate. Together, we support and encourage bold choices in beauty—and in life. Our purpose is to inspire fearlessness. ”

Values

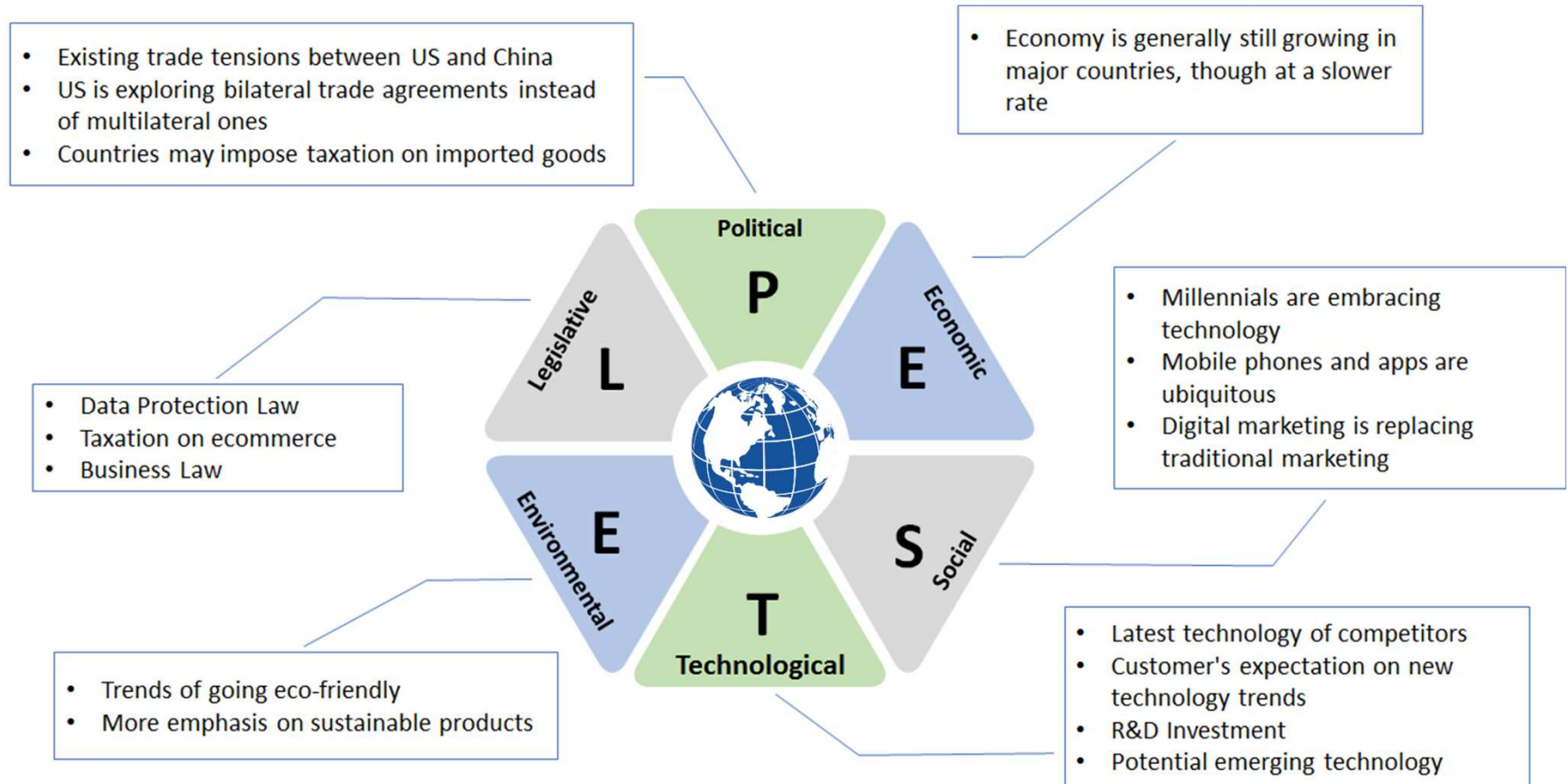
“ At Sephora we live, breathe and act by our values: Passion, Innovation, Expertise, Balance, Respect for All, Teamwork, and Initiative.”

<https://jobs.sephora.com/content/our-story/>

Business Analysis

Team 1

PESTEL Analysis (Sephora)



Scope & Problems

In-store customer experience

- Many Potential trending technologies to further enhance in-store experiences

Digital Experience

- Many Potential trending technologies to further enhance digital experiences

Store/Inventory Management

- Staff restock manually by hand
- Can be hard and make in-store traffic jammed when store is crowded

Customer Journey

Awareness

- Social Media
- Ads

Explore

- Online
 - Web Review
 - Beauty Board
 - Chatbot & In-App
- Voice Control
- Offline (In-store)
 - Beacon Tech
 - Color IQ
 - Fragrance IQ

Try-on

- In-store try on
- In-store 3D AR Mirror
- Tryout samples taken from store
- Virtual try on with AR on mobile

Purchase

- Store purchase
- Online purchase
- Subscription (Only in US)

Post-buy

- Write Review
- Re-purchase
- Loyalty & Rewards

Team 1

Key Processes

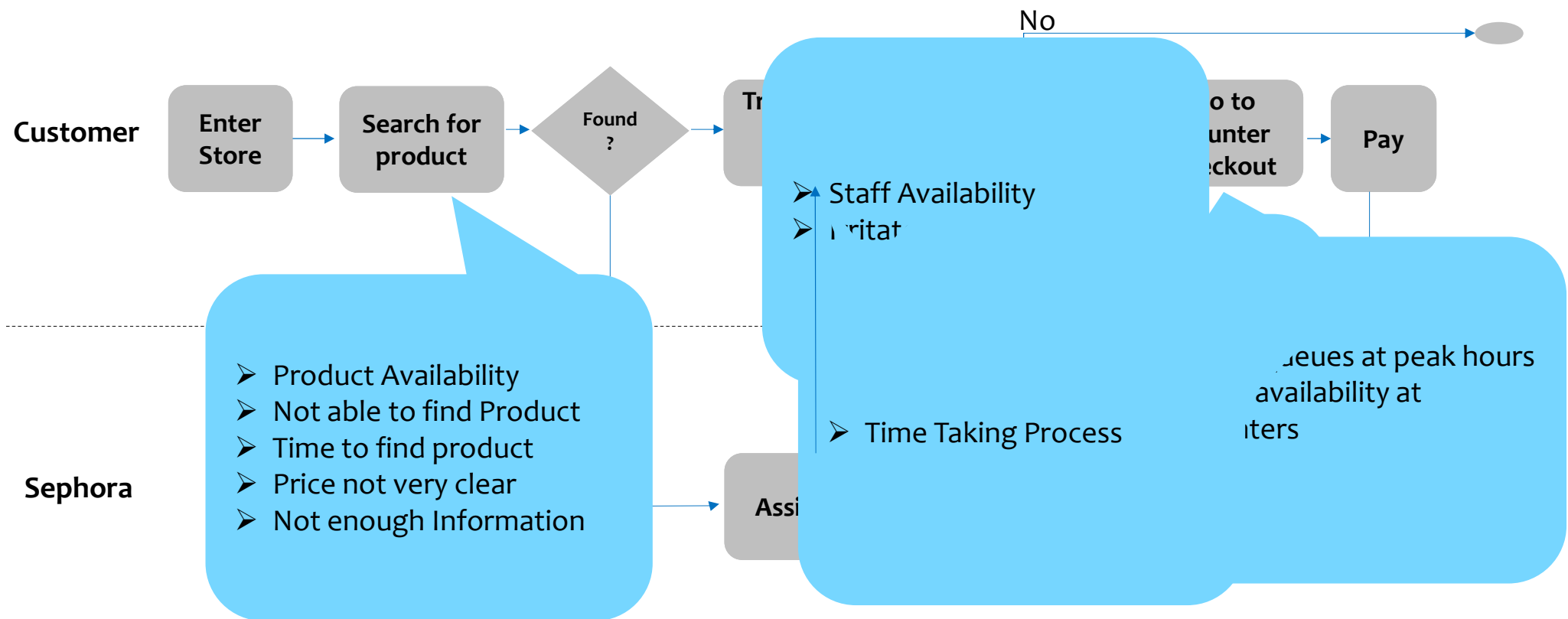
Explore

Try-on

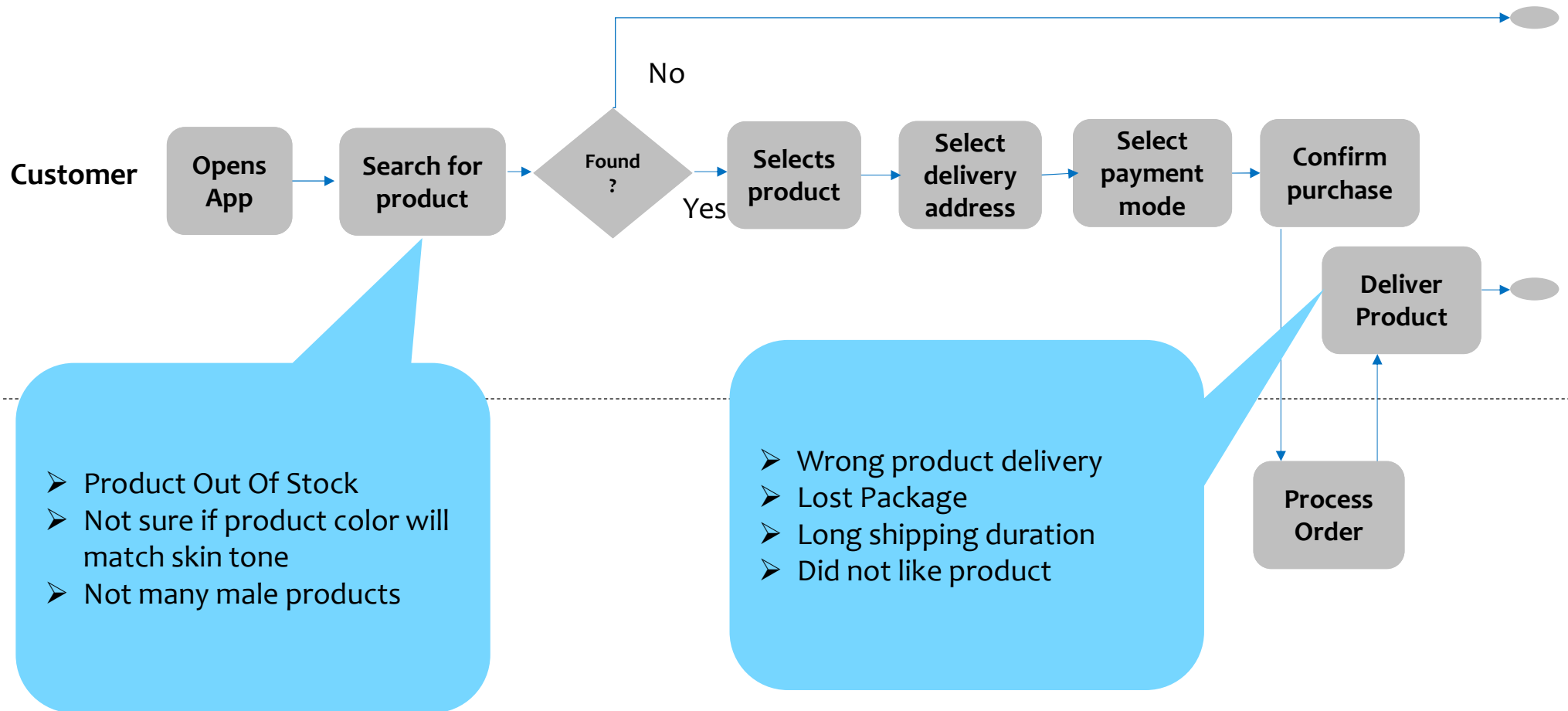
Purchase

Current Process (As-Is)

As – Is Process : Offline



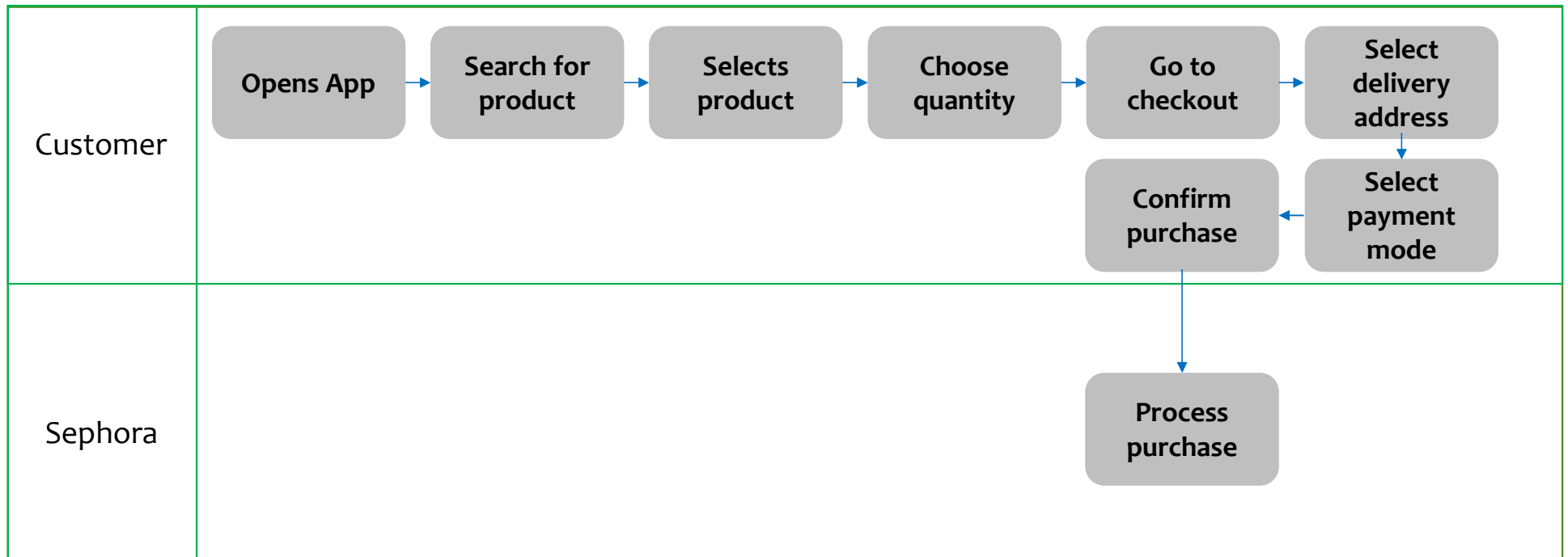
As – Is Process : Online



Recurring Order Process

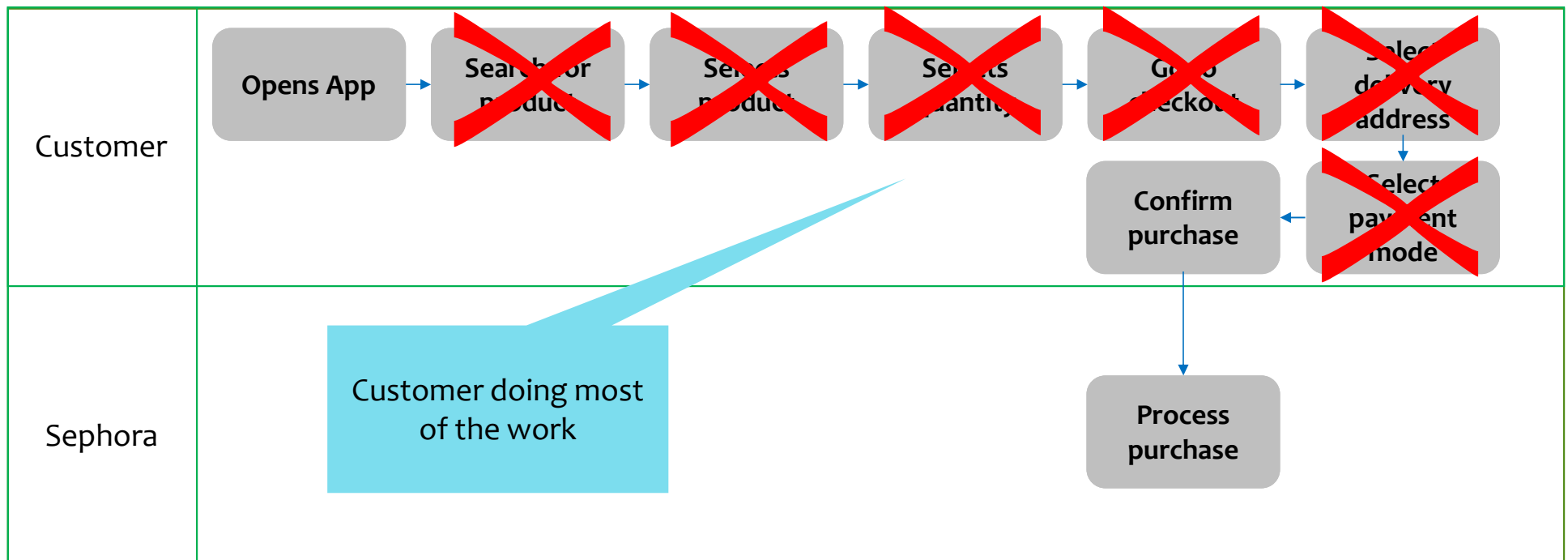
Delighting Customers – Recurring Online Orders

Swimlanes (As-Is)



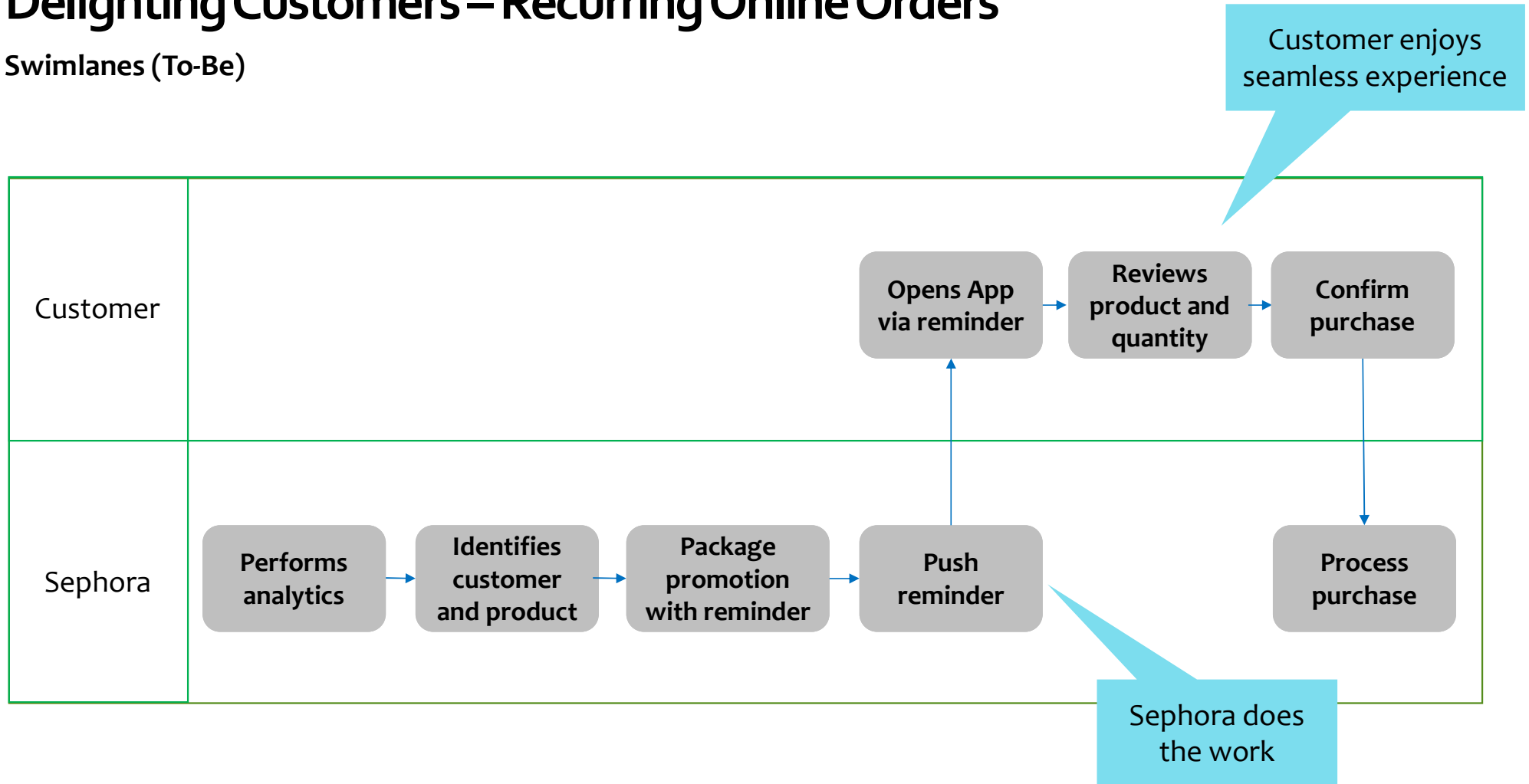
Delighting Customers – Recurring Online Orders

Swimlanes (As-Is)



Delighting Customers – Recurring Online Orders

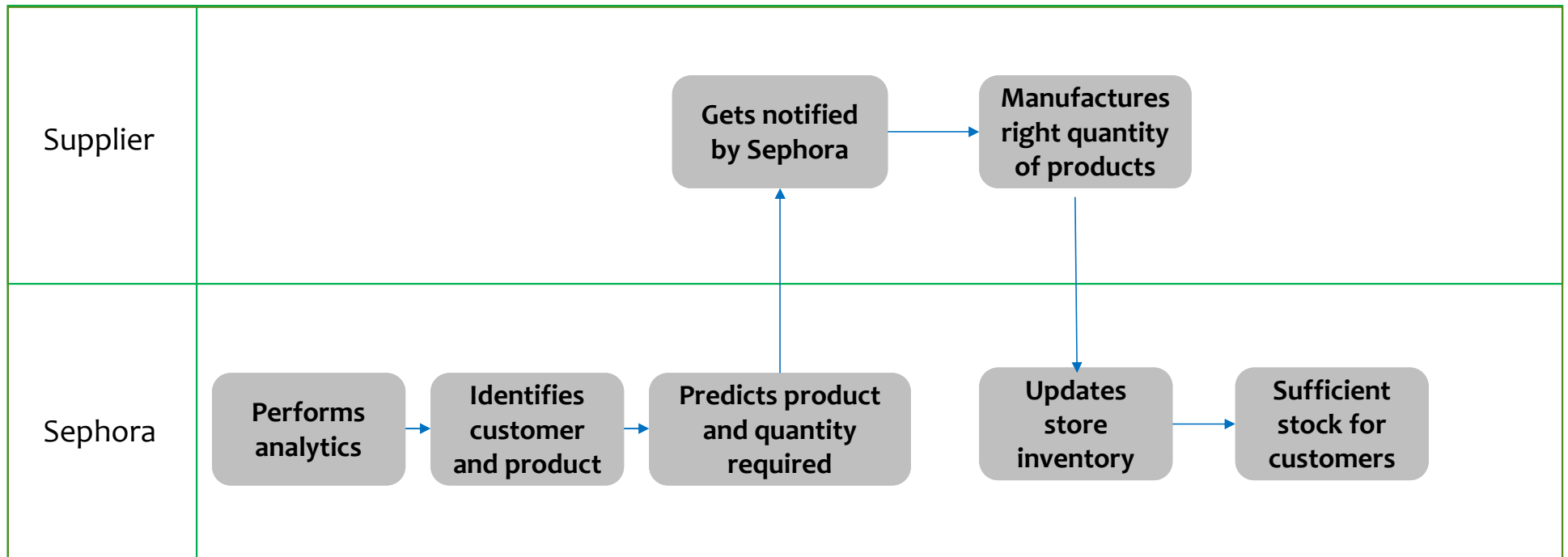
Swimlanes (To-Be)



Team 1

Supplier Process - Increasing predictability of demand

Recurring Online Orders



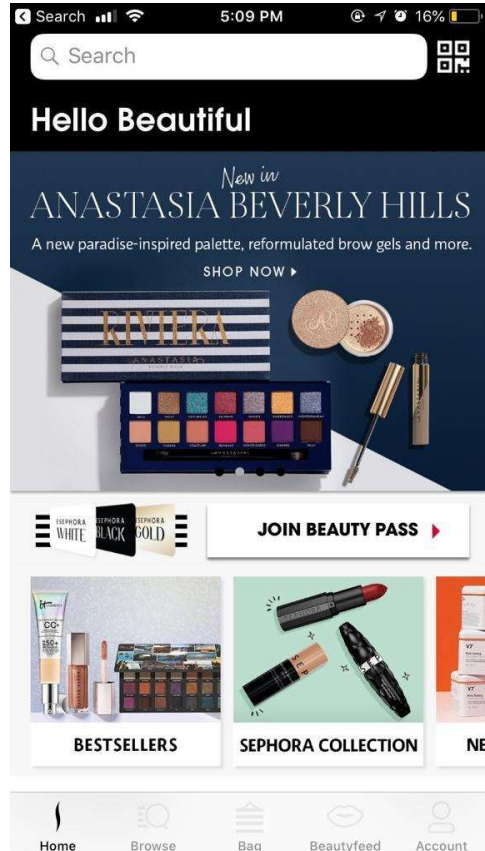


Proposed Technology Innovation

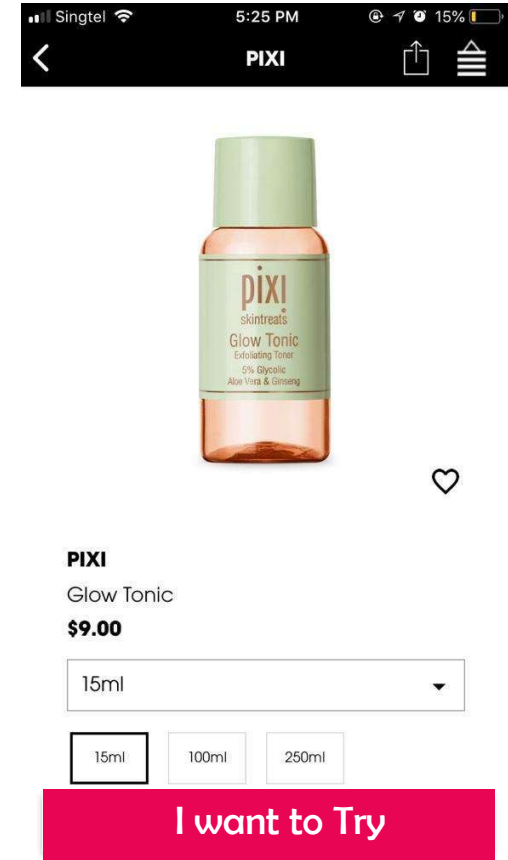
Custom Blend App

Currently It suggests only one brand or one shade of foundation or concealer

Use facial recognition and AI solution to mix different shades of foundation to specifically match customer skin tone

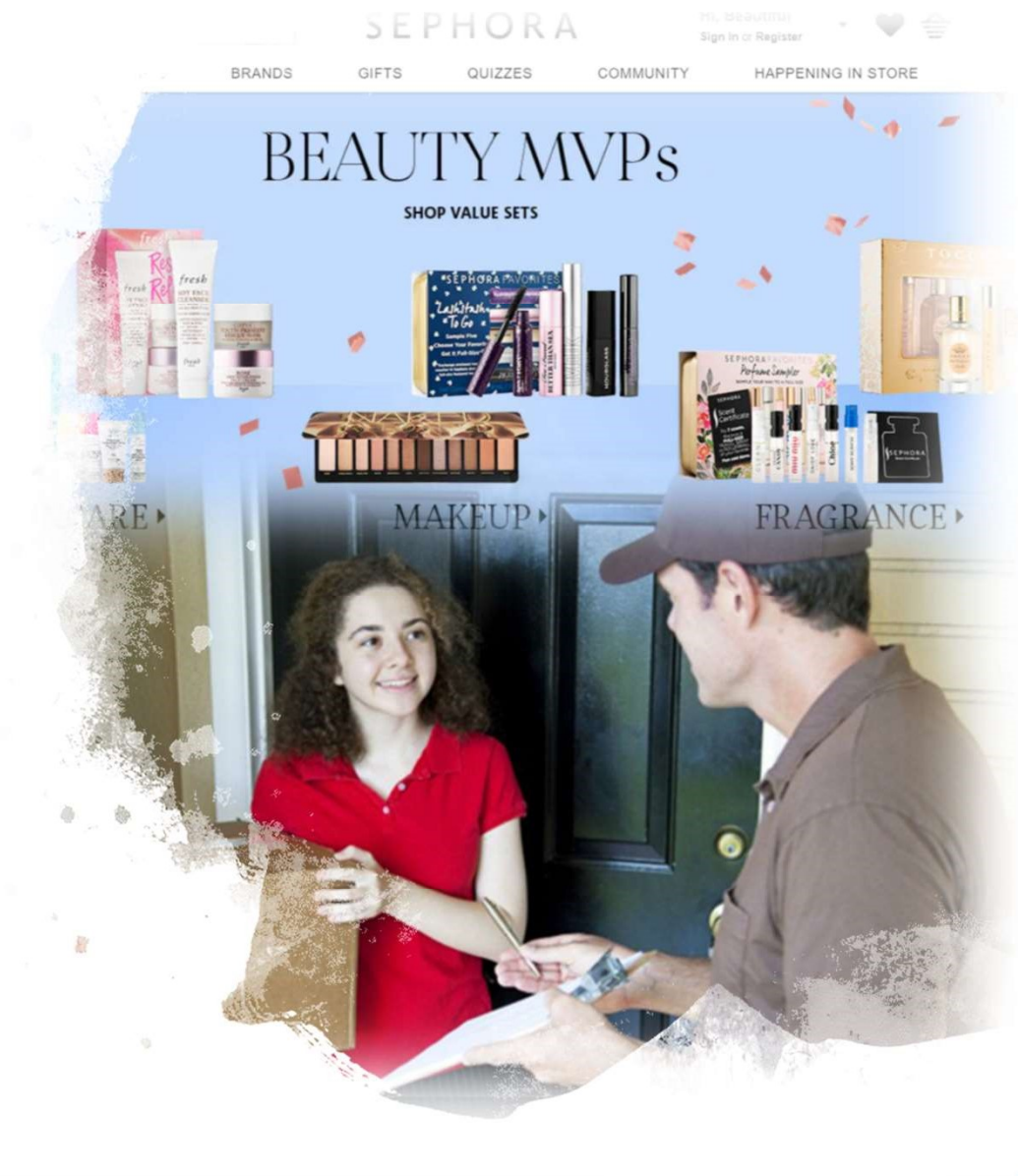


Trial product delivery feature



Recommendation Based trials

- Customer Buys online/Offline
- Sephora implements recommendation engine
- It delivers trials at customer site for upsell/cross-sell



Smart Replenishment

- Restocking shelves, finding and returning misplaced products and tracking inventory levels are the most time consuming tasks
- Recommend Sephora to Use Robots to facilitate the process.



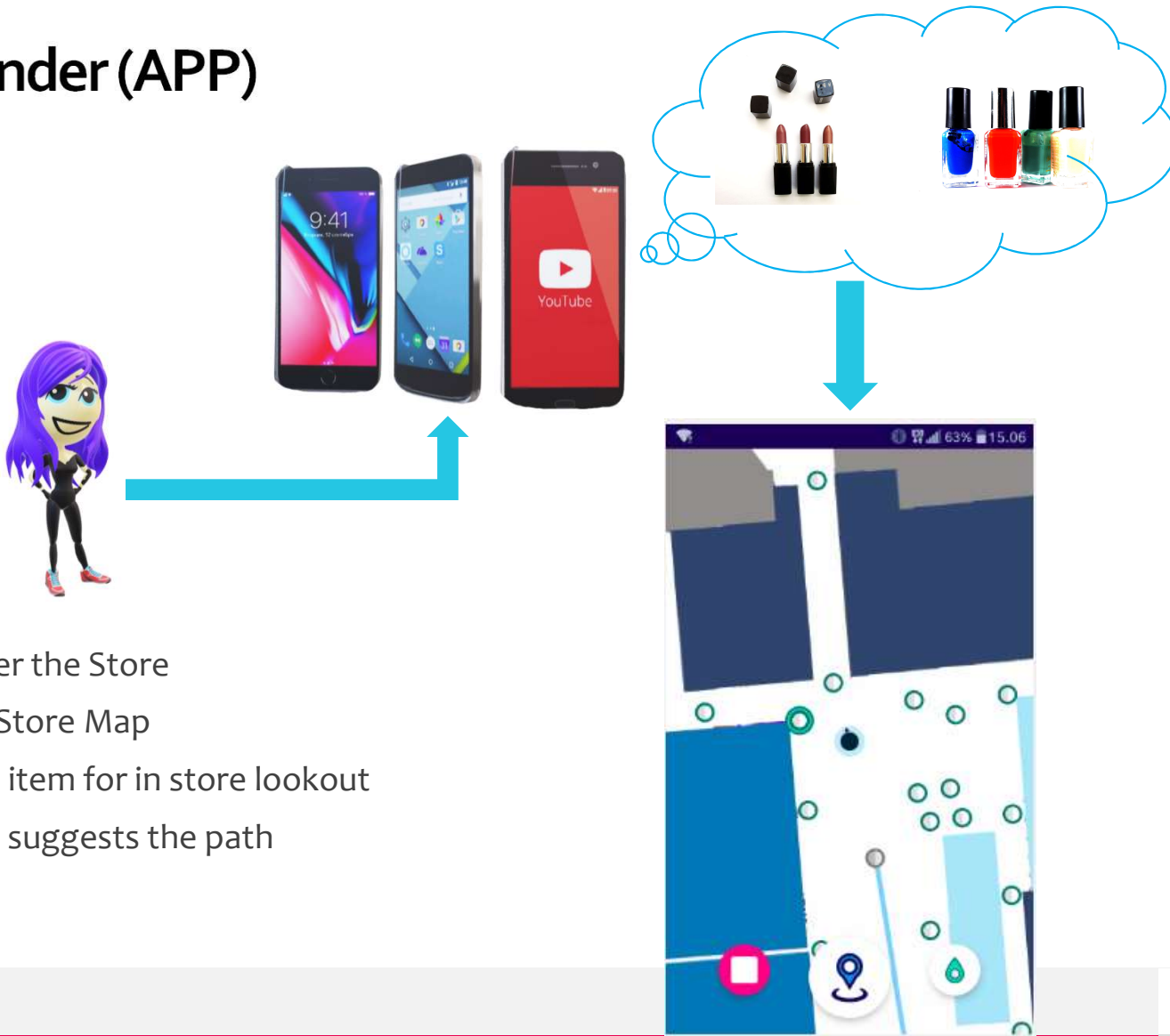
2
5

Powerful Proximity Marketing campaign

- Make use of iBeacons and Android Beacons for in-store marketing experience



Smart Finder (APP)



- Customer Enter the Store
- Open App/ In-Store Map
- Search for the item for in store lookout
- Indoor Layout suggests the path



No More Solving The Maze



Smart Checkout



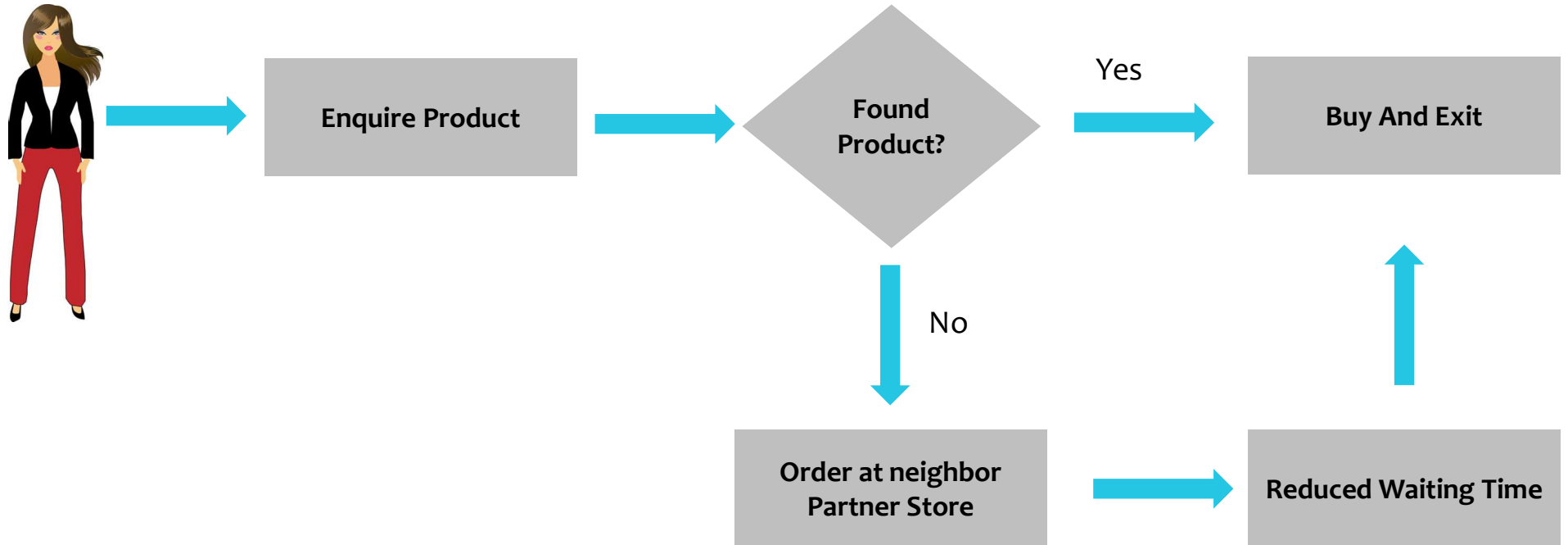
Smart Beauty
Studio



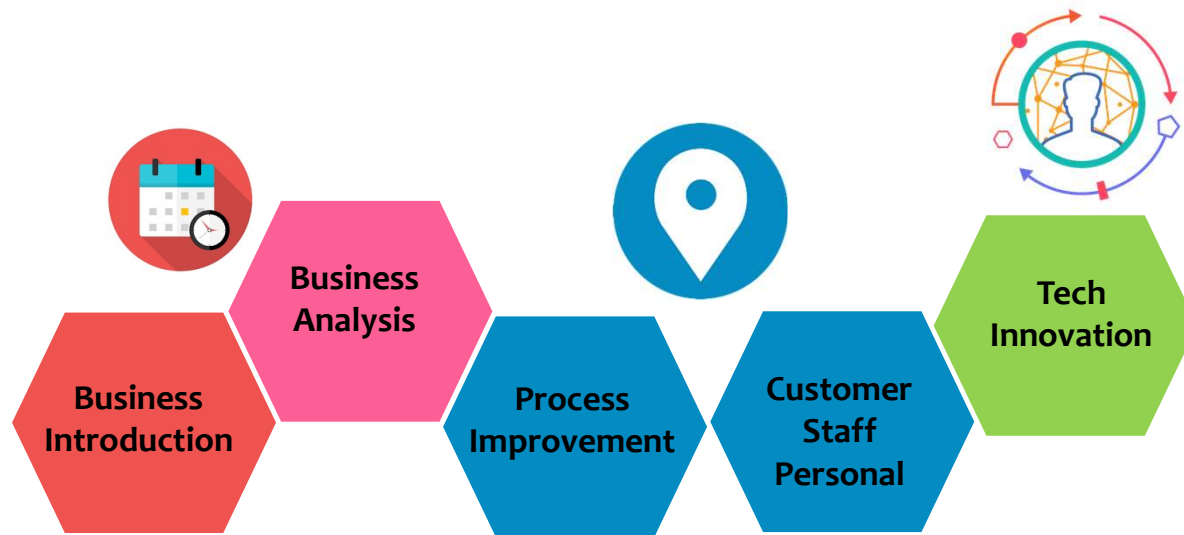
Smart Peer Collaboration

Team 1

Smart Peer Collaboration



Summary



Thank You!
Questions?

