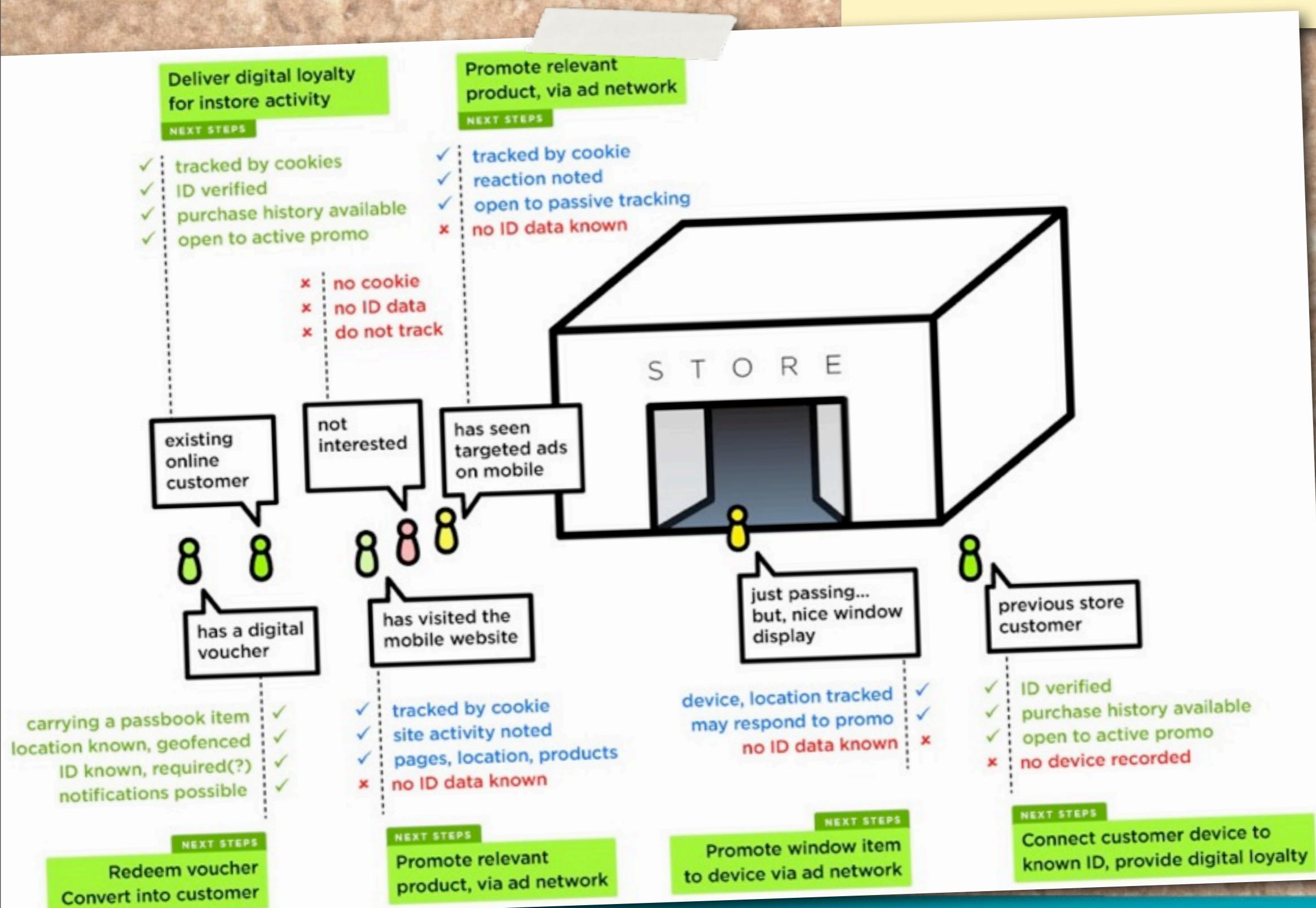


DESIGN CORKBOARD

Designing most common use cases and user relationships with store, history, device advertising & tracking



Mapping customer types, user scenarios to help inform what to build

RETAIL FUTU

Customer activity vs user privacy						
ACTIVELY ENGAGED ←		→ ACTIVELY DISENGAGED				
Frequent and loyal customer	Happy previous customer	Unconnected customer	Actively interested prospect	Tracked likely prospect	Open to persuasion	Do not track
<p>...is currently engaged as Continues to purchase from the shop, is part of the loyalty scheme, tells friends. Visits frequently online, responds to email/facebook marketing and events.</p> <p>...ways to improve With a digital comms channel open (email/facebook) can this customer receive modest payment for introducing new customers, tracked with new customer vouchers? Trial new products and services with these customers - forgiving and honest.</p> <p>...target for future Becomes an ambassador sharing positive interactions with the shop and brand to their social graph. Follow on interactions from those people should be tracked and rewarded, especially when they convert to purchases. cf. Amazon Affiliates</p> <p>...what to build Customer social-network ranker (Klout-ish) Profile these users on social networks. Those with likely 'super-connector' amounts of links and quality of interaction by those links might be well placed to treat as an 'influencer'. Develop tools to manage these customers separately with promos, early releases, beta products or loan 'test' products.</p>	<p>Has purchased from the shop, and has provided positive feedback. Opens, but does not regularly engage with direct mail or email marketing.</p> <p>Aim to get this person to become a repeat customer. This would be the ideal moment to get customer onto loyalty scheme with inducement if required. If no digital channels engaged, tie loyalty to opening one with this customer.</p> <p>Become a repeat customer – more than that, to eventually sign up for some sort or subscription or club membership tied to rewards? This customer should feel happy to receive communications and have them pitched at the right length + frequency</p> <p>One-click sign up to customer loyalty at POS. BT4 'tap' as a signup action? An instore-wifi service + magic cookie to recognise and complete sign up later?</p>	<p>Has purchased in store, but not yet been converted into a digital customer.</p> <p>Has purchased in store, but not yet been converted into a digital customer</p> <p>Has purchased in store, but not yet been converted into a digital customer</p> <p>Reward and method to connect a past purchase to a digital channel? Secret code or S.N. on actual product? Sticker or label? OCR this (or receipt if kept) to automagically join dots.</p>	<p>This user has done extensive research and has acquired a voucher. This digital voucher can offer a modest saving on first purchase and leads to sign up.</p> <p>How seamless could this be? With a passbook type delivery from the website it could go in store and activate on Geofence. It can contain a code, or could launch an app?</p> <p>One-click on websites to get this, for a specific product, or one-tap for instore.</p> <p>Digital voucher code mechanism for cross-platform delivery of geofenced, individual voucher codes that can lead directly to a sign up.</p>	<p>Potential customers who have actively seen (and clicked) an online ad, or visited the website directly. Users flows, and auditioned products also available.</p> <p>Using the auditioned products history, instore ibeacons can highlight and persuade or even introduce individualised offers.</p> <p>Be able to plot a user's first interest with a store (on or offline) all the way through first contact, browse, purchase, and eventually loyalty sign up.</p>	<p>Potential customer that has been past a physical store on more than one occasion. Tracking data suggests they slow down or have stopped at our window displays.</p> <p>Need to be able to contact them in some (digital) way and open up a channel.</p> <p>Use some identifying digital channel for this user – wifi, MAC, bluetooth MAC? – that allows us to serve an ad to them.</p>	<p>...is currently engaged For whatever reason, this does not want to be tracked and if it appears they are can become unpleasant. ...ways to improve Provide tools and methods for these users to opt out of advertising, marketing indoor tracking schemes ...target for To at least have them positive supporters of brand through it's avoidance of opt-outs. ...what to build Online + physical opt-out mechanisms. For instore, this might require confirmation that the address and similar hashed and not stored as their face is not used for facial recognition. May require a third party to hold, administer and verify these facts.</p>

Working out novel ways to engage users within technology limits

Customer activity vs user privacy

RETAIL FUTURE

Tap-to-join digital loyalty scheme, bluetooth and phone at POS or on Product

WHAT?

An iBeacon in the checkout to exchange user information and sign up, update or even pay.

WHY?

Trying to reduce the friction of getting a user to both sign up for a loyalty scheme, and all the comms that opens up while also providing simple updates to existing loyalty members without requiring a card or other ID confirmation.



User has a voucher or coupon, received via email or web



When near iBeacon, passbook wakes onto lock screen...



Unlock straight into passbook to reveal existing store card pass

Passbook vouchers can be sent by email, SMS and facebook or twitter with conditional likes or share-to-followers

Unique voucher code, attached to user email completes loyalty signup

User has a store pass already



When near iBeacon, passbook wakes onto lock screen...



Stored info can be updated on purchase

Unlock straight into passbook to reveal existing store card pass

What are the compelling user needs?

RETAIL FUTURE

Customer activity vs user privacy

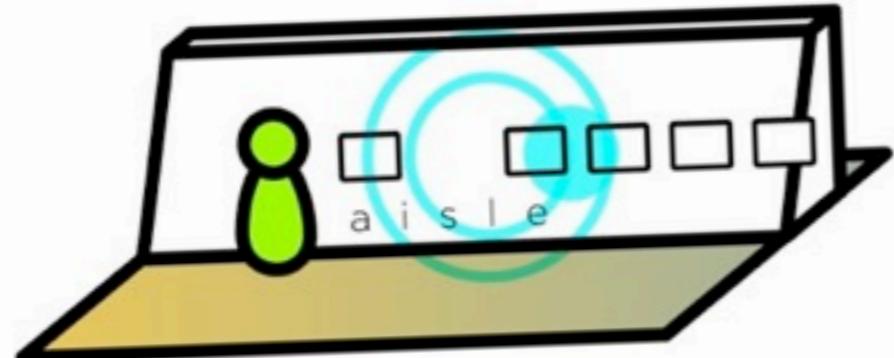
Location based content and project-lists

WHAT?

An iBeacon in the shelf can prompt a user to launch simple guides for projects using major items on display.

eg Power Tool aisle, shelf of cordless drills.

iBeacon links to buyers guide and user reviews of powerdrills, a takeaway PDF Readers Digest DIY guide to putting up shelves, a mini shopping list for all the fixings, wood, parts for putting up shelves.



The iBeacon just supplies the location and trigger. Apps or web would serve the content to the user, or save for later

Has a passbook or app available to activate content from iBeacon...

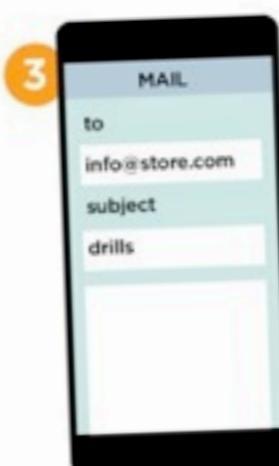


When near iBeacon, passbook or app wakes onto lock screen



Deep vertical product info and related items for item in front of shopper.

Voucher for type of product could link to app (or web version of content)



SMS or email to get a here/now/you personalised voucher code ideally via passbook



Passbook or voucher code provides the inducement to open a digital channel...

On shelf sign to get more info is clumsy, but simple

Email or passbook can link to app and/or location content too

SMS or Email can install a passbook directly, or link to an app (less instant)

How can existing behaviours be optimised?

Customer activity vs user privacy

RETAIL FUTURE

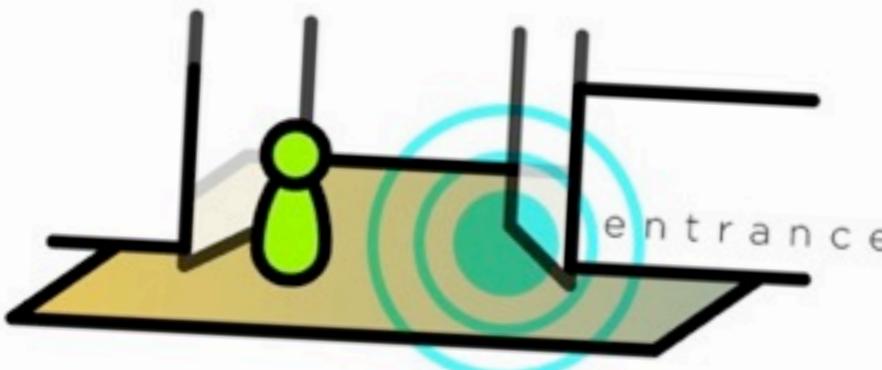
Change the sequence loyalty cards are used, to beginning of shop – not the end

WHAT?

A small hack to the existing customer to checkout flow by moving the loyalty card to an entrance positioned iBeacon triggering a passbook or wallet item.

Would allow more meaningful store orientation, customer greeting, abandoned shopping cart recontextualisation, personalised flash sales and concierge-like features.

Customers announcing their presence is far more empowering than spying on their movements and behaviour.



Loyalty / current flow



...treat the loyalty card as a login to an ecommerce site – at the entrance



Digital Loyalty

User personas / Different perspectives to consider for entrypoints



Active loyalty user

Uses the store and online

Visits around once per 6-8 weeks

Chooses this retailer above others if item is sold there

Likes the store also a physical, social space

Responds to email sale or new products, online by clicking

Likes seeing or trying on items in the store that she has already looked at online, but not exclusively so

Will buy without store visit

Would recommend the retailer to others

Signed up for a card two years ago, has used it more since

Has received points/bonus and used them

Prefers cash/voucher to points and redemption items as likes the freedom of choice



Infrequent loyalty user

Uses the store more than online

While they have a card, they use other stores for same types of product too

Generally does not read spam email

Visits on average once per 2-4 months

Only feels slightly engaged to shop loyalty - price and convenience more important than experience and rewards

Will use amazon rather than the online store if more convenient or cheaper

Would recommend the retailer to others

Signed up the card a year ago, as part of a deal for a specific purchase

Has used it since, but has forgotten it too

Has not built up points or rewards, likes a straight discount.



Prospective customer

Hasn't bought anything, but is aware of the store and the online shop

Has cards from other retailers, uses some – accepts the concept

No direct digital channel open, but has visited the website

Has visited the online store recently, as wider research and is auditioning a major purchase

Not looking for a specific brand or product, but a certain category, quality, style and broad price point

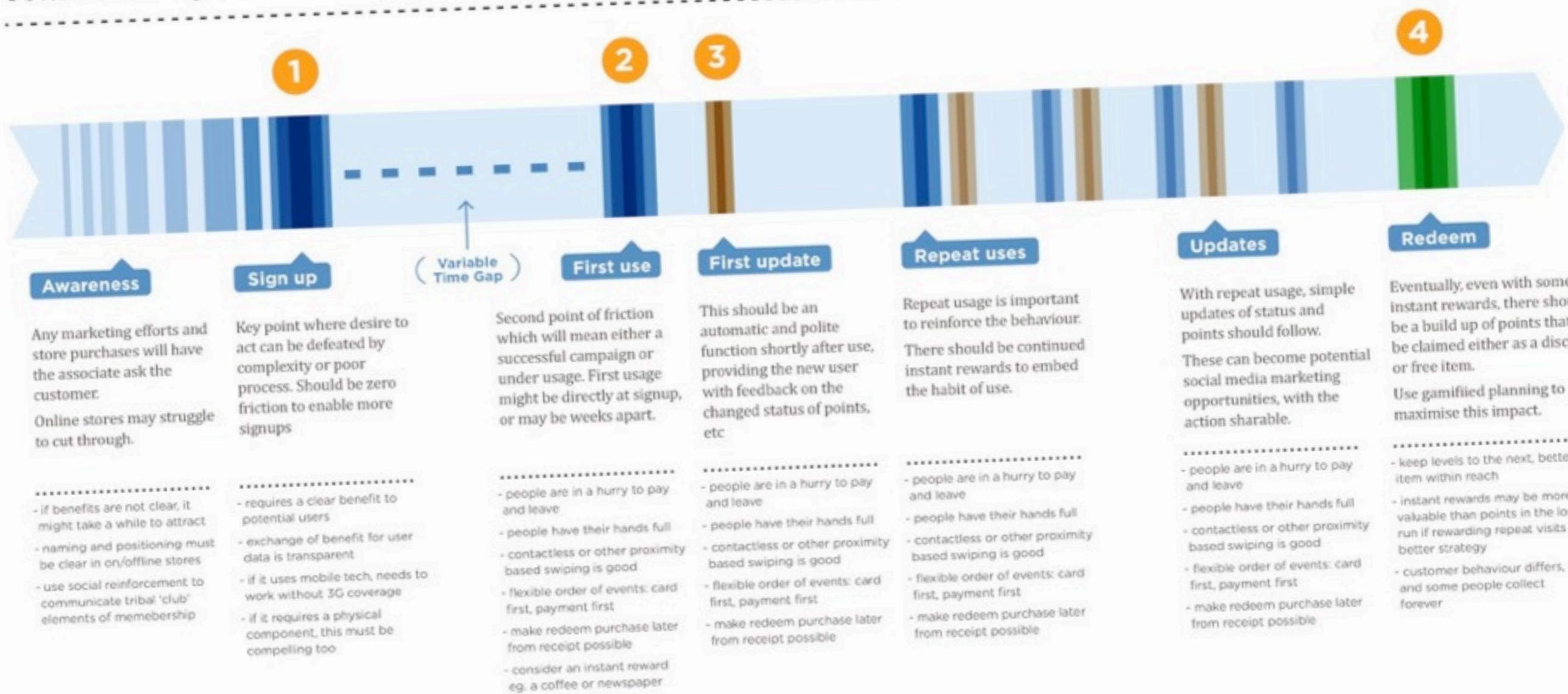
Has been recommended this retailer by peers

Low awareness of any loyalty scheme at this time

Touchpoints for user interaction

Flows of loyalty usage within the input channels

Potential touch points in the usage of loyalty schemes in different contexts

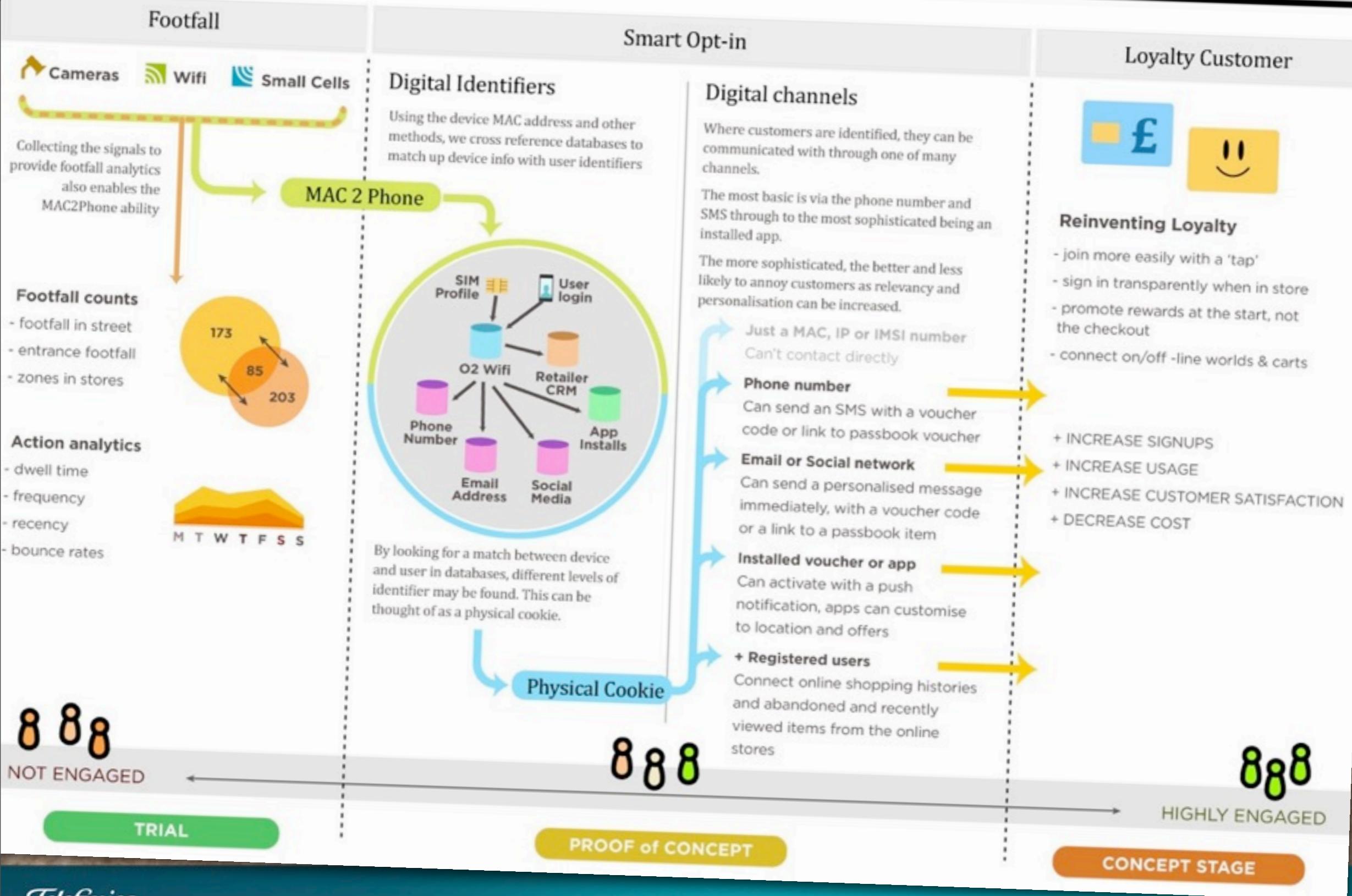


Putting it all together

Digital Loyalty

Activities of the Instore Future Retail team

RETAIL FUTURE





DIGITAL LOYALTY DNA

This is a breakdown of all the ways we can attempt to get a passive customer to become an active opted-in user.

These user stories are based on having different pieces of user information, and what channels can be opened up from those.

SHOPPING CENTRE or STREET



Putting it all together

USED RECENTLY?

O2 Wifi covers a large area, and opens a session.

While the user is not actively browsing at this moment, the last usage was only a few moments ago and the specific APs not far away

User is a previous customer, retailer has an email, phone number, address for them.

User also browsed the online store using both phone and laptop, retailer has cookies set on both devices.

- location
- email
- phone
- name
- home
- purchase history
- browser cookies
- browsing history
- recent products
- payment info

User has not yet bought anything, but has been browsing online and has downloaded a passbook/wallet voucher, received via email.

This user is intending to become a customer here today.

- location
- email
- phone
- name
- home
- purchase history
- browser cookies
- browsing history
- recent products
- voucher

User does not have a loyalty card, but has purchased from this shop before, and frequently.

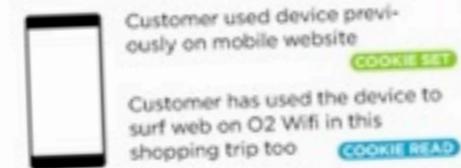
Has not bothered to sign up for an analogue one as deems it a hassle.
The user enters the store.

- location
- email
- phone
- name
- home
- purchase history
- browser cookies
- browsing history
- recent products
- MAC address

PHYSICAL ONE CLICK

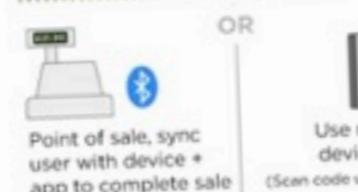
The goal here is to have the same level of invisible recognition and confirmation that an Amazon 'one click' purchase allows.

Reliable ID, wirelessly, of people and passing their purchases to a pre selected payment method without need for a confirmation or security check is the ideal



Recognising the user at checkout may be possible here.

Because the customer has shopped here before, it would be appropriate to address them by name and offer to pay by physical 'one click' using a previously stored payment method.



The downloaded voucher can be activated by a geofence for the whole store, or by an iBeacon at the entrance or a specific product location.

Passbook item already on phone, wakes on geoloc

When the user makes a purchase, the passbook item can be scanned (barcode) and the connection between the user ID (email) and the purchase can be made.

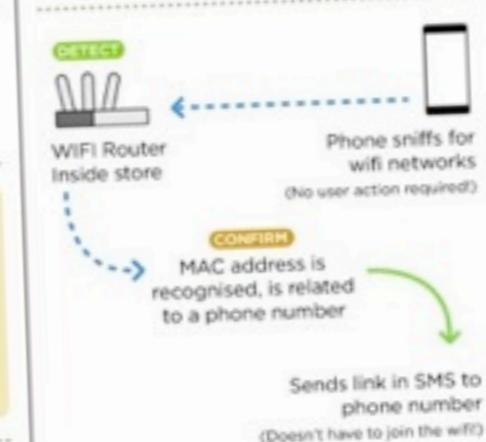
This is a good time to convert the coupon into a loyalty card!

Vouchers typically get deactivated after use...



Link in email to complete more profile info, connect to social media, etc... & download pass.

This user is known to us, has used their device in the store and has used their phone number to request a voucher before.



Sends link in SMS to phone number
(Doesn't have to join the wifi)



Looking at partner specific solutions

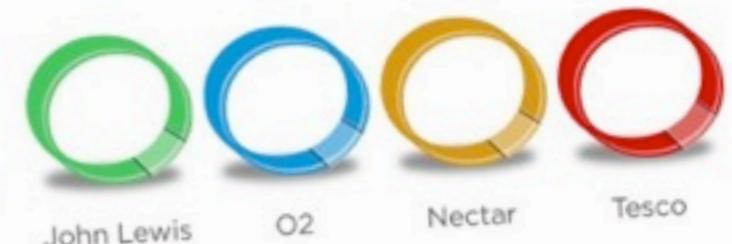
Digital Loyalty

Notes on Nike

Nike Fuelband as readymade digital loyalty scheme?



Nice, but doesn't scale to multiple retailers or sch



It's not going to be practical for a user to own a specific physical identifier for each of the schemes they are members of.

We have the same problem now with cards and increasingly retailer apps.

The user may wear one or two, and they need to be able to communicate with more than one retailer.

More realistically, the loyalty schemes need to reside in software, verified on many devices using some open standard.



Potential to use one Bluetooth wearable for multiple applications



Fuelband is registered to a user and paired with a device



Third party app can connect user to fuelband UDID



Use device instore at third-party to identify user and pay at POS

Supporting our beta with dashboards

BigCo, 212 Regent Street, London

Summary

WEEK 13

Mon, Feb 17 - Sunday, Feb 23 / 2014

Walk-by traffic was 320,500 for the week, and the store population  averaged 3,657 per day. Saturday was the busiest day with 4,564 people and the busiest hour was Friday 4pm-5pm with 456 people in store.

An above average week, overall traffic  +5% up over this week last year and last week. Footfall to the Business Zone was down slightly  -1.2% but traffic to the Movistar TV area was up  +7% considerably.

Compare this week to:

- before the "Movistar TV" campaign
- week 13 from 2013 or from 2012
- select another week 

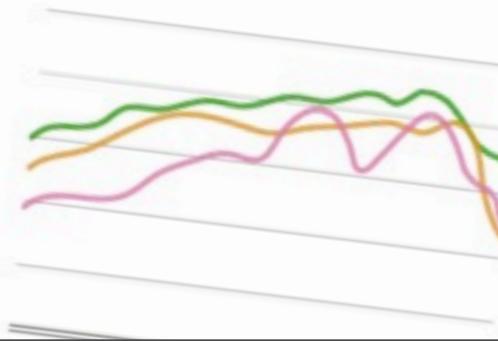
Detail

Historical comparisons

WEEK 13 / 2014

WEEK 12 / 2014

WEEK 13 / 2013



While shop footfall was up  +5% on the previous week, overall walk-by traffic was also up  +3%, resulting in a lower conversion rate  -1.2% this week. Compared to the

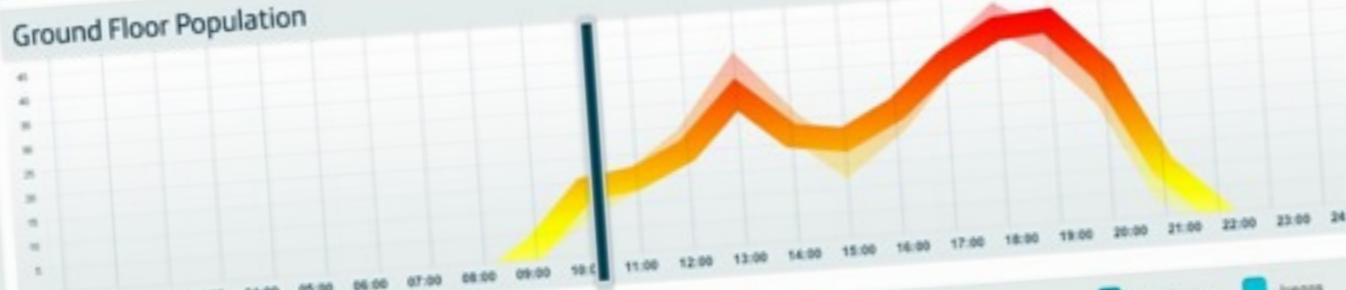
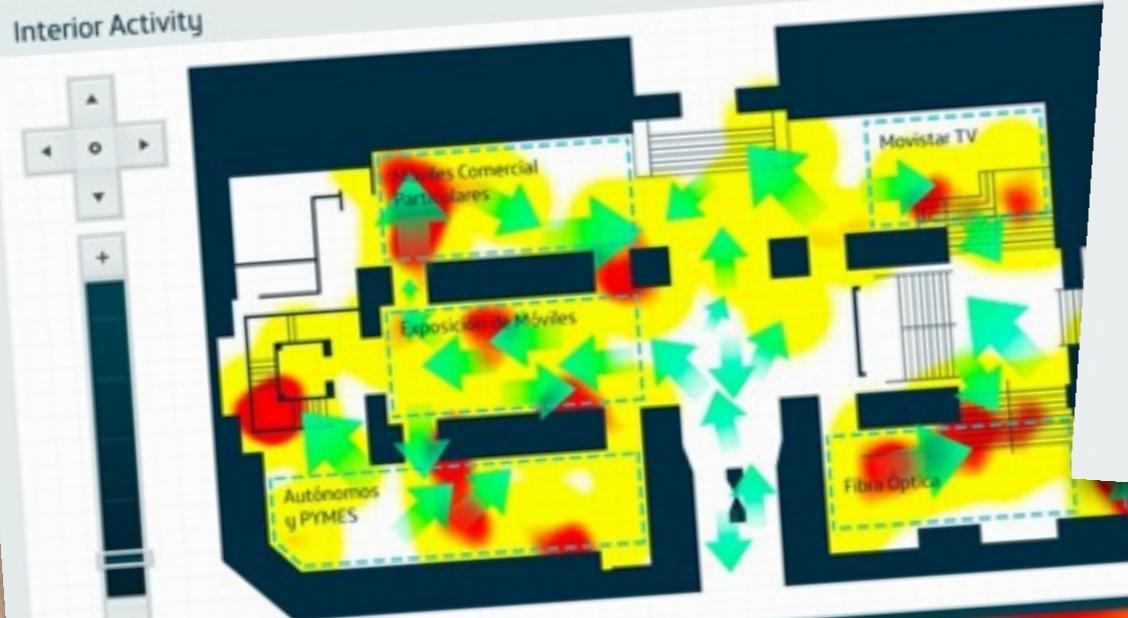
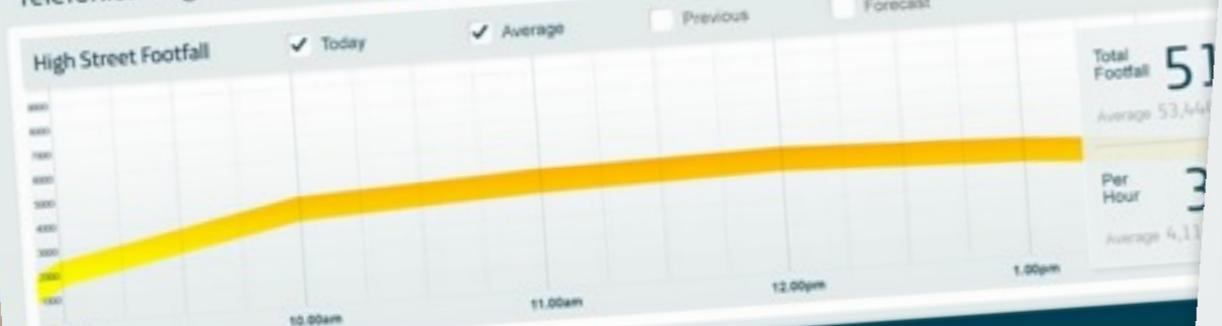
Supporting our beta with dashboards



Supporting our beta

Retail Insight

Telefónica Flagship Store / Gran Via, Madrid



Telefónica Flagship Madrid

Telefónica Flagship Store / Gran Via, Madrid

Monday, 17th February, Week 8, 2014



12°C
1°C

Observations

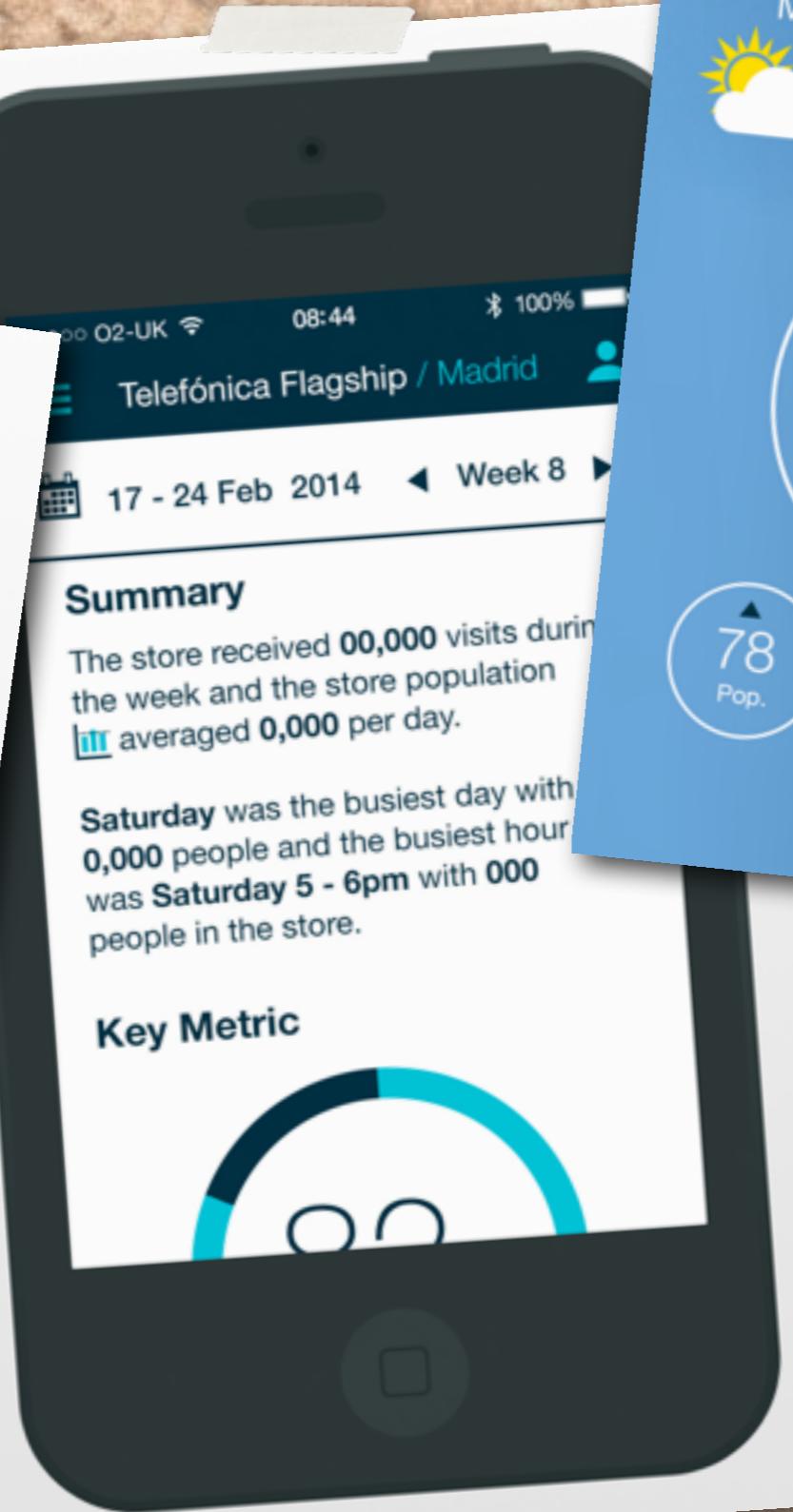
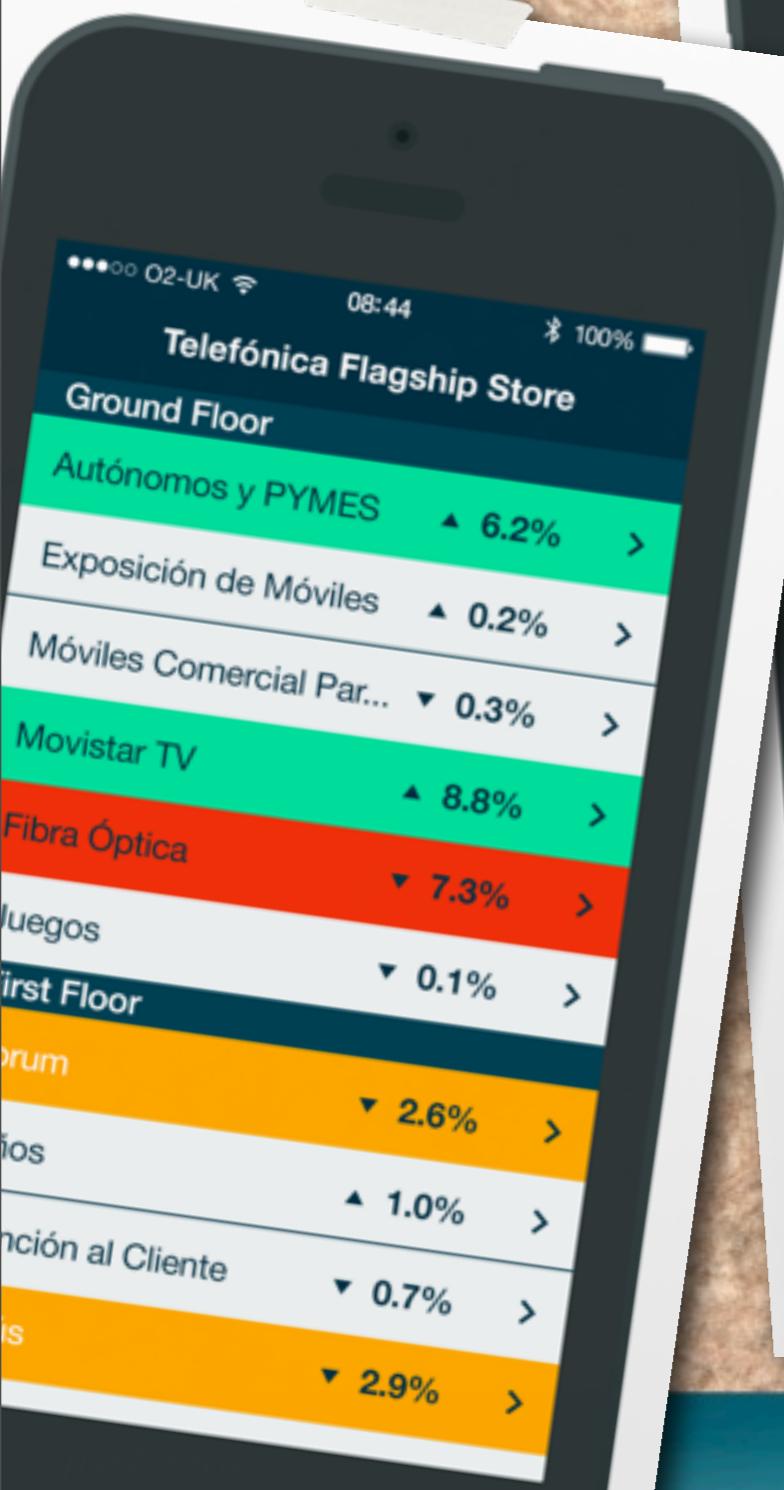
Movistar TV Campaign
2014 Sochi Winter Olympics

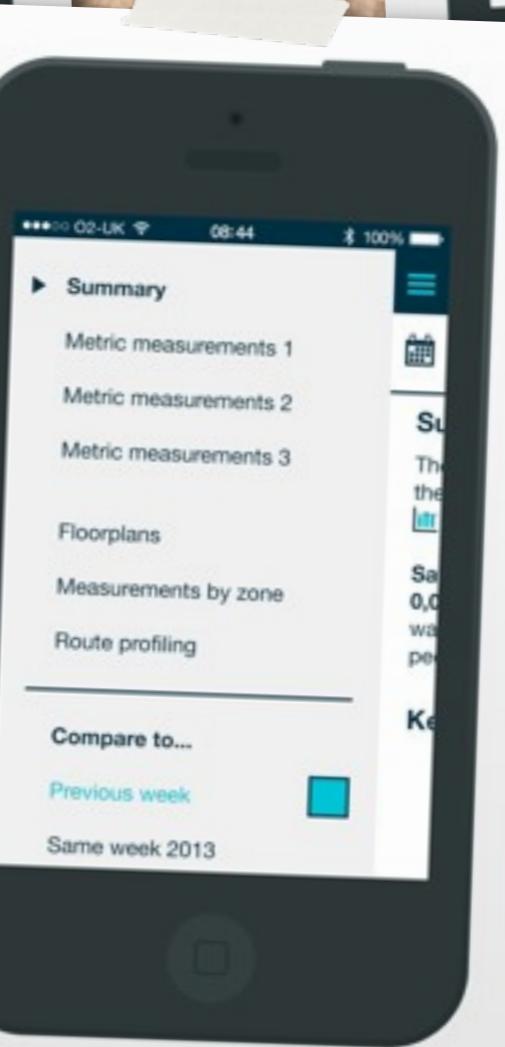
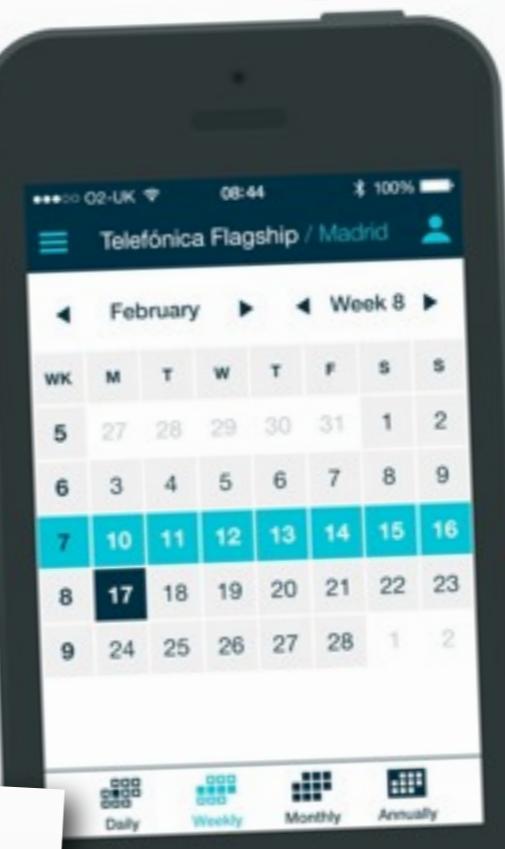
Walk-by traffic was 84,320 for the day, with an above average 7,284 +5% entering the store. The morning period was busier than usual attracting 1,045 +2% people but, again, the busiest hour was in the evening (6pm - 7pm) with a total of 470 people in store.

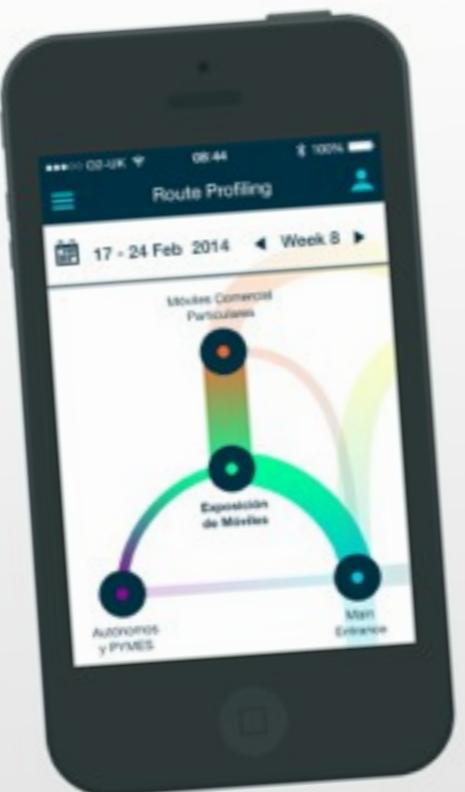
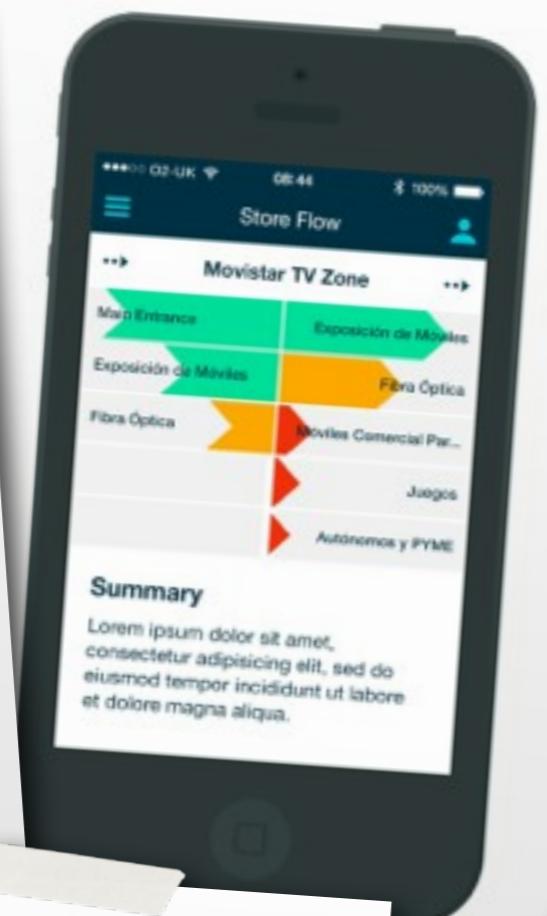
Overall traffic up +0.8% on this day compared to last week but down -1.5% on last year.

Footfall to the Business Zone was down slightly -1.5% but traffic to the Movistar TV area was up considerably +3.2%.

Mobile first







Telefónica

Desktop / responsive in mind

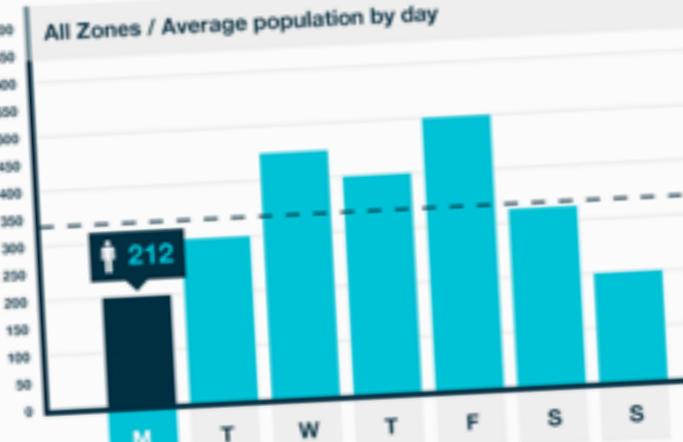
Telefónica Flagship / Gran Via, Madrid / Store population

Feb 17th - Feb 24th 2014

Summary

Population has lorem ipsum dolor sit amet  2.1% with Sunday consectetur adipisicing elit.

All Zones / Average population by day



Day	Average Population
M	212
T	350
W	480
T	450
F	550
S	400
S	250

Monday / Average population by zone



Zone	Average Population
A	40
B	61
C	90
D	115
E	70
F	50
G	70
H	30
I	20
J	10

Compare to...

- Previous week
- Same week 2013
- Same week 2012
- Select... 

Reset view

Telefónica Flagship / Gran Via, Madrid

Feb 17th - Feb 24th 2014

Week 8

Summary

The store received 00,000 visits during the week and the store population  averaged 0,000 per day. **Saturday** was the busiest day with 0,000 people and the busiest hour was **Saturday 5 - 6pm** with 000 people in the store.

Key Metric



Weather

Day	Icon	Temp (°)	Temp (°)
Monday	Cloud	9°	5°
Tuesday	Cloud	13°	5°
Wednesday	Cloud	11°	9°
Thursday	Cloud	13°	6°
Friday	Sun	12°	3°
Saturday	Sun	11°	4°
Sunday	Sun	10°	5°

Apple



