

Reinventing Walmart Retail Stores for 2030

Recreating physical store environment to be exciting and engaging
for customers by offering innovative experiences and services

Executive Summary

PROBLEM

Customer Experience

A key point made by many is that employees are being overworked with mundane tasks while they could be better utilized improving customer experience. Walmart had one of the lowest scores on the

American Customer Satisfaction Index and Retail Consumer Shipping Report with a 77.

Furthermore, people are looking at big corporations to be more responsible in modern day problems such as climate change and sustainability.

SOLUTION

Implementing Innovation

1. Improving the beauty section through AR experiences. In 2021, the revenue of the global cosmetics markets increased by over eight billion dollars to **80.74 billion U.S. dollars**.
2. Upgrading Walmart Carts with the help of **Caper** to be more efficient and decrease wasted shift time. This will give employees more freedom while working to talk to customers, or do other tasks.
3. Implementing sustainable practices such as an **Upcycle Program** and **Compost System** to boost Walmart's reputation.

OUTCOME

Increased Interest and Sales

As Walmart's innovational approaches towards customer experiences improves, more consumers from diverse demographics will be drawn to the store. Over long periods of time, shoppers will develop a personal connection to Walmart as they offer unique experiences compared to other retail stores.

Along with that, increased sales will attend to **even more innovative** and unconventional services which will only benefit customers more.

The Solution:

Currently Walmart has a bad reputation amongst it's customers because it **lacks a personal and emotional connection** within their communities. This is an incredibly important aspect of the retail space and currently, Walmart isn't known for anything aside from their low prices.

1.

Make choices simple with AR Mirrors

The future of hands free try ons, lies within AR Mirrors. With the lack of testors, Augmented Reality mirrors provide a brilliant alternative, where you select your product, and simply look in the mirror to see the untraceable finish on your face.

2.

Upcycle Program

Boosting Walmart's community engagement and sustainability quotient through a program designed to upcycle various textiles and furniture as sustainability is rated as an important purchase factor for **60%** of consumers globally.

3.

Improving Shopping Experience with GPS Carts

Removing the inconvenience of finding store employees when needing assistance, AI-driven smart carts will change the Walmart retail experience, with AI driven, automated recommendations, and GPS tracking

4.

Reusing food waste for other aspects in the store

Creating a more sustainable store environment, while also reusing old or expired products will put Walmart at the forefront of modern innovation. It will also save time, energy and money in the long-term.



80% of customers say the experience is as important as its products and services



40% of consumers purchase more from retailers that provide a personalized shopping experience across channels.

¹ Source - SalesForce

² Source - RetailNext

Problems with the Current Beauty Section:



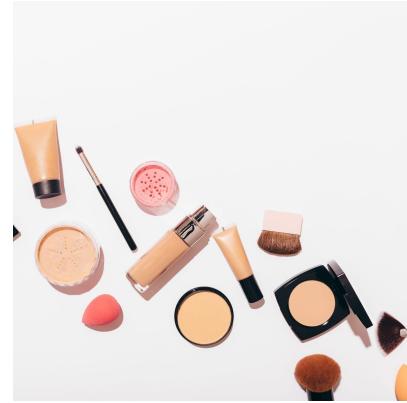
Lack of Knowledge

Currently most Walmart employees are placed in the Beauty section without any past retail experience with the area



No Testers

Testers for products are not available in the beauty section like they are in branded beauty stores such as Sephora and Ulta. This creates a gap between the customers and the product they're trying to buy.

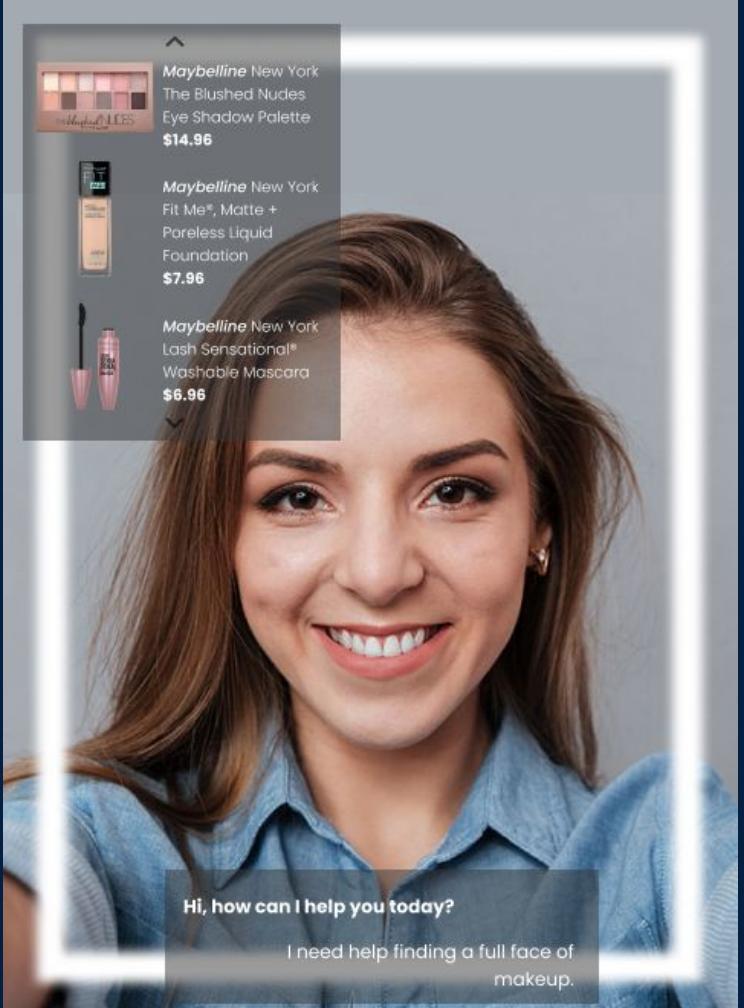


Lack of Awareness

Walmart's beauty section doesn't have as good a reputation as other departments. This is because some people tend to forget that Walmart has a Beauty section.

Trying on Makeup through Augmented Reality

- 1 Partner with ModiFace, a top AR makeup company acquired by L'oreal Pais to implement AR Try-On Mirrors in the Beauty section
- 2 An integrated A.I. Assistant will provide services to customers which most employees in the section aren't qualified for. This will lead to maximizing employees shift time to improve other aspects of customer service.
- 3 Virtual try-ons can be tailored to skin tone, facial features making choices simple and reliable.



30% Increase in Sales

Sephora reported that after implementing the ModiFace technology, their online sales increased by 30%

1

2

After implementing the AR tech on the Ulta app, there were recorded to be over 19 million shade try-ons

5 Times More Customer Engagement

3

4

37% Increase in Items added to Cart

After implementing online AR try ons, Deciem found that there was an increase of 37% in items added to carts

In 2021, Deloitte reported that customers would be more likely to purchase products with an AR experience alongside them

94% More Likely to Purchase Items

A key pain point: Walmart's Shopping Carts

Problem 2

Many customers shopping at Walmart are unaware of deals that are happening for specific products or specific areas of the store

Problem 1

Carts also have the tendency to be stolen, which can overall cost businesses up to \$800 million per year which can overall cost businesses up to \$800 million per year

Problem 3

When going to shop at Walmart, a dollar is needed to unlock usage of carts, which many customers do not have, or forget

Partnering with Caper to make Smart Carts using A.I. Deep Learning

- 1 Our solution is to partner with AI Smart Cart company - **Caper**
- 2 American grocery store, Kroger, has already implemented these smart carts, after a trial period, increasing their sales by 18%
- 3 As seen in the diagram to the side, these carts will contain a screen on the handlebar, giving product recommendations based off computer vision scanning items in basket, and instant assistance



Our Impact

1

Employees will be free to do other useful work in the store, rather than answering/assisting customers asking the same questions

2

A more interactive shopping experience will improve customer experience and give a look into the new face of retail innovation

3

Cart recommendation method will increase sales, based off the Kroger stats, as Walmart is larger and more widespread

caper

A massive, sprawling pile of discarded furniture and household items stretches across the entire frame. The debris includes broken beds, couches, chairs, desks, and various metal and plastic components. The colors are muted due to the low lighting, with shades of brown, grey, and metallic tones dominating the scene.

9,000,000

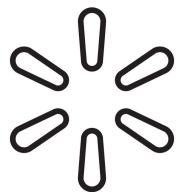
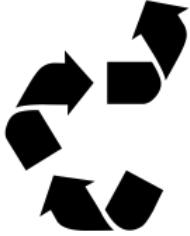
Tons of furniture are deposited into landfills every year.

A close-up photograph of a vast, sprawling pile of discarded textiles and debris. The scene is dominated by a dark, textured mass of shredded fabric, plastic bags, and other waste materials. In the foreground, a pair of dark denim jeans lies prominently among the trash. The colors are muted and earthy, reflecting the environmental impact of textile waste.

92,000,000

Tons of textiles are wasted and are beginning to fill landfills.

The Walmart Upcycle Program



A sustainability initiative aimed toward reducing the amount of textiles going into landfills all over the world, this program will allow customers to sell used furniture and clothes to their local Walmart. With these returned items, Walmart will be enabled to:

- 1 Making reusable grocery bags for consumers through repurposing returned clothing can change the face of Walmart sustainability. Bags care not the only possible product that can be made through reusing textiles, but also bedding fabrics, curtains, and even a sustainable line of clothing.
- 2 Furniture can be adjusted or repaired, depending on the quality and be additionally, be sold for half-price in a separate section.
- 3 Furniture and fabric can both be paired to make art pieces and decorations for homes/workspaces.

The Walmart Upcycle Program

IKEA has implemented a “sell-back” program where customers can return lightly used IKEA furniture which is then sold after readjustments at a cheaper price. We can note that consumer reviews of this service are extremely positive

Urban Outfitters Urban Renewal program is aimed towards re-circulating lightly used clothing. These clothes aren’t only sustainable but also fashionable and admired by customers.

Another company based in the UK, driven to solve this problem, **Beyond Retro** has rapidly grown in business over the past six years.



How to Implement Walmart Upcycle Program

The background of the slide features three grocery bags filled with various fruits and vegetables like carrots, apples, and lettuce, along with some packaged items. The bags are white, green, and brown.

Walmart can partner with local artists, indigenous artists in America, Canada, and Australia, as well as local vendors who make traditional designs in parts of the world such as South America, Mexico, and Asia. This is boost in community engagement and will boost Walmart's social awareness in the community.

Additional Option:

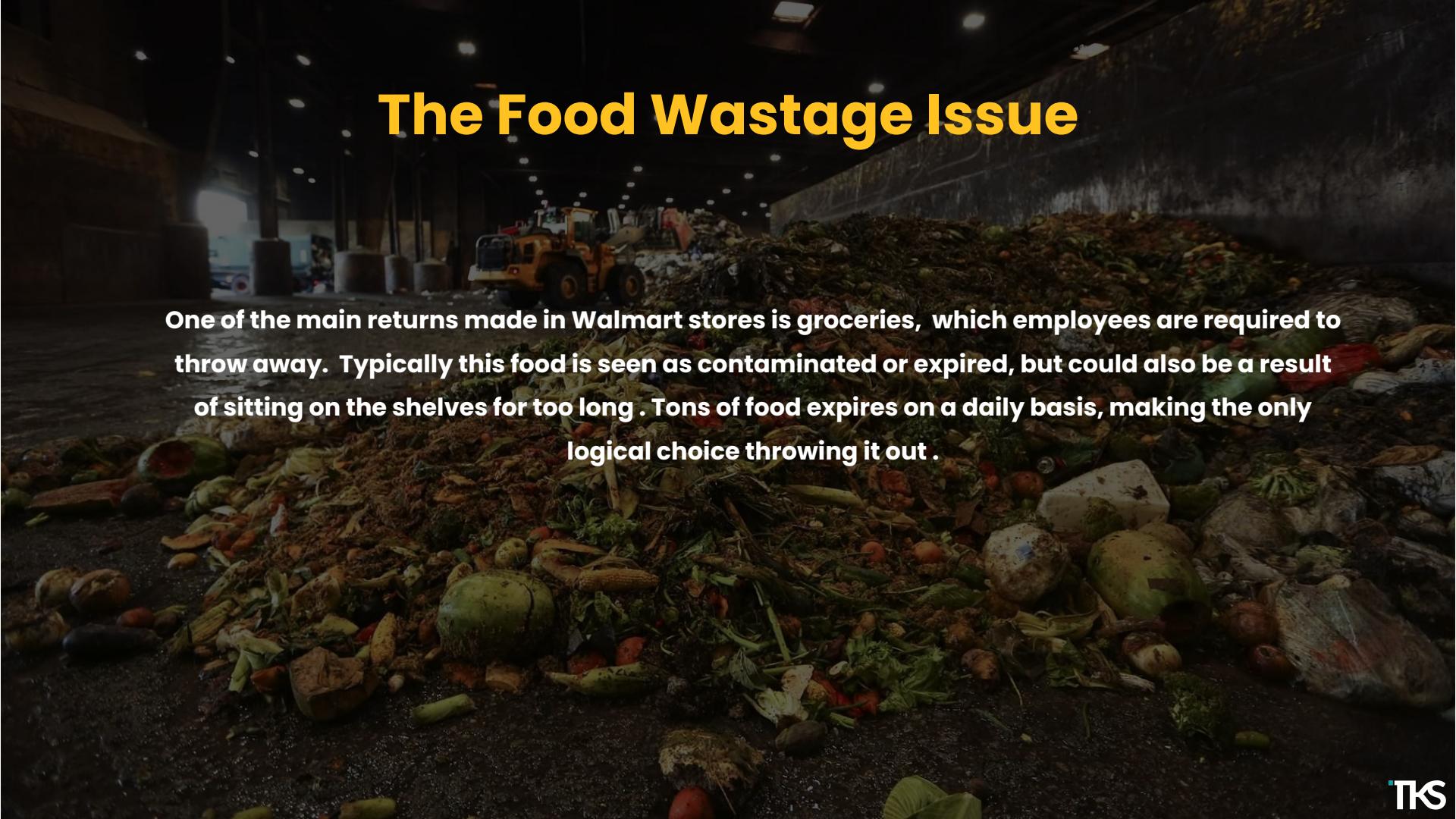
To increase community involvement and minority representation, Walmart can create a line of art-work, souvenirs, or store specialized merchandise, to sell anywhere from it's own stores, airports, etc.

A photograph showing a massive pile of discarded food waste, including fruits and vegetables, filling a large industrial building. A yellow bulldozer is visible in the background, working on the waste. The scene highlights the scale of food waste.

31,000,000,000

Billion dollars worth of food is wasted by retail stores each year.

The Food Wastage Issue

A photograph showing a massive pile of discarded food waste, including fruits and vegetables, filling a large industrial space. In the background, a yellow bulldozer is positioned near a large pile of trash. The scene highlights the scale of food waste generation.

One of the main returns made in Walmart stores is groceries, which employees are required to throw away. Typically this food is seen as contaminated or expired, but could also be a result of sitting on the shelves for too long . Tons of food expires on a daily basis, making the only logical choice throwing it out.

In- Store Compost System

Solution:

A simple, sustainable way to fix this problem is buying a commercial food composter which can be implemented in stores world-wide. These powerful machines can turn unusable food waste into soil that can then be used in Walmart's Garden Center.

This would:

- 1** Reuse products seen as "unusable"
- 2** Provide the Garden Center with healthier and more fertile soil
- 3** Create a good reputation with Walmart's customers with how they reuse their food
- 4** Make the Walmart community greener and reduce their carbon footprint



Meet Our Team!



**Aqsa
Agro**



**Emily
Cai**



**Anushri
Sharma**



**Simran
Kaur**



**Reentika
Awasthi**

