

GAP X Ⓜ



# Meet the team!

## Consultants



Debbie  
Pao



Fionce  
Siow



Zachary  
Yiu



Ken  
Lohatepanont



Chanel  
Shum



Christian  
Reyes



Zen  
Thumparkkul

## Project Managers



Tony  
Zhao



Ryan  
Eid

## Advisors



Katie  
Li



Reina  
Hong

A photograph showing a row of white plastic hangers hanging from a silver metal rod. The hangers are slightly curved and overlap each other. The background is a plain, light-colored wall.

# Agenda

Competitors  
Beacon Tech  
Rewards  
Mobile



# Competitor Analysis

RETAIL INDUSTRY LANDSCAPE

TOPSHOP



GYMBOREE®



EST. 1892  
Abercrombie & Fitch  
NEW YORK

H&M

HOLLISTER  
CALIFORNIA

NORDSTROM

★macys

UNIQLO

# Competitor Analysis

## TECHNOLOGY



### Mobile

*Digital Receipts & Coupons*  
*Chatbots*  
*Price Scanner*  
*Mobile Checkout*



### Web

*Outfit curation*  
*Social Media Hashtags*  
*How-tos/Collabs*



### Omnichannel

*In-Store Pickup*  
*Scan and Shop*  
*Amazon returns at Kohl's*



### More

*Interactive VR Experiences*  
*AR Try-On Mirrors*  
*Beacon Technology*

# Beacon Technology

## BASICS



Proximity Technology  
LE Bluetooth Signal Broadcast  
Method to Trigger Events

### Costs

#### Initial

- Development
- Bulk purchases

#### Recurring

- Development
- Maintenance
- API Access
- Replacement of Beacons

### Benefits

- Hidden
- Low Mobile Power Consumption
- Secure
- Easy/Quick Development

### Versatility

# Beacon Technology

MEASURABLE IMPACT



Produced 200,000 in-store and POS engagements and an **estimated \$320,000 in direct revenue.**



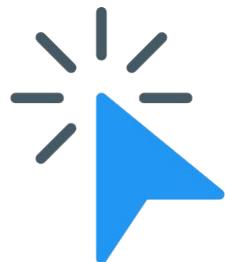
Mall-based speciality retailers saw **a 41% increase in average basket size and a 36% increase in mall-to-store traffic** conversion. Comparisons stem from customers who received beacon messages vs. those who did not.



According to the Proximity Directory report, SMB retailers **can increase operating profit by 8% with ROI of 365%** with beacons.

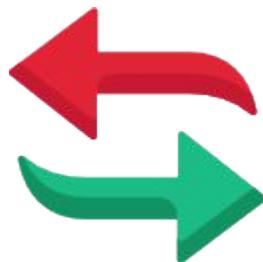
# Beacon Technology

## CASE STUDY



**41%** higher click rate

for personalized  
promotion messages  
29%  
higher open rate



**52%**

more likely to switch brands  
if company communication  
is not personalized

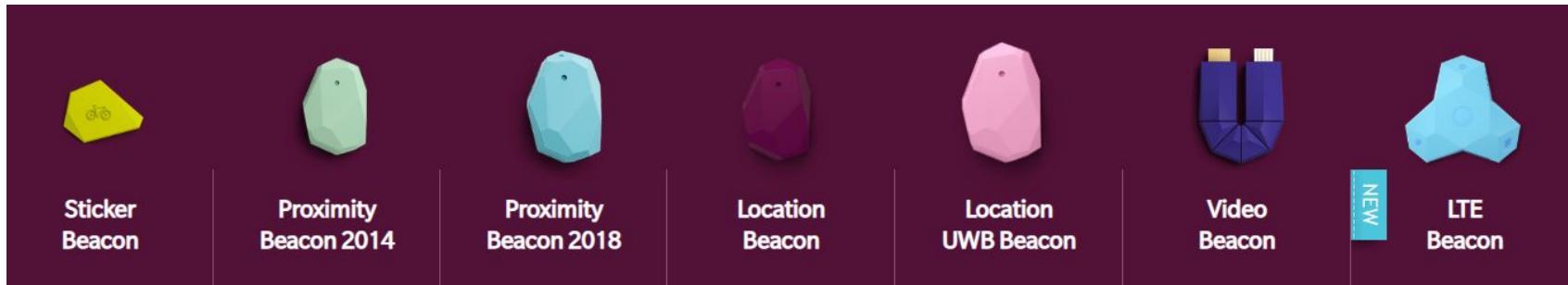


**62%**

of retailers report  
analytics and data as  
competitive advantage

# Beacon Technology

## TYPES



**Stickers** - inventory management

**Proximity** - commonly used

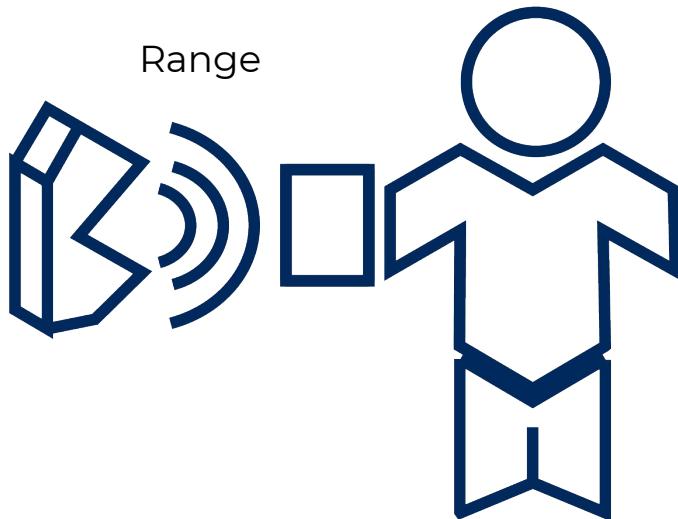
**Location** - used for more precise locationing within monitored spaces

**Video** - used for events having to do with manipulating screens

**LTE** - used for more complex systems, built in computer, asset tracking

# Beacon Technology

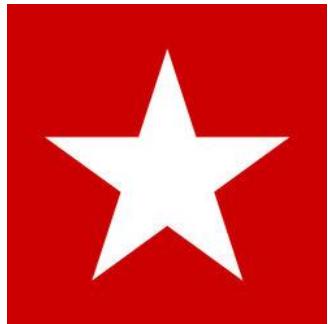
## REQUIREMENTS



Bluetooth On  
Location Services On  
Downloaded App  
Push Notification Approval

# Beacon Technology

## IN-STORE IMPLEMENTATION/CAPABILITIES



### Macy's Inspired

Push notifications of deals and in-store specials to customers both within the store and those walking by



# Beacon Technology

## IN-STORE IMPLEMENTATION/CAPABILITIES



### Prism Inspired

Generate heat maps to see in store traffic/observe which sections of the store are most traversed



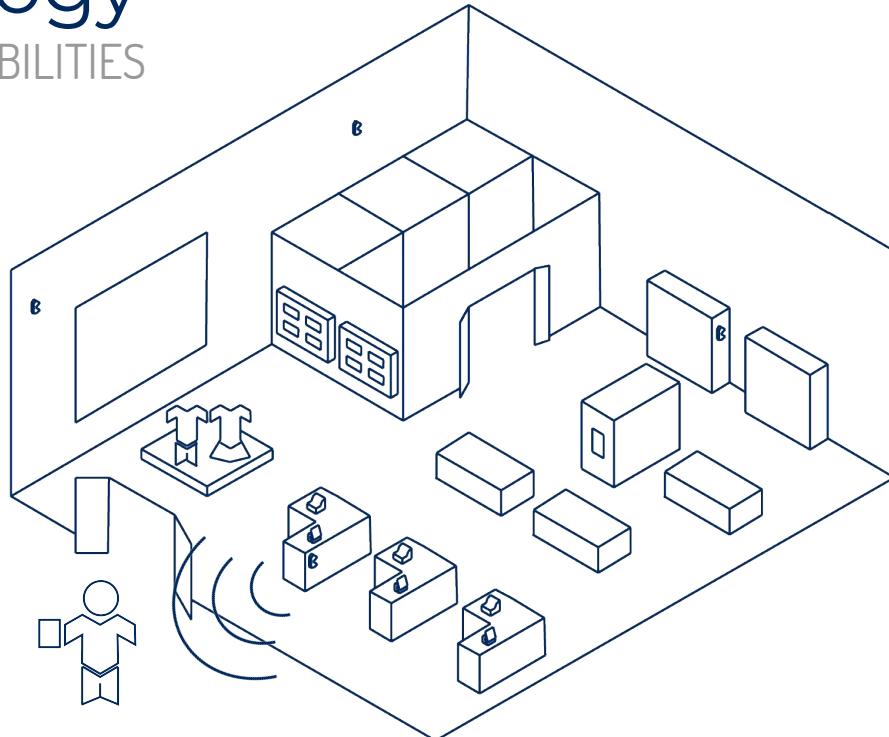
# Beacon Technology

## IN-STORE IMPLEMENTATION/CAPABILITIES

### Gamification

Reactive Digital Signage  
Inventory management  
Sales Timestamping  
Self-checkout  
Keyless Dressing Rooms  
Etc.

**YOUR WILDEST DREAMS?  
MORE OR LESS POSSIBLE  
WITH BEACONS!**



# Beacon Technology

KEYS FOR BEACON TECHNOLOGY X GAP



## Type Specification

Choose type

Beacons are better  
in some systems  
than others



## Requirements

Market app's  
necessity

Strategize  
placements of  
beacons



## Implementation

Notify Deals

Monitor floor  
activity

Asset tracking

## Result

1. Personalized  
in-store  
experiences

2. Data  
collection for  
optimization

3. Increased  
revenue and  
engagement

# Rewards Program

## ANALYSIS AND BENCHMARKS

### Analysis of BRIGHT Rewards

Strengths	Weaknesses
Easy to understand	Requires significant commitment
Available across all Gap Inc. brands	Lack of “excitement” factor
Few restrictions	

### Benchmarking



Tier system to create exclusivity/desire

NORDSTROM

*Madewell*



Exclusive VIP invites and parties

Free shipping, birthday gifts and monogramming

More points for certain products

# Rewards Program

## KEY RECOMMENDATIONS



### Gamification

Levels systems

Create exclusivity

Build in random rewards



### Omnichannel links

Free shipping

Online-only points

In-app points

Rewards for reviews



### New rewards

Events

Birthdays

VIP-only apparel



### Result

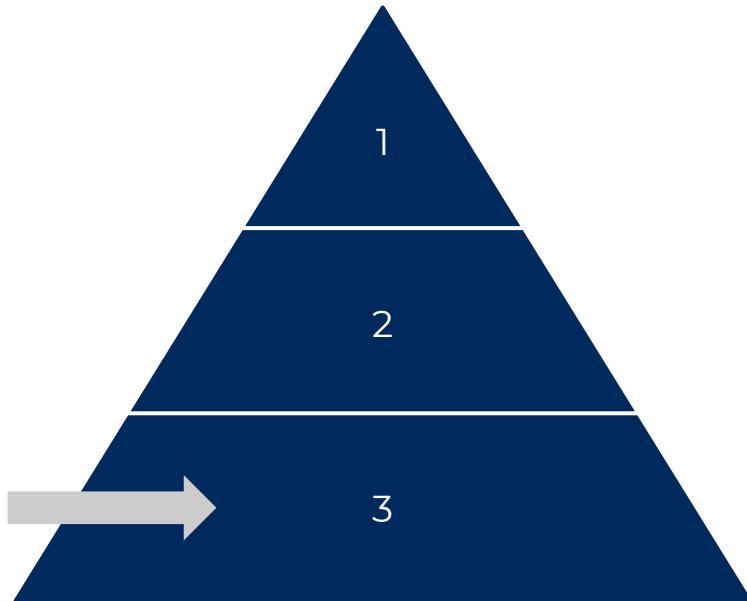
1. Create incentives to join

2. Generate greater engagement

3. Foster brand loyalty

# Rewards Program

TIER SYSTEM: MOCK-UP

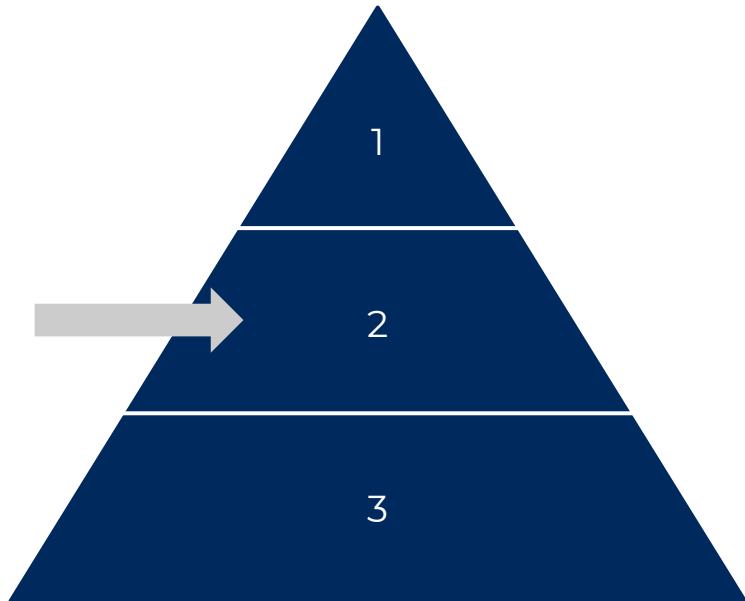


## TIER 3: "BRIGHT" Member

- Birthday gift discount
- Coupon for every \$\_\_\_ spent in points
- Discounted standard and/or express shipping

# Rewards Program

TIER SYSTEM: MOCK-UP

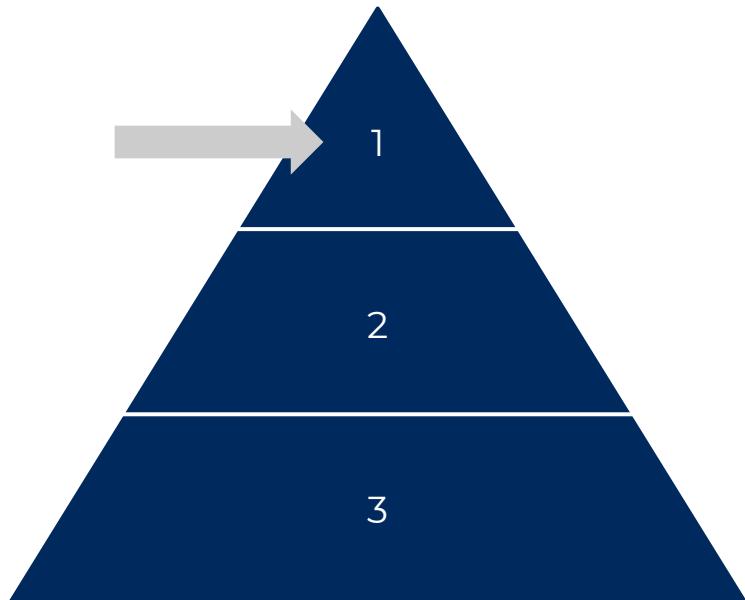


## TIER 2: “Rising Star”

- Tier 3 benefits included
- Access to early sales, deals before regular customers
- Access to promotional events

# Rewards Program

TIER SYSTEM: MOCK-UP



## TIER 1: "SHINE" status

- Tier 2 and 3 benefits included
- Early access to invite-only style or promotional events
- First to shop at select brands, product launches
- Exclusive sneak peeks at clothing line launches

# Mobile Improvements

## KEY RECOMMENDATIONS



### Price Scanner

Scan barcodes in-store to apply deals and discounts



### Shop your store

Find in-store inventory and related deals  
Free in-store shipping



### Snap & Shop

Snap/upload pictures to find similar products



## Result

1. Fast, fuss-free shopping experience
2. Personalization of in-store experience

# Mobile Improvements

## MY DASHBOARD

**“Up to 35% of consumers indicate that they rely on recommendations from social networks.”** (McKinsey, 2014)

*Customers want online shopping experiences tailored to them*

1. Eliminates choice overload and increases average order value per sale
2. Allows for further insight and prediction models based on customer interaction

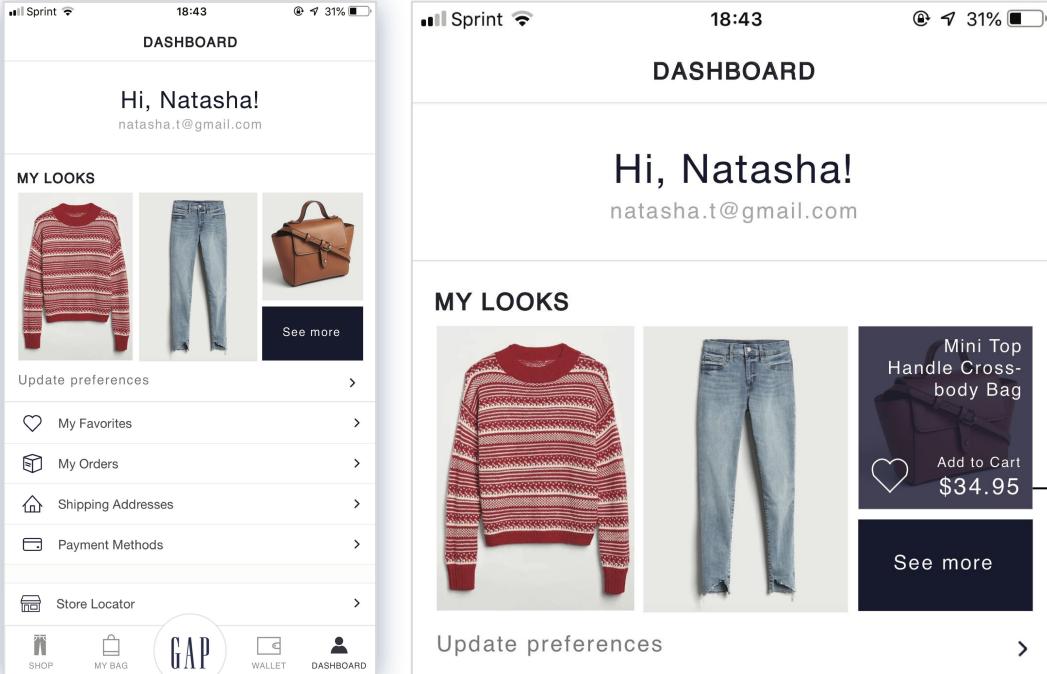
### Competitor Examples:

*My Topshop Wardrobe, Nordstrom Your Look*



# Mobile Improvements

## MY DASHBOARD: MOCK-UP



### My Dashboard

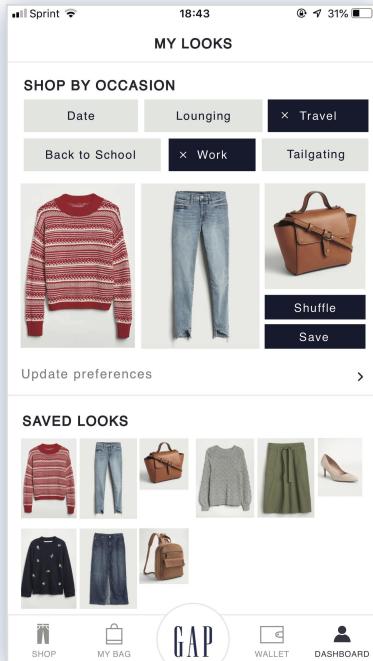
Replaces “Account” in bottom panel

Includes all features of “Account,” in addition to a personalized styleboard

View item details and immediately add to cart or favorites

# Mobile Improvements

## MY DASHBOARD: MOCK-UP



**SHOP BY OCCASION**

Date      Lounging      × Travel  
 Back to School      × Work      Tailgating

Shuffle      Save

**SAVED LOOKS**

Red and white sweater, blue jeans, brown bag, grey top, green pants  
 Black cardigan, dark jeans, brown backpack, black top with stars, dark jeans, brown backpack

### My Looks

Dashboard > My Looks > See more

Filter through looks by occasion

Help customers look for multi-occasion outfits of their style

View different selections or save the “look”

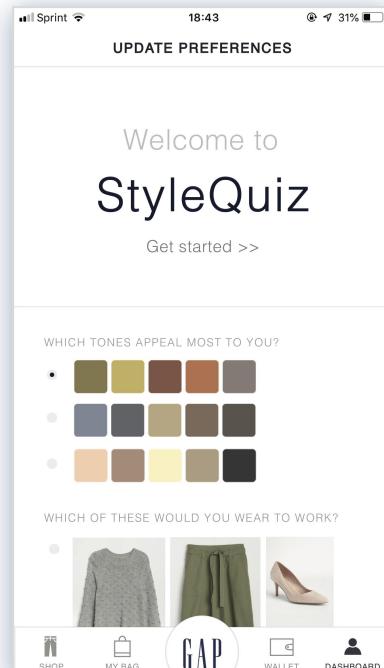
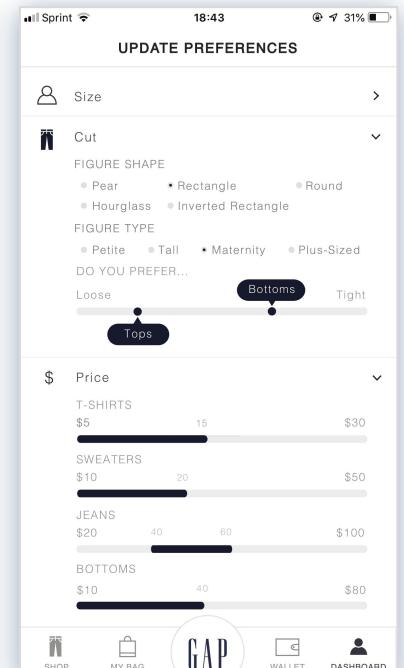
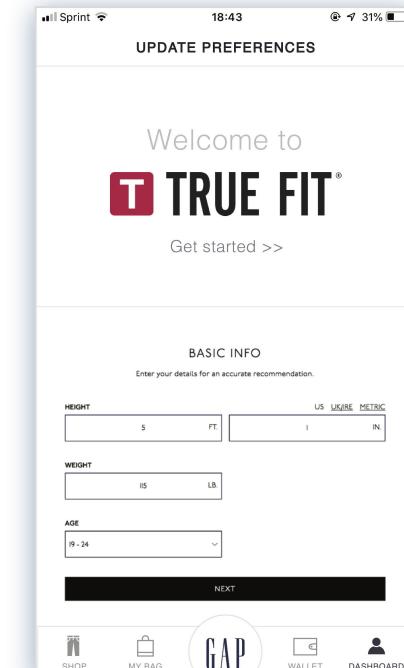
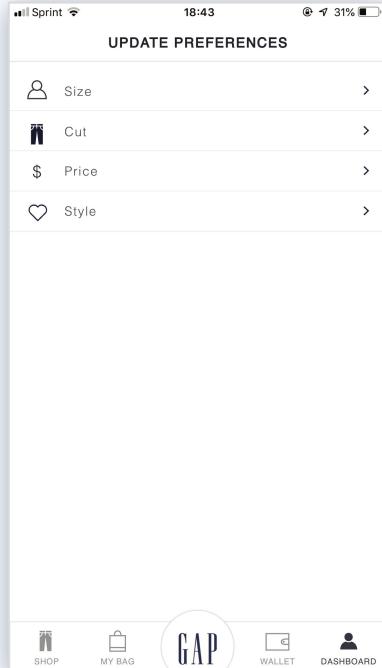
Gain data for future curations and of specific user demographics

Access saved “looks” and add to cart or favorites

Display numerical data for specific looks  
e.g. “53 other plus-sized women saved this look!”

# Mobile Improvements

## MY DASHBOARD: MOCK-UP



# Mobile Improvements

## MY DASHBOARD: MOCK-UP

Welcome to  
**TRUE FIT®**

[Get started >>](#)

BASIC INFO  
Enter your details for an accurate recommendation.

HEIGHT  FT  IN

WEIGHT  LB

AGE

**NEXT**

**Cut**

FIGURE SHAPE

- Pear
- Rectangle
- Round
- Hourglass
- Inverted Rectangle

FIGURE TYPE

- Petite
- Tall
- Maternity
- Plus-Sized

DO YOU PREFER...

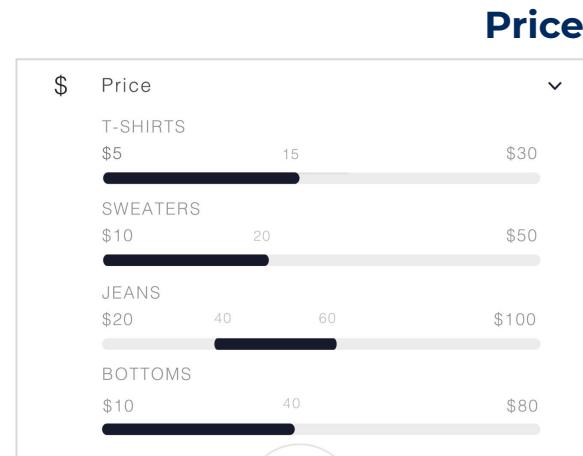
Loose      **Bottoms**      Tight

Tops      Bottoms

Select figure shape, type, and other preferences

### Update preferences

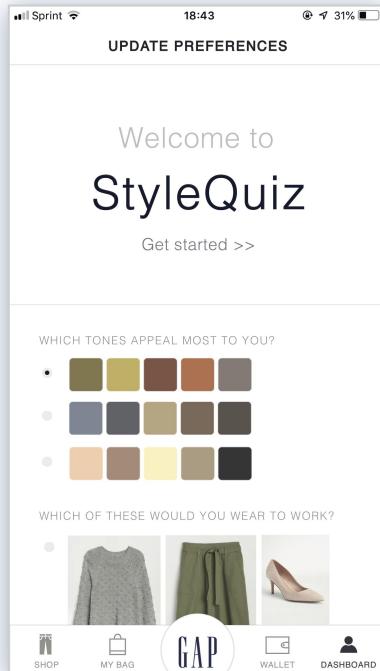
*My Looks > Update preferences*



Select prices for item types on a sliding scale

# Mobile Improvements

## MY DASHBOARD: MOCK-UP



The mock-up shows the 'StyleQuiz' feature. It displays two questions: 'WHICH TONES APPEAL MOST TO YOU?' and 'WHICH OF THESE WOULD YOU WEAR TO WORK?'. Each question has a list of options with radio buttons. Below the second question, there are three small images of clothing items: a grey sweater, green pants, and beige pumps. A call-to-action at the bottom reads 'Answer visual style questions for a better curation'.

### StyleQuiz

Update preferences > Style

Increase engagement and "fun" component for millennials

Inspired by Buzzfeed quizzes popular amongst teens

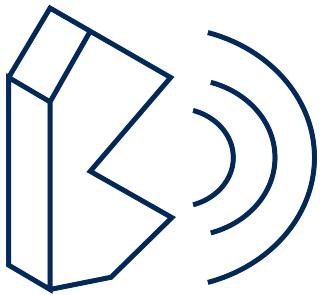
Buzzfeed's "What City Should You Live In?" had over 20 million unique visitors ([Maloney, 2014](#))

Some questions can be more quirky, to be more personal and relatable

e.g. Where would you go for vacation? Spirit animal? etc.

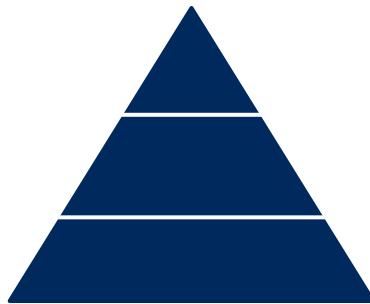
# Summary

## Conclusion



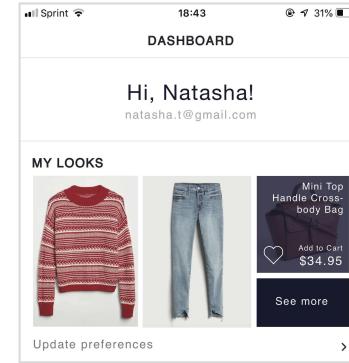
### Beacon Technology

Interactivity and Analytics



### Reward Tier System

Gamification and Excitement



### Mobile App Dashboard

Curation and Inspiration

# GAP

GAP  
GAP

GAP  
GAP



INTRODUCING  
**Skye Blue Washes**  
These new blues signal the  
return of the great American  
jean in all your favourite fits.

19€  
New G