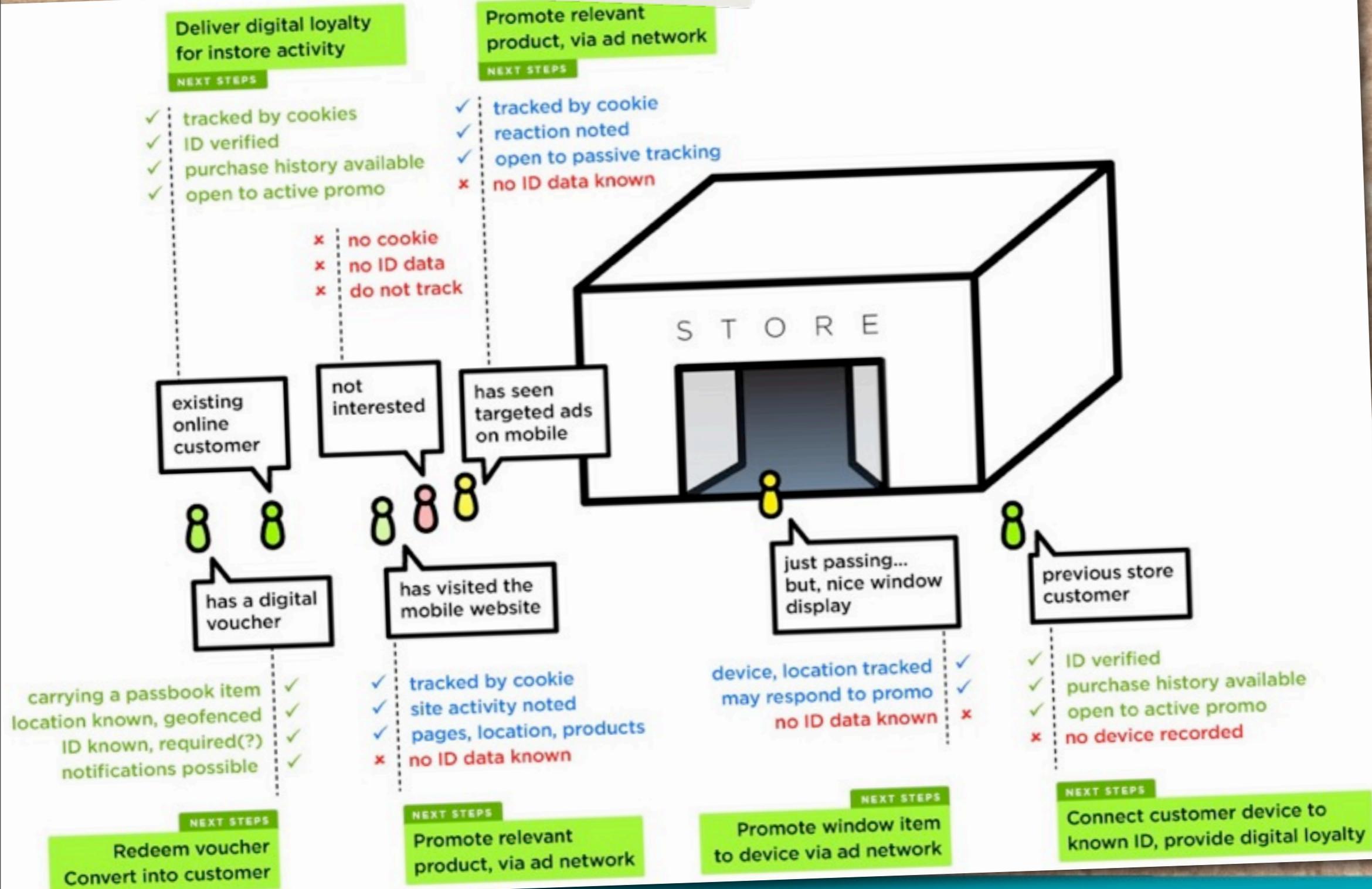




DESIGN CORKBOARD

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 FUTURE

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
...is currently engaged as						...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.	Has purchased from the shop, and has provided positive feedback. Opens, but does not regularly engage with direct mail or email marketing.	Has purchased in store, but not yet been converted into a digital customer.	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.	Potential customers who have actively seen (and clicked) an online ad, or visited the website directly. Users flows, and auditioned products also available.	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.	For whatever reason, this does not want to be tracked and if it appears they are can become unpleasant.
...ways to improve						...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.	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.	Has purchased in store, but not yet been converted into a digital customer	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?	Using the auditioned products history, instore beacons can highlight and persuade or even introduce individualised offers.	Need to be able to contact them in some (digital) way and open up a channel.	Provide tools and methods these users to opt out of advertising, marketing indoor tracking schemes
...target for future						...target for
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	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	Has purchased in store, but not yet been converted into a digital customer	One-click on websites to get this, for a specific product, or one-tap for instore.	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.	Use some identifying digital channel for this user - wifi, MAC, bluetooth MAC? - that allows us to serve an ad to them.	To at least have them positive supporters of brand through it's avoidance of opt-outs.
...what to build						...what to
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.	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?	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 automatically join dots.	Digital voucher code mechanism for cross-platform delivery of geofenced, individual voucher codes that can lead directly to a sign up.	Use cookies from website visits to identify and target instore activity. Make individualized offers and provide a voucher to complete the transaction instore.	Anyone lingering in/outside a store on wifi using a specific site (eg. Facebook) should be able to have an ad served at them.	Online + physical opt mechanisms. For instore, this might confirmation that addresses and similar hashed and not stored their face is not used facial recognition. May require a threshold, administer a these facts.

Working out novel ways to engage users within technology limits

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.



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

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



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



Unique voucher code, attached to user email completes loyalty signup

Unlock straight into passbook to reveal existing store card pass

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?

Customer activity vs user privacy

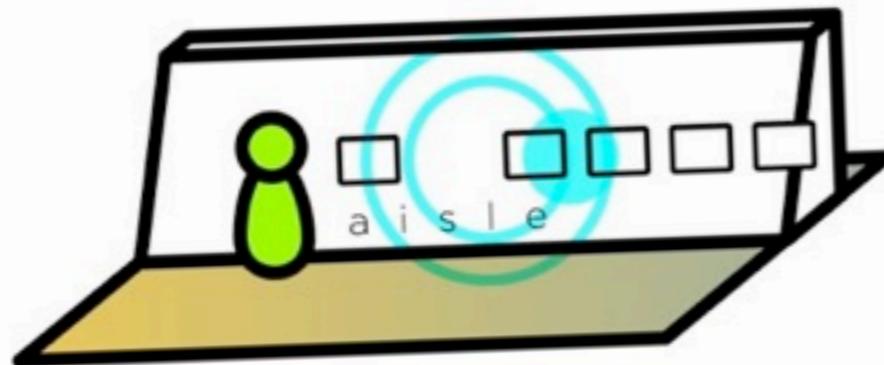
Location based content and project-lists

WHAT?

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

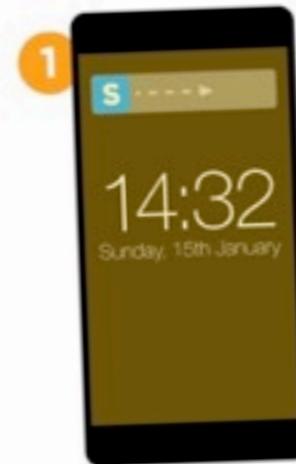
eg Power Tool aisle, shelf of cordless drills.

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...



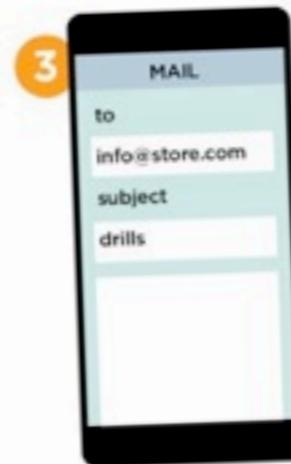
1 When near iBeacon, passbook or app wakes onto lock screen



2 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)

Unlock straight into app if installed, or a passbook item with 'install app' header. Back of passbook can weblink to online

...or some aisle info to SMS or email for one instantly



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

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



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

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?

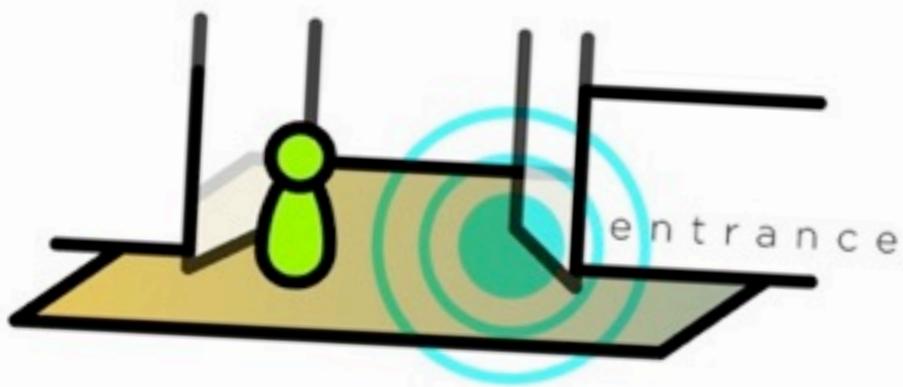
Change the sequence loyalty cards are used, to beginning of shop – not the end

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



- 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



- 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 loyally - 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.

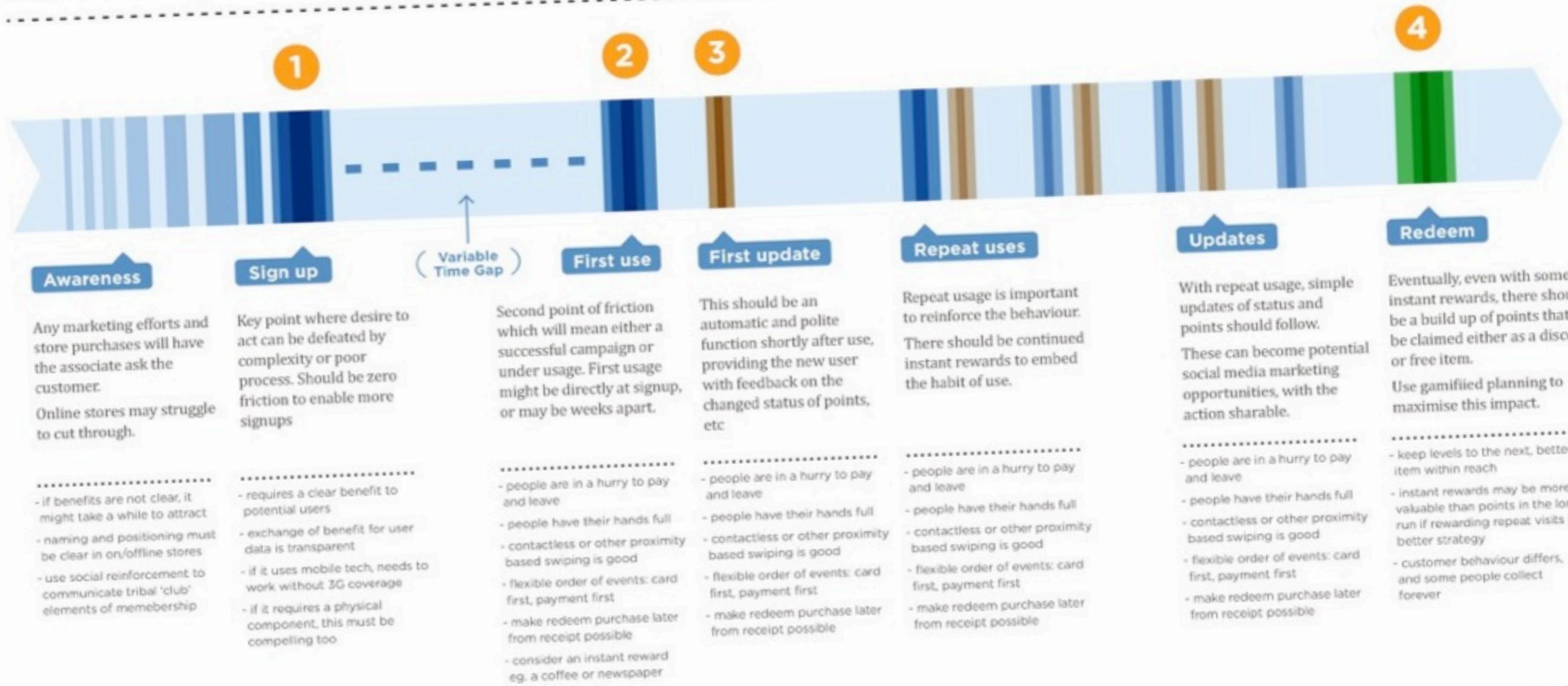


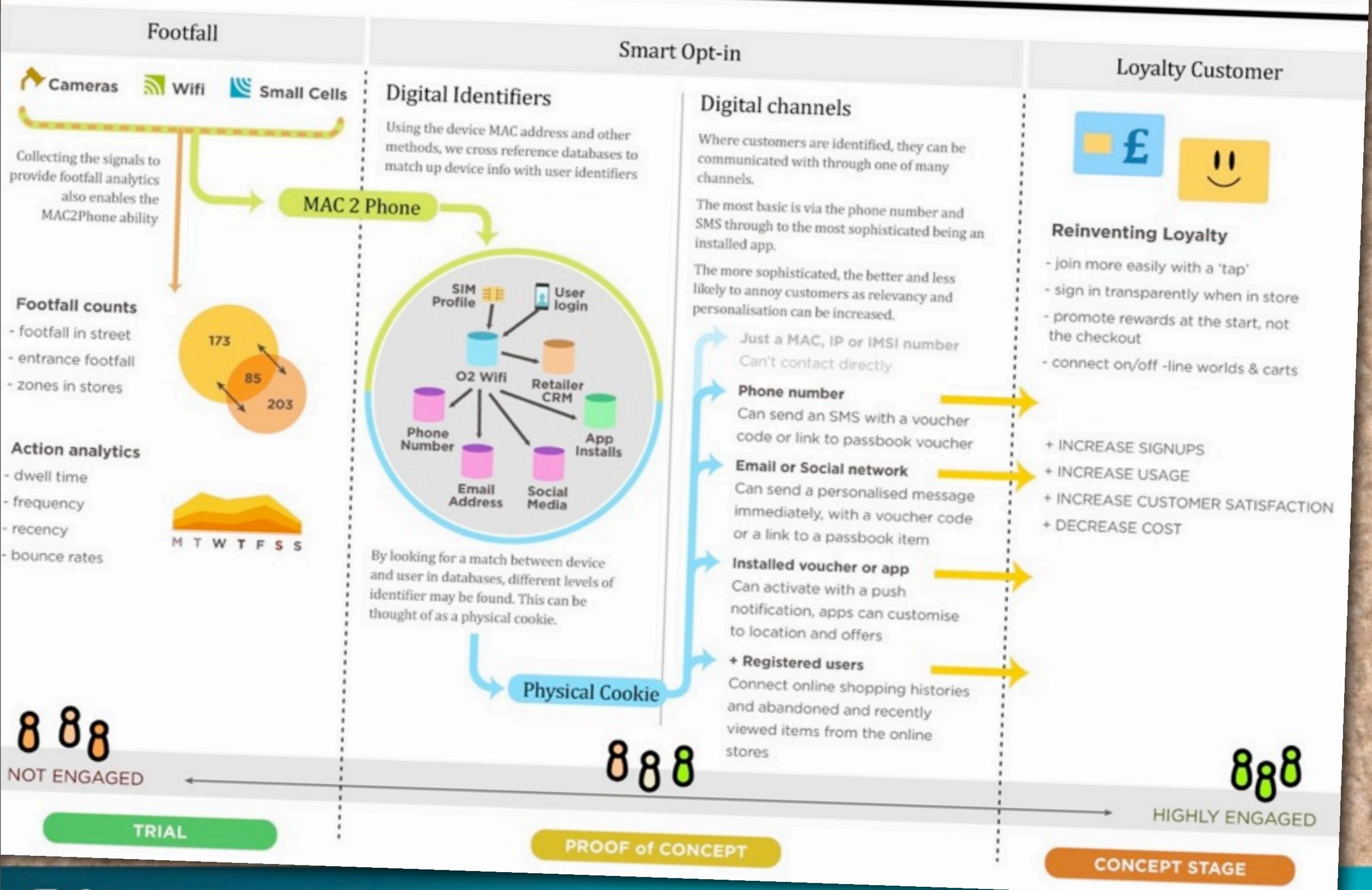
- Hasn't bought anything, but is aware of the store and the online shop
- Has cards from other retailers, uses some - accepts the concept
- No direct digital channel open, but has visited the website
- Has visited the online store recently, as wider research and is auditioning a major purchase
- Not looking for a specific brand or product, but a certain category, quality, style and broad price point
- Has been recommended this retailers by peers
- Low awareness of any loyalty scheme at this time

Touchpoints for user interaction

Flows of loyalty usage within the input channels

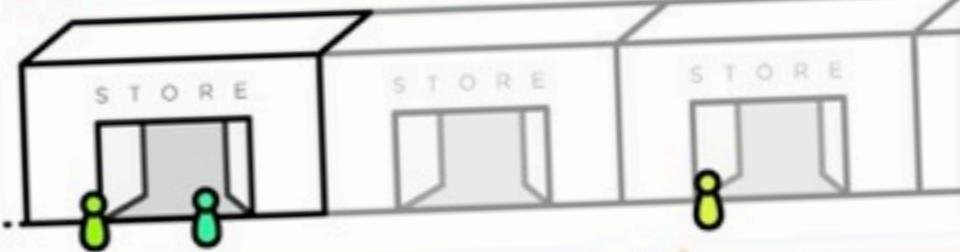
Potential touch points in the usage of loyalty schemes in different contexts





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

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 st 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.

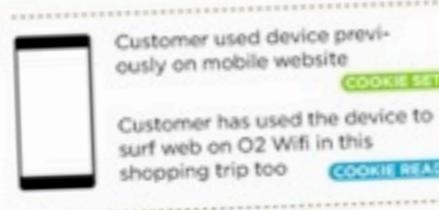
- location
- email
- phone
- name
- home
- purchase history
- browser cookies
- browsing history
- recent products
- voucher

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

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 has actively used the internet on this trip, O2 Wifi via a preloaded profile on the user's SIM (seamless connect, no login required).
 Cookies set on the retailer site in earlier visits are read and recognised by the Wifi embedded HTML used to serve ads

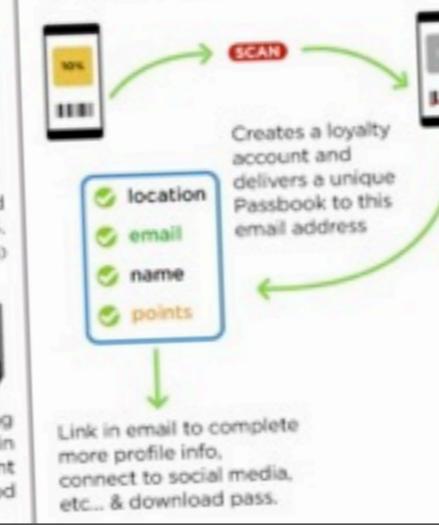


The downloaded voucher can be activated by a geofence for the whole store, or by an iBeacon at the entrance or a specific product location.

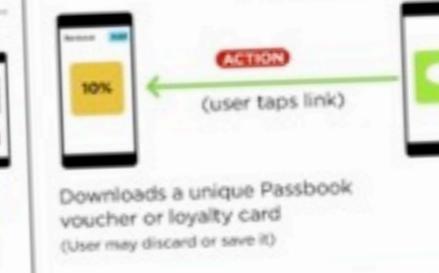
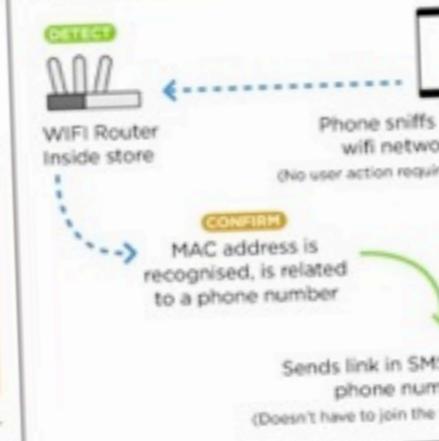


When the user makes a purchase, the passbook item can be scanned (barcode) and the connection between the user ID (email) and the purchase can be made.
 This is a good time to convert the coupon into a loyalty card!

Vouchers typically get deactivated after use...



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



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

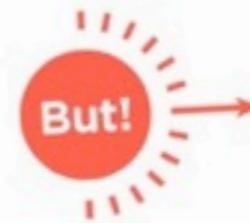


Looking at partner specific solutions

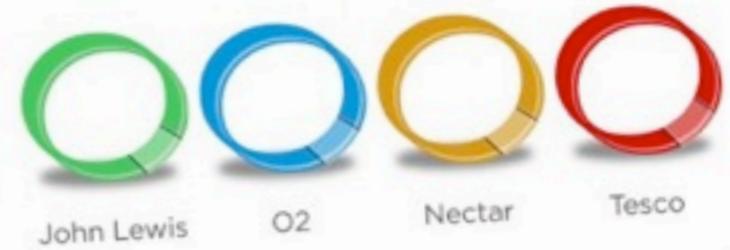
Digital Loyalty

Notes on Nike

Nike Fuelband as readymade digital loyalty scheme?



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



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



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  **-12%** 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 

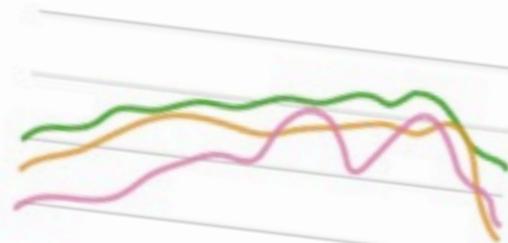
Detail

Historical comparisons

WEEK 13 / 2014

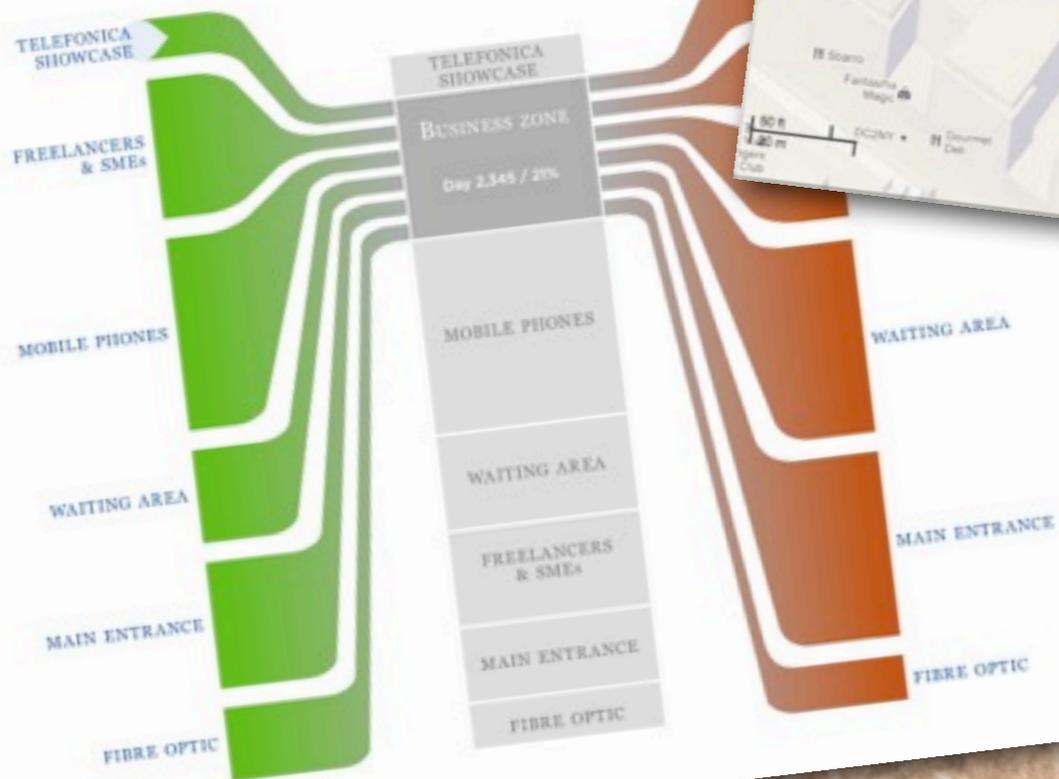
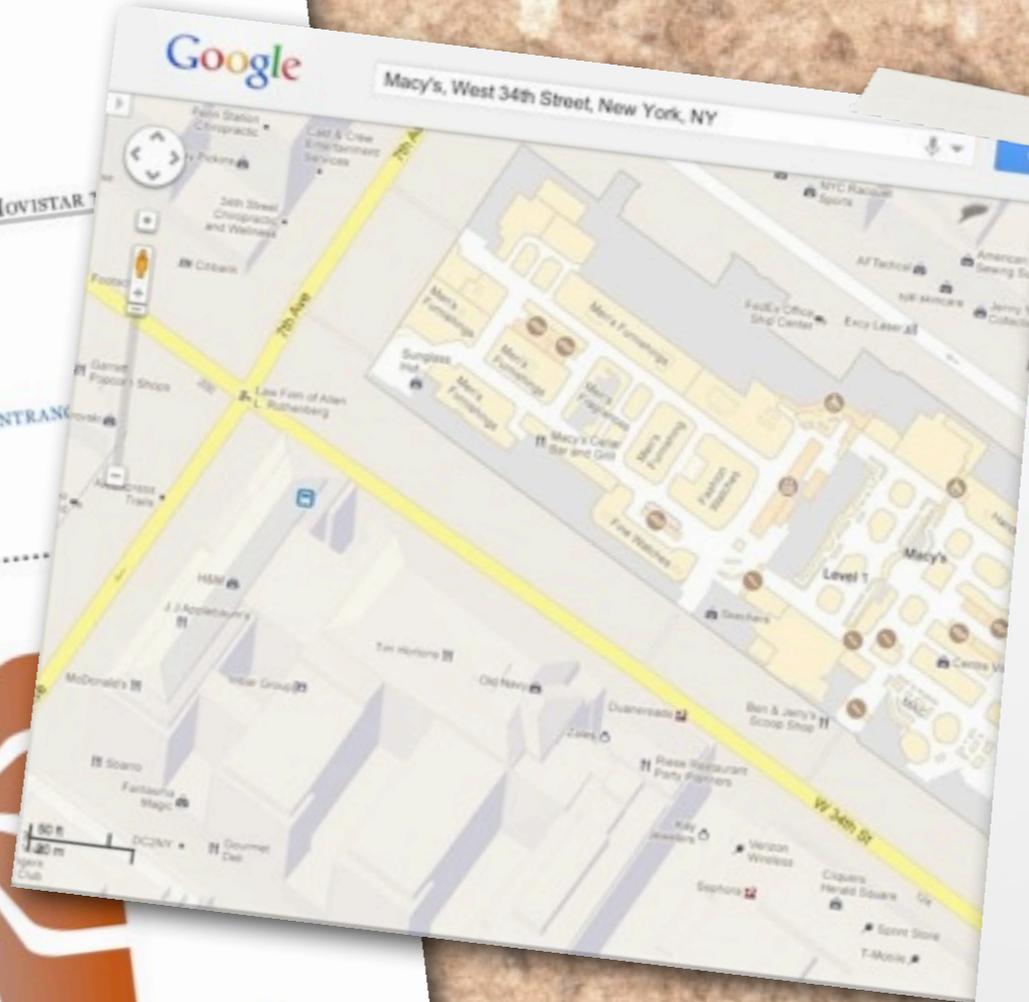
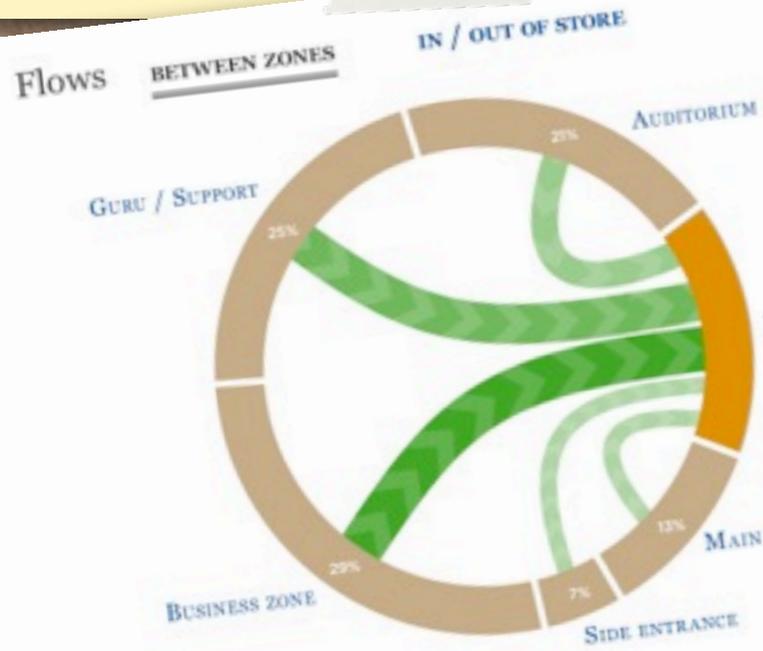
WEEK 12 / 2014

WEEK 13 / 2013

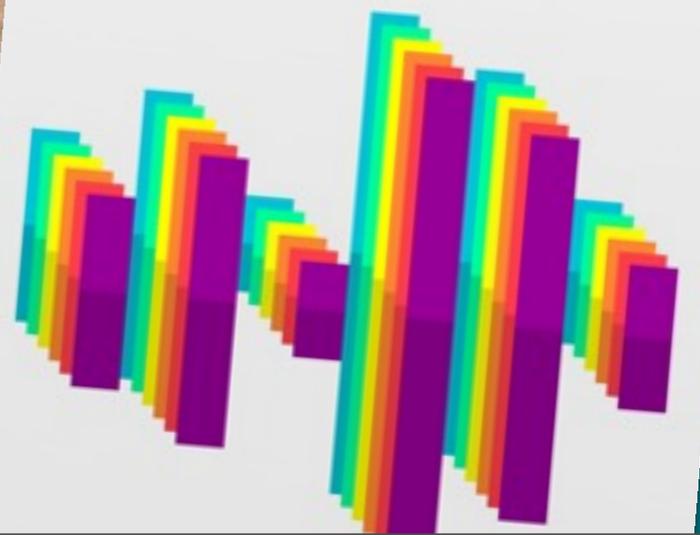


While shop footfall was up  **+5%** on the previous week, overall walk-by traffic was also up  **+3%**, resulting in a lower conversion rate  **-1.2%** this week. Compared to the

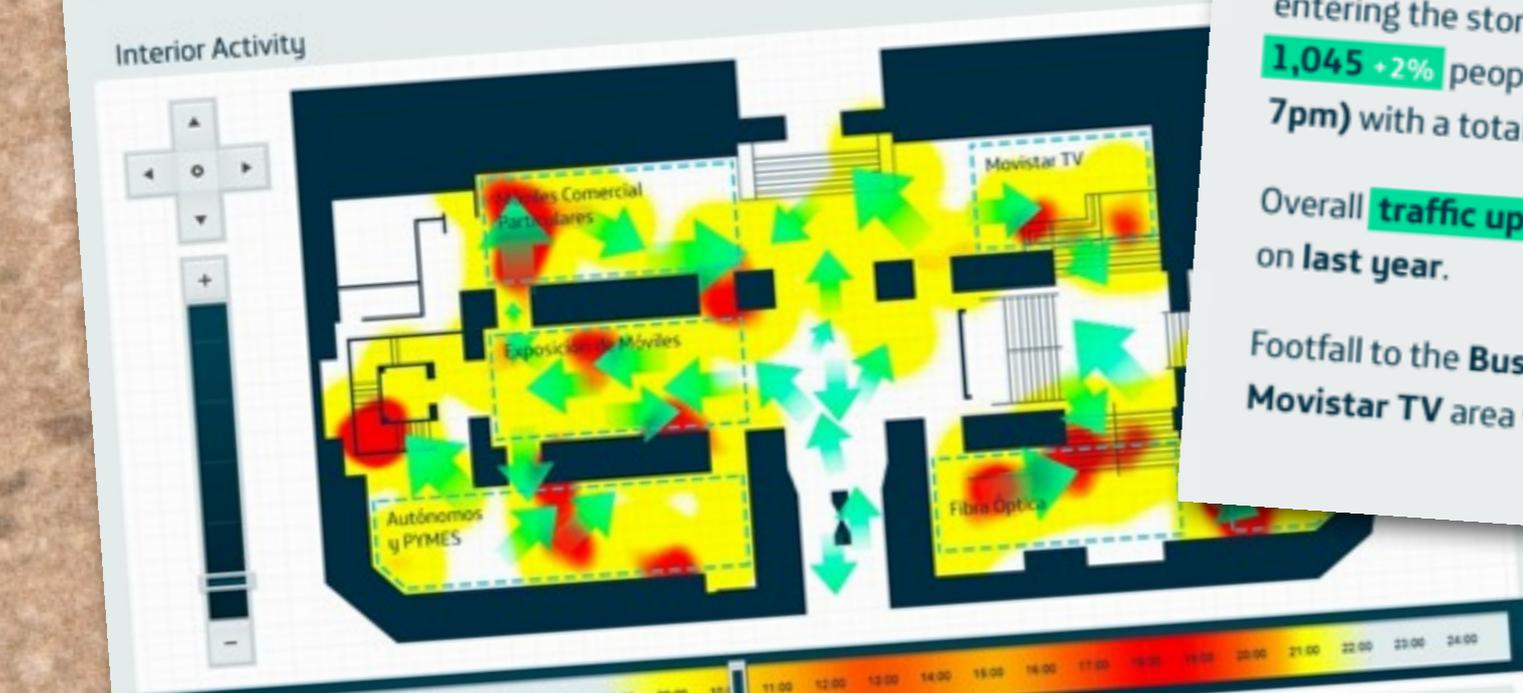
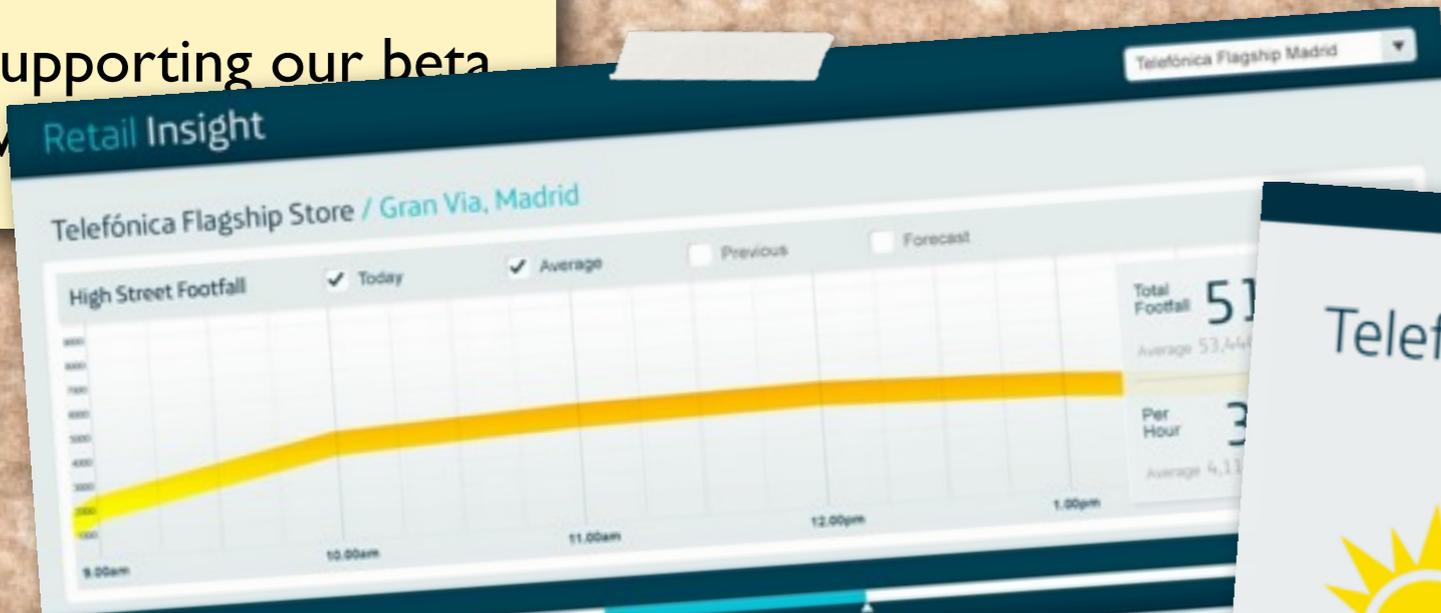
Supporting our beta with dashboards



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Supporting our beta
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Telefónica Flagship Store / Gran Via, Madrid

Monday 17th February Week 8 2014

12°C
1°C

Observations

- Movistar TV Campaign
- 2014 Sochi Winter Olympics

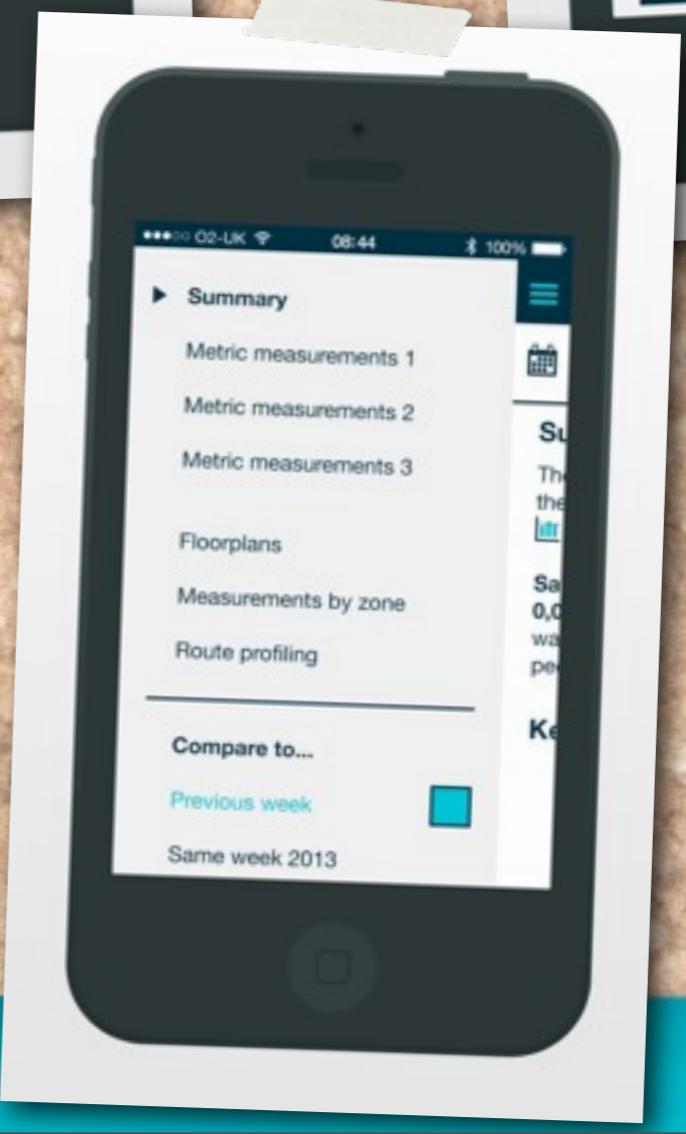
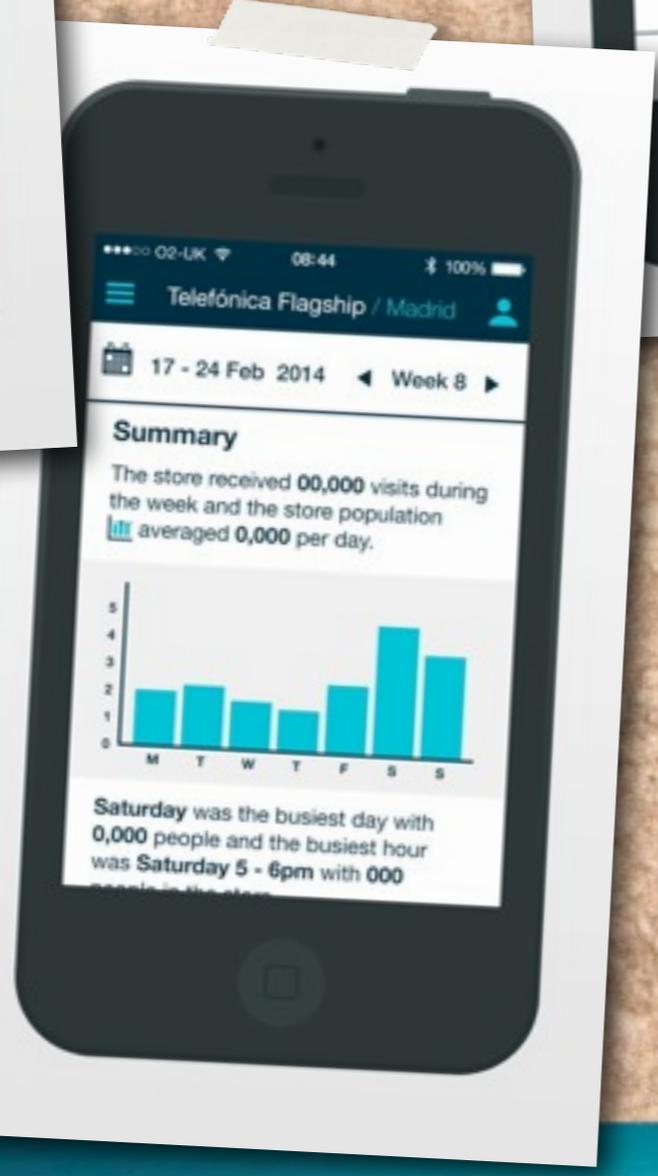
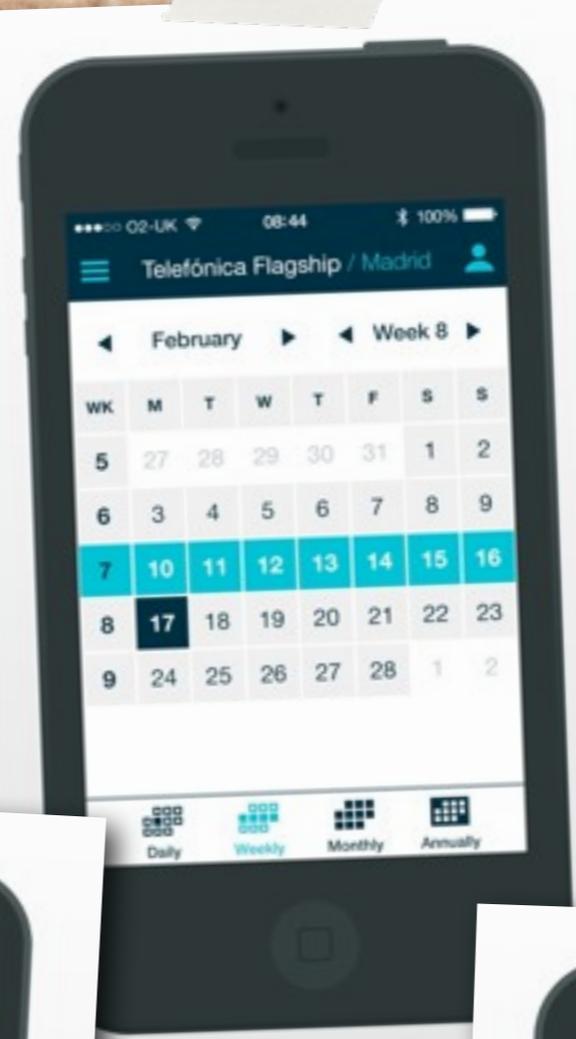
Walk-by traffic was **84,320** for the day, with an above average **7,284 +5%** entering the store. The **morning** period was busier than usual attracting **1,045 +2%** people but, again, the busiest hour was in the **evening (6pm - 7pm)** with a total of **470** people in store.

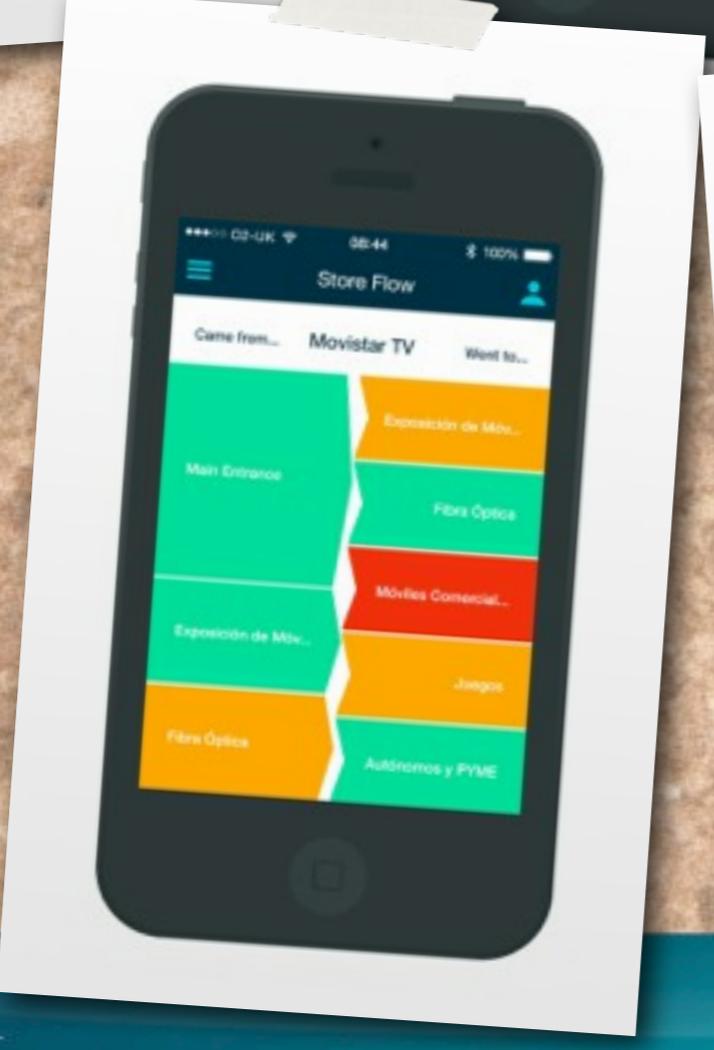
Overall **traffic up +0.8%** on this day compared to last week but **down -1.5%** on last year.

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

Mobile first







Desktop / responsive in mind



