

Disruptive Innovations

What if every shopping experience is personalized?

Retailers use data collection and utilization to help them provide personalized services and content, so they can begin to build relationships that strengthen customer trust and loyalty. This is especially important for retailers with omnichannel offerings, as more data can be gathered, so customers will expect enriched shopping experiences that fit seamlessly into their shopping habits.



What if exclusive experiences can be available to all?

As a fully immersive experience, virtual reality can expand the retail experience beyond in-store space. Shoppers can sit in front row of a fashion show and buy things directly off the runway, or experience a showroom and socialize with other shoppers and staff from the comfort of home. This can be especially valuable for those who have mobility issues, or social anxiety.



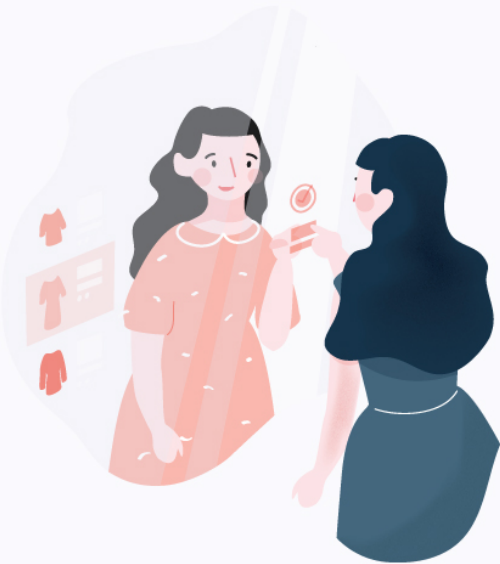
What if retailers can be held accountable?

Known for its use in cryptocurrencies, blockchain is a decentralized, consolidated ledger that can track and trace where a product comes from. This means that product recalls can be conducted quickly and accurately, carbon footprints or labor conditions can be publicized, and smaller startups can be given equal opportunities within the global retail market.



What if robots replaced humans?

Automation has become increasingly popular, as robotics become more sophisticated. In-store AI can handle transactions, help locate items, and recommend products the same as human staff. But the shopping experience may be more fun and engaging with a robot, who can be more informed than a cashier, and can remember customer preferences.

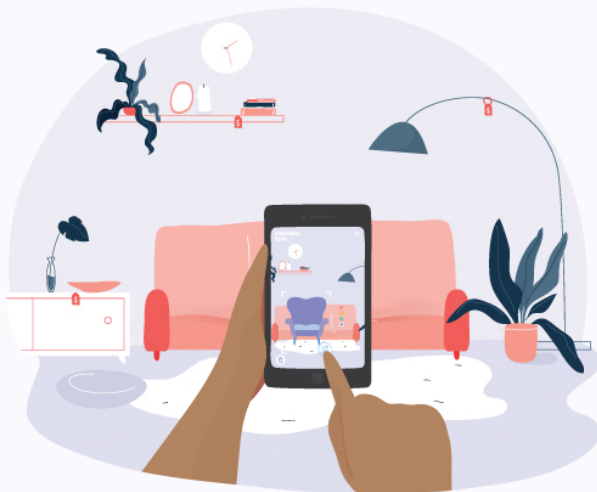


What if you can interact with a store after it closed?

Customers can already shop through entirely automated vending stores, as well as virtual shops, where the desired product is selected and delivered later. Through interactive digital displays, it can be possible to shop while retailers are closed, or while they're still in construction; shoppers can learn more about a brand and their products, and engage without pressure to purchase.

What if shopping experiences can be enhanced?

By giving shoppers the ability to request more information through superimposed images, augmented reality applications can help consumers visualize how clothing may look in different environments, highlight specific details and designs on electronics, or interact with the retail shop directly (changing lighting, checking on stock, etc.).



What if everyone has a personal assistant?

Voice control technology allows consumers (especially those unfamiliar with digital interfaces) to have natural conversations with retailers. Shoppers could get recommendations on what products to buy, based off their needs and budgets. Voice computing can also help retail staff by assisting with inventory checks, or recalling detailed information.

What if you can shop outside of existing retail platforms?

Customers already use social media when they're shopping to share photos and find inspiration, but partnerships and collaborations between businesses and brands can further expand the possibilities of retail. New platforms for shopping are becoming available, as companies can integrate themselves within the retail sector by offering more to the shopping experience than a simple monetary transaction.



What if a shopping experience engaged all your senses?

The more senses that are engaged, the more refreshing and memorable the retail experience can be. That can mean utilizing music or smells to trigger cravings, elicit emotions and memories, or to target specific demographics. Senses can also be subverted for more unexpected experiences; what would it be like to smell feelings or hear colours?

What if the act of payment is invisible?

Cashless payment systems are already everywhere, letting us pay through contactless methods, such as tapping with card. Developments in smart wearables and biohacking aim to further reduce the payment process. With the advance of cryptocurrencies and conscious consumerism, currency may become entirely digital, and monetary transactions may be replaced by bartering for goods or services.



What if retailers can recognize you?

With customer recognition technology, retailers can address characteristics both concrete (age or gender) and abstract (moods or emotions). They may track how long a customer has been in a store, what and how much they're buying, and if they're doing so while happy, sad, or bored. Retailers can then see how they can cause or affect those factors to perfect the shopping experience.