The Modern Shopper: A Vision of the New Interactive Retail Experience

Engaging today's modern consumer requires seamless integration of online and in-store experiences. Intel® technology is helping retailers make it a reality.

Meet Emma, a constantly connected, technology-savvy shopper on a mission to update her first kitchen. What follows is a snapshot of one shopper’s journey in the new retail environment, illustrating not only what is possible, but also what is actually happening today as shoppers discover, browse, investigate, and transact with the help of Intel® technologies.

During her research, she saw a banner ad from a local home improvement store offering help with kitchen upgrades. She clicked the ad and was taken to the store’s “how to” community, which seemed to have everything she was looking for: ideas and suggestions, blog posts of others’ experiences, and peer reviews of products and videos.

Emma decides to sign up for the store’s loyalty program because it offers several perks including VIP service, discounts, and incentives for her current project, and the promise of future offers and opportunities.

She enters her name and email address, and opts in to receive notifications on her smartphone.

After posting her ideas to her social network and getting some positive responses, Emma receives the loyalty program’s welcome email including a link for its Dream Kitchen app—downloadable to...
Solution Brief | The Modern Shopper: A Vision of the New Interactive Retail Experience

In-Store Experience

A PERSONALIZED WELCOME

Approaching the store entrance, Emma receives a text message that welcomes her to the store and reminds her about her personalized Dream Kitchen appointment. It also offers her “12 months same-as-cash” financing on all purchases made as part of her planning session and discounts on some of the items on her wish list—a pleasant and welcomed surprise.

After entering the store, her Dream Kitchen App prompts her to allow access to the store’s Wi-Fi, and then invites her to check in for her appointment. She clicks a button and Jim, the kitchen-remodeling assistant who will be assisting her, is immediately notified on his tablet that she has arrived.

Emma then approaches an interactive kiosk to find out where her appointment is. Using the kiosk’s touch screen, she gets turn-by-turn directions to the Kitchen department. Since she may also want to shop in other departments, Emma uses her smartphone to scan a QR Code, which sends a store map to her phone and also creates a tab for the map in her Dream Kitchen app, allowing her to reference it without changing screens.

MOBILITY ADDS CONVENIENCE, ENHANCES EXPERIENCE

After launching the Dream Kitchen app, Emma is guided through several questions, including her kitchen layout and its various dimensions, her product interests, and her style and color preferences. The app creates a virtual rendering of her kitchen and allows her to build a wish list of items, which she immediately does, including starring some as Favorites. She has a galley-style kitchen that is only 7-feet wide, which presents some storage challenges because she wants to maintain an open feel while also having plenty of storage.

Next, Emma uses the Dream Kitchen app’s appointment functionality to schedule time for later that week with an in-store kitchen-remodeling assistant. After setting up the appointment for Friday, on which she works only a half day, her unique appointment code is logged into her Dream Kitchen app and she is notified that the appointment is confirmed.

Several days later she is prompted with a reminder—both on her smartphone and via email—that she has a Personalized Dream Kitchen appointment later that day. She has done more web research, including refining her wish list, Favorites, and budget, and feels ready to move forward on this project. She tweets about her in-store appointment and anticipates making her dream kitchen a reality.

Browse
Showcase your product offerings

Emma is able to receive customized notifications on her smartphone thanks to the Intelligent Mobile Advertising Solution, which allows retailers to tailor communications across a wide range of channels.

KEY TECHNOLOGIES
• Intel® Retail Client Manager
• Intel® Audience Impression Metrics Suite
• McAfee security solutions

Browse
Showcase your product offerings

In addition to the Intelligent Mobile Advertising Solution, the Intelligent Consumer Engagement Solution invites Emma to access the store’s free Wi-Fi. Step-by-step navigation to the Kitchen department, as well as the QR Code-initiated store map, are powered by the Intelligent Wayfinding Solution. Her complimentary beverage is delivered by a machine modeled after the Intelligent Coffee Station Solution, which is tied to the store’s accounting system through the Intelligent Vending Solution to correctly expense the cost of the beverage.

KEY TECHNOLOGIES
• Intel® Core™ vPro™ processor family
• Intel® Active Management Technology
• Intel® Audience Impression Metrics Suite
• McAfee security solutions

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Jim is running a few minutes late so he uses his tablet to send Emma a message offering her a complimentary beverage from the smart vending machine located in the Kitchen planning area. The message includes Jim’s picture so she can more easily recognize him, directions to the Kitchen planning area, and a special code for her beverage.
Finding the vending machine, Emma holds her phone against the display. It reads her special code, welcomes her, and initiates a sequence of interactive screens that allow Emma to choose a beverage, which is promptly dispensed.

**PERK OF SELF-SERVICE BROWSING**

While sipping a non-fat caramel latte from the vending machine, she notices an attractive kiosk called Kitchen Designer. Approaching the kiosk, she is prompted to hold her phone up to the Welcome screen. After a few seconds the kiosk welcomes her by name, asks permission to access her Dream Kitchen information, and displays the virtual rendering of her kitchen. It then invites her to browse recommended products based on her product interests, style, and budget.

Using hand gestures, she navigates to cooktops. After browsing several options, she taps a photo of a stove she likes, and it appears on her virtual floor plan. She likes how it looks and decides to add it to her Favorites list, which is simultaneously updated in both her store account and her Dream Kitchen app. She does this for a few more stoves as well as refrigerators and dishwashers and shares her favorites with her social network. She knows her best friend will love the stove she picked because it is just like hers.

When she’s finished, the Kitchen Designer kiosk offers her a store coupon for 10 percent off all appliances purchased within the next 10 days. To activate the coupon, she waves her phone in front of the kiosk, which authenticates her and delivers the coupon into her Dream Kitchen app.

**INVESTIGATING WITH HELPFUL SALES ASSOCIATES**

Meanwhile, in preparation to meet Emma, Jim has reviewed her wish list and current Favorites using his store-associate tablet, and has assembled several products and ideas to show her. In addition, he has plotted her Favorites on her personalized store map—the one she was sent by the wayfinding kiosk at the store’s entrance.

Jim greets Emma and discovers that she’s ready to look at products and make decisions.

Noting that she was most recently looking at cooktops, Jim leads Emma to an interactive 3D Appliance Wall where she can view and interact with life-size HD images of all the cooktops she’s interested in, including full product information, reviews, comparisons, and pricing.

Additionally, a product page of the cooktop is displayed in the Dream Kitchen app, including pictures, dimensions, costs, reviews, and social sharing icons so that she can share the information with her social network. Emma thinks that’s pretty cool and immediately uses the social interface to tweet her experience to her friends.

She then turns back to the 3D Appliance Wall and engages with the refrigerators and dishwashers.

The next item on Emma’s list is countertops. Reviewing the interactive store map with Jim, Emma finds directions to the countertops section and heads off.

Jim uses his tablet to contact Mary, another store associate with expertise in this area. Mary familiarizes herself with Emma’s plans by reviewing her account information, wish list, and Favorites. If Emma requires assistance, Mary will be prepared to help her.

**DISCOVERING NEW OPPORTUNITIES AT THE SHELF**

On her way to look at countertops, Emma passes a flat-screen display that begins to show beautiful images of granite countertop tiles in a colorful mosaic pattern. And they’re on sale.

Emma initially assumed granite would be too expensive for her budget, but given the impressive discount being promoted on the impressive discount being promoted on the
digital sign, she is definitely interested, and the mosaic pattern and color just might work.
The digital sign directs her to the granite tile’s shelf location. Finding the tile, she pulls out her smartphone and adds it to her list of Favorites.
Sensing her engagement, the intelligent shelf label above the tile invites her to review the available tile shapes and sizes, and also provides suggestions for the most complementary grout colors for the pattern. Emma finds the grout selection and adds two colors to her Favorites list.

TIMING—AND SAVINGS—IS EVERYTHING
As Emma continues to venture through the section, Mary’s sales tablet pings her and lets her know that Emma is nearby.
Mary greets Emma and offers to further assist her, which Emma readily accepts. They jointly review Emma’s project information on Mary’s sales-associate tablet. Seeing the new granite tile in her Favorites list, Mary assesses Emma’s kitchen plan and determines the new countertops will require 10 boxes of tile. She checks the inventory and confirms that there is enough tile in stock and at the sale price.
Emma would like to take advantage of the tile while it’s available, but wants to see what it will look like in her updated kitchen.
Mary leads her to another Kitchen Designer kiosk, which Emma engages by touching it with her smartphone. Her virtual floor plan appears on the screen, including her most current wish list and Favorite items.
Using gestures and taps, Emma compares the granite tiles with her selected Favorite appliances, then stands back to look at what her new kitchen might look like.
She decides she loves the discounted granite counter tiles and wants to purchase them today while they are on sale. She makes the purchase directly through the Dream Kitchen app by touching the Buy button and selecting delivery or in-store pickup.

INCREASING CART SIZE WITH ENGAGING SIGNS
Excited about the great discount on granite tile, Emma uses the interactive store map to find the cabinets section. As she lingers among the displays, a nearby interactive screen begins showing images of kitchen cabinets, including the idea of replacing only the doors of her existing cabinets. This is intriguing because it seems to provide great cost savings.
Using gestures to interact with the screen, Emma pages through the “door only” options and finds a design that might work with her existing cabinets, but she isn’t sure. So she touches the “need help” button on her Dream Kitchen app and Mary arrives a few moments later.
Mary uses her sales tablet to check the dimensions and confirms that the doors will work for Emma’s existing cabinets. Emma is pleased and adds them to her Favorites list.
Looking at the time, Emma realizes it’s getting late and she needs to get home. She hits the Save button on her Dream Kitchen app, which also syncs all aspects of her plan to her store account.
She is prompted by a message reminding her of the products she has purchased today, how much she has saved, and where to find her additional money-saving coupons. Additionally, she is prompted to schedule another in-store appointment to finish her kitchen project. She sets it up for Wednesday of the following week.

A HASSLE-FREE TRANSACTION
In the days before her next appointment, Emma continues to interact with the Dream Kitchen app. She continues her research, reviews and fine-tunes her Favorites, and uses her virtual kitchen floor plan to rearrange items in order to visualize her new kitchen.
When she’s satisfied with a plan, she shares it with her social network and solicits them for input and suggestions, which she uses to make more updates. When Wednesday arrives, Emma is ready.
She returns to her scheduled appointment and is again greeted by a Welcome text as she approaches the entrance, as well as a reminder of her available coupons and discounts. She reconnects to the store’s complimentary Wi-Fi and checks in for her appointment.

Jim greets Emma and learns that she’s ready to start “playing with numbers” and locking down a project plan. He uploads Emma’s Favorites list into the interactive planning tool and they create a workable plan, including pricing, products, and schedule.

Everything is in stock except for the cooktop. But it’s available in a nearby store location and can be delivered on time to meet her schedule. The plan is sent to Emma’s email address that’s on file, and Jim also prints up Emma’s kitchen plan in full color.

Jim uses his sales tablet to complete the transaction, including ordering all items and scheduling all installations. He then accesses the promotion codes stored in Emma’s Dream Kitchen app to ensure she receives all the discounts she qualifies for: 12 months same-as-cash, 10 percent off the appliances, and a few more including free haul-away of her old appliances.

Before she leaves, Jim lets her know that all her planning and purchasing history is saved in her account and her Dream Kitchen app, making it easy if she needs to match any products in the future for repairs or replacement.

The Post-Sale Relationship

THE EXTENDED PROMISE OF FULL-SERVICE SUPPORT

The next day, Emma receives a Thank You email with a link to her own personalized site. This site includes the full list of products she has purchased and their status (for example, whether they’re in stock, on order, or delivered), her project schedule, and a full-color virtual floor plan showing her new kitchen—complete with countertops, cabinet doors, and appliances in place.

The site also includes other products she might be interested in, helpful support links and contact information, and a Sync option that ensures all of her project information is synchronized across her store account, personalized site, and her Dream Kitchen app.

INEVITABLE CHANGES, EASY MODIFICATIONS

In week three of the upgrade, Emma is told that there is barely enough granite tile to complete her countertops. Since she may want to create a matching backsplash in the future, as well as have some extra tiles on-hand, Emma decides to order an additional four boxes of tile—if there is still some available.

Using her tablet, she opens her Dream Kitchen app, accesses her purchase history, and clicks the Mosaic Granite Tile link. She’s in luck! The tile is still listed as “in stock” so she orders four boxes, clicks Buy Now, and chooses to have the tile shipped directly to her.

The rest of the project runs smoothly until week five when she discovers the cabinet knobs are not the ones she ordered. Accessing her Dream Kitchen app, Emma checks her order history—just to be sure—and finds that her memory is correct: the knobs are wrong. Using
the app’s interface, she chooses the Return to Store option for the incorrect knobs, finds the ones she wants, and with a few mouse clicks she easily exchanges them, choosing to pick up the correct ones in the store so she can get them the next day.

A CUSTOMER FOR LIFE

Emma’s new kitchen is finished in six weeks and she hosts a party to celebrate. Her friends are amazed at what she has done and can’t believe it was so affordable. Several of her friends say they want to update their kitchens and even decide to download the Dream Kitchen App to their smartphones.

Emma is so happy that she blogs about her experience, shares pictures of her new kitchen on her Facebook page and on Houzz*, uploads pictures and a review to the store’s Kitchen How-To Community, and even creates a “Cooking with Emma” video on YouTube*. A few days later, she receives an email from her loyalty program that thanks her for the review and rewards her with additional offers for complementary products and services, including periodic maintenance on her new appliances and reminders of her extended warranty opportunities.

It was a lot of work, but she is ready to get started on her next project. In fact, she’s already scheduled an appointment for her dream backyard. In the coming months she will receive information about new related products she might be interested in, and over the next several years she will receive valuable warranty and service reminders for all of her purchased products. Emma has had a great experience, has shared it with her world, and is a customer for life.

For more information about retail solutions from Intel, visit:
intel.com/retailsolutions

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1 Requires activation and a system with a corporate network connection, an Intel® AMT-enabled chipset, network hardware and software. For notebooks, Intel AMT may be unavailable or limited over a host OS-based VPN, when connecting wirelessly, on battery power, sleeping, hibernating or powered off. Results dependent upon hardware, setup and configuration. For more information, visit Intel® Active Management Technology.

2 Built-in visual features are not enabled on all PCs, and optimized software may be required. Check with your system manufacturer. Learn more at www.intel.com/content/www/us/en/architecture-and-technology/visual-technology/intel-visual-technology-consumer.html.

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