

# IdentityMine Store

Location\_Concept

Date\_February 2011

Design\_In-house

Website\_www.identitymine.com

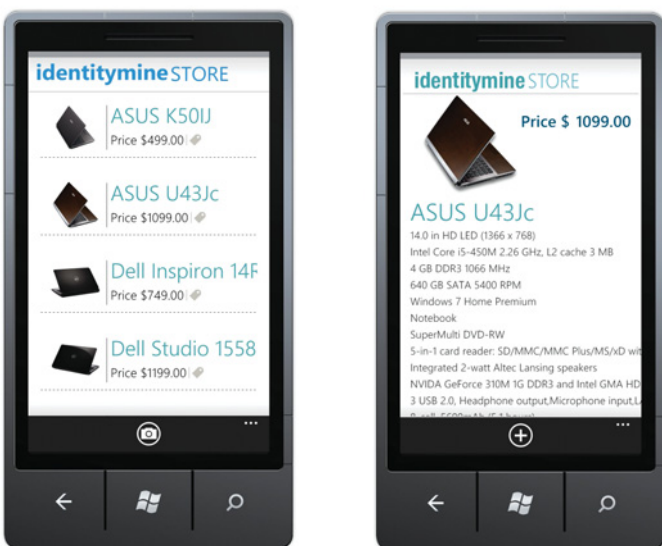


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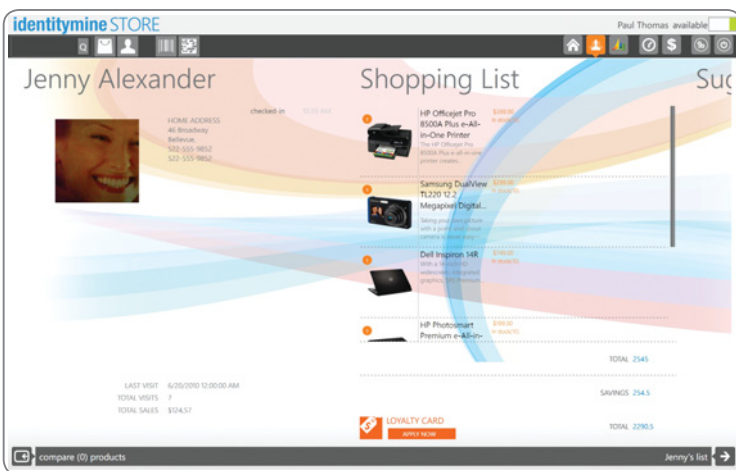
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Designed by interactive software company IdentityMine, in partnership with Microsoft, the IdentityMine Store is a customer service tool that is currently being developed to promote more effective interactions between staff and shoppers, both remotely and in-store. The technology is specifically designed for use with Windows 7 devices, and sales assistants and customers will each have a different version of an IdentityMine Store app. The shopper can use their app to create a profile, browse products and make a shopping list. When they arrive at the physical store they can check in using the app and contact the store assistant, who views the customer's profile, shopping list and purchase history using the app on a Windows tablet. The assistant can identify the customer in-store from their profile picture.





Once customer and assistant are together in-store, the assistant can transfer the customer's shopping list to a large digital screen on the shop floor and display products on a bigger scale. The assistant does this by dragging the shopping list to a designated tab on their device's screen, which can then be used to navigate the content, including product demonstrations, comparisons and discounts. A map shows where the item is located in-store. Once the customer has selected their preferred product, it can be transferred from the large screen to the shopping basket on their app. When the app is fully developed, payment may also be possible through the customer's phone.



Retailers could also be given the opportunity to customise the system to their preferences, enabling them to control the level of interaction between staff and customers.



The concept has the potential to give retailers real-time information on people's buying intentions and habits, and could help to target product promotions more accurately. The technology was demonstrated at the US National Retail Federation's 100th Annual Convention and Expo 2011 in New York.