

Store of the Future

The workgroup “Store of the Future” launches new visions about shopping in the future. Various partners collaborate on a showcase where innovative concepts are demonstrated in a clear and tangible way. Every partner contributes to the overall project drawing on their own personal expertise.



The project group aspires to reflect a realistic image of current and future innovations regarding retail and shopping. How the consumer experiences these innovations is being examined from a constantly evolving experimental set-up in Living Tomorrow. Continuous market research and people-oriented innovation form the basis for the development of our vision of the future as regards shopping in the future.

Shopping Experience is key aspect of the store in the future

A high-quality Shopping Experience for the customer is key in the future vision of the Store of the Future. The project group launches the MyDelhaize concept, which symbolizes the personal Shopping Experience of each customer. Various innovative technologies and new personalized services are introduced. These will enhance the involvement and shopping experience of the consumer.

With this overall concept the chain is complete. Customers should have access to personalized services in the shop as well as at home and en route, in order to create a high-quality overall experience.



Shopping in the future no longer depends on the location

The personalized approach and increased convenience for the consumer starts at home. The consumer is able to carry virtual information on his Plus Loyalty Card from and to the shop. This way grocery lists and discount coupons are digitally available with the Plus Card and the digital message board in the kitchen.

In the shop the customer inserts the Plus Loyalty Card on the Smart Trolley, a trolley with a built-in digital assistant. Automatically their personal information appears on the assistant, for example a grocery list, discount coupons etc. The Loyalty Card is displayed on a PDA, physically as well as virtually.

Leaving the store doesn't mean the end of the Shopping Experience. By intuitive home shopping via the digital message board and Home Delivery through the Deliverybox, we will bring the shop in the home. These additional services are an added value for both the customer and the retailer.





Convenience and technology go hand in hand

The technologies in the store are there to help the customer and will be an added convenience for them. Take for example the intelligent scales, which will automatically recognize vegetables and fruit. Another example is the interactive wine rack that will tell you which wine goes best with your chosen menu.

The interactive displays in the shop are also meant to be an added attraction for the customer. Products with RFID tags or Location Based Interaction with the Digital Plus Card will make shopping a more dynamic and interactive experience. The customer can take home the information shown on the displays and study it at their leisure.

Flexible possibilities for self-scanning and self-checkout are a handy and quick solution for any kind of shopping trip. Depending on the time of day or the kind of shopping trip the customer can choose between a traditional pay-desk, self-scanning and self-checkout. A virtual shop assistant can supply information and expertise for the customer from a distance.

In the future social aspects will be more prominent

In addition to these technological solutions a great deal of attention is paid in the Store of the Future to wider social aspects, such as a healthy and varied nutritional diet. The use of environmentally friendly packaging is actively encouraged. Other aspects of the Store of the Future are a wide choice of products and prices and a customer-friendly service



The Store of the Future is a project which takes a look at shopping in the future from the customers' perspective. During the five years' expo-period of Living Tomorrow this project will be developed and renewed in cooperation with current and new partners.

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Please always mention the innovation "Store of the Future"

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