

Social shopper

The web and beyond

Amsterdam, 1 juni 2010

Wouter Teeuw

Geke Ludden

Kom verder. Saxion.



Agenda

- **Developments**
 - from interactive screens and webshops towards a social shopper
- **Role social media**
 - and how to influence it
- **What we will do**
 - Research subjects RAAK MKB proposal

Magic Mirror / RFID Mirror

- Electronically identify products, support customers
- Trials in 2002, on the market since 2006 (Paxar)
- Context awareness through RFID tags

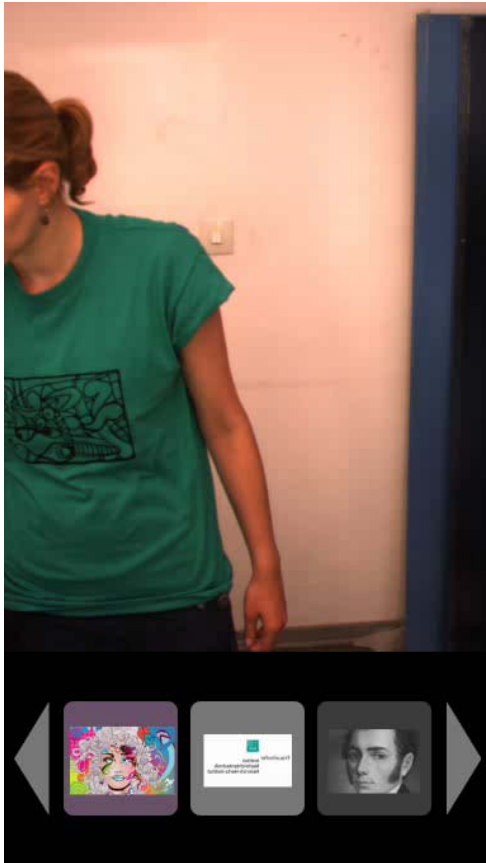


Intelligent Shop Window

- Display on shop window
- Touch screen (interaction)
- Ambient system (react on people)
- Gaze interaction (eyetracking)



Texture overlay



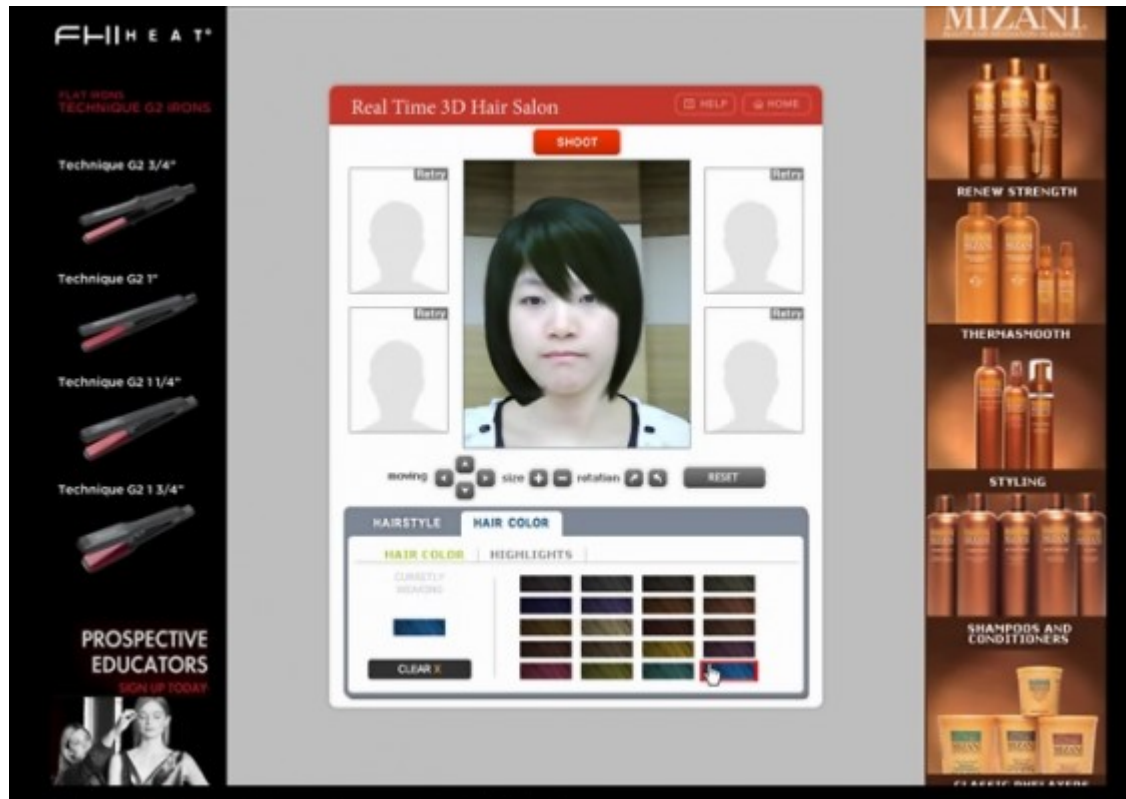
- Augmented reality
- Virtual and physical integrated



More than texture...



Hair fashion



Spectacles

Try the **Ray-Ban** Virtual Mirror



Téléchargez Ray-Ban Virtual Mirror, une nouvelle technologie 3D qui vous permettra d'essayer virtuellement les derniers modèles Ray-Ban.

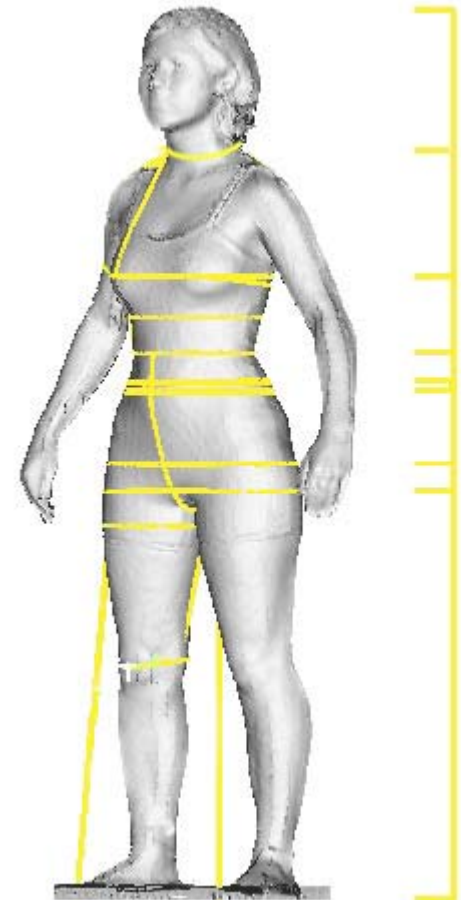
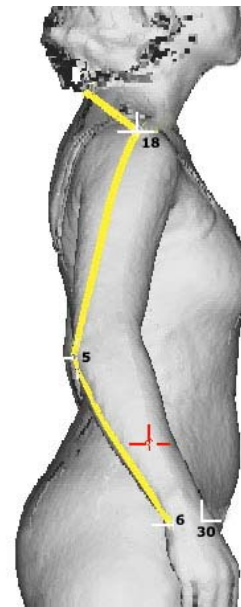
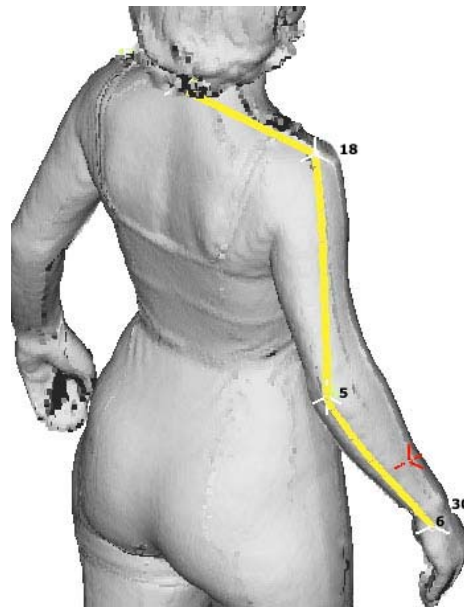
Kom verder. Saxion.

Virtual Fitting Room



3D body scanner

- 3D body scan
- Computer-aided design



[Home](#) ▶ [Mimic](#)



Kies een gezicht



Choose your expression



Creëer je lichaam

Lengte 172 cm

Gewicht 60 kg

Lichaamsvorm

Maten

Buste 69 cm

1. MIJN MODEL

2. OPSLAAN

[Volgende](#)

[Home](#) ▶ [Shop](#)

Laarzen Minnetonka € 149.95 ✕
Sjaal Serlini € 16.99 ✕
Armband Stylists-own € 16.99 ✕
Tas Hilfiger-Denim € 19.99 ✕
Armband Stylists-own € 12.99 ✕
Jurk Kling € 39.99 ✕
Complete look € 256.90 ✕

Show outfit

LEFT RIGHT TERUG WISSEN OPSLAAN



Stylists-own

[Info](#)

€ 39.99



Pieces

[Info](#)

€ 16.99



Pieces

[Info](#)

€ 16.99



Kling

[Info](#)

€ 39.99



Kling

[Info](#)

€ 39.99



Diesel

[Info](#)

€ 69.99



Minnetonka

[Info](#)

€ 149.95



Minnetonka

[Info](#)

€ 149.95



Gestuz

[Info](#)

€ 44.95

253 items

[Vorige](#)[2](#)[3](#)[4](#)[Volgende](#)

CATEGORIE

[SHOP](#)[MERK](#)

ACHTERGROND

[Geen](#)[Studio](#)[Park](#)[Office](#)[Fashion Wallpaper](#)[Warehouse](#)[Subway](#)[Catwalk](#)[Fashion Designer](#)[Room](#)[Skyline](#)[Etalage](#)[Paris Shop](#)[London Square](#)[Subway Orange II](#)

Jas Supertrash € 159.95

Top 5 Preview € 57.95

Spijkerbroek Wrangler € 92.89

Hakken Friis & Company € 134.95

Complete look € 445.74



lovely look

basic but beautifulllll

Gestyled door anique
2 dagen geleden

PAS DEZE LOOK

This look has been viewed 17 times

♥ 3 personen vinden dit leuk | [vind ik leuk](#)

✉ Email deze look

f Deel op Facebook

t Deel op Twitter

Meer looks van anique



Items in deze look



Jacket Edge, Supertrash

Ga jij voor de Bold Shoulder trend a la Balmain? Dan is Jacket Edge echt iets voor jou! Deze jas van imitatieler heeft sterke schouders met motorlook, sluit met een enkele knoop en een riem met gesp. For fashionistas only! De maten vallen normaal. 65% katoen, 35% polyester

[Probeer dit item](#)

€ 159.95

[Naar de shop](#)

Schrijf een reactie



Tanktop Fiftyfive, 5 Preview

Katoenen racerback tanktop met een lichte stretch. Maak een style

Virtual fitting room MimicMedia

- Make an Avatar (picture of yourself)
- Fit available clothes
- Adapt environment
- Ask what others think of it

Virtuele paskamer ontwikkeld

maandag 06 april 2009



Internetbedrijf MimicMedia heeft een virtuele paskamer ontwikkeld voor online winkels. Met de nieuwe applicatie kunnen gebruikers kleding passen in 3D en elkaar advies geven. Mimic Media hoopt met het programma het aantal teruggestuurde kledingstukken dat online besteld wordt, te verminderen.

Daarnaast kunnen shoppingsites de applicatie gebruiken om een sociaal aspect toe te voegen aan hun webwinkel. Om de kleding te kunnen passen,

moeten gebruikers een avatar aanmaken aan de hand van een foto van zichzelf en door het uploaden van gegevens als hun lengte, binnenbeenlengte en

tailleomtrek. De verkoper voert de beschikbare kledingstukken in op de computer en zodra deze zijn omgezet naar 3D kan het passen beginnen. Als extra toepassing kunnen consumenten elkaar adviezen en tips geven.



Future?

- Automatic input capture from sensors (weight, picture)
- Knowing what is in your wardrobe at home
- Professional advice
- Take your profile from one shop to another

H&M met virtuele paskamer

in Merkevolutie, Coaching Brands, Fashion op woensdag 16 januari 2008 09:18



H&M introduceert: een virtuele paskamer. In de ruimte kan een avatar in ondergoed worden gevormd inclusief figuur, gewicht en leeftijd. Als de BMI (Body Mass Index) niet klopt (te laag is voor een menselijke bestaan), dan wordt dit automatisch gecorrigeerd. Vervolgens kan de avatar worden aangekleed. Er kan niet worden besteld (via vl). In een volgende stap kan de kleding (natuurlijk) wel worden besteld en daarna gaat het verder. Dan krijgen we advies. Over bijvoorbeeld wat past bij ons figuur, qua stijl maar ook qua kleur. Daarna kunnen we deze virtuele adviseur ook meenemen naar de winkels die vervolgens ook in de spiegels verschijnt. Dan kunnen we bij het winkelen in

een spiegel direct zien hoe het ons zou staan en krijgen we advies. Op termijn gaan we deze virtuele adviseur meer vertrouwen dan een fysieke verkoopster in de winkel.

Maar ook hier houdt het niet op... Straks wordt ons gewicht gekoppeld aan onze badkamerweegschaal, nemen we onze avatar mee naar andere winkels, en krijgen we advies over hoe we nieuwe kleding kunnen combineren met kleding die we al hebben. Om vervolgens advies te gaan geven over het onderhoud van die kleding. Maar dat zal nog wel wat jaartjes duren.

En vroeg of laat wordt zelfs dit onderhoud voor ons gedaan. Gooien we onze kleding in de hoek en ligt het na enige tijd vanzelf weer in de kast. Robots vouwen onze kleding en leggen het in de kast. Om het vervolgens 's morgens voor ons klaar te leggen op een stapeltje, precies afgestemd op de

Future: The social shopper?

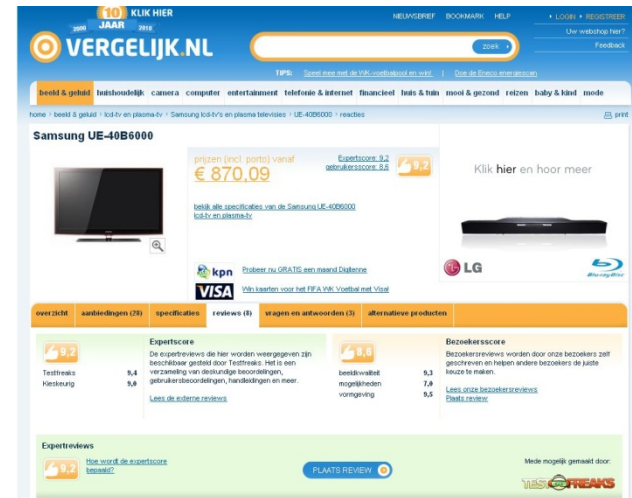
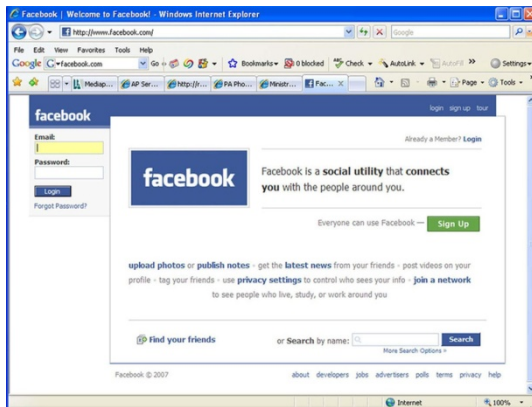
- Share with friends
- Know what they tried on in that shop
- Get your choices confirmed



Social media & shopping

- Social networking
- Compare/ review

twitter



Social media & shopping

- 95 million U.S. adults (> 40%) are using social media in their shopping experiences
- For 35 percent of shoppers, the process includes — or starts with — online search
- Social media enables shoppers to gather the impressions and analysis of others
 - Depending on category (computer hardware/software and books) and purchase risk and value
- Social-media shoppers are spending a significantly greater amount of time shopping
This does not, however, lead to significant more spendings

Social media & shopping

- People's behaviour in shopping and buying products is impacted by social media
- Small group of people is actively contributing to conversation. Larger group is reading. Early adopters and posters have a heavily weighted influence on the message.

Kaboodle

kaboodle
Shopping for people, by people

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5 **MUST-HAVES** FOR YOUR
INTIMATES WARDROBE

Roll over to reveal

BALI
BALICOMPANY.COM

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Search for products

Your guide to the web's best products hand-selected by shoppers like you.

Join Now

[Learn more >](#)

See what people are shopping for...

Search for products

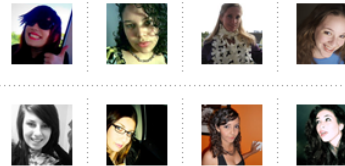
Try: Wall decals heels nail polishes iPhone cases



Popular Searches

- Shoes
- Laptop Cases
- Lace Tops
- Cameras
- Fun Mirrors
- Posh Perfumes
- Cocktail Rings
- Organic Makeup
- Swimsuits
- Asymmetrical Dresses
- Sunglasses
- Hot Handbags
- iPods & Accessories
- Dresses

Featured Kaboodlers



[See more >](#)

Hot Picks



bras, panties & shapewear

shop now

BALI
BALICOMPANY.COM

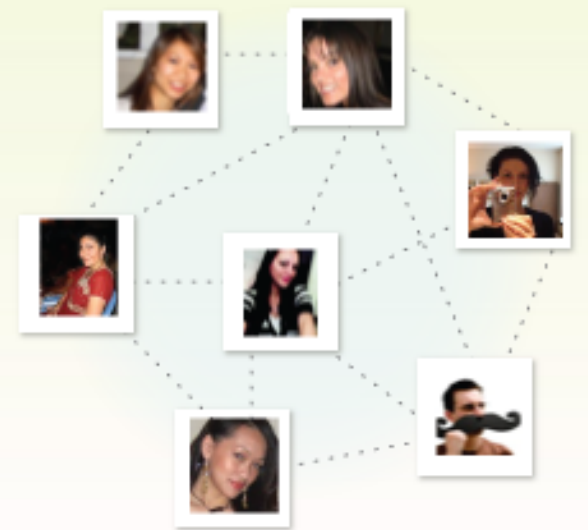


Kaboodle connect

Connect with Other Shoppers

On Kaboodle it's easy to:

- » Connect with old friends and make new ones and follow their shopping discoveries.
- » Get input from the community on a purchasing decision by creating a poll and letting the community help you choose!
- » Email your shopping lists to your friends and family.
- » Show your love for others' blogazines and styleboards by giving them hearts!
- » Get up-to-the-minute updates on all your friends' Kaboodle activities.



Can we influence it?

- Not enough for brands simply to have a social-media presence — a Facebook fan page, Twitter account or corporate blog, for example.
- Develop strategies that continually engage with shoppers throughout the process.

So what to do?

Strategy to impact purchase decisions using social media
(guiding principles for marketers):

- Monitor constantly, listen early and respond regularly
- Facilitate conversation, don't force it
- Assess your competition (consider how their brand is being perceived versus yours, and why)
- Integrate social media into the broader communication strategy

Source:

Marc Renshaw & Leo Burnett, The Socialized Shopper,
HubMagazine.com

So what to do?

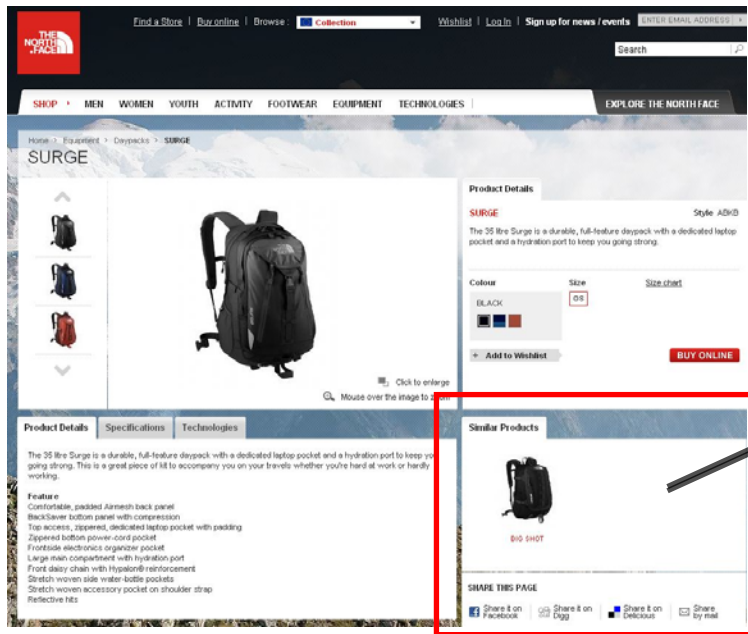
Strategy to develop better products by making use of social media

(guiding principles for designers/ product developers):

- Monitor constantly, ask questions, analyze comments
- Be honest: don't hide
- Learn from what is said about competitors too
- In some cases: Co-creation/ wisdom of the crowds (www.battleofconcepts.nl / www.redesignme.com)

What to do online (1)

- Make it easy to share information from website on social media



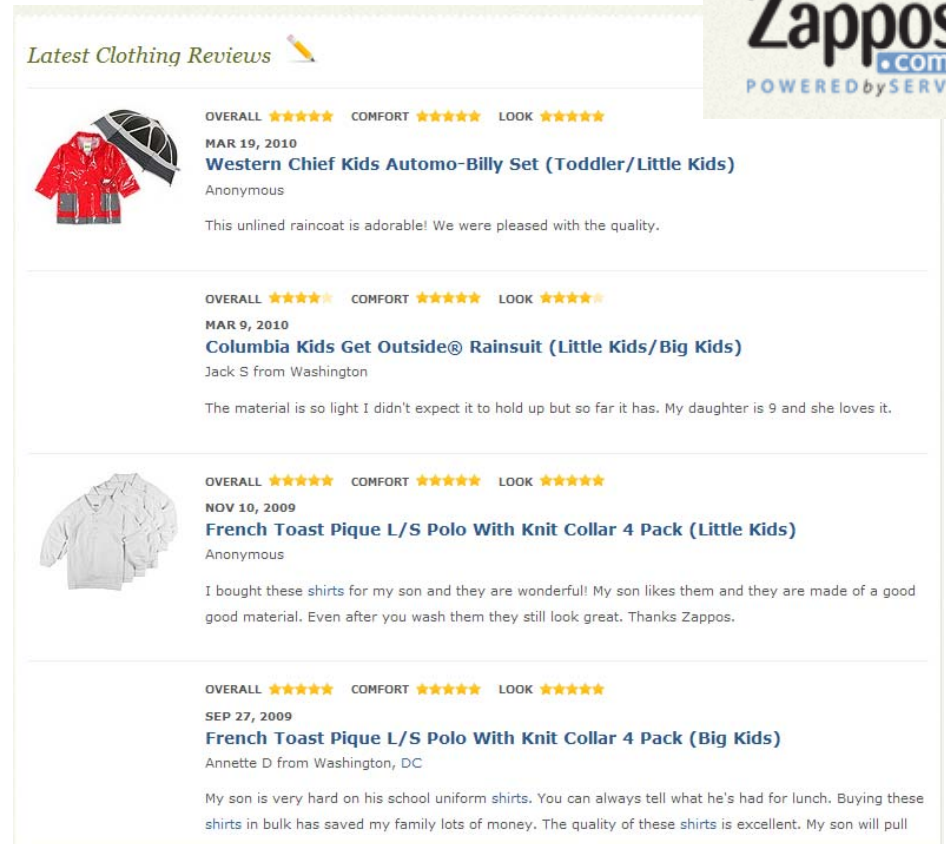
What to do online (2)

- Connect with social networking sites to integrate choices / opinions of friends

The screenshot shows the Levi's website interface. At the top, there are navigation links for 'MEN', 'WOMEN', 'JUNIORS', 'NEW KIDS & BABY', and 'EXPLORE'. A search bar is located on the right with the text 'KEY WORD OR NUMBER' and 'SEARCH'. Below the navigation, there is a 'FREE SHIPPING ON ORDERS OF \$100 OR MORE SEE DETAILS' banner. The main heading is 'FRIENDS STORE' with the subtext 'Like-minded shopping starts here'. Below this, there is a 'FILTER BY CATEGORY' dropdown menu set to 'All'. A section titled 'SEE WHAT YOUR FRIENDS LIKE ON LEVI'S!' features a 'Connect with Facebook' button. Underneath, a grid of jeans is displayed with the heading 'EVERYONE LIKES'. Each item includes a 'Like' button and a count: '501® Original Jeans - Dark Aged' (1,892), '5 Pocket Legging - Rinse' (1,276), '501® Original Jeans - Premium Clipped Rigid' (1,025), 'Low Skinny 531™ Jeans - Black Sheen' (1,308), 'Sim Straight 514™ Jeans - 3D Coated' (920), and '501® Original Jeans - Rigid Rinse' (582). On the right side, there is a Facebook widget for 'Levi's on Facebook' with a 'Like' button and a post about Levi's 137th anniversary. At the bottom right, it says 'Levi's has 315,858 fans'.

What to do online (3)

- Integrate ratings and reviews, recommendation



Zappos.com
POWERED by SERVICE™

Latest Clothing Reviews

Western Chief Kids Automo-Billy Set (Toddler/Little Kids)
Anonymous
This unlined raincoat is adorable! We were pleased with the quality.

Columbia Kids Get Outside® Rainsuit (Little Kids/Big Kids)
Jack S from Washington
The material is so light I didn't expect it to hold up but so far it has. My daughter is 9 and she loves it.

French Toast Pique L/S Polo With Knit Collar 4 Pack (Little Kids)
Anonymous
I bought these shirts for my son and they are wonderful! My son likes them and they are made of a good good material. Even after you wash them they still look great. Thanks Zappos.

French Toast Pique L/S Polo With Knit Collar 4 Pack (Big Kids)
Annette D from Washington, DC
My son is very hard on his school uniform shirts. You can always tell what he's had for lunch. Buying these shirts in bulk has saved my family lots of money. The quality of these shirts is excellent. My son will pull



What to do in stores?

- Offer shoppers opportunities to share opinions about your brand – make it easy. (e.g., tag products with QR code, RFID and connect to Social media)
- Make suggestions based on current product/ previous buys / friends' choices

Stores + online

- Coupling!
- Allow to bring virtual items from online to store + vice versa.
- Remember purchases online + offline.

QR code campagne Go-Tan wokessentials



Statistieken:

- 10.000 flesjes Go-Tan voorzien van QR code
- 1200 bezoekers in actieperiode op mobiele website
- Veel free publicity, oa mobile cowboys



RAAK MKB project

- **Saxion**
 - Ambient Intelligence
 - Fashion Design
 - Product Design
- **Retail sector**
 - Piet Zoomers
 - Hoogenboom mode
 - Rietveld Individuals
 - Assink Coiffures
 - Hofland Optiek
 - Van Bommel betrokken
- **Kennisinstellingen**
 - Novay
 - Popai
- **Product- en dienstverleners**
 - Nedap
 - Hecla
 - Hessels Industrie
 - KP Interieur
 - Argentum
 - Noéton



Objectives

- Insight shopping process from orientation to buying and side purchases
- Communication store/non-store in particular the relationship with social media
- Visualise on screens of textile and fashion
- Communication of the lessons learnt to a broader target group (via CBW-Mitex / Popai Benelux)

Tweet Mirror (Nedap)



- Communication (from inside the shop to the world)
- Social media

Discussion

- Tweet mirror = ‘kijken - niet kopen’

nice but no practical value for the
shopkeeper

Discussion

- We need an in-between of a physical shop (person who helps) and a virtual shop (visualisation)

Discussion

- Consumer wants to share its purchases with friends (look for confirmation)

not with shopkeepers or other customers
(not for information)

Discussion

- Focus in project on products that have to do with self-expression:
 - Clothing and shoes
 - Glasses
 - Hairdresser