



Rethinking _____

BOPIS

From mobile carts to lockers to lounges, the retail design community explores options for designing the next retail wave of the future—now

Buy online pickup in-store (or BOPIS, as most retailers have now coined the term) is becoming more than a convenience for major companies—it's becoming strategically essential to meet the demanding consumer's need for efficiency. From Home Depot announcing the implementation of BOPIS lockers at its stores later this year to Walmart painting half its exterior to call attention to its pickup location, BOPIS appears to be on every retailer's plate these days, and many are grappling with how to make it work best for their brand.

An RIS News and Gartner survey, conducted in February 2018, found that 69 percent of retailers are planning to increase their IT budgets in 2018. And 40 percent of said respondents plan to use that investment toward in-store pickup/return (i.e. BOPIS). Because we don't see this trend going away any time soon, we asked our readers to submit ideas for how the next wave of BOPIS implementation might be rethought. We hope this Design Challenge helps spark some ideas. Now get designing!



THE DEPARTMENT STORE PICKUP

Submitted by: **ChangeUp**

Our concept is focused on enhancing the experience of the department store shoppers who buy clothing online and want to pick up and try on their merchandise at the store. The 24-hour automated pickup center provides shoppers with a safe and convenient place in the front of their favorite store to pick up, try on and return their online-ordered merchandise.



What retail channel is it best suited for?

Department stores.

Where is it located in-store?

Front of the store.

How does it work?

Online orders are fulfilled by store associates, either from store inventory or expedited from distribution centers, and placed in a bin module coded with the customer's digital ID. Shoppers are notified on their smartphone via the store's app that the order is ready for pickup. Once at the pickup location, shoppers use their smartphone to access the secure fashion pickup center, where they can choose to either "Pick Up and Go" or use one of the fitting rooms to immediately try on their selections. An automated retrieval system collects their order from the staging area and delivers it to

the appropriate dressing room or central "grab and go" access point once the shopper summons it using their smartphone. (Items not requiring to be tried on, such as home fashion, etc., can be collected at the "Pick Up and Go" access point.)

How does this enhance the customer experience?

The dressing rooms are equipped with digital "smart mirrors" that can provide 360-degree visibility for confident try on, allow image capture to the shopper's phone for sharing, and a touchscreen interface with accessory suggestions. Unwanted items can be returned via the automated system directly from the fitting room, and their value credited to the shopper's preferred payment method. Substitutes or new sizes can be ordered from the dressing room and expedited to the shopper quickly if in-stock or ordered for later pickup or home delivery.