

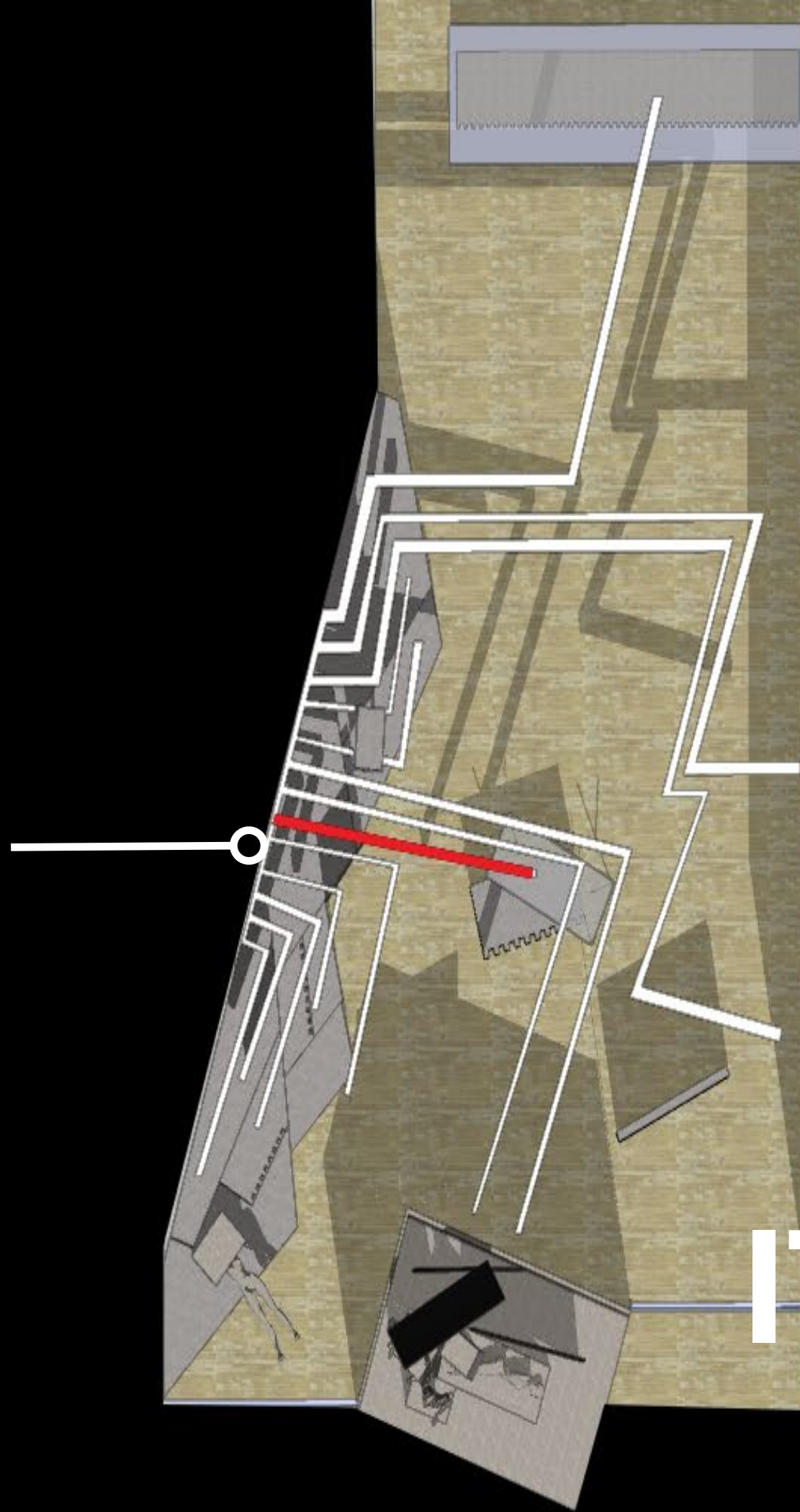
Ordering items online and purchasing items in store are two different experiences with advantages on both sides. The internet offers the ability to browse large amounts of inventory quickly, privacy, and access to consumer reviews. In person one can actually hold an object in their hand, judge its quality, and talk to people that can answer specific questions about a potential purchase. This store's goal is to bring the benefits of shopping online into a physical space to create the best shopping experience possible.

Large screens capable of browsing catalogs of items quickly paired with a ceiling lighting system capable of locating them in the store (and show customers how to style a particular item), apps that can recognize items and tell you information about materials and reviews, as well as a store monitoring system that can track customers and inform employees through Google Glass what they desire without having to initially approach them all combine to create a truly customizable shopping experience.

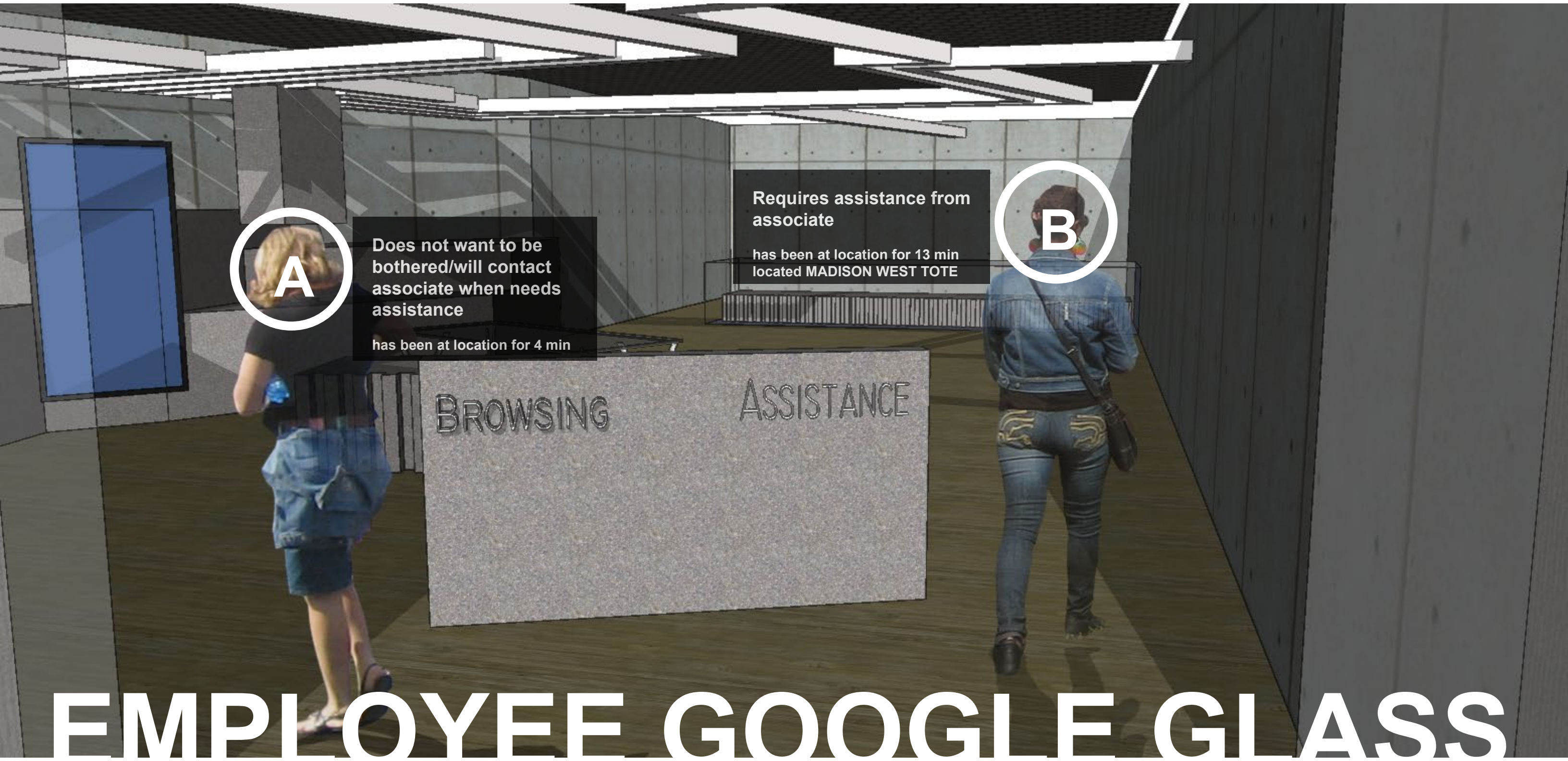


APP/TOUCH SCREEN

Items selected from the touch screen catalog can be traced to the real life location through the ceiling lighting system changing color.



ITEM LOCATOR



A

Does not want to be bothered/will contact associate when needs assistance
has been at location for 4 min

B

Requires assistance from associate
has been at location for 13 min
located MADISON WEST TOTE

BROWSING ASSISTANCE

EMPLOYEE GOOGLE GLASS