

THE **NEXT** KILLER APP:

STORES

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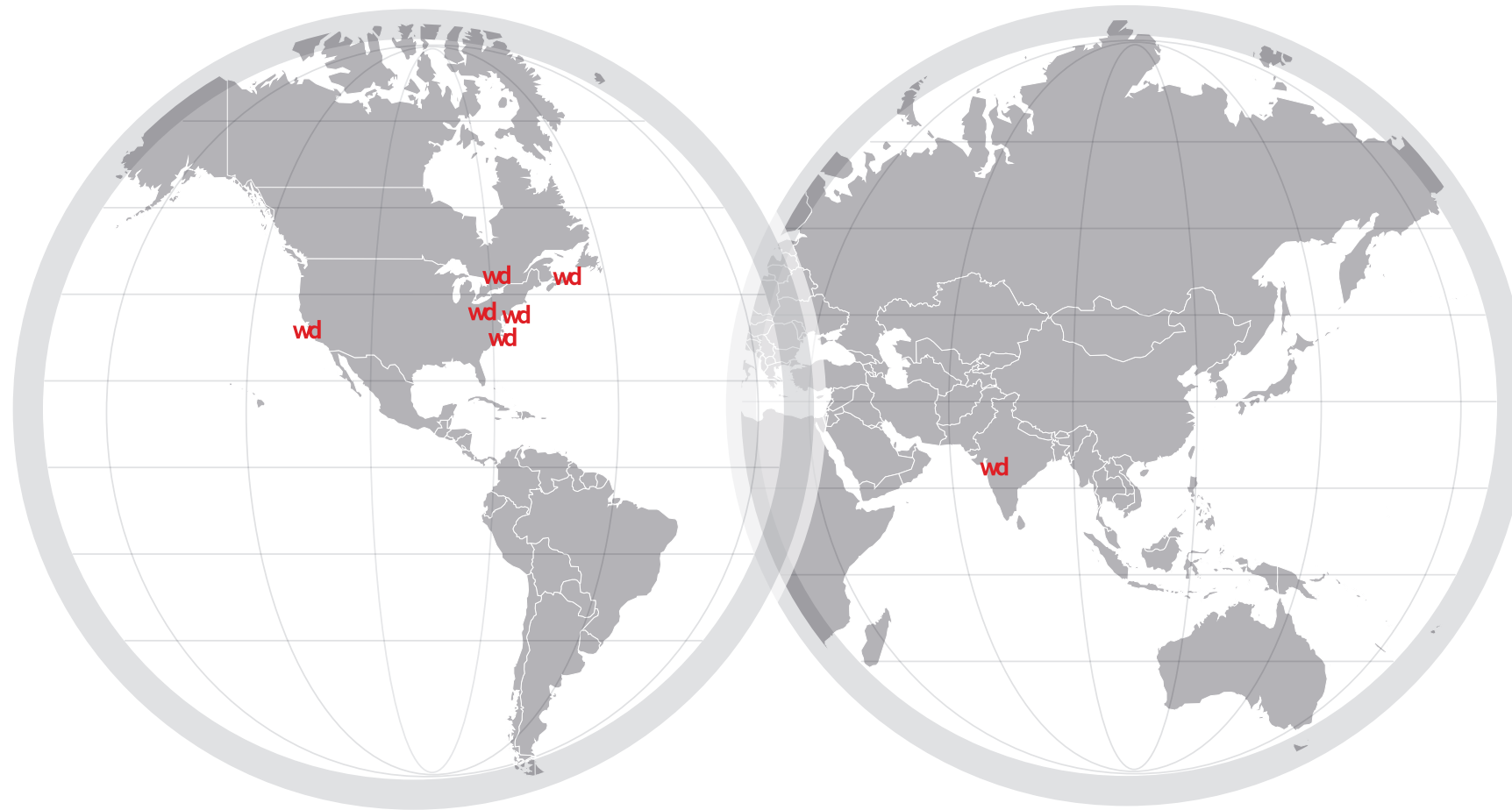
STORES
AS WE KNEW THEM...

ARE OVER

wd

WD is a customer experience expert for global retail brands.

Our mission is to deliver innovative solutions that will drive and shape the future of retail.



46 years • 7 offices worldwide • 400 associates

| what we do



insights & strategy



design & brand



digital services



architecture & engineering



program management

I thought leadership



Amazon Can't Do That

Uncovering Where Amazon Fails
to Deliver and Retail Stores Can Win



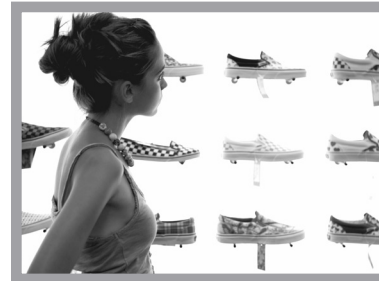
Grocery's Next Generation

How Millennials Will
Change Shopping



Supermarket Showdown

Leaders and Laggards in the Battle
for Consumer Preferences in Physical
and Digital Grocery Experiences



The Continuum of Cool

How Successful Brands Stay
Relevant Crossing the Generations



Wiring the Customer Experience

How Consumers Are Embracing
Fast-Emerging Digital Technologies



The Fundamentals of Aisle Attraction

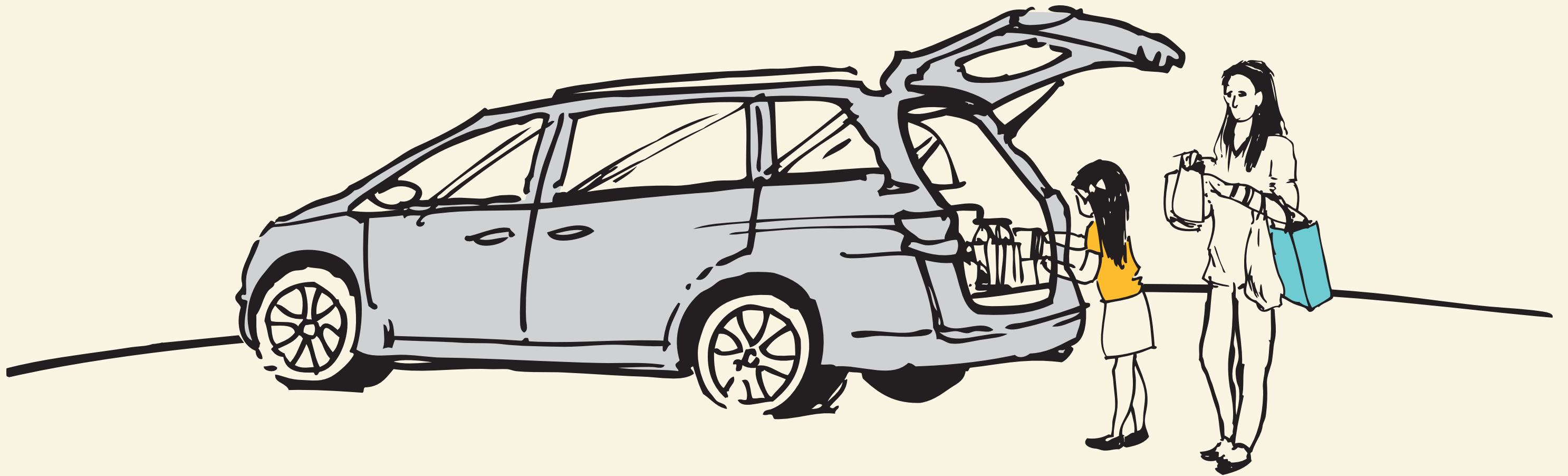
Increasing Center-Store Traffic
How In-Aisle Merchandising Attracts

our partners





ONCE UPON A TIME...



WE DID ALL THE WORK



WE HAVE STORES
IN OUR
POCKETS!



Shopper visits have fallen

5% EVERY MONTH FOR
THE PAST TWO YEARS

Internet sales

+15% EVERY QUARTER FOR THE
PAST TWO YEARS

Attention Retailers

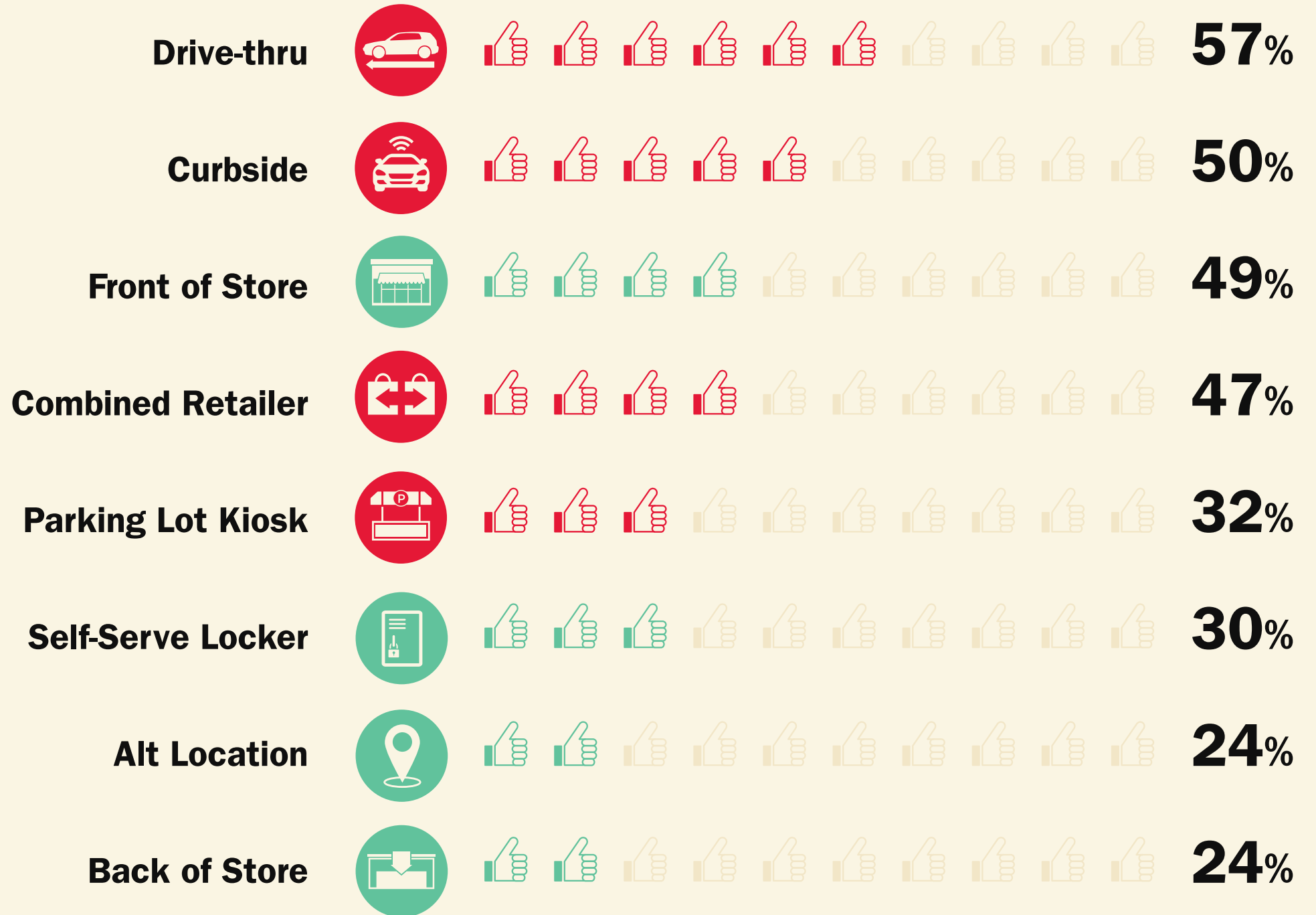
YOU NOW BEAR THE BURDEN
OF FULFILLMENT

**BUY
ONLINE
PICKUP
IN
STORE**

#1 most appealing
DRI technology

86%

OVERALL APPEAL



2 things...



**Fulfillment
Centers**



**Social
Playgrounds**

BURY THE THOUGHT OF WHAT
STORES ONCE WERE



THANK YOU...

HOW TO GET THIS STUDY

wdpartners.com/research/the-next-killer-app-stores