

screenmedia 

SCREENMEDIA TRENDS

The future of retail technology

www.screenmedia.co.uk

Index

03	Introduction
04	Blending digital and physical
08	Meaningful experiences remotely
12	Intelligent supply chains
16	Anticipatory support
20	Hyperconvenience
24	AI for better personalisation
28	Voice as a retail channel
32	Next steps
35	References

Introduction

Introduction

As the retail industry continues to grow fiercely competitive, retailers are increasingly turning to technology to differentiate themselves amid a crowded field.

This report examines some of the key technology trends shaping the retail space. As markets and consumer expectations change, retailers must adapt and embrace innovation to remain ahead of the curve. These are powerful new opportunities which are actionable now. They aren't complete blue sky thinking, they are opportunities which companies are already tackling.

The trends we've chosen to highlight will drive new revenue opportunities, enable you to reach new customer segments, and reduce costs.

Read on to find out how you can make the most of these trends, and how you can go about tackling them now.



Check out our other report: The future of manufacturing technology

[Download](#) >



Trend 01

Blending digital and physical



Blending digital and physical

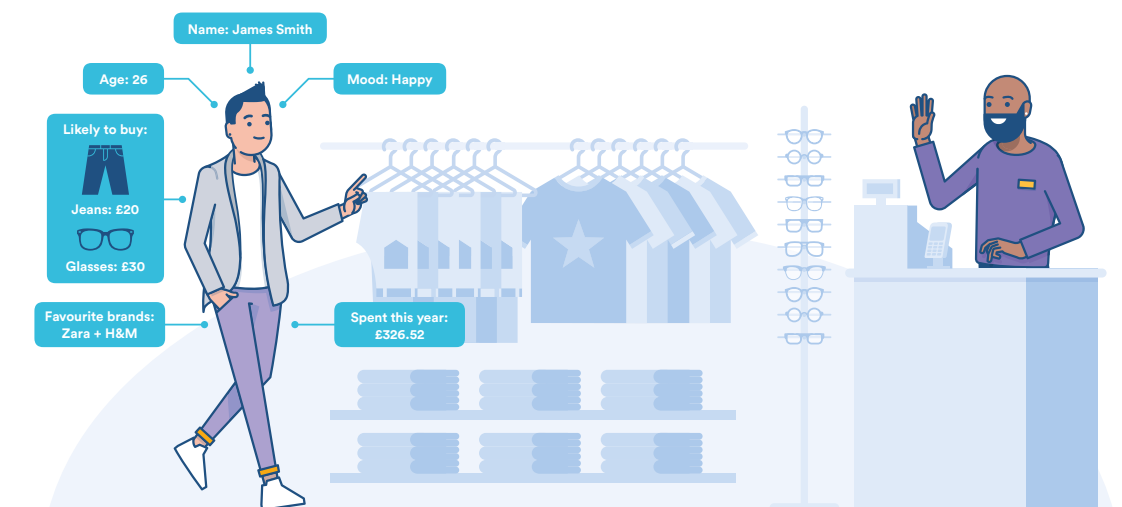
There's no such thing as 'digital' any more.

Technology is part of almost every aspect of our everyday lives; 'digital' interfaces aren't a differentiator, they are a base expectation. Consumers expect retailers to marry their online and offline offerings, and that the transition between the two is seamless.

The majority of consumers still prefer physical shopping. They seek out the trust that physical retailers offer, and the sense of community inherent in shopping in a mall or down the local high street, yet still demand the value-adds that technology typically offered by pure-play online retailers affords.

Support customers instore

Self-service for retailers can extend way beyond automated checkout counters. Conversational interfaces like chatbots can already help support customers but there are many more opportunities for engagement with independent-minded consumers. AR wayfinding to specific products or sections of a store, smart mirrors offering personal shopping services, and visual search engines offering recommendations tailored to a customer's individual profile can all help increase conversion rates.



Key stats

75%

of retailers say that personalising in-store experiences based on online behaviours will be either 'important' (39%) or 'critically important' (36%) for meeting customer expectations

Source: Adobe

82%

of customers use their phone in a store when making purchasing decisions

Source: Google

Driving experiences with technology

Some experiences can be hard to communicate in the home environment. How do you sell the feeling of chilling on a beach, or the thrill of a rollercoaster? VR headsets have yet to make their way into the vast majority of homes, and 360 video is only a stopgap solution. In-store VR headsets for theme parks, getaway retreats, and cruise holidays can deliver more convincing, immersive sells on intangible products, while being experiences themselves.

Similarly, shopping can become an experience itself. Virtual overlays within stores, accessed through AR apps, can provide dynamic engagement with stores. These can range from additional product or infotainment overlaid into the store environment, to full-blown virtual stores for customers to explore around in augmented reality.

Bringing the online account instore

Retailers are building increasingly detailed pictures of their customers through their online profiles, and can tailor their online services to suit each individual customer. Yet as soon as they walk through the front door of a store, all that effort is lost and the customer is another nameless shopper. Marrying the instore and online experience can be tricky but it's being tackled, and with rewards.

Facial recognition and geofenced apps can allow instore staff to quickly recognise and respond to high value customers, customers with predicted purchase intent, and loyalty members. By being able to see historic purchases and online behaviours, they are able to deliver the same level of personalised service to match their online offerings.

Case study



We developed a rich, engaging interface for Matthew Algie's disruptive new coffee vending machines.

[View Case Study](#) >

Ones to watch

01

Jogoroom

Jogoroom's changing room smart mirrors allow customers to check out clothes, request specific sizes and colours, and complete purchases.

02

Sephora

Sephora's instore AR mirrors let customers try out new looks in seconds, and in a much more hygienic way.

03

Virgin Holidays

Virgin Holidays uses exact replicas of the seats in their aircraft coupled with VR headsets to deliver an immersive experience of flying with their airline.

04

Lego Wear

Lego's London popup is a blank room, until customers open a Snapchat Lens and find an entire virtual shop to walk around.

05

Burberry

Burberry's experimental store takes interactions from social media and brings them into a physical retail environment, unlocking exclusive content and experiences.

06

Capgemini

Capgemini's concept CornerShop explored the future of retail through the concepts of the automated store, the augmented store, the purposeful store, and the personalised store.

07

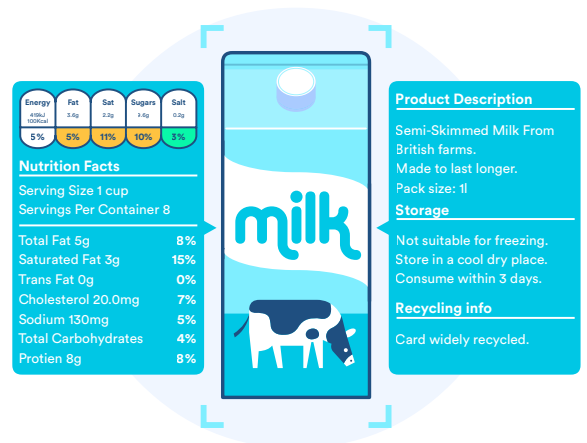
Nike House of Innovation

The Nike+ membership app detects when customers are near its NY flagship store and automatically prompts them with new features to use in-store.

08

American Eagle

Allows shoppers to scan items on an iOS device and immediately see what is available in other sizes, request other sizes and styles, receive product recommendations all without ever leaving the fitting room.



Trend 02

Meaningful experiences remotely



Meaningful experiences remotely

Despite not always knowing what augmented reality is, hundreds of millions of consumers use it daily.

Media and entertainment were early winners in the AR space, with Pokemon Go bringing in over \$2bn in in-app revenues and hundreds of millions of users on Instagram and TikTok using AR lenses every day. But the capabilities of AR go far beyond adding cute dog ears to a selfie.

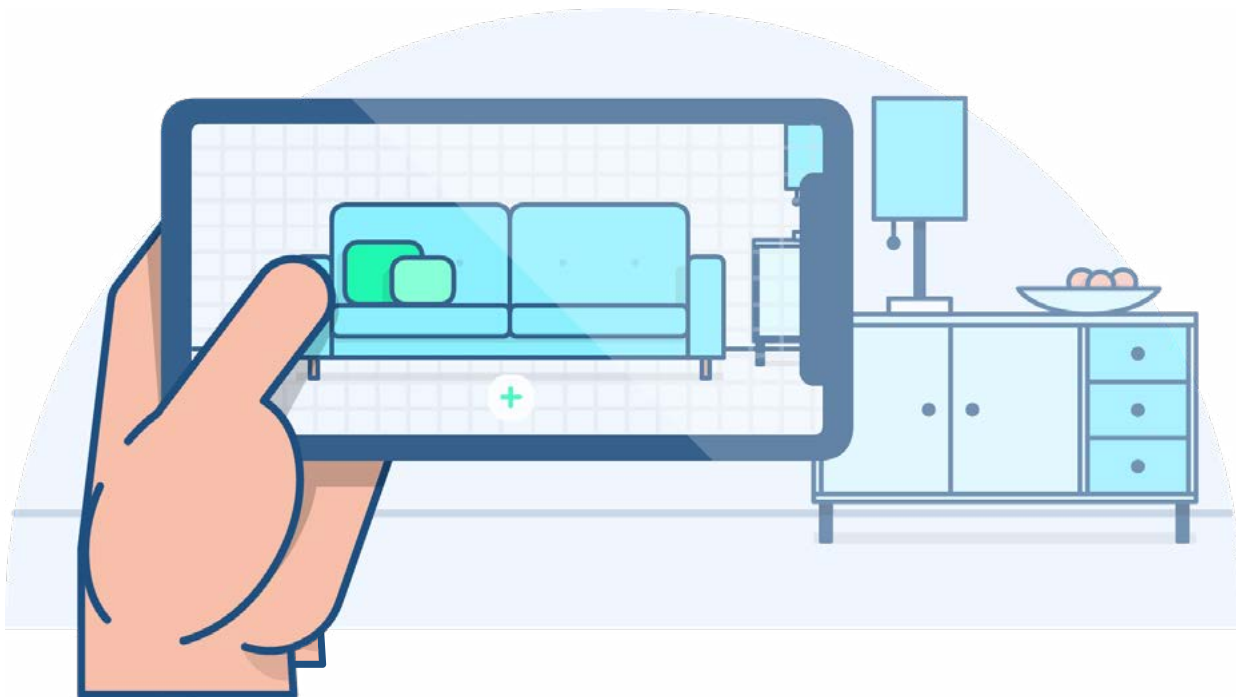
Both Google and Apple's AR platforms can accurately calculate sizes, distances and volumes. They can recognise objects, surfaces, and landscapes. And most valuable of all, they can overlay generated graphics into the consumer's real world. For retailers, particularly online, this can overcome one of the greatest hurdles in consumer confidence – accurately visualising products in their eyes and minds.

Key stats

**\$61.39
Billion**

**Global market
revenue of AR
industry by 2023**

Source:
MarketsandMarkets



Measure and fit

One of the earliest and most popular uses of AR by retailers is to help customers understand how their products will fit and look within their homes. Given AR's ability to accurately measure spaces and objects, AR apps can handily help customers visualise the physical dimensions of goods better than cracking out a measuring tape.

Consumers can see how a sofa will fit into the living room, whether a bike will fit into their car boot, or if that lamp will look a bit too big on their desk. This is a boon for online retailers with no physical stores for customers to go showrooming in, with the full purchase journey seamlessly built into the AR experience.

Check out styles

Style can also be difficult for consumers to judge. Will that colour sofa go with my carpet? How will that dress look on me, rather than that model? AR's ability to overlay products into a real-world environment and augment what it sees lets customers judge fit, match and style of products before buying. From glasses to makeup to clothing, they can see a simulation of the end result, boosting confidence and cutting returns and refunds.

It's also not just predefined 3D models which AR can work with. Dulux lets users 'paint' the walls of their rooms to test out colour preferences, while kitchen and flooring retailers allow users to measure out their surfaces, then generate models of how those surfaces would look in different types of colours and materials, calculating costs along the way.

Key stats

More than
600m

AR-active devices
worldwide

Source: AR Insider

Case study



 **Tetra Pak**

We worked with Tetrapak to create an immersive experience to bring their packaging to life.

Ones to watch

01

Sephora

Sephora's AR app lets customers check out different makeup styles, products and colours from the comfort of their home, and buy direct from the app.

02

IKEA Place

IKEA lets customers see how furniture will fit into their home by using AR to give accurate 3D renderings of them in customers' own rooms.

03

Nike

Nike helps customers pick the right fit but allowing them to measure their shoe size using AR features within their app, and record this against their profile.

04

Dulux

Dulux's AR app lets customers 'paint' the wall of their house to test out different colours and how they match with furniture.

05

Asos

Asos' app lets customers see an AR catwalk of certain products, allowing them to check the fit and style from all angles.

06

Warby Parker

Warby Parker helps solve the tension of buying glasses online by projecting them directly onto the consumer's face to check for fit and style.

07

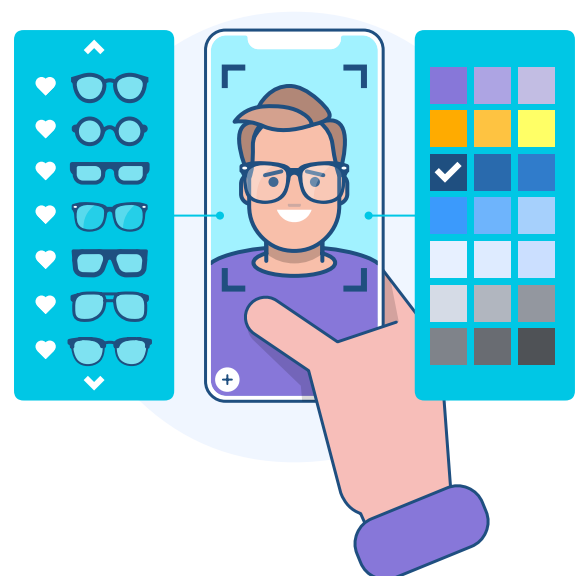
Shopify AR

Users can view your products in AR directly from your online store.

08

IKEA Studio

A digital toolkit to visualise and realise your interior design ideas (seems like it will take over IKEA Place one day).



Trend 03

Intelligent supply chains



Intelligent supply chains

Behind the scenes, retail supply chains have faced huge overhauls to adapt to shifting consumer demands.

Narrowing margins, the pressures of fast fashion and an increasingly competitive environment have caused brands to examine their supply chain to cut wastage and boost customer satisfaction.

Less warehousing, less wastage

By not understanding where their products should be going, brands risk both overstocking and understocking in specific locations, resulting in deadstock and lost revenue. Smarter analysis of sales data can cut inventory while increasing sell-through. Cutting manual processes out also shortens the reporting cycle, allowing teams to react faster to changes in consumer demand.

Further still, drawing in external data, like weather, can add a predictive element to supply chain management, allows brands to redistribute stock between locations and preemptively top up stock in others in anticipation of increased sales demand.

Key stats

up to
65%

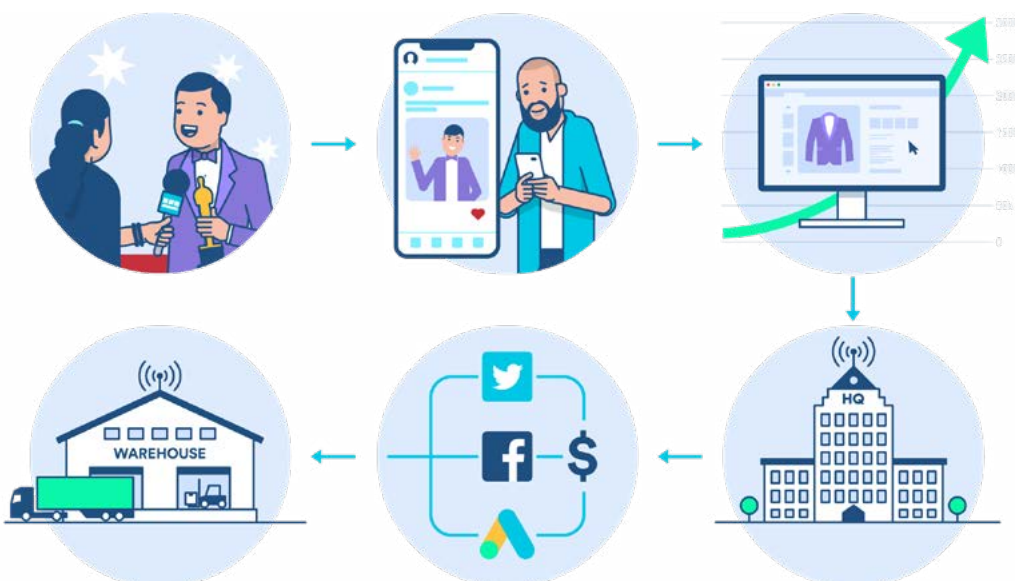
of the value of a company's products or services is derived from suppliers

Source: IBM

80%

Of brands and retailers are expected to employ intelligent automation by 2022

Source: IBM



Faster feedback loops

Gathering data at each stage of the supply chain and housing it under a single roof pays dividends in predicting, spotting and reacting to issues along the chain. By understanding the specific conditions of products as they move through the chain can cut spoilage, reduce bottle necks, and redirect inventory already en route to more optimal locations.

It also allows a single view by management of sales performance and supply, allowing for dynamic decisions to be made using better, more accurate data.

Optimised inventories

Unifying inventory and deploying smart inventory management systems can optimise inventory usage and cut client delivery times. When a customer places an order online, which inventory does the product come from? A fulfilment centre 50 miles away, or a store 20 minutes down the road? By allowing for smarter use of existing management, customers can get a better, faster service.

Unifying inventories between partnered businesses also brings advantages. If a brand sells products from a third party, it can be faster to ship directly from that party, rather than route everything through the merchant of record.

Key stats

52%

**of companies
face challenges
connecting the dots
between data stored
across different parts
of their organisation**

Source: Marketers
Guide To The GDPR.
Econsultancy, 2018

Ones to watch

01

Nordstrom

Nordstrom moved to a cloud-based supply chain management process which connected its buyers together and reduced wastage and leftover product.

02

Macy's

Macy's incorporated third party vendor inventories into its own supply chain, allowing them to ship direct to customers and cutting delivery times.

03

Xbox

Microsoft use real-time visibility of their stock within the global supply chain to maintain pinpoint accuracy and manage enormous holiday sales volumes.

04

Fruit of the Loom

Fruit of the Loom tapped weather data to track exactly when customers would buy warmer clothes, and uses live data to pre-emptively restock retailers.

05

REI

Clothing retailer REI connected its online and offline stores to maximise inventory usage, and now calculates whether to shop from a store or warehouse in real time per customer.

06

Carhartt

Carhartt uses an IBM Watson-backed solution which can identify trends in real time, rather than on a 7-day reporting cycle and allow for immediate merchandising reorganisation.

07

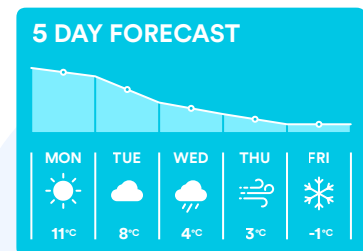
Starbucks Deep Brew

Starbucks uses Microsoft blockchain to allow customers to track exactly where their coffee beans came from and how they have travelled to their store.

08

Pepe Jeans

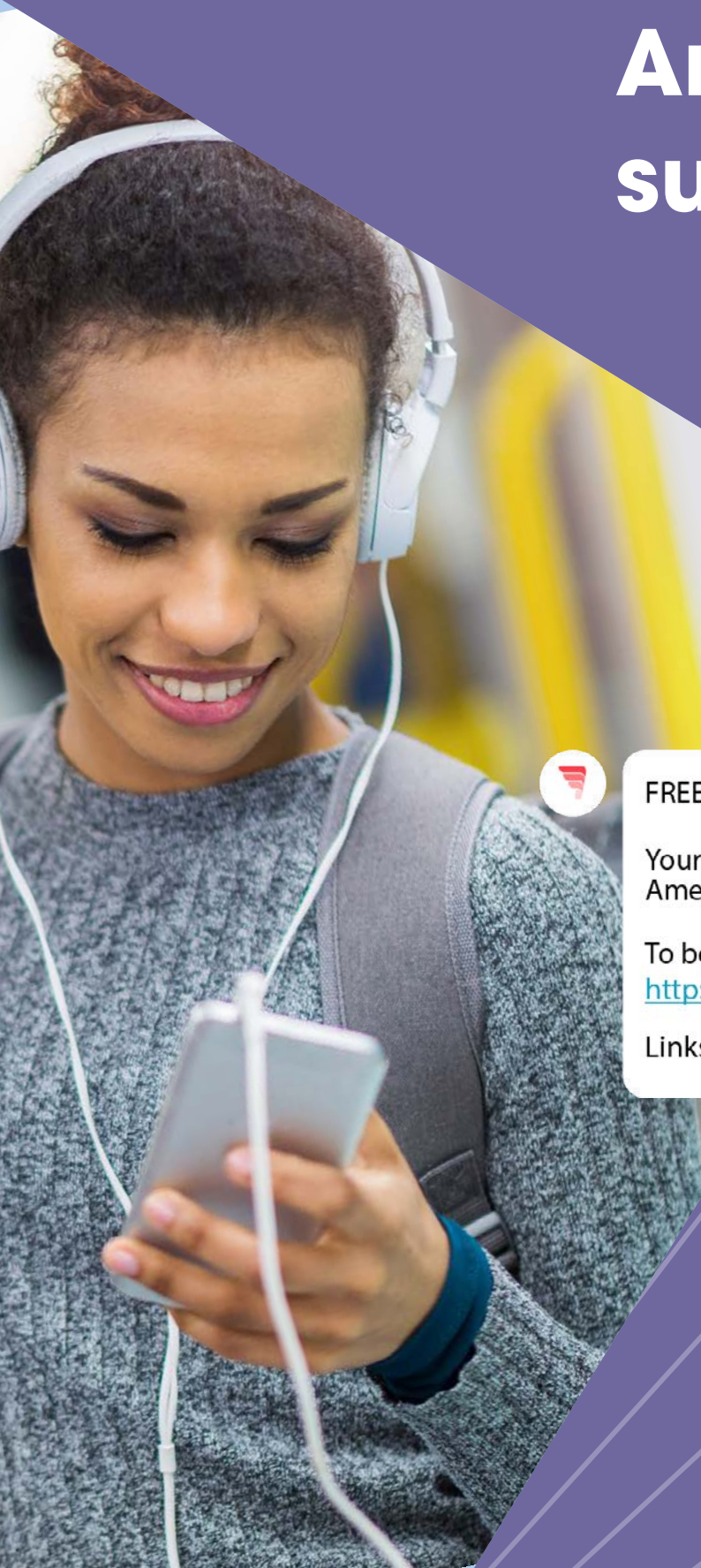
By moving to a smarter supply chain and better understanding where to send its stock, Pepe Jeans was able to increase its sales and revenue while reducing inventory.



Recommended: Cold weather restock		
Glasgow	+ 180	🚨
Carlisle	+ 125	🧥
Stirling	+ 260	🧤

Trend 04

Anticipatory support



FREEBIRD ALERT!

Your trip was just disrupted:
American### on November 25, 2019

To book a new flight, visit:
<http://getfreebird.com/search>

Links will remain valid for 24 hours.

Anticipatory support

Customer support need no longer be a purely reactive endeavour. Retailers are building up increasing amounts of data on their customers online behaviours and activities, and are beginning to become more predictive in their approach to customers.

Rather than wait for customers to get in contact – by which point they have a high chance of being irritated, brands can reach out to customers identified as being at risk of a negative experience in order to preempt a negative interaction, and catch customers who may otherwise never get in touch.

Even when they do reach out, existing systems can become smarter. From more simple executions, like prioritizing relevant questions to the top of an FAQ page, to more developed solutions such as chatbots able to change personalities to suit a customers mood if the conversation is anticipated to be negative.

Key stats

59%

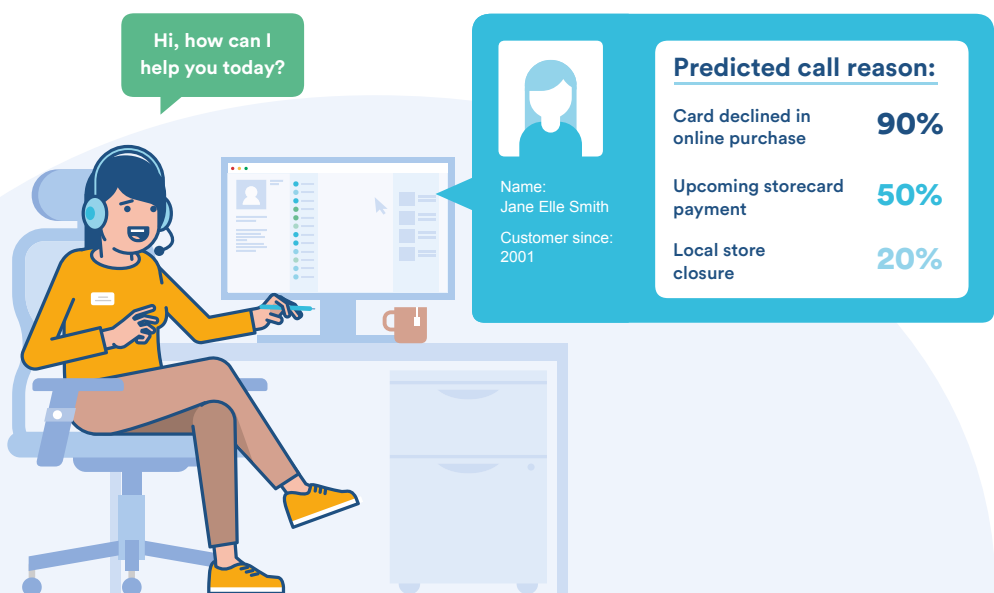
of consumers have higher expectations for customer service than they did just a 1 year ago

Source: Microsoft

66%

say that valuing their time is the most important thing a company can do to provide them with good online customer experience

Source: Forrester



Predicting customer needs

Systems which are fed with adequate, relevant data can build a context for a customer's interaction with a brand. This can be your own data, such as purchase history, browsing behavior or service status, to third party data such as weather and traffic APIs. Using this context they can assess a customer's needs.

Has the customer been reading FAQ pages about a particular issue? You could reach out to that customer preemptively to help them with their problem. Does the customer shop in a regular, predictable pattern? Reach out ahead of this to welcome them back.

Sentiment analysis lets you spot problems and opportunities

Using sentiment analysers on social platforms can help you spot customers unhappy with their experience, reach out and solve their problems and exercise damage control. Similarly, customers praising your brand can be rewarded with thanks and recognition.

Customer comments on your brand aren't the only avenue for social scanning though. Sales opportunities can be spotted, whether in response to general customer social posts to which you can connect your products and services, through to quick responses to emerging trends, like if one of your products is unexpectedly featured in a tv show, or on the red carpet.

Give support to your staff

Anticipatory support can also be given to your staff. Walmart provides live stock updates and alerts to their staff on the shop floor, allowing for more dynamic decisions to be made, and shelves to be kept full, avoiding negative customer interactions in the first place. Using online data to predict a customer contact reason can also be useful for contact centre staff, such as displaying that the incoming customer recently had their card decline, or that they recently bought a product which may be at risk of return. This allows your staff to get to the heart of the matter faster, providing for a better customer service.

Key stats

70%

have a more favorable view of brands that offer proactive customer service notifications

Source: Microsoft

Ones to watch

01

Kohl's

Kohl's gives its managers a dashboard which suggests weekly tasks to improve store performance, based on results in others stores.

02

Walmart

Walmart's employee app alerts staff in real time to stock shortages, new deliveries and product locations to boost their service.

03

Samsung

Samsung's proactive social strategies quickly identified a screen problem with the new S8, and resolved it before it became a PR issue.

04

Erica by Bank of America

Erica, BofA's AI assistant, now offers personalised and proactive help to its customers, helping with refunds, their loyalty program, and subscription service.

05

Amazon

Amazon are once again exploring 'anticipatory shipping' – moving products to local distribution centres in anticipation of individual consumer demands to cut delivery times.

06

British Gas

Utility giant British Gas is developing smart boilers, which can predict when the device is going to fail and prompt the customer to book in a service.

07

Schmidt's Naturals

Schmidt's Naturals is using an AI platform, called Alexander, to monitor social channels and start conversations with customers to gather more first-party data.



Trend 05

Hyperconvenience



Hyperconvenience

Convenience continues to rank as the number one driver for consumer shopping choices and habits, beating even price.

Online retailers have stolen market share from traditional retailers with wider product ranges and cheaper prices, but the high street has fought back, using their widespread locations to their advantage and paring back as much of the in-store experience as they can to minimise non-shopping activities like queuing and paying.

Key stats

75%

Of consumers would prefer to shop instore if an item is available both online and in a nearby store

Source: TimeTrade 2017 State of Retail Report



Hi there! We are here to help you out.



Hi! I need to book a hotel in Kuala Lumpur on the 19th April for 3 nights.



When will you check in?



In the evening.



Ok, That's 3 nights in Kuala Lumpur, Malaysia, checking in on April 19.



Give us a sec while we search great deals for you...

Here are 5 of the most popular hotels for your dates:

Ever faster deliveries

Once the norm, 3-5 day shipping has become an irritation. Retailers like Asos built their brand on rapid dispatches of clothing, with next day delivery offered as a standard. Traditional retailers like Next responded in kind, offering not only next day delivery, but same day collection.

Amazon's Prime one-day shipping became a huge threat to traditional retailers, furthered by Prime Now offering 1-hour deliveries in select cities. But high street staple Argos responded by leveraging their expansive nationwide network of local stores to offer same-day deliveries on thousands of products, including larger items like furniture, which Amazon has yet to respond to.

Ever faster checkouts

Third party logins, checking out as a guest and Amazon one-click shopping. Each sliced seconds off of the checkout process on online stores, until Amazon removed the need to make a purchase. You can now buy your everyday staples as a subscription so that you always have your box of laundry detergent when you need it.

Physical retailers have also sped up the checkout process. Supermarkets and fashion chains like Zara have introduced self-service checkouts, speeding the process and allowing more customers to check out at once. Target and Sainsburys let customers scan as they go and pay by mobile, while Amazon, Alibaba and Mastercard have taken a leap and removed the checkout process entirely, opting instead for arrays of sensors to track what customers pick up and walk out the store with.

Case study



next

We developed over 30 apps for Next's warehouse and instore teams to revolutionise their retail operations.

[View Case Study](#) >

Ones to watch

01

Amazon Go

Amazon's 'Go' cashierless concept store got off to a tricky start, but is now being rolled out to new areas.

02

Sainsbury's

UK supermarket Sainsbury's opened the UK's first cashierless superstore, with customers scanning and paying by phone as they go.

03

Alibaba Hema

Alibaba's new supermarket concept doubles as its own fulfilment centre, with 30 minute deliveries guaranteed everywhere within 3km.

04

Nike House of Innovation

Nike's NY flagship store lets customers reserve shoes online. On arrival they use their phone to unlock a locker and try on their reserved shoes – no waiting.

05

M&S Pay With Me

Colleagues pick out customers waiting in line to pay for just a few items and process the transaction for them using their handheld devices.

06

Argos

UK catalogue store Argos kept itself relevant in the digital age by offering same-day deliveries on thousands of goods, beating Amazon.



Trend 06

AI for better personalisation



Advanced personalisation

As privacy becomes an increasingly important issue for consumers, retailers and regulators, shoppers are becoming more savvy about their data.

Despite growing privacy concerns, the majority of people are comfortable sharing their data if it results in a better experience.

One of the most rewarding experiences for a customer is improved personalisation. This isn't anything new, customers have been seeking unique, personalised products for some time, but data awareness has driven to the fore the need for brands to use that data in a more meaningful way.

Key stats

91%

of consumers are more likely to shop with brands who recognise, remember, and provide relevant offers and recommendations

Source: Accenture Interactive

63%

of consumers say they'd share more data with a company that offers a great experience

Source: PwC



AI for personalisation

AI is the buzzword of the day, but its applications in personalisation are one of the strongest and most obvious. AI-powered search engines can take user data into account when displaying search results. Recommendation engines can incorporate user data and anonymized metadata when serving up product and service suggestions. Customer support can use conversational AIs to give contextual and accurate responses to consumer queries.

Competent AI modelling allows us to make more insightful profiles of customer actions, motivations and intent, allowing for superior segmentation of customers and communications to those customers.

Better, faster, and with more choice

Everyone knows personalised products take a bit longer to get than off-the-shelf products. It's always been the tradeoff of getting something personalised. But it's not an absolute. Nike's NY flagship store can create customised shoes in just 45 minutes, albeit with a pretty limited range. Adidas's new Superfactories can produce a complete customised shoe and ship it to their customer within days, rather than the months required from their more traditional Asian supply routes.

Brands are turning to new workflows and techniques to deliver a greater range of customisations to consumers faster, adding co-production, maker spaces and additive manufacturing to the mix to gain an edge on their rivals.

Omnichannel connections

The reigning champs of personalisation, beauty brand Sephora, lead the pack with a strong omnichannel experience. The brand merged their digital and physical teams into a single unit, and their interconnected approach now extends into the physical realm as well. Their approach is so effective 80% of members of their Beauty Insiders lifestyle programme won't even consider rival brands.

Key stats

80%

of consumers are more likely to make a purchase when brands offer personalised experiences

Source: Epsilon

44%

of top-performing retailers regard AI as critical for meeting omnichannel customer expectations, compared to only 30% of mainstream companies

Source: Adobe

Ones to watch

01

Sephora

Makeup brand Sephora is kind of personalisation, in part due to a strong omni-channel experience, from web to mobile to email and beyond.

02

Stubhub

Buying a friend an event ticket through Stubhub gave users the chance to create a personalised rap video, of which over 10,000 variations were available.

03

Stitch Fix

Clothing retailer Stitch Fix uses data to drill down into what an individual customer considers stylish, and ships them boxes of clothes to suit.

04

Function of Beauty

Function of Beauty offers highly personalised product haircare recommendations based on a short user quiz and further data built up over time.

05

Topman

Men's retailer Topman overhauled their customer segmentation using big data, then cut costs and streamlined the process with the addition of AI.

06

Woodhouse Clothing

Fashion retailer Woodhouse uses AI to deliver relevant shopping experiences in real time to users browsing its online store.

07

Hello Fresh

Hello Fresh leveraged AI personalisation platforms to gain deeper insight into features their customers were missing, and achieved double digit per customer growth as a result.

08

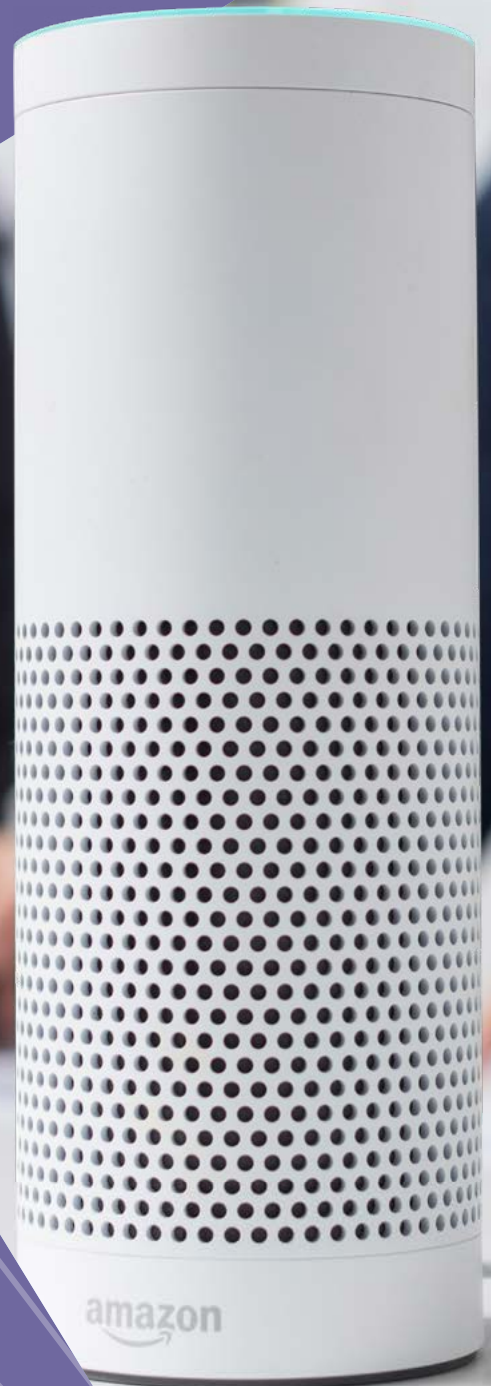
Chateau Ste. Michelle

The premium wine company partnered with Microsoft to create personalised, omnichannel experiences for their customers that extend from their wine tasting rooms to websites.



Trend 07

Voice as a retail channel



Voice as a retail channel

Smart speakers have been around for a good few years now, with sales of Amazon's Echo and Google's Home speakers topping a combined 150 million sales

The platforms have found a place in the mainstream, and are now maturing as channels through which to engage audiences.

In-Skill purchasing

One of the biggest developments of voice technology was Amazon's launch of in-skill purchasing for Alexa skills. The move allows brands to sell digital products through their Alexa skills, such as unlockable content, consumables (like extra lives in a game) and subscriptions to both digital and physical products. Google has allowed this for a while before, but Amazon's greater reach has enticed a lot of brands, not just those in media, to begin exploring voice commerce.

Key stats

150m

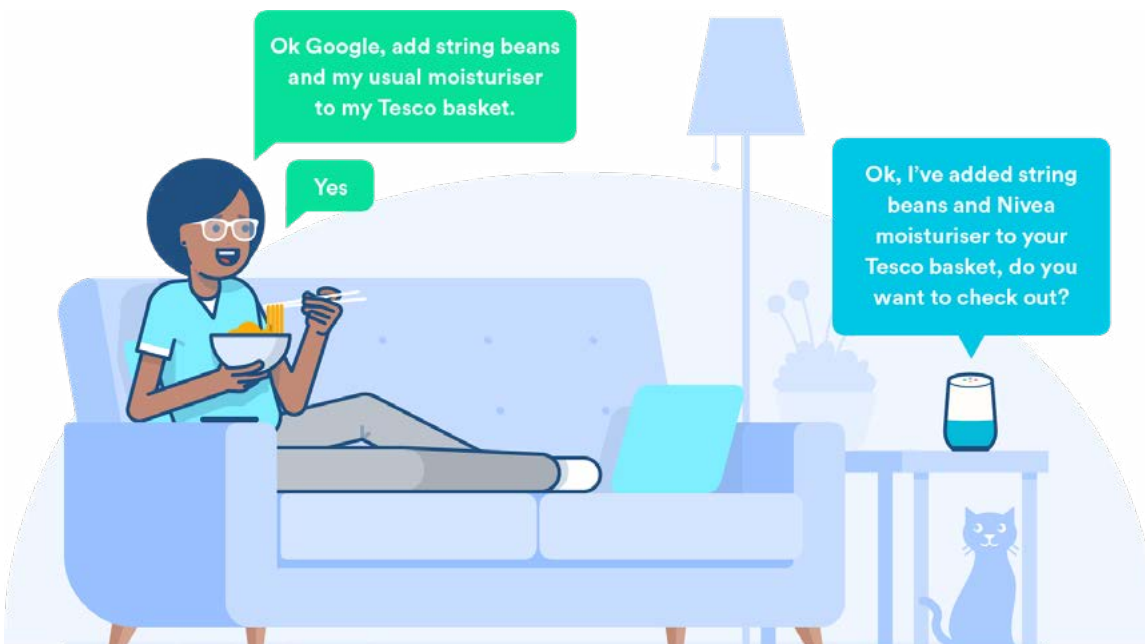
Smart speakers sold in Western markets

Source: Amazon, Google

86%

Of users are satisfied with their buying experience with a voice assistant

Source: CapGemini



New, straightforward payment routes

Another major event was the introduction of Amazon Pay into Alexa skills. Brands have been able to use their own payment systems within Alexa skills in the past, such as Uber and Domino's, but there were hurdles, with customers needing to log in via the companion app, and already have card details stored with the brand.

The recent addition of Amazon Pay lets brands tap into Amazon's payment channels with ease. The resulting process is seamless for the user, as payments use their existing stored Amazon card details. Being able to access users' Amazon-registered contact details now also allows for better onward journeys, and keeping open lines of communication with customers post-purchase.

Great for quick reorders, fashion a bit further off

Consumer confidence in voice as a shopping channel is growing slowly. Shopping lists came first, then placing orders for low-value FMCG goods, like batteries, soap and foodstuffs. Goods like clothing, homewares and big-ticket items still have a way to go before customers feel comfortable placing such orders through a voice assistant, but that doesn't leave these brands out in the cold.

Delivery trackers, account management features and style assistants have already found a foothold on voice platforms. H&M and Perry Ellis have both launched skills aimed at helping customers choose the right gift or outfit, serving up curated results which users can then buy through another channel.

Key stats

62%

Of smart speakers owners say they are likely to buy through it in the next month

Source: Google

Ones to watch

01

Perry Ellis

Mens fashion retailer Perry Ellis guides customers through a voice experience to pick an outfit for special events.

02

Virgin Trains

Virgin Trains was the first company in the UK to offer Amazon Pay, letting customers find and buy tickets by voice alone.

03

Style by Alexa

Alexa can help you decide what to wear based on your local weather and activity.

04

1-800 Flowers

1-800 Flowers IBM-backed smart assistant GWYN lets users place orders through Alexa, Google Assistant and chatbot interfaces.

05

Domino's

Domino's has perhaps the simplest skill – a single utterance is enough to trigger a user's regular order.

06

Jeopardy

Jeopardy was one of the first brands to offer in-skill purchasing, giving users access to extra daily quiz questions for a small fee.

07

Send Me A Sample

Although it doesn't actually sell anything, users can request free samples from Send Me A Sample, with brands getting targeted campaigns in return.

08

Knot Standard

Knot Standard have created 'The Style Wall', a personalised in-store experience using online customer data and Alexa to augment stylist appointments.



Next steps

Next steps

Innovation doesn't have to be daunting. We work with retailers to consult, conceive, design, develop and deploy leading-edge solutions to help them differentiate themselves in a competitive market. We can help retailers take advantage of these trends to meet three core aims:

- 1. Revenue growth**
- 2. Reaching new customer groups**
- 3. Reducing costs**

We partner with businesses to accelerate growth and innovation, and pioneer new technologies.

We run strategy and innovation workshops with our clients. If you already work with us, get in touch with your project or account manager to set up a workshop. If you've never worked with us before, call us and we'd love to chat.

Contact us

Web:

www.screenmedia.co.uk

Email:

info@screenmedia.co.uk

Telephone:

0141 552 3112

Address:

4th Floor,
60 Osborne Street,
Glasgow,
G1 5QH



Colin Banks

Technical Projects Director

e: ColinB@screenmedia.co.uk

t: 0141 552 3112



Andrew Bruce

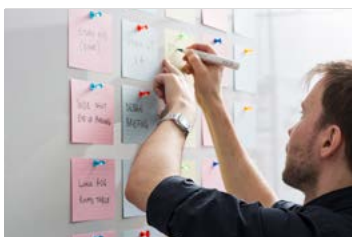
R&D Lead

e: andrew.bruce@screenmedia.co.uk

t: 0141 552 3112

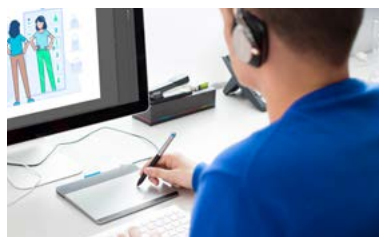
About Screenmedia

Screenmedia is a full-service design and innovation practice. Our core team of 60+ strategists, planners, designers and technologists work across responsive web, mobile, voice, connected devices, and peripheral technologies to deliver innovation that delights users and creates sustainable business value.



UX design

Translate business goals and user needs into impactful and engaging omnichannel user experiences.



Creative services

Custom design, intuitive interfaces and meaningful content that sets your brand apart.



Web CMS

Powerful, robust and scalable CMS solutions for future-proof websites, with flexible support and ongoing maintenance.



Web applications

Flexible and secure custom web applications across the full technology stack.



Mobile applications

Cross-platform mobile apps for iOS, Android and Windows using Xamarin and React Native.



Emerging technologies

Intelligent apps with conversational interfaces using Alexa, Google Home, and Microsoft Cognitive Services.

Our awards



Our process

We believe in agile client partnerships that connect us and create a single unified team. This produces the best and most satisfying results for end-users, clients, and the Screenmedia team. Here's an overview of how we work and what we do.

1. Discovery

- Stakeholder engagement
- Audit and data analysis
- Audience personas
- User research
- Competitor and peer benchmarking
- Requirements definitions

2. Ideation

- User journeys
- Empathy maps
- Problem statements
- Brainstorming
- Card sorting

3. Prototyping

- Information architecture
- Technical architecture
- Lo-fi wireframes
- Hi-fi wireframes
- Static prototype
- Clickable prototype
- User testing and iteration

4. UX/UI design

- Moodboards
- Design concepts
- UI design
- Visual design
- Interaction design
- Design systems

5. Development

- Technical consultancy
- Responsive web
- Content management
- Web applications
- eCommerce
- Mobile apps
- API and integrations
- Testing

6. Measurement

- Analytics
- AB testing
- User research
- Data analysis
- Insights and recommendations
- Product roadmapping

Accreditations



Ahead of the curve

Each year we reinvest 20% of our profits into R&D so our team are ready and experienced in emerging technologies. Over the years this investment has led us to create, develop and sell one of the UK's first major run tracking apps, become one of the earliest partners of Microsoft's mobile development framework Xamarin and become an early leader in the development of voice technologies.



next Next Apps

We developed over 30 apps for Next's warehouse and instore teams to revolutionise their retail operations.



MATTHEW ALGIE Matthew Algie Halo

We developed a rich, engaging interface for Matthew Algie's disruptive new coffee vending machines.



Tetra Pak AR

We developed an immersive prototype for Tetrapak to bring their packaging to life.



Enterprise EPOS

We worked with a leading EPOS supplier in the end-to-end ideation, design, and development of a new market EPOS system.

References

References

75% of consumers would prefer to shop instore if the product was available in a store nearby. Source: TimeTrade

<https://www.timetrade.com/resource/state-retail-report-2017/?doc=eyJyaWQiOilyliwicGkljo2ODYzfQ=>

82% of customers use their phone in a store when making purchasing decisions. Source: Google

<https://www.thinkwithgoogle.com/marketing-resources/micro-moments/i-want-to-buy-moments/>

\$61.39bn Global market revenue of AR industry by 2023. Source: MarketsandMarkets

<https://www.marketsandmarkets.com/PressReleases/augmented-reality.asp>

90% Of marketers plan on using AR in their campaigns. Source: BCR

<https://www.bcg.com/en-gb/publications/2018/augmented-reality-is-camera-next-big-thing-advertising.aspx>

130m Daily users of Snapchat's AR lenses. Source: ARInsider

<https://arinsider.co/2019/04/05/xr-talks-snap-doubles-down-on-ar/>

59% of consumers have higher expectations for customer service than they did just a 1 year ago. Source: Microsoft

<https://cloudblogs.microsoft.com/dynamics365/bdm/2018/08/30/now-available-the-2018-state-of-global-customer-service-report/>

66% say that valuing their time is the most important thing a company can do to provide them with good online customer experience. Source: Forrester

<https://lmistatic.blob.core.windows.net/document-library/boldchat/pdf/en/forrester-2018-customer-service-trends.pdf>

70% have a more favorable view of brands that offer proactive customer service notifications. Source: Microsoft

<https://cloudblogs.microsoft.com/dynamics365/bdm/2018/08/30/now-available-the-2018-state-of-global-customer-service-report/>

Up to 65% of the value of a company's products or services is derived from suppliers. Source: IBM

<https://www.ibm.com/downloads/cas/09AVNAB6>

80% Of brands and retailers are expected to employ intelligent automation by 2022. Source: IBM

<https://info.microsoft.com/rs/157-GQE-382/images/EN-CNTNT-eBook-RetailTrendsPlaybook2020.pdf>

52% of companies face challenges connecting the dots between data stored across different parts of their organization. Source: Marketers Guide To The GDPR. Econsultancy, 2018
<https://www.ibm.com/downloads/cas/3XAZNA8R>

75% Of consumers would prefer to shop instore if an item is available both online and in a nearby store. Source: TimeTrade 2017 State of Retail Report
<https://near.st/futures>

91% of consumers are more likely to shop with brands who recognize, remember, and provide relevant offers and recommendations. Source: Accenture Interactive
https://www.accenture.com/_acnmedia/pdf-77/accenture-pulse-survey.pdf

63% of consumers say they'd share more data with a company that offers a great experience. Source: PwC
<https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/future-of-customer-experience.html>

80% of consumers are more likely to make a purchase when brands offer personalized experiences. Source: Epsilon
<https://us.epsilon.com/pressroom/new-epsilon-research-indicates-80-of-consumers-are-more-likely-to-make-a-purchase-when-brands-offer-personalized-experiences>

150m Smart speakers sold in Western markets. Source: Amazon, Google
<https://voicebot.ai/2018/12/24/rbc-analyst-says-52-million-google-home-devices-sold-to-date-and-generating-3-4-billion-in-2018-revenue/> <https://www.cnet.com/news/amazon-has-sold-more-than-100-million-alexa-devices/>

86% Of users are satisfied with their buying experience with a voice assistant. Source: CapGemini
<https://www.capgemini.com/wp-content/uploads/2018/01/dti-conversational-commerce.pdf>

62% Of smart speakers owners say they are likely to buy through it in the next month. Source: Google
<https://www.thinkwithgoogle.com/consumer-insights/voice-assistance-parent-users/>

screenmedia 

web: www.screenmedia.co.uk

email: info@screenmedia.co.uk

telephone: 0141 552 3112

4th Floor, 60 Osborne Street, Glasgow, G1 5QH