

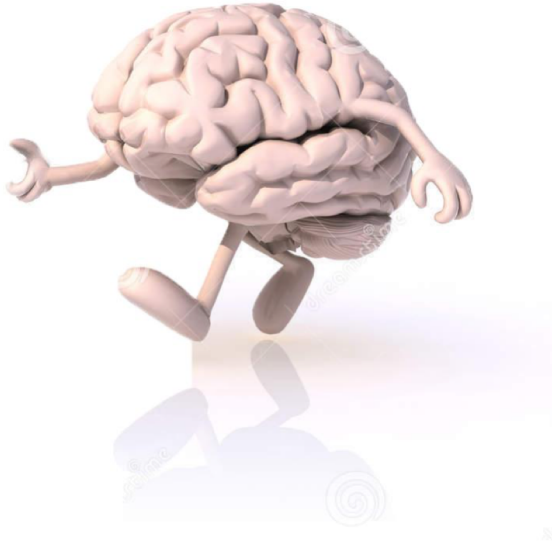
*Salone dei Pagamenti, 5 novembre 2021*

## Nuovi negozi tra fisico e digitale: tendenze e casi dall'Osservatorio Kiki Lab

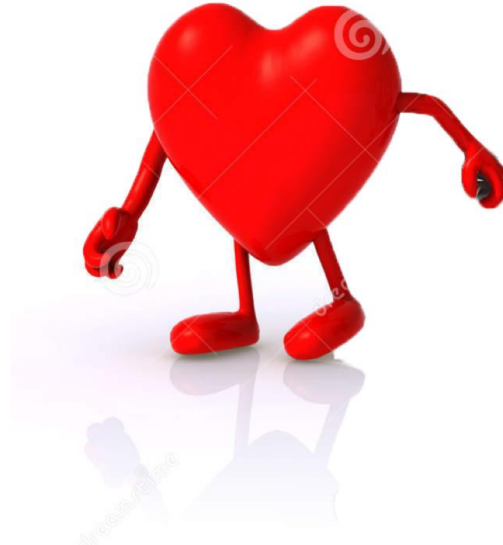


# Temi chiave

## 1. RAZIONALITA'



## 2. EMOZIONALITA'



## 3. STIMOLI PER LE BANCHE



# 1. Razionalità

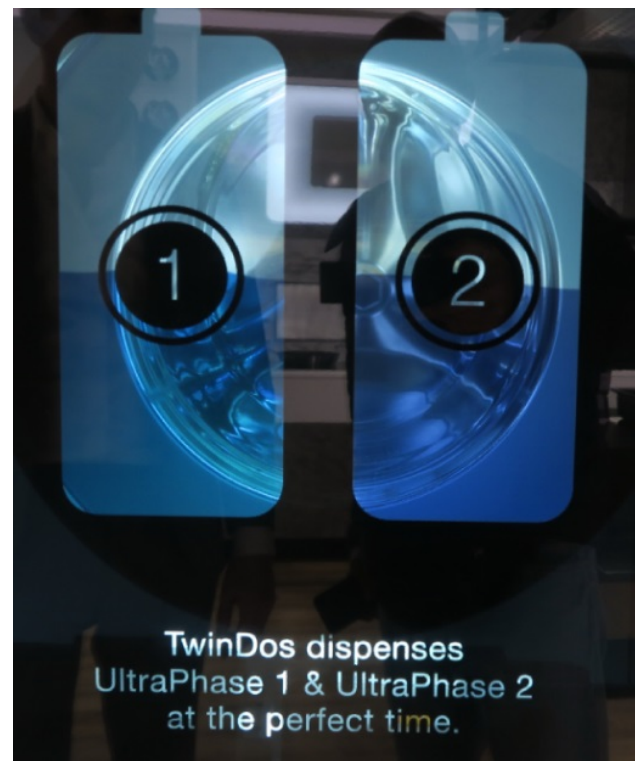
I 'meno' che cercano i clienti

- - tempo
- - stress
- - burocrazia





# Miele, Amsterdam: 'Prodotti parlanti'

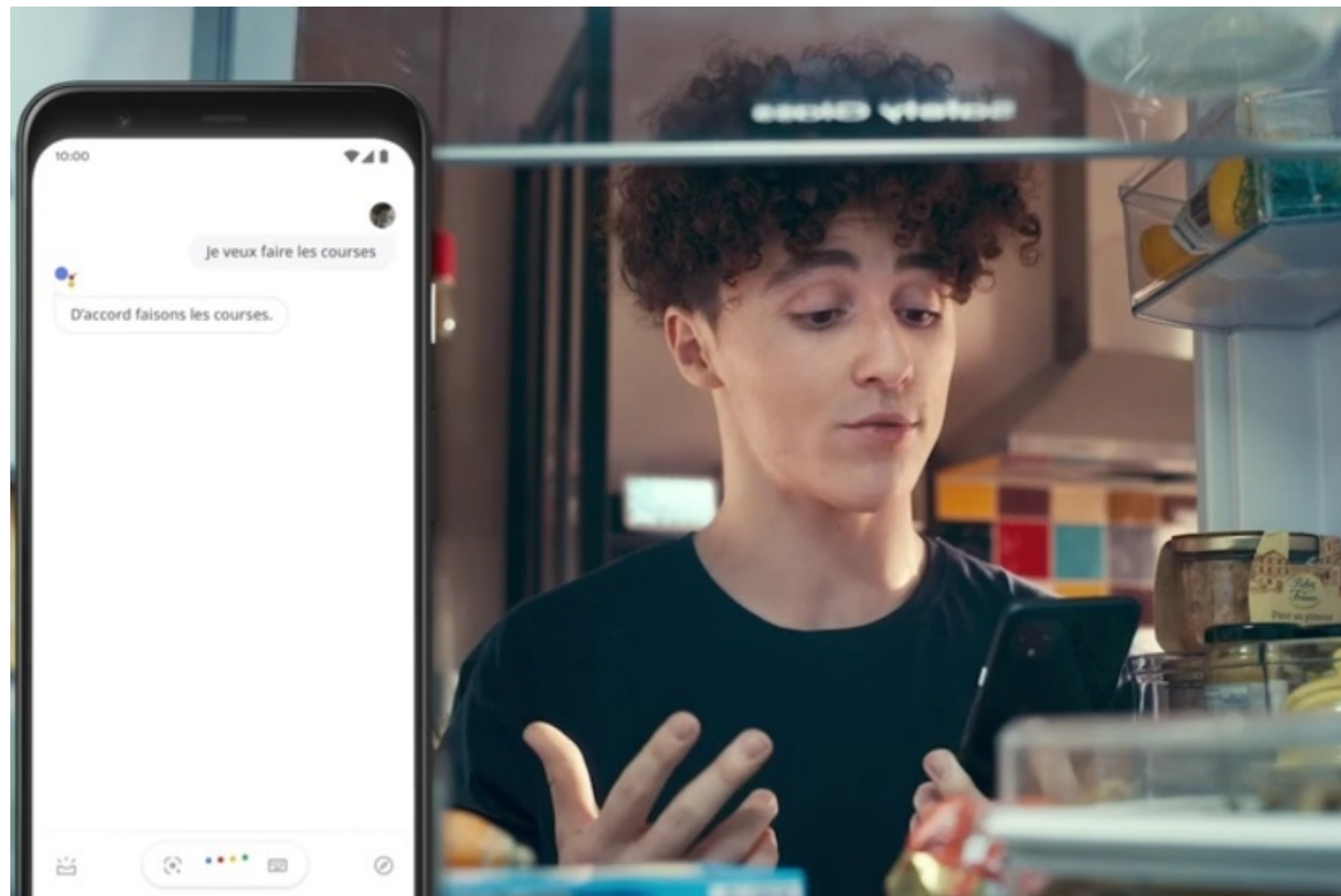
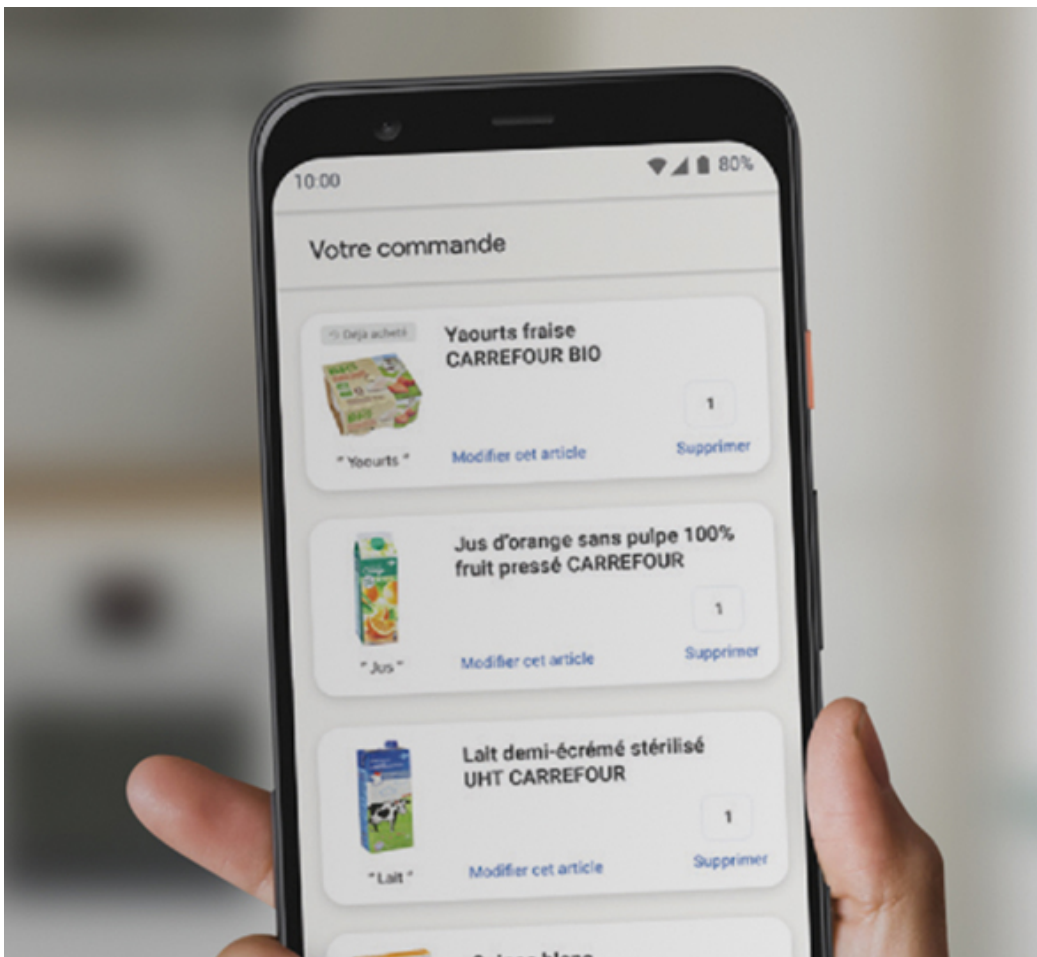




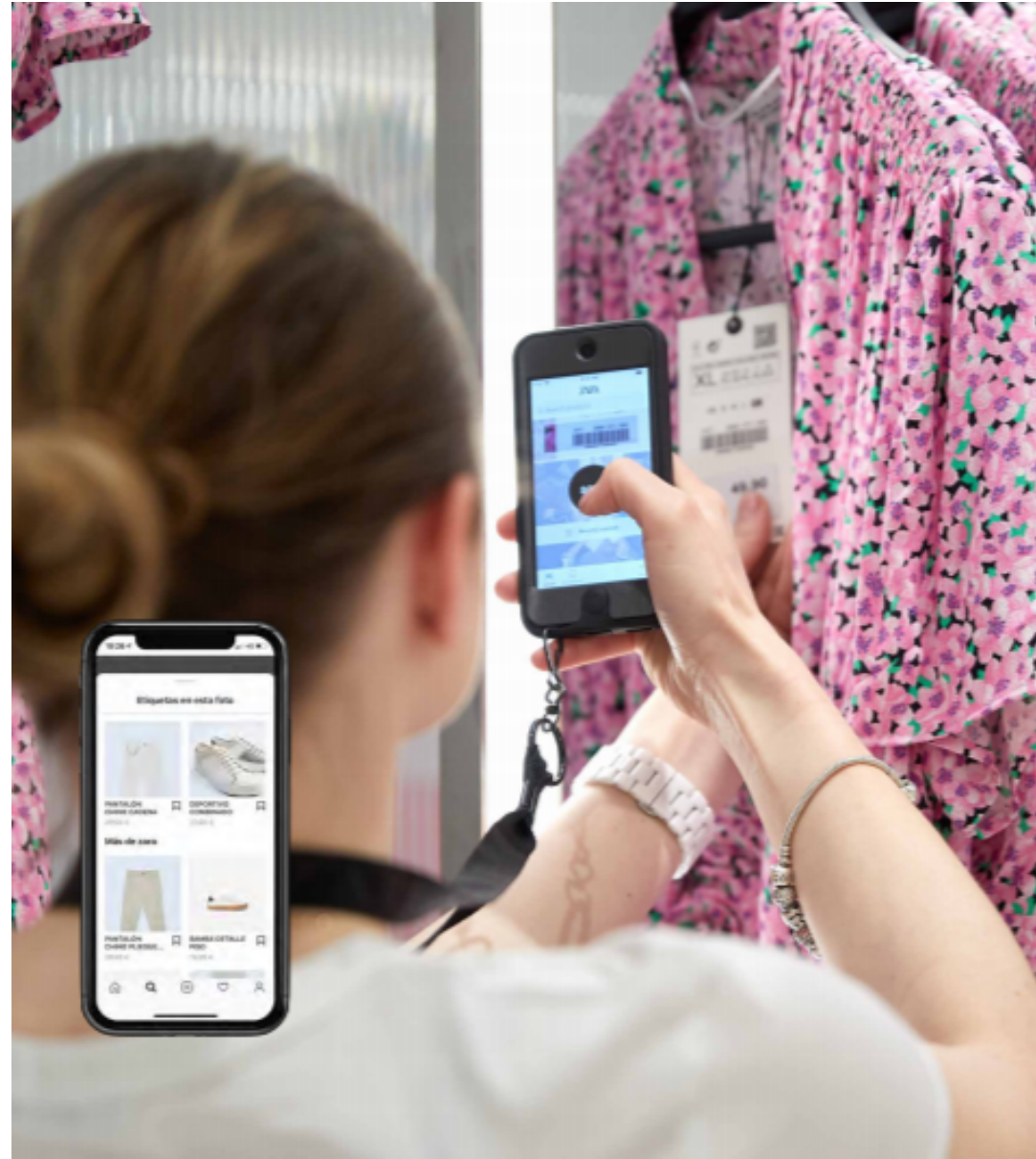
# Miele, Amsterdam: Tecnologia NFC (Near Field Communication)



# Carrefour & Google: Shopping vocale



# Zara: Store Mode





# Amazon Fresh USA e Londra



# Amazon Fresh USA e Londra





# Amazon Fresh USA e Londra





# La Feltrinelli



## 2. Emozionalità

I 'più' che cercano i clienti

- + emozioni
- + sensorialità
- + sorprese

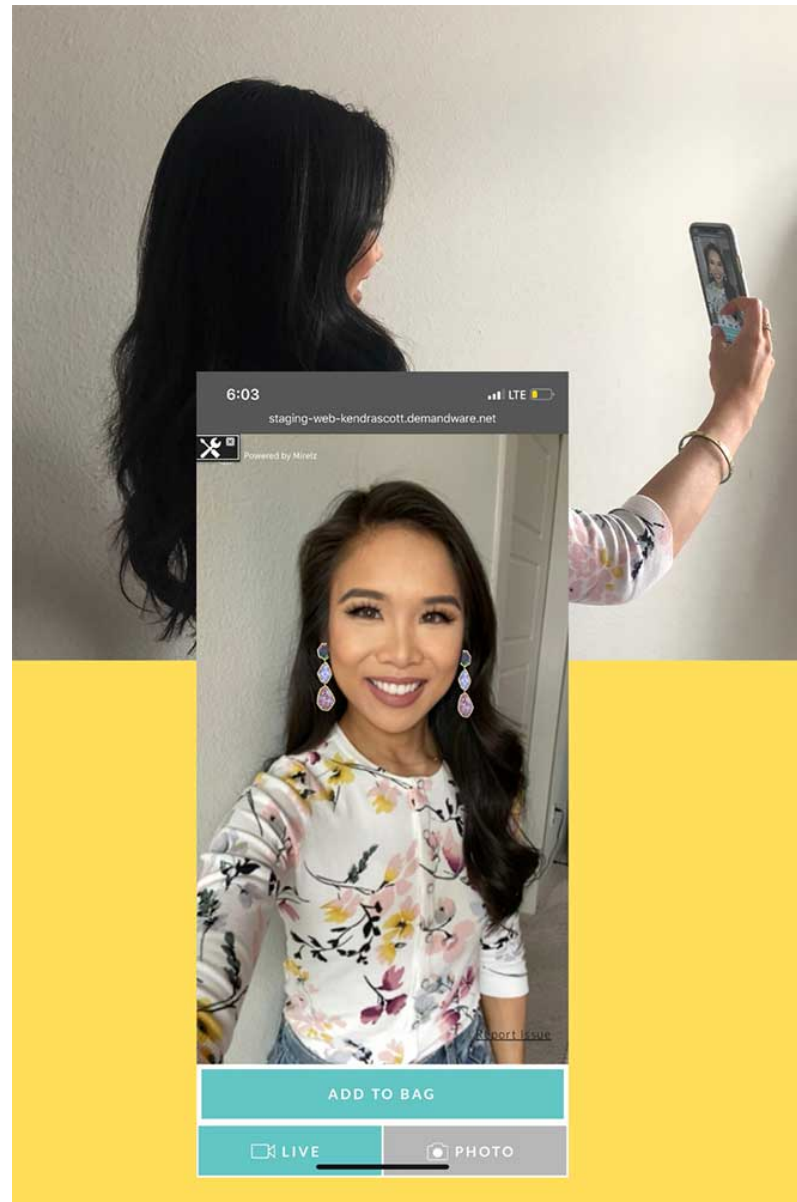


# Michael Hill, Australia: prova prodotto virtuale con AR

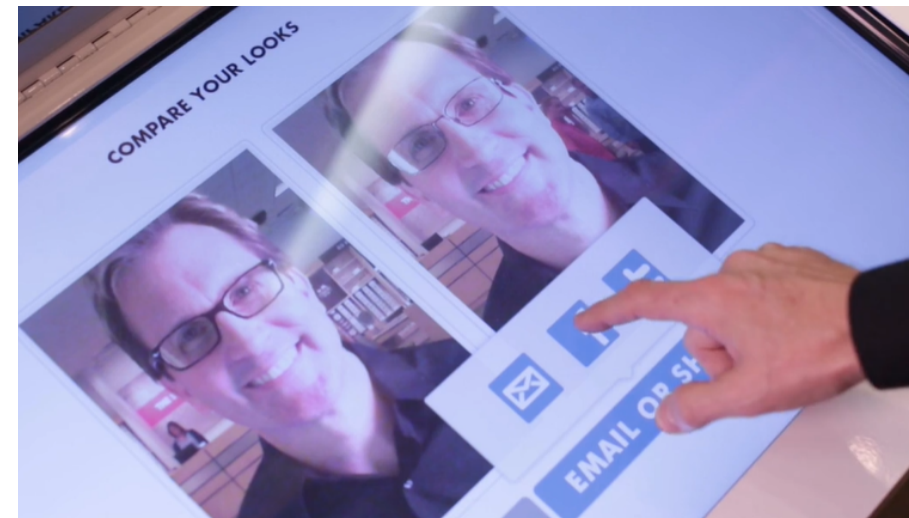
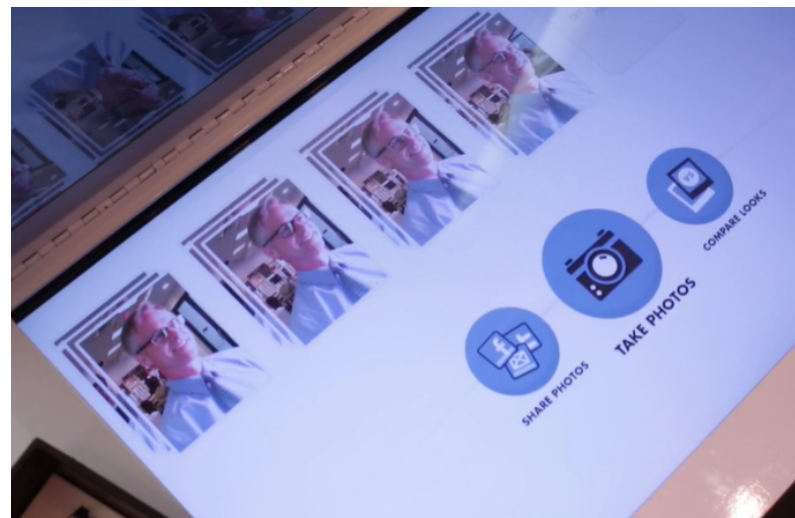




# Kendra Scott, USA: prova prodotto virtuale con AR



# LensCrafters, USA: specchio Smart



# Tom Ford Beauty, Londra: videotutorial live





# Amazon Salon, Londra: specchio Smart (colorazione capelli virtuale)





# Jo Malone, Londra: QR code in vetrina per realtà aumentata





# Innisfree, Seoul: viaggio nel brand con la realtà virtuale





# H&M, Berlino: blockchain sul noleggio (con note e tracciabilità pre-owners)

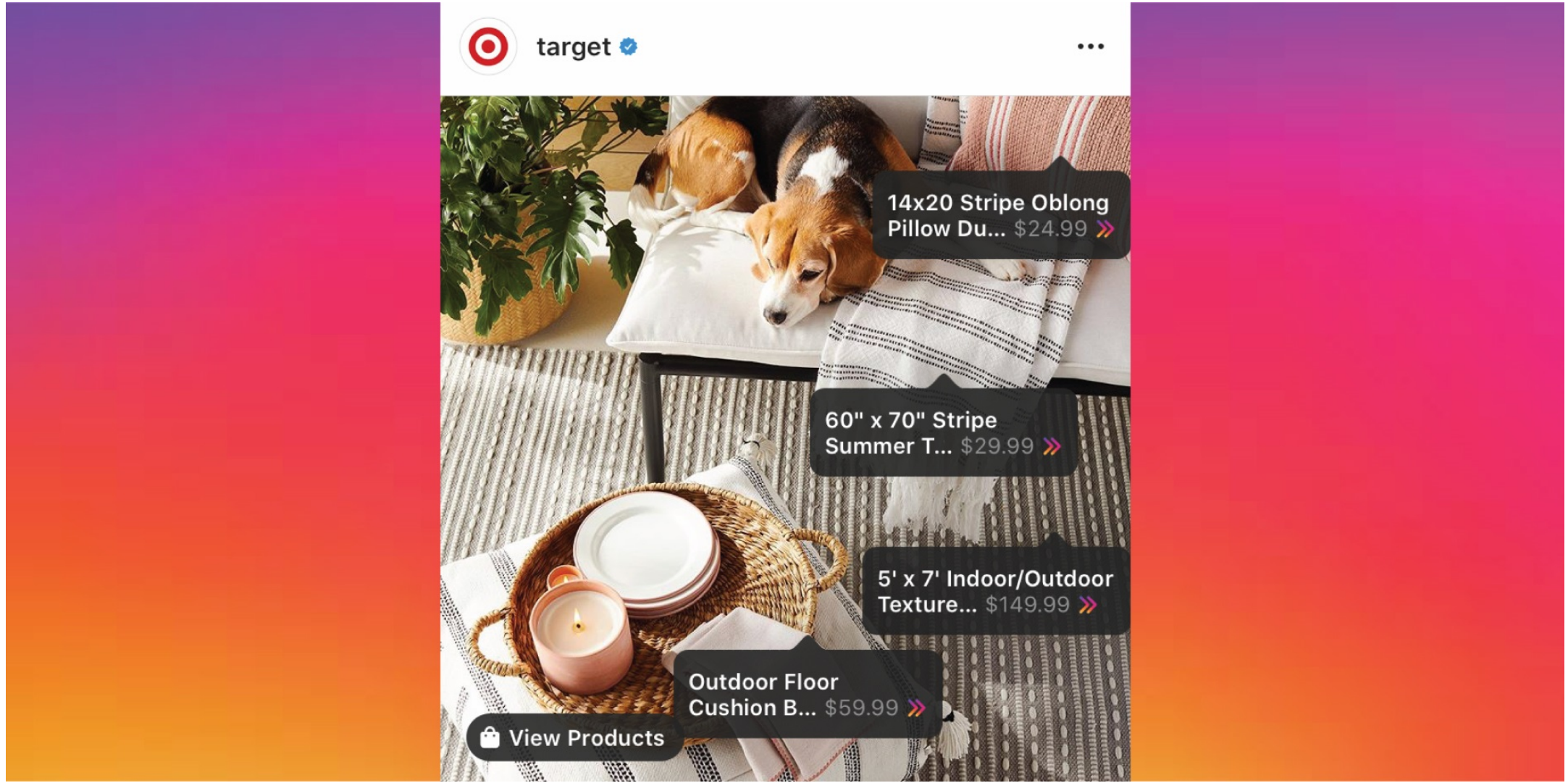


# Jumbo, Albert Heijn, Sainsbury's, Tesco, ... : Casse slow e code relax





# Target, USA: Ecommerce emozionale



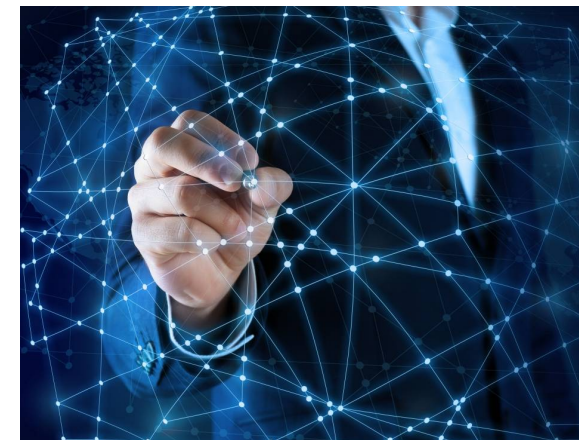


# Mondo Camerette



### 3. Stimoli per le banche

- + *digitale*
- + *smart*
- + *legame con il territorio*
- + *sostenibile*
- + *coinvolgente*







***Banca: servizio di ritiro acquisti e camerini di prova per clienti VIP?***





Look up for a glimpse of our rooftop garden.

We have over 600 species of plants, chosen to help the *bee population thrive*.





# Chase Bank, USA: Banca Drive Thru



# Metro Bank Londra

