Retail Innovation Shout Out: Nordstrom Experiments with Innovative Technology

by Caitlin White

From self-serve kiosks, to text alerts, to iPads in lieu of registers, technology plays an ever-increasing role in the retail world. Known for its customer-first mentality, Nordstrom continues to be at the forefront of retailers adopting new technology and implementing it in ways that enhance the consumer experience. In recent experiments, Nordstrom is exploring ways to further integrate iPads into the shopping experience. One such approach would be to place iPads inside dressing rooms to allow the shopper to view product, sizing and color availability. The iPads could potentially display product recommendations that are complementary to what the consumer is trying on.

With the line between clicks and bricks continuing to blur, Nordstrom is also considering the introduction of an online “wish list”, where the shopper can place items on hold via their iPad app, and when they arrive at the store, have the items waiting for them in the dressing room. This innovation could potentially cut out both hassle and time for the busy shopper, and also fuel consumer desire for instant gratification.

If implemented, these innovations would add convenience to the shopping experience and reduce the “pain points” that all consumers feel. Having iPads in dressing rooms for consumers to interact with exposes more of the product line and sets up an opportunity to increase the shopper’s overall purchase - a potential win win for both the consumer and the legendary retailer.

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About the Author

Caitlin White
caitlin.white@kalypso.com
Caitlin is a consultant with Kalypso focusing on product lifecycle management (PLM) implementations and strategy work.