IGD

Store of the Future Workbook

Reflections and insights into the store of the future in 2030.

Store of the future

This workbook accompanies IGD's Impact learning course, focussing on insights from IGD's Store of the Future research. This PDF is interactive, so you can type directly into the boxes and save your progress. Alternatively, you could print it and write your answers – or just use a notebook. Complete the workbook while you attend the live workshops, or while you watch the recordings.

Introduction

IGD's Store of the Future research identifies themes that stores will focus on between now and 2030. These five pillars are:

Exciting and experiential	**Digitally enabled**
Highly efficient	**Omnichannel native**
Naturally sustainable	

Activity #1

Review the pillars below and decide how important they are **to you** in your own shopping experience. Tick the box to give each pillar a score between one (least important to you) and ten (most important to you).

Pillar	
Exciting and experiential	
Highly efficient	
Naturally sustainable	
Digitally enabled	
Omnichannel native	

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Activity #2

Continue to think about your experience as a consumer, and the role you play at work. Use the questions below to reflect upon your own thoughts.

What makes a good real-life shopping experience, for you?

To make that experience even better, what could stores offer?

Think about the five pillar themes. Where are the obvious relevant links to your role and organisation?

Exciting and experiential
Highly efficient
Naturally sustainable
Digitally enabled
Omnichannel native

Write down two opportunities for adaptation and learning in your organisation.

1

2

Next, think about any less obvious connections. Are there other adaptations you might be able to make, even though they are less relevant to your area of focus?

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Activity #3

Review the profiles below. For each, note some of the customer 'pain points' they might experience. Underneath each profile, decide which of the five pillars could improve their shopping experience in the future. What could be done to help them? If you are attending the workshop, make some initial notes which you can discuss with your group later.

Personal notes to discuss later:

Profile A	Profile B	Profile C
An elderly shopper who has trouble standing or reaching for items.	A time-poor shopper trying to find products in a large store.	A shopper with specific dietary needs that are hard to shop for.
Which pillar(s) might present some solutions to help this customer?	Which pillar(s) might present some solutions to help this customer?	Which pillar(s) might present some solutions to help this customer?
Experiential Efficient Sustainable Digital Omnichannel	Experiential Efficient Sustainable Digital Omnichannel	Experiential Efficient Sustainable Digital Omnichannel
What solutions might each pillar present? (Real or imagined.)	What solutions might each pillar present? (Real or imagined.)	What solutions might each pillar present? (Real or imagined.)

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In your groups, share your ideas and observations. Note down any additional ideas in the boxes below, and use the questions to prompt future discussion.

Group discussion:

Profile A	Profile B	Profile C
An elderly shopper who has trouble standing or reaching for items.	A time-poor shopper trying to find products in a large store.	A shopper with specific dietary needs that are hard to shop for.

Other ideas and observations from the group discussion:	Other ideas and observations from the group discussion:	Other ideas and observations from the group discussion:
What would be some next steps to make these solutions a reality?	What would be some next steps to make these solutions a reality?	What would be some next steps to make these solutions a reality?
What conversations could you have at work to support these solutions in the future?	What conversations could you have at work to support these solutions in the future?	What conversations could you have at work to support these solutions in the future?

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