

TKS



April 2022

Store of 2030: Young Innovators Challenge.

What we'll cover today.



Overview of Blue Labs
& TKS partnership



Introduction to Foresight
& Futures Thinking



PROBLEM SPACE

Hear from Gen Z innovators
on their needs & wants for
the Walmart Store of 2030

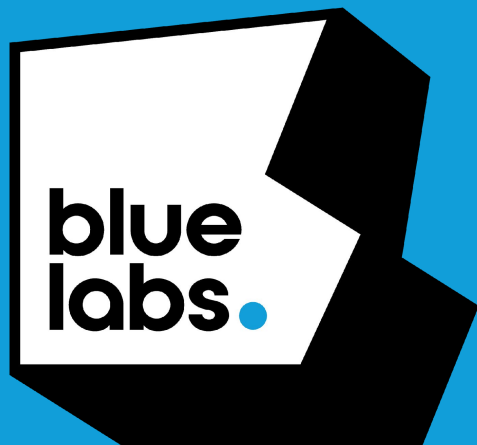


POTENTIAL FUTURES SPACE

Define a potential customer
journey for 2030 and potential
solutions

Our Mission.

THE
FUTURE
OF RETAIL



*Powered by our size and scale, Blue Labs incubates disruptive & radical innovation to **transform the future of how, why, & where people shop.***

*Blue Labs accelerates and realizes the innovations that will create the **retail experience of tomorrow & better the lives of customers.***

We have all the right ingredients for Disruptive Innovation.

Innovation Leads

Responsible for managing expectations and ensuring the delivery of all the initiatives under its specific field of innovation

Design Thinkers

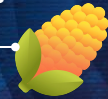
Provides design-based innovation expertise and creativity to the team's work, with a specific focus on co-creation, research, data synthesis, idea generation, and prototyping

Innovation Strategy Team

Leads the innovation strategy, cultivates and fosters the pipeline of innovation ideas and prioritizes efforts of the innovation team

Customer Driven Design Process

Fund Problems over Projects



Innovation Analysts

Supports the Innovation Leads to develop innovation strategies, project scopes and objectives

Head of Blue Labs

Leads the innovation strategy, cultivates and fosters the pipeline of innovation ideas and prioritizes efforts of the innovation team

Dedicated Innovation Collaboration space

Ecosystem Engagement Team

Leads the development of strong relationships with the external Canadian innovation ecosystem

Connected to Ecosystem



Designers

Conducts user-centered research and design new end-to-end intelligent solutions

Design Validation Team

Leads the team in providing the necessary resources and tools to deliver and test concepts through the prototype, POC and MVP phases

Communications Manager

Communicates the Innovation Team's progress and results to internal and external audiences creating awareness, opportunities, and clarity

Partnerships Manager

Connects with partners that align with the established innovation goals

**We're
developing a
menu of options
to accelerate
Innovation at
WMC**



BLUE LABS MENU

What would you like to order?



Help Me Dream Bigger

Equip leaders with transformative innovation tools to support ideation, design thinking, and strategic foresight

Goes well with

Training on ideation, design thinking, and strategic foresight; share on approach for partnering with the ecosystem for ideation



Help Me Deliver on My Innovation Ambition

Once the innovation ambition and roadmap has been identified, provide the toolkit to support PoC test planning

Goes well with

Training on PoC test planning and design and validation; share on approach for partnering with the ecosystem for ideation



Help Me Drive Scalable Innovation

Support Innovation Leaders in transitioning from PoC to scalable solutions

Goes well with

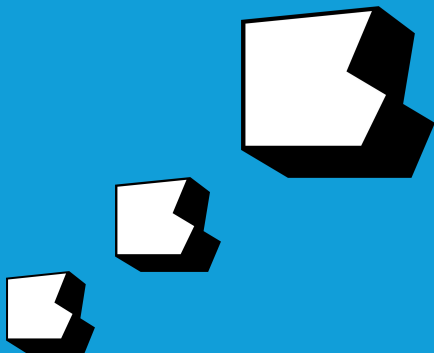
Change Management Training, provide tools for continuous improvement

Interested? Email us here:



OUR CHALLENGE

Designing the Walmart Stores of 2030.





WE ONE DAY
September 16

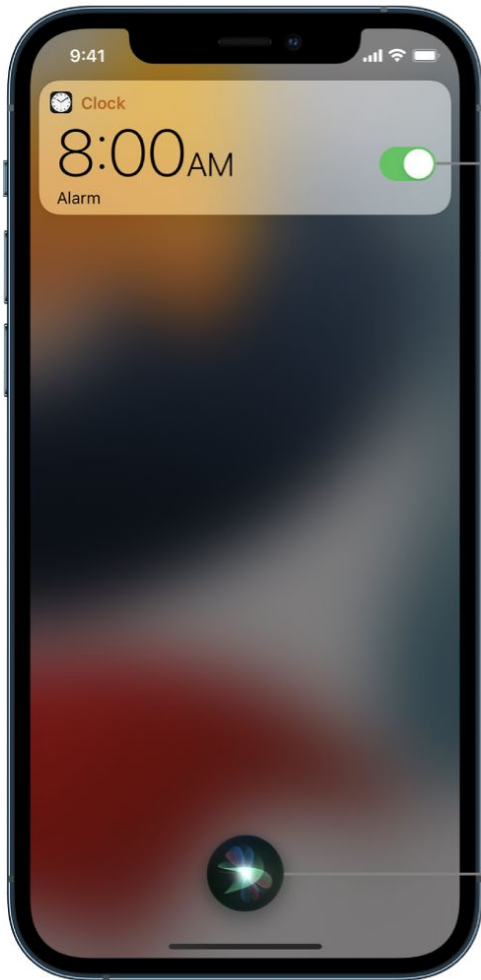
12:00 Study Lunch

2:00 drive Kathy to the airport

4:15 lecture "Deforestation in the Amazon"



Apple "Knowledge Navigator", 1987



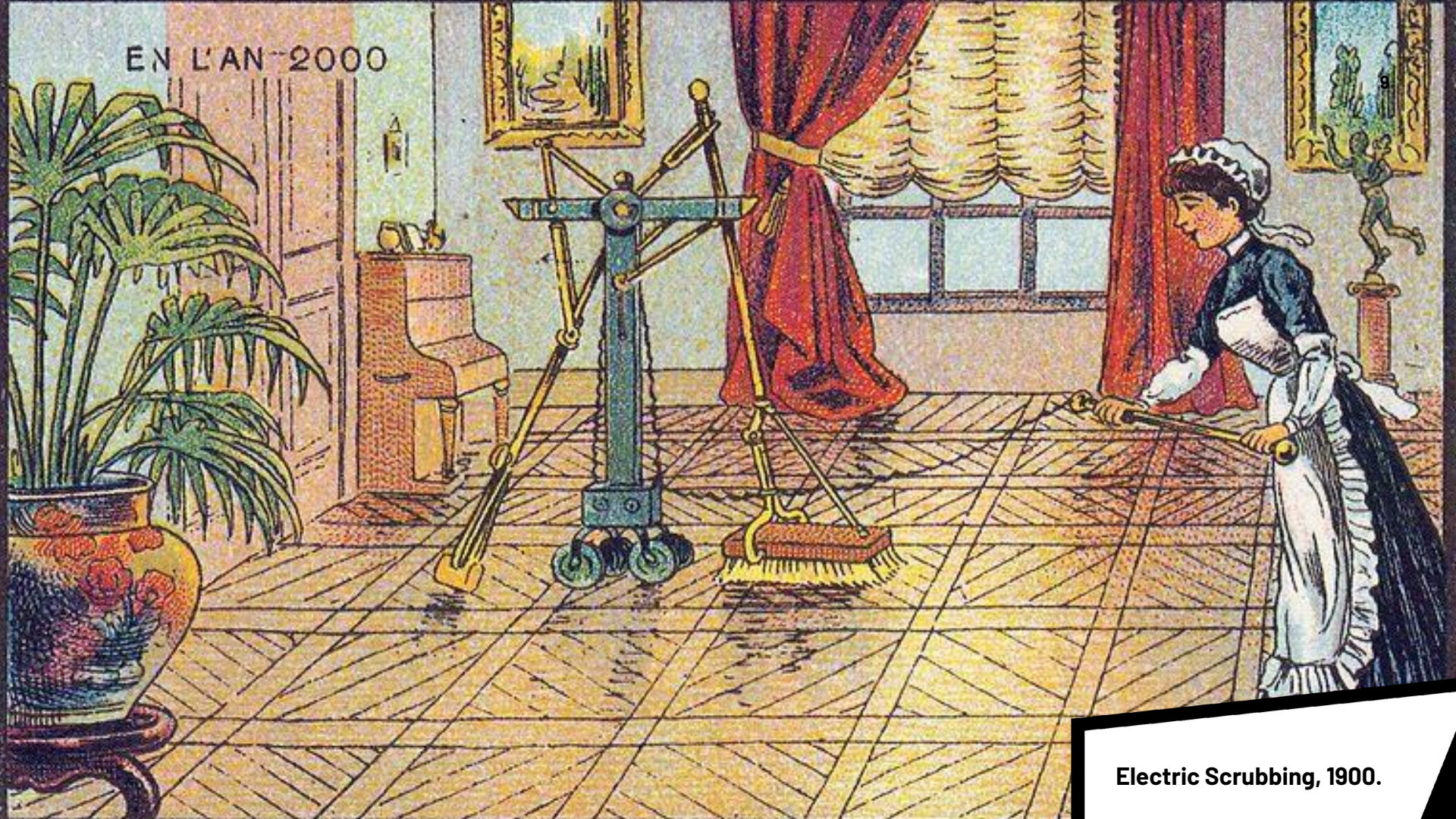
Response from Siri



Hey Siri!

Tap to continue speaking to Siri.

EN L'AN 2000



Electric Scrubbing, 1900.



Aidibot x Walmart, 2022.

Blue Labs' Strategic Foresight Approach:

Gather

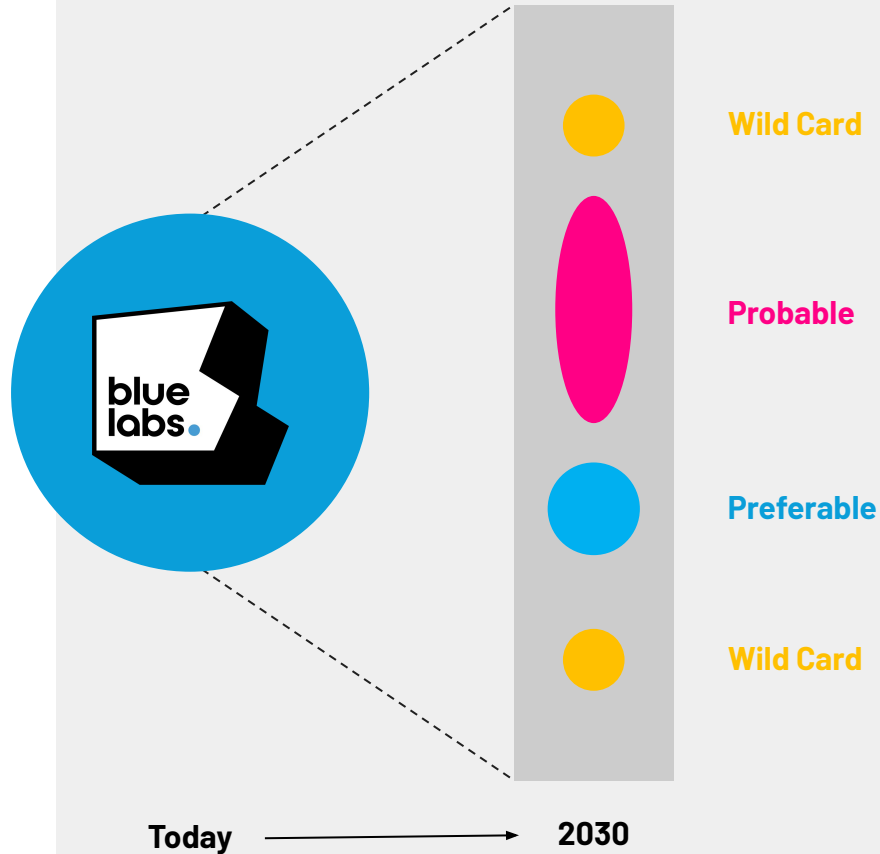
Understand what is changing through pattern finding and sense making.

Process

Imagine alternative futures by anticipating pathways from the present to the future.

Apply

Explore opportunities and threats while envisioning and proposing new strategies through stimulating innovation and change provocation.





If you pay close enough attention, you'll see the signals of change.

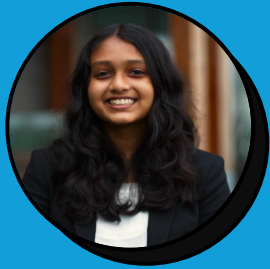
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Blue Labs sits at the edge of Walmart Canada and integrates into the innovation ecosystem.



The store of 2030, according to Gen Z.



Teerka Baskaran



Milind Kumar



Elly Peng



Apoorva Panidapu



Chandhana Sathishkumar

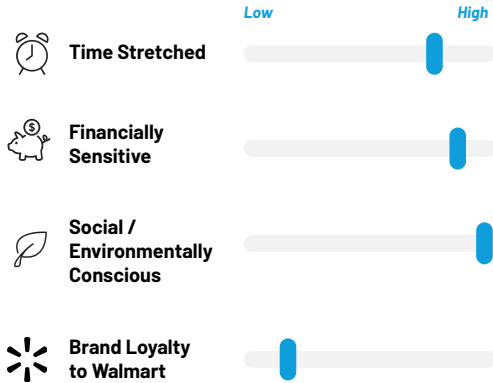


Peyton Verhoeven



Ethan Selvarajah

Meet Apoorva.



ABOUT APOORVA

Apoorva is 17 today, will be 25 in 2030

Hopes to become an Engineer

Lives in San Jose, California



“Empathy, honesty and having a good time.”

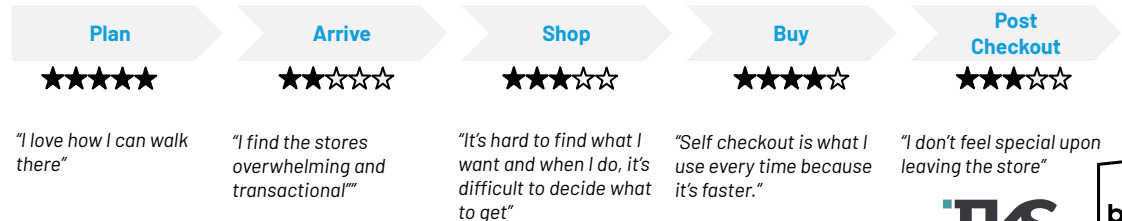
Hobbies

- Painting
- Writing
- Watching Netflix
- Unique experiences with friends & family
- Bubble Tea

Favourite Brands

- fitbit
- Apple
- Spotify
- NETFLIX
- NETFLIX

Needs Satisfaction Today



Problem Statements.



HEALTH & WELLNESS

I want **it to be easy to eat healthy.**



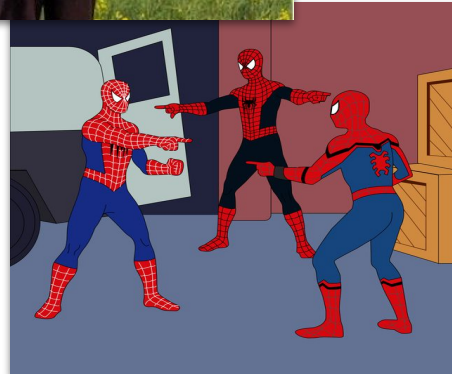
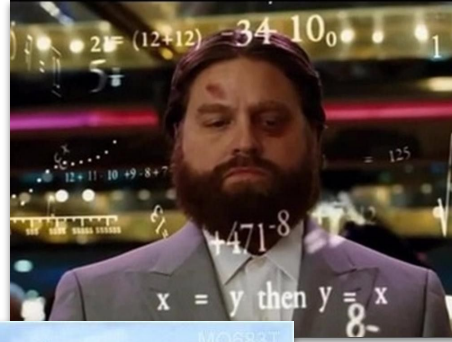
CONVENIENCE

I want to **spend less time on the "less fun" parts of shopping.**



COMMUNITY

I want to **feel connected while at my local Walmart.**



Health & Wellness.

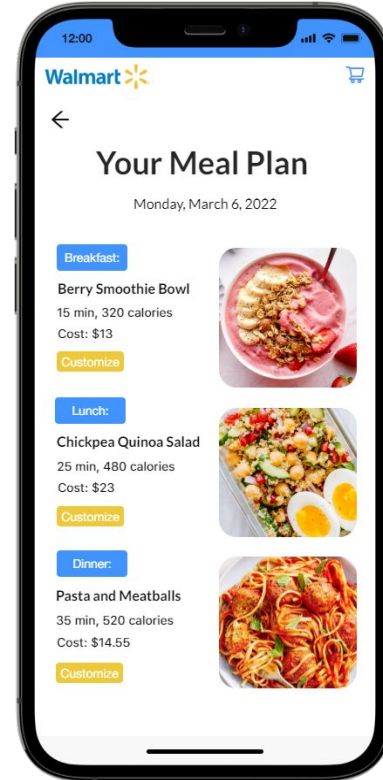
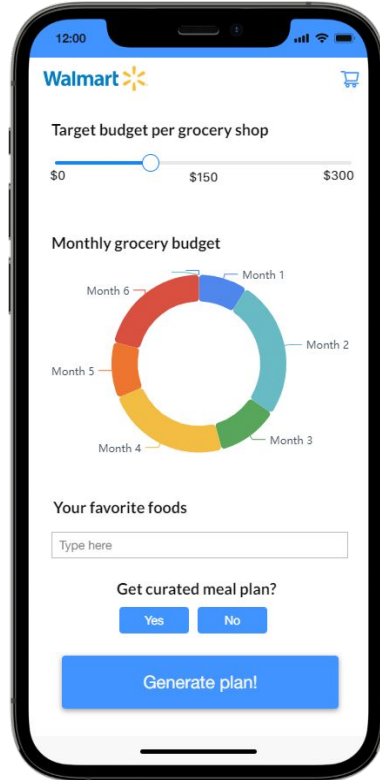
Why it matters to Milind?



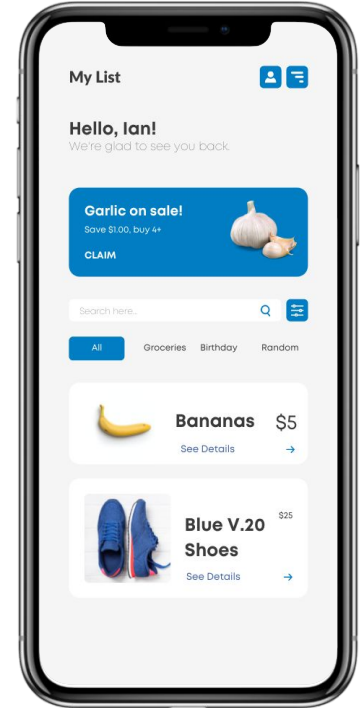
Milind, 18

*“We want walmart to
help us live better
and eat healthy!”*

MyWalmart. Meal Plans.

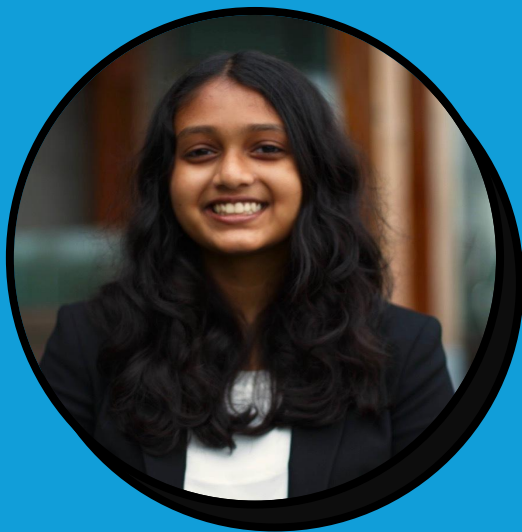


Smart Cart.



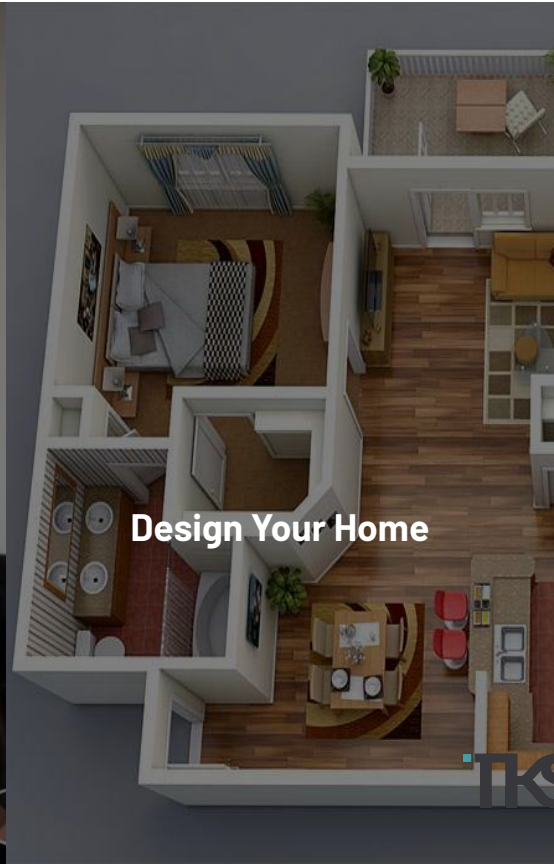
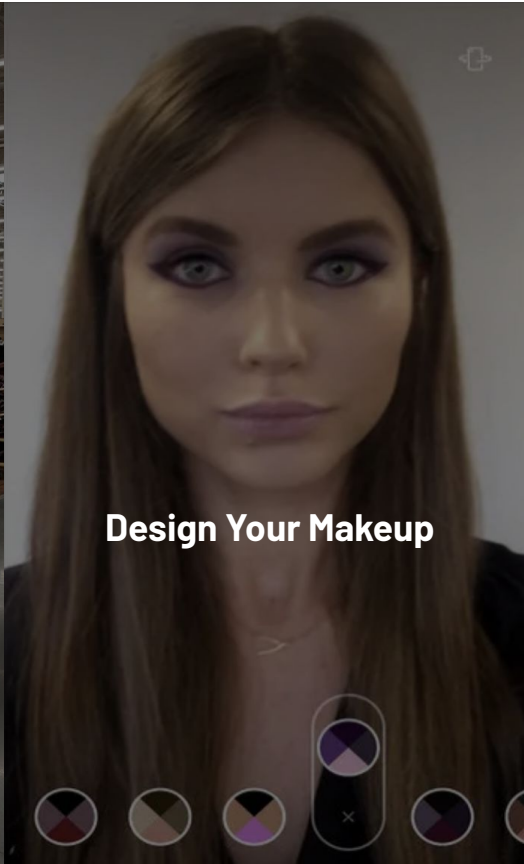
Convenience.

Why it matters to Teerka?



Teerka, 16

*“Convenience is the #1
thing for my family,
don’t waste our time.”*



Community.

Why it matters to Chandhana?



Chandhana, 17

*“Walmart isn’t future proof. **Give me a reason to be there.**”*

Green Harvest.

commercial b.



Seasome Fried Rice

Ingredients

- 3 cups cooked organic rice
- 3-4 tablespoons sesame oil
- Pinch of salt
- ¼ cup sesame seeds
- 4 eggs
- 2 tablespoons soy sauce
- 1 tsp sesame oil
- 1 garlic clove finely minced

[Read More](#)

Experience Hub.



Spark Centre.

#01

Central Gathering Space



#02

Creator & Learning Labs



#03

Pop-up Retail



In-Store Events.

Learn Events



Apply Events



Create Events





Meet Apoorva in 2030.

Gen Z
Recently entered the workforce.
Time stretched and financially sensitive.



Show me that **you know me**. Make me **feel joy** when I'm at Walmart!

ONE POSSIBLE FUTURE:



Understand dietary needs and plan for Walmart shopping based on **MyWalmart Meal Plans**.



Welcomed via **Smart Cart**, **key featured items and locations flagged** on entry. Prompts tailored based on past purchases



Easy to try new makeup on through **WalSmart**



Make her own flavour of Kool-Aid at the **Experience Hub**. Niceeee!



Learn how to steam clothes through **Spark Centre and In-Store Events**



Seamless checkout and budgeting through the **Smart Cart**



Grab a bite at **Green Harvest**, what a successful shopping trip at Walmart!

PLAN

ARRIVE

SHOP

BUY

POST - PURCHASE



HELP US DESIGN OTHER POSSIBLE FUTURES:

As a customer, what do you wish to see in the Walmart Store of 2030 (e.g., experience and/or solutions)?



Let's hear from the Customer Experience Champions!



Michon Williams
Technology



Gabrielle Ho
Store 3.0



Jaed Khan
Business Development



Lina Nadar
DE&I



Fareena Contractor
International Emerging Tech



Lynn Valk
Legal

What's Next?

We're taking an **end-to-end approach**, starting with defining the customer needs of 2030



Define the **end-to-end customer journeys for 2030** using strategic foresight and input from TKS students



Define the **role of the stores in 2030** to support the customer needs of 2030



TKS student internships to prioritize Store of 2030 concepts and build prototypes



Generate user feedback and iterate on the prototypes



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April 2022

Thank you.