

Reimagining the Walmart Store of 2030

From Transaction Hub to Community Hub

Walmart  x 

Reimagining the Walmart Store of 2030

EXECUTIVE SUMMARY

Problem

Walmart stores are transactional hubs, with eCommerce there are less reasons to shop in-person.

- More customers discovered the ease of shopping Walmart online during the pandemic & this continues to negatively impact in-store traffic.
- When customers do shop in-store they face pain points such as items frequently being out of stock, stores that are difficult to navigate, trouble finding Associates to assist & then long lines at checkout.
- Time pressed customers also continue to shop on Amazon, who are stealing market share from Walmart.

Recommendation

A hybrid omni-channel Walmart will solidify its position as the world's leading retailer in 2030 & beyond.

- #01** Hybrid store model with showroom equipped with onsite micro-fulfillment. The MyWalmart App will be the engine that unifies the online & in-store experience with the new 'Scan & Go' functionality.
- #02** Experiential tech-focused displays will engage & excite customers. The spaces will be powered by Walmart's vendors & Connect partners.
- #03** The introduction of an in-store community hub called "The Spark Centre" will provide a gathering space for connection, learning & provide Walmart with a tool to drive frequency, sales & brand affinity.

Outcomes

Walmart will lead the way with a new in-store experience for its customers, associates, community & shareholders.

- A new hybrid omni-channel Walmart is designed to increase frequency of customer visits, drive traffic & increase market share.
- Other outcomes include a seamless online & in-store experience.
- Deeper customer insights & brand affinity driving personalization.
- Stronger connections with the local community will build loyalty.
- Associates feeling more fulfilled leading to higher retention rates.

Current Walmart

CUSTOMER JOURNEY



1

CARTS

Carts are large and tedious. Hard to navigate especially during peak shopping hours.



2

NAVIGATION

Customers often struggle to find items that they are looking for and have difficulty navigating the departments.



3

INVENTORY

Customers are often left disappointed & frustrated when items that they finally locate are out-of-stock.



4

STAFF

While shopping, it is difficult to locate Store Associates to answer questions. Often they do not have adequate product knowledge.



5

CHECKOUT

Wait times at checkout lines can be long. Self-checkout is cumbersome for customers with full carts.

Customer Perspective

Hear the current journey from *real* customers.

The Status Quo

CHALLENGES

Walmart stores are transactional hubs, now with eCommerce there are less reasons to shop in-person



eCommerce

During the pandemic customers discovered the convenience of shopping at Walmart online as reflected with their +70% eCommerce comparative sales increase in 2021 (1). In-store traffic has been negatively impacted, decreasing by 10%. (2)



In-Store Experience

Walmart's lack of engaging in-store experiences causes a low rank in customer satisfaction causing many to continue to shop through eCommerce. Many Walmart customers desire a stronger sense of community. (3)



Competition

Amazon has stolen market share in categories that Walmart once dominated. Their speed of delivery & reliability makes them a continued threat for Walmart. (4) Recently, Amazon has closed off many of its brick & mortar locations, signalling a change in their physical footprint strategy. (5)

WALMART STORE OF 2030

This 3-part strategic recommendation will create a hybrid Walmart that will solidify its position as the world's leading omni-channel retailer in 2030 and beyond. These will also continue to provide Walmart with a competitive edge over Amazon.



#01 | Showroom & App

Walmart shifts to a hybrid store model using its space as a showroom with onsite micro-fulfillment. The My Walmart App will integrate new features & functionality to create a seamless online and in-store experience, while mining rich customer data to drive personalization.

#02 | Experiences

High-tech interactive displays that engage, entertain & educate. This will drive sales and capture consumer insights with an opportunity to grow Walmart Connect. With the in-store transformation, many Store Associates will be reskilled for their new roles.

#03 | The Spark Centre

At the heart of each store will be The Spark Centre ~ a community hub, a place for connection, exploration & localization. Reflective of its market's local culture, interests and demographics, this vibrant space will drive customer frequency & strengthen brand loyalty.

SHOWROOMS

Walmart's future is a 'hands-free' experience, allowing consumers to enjoy their time in-store by shopping leisurely, without having to carry a cart as they go.

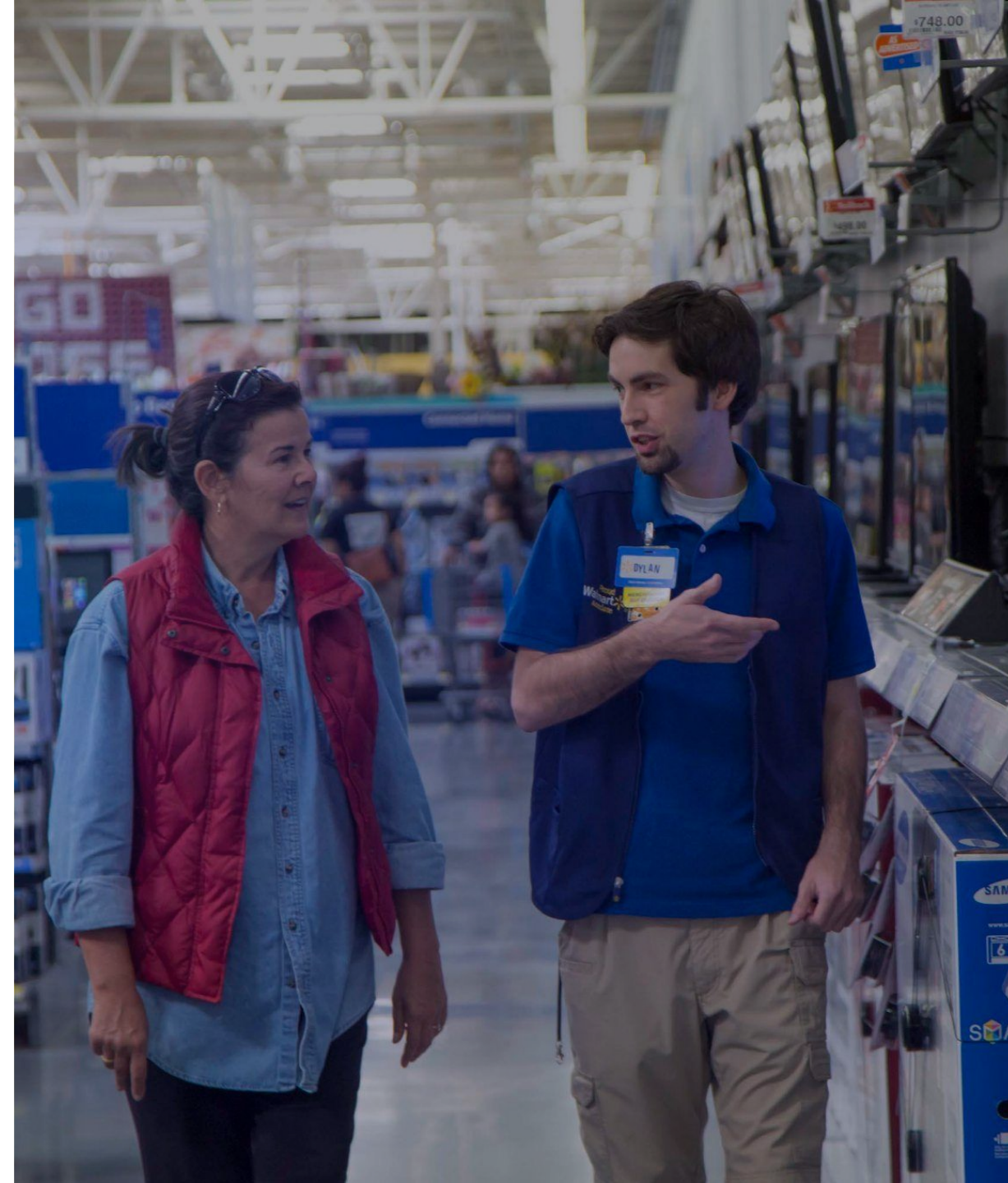
28.6% of customers enjoy shopping online as it provides a straightforward checkout process and saves them the hassle of carrying a cart around (1). The convenience of showroom shopping matches this convenience of online shopping, enticing more customers to shop in-person.

- Showrooms become experiences for consumers, as they have a chance to **try, and touch products**; making shopping an immersive and convenient experience, rather than a chore.
- Customers can browse the store while scanning items that interest them, eliminating the need for shopping carts. The 'Scan and Go' method allows shoppers to fill their virtual carts on the MyWalmart App with the products they want to purchase from the showroom.
- This allows for a major *decrease in consumer-facing inventory*, *maximizing floor space* within stores and allowing for easy implementation of experiential activities alongside The Spark Centre.

Showroom Benefits

Learn more about showroomings effect on the consumer

Sources: (1)





MICRO-FULFILLMENT

As customers fill their virtual shopping cart, Walmart's Alhabot in the micro-fulfillment centre of each store will be packaging orders (1, 2). With the help of associates, orders will be bagged and ready to go for the customers as they depart. Walmart values efficiency, and this system allows customers to check off their shopping list, while Walmart's Alhabots do all the heavy lifting.

[Warehouse Specifics](#)

Learn more on how showrooms will operate

OUTCOMES

1

Unifying the simplicity and convenience of online shopping with the benefits of in-store shopping.

2

Increased efficiency for the customer and Walmart by eliminating the need to stock shelves while using automation for order fulfillment.

MY WALMART APP

OUR VISION

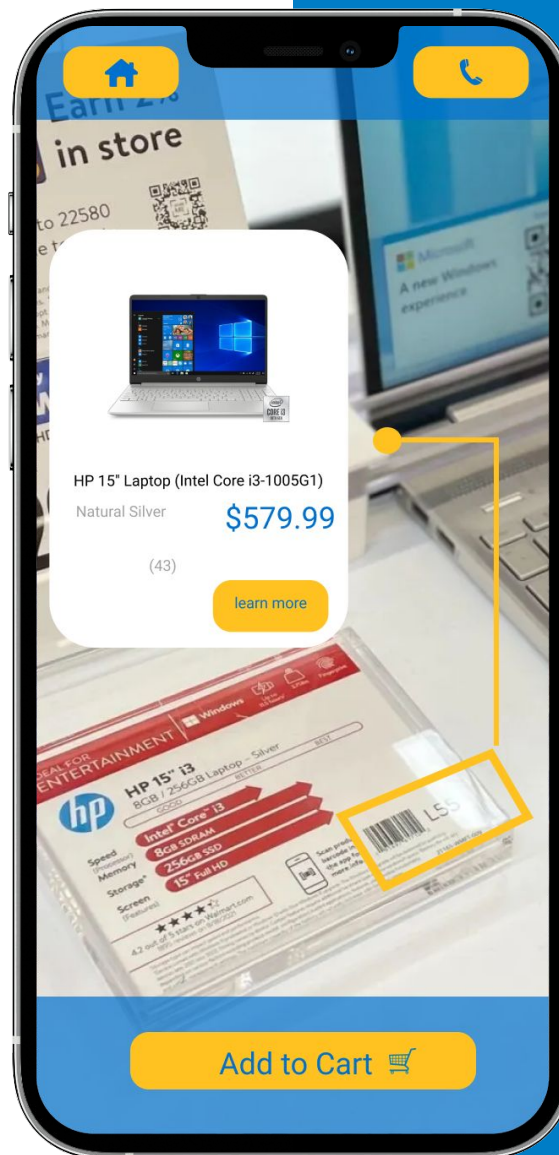
Saving consumers money and efficient shopping is at the forefront of our solution to best accommodate the loyal Walmart consumer.

OUR PROPOSAL

The MyWalmart App will be made smarter by **eliminating** the need for carts & checkout while personalizing the Walmart experience for all. 50% of consumers say that personalization based on their past purchases have influenced their decision to purchase from a brand (1).

OUR PROCESS

During this three-step process, your choices simultaneously notify the in-store micro-fulfillment centre, which starts physically packaging your order. The payment will then process through the app, and your cart will be delivered to your chosen pick-up area **within minutes.**

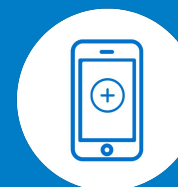


SHOP EFFORTLESSLY WITH OUR SCAN, INPUT & PAY PROCESS



SCAN

Scan the barcode of the preferred product and the information – reviews, nutrition labels, all product info – will be displayed.



INPUT

Input the quantity and other specifics based on customer preference.



PAY

Customers add products to their virtual cart with a simple payment process through the app via Walmart Pay.

[App Playbook](#)

Learn more about the mockups, case studies, revenue and benefits for Walmart.

MY WALMART APP FEATURES

We create a profile for each customer, allowing for mass data collection on each Walmart shopper. Our features specifically **simplify, excite and personalize** the consumer experience.



PERSONALIZATION

Personalized notifications for upcoming events, promotions and, ads based on previous orders and shopping habits. Something 38.7% of consumers enjoy about online shopping (1).



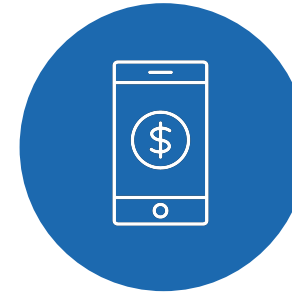
CUSTOMER SERVICE

Customers can view all available associates near them throughout the store and can call them over for assistance.



EVENTS

Customers can register for events taking place in The Spark Centre through the mobile app and receive reminders for upcoming activities and activations.



CHECKOUT

Consumers can effortlessly pay on the app and when ready, can collect their purchases from the fulfillment centre.



PROJECT GIGATON

Since the app provides all product information, it prevents the need for extra labels or packaging, averting waste which contributes to Walmart's Project Gigaton (2).

[App Playbook](#)

Learn more about the features implementation plan and the customer demand.



#02 | Recommendation

'TEST, TRY & BUY' ROOMS

The Experiential Displays are an exciting and immersive experience, powered by existing vendors looking to *showcase their rising products* while generating revenue for **Walmart Connect**.



Experiential Displays with Vendors

Walmart vendors can rent out the experiential "Test, Try & Buy" rooms for 2 weeks where they can advertise new products in an immersive and exciting manner.



Virtual Fitting Rooms

Using in-depth scanning techniques, VFRs can create accurate 3D models of customers testing out apparel, filter out non-fitting items and allow customers to assess the styling and matching of pieces in real time.



Virtual Beauty & Wellness Labs

Using smart mirrors implemented through augmented reality, customers can virtually test out different beauty products to see what suits their facial features best.

[Mood Board](#)

Learn more about what the Experiential Rooms displays will look like

ADVANTAGES



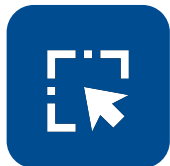
Drive Revenue

Implementation of these rooms will drive revenue for existing vendors and Walmart Connect. They provide the opportunity to rent out spaces to showcase their products and stimulate customers senses by touching and testing items prior to purchasing. **Increasing customer retention by just 5%** will **boost profits by 25%** (1)



Increasing Time Spent in Store

Establishing a more interactive & entertaining experience for customers will drive them to spend more time in-store along with an increase in frequency of visits. **75% of respondents** of a recent Shopify survey said that immersive retail experiences would convince them to shop in-store. While **81% are willing to pay more for experiences** while shopping in-store (2).



Maximizing Floor Space

Eliminating changerooms will **free up valuable retail space** that can be used to showcase stock and create visual displays while providing a more **efficient** shopping experience for customers.

[Implementation Plan](#)

Learn more about the Experiential Rooms implementation plan.





#03 | Recommendation

THE SPARK CENTRE

The Spark Centre will become a new symbol of inspiration for Walmart customers, associates and the communities they serve. This vibrant space allows for each store to create a community hub reflective of the market's local culture, interests and demographics.



#01 Central Gathering Space

A community-focused gathering space for larger-scale events, exhibits and entertainment.

[Programming Plan](#)



#02 Creator & Learning Labs

Spaces perfect for smaller classes, workshops, seminars and community meetings.

[Case Studies](#)



#03 Pop-up Retail

Mobile carts and seasonal markets with local entrepreneurs, artisans and BIPOC brands adding community flavour and localization.

[Pop-up Retail & Market Plan](#)



#03 | Recommendation

THE SPARK CENTRE

WHY ADD A COMMUNITY HUB?

- Captures the true spirit of Walmart's brand value of community while filling a global need for unity and connectedness.
- Provides an inclusive space where diversity is celebrated.
- In 2030, 75% of customers will be craving more human interaction, not less. (1)
- Creating an emotional connection and platform for belonging will be the true differentiator that will drive brand loyalty. (2)
- Seniors will represent the largest demographic segment along with families who will be looking for hands-on activities. (3)

FINANCIAL OPPORTUNITIES:

- A tool to drive increased frequency of visits that equate to higher sales.
- All classes and programming of activities will integrate store products and services to drive sales.
- Potential new revenue stream, charging fees for classes and the leasing of pop-up retail units.
- New advertising and activation opportunities, delivering higher in-person impressions and more revenue for Walmart Connect.



The Spark Centre is a solution that could easily be scaled across the Walmart network globally. The craving for connection and community will be a universal desire as the world becomes more tech-focused.

SOURCES:

(1)PwC (2) Forbes (3) Deloitte



Recommendation

RESKILLING OF ASSOCIATES

Walmart Associates are the company's superpower that truly humanizes the shopping experience. The proposed omni-channel hybrid store will be tech-enabled and people driven. With the dramatic in-store transformation, Store Associates moving to new roles will require reskilling.

Instead of typical, mundane tasks, many Store Associates will now get to engage in more exciting and diverse customer facing activities. Higher levels of job satisfaction leads to improved employee retention rates.

By equipping Store Associates with smart devices, the in-store experience will be turbo-charged, featuring smart data capture which will increase the operational efficiency and employee satisfaction. This multifunctional tool will power reskilling and onboarding of associates.

The success of the Showroom, Experiential Rooms & the Spark Centre will be driven by people with consultative mindset. Talent acquisition will be critical to ensuring that individuals with the right skill set are hired.



Supplied Article: [click here](#) A Walmart worker in Dallas said the personal shopper job "feels like you're a robot because you're not doing anything but fulfilling orders."

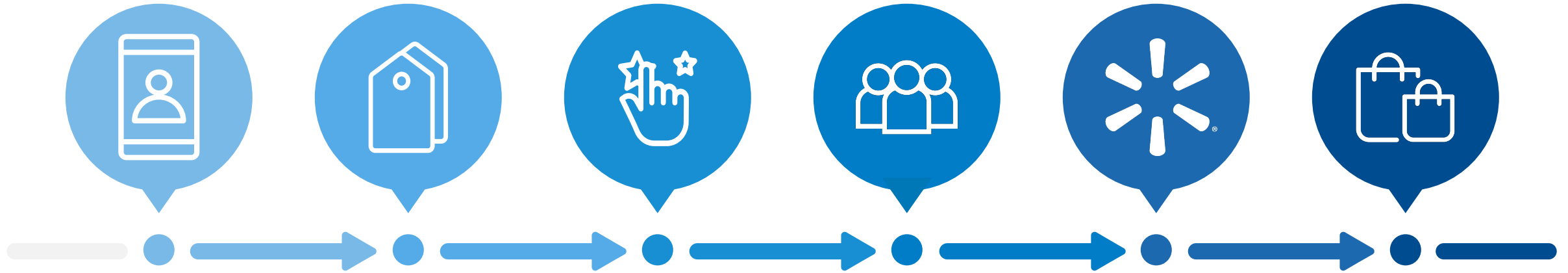
Recommendation

RESKILLING OF ASSOCIATES

WALMART 2030 STORE ASSOCIATE NEW ROLES & SKILL SETS

Micro-fulfillment	Showroom	Experiential Rooms	The Spark Centre	Store Experience
<p>SKILLS:</p> <p>Technological, organized and methodical</p>	<p>SKILLS:</p> <p>Consultative selling, approachable, ability to build rapport quickly</p>	<p>SKILLS:</p> <p>Knowledgeable, engaging, consultative selling</p>	<p>SKILLS:</p> <p>Inspiring, fun, networker, community-minded, hospitable, creative</p>	<p>SKILLS:</p> <p>Friendly, warm, problem-solver, organized</p>
<p>NEW ROLE - Back-end Interactions</p> <p>Alphabot Operators Alphabot Managers</p>	<p>NEW ROLES - Frontline Interactions</p> <p>Brand Associates Digital Display Specialists Virtual Fashion Stylists Virtual Beauty & Wellness Experts</p>	<p>NEW ROLE - Frontline Interactions</p> <p>Brand Experts Experience Makers</p>	<p>NEW ROLES - Frontline Interactions</p> <p>Programming Manager Community Builder Creator Lab Manager Creator Lab Specialists Pop-up Retail Coordinator</p>	<p>NEW ROLES - Frontline Interactions</p> <p>Store Event Bookings In-house Social Media Specialist</p>
<p>NEW ROLES - Frontline Interactions</p> <p>Customer Fulfillment Associates</p>	<p>NEW ROLES - Back-end Interactions</p> <p>Brand Associates Digital Display Specialists</p>	<p>NEW ROLE - Back-end Interactions</p> <p>Vendor Coordination & Set-up</p>	<p>NEW ROLE - Back-end Interactions</p> <p>Spark Centre Set-up</p>	<p>NEW ROLES - Back-end Interaction</p> <p>Store Data Scientist</p>

CUSTOMER JOURNEY



APP

The app greets the customer as they walk in, notifying them of events and deals, seamlessly guiding their shopping journey.

SHOWROOM

The customer browses the store, trying products and scanning those they want to purchase using the app, all without having to push around a cart!

EXPERIENCES

The evolving experiential rooms and displays allows customers to test new products while engaging their senses and enjoying the fun and exciting experience.

EMPLOYEES

Employees continue to be the superpower of the in-store experience. Service delivery further enhances the customer experience, using tech-enabled smartphones.

THE SPARK CENTRE

Customers are able to connect with others and be inspired by the sense of community at The Spark Centre. The continual schedule of events & activities along with pop-up retail carts & seasonal markets add to the experience.

FULFILLMENT

While in-store, the onsite micro-fulfilment centre prepares customer orders so that they can pay via the app, pick up their purchases at the exit, and have items delivered to their car or home.

IMPLEMENTATION

MyWalmart App + Showrooms

Develop app within 6 months - prototypes are complete, establish partnership, develop app, small scale and national release.

In 2023 begin to gradually introduce showroom shopping along with the fulfillment centres. By 2025, have a full showroom shopping experience in stores all across North America.

* The Spark Centre

In 2026 introduce The Spark Centre to pilot cities, in order to gather data and develop an understanding on how consumers respond to it.

Certain associates will be reskilled to manage The Spark Centre and its corresponding workshops and pop-up retail.

The implementation across North America will begin in 2027 and by 2030, its aimed to have The Spark Centre within every location.

2022-2025

2025-2028

2028-2030

Experiential Rooms

Manufacture experiential features such as virtual fitting rooms and beauty mirrors in select cities by late 2025. Following the release of the features, implementation across North America will be done by early 2027.

Simultaneously the Test, Try, & Buy rooms will launch in the same pilot cities by June 2026. By 2028, they are aimed to be steadily introduced to all North American Walmart stores.

Seeking Validation

WHAT EXPERTS HAVE TO SAY



Carl Boutet

*Author, **The Great Acceleration:***

The Races to Retail Resilience

Lecturer & Advisor, McGill University

Bensadoun School of Retail Management

“Contrary to what many believe, retail's future isn't purely digital. To the contrary, those that will have the brightest futures will leverage new technologies to make physical retail even more engaging. This team has clearly seen this future and provided an exciting blueprint for how Walmart can leverage its greatest assets.”



Sophia 'Puff' Story

Co-Founder at 3 SIDED CUBE USA

“I sincerely believe omnichannel solutions are going to be the way forward for retailers to adapt to ever-changing consumer habits with technology. The app that the team has designed utilizes technology that exists now, technology that consumers could confidently use tomorrow. It's a well-thought-out proposal, with a real focus on the benefits to the end-users ensuring they get products at the best possible price, whilst also making the whole shopping process much more efficient, and perhaps enjoyable.”



Naina Dewan

Retail Innovation, Strategy & Partnerships at Loblaw Companies Limited

“Love the team's enthusiasm for building the store of the future with a human centered lens. What stood out to be was the idea of the “Spark center” to allow for strong community building in alignment with the brand DNA of Walmart. The infusion of disruptive and radical technologies like Augmented and Immersive reality too was backed by solid research and a plan to scale up.”



Haitian Yu

Former Innovation Lead at Walmart Canada

“A key factor that draws consumers to shopping online is the on-demand personalization of deals and availability of product information. The redesigned MyWalmart App provides both of these features to in-person shoppers and will ultimately lead to a smoother transition in Walmart's efforts to create an omnichannel experience.”

On a more personal note,
THANK YOU



Pavi Dhiman



Zoe Poulidis



Khushi Sharma



Abhay Ratti



Peyton Verhoeven



This challenge has been an incredible journey for all of us. From learning about retail innovation, outreaching to experts in the industry, and learning to craft a recommendation deck, all of us have seen incredible growth from working on this as a group these past 5 weeks. Thank you so much for providing us with this opportunity!

Thank You Video!

Playbooks

APPENDIX

Showroom and Fulfillment Centre

Benefits

Warehouse Specifics

'Test, Try & Buy' Rooms

Mood Board

Implementation

MyWalmart App

Mockups

Opportunity

Execution Ability

Implementation

Spark Centre

Case Studies

Programming Plan

Pop-up & Market Plan

Implementation

Reskilling of Associates

New Roles

Tech Enabled Employees

Why

Our Vision

Floor Plan

Pilot Cities

Customer Perspective