Innovate UK

Results of Competition: **Enhancing user experience in retail**

Competition Code: **1503_CRD2_DIG_EUEIR**

Total available funding for this competition was £3.8M from Innovate UK

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Assist-Mi Ltd BP Oil UK Ltd Disabled Motoring UK	Fuel Assistance Made Easy (FAME)	£481,044	£295,331
Project description - provided by applicants			
FAME combines user profile data & new payment capability to improve disabled drivers' experience at service stations by enabling: a) petrol retailers to anticipate customer arrival & needs, b) customers to receive suitable forecourt assistance to refuel their vehicles & c) payment for fuel & other goods to be made from customer smartphones without leaving the vehicle, through an advanced accessible payment solution that utilises Location Based Service (LBS) technology. assist-Mi (AM), a Disabled Persons User Led Organisation (DPULO) working on innovative accessiblity solutions, together with its development contractor Integrate Systems Engineering (IS), is collaborating with a leading fuel retailer & respective payment integrator, to design, develop trial FAME across 10 service stations in NE England to meet the requirements of disabled drivers, represented by Disabled Motoring UK (DM), who will be involved in trialling the new solution. As a platform technology it can also be expanded to include alternative user groups & retailers to maximise commercial impact.			

Note: you can see all Innovate UK-funded projects here
https://www.gov.uk/government/publications/innovate-uk-funded-projects **Use the Competition Code given above to search for this competition's results**

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Be More Digital Ltd Wide IO Ltd Owned It Ltd Mulberry House Consulting Ltd Queen Mary University of London	Sensing Feeling	£562,712	£374,945
Project description - provided by applicants			
The Sensing Feeling project will create new technological capability that will significantly enhance the reliability and effectiveness of measuring retail customer emotional responses to their surrounding physical environment to enable businesses in the retail sector to implement strategic and operational changes that enhance in-store customer experiences.			

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StyleMania Ltd (T/A Dressipi) Arcadia Group Ltd Marks and Spencer Group PLC Shop Direct Home Shopping Ltd	Connectable Fashion Fingerprint	£783,555	£447,633
Project description - provided by applicants			

Today's shoppers are faced with a vast number of products which can lead to an overwhelming shopping experience. They also buy across several retailers and have multiple purchase paths. Retailers attempt to help by providing personalised recommendations from their product catalogue, however this is currently restricted to online and is limited by data sets specific to each retailer. This research project aims to demonstrate a totally new approach to personalisation technology, based on Portable & Connectable Profiling. We plan to create a framework in which the full data sets available (instore, online, behaviourial & preference data from multiple retailers) is combined and modelled to provide a qualitative advance in predictions of what a shopper is mostly likely to love and keep. The project follows a customer-led approach and is in collaboration with a number of leading high street retailers, eager to push the boundaries of what data/technology can do to improve the customer experience. The deliverable will demonstrate significant revenue potential for UK retailers and an application that will help shoppers to find exactly what they seek, more quickly and intuitively.

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Springboard Research Ltd Manchester Metropolitan University Cardiff University MyKnowledgeMap Ltd Association of Town Centre Management British Council of Shopping Centres National Association of British Market Authorities NewRiver Retail (UK) Ltd National Market Traders Federation Congleton Town Council Mid & East Antrim Borough Council Wrexham County Borough Council Bristol City Council Bo-Concepts Ltd Morley Town Centre Management Board Keep Holmfirth Special South Ayrshire Council	Improving the Consumer Experience in Retail: Bringing big data to small users	£954,751	£686,022

Project description - provided by applicants

Retail centres offering a consistent and congruent customer experience through a clearly defined comparison, convenience or speciality offer perform better than centres whose collective offer is not as clear. Our project brings 24/7 footfall and other consumer data directly to retailers and other high street stakeholders, helping them understand more about their customers and the locations they trade in, and adjust their individual operations accordingly. This will result in an improved customer experience, increased footfall to the location and more turnover/profit for the retailers. Our project is innovative as focuses on improving the customer experience in smaller locations (Ayr, Ballymena, Bristol, Congleton, Holmfirth, Morley and Wrexham). It will define new classifications of towns, for retailers, investors and place managers, based on customer activity and feedback. Finally it brings together a unique set of indicators, in a new interface, allowing users and retail locations to predict the outcome of interventions and trends that may affect their performance (like car-parking charges, or extended opening hours), facilitating better, more transparent, decision-making.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
TEDIPAY UK Ltd Goldsmiths College, University of London GuestLogix Europe Ltd Worldpay UK Ltd	MAGIC - an integrated platform for mobile payments and real-time marketing based on Bluetooth Low Energy ubiquitous to Smartphones	£931,384	£565,642

Project description - provided by applicants
Customer experience is identified to be critical to retail business success globally, with the highest ranking retailers performing 3.9x times better than those offering an inferior experience. This correlation and lack of data-led technologies to capitalise on complex customer behaviours leads to an estimated lost commercial opportunity of £50 billion annually. A consortium led by TEDIPAY Ltd (TP, incl. WorldPay, GuestLogix and Goldsmiths, University of London) seeks to pilot MAGIC - the first mobile contactless payment (MCP) technology capable of personalised in-context pre-purchase opportunities, underpinning a novel end-to-end retail framework based on a data-led interaction initiated between customer and point of sale on store entry. Using low-cost Bluetooth Low Energy communication, TEDIPAY aim to develop a ubiquitous hardware/software platform which unites and yields value from multi-source online/offline data. The overall 12-month project cost is £929k and a grant of £565k is requested.

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Procter & Gamble Technical Centres Ltd Durham University IBM United Kingdom Ltd TNS UK Ltd	Project SWITCH: Modelling Human Factors to predict Form Conversion for Consumer Goods Products	£902,625	£578,786
Project description - provided by applicants			
The SWITCH project will understand & model, via new consumer research, data analysis methodologies & tools, the human factors that affect consumers' conversion into different product forms (e.g. laundry detergent powder to liquid) for household goods in key markets: UK, China, and Brazil. We aim to improve our capability, beyond the state of the art, to predict & therefore influence form conversion. This will result in: 1) improved consumer experience (at retail and use); 2) increased product sales of more modern forms which typically have improved environmental impact; 3) market share/category growth. Current limited understanding does not allow us to predict market response to new forms well, resulting in wasted investment. This study will focus on a much wider variety of data, including social media, to glean more insights into our consumers preferred product forms, and what factors would trigger conversion. We will use emerging data analysis techniques to create new mathematical models that will help us predict market conversion readiness. This study can then be reapplied across multiple industries for products that exist in different forms.			

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