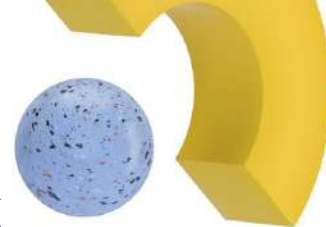




Welkom bij

WhatsNext: digital commerce





Let's meet

Daniël Verhagen

HUB Manager Utrecht

danielverhagen@happyhorizon.com



Your Creative Digital Agency.

Wij zijn experts in strategisch denken, analyseren, creativiteit, digitale diensten en technologie. In combinatie met de industriekennis in onze branchebenaderingen zorgen we ervoor dat jouw stip op de horizon geen vergezicht blijft. En dat jij jouw bestemming bereikt, waarbij de reis net zo leuk is.

Experts in:



Strategy & Innovation



Data & Automation



Branding, Content & PR



Online Marketing



Development & Technology

Onze Trots

Klanten beoordelen ons gemiddeld met een 8.3!



Onze Hubs

Onze ambitie is een 'one-stop-shop' op digitaal vlak te zijn. Verspreid over heel Nederland. Zodat we altijd in de buurt van onze opdrachtgevers en talenten zitten.

**Eindhoven, Amsterdam, Tilburg,
Apeldoorn, Arnhem, Den Haag
en Utrecht**



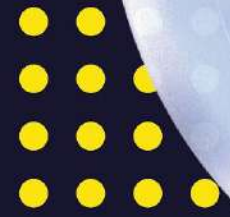
Programma:

Tijd:	Titel:	Spreker
10.40 uur	Customer-Focused Innovation	Bart Meulepas en Heidi Anthonis
11.15 uur	Vogels.com - Headless	Barend Sanders
12.00 - 13.00 uur	Lunch	
13.00 - 15.00 uur	Workshop 1: Personalisatie door Dotdigital & Tweakwise	
13.00 - 15.00 uur	Workshop 2: Omnichannel door Bol.com & FiveX	
13.00 - 15.00 uur	Workshop 3: Composable Commerce door BigCommerce & Alumio	
15.15 uur	Wrap-up & borrel!	

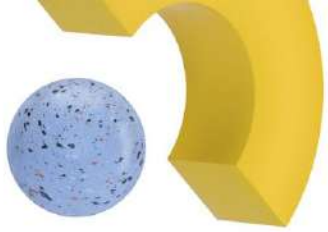


Customer-focused Innovation

Beyond Technology







Happy to meet you

Bart Meulepas
Strategy & Innovation Director

Heidi Anthonis
CIO





**Share some updates
on the latest tech
developments...?**

Top Strategic Technology Trends 2023

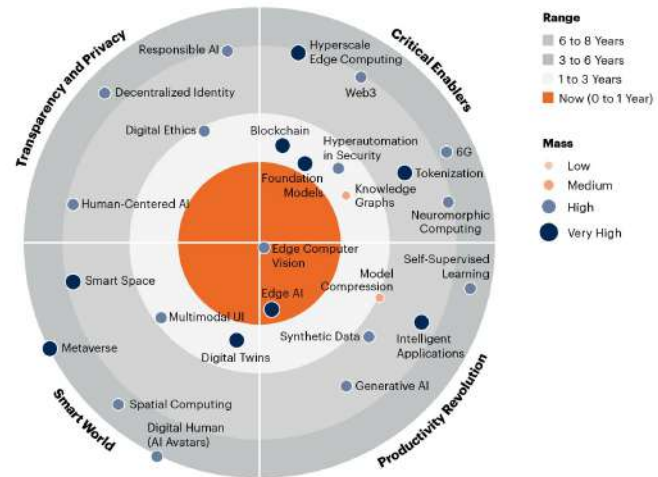
- 1 Digital Immune System
- 2 Applied Observability
- 3 AI TRISM
- 4 Industry Cloud Platforms
- 5 Platform Engineering
- 6 Wireless-Value Realization
- 7 Superapps
- 8 Adaptive AI
- 9 Metaverse
- 10 Sustainable Technology

gartner.com

Source: Gartner
© 2022 Gartner, Inc. All rights reserved.

Gartner

2023 Gartner Emerging Technologies and Trends Impact Radar



gartner.com

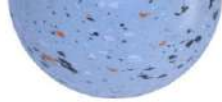
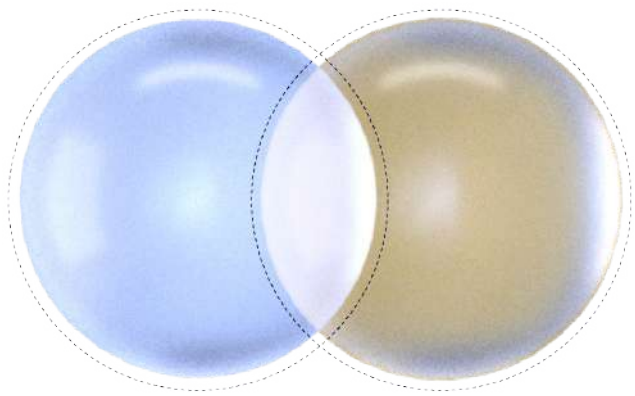
Note: Range measures number of years it will take the technology trend to cross over from early adopter to early majority adoption. Mass indicates how substantial the impact of the technology or trend will be on existing products and markets.
Source: Gartner
© 2023 Gartner, Inc. All rights reserved. CM, STS, JDS4254

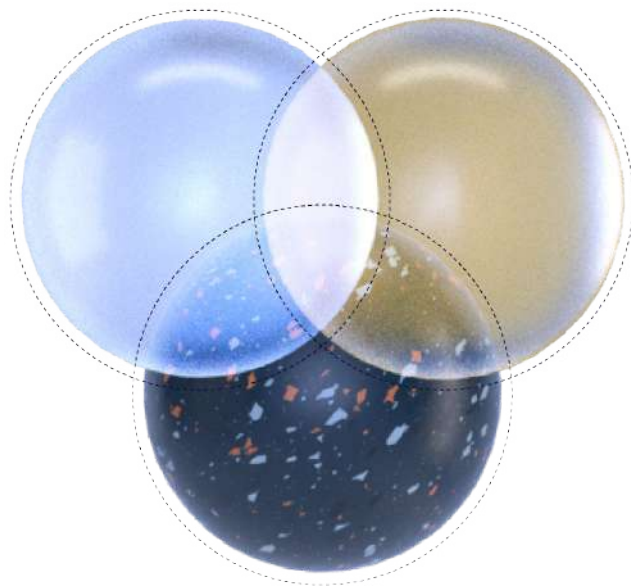
Gartner

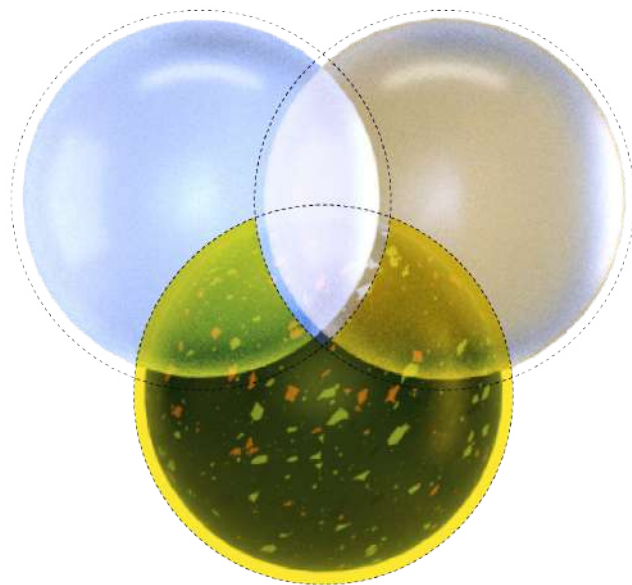


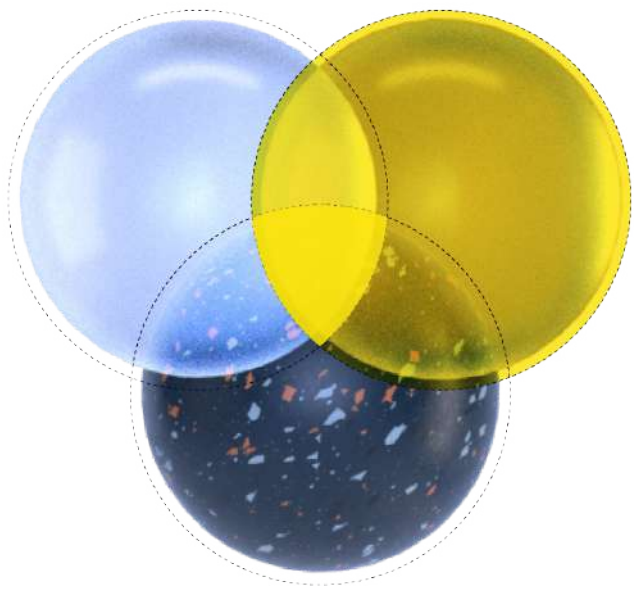
Match- makers

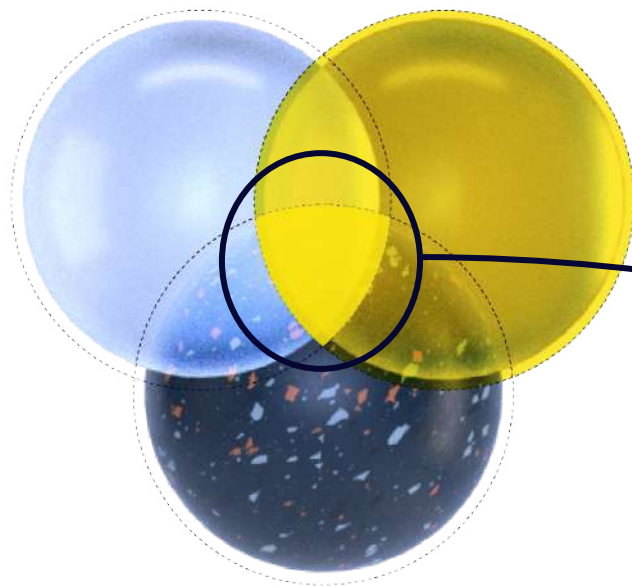








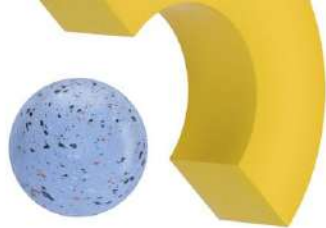




Consumer
says YES!

The background is a dark navy blue. It features several abstract elements: a purple 3D pyramid at the top center; a translucent blue sphere with white and orange speckles in the upper left; a large, thick, white 3D curved shape on the right side; a grid of yellow dots next to it; a translucent blue cylinder with white and orange speckles at the bottom center; and a yellow concentric circle graphic at the bottom left. In the top right corner, there is a vertical stack of yellow icons: a semi-circle, three horizontal lines, a crescent moon, a target symbol, a 3x3 grid, and another semi-circle.

**Consumer
says YES!**



De uitdaging:

**Hoe bepaal je op
welke ontwikkelingen
je wel of niet moet
inzetten?**





~~Wat kan er
allemaal?~~

**Wat heeft je
klant nodig?**





Onderzoek dus?

Natuurlijk is doelgroeponderzoek een goed idee, maar behalve toetsen op aankoopintentie of productbehoefte, zijn er andere drivers...



Empathy map:

Klantbehoeftes in kaart brengen?





Veranderende consument- verwachtingen

Samenleving

Politiek

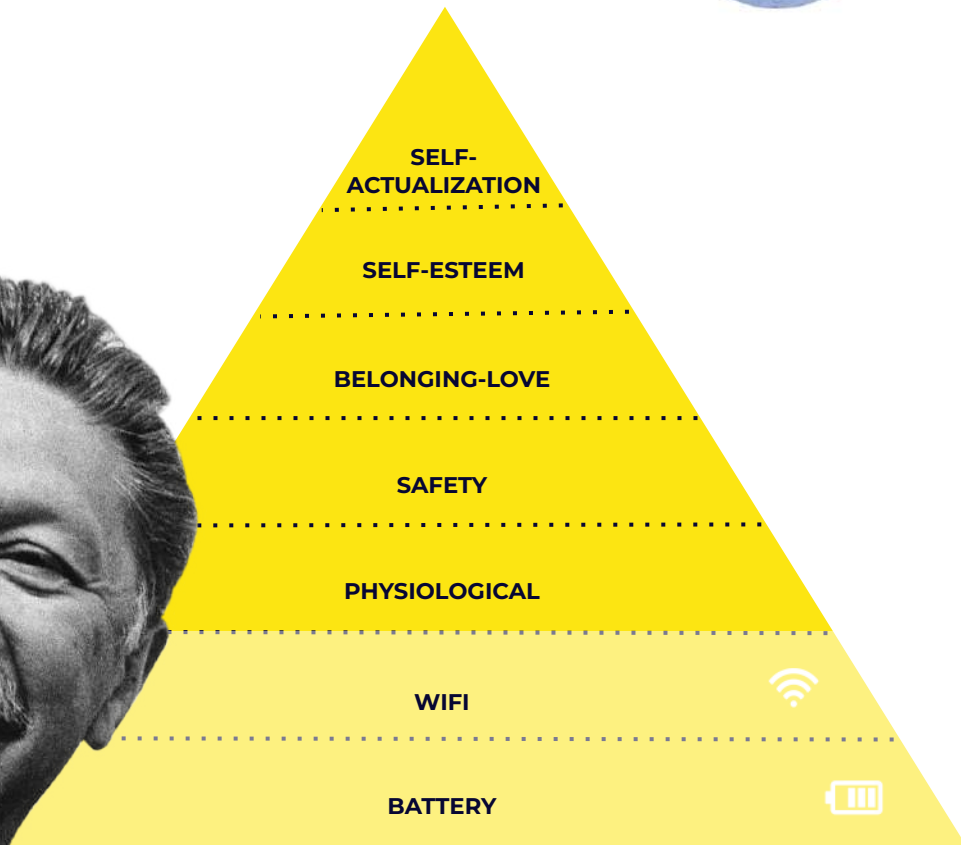
Ecologie

Technologie

Economie



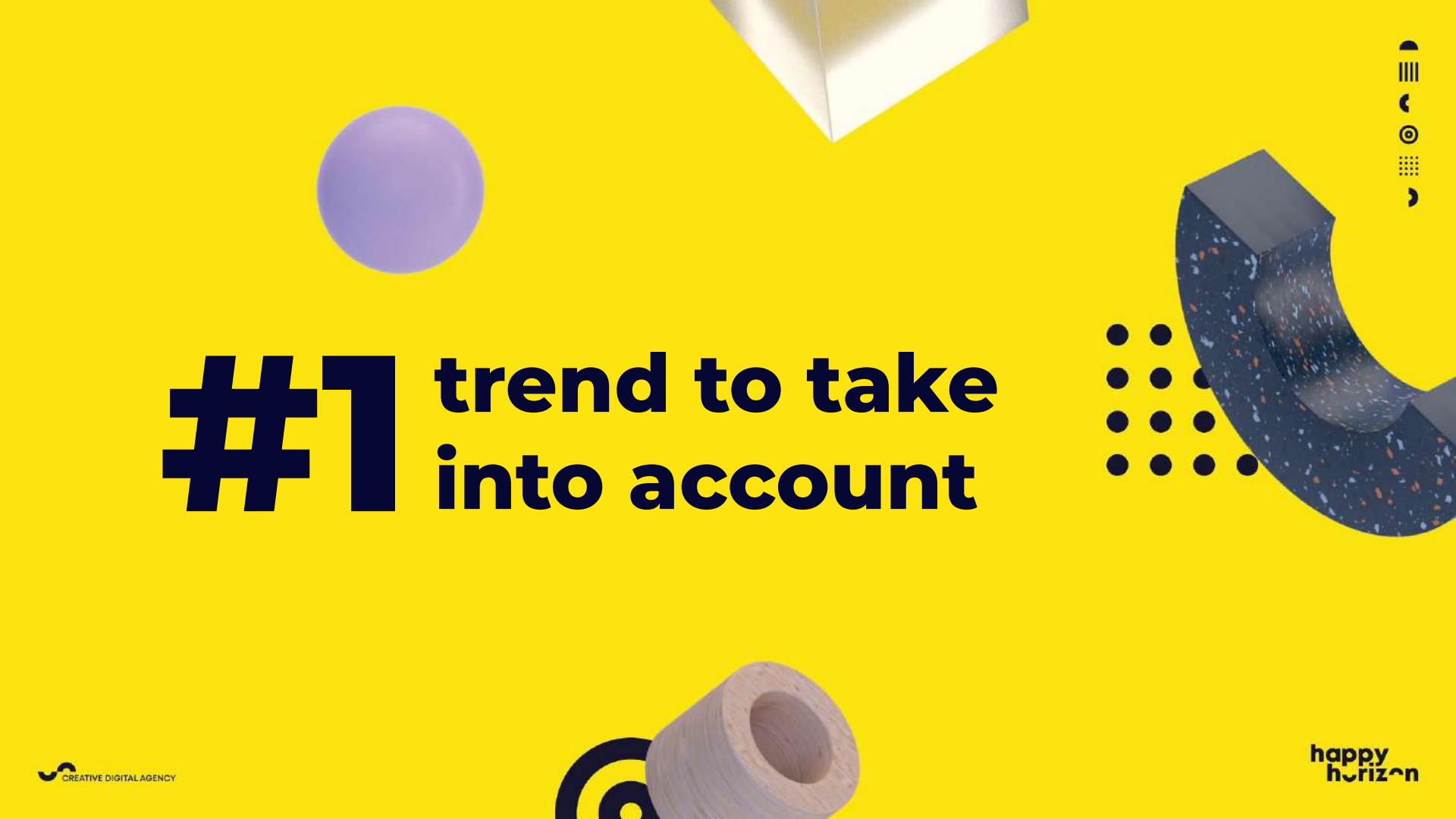
Menselijke behoeften







Innovaties



**#1 trend to take
into account**

Menselijke behoeften

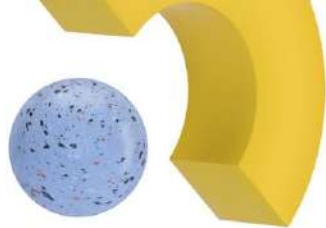
- Verbinding
- Empathie



Veranderingen

- Vergrijzing
- Digitalisering/AI

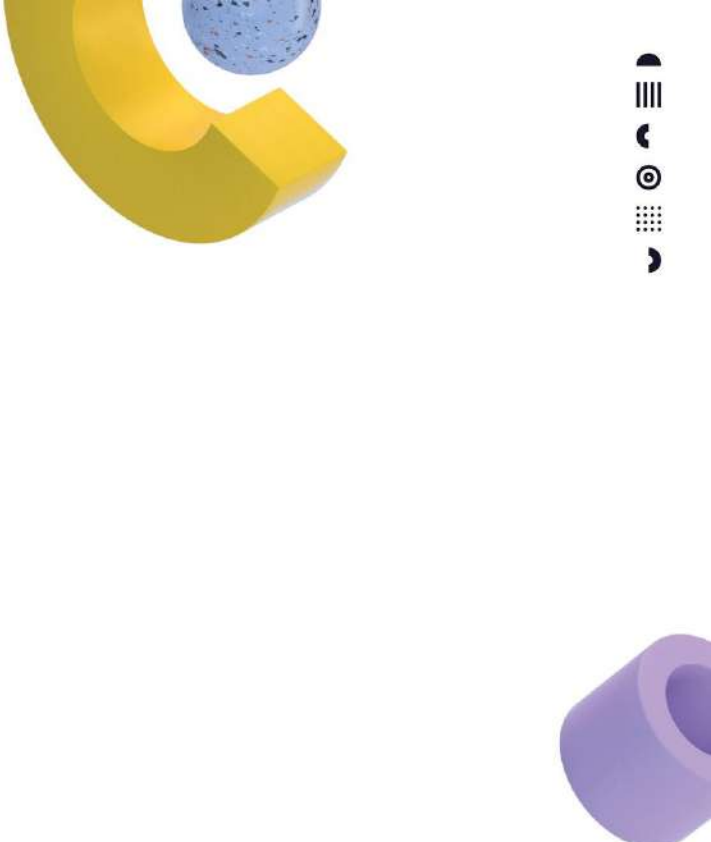




Virtual concierge

Winkelbeleving achter
de voordeur



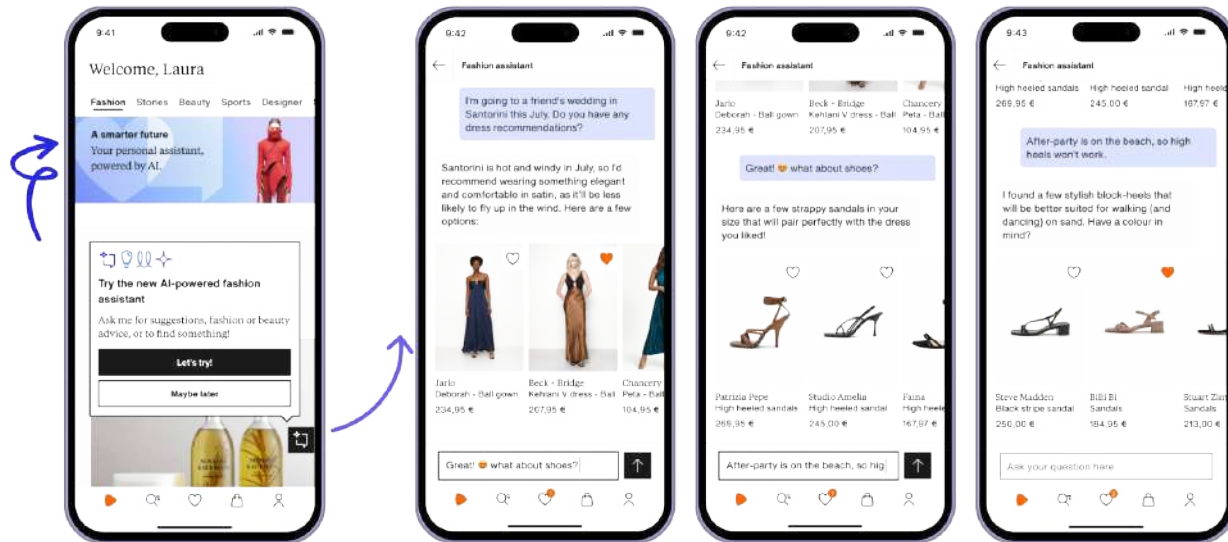


47%

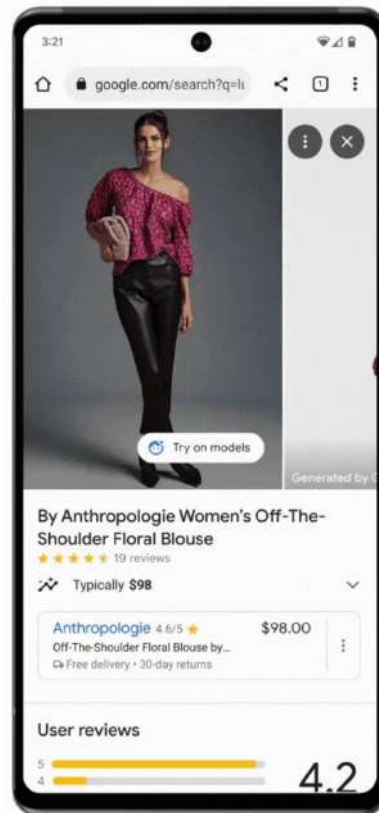
van de consumenten denkt dat ze kleding in de nabije toekomst zullen passen via virtuele paskamers, AR of AI-modeadvies.

Klarna, april 2023

Zalando mode-assistent



Google try-on models







**Pinterest bord >
shopbaar verfpallet**



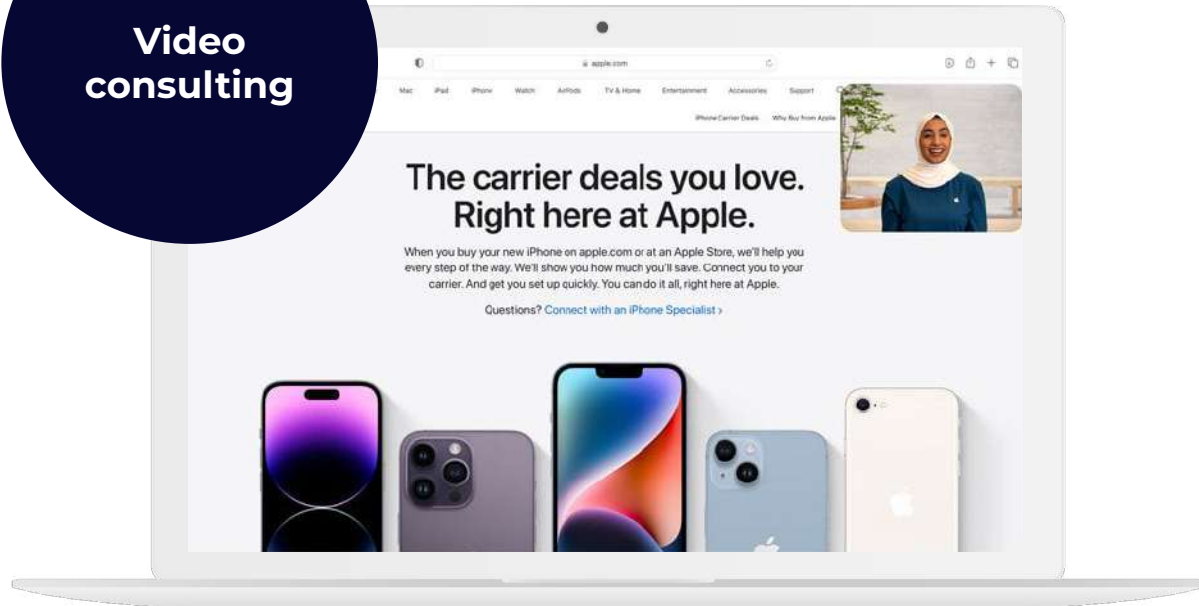
Reality check #1



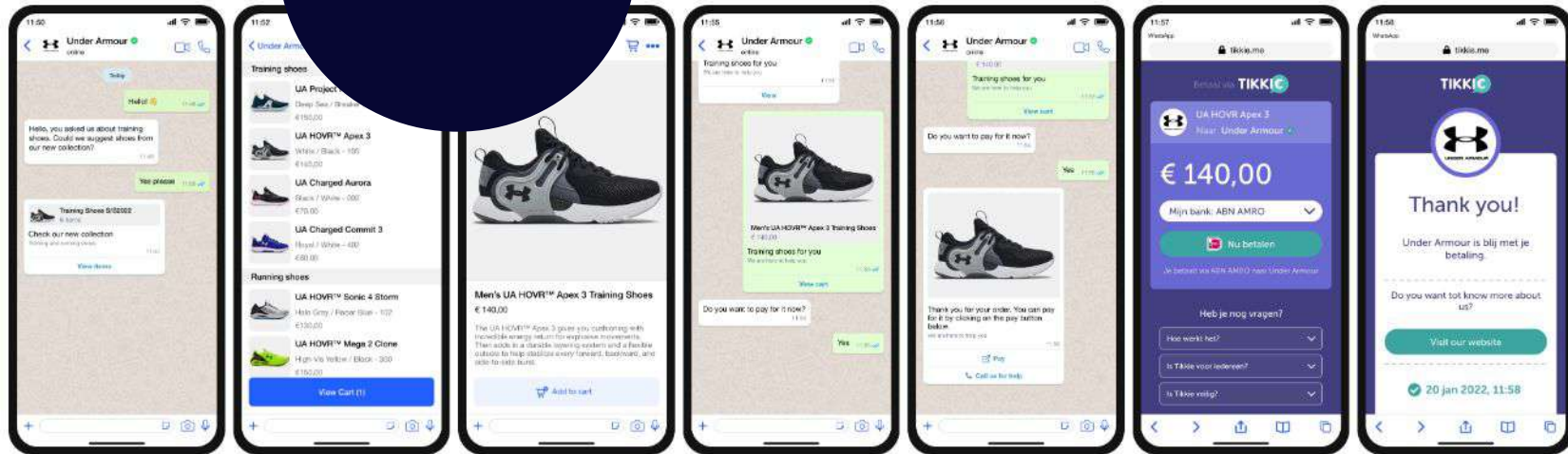
THINK OMNICHANNEL to make your service available

Videoconsults - Chat functionality - 'try
before you buy' options - Whatsapp
orders

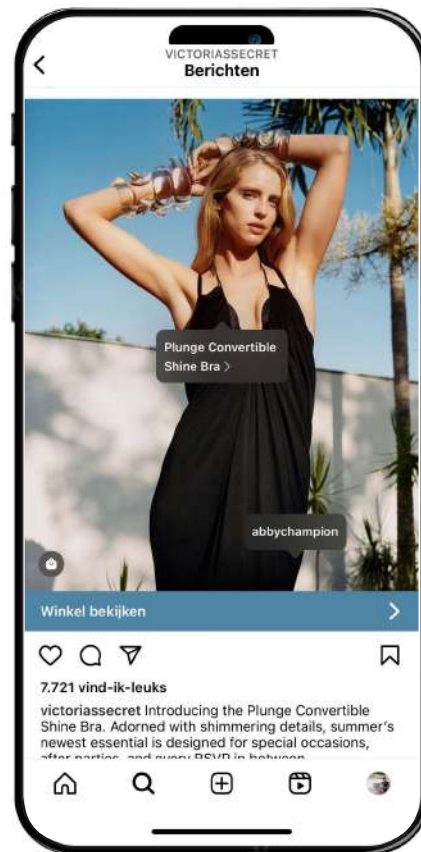
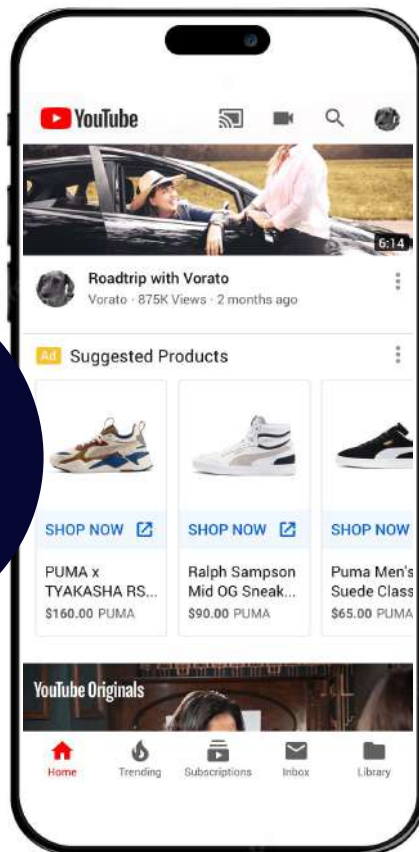
**Video
consulting**



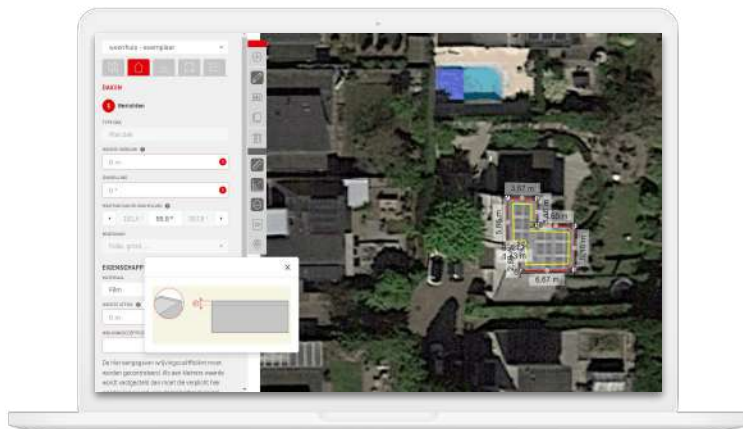
Whatsapp commerce



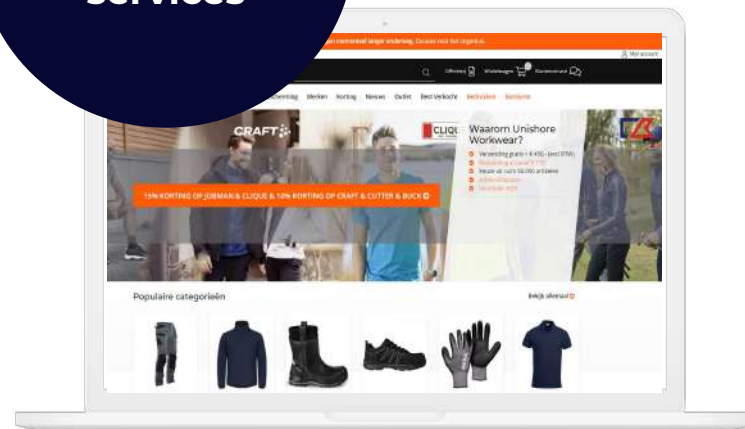
in-platform commerce

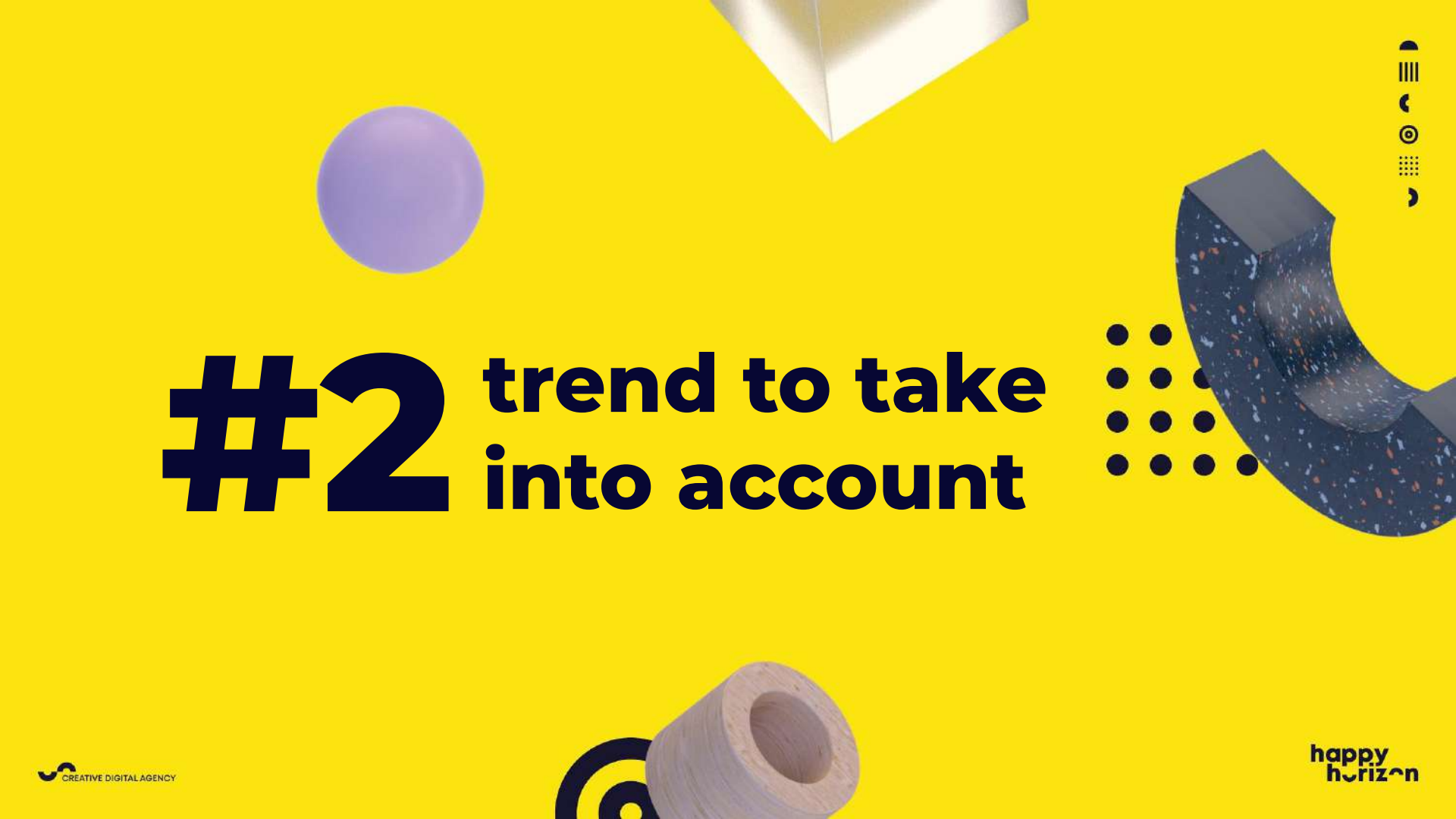


B-to-B Digital services



Bedrijfskleding - kleding management systeem
Solar panel - rooftop calculator





**#2 trend to take
into account**

Menselijke behoeften

- Herkenning
- Steun



Veranderingen

- Vergrijzing
- Digitalisering / AI
- Welzijn



Omnibility

Toegankelijk voor
iedereen





**Griekenland past
stranden aan**

A photograph of a specialized sensory room, known as the Autism Cabin, located at Warner Bros World. The cabin is a small, enclosed space with a white frame and purple interior walls and floor. The back wall is a large screen displaying a starry night sky. A vertical light tube in the center of the cabin emits a bright white light, which is reflected by the purple walls, creating a vibrant purple glow. On the floor, there are several colorful, swirling patterns of light. The cabin is situated in a room with light-colored walls and a blue horizontal stripe.

Warner Bros World Autism Cabin



**‘meer tijd nodig’
service DPD**



**Pratende
bankpas**

papara

**Toegankelijkheid
wordt hoeksteen**



Reality check #2



Reality check

**Hoeveel Nederlanders kunnen
geen gebruik maken van muis
en/of beeldschermen?**

Blinden**76.000****Slechtzienden****225.000****Met relevante ernstige
fysieke beperking****470.000**

771.000

Buitengesloten mensen



Stadsplattegrond / City map

**DIT BORD
BESTAAT
NIET**
maar
het
staat
bijna
overal.



Uw weg naar een
toekomstig Nederland
is nu beschikbaar
voor u op de website www.rijksoverheid.nl





Richtlijnen voor de Toegankelijkheid van Webcontent (WCAG) - 2025!

Stapsgewijze introductie -
Statements wat je al doet en
hoe je verder gaat.

Source: W3.org

Waarneembaar



- Onderscheidende kleuren
- Aanpasbare tekst
- Tekst alternatieven bij video en beeld, bijv: voice overs en ondertitels
- Mogelijkheid tot voorlezen
- Voorkomen (flashy) effects

Bedienbaar

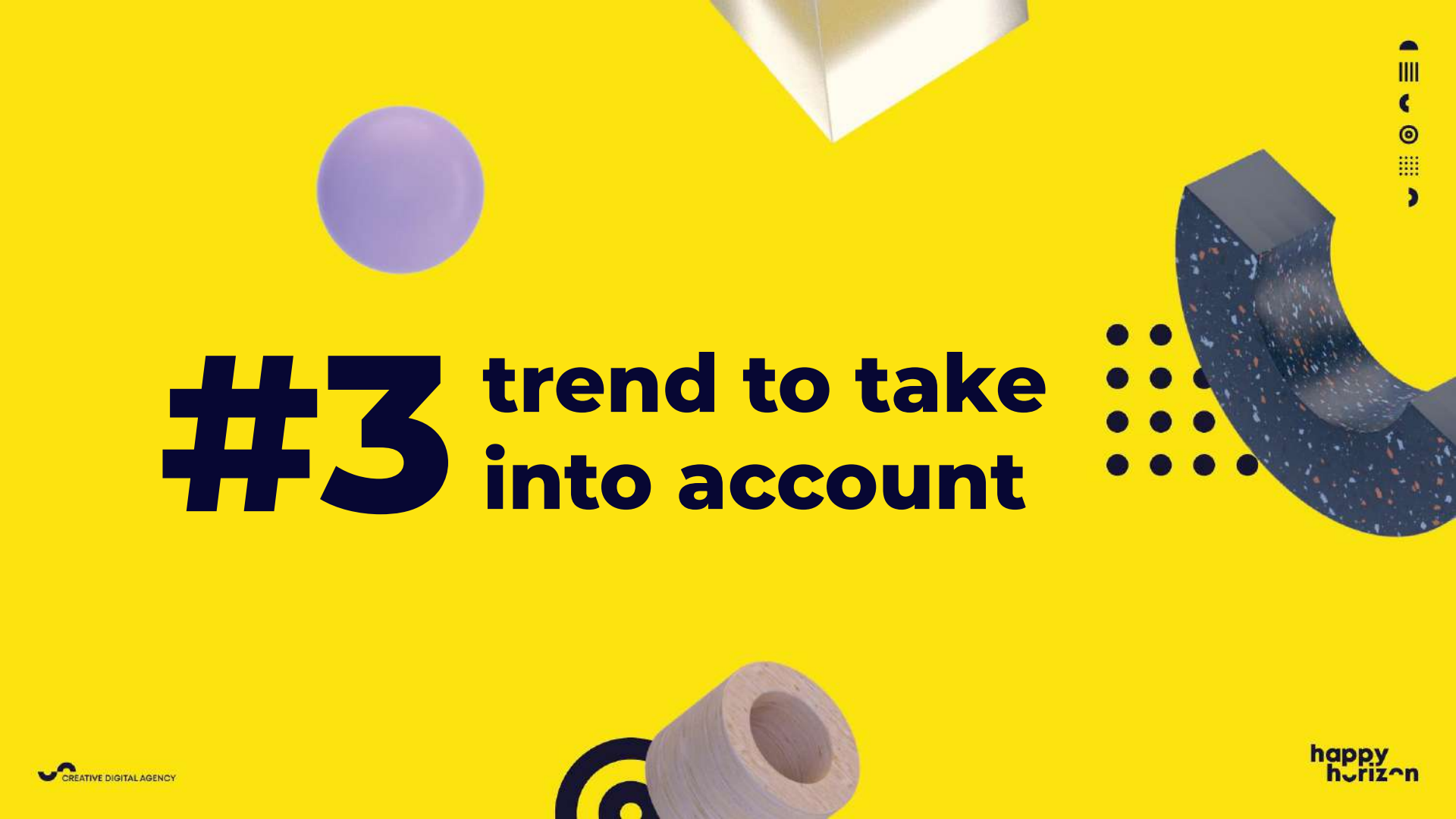


- Alle functies toegankelijk met toetsenbord
- Voldoende tijd voor content consumptie
- Makkelijk navigeerbaar
- Alternatieve input behalve toetsenbord

Begrijpbaar



- Pas taalniveau aan waar nodig
- Zorg dat fouten bij bij invoer worden voorkomen
- Biedt content aan op voorspelbare manier



**#3 trend to take
into account**



Menselijke behoeften

- Gemak
- Steun

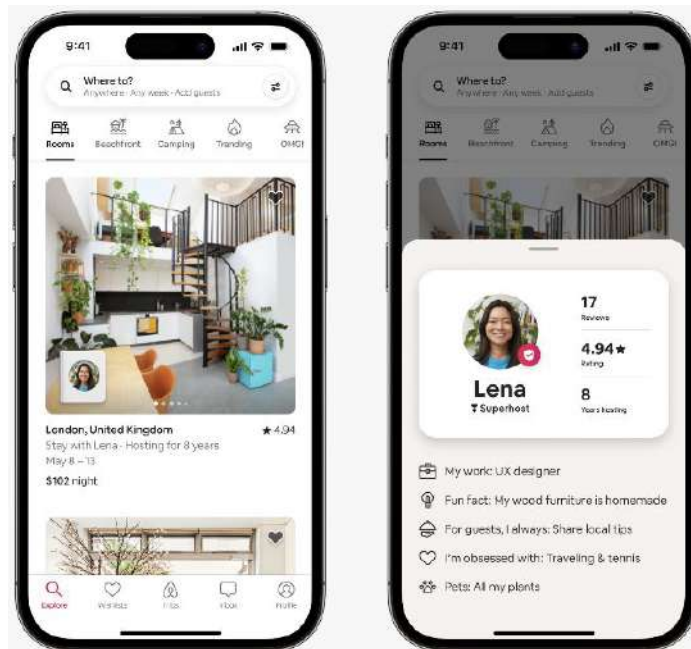


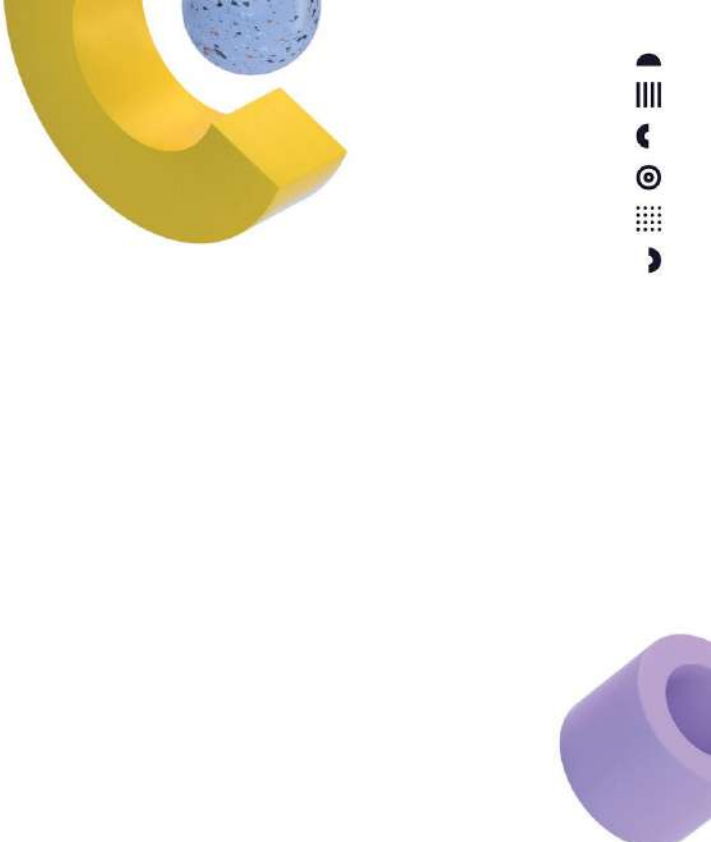
Veranderingen

- Onzekere wereld (VUCA)
- Klimaatcrisis
- Groeiende ongelijkheid

Savings by design

Aan de klantzijde van de reukening.



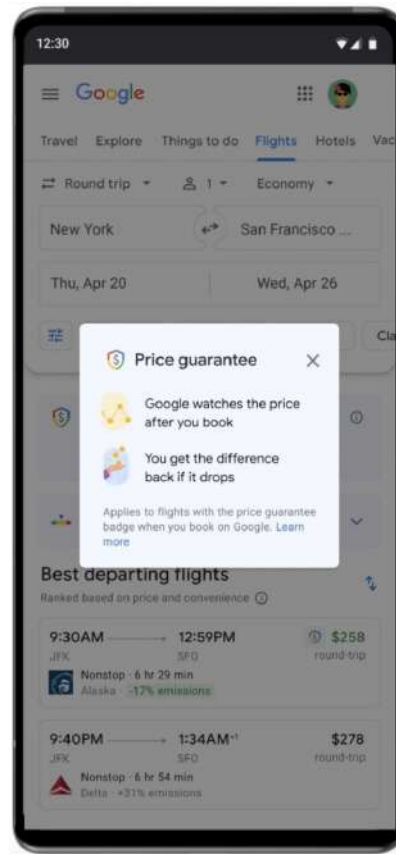


78%

van de consumenten wereldwijd
zegt loyaler te zijn aan bedrijven
die hen door deze moeilijke tijd
heen helpen.

Capgemini, dec 2022

Google prijs- garantie-badge





**CommBank in-app
AI fuel finder**

Inflation cook book by SKIP.



Tado Balance abonnement



Reality check #3





Voordeel is niet altijd korting!

Een klant wil voordeel, jij als aanbieder wilt je marge optimaliseren. Denk daarom hoe je “value deals” creëert. Benadruk ook besparingen op ander vlak bij deze investering, of kom tegemoet in andere kosten.



**Picnic
at a day
out**

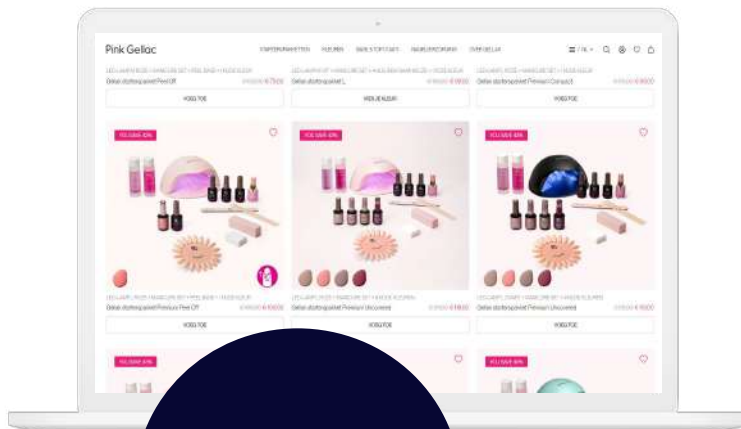


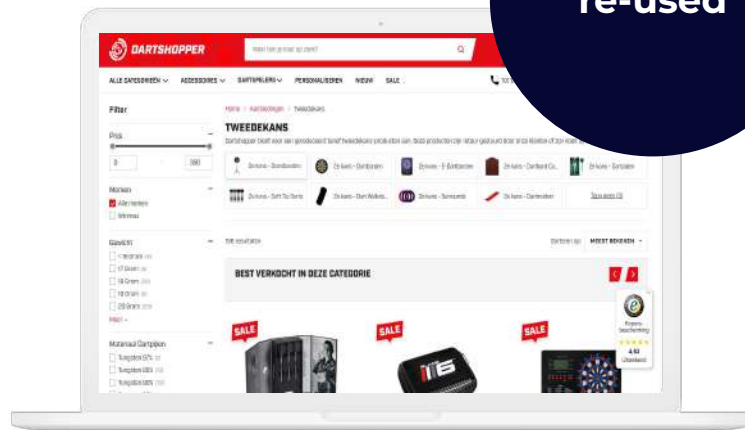
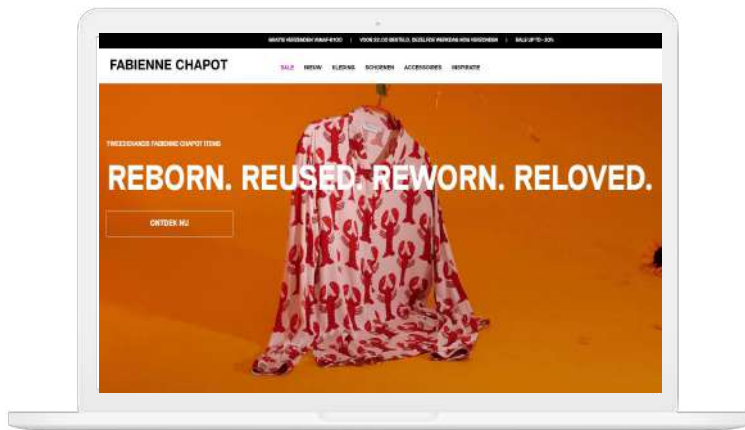


**Gratis
diensten**

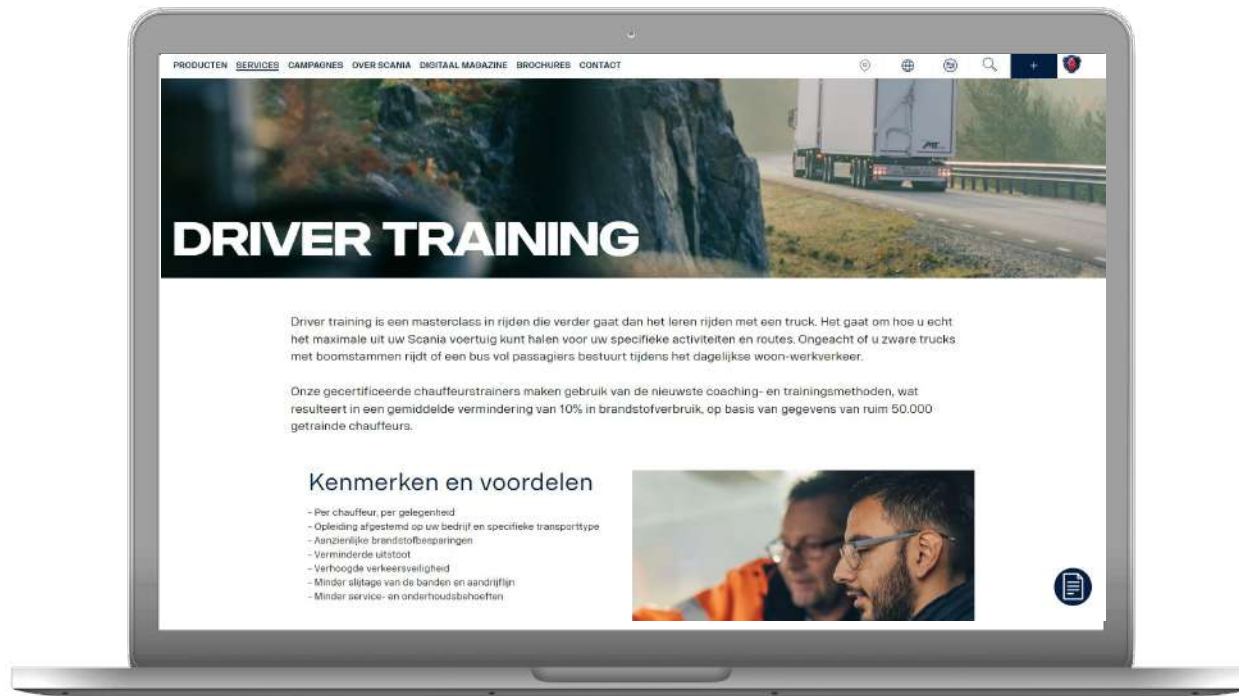


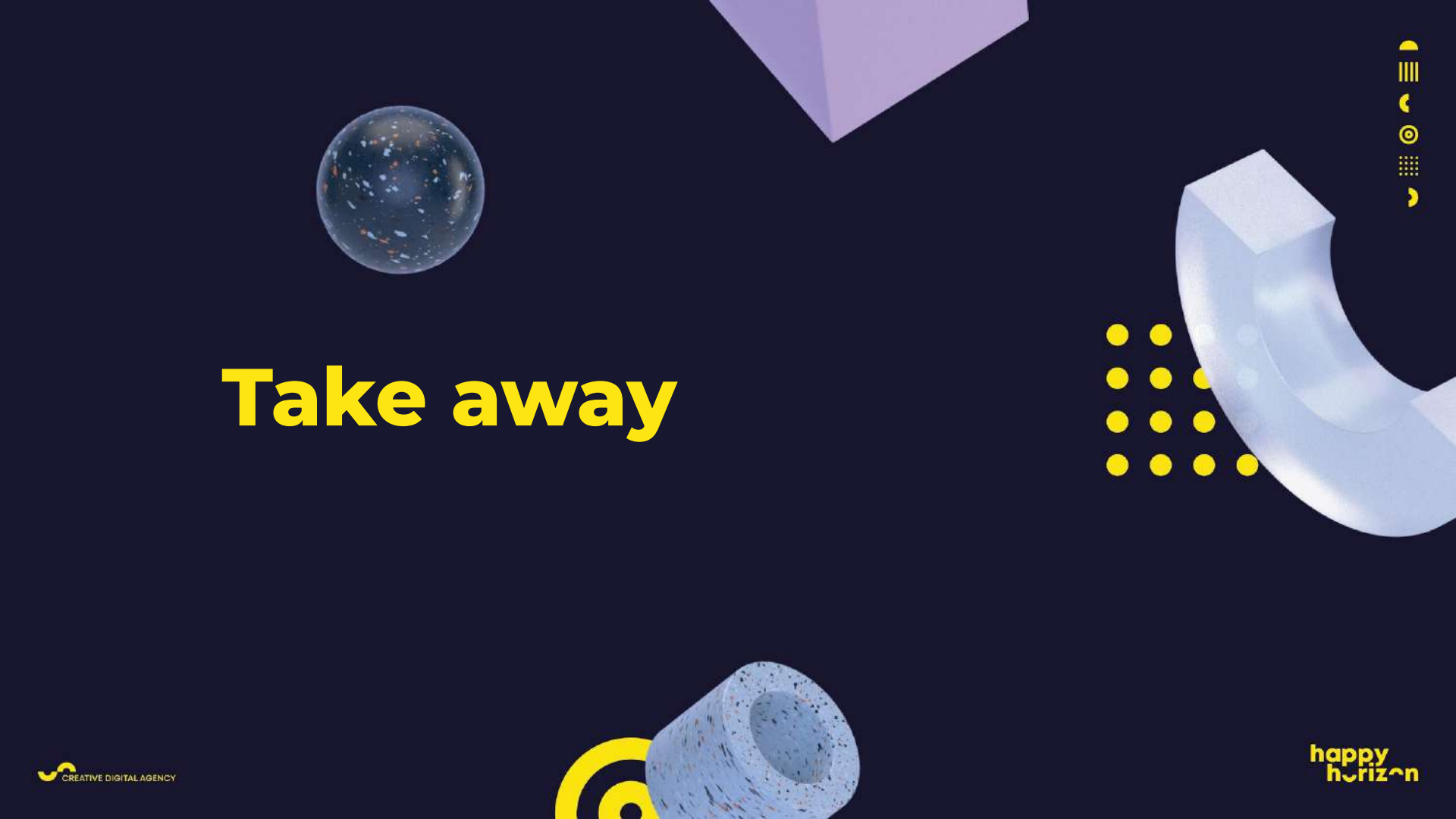
**Starter
packs**





re-used

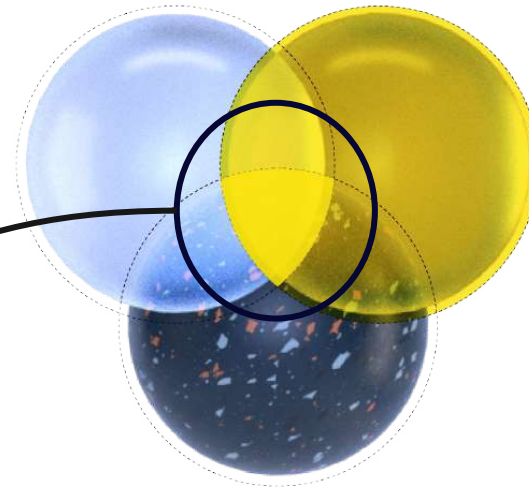
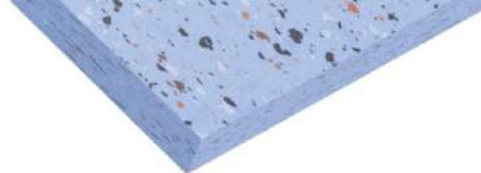


The background is a dark navy blue. It features several abstract elements: a purple 3D pyramid at the top center; a translucent sphere with a speckled pattern in the upper left; a large, light blue 3D C-shaped block on the right side; a grid of yellow dots next to it; a yellow 3D cylinder with a speckled pattern at the bottom center; and a yellow spiral graphic at the bottom left. In the top right corner, there is a vertical column of yellow icons: a semi-circle, three horizontal lines, a crescent moon, a target symbol, a 3x3 grid, and another semi-circle.

Take away

YES! Omdat...

...je me **helpt** kiezen.
...je echt **oog** hebt voor mij/anderen.
...je aan mijn kant van de **r€k€ning** staat.



How to 'get in the game?'



Building an innovation roadmap





?







Think with Google, june 2023

Younger shoppers are
2X to 3X as likely
to browse using emerging media,
but it translates in omnichannel shopping.
Gen Z says 42%
of their spend still occurs through physical
stores.

Ruigrok What's happening Online 22

56%

of GenX values a
timesaving and easy order process

69%

of baby boomers seek a
high level delivery service.



THINK OMNICHANNEL!



Dynamische content als oplossing voor juiste boodschap per segment

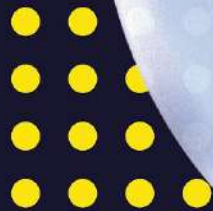
Product feed - smartly - CDP



AVOID GENDER BIAS and use platforms tailored to each segment

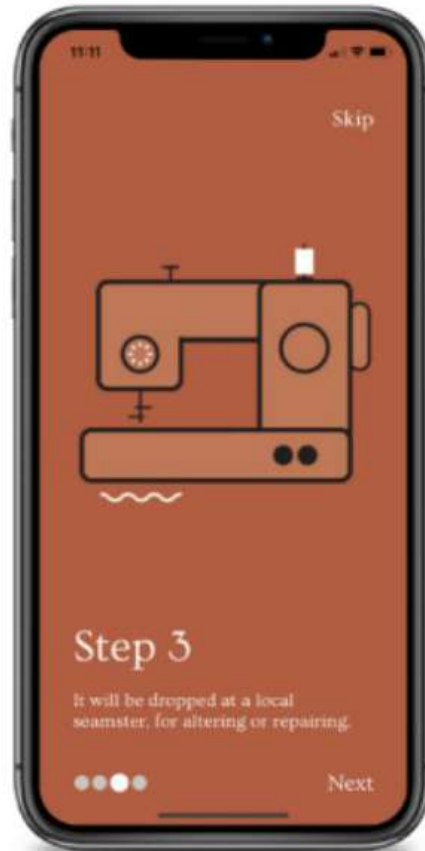
Dynamic content - integrated shopping catalogues





Match- makers





Sojo kleding aanpassingen en reparatie Deliveroo style.



