

# Innochat

## Shopping innovation

Times shown in: [Eastern Standard Time](#) and [Coordinated Universal Time](#)

Between **2017 Feb 09 11:45** and **2017 Feb 09 13:15**  
12 people sent 108 messages containing #innochat

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11:45:55 16:45:55	<b>John W Lewis</b> @JohnWLewis		@jimbobtyer Sorry you can't join. There will be an #innochat transcript. Good post: do systems work for people or vice versa? ;-) @quickmuse
11:47:24 16:47:24	<b>James Tyer</b> @jimbobtyer		RT @JohnWLewis: @jimbobtyer Sorry you can't join. There will be an #innochat transcript. Good post: do systems work for people or vice vers...
12:00:00 17:00:00	<b>John W Lewis</b> @JohnWLewis		Welcome to #innochat! We're starting now. This week's topic is "Shopping innovation" See the framing, here: <a href="https://t.co/3Z4WR3wnc6">https://t.co/3Z4WR3wnc6</a>
12:02:31 17:02:31	<b>John W Lewis</b> @JohnWLewis		For innocats just joining #innochat, Ken (@quickmuse) has provided a link to a piece on today's subject. <a href="https://t.co/PF9YteULzI">https://t.co/PF9YteULzI</a>
12:03:08 17:03:08	<b>joseph</b> @jam09960		#innochat Its my foirst time in a tweetchat.
12:04:28 17:04:28	<b>John W Lewis</b> @JohnWLewis		Hello and welcome, Joseph (@jam09960)! We are honoured that you should choose #innochat as you first Twitter chat. <a href="https://t.co/5E3yZDxmKx">https://t.co/5E3yZDxmKx</a>
12:05:22 17:05:22	<b>John W Lewis</b> @JohnWLewis		@jam09960 We will get starting with the questions in a few minutes. #innochat
12:06:21 17:06:21	<b>John W Lewis</b> @JohnWLewis		Please say hello as you arrive for this week's #innochat on "Shopping innovation"
12:07:31 17:07:31	<b>John W Lewis</b> @JohnWLewis		There have been so many changes to the shopping experience over many years. Hence this choice of #innochat topic.
12:07:56 17:07:56	<b>John W Lewis</b> @JohnWLewis		Let's make a start with Q1 #innochat
12:08:01 17:08:01	<b>John W Lewis</b> @JohnWLewis		Q1 What have been the most substantial innovations in shopping in recent decades? #innochat
12:09:24 17:09:24	<b>joseph</b> @jam09960		#innochat A1, to the most innovation in shopping is the online movement
12:09:38 17:09:38	<b>John W Lewis</b> @JohnWLewis		We have come a long way from the old store model, via supermarkets, to various forms of online shopping. #innochat
12:10:20 17:10:20	<b>John W Lewis</b> @JohnWLewis		@jam09960 Definitely, Joseph. Online communication has introduced many changes in the shopping experience. #innochat
12:10:46 17:10:46	<b>John W Lewis</b> @JohnWLewis		What think you, Ken (@quickmuse)? #innochat <a href="https://t.co/LfdlV1BoQ4">https://t.co/LfdlV1BoQ4</a>
12:11:45 17:11:45	<b>John W Lewis</b> @JohnWLewis		Maybe all the innocats have gone shopping today! #innochat
12:12:24 17:12:24	<b>joseph</b> @jam09960		#innochat @johnWLewis Hello everyone

12:12:53 17:12:53	<b>Ken Gordon</b> @quickmuse	 A1 E-commere. Rise of social. Blended shopping experience. Reset of customer expectations & retail's responsibilities. @JohnWLEwis #innochat
12:12:59 17:12:59	<b>Lisa Radin</b> @milguy23	 @JohnWLEwis A1 The Internet (websites/e-commerce) and apps. Remember when ya had to get in your car to shop? #innochat
12:13:32 17:13:32	<b>Ken Gordon</b> @quickmuse	 BTW, @JohnWLEwis most shopping experiences are, in general, dreadful for me. Though I love shopping for used books. #innochat
12:13:42 17:13:42	<b>John W Lewis</b> @JohnWLEwis	 A1 imho the delocalisation of shopping through online communication is probably the biggest change. #innochat
12:13:56 17:13:56	<b>Ken Gordon</b> @quickmuse	 Non-used books are OK. But I want to go to a great bookstore and stay there for a long while. #innochat
12:14:38 17:14:38	<b>John W Lewis</b> @JohnWLEwis	 @quickmuse Definitely a major shift, especially for electronics goods. #innochat
12:15:10 17:15:10	<b>Ken Gordon</b> @quickmuse	 @melville_ac We're talking about Shopping and innovation for the next hour on #innochat: <a href="https://t.co/PYtrS3TaoY">https://t.co/PYtrS3TaoY</a> . Join the convo.
12:15:15 17:15:15	<b>Lisa Radin</b> @milguy23	 @JohnWLEwis A1 The person/biz who can determine what 2do w empty stores/malls can make a fortune. #innochat
12:15:16 17:15:16	<b>John W Lewis</b> @JohnWLEwis	 @milguy23 Hi Lisa. Yes, the physical aspects of the experience have changed dramatically. #innochat
12:15:51 17:15:51	<b>joseph</b> @jam09960	 #innochat @johnWLEwis Well understanding the views of today's world, its simple to do things from the peace at home
12:15:56 17:15:56	<b>Ken Gordon</b> @quickmuse	 @JohnWLEwis Everything can be purchased online now. #innochat Which means that the whole damned experience must be excellent--or else.
12:15:58 17:15:58	<b>John W Lewis</b> @JohnWLEwis	 @quickmuse Every silver lining has a cloud! ;-) #innochat
12:16:05 17:16:05	<b>John W Lewis</b> @JohnWLEwis	 RT @quickmuse: @melville_ac We're talking about Shopping and innovation for the next hour on #innochat: <a href="https://t.co/PYtrS3TaoY">https://t.co/PYtrS3TaoY</a> . Join the c...
12:16:27 17:16:27	<b>Lisa Radin</b> @milguy23	 @JohnWLEwis A1 Almost anyone under the age of 20 never shop bricks and mortar. #innochat
12:17:02 17:17:02	<b>John W Lewis</b> @JohnWLEwis	 @milguy23 Good point/opportunity. Same (in UK) with empty village pubs :- ( #innochat
12:17:11 17:17:11	<b>Ken Gordon</b> @quickmuse	 Hey, #innochat! We're talking about innovation & shopping! <a href="https://t.co/PYtrS3TaoY">https://t.co/PYtrS3TaoY</a> @JoelRRenner @joshmccormack @kimflum @omivern @edhansen
12:17:32 17:17:32	<b>joseph</b> @jam09960	 @quickmuse #innochat I agree that shopping is dreadful and I love to shop for shoes since no store has my size in stock in the Texas area
12:17:48 17:17:48	<b>John W Lewis</b> @JohnWLEwis	 @milguy23 Probably true, but how does that vary between types of goods? #innochat
12:17:48 17:17:48	<b>Joel Renner</b> @JoelRRenner	 sounds like some good stuff! #innochat <a href="https://t.co/pDRFRfUD6F">https://t.co/pDRFRfUD6F</a>
12:18:00 17:18:00	<b>John W Lewis</b> @JohnWLEwis	 Q2 How was online shopping affected the ability to browse and choose products? #innochat
12:18:02 17:18:02	<b>Lisa Radin</b> @milguy23	 @JohnWLEwis Maybe local wind farms for local energy? idk but that's a goldmine waiting to happen. #innochat
12:18:08 17:18:08	<b>Ken Gordon</b> @quickmuse	 There is no snow day for #innochat! @Renee_Hopkins @ajmontpetit @skap5 @shiny_penny @eggwhisk @IvaIgnjatovic
12:18:51 17:18:51	<b>John W Lewis</b> @JohnWLEwis	 @milguy23 I've often thought of using them as local work hubs. #innochat
12:18:53 17:18:53	<b>Ken Gordon</b> @quickmuse	 @JoelRRenner What do you thing about Q1? #innochat Most important recent developments are...

12:19:05 17:19:05	<b>AJ Montpetit</b> @ajmontpetit		@quickmuse @Renee_Hopkins @skap5 @shiny_penny @eggwhisk @IvaIgnjatovic Hopping on now! #innachat
12:19:17 17:19:17	<b>Lisa Radin</b> @milguy23		@JohnWLewis I need to try on my shoes, but online shoes is huge. Same for clothing. Internet kids different mentality. #innachat
12:19:49 17:19:49	<b>Ken Gordon</b> @quickmuse		@ajmontpetit @Renee_Hopkins @skap5 @shiny_penny @eggwhisk @IvaIgnjatovic YES! #innachat What's're the most important innovations in shopping?
12:20:09 17:20:09	<b>John W Lewis</b> @JohnWLewis		@milguy23 That's one of the tricky areas: where one needs to touch and feel the goods. #innachat
12:20:35 17:20:35	<b>John W Lewis</b> @JohnWLewis		@ajmontpetit Hello AJ (!) @quickmuse @Renee_Hopkins @skap5 @shiny_penny @eggwhisk @IvaIgnjatovic #innachat
12:21:20 17:21:20	<b>joseph</b> @jam09960		#innachat Q2 This one has set apart the way of choosing my items. I ordered shoes and were not my fitting size. This is a big one to look at
12:21:34 17:21:34	<b>John W Lewis</b> @JohnWLewis		@milguy23 in Q5 we might discuss some solutions to the trying on issue. #innachat
12:21:44 17:21:44	<b>Lisa Radin</b> @milguy23		@JohnWLewis A2 Think this is generational. And, dependent on website/eSales and return policies. #innachat
12:21:49 17:21:49	<b>AJ Montpetit</b> @ajmontpetit		Best innovation in shopping? Amazon. I can spend more time with family than running to stores! #innachat
12:22:25 17:22:25	<b>AJ Montpetit</b> @ajmontpetit		@JohnWLewis Hello John! Thank you for the warm welcome. #innachat
12:23:05 17:23:05	<b>John W Lewis</b> @JohnWLewis		@ajmontpetit So this is due to the online aspect... but presumably also to the "one stop shop" distributor model? #innachat
12:23:38 17:23:38	<b>Saul Kaplan</b> @skap5		The most important innovation in shopping is that I seldom have to! Hunting and gathering has come a long way. #innachat
12:24:10 17:24:10	<b>John W Lewis</b> @JohnWLewis		Clearly some types of products (both goods and services) require more physical interaction before selection, than others. #innachat
12:24:27 17:24:27	<b>AJ Montpetit</b> @ajmontpetit		@milguy23 @JohnWLewis I think the direct shipping option to try on and return is doing a great job addressing the need. #innachat
12:24:53 17:24:53	<b>John W Lewis</b> @JohnWLewis		Hello Saul. So are we more like farmers now? ;- ) #innachat <a href="https://t.co/n5nD6etoE9">https://t.co/n5nD6etoE9</a>
12:25:06 17:25:06	<b>Ken Gordon</b> @quickmuse		@JohnWLewis @ajmontpetit All about 1-click ordering! <a href="https://t.co/nTjV9hVIVy">https://t.co/nTjV9hVIVy</a> #innachat So simple b/c there's no thinking!
12:26:23 17:26:23	<b>John W Lewis</b> @JohnWLewis		@quickmuse @ajmontpetit Yes 1-click is a major step. Jeff Bezos tells a funny IT story about developing that. #innachat
12:26:53 17:26:53	<b>John W Lewis</b> @JohnWLewis		Well, this is a cosy #innachat this week!
12:27:27 17:27:27	<b>John W Lewis</b> @JohnWLewis		@ajmontpetit Definitely a challenge! @milguy23 #innachat
12:28:00 17:28:00	<b>John W Lewis</b> @JohnWLewis		Q3 What have been the main changes in payment mechanisms both in stores and online? #innachat
12:28:41 17:28:41	<b>AJ Montpetit</b> @ajmontpetit		@quickmuse @JohnWLewis No thinking w/ 1-Click, and no mental hit of money exchanged, so does that lead to more purchasing? #innachat
12:29:11 17:29:11	<b>John W Lewis</b> @JohnWLewis		This area of payment is interesting, because I think we are seeing changes online being retrofitted into physical stores. #innachat
12:29:32 17:29:32	<b>Ken Gordon</b> @quickmuse		My favorite conversation about shopping is here, between @kairyssdal and @mollywood <a href="https://t.co/XwwEKCUDOC">https://t.co/XwwEKCUDOC</a> #innachat
12:30:19 17:30:19	<b>John W Lewis</b> @JohnWLewis		Good question ... or more fear of uncontrolled buying?! ;- ) #innachat <a href="https://t.co/v7qUk4sVMX">https://t.co/v7qUk4sVMX</a>

12:30:46 17:30:46	<b>Saul Kaplan</b> @skap5		We shop for experiences. Products are props! #innochat
12:30:51 17:30:51	<b>Ken Gordon</b> @quickmuse		@ajmontpetit @JohnWLewis "Less thought, more consumption." That's my motto. #innochat. Well, Amazon's. In fact, it's the motto of many biz.
12:31:46 17:31:46	<b>John W Lewis</b> @JohnWLewis		@quickmuse @ajmontpetit Yes, oiling the wheels makes them turn more easily. #innochat
12:32:26 17:32:26	<b>AJ Montpetit</b> @ajmontpetit		@JohnWLewis A3. Ease of use. Bringing POS to any phone blew my mind the first time I saw it! #innochat
12:33:04 17:33:04	<b>Lisa Radin</b> @milguy23		@skap5 Grocery shopping is a chore not a fun experience. #innochat
12:33:06 17:33:06	<b>John W Lewis</b> @JohnWLewis		A3 We see changes ranging from contactless payment, via electronic wallets, to Amazon's physical store with automatic payment. #innochat
12:33:20 17:33:20	<b>AJ Montpetit</b> @ajmontpetit		Oddly enough, maybe age, maybe time, but I don't think of it as "shopping" anymore. Or maybe I'm boring? #innochat
12:34:00 17:34:00	<b>John W Lewis</b> @JohnWLewis		@ajmontpetit Yes, and this is despite, e.g. Apple Stores having no tills for many years. #innochat
12:34:50 17:34:50	<b>Lisa Radin</b> @milguy23		@quickmuse @JohnWLewis @ajmontpetit Think that impacts value of \$ or debt. The tactile feel of giving away cash made cash king. #innochat
12:34:58 17:34:58	<b>John W Lewis</b> @JohnWLewis		@milguy23 @skap5 I agree, especially for basic items ... but, sometimes, you have to smell the Camembert! #innochat
12:35:29 17:35:29	<b>Ken Gordon</b> @quickmuse		@JohnWLewis @ajmontpetit This stuff can get oily. #innochat Watch out!
12:36:04 17:36:04	<b>John W Lewis</b> @JohnWLewis		Excellent point! Is the biggest generational change not to buy things in batches? But what about delivery charges?... <a href="https://t.co/nRxPJzWe7R">https://t.co/nRxPJzWe7R</a>
12:36:35 17:36:35	<b>Saul Kaplan</b> @skap5		Thunder Snow and #innochat!
12:36:54 17:36:54	<b>John W Lewis</b> @JohnWLewis		@milguy23 Good point, Lisa! The effect on debt. @quickmuse @ajmontpetit #innochat
12:37:47 17:37:47	<b>John W Lewis</b> @JohnWLewis		@skap5 Sounds bad ... except for the #innochat
12:38:00 17:38:00	<b>John W Lewis</b> @JohnWLewis		Q4 How have delivery facilities changed and which changes have been the most useful? #innochat
12:38:56 17:38:56	<b>John W Lewis</b> @JohnWLewis		Re this Q: in the UK, at least, supermarkets were taken by surprise by the popularity of "click and collect". #innochat
12:40:24 17:40:24	<b>John W Lewis</b> @JohnWLewis		A4 Whoever mentions drones first ... ;-) #innochat
12:42:06 17:42:06	<b>John W Lewis</b> @JohnWLewis		Apart from the challenge of trying physical products, their delivery must, surely, be one of the trickiest areas? #innochat
12:42:56 17:42:56	<b>Ken Gordon</b> @quickmuse		A4 @JohnWLewis Great commentary on drones & shopping: <a href="https://t.co/luQjKLon2W">https://t.co/luQjKLon2W</a> #innochat #webarebears
12:44:40 17:44:40	<b>John W Lewis</b> @JohnWLewis		@quickmuse The use of drones for delivery seems to me to be highly dependent on several location aspects. #innochat
12:45:23 17:45:23	<b>Lisa Radin</b> @milguy23		@JohnWLewis A4 We see benefits of the internal change w delivery speed as #1. Internal? #tech #robotics more RE for warehouses. #innochat
12:45:25 17:45:25	<b>Mike Brown</b> @Brainzooming		5 #Innovation #Strategy Boosts for 2017 <a href="https://t.co/IDBXtmhiEx">https://t.co/IDBXtmhiEx</a> #innochat #creativity #CMO
12:46:33 17:46:33	<b>Lisa Radin</b> @milguy23		@JohnWLewis @quickmuse When will drones become fashionable? Ugly things. #innochat Guess that's branding (logo placement) opportunity?

12:47:07 17:47:07	<b>John W Lewis</b> @JohnWLewis		@milguy23 Good point. In UK, different supermarket chains reacted very differently to online shopping, re internal processes... #innochat
12:48:00 17:48:00	<b>John W Lewis</b> @JohnWLewis		Q5 In what ways has behaviour in returning goods been affected by changes in shopping facilities? #innochat
12:48:19 17:48:19	<b>John W Lewis</b> @JohnWLewis		@milguy23 ... Some built new warehouses, others simply had people running around existing stores. ... #innochat
12:48:59 17:48:59	<b>John W Lewis</b> @JohnWLewis		@milguy23 ... That played out very differently for them when "click and collect" became more popular. #innochat
12:49:01 17:49:01	<b>Lisa Radin</b> @milguy23		@JohnWLewis @quickmuse If drone usage goes up, would seem to bring up many issues - crash, insurance (wrecked my car) etc. #innochat
12:50:10 17:50:10	<b>John W Lewis</b> @JohnWLewis		@milguy23 Definitely! imho the whole issue of drones (not only for delivery) has not even begun to be played out. @quickmuse #innochat
12:50:13 17:50:13	<b>Lisa Radin</b> @milguy23		@JohnWLewis A5 No clue. But @Nordstrom I think is the only retailer who will give you cash back if ya return an item vs. a credit. #innochat
12:51:13 17:51:13	<b>John W Lewis</b> @JohnWLewis		@milguy23 Well, some online vendors have reversed the model. They send you stuff you might need expecting most of it to come back! #innochat
12:52:20 17:52:20	<b>Lisa Radin</b> @milguy23		@JohnWLewis Would end that relationship. Fast. Think returning items a PITA. #innochat Even mailed back items.
12:52:36 17:52:36	<b>John W Lewis</b> @JohnWLewis		The return of goods is a thorny issue because it's another aspect of physical interaction. #innochat
12:53:26 17:53:26	<b>John W Lewis</b> @JohnWLewis		@milguy23 :-D Understand. But thinking, even before Internet, there were, e.g., wine clubs which did this kind of thing. #innochat
12:54:30 17:54:30	<b>John W Lewis</b> @JohnWLewis		Any other innovative aspects of shopping that we have not touched on? #innochat
12:57:20 17:57:20	<b>John W Lewis</b> @JohnWLewis		For those not able to join #innochat today, there'll be a transcript attached to the framing post. Watch this space: <a href="https://t.co/3Z4WR3wnc6">https://t.co/3Z4WR3wnc6</a>
12:57:32 17:57:32	<b>Lisa Radin</b> @milguy23		@JohnWLewis There's the neurocognitive angle - eye tracking. Ppl seem to think #analytics is innovative yet been used for years. #innochat
12:58:35 17:58:35	<b>John W Lewis</b> @JohnWLewis		@milguy23 Yes. Are you thinking of using devices on our computers? #innochat
13:00:00 18:00:00	<b>John W Lewis</b> @JohnWLewis		Thank you, innocats, for your contributions to this #innochat on shopping.
13:06:03 18:06:03	<b>Susanna Conway</b>   @ohsusannamarie		Enjoyed #CFchat so much that I overlooked #Innochat.   Oops! Now, time for #SEOchat & #TwitterSmarter...Bring on the... <a href="https://t.co/Ee9tWqrEb11">https://t.co/Ee9tWqrEb11</a>
13:07:03 18:07:03	<b>Matthew Young</b> @MatthewAYoung		RT @ohsusannamarie: Enjoyed #CFchat so much that I overlooked #Innochat.   Oops! Now, time for #SEOchat & #TwitterSmarter...Bring on the... <a href="https://t.co/Ee9tWqrEb11">https://t.co/Ee9tWqrEb11</a>
13:11:14 18:11:14	<b>Tim Mohler</b> @TimothyMohler		RT @ChatterBachs: #Collaboration requires an investment. @HeidiGardnerPhD @HarvardBiz <a href="https://t.co/BiqucYModI">https://t.co/BiqucYModI</a> #assnchat #innochat