

RETAIL

## Harrods incorporates in-store navigation tool in latest app update

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*Harrods' Mobile Store Guide, animated still*

By STAFF REPORTS

British department store Harrods is using geolocation to make shopping its many floors and halls easier for visiting consumers.

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Harrods has updated its mobile application to include a Store Guide function. The app update comes at a time when consumers are using their mobile devices in-store at a higher rate to achieve an omnichannel experience.

From A to Z, easily

To promote the update, Harrods has created a short instructional animation featuring its Green Man, a stick figure-like character modeled after its porters.

The Green Man begins the demonstration by tapping the "Store Guide" on the Harrods app. On the next screen, the Green Man is shown selecting a map of Harrods.



*Harrods' Mobile Store Guide*

Once the map has been opened, the screen zooms in to show a blue arrow reflecting the location of the Green Man in the store. Using the directory below the map, the Green Man selects the brand name he is looking for.

The app can also be filtered to locate departments, services and restaurants within Harrods.

When a selection has been made, the blue arrow is shown traveling the fastest route to the Green Man's desired location. The Green Man is then shown holding a black dress while text below reads, "Discover more of the store."

Harrods Mobile Store Guide within its app is currently only available for [iOS device users](#). The retailer plans to launch an Android version in spring.

### *Harrods Mobile Store Guide*

Harrods' mobile app also offers consumers access to the retailer's shoppable editorial content and general information.

A new segment of shopper is emerging who uses mobile devices more frequently and represents the greatest opportunity to increase revenue via a focused mobile in-store strategy, according to a new report from DMI.

The report, *Shoppers Want More From In-Store Mobile*, focused on shopping behaviors instead of demographics, discovering that 33 percent of shoppers regularly use a mobile device while shopping in a store. Additionally, the lion's share of these shoppers would visit a store more often and buy more if leading in-store mobile shopping tools were available ([see story](#)).

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