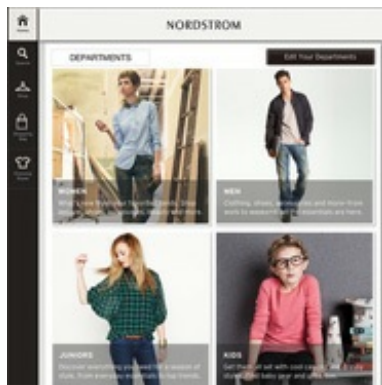


MOBILE

Nordstrom targets affluents via commerce-enabled iPad app

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By TRICIA CARR

Department store chain Nordstrom is offering a personalized mobile shopping experience in its new iPad application in a move that will likely help the brand distinguish itself on the platform.



The three main engagement functions of the Nordstrom for iPad app are the virtual dressing room, personalized homepage and social sharing. It is available for free in the App Store.

“The app is reflective of our efforts along a number of fronts to make the shopping experience easier and more engaging for the customer,” said Colin Johnson, spokesperson at **Nordstrom**, Seattle. “We know our customers love shopping with their iPad and we hope this is a first step toward creating a more convenient and compelling way to interact with Nordstrom on this device.

“Our focus is on improving the customer experience, regardless of how they choose to shop with us,” he said. “We know that a mobile and technology-enabled experience is increasingly important to how our customers define service.

“We think this adds value by helping us be more responsive to how the customer is

choosing to shop."

Shopping from home

The goal of the app is to give consumers a "simple, fast and intuitive way to browse and buy merchandise on the iPad," per Nordstrom.

The app currently has sections including Search, Shop, Shopping Bag and Dressing Room.

Users can sign in with their Nordstrom.com account for streamlined checkout.

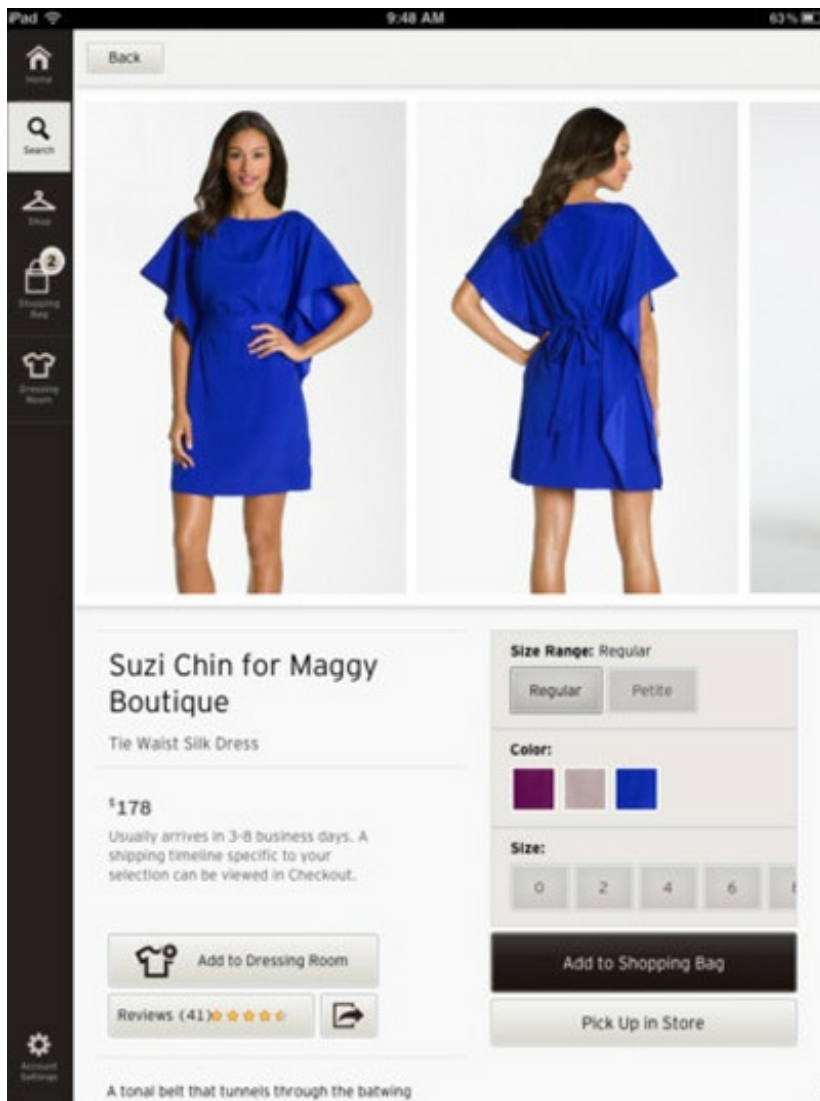
The Dressing Room lets users save items according to "looks." There is capacity for up to 75 looks for each app user.



Dressing Room section

Users can double-tap or drag items to the Dressing Room section to add them to a particular look.

Clicking on an item at any time brings users to a page that contains product details, additional images, customer views and buttons to add the item to the Dressing room or Shopping Bag and see if it is available to pick up in a store.



Product description page

The app also offers a personalized homepage that users can create based on the departments that they want to see first. All departments can be viewed on the homepage at the same time.

Each section that users choose to see on the homepage shows custom imagery from the retailer that represents the newest items.

Sections available for the home screen include any department, the Dressing Room or Nordstrom's catalogs.

Nordstrom is also encouraging social sharing in the app via Facebook, Twitter and email.

The retailer will update the app to include additional features in the future, it claims. It may want to use push notification so that consumers know when the new functions arrive.

"One of the key differentiators of luxury retailers, and of the luxury experience itself, is a heightened dedication to service excellence and the app certainly reinforces this dedication," said Scott Forshay, mobile and emerging technologies strategist for **Acquity Group**, Austin, TX.

"The ability for consumers to custom tailor their experience with the app provides a bespoke extended shopping experience," he said. "The production of this app illustrates

the brand's understanding of the importance of synchronizing the on-premise and off-premise consumer experience.

“Certainly one of the primary advantages of the iPad as a retail communications medium is its rich display capabilities and expanded form factor.”

Browsing history

Nordstrom released its first consumer mobile apps in November for the iPhone and Android devices. They allowed consumers to buy products, curate looks, create a wish list, venture in-store for events and call customer service ([see story](#)).

In fact, the retailer updated the iPhone app to include the Dressing Room feature in conjunction with the release of the iPad app.

This could help users on both devices have a seamless mobile experience with the brand. In addition, the Dressing Room feature certainly encourages mobile commerce.

“The brand has positioned itself well to increase transactional throughput via the app on a few different fronts,” Mr. Forshay said. “First, the inclusion of consumer reviews will go a long way to reinforce purchase decisions by allowing consumers to glean from the product experiences of others like them and providing consumer confidence for highly-considered digital purchases.

“Additionally, the virtual dressing room function opens up opportunities for cross sell and upsell as consumers shift their focus away from single item purchases and towards ensemble purchases of multiple items that complete the desired look,” he said.

Furthermore, the iPhone app has a few additional features in comparison to the iPad app such as the in-store scanner feature to check price and the store and event locator.

Nordstrom will likely incorporate location-based utilities to the iPad app to encourage in-store visits and event attendance.

However, in contrast to the iPhone, the iPad is less likely to be used in-store due to its larger size. Instead of transferring all of the iPhone app functions to the iPad, Nordstrom may want limit it to those that will add to the at-home shopping experience.

The goal for luxury marketers should be to create a seamless brand experience, but with browsing experiences that are unique and functional on each device.

“We want both apps to offer a fast and convenient way to shop,” Nordstrom’s Mr. Johnson said.

“Both are tailored to the respective devices and how customers like to interact with them, as we would like it to be very intuitive when our customers are shopping with us on either the iPhone, iPad or as they move between both devices,” he said.

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York

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