FOOTNAVI NBO for Accelerating Digital Strategy

NBO・・Next Best Offer

Adding function to recommend shoes based on 3D size to omnichannel

COMFORT LAB Co., Ltd.

Omnichannel ● Adding function to recommend shoes based on 3D size to omnichannel

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Scanning Feet in a Second

FOOTNAVI 3D Scan is a totally new function that uses the 3D image taken by smartphone on the server, measures foot size, width and height in a second, and then recommends the shoe size that best fits your feet.

Foot Data is Saved by Mypage on the Internet Shopping Page

FOOTNAVI 3D Scan is a unique scanning system that combines the latest image processing, data analyses, recommendations, and algorithms.

It is easy to use. Just open the Internet shopping page and go to the link, then take photographs of both feet with your smart phone. The image processing program on the server converts the photo into a 3D image and analyze the size data.   Your foot size data will be registered on the Mypage of Mizuno Internet Shop so that you can always receive recommended shoe information using this data.

Omnichannel ● Adding function to recommend shoes based on 3D size to omnichannel

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Providing Appropriate Shoe Size

Use the 3D Scan and save your foot data, and the program will tell you "which shoe size fits your feet" when you purchase shoes from Internet shopping sites or an actual shoe store.

Use FOOTNAVI Recommend Solutions' advanced registration of your shoes. It matches your foot size to shoes of an appropriate size when Internet shopping.

Cooperating with Shoe Stores

Save customers' measurement data obtained by FOOTNAVI at shoe stores in Mypage and establish an integrated recommendation style.

・Support provided by both digital data and face to face counseling through data sharing.
・Providing a new service corresponding to health and beauty care needs.
・Sharing data of foot condition and size using cloud service with other sections and services provided by business relations.
・Providing attractive products and service in cooperation with the local medical community.

Cooperation with the Local Community ● Adding function to recommend shoes based on 3D size to omnichannel

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Providing attractive products and service in cooperation with the local medical community

Through the introduction of customers by hospitals and feedback of measurement results, conditioning customer support can be achieved with the cooperation of the Recommend Center , which support customers in multiple phases.

Foot measurement data

History of product purchase

Analyses of symptoms

Cooperation with the local medical community

Establishing a system to support customers multiple phases.

Digital marketing using GFOOT NBO
Flow of Conditioning Customer Support

・Measure with FOOTNAVI and create a chart.
・Size data is registered through 3D smart phone app beforehand
・Check the fit of shoes with the insole sensor
↓
・Supporting through both digital data and face-to-face counseling
・Inputting measurement data and purchase history in the database in cloud
↓
Sharing data at a Recommend Center

Totally new sales recommendation solution responding to the needs of time

Asking customer's request first

Providing options of shoes and matters to cover health issues

Cooperating with real store

Coordinating with smartphone app

① Recommending shoes from pressure/balance data
② Suggesting footcare products from analyses of foot condition

Order through the Internet

Foot measurement data

Analyses of foot condition

<Use of the Internet ～Matching>
・Suggesting recommended products on the Internet
・Validating effect of purchase in chronological order

At Home ●Adding a function to recommend shoes based on 3D size to Omnichannel

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Customers just log in to an Internet shop, activate the camera then take photos of their feet. The program comes with a FOOTNAVI 3D Scan, a new function to recommend the best fitting shoes.

At Stores ● FOOTNAVI 3D Handy Scanner Adding a function to recommend shoes from a 3D image
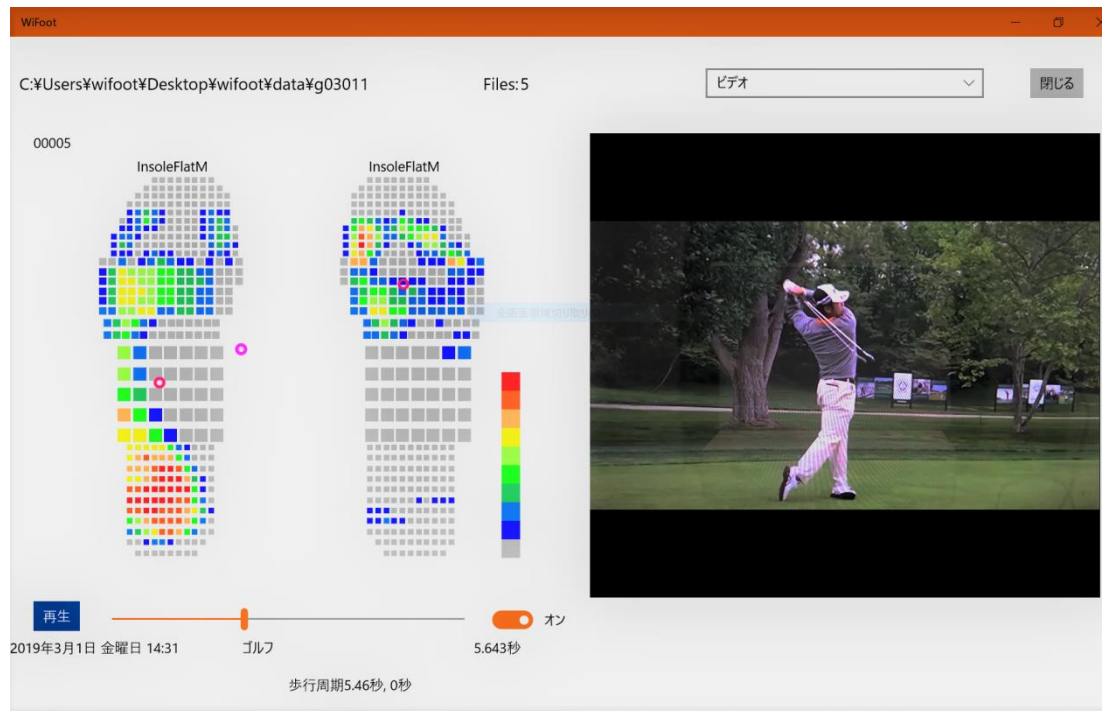
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Activate the 3D camera at the store and just scan customers' feet. The program includes a FOOTNAVI 3D Scan, a new function to recommend shoes with the best fit.

At Stores ●Adding **FOOTNAVI COMFORT**, a function to visualize wear comfort of shoes in the database.
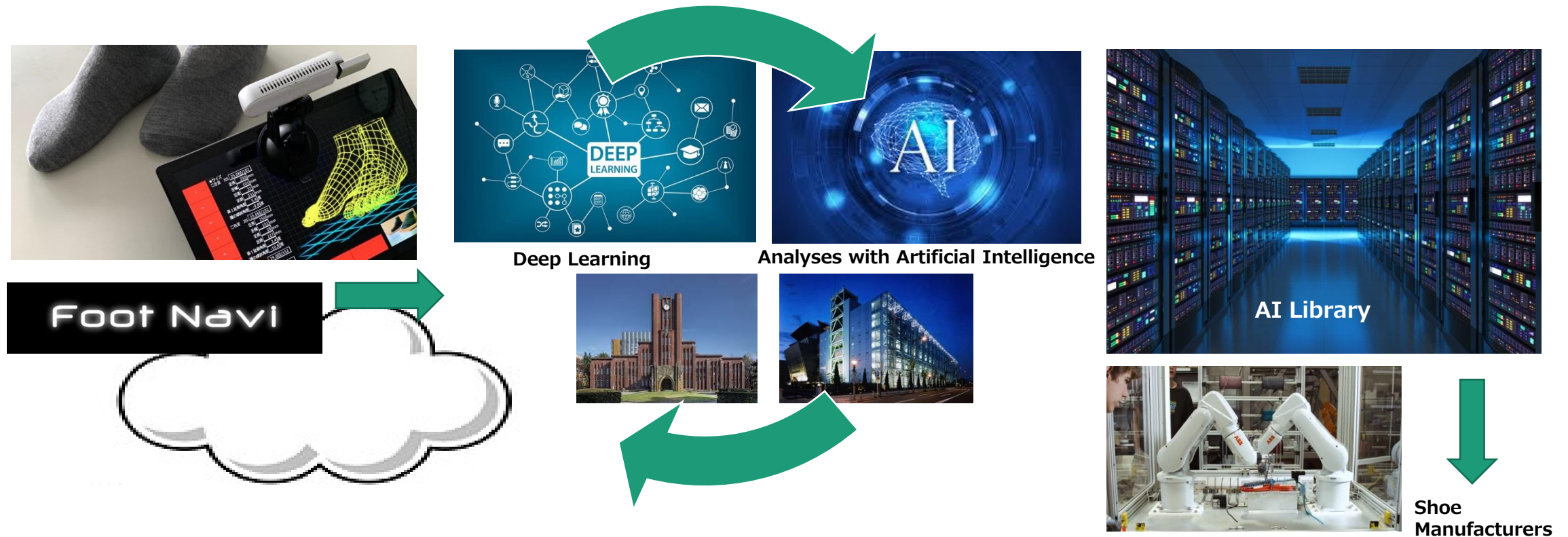
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・**Customers use FOOTNAVI Wireless Insole when trying on shoes.**
・**A new function that visualizes wear comfort and insole type to select just the right shoes.**

AI Database ● Storing all measurement data in the cloud. Providing an AI analysis library to shoe manufacturers.

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Foot Navi

Deep Learning

Analyses with Artificial Intelligence

AI Library

Shoe Manufacturers

・Measured data is analyzed by AI to create a library of foot types
→Providing data to shoe manufacturers so they can develop better-fitting shoes.
・Improves precision of matching recommendation using analyses coordinated with POS.
→Ensuring that the final data is for internal use only to help oun customers and build up sales know-how.
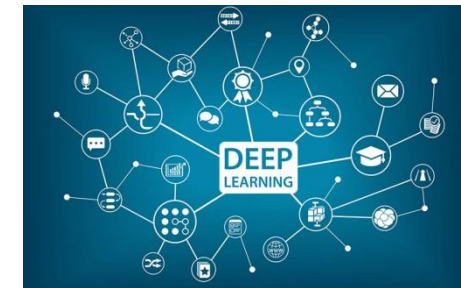
Analyzing existing data with AI and using it to recommend products

- ●Adopting 2D measurement data
- ●Achieving a recommendation method similar to NIKE FIT
- ●Recommending registered shoes
- ●Coordinating customers' purchase history and Deep Learning.

AI Library

Machine learning is the method of letting a computer learn with past data and one technology that attracts great attention such as the Deep Neural Network.