3D Foot Scanning for Online Footwear Retail

How can 3D Foot Scanning be implemented into the processes of the Online Footwear Retail?

01 PROBLEM

Consumer
Confronted with confusing and unreliable shoe sizing systems
Shoe sizes differ among brands and even within brands
The human foot is one of the most complex body structures

Retailer
Have to deal with high return rates (up to 56%)
Returns often caused by customers ordering multiple sizes to try on at home

02 RESEARCH

Consumer survey
on online shopping behaviour and attitude towards 3D scanning with 129 respondents

Online literature research
on technological background

Expert interviews
on the potential of 3D scanning

03 SOLUTION

Virtual Fitting Tools
In-store 3D foot scanner
Online virtual fitting software
3D scanning apps
Size recommendation tools

Advantages
Reduce returns
Increase conversion
Get to know customer
Data for buying and prototyping
Consumer gains confidence USP

3D foot scanning has the potential to overcome the sizing gap between online retailer and offline consumer.