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July 31, 2012

Does Old Navy's 'Snap Appy' App Usher in a New Era for Mobile Shopping? Join Us on LinkedIn for Mobile Mania Tuesday!

By [Alex](#) and [Er Schwartz](#)

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These days it seems like everyone has a smartphone. As more and more people continue to rely on their mobile devices, retailers have been under increasing pressure to develop a mobile site and/or app that's intuitive, innovative and, of course, thumb friendly.

Welcome to *Retail Online Integration's* Mobile Mania Tuesday! Each week, we'll select a retailer and discuss its approach to mobile strategy and integration.

This is our second go-round and we thought it would be fun to take a look at [Old Navy's Snap Appy app](#). The idea behind this app is to get users to take a snapshot of an Old Navy logo and other special icons either at an Old Navy store, on TV or anywhere to reveal "surprises" — a deal, game or something to make you smile every time you snap. Surprises are always changing. The app also features a full-service shopping experience. Snap Appy is available for both iPhone and Android.

Does Snap Appy usher in a new era in mobile shopping or is it a novelty — fun to talk about, but too demanding to actually use? How do you see it evolving over time? For all you iPhone users, read about and download Snap Appy here: <http://itunes.apple.com/us/app/old-navy/id342792281?mt=8>

Your participation is key to making Mobile Mania a hit! Bring your best ideas, most relevant articles and favorite blog posts to share with the group. We'll try and contain the mania as best we can, but we can't promise anything.

Visit [ROI's LinkedIn Group](#) right now to comment!

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