Sparkathon,23

Team Name:

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PROBLEM STATEMENT

Limited Visual Representation of Unpacked Products:
- Unpacked items like fruits, vegetables, and grocery products in physical supermarket stores lack comprehensive visual representation, unlike their digital counterparts in grocery apps.

Inadequate Information for Informed Choices:
- Consumers face challenges in accessing vital details such as freshness, nutritional information, and import source for unpacked edible items, leading to difficulties in making informed purchasing decisions.

Need for Enhanced Transparency and Accessibility:
- There is a growing demand for improved transparency through visual and informative cues on unpacked products in-store, bridging the gap between the online and offline shopping experiences.

EasyScan

QR Code Enabled Information Display for Enhancing Consumer Experience

Emerging Technology

QR CODE

Quick Response Code (or QR Code) is a machine-readable code consisting of an array of black and white squares, typically used for storing URLs or other information for reading by the camera on a smartphone.

PROPOSED CONCEPT

Automated QR Code Generation:
- Upon product arrival at Walmart stores, the inventory management system will automatically initiate our integrated application to create QR codes for each item.

Precise Shelf Placement:
- The QR codes will be dynamically assigned to the exact shelf location where the corresponding product is to be stocked, ensuring accuracy and efficient retrieval.

Digital Display Implementation:
- Instead of traditional paper labels, QR codes will be showcased on digital screens strategically positioned near the respective shelves, minimizing

Comprehensive Information Access:

- Each QR code will link to a user-friendly interface, offering a gateway to essential product details such as nutritional information, seller credentials, manufacturing and expiry dates, as well as the origin source provided by the seller.
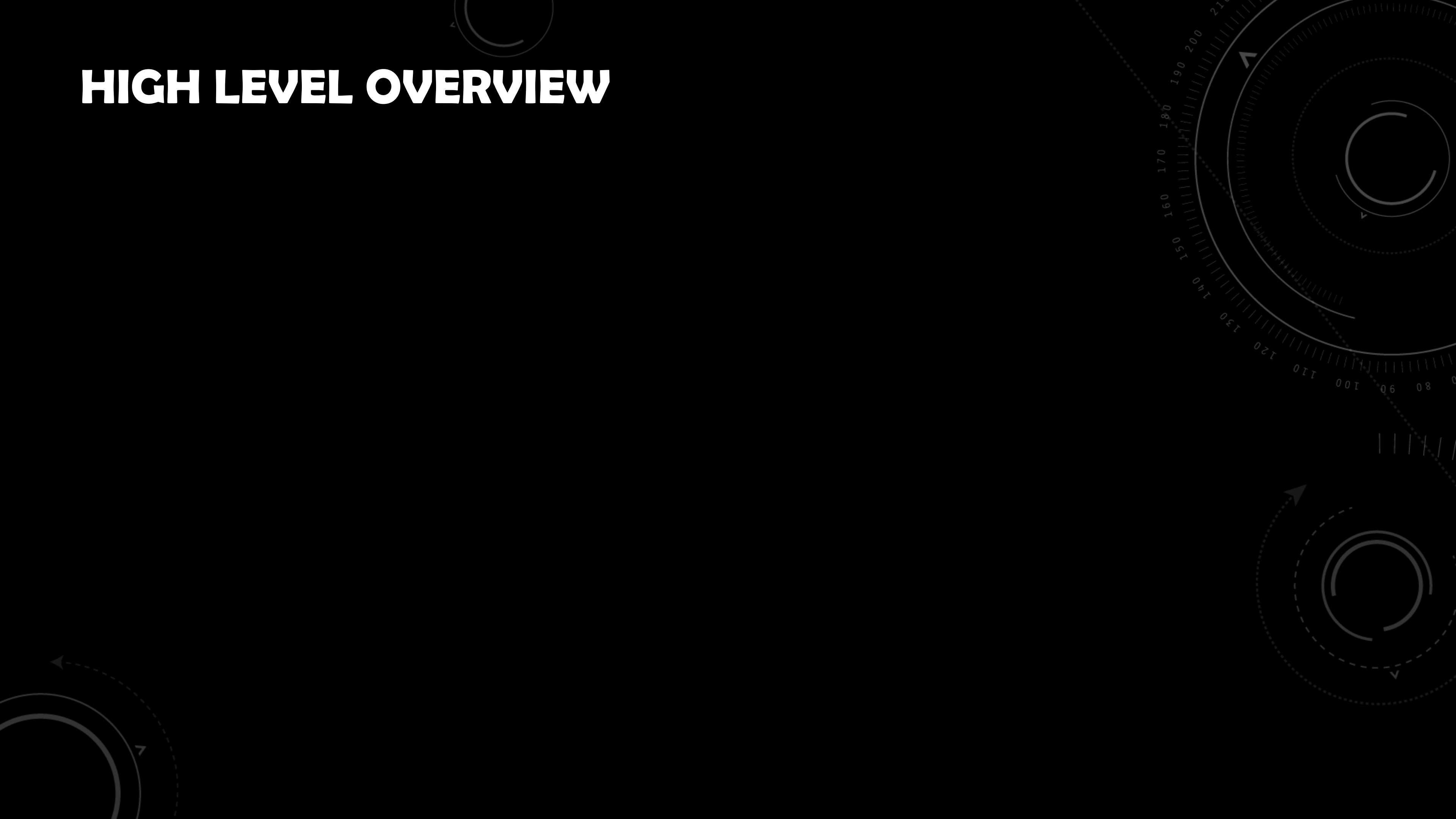
Seamless Consumer Interaction:

- Shoppers can easily scan the QR codes using their smartphones, enabling instant access to specific product information and fostering a more transparent and informed shopping experience.

PROOF OF CONCEPT (POC)

HIGH LEVEL OVERVIEW

DEMO

CONCLUSION

- QR code-enabled shelf information benefits both consumers and retailers.
- Consumers save time and make informed decisions, while retailers increase sales by as QR codes provide a transparent and engaging way to present product information, building trust and encouraging repeat business.
- Real-time updates also reduce waste and improve inventory management

THANK YOU