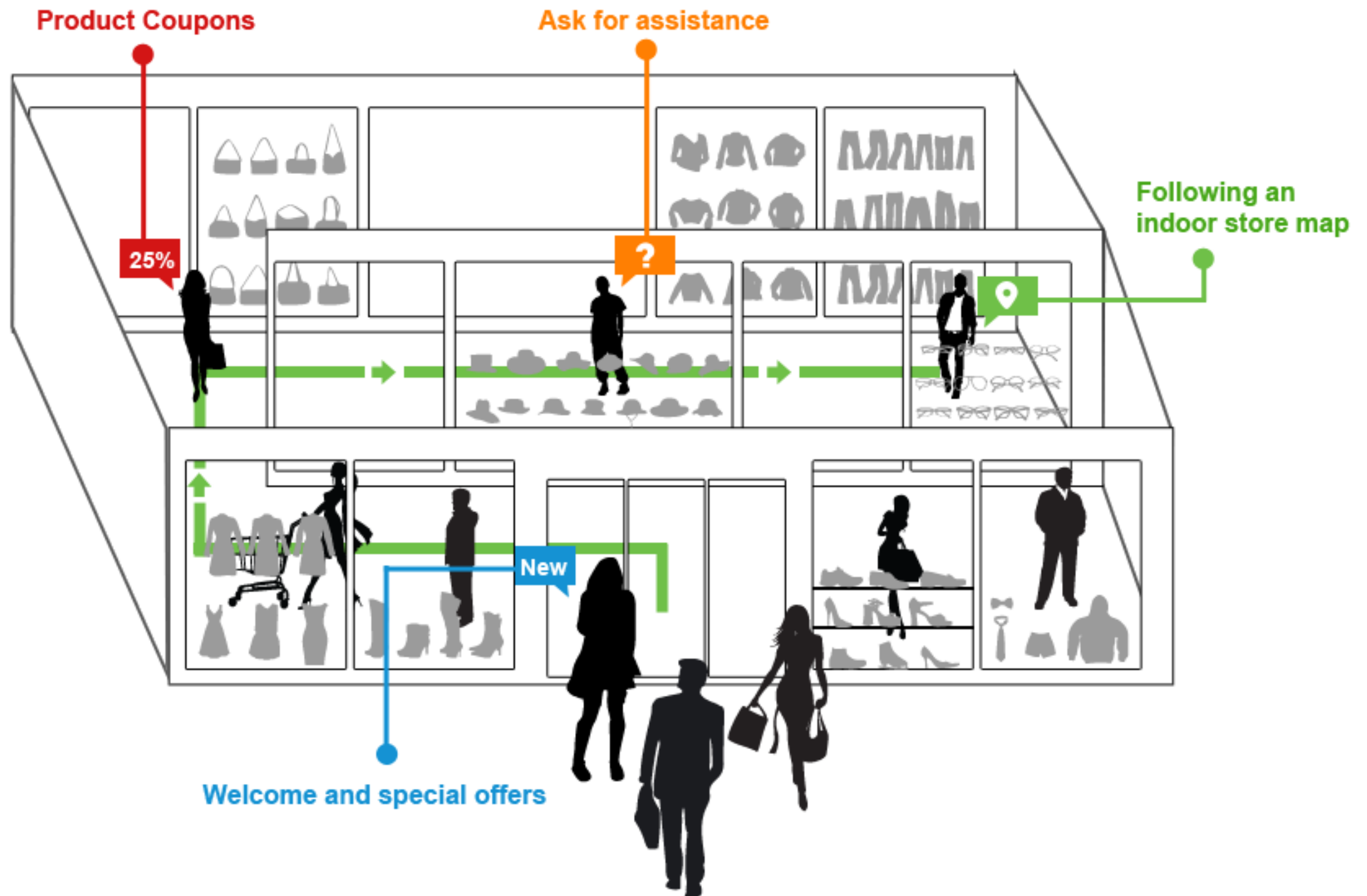


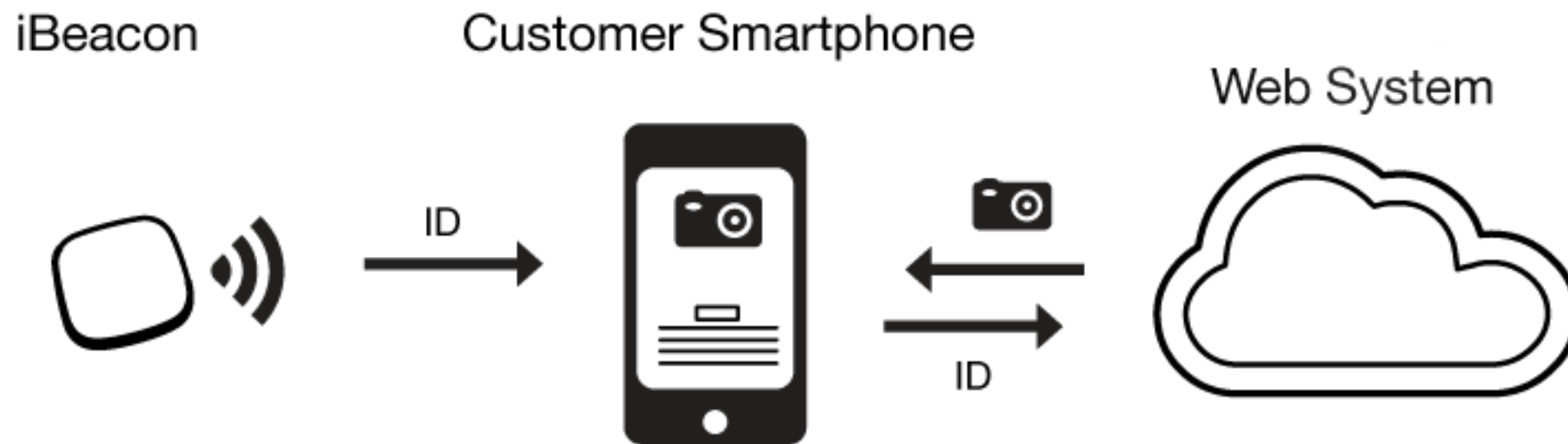
# Objective

- Most markets do not provide satisfactory shopping services to customers. For instance, **without a customized shopping recommendation** for each individual customer, consumers have to spend a lot of time for commodity selection. Furthermore, most large-spaced markets merely utilize signs in front the aisles of specific commodity areas to direct consumers, which **cannot provide an accurate guidance for commodity search**.
- This APP is focus on the solution of the problems above.**It detect goods by the RFID or iBeacon.When costumer get close to a commodity this APP will push a coupon or the commodity details to the user and allow the user chat with the retailer.**

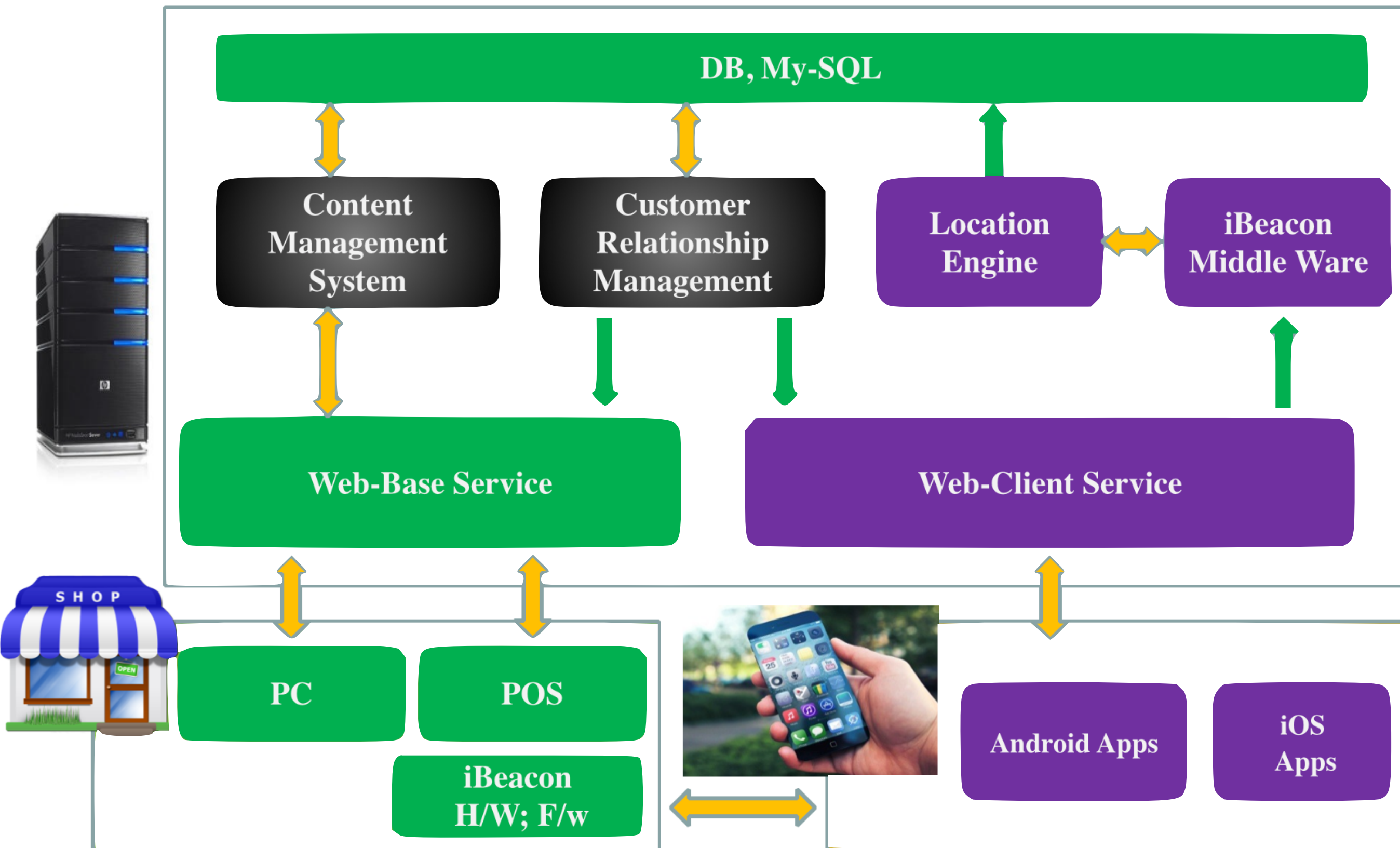
# The to-be model of shopping behaviors



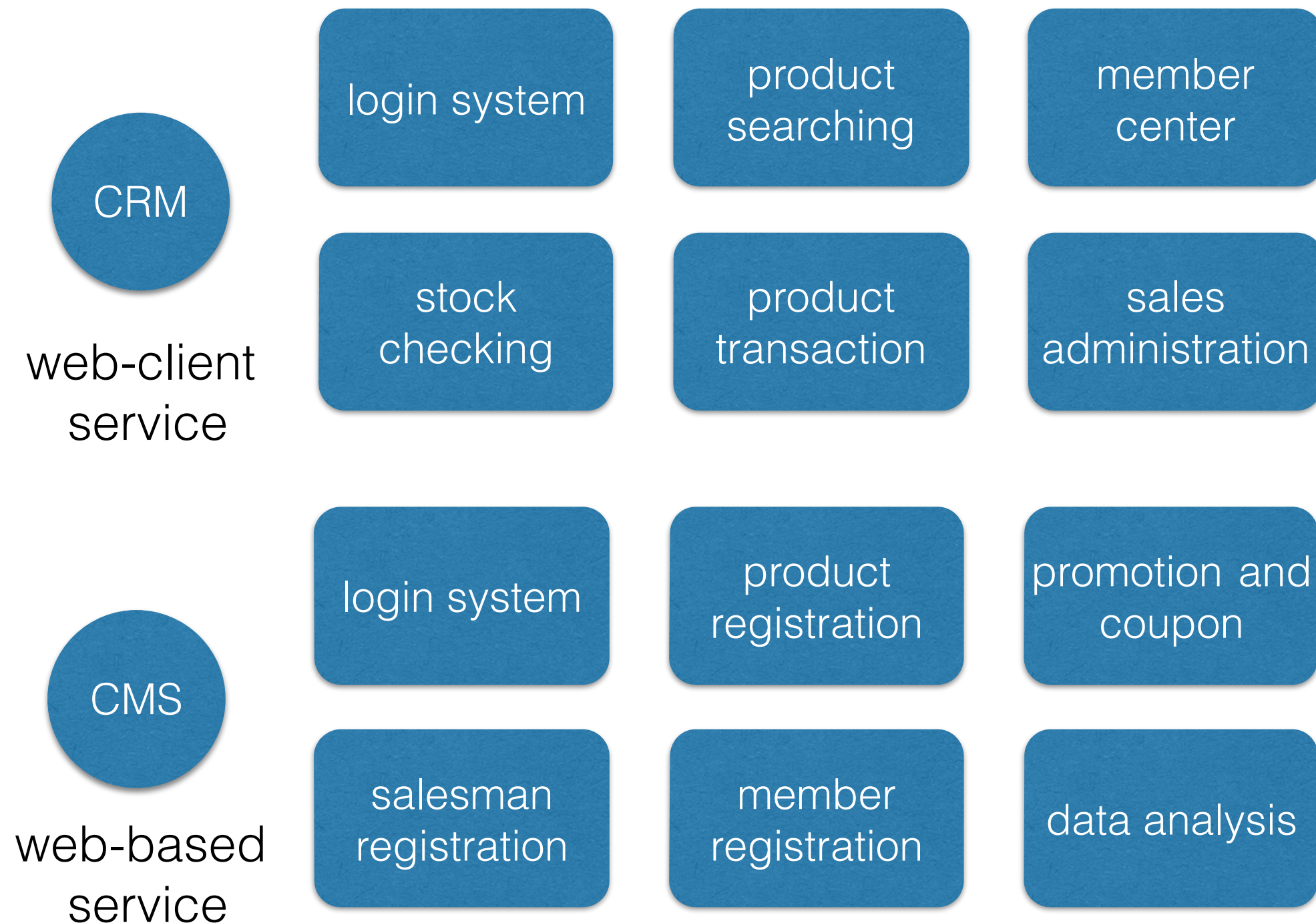
# Physical Layer Structure



# Total Structure



# CRM/CMS Structure







Thank you!