

Summary of Research Paper

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Title: Catalog Spree Makes Shopping For Deals Easy With Price Watch

Abstract

Shopping online is a very convenient way of shopping, although it could be much more convenient for shoppers. This study represents an approach which is designed to help shoppers to save time and money while shopping online. The number one catalogue shopping app, Catalog Spree has announced that they are implementing price watch into their app. This is very important in today's society due to the amount of people now using online shopping. Results published by Forest Research indicate that more than half of Americans currently have smartphones and by the end of 2015 it is forecasted that one third of Americans will have tablets. Forest Research also stated in their results that U.S mobile retails sales are expected to increase from \$8 Billion to \$33 Billion by the end of 2017.

Introduction

Catalog Spree is an app which acts like a personal digital mall for the user. It gives the user the ability browse through hundreds of catalogues from different retailers, find new brands, and share products they like with their friends. They are a privately owned company which is based in Los Altos, California. They recently announced that they would be implementing price watch into their website. This feature gives the shopper the ability to mark items they want to monitor. When the price of the item drops, the user will receive an email to notify them of the price drop. This helps the user save money. Rather than the user constantly checking catalogues for price drops, they can just wait until they receive the email notification.

Method

Participants

Catalogue spree was designed for people from all parts of the world, who want to view all of the different catalogues for retail outlets around them.

Materials

The app consists of many different catalogues which are displayed virtually. It shows all of the items and prices for them in the catalogue.

Procedure

First the user needs to log on. When they log on they can select a retail outlet, for example, Penney's. They can then view the catalogue for Penney's. It will display all of the products in the shop and their prices. The user can then select any item they like. They can choose to buy it or they can add it to their price watch. If they add it to their price watch they will get an email notification when the price of the product drops.

Conclusion

I believe that Catalog Spree have created a great application which achieves its main goals. It was created to improve shoppers experience while online shopping. They have added great features to their application such as Price watch which really helps users save money and time. They have had an extensive look at the research results published by Forest Research on online shopping which has showed them the future high demand for online shopping. They have done their best to fulfil this demand with their app.

References

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