Diary of a customer visiting the mall

CustomerA wants to visit the mall to buy groceries and a new phone. He opens the mall’s app and checks the traffic around it. The app tells him that there won’t be much traffic in the next hour.

CustomerA is a registered user of the mall. He drives to the mall, has his wifi turned on and his mobile device’s app notifies him that there is a particular parking spot near him. He finds the parking spot and parks his car.

The tracking system of the mall tracks his mobile device and when he parks his vehicle, the IR sensors register that his car is parked at that parking spot and that information is stored in the server.

After getting out of the car he opens his app and sees that there is a sale on groceries in the first floor of the mall. He also checks the prices of phones and the app had already determined what particular brands he prefers and categorizes them for different budgets. A program reads this data and finds the phones that are selling in that particular budget.

The tracking system tracks CustomerA as he goes about searching for mobile devices. The app uses his location data to provide CustomerA with relevant offers on the mobiles of his choice.

CustomerA likes four of the devices from two stores, that the app had shown him and shortlists them, before actually visiting the stores. The app directs him to the two stores where he views the devices and looks up more information about them on the app, before buying one.

He then heads on to buy the groceries.

Data of the groceries and the mobile he bought are stored into the central database and used for further data analytics. Now CustomerA won’t receive any offers on mobile phones till he searches for one.

Upon exit he is notified on his app where his car using a small mini-map.