

COLRUYT SHOPPING ASSISTANCE APPLICATION

CLIENT-BASED APPLICATION

Many applications in the market cater for buyer being able to easily shop online or manage in shop pickups.

However, few applications assist in making the buyer have a more pleasant and efficient shopping experience. The aim of this application is to assist the buyer in shopping when in the shop. Meanwhile it is giving Colruyt a collection of information sets that can better assist them in a range of departments such as marketing and purchase department.

The target users of the application are the in-shop shoppers NOT online shoppers. Colruyt official app (MyColruyt & CollectGo) has about 100,000 total downloads. This measure shows that not many users tend to shop online when it comes to products from Colruyt. Possibly most prefer to physically shop at the branches.

This application assists shoppers to have a more pleasant and in-shop experience. Whilst giving the shopper an efficient journey and feel in control, this application can provide valuable consumer behaviour and habits that can be used to analyse and predict shopping trends.

STRUCTURE OF THE APPLICATION

The application is divided into two main sections. The first section is essentially a 'LIST MAKING' activity. This activity simply lets the user make multiple shopping lists. These shopping lists are not saved on the cloud but on the user's device in an SQL database so that the user has the ability to use it inside shops and areas where internet coverage is low. This act of making multiple lists is fairly simple and user-friendly.

Keeping it simple at this stage ensures that the user does not stop using it because of complications. Moreover, it ensures that the user finds it as an assisting application and continues to use it just as a listing app even if the user does not often use the other features of the application.

The second section is "GO SHOPPING" activity. This activity is related to facilitating the shopper with shopping at Colruyt branches. A range of activities make the shopper's shopping experience more convenient and helps with analysing shopper's behaviour.

When the 'Go Shopping' activity is launched, the application launches an activity that asks the buyer to

choose shopping branch. This activity can use geo-location services to indicate the closest Colruyt branches. Along with that, it also gives the user a measure of the crowd at different branches. This gives the user a choice to choose the branch which best caters to their needs at that moment; be it a shorter quicker shopping experience or a shopping escapade that is closer to their location.

The next activity after selecting the Colruyt branch location would be to select the shopping list that will be used to complete shopping. The next activity will load the pre-saved shopping lists and upon selecting the list, the next activity is launched via clicking show route.

This activity loads a store layout design of the aisles in the selected store. Moreover, methods in the application generate the best possible route through the shop with respect to the selected shopping list. This is shown via a route marking through different aisles. Moreover, animated marking in the form of blinking dots mark all major stops that the user will make through this shopping journey. If the shopping list has more than one item in near approximation of another item, then the application generates only one animated marking in order not to show multiple markings on the while layout. This will keep the layout simple and not overwhelm the user with information.

Below this schematic shop layout, a small toolbar can give further expected information to the user about the shopping journey the user is about to start. This can include aspects like expected shopping time and total expected steps (walking steps).

The next activity when launches, activates a time stamp and starts the shopping journey. This activity continues to display the shop layout as before, but the animated marking of all the list products are replaced with only one animated marking on the location of the first product on the revised list. Below the layout map is a toolbar that shows two buttons with the option of selecting the listed product as in basket or cancelling it. "In basket" option would simply put the product in the basket and moves to the next product in the efficient list route.

PROMOTION BAR

The promotion bar is a small toolbar that is below the "in basket" bar. This bar displays the promotion of any on the current product that the user is searching. If there is no

promotion on the product list then the bar can include promotions on alternative items of that current list item, e.g. if the list includes "Pinot Grigio" the promotion toolbar can include – "Buy 2 Everyday white wines for \$7.00" (Everyday – Colruyt house brand products).

If the user clicks on the promotion toolbar, a drop-down menu opens which gives the user more options with respect to the current item that is active on the list route. The promotion bar can include other activities such as recipes related to edibles. This toolbar can be swiped to ignore. However, if the user chooses to enter the promotion activity then the application can also record which activities in the promotion toolbar are interesting to the shopper. Moreover, if at any point the list was altered after accessing the suggestion section such as recipes, this can display vital information about buyer's habits, e.g. mincemeat was in the list and upon accessing recipes suggestion the user chooses to buy lasagne sheets. This information can be used to access aspects of buyer behaviour that would not be possible through regular shopping.

If the user chooses to cancel an item that was on the list, a small popup toolbar appears before the next item on the list is activated or after the new item is being searched. This toolbar can prompt the user to click tabs that can give more information of the reason for cancelling the product e.g. 'Product not available', 'changed mind', or 'choose alternative'.

When all items on the shopping list have been either put in a basket or cancelled, the application launches the "completed shopping" activity. This activity shows a display that the shopping list has been completed. This activity also displays an estimated total of the shopping list items. This activity also displays a 'Check List' which shows a recap of the shopping list with checkbox ticked for in basked and un-ticked for not in basked.

COMPARE PRICES

On this final activity, a button opens a "compare price" activity. This activity generated the net estimated total the user has saved by choosing to shop at Colruyt instead of some of the other market players. This can give a net expected savings to the user and another activity within this activity can open a "per unit savings". Not all items can be compared, as not all products are generally available in all competitor shops, however, the application can choose the ones for which information is available and simply give estimated savings.

EXTRA FEATURES

The final activity can also activate an "email receipt" activity that generates a barcode for an email saved or entered in a textbox. Moreover, this barcode or a separate barcode/QR-code can facilitate in parking lot exit. The QR-code scanned at the till by the checkout personal can be simply accessed from a small parking icon on the main activity of the app which when scanned at the parking lot opens the barrier.

CONSUMER HABITS

Statistically gathered and analysed data can suggest how consumer's preferences are constructed and evolved.

Through the application, the Colruyt group can visualise consumer behaviour not just by knowledge of products in the final basket but also by all behaviour interactions when on the app e.g. going to a recipe menu when an edible product is put in the basket. E.g. If salmon was picked up by the consumer did the consumer look through the recipes section of the app? In addition, if the consumer clicked and spend some time on the recipes section, did the consumer later alter the shopping list by adding a product that was in the recipe section of the originally selected product but not originally in the shopping list, such as lemons?

Such consumer behaviour habits can be helpful to measure consumer buying trends.

CONCLUSION

The application is essentially a tool to assist shoppers while at the shop. Along with that, this application can extract vital behavioural information that might not be witnessed through simple checkout product selections.

This facilitation at many levels of the shopping experience gives Colruyt a possibility to observe client shopping behaviour during the shopping experience and not just at the final product-buying act.

By observing behaviour during the process of shopping, many valuable data points and possibly unseen consumer behaviour can be understood.

Moreover, by giving shoppers the possibility of using the shopping list app that is connected with a convenient and efficient experience of shopping, can possibly nudge the consumer to choose Colruyt as a primary place to shop. Facilitation towards a better shopping experience without much complication can possibly ensure better customer loyalty, customer satisfaction and consumers word of mouth helping with higher market share.