Business Case: Supermarket Shopping Wishlist

1. Background

The rapid change in global trade has led to the emergence of product identification and tracking systems. It's important to ensure a positive customer experience so that customers build brand loyalty and affinity, evangelize any product or service and refer their friends, and leave you positive customer reviews that will help the business retain revenue and earn new customers.

IMCS Group is building an application to improve the customer experience at the local Supermarket. This application helps the customer to know the exact location of the product while shopping. This system also exposes all merchandise present at the store, saves customer's time and contributes to the increase in revenue.

2. Guidelines

    a) You can code in any preferred programming language and the solution can be displayed either as a Windows, Web or a mobile application.

    b) Total time alotted for coding is 6 hours (9am to 4pm).

    c) You will be asked to present your work after the development.

    d) Your presentation or demo should be planned to strictly adhere to a duration of 5 minutes. Additionally, 2 minutes is allotted for Q/A with the judging panel.

    e) Strictly, no additional time will be allocated to any individual.

    f) You are allowed to use internet as a resource.

    g) Participation is on individual basis and no other assistance should be taken.

3. Scope of the Business Case Analysis

    a) Purpose of the Business Case

The purpose of this business case is to build a Windows, mobile or web application that is placed in the supermarket to help the customer identify the location of the items on his Wishlist. The customer should be able to see the location of the items on the map, and also show the number of items selected in that particular section after his Wishlist is created. The Supermarket has 9 Sections namely Grocery, Chocolates, Dairy, Drinks, Meat, International Food, Electronics, Toys & Bakery categorized in terms of the type of products placed in each section.

b) Requirements;
   Build an application which can do the following steps:
   i.   Register the user;
          The application should allow the user to register with the following
          details:
          First Name
          Last Name
          Email Address
          Phone Number
   ii.   Authentication;
          While registering, the application should incorporate one of the
          authentication concepts like Retinal Scan, Touch ID or Face ID.
   iii.   Use the API to call the wish list which has the products in it.
   iv.   Display the items on the map provided and show the number of items
          from each section of the Supermarket from the wish list.

c) Resources Provided
   You are provided with the following resources
   i.   Image of the Map of the Supermarket
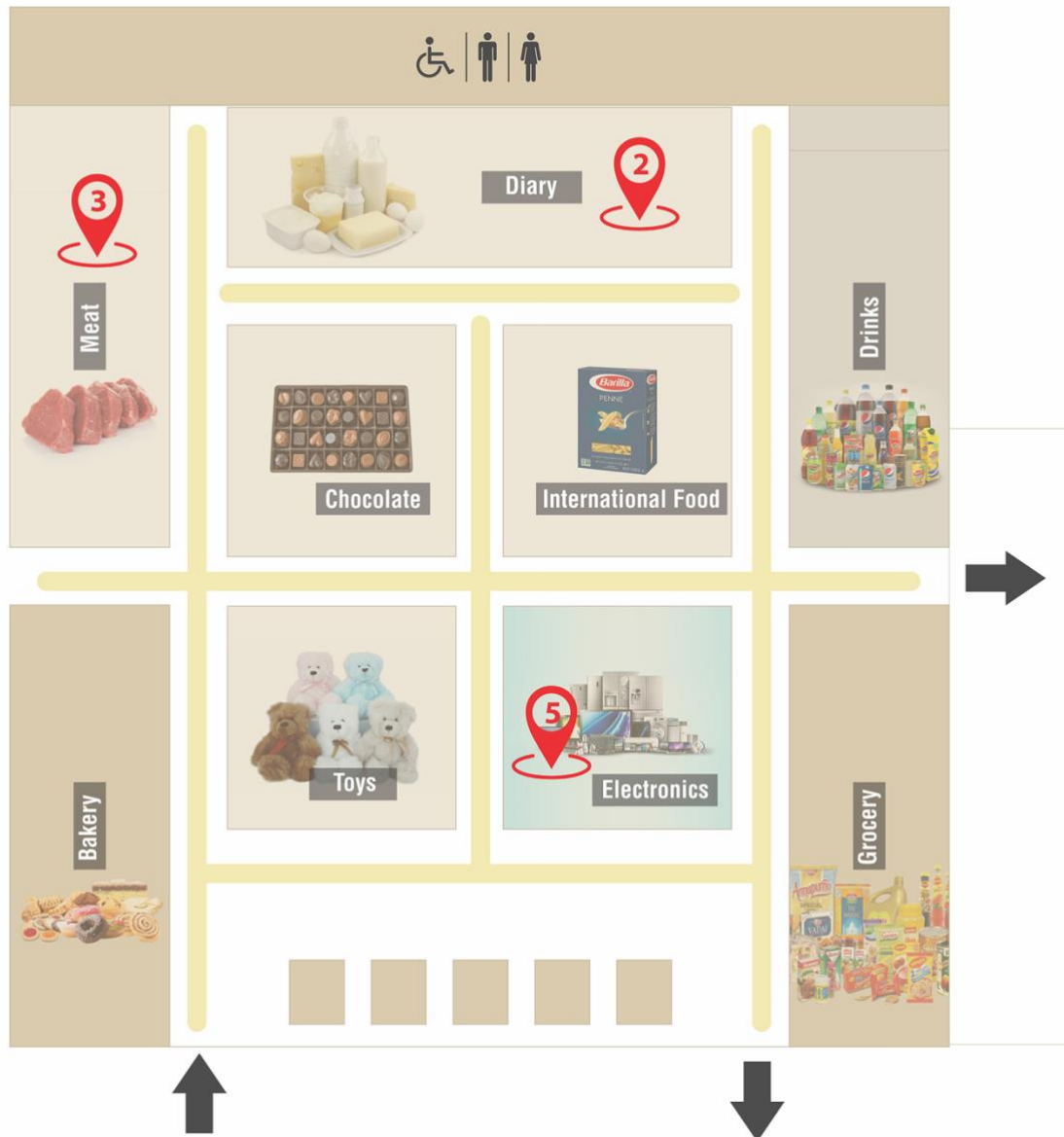
ii.   Image of the Pointer

iii.   API to get the Wishlist to be displayed in the cart

http://ec2-3-14-152-181.us-east-2.compute.amazonaws.com/api/data/Getwishlist

iv.   API too add item in wish list (Post Call)

http://ec2-3-14-152-181.us-east-2.compute.amazonaws.com/api/data/post?value=shirt

v.   API which has the category of products.

http://ec2-3-14-152-181.us-east-2.compute.amazonaws.com/api/data/get

Link to the Images:

http://ec2-3-14-152-181.us-east-2.compute.amazonaws.com/images/supermarket.jpg

http://ec2-3-14-152-181.us-east-2.compute.amazonaws.com/images/supermarket_sample.jpg

http://ec2-3-14-152-181.us-east-2.compute.amazonaws.com/images/location-Icon_32x32.png

http://ec2-3-14-152-181.us-east-2.compute.amazonaws.com/images/location-Icon_64x64.png

http://ec2-3-14-152-181.us-east-2.compute.amazonaws.com/images/location-Icon_128x128.png

http://ec2-3-14-152-181.us-east-2.compute.amazonaws.com/images/location-Icon.png

4. Evaluation Criterion

Criterion	Attributes
Registration (10%)	● Without verbal explanation, can the readers grasp the intent of the analysis?
Authentication (10%)	● One of the below ● Thumb ● Retina ● Face recognition
API (20%)	● Usage of APIs ● Justification of the usage
Logic (40%)	● Logic used ● Functionality ● Data representation
Presentation / Demo (20%)	● Knowledgeable on subject matter ● Presentation Skills ● Q/A skills