

Value Proposition

Products and Services

- Real time indoor navigation
- Guiding customer to the destination and aiding in finding special products
- Possibility of adding AR guides

Pain Relievers

- AR guides help finding products faster

Gain Creators

- People will find the products they were looking leading to increased sales
- Better customer experience

FIT

Customer Segment

Customer Job

- Buying food, groceries or other products

Pains

- Getting lost in large hyper markets and not finding needed products
- Wide variety of products can make finding special product harder
- The needed product being sold out

Gains

- Finding needed products with less effort and faster
- Benefiting from the best discount offers finding about best deals