

Value Proposition

Products and services

- Real-time indoor positioning and navigation with embedded augmented reality information about products

Pain relievers

- Offering replacing products when the one needed is sold out
- Navigation instructions directly to the needed product

Gain creators

- Real-time navigation
- Easily accessible information about different products and discount campaigns

Customer Segment

Customer jobs

- Filling the fridge
- Buying groceries and other needed products

Pains

- Being lost in a strange hypermarket and not finding needed products
- Wide variety of products so customer needs to put extra effort on finding the right one
- The needed product being sold out

Gains

- Benefiting from the best discount offers
- Finding needed product without further effort

FIT