



SHOP EASY

A Few Clicks is all it takes!

TASKS AT HAND

- Create a self-registration journey for customers.
- ID customers entering the store, and trigger them with notification to explore latest offers and promotions.
- Make life simpler for all parties

OUR IDEA

OR WE SHOULD SAY IDEAS ;)

APPLICATIONS

BEACON

OPEN WIFI

QR CODES

EASE OF
MAINTENANCE

DIFFICULT TO
COMPREHEND

NOT POSSIBLE

COST
EFFECTIVE

REQUIRES
USERS TO
INSTALL APP

REQUIRES
USERS TO
INSTALL APP

REQUIRES
USERS TO
HAVE
SWITCHED
THEIR WIFI ON

REQUIRES
USERS TO
HAVE INTERNET
& CAMERA
PHONE

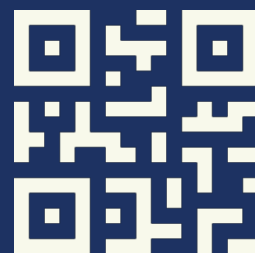
ACTORS INVOLVED



INTERMEDIARIES



USERS



VENDORS

IDEA #1

USING AN APPLICATION



1. VENDOR REGISTERS WITH HIS OFFER DETAILS, CAN CHANGE ANYTIME



2. USER NEARS A STORE



3. APP IDENTIFIES USER LOCATION & SENDS NOTIF TO THE USER FOR REGISTRATION



4. THE USER REGISTERS HIMSELF AND AVAILS THE OFFER BY RECEIVING A CODE



5. THE CASHIER GETS THE CODE FROM THE USER AND APPLIES THE OFFER

IDEA #2

USING QR CODE



1. VENDOR REGISTERS WITH HIS OFFER DETAILS, CAN CHANGE ANYTIME



2. USER NEARS A STORE & SCANS A QR CODE



3. BROWSER REDIRECTS TO VENDOR'S REGISTRATION PAGE & DISPLAYS OFFERS



4. THE USER REGISTERS HIMSELF AND AVAILS THE OFFER BY RECEIVING A CODE



5. THE CASHIER GETS THE CODE FROM THE USER AND APPLIES THE OFFER

TECHNOLOGY STACK



LAYOUT



FUNCTIONALITIES



DATABASE

SALIENT FEATURES

- QUICK REGISTRATION.
- REACHES ALL THOSE CUSTOMERS WHO INTERACTS WITH THE QR, (OR) THOSE WHO DOWNLOAD THE SHOP EASY APP.
- USER FRIENDLY FOR BOTH THE VENDORS AND THE CUSTOMERS.
- THE COST INVOLVED IN

FUTURE SCOPE & SCALABILITY

- NOTIFY THE OFFER CODES VIA SMS TO THE USERS.
- FEEDBACK FROM THE EXISTING USERS.