WiSECART

FOR WHO

CDO, CMO or COO of supermarket chains

PROBLEM

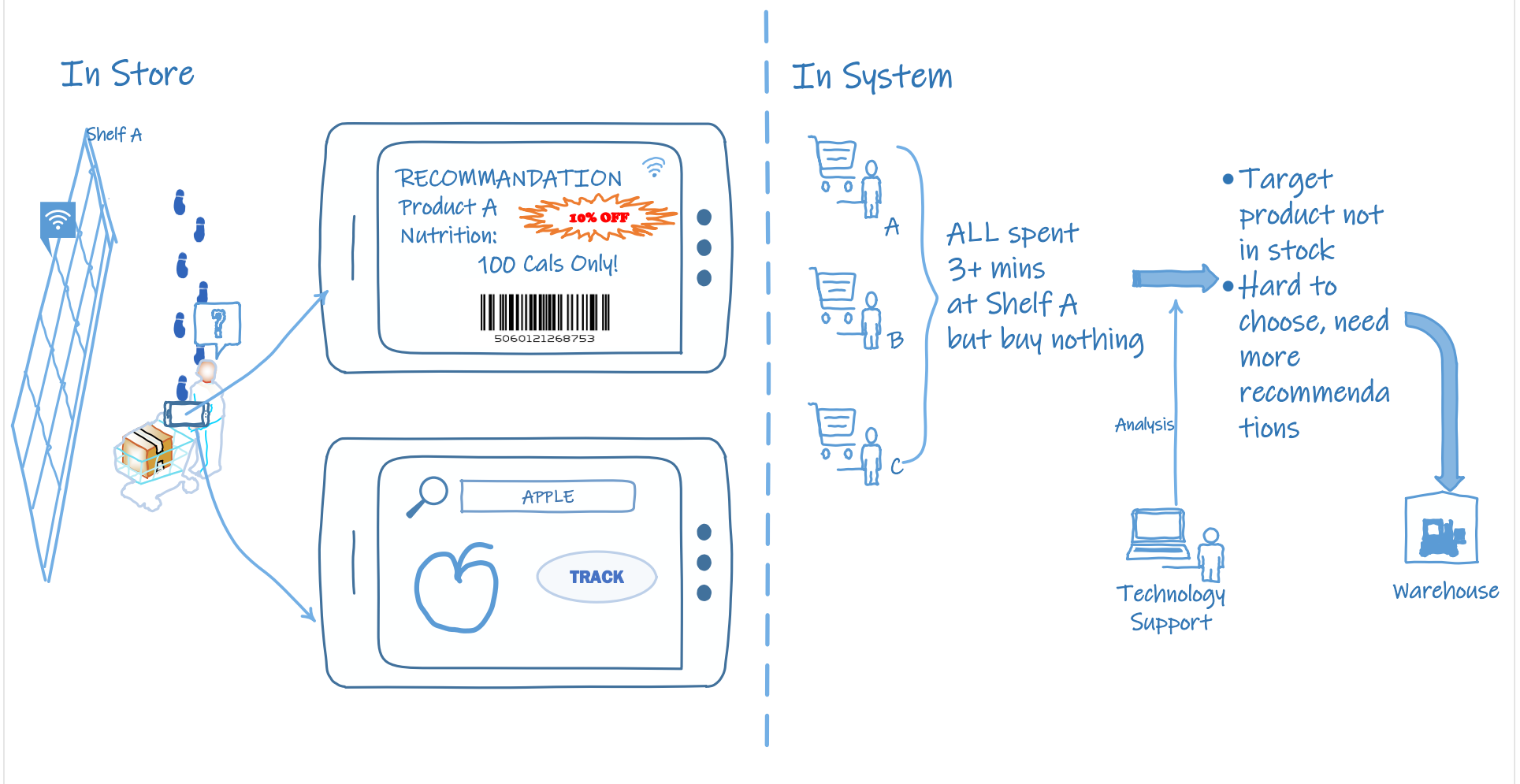In-store shopping is challenged by online shopping
- Targeted ads & reco-mmendations
- Behavior-based SCM

IDEA

Engage, interact, track, understand the customers
- Make shopping carts smart
- More throughput × more purchase per customer

HOW IT WORKS

In Store

Shelf A

RECOMMANDATION
Product A
Nutrition:
100 Cals Only!
10% OFF
5060121268753

APPLE
TRACK

In System

A
B
C

ALL spent 3+ mins at Shelf A but buy nothing

Analysis

Technology Support

- Target product not in stock
- Hard to choose, need more recommendations

Warehouse

VULNERABILITIES

- Smart cart screens distract & slow down customers
- Cost of technology

PROTOTYPE

- An Amazon-style recommendation system using past sales data
- Indoor positioning system & location-based ads

METRICS

- Short term: Increase in sales / (customer * hour)
- Long term: More customers

TIMELINE

Concepting

Terminal device (5 months)

Public test - 3 stores (9 months)

Statewide rollout

Prototype w/ past data (2 months)

Test by employees (7 months)

Public test - 3 cities (12 months)