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Shopping Information System

Consumer App Prototype

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System Summary

- Location Aware system that uses Wi-Fi and Bluetooth technologies to connect customers with store information
- Customers receive a personalized experience shopping experience, delivered through their smartphone
- Customers are able to make more informed decisions
- Retailers gain access to information about customer behavior

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Opportunities

- Provide users a way to know more about what the store can do for them
- Better customer service
- More informed Customers
- Advertising
- Eliminate Checkoutlines all together!?



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Risks

- Customer Adoption
- Privacy
- Advertising can be annoying

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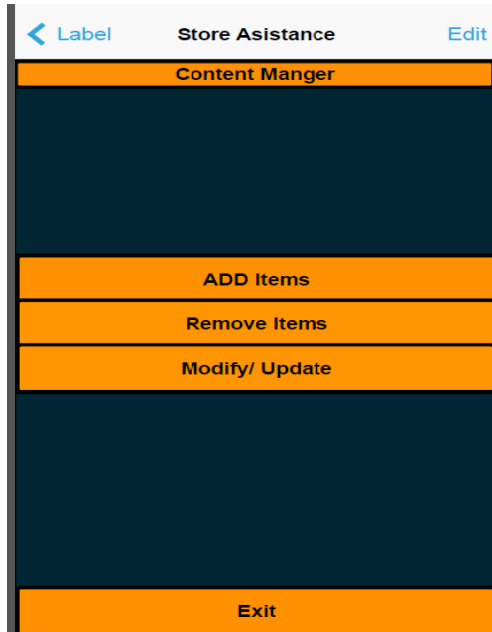
Technology

- **Beacons:** used to locate the item's locations and allow the user to navigate their way to it
- **Content Manager:** an app used by store staff to manage inventory in the store
- **Web Service:** to communicate between the database and the app
- **Database:** to provide the app with the needed data
- **Customer App:** helps users arrange their shopping list, guides the user through the store and saves the user time and money



Mpact Technology

Content Manager App



Content Manager Web-Server



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User Story

Erin

- Just moved to Chicago
- Planning Analyst for a Non-Profit
- Going to the Chicago Target for the first time
- Alerted to the app via store signage
- She downloaded the app and was able to find all of the items on her list
- Began to use the app regularly to organize her shopping list



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Prototype