




# JUMBO

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Innovating.  
Shopping.  
Experience.

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# PC ideas



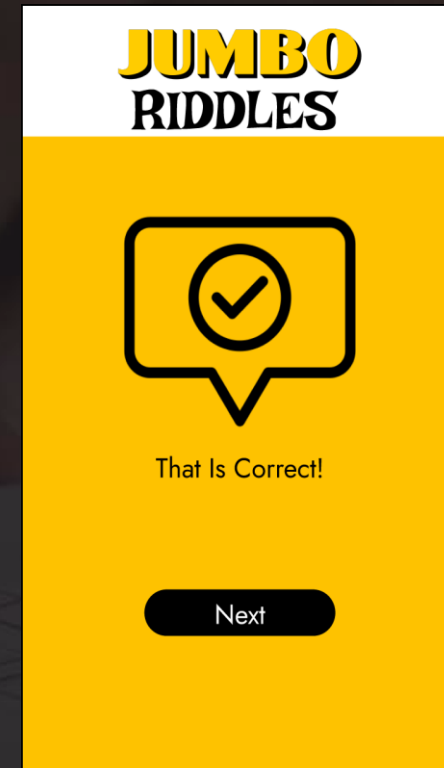


# Challenges

- How to involve children in grocery shopping?
- How to make the in-store experience more entertaining?
- How to enable a more fluent shopping experience?



# Jumbo Riddles



# Jumbo Live Speurtocht

## JUMBO

### SPEURTOCHT

**De wekelijkse JUMBO  
Speurtocht is begonnen!**

Vind 3 producten in 3 minuten en win  
**EXTRA** korting!

**START**

## JUMBO

### SPEURTOCHT

**02:51**



Venco Kleurendrop Hard Zoet 275g

€ 2.12

**CHECK BARCODE**

## JUMBO

### SPEURTOCHT

**02:12**



Koopmans Wintercake met romige  
topping 490g

€ 2.42

**CHECK BARCODE**

## JUMBO

### SPEURTOCHT

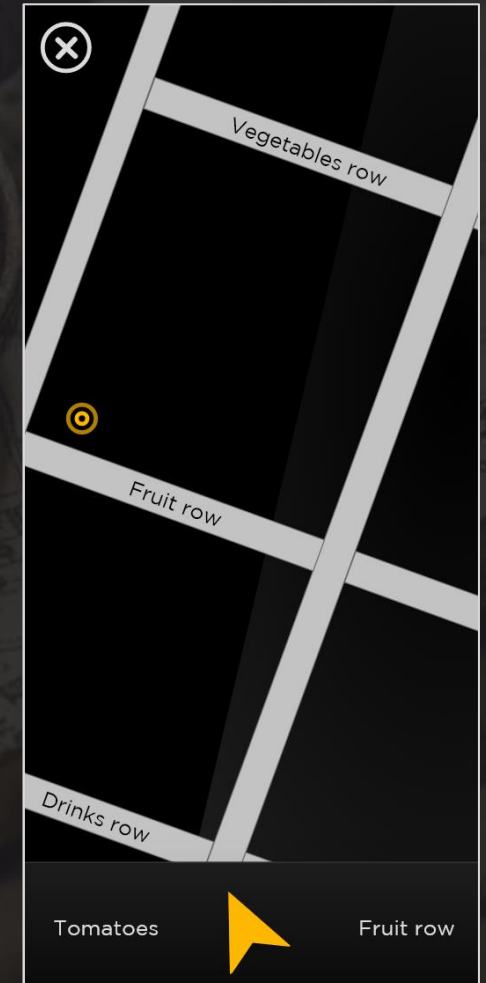
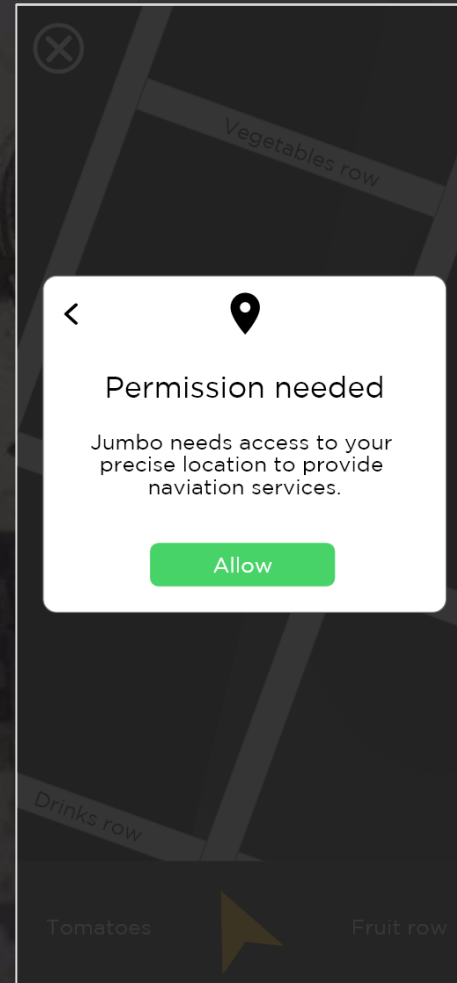
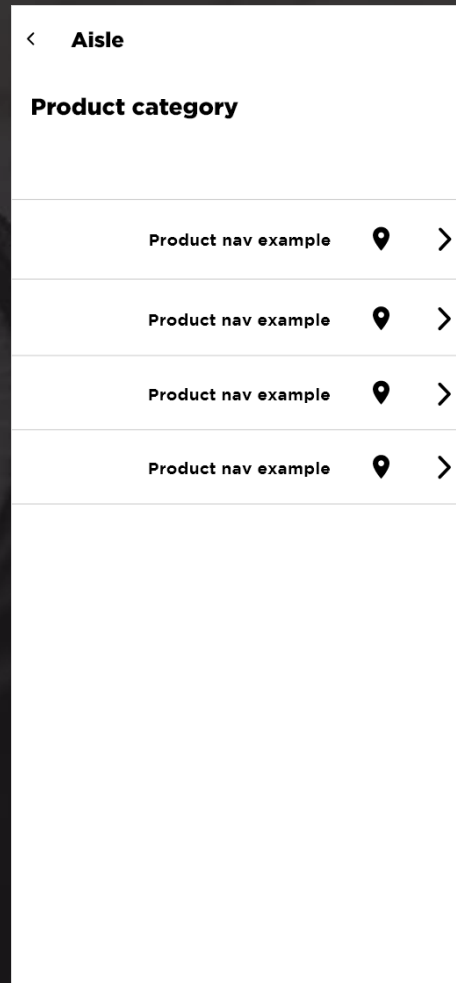
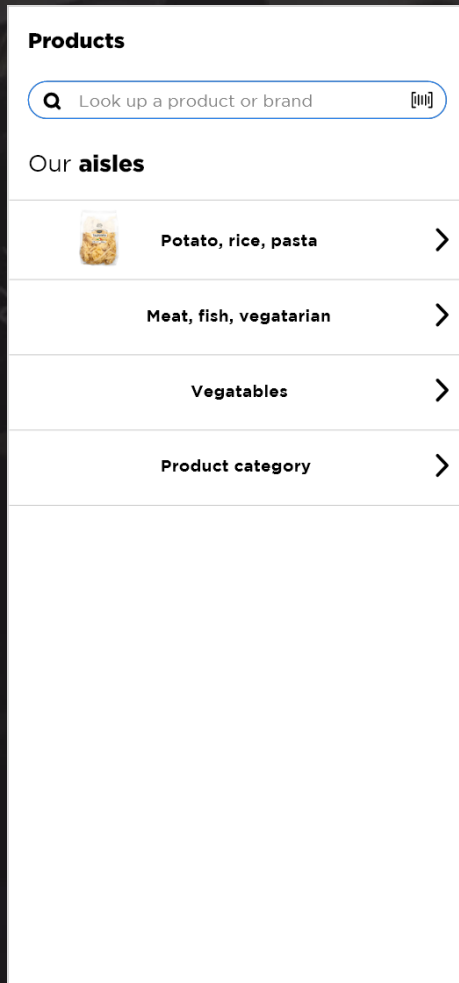
**Gefeliciteerd!**

Je hebt alle producten gevonden binnen  
**3 minuten!**

Scan de barcode bij de kassa en krijg  
**extra** korting!



# Store Navigation





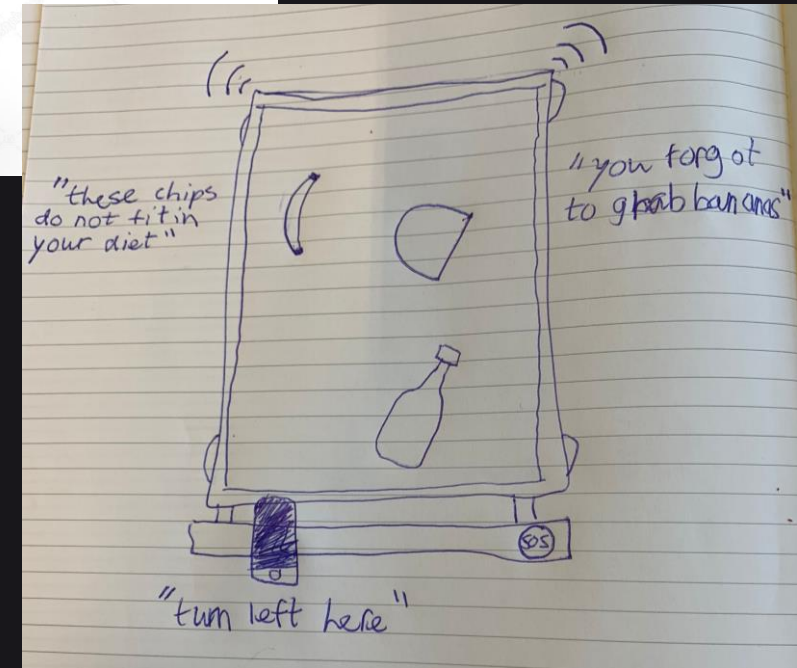
# Karel the Cart





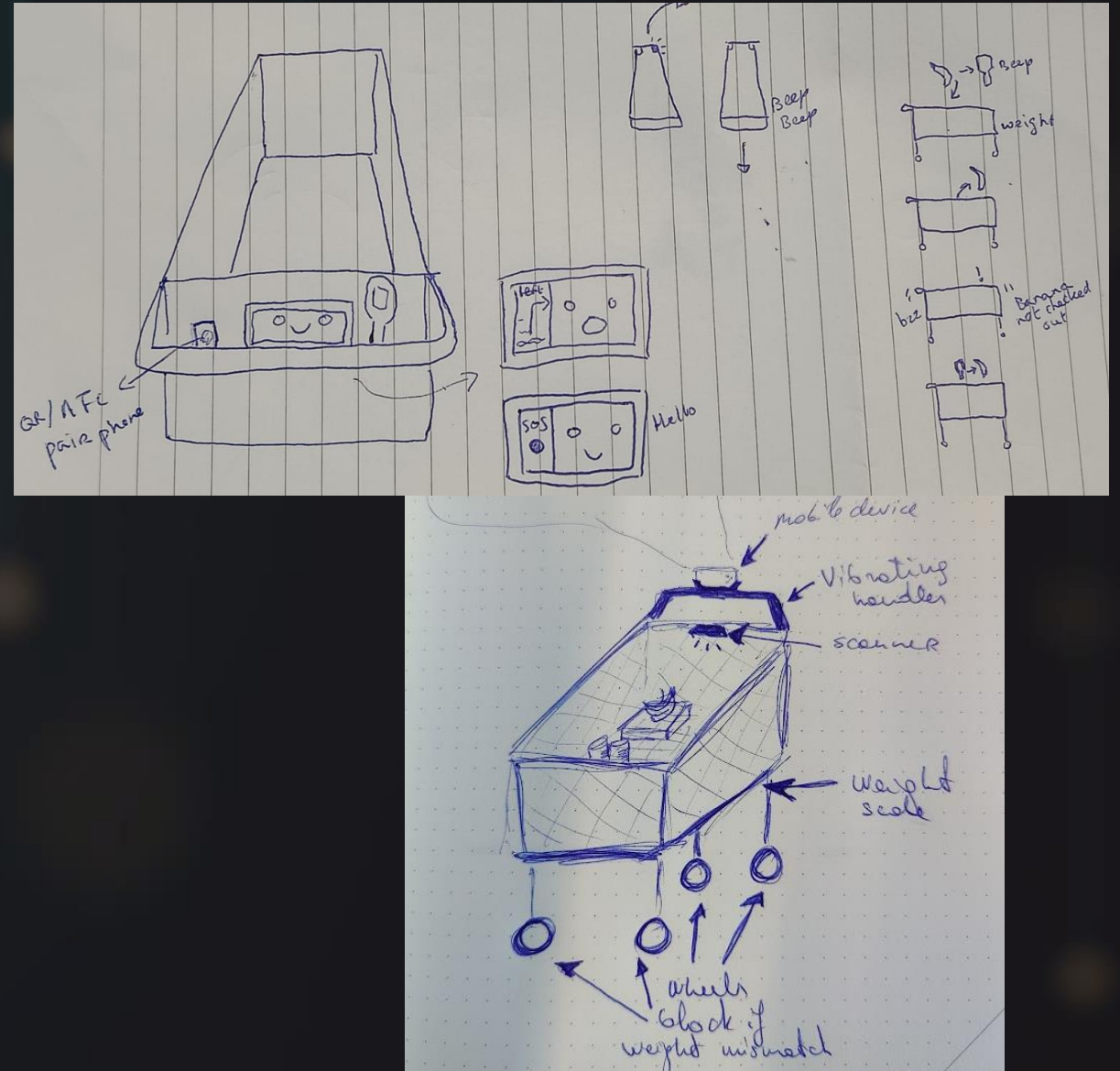
# The Idea

- "Smart" cart with character
- Personalization
- Navigation
- Theft prevention
- "Just walk out"



# Features

- Sync with phone
- Wireless charging
- Route based on shopping list
- Lights, vibrations, sounds
- Signaling
- Weight sensitive bottom
- SOS/Help button



# Feedback & Questions

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