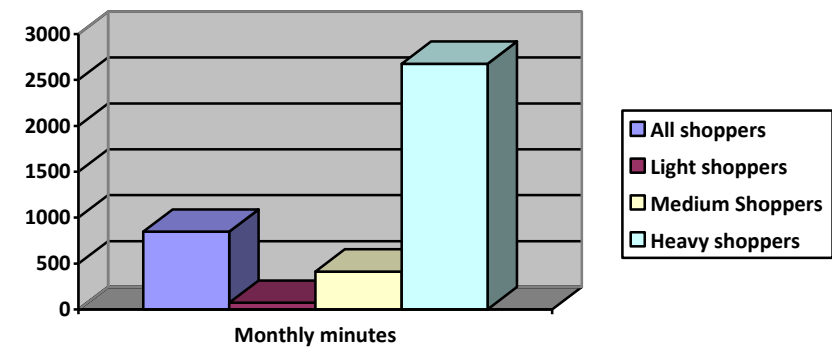


The Problem

Trying to shop online and look for multiple offers has become more tedious by the overwhelming number of products that can be purchased from different retail stores.



Target

- Make a website that can show multiple products from different stores so that the consumer can compare the prices and accessibility of each instead of having to check each individual online store.
- Shorten the amount of time spend trying to compare major retailer’s online products by a minimum of 20% in Puerto Rico by April.
- Target stores: Walmart, Best Buy, Amazon, Costco, and Sam’s Club.

Causes

Due to the increasing accessibility to online shopping, more and more stores opt for selling their products online, making available millions and millions of products online. Because of the vast options, finding the best value per store can be quite difficult.

Countermeasures

Cause	Countermeasures	Who	When
Multiple online stores with the same products and different prices.	1. Analyze the number of products per website and which are repeated (for comparison)	?	Week 1
	2. Pre-design the website.	?	Week 2
	3. Start designing the website and the methods for product compiling of each store to display it on the website.	?	Week 3-6 (can be longer)
	4. Create the program that will compare and display the products		Week7-9 (can change)
	5. Troubleshoot and verify stability of the website.		Week 10

Check/Evaluate

The consumer could check and compare different products available in the target stores and could do a quick comparison between the different prices.

**Standardize**

- After evaluating the functionality of the website, a key thing to do is to increase the website’s intuitiveness by making it easier for the user to search and compare the products.
- As more and more relevant stores start to emerge on the online shopping space, these stores can be added as the time passes so the user can have more options to compare the online products from the different stores.