SUPER MARKET GUIDE

by BOUNCE

Project Title: Super Market Guide

Company Name: Bounce

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**Motivation and Purpose**

Nowadays, size of shopping malls, airports, sporting events, or stores getting bigger and people spend much time in those places. As a result accessing to information and servicing become a time consuming problem for customers to solve this problem “kiosk” are widely used in most of those places today.

Our aim is to create a locater/product information kiosk solution so that consumers’ loyalty increases and income of a store also increases by giving access to customers for product information, location of product and in-store inventory. Using kiosk applications customers can improve their shopping experience by having necessary information. In terms of store, employee efficiency increases because kiosks provide assistance instead of employee. In addition kiosks provide information about up-sell, cross-sell and featured promotions. Finally this kiosk application has really big potential to increase store revenue.

**Project Description**

In this project title, the aim is to provide software for supermarket kiosks to help the customers to find the items they are searching for and to get some necessary information about the items and places. Moreover, these kiosks help stores to collect some statistical data about customers’ preferences.

In this project we planned to provide following features:

* Customers (users) can get information about where the rayon and products are placed.
* Customers get information about prices and promotions.
* Using kiosk Customers can compare products and get statistical details.
* Customers can create a shopping list and they form a path according to shopping list using kiosk. At the end if they prefer they can have a hard copy of the shopping path.
* Kiosk system can be accessed through web. This provides customers to create their shopping list before coming to the store for customer with a limited time.
* When online orders received, employee who will prepare the order can get benefit of kiosk system.
* Administrators of the kiosk system can construct a map of store including all rayon and item information.
* Well prepared GUI attracts customers and makes it easy to use kiosk systems.

**Market Search and Literature Survey**

When we search for the products which are still in the markets, we find the below products. These kiosk products are being used for the purpose of information as an information/locator kiosk and they are being used in the super markets all around the world.

* **Kiosk Information Systems, Co. (KIS)[[1]](#footnote-2)**

Features and Benefits provided by the product:

* Touch screen interface creates user friendly experience for people of all ages and education levels
* Retail information kiosks assist users in making smarter buying decision, creating more loyal customers
* Kiosks in any environment increase public awareness and save labor overhead
* Printing-on-demand option for information kiosks saves preprinted forms costs
* Targeted loyalty offers or special promotions improve customer service as well as increase sales
* **Self-Service and Kiosk Solutions by Agilysys, Inc.[[2]](#footnote-3)**

Today’s busy and time-pressed consumers want access to information immediately, and expectations for service continue to rise. Retailers often struggle to meet these stringent service-level requirements as they deal with the realities of shrinking margins and staff. Innovative kiosk solutions from Agilysys can help retailers meet these dueling market demands and provide a better consumer shopping experience.

*Whether you need a simple price-check kiosk or a more comprehensive ordering tool, Agilysys has delivered a wide range of innovative self-service solutions including:*

* **Price check**
* **Store/product locator**
* **Electronic coupons**
* **Customer assistance**
* **Ordering**
* **Loyalty and credit application**
* **Informational**
* **Product information/locator kiosk by IBM[[3]](#footnote-4)**

Enhance satisfaction, increase employee efficiency and boost revenue potential   
This product information/locator kiosk solution can boost customer loyalty and increase revenue potential by giving access to customers for product information, location of product and in-store inventory. This kiosk solution gives access to customers for product information, location of product and in-store inventory. The solution can be a simple scan and locate device for customers or an add-on feature to another kiosk.

All the mentioned products given above provide the basic features and functionalities expected from kiosk systems. In addition to those basic features each of them has some additional specific features. When we consider our project, we will also provide different and specific features to our final product.

As shortly mentioned in the Project Description part:

* Similarly, our product will be used to as an information kiosk and it will aim to increase customer loyalty and increase supermarkets revenue.
* Unlike above products our product will be used to create a path for list of orders supplied from a customer. our product will not only search for a single item.
* Unlike Agilysys’s product, we will not support for **price-check using barcode and electronic coupons.**
* **Apart from the above products; our product will also support online ordering.**
* **Our kiosk system will also help to the employee and it will also consider increasing employee efficiency.**

**References**

Given below research papers and articles can be used as guide during our project development duration.

* **Slack, Frances and Rowley, Jennifer. “**Kiosks 21: a new role for information kiosks?” 17 December 2001.
* Rehg, J.M., Loughlin, M. , Waters , K.”Vision for a smart kiosk.” Puerto Rico: June 17-June 19.
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* Huang, Albert and Pulli, Kari and Rudolph, Larry. “Kimono: Kiosk-Mobile Phone Knowledge Sharing System.” Massachusetts Institute of Technology and Nokia Research Center.
* Leslie, Neff. “Providing Students and Visitors with Kiosk-Based Campus Information System.”

1. http://www.kis-kiosk.com/apps/product-info-kiosk.html [↑](#footnote-ref-2)
2. http://www.agilysys.com/home/Retail/RetailSolutions/Self-Service.htm [↑](#footnote-ref-3)
3. http://www-03.ibm.com/products/retail/products/self/kiosk/solutions/info.html [↑](#footnote-ref-4)