Project Profile

StoreApp

Location:
USA

Project:
StoreApp

Industry:
Local store

Technologies / Platform:

- Artificial Intelligence
- Java
- Android
- iPhone

Business Benefits:

Customer / Consumer
- Smoothly place order from Mobile apps or Kiosks installed in the mall
- Get promotional notifications and offers from store

Client

A US based store owner (NDA) wanted to have a solution for his store to know the liking and taste of his customers to be able to give them relevant offers and suggestions.

Business Needs

- The client owns a store and already had a system in place to manage the products of his store
- He wanted to install Kiosks in his store as well as have Mobile applications for his customers which will pull the product lists from the existing system and allow his customers to place order from Kiosks and Mobile apps
- The liking and taste of the customers should be captured from their shopping habits which will be used by the client to give offers, promotions and suggestions

RapidSoft's Role

- To develop applications for Mobiles and Kiosks for customers to place order
- A set of web services were written to fetch the product details from existing system
- To make the solution intelligent enough to capture the likings, taste of customers based on their shopping habit which can be used by the Store owner to promote and offer products.

Solution Overview

Customer Apps for Mobiles and Kiosks

- User can SignUp/SignIn either by providing basic details or through social media
- Can pick items, add to cart and place order

Web Services

- To integrate the Mobile and Kiosk apps with the existing system through web services to pull the products from the backend and populate in the mobile and Kiosk apps and for sending order details to backend.
- Based on the shopping habits, the taste and likings are also saved in the system

Admin portal

- Admin can see all the registered customers
- Can see the orders placed by the customer and payment status
- Can add promotions, suggest products and offers based on the shopping habits of the Customers

For more information, contact: info@rapidsofttechnologies.com