Review of Related Products and Projects Similar to SERVEitude!

Introduction

We currently have knowledge that SERVEitude © will be releasing an RFP in pursuit of implementing a dog powered shopping cart transportation service for customers shopping in a brick and mortar store. The purpose of this document is to convince the reader that that our team has the prerequisite skill and knowledge to bid and complete on the upcoming RFP.

Problem description

Shopping experiences are hindered in traditional brick and mortar shopping when compared to thriving online stores. People are less incentivized physically go to a location and then physically carry the goods home. Yet in many online stores, shipping service is slow, and people don't get the personalization that on location shops offer. To improve the brick and mortar shopping experience creative novelty systems incorporating modern technology are developed.

Background

Brick and Mortar stores are currently trying to adapt and resist the digitization of the industry [1]. This is an issue for physical nature of brick and mortar stores as they are forced to struggle to maintain competition with the digital market, as consumers are required to travel to and from the stores location, whereas they can order items from digital stores from the comfort of their homes. The market trend of digitization has forced physical stores to devise methods to convince consumers to continue shopping offline.

Many of the solutions currently on the market take advantage of the brick and mortar stores' greatest strength, personalization and instant delivery [2]. In addition, brick and mortar stores do not force the customer to pay additional charges in the form of shipping, unlike most digital stores.

Competitive Products

The following sections describe the current solutions being created by other market players:

Self-Driving Cart

Microsoft has partnered with a third-party developer Chaotic Moon to create autonomous Kinect Shopping Cart. The product is only used in Whole Food for initial test phase. The prototype shopping cart contains a Microsoft Kinect with a screen that tracks the movement of the user

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and physically follows around. However, this implementation is not used outside doing groceries.[3]

Moreover, chances of the shopping cart clashing into another cart from a different user in a busy place is significantly high for Kinect shopping cart, since it does not keep track of the surrounding obstacles and such.

Beacons

Simon Property Group, Macerich and Facebook are currently experimenting with stores such as Macy's and Gamestop a system which allows customers to have personalized information delivered to them through their mobile device based on their geo-location [3,4]. The system, built with Bluetooth devices installed in set locations, allows stores to offer special offers to customers based on their purchase history, current location, and store information. These offers can be dynamic, based on store stock, weather, or any other information the store owner deems relevant.

There are currently "4,800 beacons across 192 malls and shopping centers" currently installed, as of June 2015, which have been showing signs that "the devices are boosting both sales and the desire to make a purchase" [5]. In addition, the costs to install these devices are very low, being about $5 per beacon.

Proposed Design Solution

Develop a resource management and deployment system in the context of an animatronic shopping assistant to improve consumer buying incentive. A system of robotic assistants that travel to a customer's location in the store, receives their shopping cart, checks out, then delivers the purchased goods to the customer's home. The system allows the shopper to purchase more goods than they could have otherwise transported.

Competitive Advantage

Our system allows shoppers to have a personal experience while shopping, and at the same time offers the convenience of fast delivery straight to the shopper's home. So for example, when shopping for clothing, the shopper can try it on in the store, once satisfied, our system will deliver the already bought clothing straight to the shopper's home and the shopper can keep on shopping.

References

[1] http://betanews.com/2014/04/18/how-e-commerce-is-taking-over-the-world/

[2] http://www.emarketer.com/Article/Heres-Why-Purchasers-Still-Prefer-Brick-and-Mortar/1012128

[3] http://www.businessinsider.com/sc/beacon-technology-and-retail-shopping-2015-11

[4] http://www.theregister.co.uk/2015/06/09/facebook_place_tips_beacons_retailers/

[5] http://www.cnbc.com/2015/05/26/retails-newest-brick-and-mortar-bet.html