Personalizing the in-store shopping experience

Call it unfair: today’s in-store shoppers are deprived of personalized information, helpful product reviews, and special promotions that online shoppers enjoy in abundance. That’s about to change with a new augmented reality mobility shopping app, developed by IBM Research.

The market opportunity

Gartner predicts that 1 billion smartphones will be sold in 2014.

92% of retail volume still takes place in the brick and mortar store.¹

The in-store opportunity

Consumers are more likely to shop in stores than to buy using a mobile phone, but once in the store, consumers want in-store services available through their mobile devices.

58% of consumers want to get product information in-store.²

42% of consumers are more likely to return to stores that have in-store mobile promotions.³

19% of U.S. consumers browse their mobile devices while shopping in-store.⁴

How the augmented reality mobility shopping app works

Customer creates own one-time profile of dietary and environmental preferences.

Point mobile phone’s video camera at shelf items. Products are recognized when compared to images in a database.

The application returns ranking based on customer’s preferences and also offers promotions and coupons.

What shoppers and retailers can expect

Delivers targeted messages and offers.

Improves response rates by detecting when a customer is ready to act.

Improves customer loyalty through tailored and personalized experiences.

¹ Forrester Research
² Sterling Commerce
³ hybris
⁴ Gartner