A1 - Improved Shopping Experience App

# Summary of the innovation

# The apps developed by CBT provide clients with a set of functionalities in just one app which will make their shopping experience much easier than before. All these functionalities have been developed in Android and iOS in order to obtain a better market acceptance. Consumers can manage their shopping lists by adding real products from the supermarket. Moreover, the app even suggests different recipes based on consumer preferences and health information. Consumers can access tailored product information at the supermarket via the mobile device by means of augmented reality. Furthermore, customers will receive real time information from the supermarket about the best offers and alerts. What is more, they can send feedback about the products to the supermarket. All these app are a new product created by CBT that has been demonstrated to real customers in a real supermarket environment in Barcelona (Plusfresc) in June 2015 in order to obtain a complete application totally adapted to real users from all ages.

# Key features / capabilities

* Shopping list management: products can be added by voice recognition, barcode scanning or augmented reality technologies.
* Recipes recommendations: customers will receive recommendations about recipes that could be interesting for them
* Augmented Reality: customers will be able to visualize information (calories, origin, allergy info, etc.) superposed over the product they are scanning by means of their smartphone
* Real time offers and alerts: customers will receive personalized offers and discounts, as well as alerts related to the health conditions of products
* Feedback delivery: when users detect that there is a product in a bad condition, they can send an alert to the supermarket who could send them discounts back

# Maturity level (TRL - Technology Readiness Level)

* TRL 6 – technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies)

# Availability

* Video: <https://youtu.be/aXQdsymHork>
* Apple store: <https://itunes.apple.com/es/app/fispace-supermarket/id993202100?l=en&mt=8>
* Deliverable (report)
  + FIspace Deliverable D400.13: “Domain-specific test applications 3rd release”

# Licensing

* Free app in the Apple Store
* Public domain (research papers)
* Closed source (prototype code)

# FIspace partner(s) that own innovation & contact points

* CBT Comunicación y Multimedia S.L. [portiz@cbt.es](mailto:portiz@cbt.es)