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Flash Research

Professor Doyle

 The Easy-Way app has the potential to revolutionize the grocery store experience and it is a map for a grocery store. This app allows users to put in their grocery list and creates an efficient and effective map throughout the store for the consumer. The map will allow users to speed through the grocery store and limit their time as consumers. The app will generate revenue from monthly subscriptions and contracts with grocery stores.

 Easy-Way allows users to create a grocery list in the app, which will then spit out an efficient route for the consumer getting all the products they need in as little as time as possible. The map of the store will run based off of a stores stock keeping unit (SKU) locations’. The app will collect data on what products are being purchased and what quantity, which will contribute to the “big data” phenomenon. We will be able to see what products consumers are purchasing and offer coupons or discounts on certain products to keep them coming back.

 Easy-Way will charge consumers $5.00 per month or $49.99 per year. I plan to launch it via Apple’s App Store, which will then charge the customers’ Apple account. We will also partner with the select grocery store, so that they can draw in customers and gain access to their information. I will charge the grocery store a yearly subscription fee for access to the application.