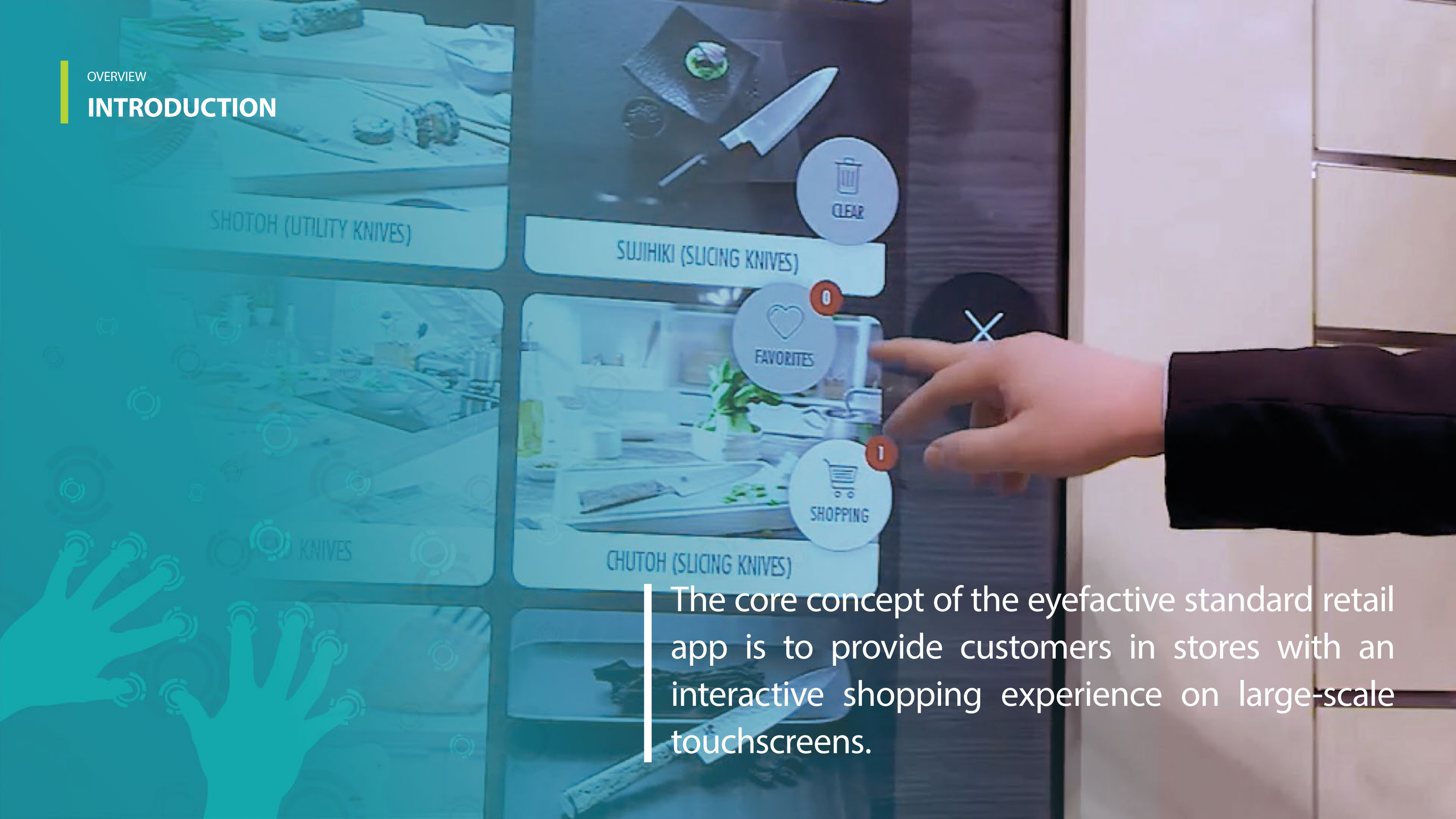
eyefactive
interactive•systems

TOUCHSCREEN APP: SHOPPING ASSISTANT

INTERACTIVE SHOPPING GUIDE FOR AMAZING RETAIL EXPERIENCES

OVERVIEW

INTRODUCTION



The core concept of the eyefactive standard retail app is to provide customers in stores with an interactive shopping experience on large-scale touchscreens.

OVERVIEW

INTRODUCTION

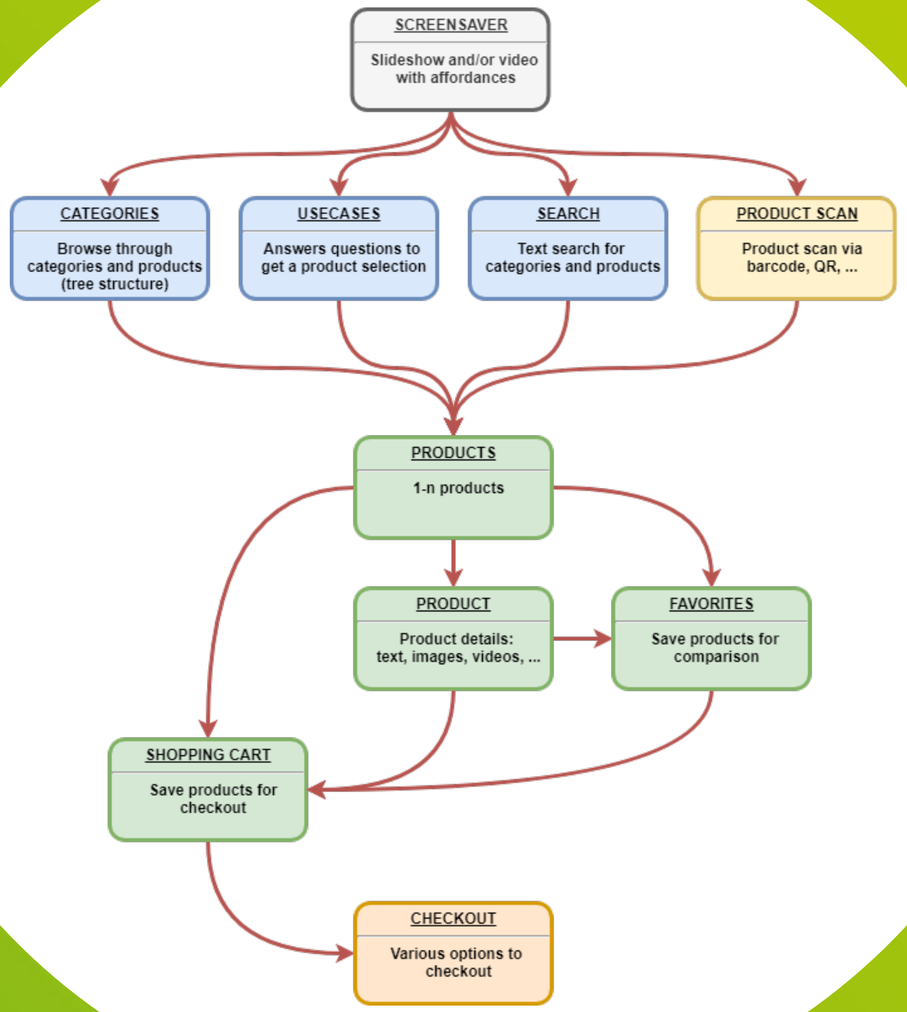
- The software presents product information derived from a so-called datafeed in multiple ways. Users can store products in a shopping cart and checkout with several options to complete the shopping process.

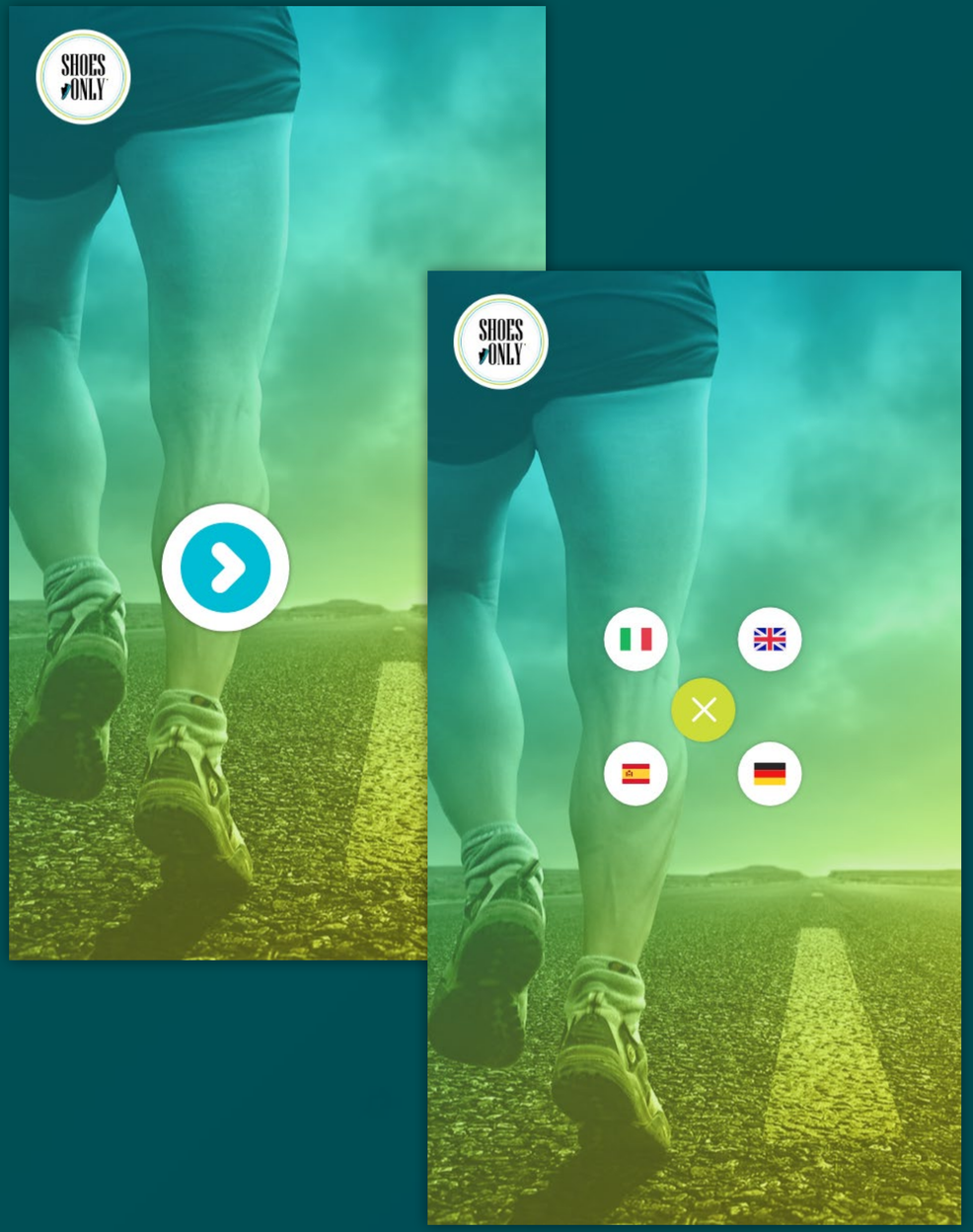
- The app will be customizable in terms of content and design in specific parameters. It can be about sneakers (Footlocker) as well as parfums (Douglas).

OVERVIEW

APP STRUCTURE & USER FLOW

- SCREENSAVER
- BROWSE PRODUCTS
- COMPARE PRODUCTS
- VIRTUAL SHOPPING CART
- MULTIPLE CHECKOUT OPTIONS





CORE FEATURE

SCREENSAVER

SLIDESHOW OR VIDEO
PLAYS IN BACKGROUND

LANGUAGE SELECTION
(OPTIONAL)

START BUTTON
STARTS STANDARD PRODUCT SCREEN

CORE FEATURE

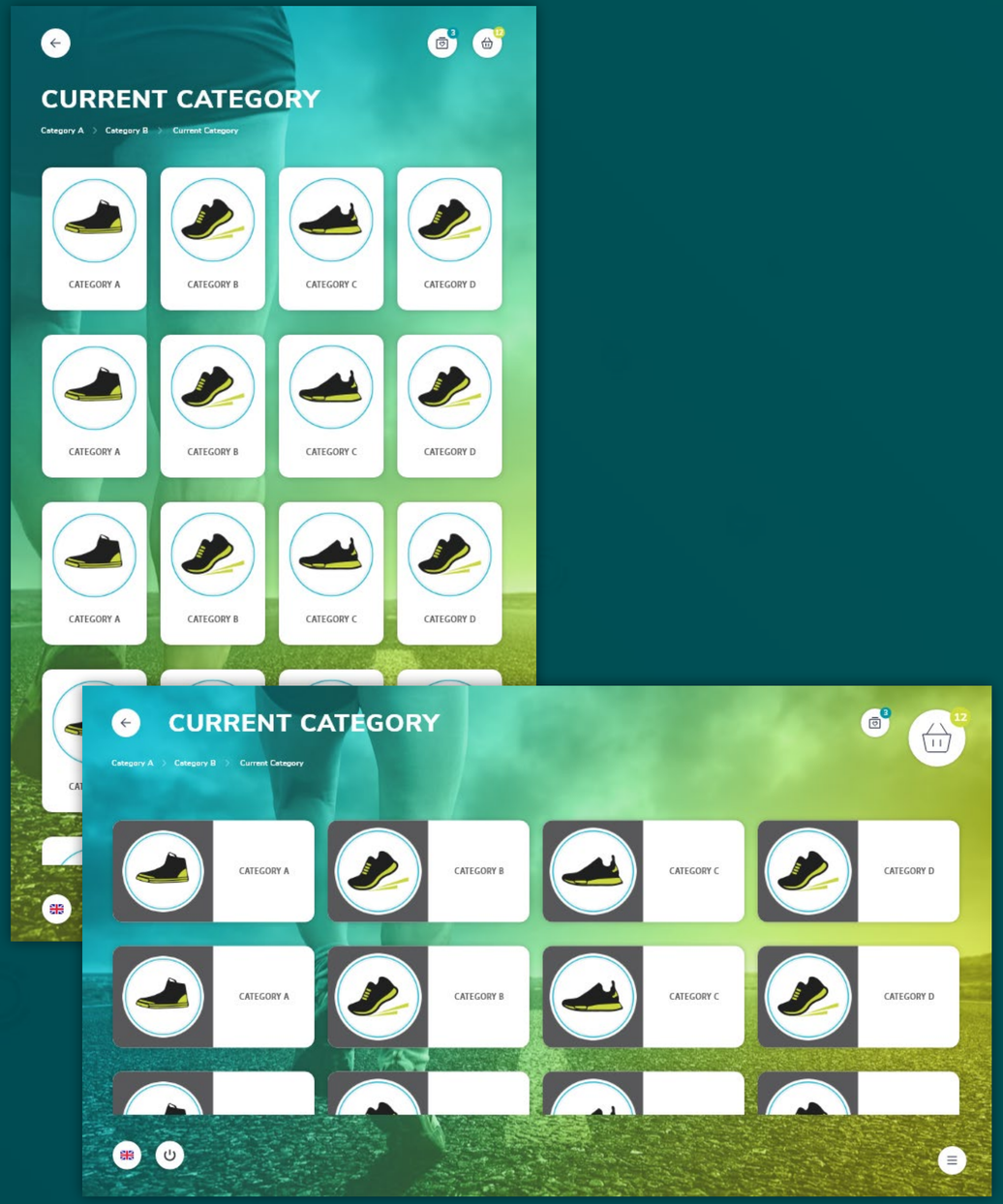
PRODUCT CATEGORIES

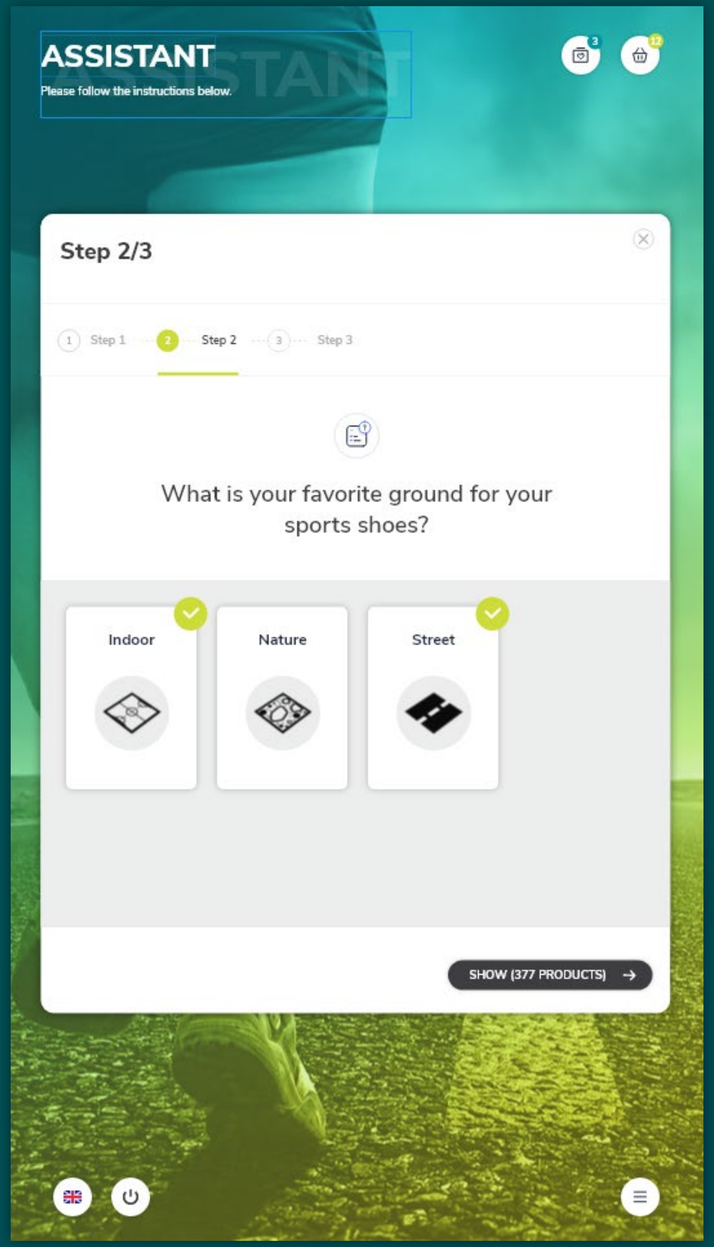
CLASSIC PRODUCT BROWSING
UNLIMITED SUB-CATEGORIES

CATEGORY CARDS
RESPONSIVE CARD LAYOUT WITH BASIC INFORMATION

BREADCRUMB NAVIGATION
STARTS STANDARD PRODUCT SCREEN

FILTERS
VARIOUS CATEGORY FILTERS





CORE FEATURE

VIRTUAL PRODUCT ASSISTANT

Users will be presented a custom product selection by asking multiple questions to narrow down the seach according to the user's needs.

VIRTUAL ASSISTANT

MULTIPLE Q&A STEPS

STEP-BY-STEP NAVIGATION

SIMPLE USER GUIDE

CORE FEATURE

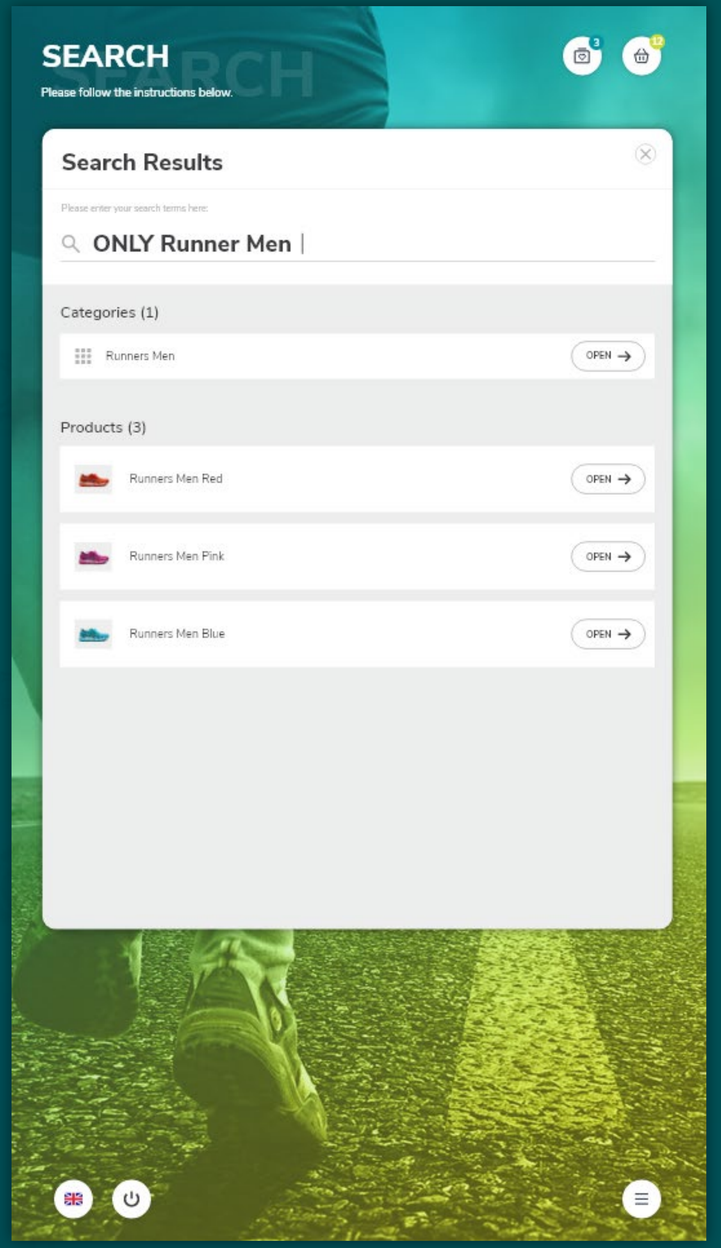
PRODUCT SEARCH

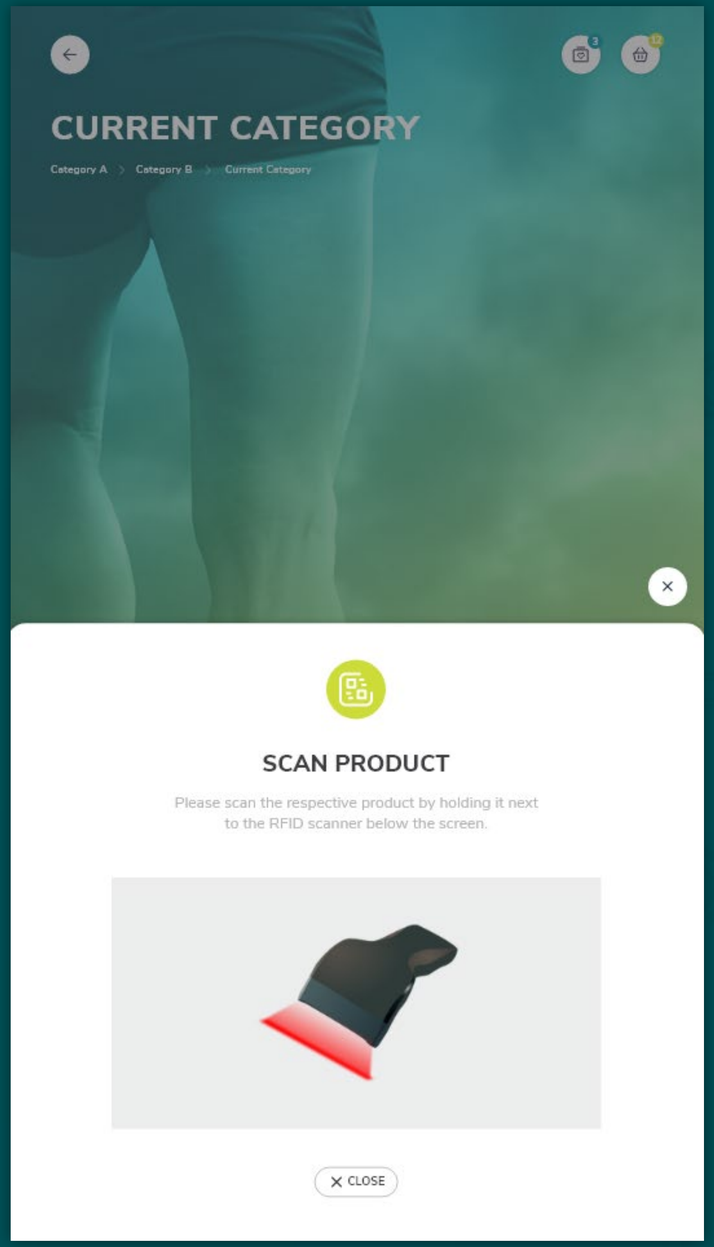
SIMPLE TEXT SEARCH

VIA VIRTUAL KEYBOARDS

MULTIPLE SEARCH OPTIONS

RESULTS PRESENTED AS PRODUCTS, PRODUCT CATE-GORIES & BRANDS





CORE FEATURE

PRODUCT SCAN

In-store products can be tagged with QR-codes* and will open the respective product information directly after being scanned by the system.

* Special scanner hardware required.

MOST INTUITIVE INTERFACE

DIRECT ACCESS TO PRODUCT DETAILS

MULTIPLE TAG TYPES

QR, BARCODE, RFID

CORE FEATURE

PRODUCT LIST

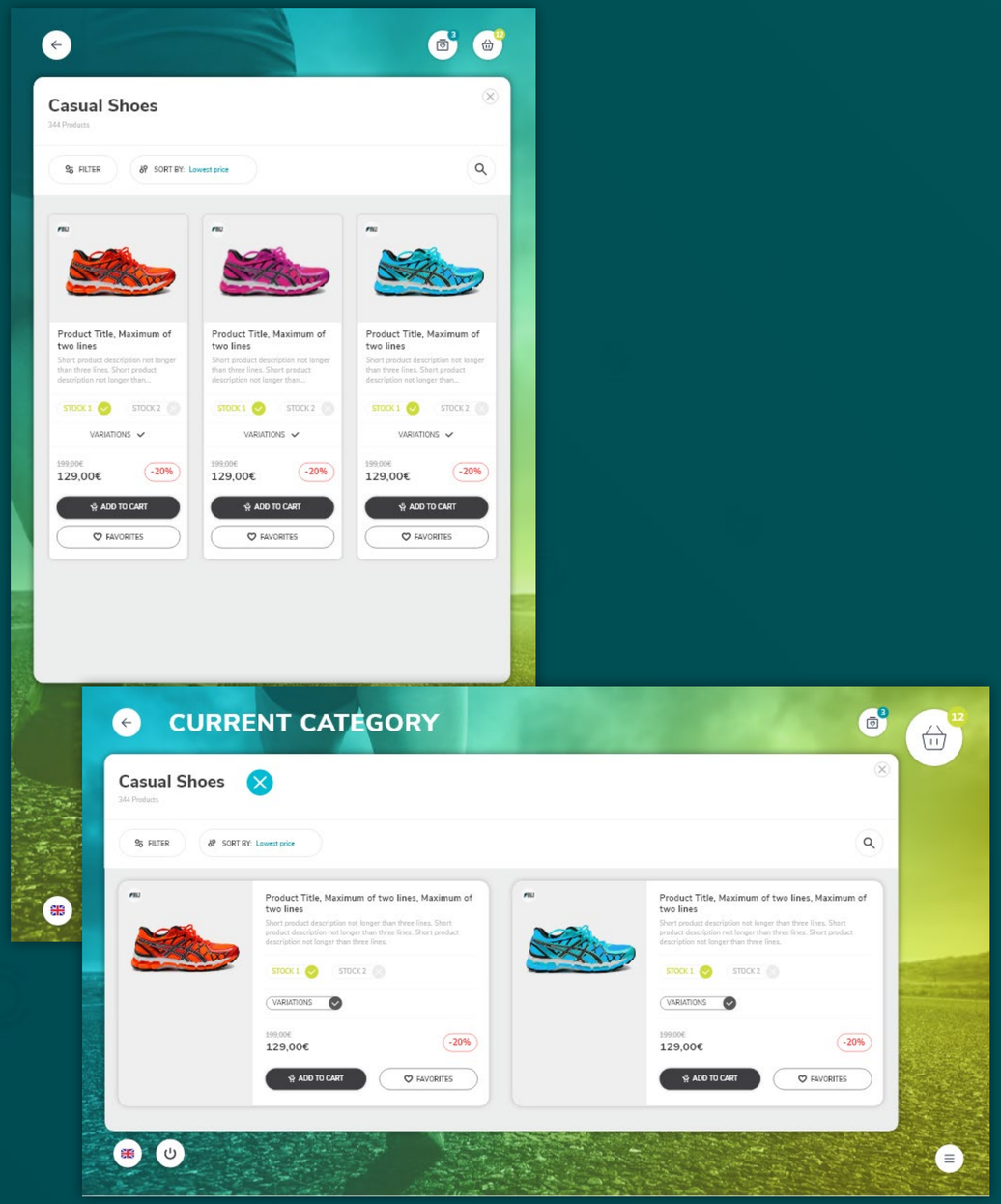
A list of product will be presented after one of each browse options.

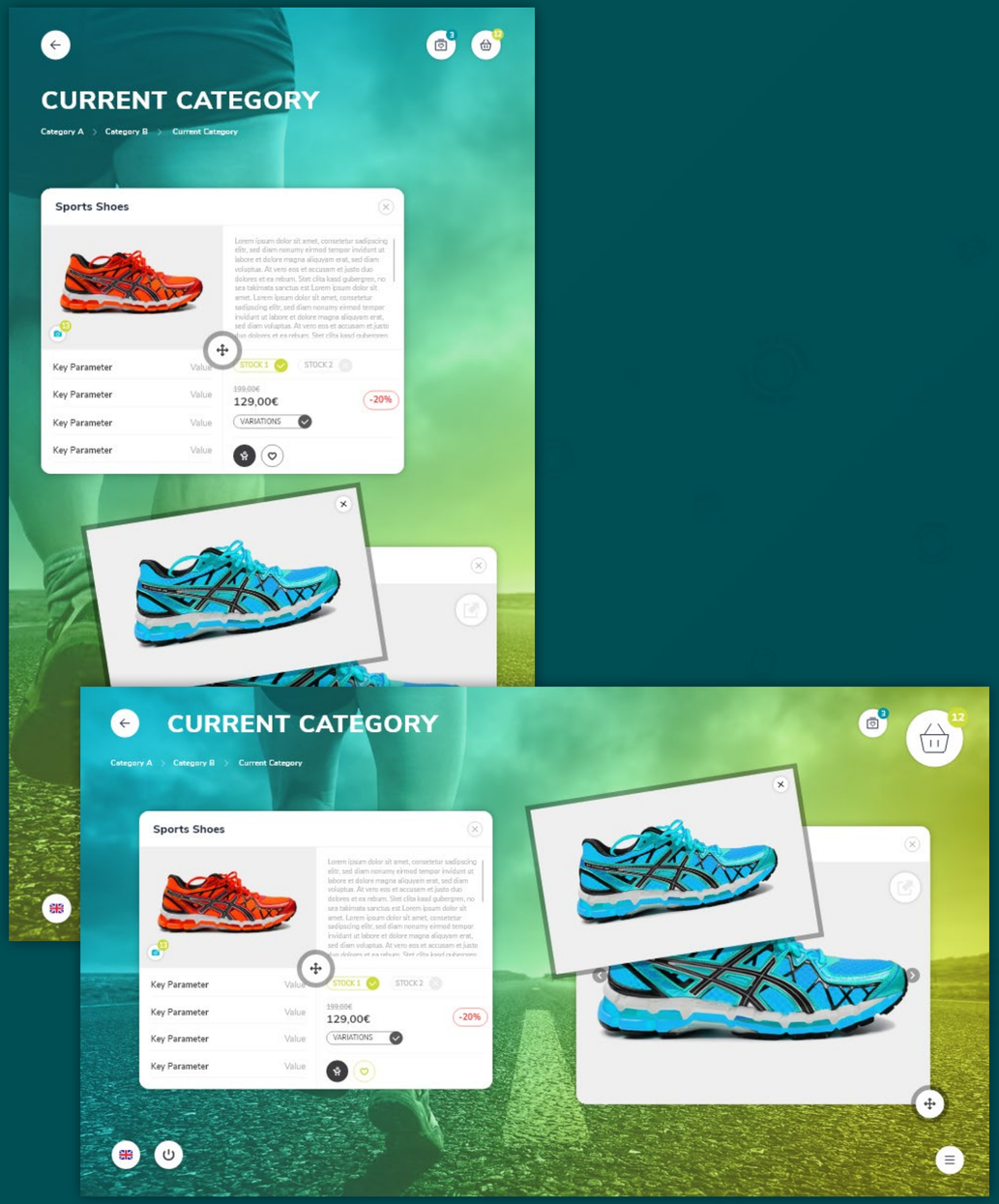
PRODUCT CARDS

RESPONSIVE LAYOUT

MULTIPLE DESIGN OPTIONS

VARIOUS SETTINGS TO CONFIGURE LAYOUT





CORE FEATURE

PRODUCT DETAILS

PRODUCT DETAIL WINDOWS

OPEN MULTIPLE WINDOWS

WINDOW TYPES

SEVERAL LAYOUT OPTIONS FOR PRODUCT WINDOWS

MULTIMEDIA SUPPORT

TEXT, IMAGE, VIDEO, 3D MODEL

CORE FEATURE

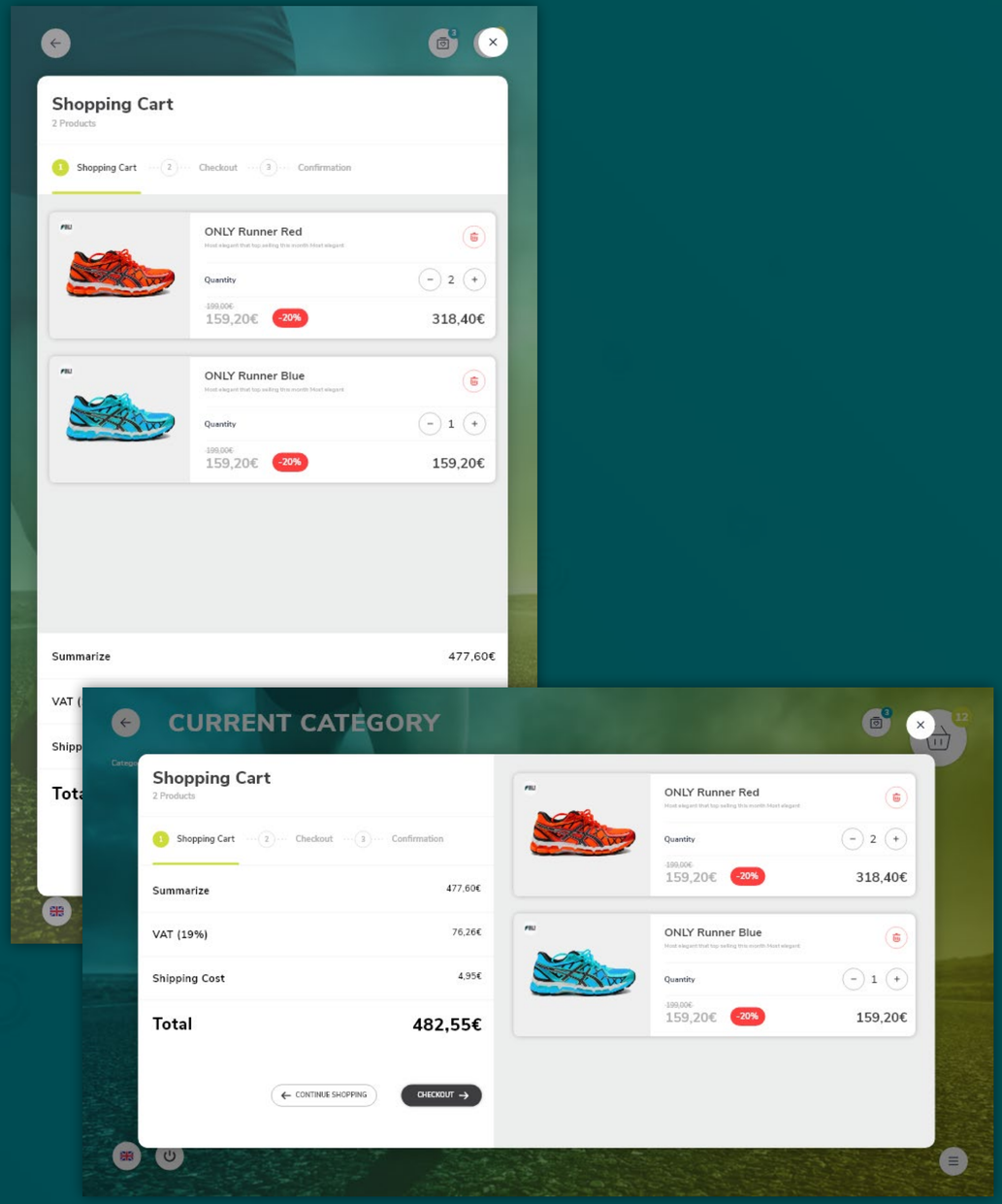
SHOPPING CART

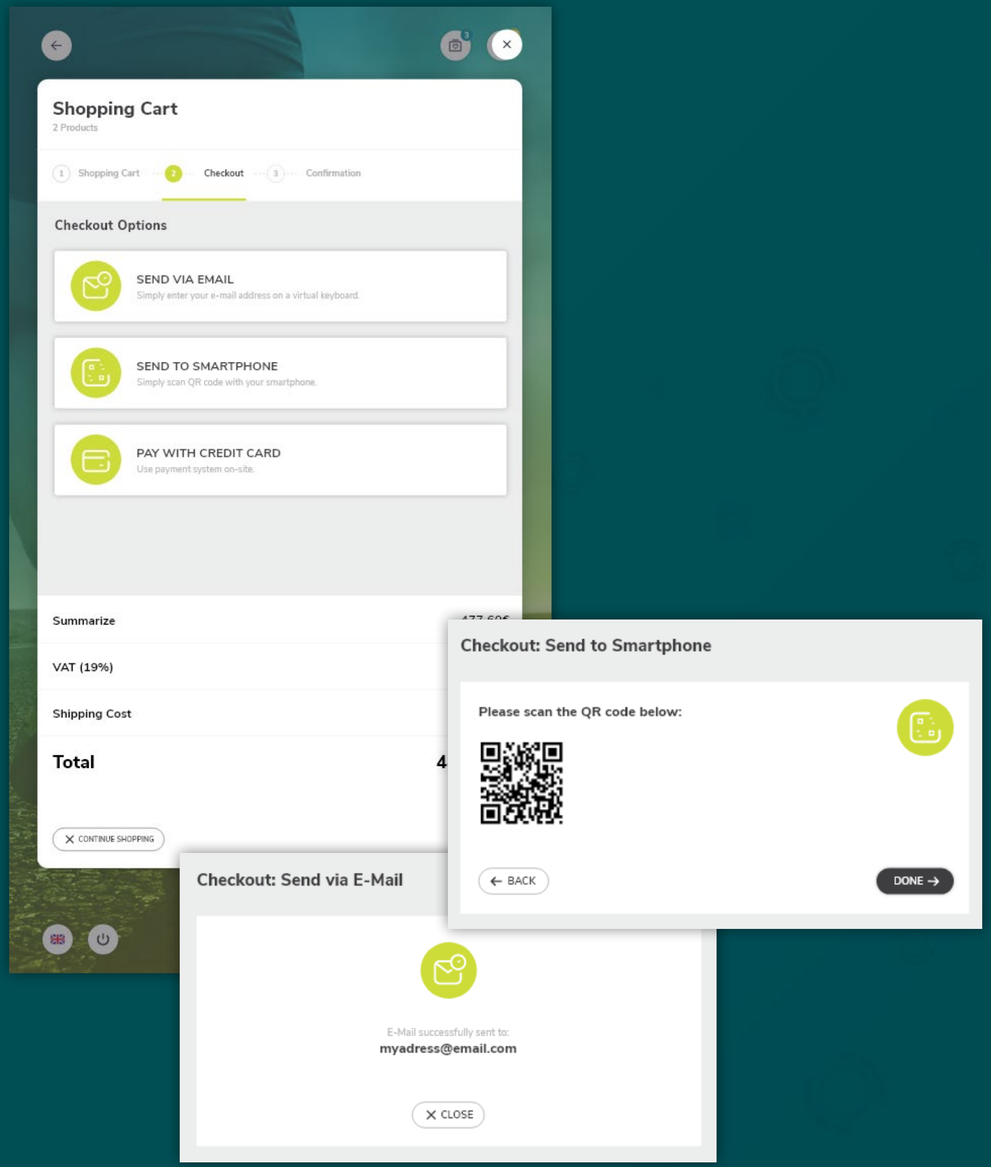
INTERACTIVE FORM

DELETE ELEMENTS, CHANGE VOLUMES

CHECKOUT OPTIONS

PROCEED TO ONE OF MULTIPLE CHECKOUT OPTIONS





CORE FEATURE

CHECKOUT OPTIONS

SEND VIA E-MAIL

SENDS SHOPPING CART LINK

SCAN QR CODE

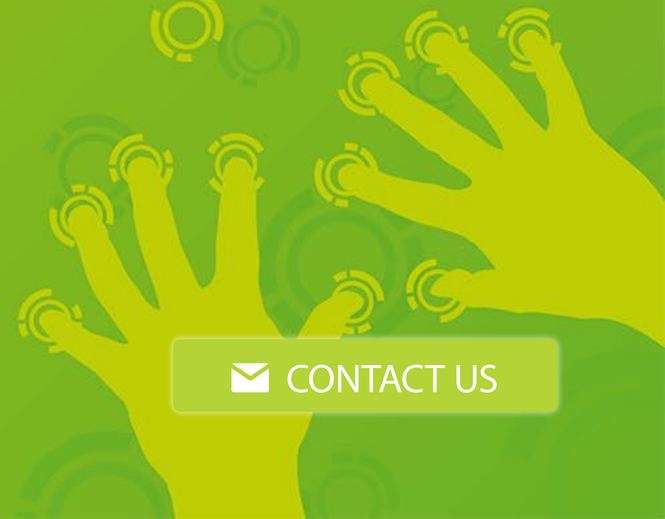
OPENS ONLINE SHOP ON SMARTPHONE

DIRECT PAYMENT

USERS CAN PAY WITH CREDIT CARDS
(NOT IN v1.0)

eyefactive
interactive•systems

TOUCH FUTURE. *TOGETHER*.



CONTACT US