New Media Management

Lesson 8

Interactive Retail – Practice work

- App

Interactive Retail – Practice work

- **Price Check**

  Being the "most wanted" feature for consumers, having the ability to price check an item is a necessity. Consumers like being able to see how much something costs because it helps them decide whether or not they will make a purchase. The option to price check items also means your business comes off as more trustworthy because you're transparent with your products.

- **Item Availability**

  Consumers want to be sure that an item is available for purchase, whether they're walking into your store or buying online. By including information in product listings that tells consumers when a certain number of items are left, if the item is sold out, or if more items will be in soon, consumers are more likely to make purchases immediately, as well as return when the item is in stock.

Interactive Retail – Practice work

- **Comparison Shopping**

  Comparison shopping has become a large piece of the purchasing process. Consumers want to be able to compare multiple items your business carries, as well as the items your competitors carry, in order to decide which they like best. Also, seeing everything in one place means consumers are less likely to visit other apps or websites, so there's more of a chance they'll purchase from you.

- **Product Demos**

  Consumers often go into stores to see how a product works or looks before they purchase. With a product demo, you can bypass this entirely. Having a product demo on top of images of the item, its price, and whether or not it's in stock may make consumers feel more inclined to "buy now."

Interactive Retail – Practice work

- **Customer Service**

  Having a customer service element build directly into your mobile app can make solving issues much simpler. This way, a consumer doesn't have to leave the app to search for a phone number or email address to contact you. Plus, they'll enjoy the convenience of "click to call."

- **Shopping List**

  By adding a shopping list feature to your mobile app, you give consumers the chance to find what they need over time and create a list of items that they're interested in. Not to mention, you can prompt them to buy all of the items at once or buy portions at a time and save the rest for later.

- **Store Map**

  While it may be the least "wanted" feature on a mobile app, a store map can save consumers time. If your physical store is new or recently remodeled, showing people where they can find what they usually buy creates a more positive in-store shopping experience. Though not as many people care for this feature, it could play a role in whether or not those who do decide to shop with you.

Interactive Retail – Practice work
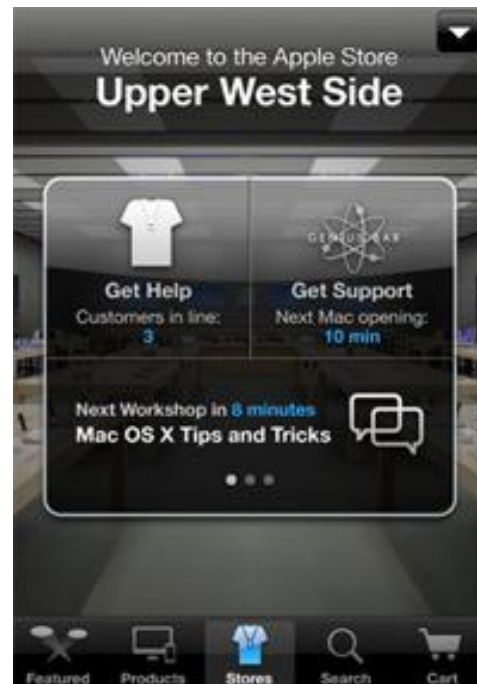
- Enhance In-store experience
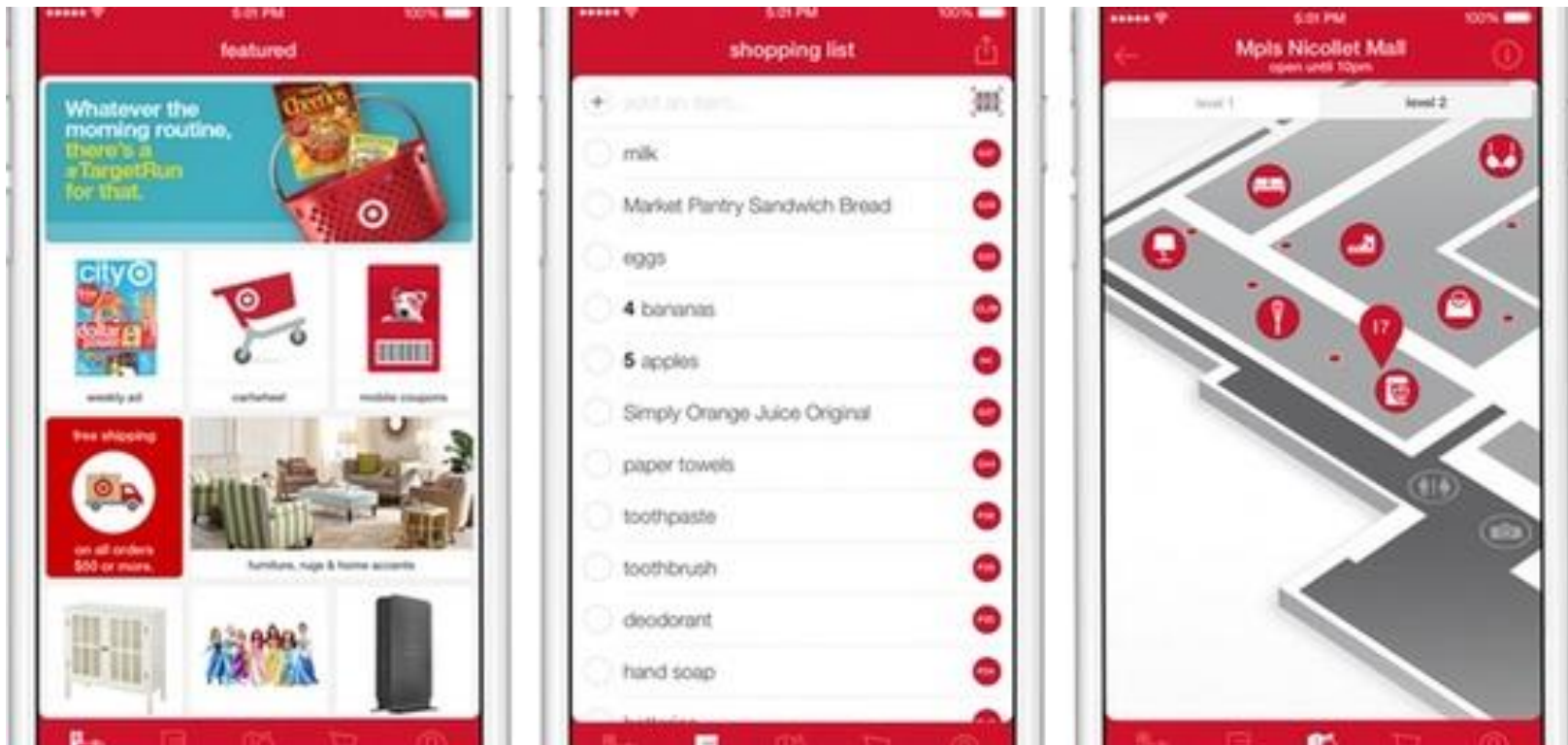
Interactive Retail – Practice work

- Brand-boosting
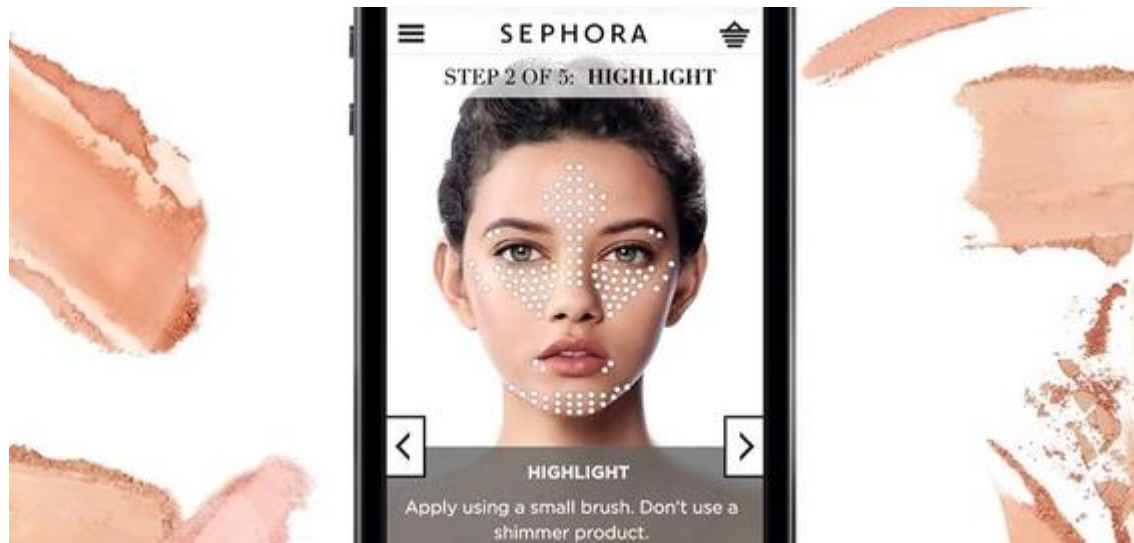
Interactive Retail – Practice work

- Customer Service

Interactive Retail – Practice work

- Fidelization

Interactive Retail – Practice work
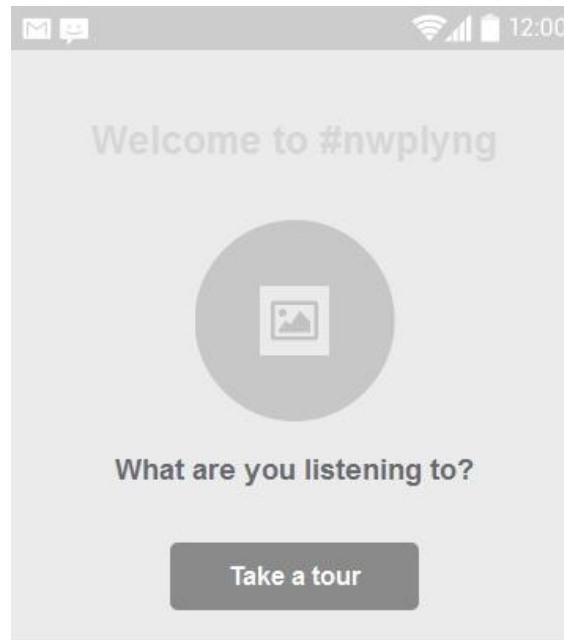
- Catalogue

Interactive Retail – Practice work

- Coupon

Interactive Retail – Practice work
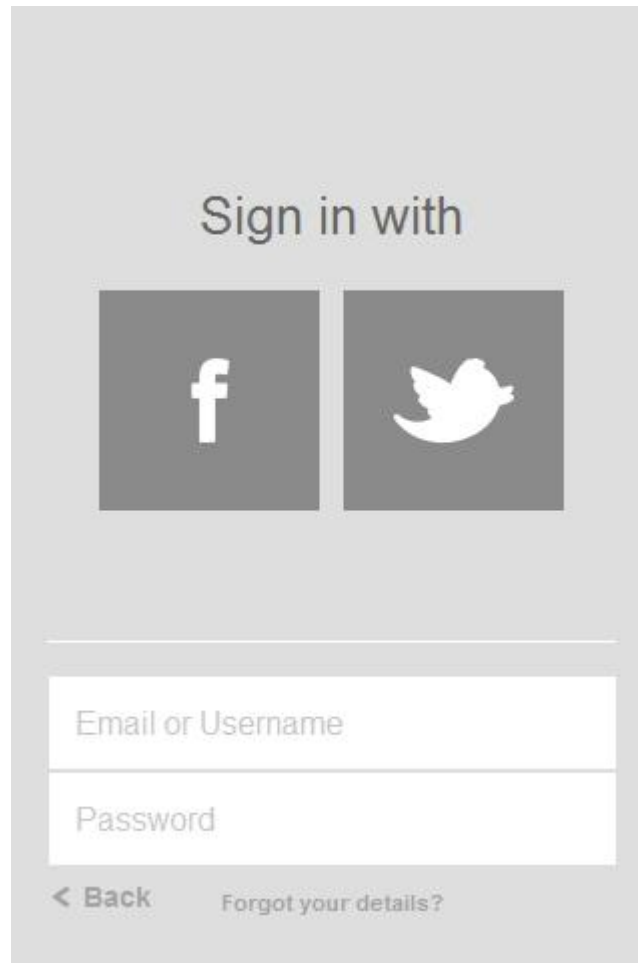
- Coupon

Interactive Retail – Examples

- Login

Interactive Retail – Examples

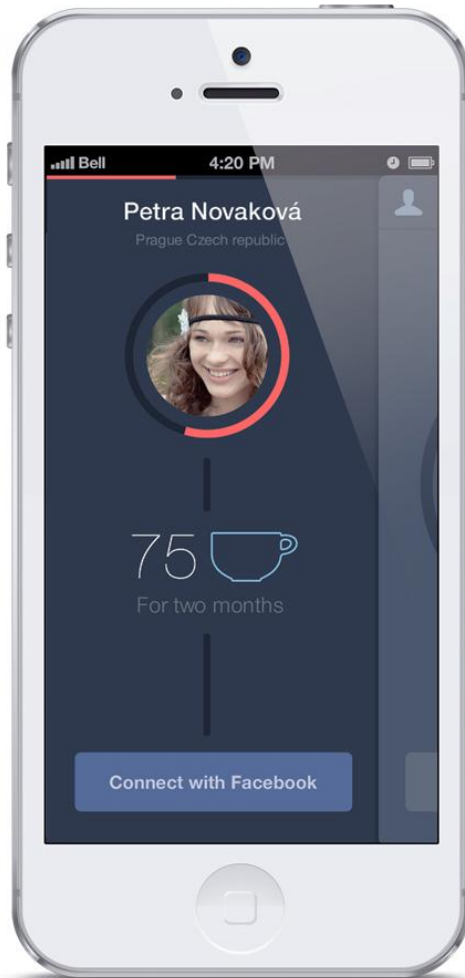- Login

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