Styled Item List

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Abstract

In the customer service industry, there is such a gap between the consumer and the vendor. Styled Item List is a program that fills that gap. This application gives the customer the personalized and accurate information they need when shopping for a particular item. Through a PDA or Cell Phone, the program would prompt the user on availability and location pertaining to their pre-manufactured list. This will essentially bring revenues to the stores using SIL through an array of services to the consumer.

Introduction

SIL can give the customer the ability to input a list to their mobile device, that when in the particular store, would search for matches and bounce back information regarding availability and location for a more efficient and time-saving shopping experience. This also enables the user to make a search on the spot if needed.

This kind of application needs very little expenditure from the user apart from having a PDA or Cell Phone. All the information about the merchandise will not be a stretch away from the usual inventory stores must do every specified amount of time, adding descriptions and categories for recommendations to related products. This information will be held in a database, differentiating in size by the store's inventory dimension.

Concept

Styled Item List or simply SIL, is a program that would function with most wireless devices in the market. It was conceived with the basic idea of helping the customer have a more customized and attentive time within the store of their choice. SIL has been developed to fit in virtually with any business dealing directly with the customer through merchandising.

Advertisement

The way to get customers back into the stores using SIL, is simply sending recommendations through text messages when near a partner store in the closest proximity of the user. Not all stores using SIL will send these messages to the user, but rather the ones authorized by the user or the ones visited within the last month.

Mobile Browser

The navigation system used for this type of application will be a simple WML page with all but the necessary text about the desired items. Customization will depend on the type of device used to view the information, namely background color, text color or thumbnail of the product. Functionality and reliability of the application will not be dependent on the device. As mobile devices climb up to hold very delicate personal information, we feel that security measures need to be given, even in a minimum level. There would be a password and user name that can be saved in the phones memory for easy access or it can be typed in at the user's convenience.

Integration

Apart from the WML page for the mobile devices, there would be a sister page online for access to other features including the possibility of interactivity with other users, based on the optional profile add-on at no extra cost. This feature would not only promote the usage of the device, but it would be a way to find something in common with other users with whom to share experiences using SIL.

Multiple Lists

Like mentioned before, SIL will be carried by stores with different merchandise and magnitude. SIL is powered by GPS technology so a different store means a different list. Every time the user logs in, it will look for the store signal closest to the device for retrieval. If there are multiple signals the user is associated with, there will be a prompt about choosing either or having both online at the same time.

Purpose

When the user enters the store, and the list is online, he or she will get information on availability and location. Like any other savings card, SIL will send online coupons to the user to print for savings on a later purchase. This

will usually apply to anyone using SIL in a food market or savings department.

Business Model

SIL is a very precise marketing tool for any business. With many businesses, in all applicable markets, strive to promote a product with costly advertisements and researched demographics, text messages to the people who would buy a certain product brings the budget down and aims at accurate consumers.

Technology

This application will be scripted in PHP, using MySQL for the database. This will require a number of computers as servers for the tedious task of retrieving and bouncing back information to the many users using SIL in the region. These tasks will be split in all the computers used as servers. Using open source technology is a good way to start this venture. As time goes on, the server will probably need to be upgraded to a more secure and costly one like oracle. The computers used as servers would probably run on Linux, as for their security and ability to configure for the likeness of the task.

The mobile technology level will not need to be of a very high level on the side of the user. As long as the user has reception and communicate with ease, it should not become an issue. Most cell phones today have the ability to connect to the internet, as it is for PDAs in the last few years. The WML page shines with simplicity and efficiency for all users of the application while using PHP in the back end, will give the information with smoothness and precision.

Scenarios

Scenario One – Bobby needs to purchase groceries for the next two weeks. His schedule is very tight, and time is very limited for him. Having SIL with him, it will enable him to make his purchase without the hassle of looking for it and finding out if the item is in stock.

Scenario Two – Giovanna has decided to look for some records, and luckily enough, there are a few record stores close by. Using SIL, she can query information from the store's online database and check if those hard-to-find albums are available or not.

Scenario Three – Roberto is looking for a book by Peruvian author, Mario Vargas LLosa. He comes into the book store and it seems to be that the store does not have him in stock, but since the author is a celebrated Latin American writer, another author is suggested because of the similar tradition they reside in. Roberto buys the book, and requests for a copy of the other author through SIL.

Scenario Four – It's the holidays, the stores have gone MAD! You have brought your list in your PDA, you know where the items are and if they are available. And if you have to race someone for a Teletubby through the store, you know that item is there.

Scenario Five – The long awaited Special Collector's Edition Widescreen 4 ½ discs numbered DVD is out! The consumer wants it, lets call him Javier Fuentes. He knows it has been out for two days and he wants to know if they have any more in the back of the store. He checks SIL and says there is a copy of it, so now he can go and look for a store employee and request it for purchase.

Scenario Six – Ethan is throwing a party for Dan. He uses SIL for shopping but he doesn't know what Dan likes. He

calls his girlfriend, and she sends him her list with all the junk Dan likes to eat. In the end, Dan is happy and passes out on the couch from joy.

Conclusion

SIL is a multitask tool for any business. Because of its versatility, it can not only bring revenues up and cut down on advertising expenditures, but also expand into the new innovations of the industry. As long as consumers own a mobile device, SIL will become the new way to give users a more customized and meticulous shopping experience. More than just soliciting, it would be an inside partner in any participant store regarding merchandising and availability.