SmartCart.com

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MKT/552 Technology Applications and e-Marketing

August 26, 2011

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SmartCart.com

SmartCart is a revolutionary new product that attaches to a grocery cart and allows

customers to do their shopping and checking out at the cart. The partner site, SmartCart.com,

allows customers to plan shopping trips ahead of time and incorporate deals and coupons to the

shopping trip before entering the store, saving time and inconvenience. By offering a business

model and a user experience vastly different from offerings on the market, SmartCart will be

able to capture a large share of the market of grocery store users.

Business Model

Value Proposition

The business model of SmartCart.com includes the following components; the value

proposition, the online offering, the resource system, and the revenue model. The value

proposition of SmartCart.com is that it offers a unique opportunity for shoppers to "pre-shop" at

their favorite grocery stores, take advantage of weekly specials, coupons, and additional savings.

The target consumer is female, aged 25-49, and the head of a family who does the grocery

shopping and is limited on time. She wants to take advantage of as many savings as possible to

make sure her dollar goes farther for the family. This resource will allow her to plan her

shopping trip ensuring that it is organized, and that she can save as much money as possible.

This technology is on the cutting edge and is positioned to change the way the target audience

shops. There are no other competing websites or business that has this unique value for the

target market.

Online offering

SmartCart.com will serve as the portal where customers can participate in creating their

grocery lists at specific grocery stores. They will come to the site and have the ability to browse

the different store ads, viewing the specials each store has to offer. This allows the consumer to move through the prepurchase phase for several different stores, and then move into the purchase phase for a selected store. The scope of the site will be able to offer a wide variety of products and different stores. Giving the consumers a wide variety of stores, products and specials will help to make sure that all the needs of the audience are being met.

Resource System

In order to enhance the value for the customers, SmartCart.com will strategically align its services with specific stores to deliver the wide variety and specials that are characteristic of SmartCart.com. In order to do so, SmartCart.com has decided to partner with some of the most popular and largest stores. This provides the opportunity for greater purchasing power, more discounts and specials for the consumer. The key partners that demonstrate the most value potential are Vons, Fry's/Kroger, and Albertson's. These partners are large enough to support the additional demand, offer steeper discounts due to larger purchasing power, and have many locations to serve a wide geographic location.

Revenue Model

The revenue model will include advertising, licensing fees and subscriptions services. Advertisements will be allowed from complementary sites, services, and products. The stores that elect to use the technology in their store will pay licensing and fees for the technology. In addition, customers have the opportunity to pay a subscription to receive additional benefits and services.

Web Development

Will add after site is posted

Implementation

Human Assets

SmartCart.com is a small startup firm with limited human assets; however, the leadership team has many years of experience and a clear direction for the company to grow. The ideal staff will be small, loyal, and possess the business acumen needed to maintain the relationships. The staff will include teams for IT, sales, and management. The IT team will be responsible for developing and improving the website and cart technologies. The sales force team will be familiar with their territories and experience in B2B sales; particularly in the IT industry. Careful selection and training of these employees will ensure the success of SmartCart.com.

Processes

SmartCart.com will have streamlined process in place to ensure that they do not fall behind as the company grows. As the staff increases, human resource processes will be reviewed and changed as necessary to stay ahead of the changing online environment. Consumer billing processes will be credit-card based, while the partnerships with local businesses will be based on a Net 30 invoice repayment.

Organizational Structure

The organizational structure of SmartCart.com will be a single organization. The business unit will oversee both the online and offline activities. This will allow the small organization to have the necessary flexibility among the channels, and assure that the brand that is built is uniform and consistent.

Systems

Keeping the integrity of the IT systems is of the utmost importance for SmartCart.com, the success and stability of the system is directly related to the success of the business. To

ensure the technology infrastructure is sound; SmartCart.com will have their data centers housed in-state. The ability to expand and increase their data centers will be available. The data centers will contain a four-tier infrastructure and have multiple redundancy points. At least 25 Web servers will be utilized with systems to insure the data load is equitable. The computer equipment used to power the site will be powered by multiple uninterrupted power supplies. This will reduce the possibility of web outages and site malfunctions.

Culture

Understanding that the culture of an organization is important to their success, SmartCart.com will create an organization culture that encourages employees to participate in the development and creation of the culture. Employee participation will be encouraged, and all policies will support the company's mission and values.

Leadership

The leaders of the company are industry leaders and have many years of experience in the IT industry. The leaders have also been previously successful in other e-commerce ventures and are familiar with the unique challenges that SmartCart.com will face. They will create an environment that is supportive, flexible, and well managed.

Partnerships

The most significant partnerships with SmartCart.com is that of the grocery chains; Vons, Kroger/Fry's and Albertsons. These are stores are well known, have a large customer base, and can support the technology. The partnership will allow SmartCart.com to use the company's logos, weekly special content, and exclusive savings offers. With the partnership agreement, the stores agree to place a minimum of $3 million in advertising each year for a minimum of 2 years.

The User Experience

Because SmartCart.com is available for all grocery store users there is a vast market that will be customers of the site and its uses. While all customers will see the same basic interface, user experience will be adjusted depending on each customer. The 7Cs framework will help the company design a customer interface that will allow for unique usability from each customer.

The 7Cs

According to Rayport and Jaworski (2004), "The interface is the virtual (and to date largely visual) representation of a firm's chosen value proposition," (p. 51). The 7Cs consist of context, content, community, customization, communication, connection, and commerce (2004). Each aspect of the 7Cs adds or enhances the user experience.

Context

Context refers to the site's look and feel, as well as its functional aesthetic (2004). This includes the décor of the site, such as SmartCart.com's bright and vibrant colors and energetic feel. Because the target market for the site is so vast, the design of the site must appeal to a wide range of consumers.

Content

Content is what the site presents to customers (2004). SmartCart.com will present multiple options for the consumer, including information on sales, the ability to use coupons, and store information. Customers can customize content to show what they need most frequently.

Community

Community is the interaction between users (2004). As the site grows, SmartCart.com can offer options for consumers to chat about deals or sales in their area. This will encourage

consumers to use the site to find more information, hence leading the customers to the site on a regular basis.

Customization

Customization is one of the most important functions of the user experience on SmartCart.com. It is the site's, "….ability to tailor itself to each user…" (Rayport & Jaworski, 2004). Because so many different types of people will use SmartCart, the ability for the user to customize the site to work for them is the most important feature of the site. Customers can see stores and products they want and filler will not get in the way of the user experience.

Communication

Communication is the way the site and the user speak to each other (2004). This can be email notification, text message alerts, or no outside communication at all. The customers will have the choice on if they want to be notified of a sale or a coupon and the site will send the customer notification in their chosen medium.

Connection

Connection will be important at SmartCart.com. Because it refers to links to other sites from the main site, connection will be used frequently (2004). Each partner will have a link from the site, as well as sale and coupon sites.

Commerce

According to Rayport and Jaworksi (2004), "A website's commerce capabilities allow it to sell goods, products, and services," (p. 153). Because SmarCart.com does not sell products, this is not of importance to the user experience.

Targeting customers

      SmartCart will be seen in large grocery store chains attached to every cart. Customers will have the ability to try the service each time they go to the store. Customers will be able to see how the service is used as well as the ability they have to save money with the website. Customers will be targeted with the company's customization abilities for their needs.

Conclusion

      SmartCart.com is a new and innovative business idea that puts shopping back into the hands of the consumer. By creating a value proposition that reaches out to all grocery store users and creating an easy to use user experience, the company can gather a large market share. Presence in large grocery store chains allows for easy marketing opportunities and customization allows customers to use the site and cart for what they need.

References

Rayport, J. & Jaworski, B. (2004). *Introduction to e-commerce* (2nd ed.). New York: McGraw-

    Hill.