



# Story of Myrecognition&Awareness

WP 400

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**TITLE: A normal day, in a future supermarket.****Context:**

In this scenario we propose the mobile phone as the service delivery platform for shopping services. The mobile phone interacts with close and remote elements such as: shopping trolleys, personal appliances, as well as user profile information and preferences. This approach will enable users to directly interact with supermarkets' assets as well as to make use of their personal information and their needs, in a fully interoperable environment.

**History:**

The user case starts with Laura, a forty five year old woman coming into a supermarket. Firstly, when she approaches to the shopping trolley, it identifies her mobile phone and recognizes that she has been a previous customer. Thus, when she touches the trolley handler, the mobile phone verifies her identity using the biometrical sensors (digital fingerprints) existing in the trolley, and downloads customer information from the supermarket database. After that, her personal device uses the trolley screen as the interaction point with the customer. There are different sorts of available services ranging from: social interaction with other customers, to recipe recommendation. Therefore, as she is a gluten intolerant, she selects a service that make use of her medical profile, stored in her mobile phone, in order to monitor that products she puts into the trolley are gluten-free.

The shopping activity of Laura integrates several events: the shopping activity itself related to the selection of the goods she desires, the identification, characterization and feedback about products she consumes, and finally, her relationships with other consumers, suppliers and farmers.

As she walks through the supermarket, her personal device receives notifications regarding different offers and news about products she could be interested. At the same time, specialized applications and services, running on her personal device, collect and integrate these data as well as to combine them with existing personal data in order to optimize the current shopping [3.1]. The same applications (with Laura's consent) have been uploading information to the supermarket's information system regarding the experiences she had with products she bought previous times. This information includes taste appreciations about products, their value as a food ingredients, and some opinions from her family.

Laura starts her shopping by visualizing, (in the trolley via a 3D-high resolution screen), the shopping list she previously stored in her mobile phone. This shopping list is synchronized with the information from the woman's fridge, which allows to collect real time data of products it contains, and which of these products are about to expire. In this way, the trolley also warns the woman about any product will expire while she is on her coming vacations.

The supermarket suggests to Laura new available products she could be interested in taking into consideration: her budget, previous shopping, and some discounts for being part of the customer loyalty program. Once she approaches to a product that is already included in her shopping list, a notification icon appears in the trolley screen, so the woman will not miss any product she planned to buy. This task will be supported by the indoor location system provided by the trolley in conjunction with the supermarket communication infrastructure.

At the same time a friend informed her about a new service created by her that as being called "GIVE ME MORE". The purpose of this very simple application, a micro-service, is to collect information of all users that enjoy a new product offered by the supermarket, and want to feed back the farmers to produce more of this kind of product. The information of this application is

also available for the supermarket in order to know on real time the preferences of the customers.. Laura **downloads the service template, personalized it, and installed in her personal device** [4.3]. She made use of this new application to indicate her preferences for the new type of melons she bought last time and their success as a family dessert.. She expects she could find them regularly in this supermarket. She also remembered the new service defined by her daughter last night that enables young people to share preferences about vegetables. Finally, Laura published and shared with the neighborhood her new customized service..

In the final stage of the shopping, the woman enters to a special zone adapted for verifying the amount of products, by double checking the content of the trolley and presenting this information to the customer. Finally, **using her own mobile device, the woman can pay the receipt without making any mistakes, and being sure that she has been save enough money for her daughter's birthday cake.**