

SHMAP

May 04, 2018

Dr. Jeff Ritchie
Lebanon Valley College
Annville, Pa. 17003

Dear Dr. Ritchie ,

In August of 2017, we proposed to you our idea of creating a mobile application that allows users to search for items and view them on a digital map to increase the efficiency of shopping trips. We now have the pleasure of submitting and sharing this completed project with you.

We have successfully created an app that allows users to search for items in-store and increase their efficiency. Our goals of the project were to allow users to search in multiple ways, incorporate multiple stores, increase the efficiency of store trips, and create a visual indicator of product location. We have accomplished these goals by allowing users to search through a search bar and departments list, allowing them to select their store/location, highlighting corresponding aisles/locations on a map, and decreasing the time spent searching for items. In addition to our prototype, we have also created a press kit, social media strategy, and research reports which can be found in the attached document.

We hope that you are pleased with the results of our project. Please contact our project manager, Laura Brent at ljb003@lvc.edu if you have any questions or concerns.

Sincerely,

Kirsten Bannan, Laura Brent, Sarah Bruno, Dawa Sherpa, Sam Spurlock