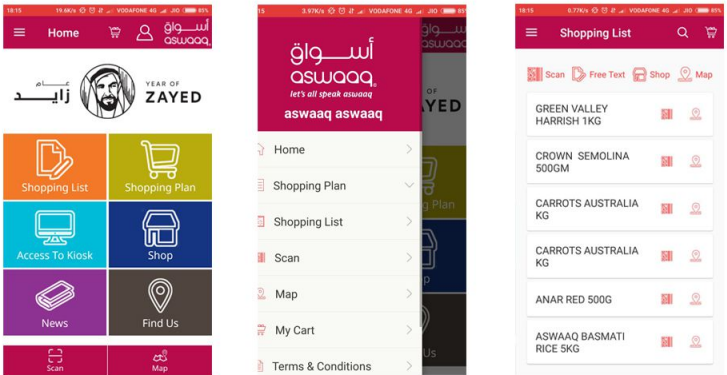


Executive Summary:

Aswaaq had developed and published their Mobile app named aswaaq REACH for the end customers to improve the shopping experience. On the basis of user experience and feedback, aswaaq wanted to make some enhancements & incorporate new features in the existing mobile application to improve the customer experience. aswaaq REACH is available on both Android as well as IOS platform.

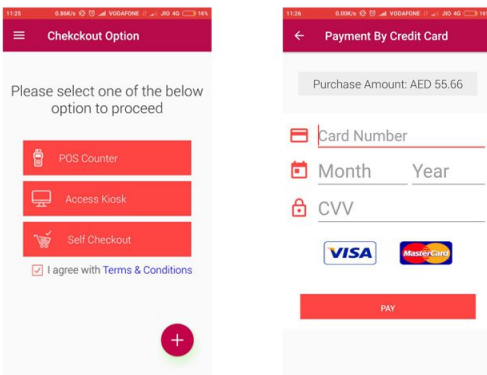
About Aswaaq:

aswaaq is a leading supermarket and community malls brand, aswaaq, has received two prestigious accolades from the Dubai Economic Department (DED). aswaaq manages and operates supermarkets and retail community malls at the heart of residential communities in Dubai in compliance to international standards, in addition to a variety of value added services. Since inception, aswaaq have been committed to providing a world-class shopping experience. aswaaq embraces state-of-the-art technology to empower the community .



Objective:

To take the retail experience of customers to the next level by making a mobile app with an indoor navigation feature using Visual Light Communication Technology (VLC)



How we helped:

This application code was already in place and Lauren needed to do the changes/enhancements in the existing Android Native application.

We worked on the following requirements within the application

- Home Page changes
- My Account
- Short names and Shopping List
- Suggestions
- Self-Checkout
- Forgot and Change Password
- SDK integration in app (For VLC)

The aswaaq team provided all updated APIs to Lauren for the integration.

Benefits of the application:

1. Customers can now create a shopping list "Free Text" & "Pre-defined list based on buying patterns"
2. Shopping lists can be added to your worksheet to prepare your cart
3. Once a customer walks into a store, he/she can experience the technology which uses indoor positioning system to navigate through the aisles
4. Easy POS check-out
5. **Self-Checkout** : Loyal customers can now checkout using the loyalty points (wafa) from their smartphones. You can check your loyalty points balance anytime and anywhere.
6. **Reset PIN** : Create your customized PIN from the app anytime
7. **Smart Suggestions** : Through the app's analytic engine, smart suggestions/offers of the customers favorite brands are sent

With the success of the Android application roll-out, we are now in Phase 2 to enhance and publish the IOS application