

The Costco Mobile Experience for iPhone



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August 15th, 2012

Delivering the Costco Mobile Lifestyle

Costco provides industry-leading in-store and established on-line shopping experiences. Extending these experiences to mobile devices and introducing personalization and location-aware services will increase member affinity and drive membership onboarding, upgrading and retention.

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Concept

Costco is the brand associated with value, quality and customer service. Members expect Costco to do the research, sourcing and negotiations necessary to deliver the best value for members.

Extending the Costco reach to mobile devices will improve on Costco experience by introducing additional capabilities in personalization, location-based services, social connectivity and the immediacy of user interaction.



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Look & Feel

coupons

- The Costco mailer digitized, opted-in and matched to the level of membership, location, and individual preferences for an enhanced, personalized experience and ability to immediately judge user interest and interaction
- Cross-link to shopping lists
- Two-way social connectivity
- Ability to accept / add to shopping cart / store availability / online availability / etc
- Can be used to monitor & predict demand

lists

- User-specific shopping list accessible and editable in a variety of ways
- Add items to shopping list by scanning the Costco barcode.
- Cross link list items to available coupons
- Two-way social connectivity
- Based on items found / coupons
- Cross shopping other stores / product suggestions based on similar items available in Costco warehouse / Costco Online
- Notifications of availability / physical location / on-line availability



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Look & Feel

local

- In-store Products, Services and Activities
- Pharmacy
- Photo Center
- Notifications of in-store events geo-bounded / Costco Warehouse of preference
- Virtual Costco Card for signed-in members
- Gas pricing / parking availability
- Membership Services
- Store Information

online

- Replicate Costco Treasure-Hunt Experience on Mobile
- Personally targeted content based on profile, preferences, purchasing habits and history
- Cross link between in-store and on-line product availability
- Efficient mechanism to find, research and share product information
- Two-way social connectivity

