

THE APP/RENTICE – SAMPLE SUBMISSION

(Note – This is a sample submission, it's intention is to help you to prepare your submission. The most important thing to take from this document is that we need you to include your name, date of birth, contact details and name of school. Everything else is up to you!!)

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SUPERMARKET SWEEP

Introduction

The idea for my application was inspired by three things; boredom from going supermarket shopping with my mum, excitement from playing bowling games on my Wii and noticing that people like to use money-off coupons when they go shopping.

I discovered that almost half of all money spent on shopping gets spent at supermarkets. (www.defra.gov.uk). Sainsbury's have reported that they handle more than 16 million transaction every week. My idea is designed to make those shopping trips more entertaining, and help shoppers save money at the same time.

The App

The way my app would work is as follows;

- i) Shopper downloads the app to their mobile phone.
- ii) When they install the app for the first time, the shopper enters their Loyalty Card membership details.
- iii) When in the supermarket, the shopper would take out their mobile phone and take a photo of a stacked shelf of products.
- iv) The app would make all of the products in the photo go black and white, except for one product. This is the target.
- v) In the same way that the Wii controller works when playing bowling, the shopper would swing their mobile phone. The purpose of the game is to try to knock down the target product.

- vi) When the shopper successfully knocks down the target product, they win a prize. (e.g. discount on the product, or discount on their shopping)