

# 50 global apps from the retail industry

*Nodes Industry Report 2017*

---

# Shopping and Mobile Go Hand in Hand

## Mobile is part of the demands of modern and future shoppers

Shopping has previously been predominantly either an online or physical experience. The latest surveys, however, show that 46% of shopping trips now include mobile, meaning shopping in stores is also an online experience.

According to Business Insider, mobile payments will account for 503 billion dollars in sales in the USA by 2020. As mobile payments increase, how can retailers exploit the many possibilities mobile and apps offer when customers expect online advantages when entering the store?

In this report, we have gathered 50 apps from companies operating in different parts of the retail industry. These apps will show you how alike some companies are thinking, but also how different others see the future of the retail market. Having gone through hundreds of apps, we came across various trends. One of these tendencies is that companies are building apps not only for customers, but also for employees, suppliers, and distribution partners. We can also see that some companies are quickly adapting new technology and implementing advanced features in order to differentiate themselves in the market.

We hope that the report will inspire you for your next mobile project.



---

# 11 global trends

Researching apps in the sector has enabled 11 global trends to be defined:

## 1 Optimised purchase flow

Paying for your goods without annoying obstacles.

## 2 Single purpose apps

Less is more. Add value to customers by solving their single largest need.

## 3 Utilise existing data on labels

Give customers access to reviews, sizes, stock or alternative products.

## 4 Try it before you buy it

Use advanced technology to inspire clients in their own environment.

## 5 Customer loyalty

Enhance the frequency of customers visits through extraordinary benefits.

## 6 Employee tools

Make life easier for your employees with digital tools on their smart phone.

## 7 Motivate visits at physical store

Give your customers a good reason to visit your store.

## 8 Product and image recognition

Search for products through your mobile camera.

## 9 Sharing economy

Add value through digital features that motivate social interaction.

## 10 Connected items

Track your personal luxury products online.

## 11 Voice search

Find the right product online without using your fingers.

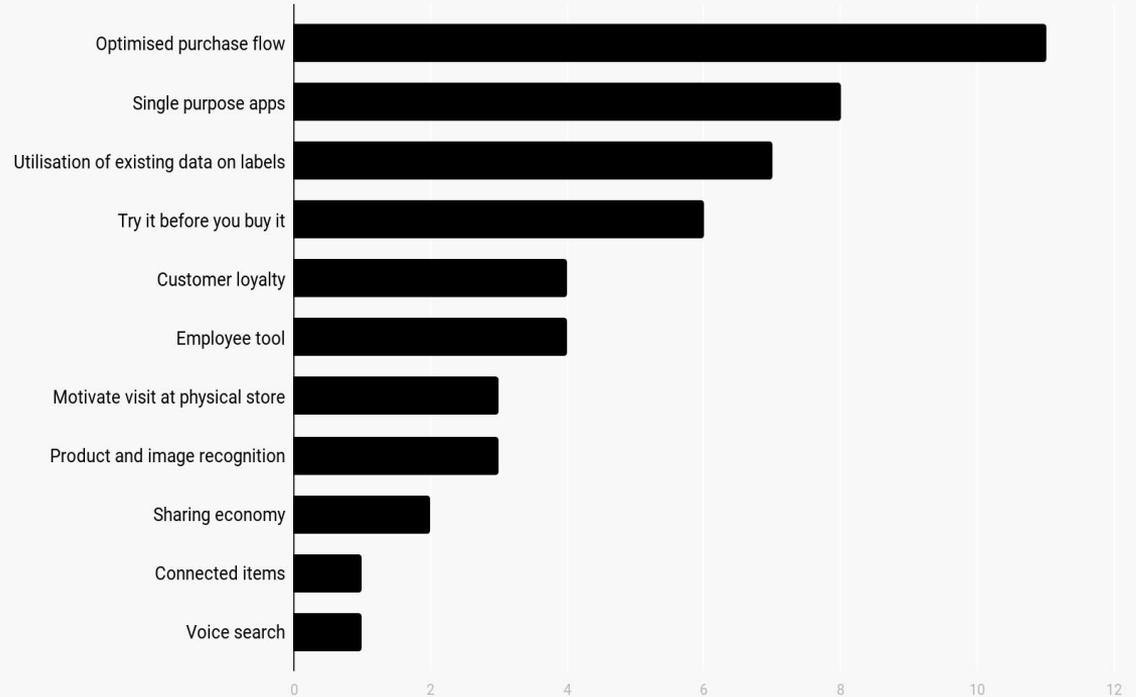


---

## Which trends are most popular?

Looking at the 50 different apps in the industry, we see that some trends are more popular than others. There is clearly a huge focus on features that facilitate a quick and easy buying process. We can also see that apps solving customer issues or needs are becoming quite popular. Other companies believe that less is more when it comes to digital products. Finally, we are starting to see that many retailers are embracing and integrating new technology in their apps. This is most common in brands that target younger users.

Please remember that because you see a trend several times in this report, it doesn't necessarily equal the needs of your users. The overall question you need to ask yourself as a company is: What are the primary needs of my user?



---

# Optimised purchase flows



# 1

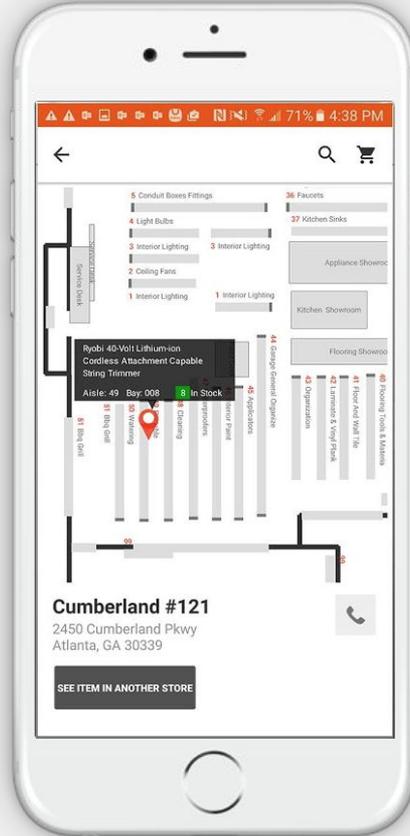
## Find your way around the store

**Company**  
The Home Depot

**App name**  
The Home Depot

**Country**  
USA

**Category**  
Optimised purchase flow



If the user's GPS and location services are turned on, this app will detect when the user is in the store and provide a special store-specific menu that helps them find items around the store. The app also has voice recognition and visual recognition to find products or similar products. Finally, users can scan the barcode of an item and read what other customers have to say, as well write their own reviews.

Android:

<https://play.google.com/store/apps/details?id=com.thehomedepot&hl=en>

iOS:

<https://itunes.apple.com/us/app/the-home-depot/id342527639?mt=8>



# 2

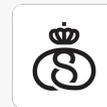
## Skip the line - pay in the app - pick up the purchase

**Company**  
Lagkagehuset

**App name**  
Lagkagehuset+

**Country**  
Denmark

**Category**  
Optimised purchase flow



With Lagkagehuset+, users can avoid annoying queuing times in-store. The app lets users order and pay directly in the app and pick up their purchase in the nearest Lagkagehuset store.

**Android:**

<https://play.google.com/store/apps/details?id=dk.miracle.lagkagehuset&hl=da>

**iOS:**

<https://itunes.apple.com/dk/app/lagkagehuset/id164012858?l=da&mt=8>



# 3

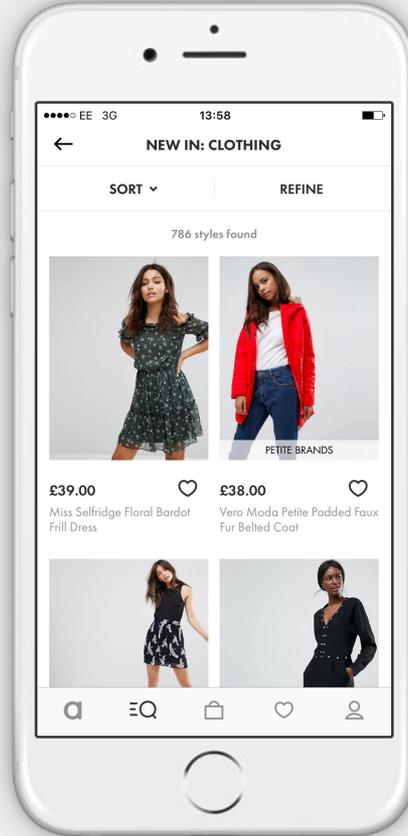
## Video product presentation

**Company**  
ASOS

**App name**  
ASOS App

**Country**  
Global

**Category**  
Optimised purchase flow



Besides a smooth and easy-to-use shopping flow, this app has a range of great product features such as video product presentations. Customers can also scan payment details in order to speed up the onboarding process.

**Android:**

<https://play.google.com/store/apps/details?id=com.asos.app&hl=en>

**iOS:**

<https://itunes.apple.com/dk/app/asos/id457876088?mt=8>



# 4

## Skip the queue while grocery shopping

**Company**  
Coop

**App name**  
Bip & betal

**Country**  
Denmark

**Category**  
Optimised purchase flow



Be your own cashier with the Coops app, which enables the customer to scan their products while shopping and pay without going to the counter for the ultimate in self-service. Random customers are chosen to ensure no fraud.

**Android:**

<https://play.google.com/store/apps/details?id=dk.coop.selvscan&hl=da>

**iOS:**

<https://itunes.apple.com/dk/app/coop-bip-betal/id1022826702?l=da&mt=8>



# 5

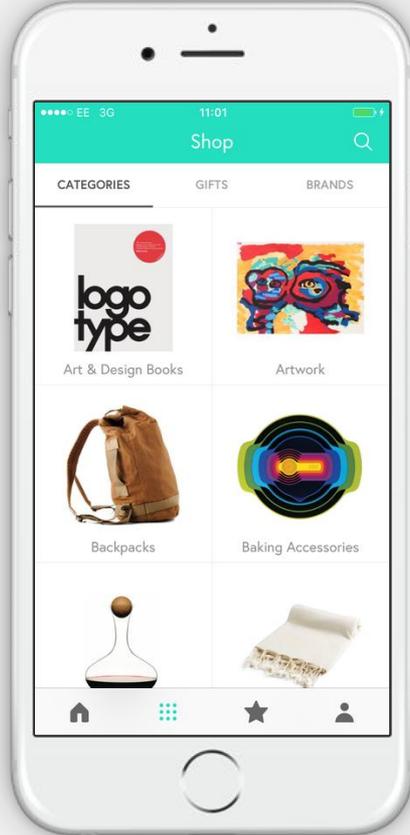
## Discover beautiful products on Amazon

**Company**  
Canopy Inc.

**App name**  
Canopy

**Country**  
USA

**Category**  
Optimised purchase flow



This app helps users discover beautiful products that are all available for purchase on Amazon.com. When users join the community they receive product recommendations from others with similar taste. Also they can shop by categories and brands, or find gifts by personality type.

**Android:**

<https://play.google.com/store/apps/details?id=co.canopy.canopy.app>

**iOS:**

<https://itunes.apple.com/gb/app/canopy-a-curate-d-shop-for-amazon/id927695605?mt=8>



# 6

## Easy handling of your prescriptions

**Company**  
CVS/Pharmacy

**App name**  
CVS/Pharmacy

**Country**  
USA

**Category**  
Optimised purchase flow



This app makes pharmacy visits easier. Users can keep track of prescriptions, order and pick up medicine. Users can also actually see the waiting line in selected pharmacies before going there, and even hold a place in line.

**Android:**

<https://play.google.com/store/apps/details?id=com.cvs.launchers.cvs&hl=en>

**iOS:**

<https://itunes.apple.com/us/app/cvs-pharmacy/id395545555?mt=8>



# 7

## Shop authentic and exclusive Disney products anytime, anywhere!

**Company**  
Disney

**App name**  
Disney Store

**Country**  
Global

**Category**  
Optimised purchase flow



Users can with this app, easily find the nearest Disney Store. Track order and view order history. Users will receive special offers with push notifications. Save with highlighted promotional offers that make it easy to spot savings. Use Apple Pay and use the in-app scanner to access additional product information while in store.

**Android:**

[https://play.google.com/store/apps/details?id=com.disney.disneystore\\_goo](https://play.google.com/store/apps/details?id=com.disney.disneystore_goo)

**iOS:**

<https://itunes.apple.com/us/app/disney-store/id462423445?mt=8>



# 8

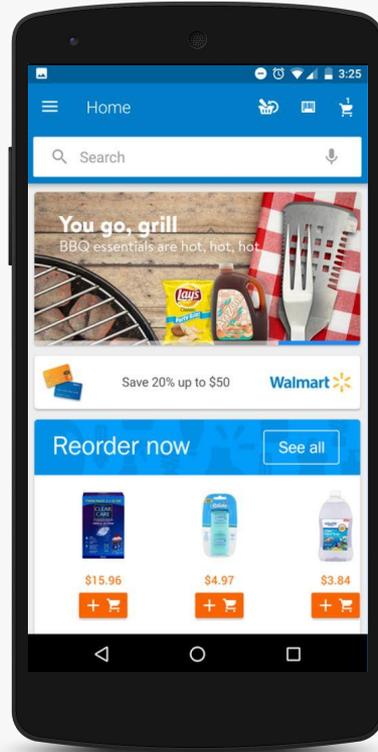
## Shopping made easy

**Company**  
Walmart

**App name**  
Walmart: In-Store & Online Shopping. Easy Reorders

**Country**  
USA

**Category**  
Optimised purchase flow



Users can save money with Pickup Discount. Get a discount on selected items when ordered online and picked up in store. View and reorder the essential items you've purchased in store.

Use the phone to pay at the store quickly and safely with Walmart Pay. Users can order, transfer, and track prescriptions and refills. Users receive notifications about weekly ad and Rollbacks. Use the app to find locations, in-store inventory, aisle locations, and store hours.

**Android:**

<https://play.google.com/store/apps/details?id=com.walmart.android>

**iOS:**

<https://itunes.apple.com/us/app/walmart/id338137227?mt=8>



# 9

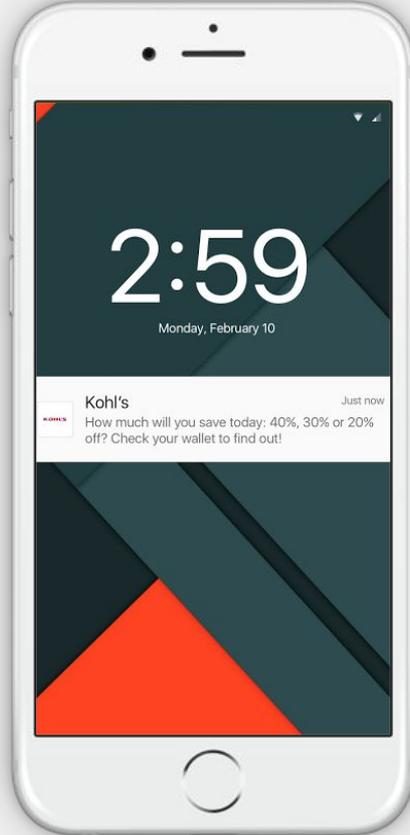
## Sales alert system

**Company**  
Kohl's

**App name**  
Kohl's: Scan, Shop, Pay & Save

**Country**  
USA

**Category**  
Optimised purchase flow



This app lets users scan items in stores to discover deals and savings. The app notifies the user with a sales alert system based on location services. Users can also use the app while in a Kohl's store to check out and get free shipping.

**Android:**

<https://play.google.com/store/apps/details?id=com.kohls.mcommerce.opal&hl=en>

**iOS:**

<https://play.google.com/store/apps/details?id=com.kohls.mcommerce.opal&hl=en>



# 10

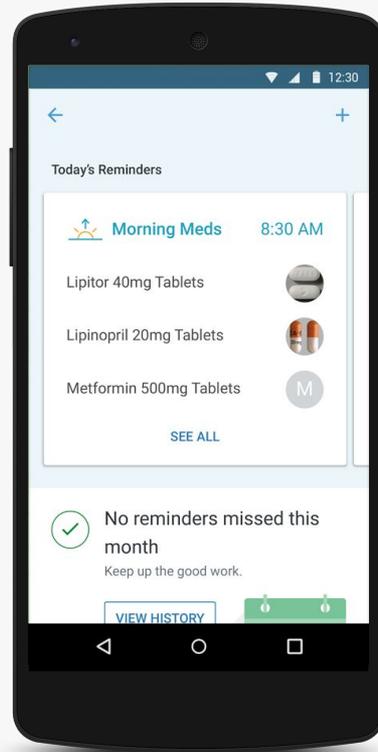
## Refill your prescription in an app

**Company**  
Walgreen Co.

**App name**  
Walgreens

**Country**  
USA

**Category**  
Optimised purchase flow



This app lets the user refill prescriptions by scanning your barcode. Users can manage medications with a pill reminder, and even set up friendly alerts for refills and pickups. The app also lets the user skip the waiting room with a video chat via Live Doctor Consultation.

**Android:**

<https://play.google.com/store/apps/details?id=com.usablenet.mobile.walgreen&hl=en>

**iOS:**

<https://itunes.apple.com/us/app/walgreens-pharmacy-photo-coupons-and-shopping/id335364882?mt=8>



# 11

## Shop on the go!

**Company**

River Island

**App name**

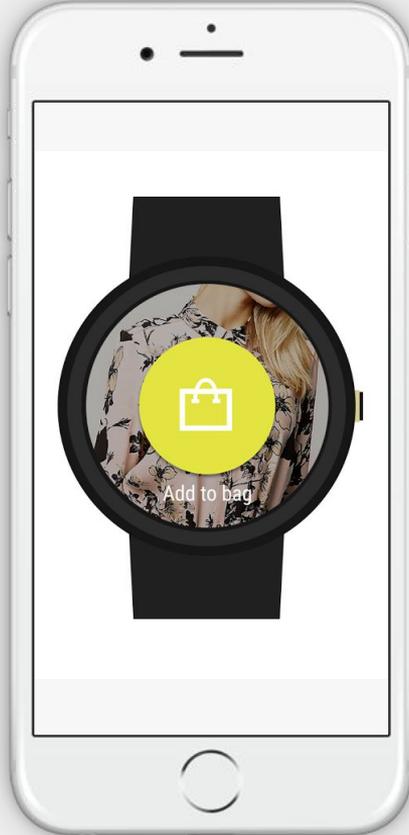
River Island

**Country**

Global

**Category**

Optimised purchase flow



Whether users want to shop on the move, view the latest trends or check in to the local store, it's available at the touch of a button. Users can also check stock in the nearest store to avoid disappointment on the next shopping trip. The app is available for Android wear, Android, iOS, Blackberry and Windows Mobile.

**Android:**

<https://play.google.com/store/apps/details?id=com.riverisland.android&hl=en>

**iOS:**

<https://itunes.apple.com/gb/app/river-island/id585441876>



---

# Single purpose apps



# 12

## All your loyalty cards in one place

**Company**  
Stocard

**App name**  
Stocard - Bonuskort

**Country**  
Europe

**Category**  
Single purpose app



When users are shopping, different loyalty cards are often required. This handy app gathers all loyalty cards into one convenient place. Users simply show a barcode on their phone for a cashier to scan to receive loyalty points. Users can also browse coupons, discounts, flyers and circulars in Stocard.

**Android:**

<https://play.google.com/store/apps/details?id=de.stocard.stocard&hl=en>

**iOS:**

<https://itunes.apple.com/dk/app/stocard-loyalty-cards-wallet/id444578884?mt=8>



# 13

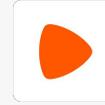
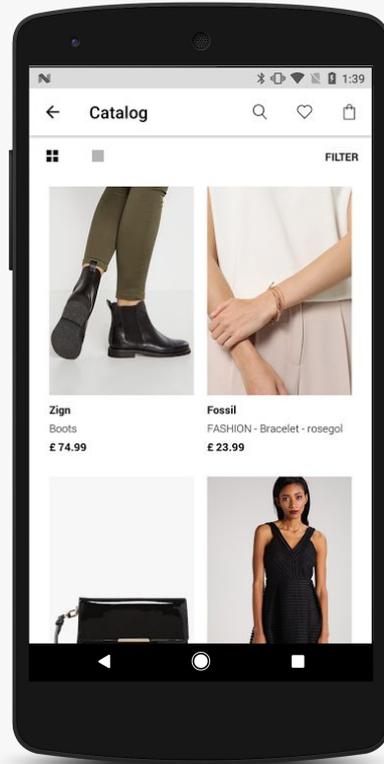
## Compare prices with a barcode scanner

**Company**  
Zalando

**App name**  
Zalando shopping and fashion

**Country**  
Europe

**Category**  
Single purpose app



In this online shop, users can get access to more than 1500 brands. Users can snap and browse street styles and find similar outfits in the app. They can also compare prices on the high street with the barcode scanner and combine prices.

### Android:

<https://play.google.com/store/apps/details?id=de.zalando.mobile&hl=en>

### iOS:

<https://itunes.apple.com/dk/app/zalando-your-fashion-shopping-and-style-app/id585629514?mt=8>



# 14

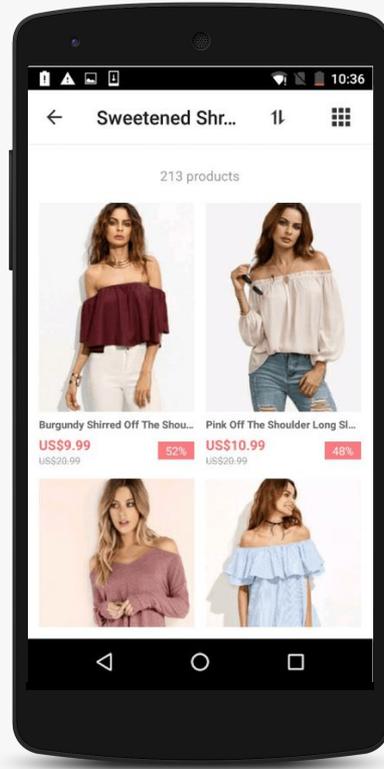
## Low-priced female clothing

**Company**  
Romwe

**App name**  
Romwe shopping-women fashion

**Country**  
USA

**Category**  
Single purpose app



# R

Easy-to-use female clothing app with a focus on trends and low pricing. Easy buying flow with focus on additional sales. Simple features that create a great app flow.

**Android:**

<https://play.google.com/store/apps/details?id=com.romwe&hl=en>



# 15

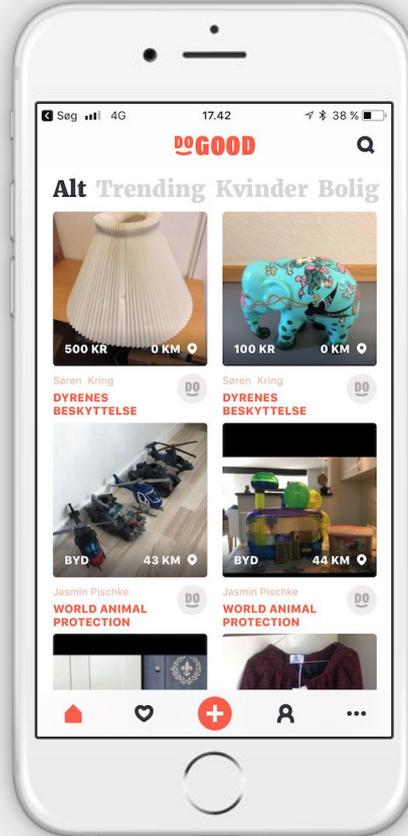
## Sales for a better purpose

**Company**  
DoGood

**App name**  
DoGood - genbrug til et godt formål

**Country**  
Denmark

**Category**  
Single purpose app



With DoGood, users can give unused items a new life while at the same time donating money for a better cause. Sell clothing, furnitures, bikes and other stuff and users can give the money to whatever charity they prefer. The user can also sell to a store or individuals.

iOS:

<https://itunes.apple.com/dk/app/dogood-genbrug-til-et-godt-form%C3%A5l/id1136704109?mt=8>



# 16

## Easy repeat of favourite purchases

### Company

Domino's Pizza LLC

### App name

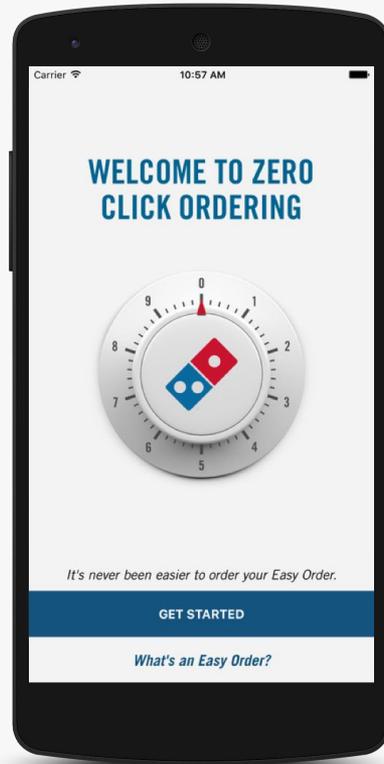
Zero Click

### Country

European, Arabic

### Category

Single purpose app



This app has made it easy for users to easily make repeat purchases. With no clicks, the users can order and buy their favourite pizza.

Simply open the app and, after a 10-second countdown, your Easy Order will automatically be placed. Zero clicks needed. It's easy. Maybe too easy.

### Android:

<https://play.google.com/store/apps/details?id=com.dominos.zeroclick&hl=en>

### iOS:

<https://itunes.apple.com/us/app/zero-click/id1093822449?mt=8>



# 17

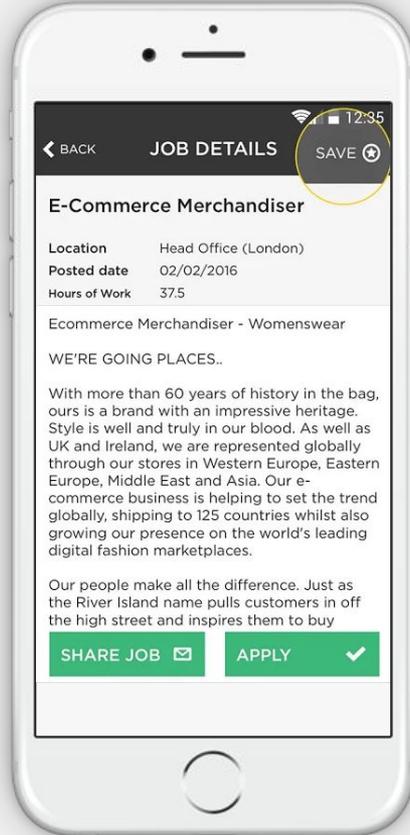
## Stay up to date with jobs in fashion

**Company**  
River Island

**App name**  
River Island Careers

**Country**  
Global

**Category**  
Single purpose app



Users with a wish about working in fashion can be notified about vacancies through this app. Also they can create job alerts and to set up and manage these tailored to the job criteria they are looking for. Furthermore users can read about the role and apply for the vacancy directly from the app. A map in the app helps the user see where the vacancies are. Finally the user can get a company presentation and learn about corporate culture and values.

### Android:

[https://play.google.com/store/apps/details?id=com.riverisland.careers&hl=en\\_GB](https://play.google.com/store/apps/details?id=com.riverisland.careers&hl=en_GB)

### iOS:

<https://itunes.apple.com/gb/app/river-island-careers/id952232393?mt=8>



# 18

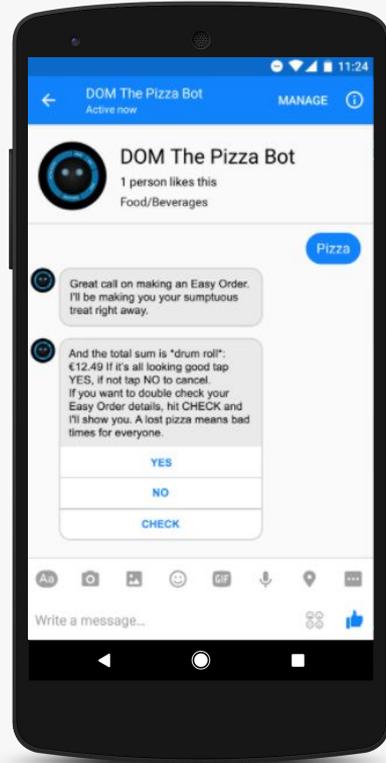
## Order pizza through the Messenger app

**Company**  
DOMINO'S

**App name**  
DOM The Pizza Bot

**Country**  
Global

**Category**  
Single purpose app



This bot helps you order a pizza, and it all takes place in the Facebook Messenger app. Messenger makes it easy through helpful dialogue and easy decisions to order a pizza.

**Other:**

[https://www.messenger.com/login.php?next=https%3A%2F%2Fwww.messenger.com%2Ft%2Fdominosaustralia%2F%3Fmessaging\\_source%3Dsource%253Apages%253Amessage\\_shortlink](https://www.messenger.com/login.php?next=https%3A%2F%2Fwww.messenger.com%2Ft%2Fdominosaustralia%2F%3Fmessaging_source%3Dsource%253Apages%253Amessage_shortlink)



# 19

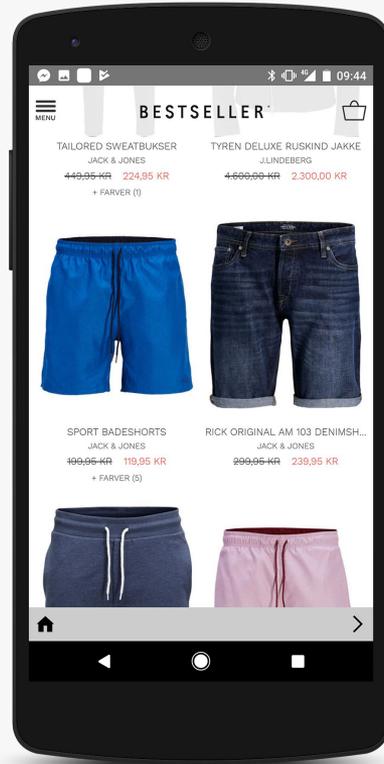
## One app framework for all brands

**Company**  
Bestseller

**App name**  
Bestseller, Jack & Jones, etc

**Country**  
Denmark

**Category**  
Single purpose app



## B

Bestseller has multiple, well-renowned brands, and to manage all these brands they have chosen to make a unified Bestseller app, along with branded apps for all their brands. This cuts down on development costs along with ensuring that all their brands have a new and updated app.

**Android:**

<https://play.google.com/store/apps/details?id=com.bestseller.bestseller&hl=da>

**iOS:**

<https://itunes.apple.com/dk/app/bestseller-com-fashion-for-men-women-kids/id897447736?l=da&mt=8>



---

**Utilise existing data on labels**



# 20

## Scan barcodes for more colours and sizes

**Company**  
Macy's

**App name**  
Macy's

**Country**  
USA

**Category**  
Utilisation of existing data on labels



In this app, users can smart scan barcodes to get instant access to product details, prices, reviews and more. The app also has an entire online shop, as well as loyalty features such as rewards, savings, and user account details to make easier payments.

**Android:**

<https://play.google.com/store/apps/details?id=com.macys.android&hl=en>



# 21

## Scan and receive more information about products

**Company**  
H&M

**App name**  
H&M App

**Country**  
International

**Category**  
Utilisation of existing data on labels



In this online store, users have a range of features to use. A scanner provides additional information for users such as more sizes available online when they scan a barcode. Users can also get inspired in the news section in terms of the latest trends and campaigns or get style recommendations. Whenever a sale starts, the user will also receive a notification.

**Android:**

<https://play.google.com/store/apps/details?id=com.hm&hl=en>

**iOS:**

<https://itunes.apple.com/gb/app/h-m-app/id834465911?mt=8>



# 22

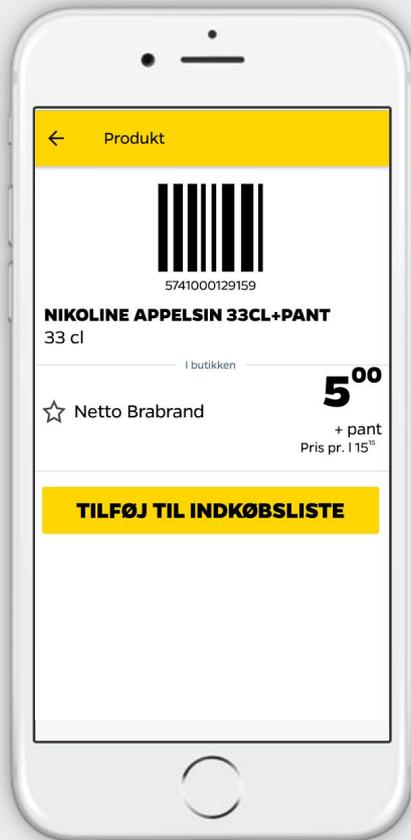
## Scan prices in-store

**Company**  
Netto

**App name**  
Netto - Tilbud, prisscanner og indkøbsliste

**Country**  
Denmark

**Category**  
Utilisation of existing data on labels



It's now easier to check the price of the goods. Use the scanner in the app to scan product barcodes and get the price in you local Netto store.

**Android:**

<https://play.google.com/store/apps/details?id=dk.dsg.netto&hl=dk>

**iOS:**

<https://itunes.apple.com/dk/app/netto-tilbud-pris-scanner-indk%C3%B8bsliste/id1216226806?l=da&mt=8>

# 23

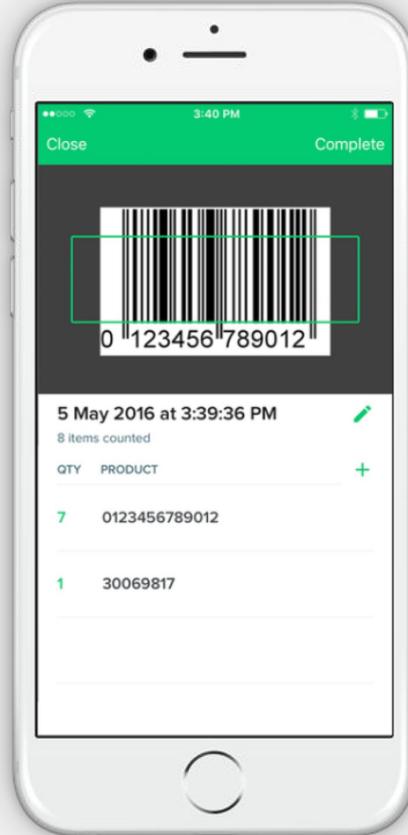
## Manage your inventory with an app

**Company**  
Chester SW

**App name**  
Stock & inventory Simple

**Country**  
UK

**Category**  
Utilisation of existing data on labels



Instead of using expensive PDAs, employees can download an app while doing the annual inventory. All the data is collected in an easy-to-use backend that can be exported to popular formats.

**Android:**

<https://play.google.com/store/apps/details?id=com.stockmanagment.next.app&hl=da>

**iOS:**

<https://itunes.apple.com/dk/app/coop-bip-betal/id1022826702?l=da&mt=8>

# 24

## Scan barcodes for user reviews

### Company

Abercrombie & Fitch

### App name

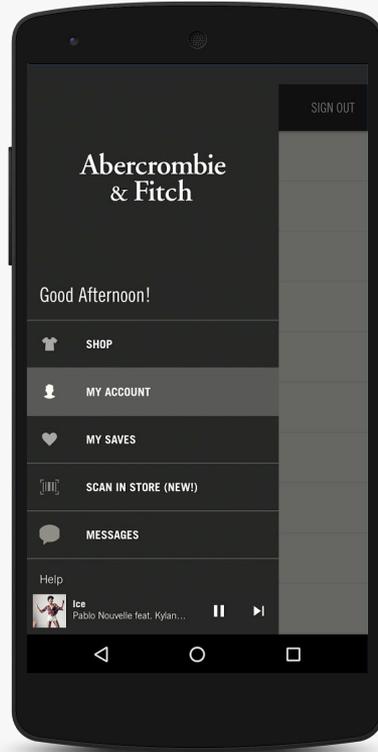
Abercrombie & Fitch - Enduring Style & Apparel

### Country

USA

### Category

Utilisation of existing data on labels



Users can login with their account details and sync favourite products across all devices. Also users can listen to the in-store playlist through the app while shopping the latest styles. Furthermore users can find out what others are saying about a given product simply by scanning items in-store for quick details and reviews.

### Android:

<https://play.google.com/store/apps/details?id=com.abercrombie.abercrombie&hl=en>

### iOS:

<https://itunes.apple.com/us/app/abercrombie-fitch-enduring-style-apparel/id539041767?mt=8>



# 25

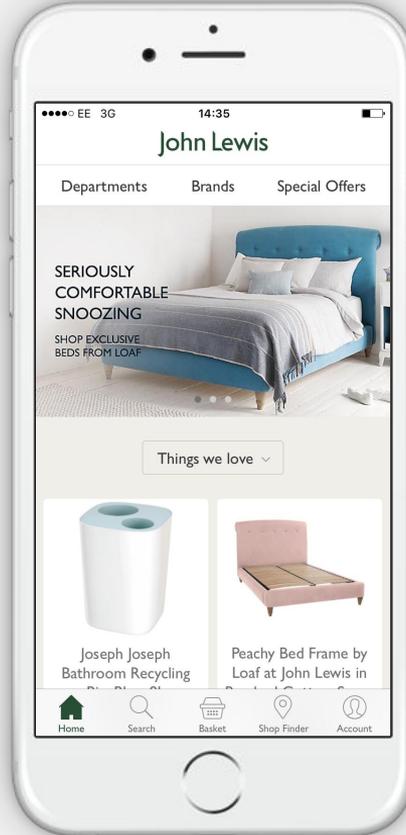
## Make a price claim to get a discount

**Company**  
John Lewis

**App name**  
John Lewis Partnerships

**Country**  
UK

**Category**  
Utilisation of existing data on labels



With the app user can: Scan products in store to access further product details and ratings and reviews from other customers and suppliers, make a price match claim if the user has found something which a high street competitor is selling at a lower price than the company. Also users can watch informative and inspirational videos from suppliers.

**Android:**

<https://play.google.com/store/apps/details?id=com.johnlewis.android>

**iOS:**

<https://itunes.apple.com/us/app/john-lewis/id486502369?mt=8>



# 26

## Scan barcodes for user reviews

### Company

Whole Foods Market

### App name

Whole Foods Market Inc.

### Country

USA

### Category

Utilisation of existing data on labels



In this app users can browse and save recipes, filter by special diets, see sales and create shopping lists that sync across devices. Furthermore users can select the local store to see sales, events, hours and more.

### Android:

<https://play.google.com/store/apps/details?id=com.abercrombie.abercrombie&hl=en>

### iOS:

<https://itunes.apple.com/us/app/whole-foods-market/id320029256?mt=8>



—  
**Try it before you buy it**



# 27

## Instantly try on beauty products

### Company

Sephora - Discover Makeup, Skin Care & Beauty Tips

### App name

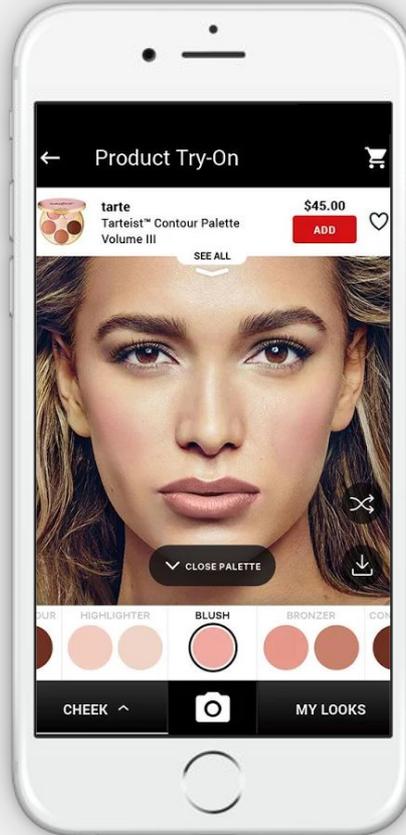
Sephora

### Country

USA

### Category

Try it before you buy it



Users can use the step-by-step virtual makeup tutorials and try out the lipstick, colour palettes or eye make-up series. Furthermore, they can learn how to recreate top makeup trends with the mobile beauty makeup app. Expert makeover advice, makeup tips, virtual makeup try-ons, beauty tips and early access to exclusive product offers are additional functionalities.

### Android:

<https://play.google.com/store/apps/details?id=com.sephora&hl=en>

### iOS:

<https://itunes.apple.com/us/app/sephora-buy-makeup-discover-virtual-beauty-tips/id393328150?mt=8>



# 28

## Try on makeup before buying it

### Company

Ulta Salon, Cosmetics & Fragrance, Inc

### App name

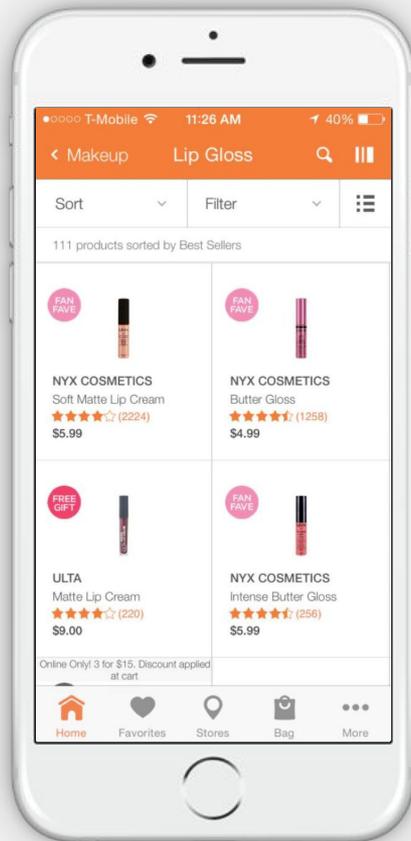
Ulta Beauty

### Country

USA

### Category

Try it before you buy it



This app has a lot of loyalty-related functionalities; savings, a reward programme, online shop with easy mobile payments, store locator and booking system. Besides push notifications about the latest products, users can test how they look wearing the make-up through the virtual try-on technology.

### Android:

<https://play.google.com/store/apps/details?id=com.ulta&hl=en>

### iOS:

<https://itunes.apple.com/us/app/ulta-beauty/id561930308?mt=8>



# 29

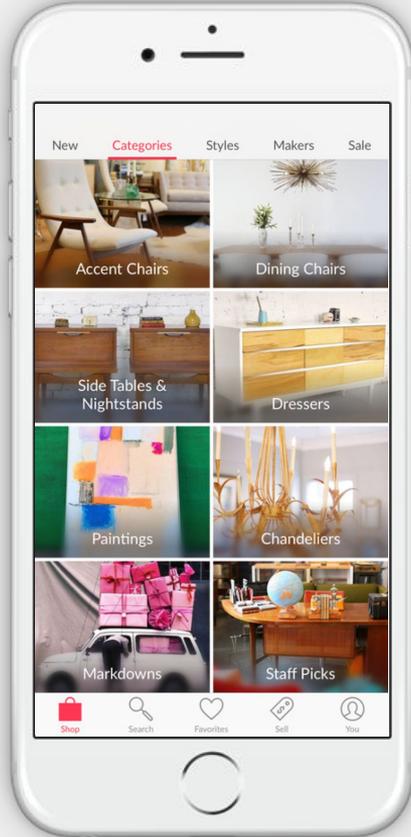
## Preview items in your home with AR

**Company**  
Chairish, Inc.

**App name**  
Chairish Home Decor

**Country**  
International

**Category**  
Try it before you buy it



With this app, buying and selling high quality, vintage home décor, furniture, art and more is a snap. Users can use the "View In Your Space" feature to preview items in their own home using the phone's camera; snap a photo and easily share with friends, family or designers for feedback.

**iOS:**

<https://itunes.apple.com/us/app/chairish-home-decor-art-and-vintage-furniture/id738192971?mt=8>



# 30

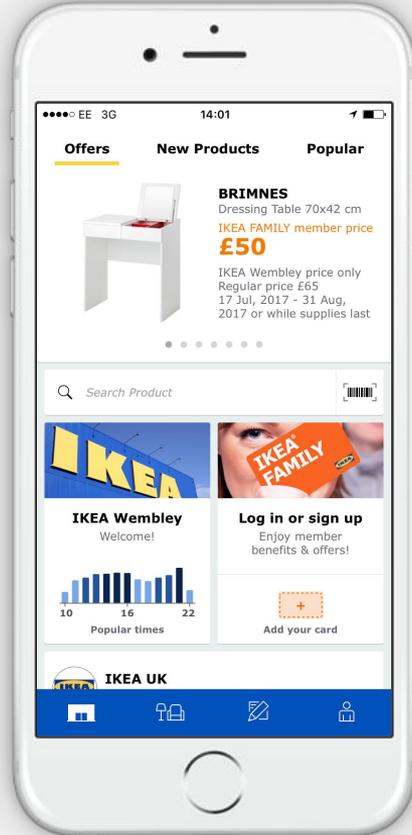
## See your furniture in your home before buying with AR

Company  
IKEA

App name  
IKEA catalog

Country  
Denmark

Category  
Try it before you buy it



IKEA's digital version of their well-known product catalog enables users to see the furniture in their homes before buying it. At this point it might be more of a gimmick than a killer feature, but it shows the possibilities that AR can have in online shopping.

Android:

<https://play.google.com/store/apps/details?id=com.ikea.catalogue.android&hl=da>

iOS:

<https://itunes.apple.com/dk/app/ikea-katalog/id386592716?l=da&mt=8>



# 31

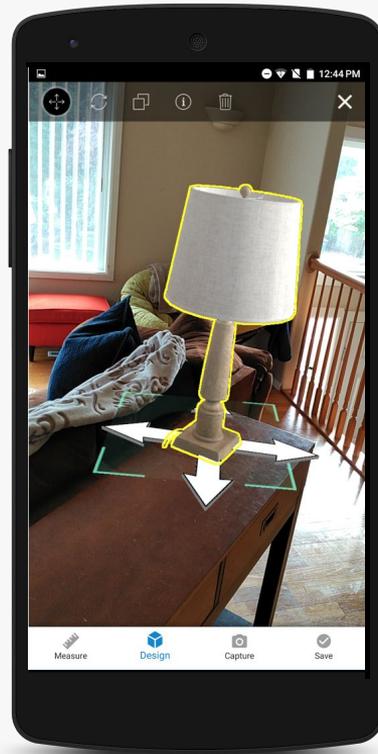
## Tackle your home projects

**Company**  
Lowe's

**App name**  
Lowe's vision

**Country**  
USA

**Category**  
Try it before you buy it



This app enables users to use measurement tools that allow them to plan home improvements. Users can design home space by viewing Lowe's products in their home with the power of augmented reality. It is now possible to envision home décor, appliances, flooring and more. Furthermore, the app lets users save all measurements, product lists, and photos and share them via email.

**Android:**

<https://play.google.com/store/apps/details?id=com.lowes.vision&hl=en>



# 32

## Try it and buy it

**Company**

L'oreal

**App name**

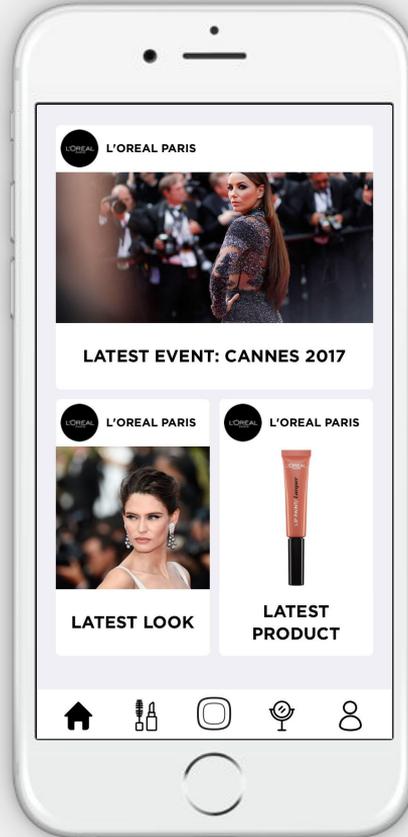
Makeup Genius

**Country**

International

**Category**

Try it before you buy it



L'Oréal Paris introduces the first virtual makeup tester app. The user can try on makeup looks and products and see them on themselves as a graphic. Users can create their own or try ready-to-wear looks curated by makeup artists instantly.

**Android:**

<https://play.google.com/store/apps/details?id=com.imagemetrics.lorealparisandroid&hl=en>

**iOS:**

<https://itunes.apple.com/lt/app/makeup-genius/id871897775?mt=8>



---

# Customer loyalty



# 33

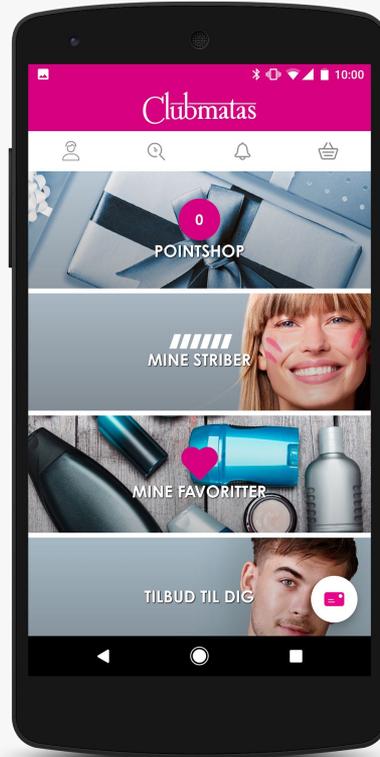
## Customer club with personalised offers

**Company**  
Matas

**App name**  
Clubmatas

**Country**  
Denmark

**Category**  
Customer Loyalty



Matas has great success with their customer club, where users can collect points and use them to get offers and discounts. The offers are personalised to the user, with Matas collecting data about the user's behaviour and purchasing patterns to personalise the experience.

**Android:**

<https://play.google.com/store/apps/details?id=matas.matas&hl=da>

**iOS:**

<https://itunes.apple.com/dk/app/club-matas/id448422558?l=da&mt=8>



# 34

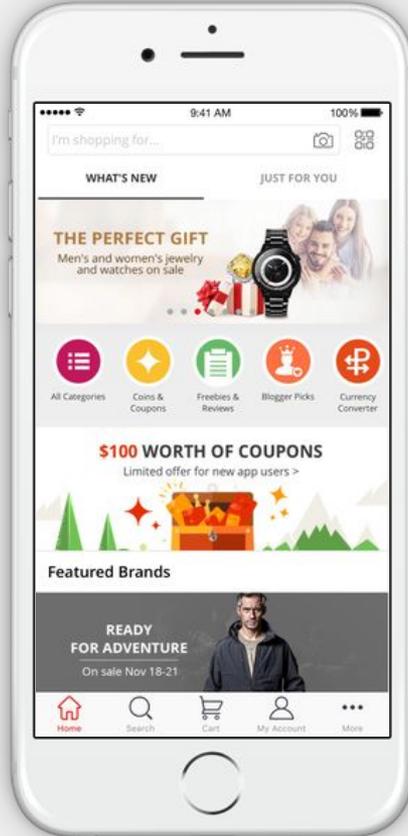
## Buy everything in one place

**Company**  
Alibaba

**App name**  
Aliexpress shopping app

**Country**  
International

**Category**  
Customer loyalty



Shop what's new & now from home to health, tech to toys and sports to shoes (plus the hottest fashion around) every day. The app also provides a range of deals and membership pricing. From flash & super deals to coupons and more, you can get the best products at the best prices in one swipe.

**Android:**

<https://play.google.com/store/apps/details?id=com.alibaba.aliexpresshd&hl=en>

**iOS:**

<https://itunes.apple.com/us/app/aliexpress-shopping-app/id436672029?mt=8>



# 35

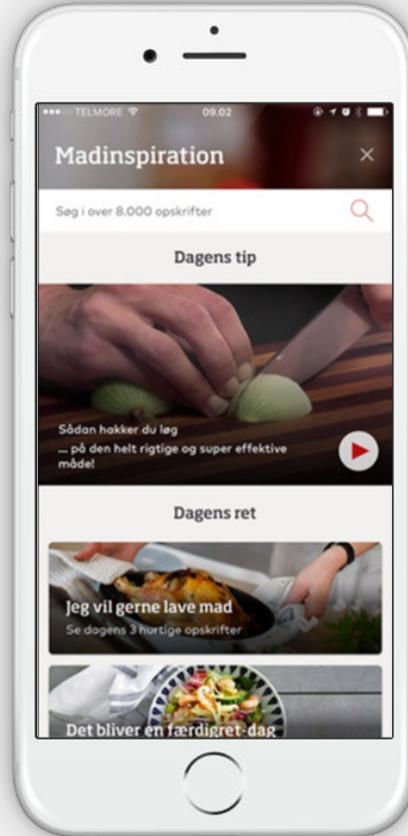
## The swiss-knife app of danish detail

**Company**  
Coop

**App name**  
Coop medlem

**Country**  
Denmark

**Category**  
Customer Loyalty



Coop's hugely popular customer club, Coop Medlem, and their connected apps are widely used and have a lot of features to make your shopping experience a breeze. In the app you can pay, see receipts, make shopping lists, see recipes, and much more.

**Android:**

<https://play.google.com/store/apps/details?id=dk.coop.coopplus&hl=da>

**iOS:**

<https://itunes.apple.com/dk/app/coop-medlem-bonus-tilbud-og-medlemsfordele/id698632628?l=da&mt=8>



# 36

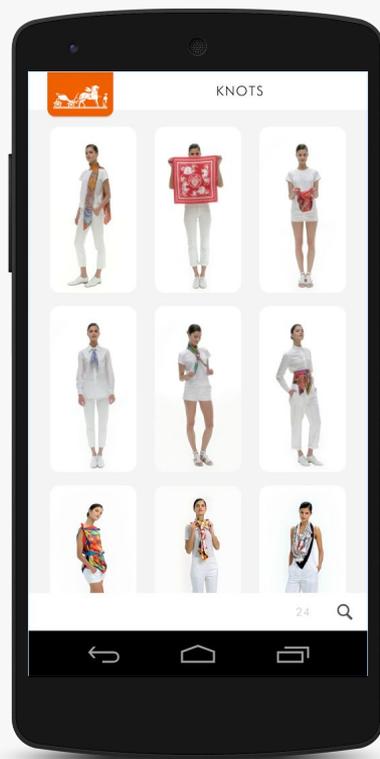
## Scan barcodes for user reviews

**Company**  
Hermès

**App name**  
Hermès Silk Knots

**Country**  
Global

**Category**  
Customer loyalty



This app teaches users how to tie their scarf in elegant and creative ways. Users learn how to tie 24 different knots through step-by-step images and video tutorials. Users also get access to new collections and other loyalty features.

**Android:**

<https://play.google.com/store/apps/details?id=com.hermes.silkknots&hl=en>

**iOS:**

<https://itunes.apple.com/us/app/herm%C3%A8s-silk-knots/id675298290?mt=8>



---

# Employee tools



# 37

## Share personal food videos within a community

**Company**  
Morrisons

**App name**  
Morrisons Makes it app

**Country**  
USA

**Category**  
Employee tool



By downloading the Morrisons Makes it app, the user can become an active member of a video community. The user can capture a story and inspire others. Users can upload videos directly from their smartphones.

**Android:**

<https://play.google.com/store/apps/details?id=com.seenit.morrisons&hl=en>



# 38

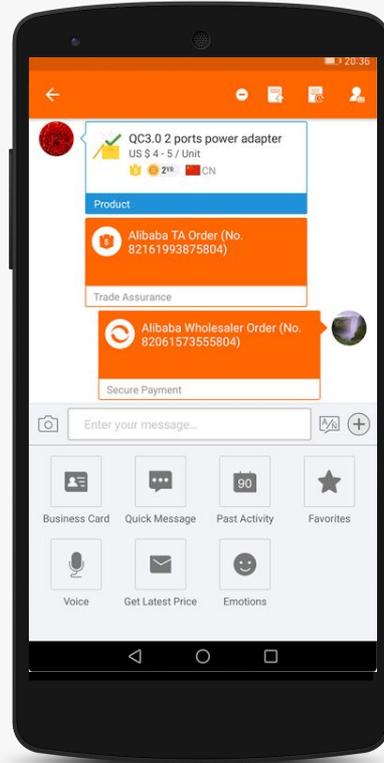
## Connecting wholesalers globally

**Company**  
Alibaba

**App name**  
Alibaba.com B2B Trade App

**Country**  
International

**Category**  
Employee tool



User can search millions of products across hundreds of categories, and has the ability to communicate with suppliers through the messenger system. Furthermore, users can shortlist recommendations based on your sourcing preferences and send customized buying requests to suppliers through a strong communication feature.

### Android:

<https://play.google.com/store/apps/details?id=com.alibaba.intl.android.apps.poseidon&hl=en>

### iOS:

<https://itunes.apple.com/us/app/alibaba-for-iphone/id503451073?spm=a272a.8342162.j00nmtbnb.3.H9XF9f>



# 39

## Digital product information for the mobile sales force

**Company**  
Mazda

**App name**  
Mazda

**Country**  
Denmark

**Category**  
Employee tool



It's impossible for car salesmen to remember all the information of their products and variations. To replace the physical product catalog, Mazda has developed a digital catalog that is easily updated and always in the pocket of the salesman, speeding up a professional sales process.

**Android:**  
N/A Internal app

**iOS:**  
N/A Internal app



# 40

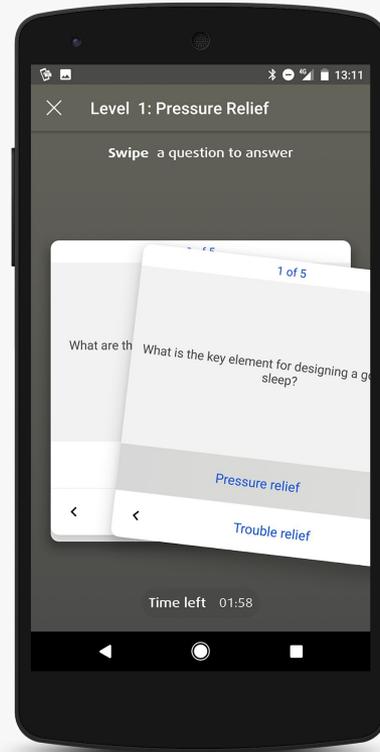
## Gamified sales training

**Company**  
Tempur

**App name**  
Tempur

**Country**  
Denmark

**Category**  
Employee tool



To make sure that their own personnel and franchisers are suited to sell their products, Tempur has made a global sales training app that educates the users while keeping it fun with gamification features.

**Android:**  
N/A Internal app

**iOS:**  
N/A Internal app



---

**Motivate visits at physical stores**



# 41

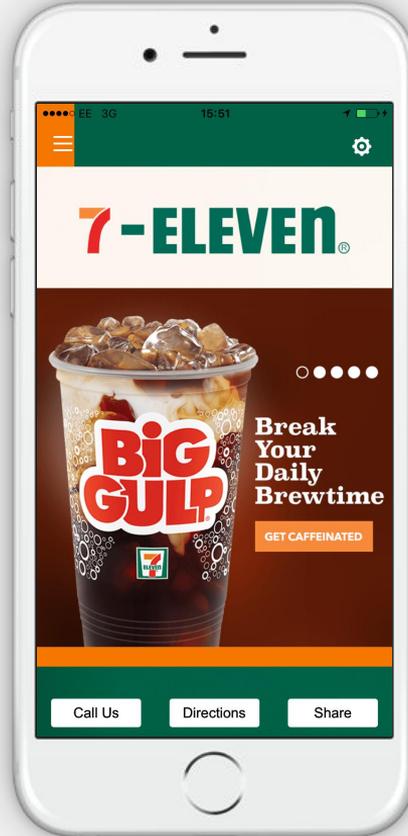
## Offers at hand

**Company**  
7-Eleven

**App name**  
7-Eleven

**Country**  
International

**Category**  
Motivate visit at physical store



With the 7-Eleven app, users will regularly receive offers. In addition to this, the app provides loyalty features such as reward points and cards in-app. These loyalty points can only be turned into real products in the store.

**Android:**

<https://play.google.com/store/apps/details?id=dk.release.seveneleven>

**iOS:**

<https://itunes.apple.com/dk/app/7-eleven-danmark/id645878283?mt=8>



# 42

## Attracting customers through voucher games

### Company

Dansk Supermarked

### App name

Far til 14

### Country

Denmark

### Category

Motivate visit at physical store



Users can earn points through gaming, which are exchangeable for real products at the Bilka Voucher Shop. Customers can earn points on a daily basis, and use the vouchers if they buy other products as well. The inspiration comes from Candy Crush and other similar games.

### Android:

<https://play.google.com/store/apps/details?id=com.pointvoucher.fartil14&hl=en>

### iOS:

<https://itunes.apple.com/app/id1146405500>

# 43

## AR for posing with your favourite LEGO character

**Company**  
Lego

**App name**  
LEGO® In-Store Action

**Country**  
Global

**Category**  
Motivate visit at physical store



Users can scan special LEGO posters in stores with their smartphone or tablet camera to take an awesome photo with a LEGO Minifigure! When scanning a poster, the Minifigures will come to life and animate in fun poses for tons of different photo opportunities. Pause the animation at any time to compose the perfect photo!

The app also features two Minifigures the user can take pictures with without scanning the in-store posters, right in their own home.

**Android:**

<https://play.google.com/store/apps/details?id=com.lego.instore.action>

**iOS:**

<https://itunes.apple.com/us/app/lego-in-store-action/id917522407?mt=8>



---

# Product and image recognition



# 44

## Combining traditional store features with online

### Company

American Eagle Outfitters

### App name

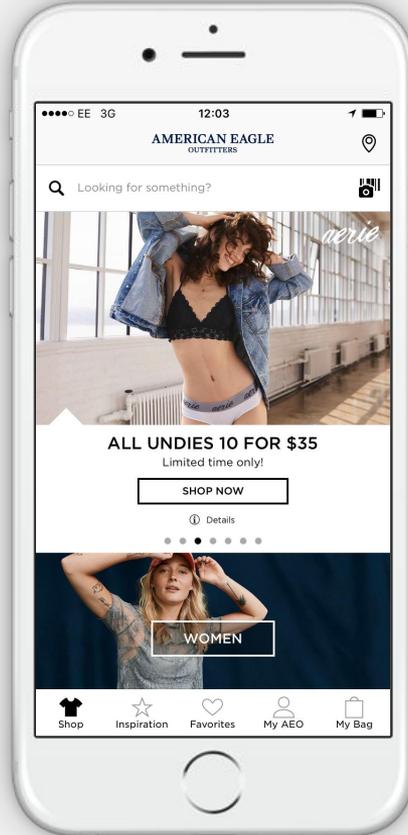
AEO Aerie: Jeans, Dresses, Swimsuits & Bralettes

### Country

USA

### Category

Product & image recognition



AEO

This app is an extended shop, with additional features to support the actual online shopping experience. Users can listen to a radio show, which plays the great music normally played in-store. They can also use the snap & scan feature where the shop suggests similar products based on the user's photo. Finally, users can book a product online, try it in a store and buy it afterwards.

### Android:

<https://play.google.com/store/apps/details?id=com.ae.ae&hl=en>

### iOS:

<https://itunes.apple.com/us/app/aEO-aerie-jeans-dresses-swimsuits-bralettes/id467738064?mt=8>



# 45

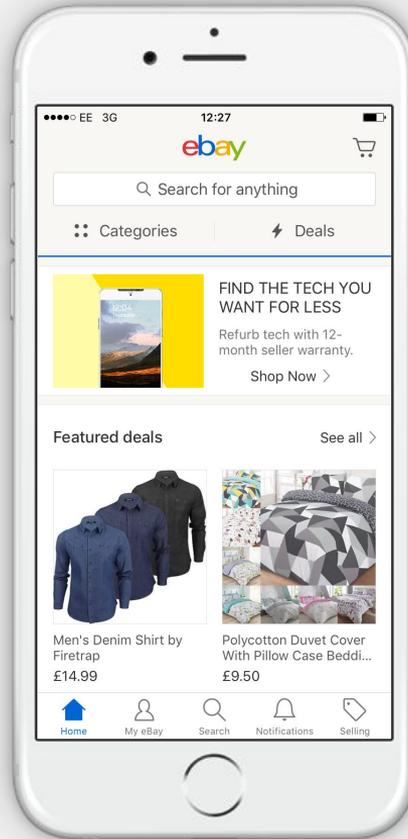
## Buy and Sell Online

**Company**  
eBay Inc.

**App name**  
eBay

**Country**  
USA

**Category**  
Product & image recognition



The eBay app is a great app to find anything a user needs; from dresses, handbags and fashion accessories, to new and used cars. You can browse their inventory of millions of products from local as well as global sellers. The user can also sell their own products through the app. The eBay mobile app uses two parts of artificial intelligence – known as computer vision and deep learning – to easily find the items you're looking for. Once you upload the image, it goes through a deep learning model – known as a convolutional neural network – that processes the image and produces a representation of it to compare to live listings on eBay.

**Android:**

<https://play.google.com/store/apps/details?id=com.ebay.mobile&hl=en>



# 46

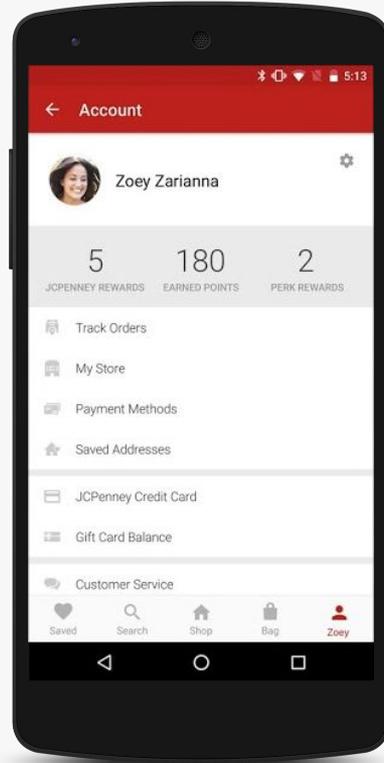
## Find similar products with visual search

**Company**  
JCPENNEY

**App name**  
JCPenney App

**Country**  
USA

**Category**  
Product & image recognition



This app has made it easy for users to easily find a product or a similar product based on visual search. Users can take a picture of a bag, and the app will analyse the picture and find the actual bag or something similar in the product portfolio. The app also has strong loyalty features such as savings, customer measurements, and more.

**Android:**

<https://play.google.com/store/apps/details?id=com.jcp>

**iOS:**

<https://itunes.apple.com/us/app/jcpenney/id925338276?mt=8>



---

# Sharing economy



# 47

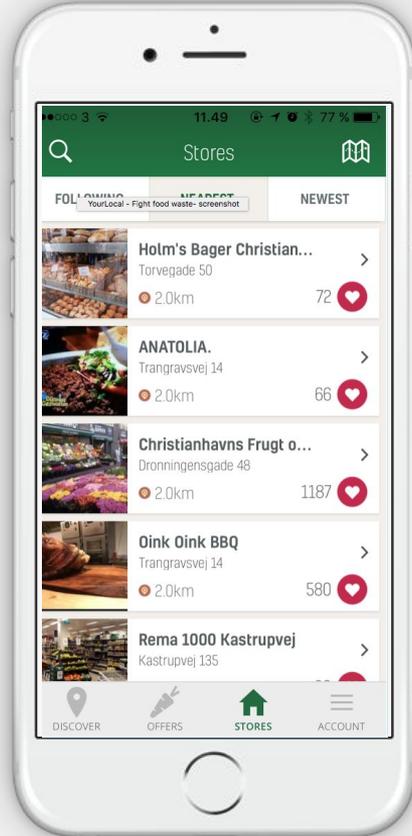
## Fight food waste and support local shops

**Company**  
Your Local

**App name**  
Your Local

**Country**  
Denmark

**Category**  
Sharing economy



Users can get delicious food offers from their favourite neighbourhood shops. Save money every time they offer food that would otherwise have gone to waste. The local store can upload daily offers through the YourLocal platform, users buy the offer and drop by the store end of day to collect whatever they have bought.

**Android:**

<https://play.google.com/store/apps/details?id=com.yourlocal.yourlocal&hl=en>

**iOS:**

<https://itunes.apple.com/dk/app/yourlocal-fight-food-waste/id970350721?mt=8>



# 48

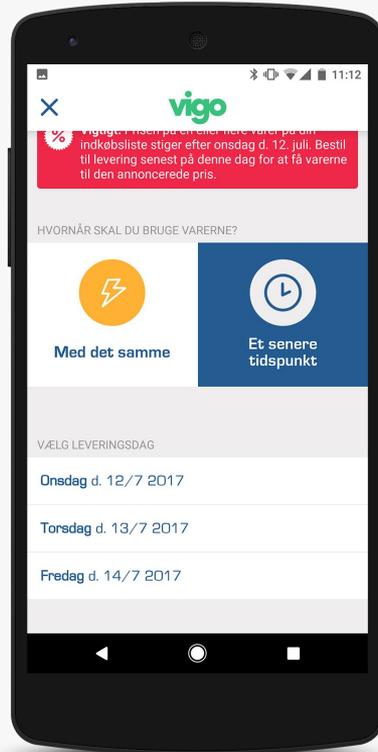
## Groceries delivered to your doorstep

**Company**  
Rema 1000

**App name**  
VIGO

**Country**  
Denmark

**Category**  
Social sharing



What separates this grocery delivery service from its competitors is that shopping and delivery is done by whoever bids on it. Vigo fits into the sharing economy, along with freeing Rema 1000, by implementing their own delivery service.

**Android:**

<https://play.google.com/store/apps/details?id=dk.iroots.rema1000&hl=da>

**iOS:**

<https://itunes.apple.com/dk/app/rema-1000-med-vigo/id426938378?l=da&mt=8>



---

# Connected items



# 49

## Track personal luxury products

**Company**

Louis Vuitton Malletier

**App name**

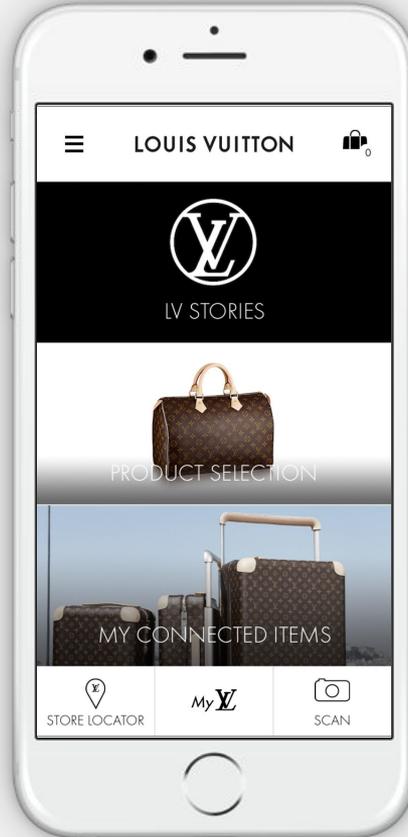
Louis Vuitton Pass

**Country**

International

**Category**

Connected items



The Louis Vuitton Pass App allows users to enter the world of the Maison and be the first to discover exclusive content, product launches and manage their connected products.

**Android:**

<https://play.google.com/store/apps/details?id=com.vuitton.android&hl=en>

**iOS:**

<https://itunes.apple.com/us/app/louis-vuitton-pass/id709101942?mt=8>



---

# Voice search



# 50

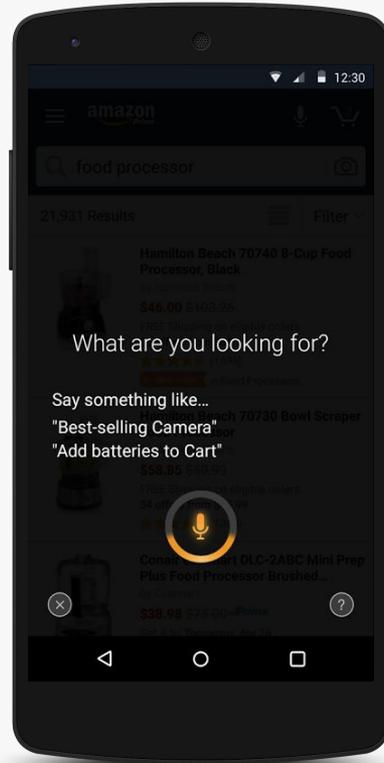
## Shop, scan and read reviews

**Company**  
AMZN Mobile LLC

**App name**  
Amazon App

**Country**  
USA

**Category**  
Voice search



Toothpaste, golf clubs, and batteries are some of the many things Amazon offers their users through the app. Known for their colossal shopping catalog, Amazon packs a variety of features and functions into this ample app, whether the user is buying gifts, tracking orders, or scanning products. The user can also tap the mic icon to use Alexa to play music, shop, tell jokes, listen to eBooks and more. It's easy to navigate, intuitive and extremely fast.

Browse, search, get product details, read reviews, and purchase millions of products available from Amazon.com and other merchants.

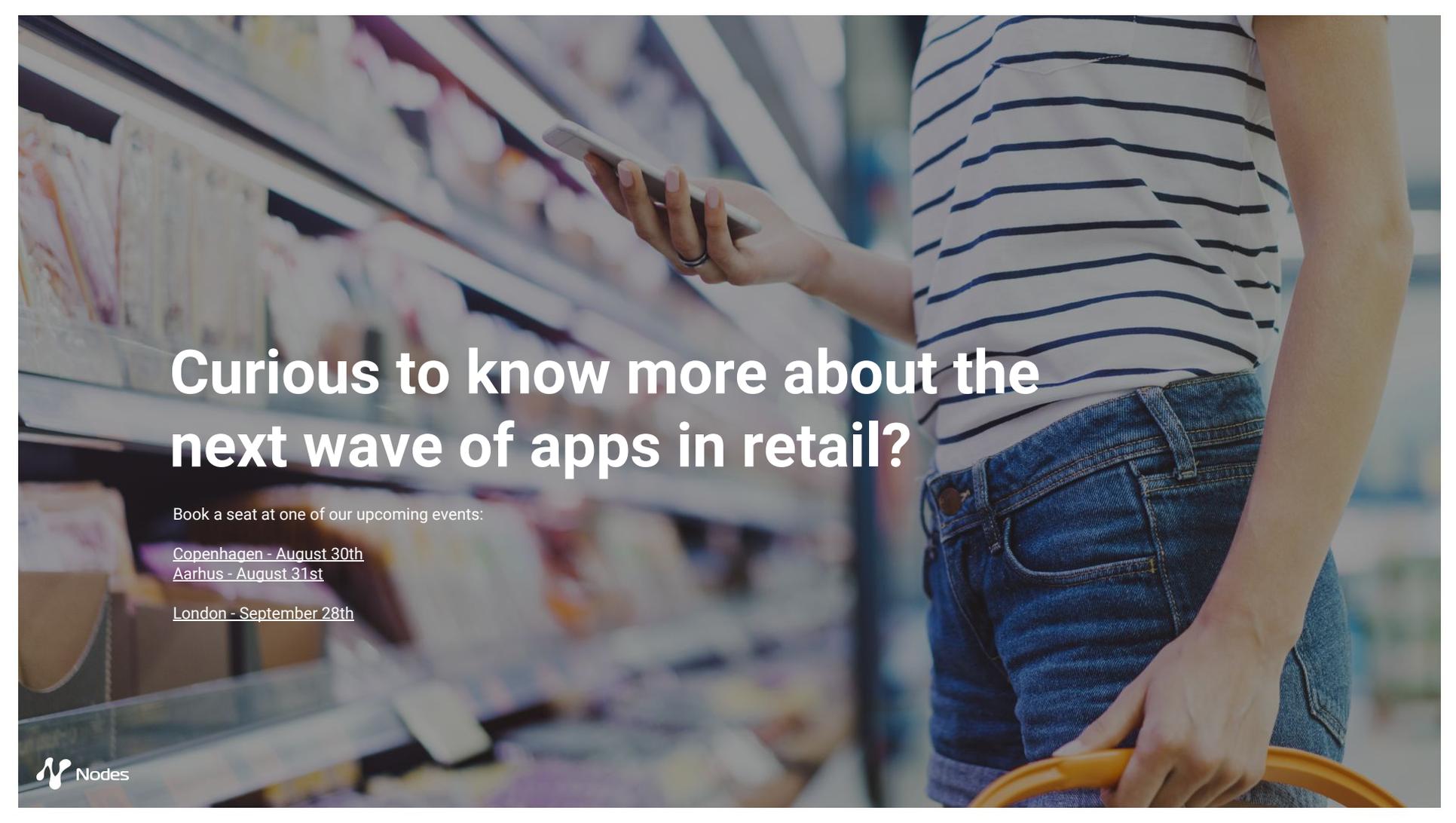
### Android:

<https://play.google.com/store/apps/details?id=com.amazon.mShop.android.shopping&hl=en>

### iOS:

<https://itunes.apple.com/us/app/amazon-app-shop-scan-compare-and-read-reviews/id297606951?mt=8>



A person wearing a white t-shirt with dark horizontal stripes and blue denim jeans is standing in a grocery store aisle. They are holding a white smartphone in their right hand and the handle of a yellow shopping cart in their left hand. The background shows shelves stocked with various products, slightly out of focus.

# Curious to know more about the next wave of apps in retail?

Book a seat at one of our upcoming events:

[Copenhagen - August 30th](#)

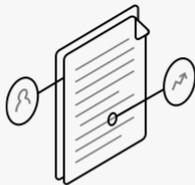
[Aarhus - August 31st](#)

[London - September 28th](#)

---

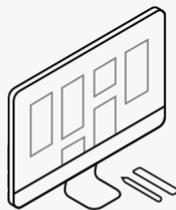
## In the middle of an app project for your company?

We believe that successful apps are more than beautiful design and great code. A clear purpose, strong ties to the user, and deep relation to your business and strategy is equally important. Here are 3 valuable places to start the process.



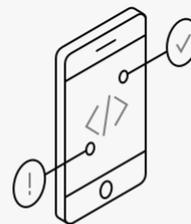
### Mobility Services Strategy

Successful apps are about understanding the business and the environment to reveal the potential opportunities. We analyse typically these areas: Enterprise vs. Consumer, Business critical factors, Stakeholders/Processes and Technology.



### Proof of Concept Analysis

Let's facilitate an idea generation workshop with carefully tailored brainstorming exercises and sessions, with precise goals for each of the exercises. This will be followed up by prototyping, road mapping and validation phases.



### Evaluating existing app quality

There is no doubt about the value added when a neutral third party review your app. We therefore offer a comprehensive hardware test to verify whether your app functions appropriately across the devices and operating systems.



---

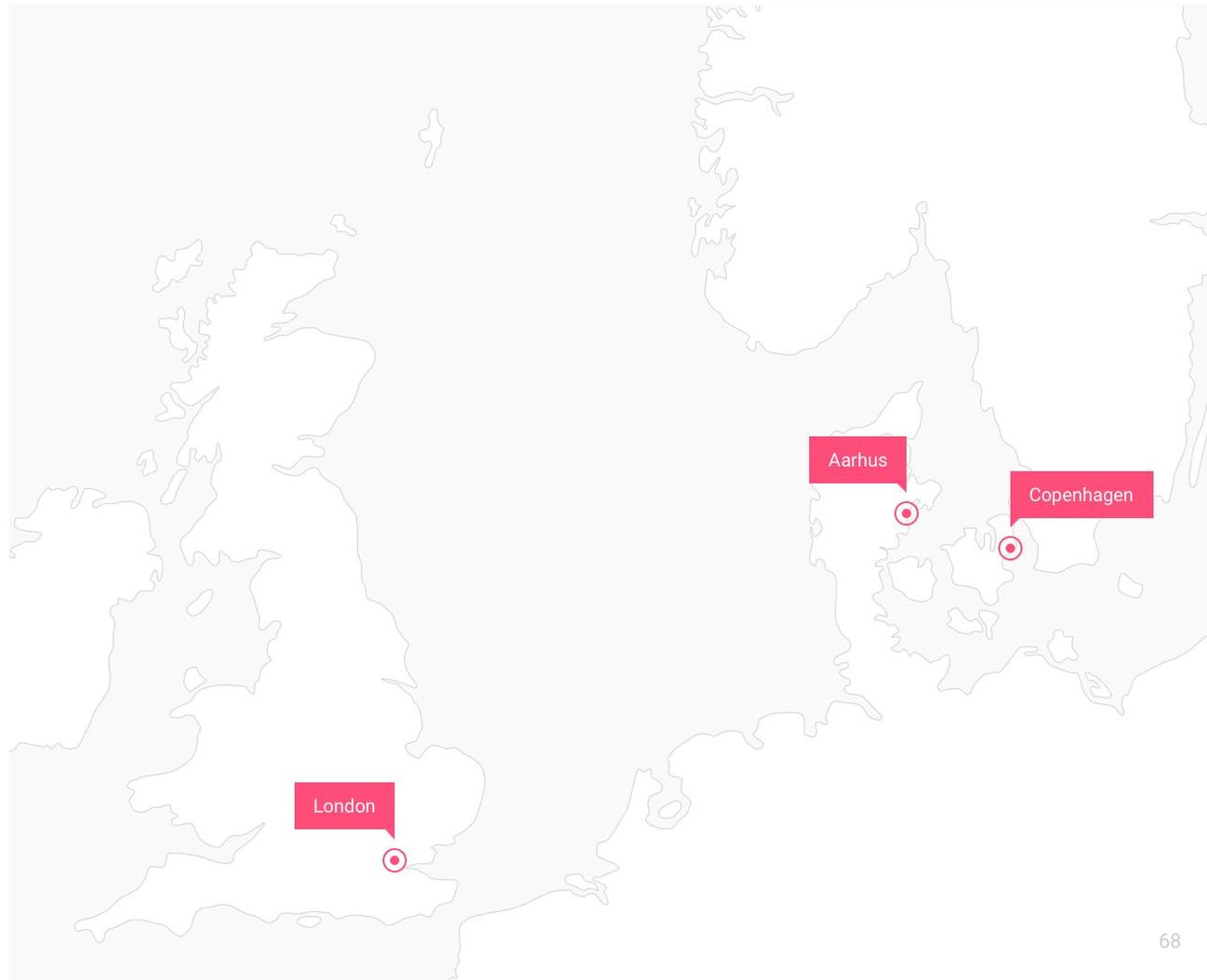
## Let's get started

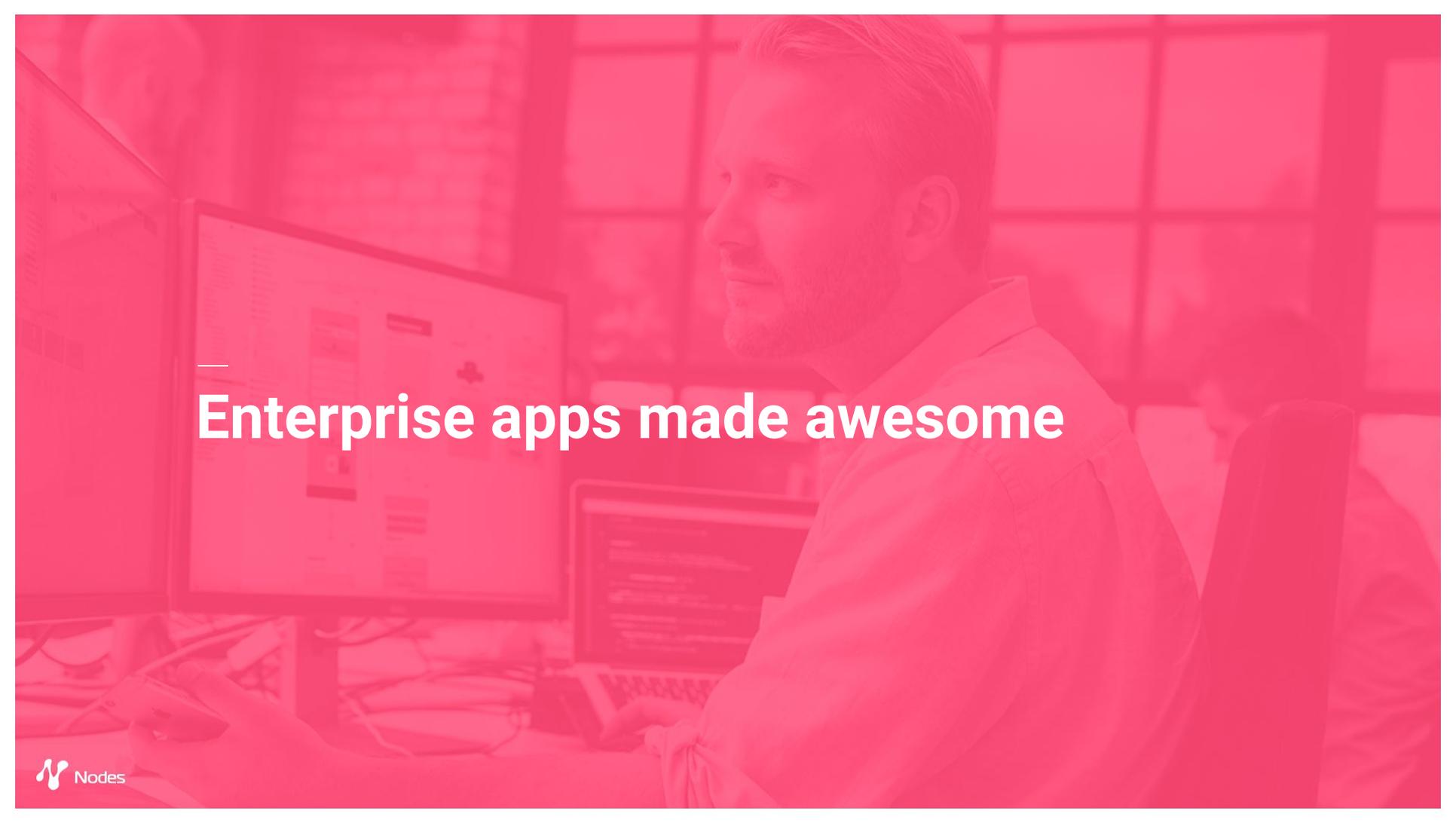
### Offices

Artillerivej 86  
2300 Copenhagen S  
Denmark  
+45 42 41 01 01  
[cph@nodesagency.com](mailto:cph@nodesagency.com)

Frederiksgade 45, 2. sal  
8000 Aarhus C  
Denmark  
+45 31 19 92 61  
[aar@nodesagency.com](mailto:aar@nodesagency.com)

174 North Gower Street  
London | NW1 2NB  
United Kingdom  
+44 (0) 7935 792 014  
[ldn@nodesagency.com](mailto:ldn@nodesagency.com)





# Enterprise apps made awesome