

Revival of the town that includes different sub concepts to revive the offline retail stores.



The system of Schwyz Shoppt

- Weekend event (Saturday and Sunday)
- Stores work together
- Stores provide the user special offers like:
 - Discounts
 - Clearance sales
 - Free gifts
 - Free donations
 - Participation in contest
- Food trucks on street
- Shop stands
- On the Hauptplatz in Schwyz
- Restaurants participate aswell
- Free shuttle service

Creates a social event in Schwyz that revives the town and helps the stores realize profit.

Sub concept

Time to shop

Timetable that offers a safer shopping experience and allows less crowded shopping trips for all generations

- Shows number customer number in store online
- Shows how many customers are predicted in the next hours
- Shows the number of customers outside the store

Brings safety for customers who fear getting infected with the Coronavirus and allows a more comfortable experience through having fewer other customers in the way.

- Stores provide the senior customers a individual time that is set for them to shop
- Seniors receive more consultancy thanks to more available employees
- Seniors feel less stressed while shopping when less other customers around.

This ensures the senior user a comfortable experience that will bring more seniors into the store again.

Sub concept

Saley

In-store touchscreen that allows the user to receive online store features in a brick and mortar store.

- Touch screen in store with additional information about products like:
 - Price
 - Reviews
 - Description
 - Material used
 - Origin
 - Expiration date
 - etc

- Saley will also show similar products and where to find them and what is in stock at the store
- Saley has an included scanner to scan products
- The customer can create an account in the store to receive customised suggestions
- Saley allows the customer to order out of stock items home
- Saley allows the user to reserve products online from home and pick it up in store
- To receive store points customer can review products and even employees through Saley