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## 17+ apps revolutionizing store aisles

AUGUST 24, 2010

BY: LORA SHINN

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Apps, shmapps. If you've dismissed this new craze as just

something that the kids are going on about these days, think again. Interactive applications on mobile devices—Android, BlackBerry, iPhone—are a hit with wide segments of the population, from mopey teens to old money. Soccer moms use apps to hunt down coupon deals, college kids love them for social networking and foodies use apps to design a week's worth of meals. Can you afford to ignore the app revolution?

Here are the top types of apps your customers are using and how you can take advantage of them, whether through cutting-edge technology or old-school marketing.

### Grocery iQ, Shopper, FoodScanner and other grocery-shopping apps

**What are they?** These apps let customers create grocery lists by store, category, brand and even aisle. Shoppers love them because it's simple to save, share and edit weekly lists. Some apps also offer coupons and UPC scanners or even track calories.

**Why should you care?** These apps make shopping so easy, some consumers won't enter your store without them. Help your app-addicted customers by posting aisle-by-aisle store maps on your website; shoppers can use them to customize their grocery app. You might also ask customers to let you know if they can't find a favorite, recurring list item that they must buy at a competing store.

*Freelance writer Lora Shinn shops for her agave, yerba maté and tempeh strips in Seattle.*

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