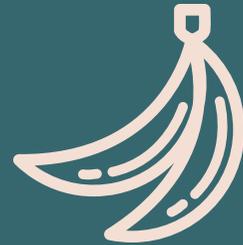


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CASE STUDY

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# HIIPER

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## **Technologies**

Objective-C, Swift, C++, XCode, IOS7/10, Data Analytics Tools

## **Client**

Dutch startup focusing on helping consumers save on groceries via a smart shopping list and personal deals



# DESCRIPTION

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**Hiiper** is a platform in which all prices and all products of online supermarkets are collected to provide consumers **a service to find out at which store they could buy their groceries for the lowest price.**

# SOLUTION: PART 1

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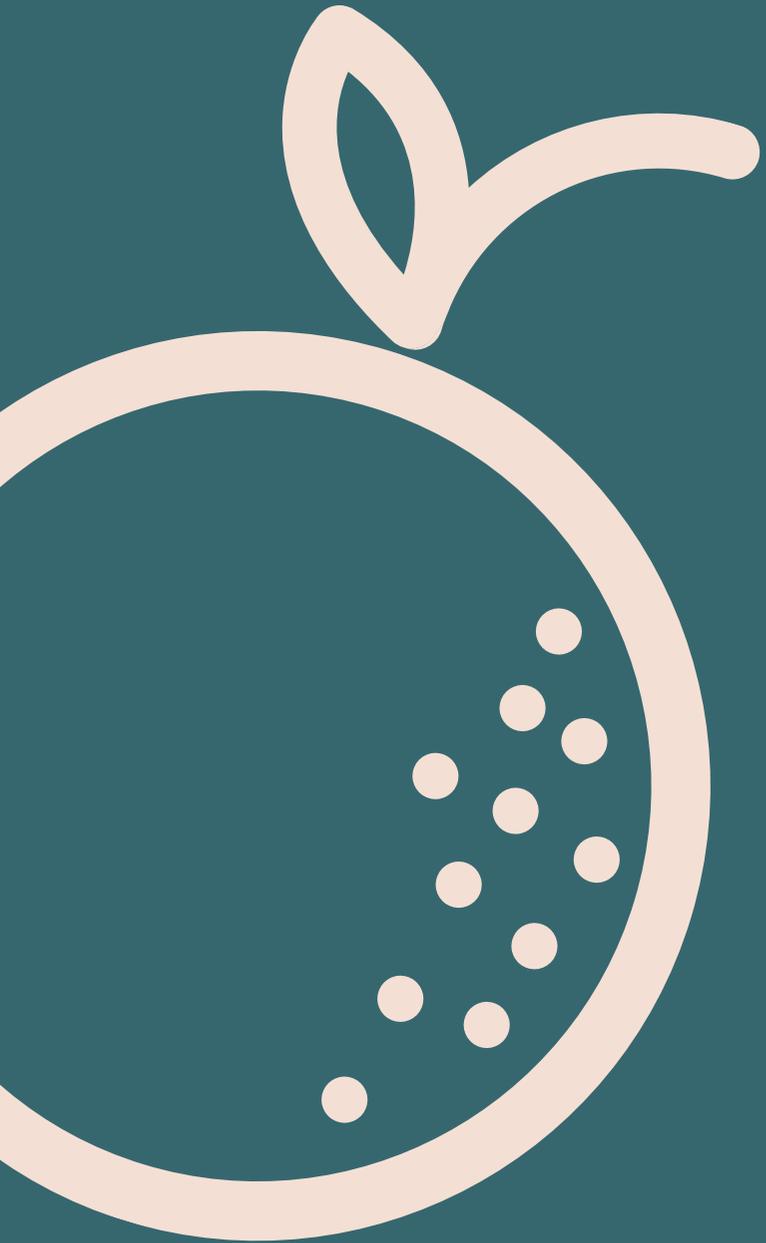
Comparison shopping is a crucial habit to develop if you want to save money on your purchases. And who doesn't? Being able to quickly compare prices, whether from your couch or at the store, could help you save quite a bit of cash by making sure you always know where to find the best prices for the items you want.

**The Hiiper app** shows users at which supermarket they can buy their favorite brands and products at the lowest price. The prices and offers of ten different supermarkets such as **Albert Heijn, Bonisupermarkten, Coop, Dekamarkt, Hoogvliet, Jumbo, Plus, Spar, and Vomar are compared.**

## SOLUTION: PART 2

You start by adding your favourite products. The convenient overview the app shows you immediately what products are on offer. Add the products you need to your shopping list this week. Every time you add a product **Hiiper calculates** directly **what the price of your list has all the supermarkets in your area.**

Have you completed your list? Then choose whether **you want to take it to the supermarket via the app**, or, if you want your order to be delivered, send to the supermarket your list and you will get the products to your home.



## BENEFITS: PART 1

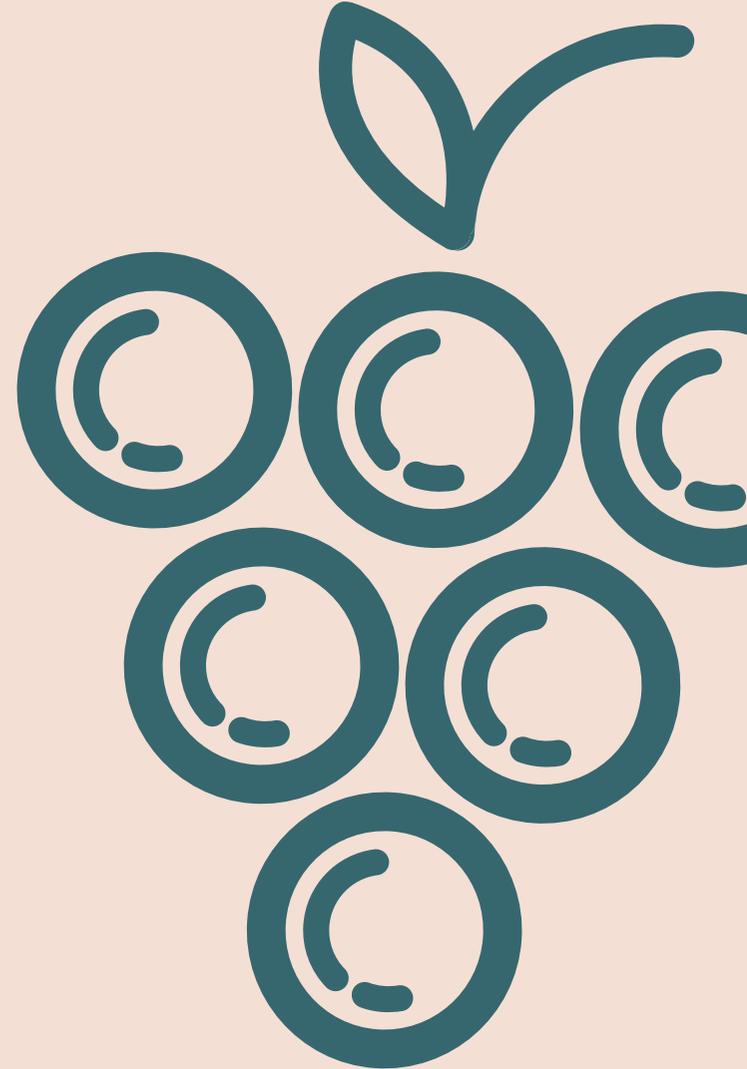
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- By purchasing the right deals **you save up to 30%** on your groceries
- Supermarket brands are ready for using Hiiper Data. It allows them to see **where their products are sold and what are their prices** comparing to competitors
- **Before Hiiper, shoppers have been shopping blind** because they never knew if a store carried their products or at what price until they were already at the store.

# BENEFITS: PART 2

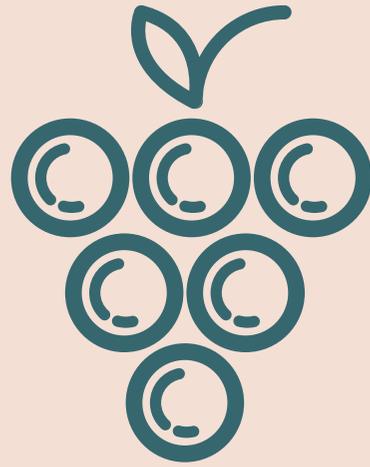
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- **Retailers and product manufacturers have been selling blind** and scatter-shooting their advertising, coupons and discounts hoping with enough of them. And now they'd find the shoppers that they were looking for.
- **Through the Hiiper**, businesses can peek into local demand and more intelligently price their products, advertise to consumers already predisposed to want their products or products like theirs. **Hiiper also helps understand the path to purchase** from a shoppers pantry all the way through to their transaction.



# ACHIVEMENT

Hiiper is the most comprehensive online to in-store shopping platform, giving shoppers the knowledge they need to make the best purchasing decisions at nearby stores. For the first time in history, in-store shopping can have the same level of pricing and availability transparency as online shopping.



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Have a question? Write to **[weare@ddragons.com](mailto:weare@ddragons.com)**