

# Zappar as a Tool for Salles (Sales)Increase – v1:

MaFEA – Making Future Education Accessible  
PR3 - EDUCATIONAL LEARNING PATHS

**Met opmerkingen [AT1]:** Zappar as a tool to increase sales

|                           |   |
|---------------------------|---|
| Technology tools:         | Zappar  |
| Tool version:             | Paid version  |
| Date:                     | October 2022  |
| College:                  | Escola de Comércio de Lisboa  |
| Author (optional):        | Helga Duarte; Marco Rodrigues; Patrícia Videira (Business Team)   |
| Subject of the lesson(s): | # Retail Business; #Visual Merchandising; #Marketing; #Sales Promotion; # Trade and sell; # Management: # Retail Promotion. |



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### Zappar as a Tool for Sales Increase / Product Promotion

**Intention:** What do you wish for or hope to happen? (Intentions are often not measurable or tangible, but **they will** help you in developing the design process.)

1. Using a Zappar Code, students will be able to see and analyse product characteristics before making a purchasing decision

**Desired Outcomes:** One or more measurable and tangible goals the teacher aims for with this lesson/these lessons.

1. Learn how to use the software Zappar code;
2. Use the zappar code as a tool for product promotion at the Stores (ECL Store and ECL Food Store)
3. Measure the financial results obtained in the ECL Store after using Zappar Code
4. Measure customer satisfaction after the shopping experience with Zappar

**Agenda:** HOW are you going to reach the goals? Description of the lesson plan / educational activities / working methods.

1. **Problem identification:** Customers don't look for 5 products on the ECL Store.
2. **Challenge:** Using zappar as a tool to attract customers' attention.
3. Teachers create working groups with 5 students each
4. Each working group should:
  - a. select a product;
  - b. take 3 good photos;
  - c. set product name;
  - d. create a slogan for the product;
  - e. define a public sale price (PVP).
5. Teachers assign a profile to each student and login in their personal computer and download the zappar app on their mobile phone
6. Each working group:
  - a. create a new project at Design Legacy
  - b. add title for the project and choose a cover image to identify the project
  - c. Zappar creates a zapp code for each project, download the zappar for your computer (each project has their own zappar code, that allows students to see the product in AR)
  - d. choose an image of the product from the photo album or other resource such as a video, a button,...
  - e. insert 3 text object: one for the name of the product, another for the description of the product and another one for the price
  - f. Edit each Text Object and Publish
  - g. Choose "Trigger Settings"
  - h. Download the image as PNG
  - i. Save on your computer
  - j. Use Zappar APP to scan the zappar code and you will see the product in AR
7. While the students test the teachers print the zap codes
8. Then the students can scan the zap code in front of the product and see the same result as the consumer



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9. In the end we will measure the results based on direct observation of consumer behaviour at the ECL Store, if the zappar code increased sales in the products that did not sell as much previously
10. of all the selected products which sold the most with this new technology.
11. Debate on the added value of this technology for the company and the knowledge each student acquired

### **Roles:** Who facilitates what? Who participates? What do we expect of the students?

1. Teacher facilitates the use of the tool
2. The participants are Teachers and students of the Business Team
3. The goals of the project are:
  - students appropriate technologies as business facilitators;
  - students realise that technologies are fundamental to the environmental sustainability of business
  - new technologies are important pedagogical tools to increase young people's motivation and engagement in the learning process.

### **Rules:** Rules or principles are about how you want to learn and work together.

1. Teamwork between teachers and students from different business areas, namely Commerce, Sales & Marketing, Visual Merchandising

### **Time:** Describe the time path: What time do we start / finish / break? When is the time for reflection? What happens between contact times?

1. The activity takes **6 hours**:
  - 2 hours for the challenge and to take and edit a picture of the product
  - 1 hours to login at zappar and to create a project
  - 1 hour to explore the zappar APP at ECL Store
  - 1 hour to evaluate the results of the activity
  - 1 hours to evaluate the activity (in the form of a debate): self-evaluation, hetero-evaluation, co-evaluation and metacognition

**Met opmerkingen [AT2]:** Maybe add a short evaluation of how the project went