



Overview

Sears came to us with an interesting challenge... to transform their time-consuming retail floor planning process, nationwide, with a web-based utility.

The old process included graph paper, pencils and fax machines and was simply taking far too long to accomplish the quarterly task for each store to plan the layouts.

Our Solution

We worked with the incredible team at Sears to understand in great detail exactly how this tool would be used and by whom. We then went to work to outline the application, with the goal being to deliver a tool that would be both powerful and completely intuitive to use.

What we ended up with was an elegant, easy to use, portable and effective tool that in the words of Sears "transformed their floor planning process". The application allows the **nationwide** retail outlets to spend a day doing what used to take upwards of 3-4 weeks with traditional paper and pencil tools.

Some of the features include a beautiful full-screen interface for drawing store dimensions and zones as well as a comprehensive list of items and artwork for the departments. The tool allows for printing over multiple pages, has an object rule violation system that alerts users of object proximity issues or quantity issues and has an elegant approval process. The system offers multiple levels of administration and even allows for custom reports to be downloaded for Excel. This application was the epitome of a successfully executed web-application.

Services

Design, Development, Strategy, Programming, Implementation, Server Setup & Maintenance.

Technologies

PHP, MySQL, Flash, jQuery, JSON, XHTML/CSS

Testimonial

"We wanted to thank you and your team for helping to transform our floor planning process with the new Sears FloorPlanner. Team members across the country are raving about how great the tool is! Thank you again for all of your efforts! Great job."

Peter Magnabosco, Vice President, Sears

