Proposing an IT improvement for a retail store

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**Objective:**Propose an IT improvement for a retail store

**Selected retail store:**   
GAME

**IT improvement description:**   
The IPad is an essential piece of hardware that can be used in retail stores as it allows users to work on the go. It improves customer service and is a great portable device staff can benefit in using. The IPad can improve the store as it has great and useful apps that the retail store can use, as well as being a high-resolution device that delivers everything is good quality. As it is a portable device it can be carried all around the premises and be used anywhere, and although may cost roughly around £500, it can be efficient in all ways, for example quickly accessing databases within the retail store, checking availability of the products sold in the store.

**Implications of IT improvement on:**

**Cost:**As it is such a great piece of hardware, the costs for IPads are usually either under £500 or even over.

**Inputs and Outputs:**When it comes to input and outputs and audio port is available for headphones/earphones to be plugged into, as well as having a speaker for audios to be played through. There is a volume switch for users to adjust the level of the audio. Voice recording can also be done with an IPad as there is a microphone available. Staff in this retail store can use the IPad to search up all products such as, games consoles, games and mobile phones that the shop sells, and can be able to inform customers on what type of products they sell or what they have in stock, or simply just let them know what is on sell so that they can buy those products. They can also input data for when an item is out of stock, or to reserve a specific item for a customer. This then results in the customer selecting something else to buy, or if the item is reserved for them they can go over to pay for it.

**Effect on staff:**In GAME, using an IPad could affect a staff member as it is portable, the IPad isn’t heavy so they can use the device and carry it anywhere and could use it as an advantage to carry out simple tasks such as updating databases using applications such as Microsoft excel to carry it out. It can also have an effect on staff as they can rely on the IPad more than being seated at a desk being able to access the stores website checking for discounts and updating information on the website whilst on the job wherever they are. They could also use the IPad to give feedback to customers if a customer were to approach them asking the staff member any questions, saving the customer some time as their query has been answered right on the spot. This increases productivity and is also efficient for both the customer and the staff member.

**Energy consumption:**With energy consumption IPads have an “Ambient light sensor” built in which adjusts the brightness of the IPad whilst also minimising the use of energy. As the IPad is power efficient, it is also able to provide high performance and long battery life.

**Benefits of IT improvement:**the benefit of having and upgrading to an IPad is that it is efficient in all ways. The IPad provides all users with plenty of applications to download whether it is having social networking applications like Facebook or Twitter, to simple applications like games. There are plenty of applications on an IPad to download for all uses that benefit businesses as well as people outside of the business, for example Skype, it can be used for video conferencing as well as being used for socialising with friends and family.   
Another benefit is that the IPad is portable. It can be taken and used anywhere at anytime. As it is a light product, it can be carried anywhere for the user to use. In a retail shop this benefits a staff member as they are able to go around helping customers if they have any queries about the products that the retail store is selling.   
The IPad is also user friendly. It allows (in this case) the staff member to quickly switch from app to app, as it is a touchscreen device they are able to type and search for things quickly (like for searching up which games are most popular in the shop) and with retina display, they are able to preview images and videos well on the device as it is good quality.