

WAG™ Web Application Generator

Create Astounding Cloud Applications in Days

Proof of Concept Summary – WAG™ Safeway Supermarkets National Recipe Contest

Industry	Safeway Supermarkets – one of North America's largest supermarket chains
Data Sources	Product Catalog Tracker TRM™ Total Relationship Management
Business Problem Solved	Create social interaction and buzz around the Safeway brand name
Solution	WAG™ Safeway Supermarkets National Recipe Contest – Proof of Concept

Business Problem

- Create social buzz and continuous interaction around the Safeway brand name, Safeway Stores and the Safeway.com web site
- Increase Safeway brand awareness and have people talking about Safeway

Competing Technologies

- Many Safeway customers use social sites such as Facebook.
- Safeway would like to have a site that continuously attracts people to its online shopping site and stores
- Safeway wants people to think and talk about Safeway stores and the Safeway.com web site!

Solution

- Designed to be a viral / social web application - The WAG™ Safeway Supermarkets National Recipe Contest Proof of Concept invites people to share their best recipes with the world!
- The 10 most popular recipes win Safeway shopping cards ranging from \$100 to \$1,000
- Each person can add as many recipes as they like and **Invite** their friends and family to try out and vote on their recipes
- Each such person (**Invitee**) can in turn enter their own recipes and share them with their friends and family and so on, creating a viral invitation based social hub with thousands of recipes exchanged and being voted on
- Users get to vote on each recipe by saying that they **Like** it. If they do, that recipe gets a point added to its total
- Users get an email each time someone they know submits a recipe, each time someone Likes their recipe or reviews their recipe

- Users are also notified via email each time any of their friends and relatives (their contacts) submit a recipe, as well as their contact's contacts (2 levels down, though it is configurable)
- Each email contains a link back to the Safeway social site which encourages the user to go back and enter more content, vote on recipes, etc..
- **To qualify**, each submitted recipe must be approved by Safeway moderators. Moderators have a view to review and approve or reject each recipe submission, with notifications going back to the submitters.
- The requirements to qualify a recipe include:
 - A substantial submission of a recipe that makes sense.
 - Recipe submissions must specify the complete list of products sold at Safeway.com and in Safeway stores, that are required for the recipe. The WAG™ application allows and requires the submitter to lookup and specify these products using an online catalog.
- People who want to try a recipe have the ability to click a prominent link on each recipe page titled: **“Place all recipe ingredients on the online Shopping Cart”**, then they can check out and have the ingredients delivered to them.
- All Contacts and their information, including the relationships between contacts, are managed by Total Relationship Management TRM™
- User Management is automated and managed by Enterprise User Management EUM™
- If the proof of concept is approved by Safeway and goes live, the WAG™ application can either run from the Safeway datacenter or from the cloud – Windows Azure or AWS