

# QuickReceipts

**Customer, Technology and Business Model  
Innovation**



**intuit**



THE HOME DEPOT#6679

10604 WESTVIEW PARKWAY  
MIRA MESA, CA 92126 (858)653-6761

6679 00058 68880 05/02/09  
SALE 14 SCOT58 12:41 PM



049793001276	SCDRLCHSTKMD <A>	
	201.87	3.74
049793085023	1/4STMDRPLP <A>	2.97
039003099674	1/2"SGCLRPAD <A>	2.96
	SUBTOTAL	9.67
	SALES TAX	0.00
TAX EXEMPT		
	TOTAL	\$9.67
XXXXXXXXXXXX1146	VISA	9.67
	AUTH CODE 091075/6042154	TA
P.O.#/JOB NAME: RIT		



RETURN POLICY DEFINITIONS

POLICY ID	DAYS	POLICY EXPIRES ON
A	1	90 07/31/2009

THE HOME DEPOT RESERVES THE RIGHT TO  
LIMIT / DENY RETURNS. PLEASE SEE THE  
RETURN POLICY SIGN IN STORES FOR  
DETAILS.

GUARANTEED LOW PRICES  
LOOK FOR THOUSANDS OF  
LOWER PRICES STOREWIDE

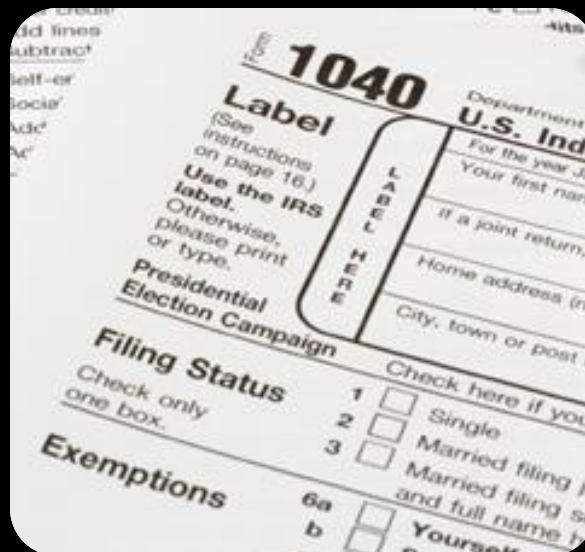
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ENTER FOR A CHANCE  
TO WIN A \$5,000  
HOME DEPOT GIFT  
CARD!

Share Your Opinion With Us! Complete



# Why receipts are kept



# Where receipts are kept



# Receipts = Money





# Introducing QuickReceipts

QuickReceipts

Welcome, jonathan.seberman@gmail.com My Profile FAQ Log Out

MY RECEIPTS WAYS TO SAVE MY SAVINGS MY ACCOUNTS +

SEARCH FOR ITEMS

MY STORES +

Sort receipts by: Date - Newest Show receipts in: My Categories RESET VIEW X

YOU'RE CURRENTLY VIEWING ALL YOUR RECEIPTS VIEWING 128 of 48 RECEIPTS 1 2 3 4

Grid of receipts including:
 

- JAN 21 \$63.19 (Best Buy)
- JAN 21 \$129.34 (Sears)
- JAN 17 \$2,113.19 (Best Buy)
- JAN 17 \$22.11 (Staples)
- JAN 13 \$166.43 (Home Depot)
- JAN 11 \$89.78 (Safeway)
- JAN 9 \$23.19 (PetSmart)
- JAN 5 \$92.34 (Target)
- JAN 5 \$3.19 (Sears)
- JAN 5 \$8.11 (Safeway)
- JAN 2 \$45.12 (Sears)
- JAN 2 \$109.78 (Whole Foods)
- DEC 27 \$73.23 (Target)
- DEC 27 \$92.34 (Sears)
- DEC 24 \$217.50 (Walmart)
- DEC 21 \$22.97 (Safeway)
- DEC 19 \$132.21 (Whole Foods)
- DEC 14 \$89.78 (Safeway)

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MY RECEIPTS WAYS TO SAVE MY SAVINGS MY ACCOUNTS +

SEARCH FOR ITEMS

MY STORES +

MY RECEIPTS : TARGET : DEC 29, 2009

PURCHASED ON DEC 29, 2009  
RETURN WITHIN 2 DAYS

PRINT RECEIPT

Click to add a note

Category	Description / Item Number	Qty	Price	Total	Item Tax	TBD
Home Business	MC FAX 032247345231	1	\$7.47	7.47		
Business	STARTER FERT 032247027052	1	\$2,219.98	19.98		
Business	INSECT SPRAY 071549019532	1	12.98	12.98		
Business	STAIN 027428700123	1	7.18	7.18		
Business	DUST MASKS 070826161353	1	1.97	1.97		

1404500 (detailed receipt template)

NLP SAVINGS \$ 4.7  
SUBTOTAL \$51.58  
TAX (8.75%) \$4.51  
**TOTAL \$56.09**

STORE DETAILS: Store Number: 235, 3609 East Thomas Road, Phoenix, AZ 85018

PAYMENT INFO: Cashier: 222184, Transaction Number: 5786, Register Number: 3, 0253 003 5786 200091217

TRANSACTION DETAILS: Payment Method: Credit Card, Card Type: Visa, Account Number: xxxxxxxx1234, Reference Number: 0001

Barcode: 88929487928472396474392687435981



# No work for consumers



# Had to Solve for Two Groups

Shoppers



QuickReceipts



Retailers

# <6 months from concept to production



# Open standards – Open source



# Team defined

~~RUP~~

~~Waterfall~~

Team-defined Process

~~Scrum~~

~~XP~~

**220**  
**Million Shoppers**

# Beyond User Paid Model

## Digital Receipts



## Targeted Ads



## Behavioral Shopping Data

A screenshot of a receipt showing a list of items with categories, descriptions, quantities, prices, and totals. The receipt includes a "PRINT RECEIPT" button and a "Multiple Items" label.

Category	Description / Item Number	Qty	Price	Total	Item Tax	TOT
Home Business	MO F&V 032247345231	1	\$7.47	7.47		
Business	STARTER FERT 032247027052	1	\$2,219.98	19.98		
Business	INSECT SPRAY 071549019532	1	12.98	12.98		
Business	STAIN 027426700123	1	7.16	7.16		
Business	DUST MASKS 070826161353	1	1.97	1.97		

NLP SAVINGS  
SUBTOTAL  
TAX \$

*Oh Yes!* IT'S  
**FREE**

*Oh Yes!* IT'S  
**FREE**



# Key learnings to innovate for impact

**1**

Go  
'undercover'  
to get  
customer  
empathy.

**2**

Don't be  
constrained  
by  
prescribed  
technology.

**3**

Utilize API as  
a strategic  
enabler.