incorporates different classes of devices for specific tasks, allows in- formation access via the mobile device, and supports collaboration on the shared planning desk.

5   Discussion and Conclusion

We presented MoCoShoP, a system that supports customers in retail stores during the process of collecting information on potentially interesting pieces of furniture, and further, during the process of planning how the collected products could fit into their devised layout. While the personal mobile devices are used for information collection, the large interactive surface is used for collaboration and shared discussion.

Our prototype implementation of MoCoShoP demonstrates that the effort for deploying such a system is moderate and existing environments can be easily augmented: product labels with either integrated NFC tags or simply printed barcodes are low-cost factors and interactive surfaces to be used as planning desks will be relatively cheap as technology matures. MoCoShoP combines the benefits of e-commerce and traditional retail stores to improve the user experience.

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