

Shop with your Phone

A. Anticipate

Read the title and have a look at the picture.

What will the video be about?

smartphone - reduction vouchers/coupons - payment

- bargains - special offers - loyalty card - to warn

- to go shopping - to window-shop - ...

Thanks to... - It enables you to...



Google wallet

B. Watch the whole video

Source: Wikimedia Commons

1. List the people who appear in the video, briefly explain who they are.
2. What companies are mentioned?
3. Sum up the topic of the video in one sentence.

C. PART 1 – Improving Customer Experience

1. Watch again and complete:

- a. New option?
- b. Interest?
- c. Shops concerned?

2. Use the prompts to rephrase:

Thanks to... customers can/are able to/ have the opportunity to...

This new... enables/allows customers to...

3. The checkout process before this application.

Compare the checkout process with this application to what happened

before. Use comparatives (*-er / more ... than ... - not as... as ... - less ...*

than ...) and the following adjectives: *convenient - quick - easy - long -*

efficient - simple - user-friendly - ...

D. PART 2 – The way it works

1. How does it work?

- a. What does NFC stand for?
- b. Explain how it works in your own words.

2. Right or Wrong? Prove your point.

- a. You can download Google wallet on any smartphone.
- b. Google is the only company having developed mobile payments.
- c. Within a few years credit cards will be obsolete.

E. A few customers' points of view.

1. Watch the end of the video and complete.

- a. Number of customers who have tried Google wallet?
- b. Note down what they say about it:
 - 1.
 - 2.
 - 3.

2. Other testimonies.

The following people have also been interviewed:



John – pensioner

Linda – backpacker

Stuart – hobo

Liz – housewife

Sue – cashier

Source: Wikimedia Commons

- a. Imagine what they think of Google wallet.
- b. Select one of them, prepare a short intervention to express your point of view. Clearly explain:
 - what you think of the ap: *I would never use such an application... /I'm strongly opposed to.../I'm totally in favour of.../That's the ap I have been waiting for...*
 - your reasons: *thanks to... I can.../ it allows me to.../because of.../it's more.../ it's not as.../when I get this new ap, I will be able to...*