GroupShop

"A modern way to plan your shopping trip"

Grant Azure | Peter Hu | Antonio Diaz | Eric Le

Problem

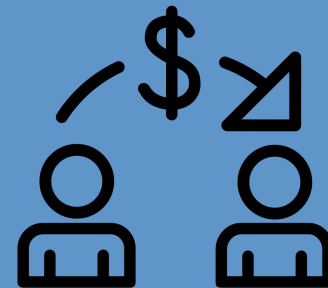- **It is too difficult to coordinate shopping trips with your housemates**

Recall

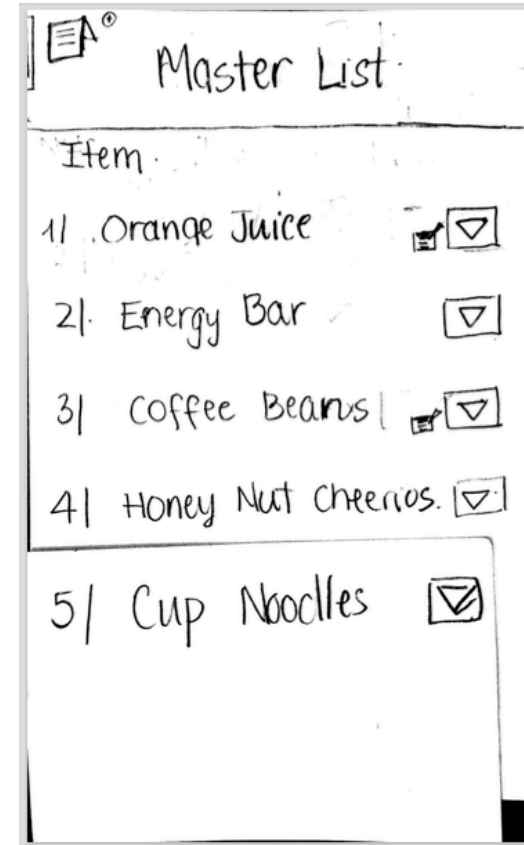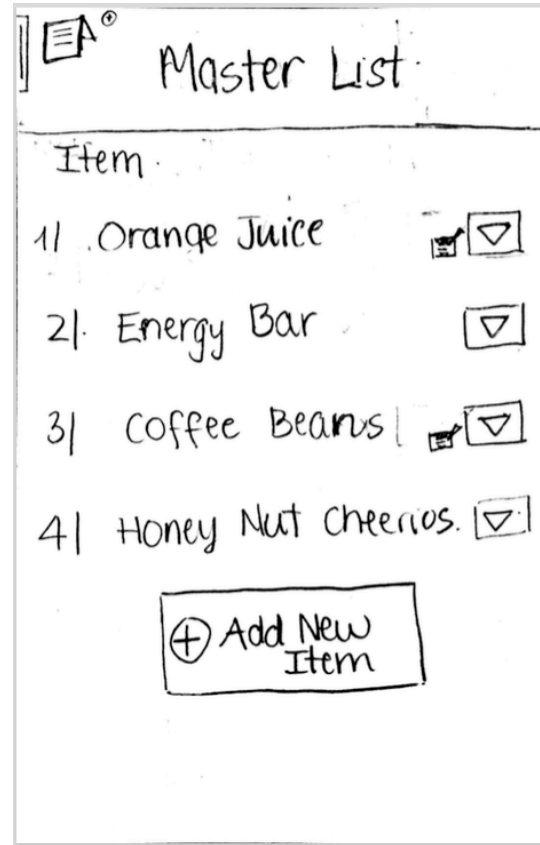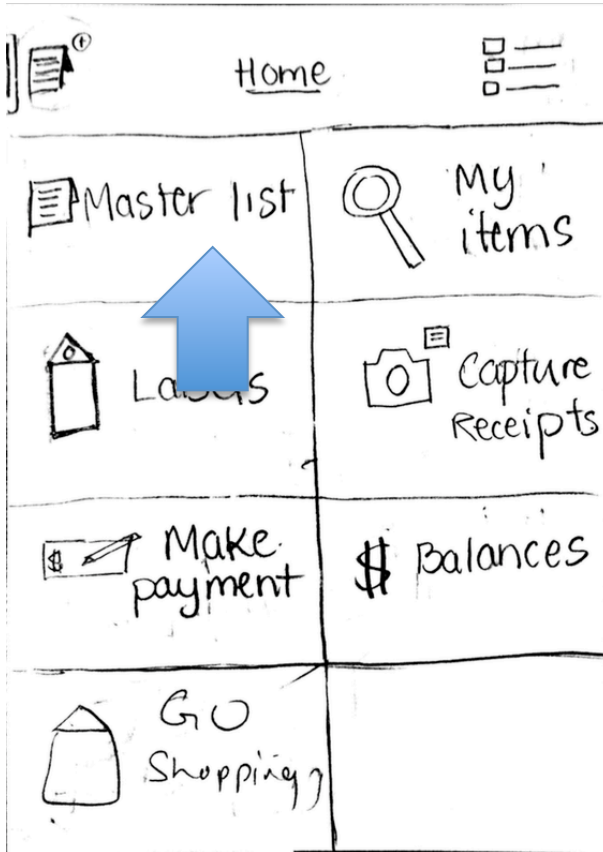# Prototypes & Tasks

1. **Add Personal Cup Noodles to the List**

2. **Reimburse a Housemate By Credit Card**

Initial Paper Prototype

Adding item

Home

Master list   My items

Labels   Capture Receipts

Make payment   Balances

Go Shopping

Master List

Item
1| Orange Juice
2| Energy Bar
3| Coffee Beans
4| Honey Nut Cheerios

Add New Item

Master List

Item
1| Orange Juice
2| Energy Bar
3| Coffee Beans
4| Honey Nut Cheerios
5| Cup Noodles

Initial Paper Prototype

Reimbursement

Testing - Goals

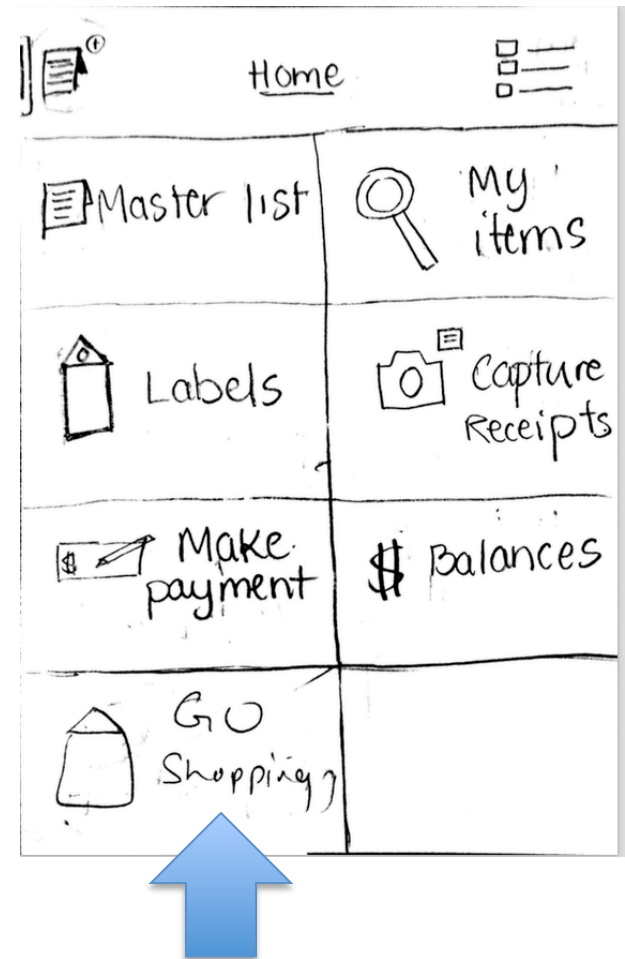- **Target Participants**
  - College students
  - Young professionals
- **Goals**
  - Match shopper's process with our process
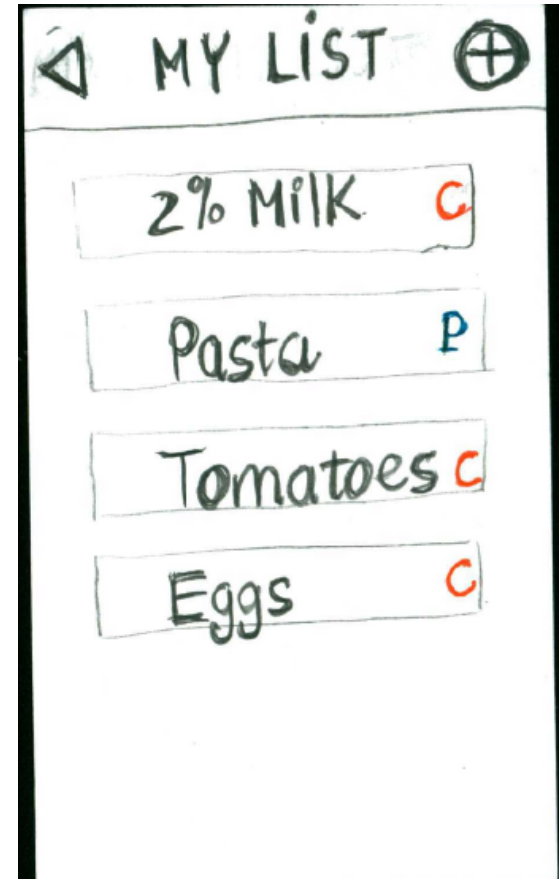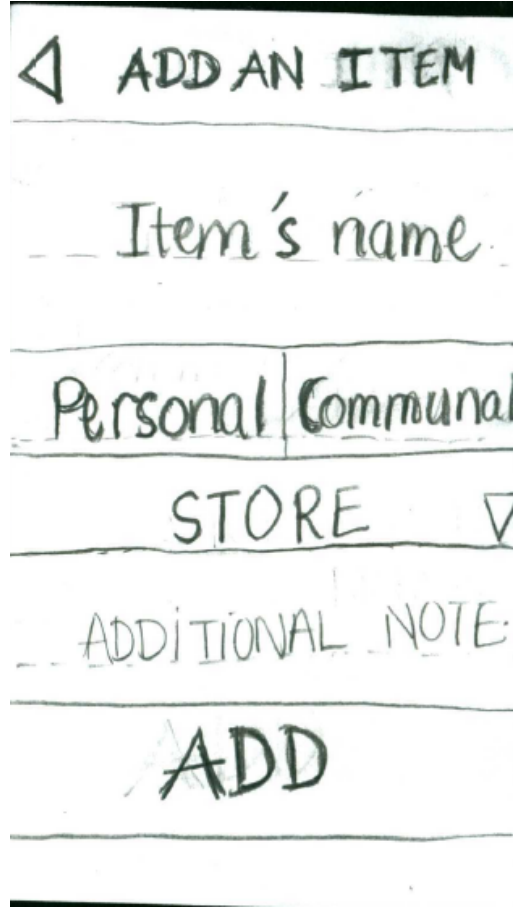 - Ensure design flow
  - Appropriate language
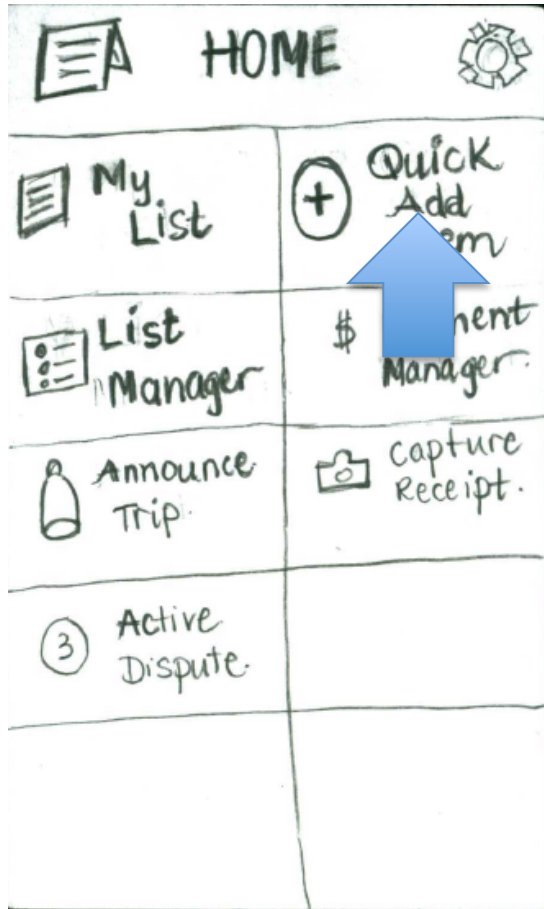
Testing - Results

- **<u>Heuristic Evaluation</u>**
  - High Severity Issues
  - <u>Example: "Go Shopping" mode was useless</u>
- **<u>User Testing</u>**
  - High and Medium Severity Issues
  - Example: Takes too long to get to "Add Item"
- **Design Mockup Critique**
  - Low Severity and Aesthetic Issues
  - Example: Home screen too cluttered

Final Paper Prototype

Adding item

Final Paper Prototype

Reimbursement
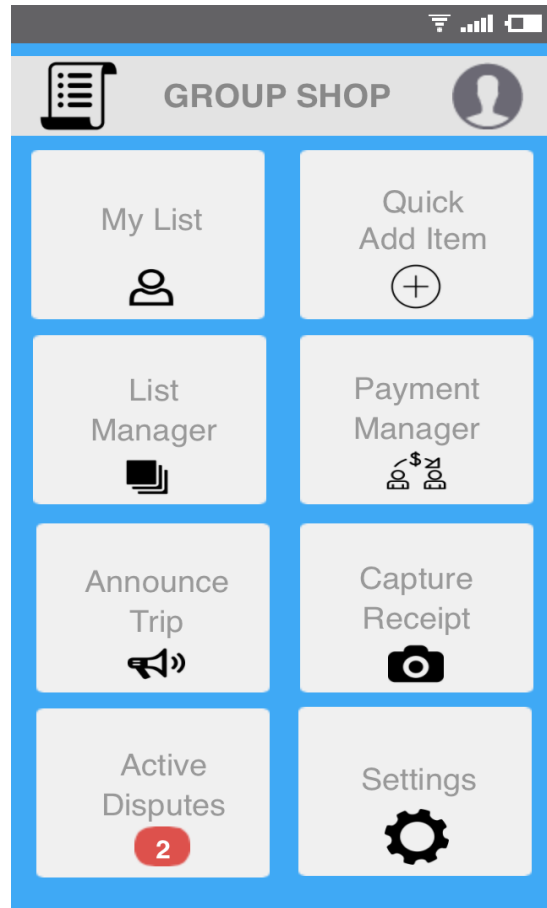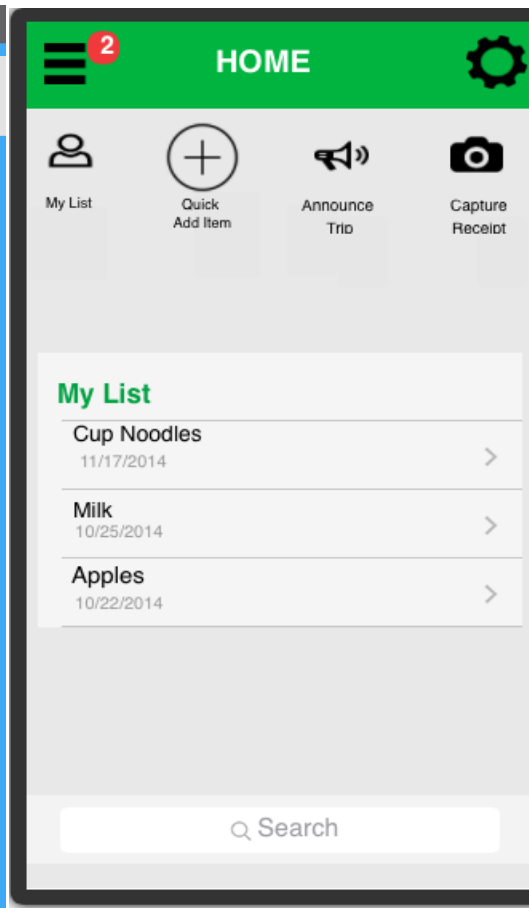
Testing - Results

- **Heuristic Evaluation**
  - High Severity Issues
  - Example: "Go Shopping" mode was useless
- **User Testing**
  - High and Medium Severity Issues
  - Example: Takes too long to get to "Add Item"
- **Design Mockup Critique**
  - Low Severity and Aesthetic Issues
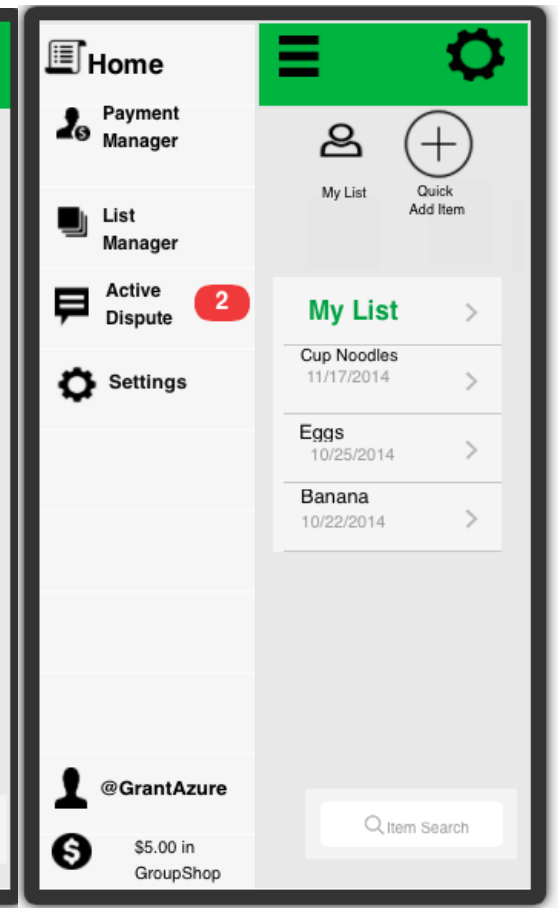 - Example: Home screen too cluttered
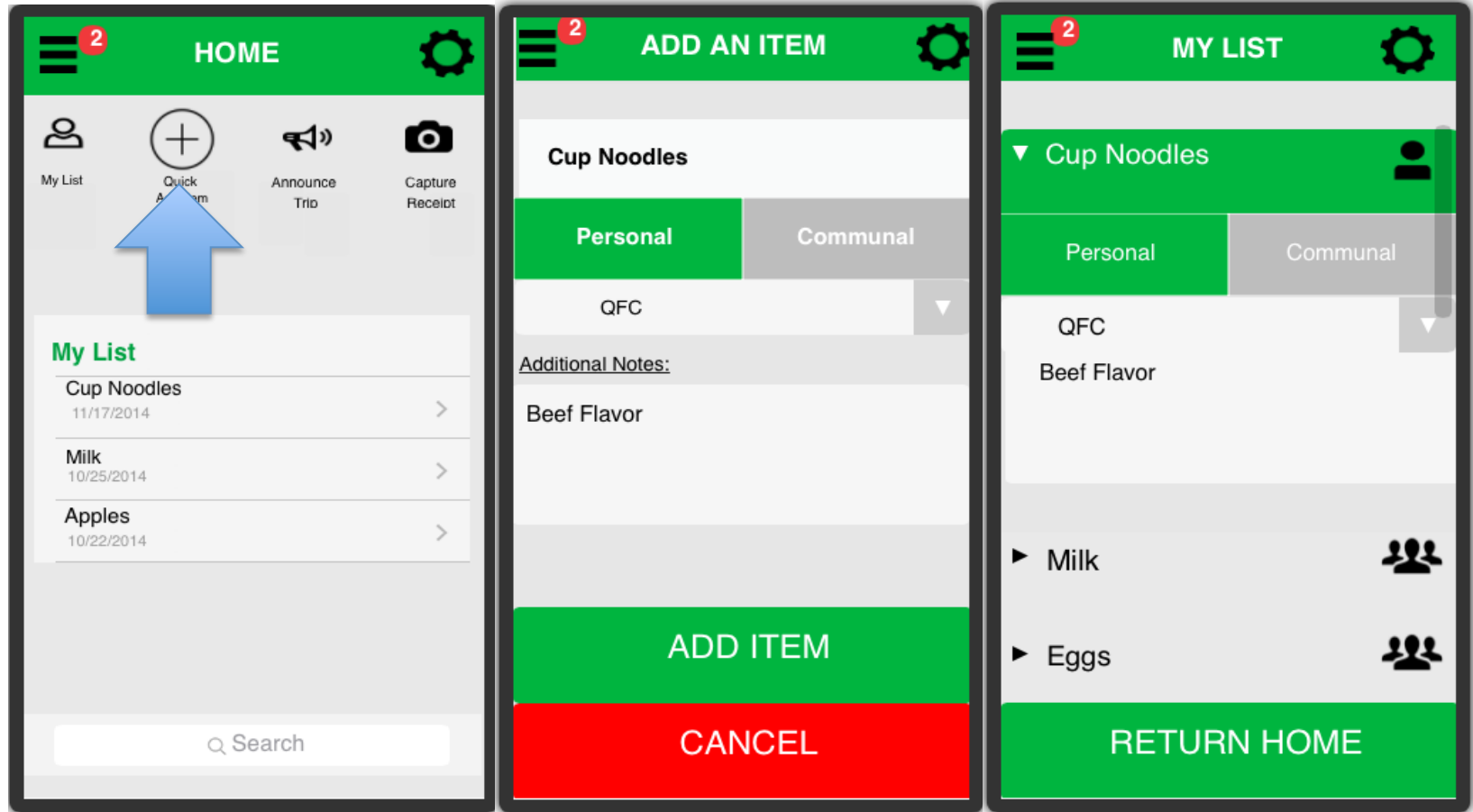
Paper To Digital: Iterating

Old Home Page
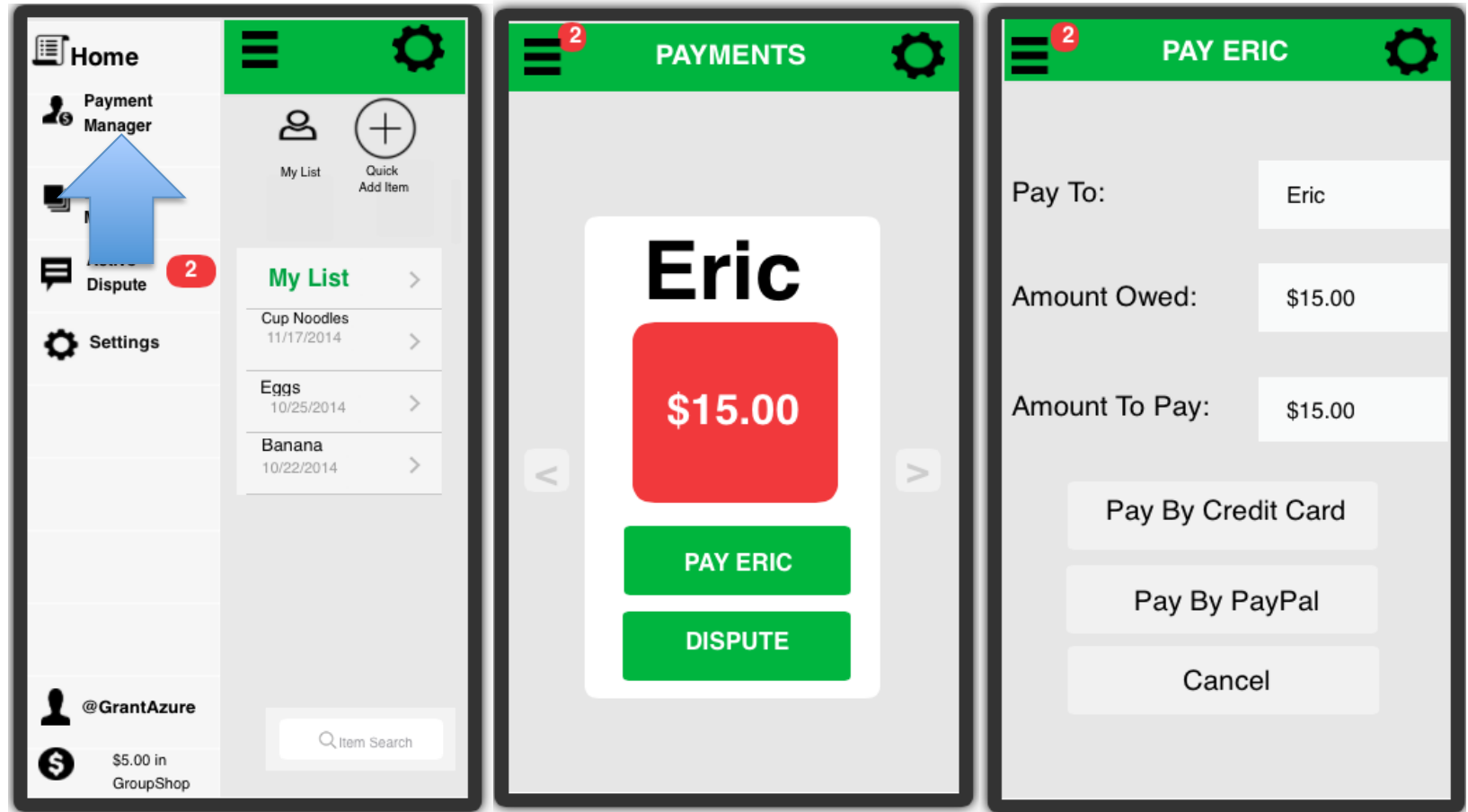
New Home Screen With Sidebar
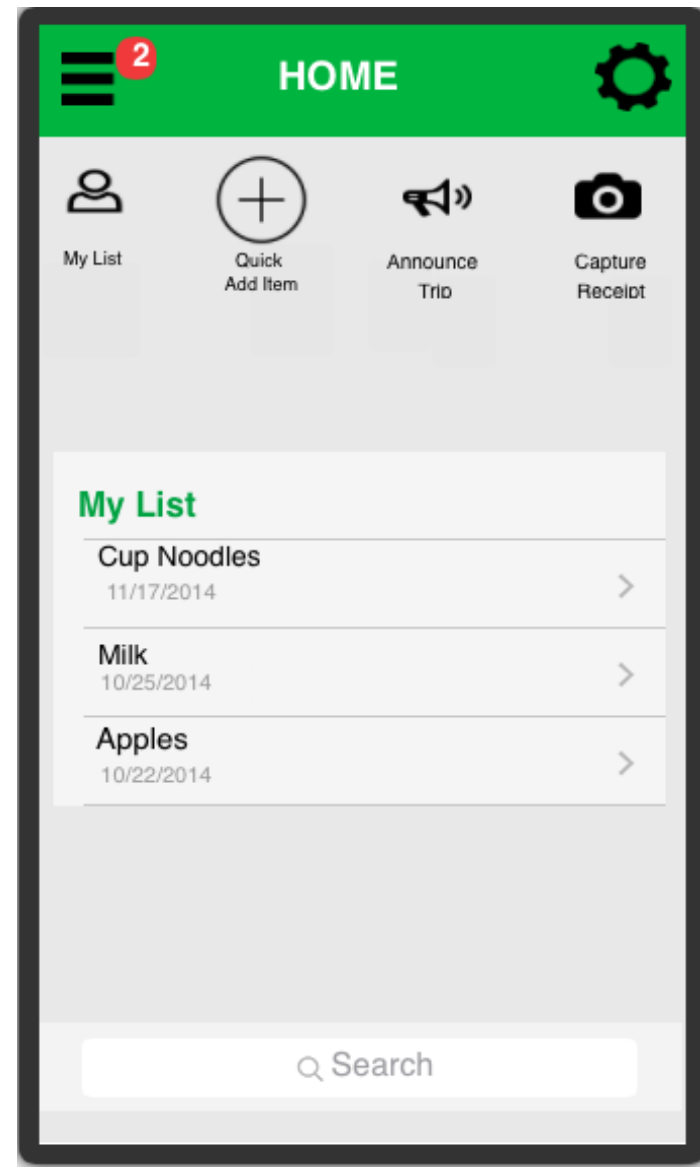
Digital Mockup

Adding item

Digital Mockup

Reimbursement

Summary

- **Problem**
  - It is too difficult to coordinate shopping trips with your housemates
- **Solution**
  - Encourage planning
  - Prevent duplicate purchases
  - Facilitate the reimbursement process
- **Next Steps**
  - More testing
  - Evolve tasks

Acknowledgements

- Icons courtesy of nounproject.com
  - Fission Strategy
  - Johan H. W. Basberg
  - Arthur Shlain
  - Fábio Testa
  - Vasu Adiga
  - Nicholas Menghini
  - Félix Péault
  - Agus Purwanto
  - Mourad Mokrane

- Mock-up built with Fluid UI
  - https://www.fluidui.com/

GroupShop

"A modern way to plan your shopping trip"

Grant Azure | Peter Hu | Antonio Diaz | Eric Le

Thank You! ☺