

ShopSwift

Find What You Need Nearby, Instantly!

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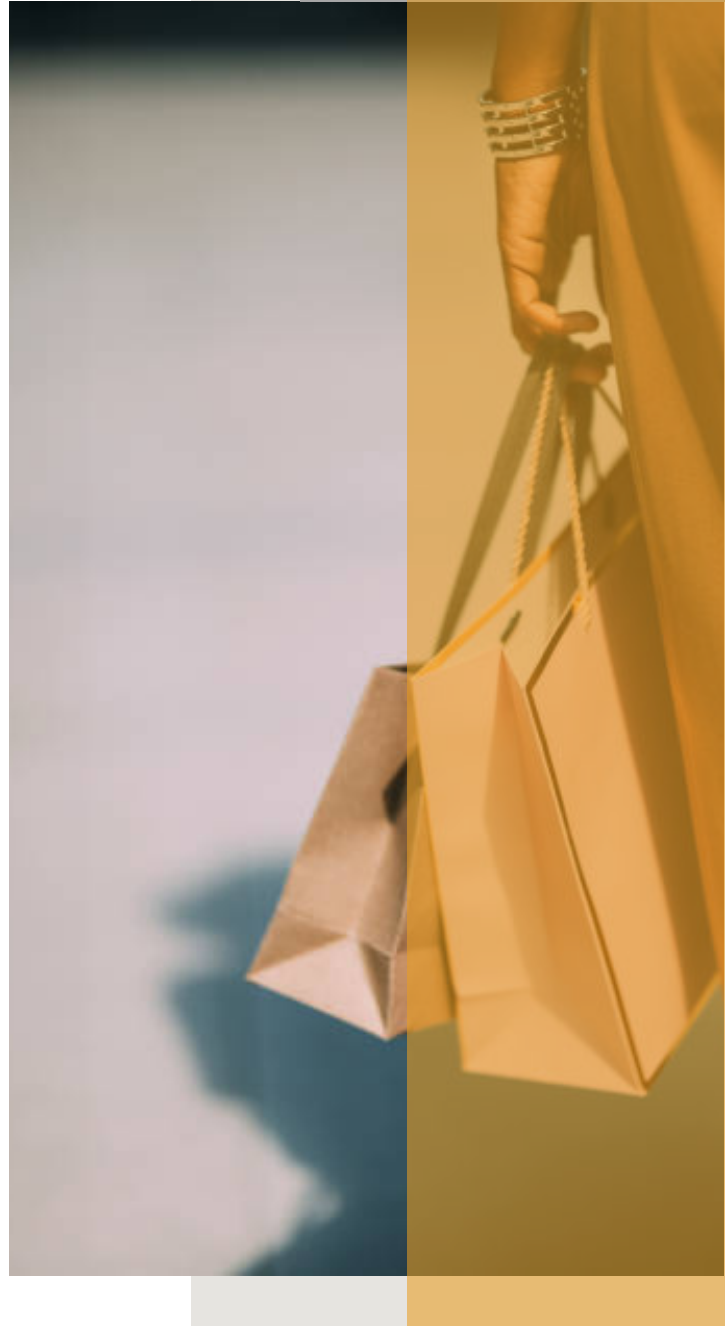
Hevi : Designing Report , define , Prototype

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Empathy

Consider Sarah, a working professional, needs a certain tool immediately for a home maintenance project. She drives around her neighbourhood for a considerable amount of time looking for a hardware store that supplies the item she wants. She's been to multiple stores without luck, and she feels like she's spent so much time and energy. Or lets say In order to protect her family's health, Maria, a mother of two little children, wants to purchase organic vegetables from local grocery stores. Nevertheless, she finds it difficult to find organic products in supermarkets that are somewhat close to her house. She consequently settles for traditional vegetables or wastes a lot of time looking up store locations, which is inconvenient and unsatisfactory.



Defining The Problem



Defining the Problem

Imagine this: you're on a mission to find that perfect item – whether it's a trendy pair of shoes or a unique gift – but you're met with a frustrating maze of dead ends and missed opportunities. The struggle to locate nearby stores offering what you need is real, and it's a headache for both consumers and businesses alike. But what if there was a smarter way forward?

Progress Toward Solving The Problem

Our quest to crack this code began with diving deep into the experiences of everyday shoppers and savvy business owners. Through immersive conversations, keen observations, and thorough market research, we uncovered valuable insights into the cracks in the system and the pain points felt by all parties involved.

Advantages of Current Solutions

Let's be honest: the old ways aren't all bad. They offer a certain sense of familiarity and accessibility, guiding us through the retail landscape with a familiar hand. But in today's fast-paced world, they fall short of delivering the real-time updates and personalized experiences that we crave, leaving us longing for something more.

Potential New Solutions (Incorporating Limitations)

But what if we could turn those frustrations into opportunities? Imagine sleek mobile apps that serve as your personal shopping concierge, delivering instant updates and tailor-made recommendations with just a tap of your finger. Picture a world where finding nearby stores offering exactly what you need is as effortless as unlocking your phone – no more endless search results or outdated information. With our innovative solutions, we're not just solving problems; we're revolutionizing the way we shop.



AI-Powered Virtual Shopping Tours

Are you tired of spending hours searching for specific products in stores? Say goodbye to the hassle with our innovative solution: AI-powered virtual shopping tours. Our platform revolutionizes the shopping experience by combining advanced technology with personalized recommendations, all accessible through a convenient mobile app or website.

How it Works:

- 1. Immersive Virtual Tours:** Explore local stores through immersive 360-degree virtual tours. Feel like you're there in person as you navigate aisles and browse shelves from the comfort of your own home.
- 2. AI Assistant Guidance:** Meet your virtual shopping assistant! Our AI learns from your preferences and behaviors to provide tailored recommendations. Whether you're looking for fashion, electronics, or groceries, our assistant has you covered.
- 3. Personalized Recommendations:** No more endless scrolling or searching. Our platform uses machine learning algorithms to analyze your shopping history and suggest products you're likely to love.
- 4. Search and Filter:** Looking for something specific? Use our robust search and filter features to narrow down your options by category, brand, price range, and more.
- 5. Location-Based Suggestions:** Find stores near you offering the products you need. Our platform utilizes GPS technology to recommend nearby stores, saving you time and effort.
- 6. Social Sharing:** Share your virtual shopping finds with friends and family. Our social integration features allow you to discuss purchases, share favorite products, and even invite others to join your virtual tours.
- 7. Feedback Loop:** We value your input! Our feedback mechanism allows you to provide suggestions and help us improve the platform continuously.
- 8. Security and Privacy:** Rest assured, your data is safe with us. We prioritize security measures and comply with privacy regulations to protect your information.

Benefits:

- **Efficiency:** Shop smarter, not harder. Find what you need in minutes, not hours.
- **Convenience:** Shop anytime, anywhere, from the palm of your hand.
- **Personalization:** Discover products tailored to your unique tastes and preferences.
- **Engagement:** Connect with others and share your shopping experiences in a vibrant community.

Ideate TWO

Smart Product Locator Tags

Tired of wandering aimlessly through stores searching for specific items? Say hello to convenience with our innovative solution: Smart Product Locator Tags. These discreet tags, equipped with RFID (Radio-Frequency Identification) or Bluetooth Low Energy (BLE) technology, are revolutionizing the shopping experience in participating stores.

How it Works:

1. **Smart Tags:** Each item in the store is equipped with a small, discreet tag that communicates with our dedicated mobile app. These tags use RFID or BLE technology to uniquely identify each product.
2. **Mobile App Integration:** Download our mobile app and sync it with the smart tags in participating stores. The app acts as your personal shopping assistant, helping you locate items quickly and efficiently.
3. **Real-Time Location:** As you navigate the store, the app uses the signals from the smart tags to determine your real-time location. Gone are the days of searching through aisles aimlessly.
4. **Product Identification:** Simply input the item you're looking for into the app or scan its barcode. The app will guide you to the exact location of the product within the store.
5. **Customized Experience:** Tailor your shopping experience by setting preferences within the app. Whether you're looking for specific brands, deals, or recommendations, our app has you covered.
6. **Seamless Integration:** Our solution seamlessly integrates into the store's existing infrastructure, requiring minimal setup for both retailers and customers.

Benefits:

- **Time-Saving:** Find items quickly and efficiently, reducing time spent searching in-store.
- **Convenience:** Navigate the store with ease, even in busy or unfamiliar environments.
- **Personalization:** Receive tailored recommendations and deals based on your preferences and shopping history.
- **Enhanced Experience:** Enjoy a seamless shopping experience with our intuitive mobile app and smart tag technology.

Designing the Item Locator App

The Item Locator App is designed to provide users with real-time information about the availability of specific items across various markets and shops. By simply entering the name of the item they are looking for, users can instantly find out whether it is in stock and discover the nearest shops that carry it. This solution offers convenience and efficiency by streamlining the shopping experience, helping users save time and effort in their search for desired items.

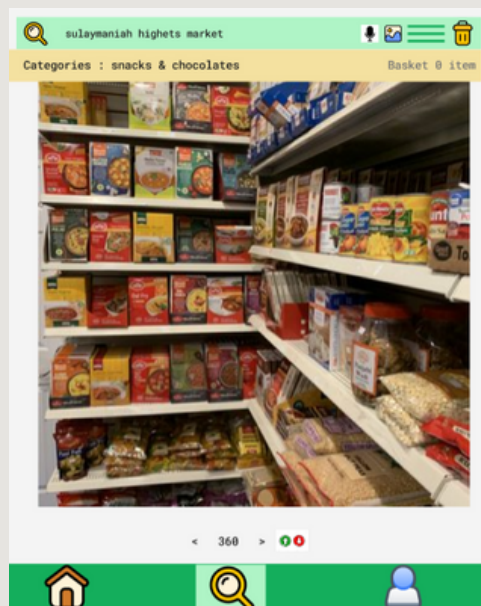
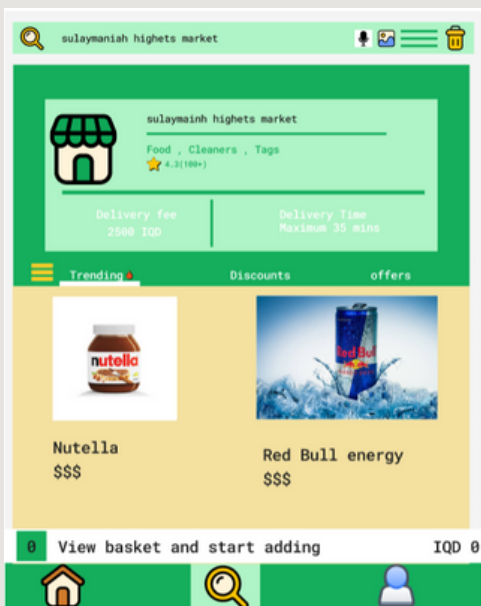
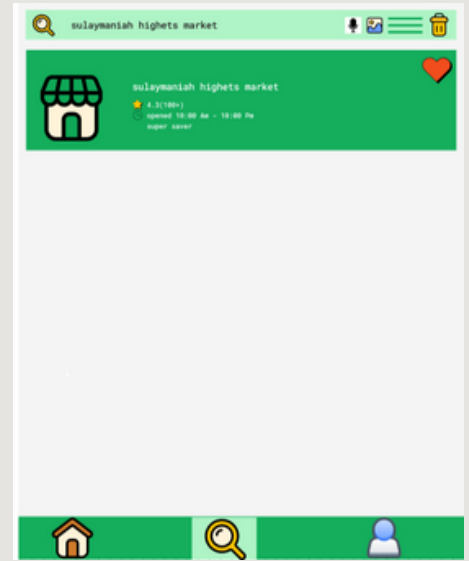
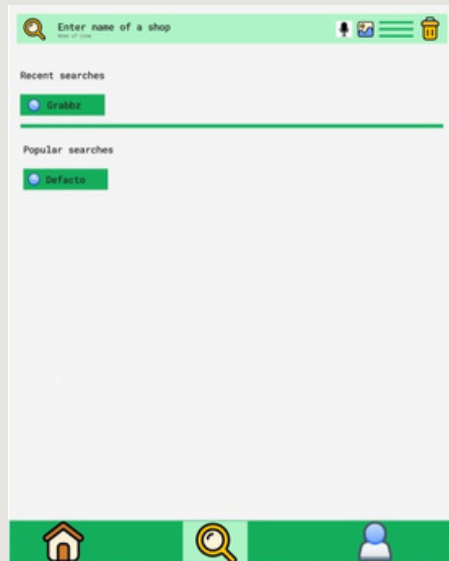
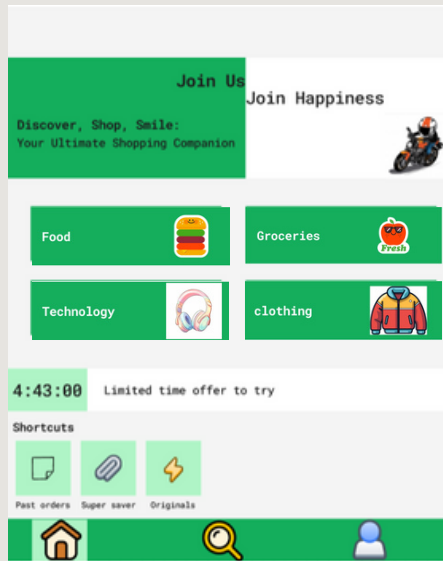
How it Works:

1. **Search Functionality:** Users enter the name of the item they are looking for into the app's search bar.
2. **Market and Shop Integration:** The app integrates with a network of markets and shops, accessing their inventory databases in real-time.
3. **Real-Time Availability Check:** The app queries the inventory databases to determine whether the requested item is available in any of the partnered shops.
4. **Location-Based Services:** Utilizing GPS technology, the app identifies the user's current location and finds the nearest shops that have the item in stock.
5. **Map Integration:** The app displays the locations of the nearby shops on a map, providing users with visual guidance to navigate to the closest option.
6. **Display of Results:** Users receive immediate feedback indicating whether the item is available or not, along with a list of nearby shops where it can be found.

Benefits:

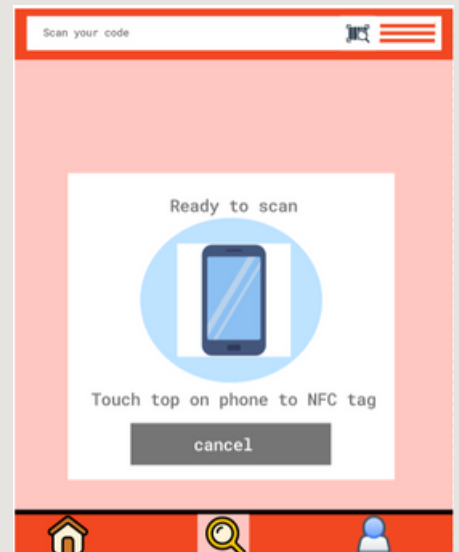
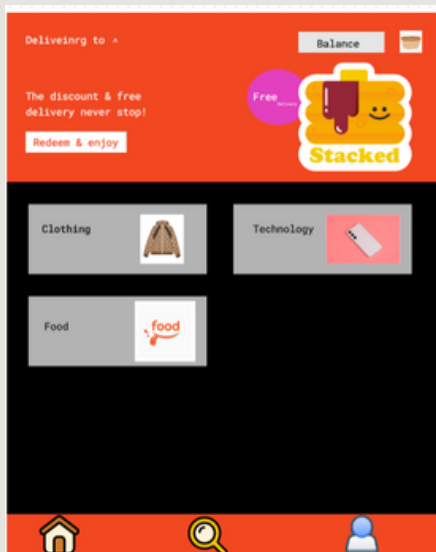
1. **Convenience:** Users can quickly check the availability of items without having to visit multiple shops.
2. **Time-Saving:** The app eliminates the need for extensive searching by providing instant results and guiding users to nearby shops.
3. **Efficiency:** By presenting real-time availability information and mapping out nearby shops, the app streamlines the shopping process.
4. **Reduced Frustration:** Users experience less frustration and inconvenience when trying to locate specific items, leading to a more pleasant shopping experience.
5. **Increased Accessibility:** The app is accessible to users across various markets and shops, offering a comprehensive solution for item location needs.

Prototyeppe One



The application offers a clear virtual shopping experience, allowing users to take 360-degree tours of various markets and shops. Each market can record its virtual tour, updating it whenever they add new items. Within these tours, detailed services are available, and users can simply click on items to add them to their basket. Delivery options are dependent on the user's preference. The user profile remains consistent across all apps, displaying sales, wishlists, and personal information. Settings include options related to help, security, privacy policies, updates, and logging in and out.

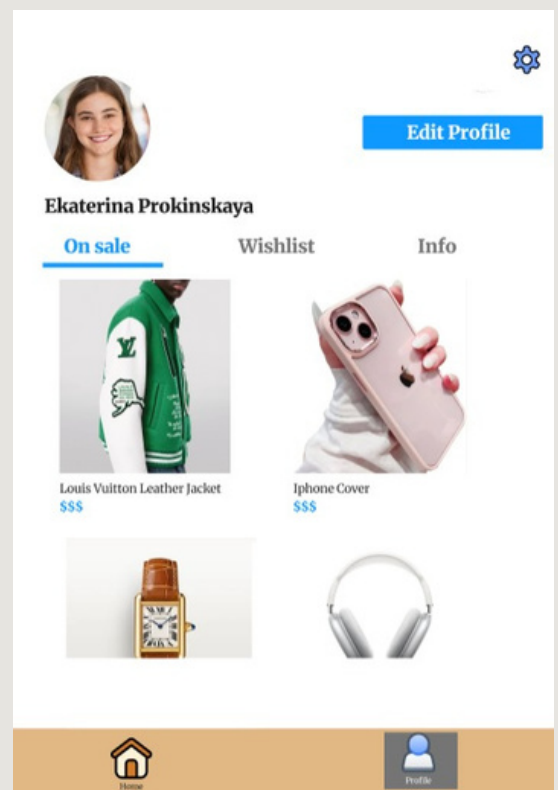
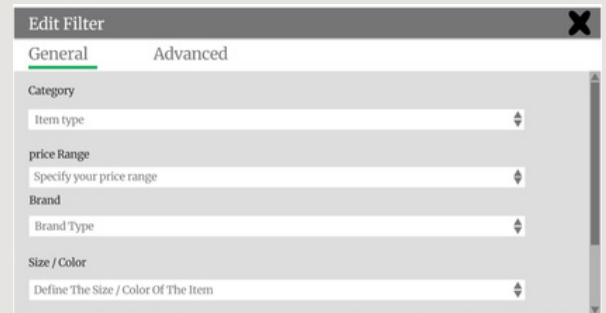
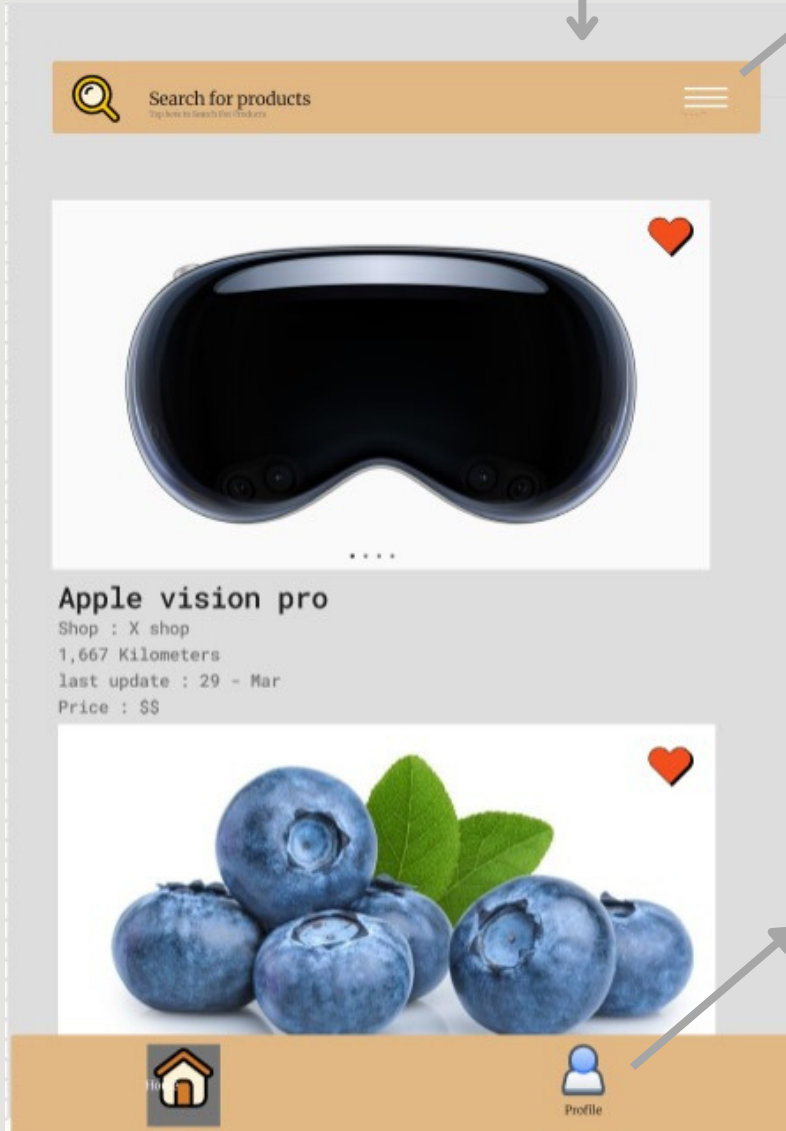
Prototyeppe two



Our app leverages Bluetooth and RFID technologies for a streamlined shopping experience. Bluetooth enables proximity detection and real-time location tracking, while RFID ensures efficient inventory management and automatic item detection. Users can easily access item information and locations via their smartphones. Additionally, the app offers a user-friendly profile system for personalization and a comprehensive settings menu for customization. Shopping is made efficient and personalized with our innovative features.

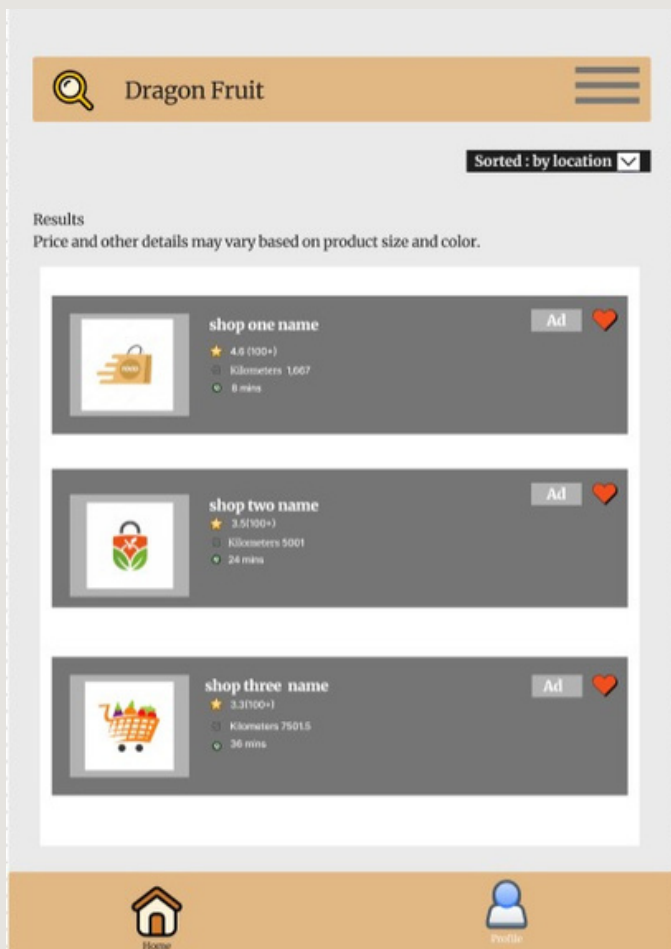
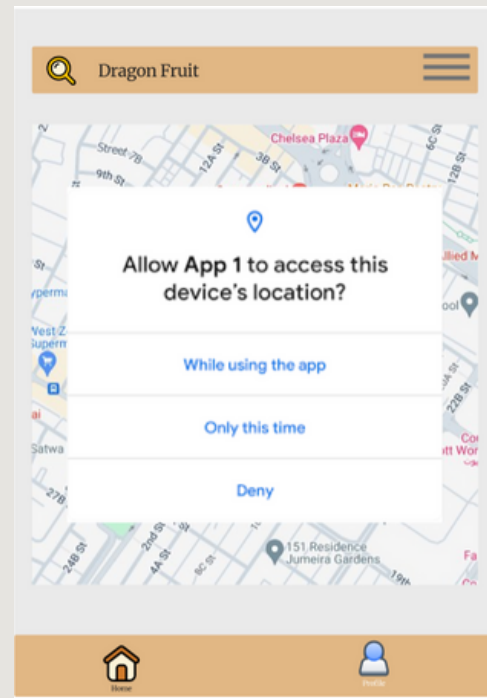
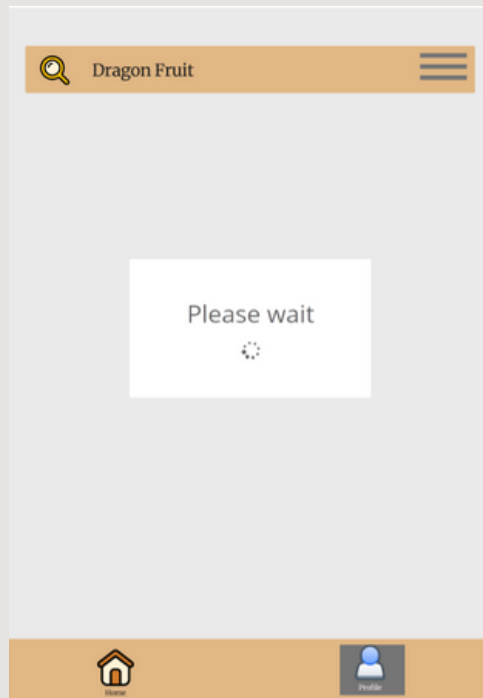
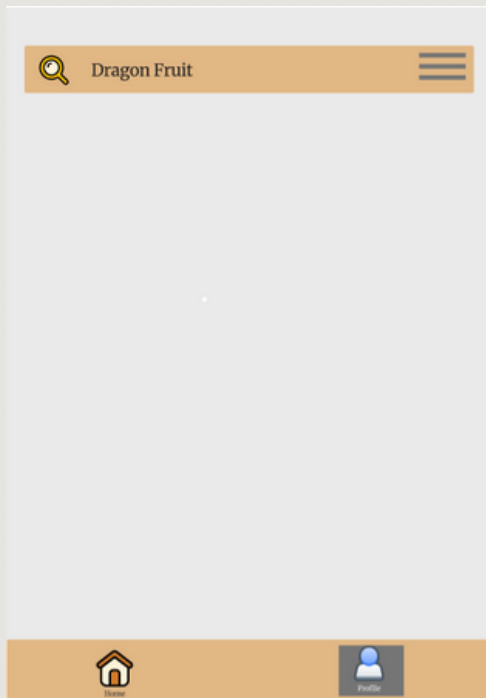
Prototype THREE

So this is the home page



Our app provides access to an extensive range of items available from local city shops, offering comprehensive details about each product. Users can utilize the search bar to input specific item names and apply filters based on preferences such as category, color, or size. Additionally, the app features a profile section where users can access items currently on sale, manage their wishlist, and view account information. The settings menu offers options for notifications, security, privacy, appearance preferences, and access to help and support resources.

Prototype THREE



The app functions by allowing users to input the name of the item they desire, such as "dragon fruit," into the search bar. Upon initiating the search, the app displays a list of shops where the item is available, with a brief waiting period to retrieve the information. This waiting period is limited to ensure user convenience. Upon completion of the search, users are prompted to enable their device's location services. Leveraging this location data, the app organizes the search results based on proximity to the user, displaying the closest shops first. Users can then choose to order the item online or visit the shop physically, based on their preference. The app seamlessly caters to both online and offline shopping experiences, prioritizing user convenience and satisfaction.

Test

Test one :

TEST 1- Sana and other users may now explore neighbouring establishments that offer the exact things they need through immersive virtual experiences thanks to our AI-powered virtual shopping tour platform. Sana can peruse carefully designed virtual tours of nearby stores by using a mobile app or website to access the platform. An AI assistant that recognises her tastes and makes recommendations based on her requirements and cravings will aid her in exploring the tours. This creative approach guarantees that businesses successfully target potential clients like Sana, providing convenience and happiness in real-time, while also streamlining her buying experience. FOR EMPHATHY 1- Sana, when conventional means of locating nearby retailers are insufficient, it can be extremely difficult to sate those impulsive cravings as a pregnant lady with strong appetites. Helplessness and disappointment might result from the exasperation of frantically searching for certain things and finding none.

TEST two:

The solution for Maria's predicament and the difficulties encountered by several customers just like her is the introduction of Smart Product Locator Tags. This creative approach offers discrete, tiny tags with Bluetooth Low Energy (BLE) or RFID (Radio-Frequency Identification) capabilities. Organic vegetables are among the many products offered in participating businesses that have these tags easily affixed to them. Every tag has a distinct link to a particular product and can interact with a certain mobile application that consumers, like Maria, have downloaded and set up on their smartphones. Thanks to the Smart Product Locator Tags, Maria can now quickly identify local establishments that sell organic vegetables after this solution was put in place. She saves a great deal of time and effort by following the tags precisely to the aisle or section where the organic products are shown. This contributes to Maria's general well-being by encouraging her family to make healthier choices and ensuring convenience for them. Businesses also profit from their organic products' enhanced accessibility and visibility, which helps them meet the market's growing desire for healthier options. FOR EXAMPLE 2. In order to protect her family's health, Maria, a mother of two little children, wants to purchase organic vegetables from local grocery stores. Nevertheless, she finds it difficult to find organic products in supermarkets that are somewhat close to her house. She consequently settles for traditional vegetables or wastes a lot of time looking up store locations, which is inconvenient and unsatisfactory.

TEST Three:

The Item Locator App appears as a solution to Sarah's problem and the typical issues that people who are similar to her encounter. This creative app provides real-time availability information across many markets and businesses, making it easier to locate specific items. Customers such as Sarah only need to type in the name of the product they're looking for to find out immediately if it's available and which local stores sell it. Sarah can finally stop taking pointless trips around the neighbourhood to find the tool she's looking for thanks to the Item Locator App. Instead, a few taps on her smartphone will enough to quickly and easily discover the thing she wants. Sarah and other users benefit from this simplified approach, which helps them save time and effort when shopping by allowing them to easily focus on their jobs and rapidly obtain the necessary materials. FOR EXAMPLE 3 :Consider Sarah, a working professional, needs a certain tool immediately for a home maintenance project. She drives around her neighbourhood for a considerable amount of time looking for a hardware store that supplies the item she wants. She's been to multiple stores without luck, and she feels like she's spent so much time and energy.



Thank you !