

BETTER SHOPPING EXPERIENCE FOR PARENTS

"Retail stores in the US are massive, imposing and time consuming. How can we make retail shopping a memorable and enjoyable user experience for parents with kids of age group 2 to 6 years old?"

70%

Go for shopping atleast once every two weeks



At Store Only Shopper



Online Shopper

86%

14%

Long Queues, Tedious Navigation, Too many choices, Children get bored



1 EDU-SHOP



Children get bored during shopping and feel out of place.

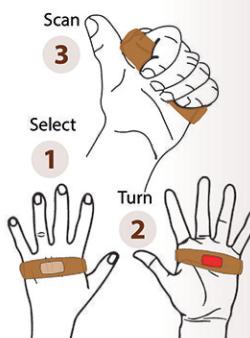
How can we help them?

Utilize this time to teach them about:

Healthy food choices

Money management

Simple Calculations



SET GOALS FOR KIDS



- Buy 5 fresh vegetables worth \$10
- Buy maximum items in \$5
- Get all the items required for Thai Curry
- Buy cereals with least calories
- Compare fat content in all salad dressings

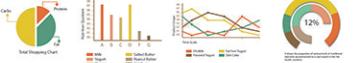
PROBLEM : parents have busy hands holding kids and the shopping cart, its difficult to access product information



SOLUTION: Our idea is to leverage the google glass to create a wearable device which renders legible handsfree data visualization , encouraging social collaboration of information



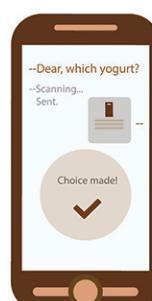
DATA VISUALIZATION : Our designed product provides smart visualizations to the huge array of datasets found in food industry for parents to better serve their kids.



3 Spot-Online



- Scan when confused 😊
- Mom gets the info at home 😊
- Make choice 😊



- Do grocery shopping with your family - Always.
- Share recommended shopping lists with other people
- Make quick decisions
- Track history of conversations