

HCI 440 A5: Conceptual Design	Your team number:
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### **System Concept Statement**

What is the system name?

- Savvy Shopper

Who are the system users?

- Students on tight budget
- Families with more disposable income

What will the system do?

- The system lets users see inventory availability in stores by item,
- It gives users insights to their grocery shopping habits,
- It compiles relevant coupons and deals by store for the user to use with their purchases
- Enables users to compile a grocery list collaboratively.
- The system also helps users keep track of their grocery budget for either a week or a month depending on what the user chooses.

What problem(s) will the system solve?

- It helps users save money through easy access to coupons and deals (by store)
- It gives users insights to their grocery shopping habits to keep the user in check on what is priority for them and their household
- It helps users save time by enabling multiple members to add to a grocery list
- It lets users see inventory availability by store, thereby saving time on the shopping trip.

What is the design vision and what are the emotional impact goals? [What experience will the system provide to the user?]

- Users will feel financially responsible. They will feel in control of their grocery shopping habits.
- Users will feel more satisfied that they saved time when buying groceries.
- Users will reduce frustration over seeing what is in stock. They will feel at ease knowing they don't have to go directly to a store where a desired item is not available.
- Users will feel organized thanks to the list feature.

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## **Conceptual Task Scenarios**

### **College Student Goes Grocery Shopping (Ken)**

Before: Compiles a list, Clip coupons, Checks available items in store

After a long week of classes Ken has run out of groceries, so he goes on the app to make a grocery list. While making his grocery list, he looks at his previous list to add items he frequently buys. He then checks the coupons/discount section to clip applicable coupons to his account. Before Ken goes shopping, he checks the stores' availability for items he needs, then he takes the bus to a nearby store.

During: Checks budget, items off list, and available coupons

Ken goes on the app to check his grocery budget for the week. While Ken puts items in his cart according to his list, he checks off each item on his list throughout the trip. Before Ken pays for his groceries, he checks the coupon section again to look for relevant coupons and deals. During checkout he gives the cashier his phone number and his clipped coupons are added.

After: Checks habit/insight section

When Ken gets home, he checks the app to see how this trip affected his shopping insights. He sees that this trip is average compared to his other trips. He exits the app.

### **Banker needs to buy more groceries for the week for his family (Kim)**

Before: Compiles a list, Shares list to family, Checks available items in store

Kim comes home from work and sees his family is out of essentials for the week. He checks the app for what was bought the previous grocery period and adds those items to the current grocery list. He then texts a link of the grocery list to his family so they can add items to the main list as well if they need or want anything. He checks to see what is in stock at a given store and drives to the grocery store where his list items are in stock.

During: Checks budget section, Clips coupons

Kim checks his list and puts items in cart. He checks his listed budget for the week in the budget section and compares that to the subtotal price of all the listed items. He arrives at the register with his cart. He checks his app and looks at the coupons section to apply any appropriate available coupons to the items in the cart. He gives the cashier his phone number and his clipped coupons are added. He then buys the items.

After: Clips new coupons, Checks habit/insight section

After the grocery trip is done, the following week, Kim checks back in the app to see if there are new coupons and if stock has changed at nearby stores. Being a banker, Kim loves to see data, so he checks the shopping habits/insight section on the app to see the trends in how

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much he spends.

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## **Focus Scenarios and Personas**

### **College Student at the Grocery Store**

Persona Name: Ken

During Scenario:

Ken's during scenario was selected as the focus scenario to display how the list features is used in stores such as checking items off list. Ken also uses the budget and coupon sections with more care since he is a college student and is working on a budget.

When Ken is at the grocery store, he gets groceries based on the list that he has compiled by following the current store layout and checking off items he finished putting into his cart. Ken also keeps in mind the budget constraints that he has as well, when he purchases an item by checking the budget he listed and comparing item subtotal to it. He tries to look for the cheaper option available to him at the store while not compromising on the quality and quantity of the products. When that's not possible he goes for the next best item that's more expensive. Right before checking out at the register, Ken checks if there are coupons available for the items in his cart. If applicable, those coupons get added to the purchase price right before Ken pays for the items. Ken pays for the items with the applicable coupons.

### **Banker Prepares for Weekly Grocery Shopping Trip**

Persona Name: Kim

Before Scenario:

Kim's before scenario was selected as the focus scenario because Kim uses all functions of the list feature such as compiling a list, looking at previous list, and having multiple users on a list.

Keeping in mind what everyone in his family needs, Kim checks with everyone in the house what they would need for the week since he saw they're out of essentials when coming home from work. He likewise makes sure if there are any guests visiting the household in the upcoming days so he can plan for extra groceries accordingly to avoid extra unnecessary grocery shopping trips. A link to the grocery list is sent to everyone in the house as backup in case anyone forgets a needed/desired item while Kim is at the store. Kim also checks items which are already in stock at his usual store, that were bought in previous weeks so that he wouldn't need to buy them for the upcoming week. When that's confirmed, he takes a list of items that are required.

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## Process Retrospective

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## Team Member Contributions

Team Member Name	Email Address	Specific Contributions
Anh	<a href="mailto:vnguye53@depaul.edu">vnguye53@depaul.edu</a>	Concept statement, Kim's conceptual task scenario, note taking during meetings
Linh	<a href="mailto:vnguye54@depaul.edu">vnguye54@depaul.edu</a>	Concept statement, editing document, sets up meetings, submitted draft
Shannon	<a href="mailto:sdang@depaul.edu">sdang@depaul.edu</a>	Concept statement, Ken's conceptual task scenario, explanation for choosing that focus scenario
Megamalya	<a href="mailto:mthangar@depaul.edu">mthangar@depaul.edu</a>	Focus scenario and personas
Harshitha	<a href="mailto:hvalluri@depaul.edu">hvalluri@depaul.edu</a>	Focus scenario and personas