

Tom wants to buy berries, Tom is:

- Environmentally conscious
- Worried about nutritional value
- Cares about farm to table or local produce

So as a user, Tom wants to find information about environmental impact, and location of the farms he buys berries from.

Tom goes to the supermarket and buys berries, he gets to the berry section... There's three different berries he's looking at. Tom pulls out his smartphone to find some information about these berries... What information is Tom looking for?

- SCENARIO 1: GOOGLE
 - Navigate to Google
 - Google "Berry Information"
 - Navigate to Berry Information Website
 - Use Berry Information Website to find Information
 - This uses five or more clicks (plus search times) to achieve the information. In a busy SuperMarket setting this is inconvenient.
- SCENARIO 2: GIST
 - Open Application
 - Point at berry package unique QR code
 - Cubes appear, press cube.
 - Goes to information tabs.
 - This is at a maximum three clicks. Saving users time in a busy environment.