

Shoppy

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The Challenge

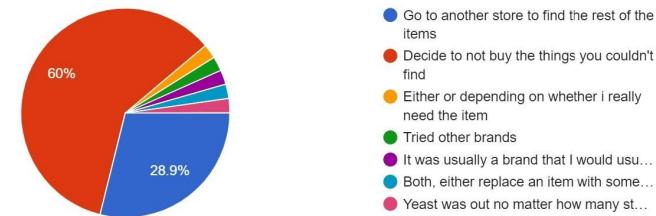
- During times of crisis, such as pandemic outbreaks, many **people are struggling with their grocery shopping** experience, prompting necessary adjustments to **prioritize the health and safety of the customers.**
- Many people are **forced to visit more than one store** because they cannot find everything they need on their lists and thus they risk exposing themselves further
- For those that don't want to risk going to more than one store, they usually have to **forego some items entirely**

'We've never sold out of pork butt before': Inside 22 L.A. grocery stores



If you could not find everything on your shopping list, how do you deal with that?

45 responses



Primary Persona



01 Lucy College Student

- Goes to grocery store once every other week
- Tries to keep her shopping to one store to reduce risk

Frustrations:

- Feels scared of contracting CoVID-19 but needs to get groceries
- Needs to make sure she gets everything since she might not come out again for a couple weeks

Needs & Goals:

- A way to safely and securely get groceries without fear or anxiety
- A way to not have to visit more grocery stores than necessary during this time to prevent unnecessary exposure

Secondary Persona



02 Greg Grocery Store Worker

- Hardworking & works 6 days a week
- Has a family with two kids

Needs & Goals:

- Make enough money to support his family
- Wishes to find a way to work at home to limit exposure to virus
- Be a sufficient provider for his loved ones

Frustrations:

- Stressed and tired from keeping up with customer service
- Afraid of catching the virus and bringing it home to his family

How might we help **in-store grocery shoppers**
find items they need in the most efficient manner
in order to **reduce the amount of exposure while**
outside of self-isolation?

Mission Statement

We strive to **create an app** that would allow shoppers to **find substitutes and check nearby local stores for the items they're looking for** in order to **reduce the amount of time shoppers have to stay in crowded grocery stores** to prevent further spreading of Covid-19.



Items Found!

My Matches

- Vons 90% match 1mi
- Ralphs 65% match 0.5mi

Your Shopping List [Edit](#)

- Bananas
- Charmin Toilet Paper

Asparagus Verified by Store Low stock 3 0 0

5 min ago

[Create Alert for Item](#)

Substitutions

- Broccoli Fully stocked
- French Beans Fully stocked

Solution: Shoppy

Shoppy is an app that allows you to:

- **check the stock level** of items in stores
- see **suggested substitutions** for items that are low in stock
- **input a shopping list** and find the stores that have majority of your items
- **create alerts** to get notified of change in stocks

Benefits of Shopping In-Store Over Online Shopping

- **More cost and time efficient** = Avoid delivery delays / extra fee / limited time slots
- **Intimacy** = Increase personalization and interactive shopping experience
- **Reliability** = Easier to discover new items in tangible ways

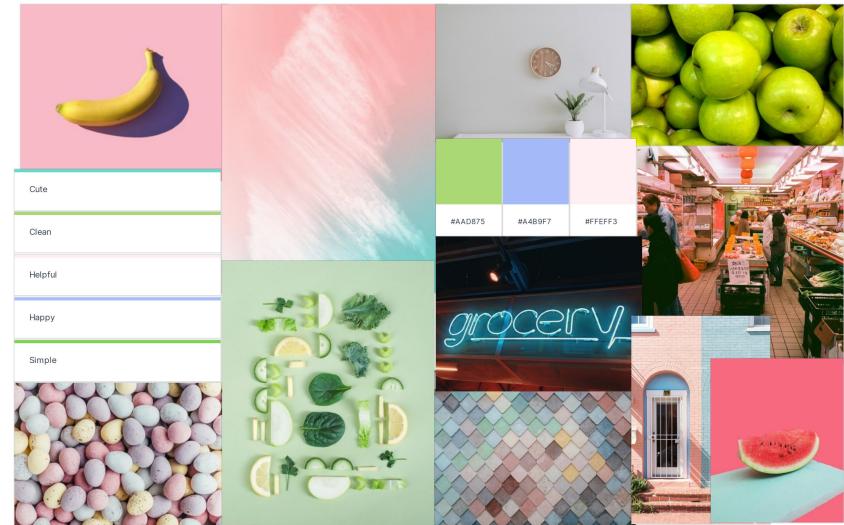
Lo-Fi Prototype

- Delivery App?
- Symbols??
- Customization!

The image displays a grid of 15 wireframe prototypes for a grocery delivery app, arranged in three rows and five columns. Each prototype is a simplified representation of a user interface element.

- Row 1:**
 - Onboarding:** Shows a smiling watermelon icon and text: "App Name Here", "Improve your grocery shopping experience", "Find what you need!", "It's completely free!", and a "Enable Location Access" button.
 - Onboarding:** Shows a sad face icon with the text "The item you need is out of stock?" and "No worries! We can show you substitutes for your item(s)!" Below are icons for "Original Item" and "Substitute Item".
 - Onboarding:** Shows a list of features with checkboxes: "See real-time updates", "Search by item", "Search by store", "Basic & Advanced Sort & Filter Options", "Reports by customers & store employees", and "Verified by customers & store employees".
 - Home screen:** Shows a search bar "Search for store or item" and a list titled "Stores Near Me" with items: Vons (0.1 mi), Ralphs (0.2 mi), and Trader Joe's (0.3 mi). Buttons include "Sort by Distance" and "Sort by Opening Hours".
 - Home screen:** Shows a search bar "Search for store or item" and a list titled "Stores Near Me" with items: Vons (0.1 mi), Ralphs (0.2 mi), and Trader Joe's (0.3 mi). Buttons include "Sort by Distance" and "Sort by Opening Hours".
- Row 2:**
 - Map-View:** Shows a map of a city area with several store locations marked. Buttons include "Cancel", "Search", and "Create Alert".
 - Create-R...**: Shows a search bar "What's in Stock?", location input, and a "Create Alert" button.
 - Create-AI...**: Shows a search bar "Create Alert", location input, and a "Verified" toggle switch.
 - Item-Rep...**: Shows a product card for "VONS" with "Asparagus" listed as "Low stock". Buttons include "Create Alert" and "Substitutions".
 - Item-Rep...**: Shows a product card for "French Beans" listed as "Fully stocked". Buttons include "Create Alert".
- Row 3:**
 - Search-P...**: Shows a search bar "Showing results for 'Banana'", a search icon, and a "Create Alert" button.
 - Intro_Sho...**: Shows a shopping cart icon with the text "Input your items and we'll match you with the stores that have what you need!" and a "Help me find items!" button.
 - Profile-P...**: Shows a placeholder "Your Profile" with a large circular placeholder image. Sections include "Your Reports" and "Your Alerts" with a list of items like "Asparagus" and "Bananas" with status indicators.
 - Profile-P...**: Shows a placeholder "Your Profile" with a large circular placeholder image. Sections include "Your Reports" and "Your Alerts" with a list of items like "Asparagus" and "Bananas" with status indicators.
 - Profile-P...**: Shows a placeholder "Your Profile" with a large circular placeholder image. Sections include "Your Reports" and "Your Alerts" with a list of items like "Asparagus" and "Bananas" with status indicators.

Moodboards



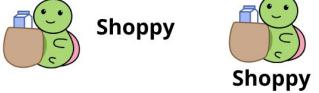
Revised Moodboard

Rough Draft Moodboard

Style Guide & Design Specifications

STYLE GUIDE

LOGO



TYPGRAPHY

Open Sans

Bold px 36
Regular px 24
Light px 24

COLOR PALETTE

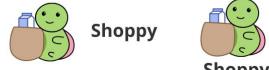
Primary	Secondary
AAD875	F7A4B9
A4B9F7	699D2C
F2F2F2	7180AC
2E2E2E	

UI ELEMENTS



STYLE GUIDE

LOGO



TYPGRAPHY

Open Sans

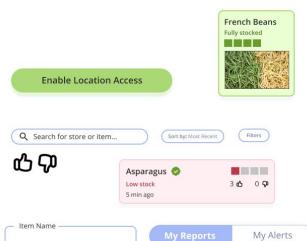
Bold px 36

Regular px 24
Light px 24

COLOR PALETTE

Primary	Secondary
AAD875	FFEFF3
A4B9F7	699D2C
C4C4C4	7180AC
2E2E2E	C2384A
	DF9900
	EAFFD2

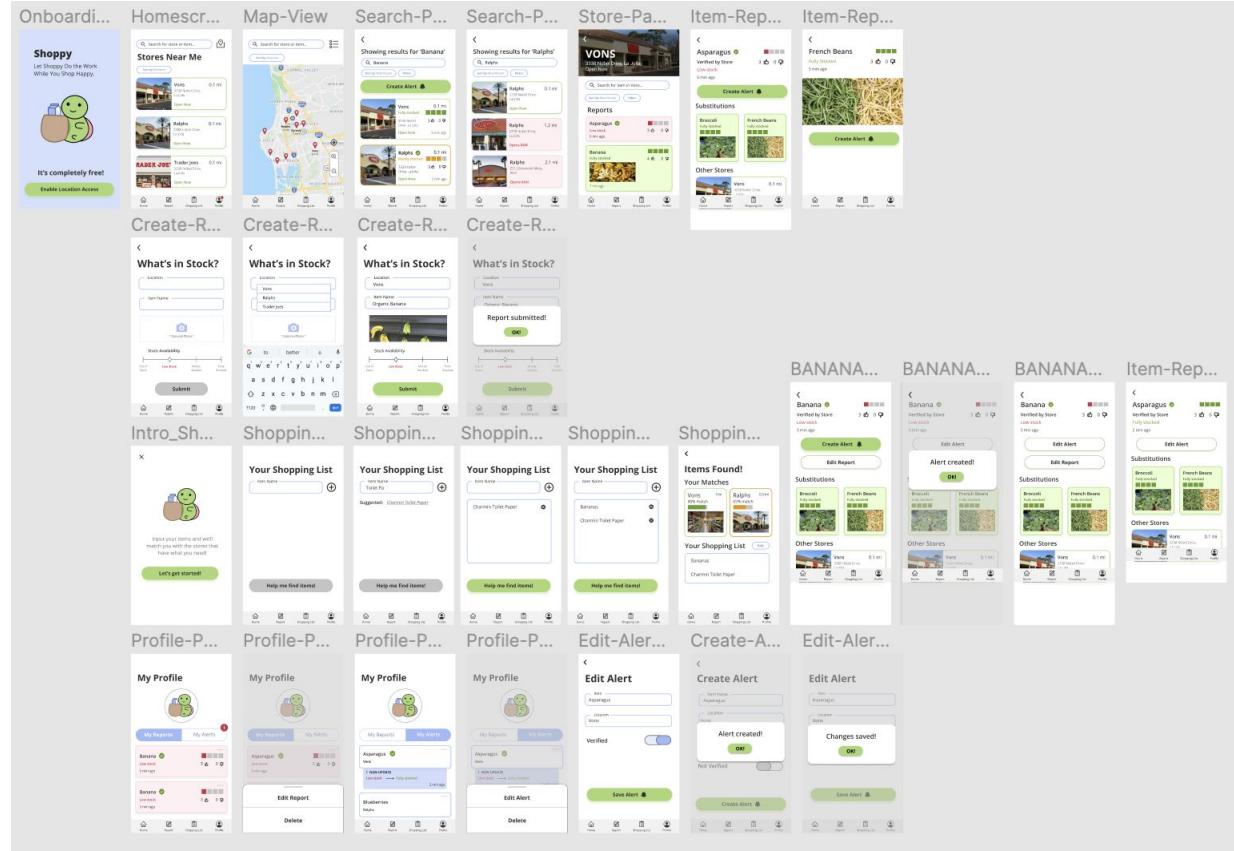
UI ELEMENTS



- pastel colors are meant to invoke feelings of **freshness & simplicity** so users can feel at ease with their grocery experience

- **Green** is usually associated as being refreshing
- **Blue** is calming

Initial High Fidelity Prototype



Hi-Fi Testing & Design Iterations

User Testing Insights

- **Confusion** on where to find **My Reports** to edit a report
- **Unclear** about the **main function of the app** (too many different features)
- **More personalization** would be nice
- **Unclear** of the concept of '**Verified**' when **Editing Alerts**

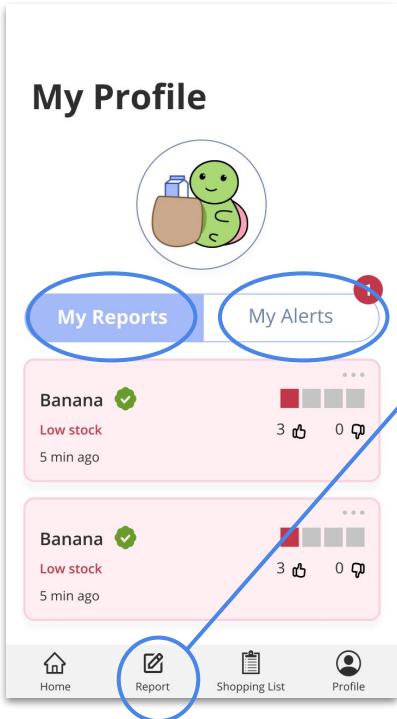
Design Iteration 1

Solving....

Problem 1 : Confusion on where to find My Reports to edit a report

Problem 2 : Too many different features

Before

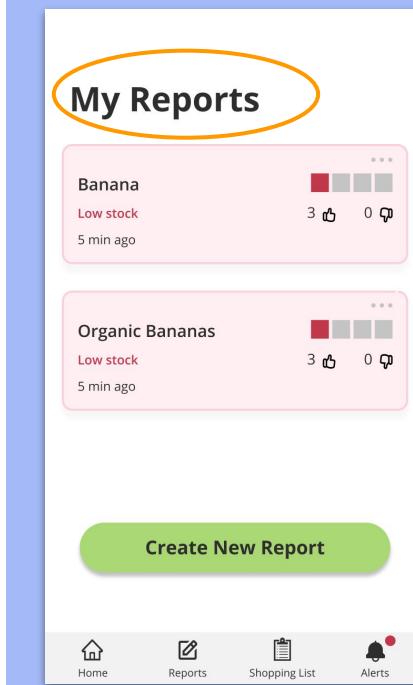


The 'What's in Stock?' form has fields for Location and Item Name, an optional photo upload area, and a 'Stock Availability' slider ranging from 'Out of Stock' to 'Fully Stocked'. A 'Submit' button is at the bottom. Below the form are navigation links for Home, Report, Shopping List, and Profile.

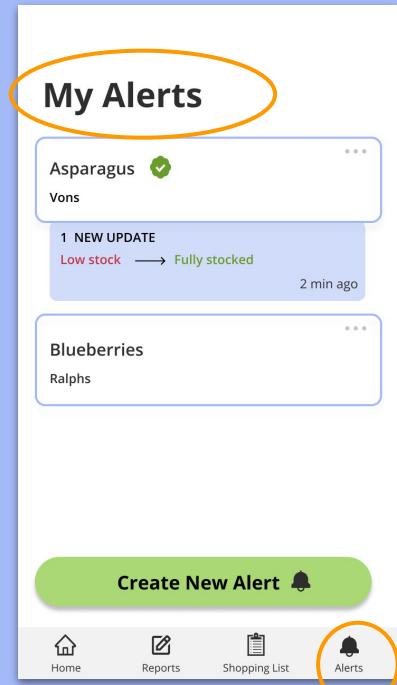
- 'Report' page was only for creating a report

- 'Profile' page had 'My Reports' and 'My Alerts'

After



- 'My Reports' moved from 'Profile' to Reports page, in addition to creating a report



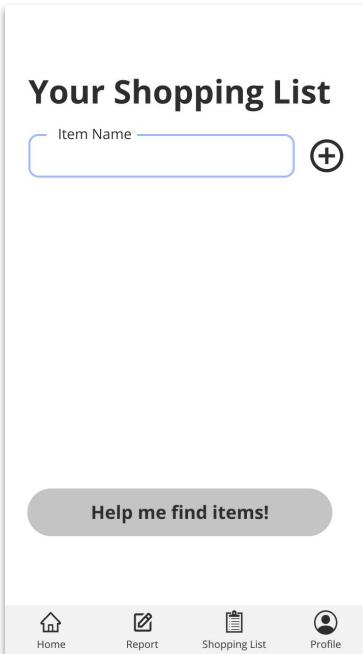
- Alerts has a dedicated page where 'My Alerts' are shown and profile was removed

Design Iteration 2

Solving....

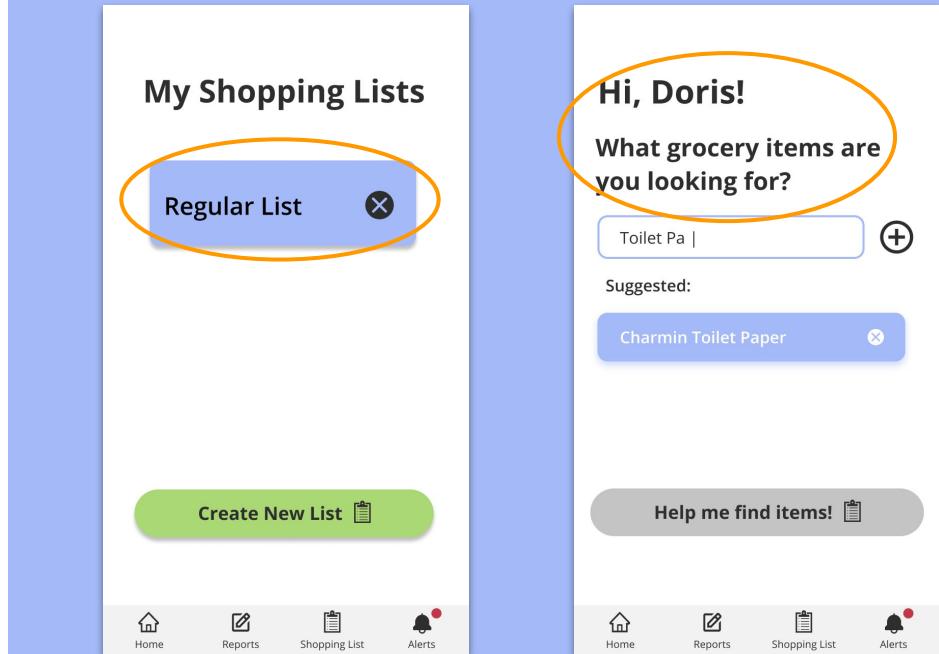
Problem 3 : More personalization

Before



-Shopping List page did not have much personalization

After



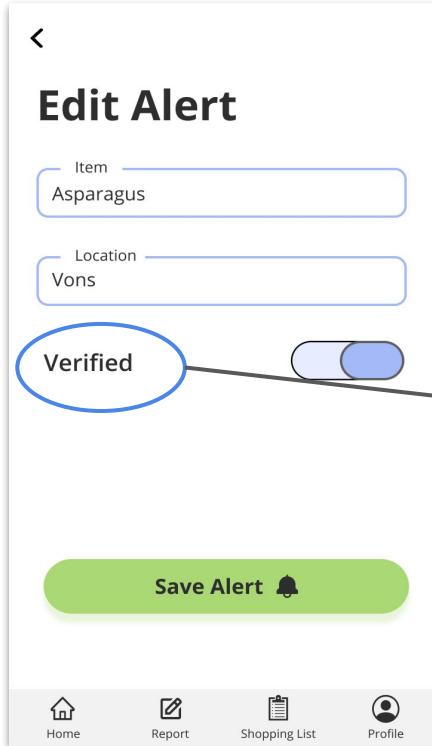
- Added feature to allow user to save Shopping Lists and add personalized text to better guide them through the process

Design Iteration 3

Solving....

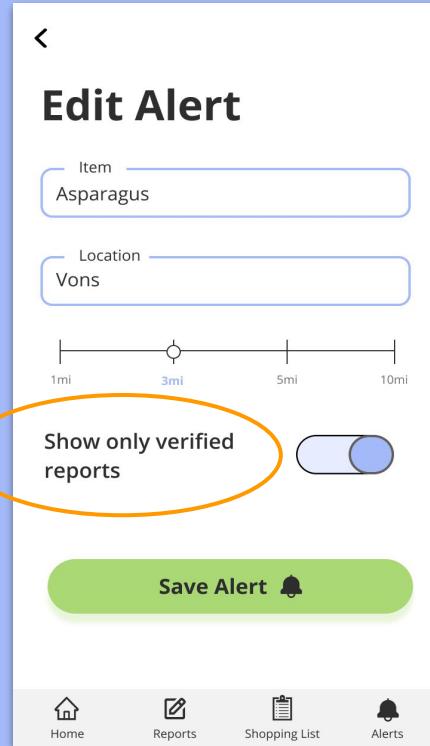
Problem 4 : Unclear ‘Verified’ option when editing an alert

Before



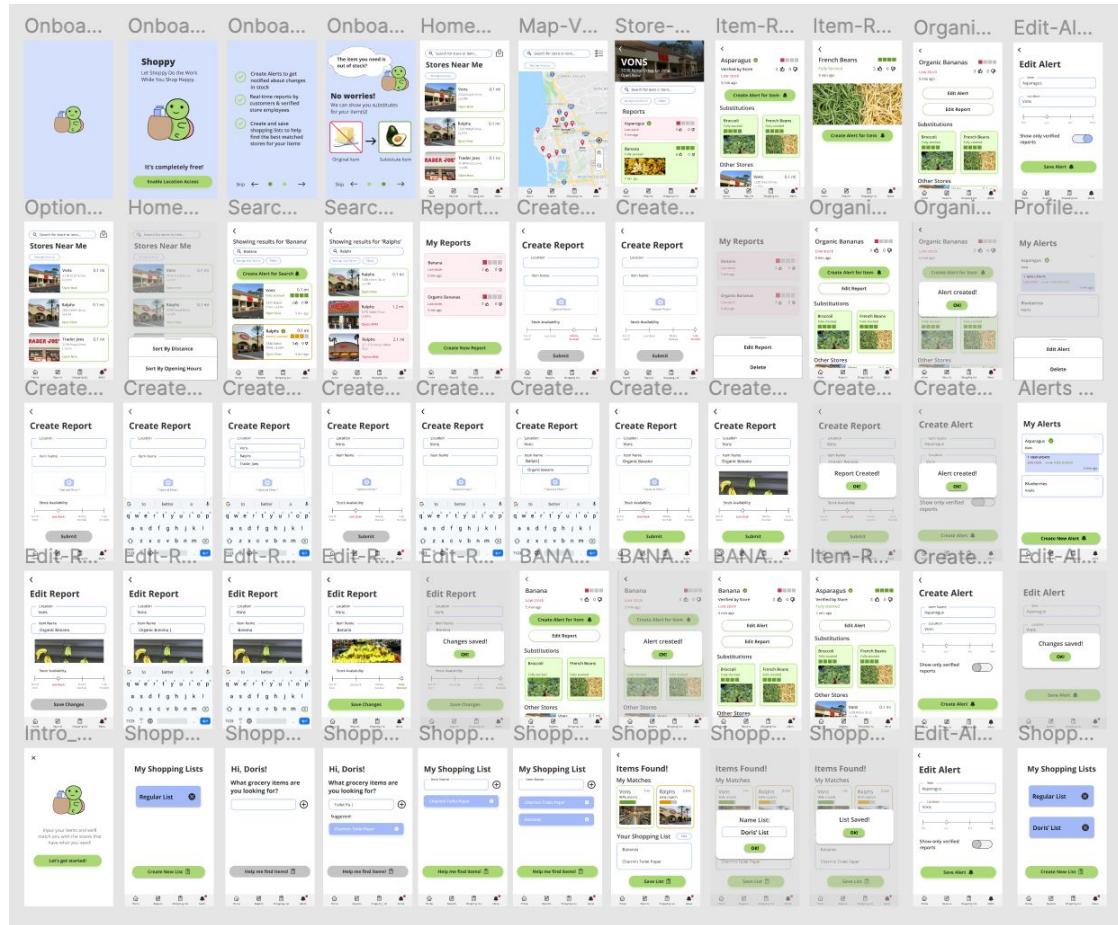
- 'Verified' option in Edit Alert page was unclear

After



- Edited text to be more clear on what the option means

Final High Fidelity Prototype



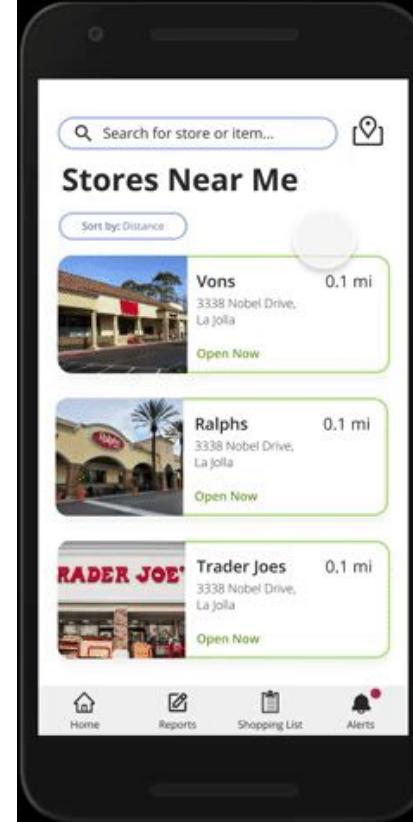
Clickable Prototype

<https://www.figma.com/file/2rjf53UIC7UshwiEcEdaEt/A4-Stage-7-Final-Draft-Hi-Fi-Prototype?node-id=0%3A1>

Onboarding & Home Screens

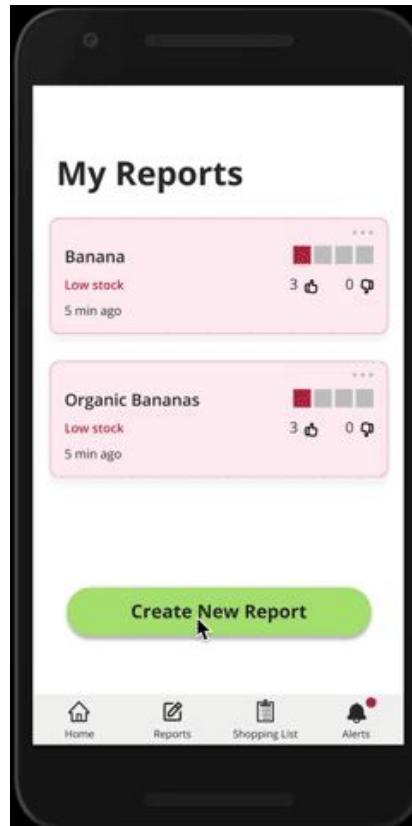


Onboarding

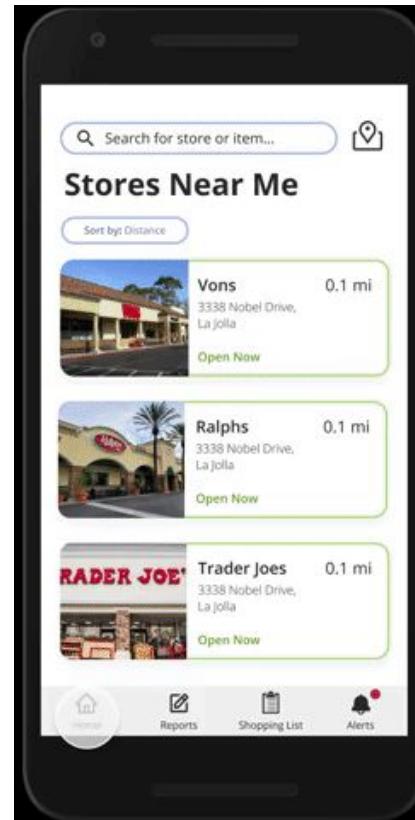


*Homescreen
List & Map View*

Create & Edit Report

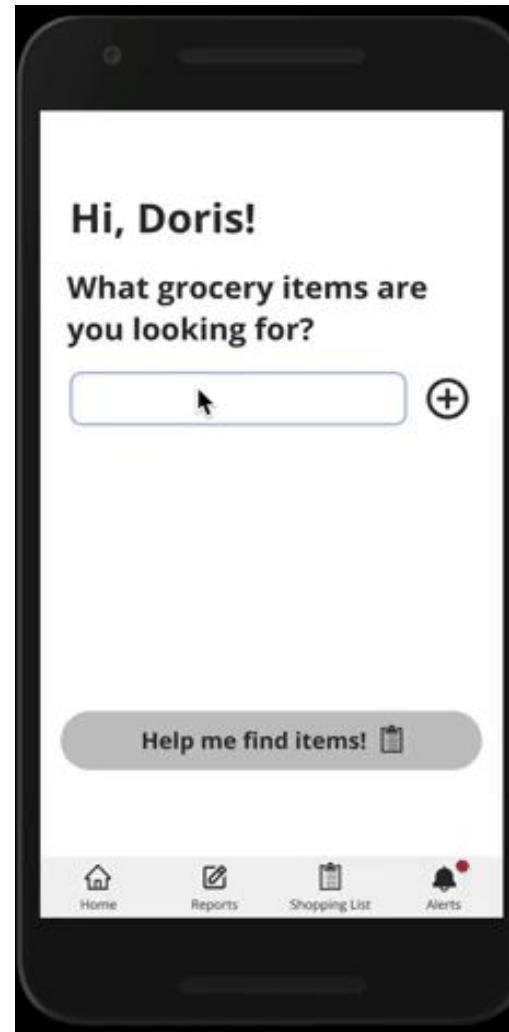


To create a report



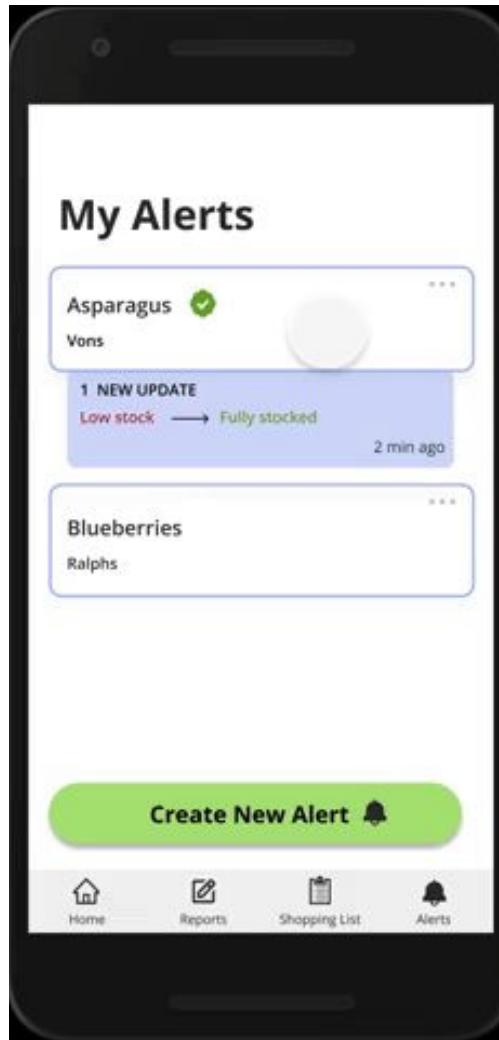
To edit a report

Create & Search by Shopping List

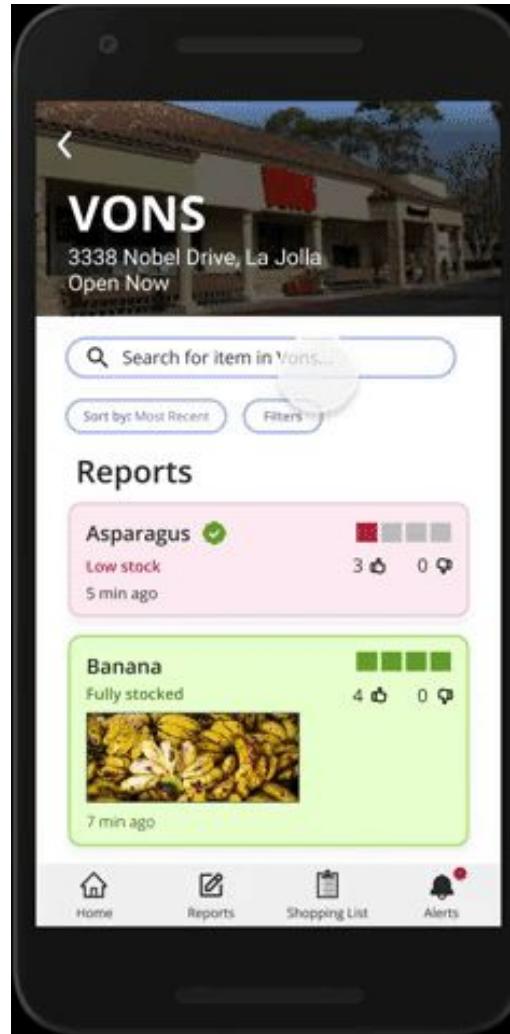


*Shopping List search
helps you find items*

Create & Edit Alert



Find Substitutions



Search for a Product



Conclusion

Contact Info

Resources:

[https://app.milanote.com/1JH3Hg1M8r6n5t/
moodboard](https://app.milanote.com/1JH3Hg1M8r6n5t/moodboard)

<https://www.figma.com/>

- Iconify and Unsplash

Thank you to Professor Xia and all of the TA's and IA's for all of the helpful feedback and resources they provided.

And thank you to those in the class that helped us with user testing and provided feedback as well as everyone in the class for getting through this tough quarter, we made it!!

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Doris Liu A14456583 dol121@ucsd.edu

Jennifer Nunez A15600847 j2nunez@ucsd.edu

Extra Slides/Resources

Research Notes

Secondary Research:

https://docs.google.com/document/d/1RdhjePqP1c_x1bFK4iDkqPUsNcCLHJEK6Df5ibwlURs/edit?usp=sharing

Primary Research (Surveys):

https://docs.google.com/document/d/1_hWO_AnB8xDCJniHwvR1fJR6RGJ3idwkw_hrrccq8Yr0/edit?usp=sharing

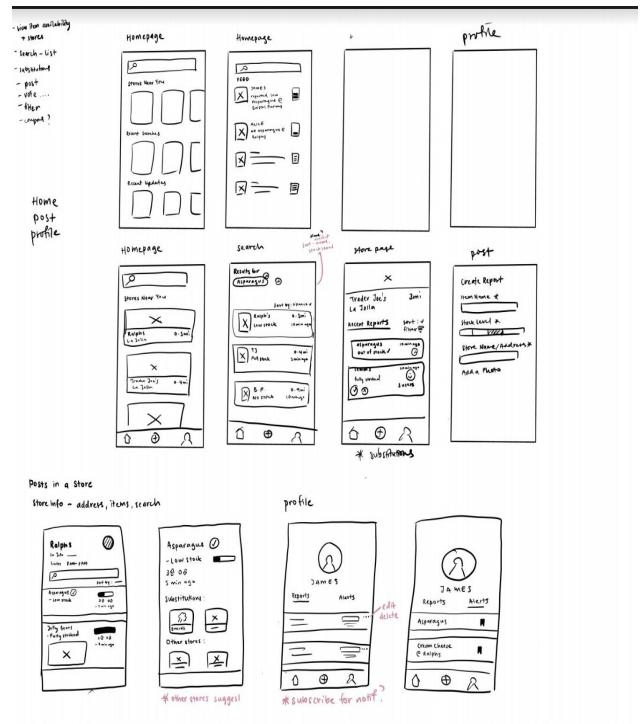
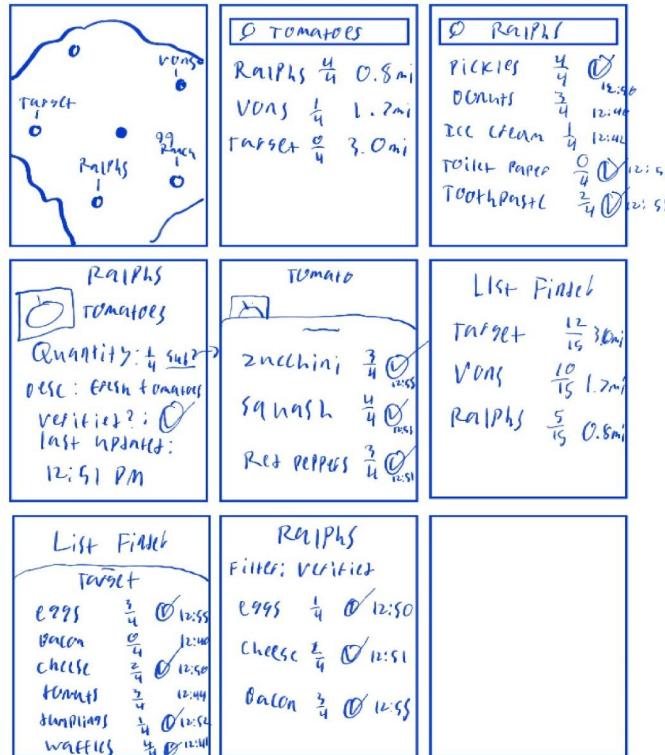
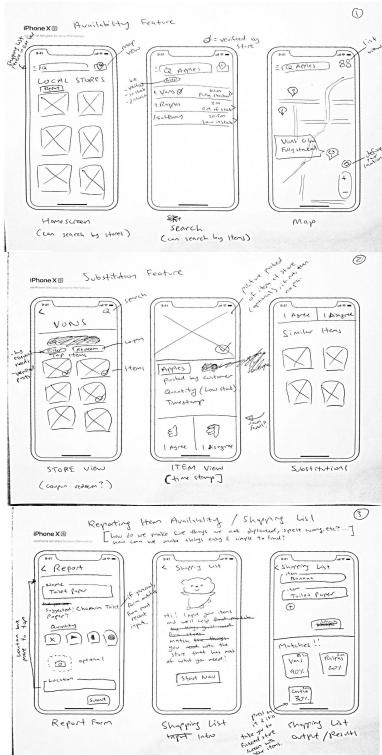
Interviews:

<https://docs.google.com/document/d/1Lk9YMN31ULFj7efswTjVRxr8e7cd377RQtffmSDkO1E/edit?usp=sharing>

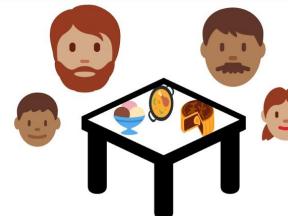
Competitive Analysis

<https://docs.google.com/document/d/1OYFvKFgmdm7z366FbEebP0L4p2KPQvrr-Y-TG5mf3g4/edit?usp=sharing>

Sketches



Storyboard

 <p>Julius wants to go shopping to get stock up on some groceries for a few weeks so he and his family can make dinner and have some snacks without having to go out more than necessary during the quarantine.</p>	 <p>However, Julius is worried that he won't be able to find everything all at one store and so he'll have to go to multiple stores to find everything on his list, exposing him more to potentially contagious people while he is out. Julius wants to avoid going to more than one store, even if that means leaving out a few items, but he would like to get the majority of what he has on his list if possible.</p>
 <p>Julius remembers an app that he read about that will tell the user what grocery stores have the majority of their shopping list they put in that also suggests alternative brands and substitutions for recipes to help the user find the majority of what they are looking for at one store. So, Julius plugs in his list and the app directs him to the nearest store that has the majority of his list and recommends substitutions for what they don't have in stock</p>	 <p>Because of the app, Julius was able to find the majority of his main shopping list while the app suggested to him substitutions for what he couldn't find. In the end, he was able to get everything he and his family needed for the next few weeks, all while only having to visit one store!</p>

Our Prototype Process

Low-Fi Prototype:

<https://www.figma.com/file/SuKvL3R4BGaAL5J1qio0VI/A4-Stage-2-Low-fi-Prototype?node-id=0%3A1>

Rough Draft Prototype:

<https://www.figma.com/file/0L7sUBYJDxt36a9kNDRoEJ/A4-Stage-6-Hi-Fi-Prototype-Rough-Draft?node-id=0%3A1>

Final Draft Prototype:

<https://www.figma.com/file/2rqf53UIC7UshwiEcEdaEt/A4-Stage-7-Final-Draft-Hi-Fi-Prototype?node-id=0%3A1>