



SIMPLIFY

Make your shopping experience
as easy as it should be.

the team



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problem

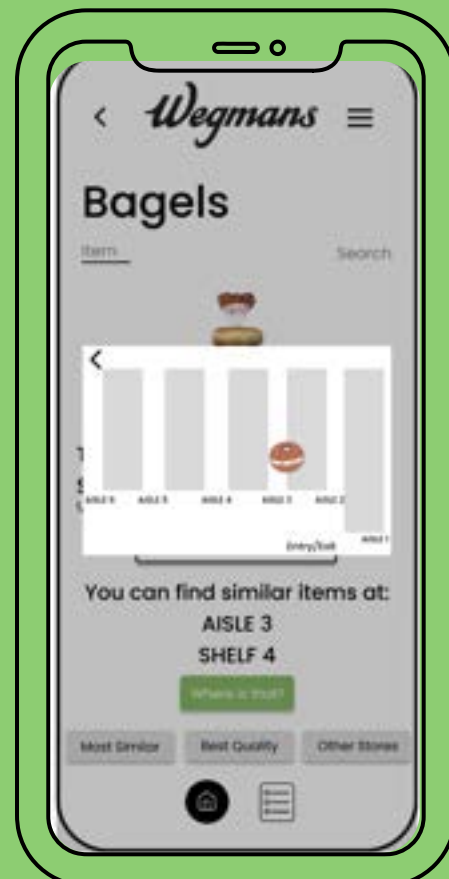
When in a grocery store, sometimes it
is hard to find the specific thing you
are looking for.

solution

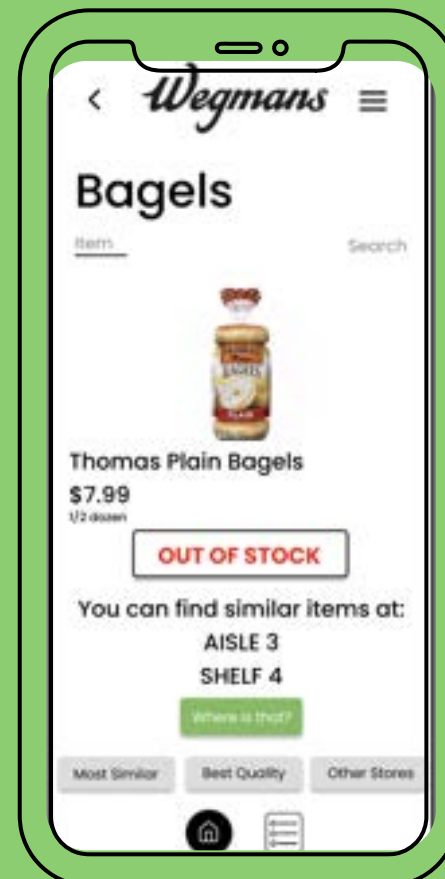
Giving grocery store
goers a one stop
solution: A mobile app
that enables
customers to organize
their shopping process
before they leave the
house, know the store
inventory, self-locate
store items and find
replacements or
alternative options.

key features

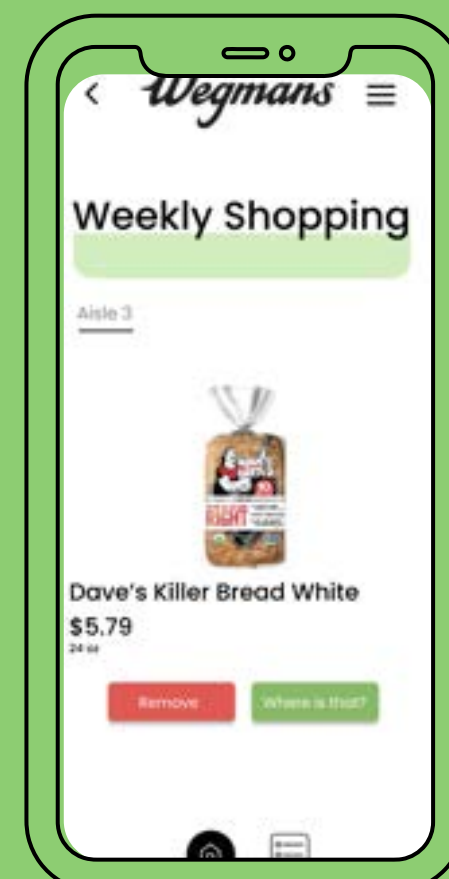
INVENTORY LOCATOR



STOCK/OPTIONS FOR REPLACEMENT



LIST CREATION



design process

1 Empathize

PDF

We went out into the real world to identify
common pain-points and emotions of grocery
store shoppers.

2 Define

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We created three personas to further analyze
and gather insights about our target audience
and opportunities we could take to solve the
problem.

3 Ideate

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We used the POV's to create three solutions and
experience prototypes that were tested to get
feedback and gather insights.

4 Lo-Fi Prototype

We created a lo-fi prototype based on feedback
and key elements from the experience
prototypes and tested it on the public.

PDF

Video

5 Hi-Fi Prototype

We created a hi-fi prototype, increasing the
fidelity of the previous prototype, testing on the
public and gathering heuristic violations.

PDF

Prototype

Video

6 Final Presentation

Hi-fi prototype with fixed heuristic violations
and video prototype.

PDF

Prototype

Video