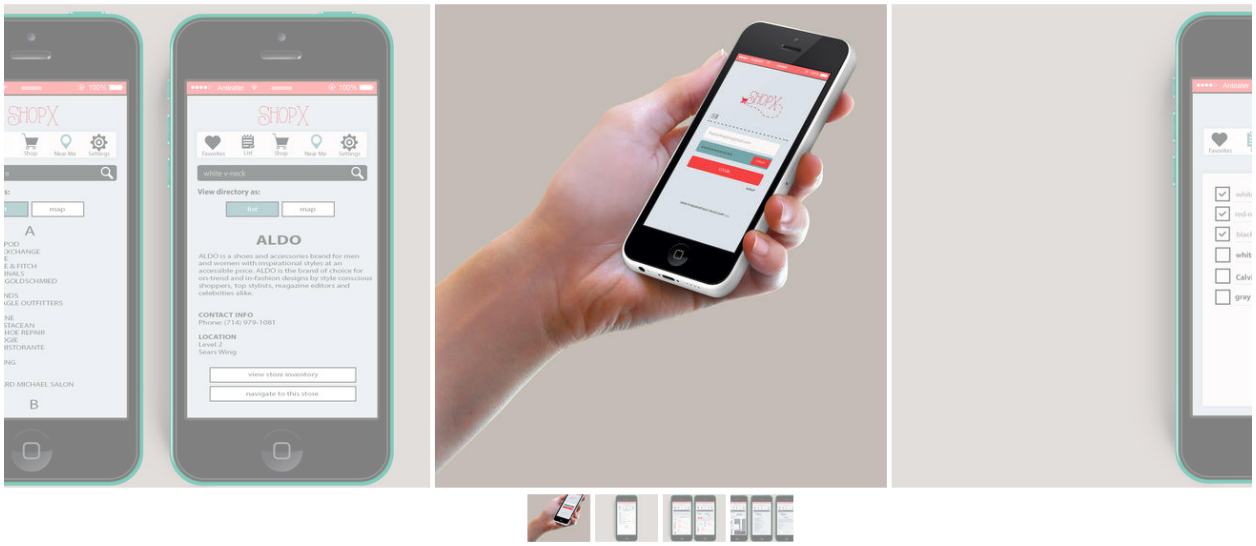
website link: http://emilyputh4.wix.com/131designproject

Rebecka Goncharov, 60464369
Alexander Remigio, 37503335
Ravi Patel, 16139896
Melody Lee, 55751460
Emily Puth, 28239807



ShopX

Shopping Assistant

The shopping experience is oftentimes a stressful one. ShopX is a mobile application designed to promote a hassle-free shopping experience. It assists shoppers in browsing and findIng the items they desire. Search for specific items, find alternatives, or navigate to a desired store, ShopX strives to make shopping trips more efficient.

Research

PROBLEMS

- Difficulty in finding, using, and understanding directories
- Unexpected prices, quality, or size options which lead to more time spent
- Disaspointment in failing to find desired item(s)
- Customer has too many items to carry
- Customer needs second opinion of items

A FEW POTENTIAL SOLUTIONS

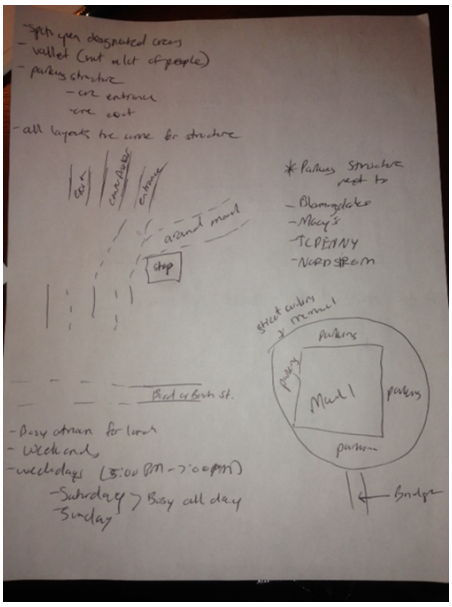
- Mobile App that allows shoppers to search through and compare all items in a mall
- A platform allowing shoppers to communicate with one another

- Augmented Directory

Methods

- Observations (5) and Interviews (3+)

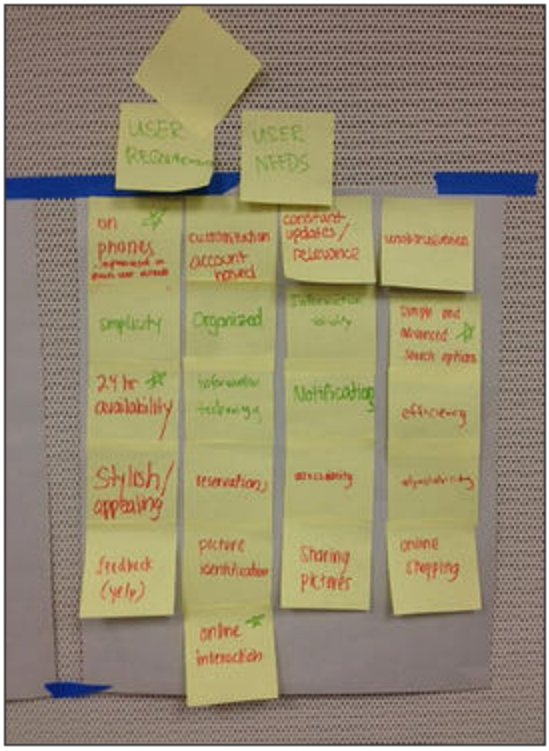
  Through the observations and interviews we employed, we were able to see and understand the connections between technology and shoppers. Mobile phones were shown to be an obvious assistant in occupying time for those who were uninterested in browsing. Some shoppers also utilized their phones to help them determine whether an item was worth purchasing. These findings gave insight on the psychological motivations and design aspects our team needed to take under consideration in creating a technological shopping assistant.

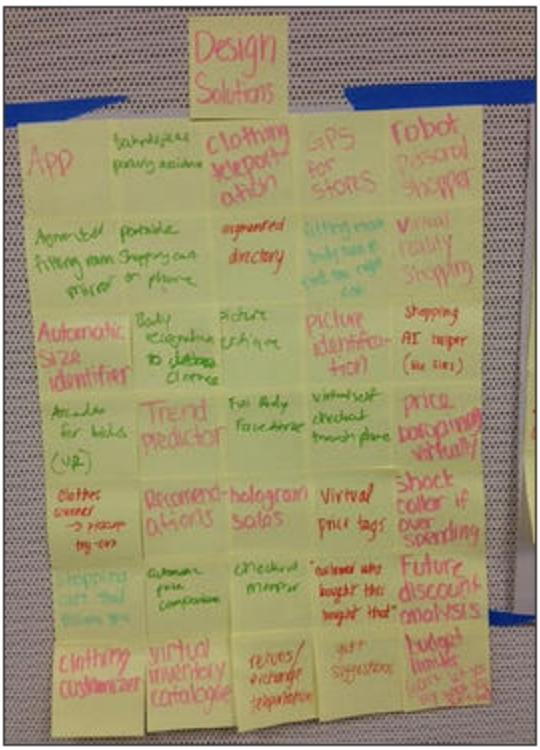


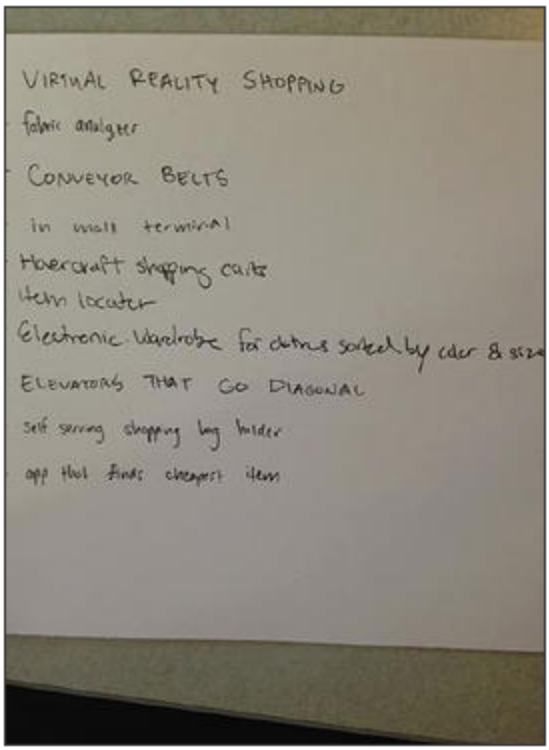
Interview Questions (example of one set of questions)

1. How do you usually shop?
    a. Any pre-existing things you do before you head out?
2. How long do you usually shop for?
3. DO you use the directory?
    a. What can be improved about the directory?
4. How can sales be better presented to customers?
5. How do you find what you are looking for in stores?
    a. Do you believe technology can help you achieve?
6. Do you ever come out with items you didn't go in wanting to buy?
7. How do you pick your outfits? Clothes?
8. Do you like shopping?
    a. Why or why not? What can be improved?
9. Have you ever got in lost at a mall?
10. Any opinions on parking?

- Diagrams (Affinity and Thematic Networks) and Brainstorm sessions (3)







- Personas (2)
  The development of our two personas, Samantha and Henry, allowed us to prioritize the features and functionalities we previously brainstormed. We then narrowed our scope of solutions down to the essentials, thus leading the direction of our application.
- Storyboards (6)
  Storyboarding gave a visualization of how our design would be used. It made us question the necessity of our design, as well as the contexts in which a person would find it helpful.

OTHER KEY RESEARCH FINDINGS

Other research findings that were conducted throughout the observation process included long waits to find parking, leisure at shopping centers, and design/appearance of shopping stores. It was concluded that customers have a hard time finding parking when it comes to busy days and especially the holidays. Because of this, they would tend to get frustrated because of the time wasted. It was also concluded that customers, when tagging along with other people, find themselves doing nothing when, for example, they are forced to go with the person that wants to shop. Our group was also able to come up with research findings about the appearance of the store itself. From past interviews and personal experiences, these findings told us that customers tend to go to stores that are naturally appealing, whether it be in color, structural design, or welcoming employees.

Evaluation

- Heuristic Evaluation
- Cognitive Walkthrough
- Think Alouds (2)

The evaluations allowed us to have a different eye on our design. It brought ideas that we could not think of, simply working on the same design for too long. The new perspective allowed us to think outside the box for later upgrades.

Final Prototype

After all the research and evaluation our group has done for this project, we have come up with ShopX. Select screens of our prototype are shown at the very top of the page. Check them out! Meanwhile, here is what the system does:

- Provides users with real time updates on store inventories-- users are able to know

exactly what items are in stock when they shop
- Allows users to digitally browse through available items
- Allows users to search for specific products
- Directs users to their desired products and store destinations

Additional features include:
- Shopping list function that allows users to plan their shopping trips ahead of time
- Social feature called “Favorites” with which users can share with their friends the items they like and the stores they frequently visit

Reflection

The experience of fully conducting interviews and observations to design prototyping was not as easy as one might think. To start things out, next time we conduct observations we would need to organize all our information based off of problems. In designing, we learned it is ideal to think about the problem first rather than a solution. Overall the experience was a fun and enjoyable process. Being a first time designer, many tools and techniques were learned to use in other designing courses such as Informatics 191A.

Further expansions of this project would include:
- Collecting reviews on the app
- Data in terms of sales made due to the app
- Survey on experience of shopping after using an app
- Re-evaluation of the specifications -- Does the application fulfill the needs of its users?
- Additional prototyping