Human Computer Interaction

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Grab&Go
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PROBLEM STATEMENT

Have you ever gone store shopping because you never found all the items you required? Or were you ever tired of searching for an item in an around the marketplace. Would you like someone or something to aid you through this?

Grocery shopping is a lot of times a tiring errand.

To make this entire process more convenient, we suggest: *Grab&Go.*

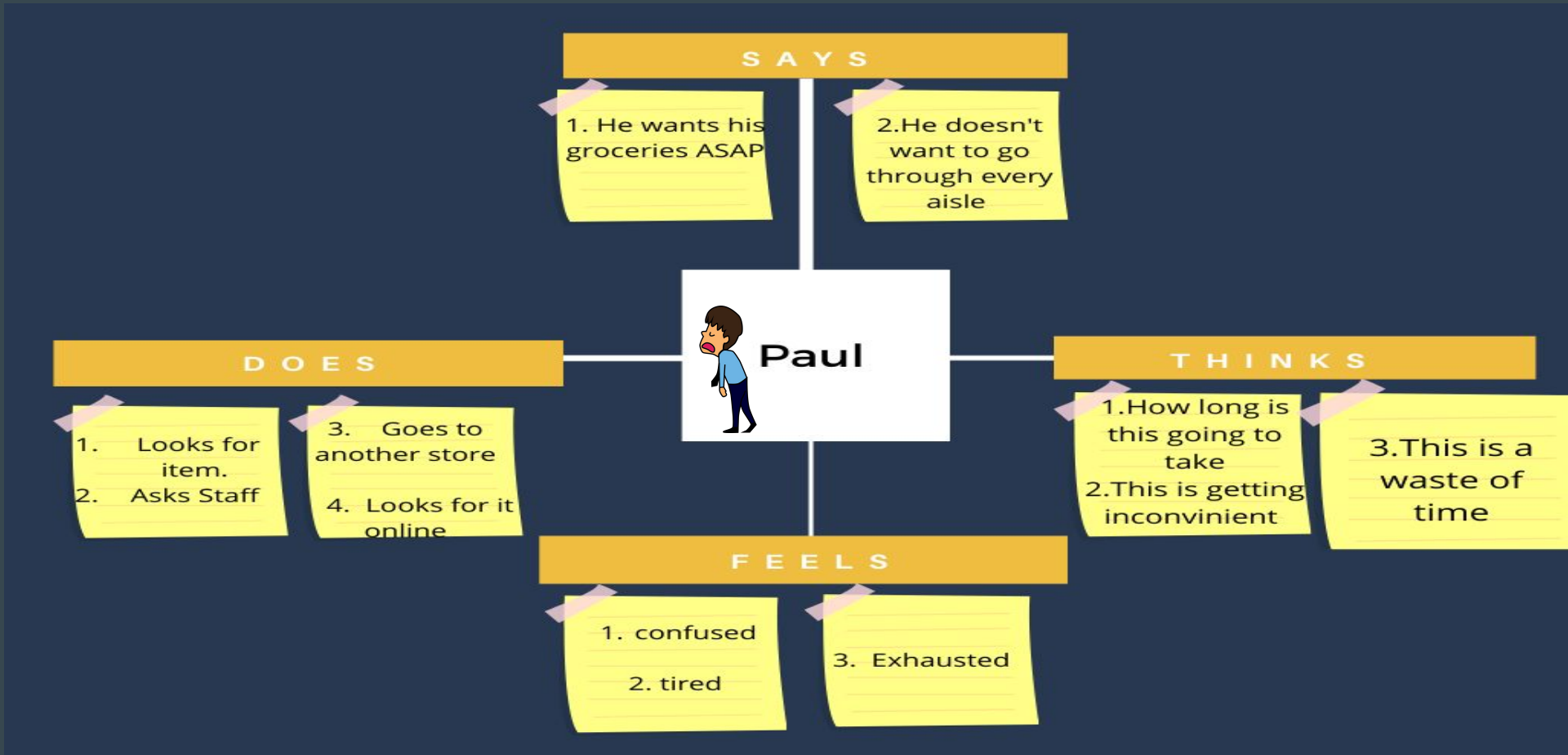
Understanding Our Customers

- People prefer to shop for groceries in stores rather than online.
- 35.3(+41.2)% people prefer to go straight to the necessary items.
- We see that 23.5% people like to browse through all the aisles.
- Most people are exhausted and frustrated after the shopping trip.
- A staggering 82.4% would use the word “Tiring/exhausting” to describe their grocery shopping process

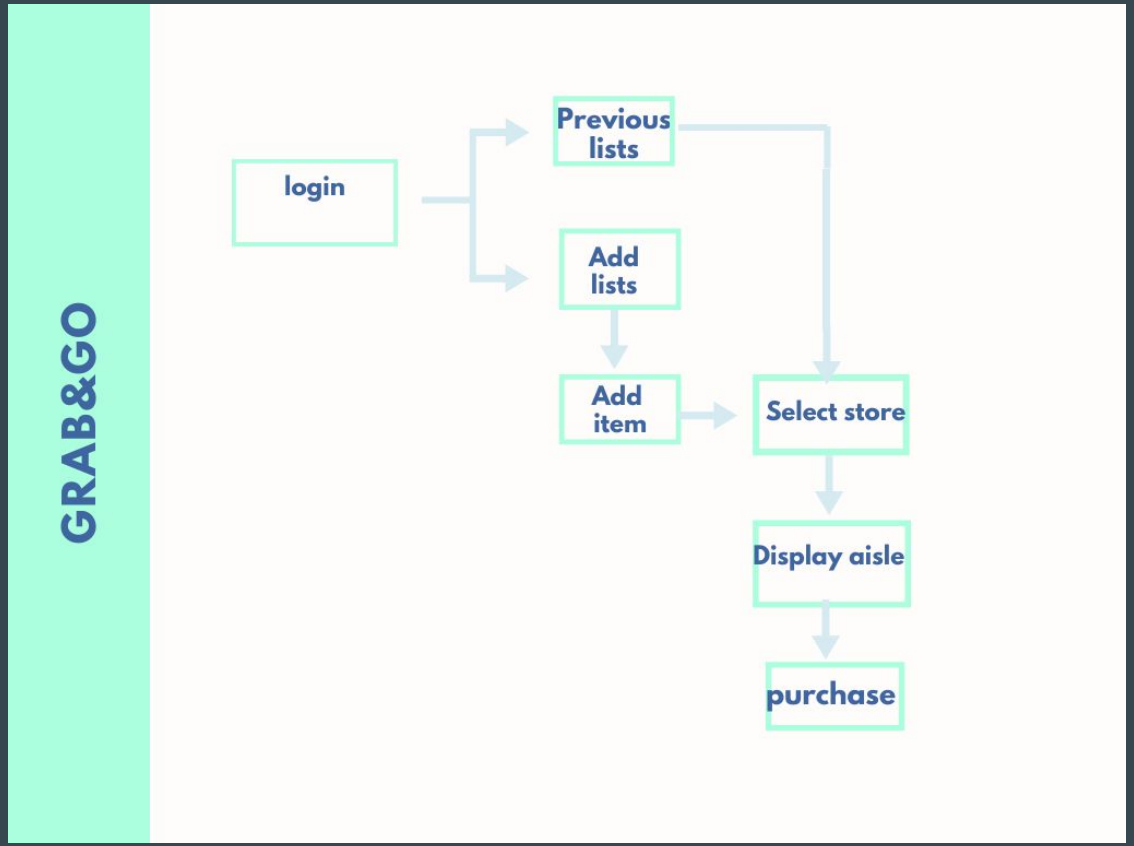
Understanding Our Customers

- The survey indicates that 32.4% of the survey frequently seek help for finding their desired item and 41.2% require help but not on a regular basis
- On an average the user wastes almost 5 min on searchem for the item of their choice
- From our surveys we notice that a significant portion would welcome help in the form of navigation with 90% of the crowd carrying their phones almost throughout the entire shopping process
- We see that 67.6% people feel that an in-store navigator would be really helpful.

Empathy Map


SAYS
1. He wants his groceries ASAP
2.He doesn't want to go through every aisle
Paul
DOES
1. Looks for item.
2. Asks Staff
3. Goes to another store
4. Looks for it online
THINKS
1.How long is this going to take
2.This is getting inconvinient
3.This is a waste of time
FEELS
1. confused
2. tired
3. Exhausted

Mind map


GRAB&GO
login
Previous lists
Add lists
Add item
Select store
Display aisle
purchase

HEURISTIC EVALUATION

Heuristic Overview
These are purely subjective ratings based on review of the design, layout, functionality, navigation, content and supporting documentation of the site.

Heuristic Ratings:

HEURISTIC EVALUATION

HEURISTIC	Rating	Description
Visibility of system status	5	The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.
Match between system and real world	5	Follow real world conventions, making information appear in a natural and logical order.
User Control & freedom	4	Support undo and redo.
Consistency and standards	3	Users should not have to wonder whether different words,situations or actions mean the same thing.
Error Prevention	3	Eliminate error prone conditions.

HEURISTIC EVALUATION

HEURISTIC	Rating	Description
Recognition rather than recall	5	Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another.
Flexibility and efficiency of use	4	System should cater to both experienced and novice users.
Aesthetic and Minimalist design	5	Extra and unnecessary units of information competes with relevant units and decrease their visibility.
Help users with errors	2	Error messages should be precise in plain language,precise and should suggest a solution.
Help and documentation	4	Documentation and support


I need some star anise.

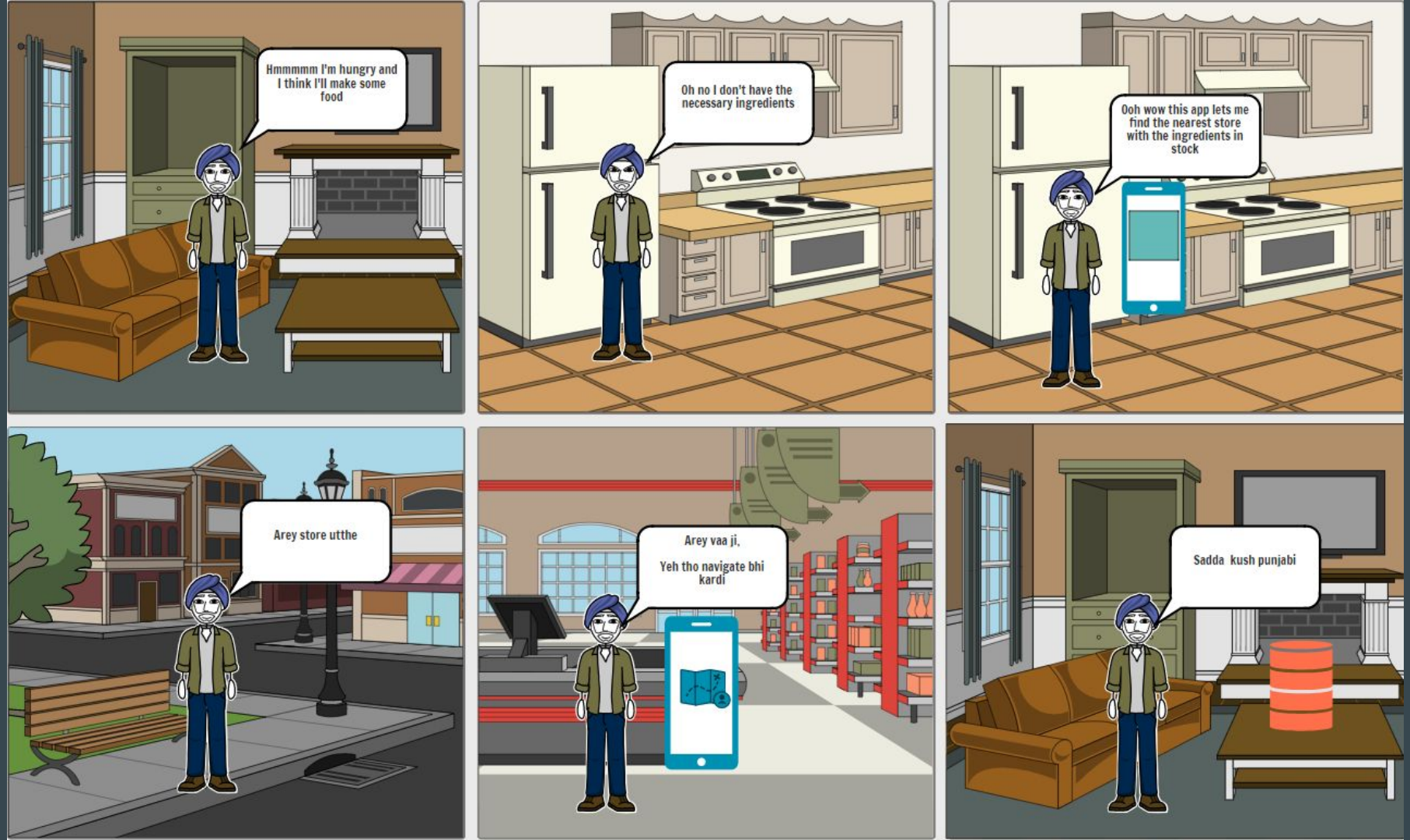

OH MY GOD!....WH ERE WILL I FIND STAR ANISE IN SUCH A HUGE PLACE!!!!!!! !!!!!!!
12


Dont worry my friend there is an app just for situations like these.. Here let me show you..
OH really??!!!?
12

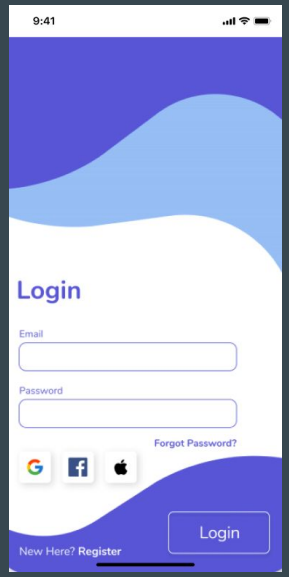

The Grab&Go app makes it all the more easy to shop for groceries. Simply download, Register and then you can browse through 1000s of items .
G&G
12

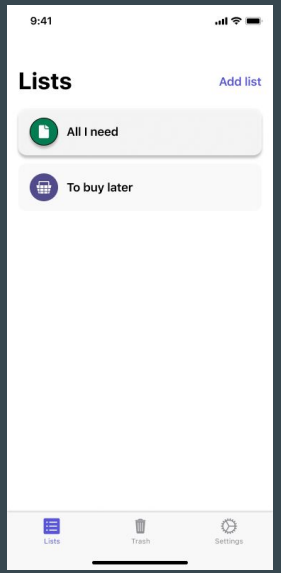

SImply select the item and then select the nearest store . It will show you exactly where in the store you can find your item
G&G
12

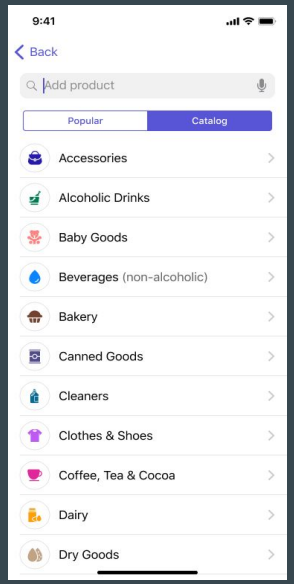

Theres your Star anise near the cash counter. Isnt it convenient and time saving?
WOWWW! That was so amazing!!!! This app makes all of our lives easier!!
G&G
12

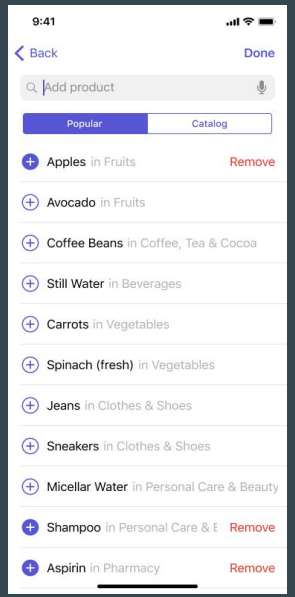

Hmmmmm I'm hungry and I think I'll make some food
Oh no I don't have the necessary ingredients
Ooh wow this app lets me find the nearest store with the ingredients in stock
Arey store utthe
Arey vaa ji,
Yeh tho navigate bhi kardi
Sadda kush punjabi

High Fidelity Design









High Fidelity Design