

# SAVVY SHOPPER

Mid Term Project

Team 2

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# INTRODUCTION

- ▶ Everyone shops for food or lives with someone who does.
- ▶ Most people use some sort of list to manage their grocery needs.
- ▶ In some cases, multiple people contribute to the same list.

# INTRODUCTION

- ▶ People sometimes have a specific shopping budget they must stick to.
- ▶ Weekly specials/deals are important to budget-conscious shoppers – and sometimes to those who are less so.
- ▶ Sometimes people make quick stops for 1-2 items at a store with an unfamiliar layout.

# THE PROBLEM

How can we help shoppers manage their grocery shopping experiences, and how can we make these experiences more efficient?

# USER STUDY

- ▶ Demographics
  - ▶ 2 Female
  - ▶ 1 Male
- ▶ Location  
Marsh/ Saraga

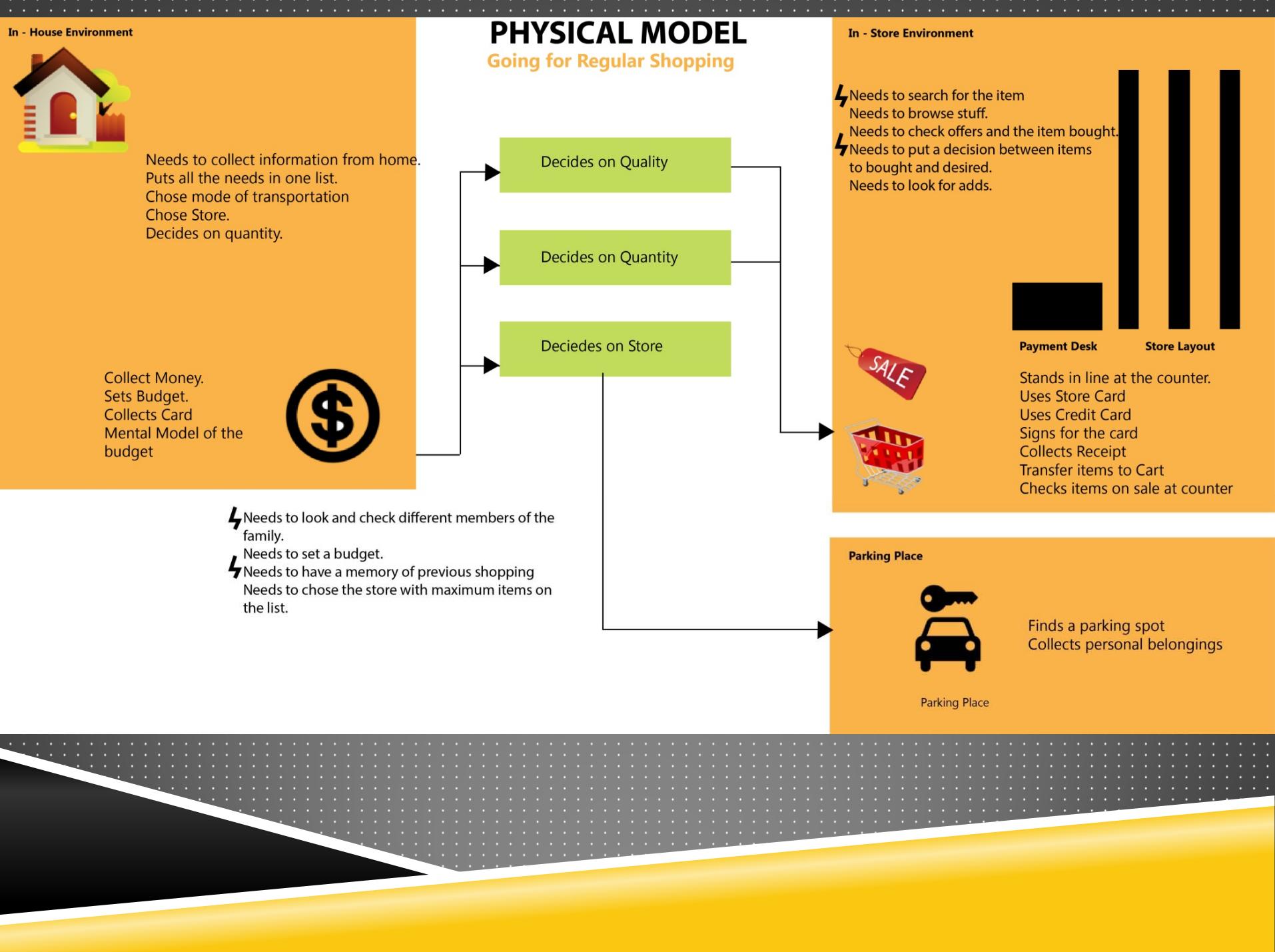


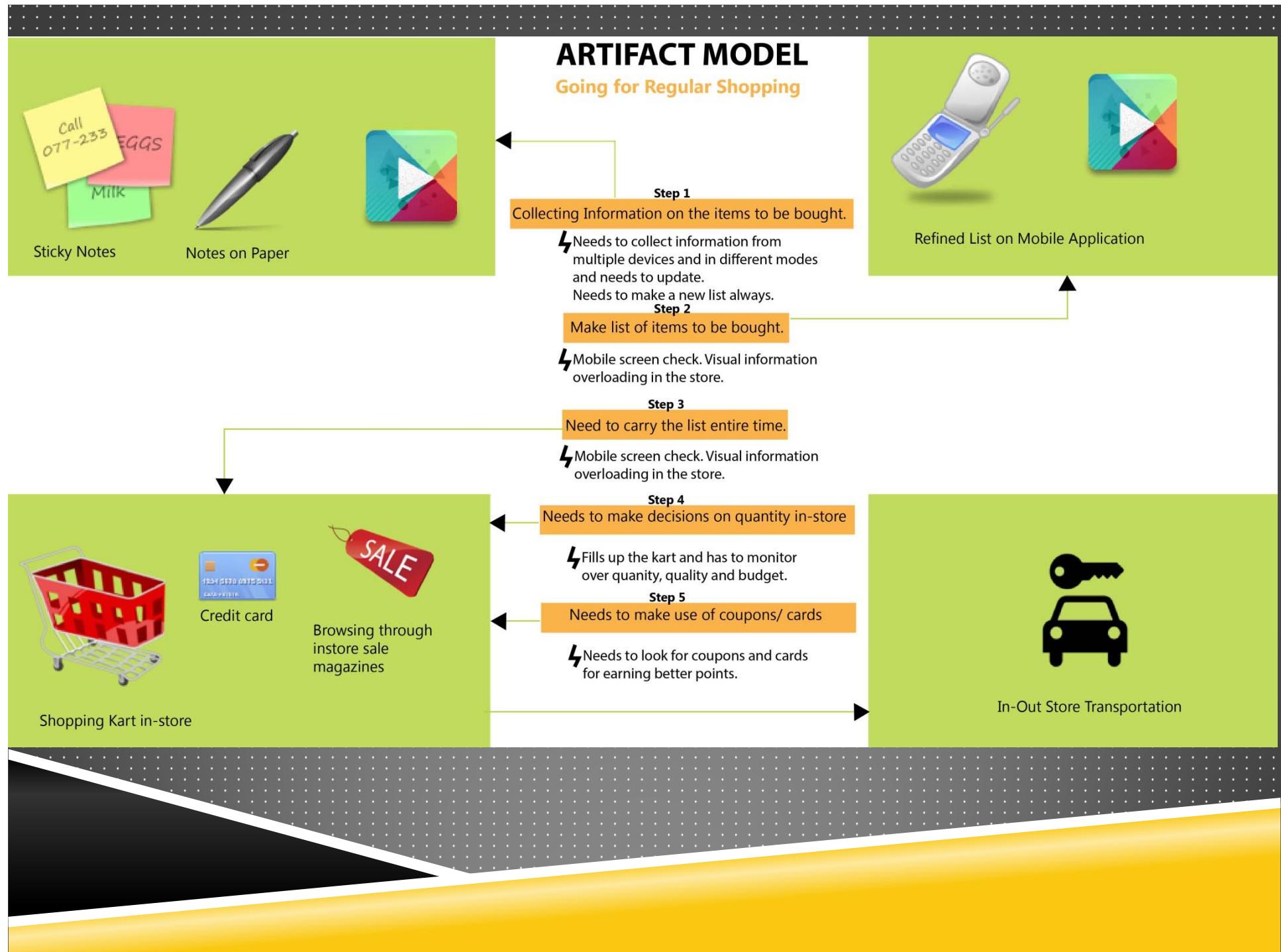
# CONCEPTUAL MODELS



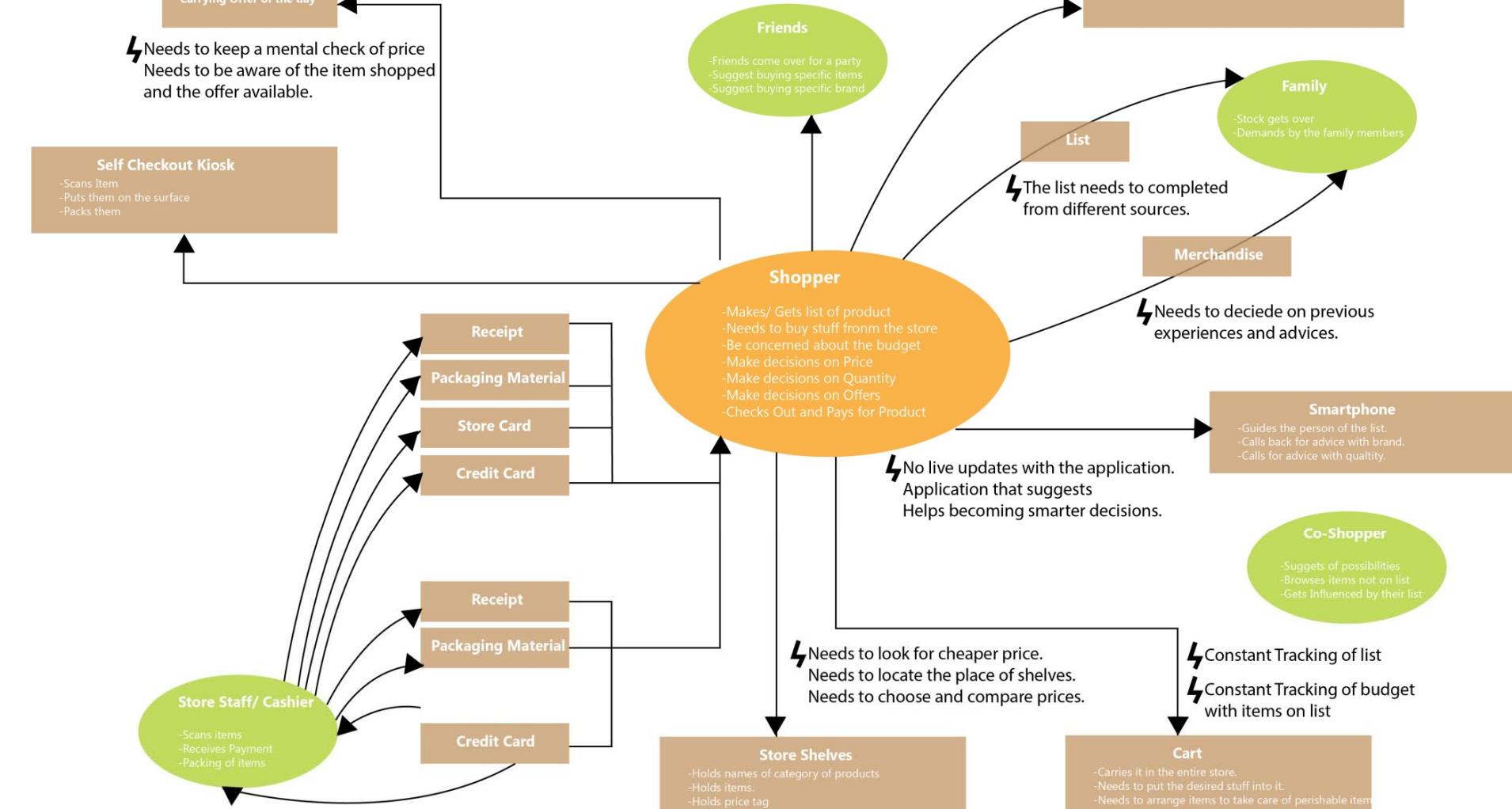
# SEQUENCE MODEL

ACTIVITY	INTENT	ABSTRACT STEP
Find out about the need to shop	Discovering the shortage first before the notice of the others. Getting Supplies fast. Provide response to the people who demand the need. Follow a regular routine.	Trigger: Encounters the shortage -Finds out by examining the environment personally. -Someone reports the shortage. -Wants to try something new.  Breakdown: Needs to consolidate the list
Finding out the items to be shopped	Getting the right supplies. Finding the right quality/ brand to be shopped. Finding the right quantity to be shopped. Preparing a list of the items. Making a decision of putting the items on the list. Making a mental note of previous shopping.	Trigger: Wants to buy everything without a miss -Makes a note of previous list. -Makes a note of previous experience.  Breakdown: Needs to keep a check on buying activity
Choosing a location	Finding maximum things in one place. Finding fresher items Finding cheaper items/ items in offer. Regular shop near to the locality. Getting the right supplies. Finding the right quality/ brand to be shopped.	Trigger: Wants to find a place with discounts and multiple items -Makes a note of previous experience. -Mentally Checks if any offers available.  Breakdown: Needs to chose shop with offers and are economic and give greater values
Buying Items	Locating things of choice in the store. Buying things that come first while entering a store. Browsing store layouts. Checking out things off list which are on offer and making a mental note. Locating the item on the list. Checking if the item has special offers. Buying items on list without budget constraints. Checks the shopping kart to check what is bought.	Trigger: Wants to be a smart shopper -Checks whats avaiable on the list -Checks Prices of the brands. -Browses store for offers  Breakdown: Needs to decide oneself. Has a menntal load to tally different offers Has a confusion with brands Has to consolidate live activity in store with the list
Billing and Checkout	Chooses the smallest line for faster checkout. Picks up any announcements in the form of a store magazine for shopping next time. Checks out small items in counter to find any basic necessities not noted. Uses Store Card and Credit Card to obtain maximum discount.	Trigger: Wants to use Store Card -Swipes Card -Swipes Credit Card which helps gain points

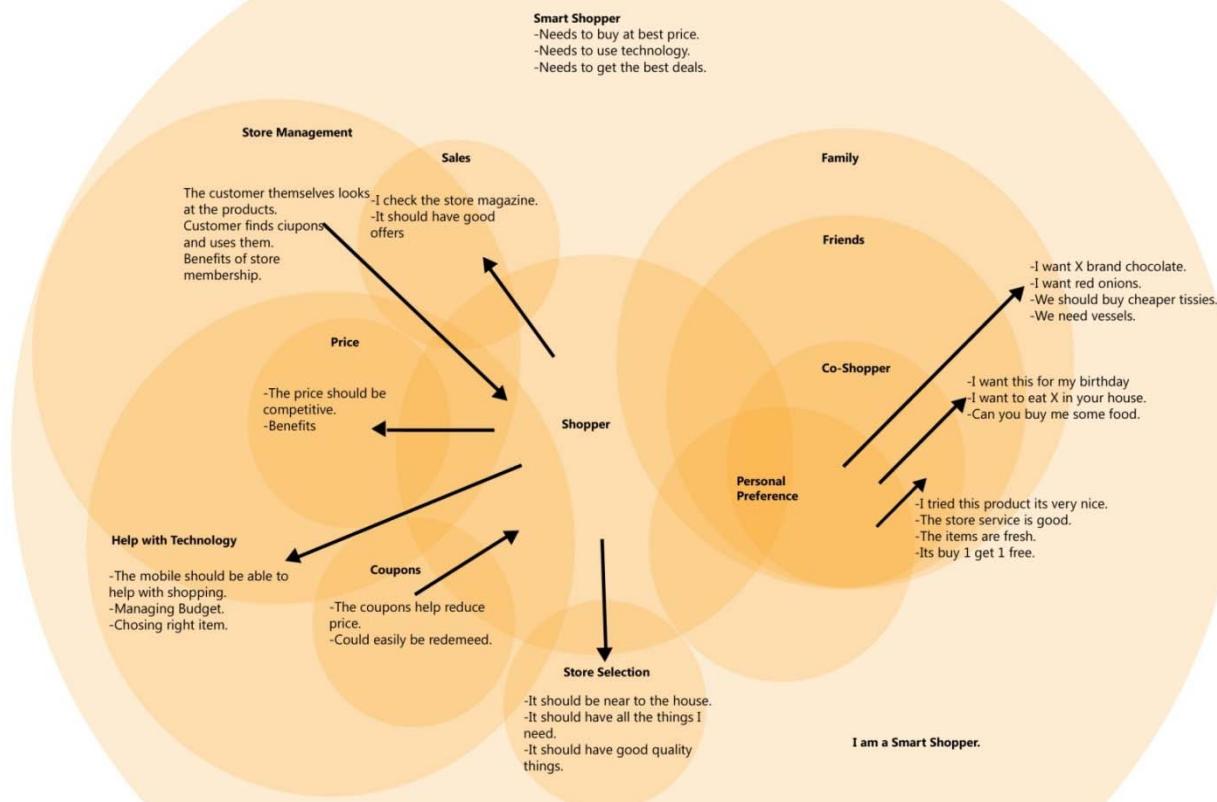




# FLOW MODEL



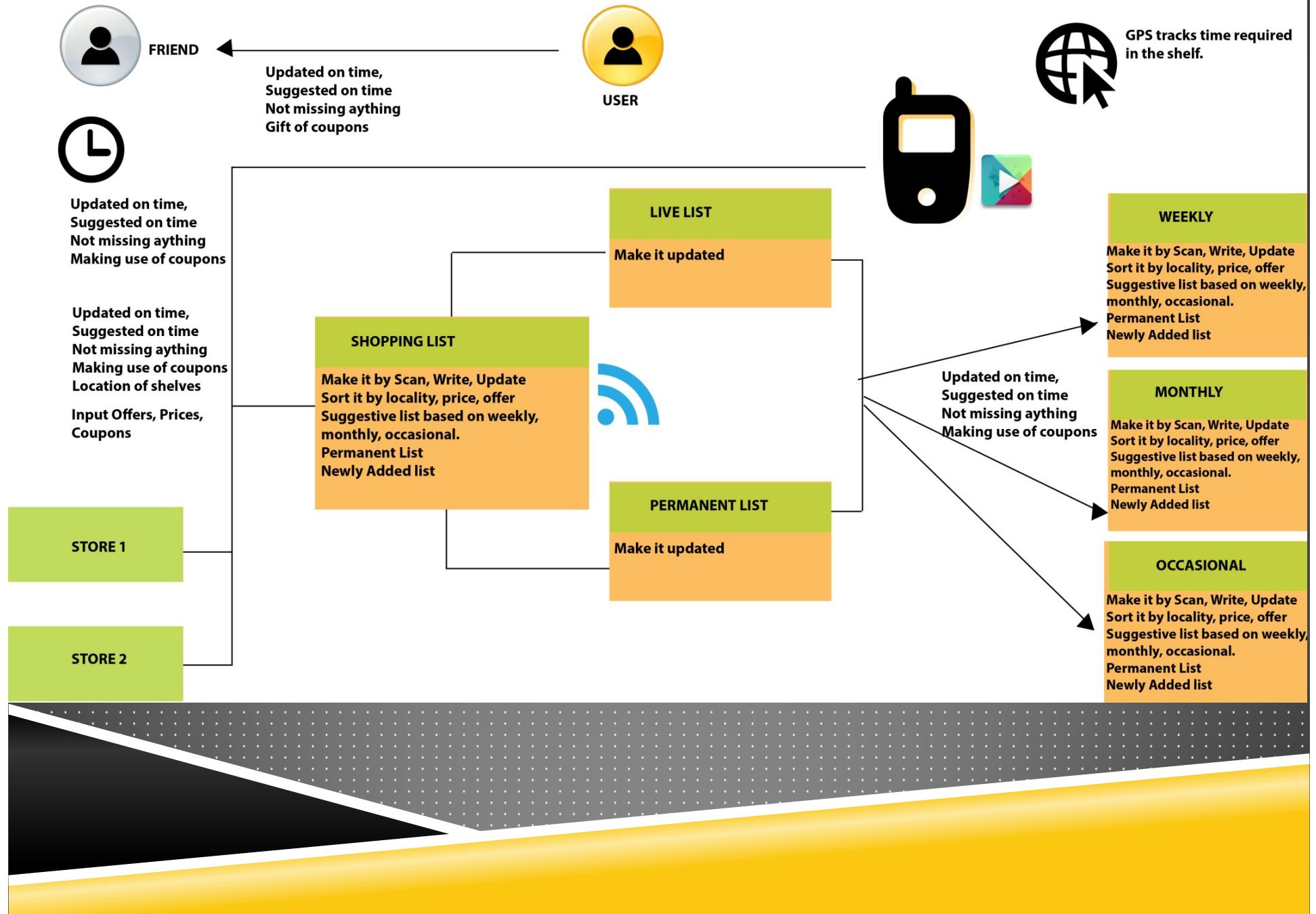
# CULTURAL MODEL



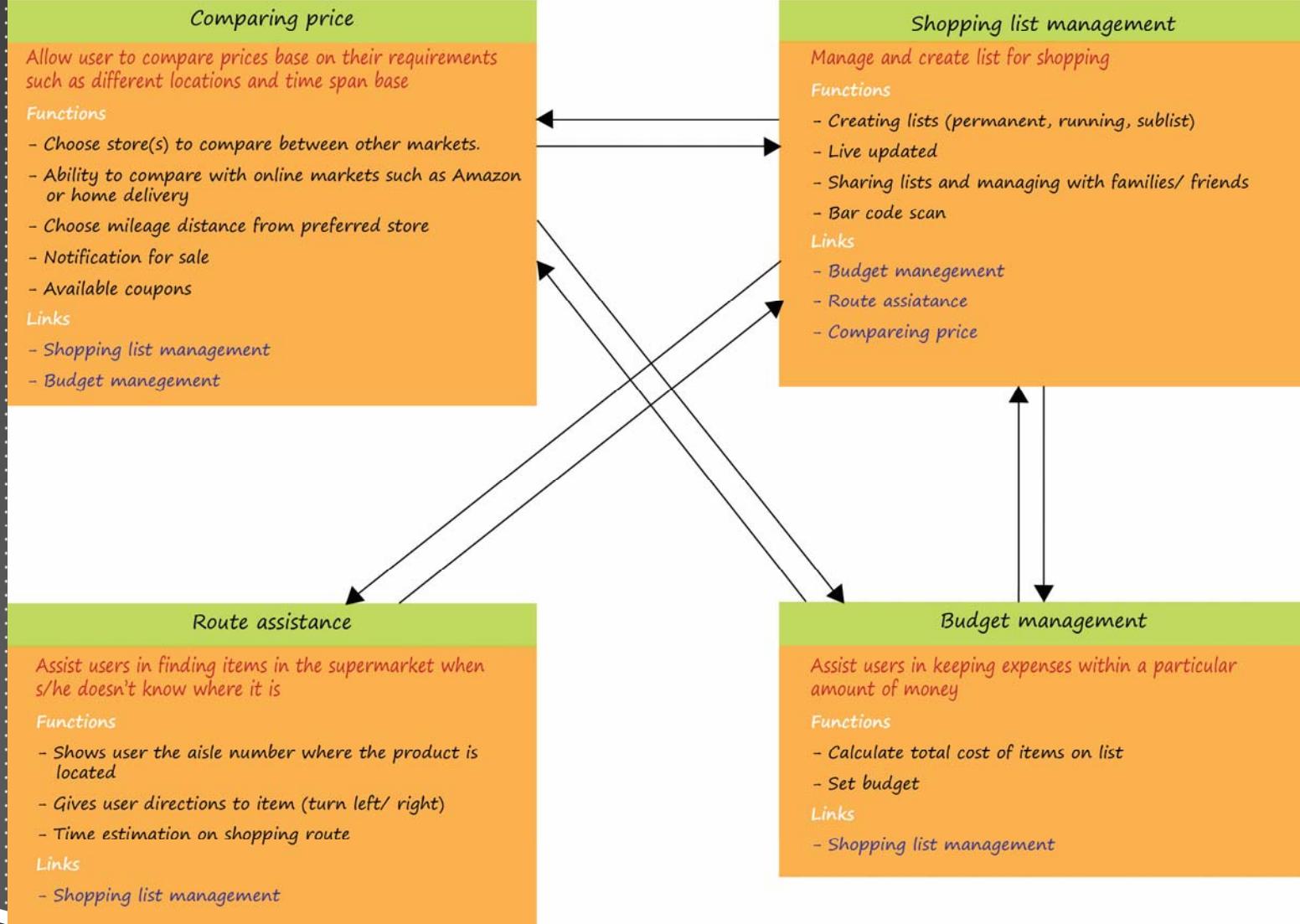
# AFFINITY DIAGRAM

Shopping list management			Consideration when purchasing				Where are things located		Time consideration		
I make shopping list	I get things on my shopping list	I forgot to get something	I consider the price before I buying	I compare prices before buying	I consider quantity when choosing.	I have limited budget.	I start from the places close to entrance.	I didn't notice it before.	I have a brief of where are product located	I go to nearby market.	I have limit time on doing grocery
We have our list on sticky note and write on it. Things like today have been on our list for a while. We haven't spending time drive all the way to Saraga.	Yes, because I accidentally noticed this and I think I needed this.	Forget forks, I will go to get it.	If price noticed first then I will chose the cheaper one.	Yes, I usually get these (Fiber One brownies), but they're not on sale. They're regular price, but they're cheaper at Target. Target's regular price is cheaper than this, so I'll probably just go to target.	This package has two times of forks and knives than the other.	Not usually, if you go over your list, you go over your budget. I have a certain.	It's the closest place to the entrance, and I can just go in a circle around the store from here.	I didn't know they have this kind of mushroom here. And I discover there are so many things I never notice before.	Based on my previous experience. Sometimes I don't know the name of the thing but once I try it few times I know it.	We get regulary stuffs from March nearby our place.	I will spend less than 45 minutes at a grocery store. If I've been in there longer than that, I probably leave.
Yes. But this time, I remember everything I have today.	Yes, except the frozen peas.	Forgot to get these (beans)	Yes, this price is really good. When I was in Brazil, it took one dollar each one. With this powder I can make 20 or 30 for one box.	Yes. The first thing I noticed is the weekly special is \$0.88, which is not the normal price. I don't need one (green pepper), but I would buy them for this price. They're wrinkled up, which is why I won't buy any this time.	I work 5 days a week, which is 5 lunches, and I get usually between apples and bananas to take to work. So I usually just get 3 apples and 2 bananas because I come every day.	I usually go with my sponsor, Mark, so I have impulse buying and.	It's conveniences.	I don't usually buy the onions. My mother usually buys the onions, so that's why I didn't know where to find them.	Pan de muerto baking powder. I have kind of ideas where they are. Because I came here before.	I like this one. I have been to other Marsh supermarkets, but this one is convenient to my out, plus it's bigger, and I like that I can get anything I want here.	Always come here with my fiancee, and he always rush and rush. I just pick up things I need.
I have my shopping list in my phone.	I think I almost got everything on my shopping list.		It's like two or three. If it is just for me, I might feel like guilty. But, if this is also for my fiancee, you will feel like okay.	Yes, kind of trying to recall how much I bought before. The sodas are also heavy, I will get it next time with my fiancee. (Taking picture of the price tag)	I buy apples in the singles because too many come in the bags, and I can't eat that many.			Because I never seen that restaurant before. I've been here for serval times.			Usually half an hour
I make a list on my phone of the things I need.			No, they look nice. But they don't have price.	Last year, they have half of price for sodas.	I choose 2 bananas because they're full of sugar, and I get the greenest I can find so they			I think some disposable cups and I am looking them at the first time.			Maybe two or three weeks. I live in downtown.
We make the list from last saturday to last friday. We have running list. We have same list with the roommates.				I do. Kroger and Marsh bring out their sodas on Thursdays, so I look at them at work during my break and compare prices then. Generally, I don't go to Kroger because I like the way they do at Marsh. If the lines are too long they will open up additional lanes, even	I'm really the only one who eats them, so I get the small ones.						It's far from the apartment so we come here once a week to buy food and drinks for the whole week.
Brazilian vegetable and Pan de muerto powder are in my shopping list. When I come to here, I want to buy southern america food. They have more international food here.											Yes, I don't want to come back once I'm all the way around. I want to be done.

# CONSOLIDATED VISION



# User Environment Design Model



# BASED ON SHOPPING LIST

## Shopping list management

Shopping List Making

Updates of live list making

Shopping list suggestion for every week/ month

Bar code scan and code

## Shopping budget management

notifications for sales

notification of available coupons

price comparisons for other

supermarkets when money would be saved.

Calculate total cost for products in the shopping cart.

## Shopping to compare prices.

within different stores.

give demo while buying.

Syncs with the shopping list to give offers available nearby.

Linked to Amazon

Linked to Google to display prices.

Within 10 miles should be more flexible.

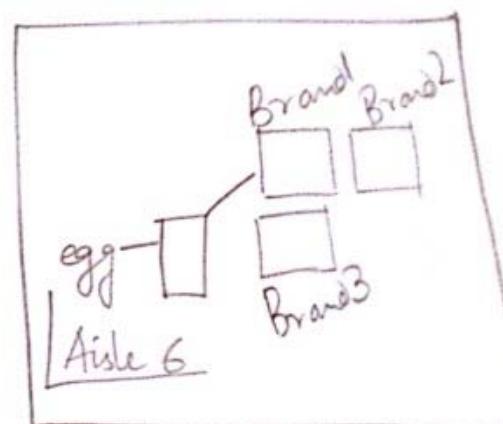
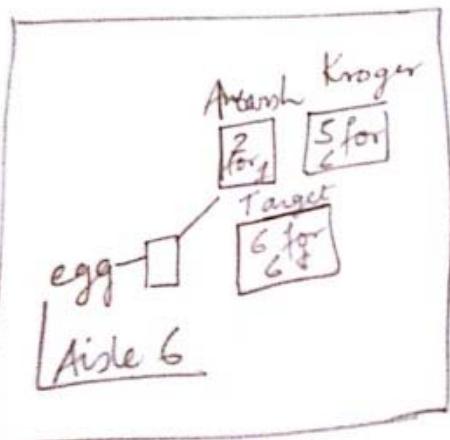
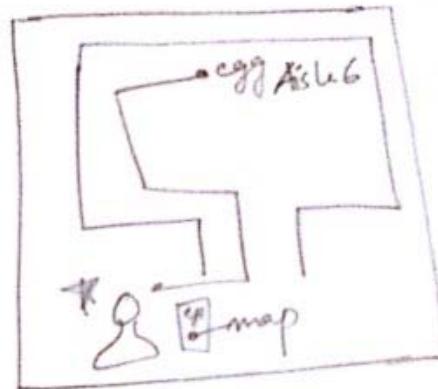
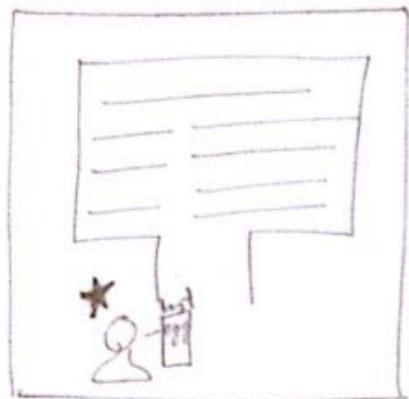
Can turn off the function/ it is voluntary.

## Shopping route assistance

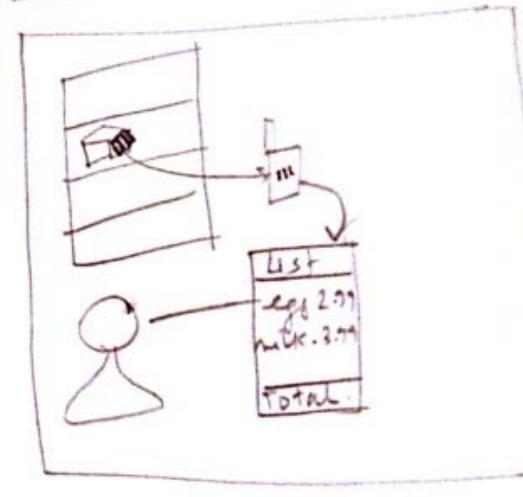
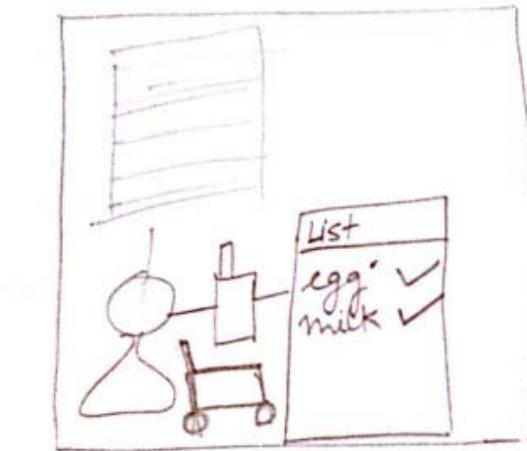
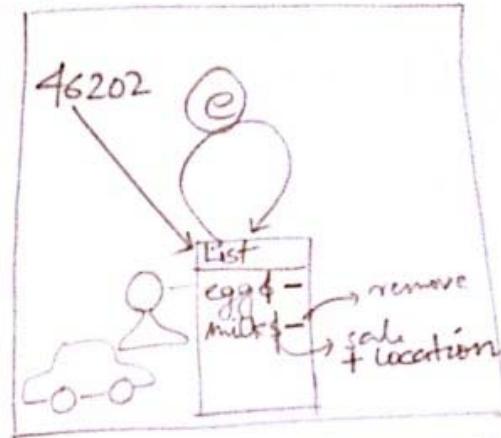
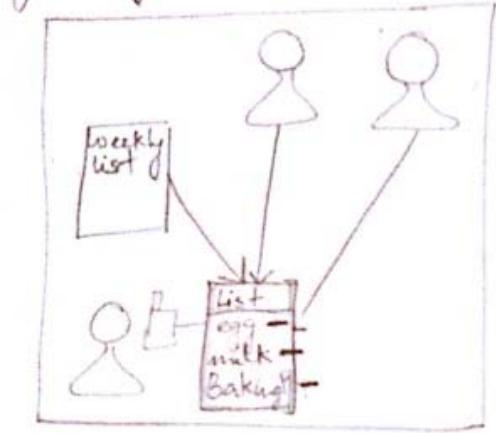
within a particular store and among multiple stores

# STORYBOARD

Tracking of Place



# Storyboard for List Management.



# PROBLEM STATEMENT

List Making in Shopping is a common activity. A list can be social and personal. It often needs to be updated, made, edited and shared. Design Opportunity was found to understand and make list making an effective option through our application.



# LOW-FI PROTOTYPE

The image shows three panels of a low-fidelity prototype for a grocery shopping application, titled "Savvy Shopper".

**Panel 1:** Shows a list of groceries with store icons and price boxes. Items include Milk, Bread, Cola, Bananas, Salad mix, Spaghetti, Prego Spaghetti Sauce, Ground beef, Ice cream, Chicken breasts, Ranch dressing, toilet paper, apples, corn, and milk.

**Panel 2:** A detailed view for Prego Spaghetti Sauce. It lists Kroger (2.5 mi), Marsh (1.6 mi), and Walmart. Prices are \$1.99, \$2.59, and \$2.59 respectively. Buttons for "Cancel" and "OK" are at the bottom, along with a list of items: Ranch dressing, toilet paper, apples, corn, and milk.

**Panel 3:** A list of groceries identical to Panel 1, with a "Kroger" label next to the Walmart entry.

# INTERACTIVE PROTOTYPE

## ► Scenario 1- Corbin

- ▶ 20 year old full-time college **student**.
- ▶ **Live off campus with two friends** who are also students.
- ▶ **Have limited incomes & busy schedules**
- ▶ **Don't get much time to discuss** and **keep a note of items** that they need to shop

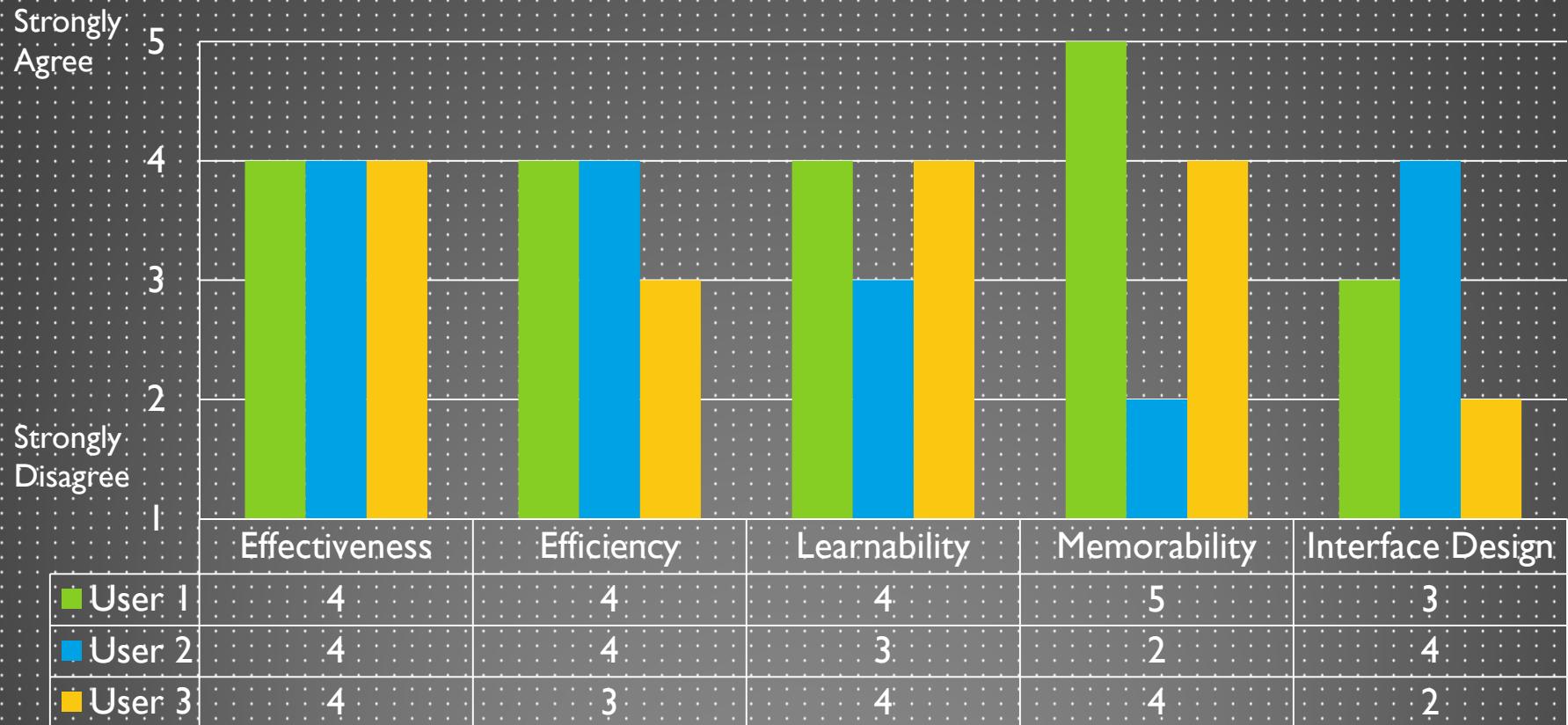


## ► Scenario 2 - Roberta

- ▶ **Mother** of three busy teenagers and the wife of business executive who works long hours during the week.
- ▶ Shop for **quick, easy to prepare** food
- ▶ Get the **best price for items** on her list.



# SUMMARY OF USER FEEDBACK



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- ▶ Disagree on memorability & interface design
- ▶ User thinks the interface design is not attractive.

# SUMMARY OF USER FEEDBACK I

- Do you think this application will be **useful**?
  - All of users think it is useful.
- What do you think is **the problem**?
  - To mark the item on the list when I get it at the market.
  - it requires too much work. I think I can do some of these mentally.
- What do you think makes it **different**?
  - This makes my shopping more organized.

# SUMMARY OF USER FEEDBACK II

- Can you tell me a **scenario or concept where this can be used?**
  - Like when my friends and me go for shopping together for an event or a party
  - Busy husband and wife don't have too much time to manage a shopping list
- Would you like to **integrate something else to it?**
  - May be you can add on some pre set lists. Like when I gp for Sam's club may be your application has preset lists with all the items; which I can of course edit
  - Cross the item when I get it in the market.
- Would you recommend this to someone?
  - Two of three people would recommend this.