

# Shoppo Medium-Fi Prototyping

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# Value Prop, Problem, Solution

- Value Prop: Fewer Choices, Better Products
- Problem: The amount of time conventional shopping takes
- Solution: A virtual shopping assistant to streamline these tasks

# Task 1

-Buying Routine Items (Complex)

# Task 2

-Recommendations for new items (Medium)

# Task 3

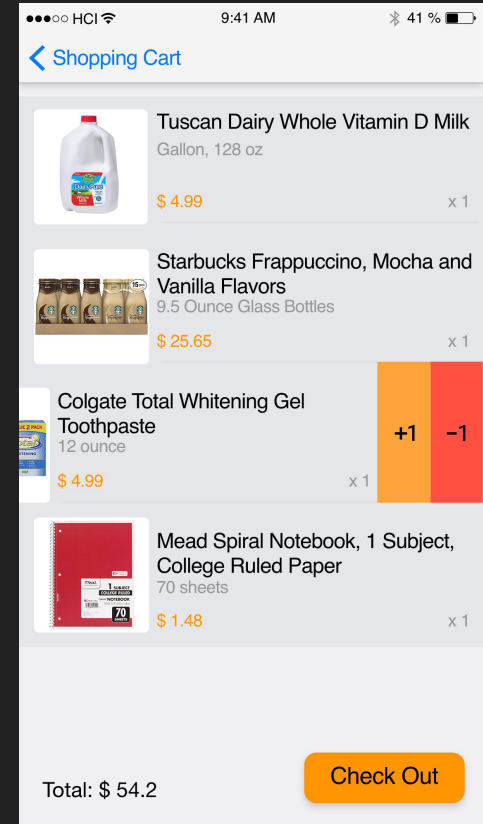
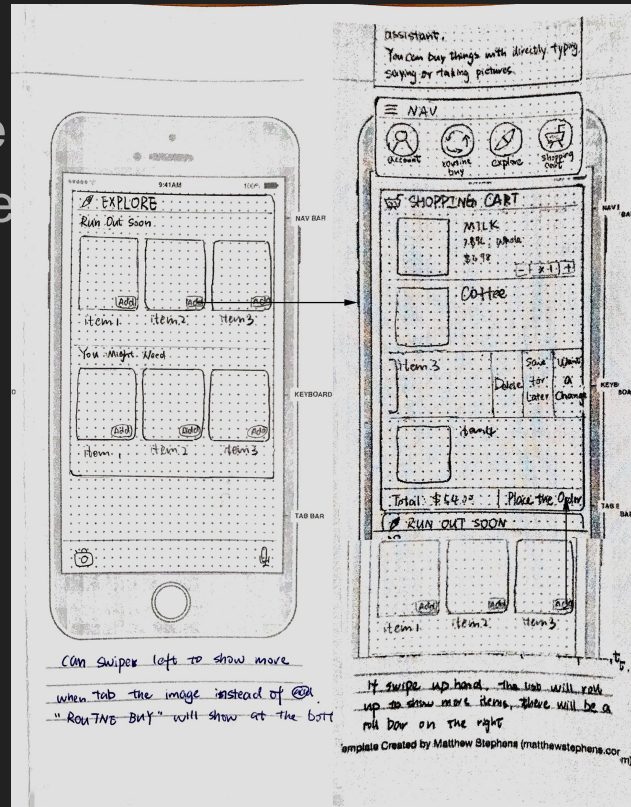
-Reminders for items that have already been bought (Simple)

# Revised Interface Design

- Show 3 biggest design changes (before and after pics + rationale for changing)
- Show Tasks flows with medium-fi prototype (Take pics and put arrows between)

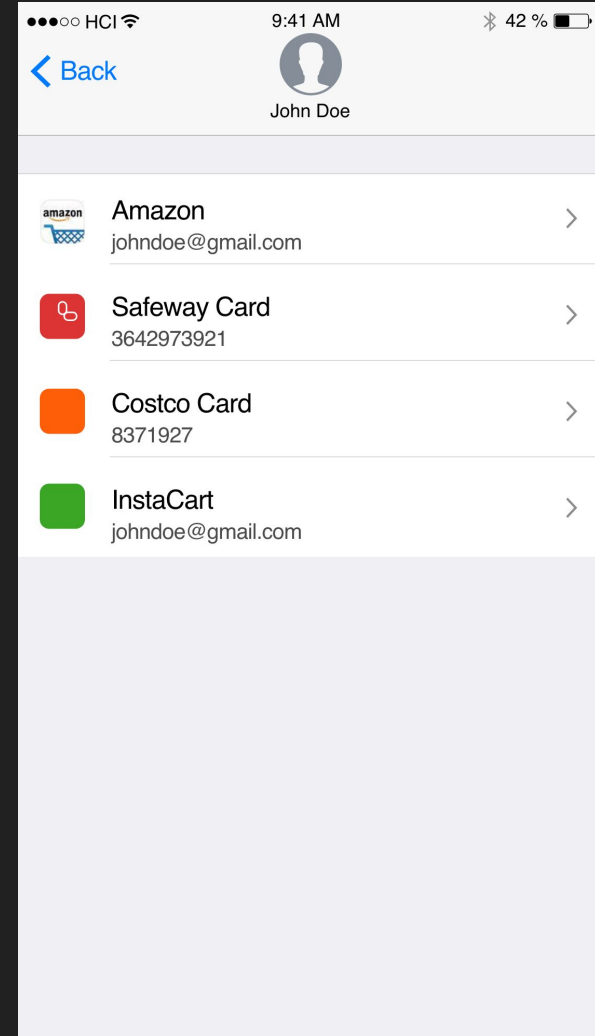
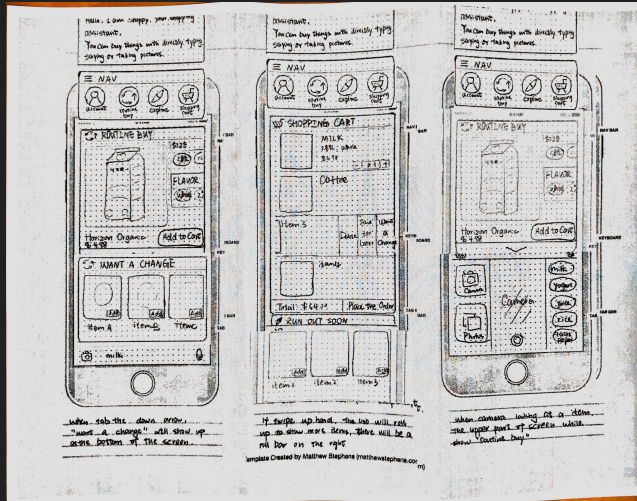
# Revised Interface Design (6 Slides)

- Emphasized Check-out Button (So people would actually be able to place their orders)



# Revised Interface Design (6 Slides)

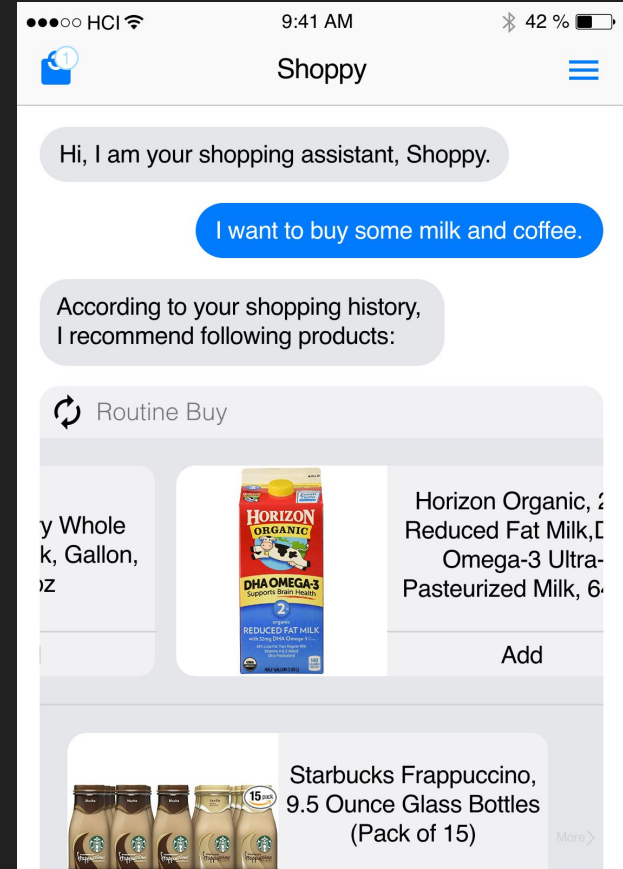
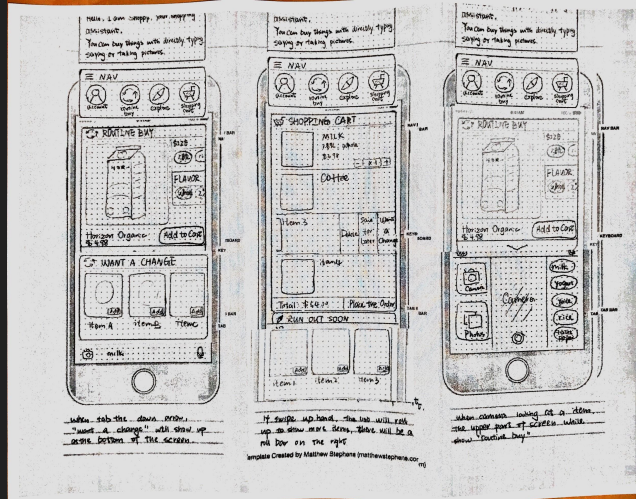
-New Account Interface (No real before picture because there was no Account interface before)



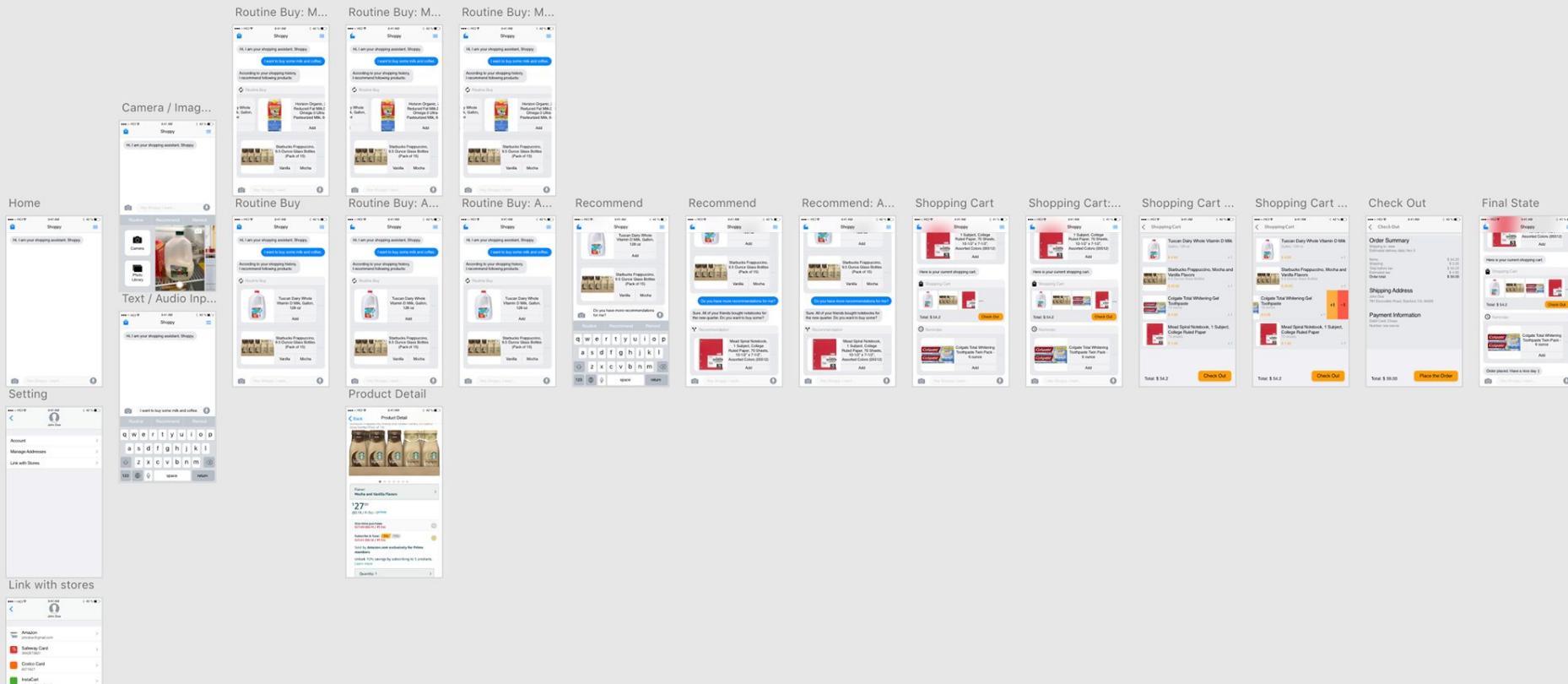


# Revised Interface Design (6 Slides)

-Half visible left and right explore options(To make sure people knew they could swipe right to see more options)



# Revised Interface Design (Task Flows)



# Prototyping Overview (Tools)

- AdobeXD for both Sketch and Medium-Fi Prototype
- Convenient for doing both the Sketching and Medium-Fi Prototyping in the same app
- Was difficult to master at first

# Prototyping Overview (Tradeoffs of Current Prototype)

- Not much user freedom

- Linear flow to illustrate tasks

- Card System (In certain places), no card system in initial app page, to make things less cluttered

# Prototyping Overview (Techniques and Features)

- Wizard of Oz Techniques : How user actually links accounts, How the AI can identify items from a photo, non hard-coded AI responses
- Hard Coded Features: Items list, Responses, Account linking (All of these were hard coded because of time constraints)