

TEAM EZPZ

DECEMBER 1, 2020

GoodGuide



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sapient

43 million

People living with blindness around the world

2x

Proportion of visually impaired people
relying on others to shop for them has more
than doubled



The new normal

COVID has made grocery shopping even more challenging for people living with visual impairments.

- Lack of human guides due to isolation and social distancing
- Inability to rely on their sense of touch due to sanitary and health concerns
- Higher levels of anxiety in social settings



We wanted to immerse ourselves in the grocery shopping journey, so we dug deeper



We conducted interviews with experts & visually impaired individuals, and performed secondary research

Here's what we learned...

56% of visually impaired individuals are concerned about social experiences

There are fears about social distancing, asking for help, asking for physical assistance, and using touch as they normally might.¹

They "live and breathe audio"

They use apps such as SeeingAI and Microsoft Soundscapes to navigate the world around them.

Grocery shopping is a big challenge

Going to the right aisle and finding specific items on their shopping list is a difficult and time-consuming task.



Meet Thomas*

Thomas is a musician and photographer based in Winnipeg, Manitoba. He is actively involved in the local community and is well known as DJ and owner of a popular downtown social club.

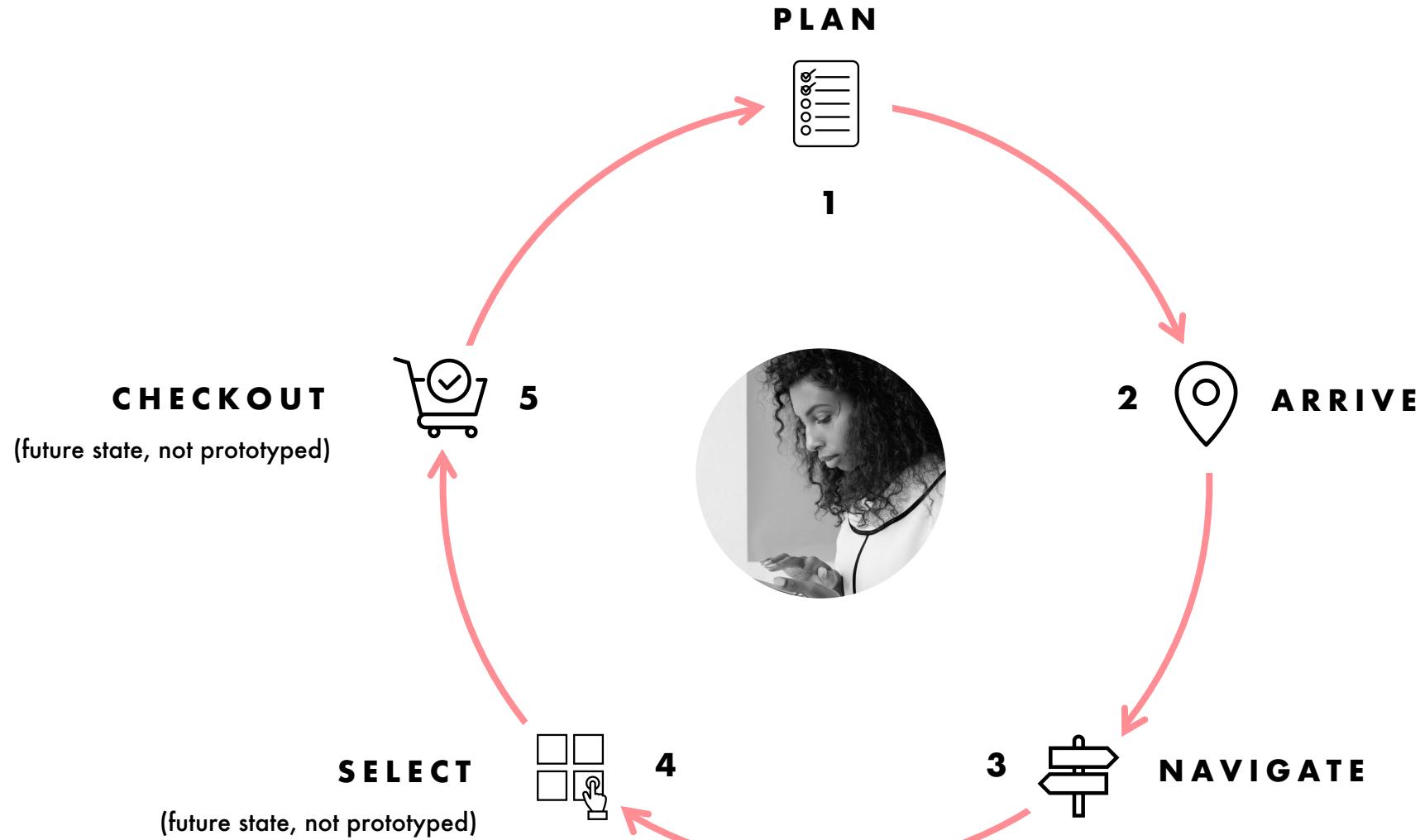
Tragically, Thomas lost his vision over the course of 9 months and had to quickly adapt, learning how to navigate the world through sound and touch.

With the onset of COVID-19, Thomas' challenges multiplied. Previously difficult tasks such as grocery shopping are now even more burdensome, due to restrictions on physical interactions and limitations of current technology.

GoodGuide

A virtual shopping assistant that guides people through
grocery stores to pick up items on their shopping lists

GoodGuide supports each key stage of the grocery shopping journey

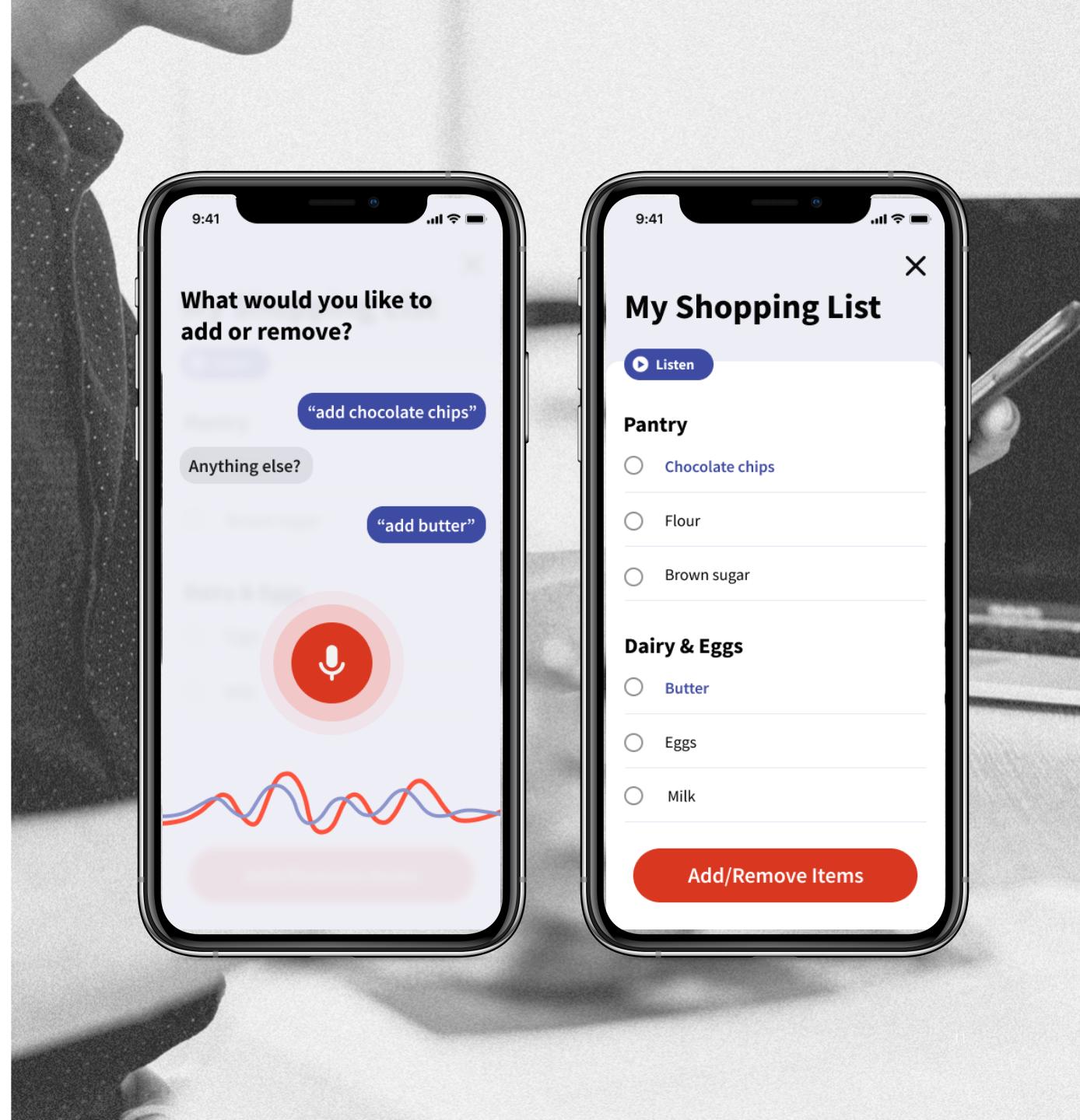




1. Plan

GoodGuide features:

- Create and edit shopping lists via audio input
- Automatically arrange shopping list items by category to simplify the in-store shopping process

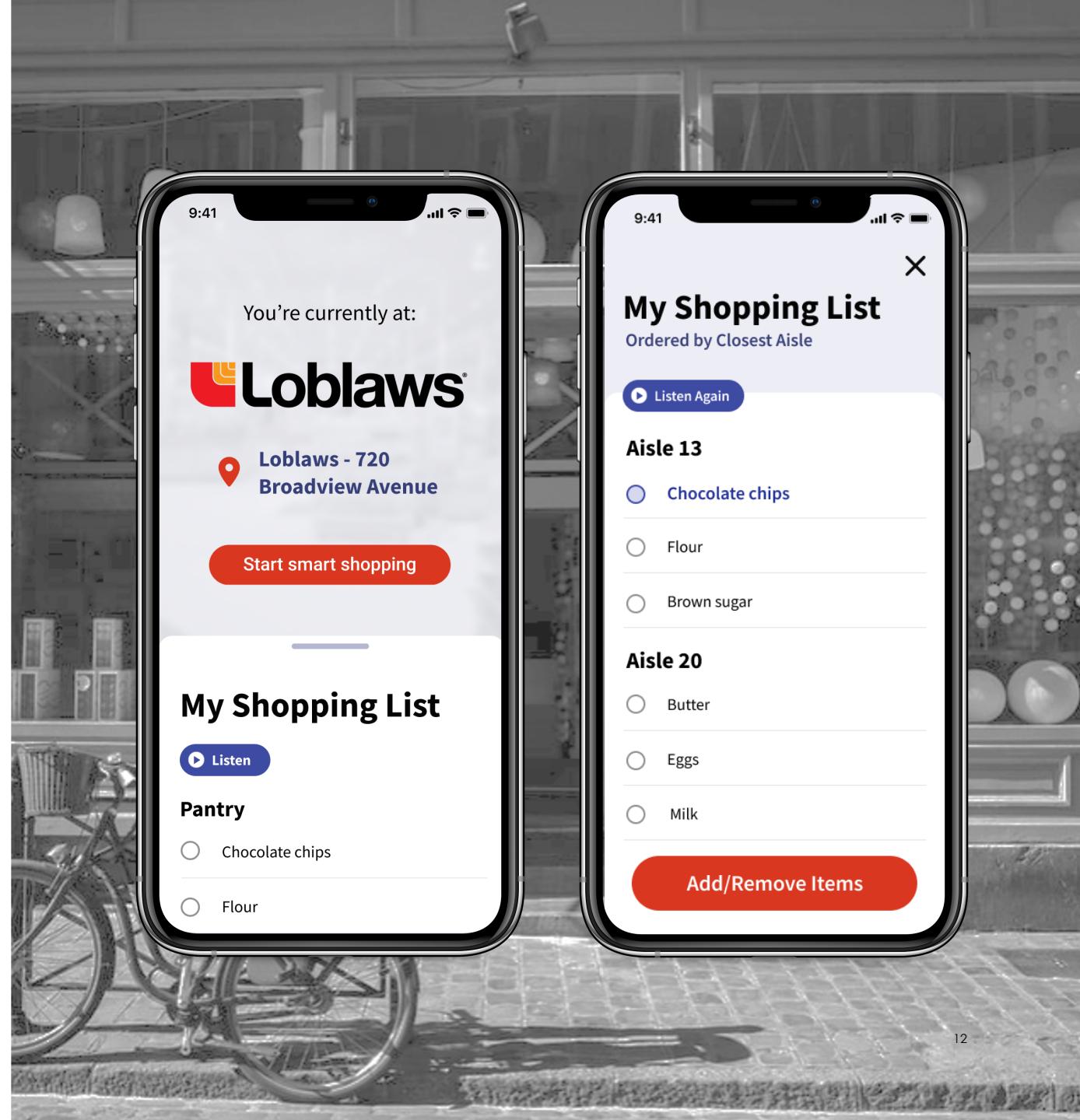




2. Arrive

GoodGuide features:

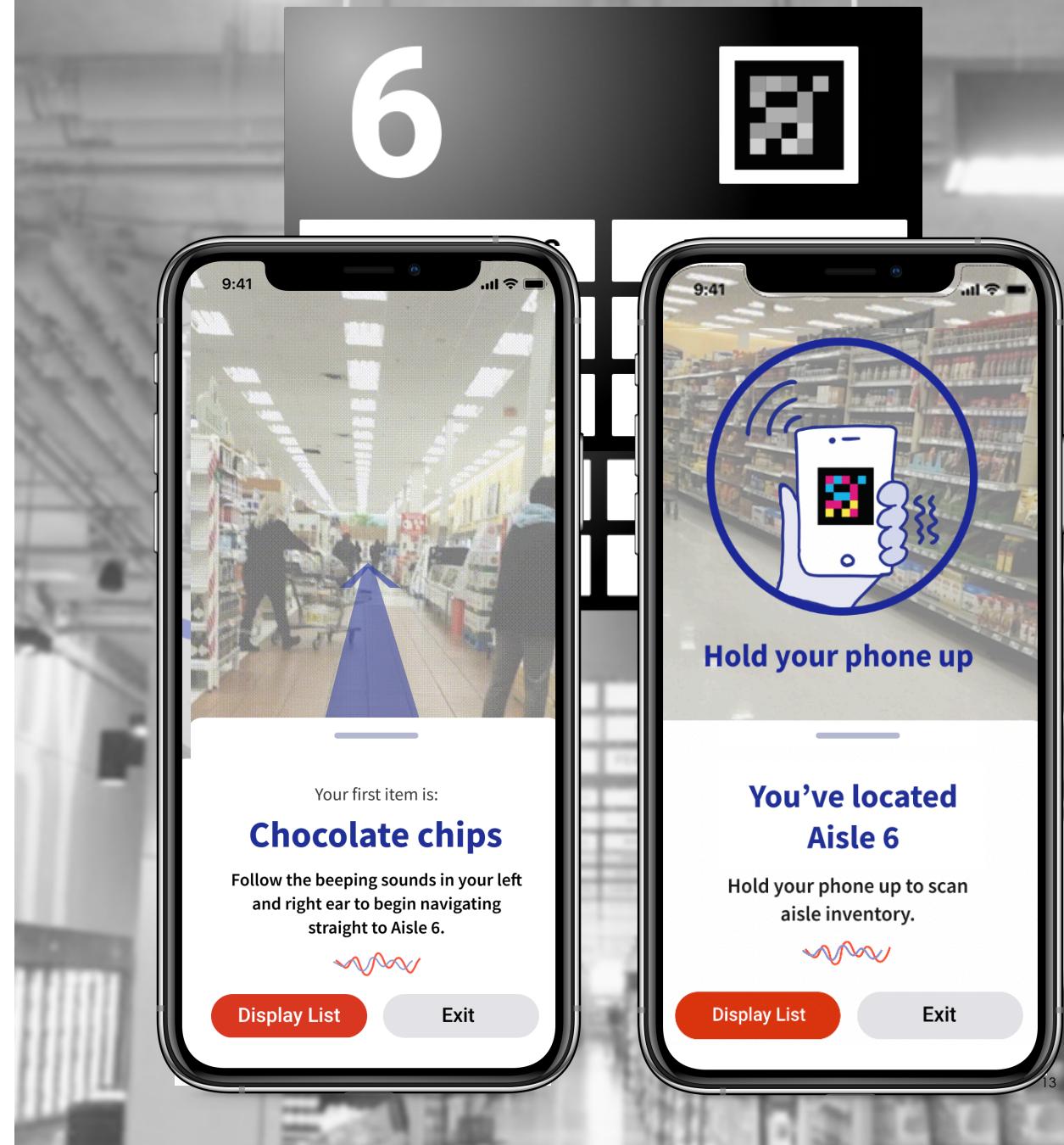
- **Detect when user arrives at grocery store using geolocation data**
- **Automatically optimize in-store shopping route based on item and aisle location**



3. Navigate

GoodGuide features:

- **Step by step audio navigation** instructions and **360° audio pings** to guide users to store sections using store-wide Bluetooth beacons
- **Scannable QR codes** placed at ends of each aisle allowing users to easily scan and receive a **read-out** of items in the aisle

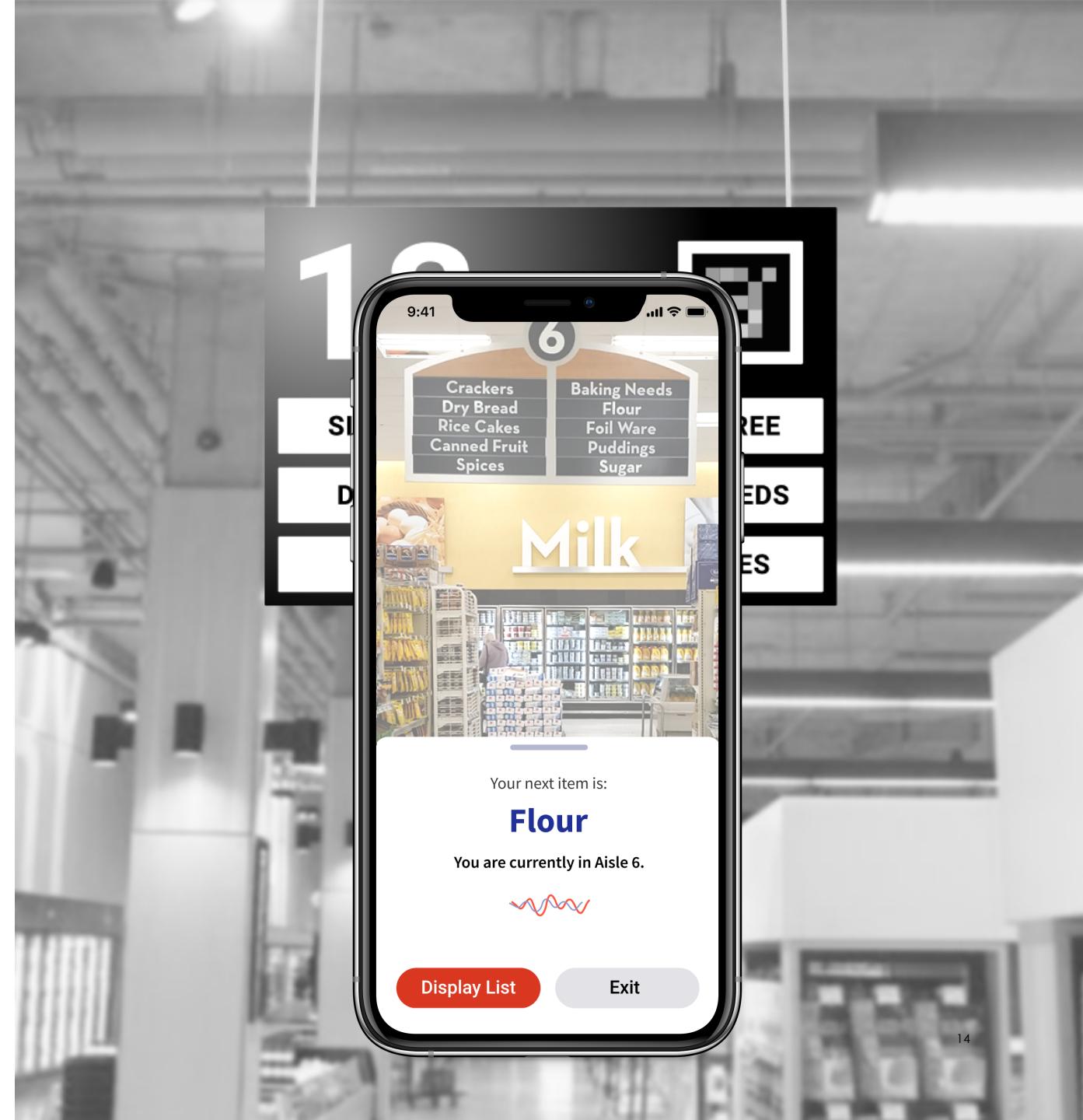




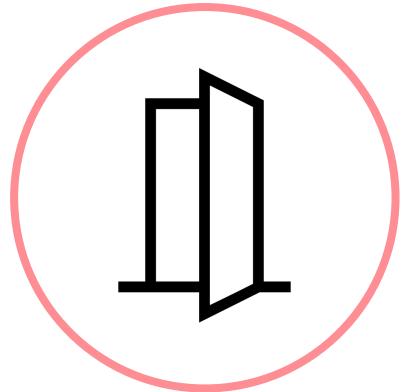
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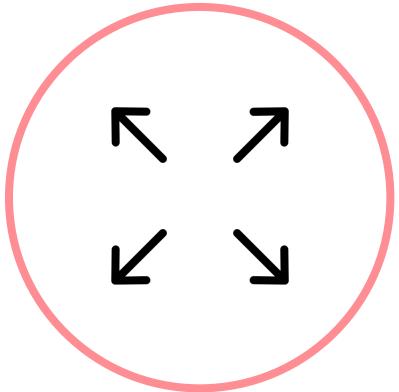


The possibilities are endless



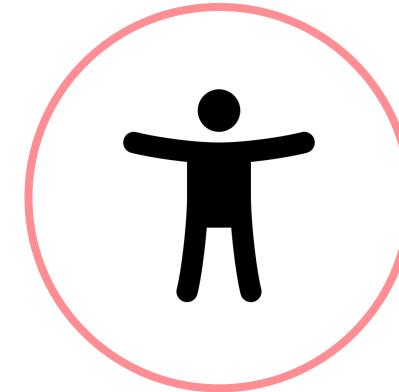
Low barrier of entry

Retailers already track item locations on shelves in existing inventorying systems and Bluetooth beacon technology is affordable and easy to implement



Scalable and flexible

QR codes can easily encode data across various products and retailers (e.g. grocery, clothing, etc.)



Accessibility for all

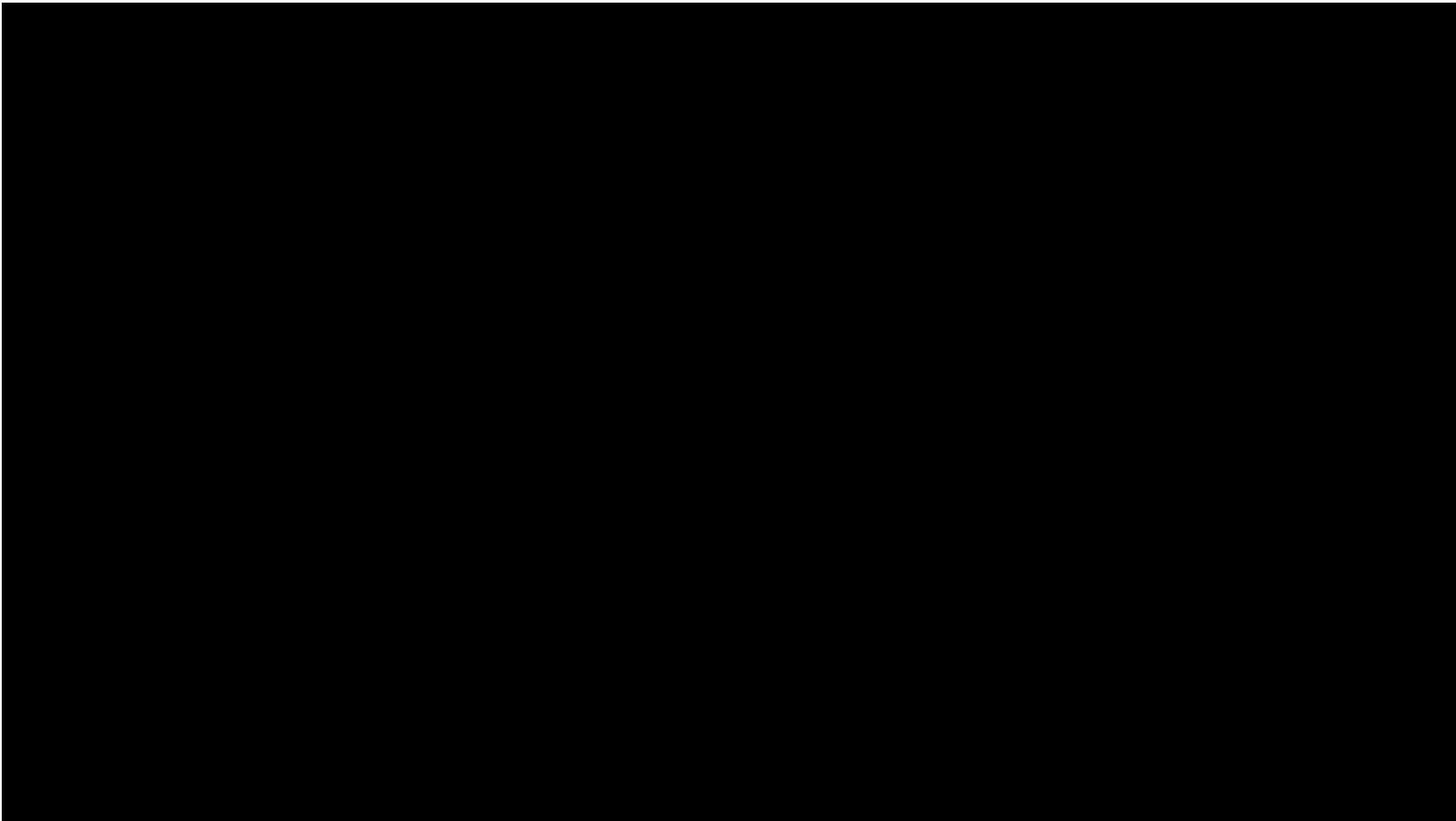
Users of all abilities will benefit from easy wayfinding within stores.



GoodGuide empowers individuals with visual impairment to make shopping decisions with confidence, supporting them on their journey to independence.

GoodGuide prototype in action

Please turn up your volume



Watch the demo [here](#)

The team



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thank you