

**CS495 - Intro to Human-Computer Interaction****Define: POVs & HMWs****Due 10/14/24****Part 1: POVs**

1. Interviewee 2
  - a. **We met** Sultan, a 50 y.o. grocery shopper, at his house after his in-person shopping trip.
  - b. **We were surprised to notice** that he feels excited about discovering new products in-store, yet gets frustrated when items are not in their expected locations.
  - c. **We wonder if this means** he values having control and predictability in his shopping just as much as the fun of finding something new.
  - d. **It would be game-changing to** create a grocery store experience that keeps item placement predictable while still making space for discovery.
2. Interviewee 1
  - a. **We met** Nujhat, a 20-year-old undergrad student, living with roommates in an apartment.
  - b. **We were surprised to notice** she missed getting many of the items she needed while grocery shopping, resulting in making multiple trips to the grocery store and ordering online.
  - c. **We wonder if this means** she has trouble organizing her shopping list and remembering what to buy (perhaps due to pressures related to work or academics and time commitments).
  - d. **It would be game-changing to** find a way to notify her of what items she needs to purchase, when to purchase them, and how often.
3. Interviewee 4
  - a. **We met** Ajit, an 86-year-old retired man who enjoys cooking his own meals and follows a structured weekly grocery routine.
  - b. **We were surprised to notice** that grocery shopping is not just a chore for him — it's a social experience where he interacts with other shoppers and even invites them over for meals.
  - c. **We wonder if this means** that social interaction through grocery shopping is a key way he combats isolation.
  - d. **It would be game-changing to** design grocery store environments and services that encourage more positive social engagement for elderly people shopping alone.

**Part 2: HMWs**

1. **How might we** make grocery shopping feel less like a chore and more like a leisure activity for individuals?
2. **How might we** blend in-person grocery shopping with online convenience for people who value physical activity?
3. **How might we** make grocery shopping a more engaging social experience for people living alone, who might benefit from new conversations and relationships?
4. **How might we** use in-store technology to offer recipe suggestions based on items in shoppers' carts?
5. **How might we** provide shoppers with tools to track their nutrient intake in a way that feels natural and empowering?
6. **How might we** use in-store displays to educate elderly shoppers about nutrition without overwhelming them?
7. **How might we** introduce healthier cooking technologies to older adults in a way that respects their attachment to traditional methods?
8. **How might we** leverage elderly shoppers' knowledge of nutrition to encourage healthier choices among younger shoppers?
9. **How might we** make grocery stores more sensory-friendly for elderly people who have difficulty navigating large spaces?
10. **How might we** use augmented reality (AR) to provide elderly shoppers with real-time assistance, like finding items or reading labels, to enhance their shopping experience
11. **How might we** help shoppers be more prepared with a list of items to buy, before shopping so they don't miss items?
12. **How might we** make the grocery purchasing process more interesting for shoppers so that they do not stress out and miss essential items?
13. **How might we** help grocery shoppers avoid always having to prepare a list of items to buy, before shopping?
14. **How might we** make shoppers' purchasing process simpler by automating the process of shopping list preparation?
15. **How might we** make shoppers feel stress-free after their purchase, through reminders on items they might regularly run out of?
16. **How might we** design a personalized grocery assistant that tracks the shopper's item consumption habits and suggests when they might run out of what items?

17. **How might we** use technology to facilitate grocery list creation, such as by tracking items running low in the shopper's pantry, notifying when to repurchase items, and suggesting items catered to their eating preferences?
18. **How might we** suggest shoppers a date for the next grocery errand, to make sure they get most of the items they run out of?
19. **How might we** create a shopping schedule reminder for the shopper that takes into account the shopper's busy schedule and accordingly suggests a date to run the next grocery shopping errand?
20. **How might we** ensure that shopper can consolidate their shopping trips by predicting their needs and sending reminders well in advance to avoid last-minute purchases?
21. **How might we** turn grocery shopping into a more seamless experience for the shopper by integrating their frequent purchases, and timing to avoid multiple trips?
22. **How might we** utilize technology to suggest ways to reduce multiple trips and online orders to ensure grocery shopping is done only twice a month?
23. **How might we** help shoppers decide when to buy to ensure they will be paid on time and won't run out of money until the next paycheck?
24. **How might we** advise the grocery shopper when to do the next necessary routine grocery shopping to ensure that they have received their salary to cover the shopping?
25. **How might we** prevent shoppers from overspending on non-essential items before their salaries are credited for sensible expenditure management?
26. **How might we** help shoppers decide what items to purchase next to ensure they do not have to go on another trip?
27. **How might we** design a shopping experience that increases the sense of accomplishment after groceries are bought and stored?
28. **How might we** ensure that the shoppers consistently find the best deals on their necessary items before placing any order?
29. **How might we** ensure that the shopper is not rushing but well prepared at the time of checking out for an online grocery order?
30. **How might we** ensure that shoppers check for coupons during checkout at a grocery store before clicking "Pay now"?
31. **How might we** make sure that at the time of placing the final online order, the shopper checks for any available discount?
32. **How might we** recommend alternative items with similar ingredients, if what the shopper wants is not available?

33. **How might we** make sure that the shopper has a list of brand varieties to choose from for the item they are purchasing?
34. **How might we** help grocery shoppers enjoy the freedom of browsing without overspending?
35. **How might we** create a grocery shopping experience that balances relaxation with staying on budget?
36. **How might we** turn waiting in line at the grocery store into a fun or productive experience for shoppers?
37. **How might we** create a sense of discovery in grocery shopping that feels like exploring a local market or food festival?
38. **How might we** make impulse purchases more thoughtful and less regretful for shoppers in a grocery store?
39. **How might we** help grocery shoppers instantly find deals that align with their dietary preferences or needs?
40. **How might we** make grocery stores more inviting for families, encouraging interactive and shared decision-making?
41. **How might we** design a way for grocery shoppers to visualize their meals as they shop, helping them plan better?
42. **How might we** use gamification to make grocery shopping more engaging and rewarding for everyday shoppers?
43. **How might we** provide personalized guidance for shoppers on the best times to visit the store based on their preferences?
44. **How might we** leverage sensory elements like sound or scent to enhance the shopping experience in grocery stores?
45. **How might we** create a community-focused grocery shopping experience that connects like-minded shoppers in-store?
46. **How might we** transform grocery shopping into a mindful activity that helps shoppers decompress from their day?
47. **How might we** design a grocery shopping experience that adapts to the unique needs of expecting parents or those with special requirements?
48. **How might we** help grocery shoppers feel a greater sense of accomplishment by visually tracking their budget and savings in real time?
49. **How might we** make navigating the grocery store layout feel more intuitive and efficient for shoppers with different shopping styles?

50. **How might we** create a seamless blend of familiar shopping routines with new product discovery, tailored to each shopper's habits?

**Top 5 HMWs**

- **How might we** make grocery shopping feel less like a chore and more like a leisure activity for individuals? (1)
- **How might we** use technology to facilitate grocery list creation, such as by tracking items running low in the shopper's pantry, notifying when to repurchase items, and suggesting items catered to their eating preferences? (17)
- **How might we** prevent shoppers from overspending on non-essential items before their salaries are credited for sensible expenditure management? (25)
- **How might we** recommend alternative items with similar ingredients, if what the shopper wants is not available? (32)
- **How might we** use gamification to make grocery shopping more engaging and rewarding for everyday shoppers? (42)