**Users:** The shopping interface will go beyond the gender boundaries and span number of users from working professionals to house wives, adults to seniors, folks who want to shop leisurely vs those who are in hurry. Additionally, the interface will also cater a new type of or an emergent user such as a professional shopper e.g. Folks from the likes of Instacart, Shipt etc. Further to this, the application can be used by a very meticulous or a detail-oriented user who likes to compare different items from several different dimensions before buying (expert) or a casual shopper who is not concerned with the brand, pricing etc. or a user who follows the discount coupons, sales and negotiations techniques (expert) etc.

**Where are the users:** The users of the application would predominantly be in the stores they want to shop. These users can also use the tool to enter their shopping list while at home, work or for that matter any other place that will allow them to enter the shopping list.

**What is the context of the task?** As mentioned above the users can use the tool to enter their shopping list while at home, work or for that matter any other place that will allow them to enter the shopping list. These users can use the tool while sitting, walking or in the car via voice enabled features. The other set of users would be right in the stores experiencing shopping. They may be experiencing different shopping events such as blowout sale, festive shopping or shopping as usual.

**What are their goals?** Keeping the main goal in mind of creating a shopping list and finding the shortest path to purchase items per the shopping list, there would be number of sub goals based on the type of users. These goals are as listed below.

* Compare different items based on factors such as specifications, brand, price and warranty etc.
* Keep up with coupons, sale and events.
* Guidance on what to do if the item is not available in the store
* To complete the overall shopping within allocated time

**What do they need?** As we are dealing with the cellphone app, at minimum they need a cellphone where they can download and operate the app. Secondly, they need to know what items they are going to buy so that they can create a shopping list. The users can also add items to their shopping list at any point in time.

**What are their tasks?**  Their main task is shopping items based on the shopping list and guidance provided by the interface.

**What are their sub tasks?** Their can be number of sub tasks as listed below.

* Prepare a shopping list
* Store the shopping list for future use
* Shopping based on the shortest path
* Shopping based on the additional parameters such as alternatives, events and pricing features etc.
* Pay while shop to avoid lines