



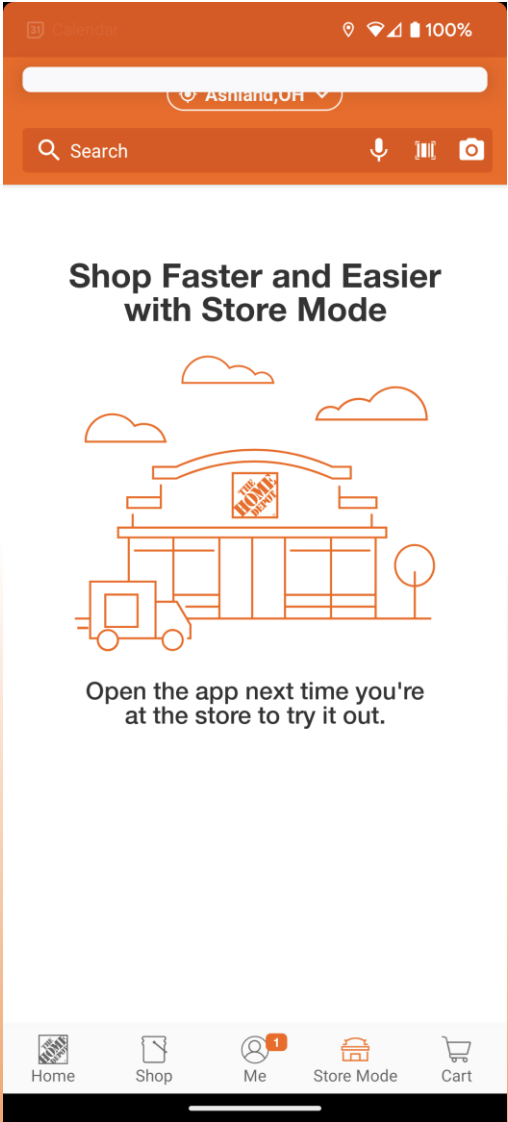
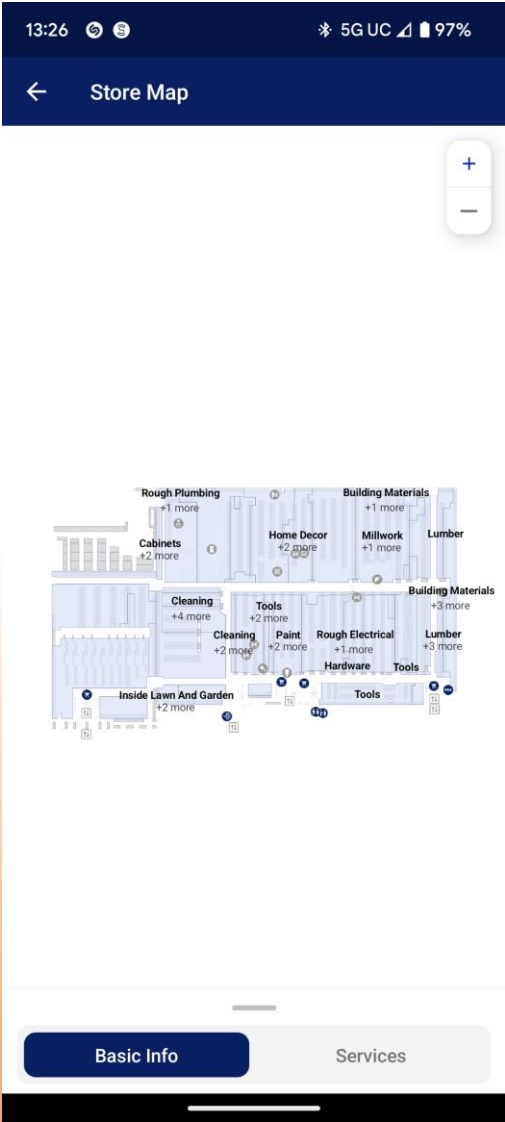
S'NOT A PROBLEM DEVELOPMENT NEED FINDING

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NAVIGATING SHOPPING



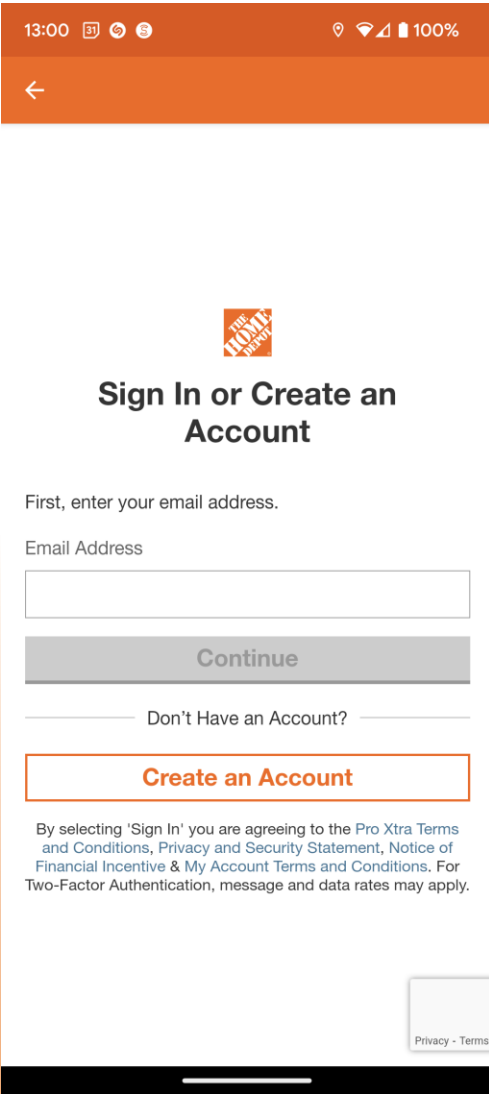
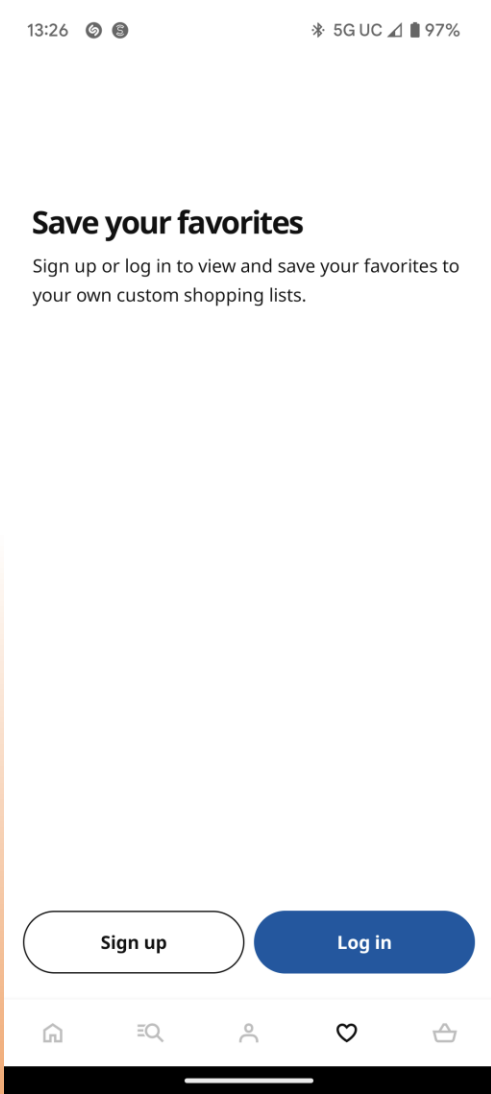
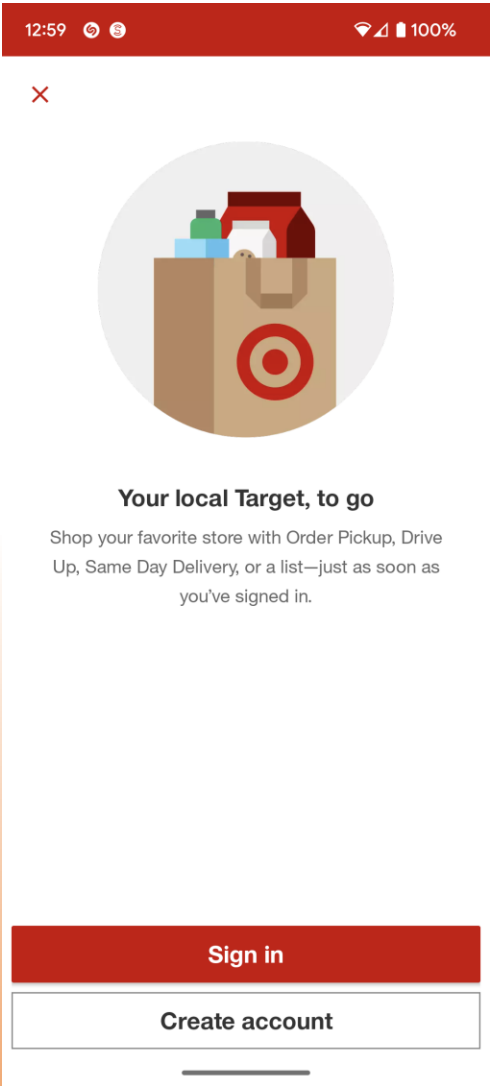
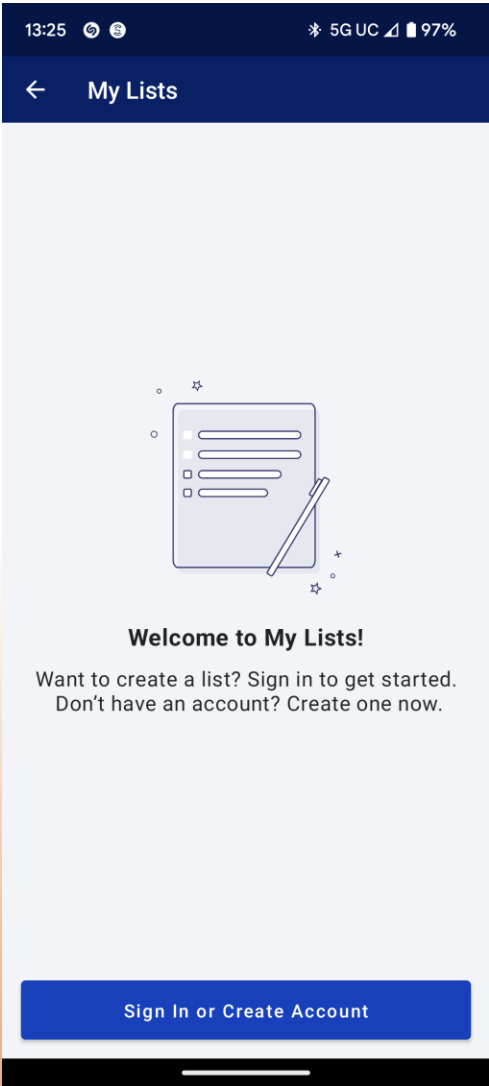
CURRENT PRODUCTS: WITH MAPS



From Left to Right:
Walmart, Lowe's, and
Home Depot

CURRENT PRODUCTS: WITH LIST FEATURES

From Left to Right: Lowes, Target, Ikea, Home Depot



RESEARCH FINDINGS

- What applications/approaches currently exist in the domain?

-> The Walmart app (has a map, can create lists(locked behind account creation)

Target app (no map that could be found without an account, could not make lists without an account)

Best Buy App (no map that could be found, no list without an account)

Home Depot App (Store mode only available in store don't know what it is, list locked behind account)

Lowes App (Has a store map, doesn't look that nice though, list creation locked behind account)

Ikea App (No store map, cannot make a list without account)

- “Good”
 - Some include a map and location of the items in that map.”
- “Improvement”
 - Creating an optimal route in the store to pick up groceries.
 - Make a list without an account
 - Much is locked behind account creation, 7-Eleven app couldn't even access anything without an account (lock-out)

We did not sign up or make an account for any of these apps.

INTERVIEW QUESTIONS:

- How do you go about shopping at large stores?
 - (If clarification is desired, offer stores such as Walmart, Target, Costco, BestBuy, etc.)
 - Have you ever used a store's specific app to aid in shopping at that store?
 - (if yes) Which apps have you used before?
 - Can you tell me about a positive or negative experience you had while shopping?
 - (ask for elaboration as necessary)
 - How do you navigate a store when looking for your items?
 - How might we improve the grocery shopping problems?
 - What do you feel could be changed in order to improve grocery shopping?
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INTERVIEWEE 1:

Who: Student at the College

Where: Lowry Student Center

When: Sunday Evening

Why: Goes shopping

EMPATHY MAP

<p>Says:</p> <p>"I needed the item sooner, so I went in-store to get it."</p> <p>"I ended up finding what I needed"</p>	<p>Thinks:</p> <p>"I thought let me go pick it up because delivery would take too long."</p> <p>"I ended up finding it but it wasn't where you would expect hand-held vacuums to be."</p> <p>"I think that if they organized where the items were better then it would have been more positive, it would have been easier to find."</p> <p>"I think that the signs could change."</p> <p>"I think they should change the signs to say what foods are actually in that aisle, better organization."</p>
<p>Does:</p> <p>"If I am looking for something I go to the aisle I need"</p> <p>"When food-shopping I snake up and down the aisles, so I see every aisle"</p> <p>"Went on the Walmart website while at the store and looked up handheld vacuum."</p> <p>"I clicked on the item and saw what aisle it was in."</p> <p>"I follow the signs they put up in stores."</p> <p>"I know where they won't be so I can eliminate specific sections."</p>	<p>Feels:</p> <p>"I like to shop at clearance because it is a lot cheaper."</p> <p>"I really like clothes."</p> <p>"I felt like I kept missing the aisle."</p> <p>"Kept seeing 45, 46, 48, but no 47"</p> <p>"I was like what the heck where is 47"</p> <p>"The app helped me, so it was a positive experience."</p> <p>"I feel like they could organize things better by making things closer together and not having random things next to each other."</p>

NEED:

BETTER ORGANIZATION

FIND ITEMS QUICKER

INSIGHTS:

ORGANIZATION OF
AISLES AND PRODUCT
WITHIN AISLES ADDS TO
THE STRUGGLE OF
SHOPPING

EFFICIENCY IN
SHOPPING IS A VERY
IMPORTANT FACTOR IN
THE EXPERIENCE

INTERVIEWEE 2:

Who: Student at the College

Where: Gault Schoolhouse Dorm

When: Monday Afternoon

Why: Goes shopping

EMPATHY MAP

Says:

"I go in and buy everything I don't need"

"I first use my eyes, then look at the signs.
If I am really lost I open the App and use
the aisle numbers"

Thinks:

"I spend too much money on things like
snacks, and pictures... [etc.]"

"There are many types of things, and I'm
not always sure which is the best value"

"I wish we had more fresh/available things,
checking to see if they are expired"

Does:

Makes a list

"I think about what is there while making
my list"

Uses App to check if an item is in the store

Navigates Intuitively

Feels:

"The App was down and all the price
scanners in store were down as well, which
was really frustrating"

Store could be organized better

Has to "search" for the better priced stuff

NEED:

MORE WAYS TO SORT &
SEARCH FOR ITEMS

ASSISTANCE STAYING ON
TRACK AND PRIMARILY
GETTING WHAT IS ON THE
SHOPPING LIST

INSIGHTS:

LOTS OF OPTIONS ALL
SCRAMBLED TOGETHER
MAKES FINDING THE
"BEST" ONE HARD

WAYS TO CHECK
INDIVIDUAL ITEM
QUALITY COULD BE
HELPFUL

INTERVIEWEE 3:

Who: Student at the College

Where: Johnson's House

When: Sunday Afternoon

Why: Goes shopping

EMPATHY MAP

<p>Says:</p> <p>"I needed the item and drove to the store to get it"</p> <p>"I found the product and bought it"</p>	<p>Thinks:</p> <p>"I thought going to the store would make me choose the best option"</p> <p>"I ended up finding it, but it was a struggle finding the product."</p> <p>"I think that if they organized where the items were better than it would have been more positive, it would have been easier to find."</p> <p>"I think that the website information should be updated."</p>
<p>Does:</p> <p>"I look up the item previously on the website"</p> <p>"When shopping, I look at the overhead signs for each aisle"</p> <p>"Used the store app inside the same store to check the availability of a product because there were too many choices"</p> <p>"I asked a person in the store to direct me to the product's aisle"</p> <p>"I follow the instructions they gave me."</p>	<p>Feels:</p> <p>"I like to shop at clearance because it is a lot cheaper."</p> <p>"I really like clothes."</p> <p>"I felt like I kept missing the aisle."</p> <p>"Kept seeing 45, 46, 48, but no 47"</p> <p>"I was like what the heck where is 47"</p> <p>"The app helped me, so it was a positive experience."</p> <p>"I feel like they could organize things better by making things closer together and not having random things next to each other."</p>

NEED:

FEWER OPTIONS WITH
DETAILED INFORMATION

A PLACE TO GIVE FEEDBACK

INSIGHTS:

ABUNDANCE OF OPTIONS
ADDS UP TO THE
STRUGGLE OF GROCERY
SHOPPING

EFFICIENT
ORGANIZATION AND
ROUTING IN SHOPPING IS
A VERY IMPORTANT
FACTOR IN THE
EXPERIENCE