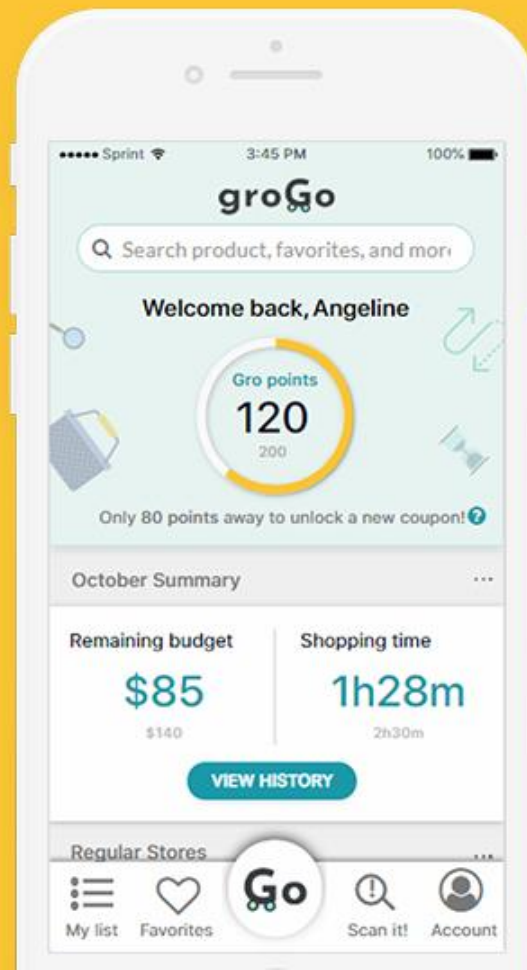


groGo

smart on the gro

Streamlining in-store grocery shopping experience



**PROBLEM
STATEMENT**

**Shopping for groceries
takes too much time!**

60_{min}

were spend every week
shopping in the store

**How can I help 92%
grocery shoppers save
time shopping in the
store?**

Validating the results of industry reports

53_{min}

spent on average
shopping in the store

10_{/16}

feel they spend too
much time shopping


\$

is a common concern for
these shoppers

INTERVIEW + SURVEY

Meet Brianna

- Control freak
- Minds both budget and time
- 'You are what you eat.'



“Because time and money are equally important!”

BRIANNA BROWN primary persona
#organizationisthegoal

DEMOGRAPHIC

- Age** 26
- Job** Business development
- Education** Master's degree
- Location** Chicago, IL
- Status** In a relationship

GROCERY HABITS

- Frequency** 1 / week
- Duration** 60 min.
- Planning** To-do list app
- Store** Kroger, Meijer
- Amount** 12 meals, snacks

RECENT ITEMS

chicken breast | broccoli | yoghurt | raspberries | dark chocolate

GOALS

- Spot every good deals
- Live an efficient life
- Eat healthily
- Get rid of student loan

FRUSTRATIONS

- Spending too much time for shopping
- Having difficulty searching an item
- Buy too much or too little

INTERVIEW + SURVEY

Meet Kay

- Indecisive shopper
- Low budget
- Allergic to nuts

A portrait of Kay Lam, a young woman with long dark hair, wearing a white halter top with lace trim. She is smiling and has her hand near her chin.

“
I can shop for a whole day
and not get tired!
”

Kay Lam secondary persona
#foodie

DEMOGRAPHIC

- Age** 21
- Role** International student
- Education** Bachelor's degree
- Location** Columbus, OH
- Status** Single

GROCERY HABITS

- Frequency** 1 / week
- Duration** 100 min.
- Planning** In my mind
- Store** Meijer, Aldi, Plum market
- Amount** 20 meals, snacks

RECENT ITEMS

tofu | thai curry paste | minced pork | instant ramen | kombucha

GOALS

- Avoid nut products
- Cook hometown cuisines
- Explore new recipes
- Save some money

FRUSTRATIONS

- Spending too much time for shopping
- Have no car
- Spending too much money

COMPARATIVE ANALYSIS

Finding the white space

- Some stores do have maps, but reading the map is difficult
- Adding items on store app require multiple steps
- To-do list apps lack product info

Partial Competitor



Walmart – Shopping and Saving

A retail giant's shopper app

In-store and online shopping helper, includes lists, availability, ads, and location.

- + In-app store map at a few stores
- + Items on list doesn't disappear when checked
- + Walmart Pay feature
- End up creating duplicated items on list
- Electronic coupon is not built-in, and is not available at all stores

Parallel Competitor



Target

2nd largest department store

In-store and online shopping tool, includes item availability and map.

- + Store map and aisle location on app
- + Search results by availability
- Lack of more granular aisle information
- Multiple steps to add certain product to list

Direct Competitor



Anylist

Popular shopping list app

Organized list with recipe collection feature.

- + Shareable list
- + Cross device support
- + Easily import recipe and ingredients from the internet
- Plain design
- Does not include store and pricing information

Direct Competitor



Mealime

Grocery list app

Healthy meal planning tool with grocery list features.

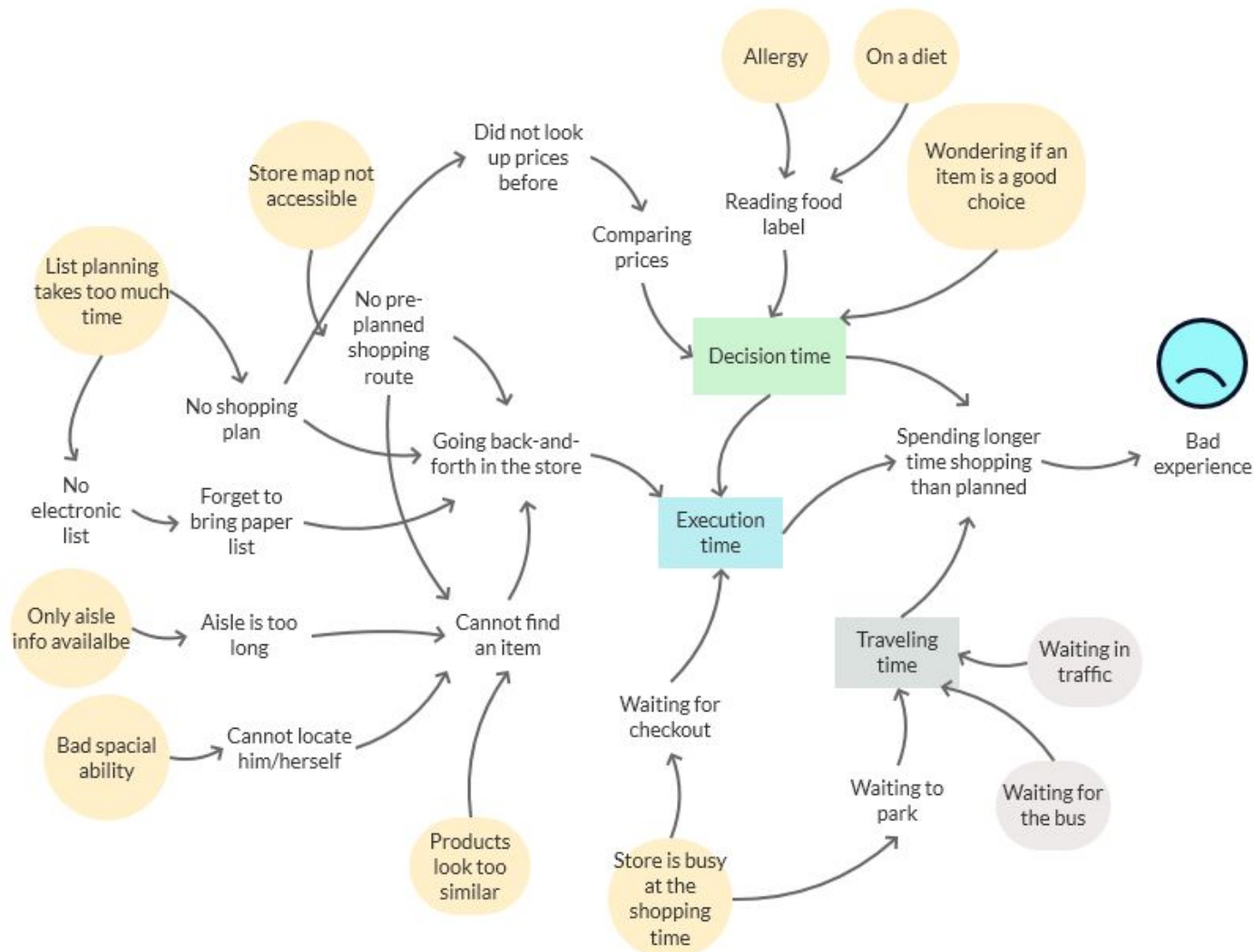
- + Extremely streamlined customization setup
- + Doesn't require password for account
- + Beautiful interface
- + Nutrition detail tracker for each recipe
- + Suggest substitute items
- Only works with Amazon

GOAL-SETTING

Create a one-stop solution for in-store grocery shoppers to save them shopping time and money.

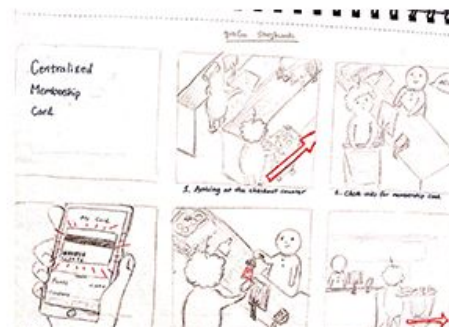
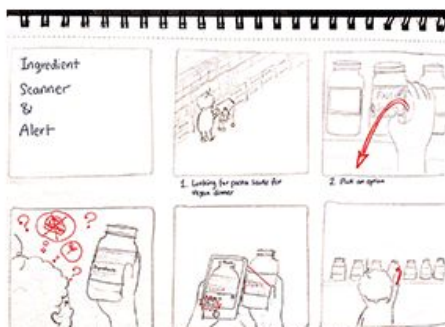
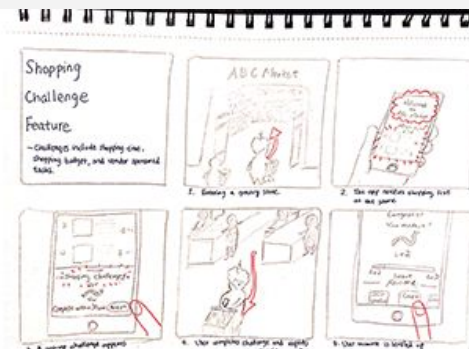
PRODUCT SCOPE

Minimizing decision & execution time



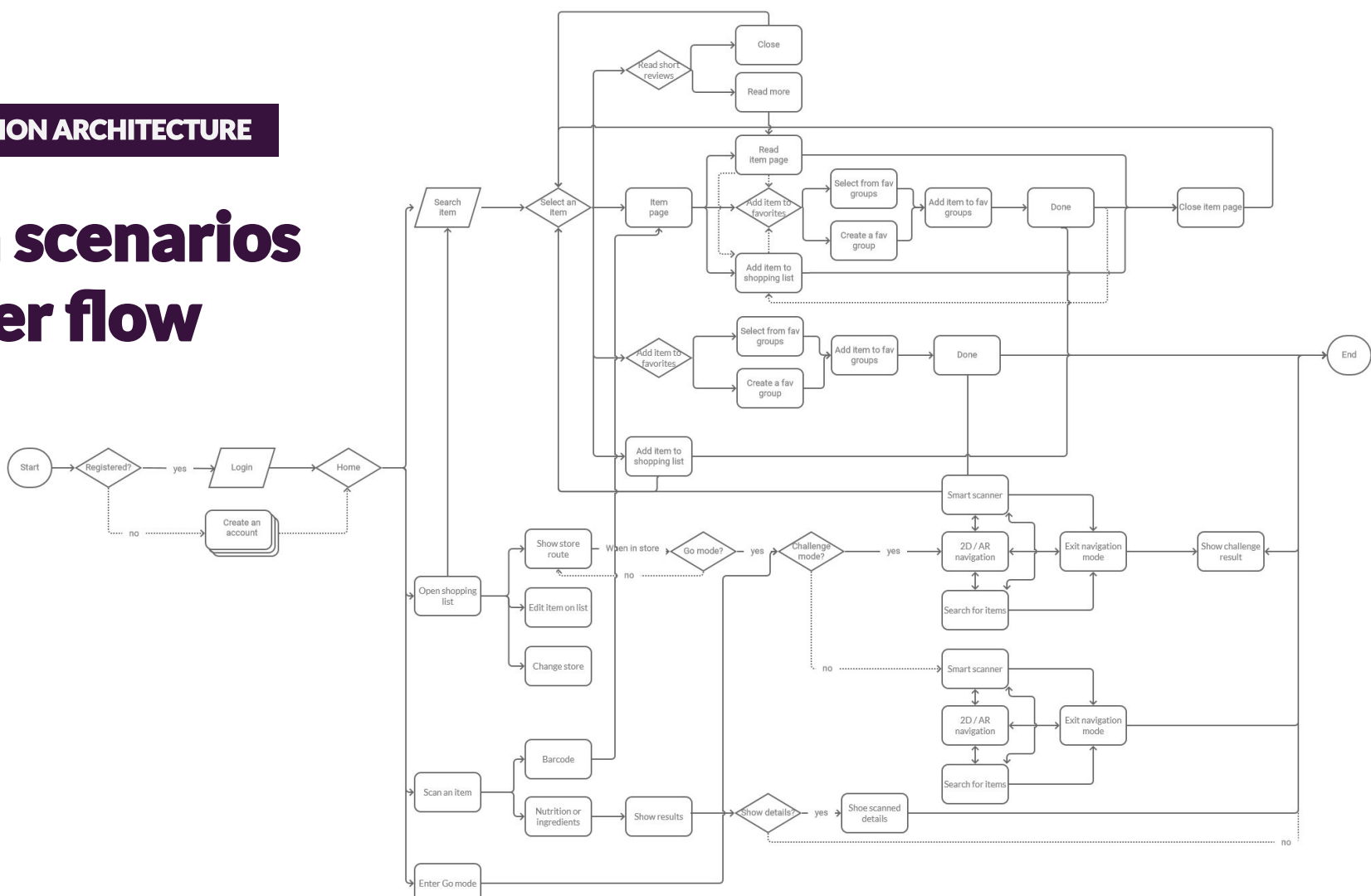
STORYBOARDING

Sketch out user scenarios



INFORMATION ARCHITECTURE

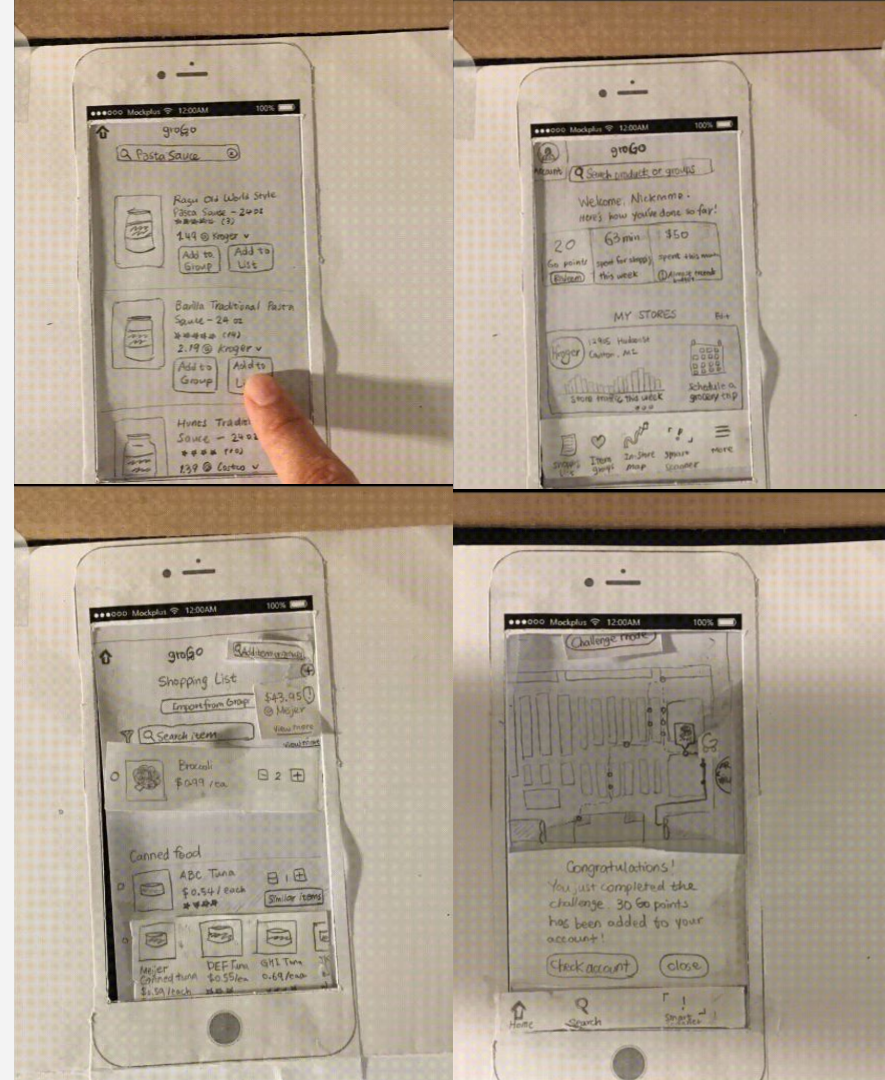
From scenarios to user flow



ITERATION

Paper prototype testing

- Tasks
 - Create a user account
 - Search for a product
 - Add items to list & item groups
 - Navigate shopping route in the store



ITERATION

Feedback and changes

“I don’t like to answer so many questions up front.”

Add a ‘skip’ button to quickly create an account.

“What if I have two frequent stores?”

Add carousel feature to store multiple stores.

“I don’t get what item group means.”

Change the name from ‘item group’ to favorites.

ITERATION

Digital Prototype

- Design for iOS

Page Title

Modal text

Menu title

List item

Paragraph

Secondary text

BUTTON

Input text

Error text

SF Pro Display (20+ pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

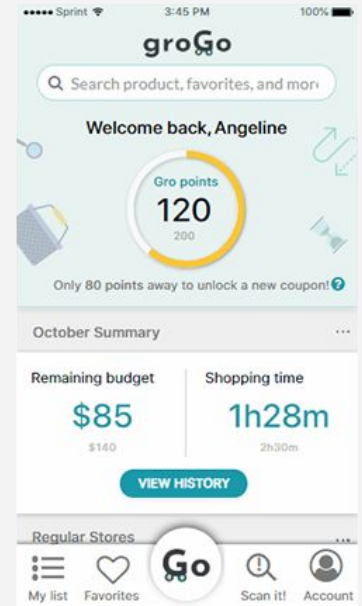
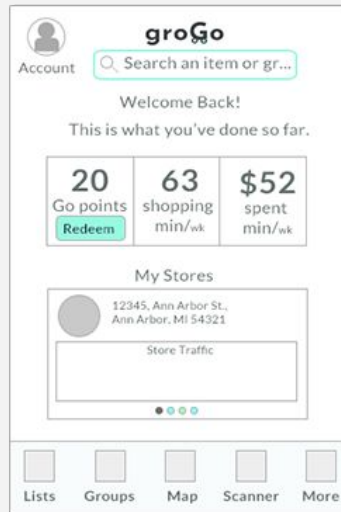
SF Pro Text (< 20 pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TESTING & CHANGES

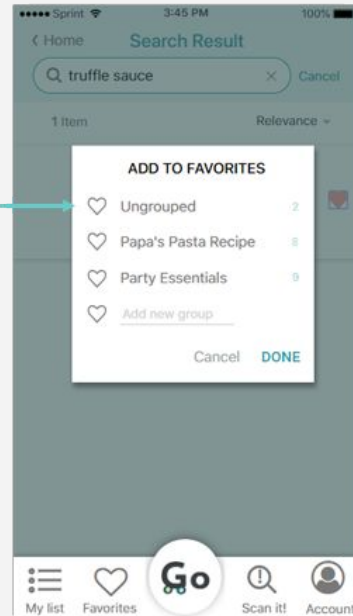
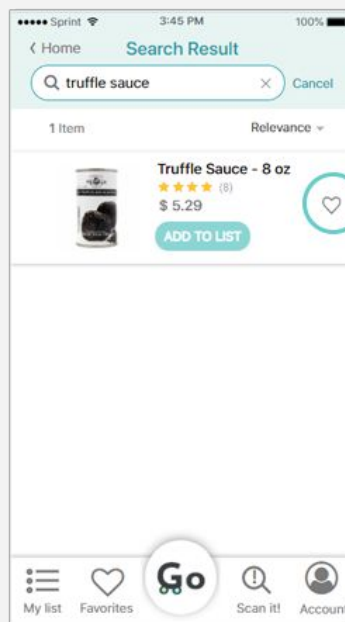
Home page

- Use circular progress bar to highlight GO point status.
- Use clear and large display for goal tracking.
- Add feature of visual analytics for historic performance.



TESTING & CHANGES

Favorite items

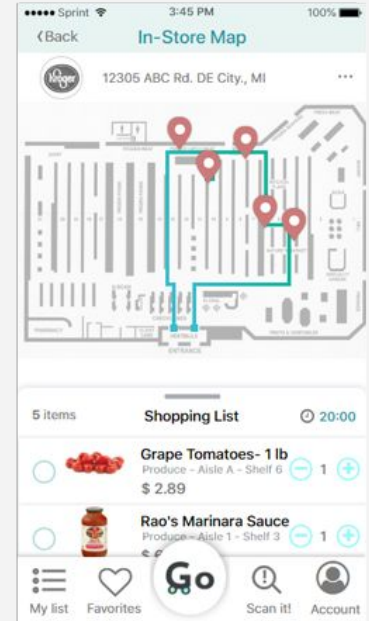
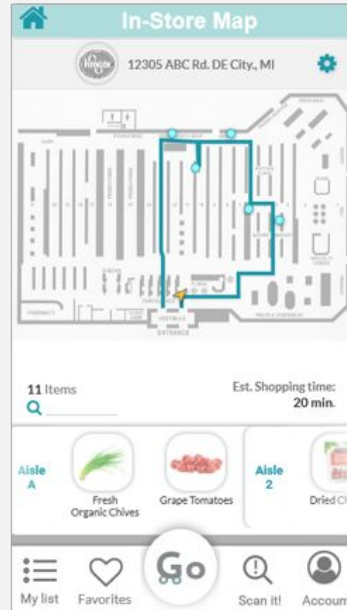


- Change the button design to distinguish list-adding and favorite item marking tasks.

TESTING & CHANGES

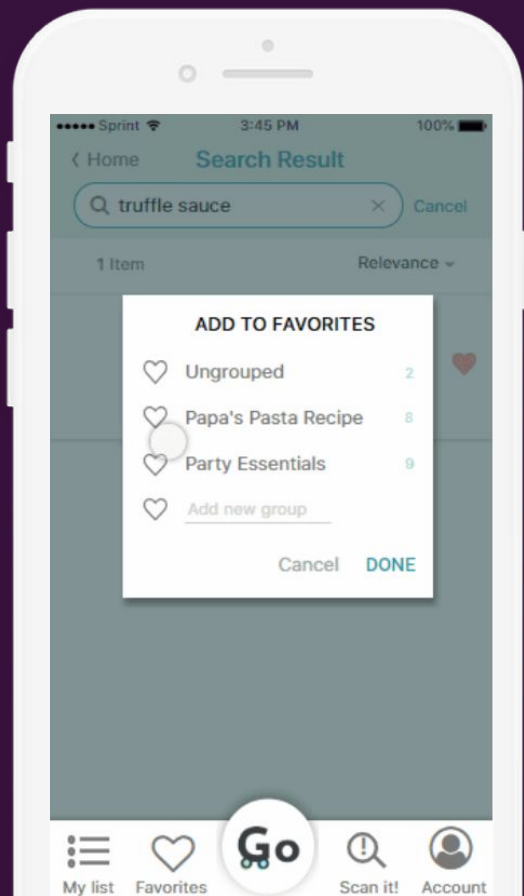
Map view

- Change from horizontal scroll menu to vertical one to match with shopping list mental model.
- Highlight item locations on map for better affordance for item window.



FINAL SOLUTION

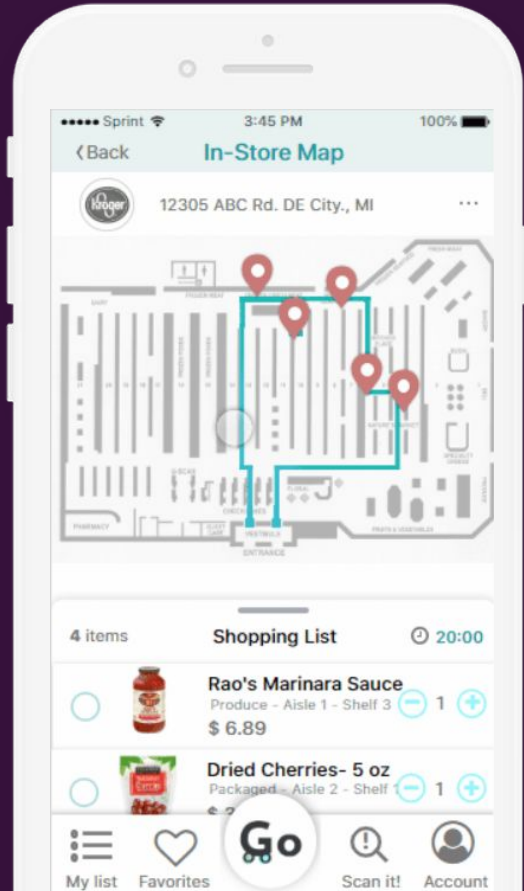
**Tired of
building lists
from scratch
every time?**



**Compile the
list in a few
clicks by
importing
favorites!**

FINAL SOLUTION

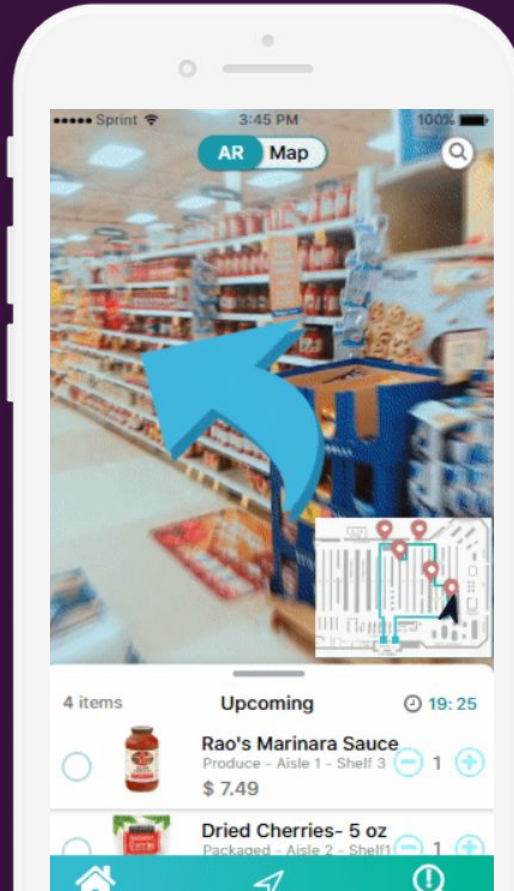
**Always run
past the aisle?**



**Let groGo
suggest the
optimal route!**

FINAL SOLUTION

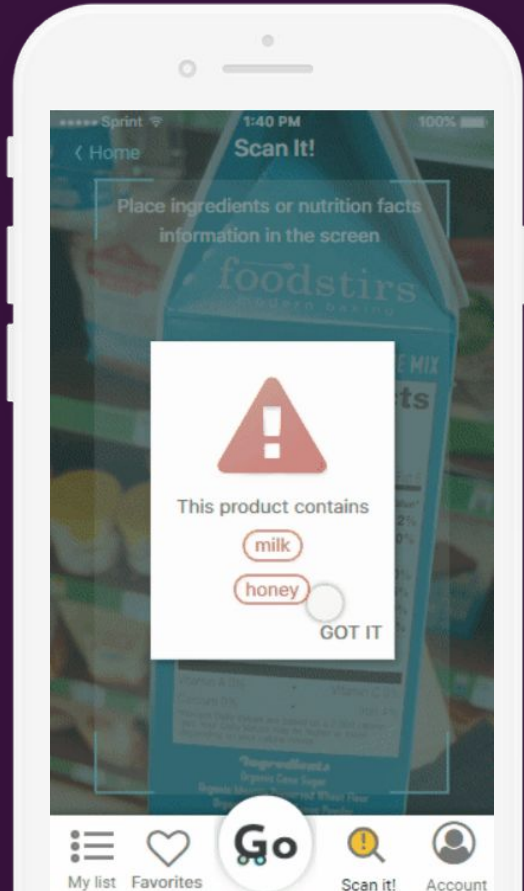
**Bad at map
reading?**



**Follow the AR
guidance!**

FINAL SOLUTION

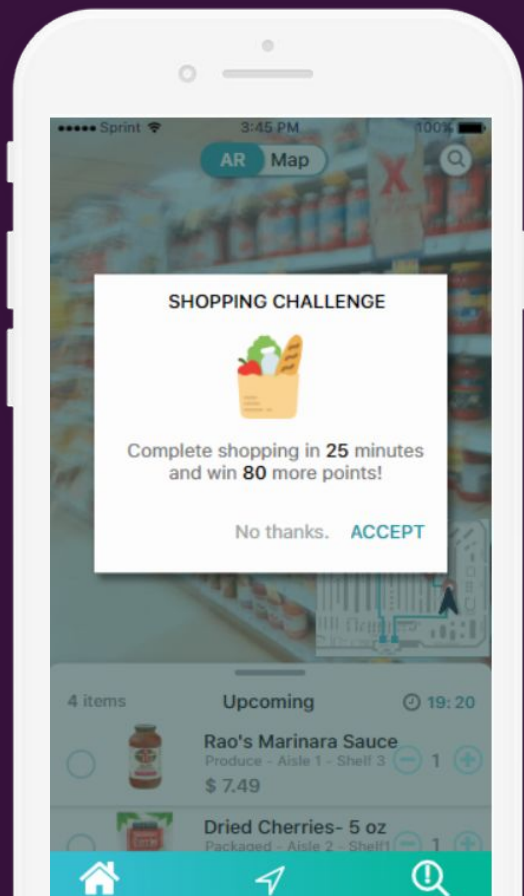
**Spending too
much time
checking food
labels?**



**Let the app
read for you!**

FINAL SOLUTION

Can't be
motivated
enough?



What if you
can win
coupons when
achieving
your goals?