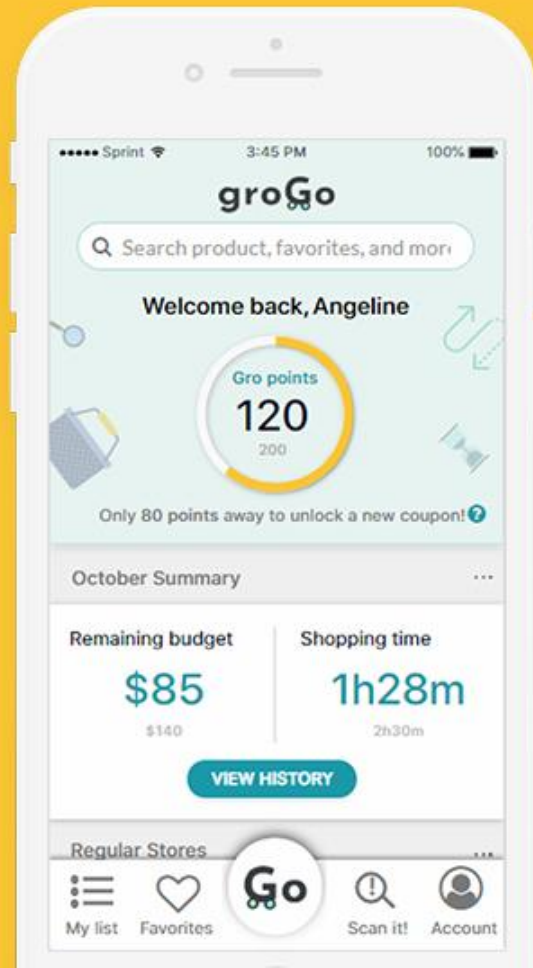


groGo

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-neck top with lace trim. She is smiling slightly and resting her chin on her hand.

“
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.

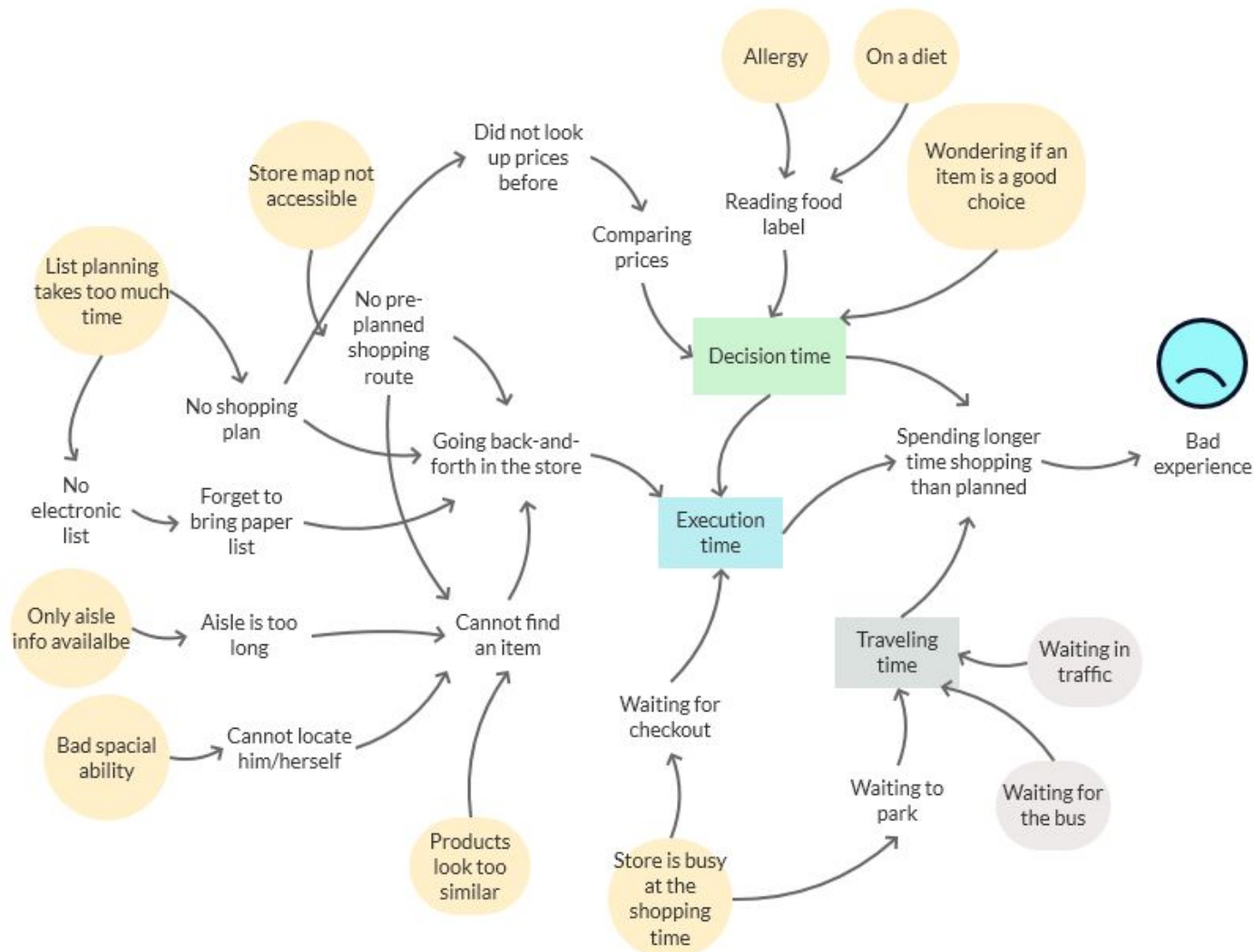
- + Extremely streamlined customization setup
- + Doesn't require password for account
- + Beautiful interface
- + Nutrition detail tracker for each recipe
- + Suggest substitute items
- Only works with Amazon

GOAL-SETTING

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

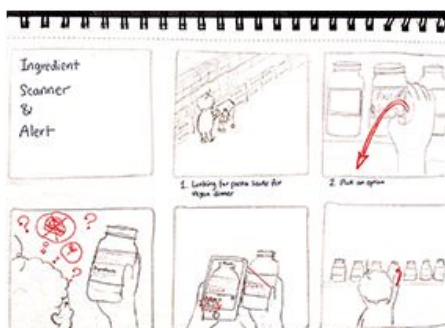
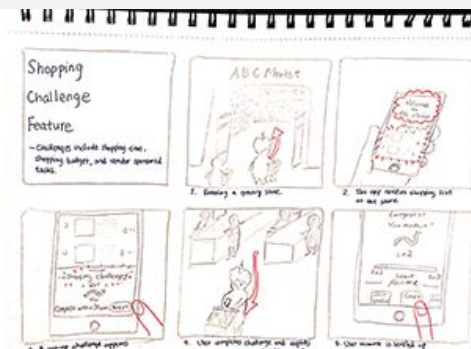
PRODUCT SCOPE

Minimizing decision & execution time



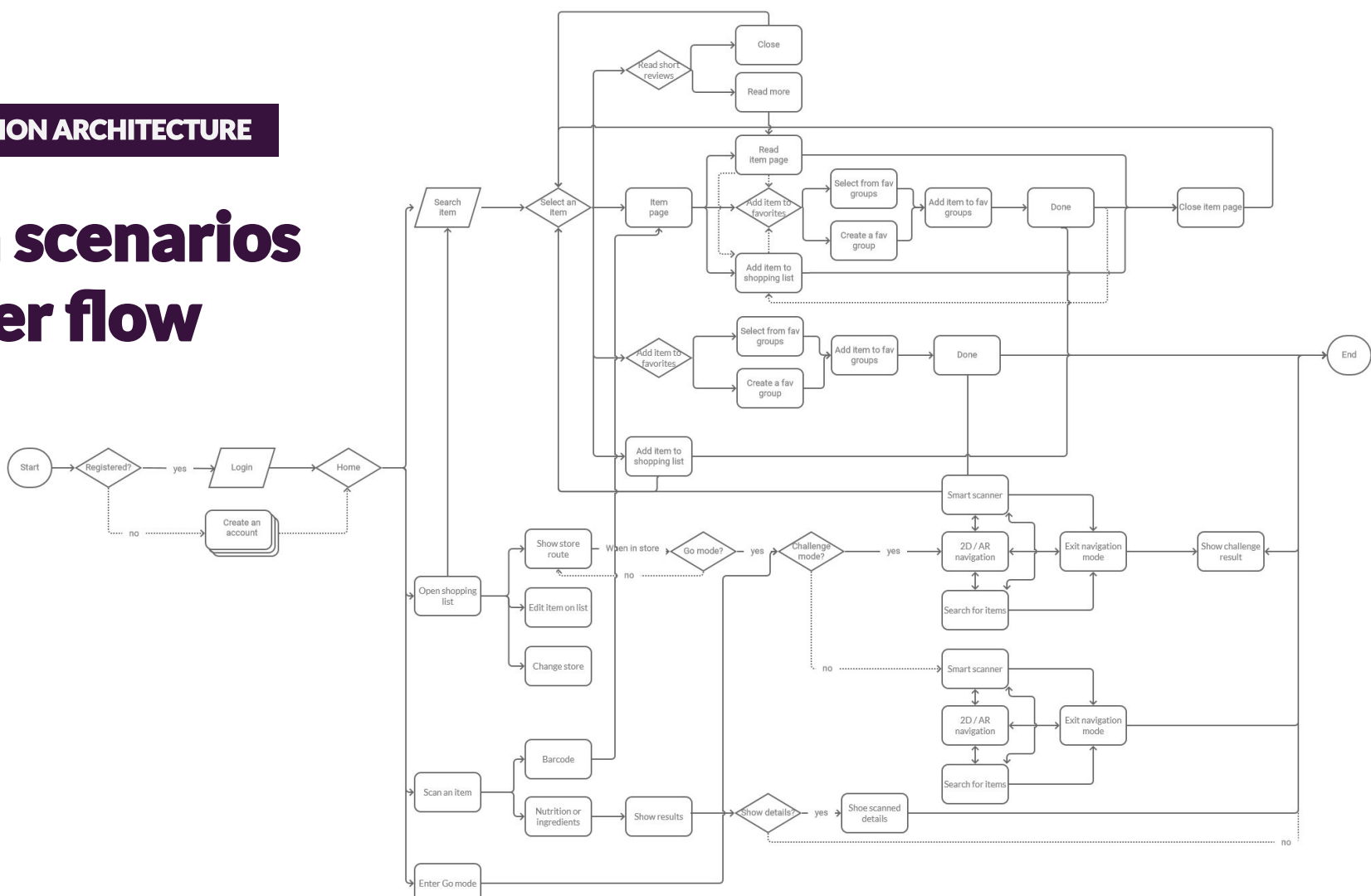
STORYBOARDING

Sketch out user scenarios



INFORMATION ARCHITECTURE

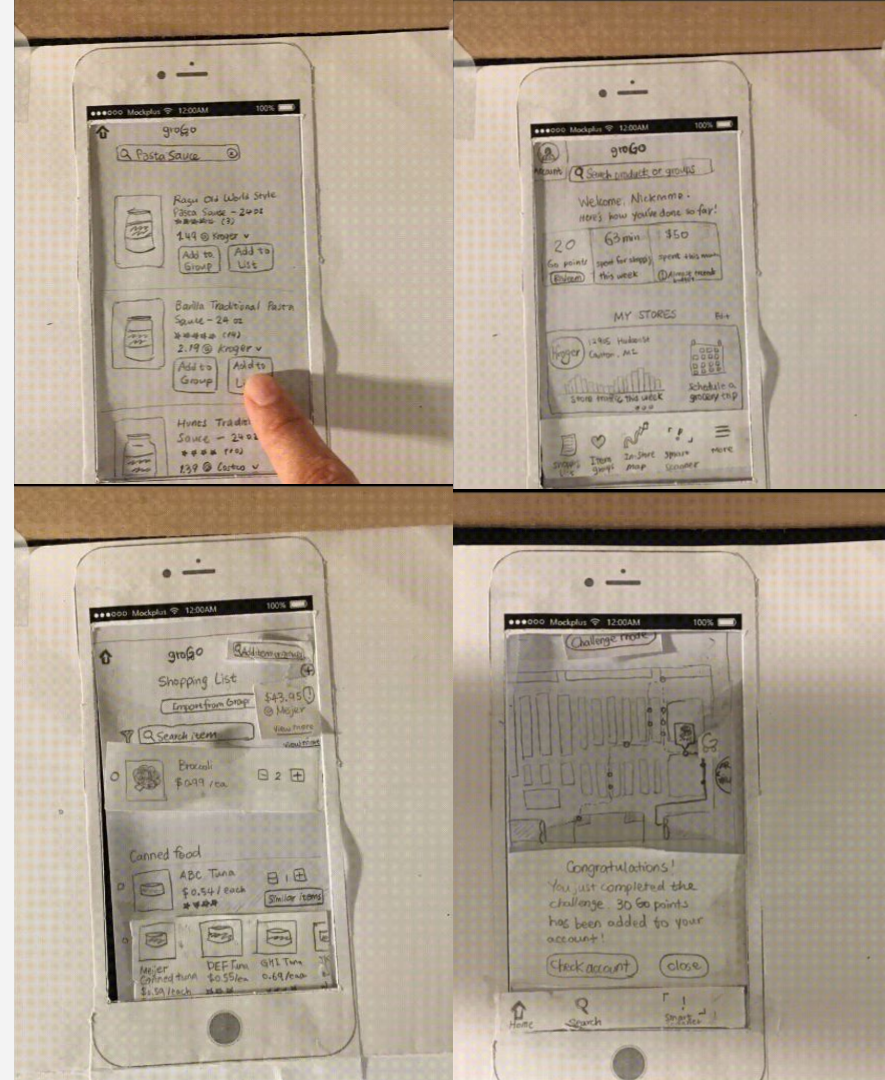
From scenarios to user flow



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
vwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

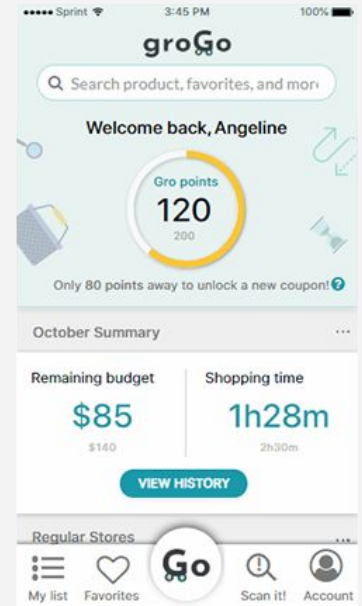
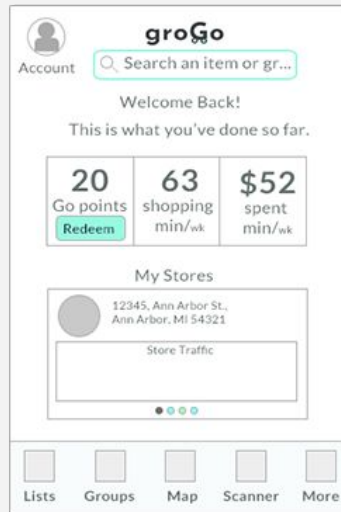
SF Pro Text (< 20 pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

TESTING & CHANGES

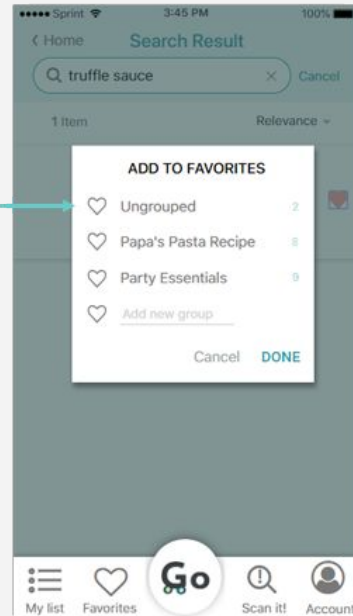
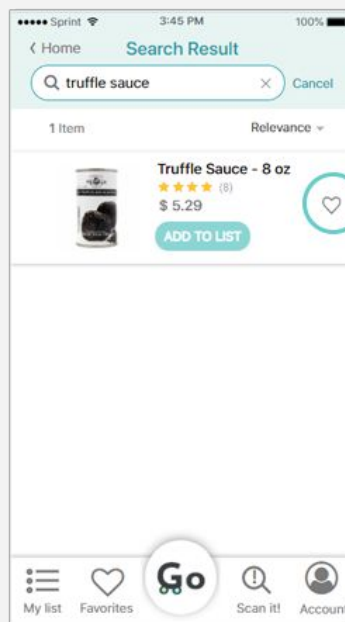
Home page

- 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

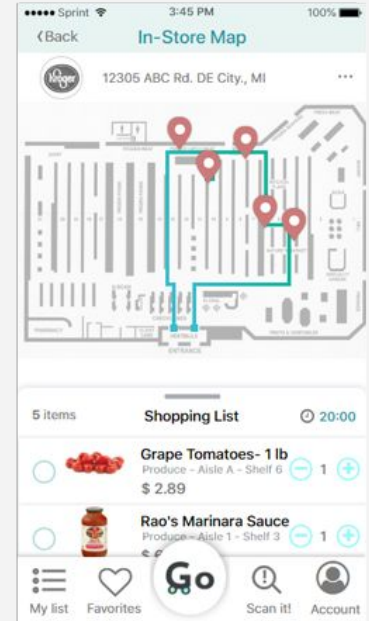
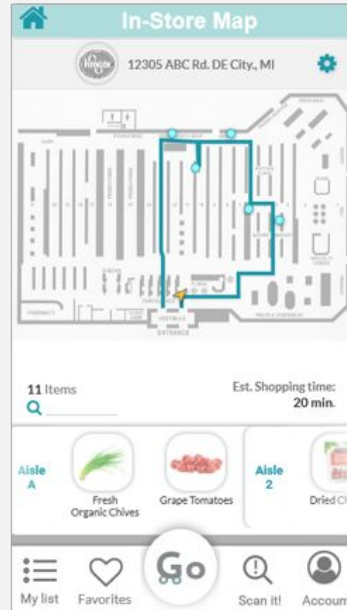


- Change the button design to distinguish list-adding and favorite item marking tasks.

TESTING & CHANGES

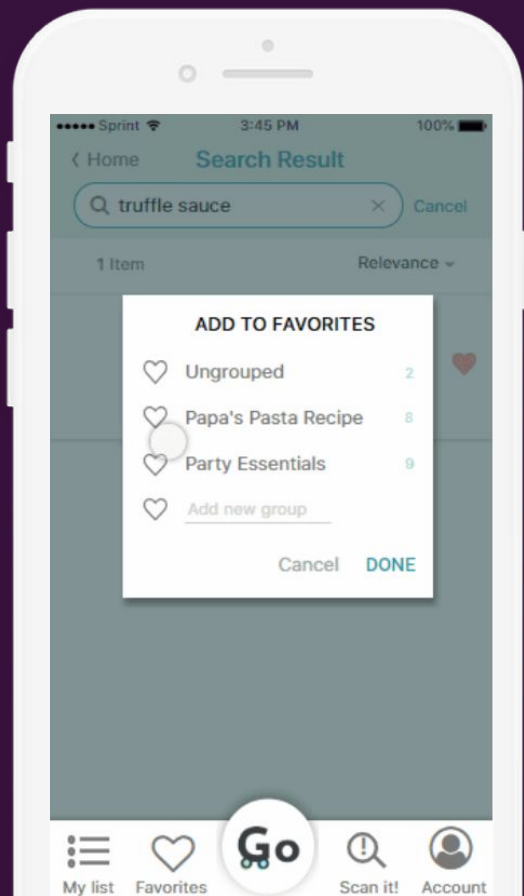
Map view

- 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

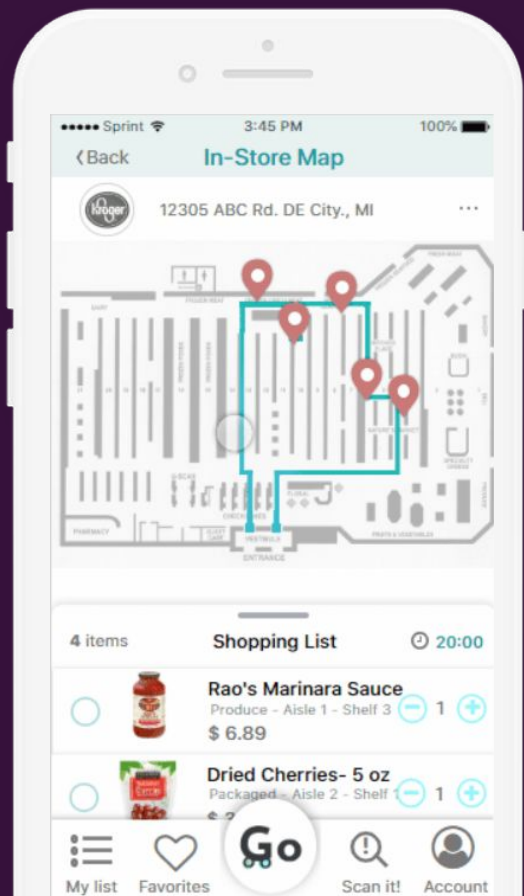
**Tired of
building lists
from scratch
every time?**



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

FINAL SOLUTION

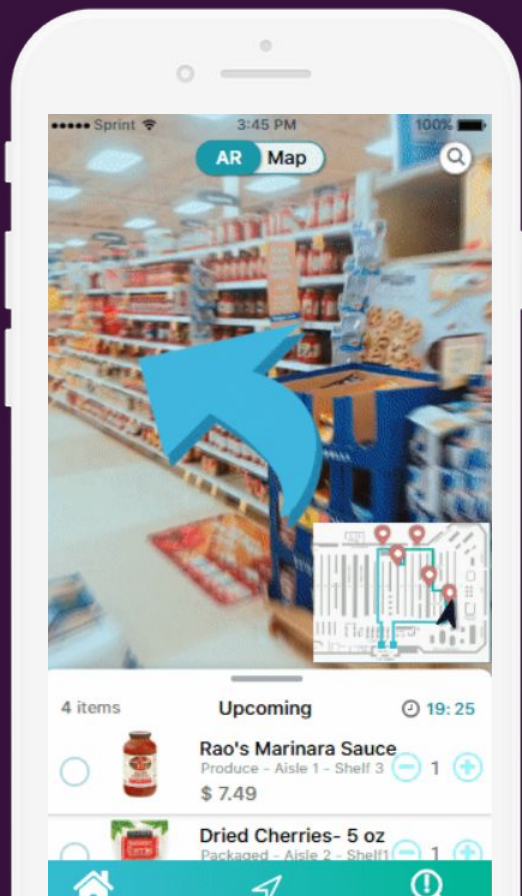
**Always run
past the aisle?**



**Let groGo
suggest the
optimal route!**

FINAL SOLUTION

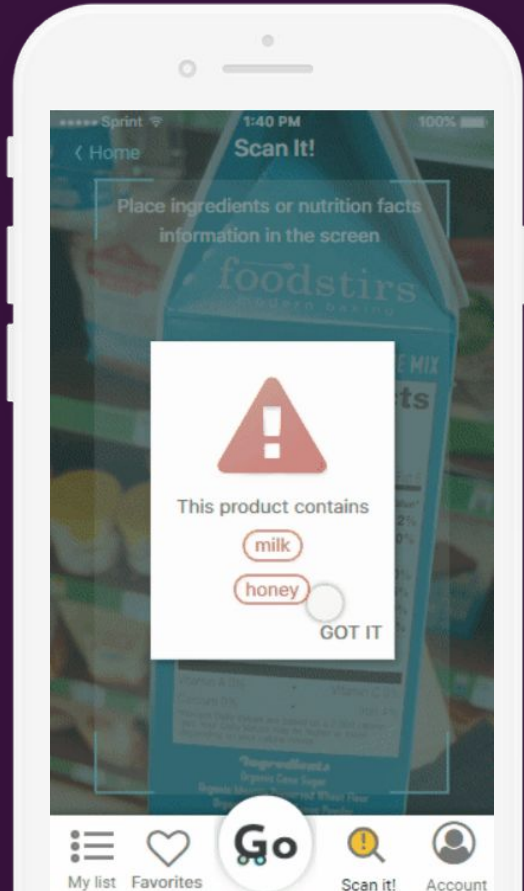
**Bad at map
reading?**



**Follow the AR
guidance!**

FINAL SOLUTION

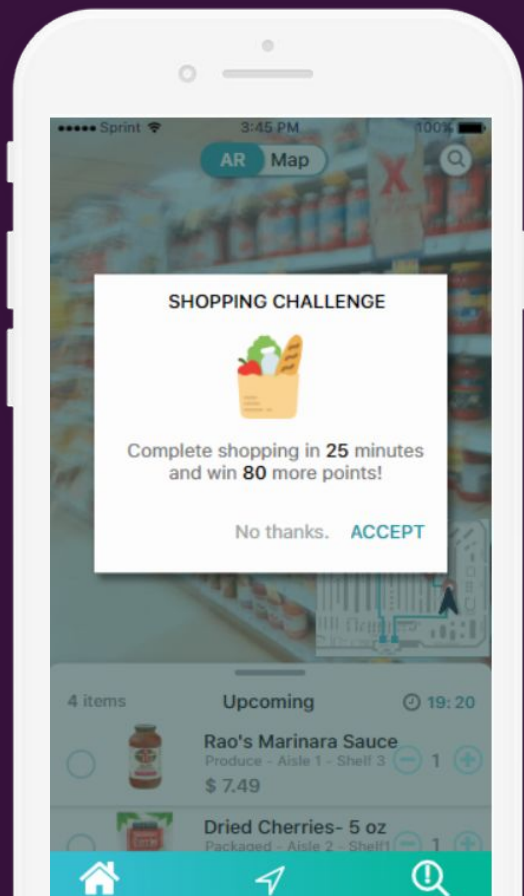
Spending too
much time
checking food
labels?



Let the app
read for you!

FINAL SOLUTION

Can't be
motivated
enough?



What if you
can win
coupons when
achieving
your goals?