



# JUMBO

Innovating.  
Shopping.  
Experience.

Team Green - Edita, Femke, Jop & Luke

# Contents

1. Concept
2. Customer journey maps
3. Prototype
4. What's next?



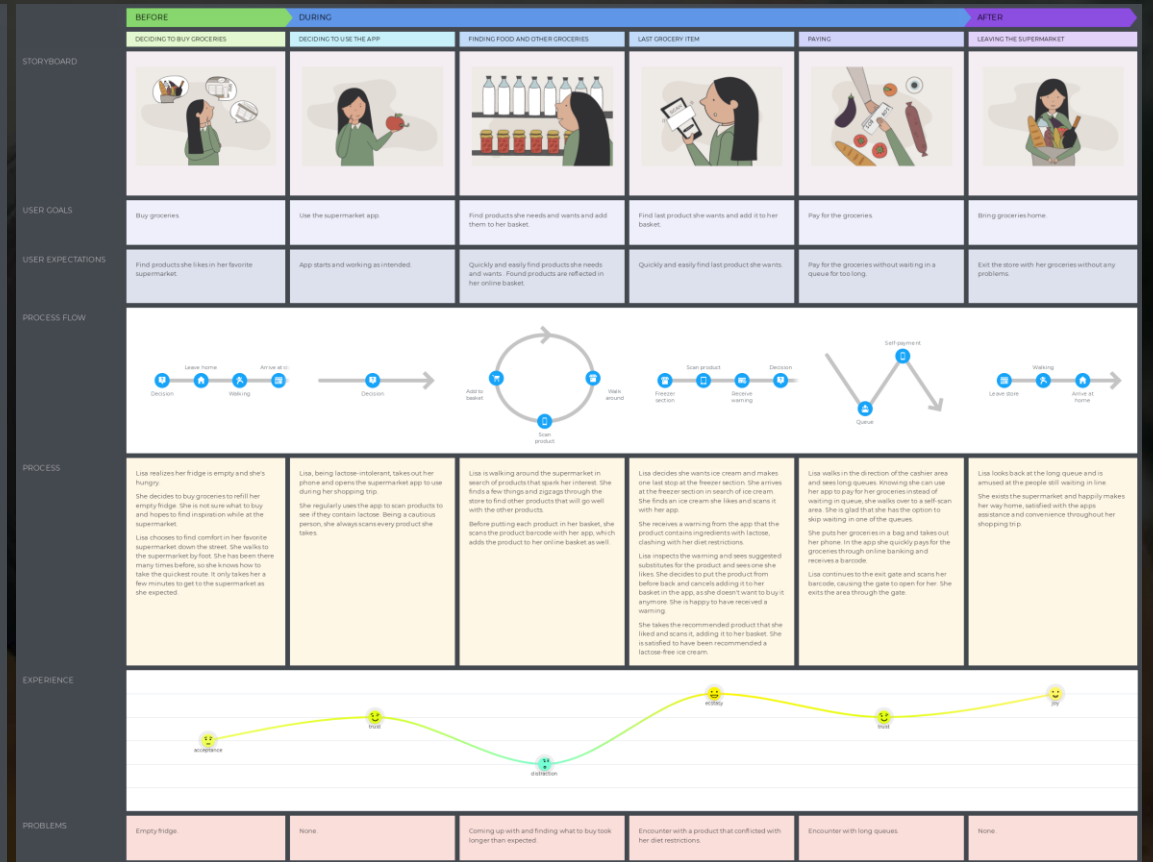
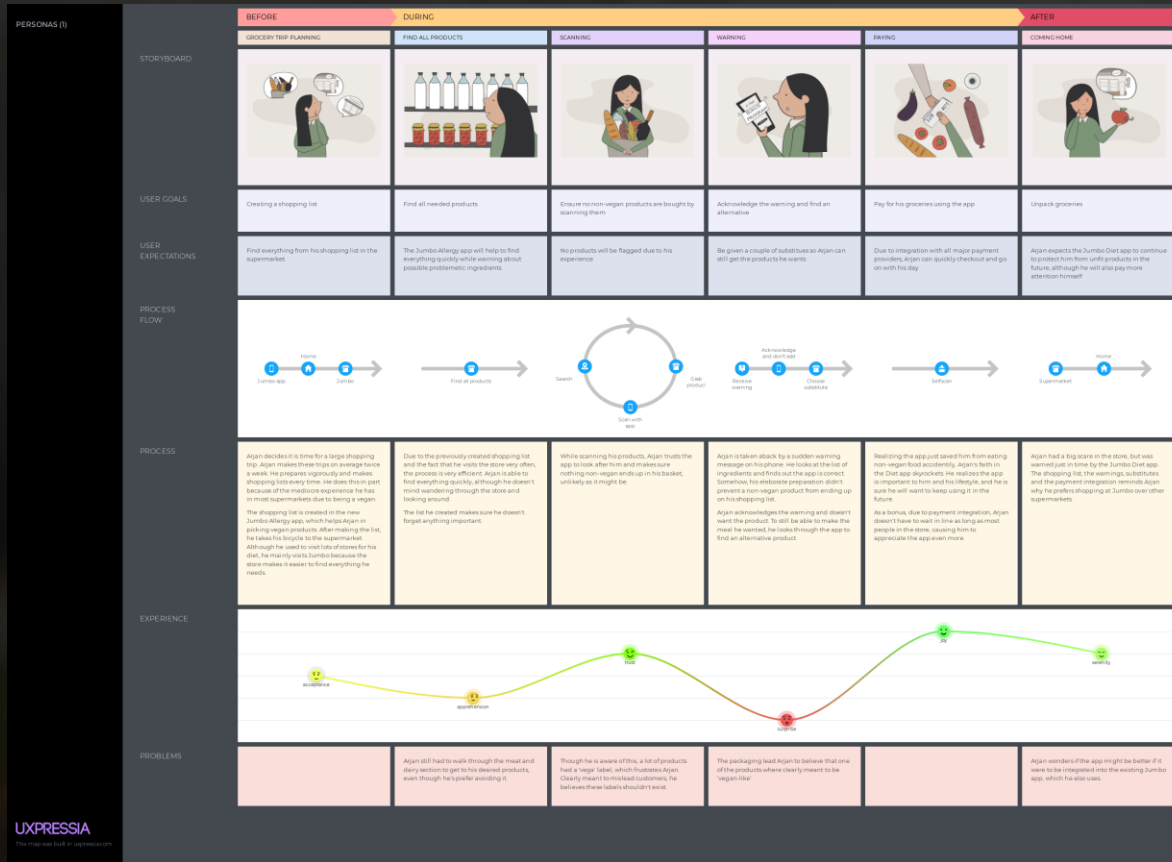
# Core concept

- Save diet restrictions
- Scanning & shopping cart
- Help identify 'threatening' ingredients
- Recommend alternatives
- Fast checkout





# Customer journey maps



# Prototype



# Feedback & Questions

