ENAIBLE

A CMU Retail & Services Collaborative
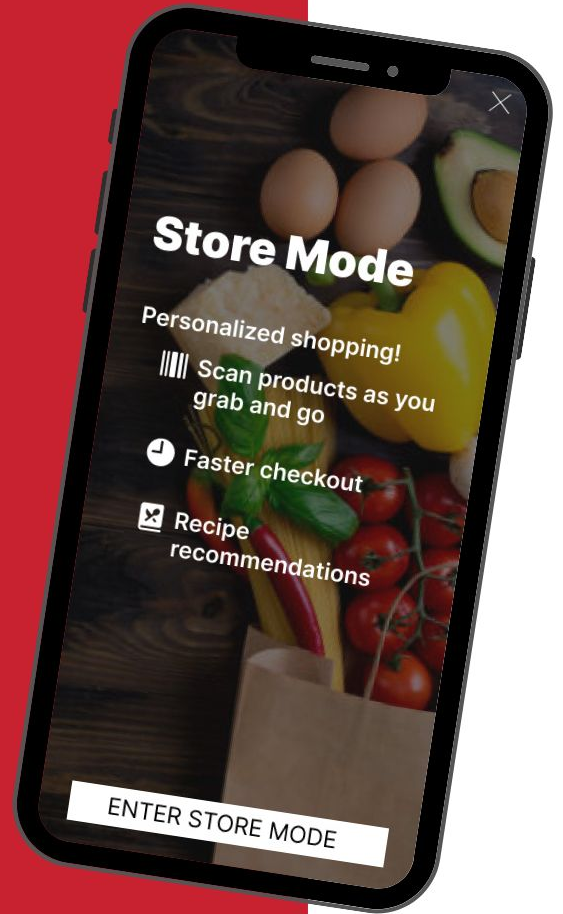
2023 Summer Retail and Service Innovation Program
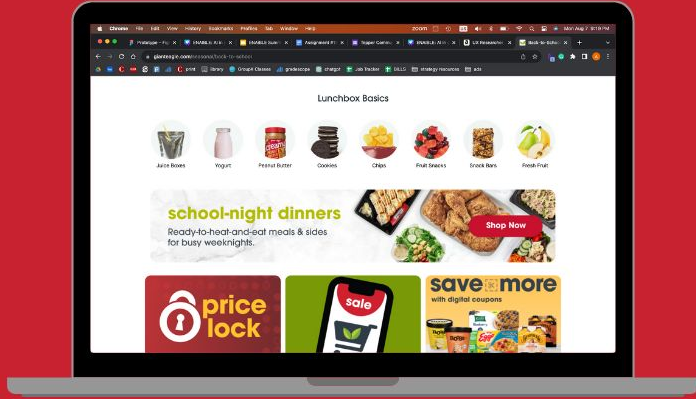
Visualizing an AI Shopping Assistant

The Future of
Grocery Shopping

Aug 8, 2023   Team 1

There is an information gap between online and in-person shopping.

How might we **personalize** the in-store grocery shopping experience for customers?

Identifying & Closing the Gap

Secondary Research

Sustainability
Data Privacy
Decision-making factors
Statistics related to shopping

Interviews & Analysis

Online & in-store shoppers
Affinity diagramming for insights
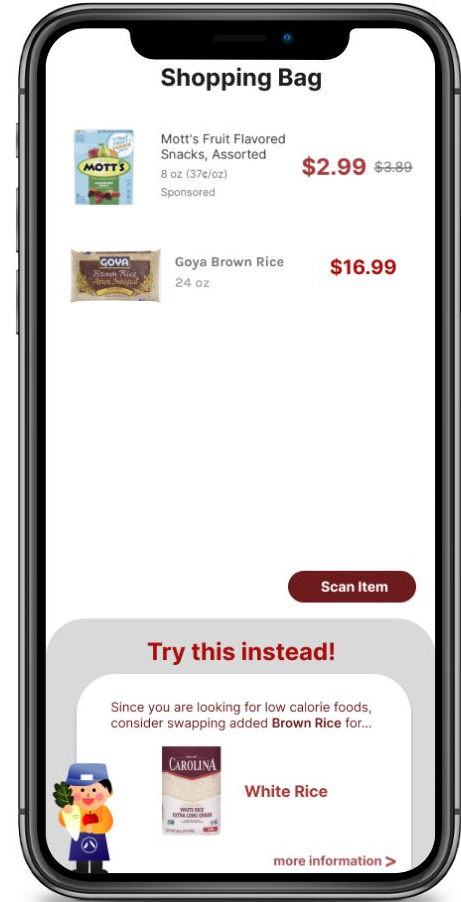Personas & journey maps to
understand our target market

Ideation

Crazy 8's - speed generation
Storyboarding ideas
Mentor meetings
Iteration

A two-part solution: physical &
technological

Introducing **Grocer Greg**, the **personal AI assistant** housed in 'store mode' & **propped onto your shopping cart** for easy use

Shopping Bag

Mott's Fruit Flavored Snacks, Assorted
8 oz (37¢/oz)
Sponsored
$2.99 $3.89

Goya Brown Rice
24 oz
$16.99

Scan Item

Try this instead!

Since you are looking for low calorie foods, consider swapping added **Brown Rice** for...

CAROLINA
White Rice

more information >

Prototype