**Day 1 (8 hours) – Find a specific and intentional problem to address**

Key: approachable, understandable, actionable

**Break down**

**Current and Future State:**

* What is the problem you’ve noticed?

**Writing shopping lists is inefficient and tedious. The list gets lost before it gets used. I make a mental note to add an item I’m running low on to the list, but can’t find a pen and forget. I forget the size or flavour of what I’m replacing (for example, Almond milk is sweetened/unsweetened, plain or vanilla) and if I send someone with my list we go through multiple texts to (hopefully) arrive at the right product.**

* What do you wish existed?

**A way to add items as I notice I will need them. A method of creating a detailed, indestructible, shareable shopping list without a pen. An app to add items as needed and create a list based on barcodes scanned, then match those exact products at the store with the lowest price and order the products.**

**Secondary Research (google)**

* Identify similar products and patterns relevant to your research
* Conduct market research and analyze the competition (strength, weakness, opportunities, threats)
* Look at similar products and base your decisions on what has worked or not before

**Out of Milk (216k users) - Has a ToDo list, pantry list, shopping list.**

**Strengths - allows user to organize and re-arrange lists. Can share lists by text or email. Can use barcode. Get notified of deals (US only). Type in an item and it goes to the correct product heading (i.e. Bananas goes under ‘produce’). Intuitive interface. Recipe Book feature (but seems you can only add recipes from Epicurious which has complicated recipes with many ingredients.)**

**Weaknesses - confusing barcode scan interface. There is a flashlight icon next to text that says ‘toggle flash’; this icon is the button for taking a picture of a barcode. Did not recognize 5 of the barcodes I scanned. The one it recognized did not match the product. The items must be placed with the barcode facing horizontal - can’t read vertical barcodes. Have to add the prices manually. For manually entered items, you need to type in notes such as size and details. Not localized for Canadian consumers.**

**Our Groceries( 37k users) -**

**Strengths - Can scan barcodes (with premium), use Alexa voice or smartwatch to add items. Arrange groceries by category. Recipes list. Can share list and recipes with others.**

**Weaknesses - Too much functionality (?) - can sort crossed off items, sort list of lists. Can add photos but need to upgrade to premium.**

**Listonic (32k users) -**

**Strengths - Easy to use (interface guides user through creating a new list and offers suggestions for items. Also familiar interface - looks Google-y). Can create multiple custom lists. Can share lists. Can add photos for each item.**

**Weaknesses - Unsolicited tips appear and you cannot dismiss them unless you ‘share’ the tip with a contact (very bad). Ads (prob none in premium version). Have to add details and prices manually. No barcode option.**

**Grocery IQ (10k users) -**

**Strengths - voice search, barcode scan. Store locator where you can add loyalty cards (so useful). Share list with family and friends. Can add coupons. Keeps track of total as items are added.**

**Weaknesses - Not available in Canada.**

**Sketch out the End Goals (print and make goal visible)**

* Define your goal…what do you hope to achieve?

**Create a shopping list that can be easily translated into an online order that can be paid by credit card or cryptocurrency.**

**Assumptions**

* Write down every assumption (minimum 10) you have about this project
  + Eg I assume users will want to have a map that lists all filming in area

1. **I assume users will prefer to use a barcode to manual entry**
2. **I assume users will prefer to use voice to manual entry**
3. **I assume users will trust online transactions**
4. **I assume users will prefer to quickly make a list rather than have advanced sorting options**
5. **I assume users will want to find the best prices**
6. **I assume users will frequently buy the same items**
7. **I assume users will want to specify details like quantity and type without having to go through several menus**
8. **I assume users will be in Canada**
9. **I assume users want to store their loyalty cards electronically**
10. **I assume users will primarily use this app to reup rather than to make a list of unknown items.**
11. **I assume users will live within delivery radius to a few stores with online options**
12. **I assume users will prefer to have their groceries delivered or pre-ordered for pick-up rather than going to the store.**

**Turn Assumptions into Questions**

* What questions do you want to answer?
* To meet goal, what has to be true?

**The main assumptions that must be true are: users prefer online transactions to storefront and users are mainly using the app for reup.**

**Protopersona**

* Imagine who your user will be
* <https://xtensio.com/> (select user persona type template)

**See “Replen Protopersona.pdf”**

**Create a Map (draw it out on a big sheet of paper – aim for 15 steps)**

* Map your protopersona’s experience as it is now (without the product)
* <http://mappingexperiences.com/> (download the free guide – it should look like pg 23)

**Talk to people (interviews – try to find people based on your protopersona)**

* Interview 5 people using open ended questions

**Translate interview into How might we (HMW) questions.**

* HMW \_\_\_\_\_(action word, help/create)\_\_\_\_ for \_\_\_\_(user)\_\_\_\_ by \_\_(providing them with a service)\_\_ so they can/in order to- \_(benefit/outcome/goal)\_\_\_.

**Organize your HMW notes**

* Into groups
* What themes/categories emerge? Label them
* Get people to vote on which HMW questions are the most useful
* Stick your HMW notes on the map you created (notice where on the map the notes fall)

**Identify target persona (who is the most important user, and what it the most critical moment of your user’s experience?)**

* Chose a target user
* Chose a moment on the map
* Review your questions…one or more should line up with your target user and moment