



# ShopHop

By The Watchmen

# Problem



Shoppers  
forget what  
to buy

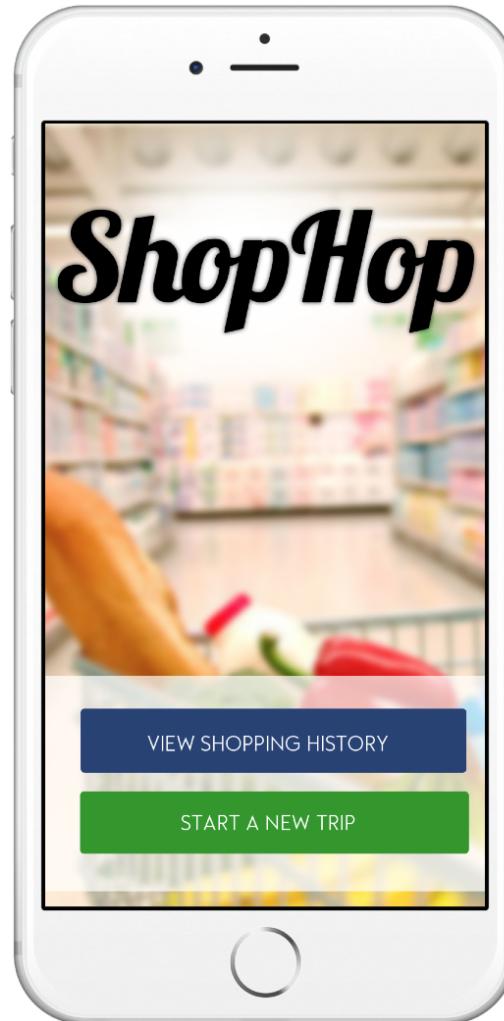


Finding  
items takes  
time



Discounts  
take effort  
to find

# Introducing ShopHop



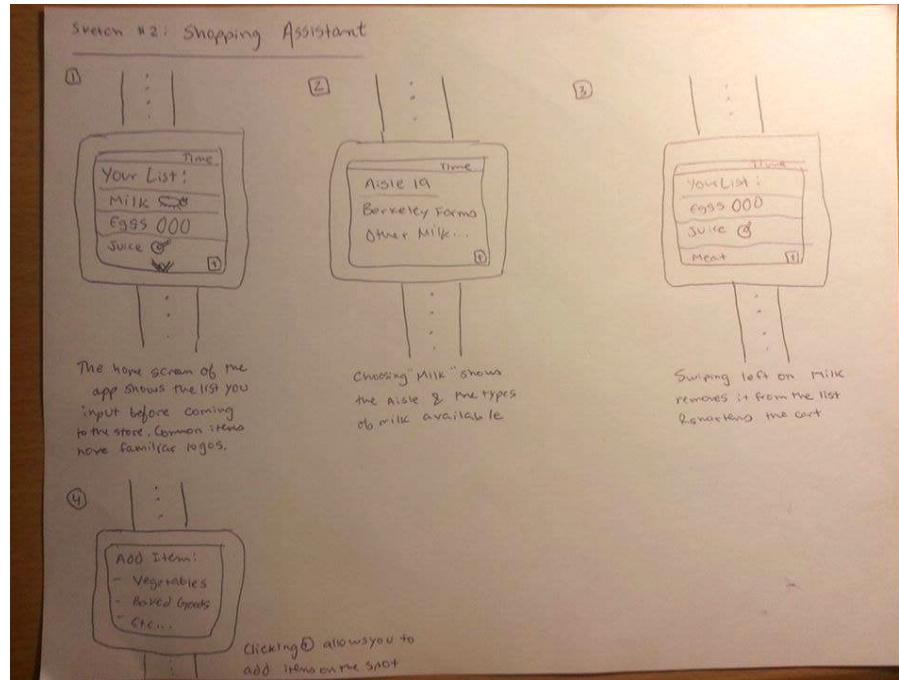
# Target Users



# Short Video Clip

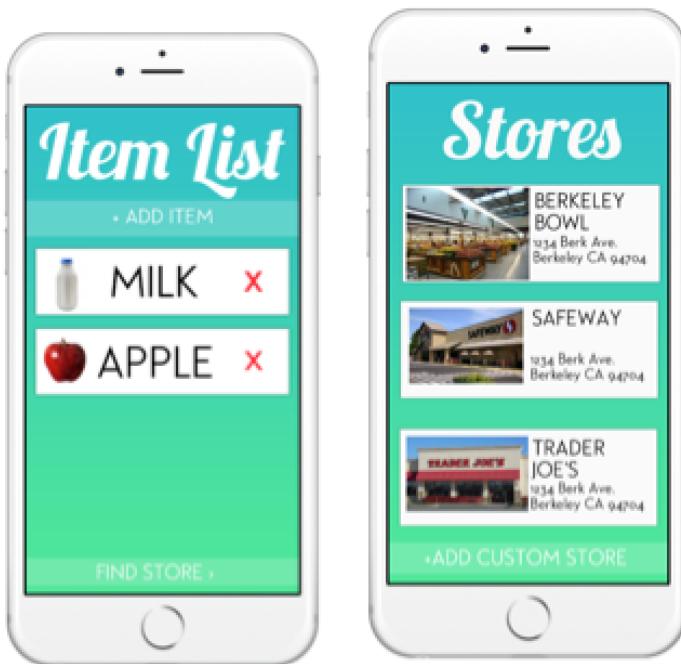


# Original Prototype



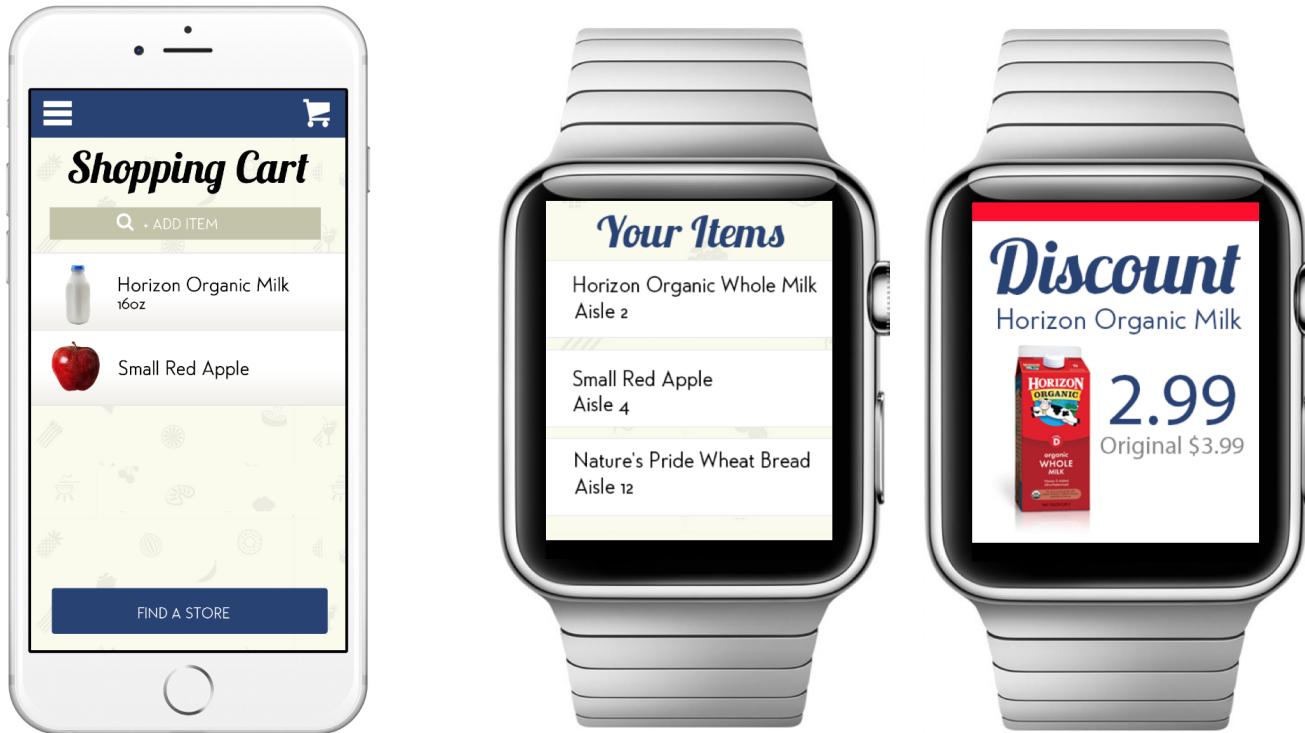
Lists for easy interaction

# Next Iteration



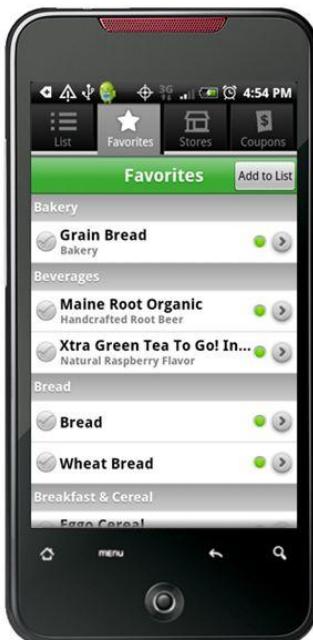
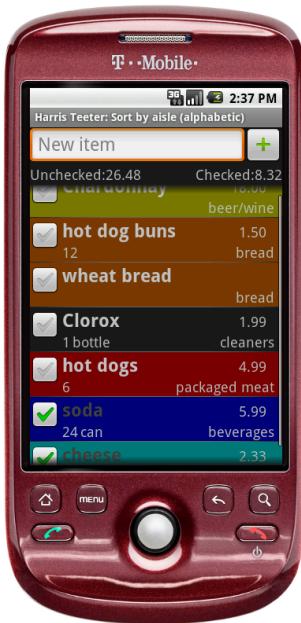
Previous lists  
Extra info

# Final Interface



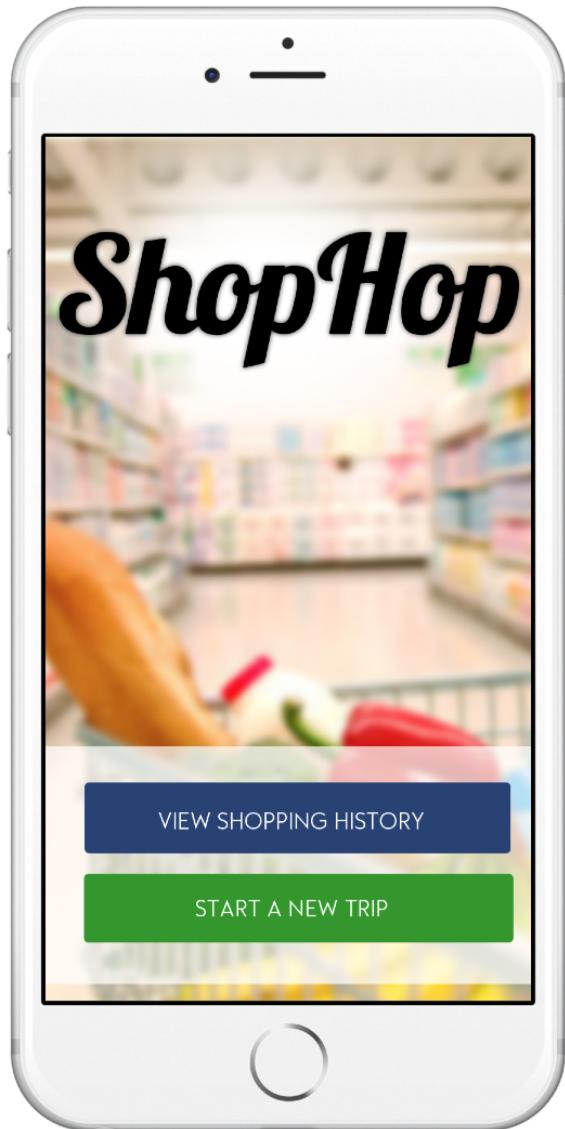
Less phone, more watch  
Discounts

# Our Competition



# The ShopHop Difference





Efficient Shopping  
Relevant Discounts  
Enjoyable Experience