Assignment 2.1: Opportunity Assessment (Idea Development)

The idea - Create a smartphone app that scans items at the grocery store and completes a total. When the customer completes shopping they simply submit what they bought and it charges their method of payment.

Opportunity Assessment - The assessment started with talking it over with three different people at Harmon's grocery store. I asked the pain points of their shopping experience and, besides not being able to find something quickly, it was always the checkout time and process that was the biggest pain point for the customers.

This showed me there is a very real problem that could be addressed with software. Categorizing this problem with the ISMs would most likely put this pain point under Userism. This was actually the approach I took to get the metrics to input into the Belief Charting and Validation chart on OnVenture. So, in essence, Metricism was used as well. Obviously having more data by conducting a mass survey asking grocery store users their biggest pain point when it comes to grocery store shopping would be a more Metricismist approach. But in a very broad sense Userism and Metricism both point to the problem being real and a solution through software being very real.

One of the biggest hurdles would be resources and getting grocery stores refactor their stores to use this checkout app. One of the biggest downfalls would be the reduction of jobs. Most people currently working at the grocery store wouldn't be needed since the app would do the checkout for the user. There would still need to be some human interaction for edge case problems and emergencies, but the majority of people wouldn't be needed. This is sort of frowned upon since, if this were to take off nationally, would raise unemployment.

Currently there isn't much competition especially here in the United States. A quick search for automated grocery stores shoes only one competitor over in Sweden:

http://www.digitaltrends.com/cool-tech/sweden-app-enabled-automated-store/

This implementation is pretty much identical to mine but I'm sure could be improved upon.

After inputting some events on OnVenture it is clear that people want a different solution to the current way of shopping at the grocery store. Below are the beliefs graphed out.