

MetaGrocer

Optimize your grocery shopping trip

Tim Adamson, Kevin Birrell, Ryan Milem, Lulu Sun

Overall Problems



Local stores are often overlooked

Prices can change regularly, and sales may not always be honest

Price comparison between stores is time consuming

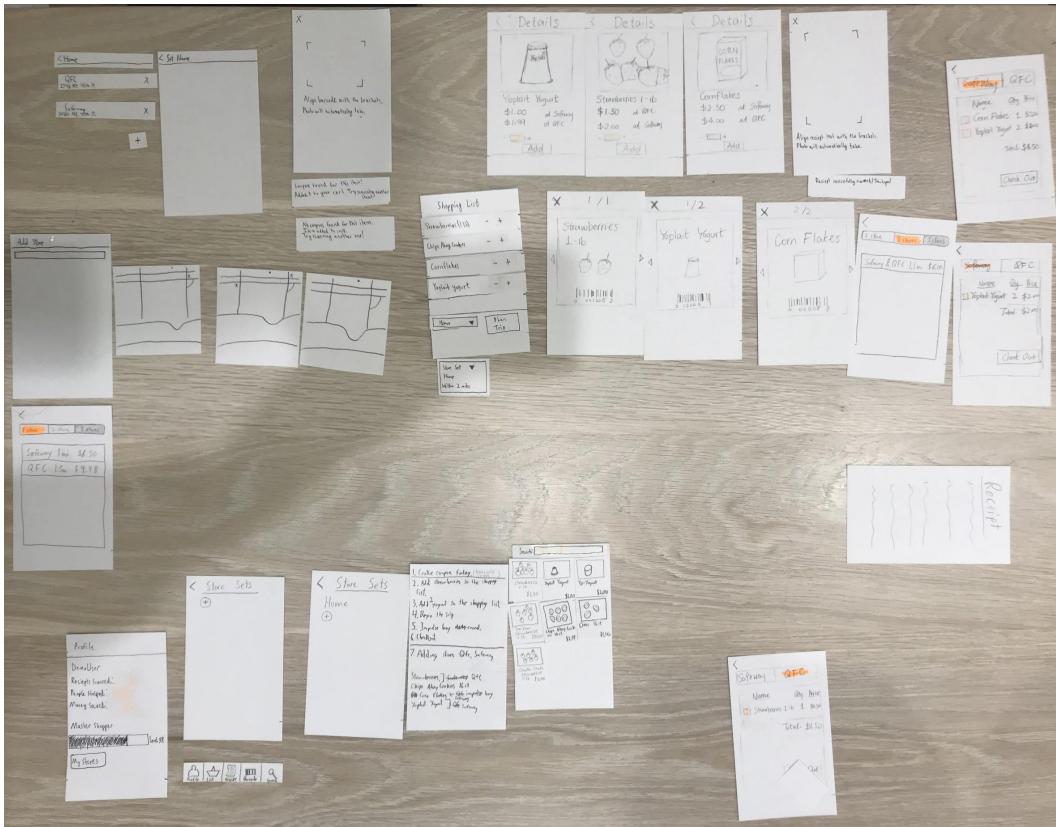
Saving money often means spending time



Initial Paper Prototype

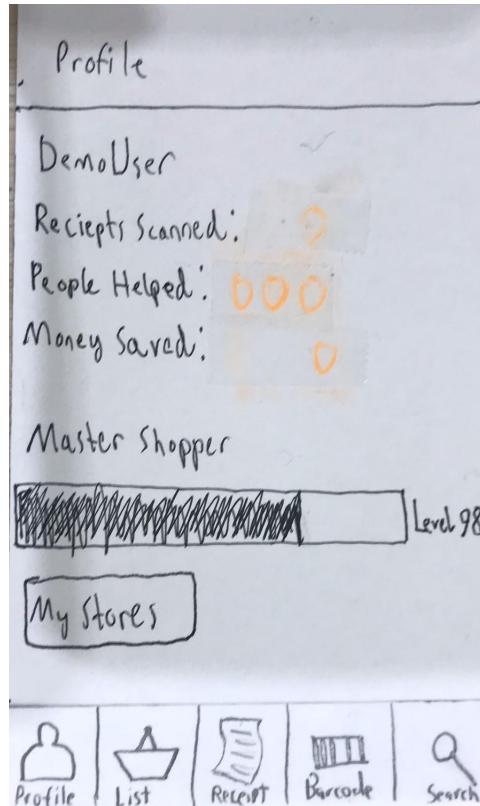
Initial Paper Prototype |

Overview



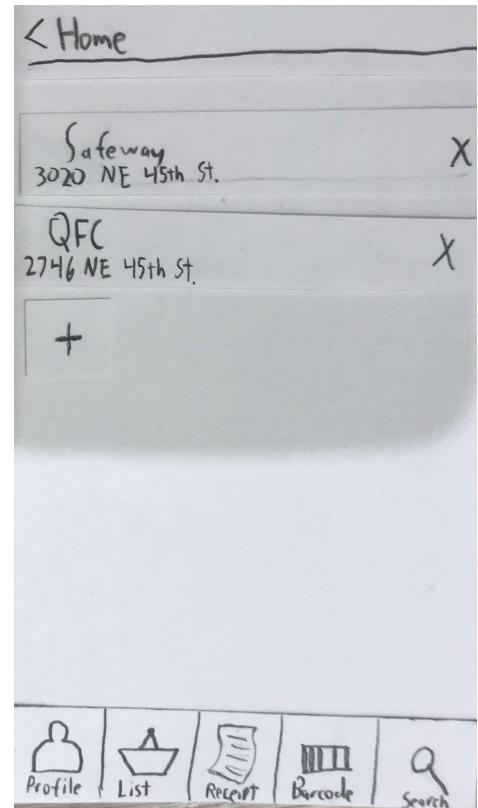
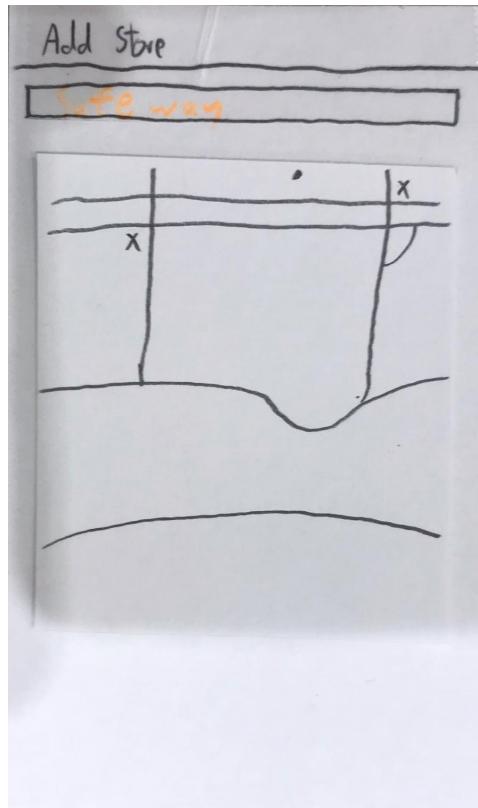
Initial Paper Prototype |

Task 1: Price Comparison



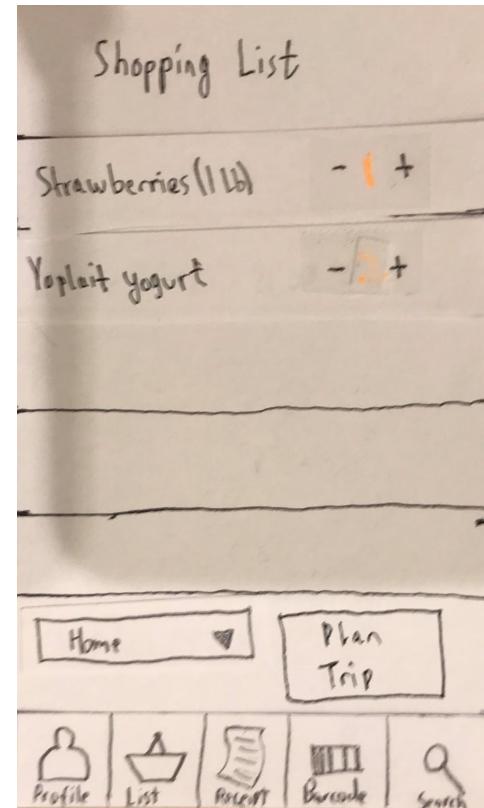
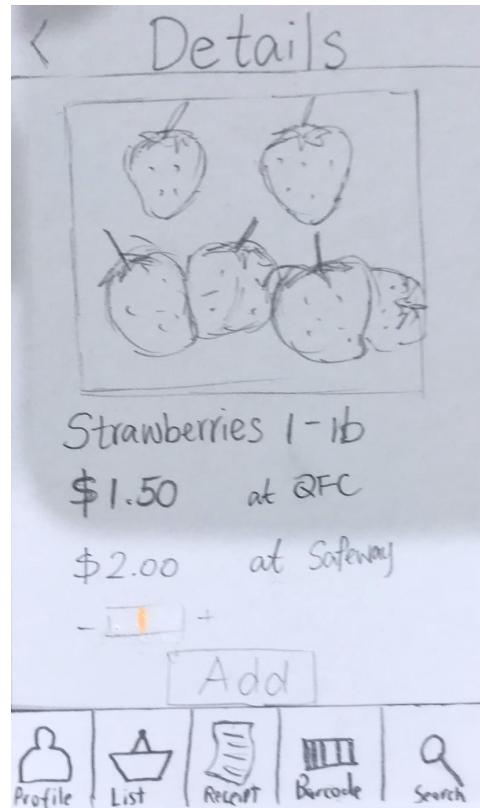
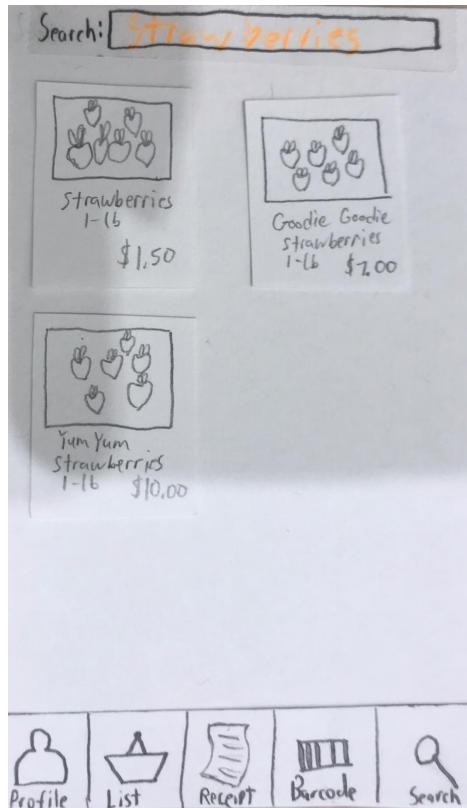
Initial Paper Prototype |

Task 1: Price Comparison



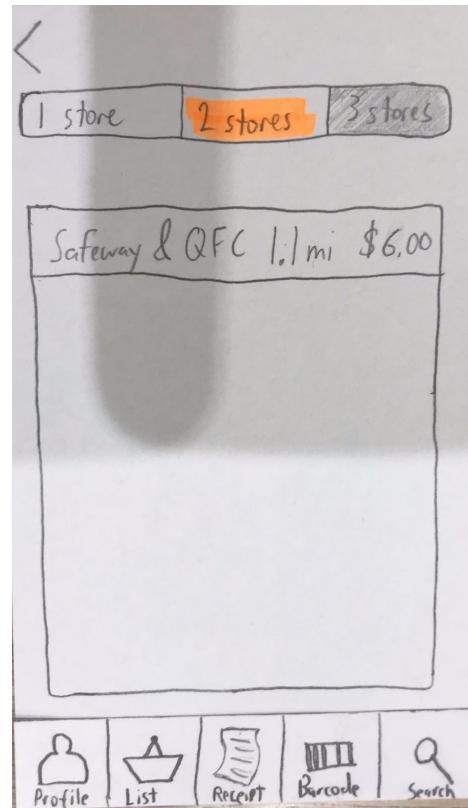
Initial Paper Prototype |

Task 1: Price Comparison



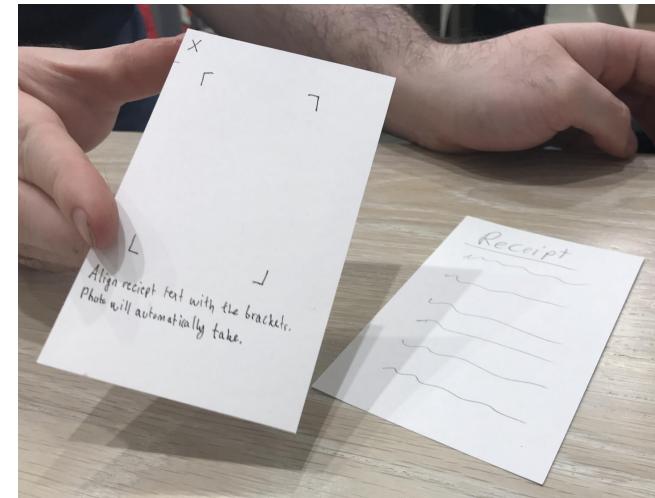
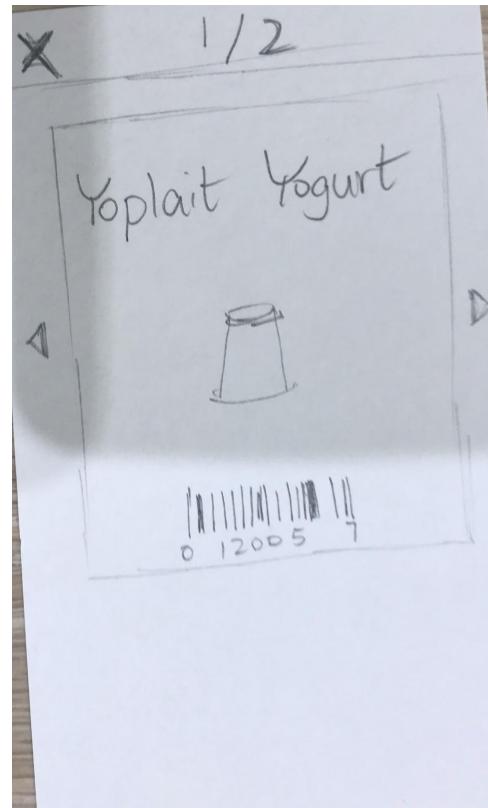
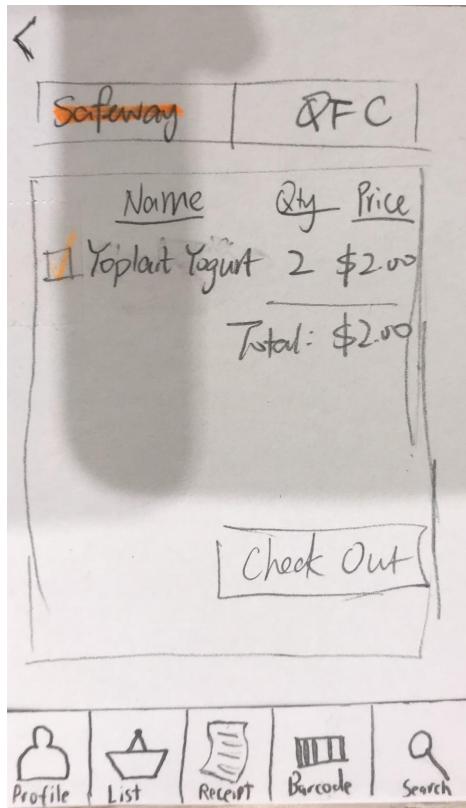
Initial Paper Prototype |

Task 1: Price Comparison



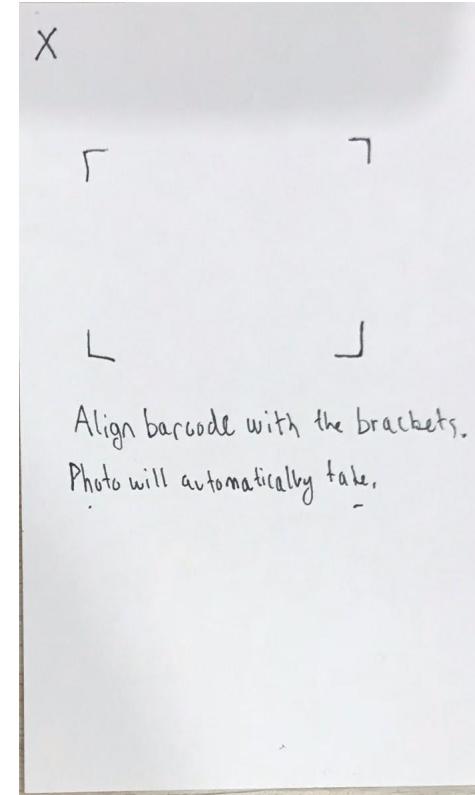
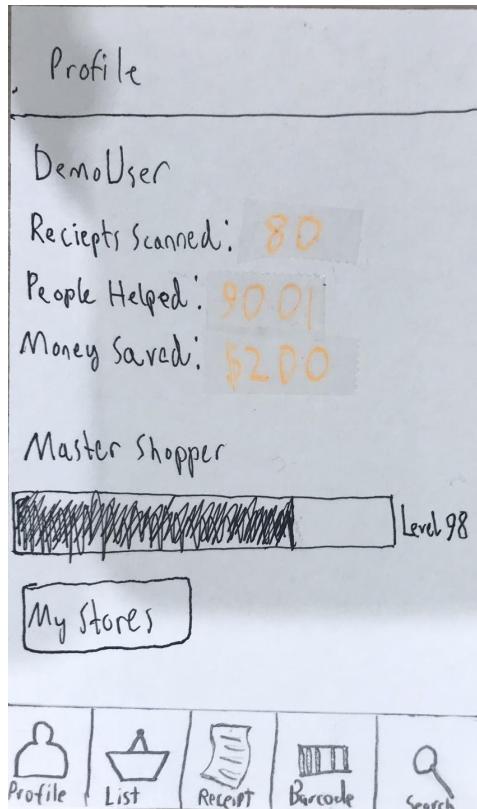
Initial Paper Prototype |

Task 1: Price Comparison



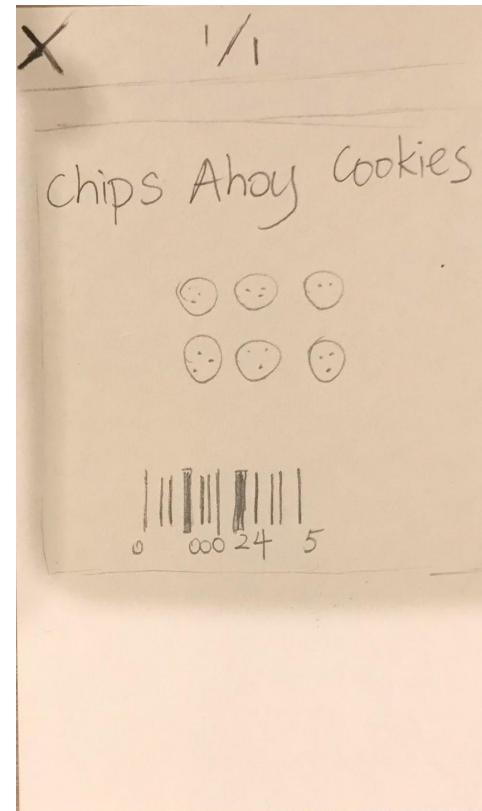
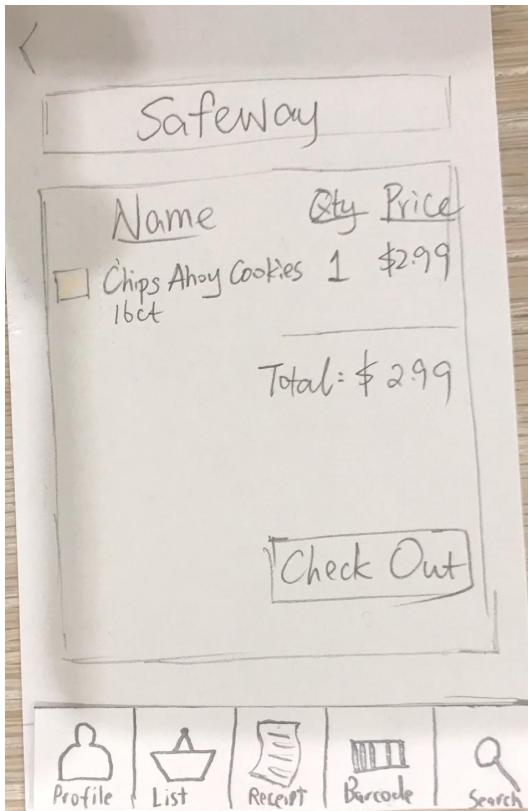
Initial Paper Prototype |

Task 2: Finding Coupons



Initial Paper Prototype |

Task 2: Finding Coupons



Testing Process



Began in the CSE Atrium



Broke down the "Planned Trip" task
into smaller pieces

Moved to Odegaard to find a
more diverse selection of majors

Testing Results



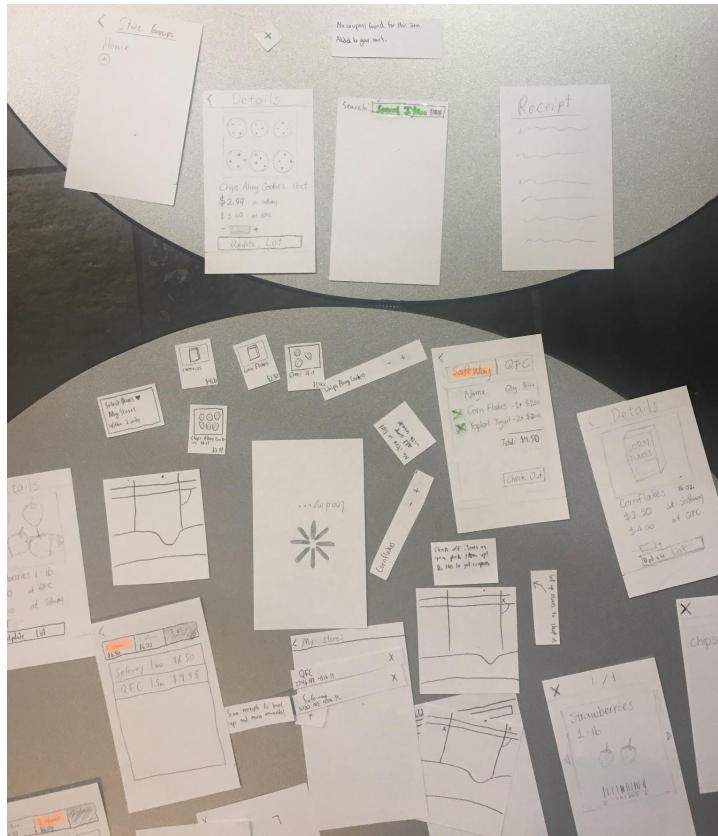
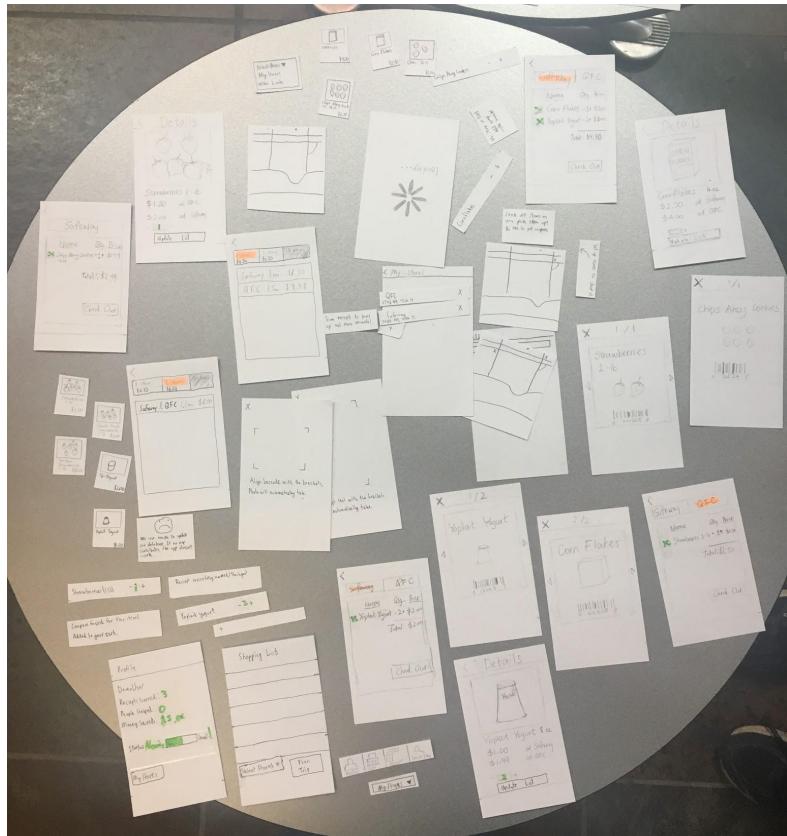
- Found points where the participant needed extra prompting
- Added tutorial pop-ups to guide first time users
- Moved the barcode scanning button around (a lot)
- Redesigned the “Trip Plan” to fix multiple usability issues
- Many other, smaller changes...

Final Paper Prototype



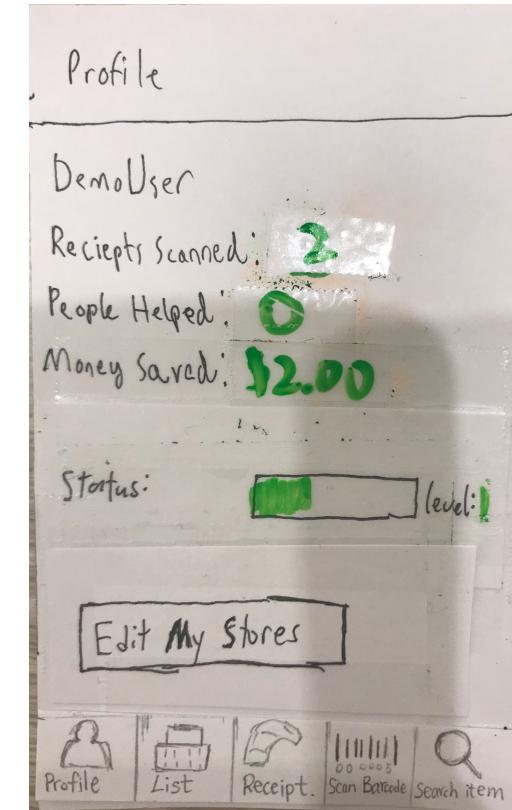
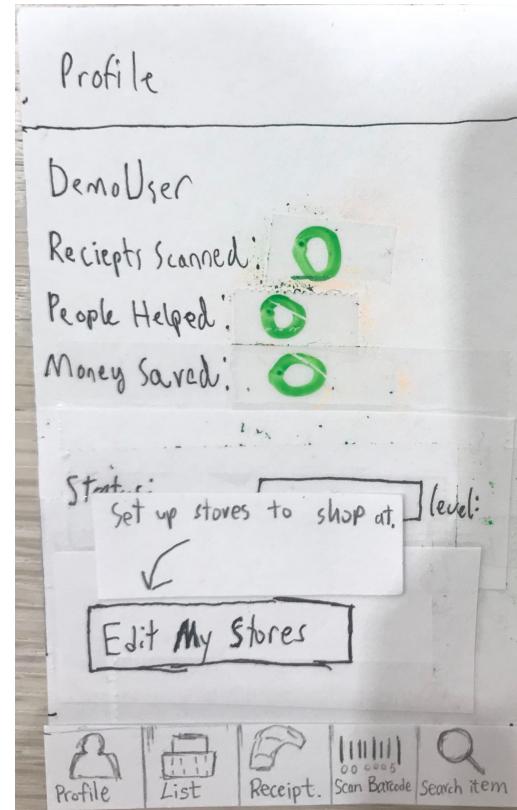
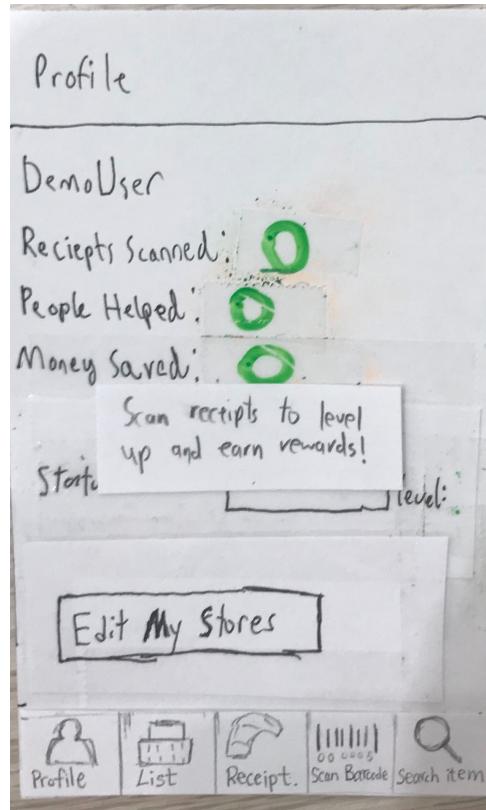
Final Paper Prototype |

Overview



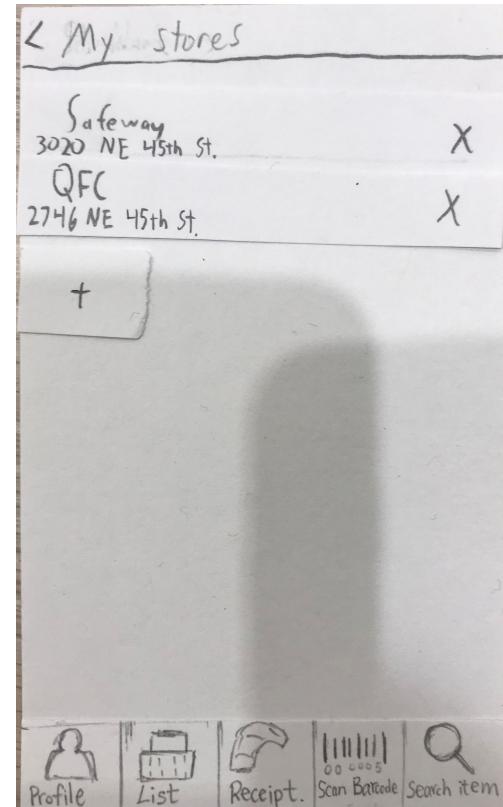
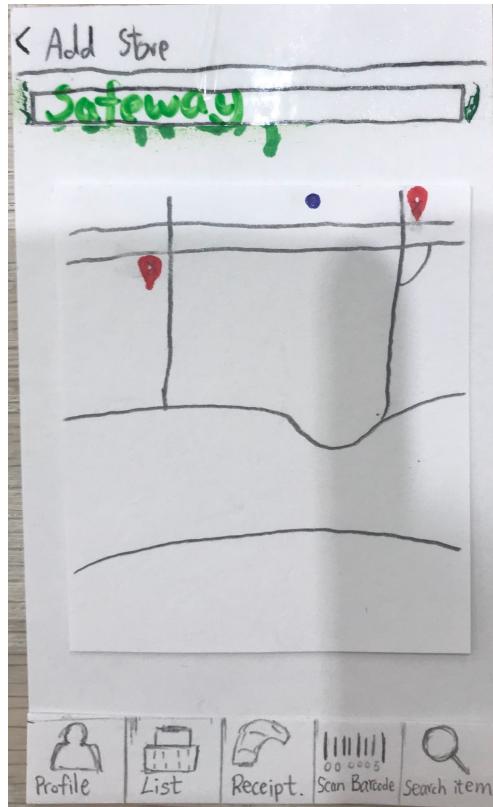
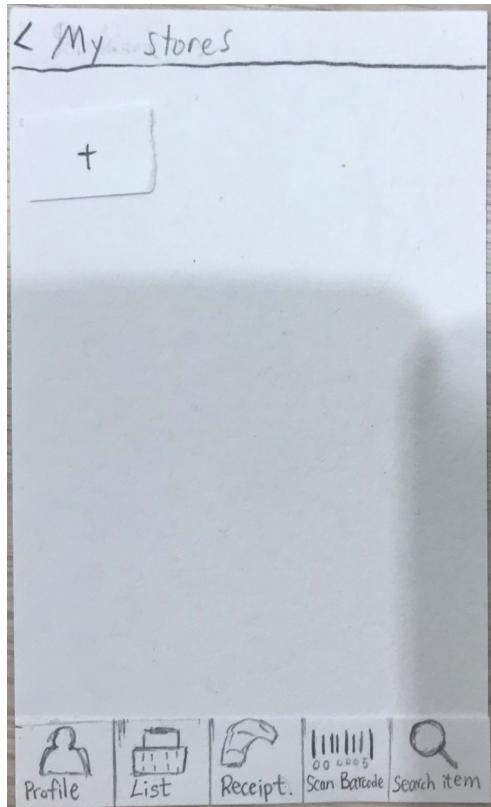
Final Paper Prototype |

Task 1: Price Comparison



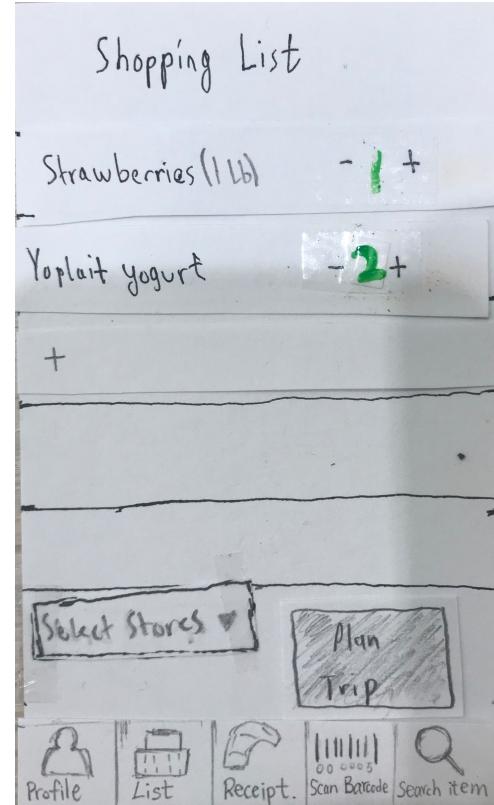
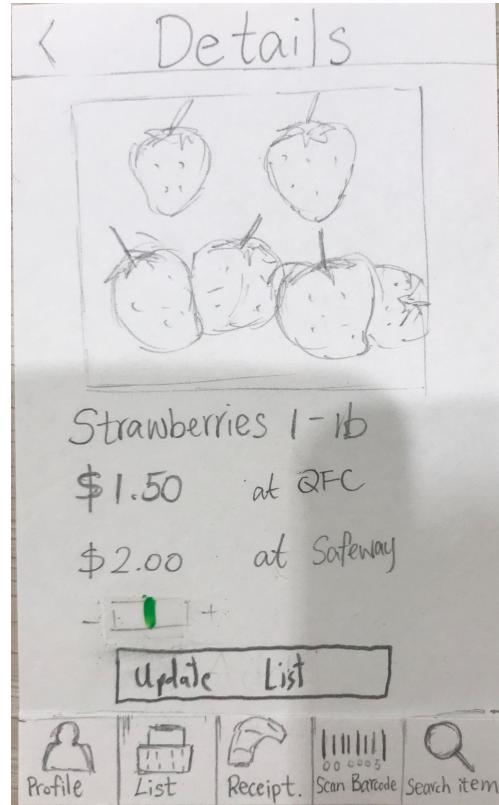
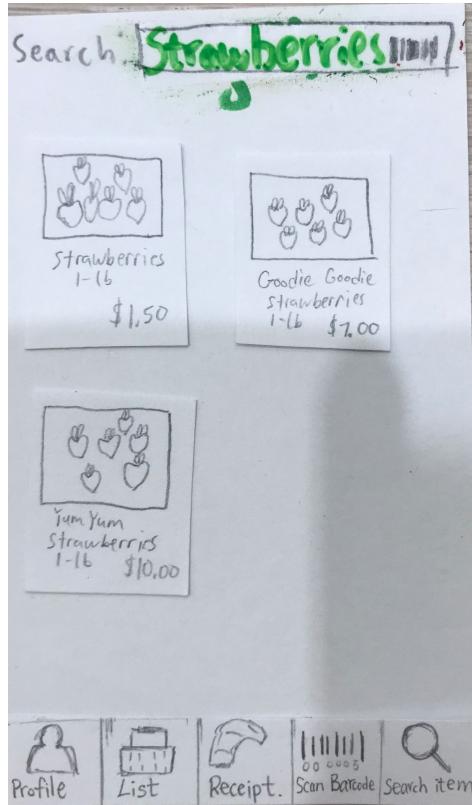
Final Paper Prototype |

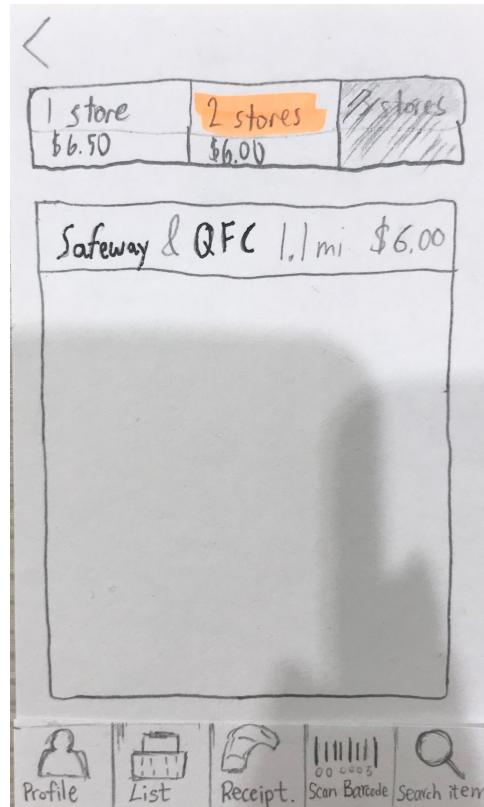
Task 1: Price Comparison



Final Paper Prototype |

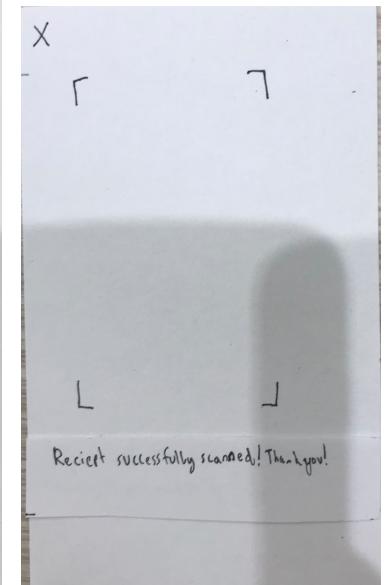
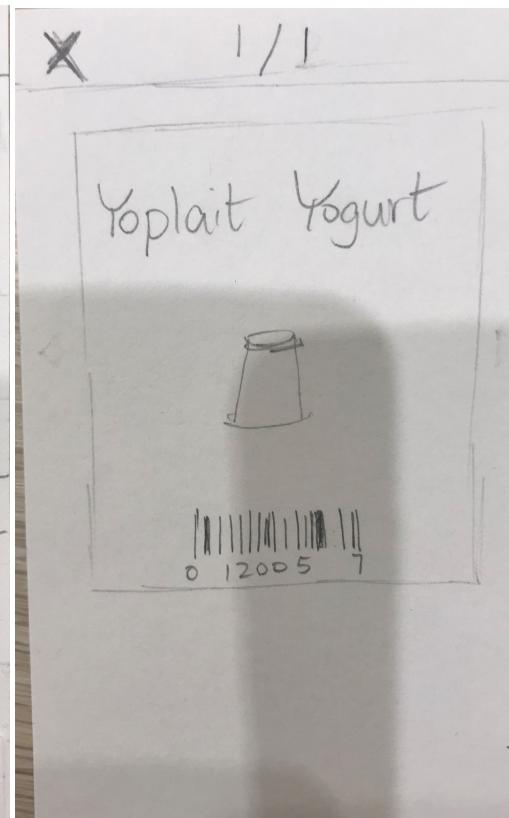
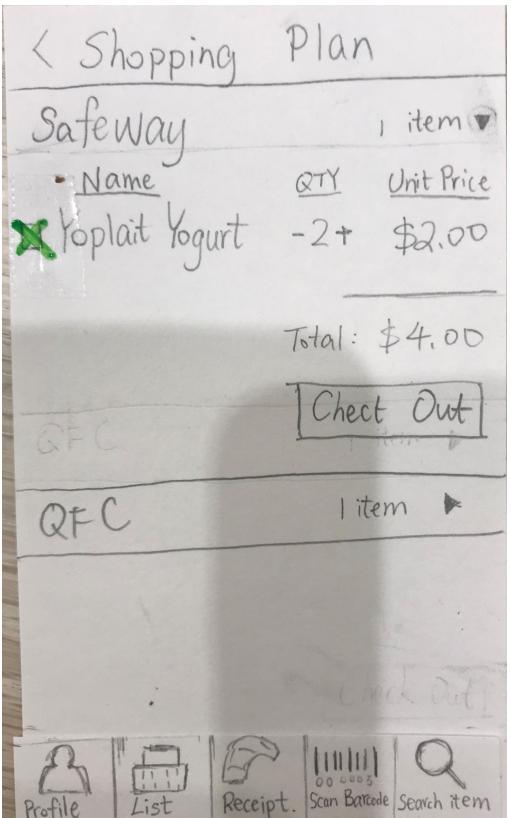
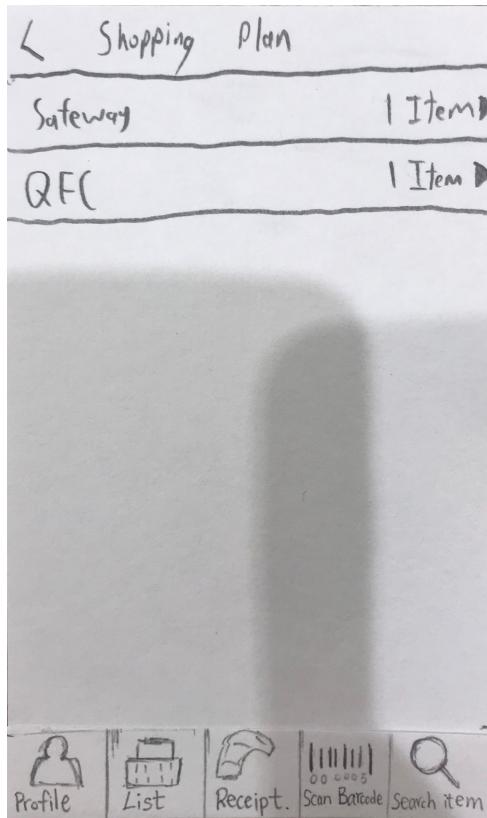
Task 1: Price Comparison





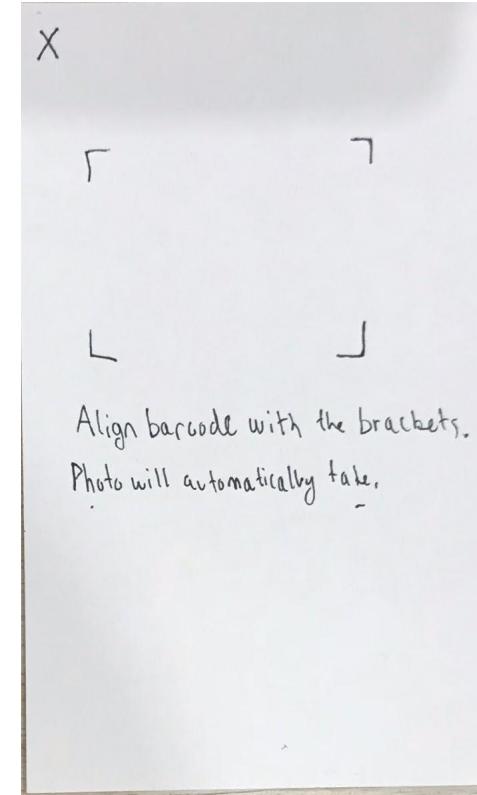
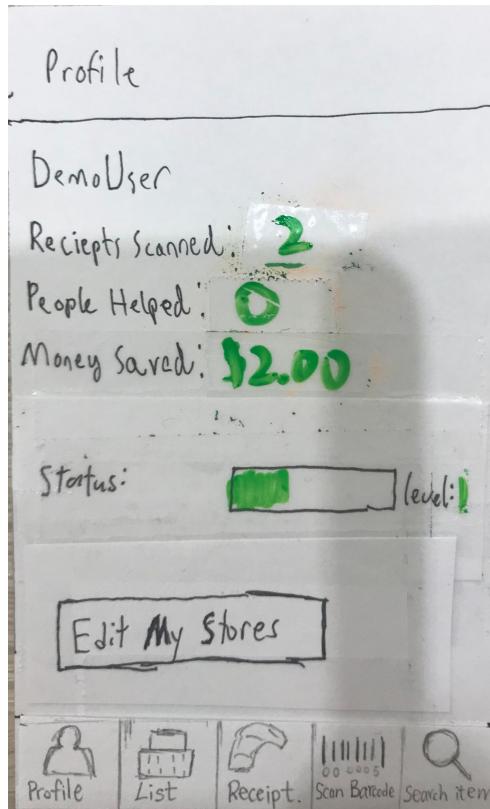
Final Paper Prototype |

Task 1: Price Comparison



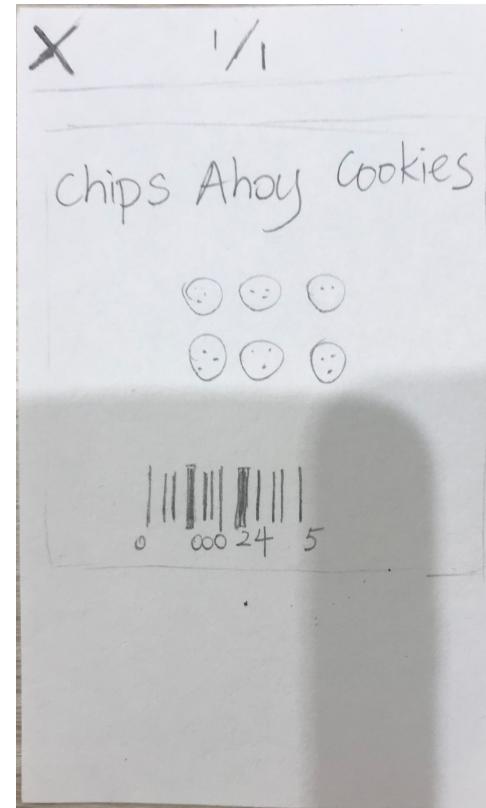
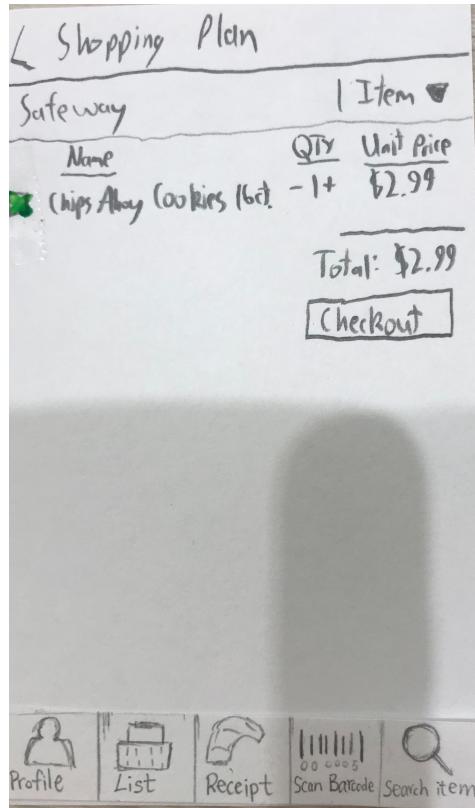
Final Paper Prototype |

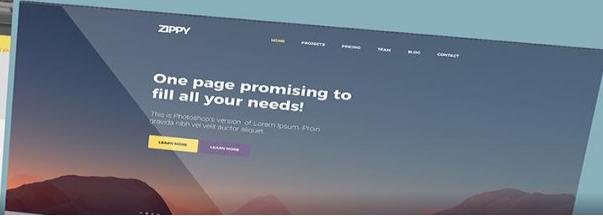
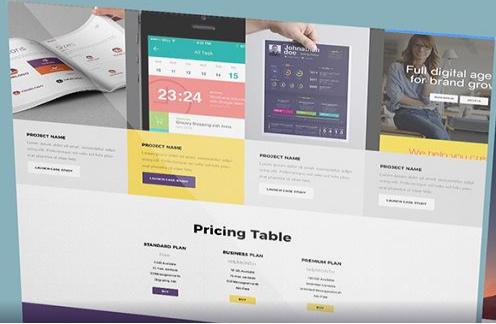
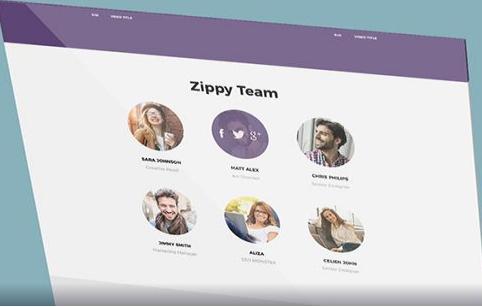
Task 2: Finding Coupons



Final Paper Prototype |

Task 2: Finding Coupons

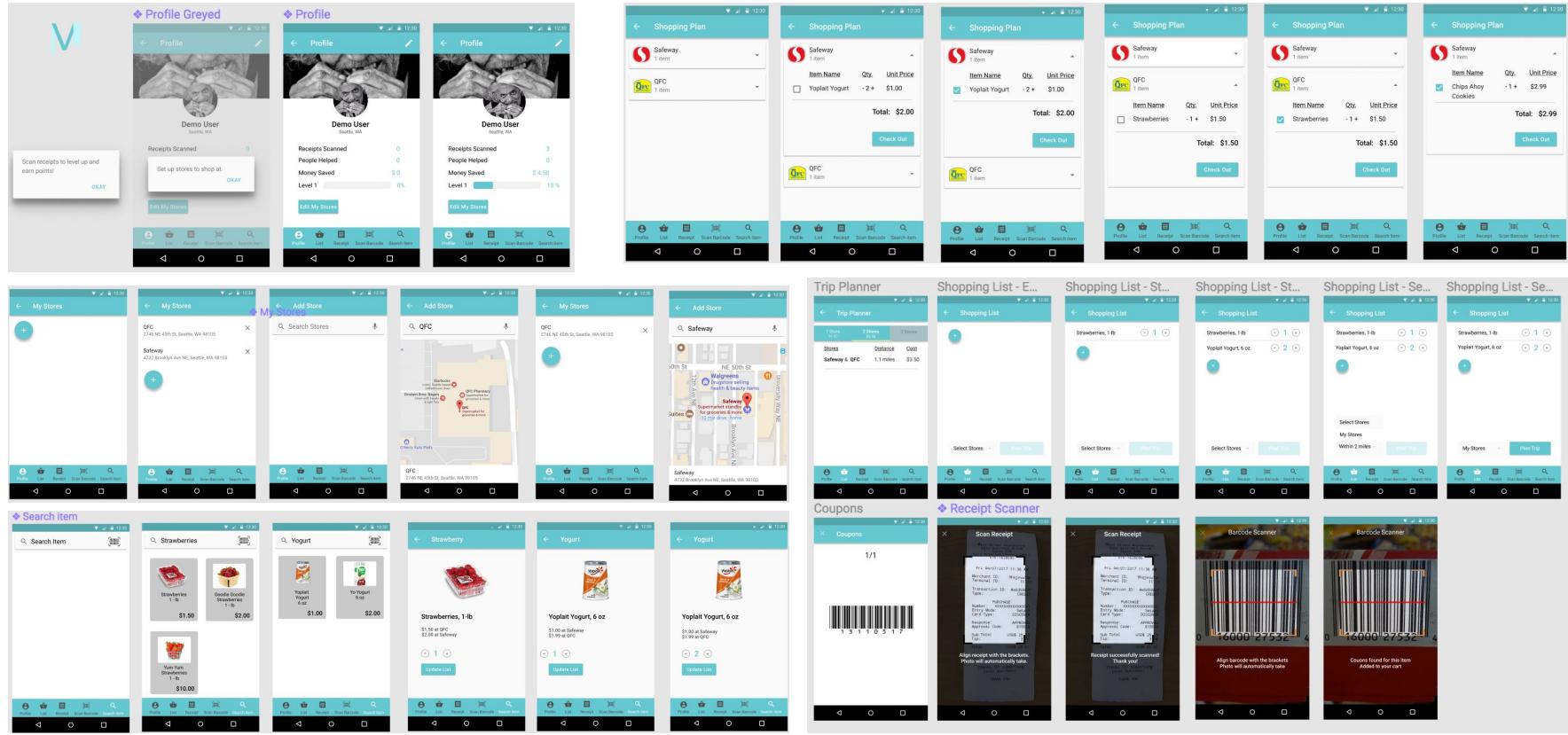


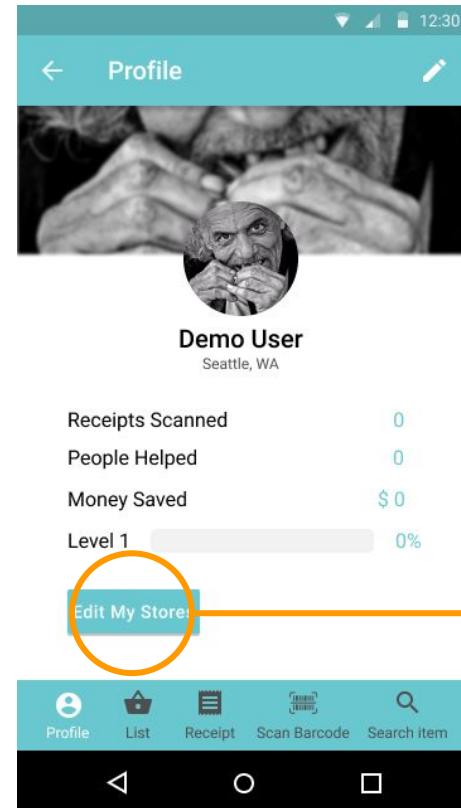


Digital Mockup

Digital Mockup |

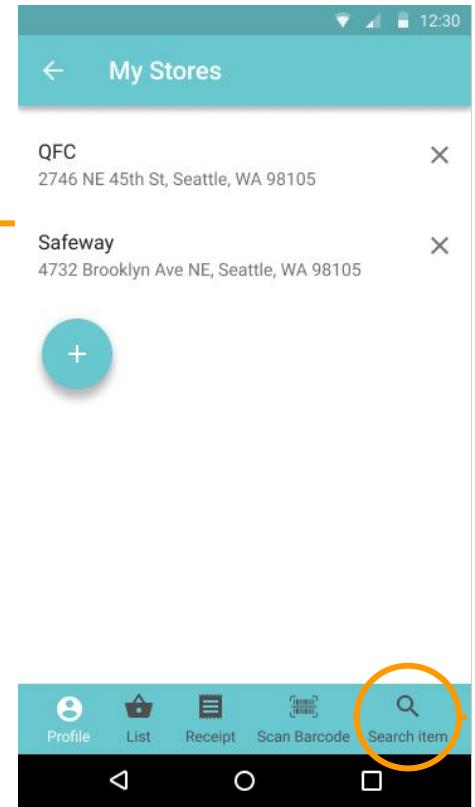
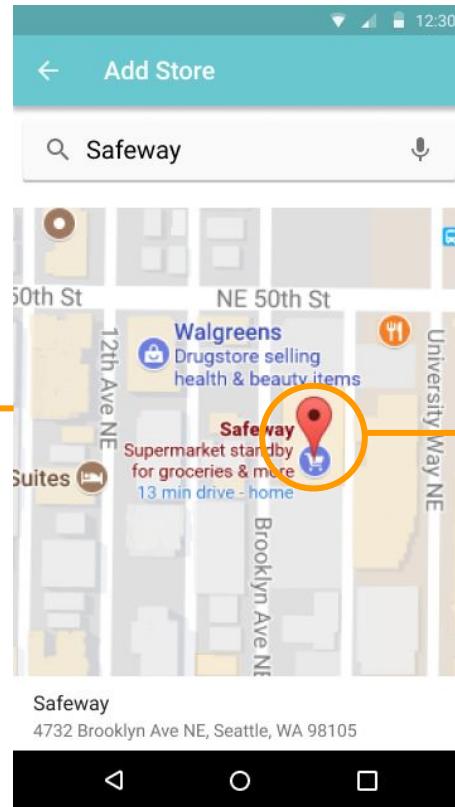
Overview





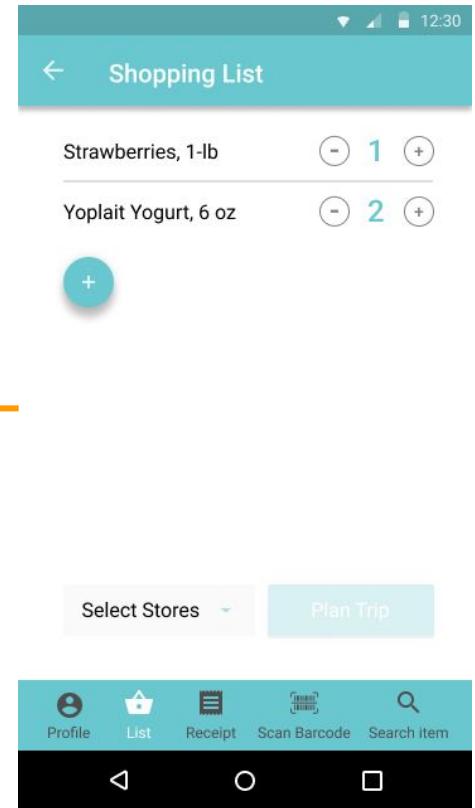
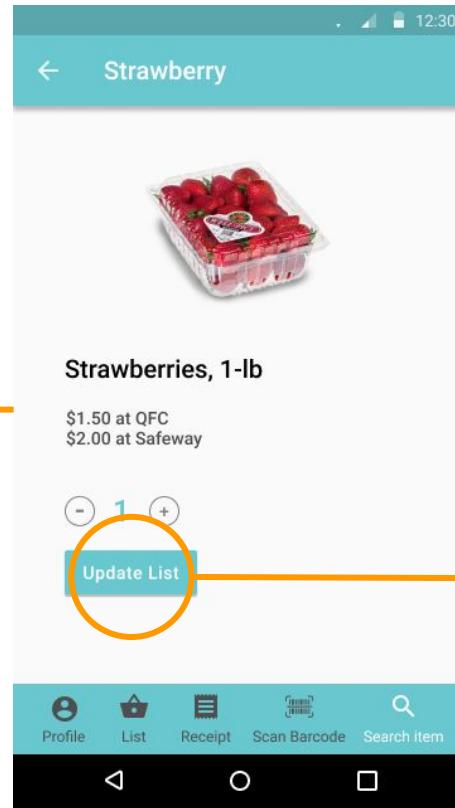
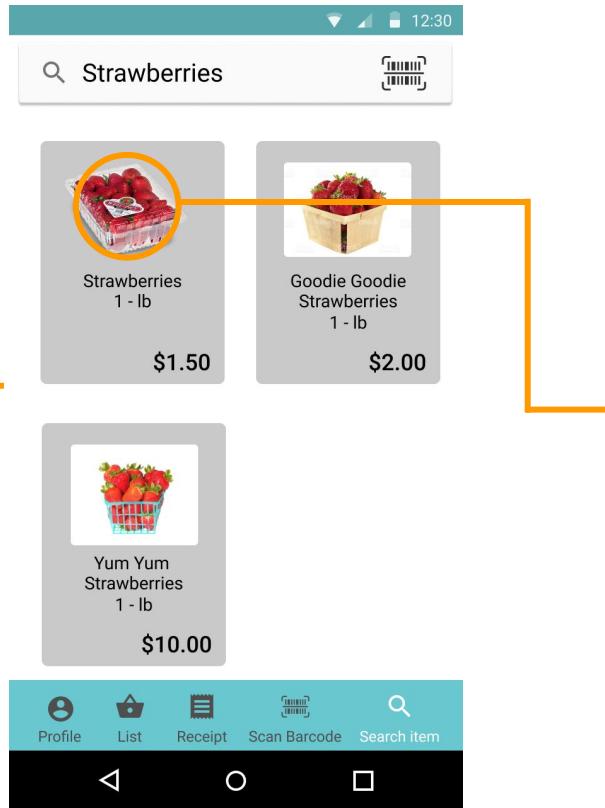
Digital Mockup |

Task 1: Price Comparison



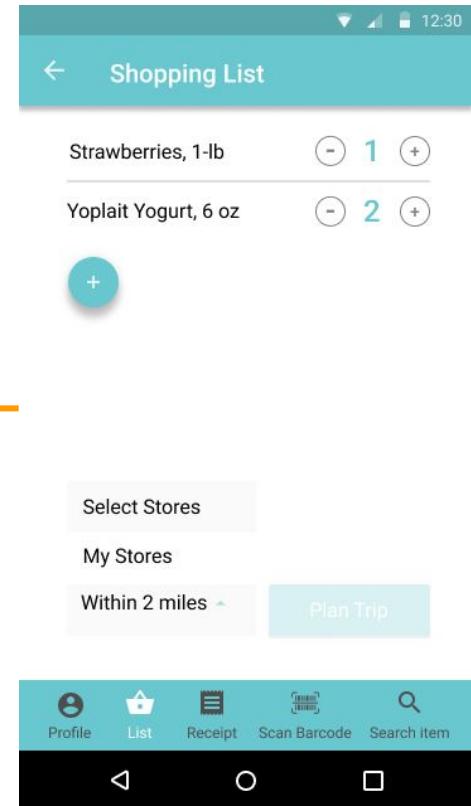
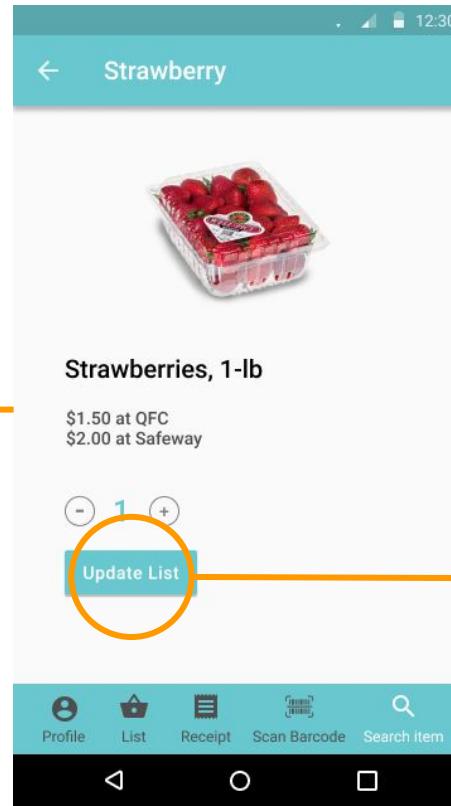
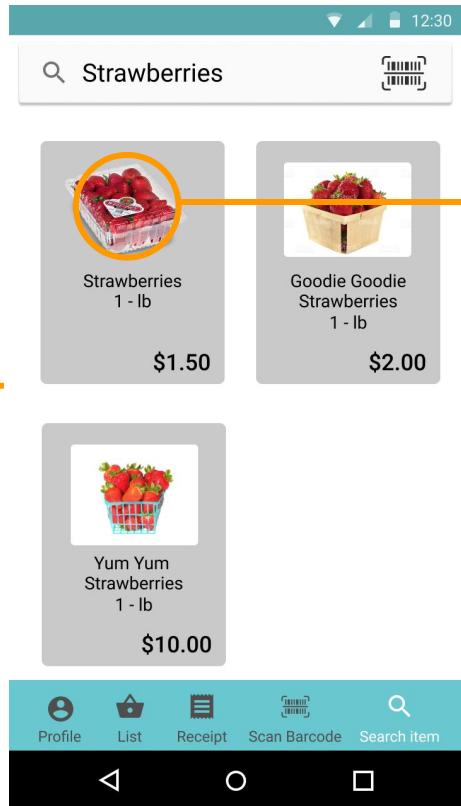
Digital Mockup |

Task 1: Price Comparison



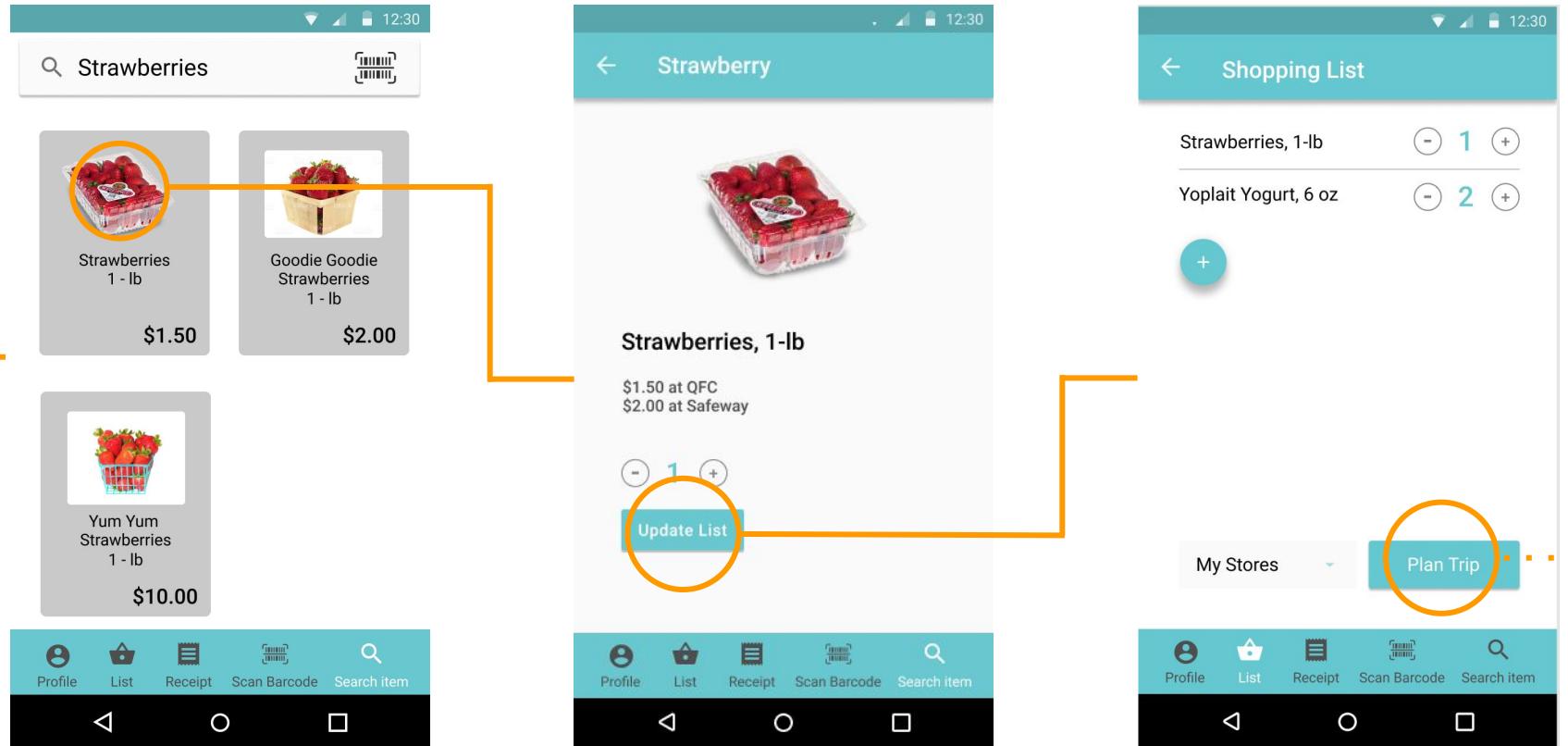
Digital Mockup |

Task 1: Price Comparison



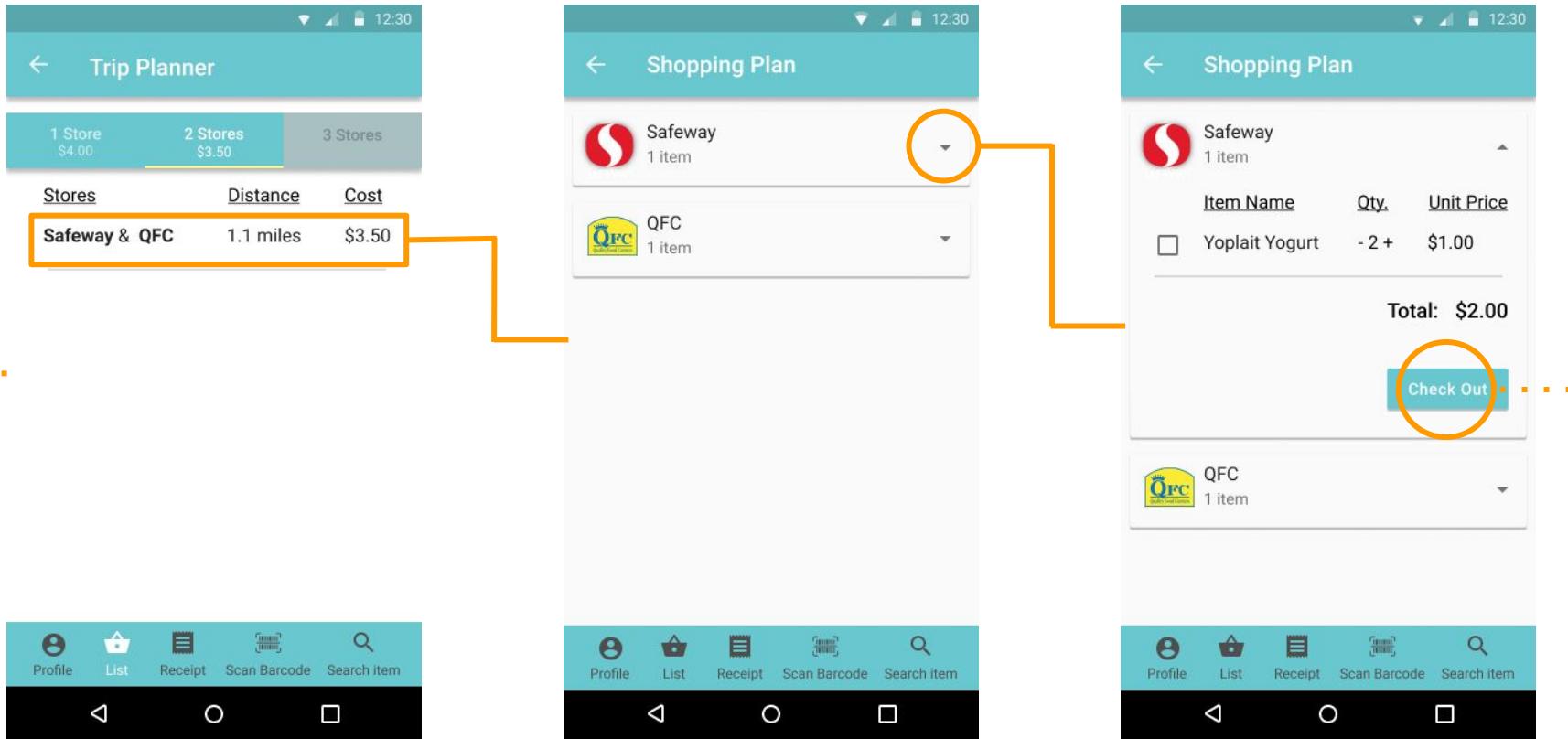
Digital Mockup |

Task 1: Price Comparison



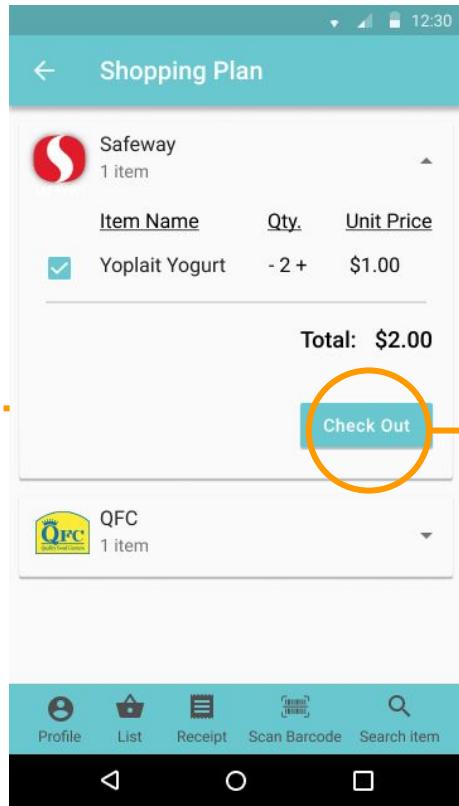
Digital Mockup |

Task 1: Price Comparison



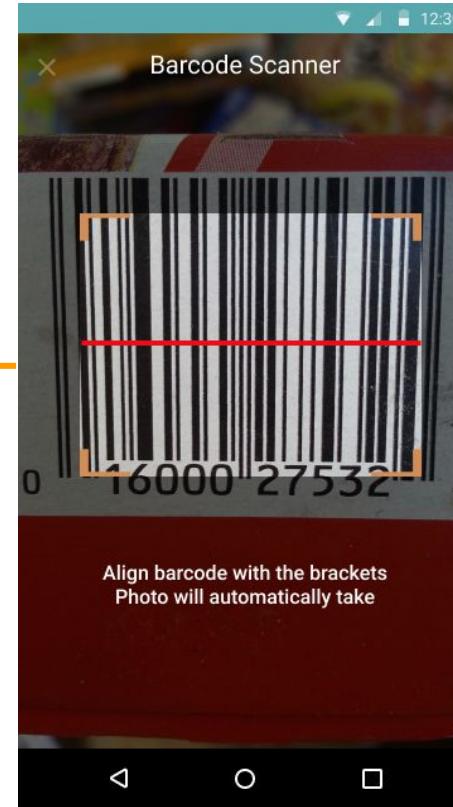
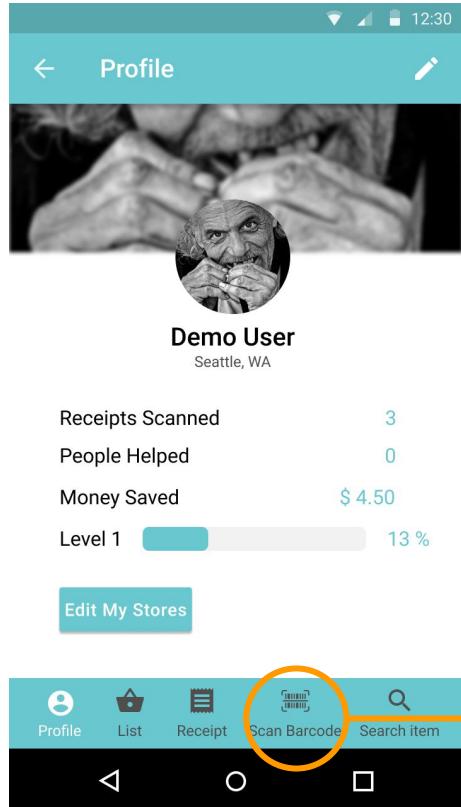
Digital Mockup |

Task 1: Price Comparison



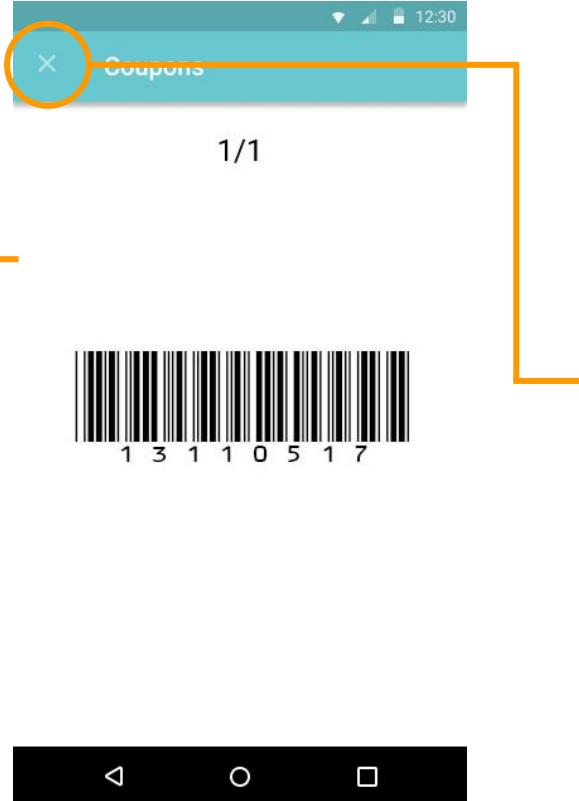
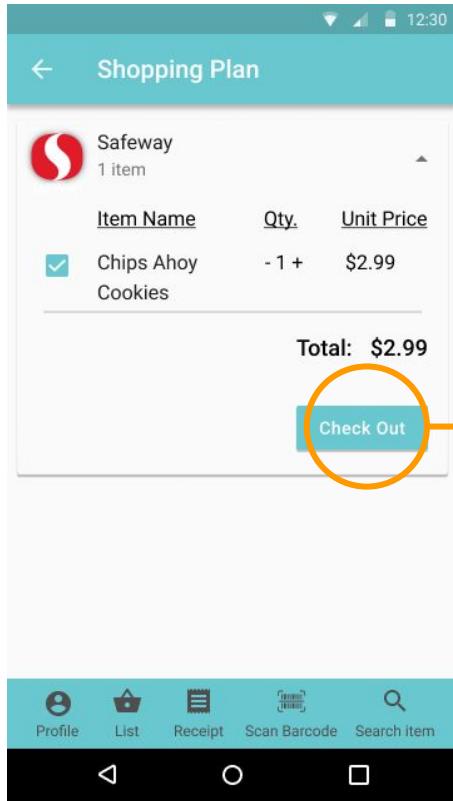
1/1





Digital Mockup |

Task 2: Finding Coupons



Lessons Learned



- It's remarkable how blind you can be to crippling issues!
- The power of throwing inexperienced users into an unfamiliar design cannot be overstated!
- Make sure you know your task scope before committing to things!
- Come to your usability tests well prepared!

Thanks!

Any questions?

