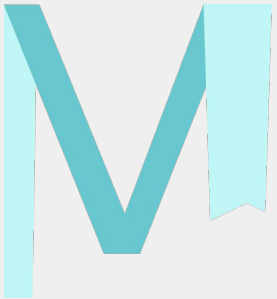
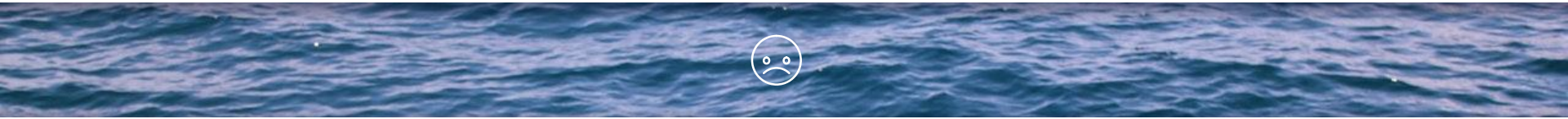


MetaGrocer

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

Shopping can take a lot of time

Design Research

Methods, Participants, Takeaways

https://www.pexels.com/photo/man-wearing-black-and-white-stripe-shirt-looking-at-white-printer-papers-on-the-wall-212286/

Contextual Analysis

Watched participants shop at grocery stores

Observed their behaviors when picking items

Interviews

Shopping preparation habits

1 Participant

3 Field Researchers

Target Audience

College students

Young adults

Recruiting

Asked our college-aged friends

- Time vs. Money
- Large one-stop stores get the business
- Young people don't seem to prepare much
- Brand loyalty isn't a major factor

6 Tasks

1.
Item price comparison between stores

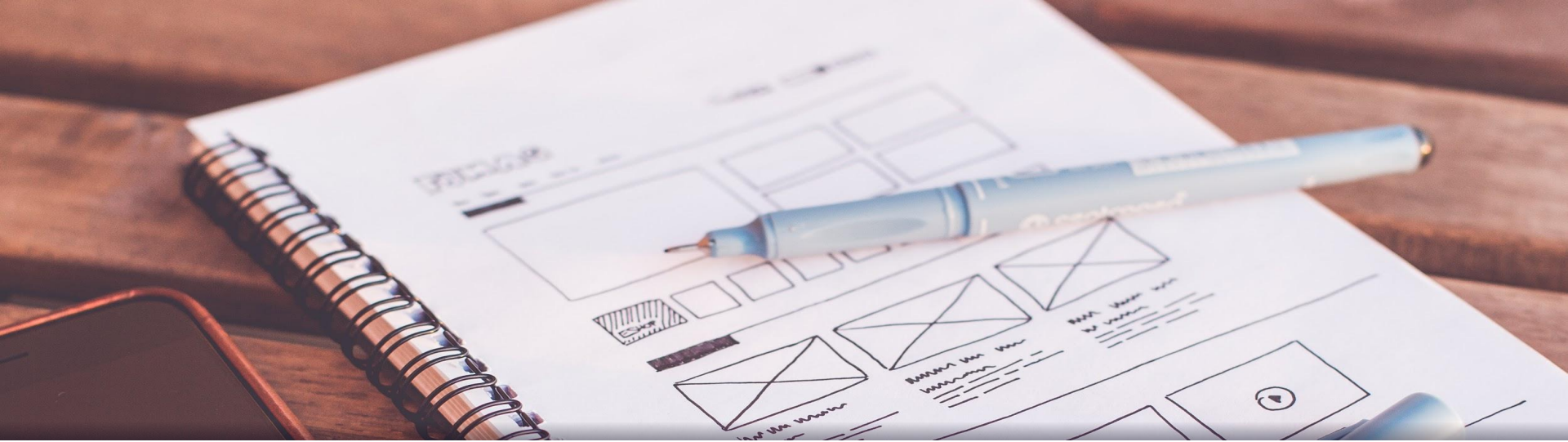
2.
Finding coupons for planned purchases

3.
Sale price to usual price comparison

4.
Fitting a shopping trip into a day's plans

5.
Determining availability of desired items

6.
Finding information about items



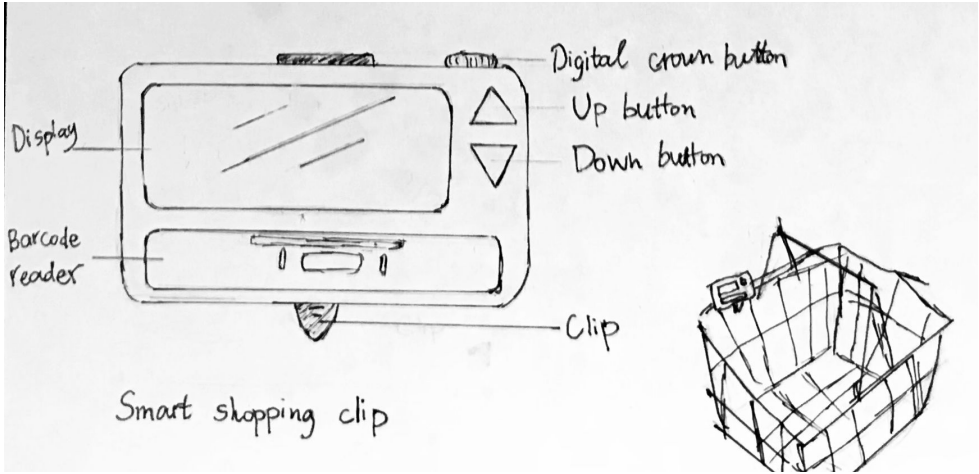
3 Design Sketches

Smart Shopping Clip + Website, Money Saving App, Time Saving App

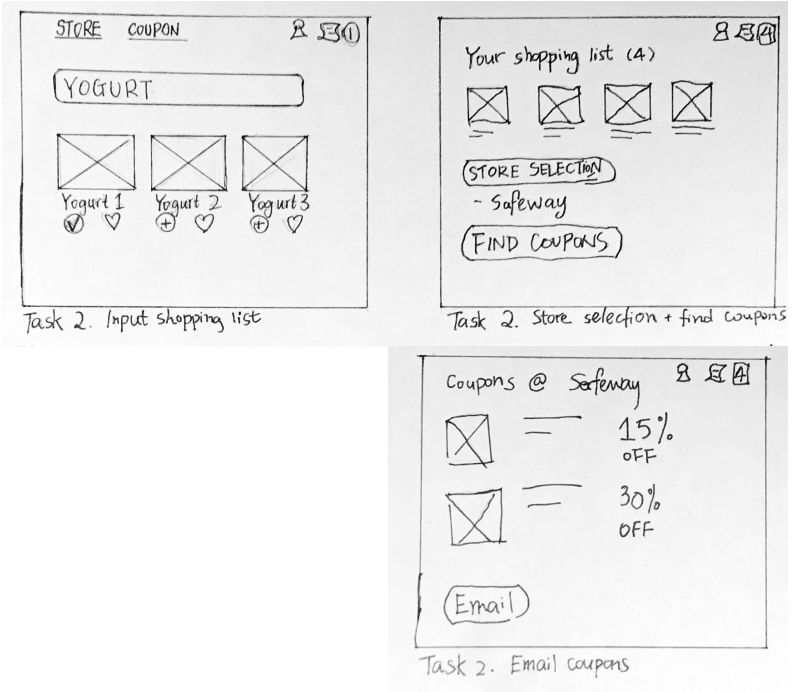
https://static.pexels.com/photos/196644/pexels-photo-196644.jpeg

Users carry the smart shopping clip with them while shopping.

Users use the website to enter information.

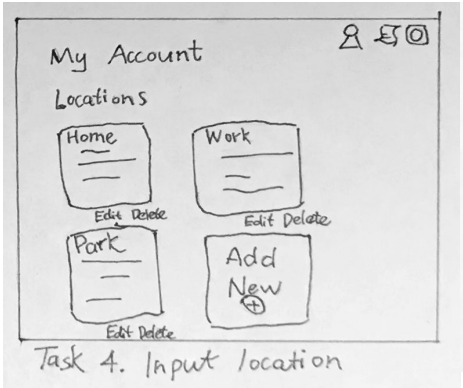


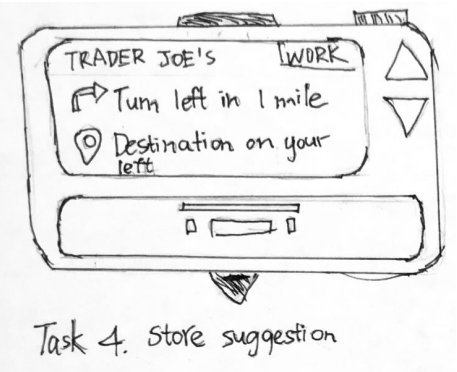
Looks for coupons for the items in the shopping lists.



Users can add destinations on the website.

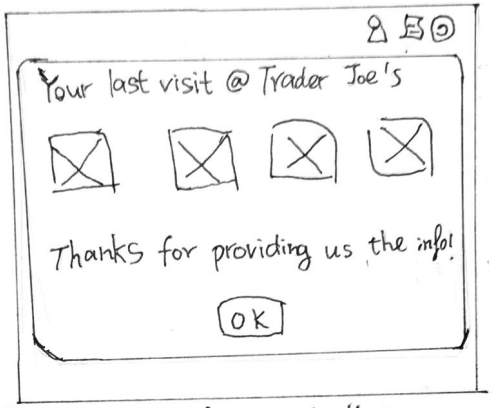
Clip tells users which store is on their way to their destination.



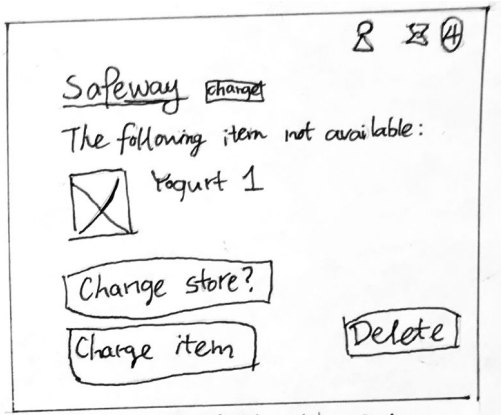


Users can provide item availability information.

Informs users what is available at which store.



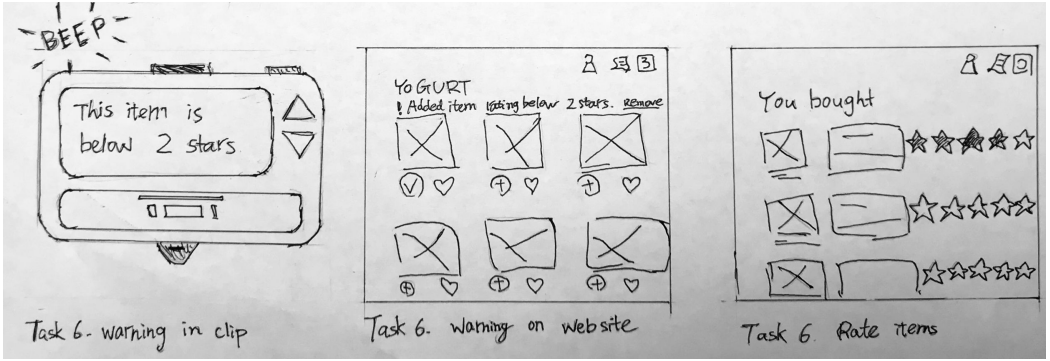
Task 5. Availability collecting



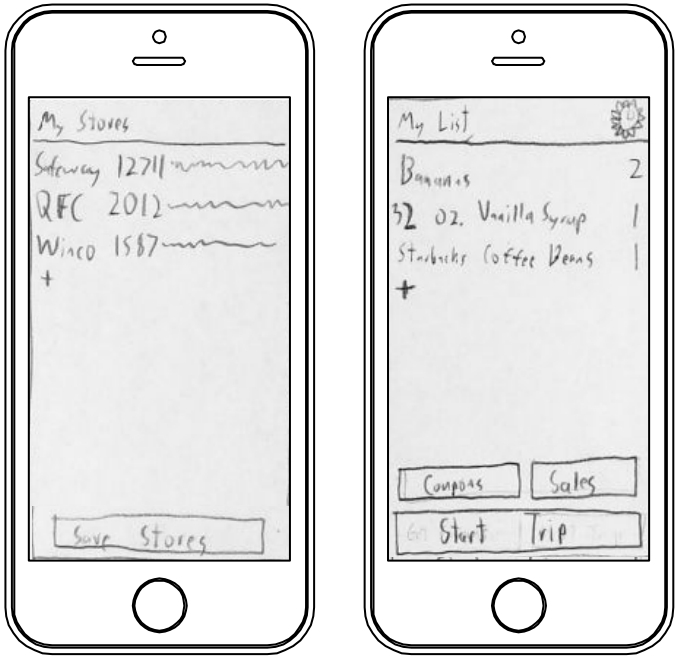
Task 5. Availability determining

Warns users if the quality of an item is low, both in the clip and on the website.

Users can rate the items they have purchased on the website.



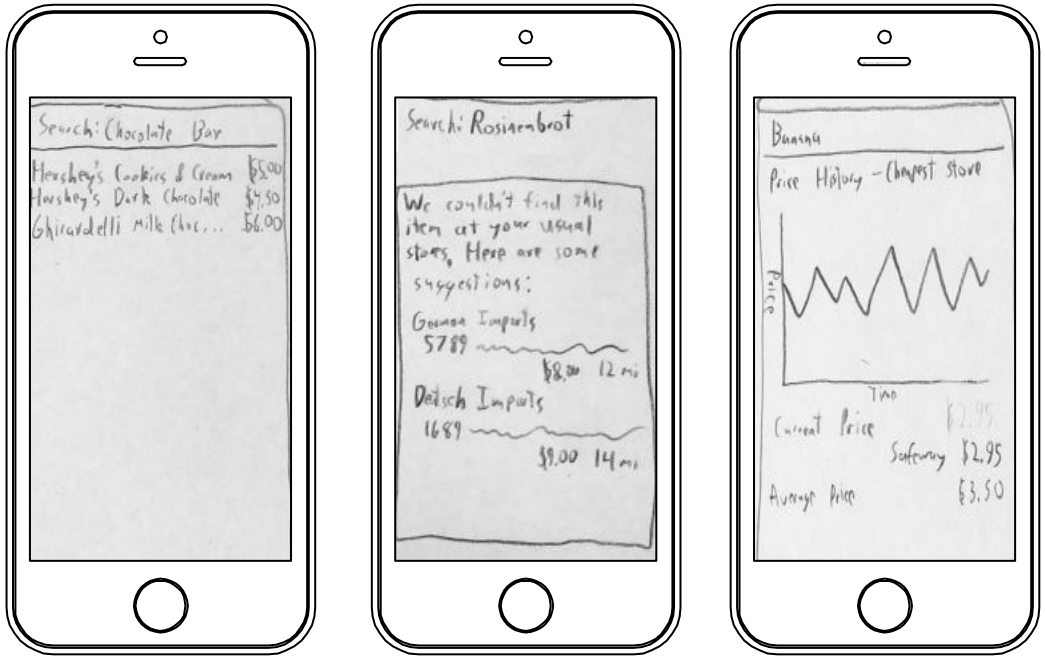
Users are prompted to add stores they are willing to shop at. A grocery list is recorded, including item type and quantity.



Stores List

A search function is used to add specific items to the list.

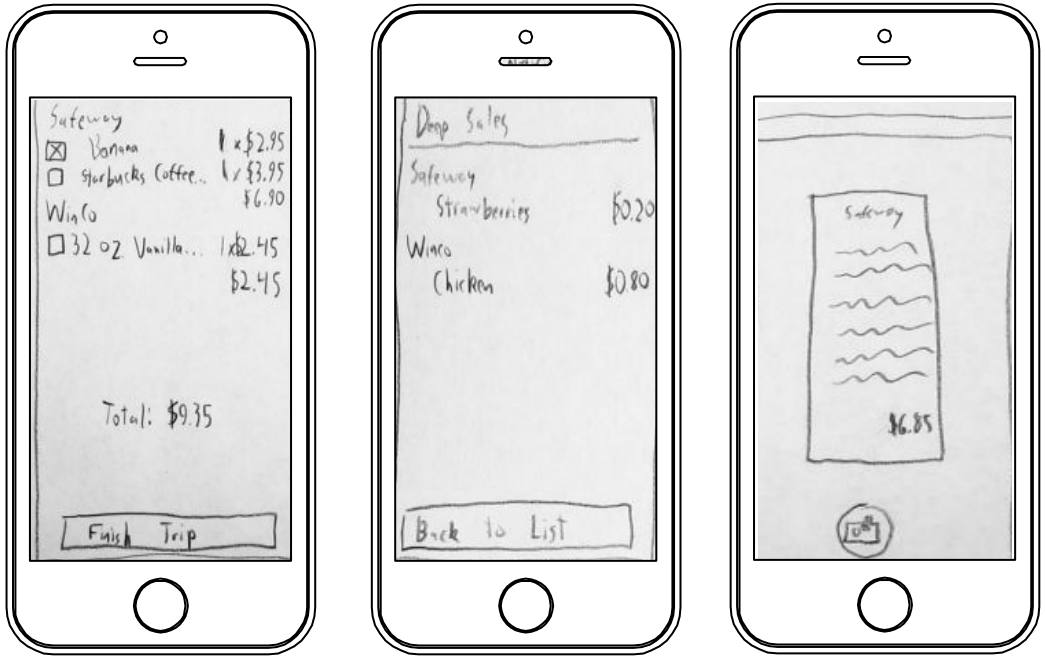
Selecting an item shows price history and statistics.



Searching Items | Unfindable Item | Item Stats

During the trip, the list is divided by store and sales are displayed.

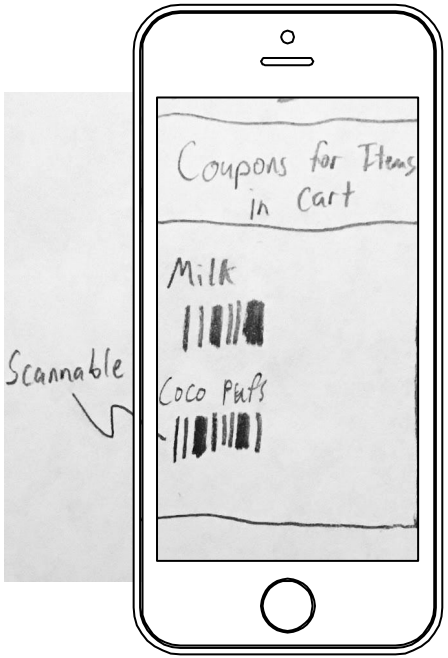
When the trip is finished, the receipt is scanned to update our data.



On the Trip | Sale Notifications | Receipt Scanning

Provides available coupons for items that have been scanned by the phone.

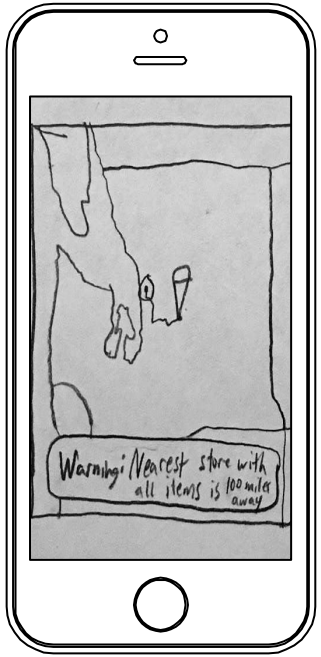
Allows users to scan the coupons at checkout to save.



Coupons

Warns users if item is far away.

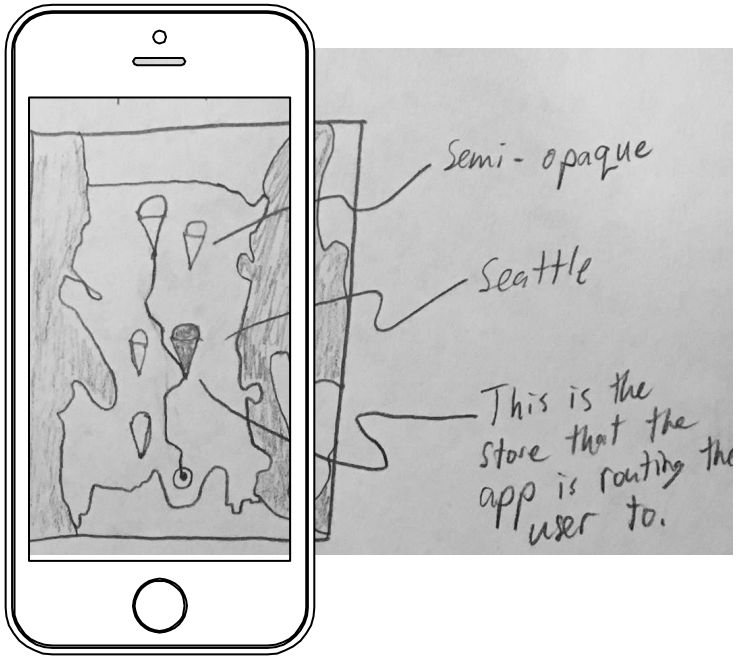
Provides location of desired item, and distance.



Availability

Shows stores on the way with needed items.

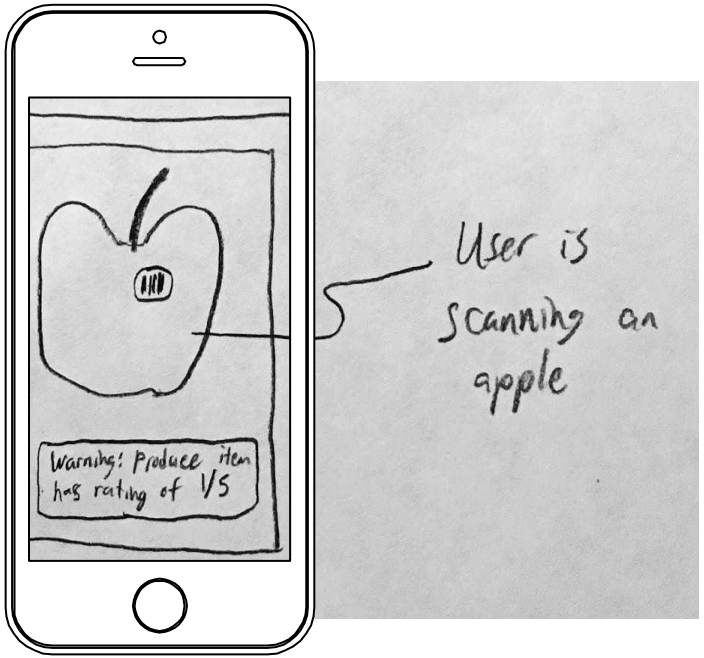
Offers multiple options to choose from.



Plan Trips

Warns if item quality is rated poorly.

Presents instantaneous feedback.



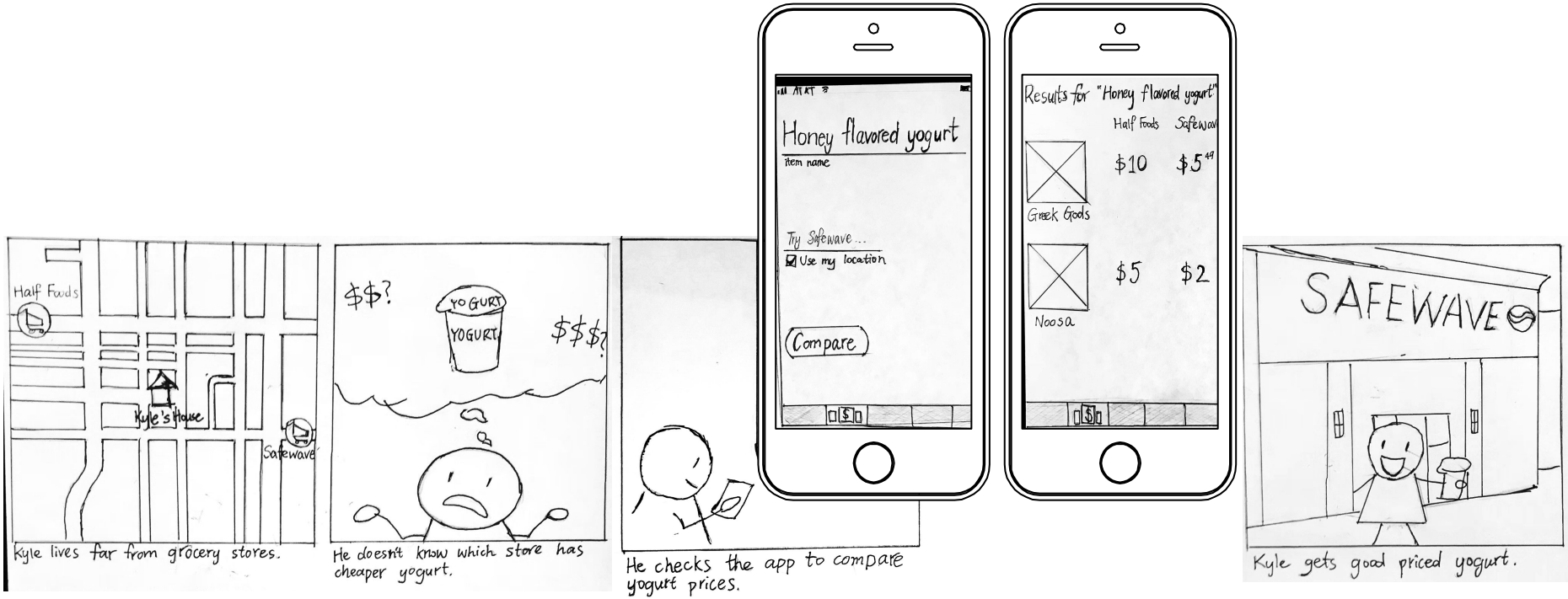
Item Info

Selected Design

Storyboards, Tasks

Selected Design | Coupon Storyboard

Price Comparison Storyboard



Summary

- Price is the largest factor influencing which brand is bought
- Focus on saving money over saving time
- Include both pre-planned and spur of the moment ways to save money

Thanks!

Any questions?

https://static.pexels.com/photos/319798/pexels-photo-319798.jpeg

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