

Final Presentation

Group 4 - Brooke, Emily, & Kayla



Landing On Grocery Shopping

- Weekly or bi-weekly activity
- Many components
- Easy to observe
- Dependent on past experiences

Observation Strategy

- Each followed two grocery shoppers
- Interviewed and observed them
- Looked for successes and breakdowns

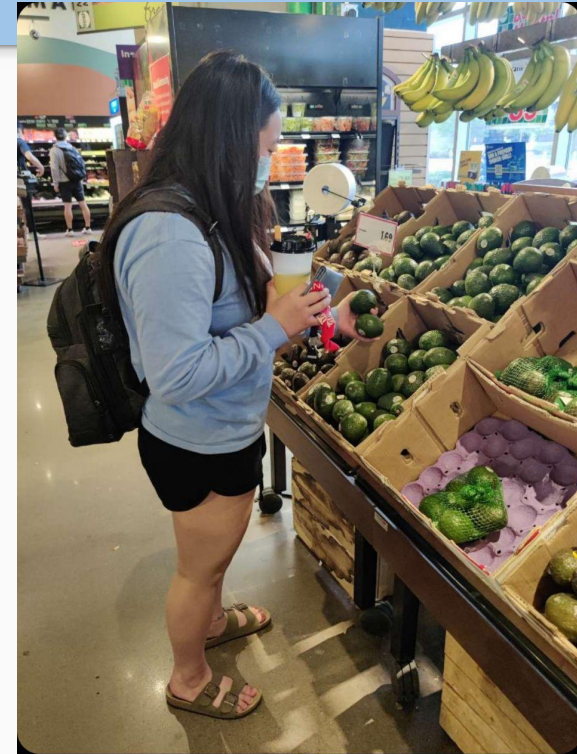


**MADISON
MARKET**



Observed Breakdowns

- Price of a single lime versus a bundle
- Length of lines
- Cart placement



Potential Observation Improvements

- Observing students at different colleges, with different grocery store availability, could have given more insight into the true problems



Defining The Problem

Point of View:

Grocery store layouts of categories, items, and checkouts should be efficient for customers.

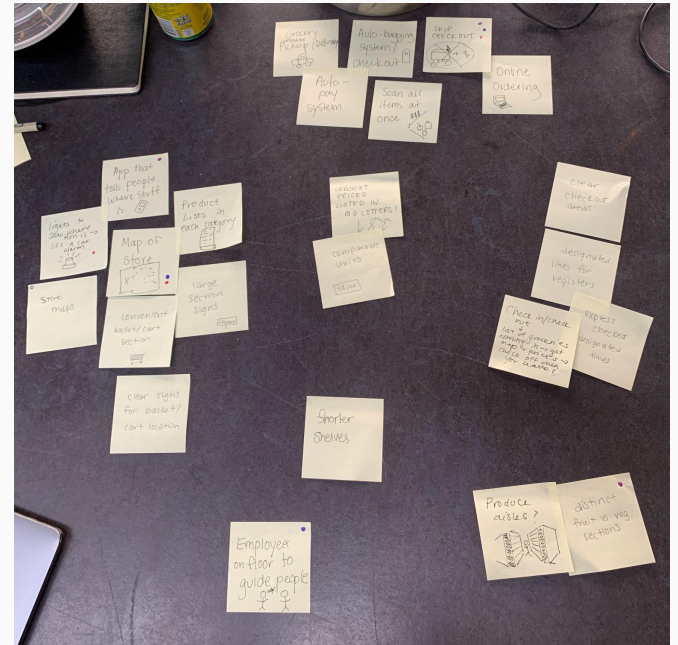
Brainstorming Design Ideas

Prompt:

How might we design an experience which makes grocery shopping easier and more efficient?

Three Final Ideas:

1. Skip checkout
2. Map of store
3. Distinct fruit vs vegetable section



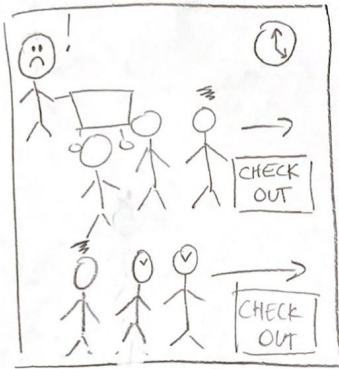
Storyboard Prototypes

Prompt:

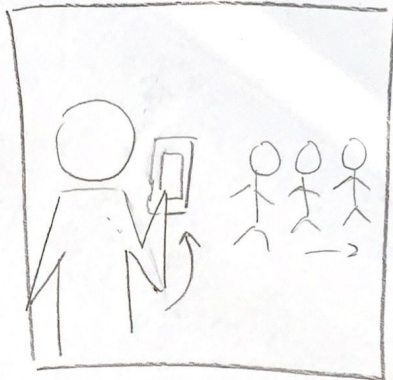
How we do make checkout, store navigation, and locating items easier for grocery shoppers?



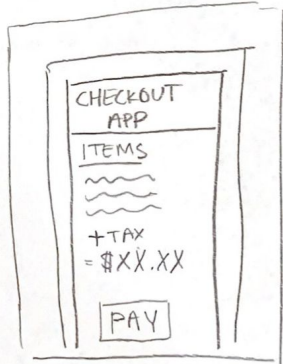
All done with shopping



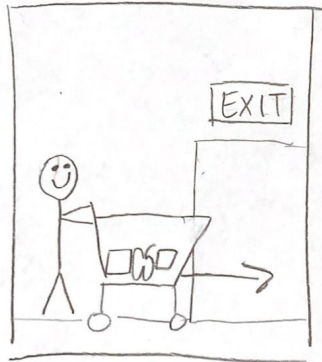
Too many checkout lines and people



Instead pull out checkout app



Quickly pay for items through phone



Skip checkout lines and leave



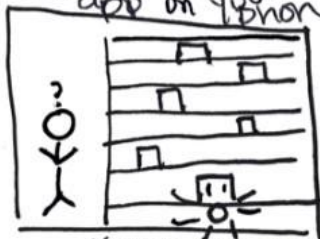
can't find peanuts
in grocery store



ability to press
a button to activate
a light under the
product



Pull out map
app on iPhone



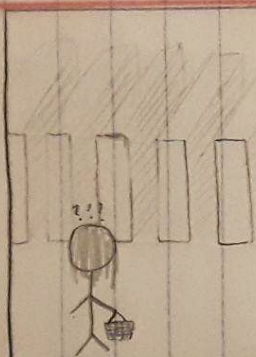
light lights
up where
item is to
indicate its
location



app displays map
with location info of you and
your item



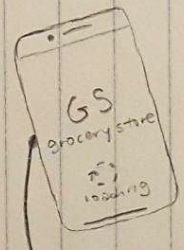
you found
the peanuts!



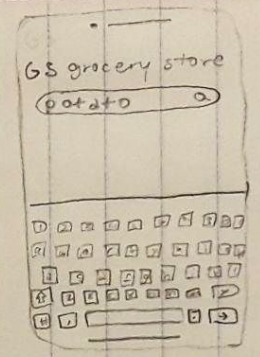
Shopper enters store and is confused on where she can find potatoes.



Shopper tries to read signs but they are blocked by other signs.



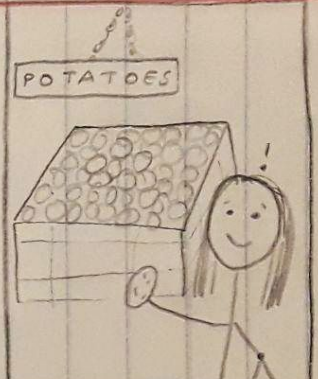
Shopper opens up the Grocery Store's app.



Shopper uses in-app search function to locate the area of potatoes.



Shopper uses directions to navigate through store.

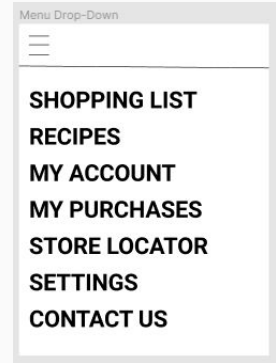
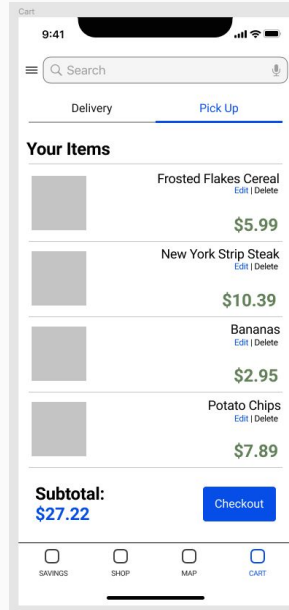
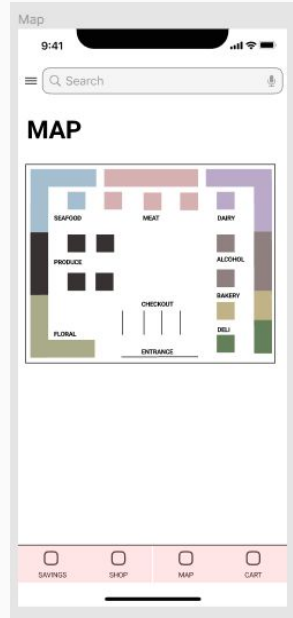
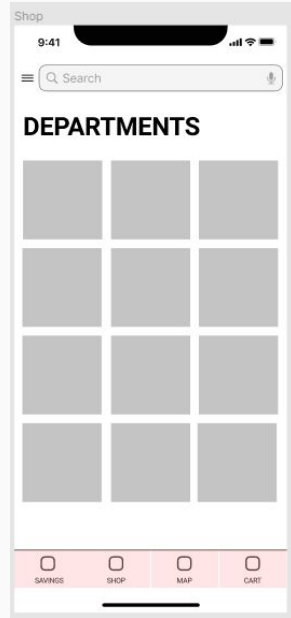
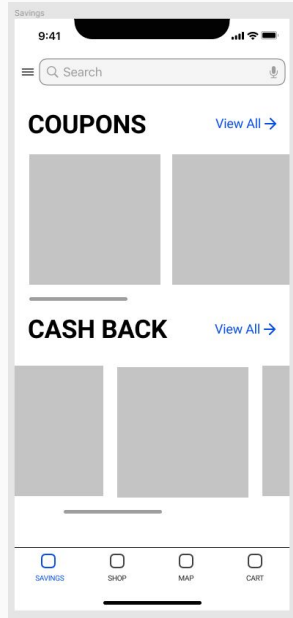
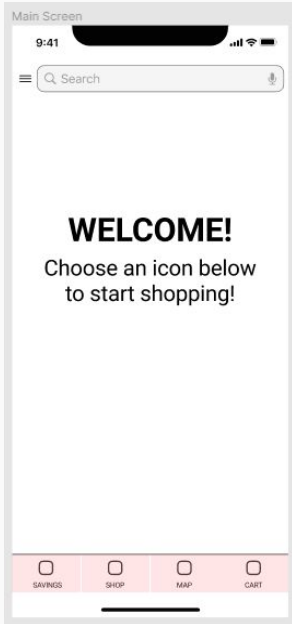


Shopper finds the potatoes she was looking for!



Paper Prototype

Wireframe Sequence



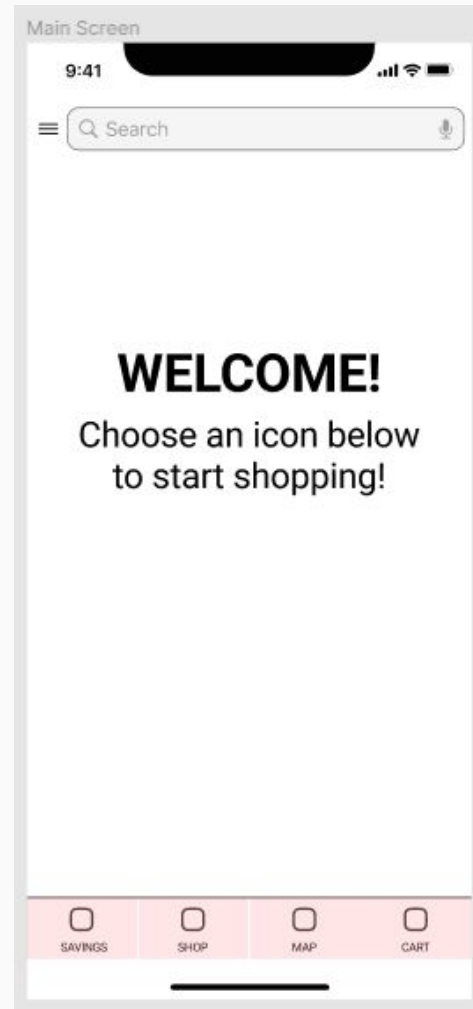
Wireframes: Main Screen

Icon bar

Search bar

Drop-down menu

Welcome message



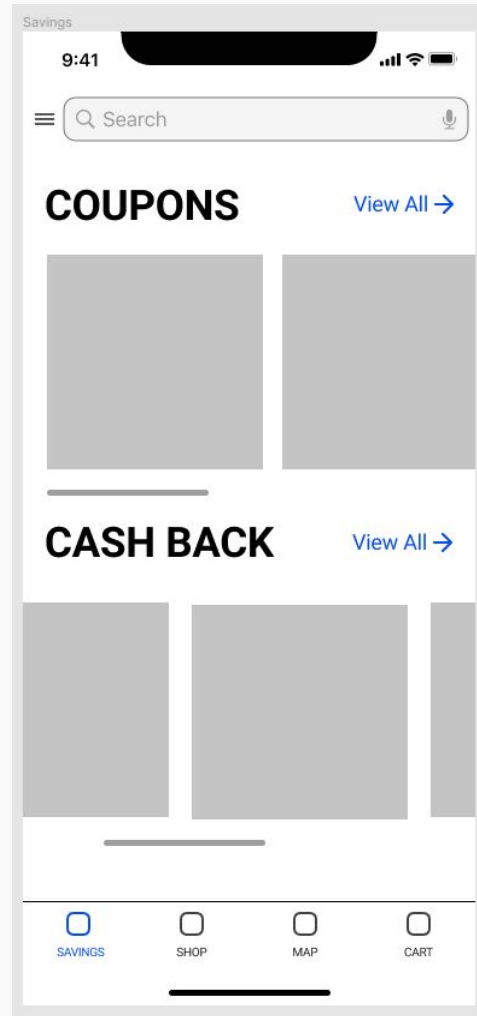
Wireframes: Savings

Coupon and cashback offers

Able to learn more by clicking the boxes

Swim lanes

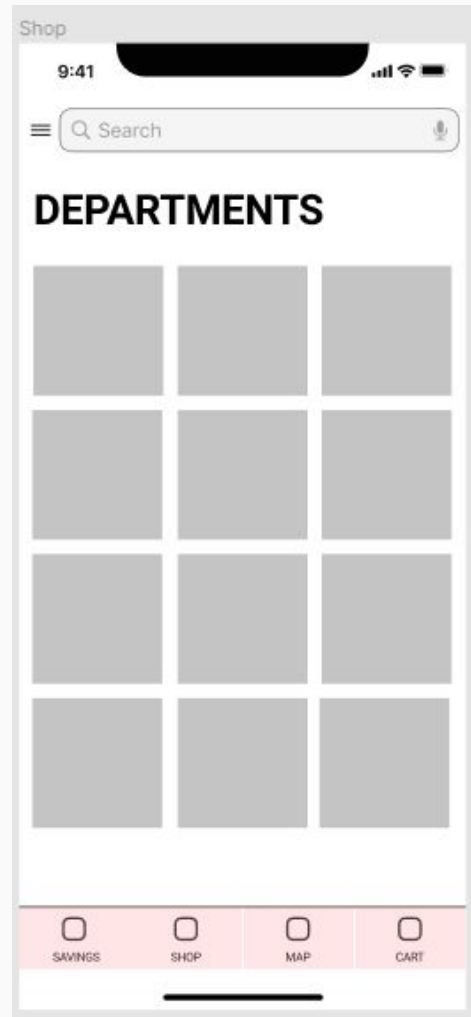
Ability to view all



Wireframes: Shop

Explore specific departments

Category labels, act as buttons

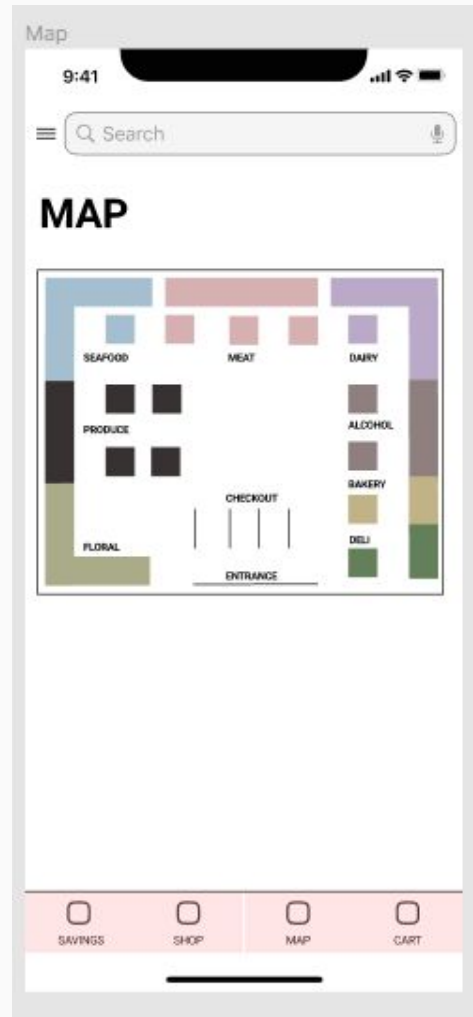


Wireframes: Map

Image

Search feature

Zoom



Wireframes: Cart

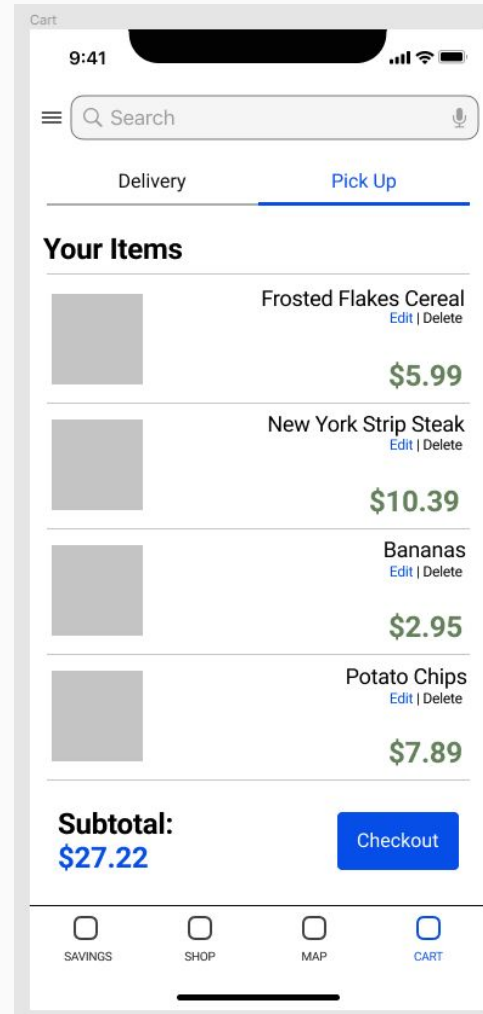
Checkout options: delivery or pickup

Scroll

Edit/Delete

View subtotal

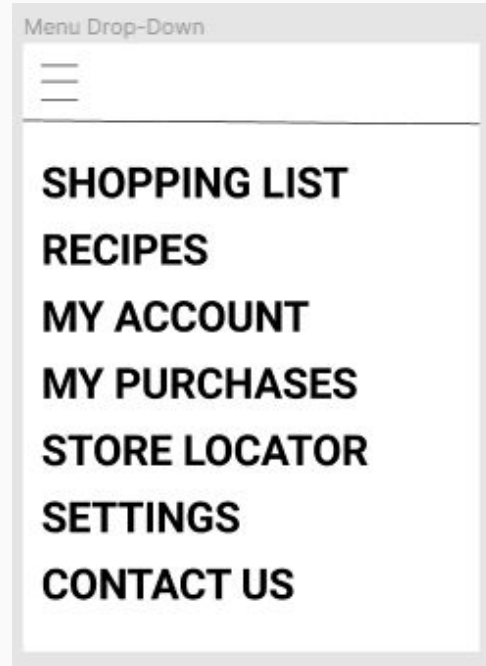
Checkout



Wireframes: Menu Drop-Down

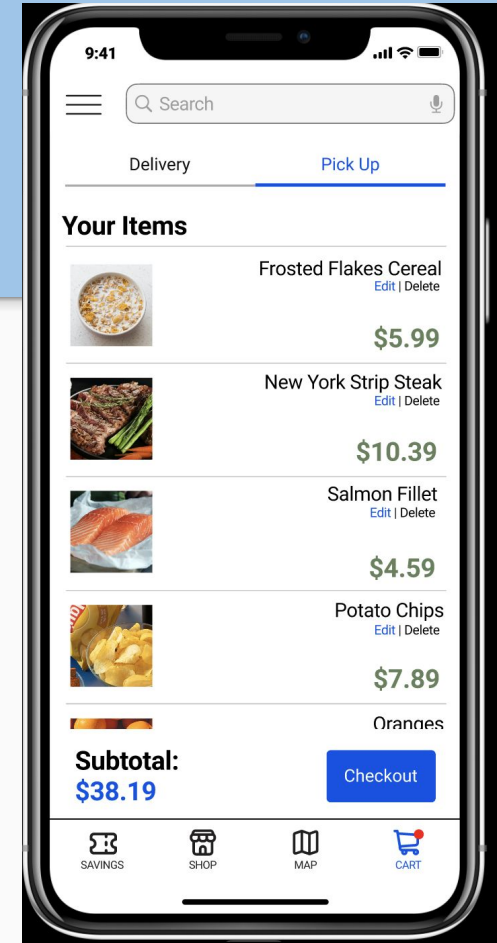
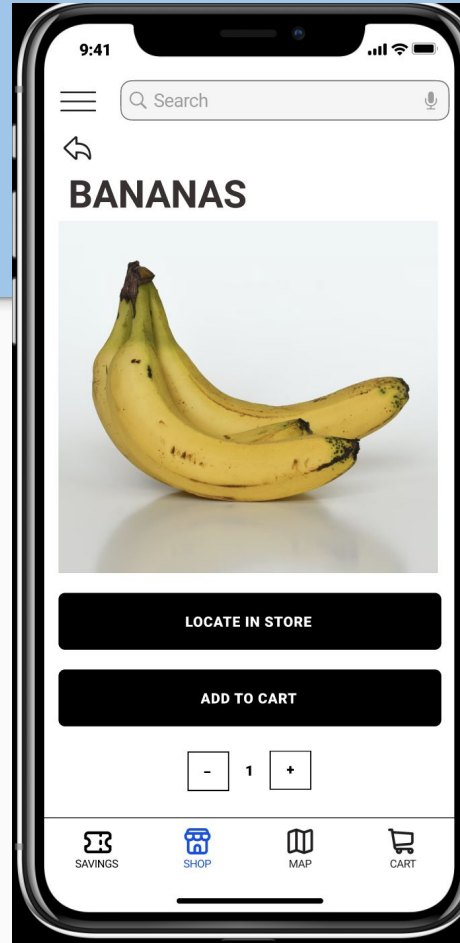
Hamburger drop-down style

Feature Labels



Final Interactive Prototype

- Final Prototype
- Visual Design Principles:
 - Unity
 - Focus
 - Balance
- Information Architecture
 - Labels
 - Search
 - Organization



Next Steps

- Expanding coupon features
- Expanding on delivery features
- POV location in store (actual image of item)

