

ECO-CERIES

The Eco-Friendly Grocery App

Problem



Solution



Presentation Overview

- Overall Problem & Solution
- 3 Representative Tasks
- Low-Fidelity Prototype Structure
- 3 Scenarios Carrying Out Each Task w/ Prototype
- Experimental Method
- Experimental Results
- Suggested Interface Changes
- Summary of Talk

Tasks

Please scan the product code



SCAN

No PRODUCT CODE? **ENTER SKU**

Please enter the SKU

Where is the SKU?

A SKU appears as a number, often paired with a bar code graphic that can be used by machines programmed to do so. Look on bottom or back of object.

SUBMIT

Ecoceries

MY ACCOUNT



Scanned Item:
Fingerling Potatoes

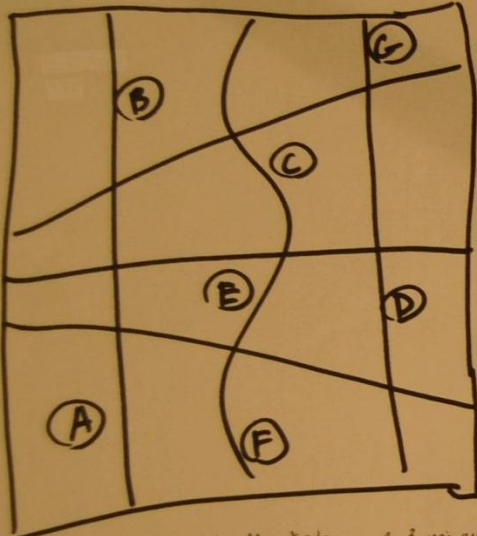
This product has traveled 34.6 miles and has used 5.6 gallons of fuel to get here.

Other places to get this product:

- ① Whole Foods \$3.29/lb
0.3 mi away
Get Directions
Fuel Used: 2.3 gal
- ② University District Farmer's Market \$3.50/lb
0.4 mi away
Get Directions
Fuel Used: 0.5 gal

Tasks

Stores in Your Area



- Ⓐ Ballard Farmer's Market
★★★★ see reviews
Open Wed (9am - 3pm)
0.3 mi away
Get Directions
See Vendors
- Ⓕ Whole Foods
★★★★ see reviews
Open Now
0.4 mi away
Get Directions
- Ⓖ University District Farmer's Market
★★★ see reviews
Open Sat (9am - 2pm)
0.9 mi away
Get Directions
See vendors

U-District Farmer's Market Vendor List

- ① Alm Hill Gardens
Organic veggies, herbs, berries, flowers
Open all year
- ② Anderson Acres
Apples
Open Oct - Nov
- ③ Appel Farms
Cheddar, quark, gouda
Open Mar - Nov
- ④ Belle Epicureaan (Belle's Buns)
Baked Goods
Open Mar - Nov
- ⑤ Blang's Garden
Veggies & cut flowers
Open May - Nov

Alm Hill Gardens

Alm Hill Gardens was started in Seattle in 1982. We don't use pesticides so our veggies are 100% organic!

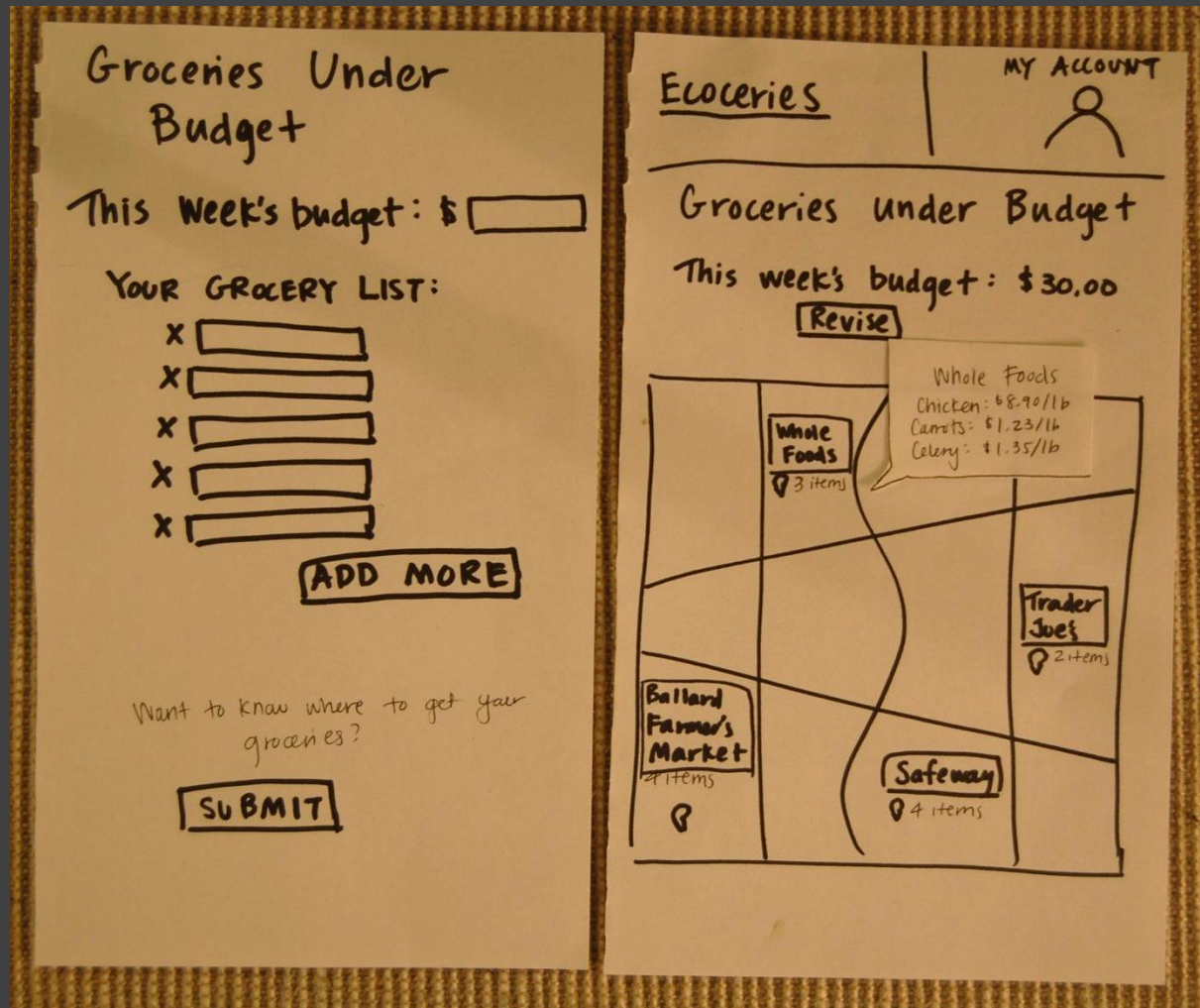
Website: www.almhillgardens.com

News Feed:

10/26/11 - _____

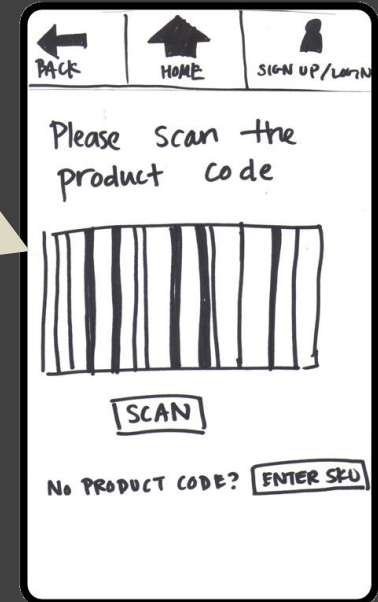
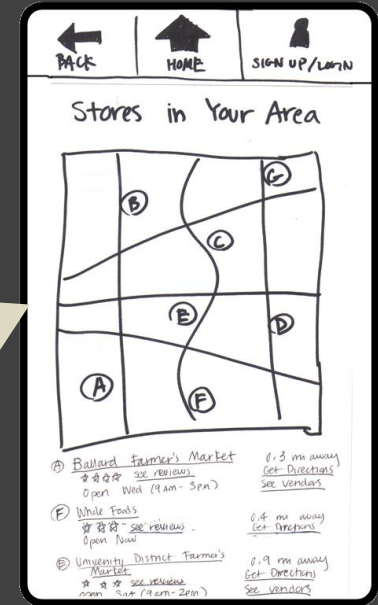
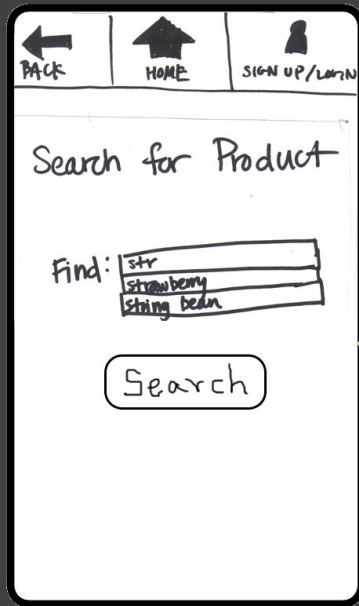
10/22/2011 - _____

Tasks

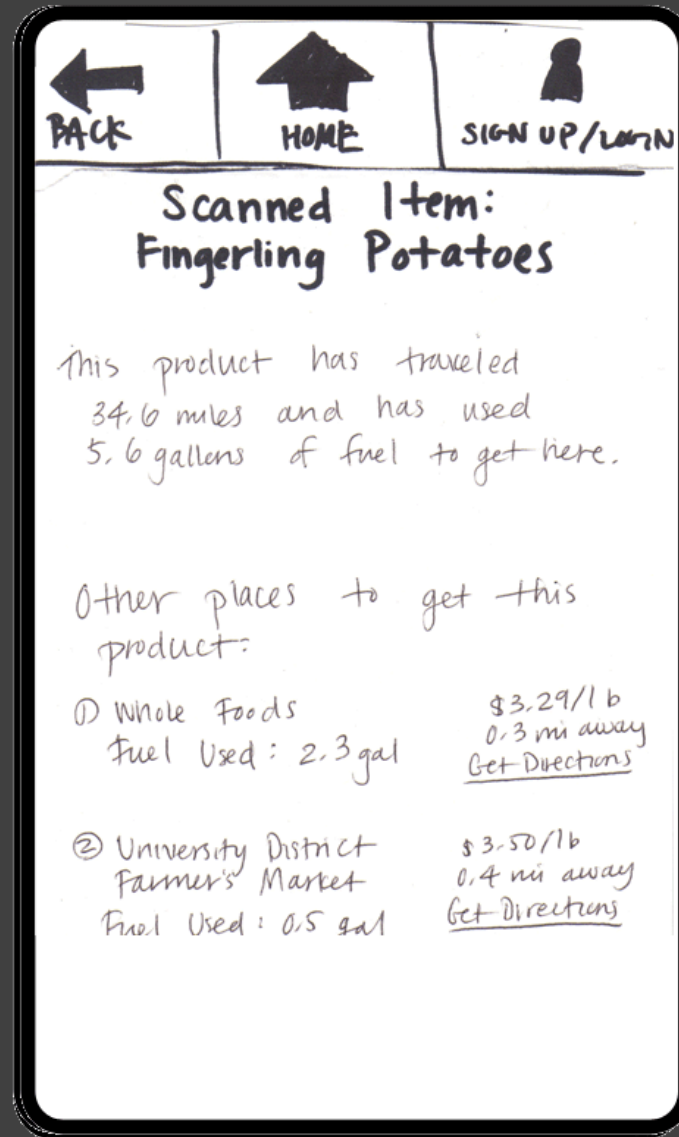


Hard | Find an Optimal Grocery List Based on the User's Weekly Grocery Budget

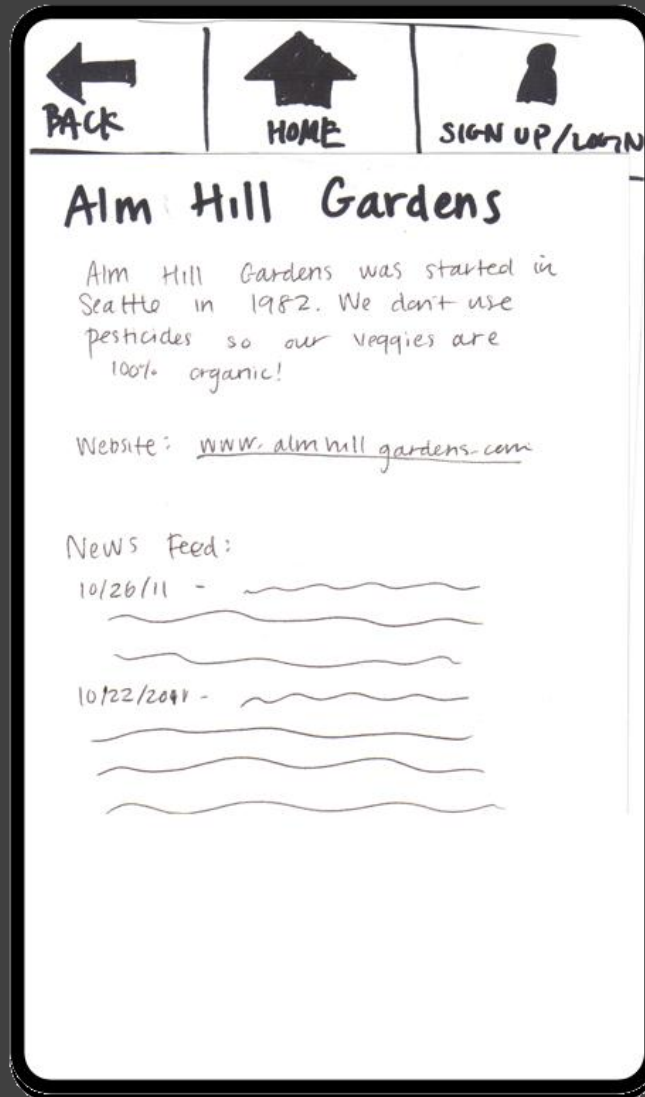
Prototype Structure



Scanning and Checking Information on a Product



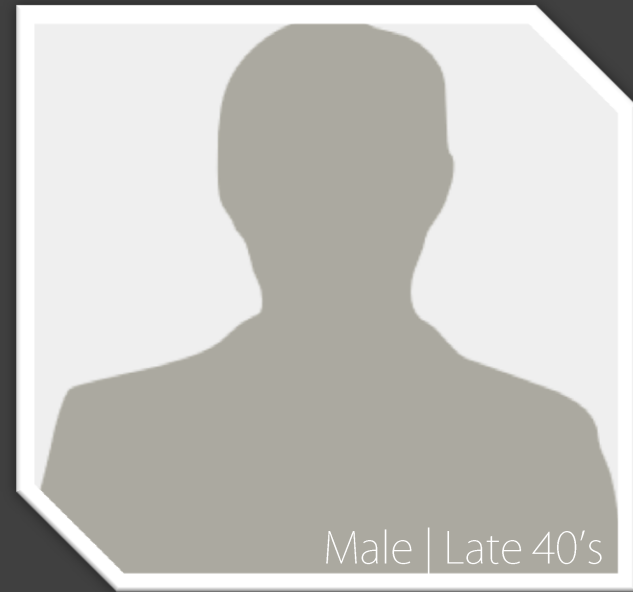
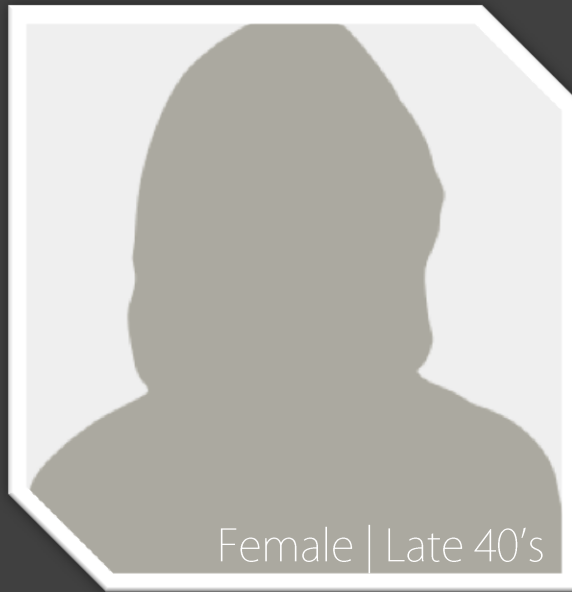
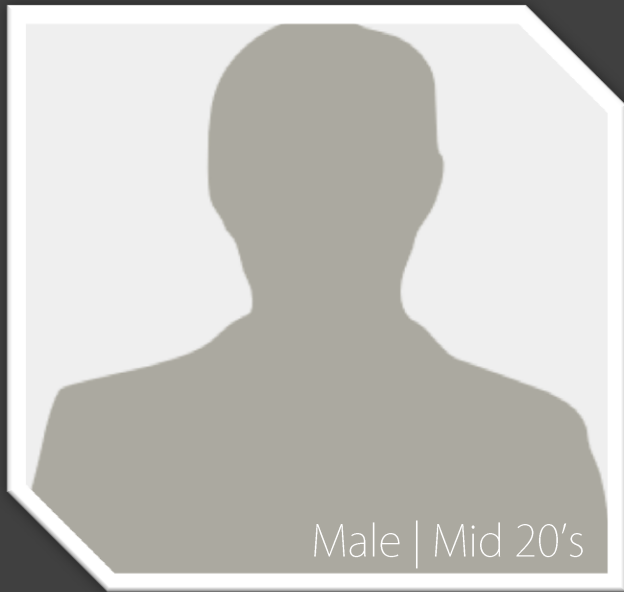
Find Information on a Vendor from a Farmer's Market



Create a Grocery List Based on the User's Weekly Grocery Budget



Experimental Method



Experimental Results

Sign Up/Log In



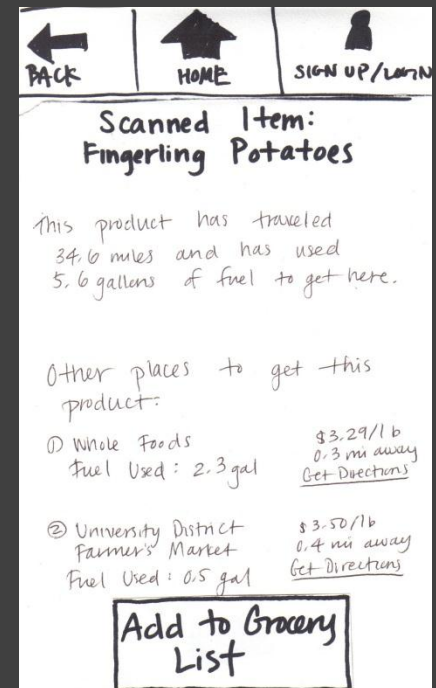
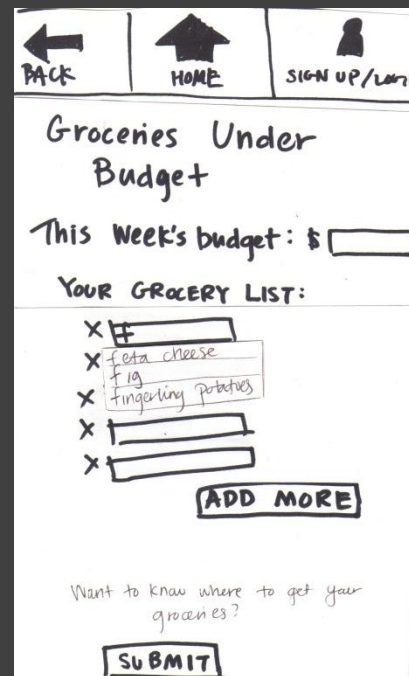
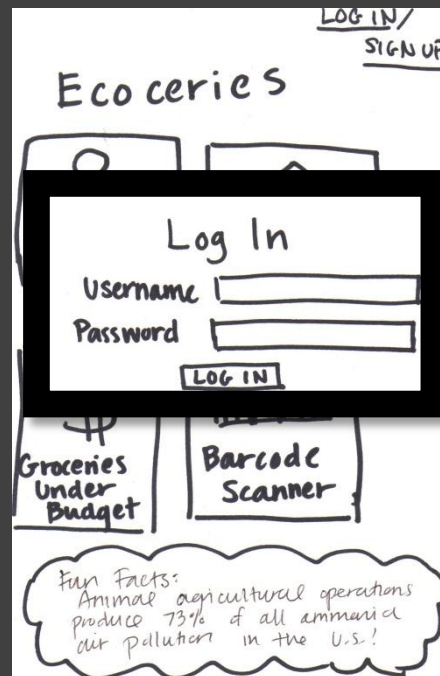
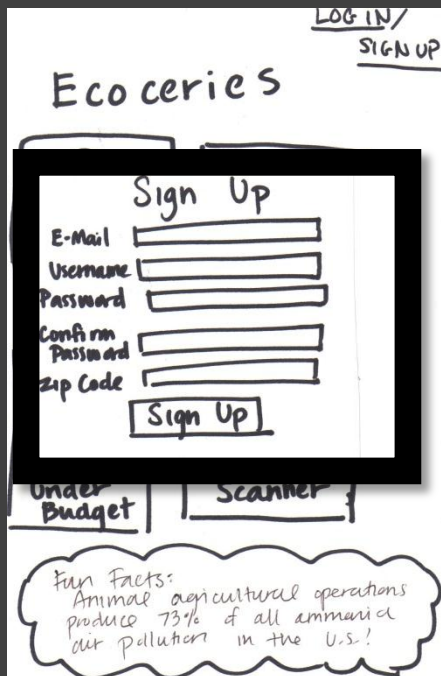
Back Button



Search Products
and Add to List



Suggested Revisions



Summary

- Transition to scenarios
- Lots of things we didn't pick up on from user's perspective



THANK YOU