Pro Shopper

Huy Dao  Roy McElmurry  Priya Vaidyanathan
Problem

- Incomplete shopping list
- Choosing Items in the Store is Challenging
- Comparison Shopping is Time Consuming
- “Impulse Buy” When Item is On Sale
- Hard to Navigate Store Efficiently
Pro Shopper

- Mobile companion app
  - Efficient route planner
  - Smart product locator
  - Quick product comparison
  - Tailored to your preferences

- Highlights the best deals
  - Automatically include store promotions & coupons
Representative Tasks

**Easy**
- Find the product that is the best priced to buy.
- Given the list of items in your shopping list find a way to get around the store efficiently
- Find an item not already on your shopping list

**Medium**
- Find where the specific product you wish to buy is located in the store/shelf

**Hard**
- For an item in the shopping list, find the product that is the best priced and doesn't contain certain ingredients you are allergic to (example: Nuts, Gluten, etc)
Low Fidelity Prototype
**PRO SHOPPER**

**QUALITY BAR**

**WHOLE WHEAT BREAD**

- **NO CORN SYRUP**
- **NO MSG**
- **NO PEANUT**

- **ORGANIC**

**SETTINGS**

**PREFER**

- Organic
- Made in USA
- Real Sugar

**AVOID**

- Corn Syrup
- MSG
- Peanut

**MISC**

- ✓ Automatically apply coupons
Usability Testing
Testing Procedure

• Provided overview for participants
  • Provided background on Interface
  • Inquired about their grocery shopping habits

• Asked & encouraged them to share their thoughts out loud during tasks

• Prevented testing bias
  • Prototype designer and evaluator did not overlap
    • 1 person designed the paper prototype
    • 2nd person ran the study to capture feedback objectively
Design Evolution

Contextual Inquiry Results
• Framed problem we were solving
  • Make comparison shopping easy
  • Help users make informed decisions
  • Make it quick & efficient to find items in the store

User Study Results
• Refined interface based feedback
  • Provided an add item affordance from the list view
  • Improved sort order of products.
  • Included ingredients list in product details
UI Revisions

Available Bread

- Wonder Bread: $0.79
- White Bread: $0.89
- Whole Wheat: $0.99
- Nine Grain: $1.29
- Famous Bread: $2.35

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List

Mop
UI Revisions

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**Pro Shopper**

**Quality Bar**

**Whole Wheat Bread**

- No Corn Syrup  ✓
- No MSG  ✓
- No Peanut  ✓
- Organic  ✓

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**Whole Wheat Info**

**Locate on Shelf**

**Quality Bar:**

- [ ]
- [ ]

**Ingredients:**

1. 
2. 
3. 
4. 
5. 
6. 

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**List**  |  **Map**
Interactive Prototype
Screenshots
Pro Shopper

Locate Nine Grain

Here you would hold your camera up to the shelf where you think Nine Grain is and Pro Shopper would use augmented reality techniques to help you find what you are looking for. :)

Pro Shopper

Store Route

- = You
- = Item
- = Fav

entrance

exit
Summary

• Chosen project was useful for learning about HCI
• Scope too broad at the beginning
• Techniques learnt from this class help us refine our thought process