

MetaGrocer

Optimize your grocery shopping trip

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Overall Problems



Local stores are often overlooked

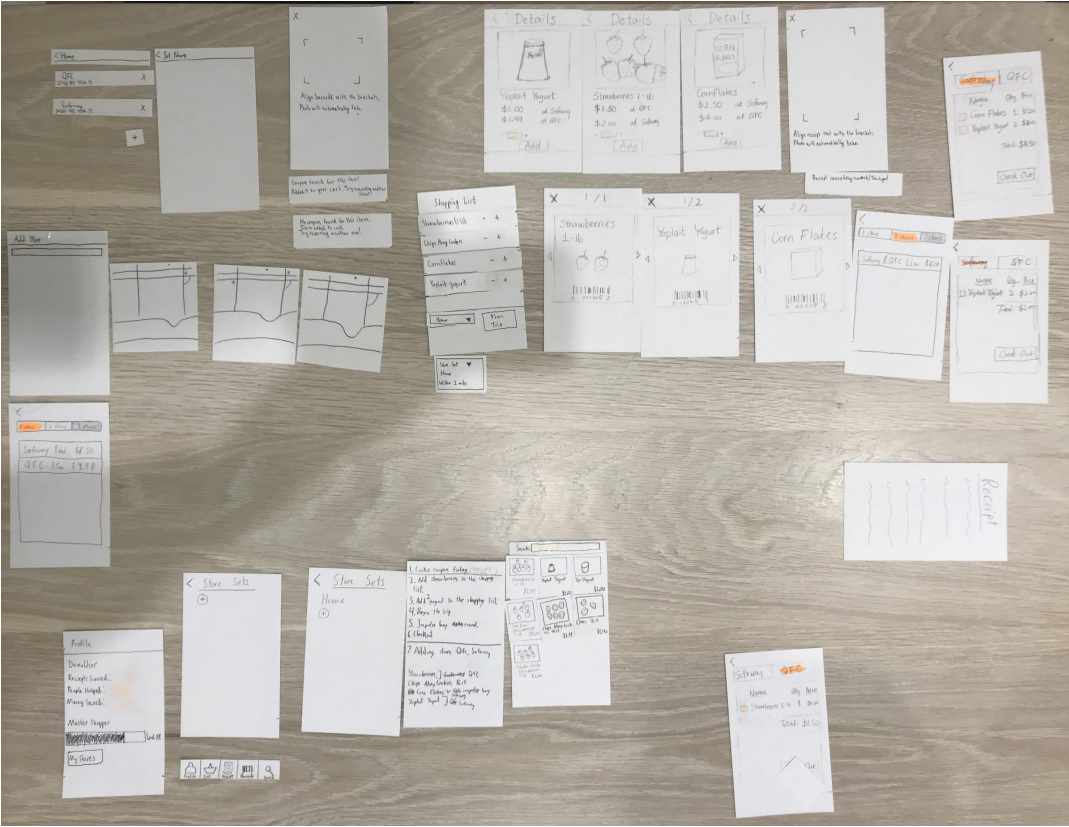
Prices can change regularly, and sales may not always be honest

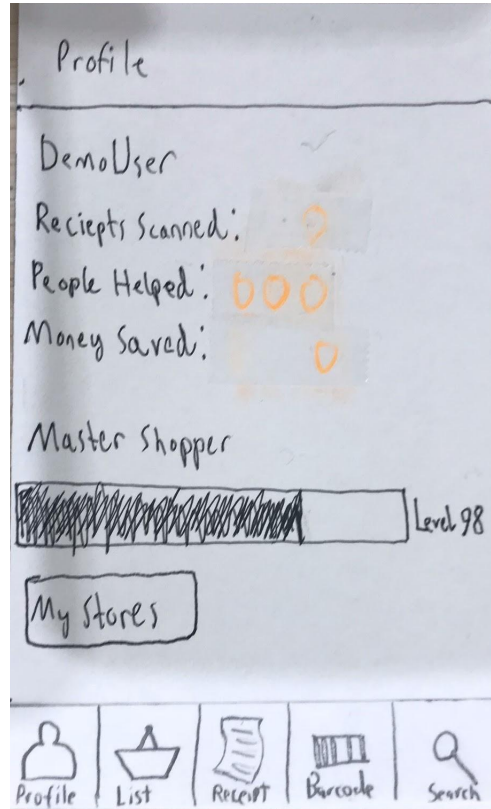
Price comparison between stores is time consuming

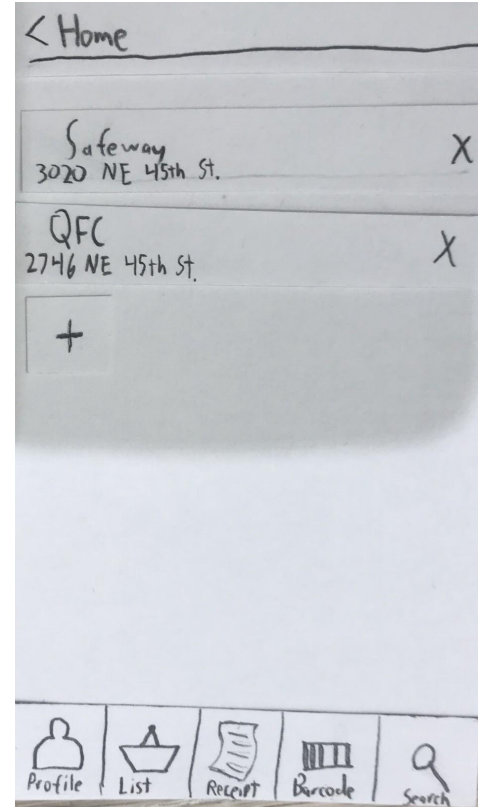
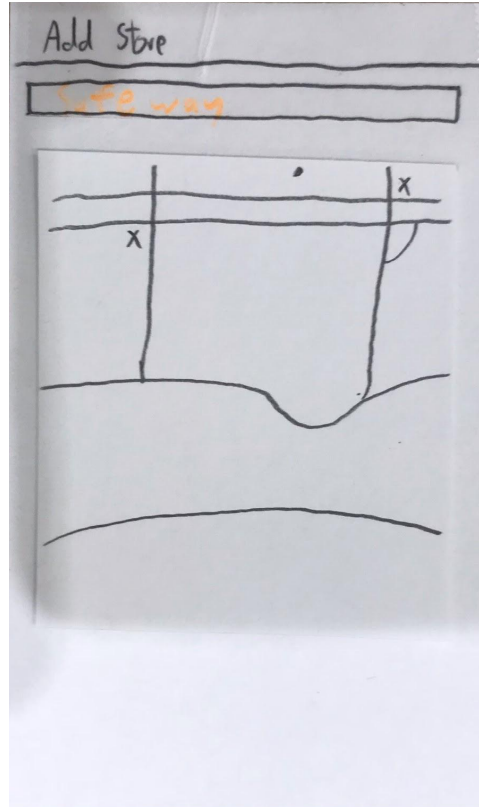
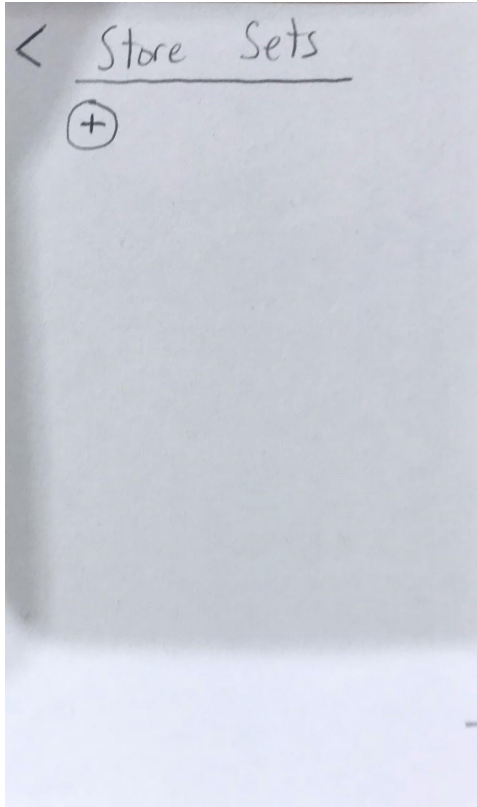
Saving money often means spending time



Initial Paper Prototype

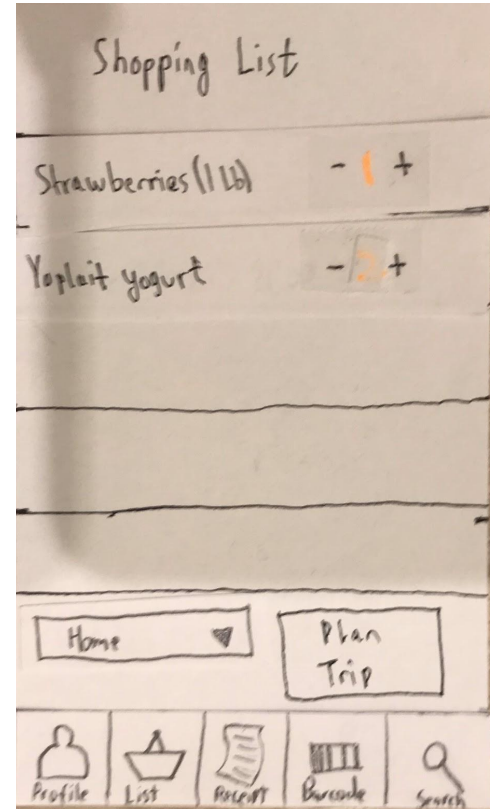
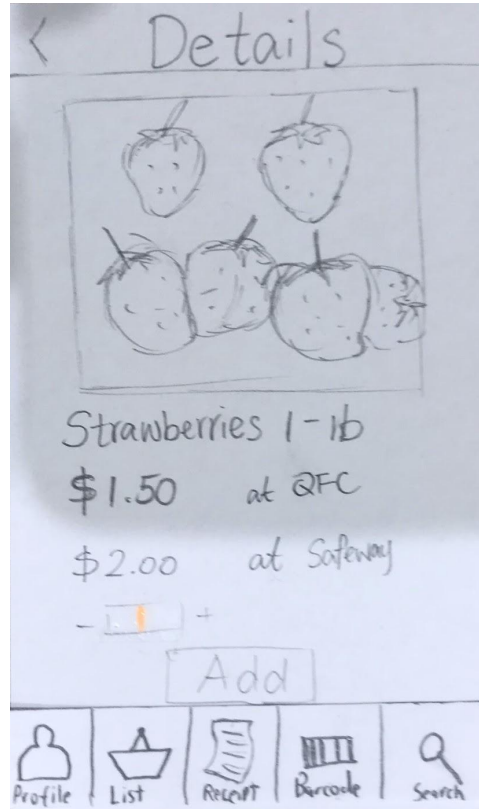
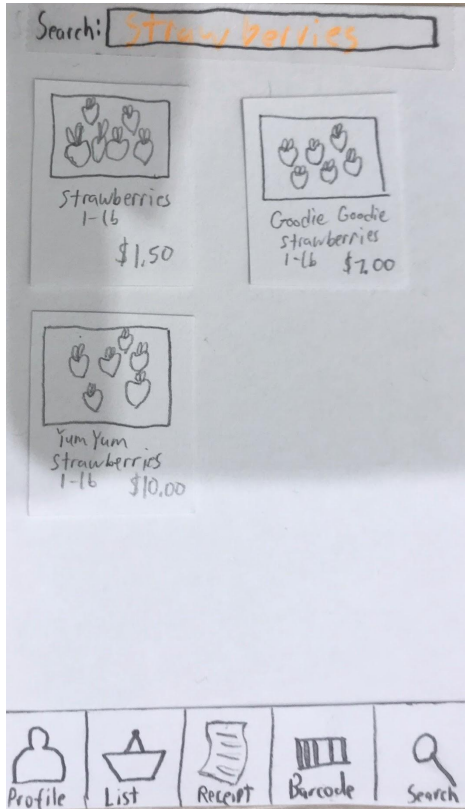


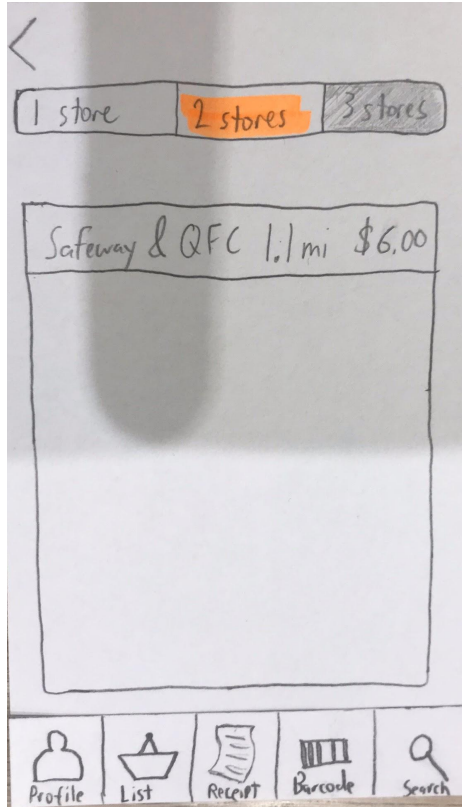


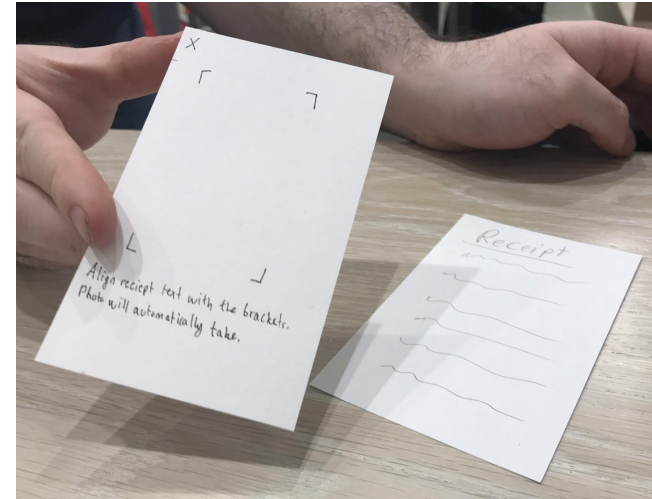
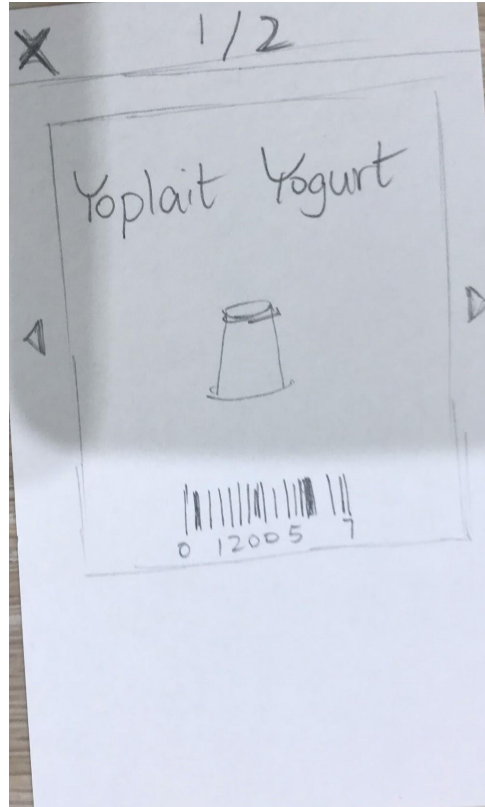
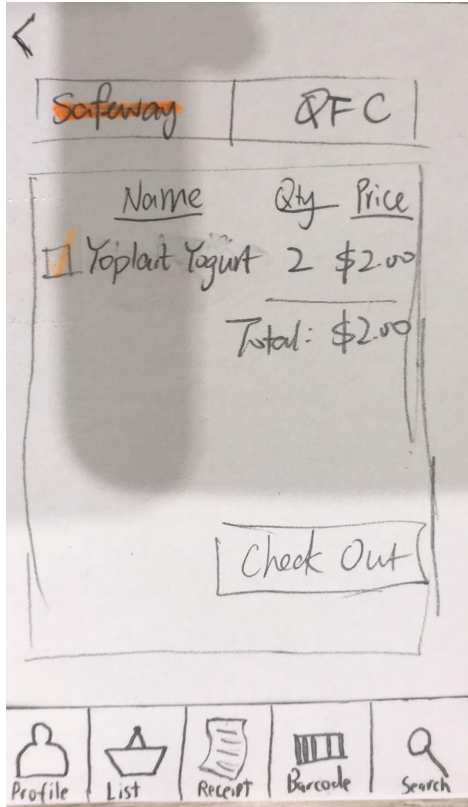


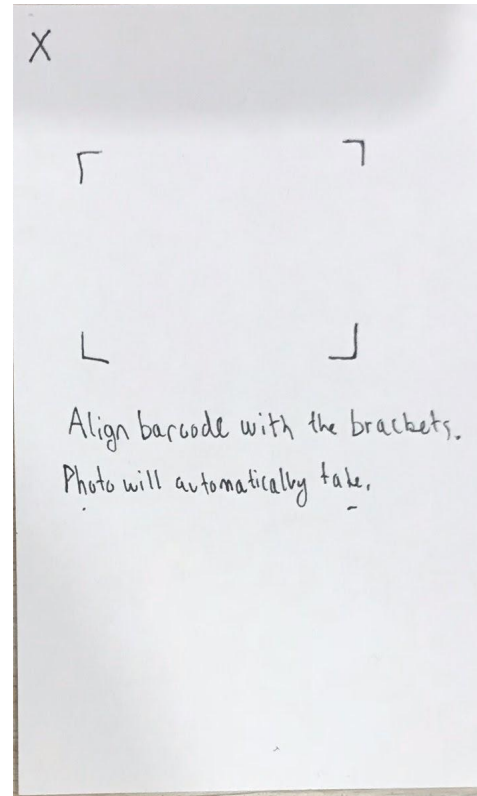
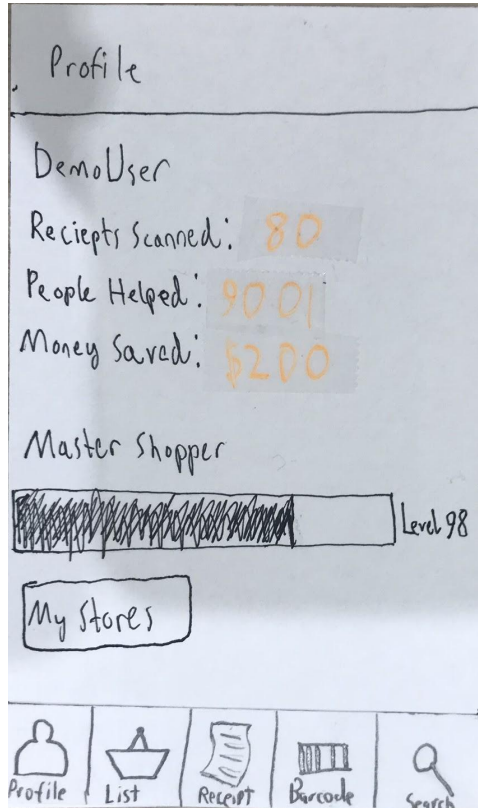
Initial Paper Prototype |

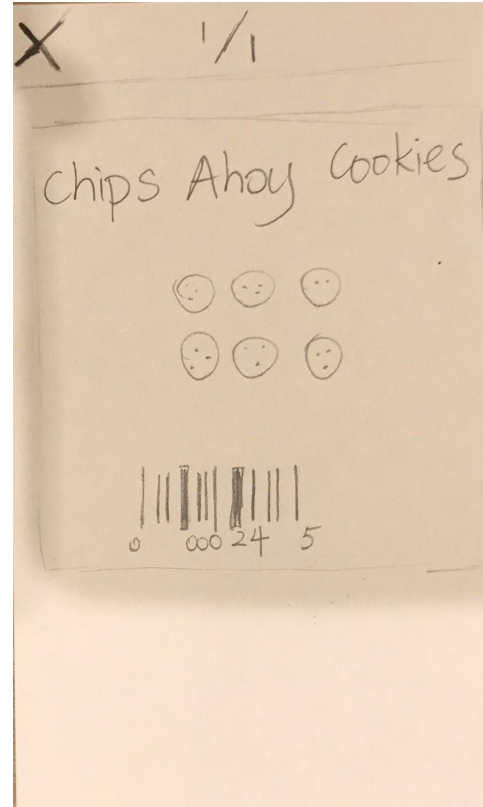
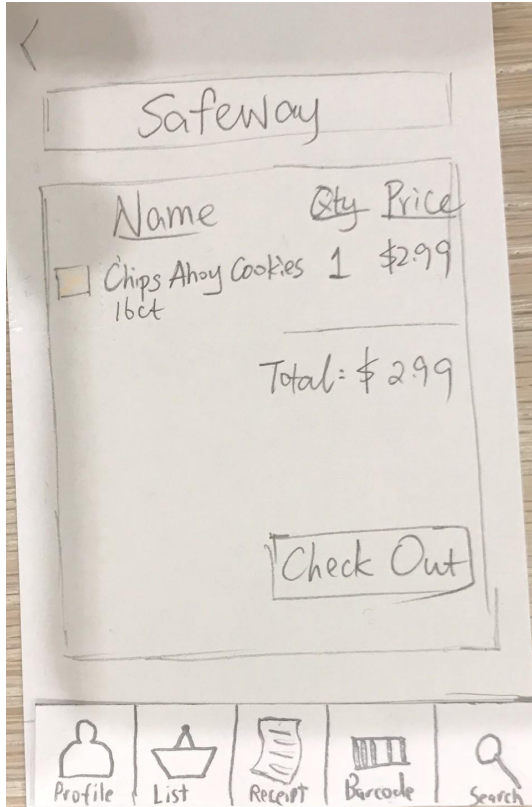
Task 1: Price Comparison











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

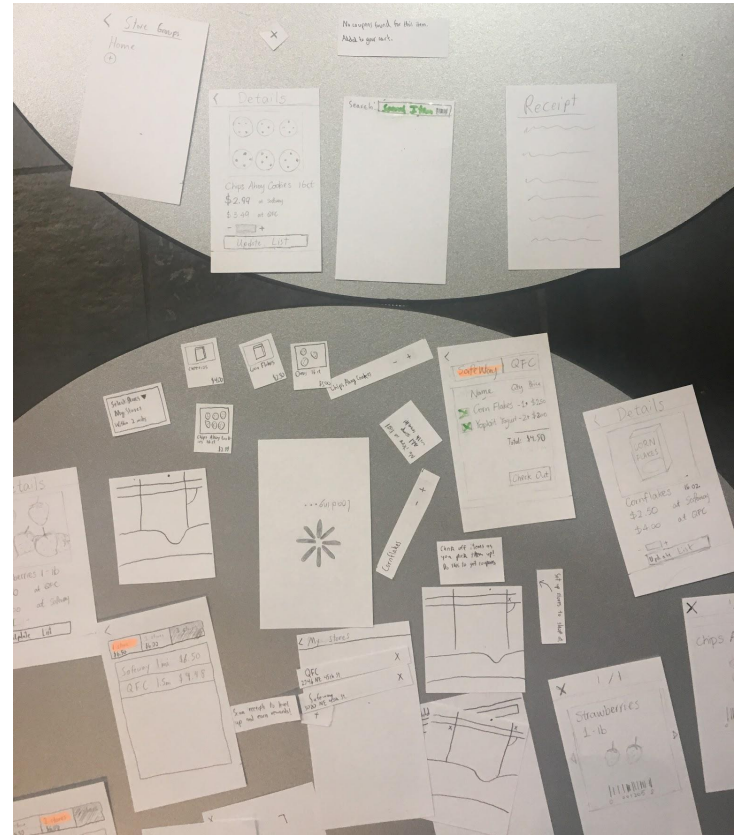
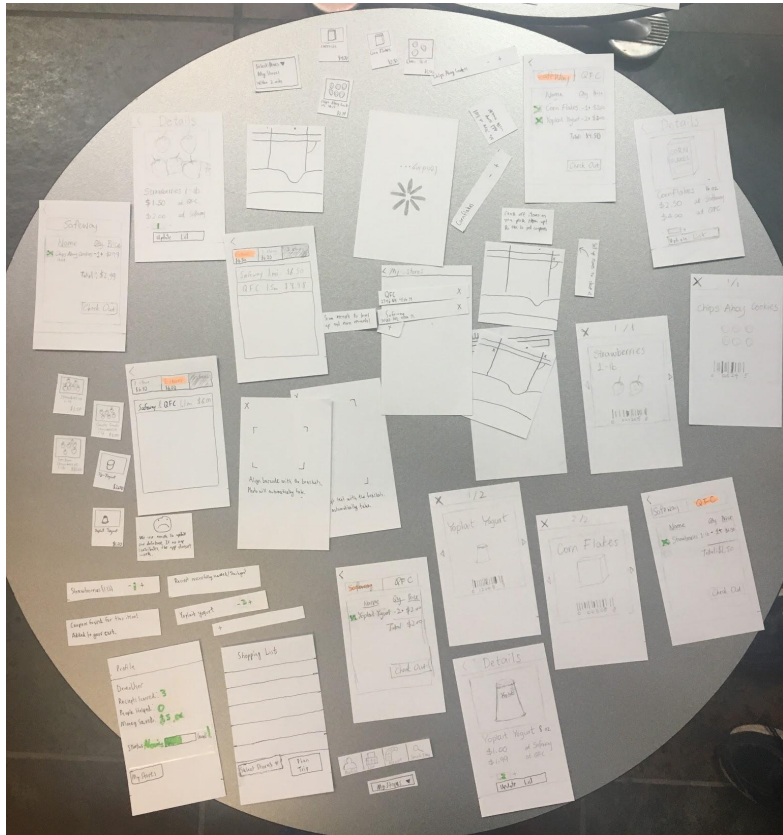
Testing Results

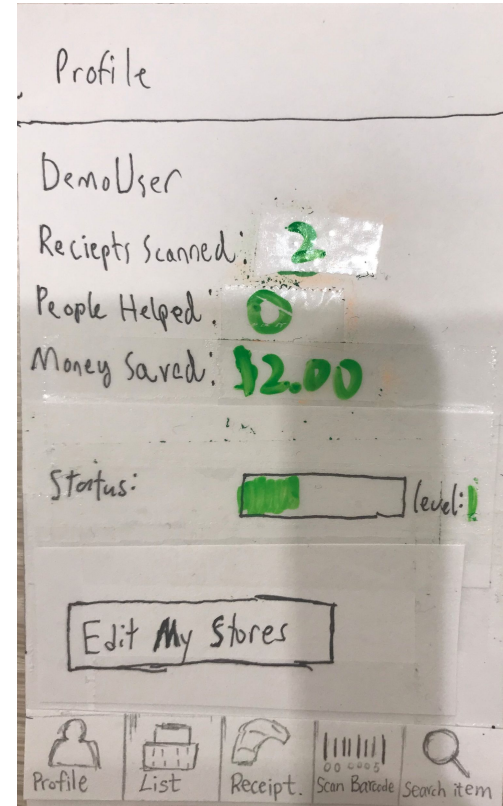
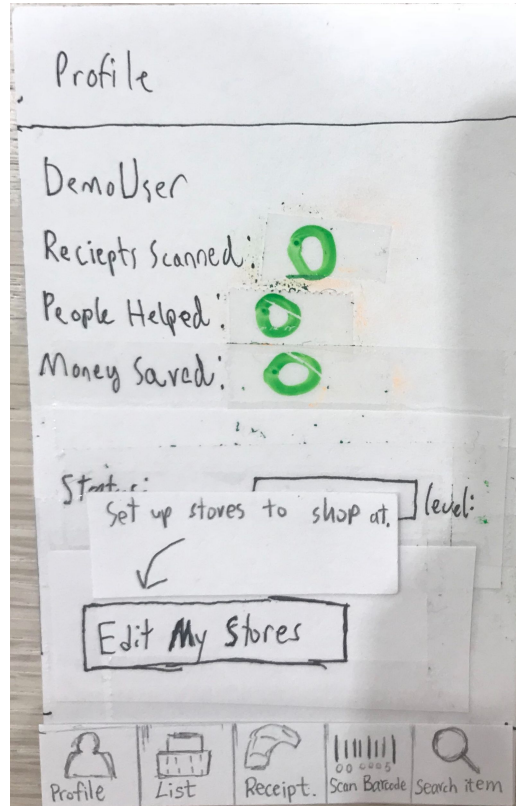
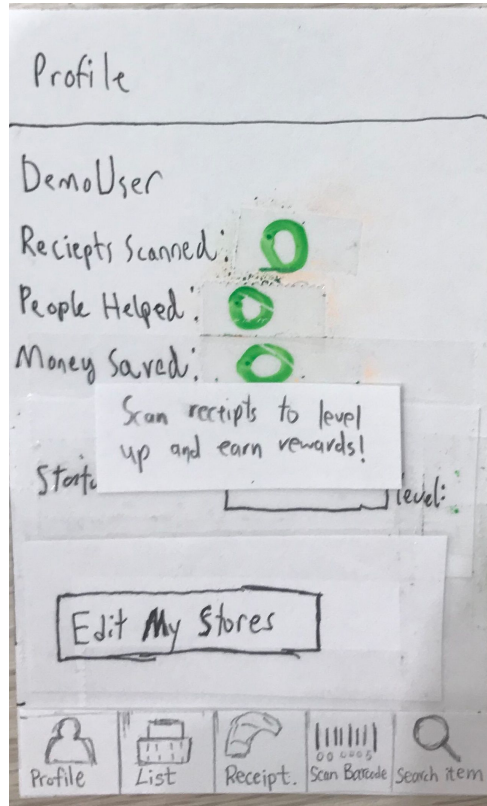


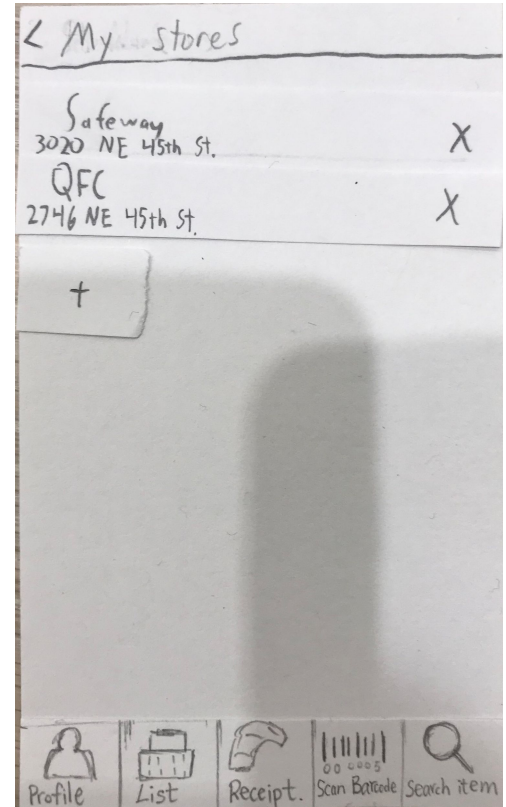
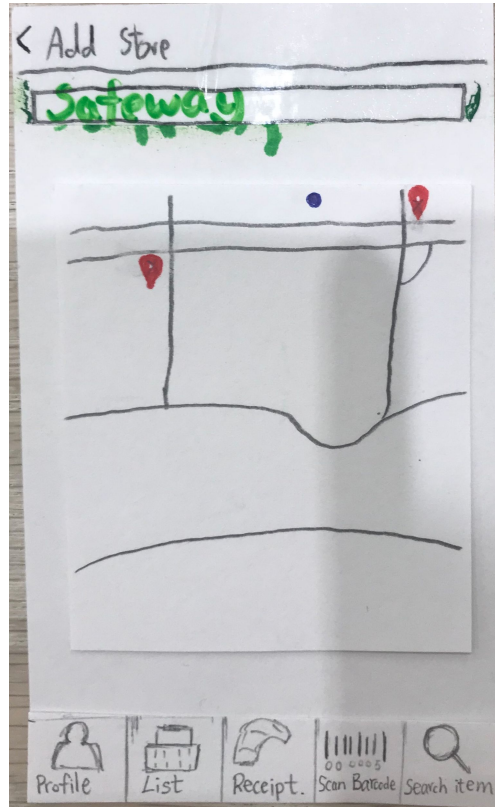
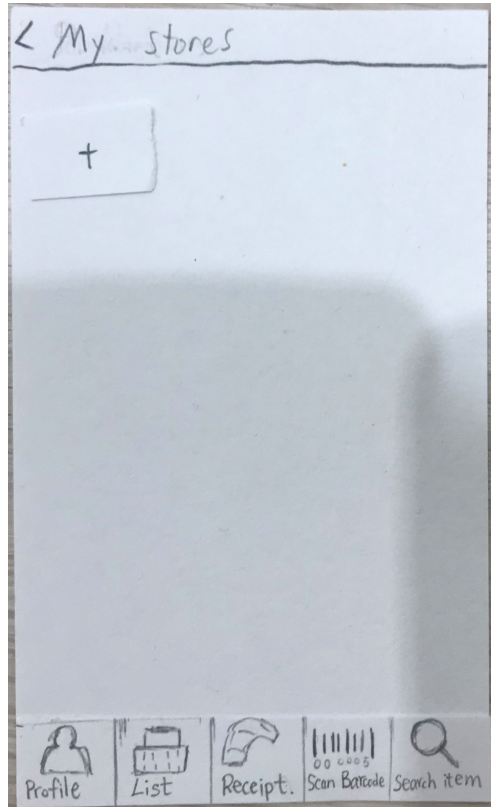
- Found points where the participant needed extra prompting
- Added tutorial pop-ups to guide first time users
- Moved the barcode scanning button around (a lot)
- Redesigned the "Trip Plan" to fix multiple usability issues
- Many other, smaller changes...

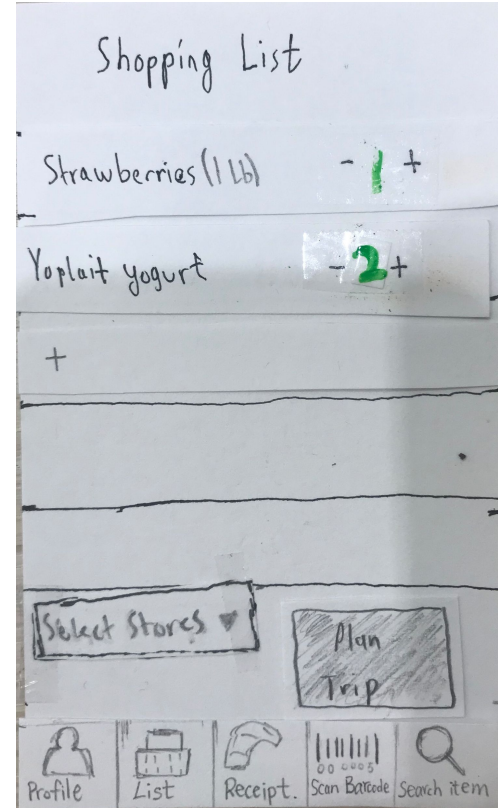
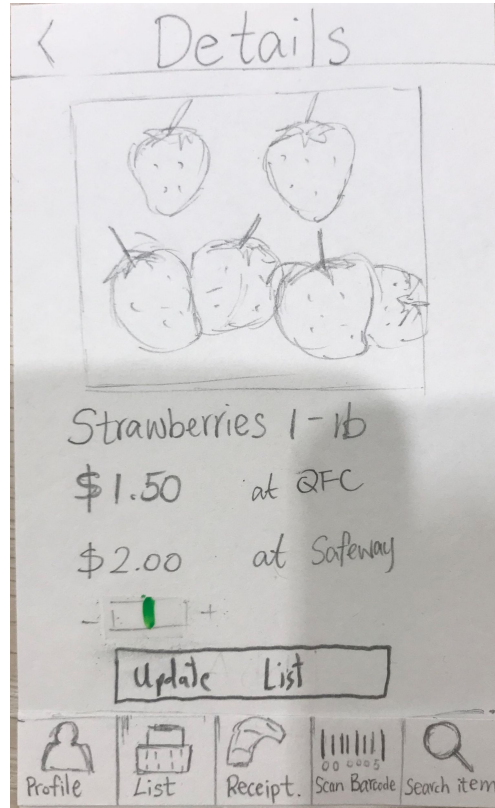
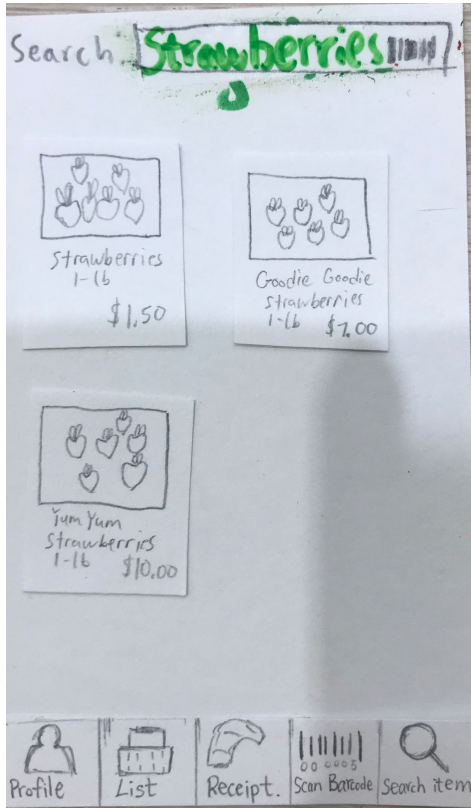


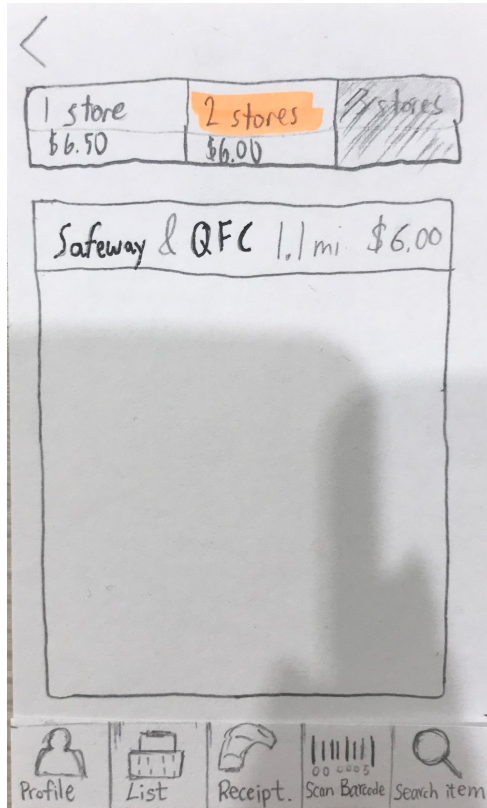
Final Paper Prototype

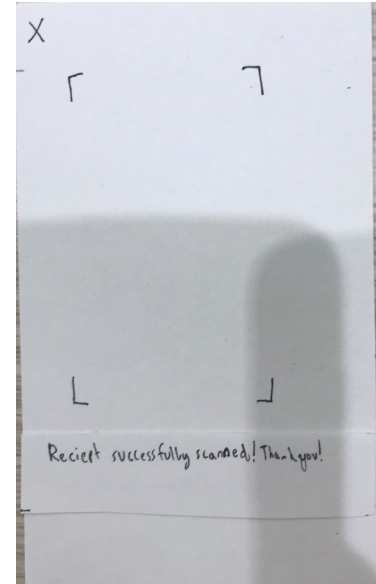
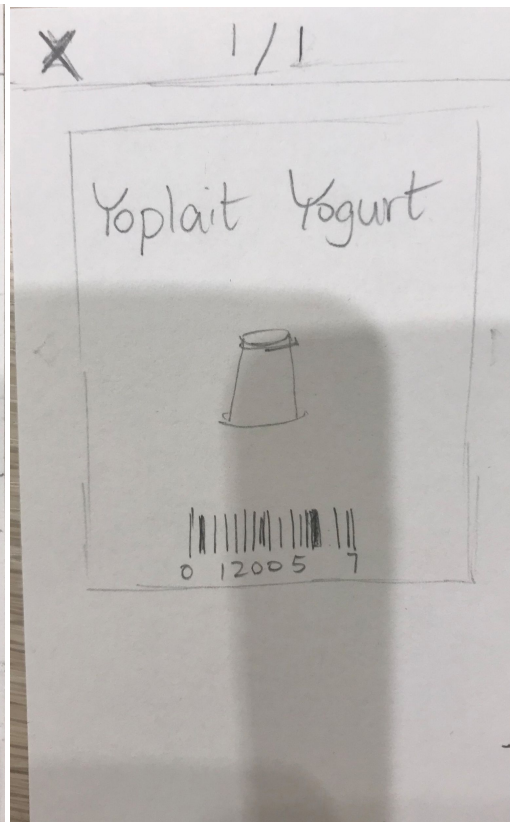
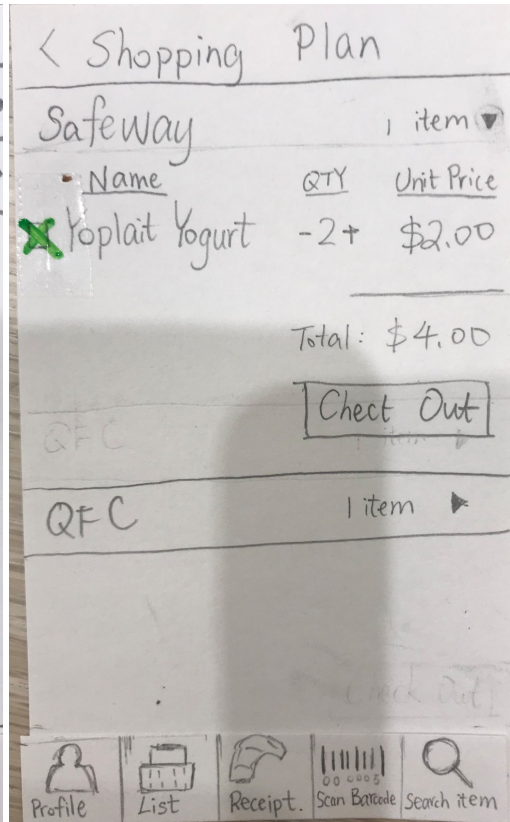
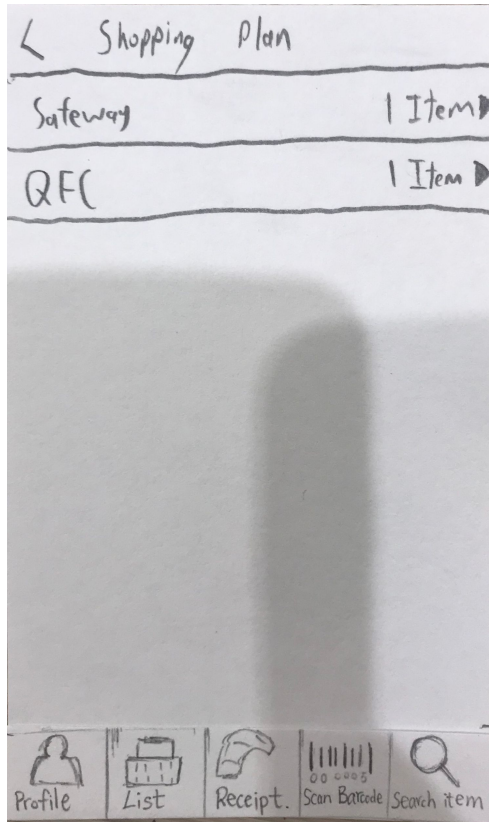


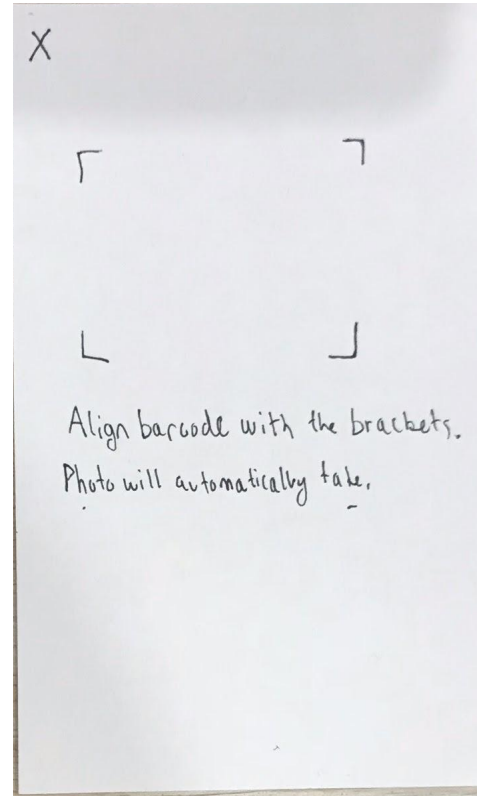
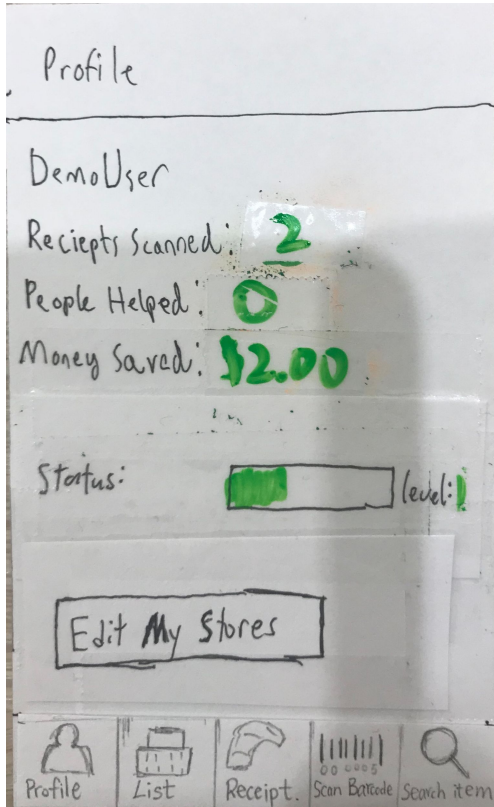


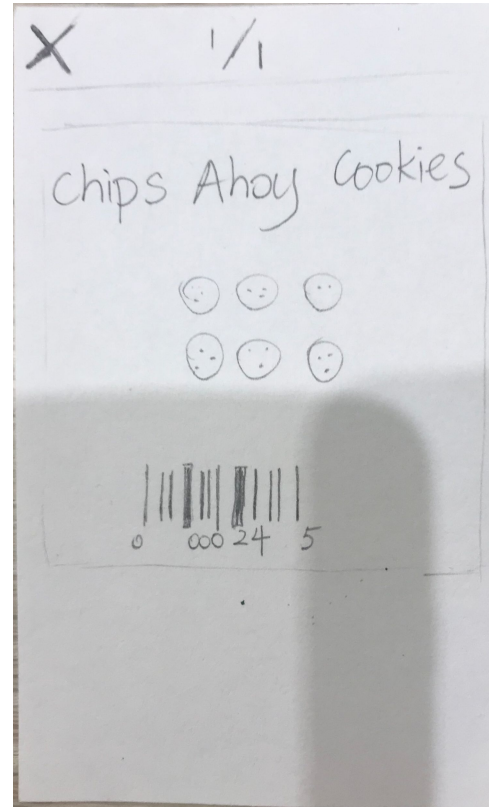
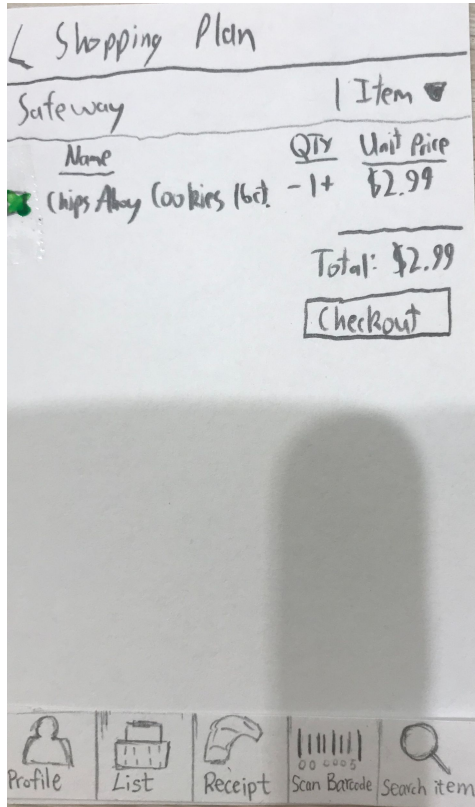


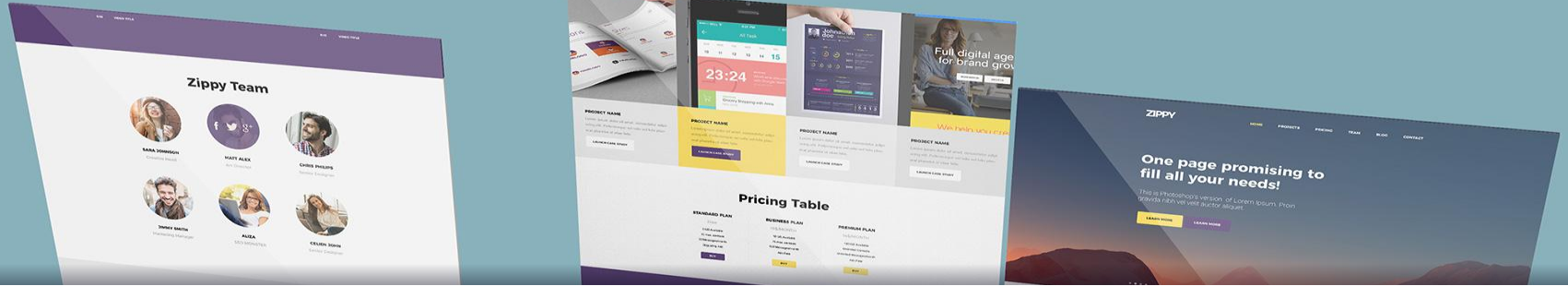




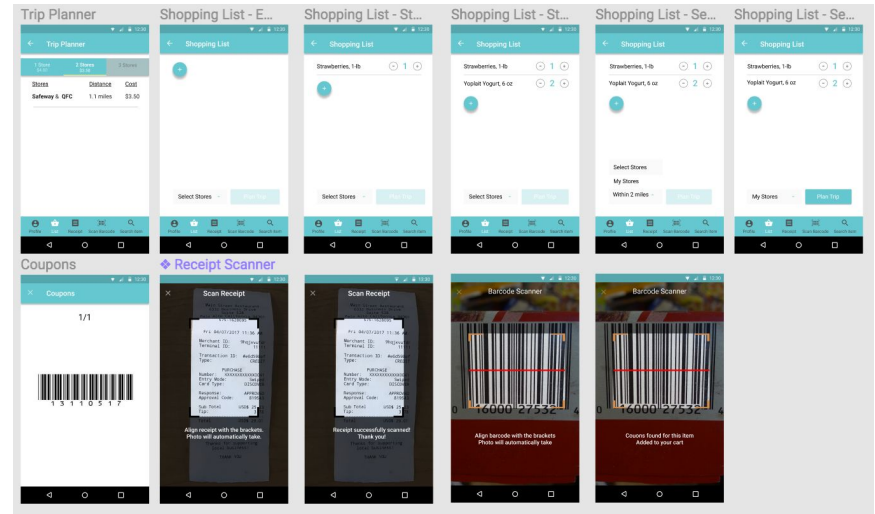
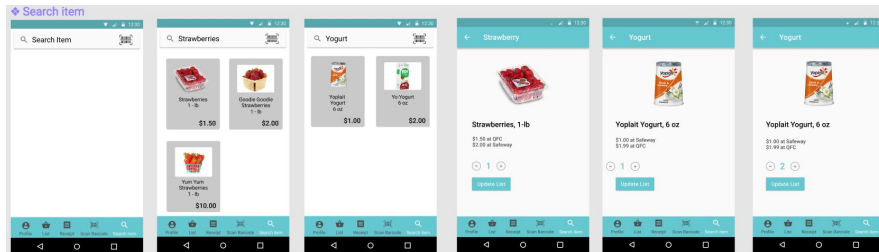
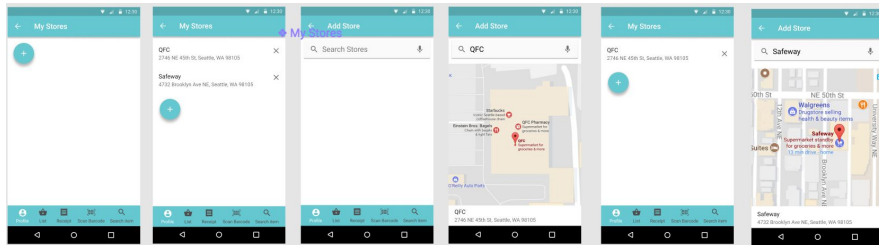
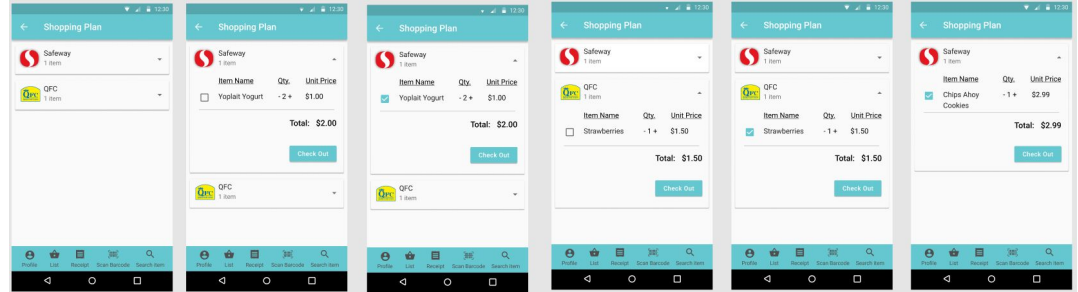
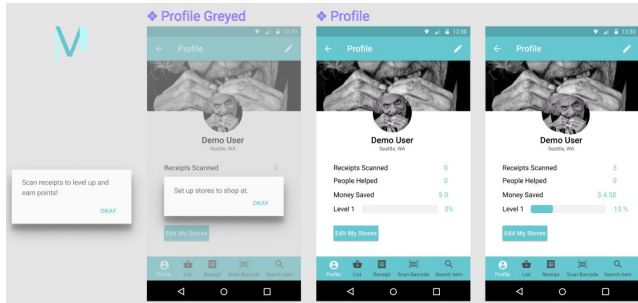


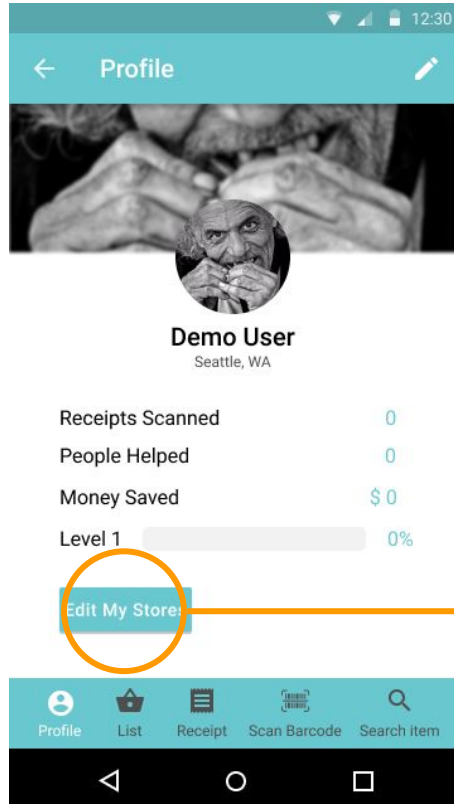


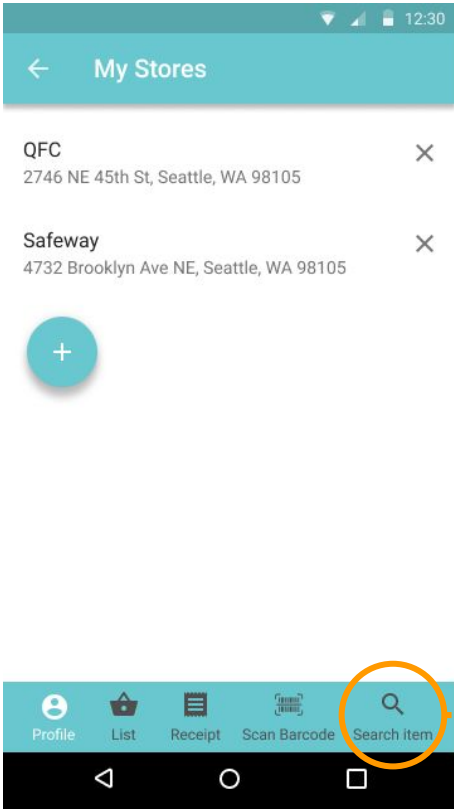
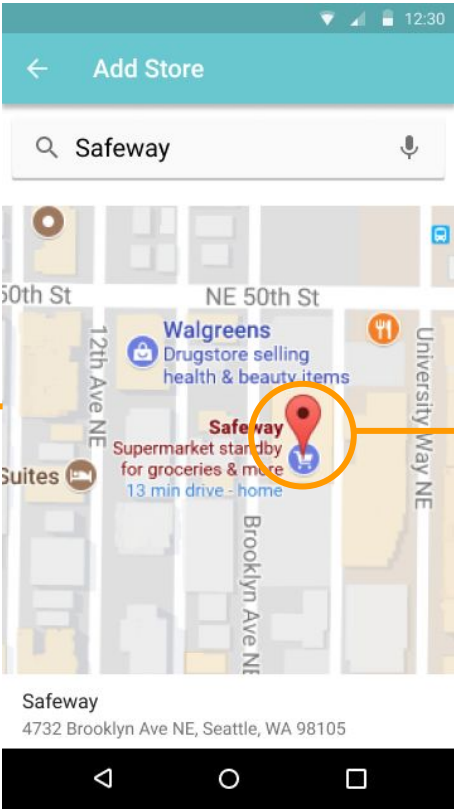


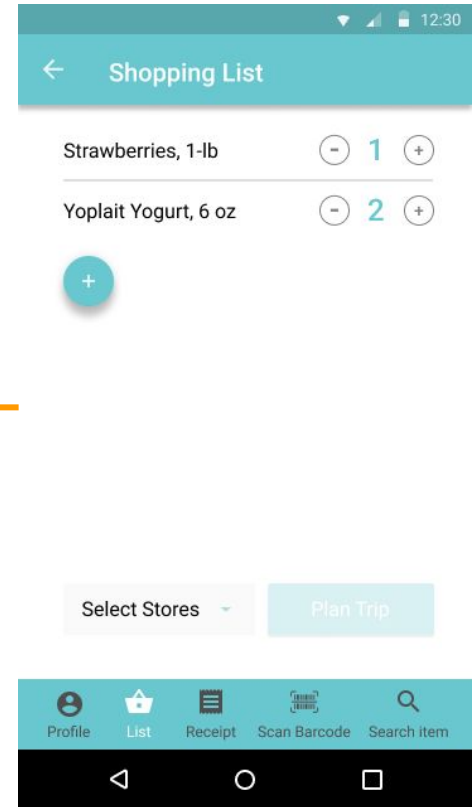
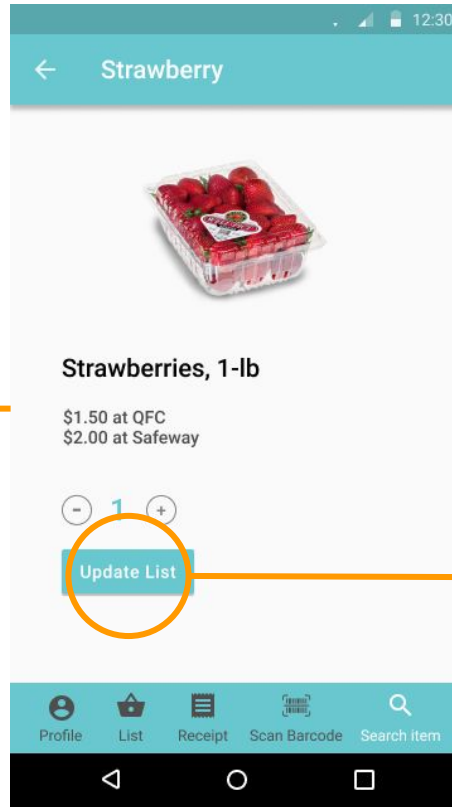
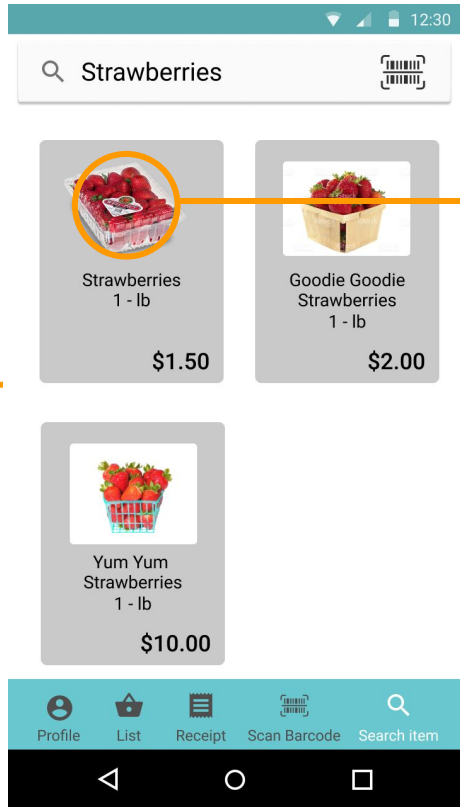


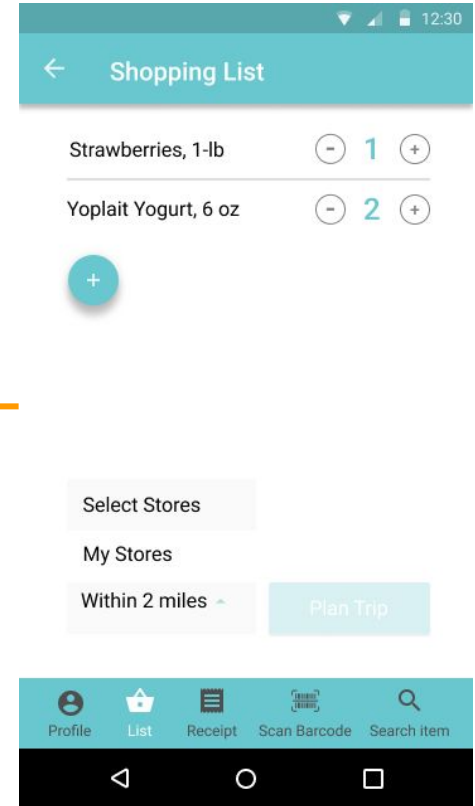
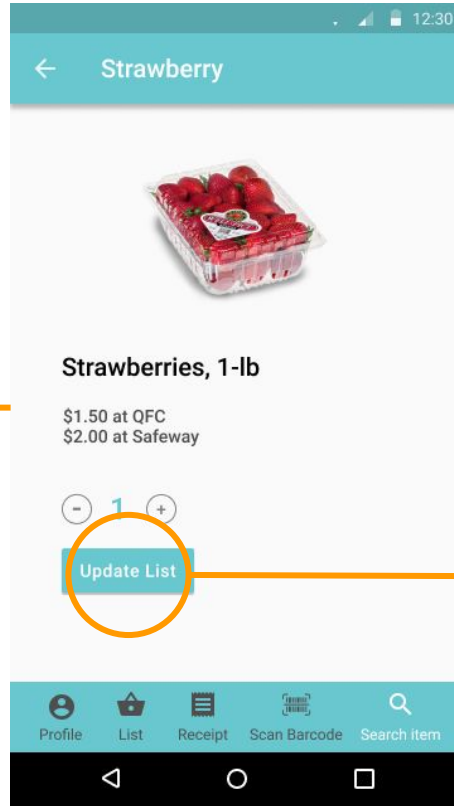
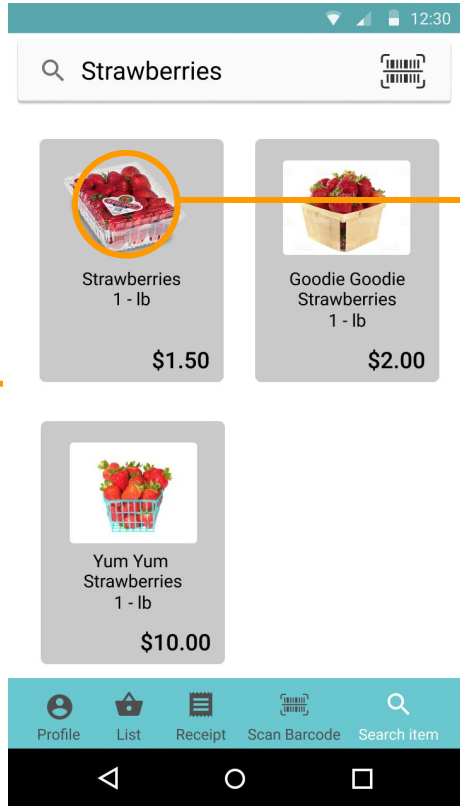
Digital Mockup

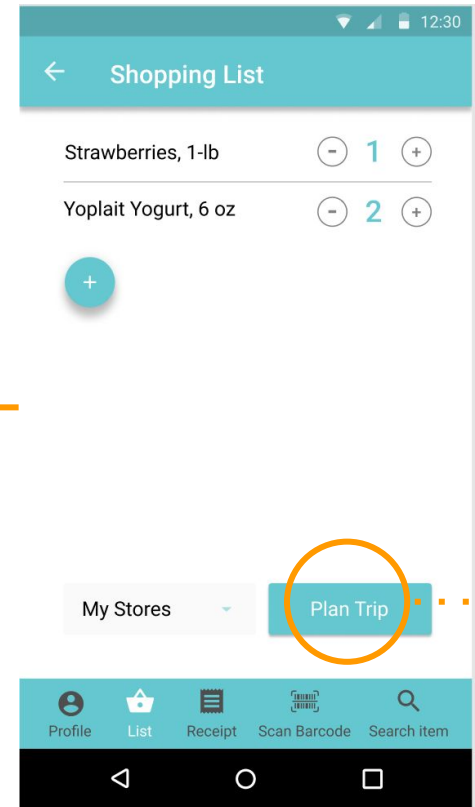
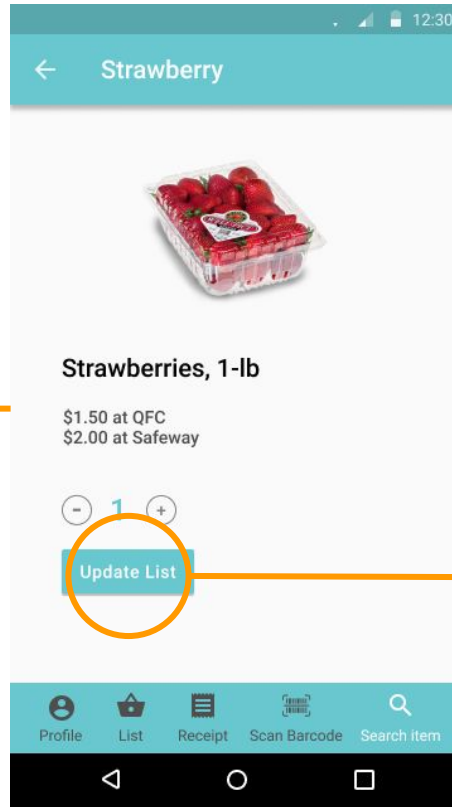
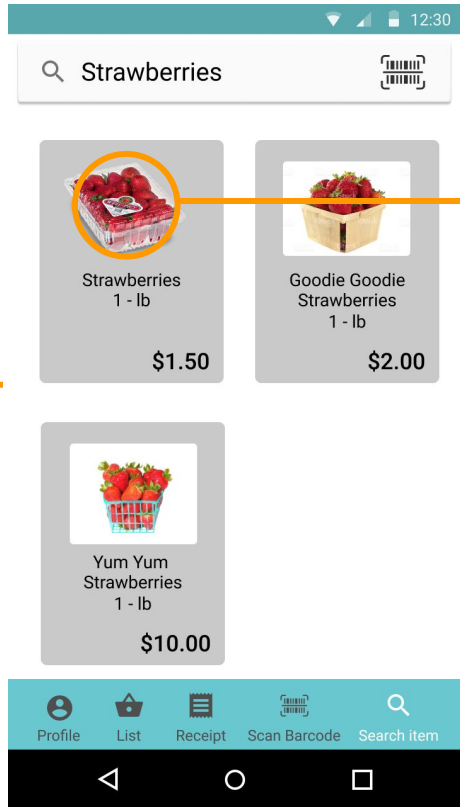


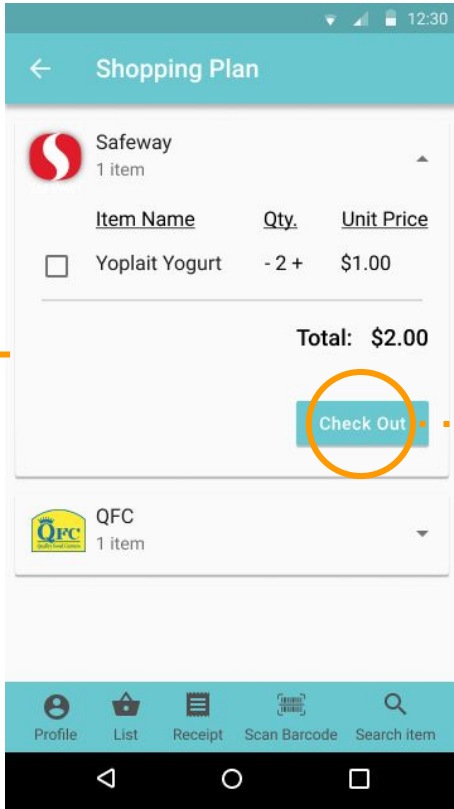
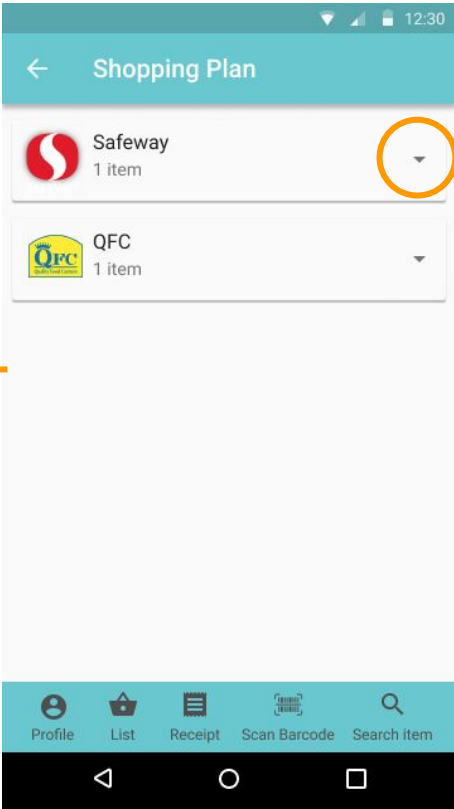
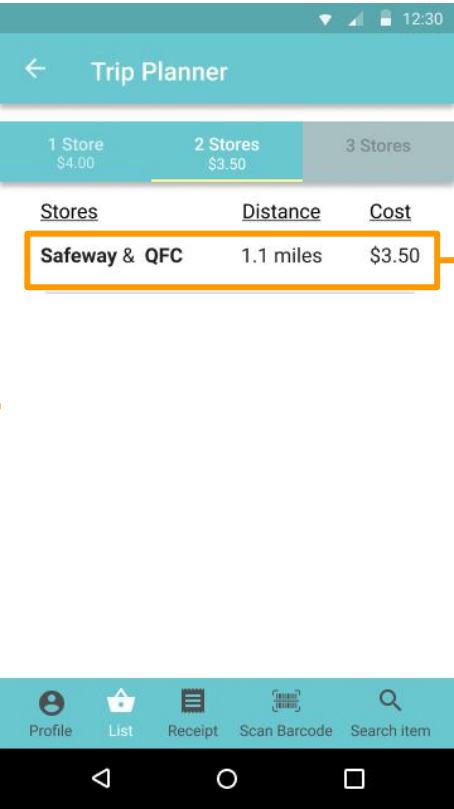


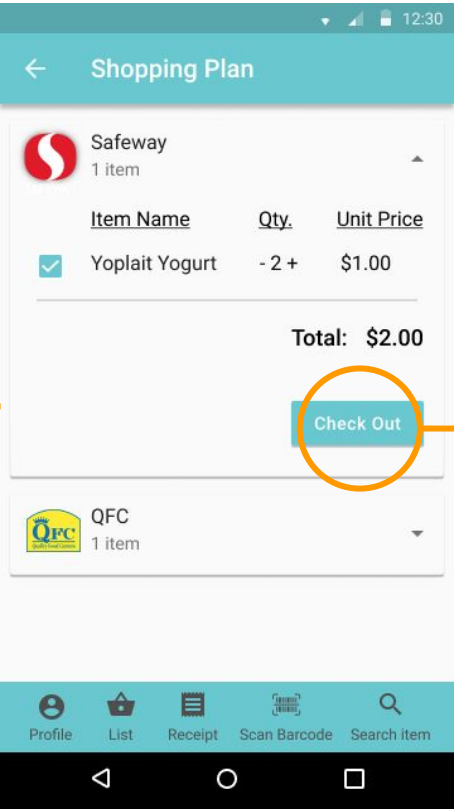


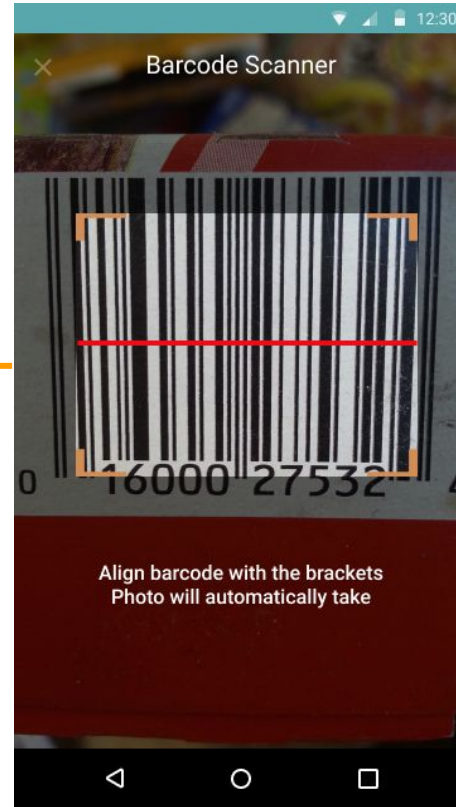
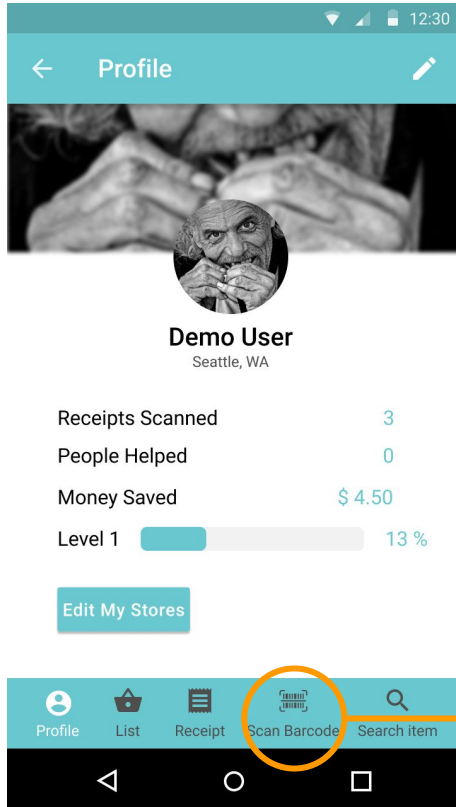


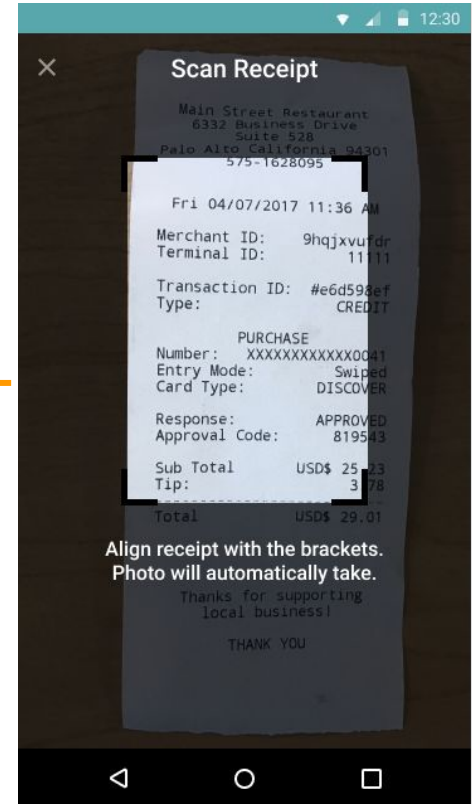
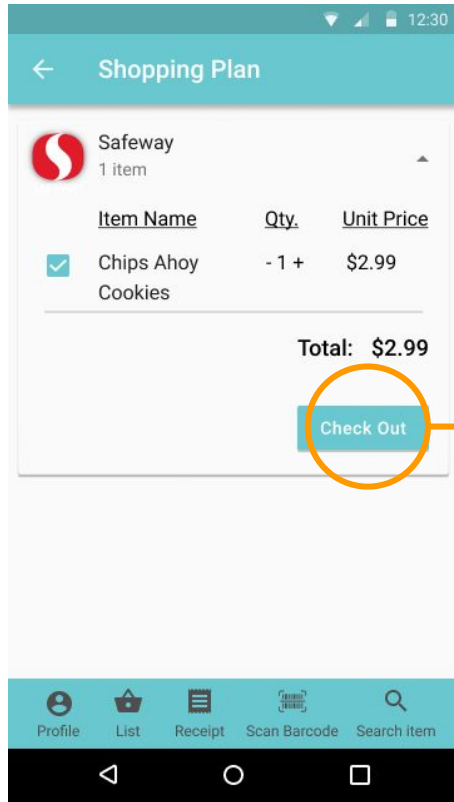












Lessons Learned



- 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?

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