SnapCart

The Accessible
Shopping Experience

Team

Lior Levy : prototyping, conducting user research, sketching, final prototype design

John Feltrup : prototyping, conducting user research, sketching, final prototype design

Jed Chen : prototyping, conducting user research, sketching, final prototype design
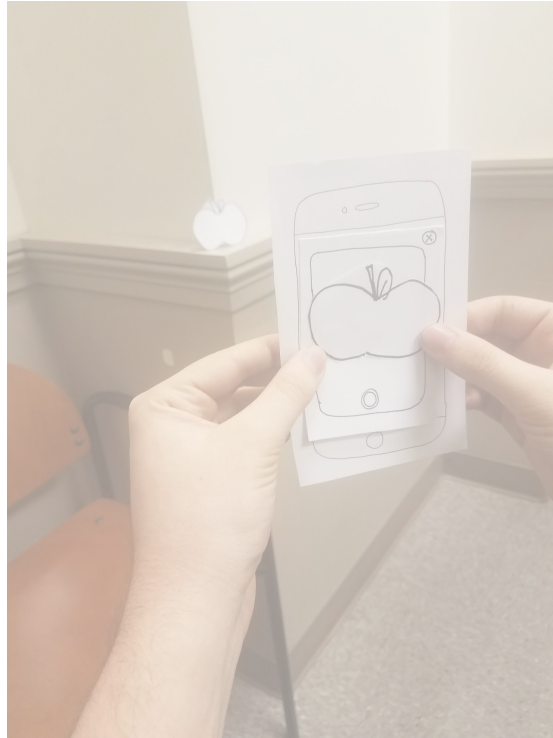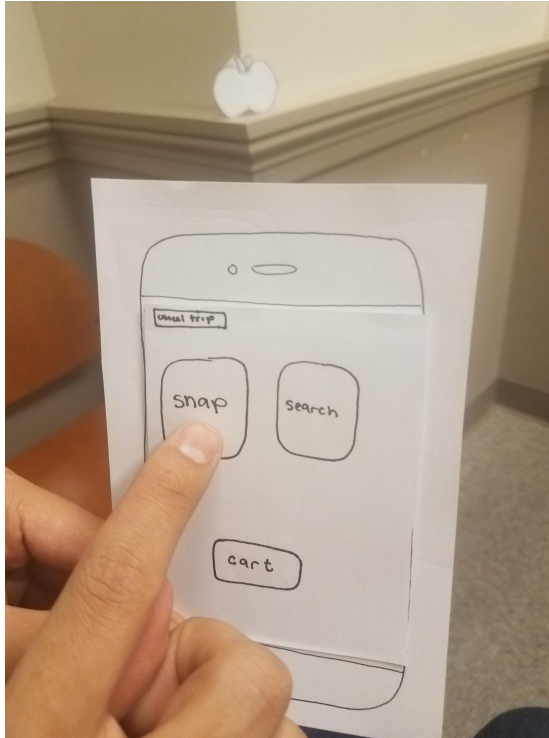
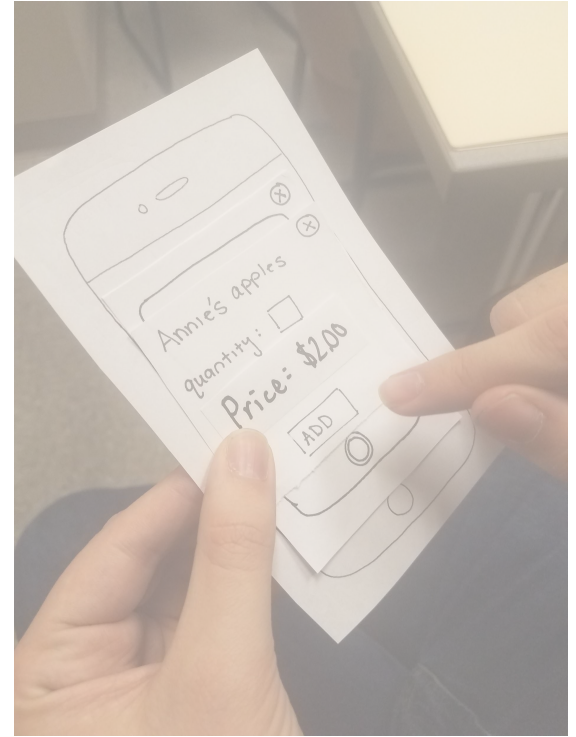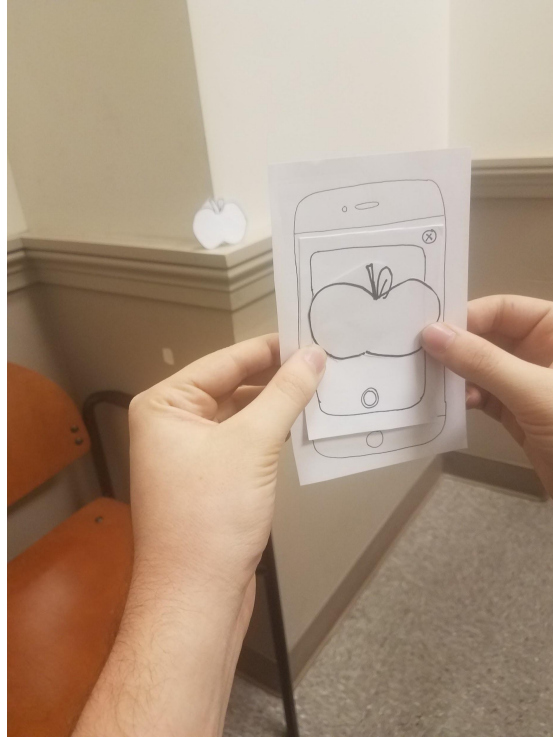# Our Story

Main Tasks

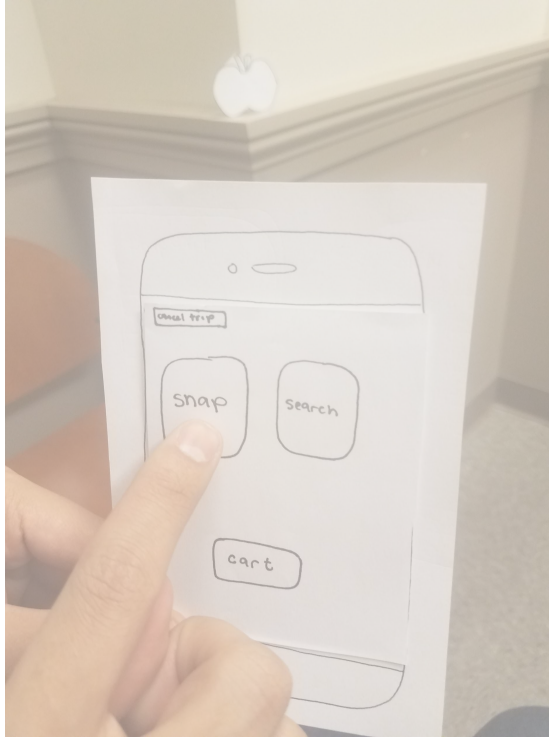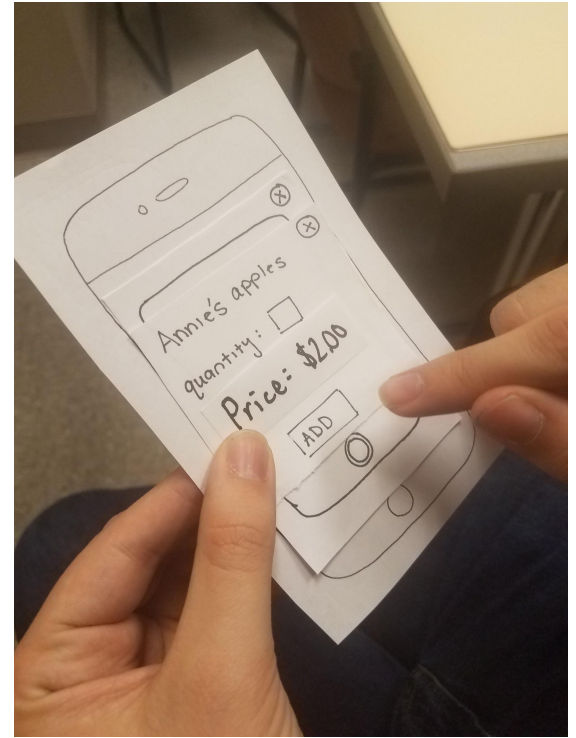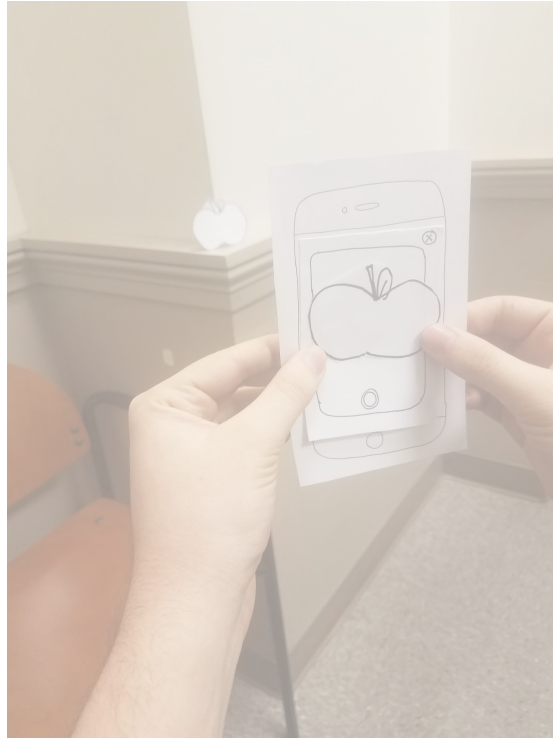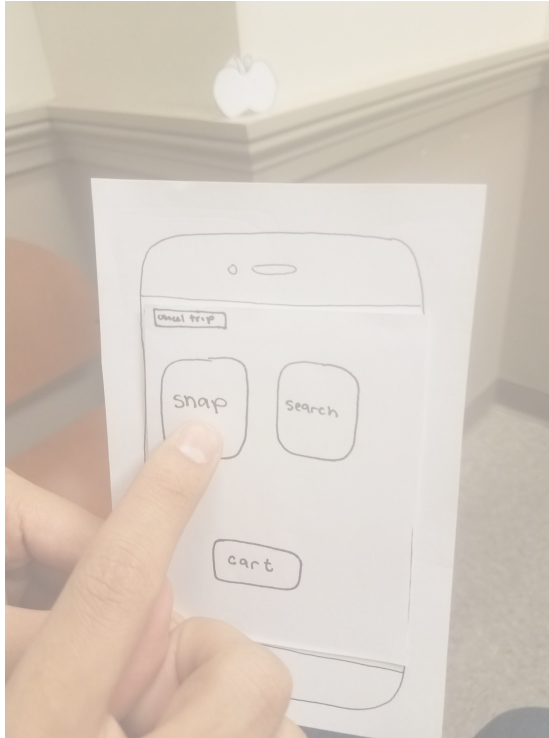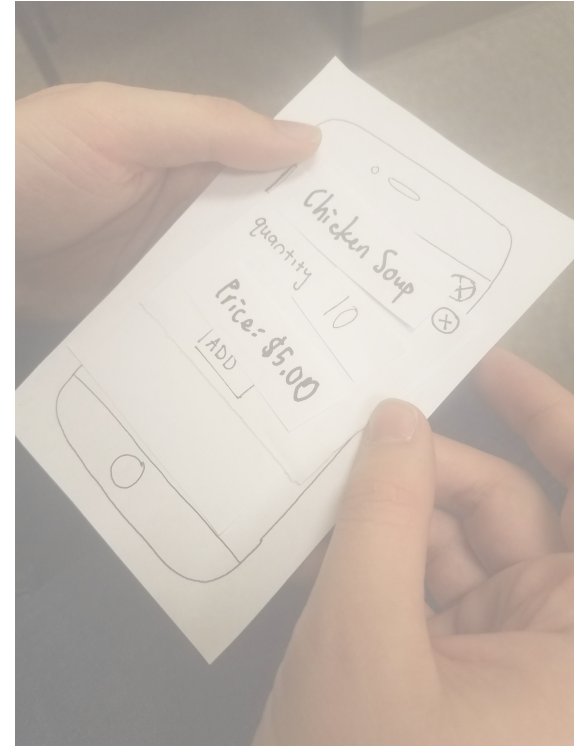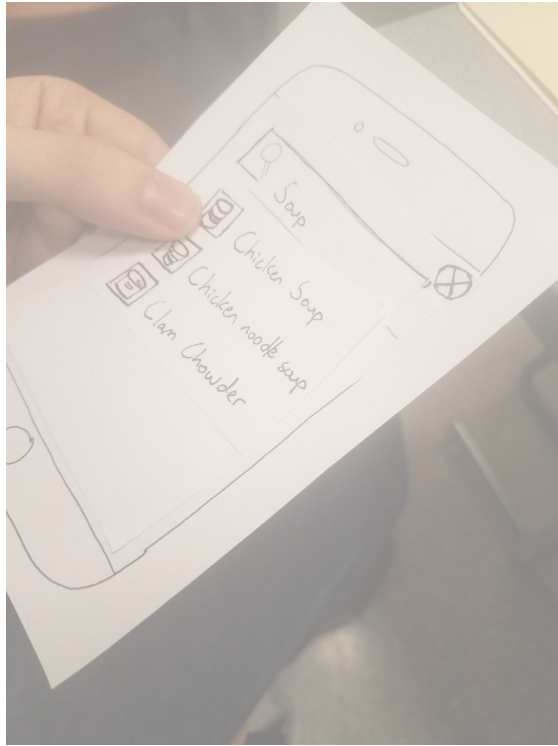Grabbing out of reach items
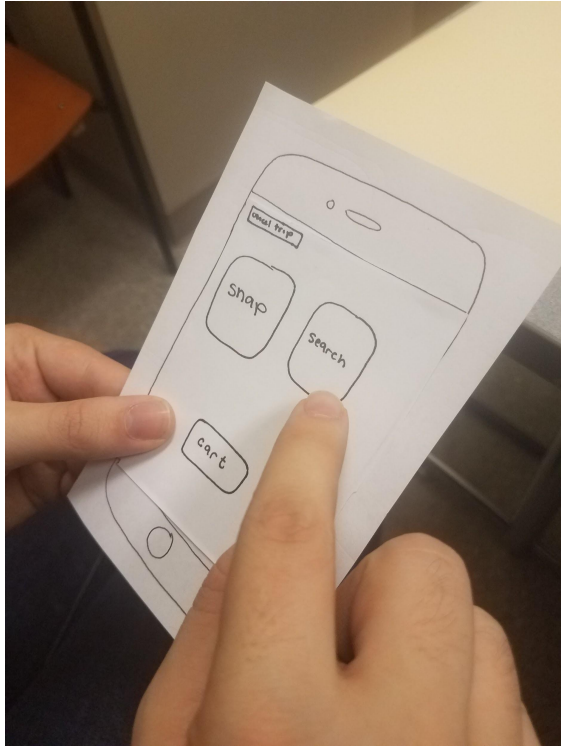
Carrying a large amount of items

Initial Prototype

Grabbing out of reach items

Initial Prototype

Grabbing out of reach items
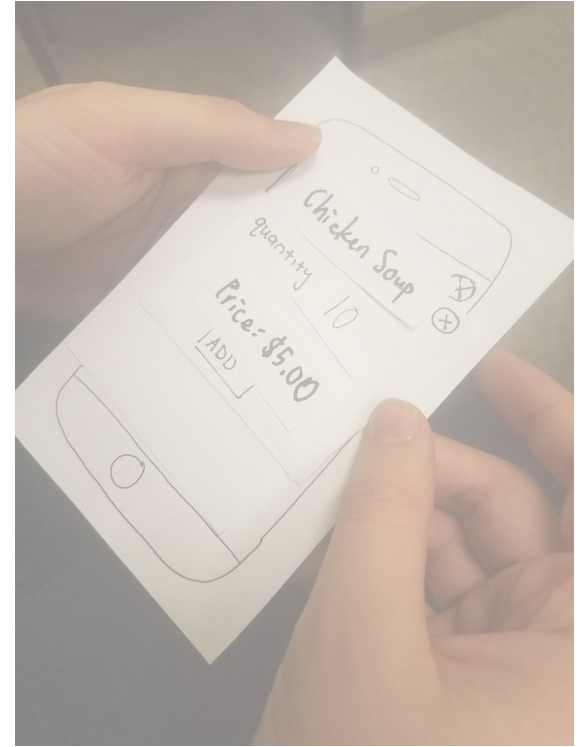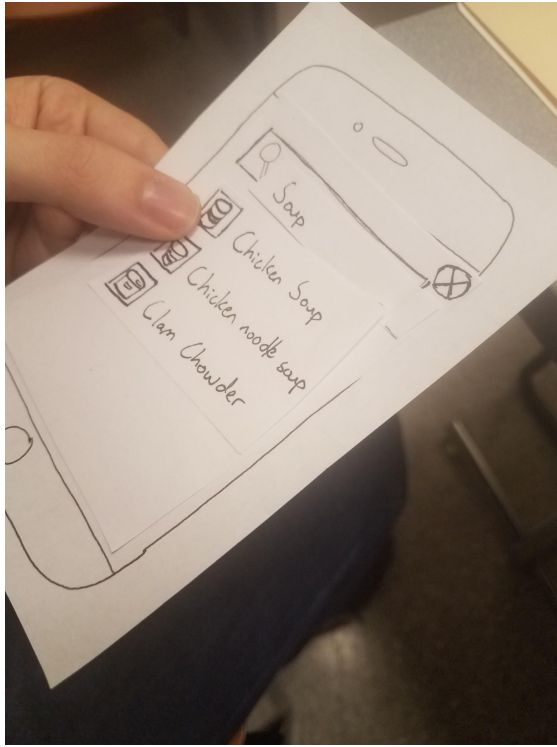
Initial Prototype
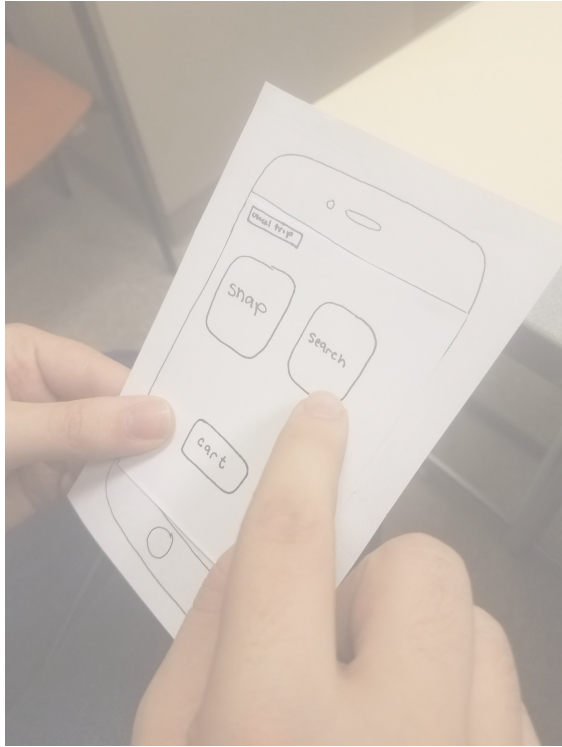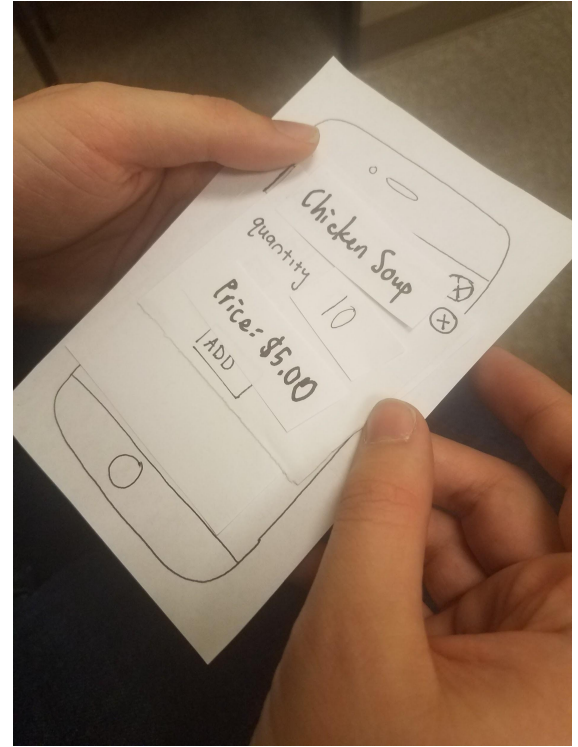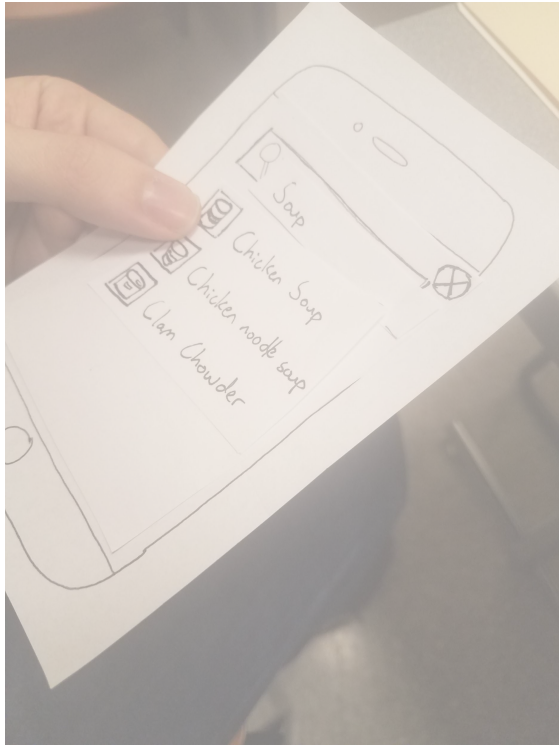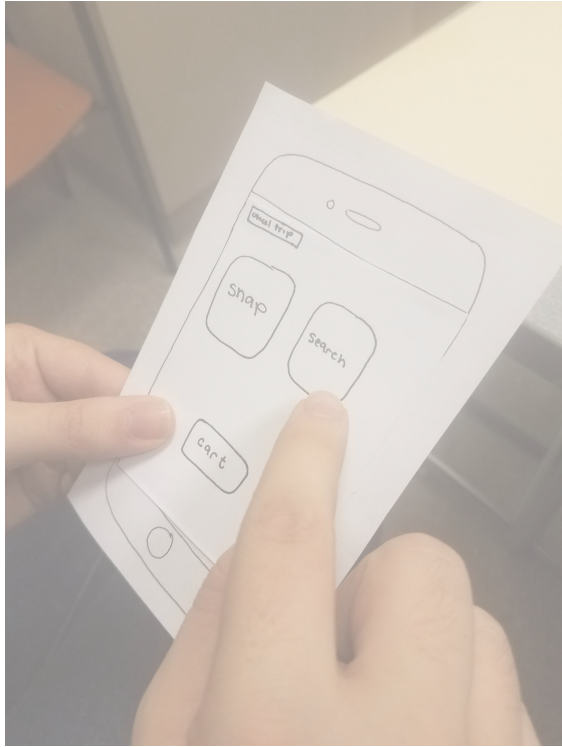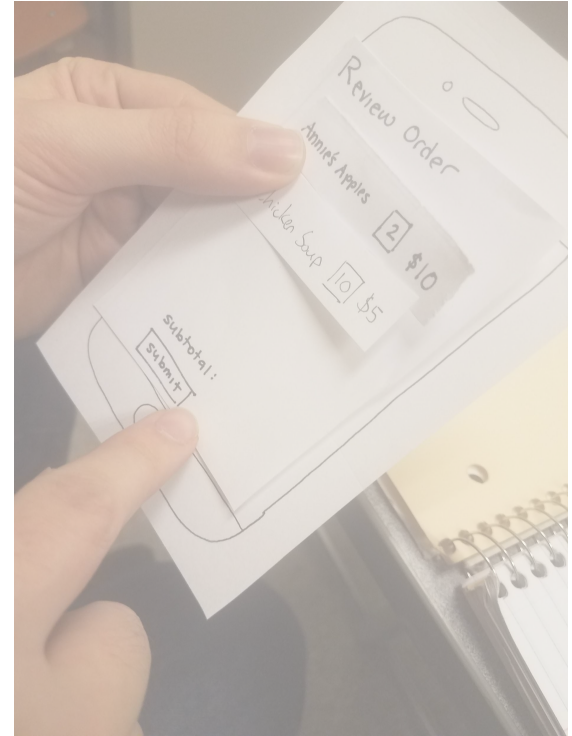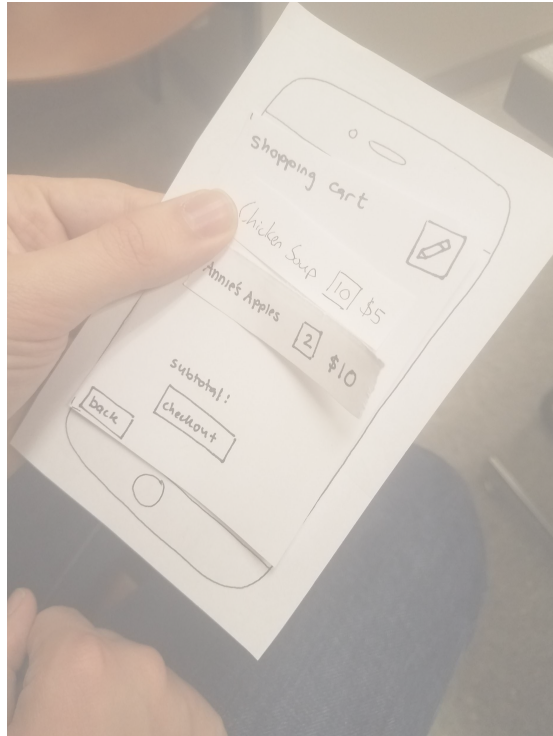
Grabbing out of reach items

Initial Prototype

Carrying a large amount of items

Initial Prototype

Carrying a large amount of items
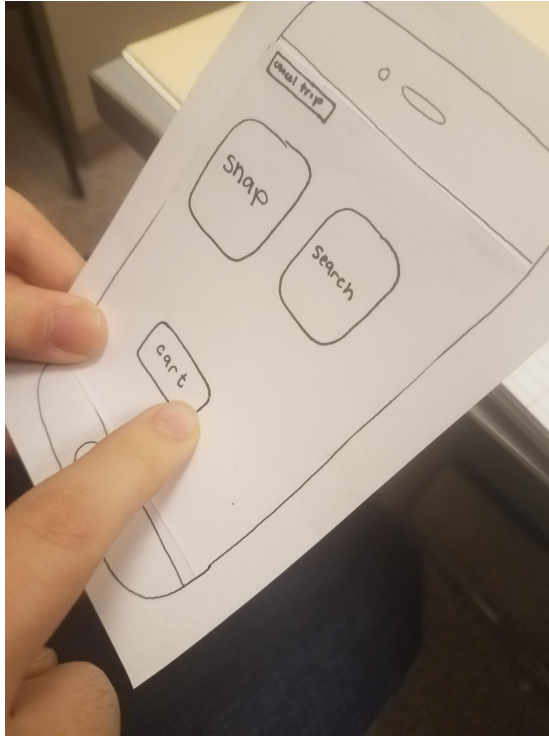
Initial Prototype

Carrying a large amount of items

Initial Prototype

Checkout items

Initial Prototype

Checkout items

Initial Prototype

Checkout items
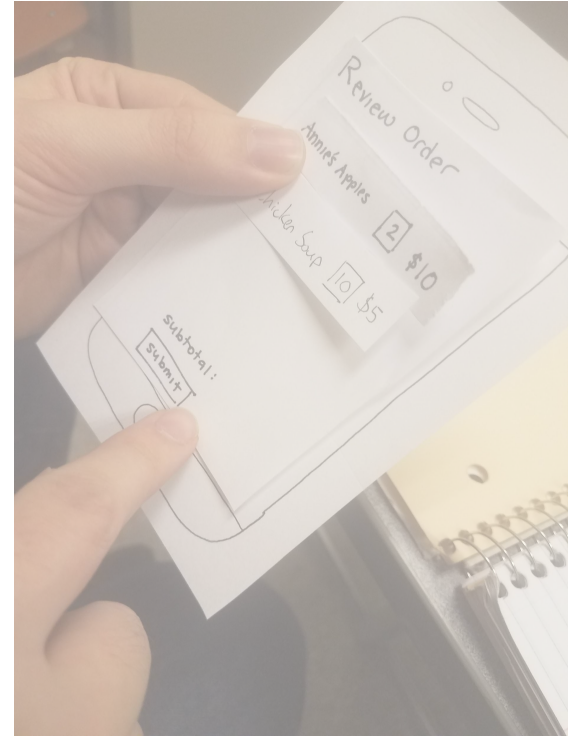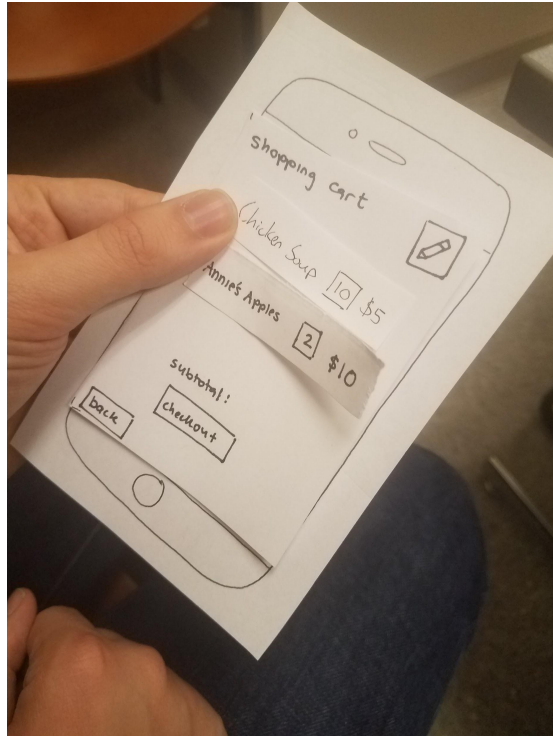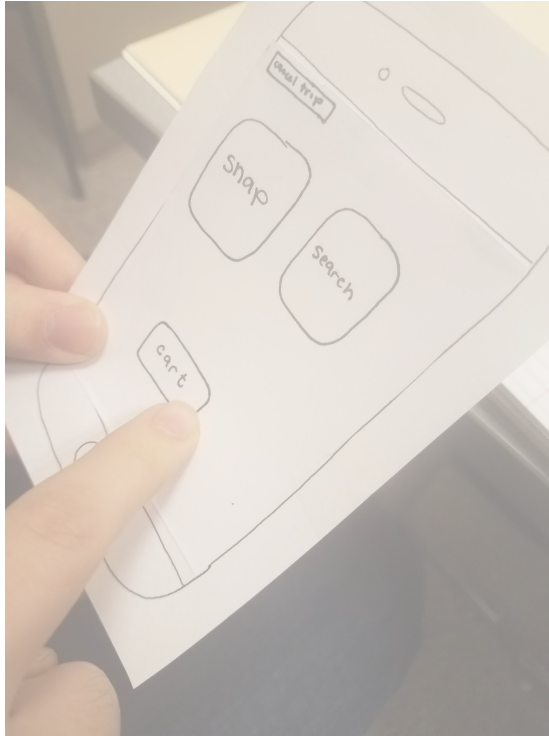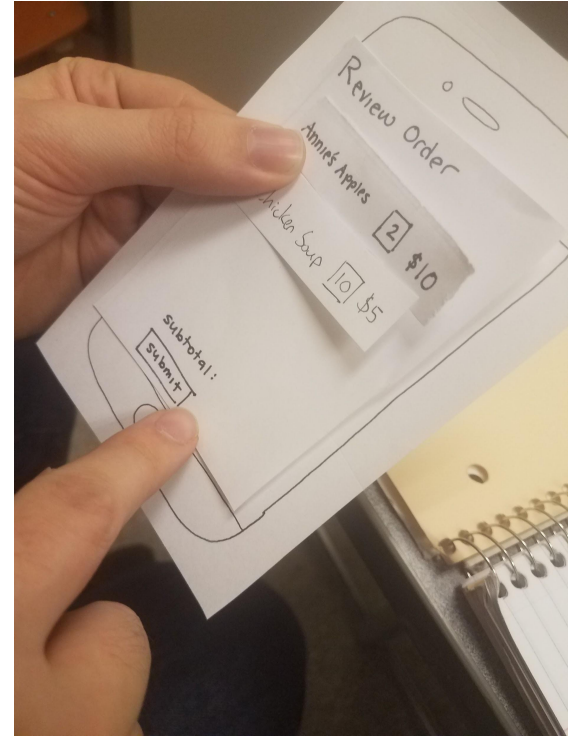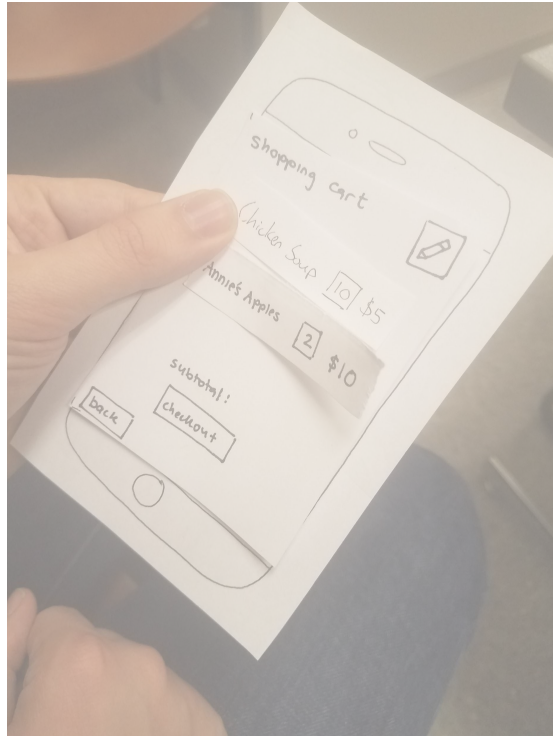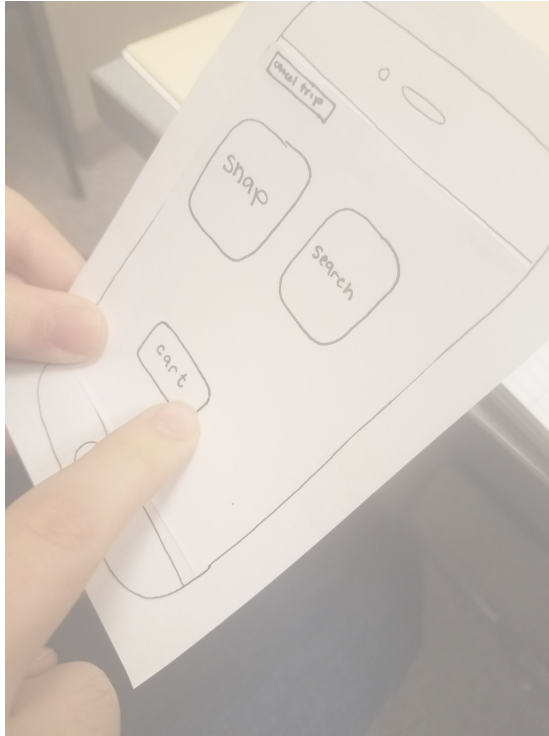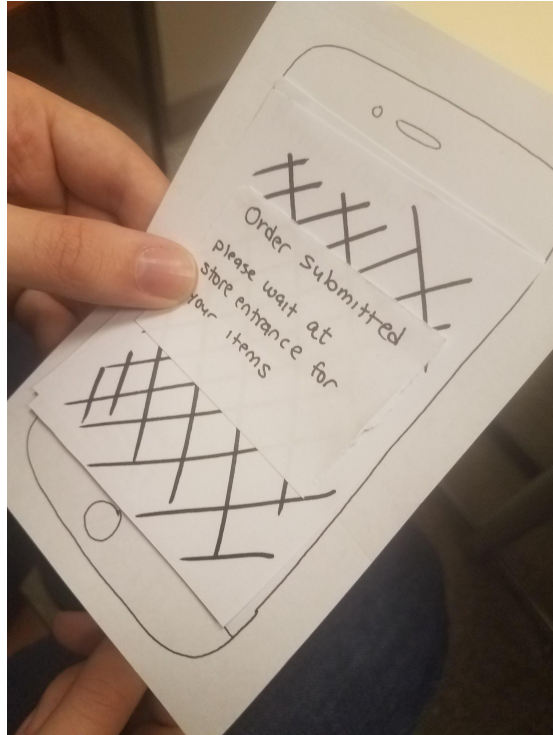
Initial Prototype

Checkout items

Testing Process and Results

Four participants

    Even mix of male and female

    Different amounts of shopping experience

    Two of them knew and had shopped with wheelchair users

Parts of the test

    Adding an item to the cart using the "Snap" feature

   Adding a large amount of heavy items and checking out

Testing Process and Results

Critical Incidents

- No options for help after an order is submitted for pickup
- A picture of an item could be unclear, or could contain multiple items
- No way to look at past shopping trips
- Doesn't know when they have paid for their order
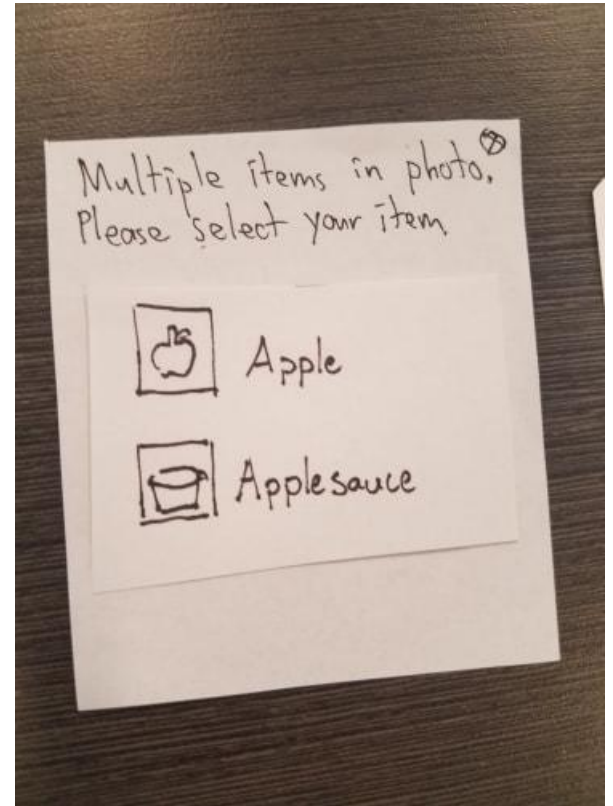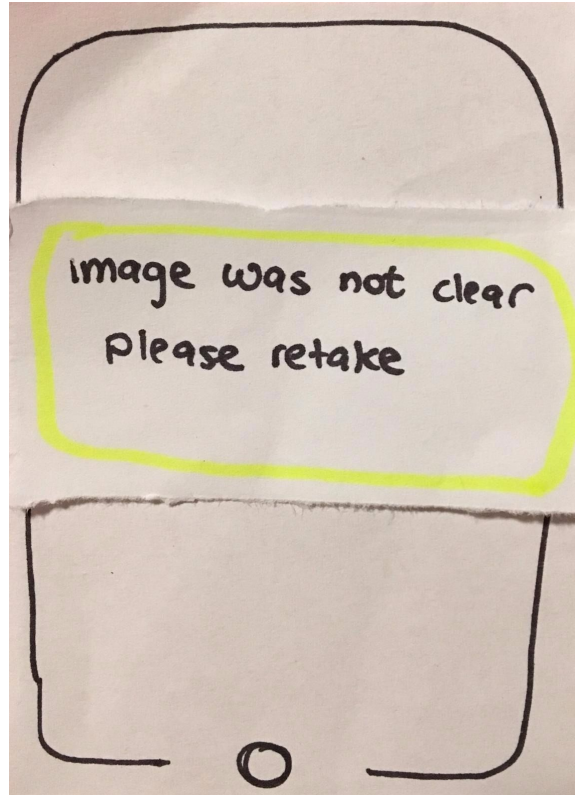- No option to change credit card or edit account

No option for help

We added a menu when a user is waiting for their order to let them contact an employee or cancel their order
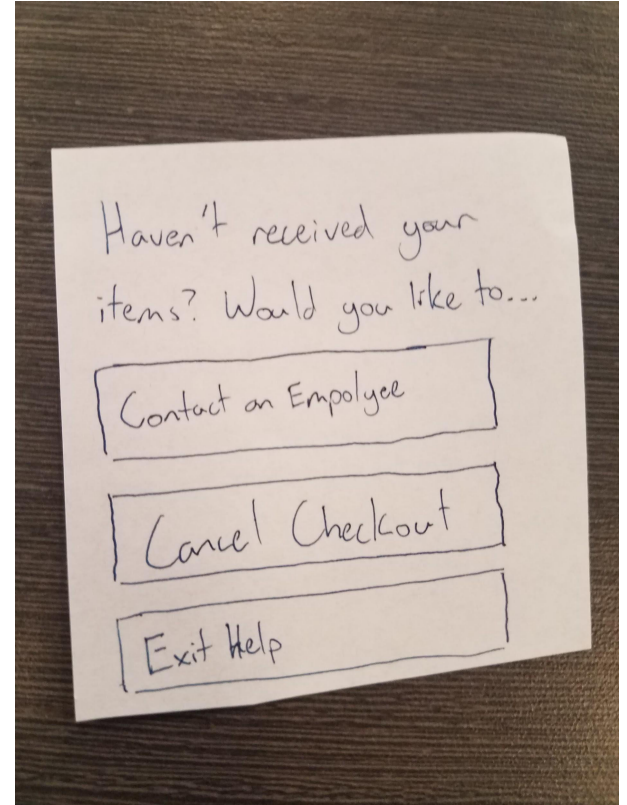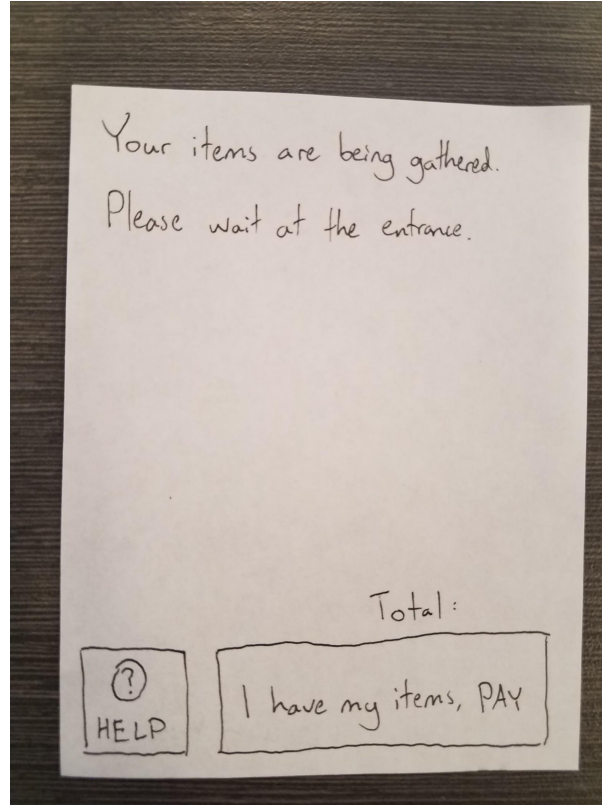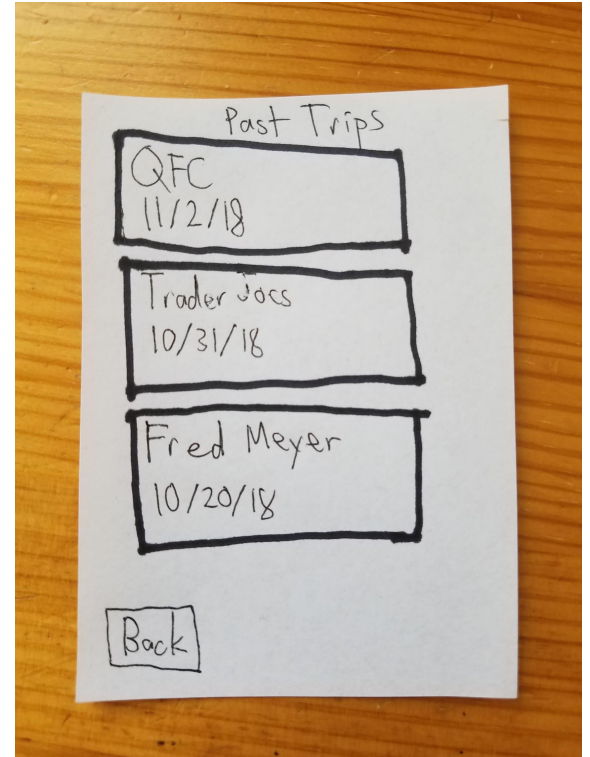
Picture issues

We show the user message if their picture is unclear, and let them pick the item they want if there are multiple in the picture

No past shopping trips

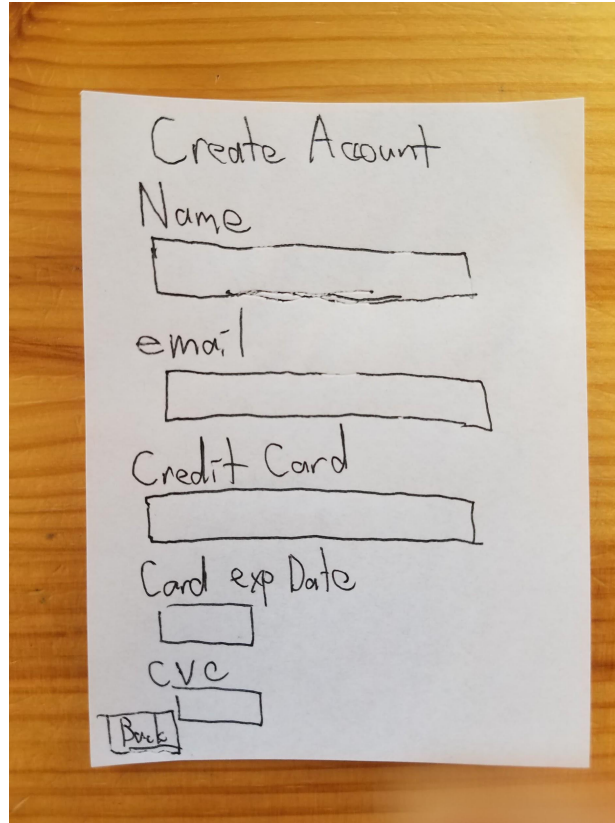We added an option to view past shopping trips

Does not know when they have paid

We added a message that tells them they have been emailed a receipt

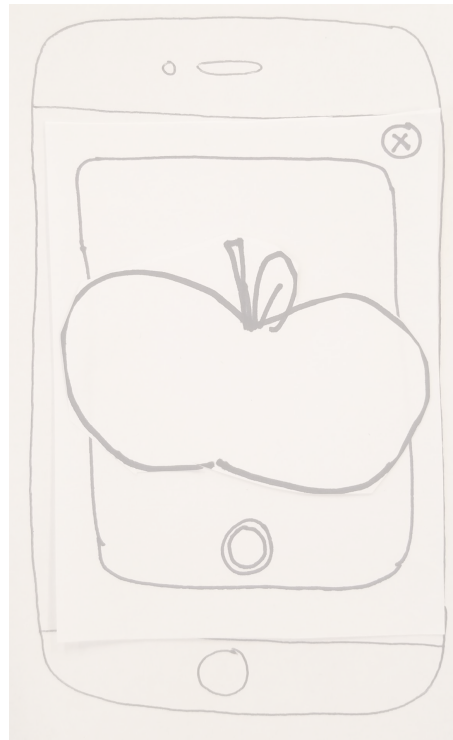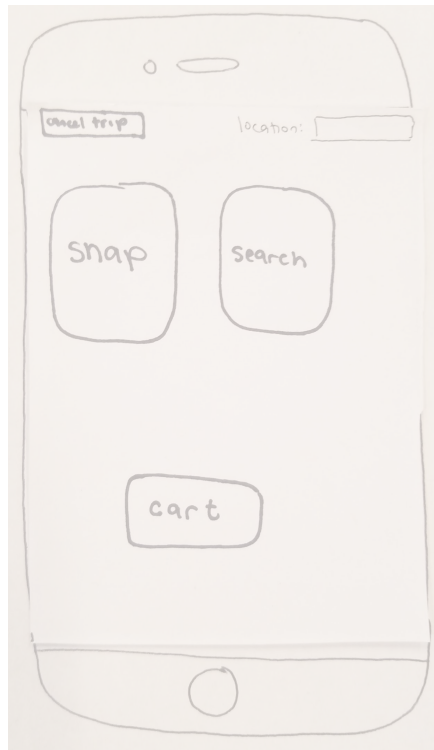# No option to edit account
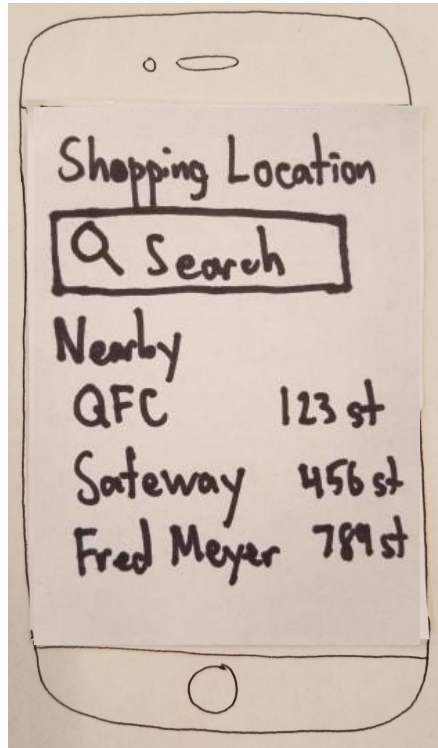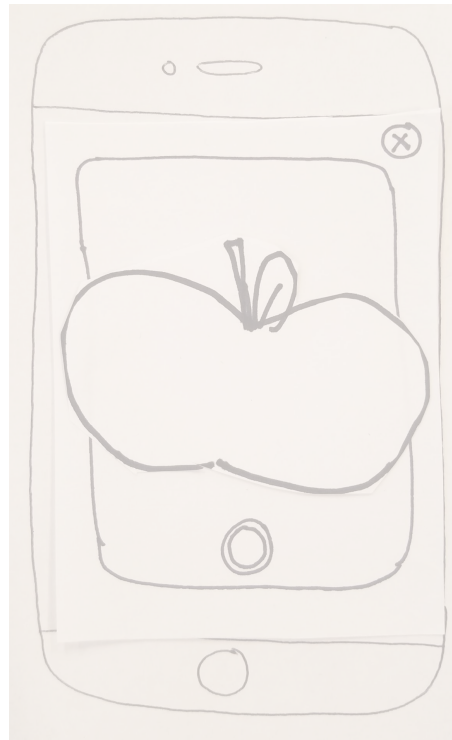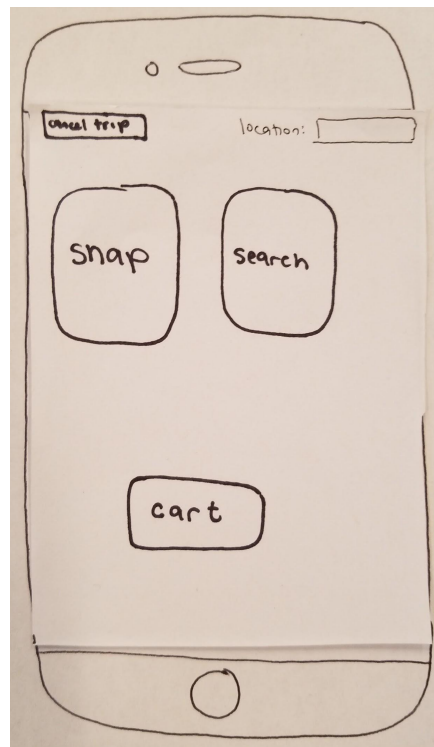
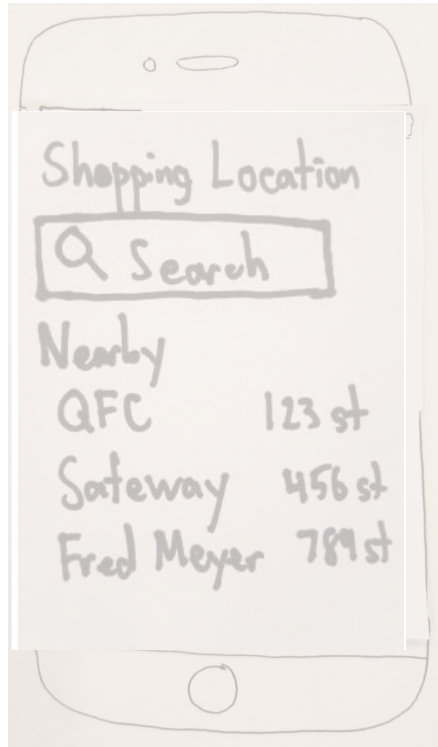We added the pages for creating and editing a user account

Final Paper Prototype

Grabbing out of reach items

Final Paper Prototype

Grabbing out of reach items

SnapCart

Start Shopping

Past Trips

Shopping Location

🔍 Search

Nearby
QFC   123 st
Safeway   456 st
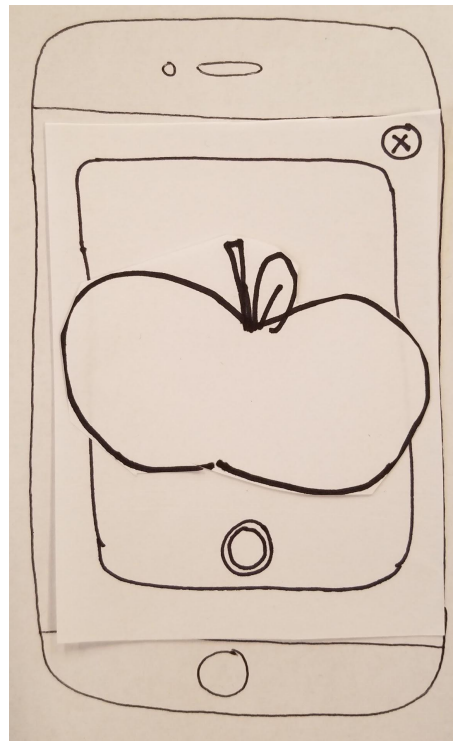Fred Meyer   789 st

cancel trip   location:
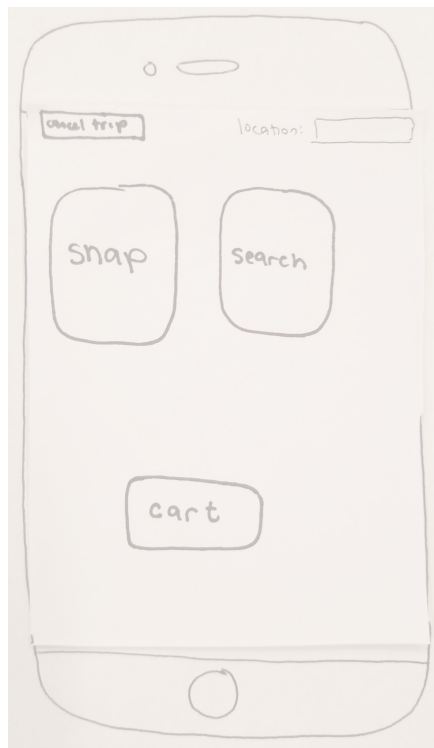
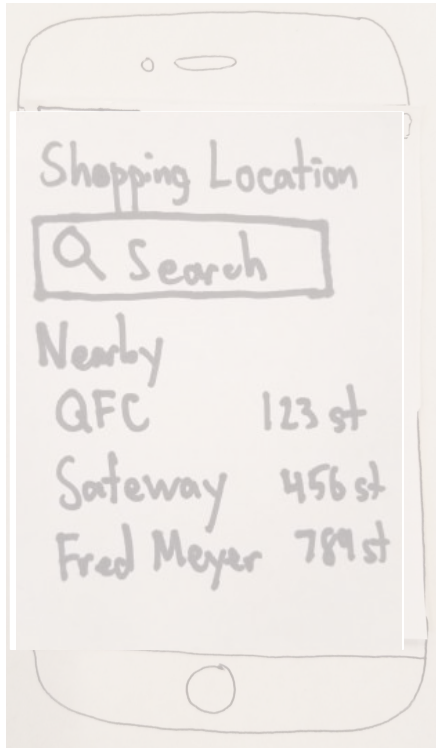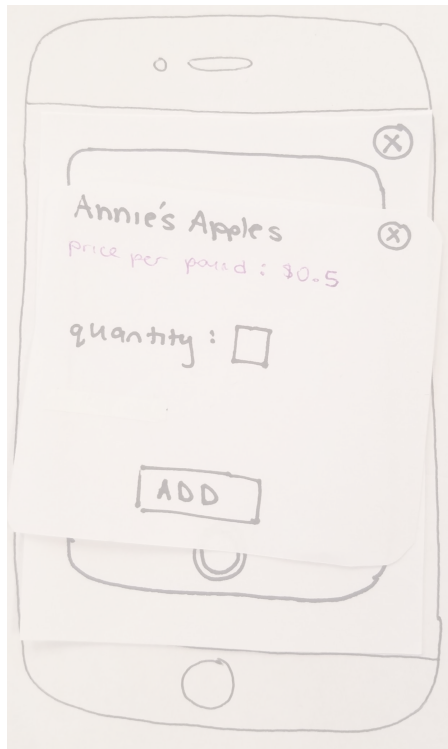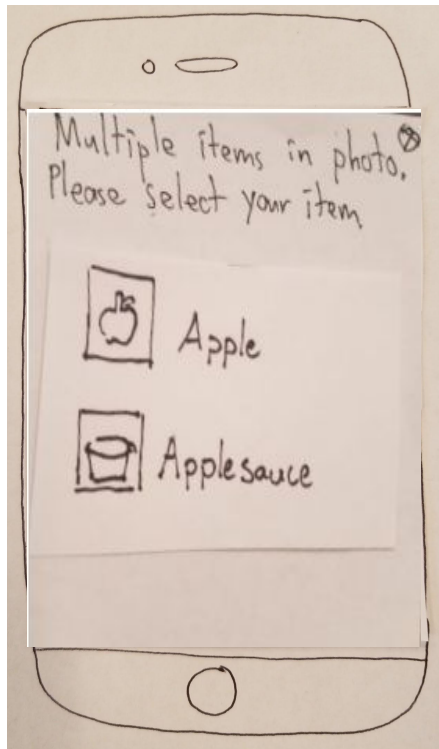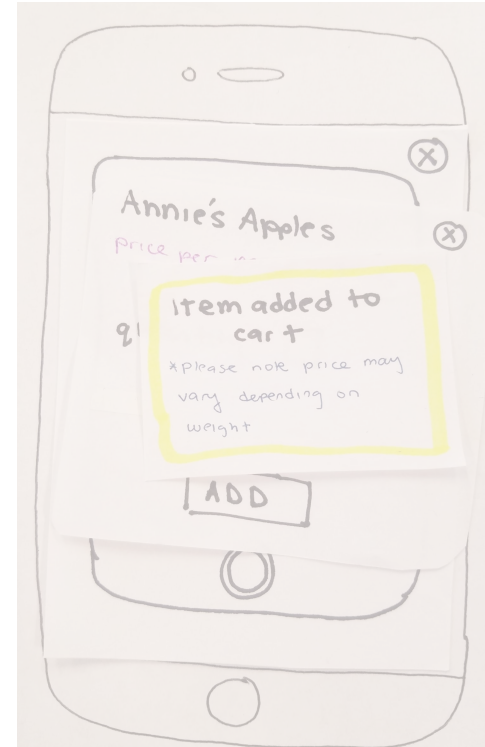snap   search

cart

Final Paper Prototype

Grabbing out of reach items

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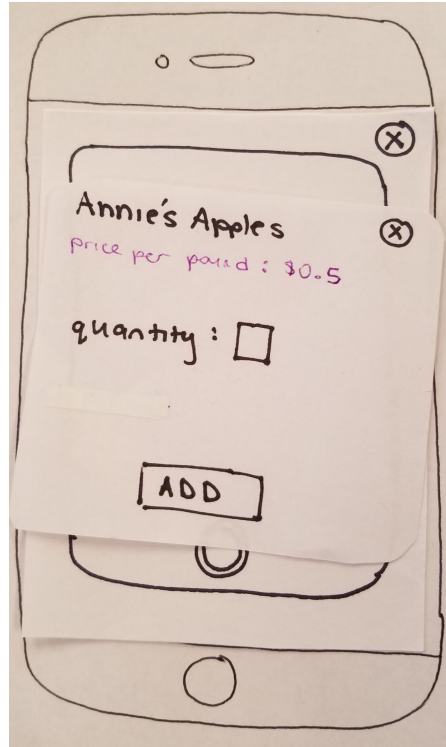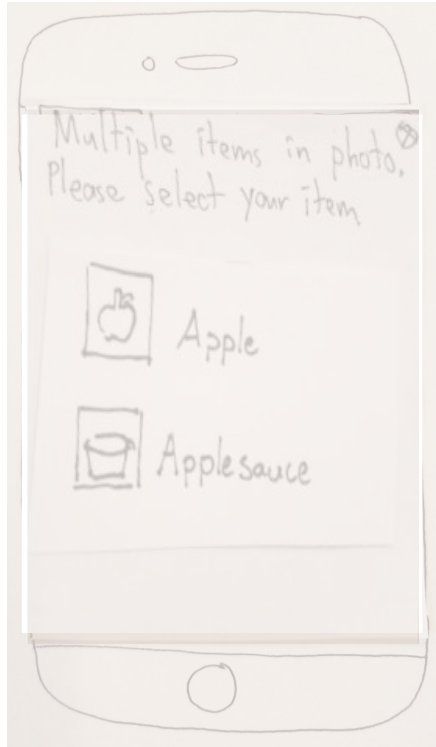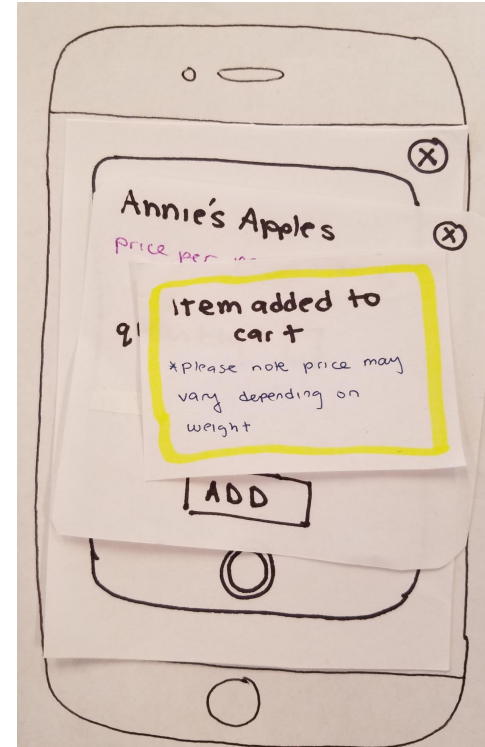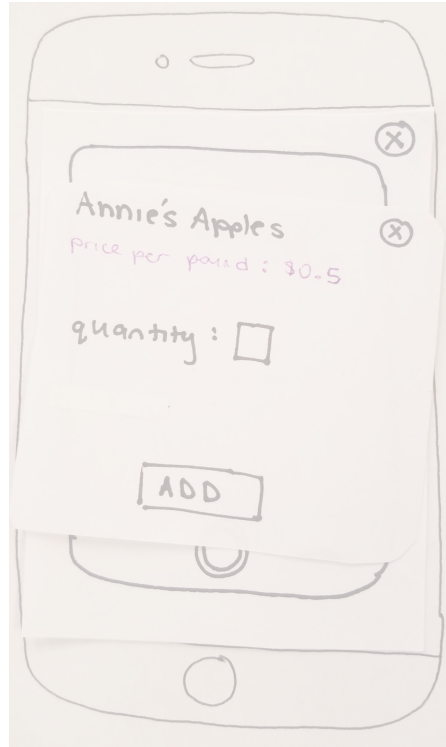Grabbing out of reach items

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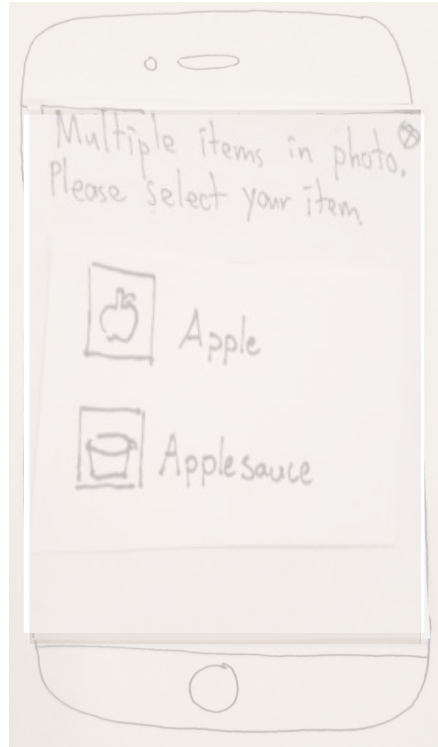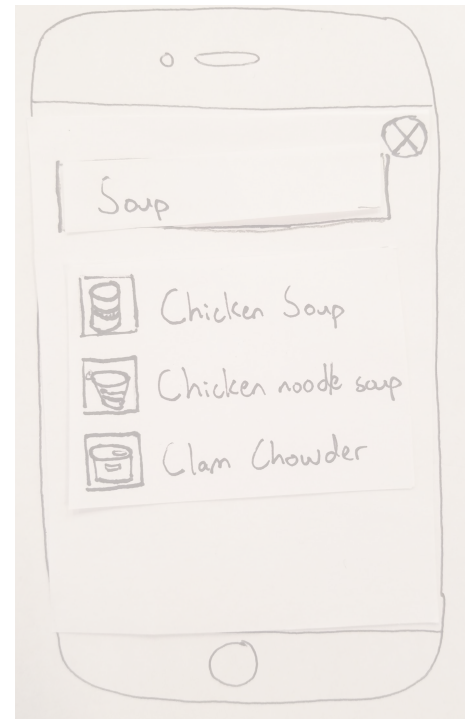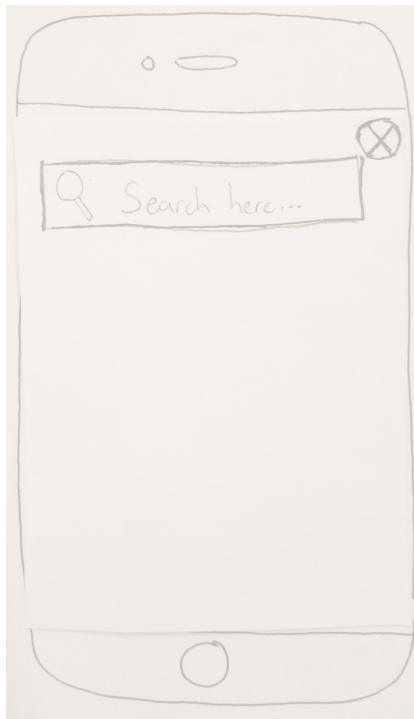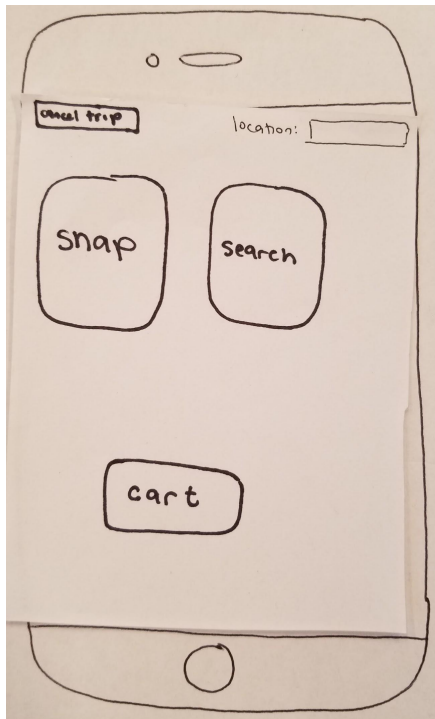
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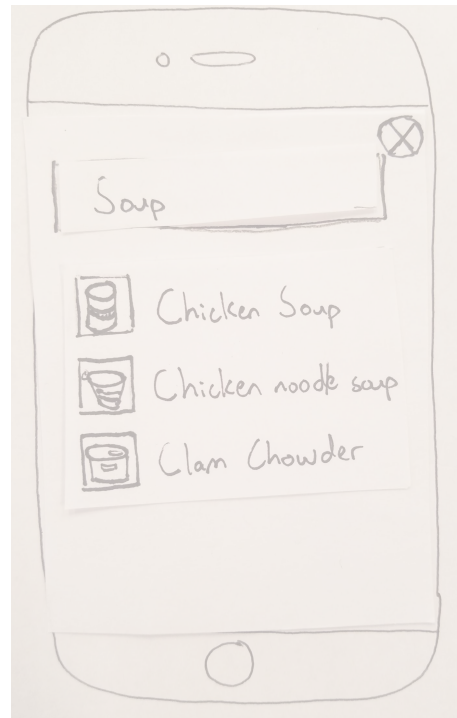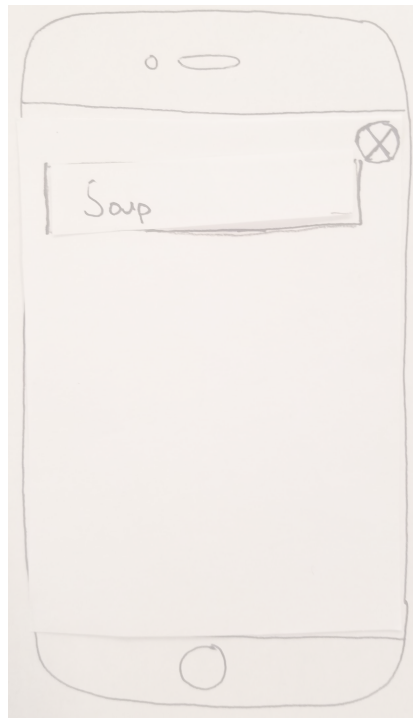
Final Paper Prototype

Carrying a large amount of items

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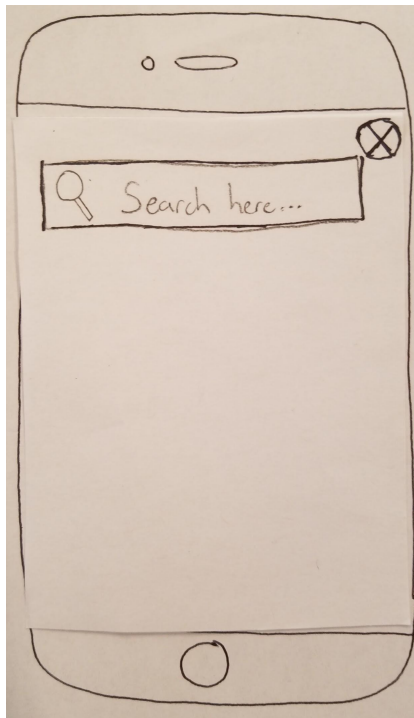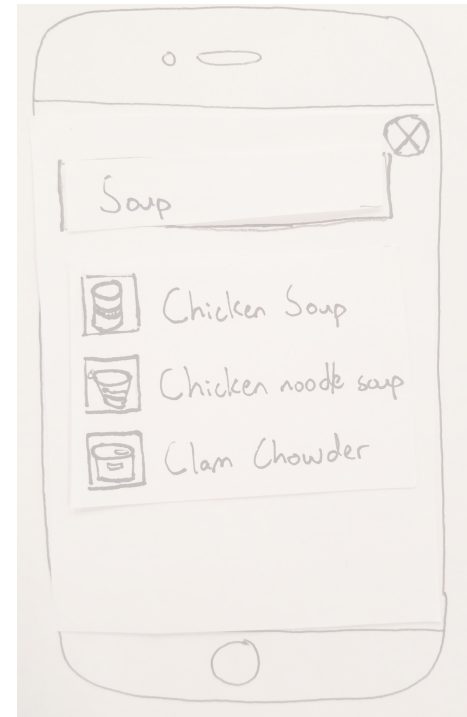
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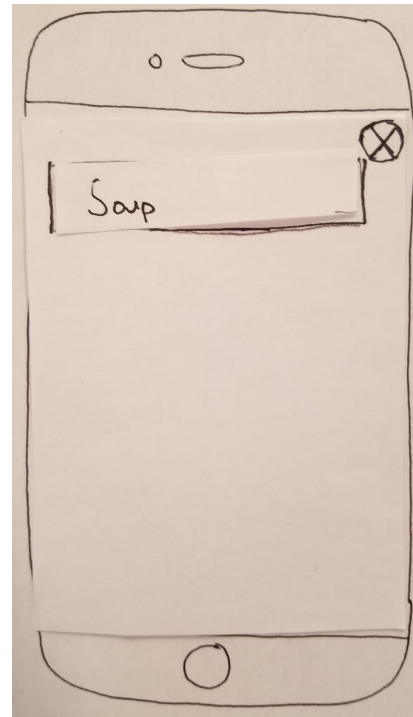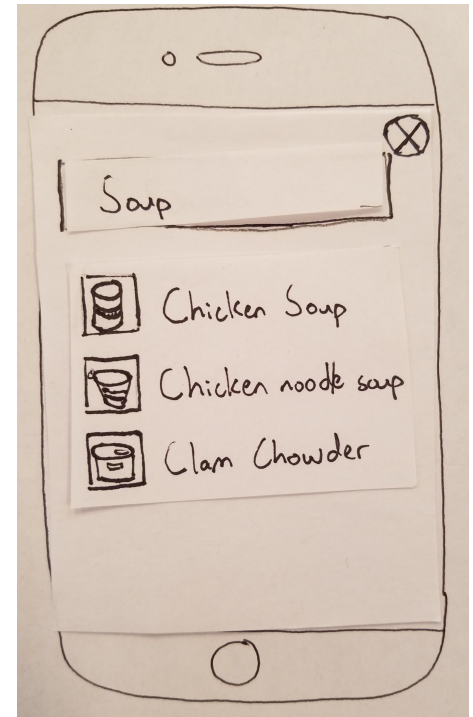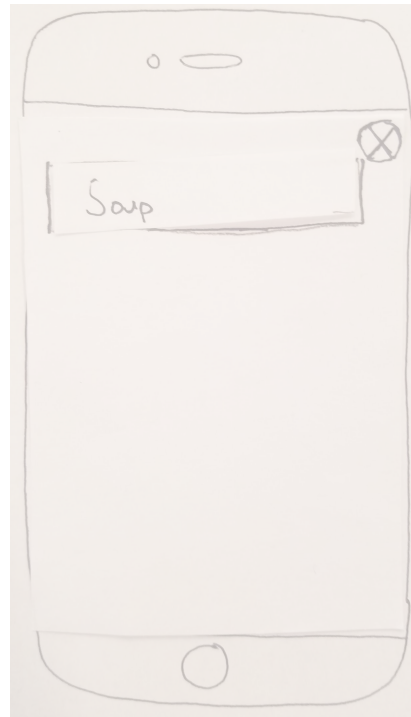
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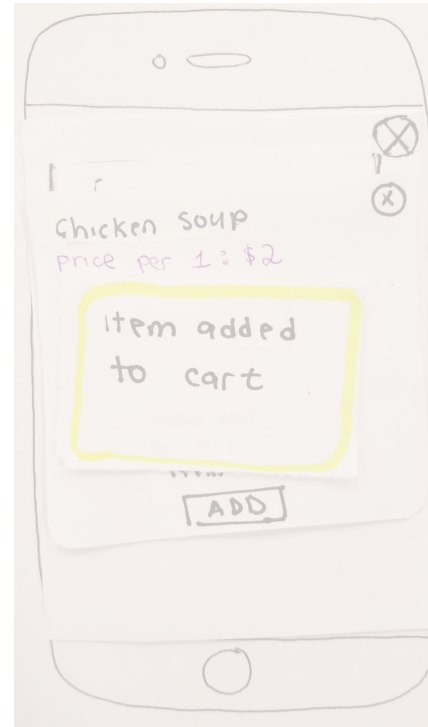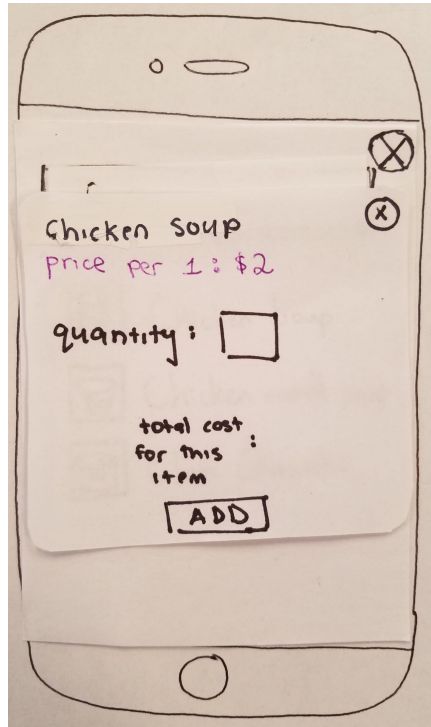
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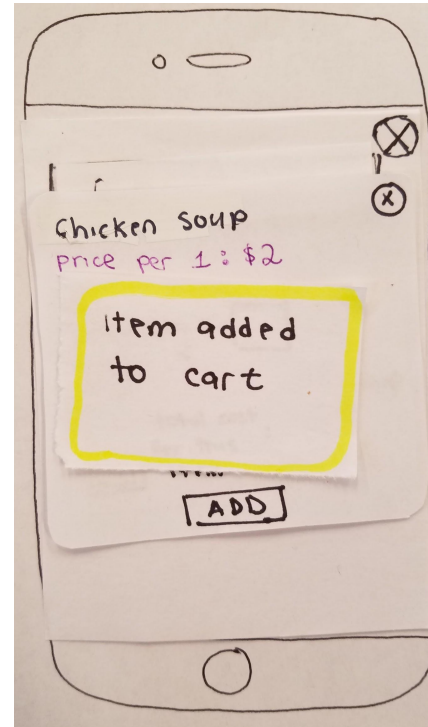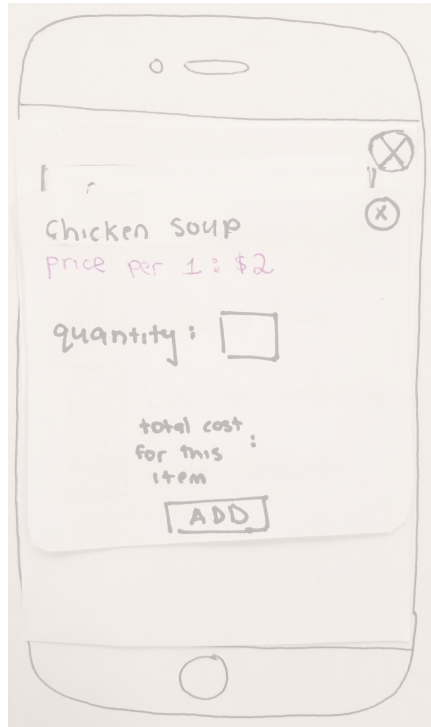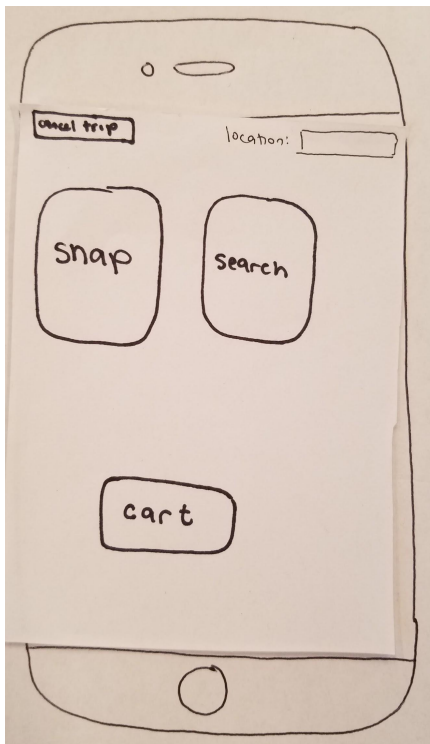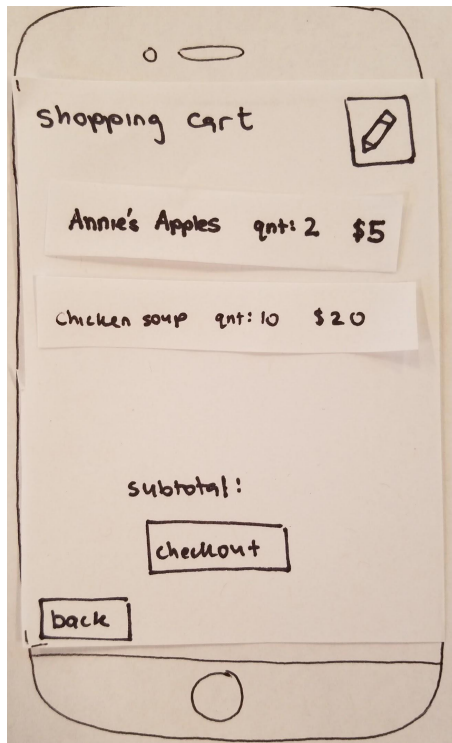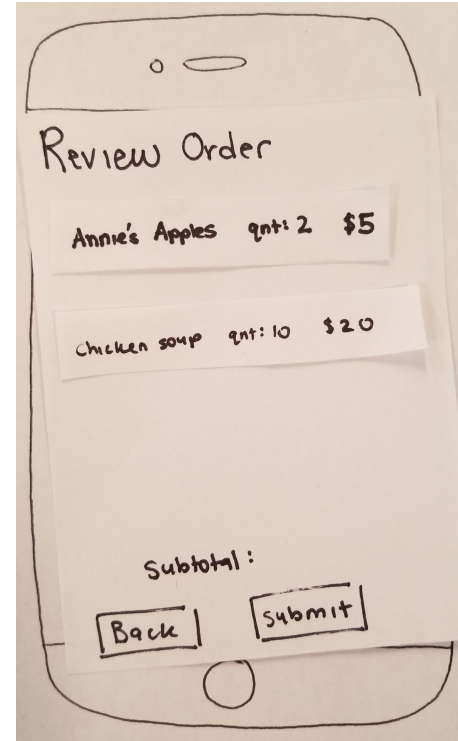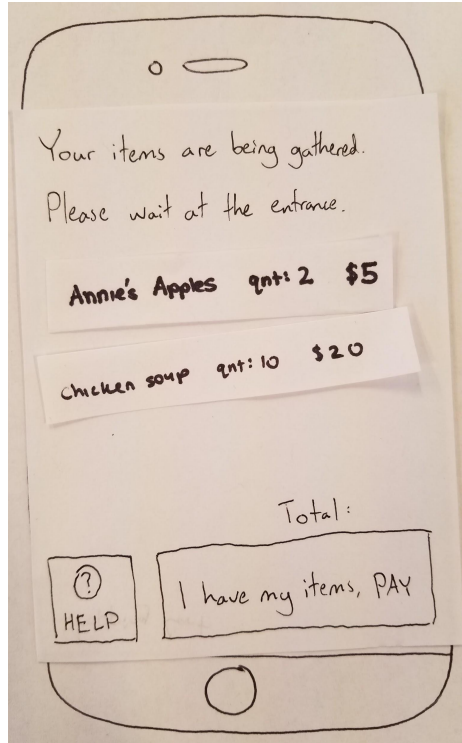
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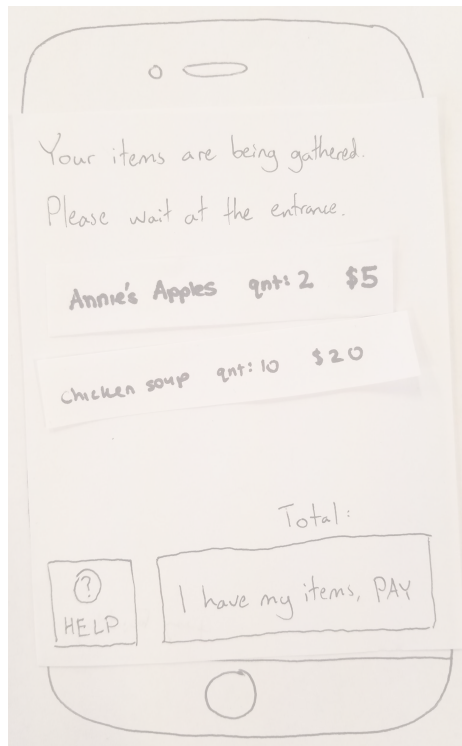# Final Paper Prototype
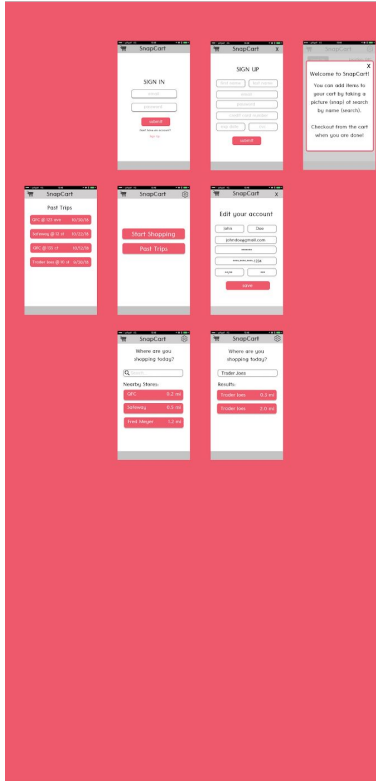
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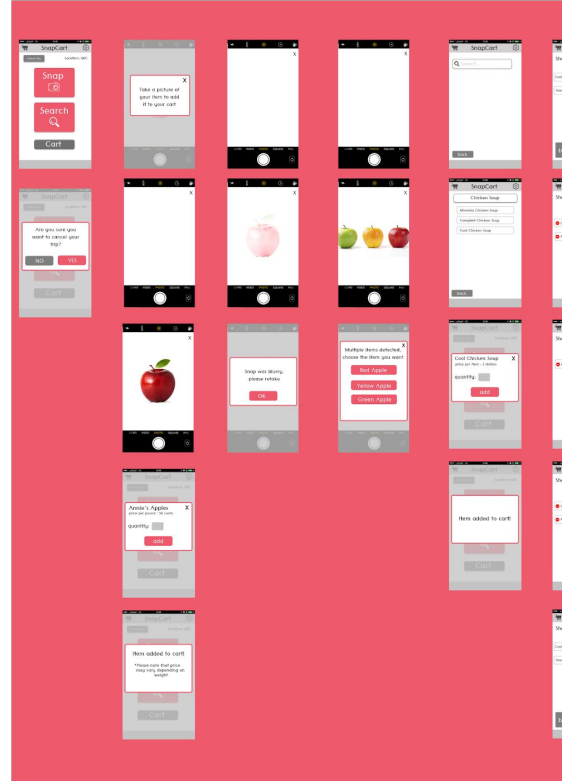# Final Paper Prototype

Carrying a large amount of items

Digital Mockup

Startup

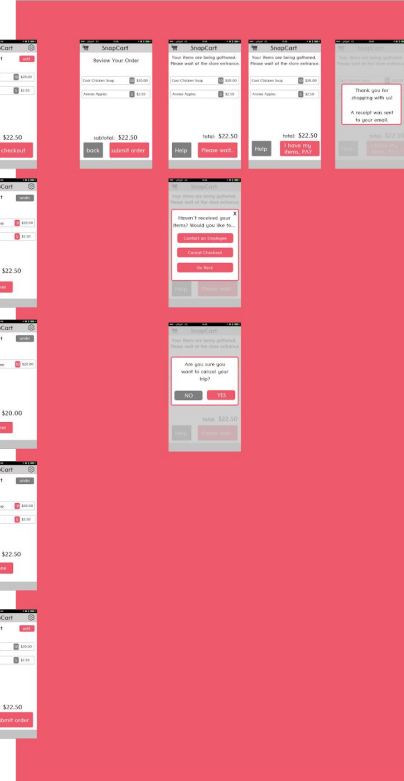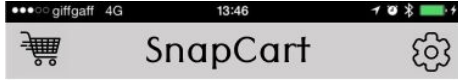Shopping

Checkout

Digital Mockup
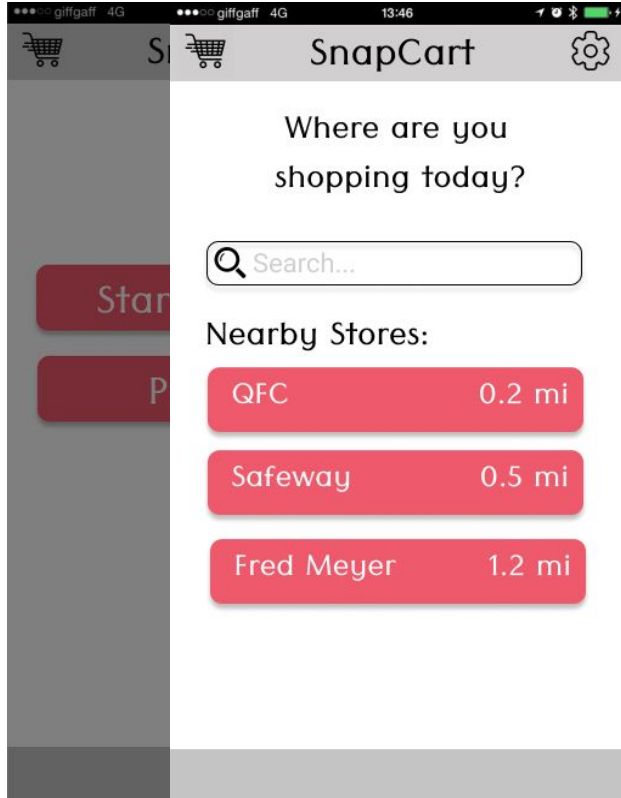
Grabbing out of reach items

SnapCart

Start Shopping

Past Trips

Digital Mockup

Grabbing out of reach items

Digital Mockup

Grabbing out of reach items

Digital Mockup

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Digital Mockup

Grabbing out of reach items
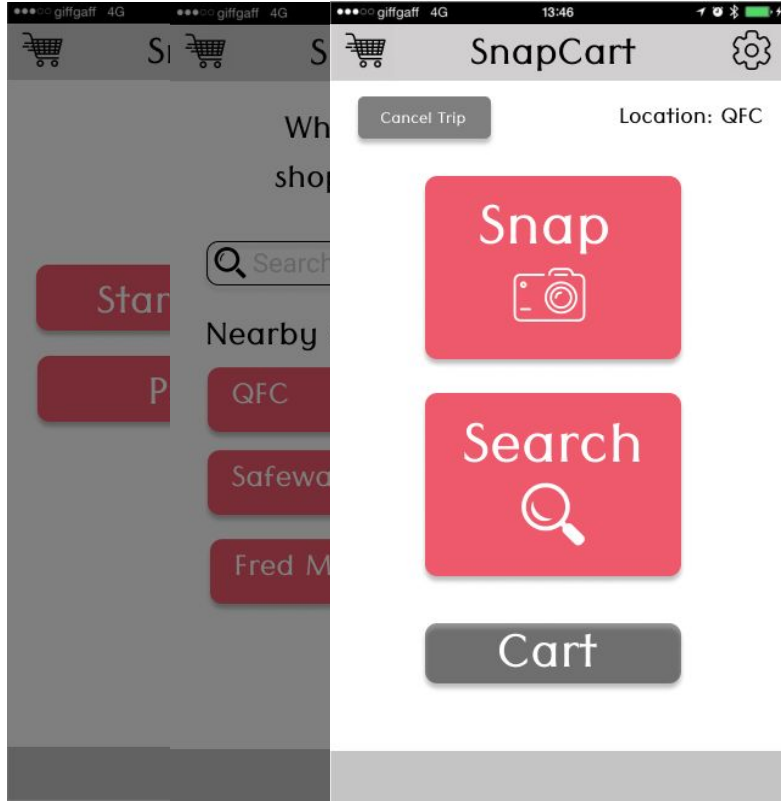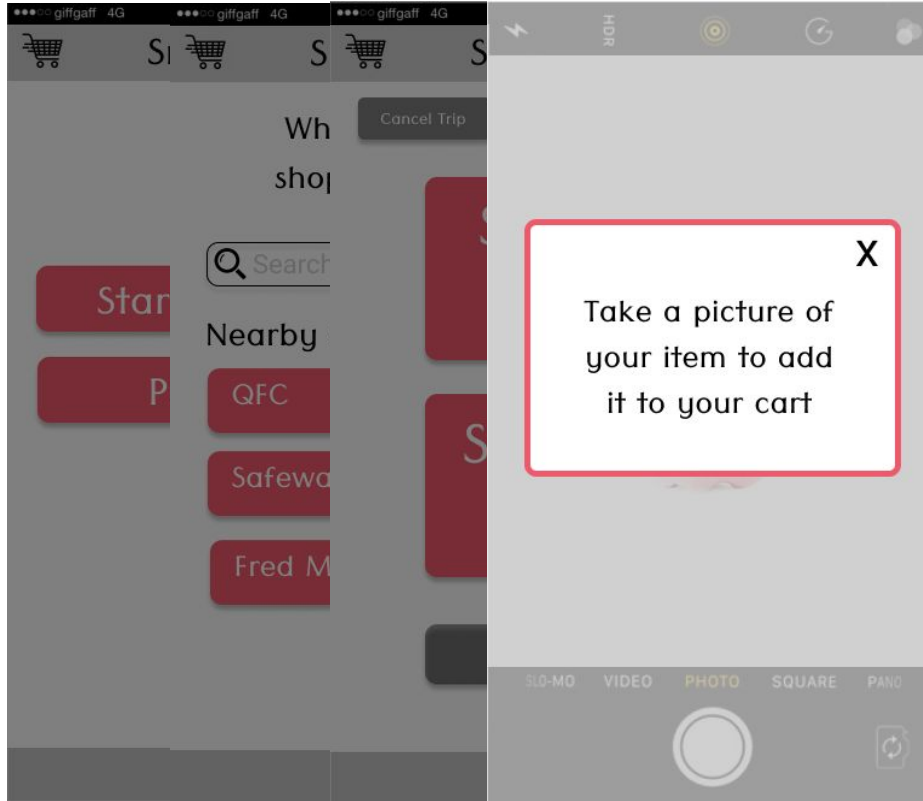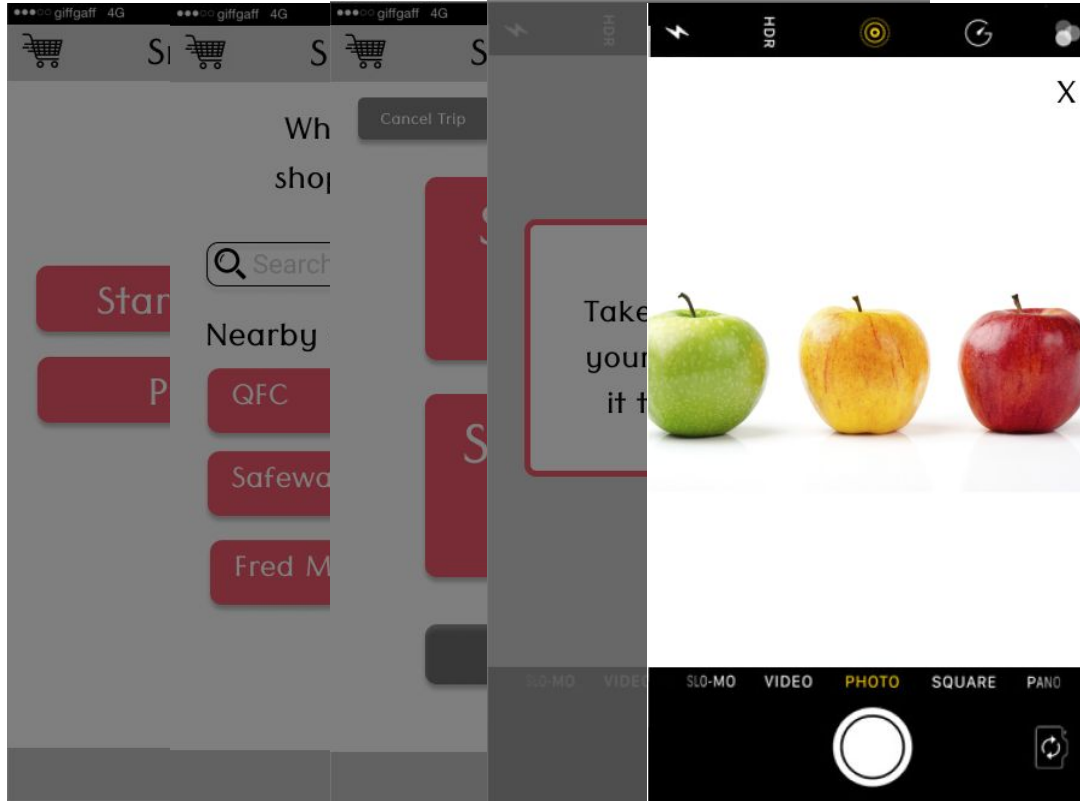
Digital Mockup

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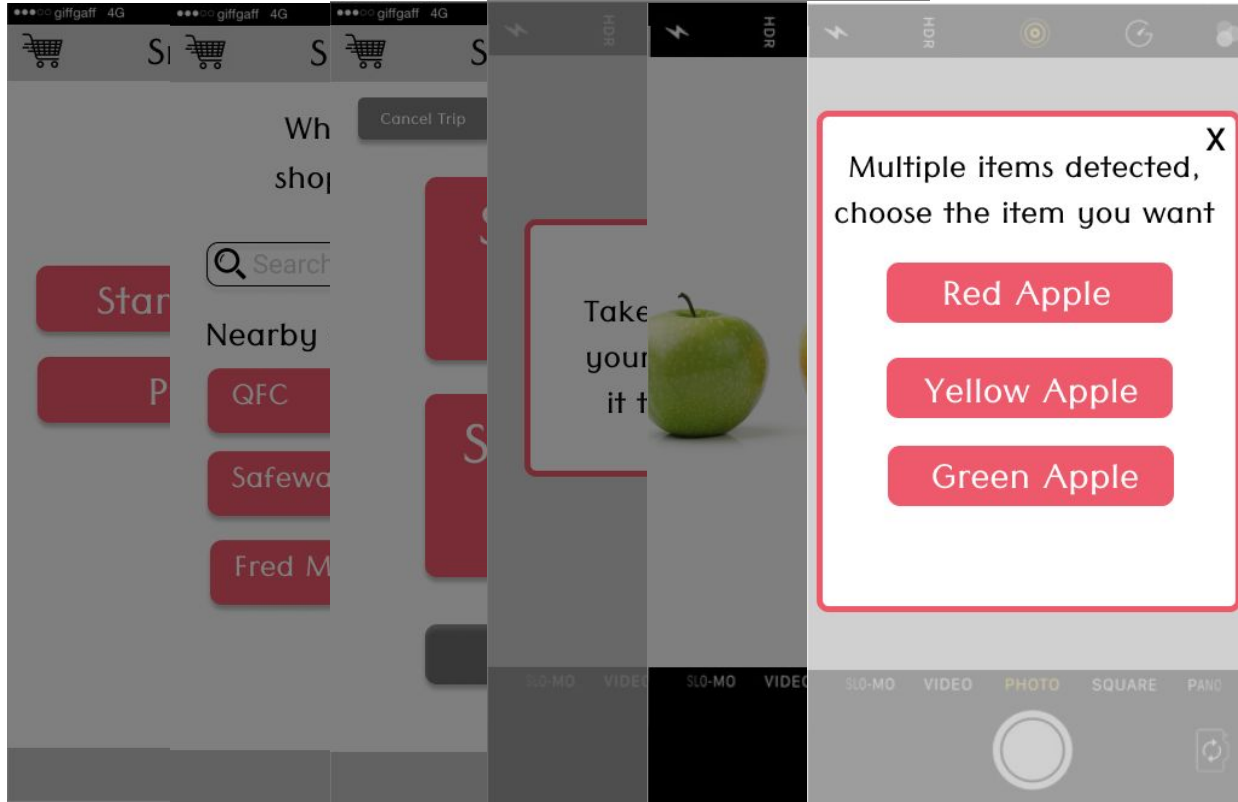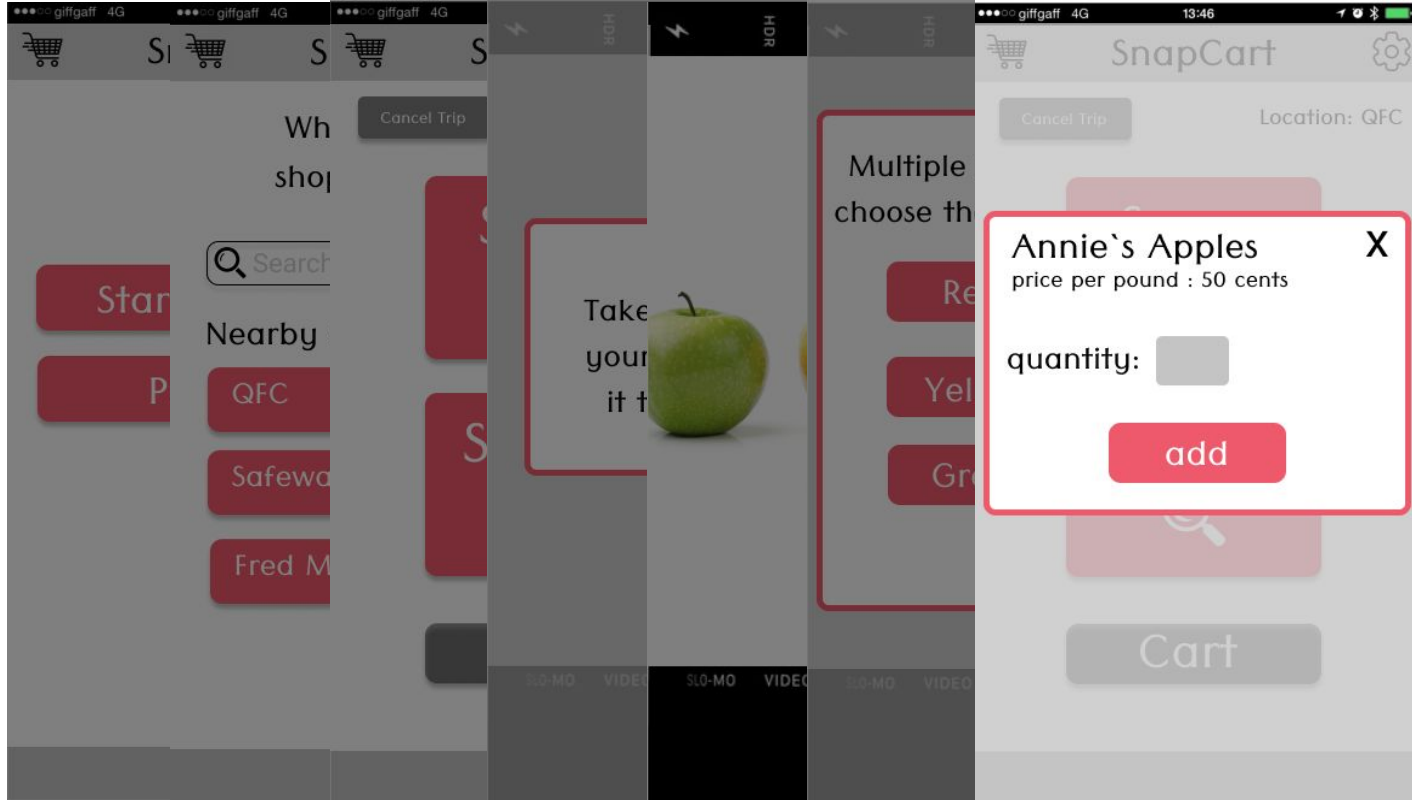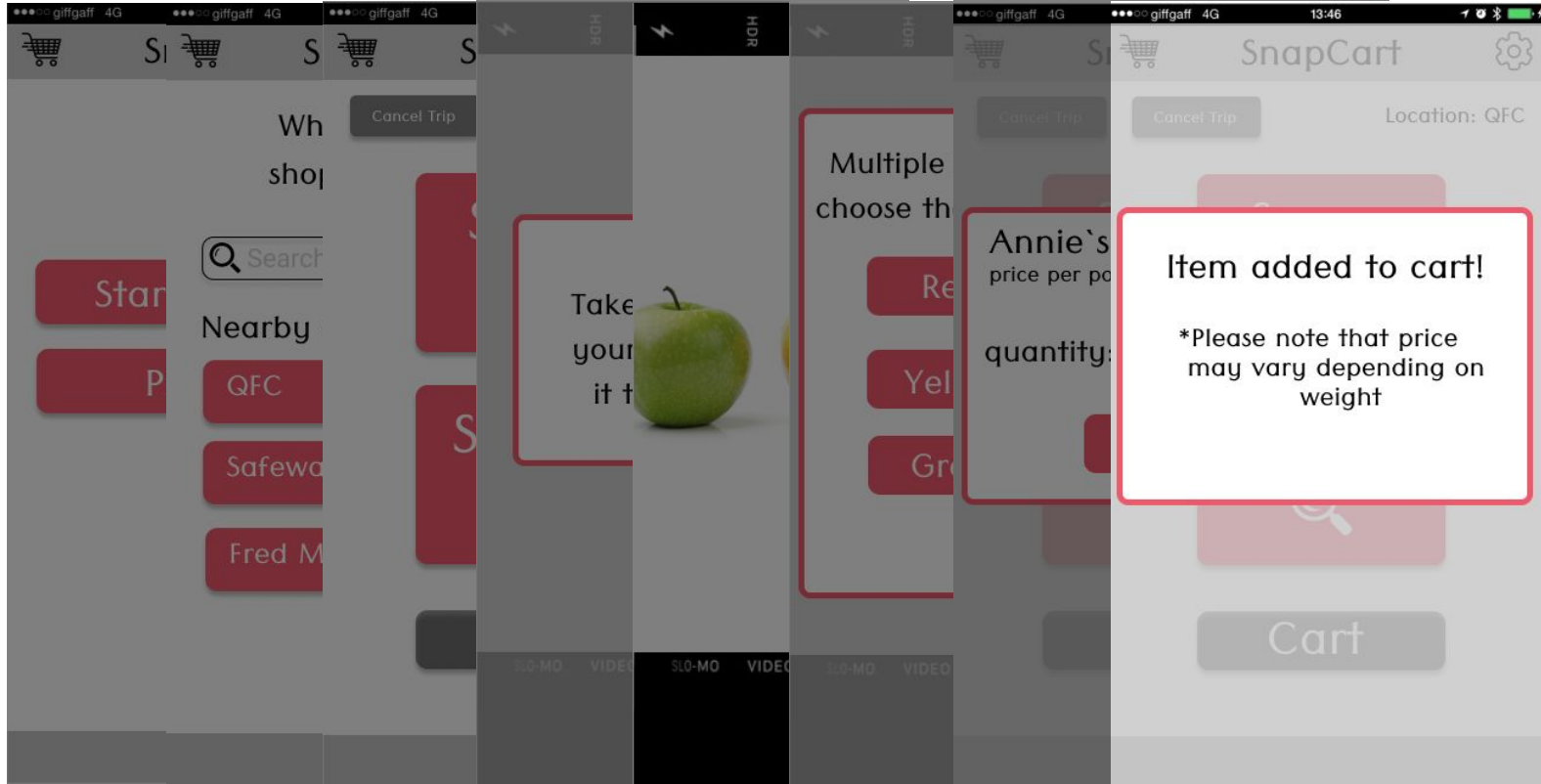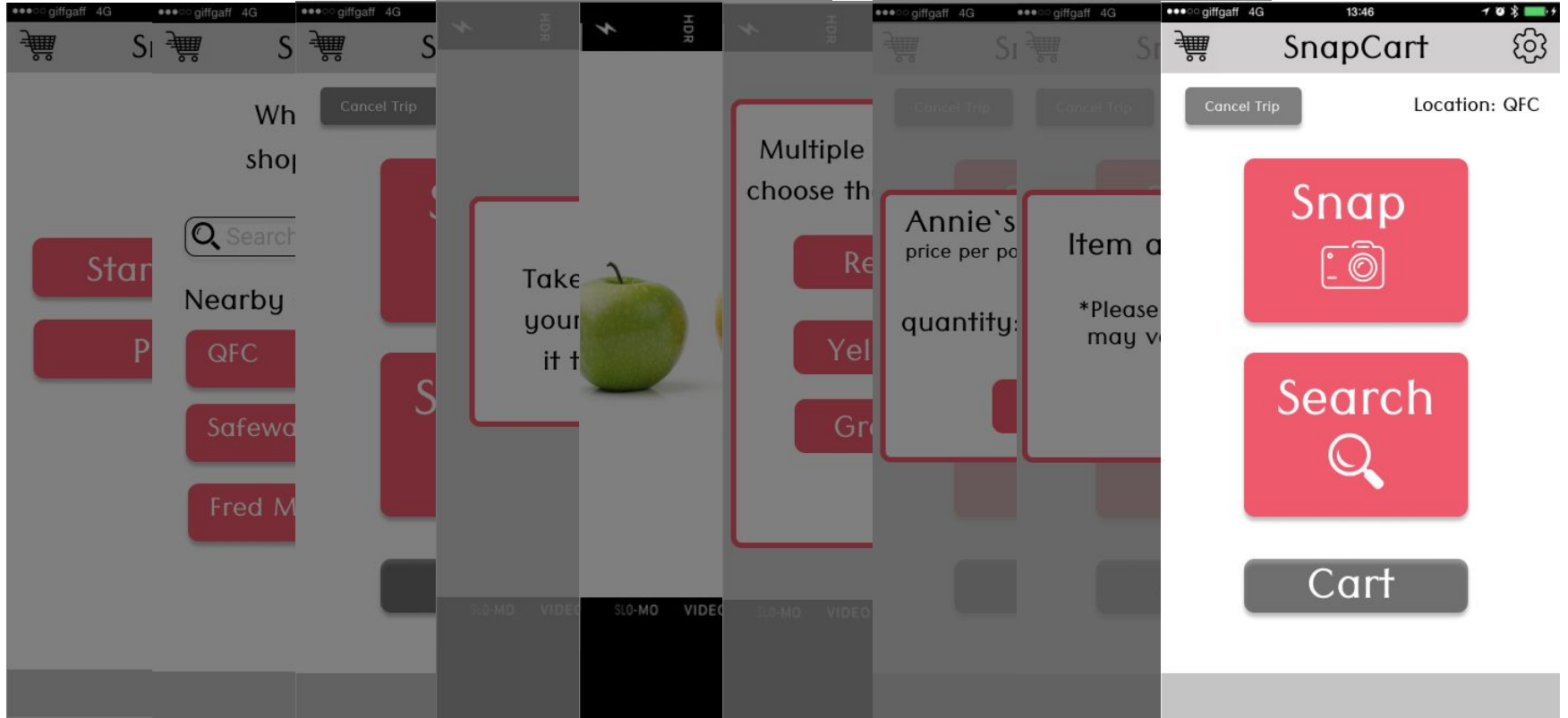# Digital Mockup

Grabbing out of reach items

Digital Mockup

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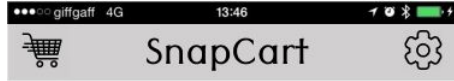
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Digital Mockup

Carrying a large amount of items
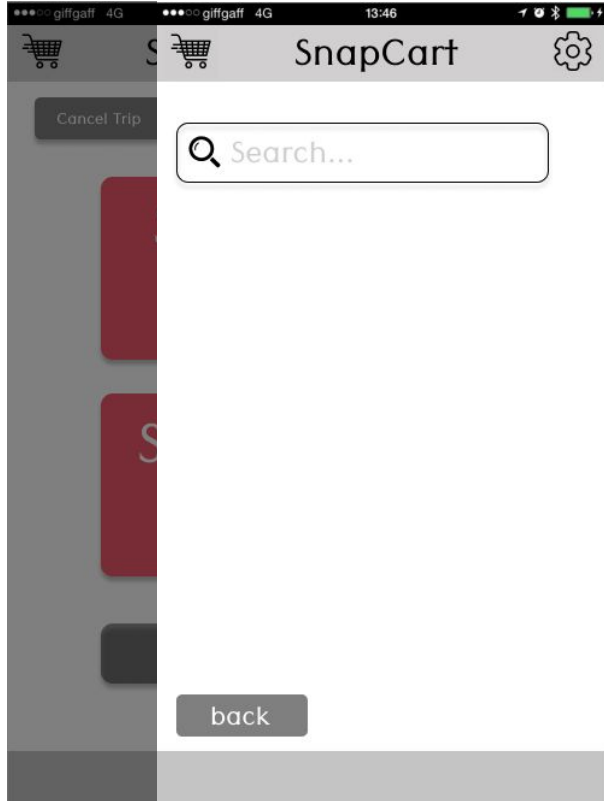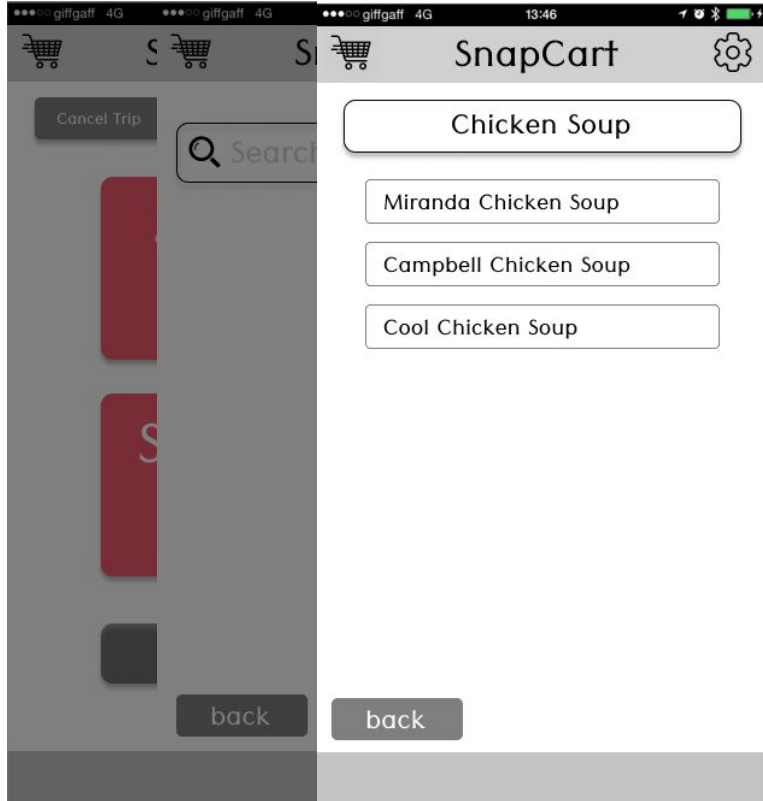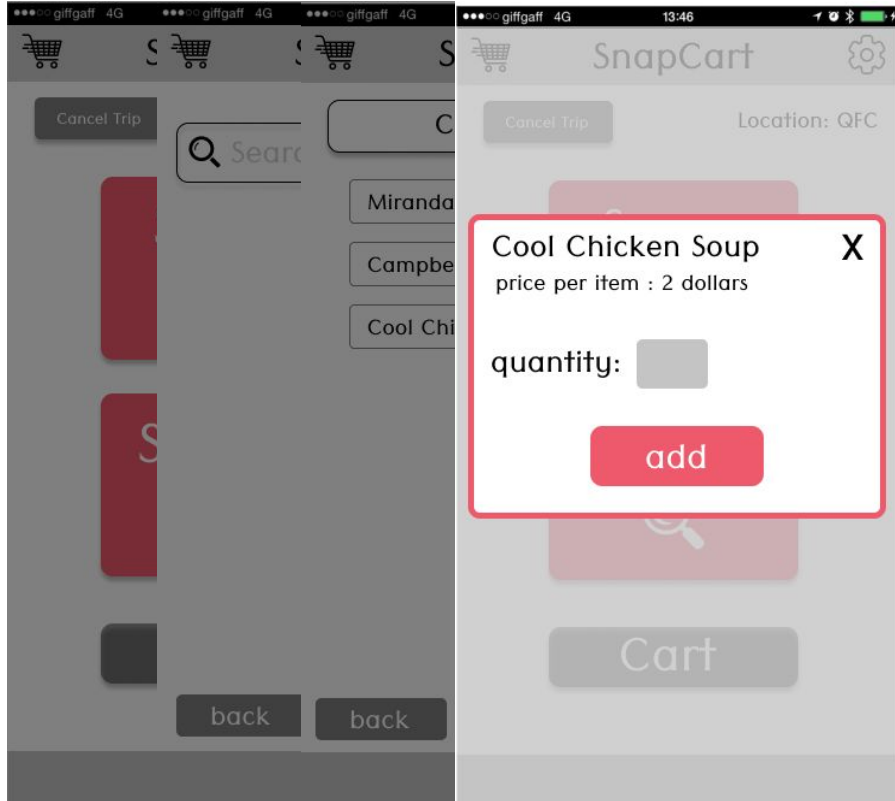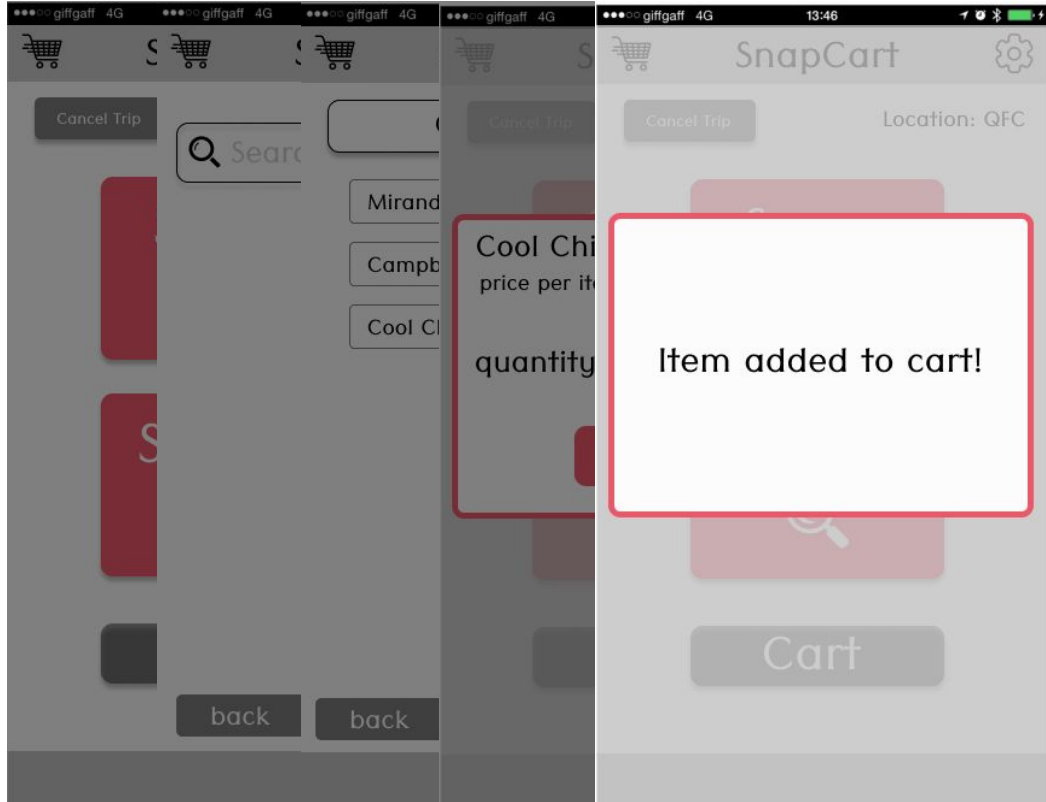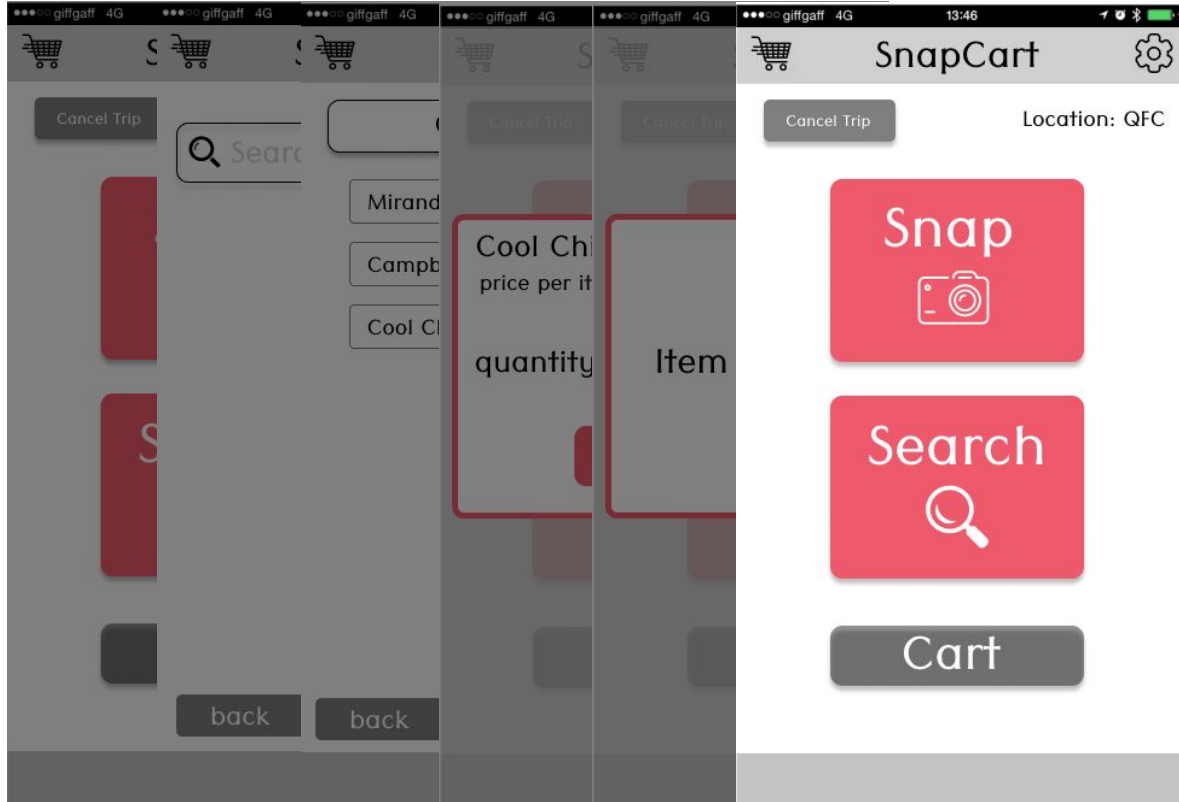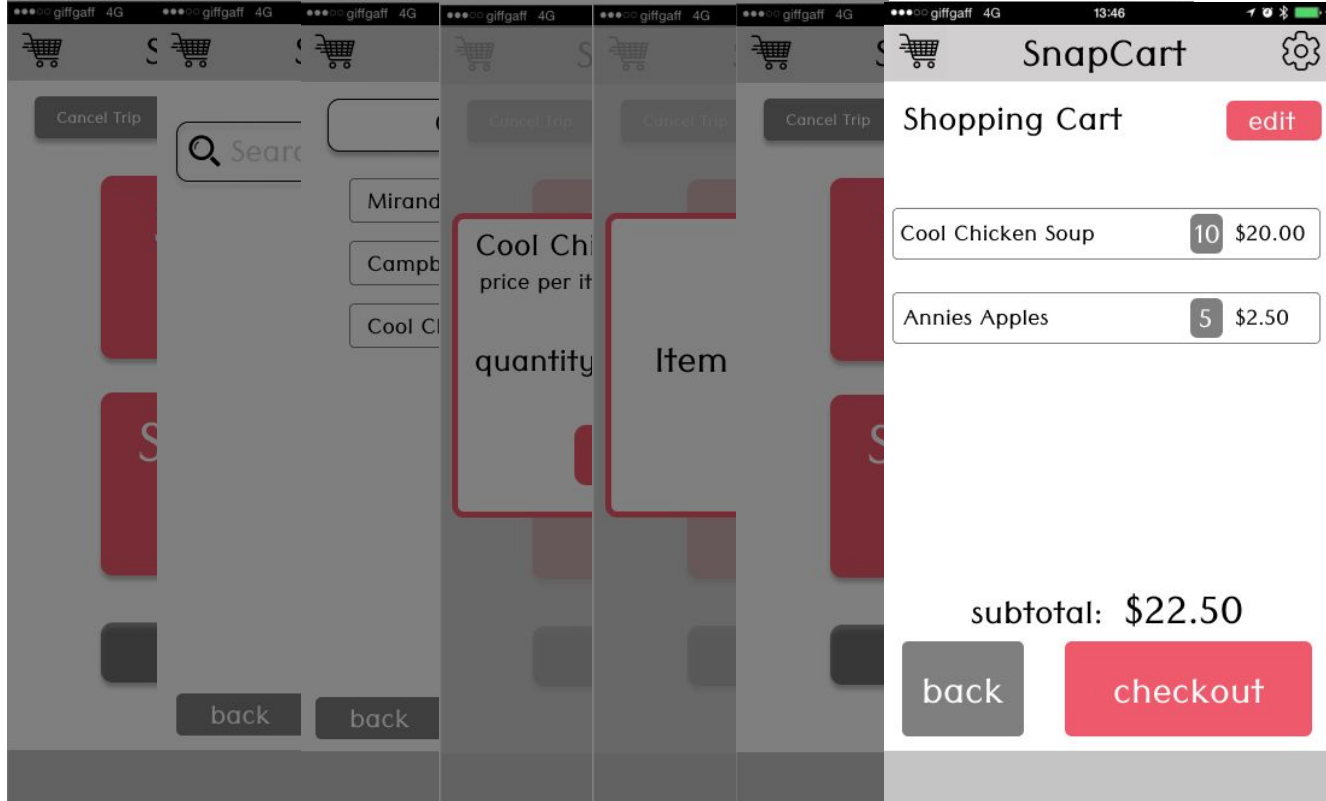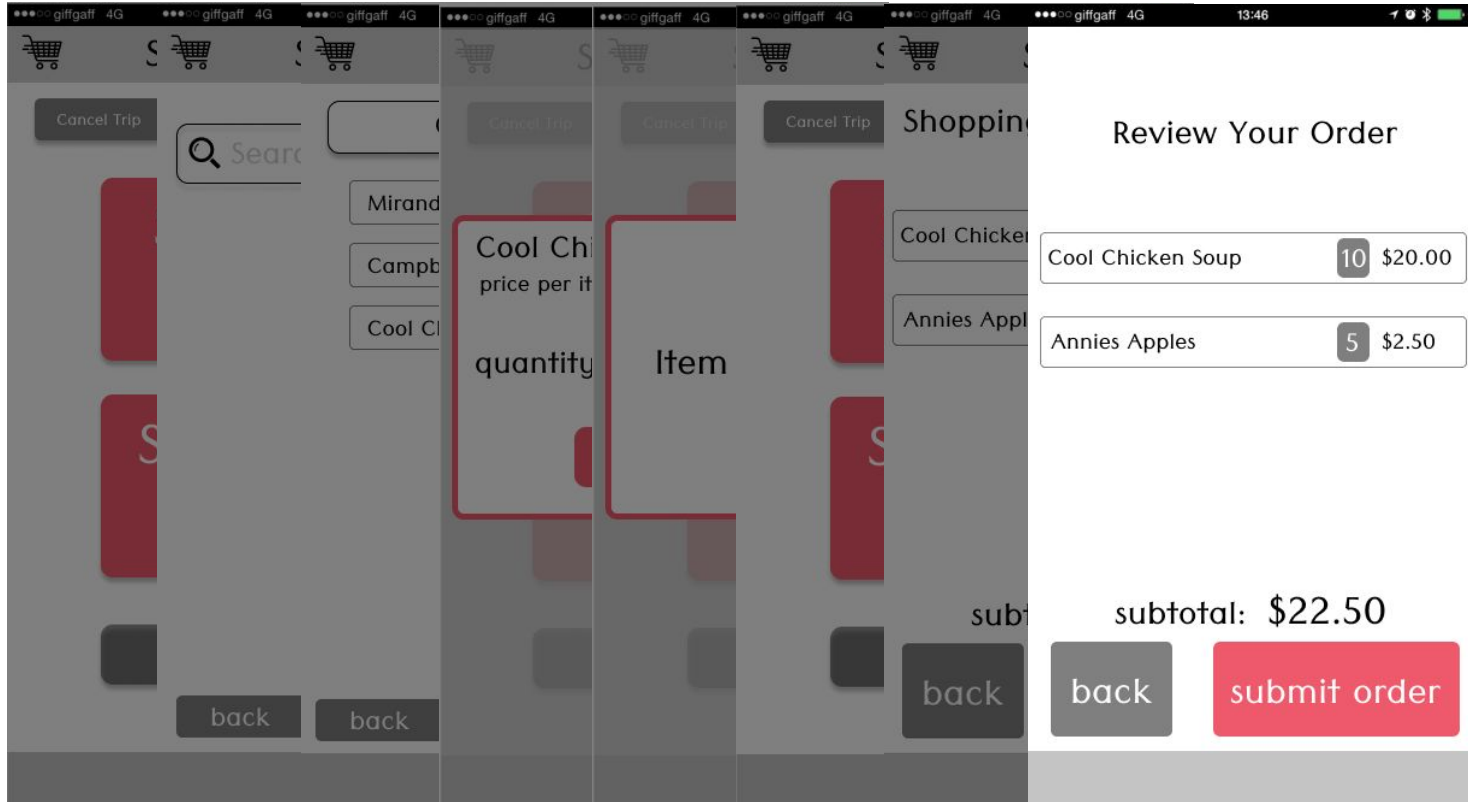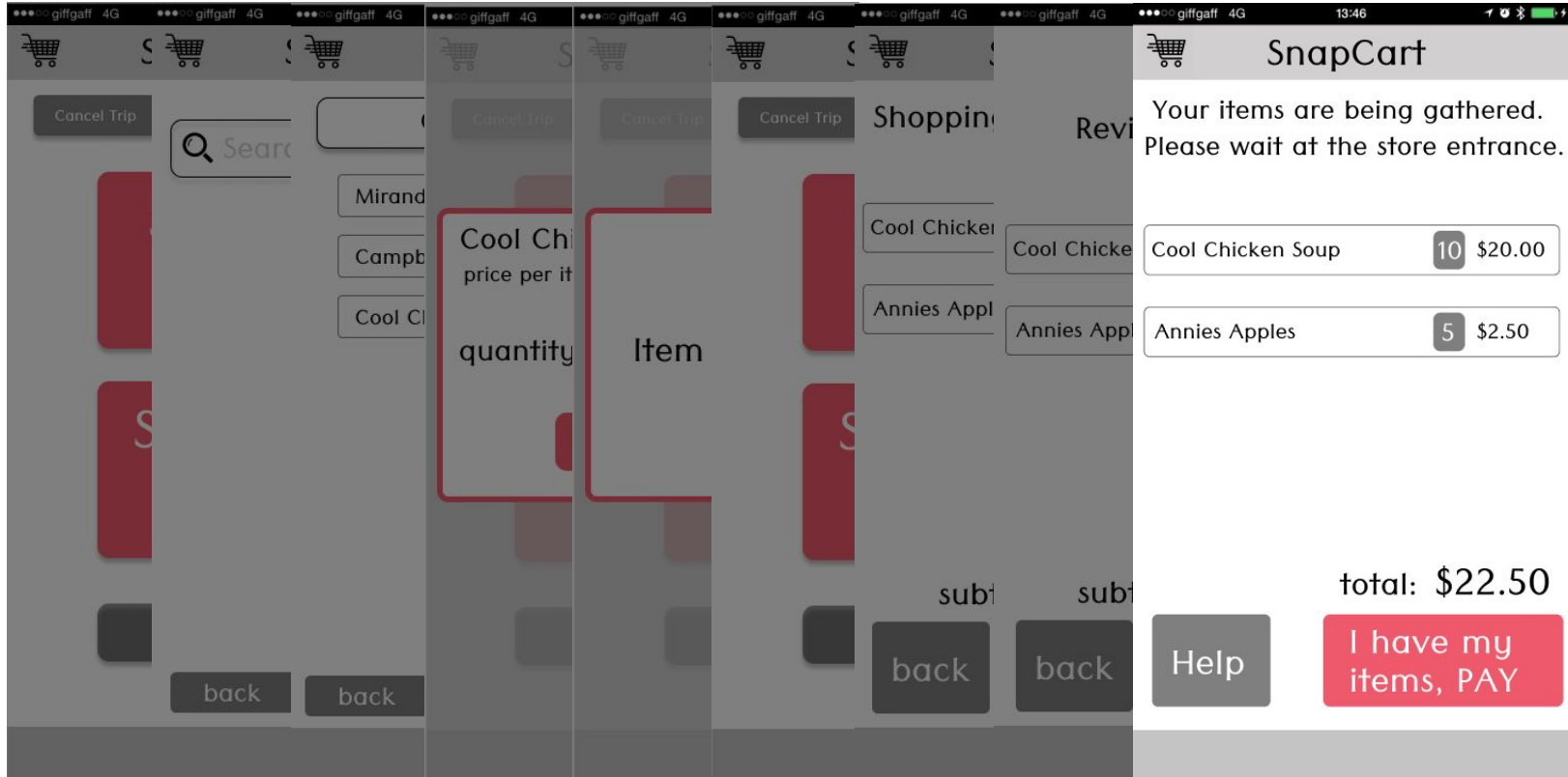
Digital Mockup

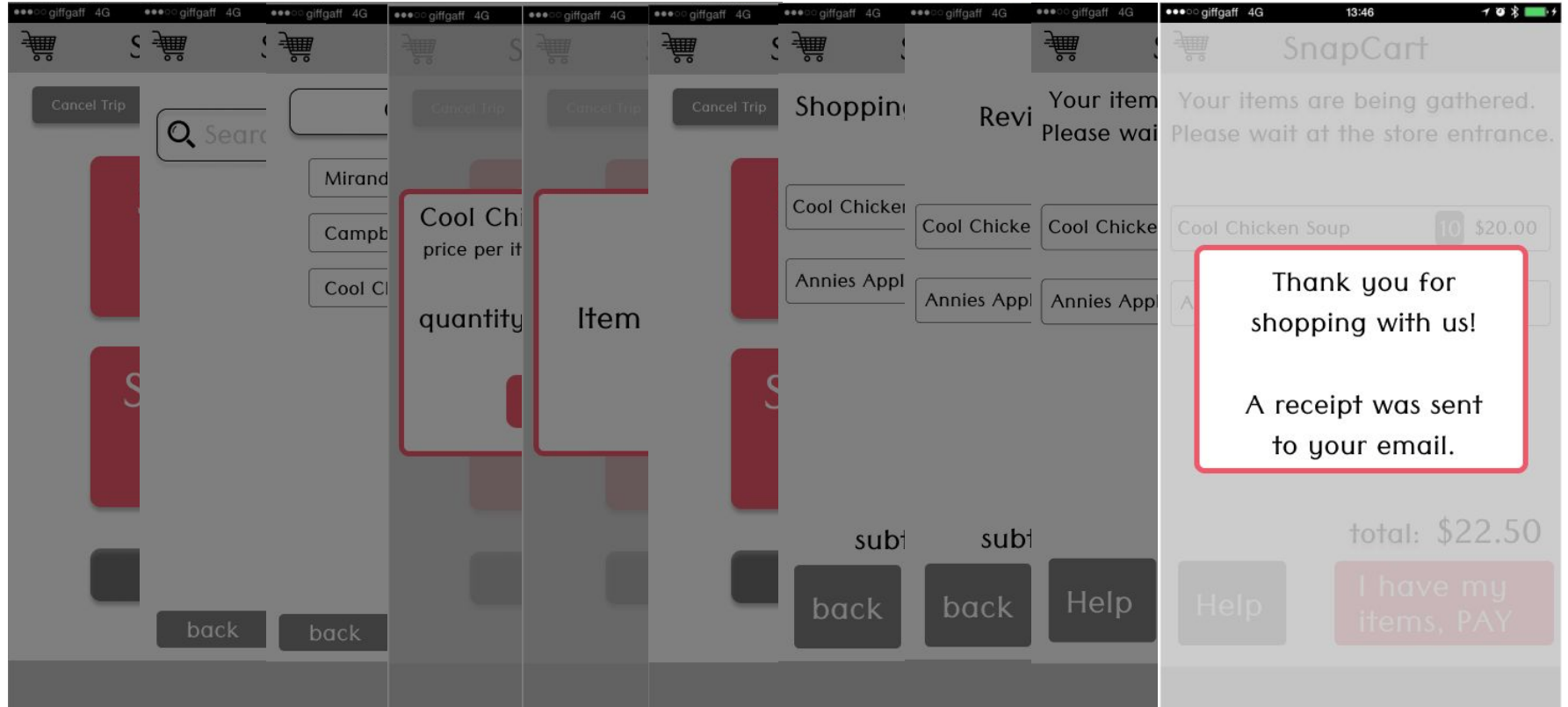Carrying a large amount of items

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Summary

- Iterative design, don't get too attached to any of your ideas early on

- Paper prototypes are a great way to get a lot of ideas on the table! (Literally)

- It takes effort and testing to bridge the page between what you think the user wants, and what the user really wants!

Shopping in a wheelchair, it's a Snap!

Questions?