Pro Shopper

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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

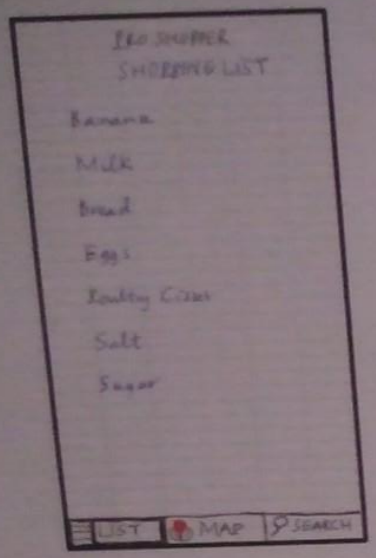
Medium

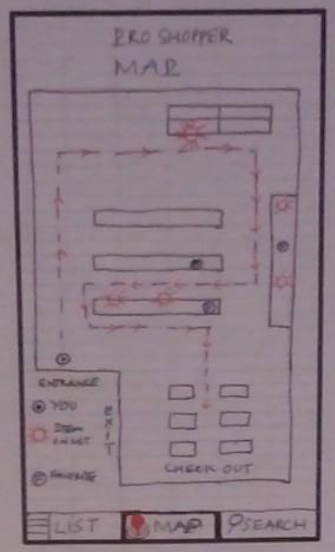
Find where the specific product you wish to buy is located in the store/shelf

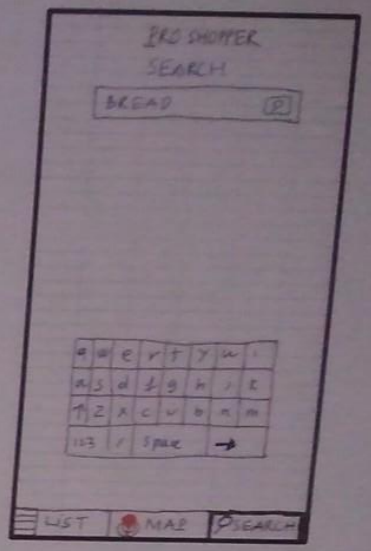
Hard

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)

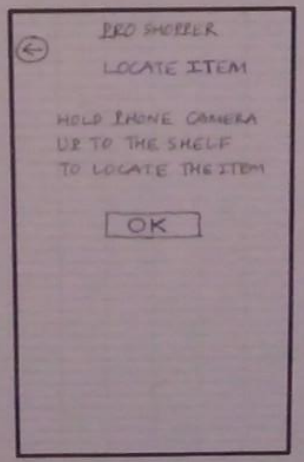
Low Fidelity Prototype

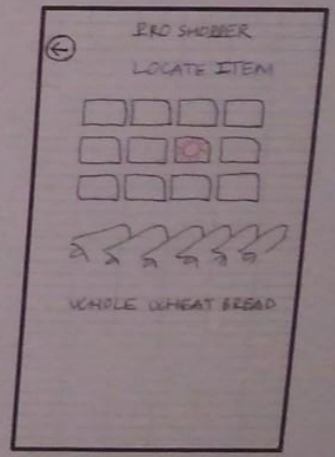

PRO SHOPPER
SHOPPING LIST
Banana
MILK
Bread
Eggs
Poultry Corn
Salt
Sugar
LIST
MAP
SEARCH


PRO SHOPPER
MAP
ENTRANCE
YOU
EXIT
CHECK OUT
LIST
MAP
SEARCH


PRO SHOPPER
SEARCH
BREAD
LIST
MAP
SEARCH

PRO SHOPPER
AVAILABLE BREAD
JUNIPER BREAD
$ 0.79
WHITE BREAD
$ 0.80
WHOLE WHEAT
$ 0.99
NINE GRAIN
$ 2.49
FAMOUS BREAD
$ 2.35


PRO SHOPPER
LOCATE ITEM
HOLD PHONE CAMERA
UP TO THE SHELF
TO LOCATE THE ITEM
OK


PRO SHOPPER
LOCATE ITEM
WHOLE WHEAT BREAD

PRO SHOPPER

QUALITY BAR

WHOLE WHEAT BREAD

NO CORN SYRUP ☑
NO MSG ☑
NO PEANOT ☑

ORGANIC ☑

PRO SHOPPER
SETTINGS

PREFER
+ Organic
+ Made in USA
+ Real sugar

AVOID
- Corn Syrup
- MSG
- Peanut

MISC
* ☑ Auto naturally 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

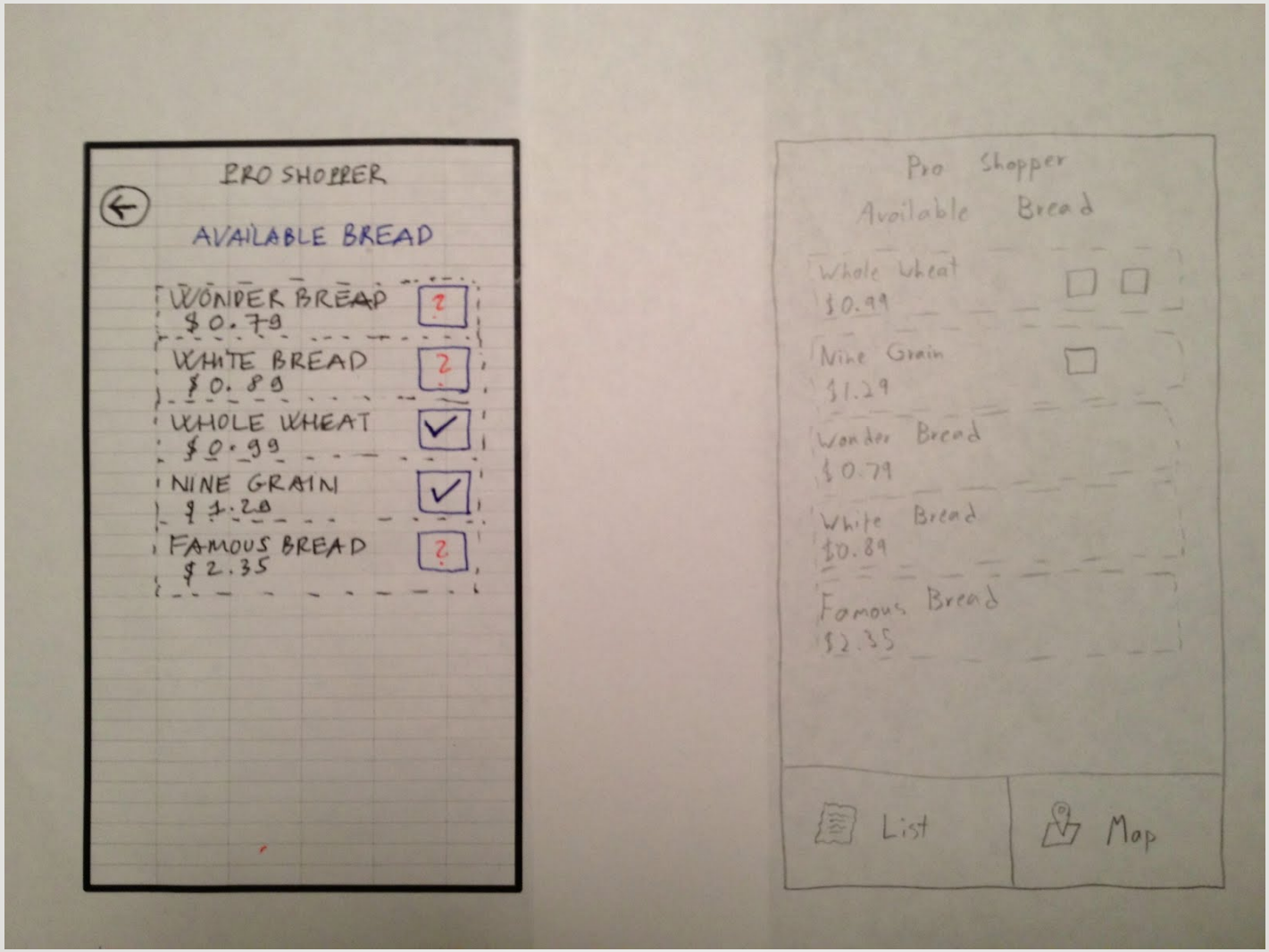
Contextual Inquiry Results

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

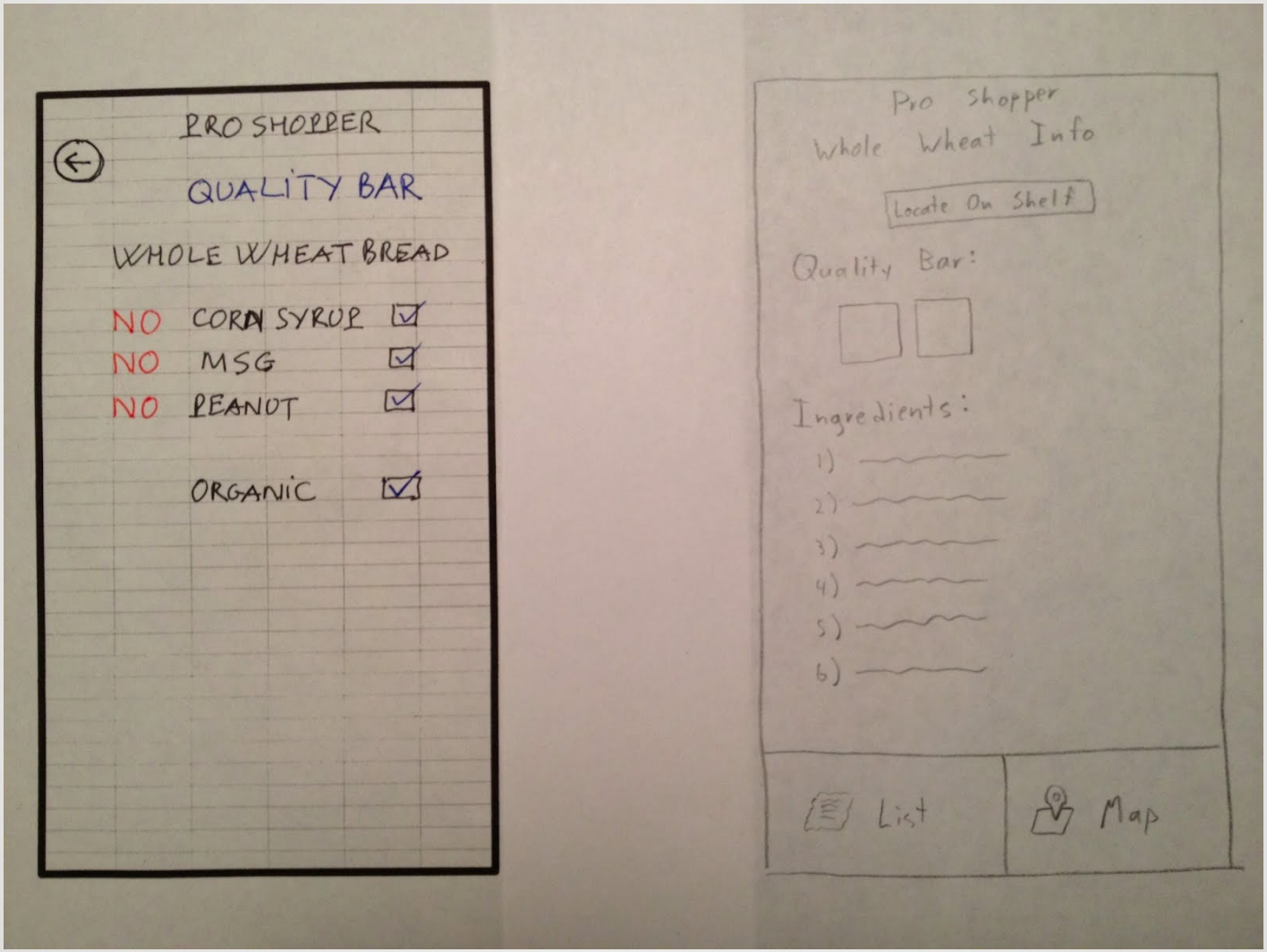
User Study Results

- 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

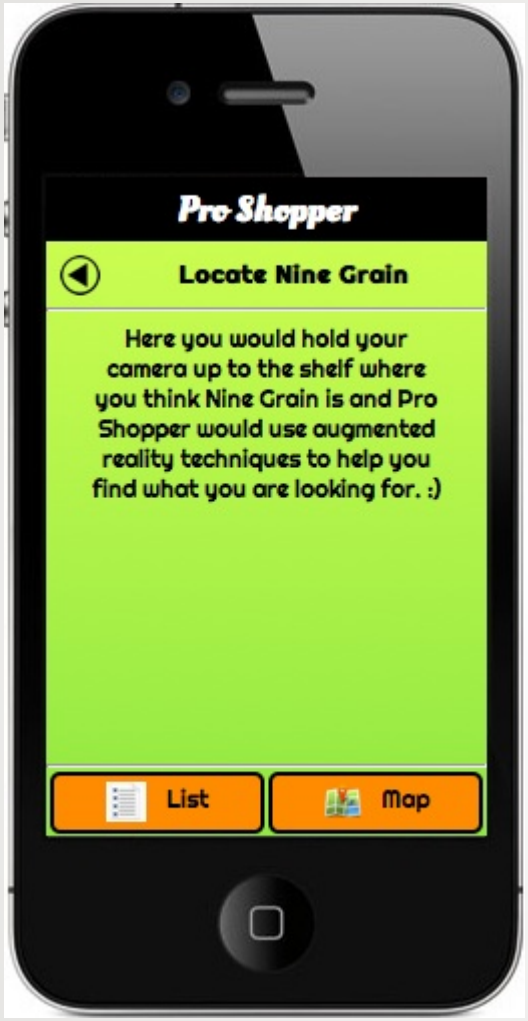


UI Revisions



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. :)
List
Map

Pro Shopper
Store Route
entrance
= You
= Item
= Fav
exit
List
Map

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