



# ShopKeep Shop With Experts

## Problem

Shoppers are often frustrated with inefficient or overwhelming shopping experiences.

Store workers want to do more of what they love: interacting with their customers.

## Process

We identified a need for streamlined shopping experiences, prototyped designs with real customers, and designed user-centric ways of shopping like never before.



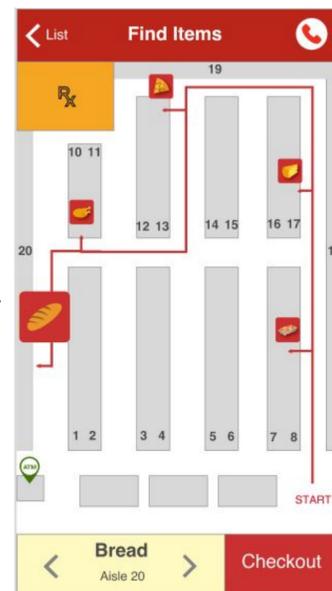
Needfinding



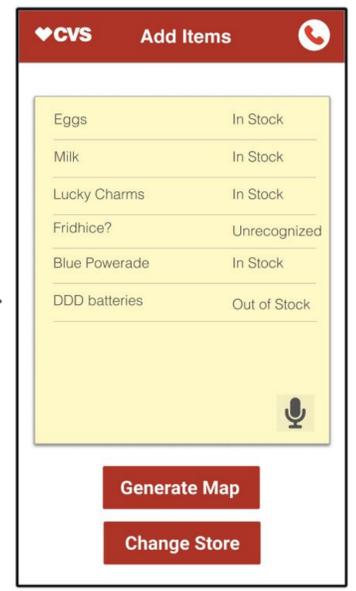
Lo-fi



Testing

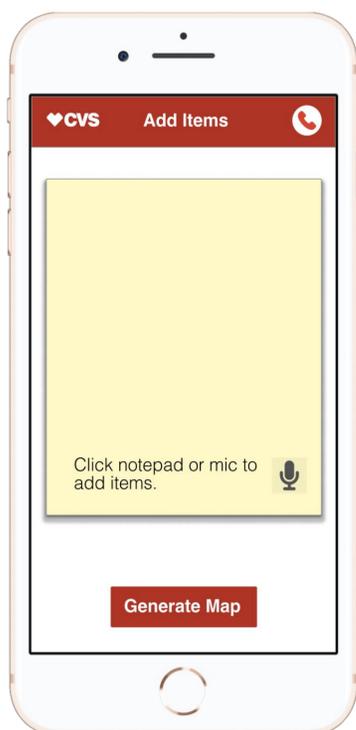


Med-fi

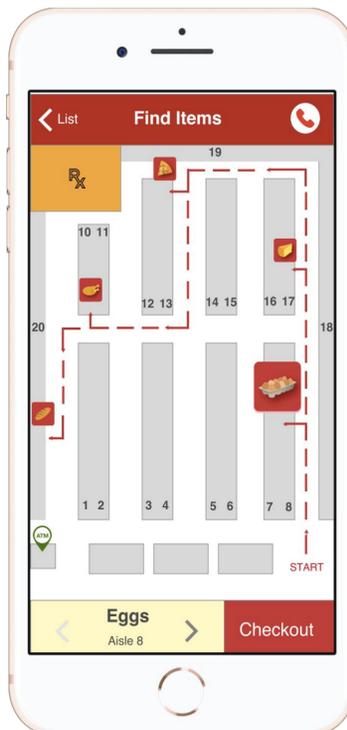


Hi-fi

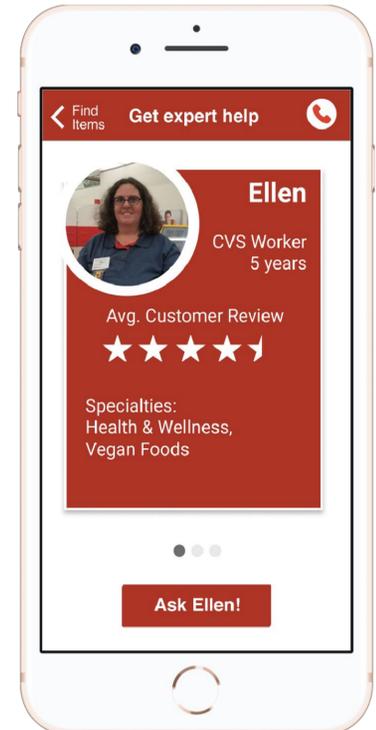
## Key Features



Smart Grocery Lists



Efficient Store Navigation



Instant Employee Help