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# ShopKeep

- Shop Like an Expert -

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# Problem & Solution Overview

## PROBLEM:

Shoppers are often frustrated with an inefficient or overwhelming shopping experience. Store workers want to do more of what they love: interacting with their customers.

## SOLUTION:

We will provide a lost or confused shopper with the means to “shop like an expert”, by checking ahead of time whether items are in stock, navigating through a store with a personalized and optimized path, and receiving personal assistance.

# Three Tasks

## SIMPLE

Check if items on grocery list are in stock at the store.

## MEDIUM

Navigate the store efficiently and checking items off their grocery list.

## COMPLEX

Instantly ask a store worker for help when finding or deciding between items, and receive a first-class shopping experience.

# Three Implementations

## SIMPLE

Check if items on grocery list are in stock at the store.

## MEDIUM

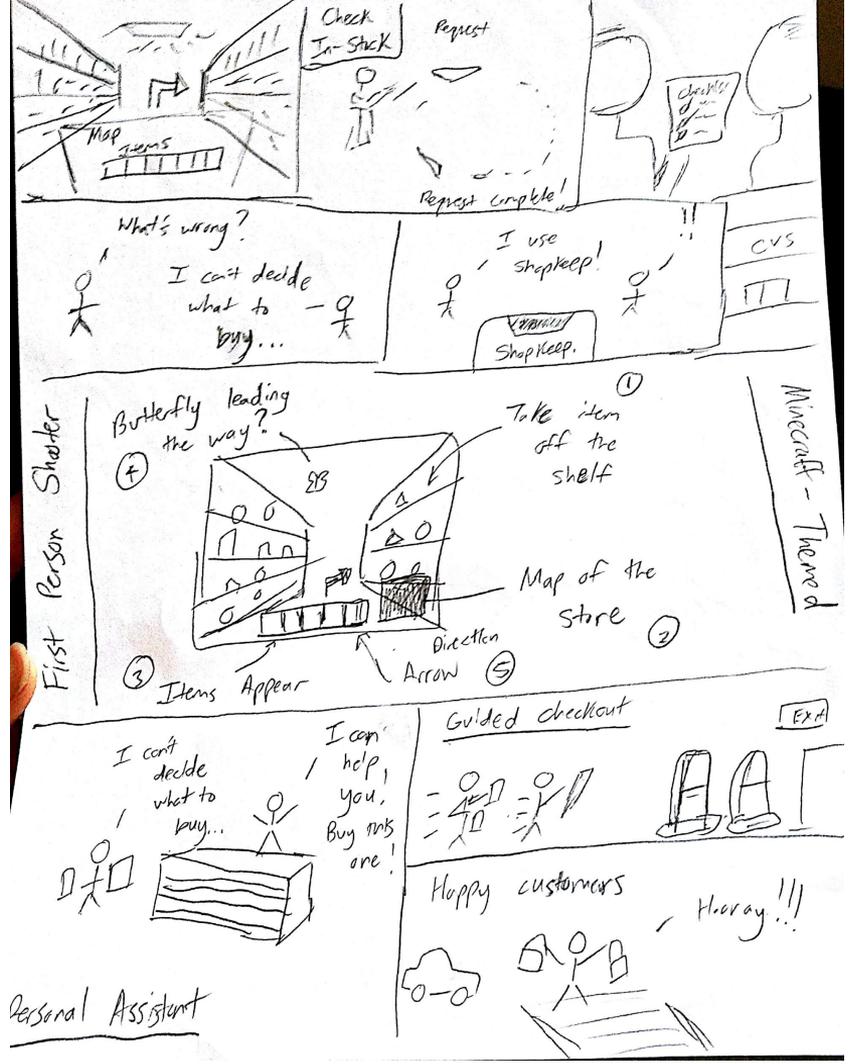
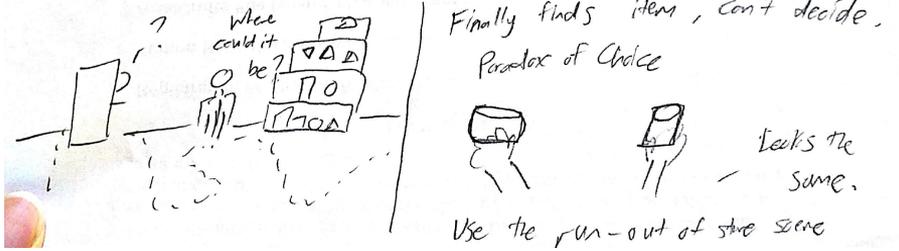
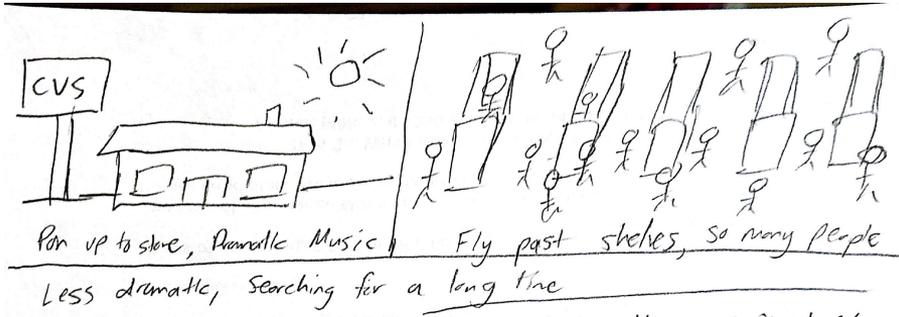
Provide the shopper with a personalized navigation map of the store according to their grocery list.

## COMPLEX

Match shopper with a personal assistant (store worker) the moment the shopper needs help, and guide the shopper all the way to checkout.



# Video Storyboards



# Concept Video

[https://www.youtube.com/watch?v= G9zlaSbnpw](https://www.youtube.com/watch?v=G9zlaSbnpw)