ShopKeep

- Shop Like an Expert -

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Team Mission Statement

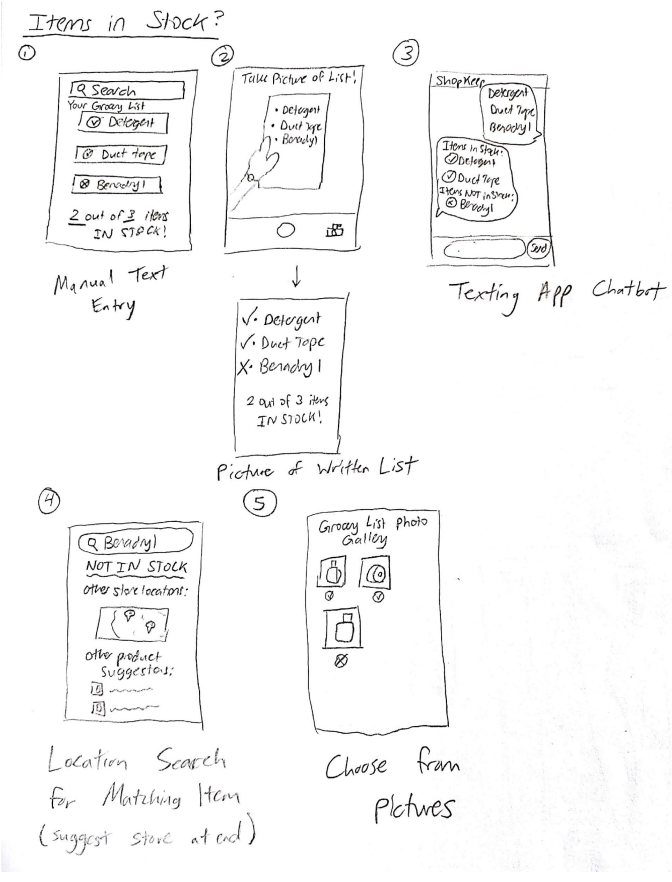
PROBLEM:

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:

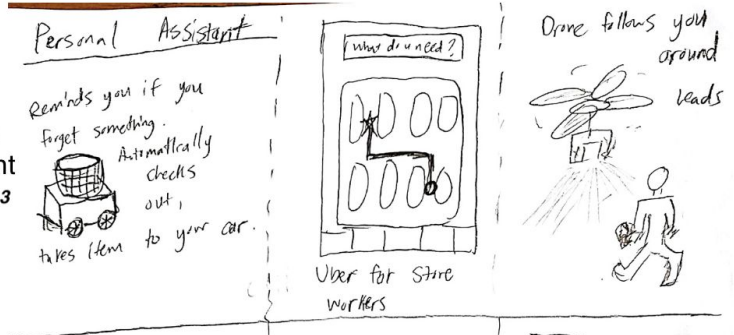
We will provide a lost or confused shopper with the means to “shop like an expert”, by checking ahead of time whether items are in stock, navigating through a store with a personalized and optimized path, and receiving personal assistance.

Brainstorming



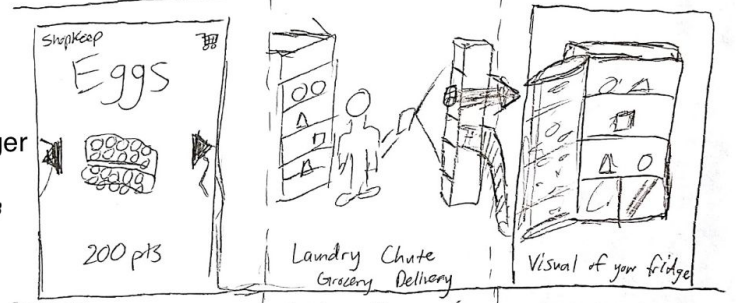
Drone Assistant

Task 1, 2, 3



Scavenger Hunt

Task 2, 3



FindMyItems

Task 2, 3

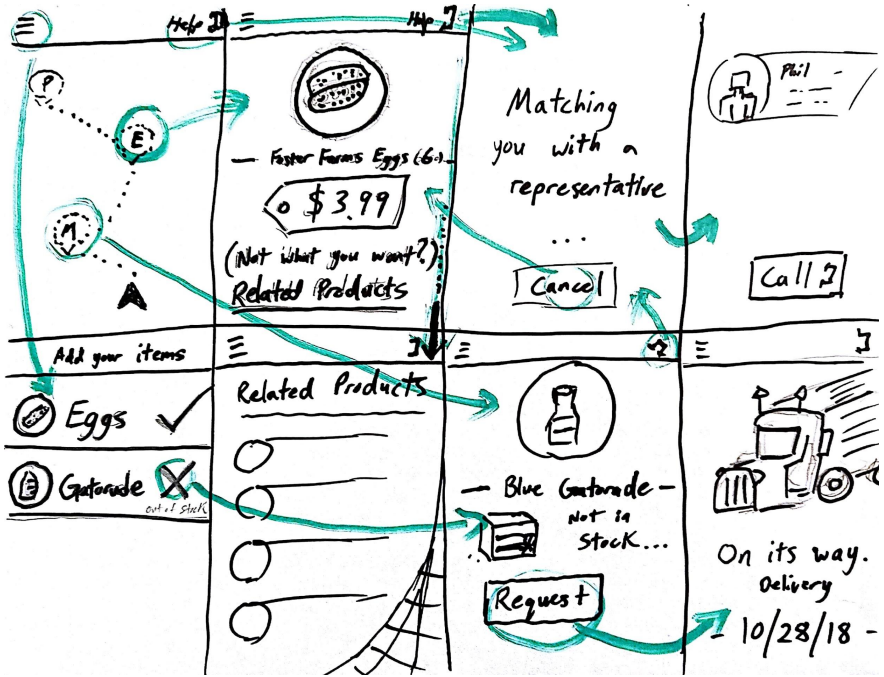
Selected Interface & Rationale

SMS Chatbot vs Store Catalog

Selected Interface & Rationale

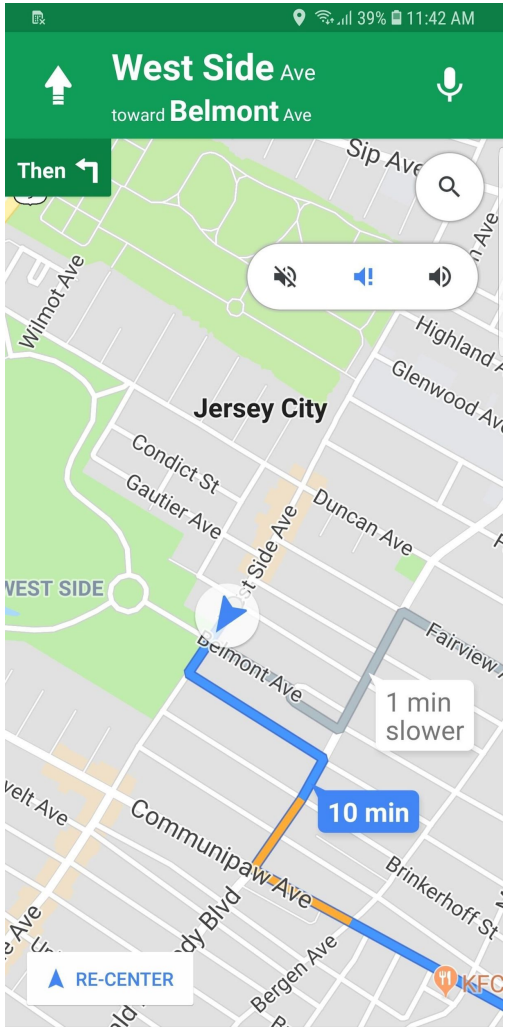
~~SMS Chatbot~~ vs **Store Catalog**

- Allows personalized store experience
- Stores can provide as much support as they want
- More professional design, so customers feel more comfortable interacting with employees



Lo-Fi Prototype Structure

- Voice, Video Calls, Maps
- Emphasis on ***real*** human-interaction
- App Features:
  - Item information.
  - Detailed store map, Google Maps-style.
  - Video call instantly with store employees, gives profile of employee (similar to Uber)



Three Tasks

SIMPLE

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

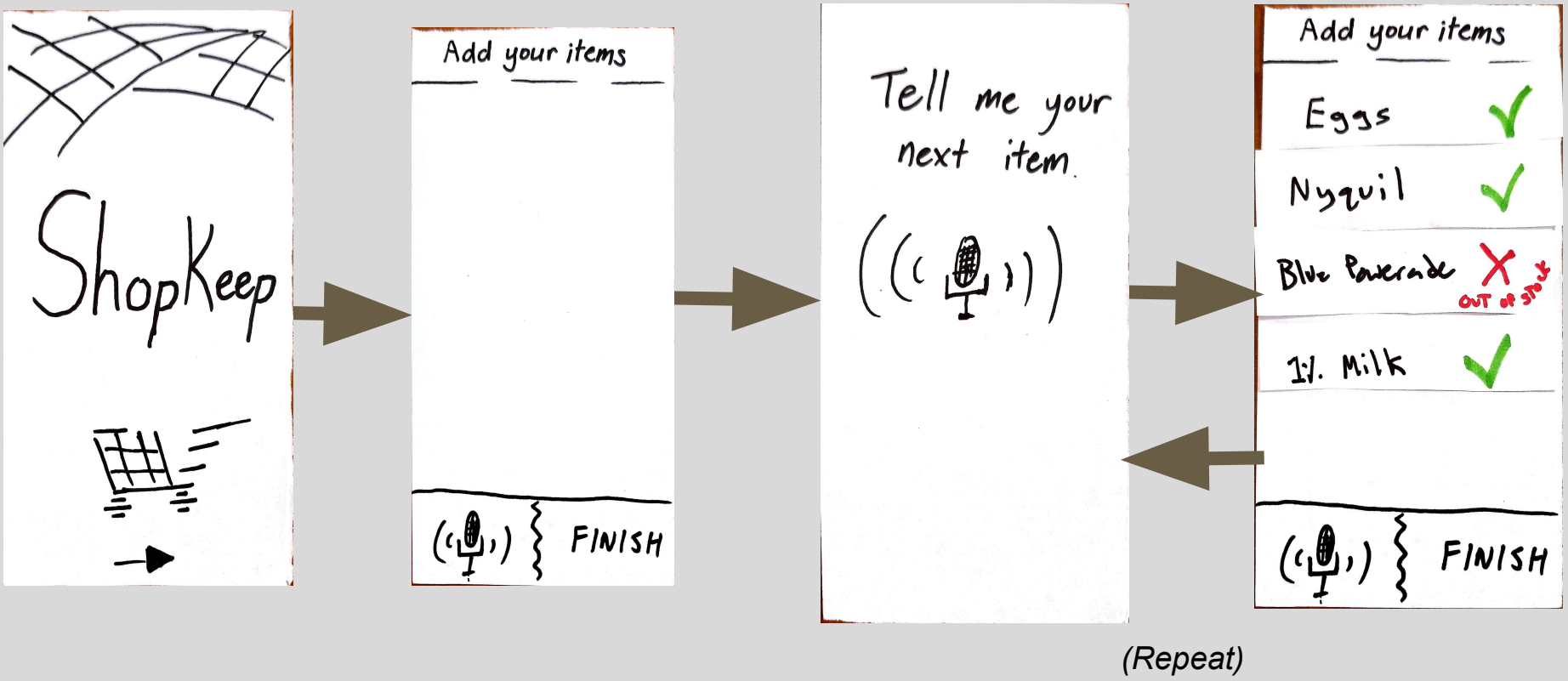
MEDIUM

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

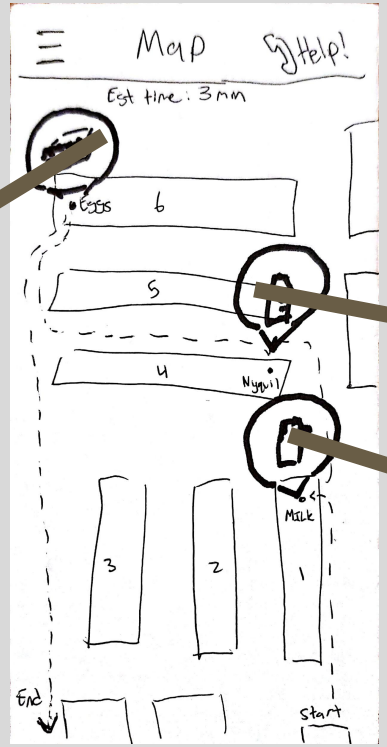
COMPLEX

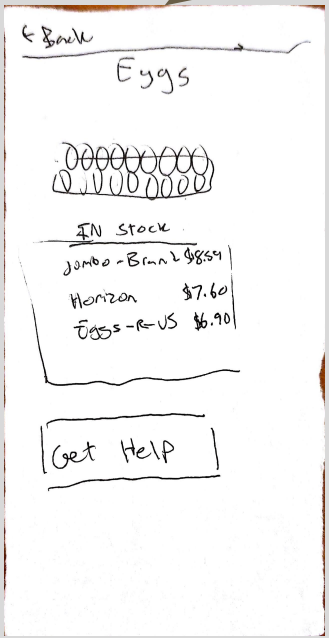
Instantly ask a store worker for help when finding or deciding between items, and receive a first-class shopping experience.

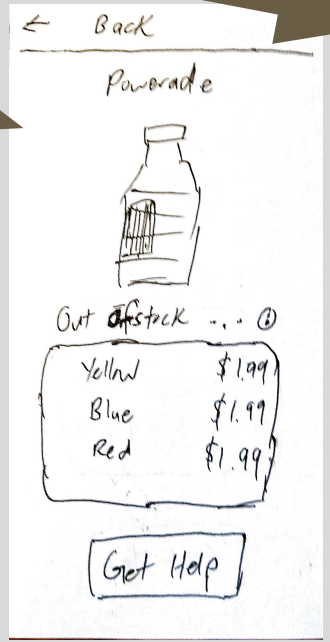
Task Flows (1)

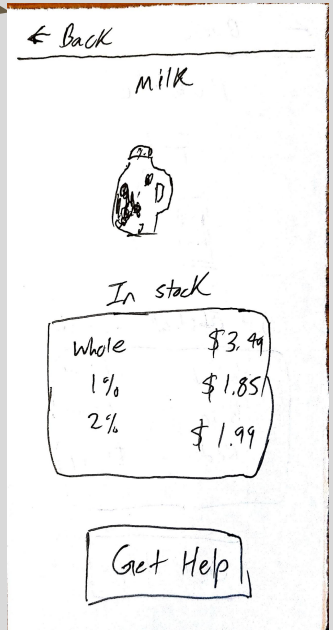

ShopKeep
Add your items
FINISH
Tell me your next item.
Add your items
Eggs
Nyquil
Blue Powerade
OUT OF STOCK
1% Milk
FINISH
(Repeat)

Task Flows (2)


Map
Help!
Est time: 3mn
Eggs
6
5
4
Nymil
Milk
3
2
1
End
Start


Back
Eggs
IN stock
Jumbo - Brand $8.59
Horizon $7.60
Eggs-R-US $6.90
Get Help


Back
Powerade
Out of stock
Yellow $1.99
Blue $1.99
Red $1.99
Get Help


Back
milk
In stock
Whole $3.49
1% $1.85
2% $1.99
Get Help

Task Flows (3)

Map
Est time: 3 min
Eggs
6
5
4
Nyquil
3
End
Back
Eggs
IN stock
Jumbo-Brand $8.59
Horizon $7.60
Eggs-R-US $6.90
Get Help
Adam, 3rd year
Store associate
Tech Expert
Adam can help you find the items you're looking for. Call Adam?
Call
YOU
End CALL

Experimental Method

Facilitator/Greeter
(hello!)

Computer
(beep. boop beep.)

Observer
(hm, interesting)

Experimental Method

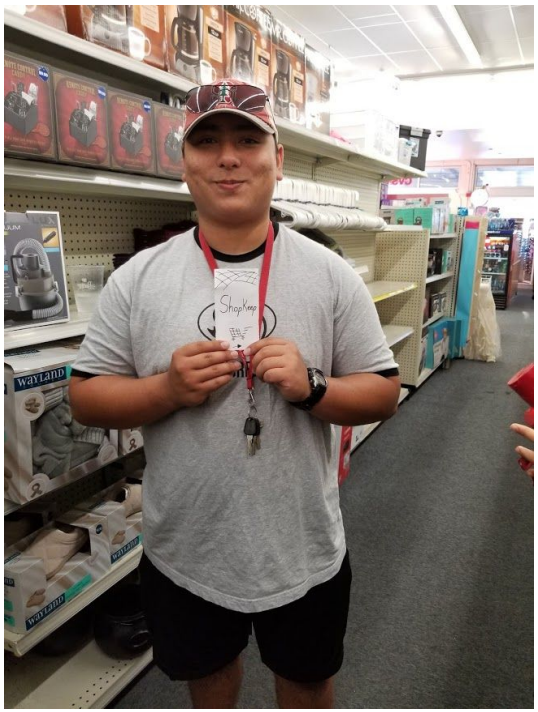
- 3 young, solo shoppers in CVS
- Give participants a list of four items, and specifically tell them to:
    - Check which items are in stock.
    - Find where items are located in the store.
    - Determine the cheapest brand of eggs.
- Observe their behavior

Experimental Method

Zachary, 17

Jordan, 29

Nicolas, 19



Experimental Results

Zachary, 17

- When checking for items, added one item, looking for it on the map, then going back and repeating.
- Struggled with last task:
  - Clicked through all screens multiple times before finally using the call button
- Found cheapest eggs, but only used the call feature as a last resort.
- Longest time to complete tasks: 5 min

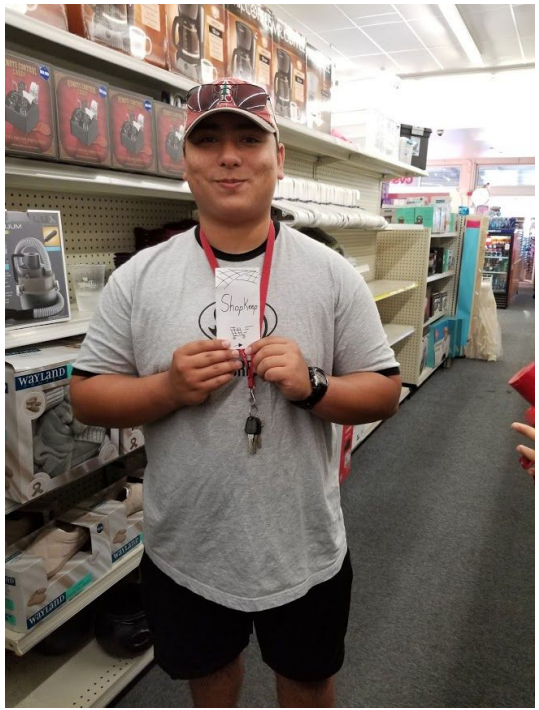
Experimental Results

Jordan, 29

- Added items continuously, but we intended to have the items be added one at a time.
- No problem with the last task, felt comfortable using the video call feature.
- Had the fastest completion time: 2 min

Experimental Results

Nicholas, 19



- Tried to use the voice command feature without pressing the button.
- Felt comfortable using the video call feature, and even asked about more items to keep the conversation going.
- Had the fast completion time, even with a long chat: 4 min

Suggested UI Changes

- Make “Call” button always available, or more noticeable on the screen
- Signal to the user that the microphone is recording when items are added
- Make items on the map more obvious, give them a symbol or make them clickable.

Summary

- Low-Fi prototype seems like a success!
- Customers seem willing to interact with employees more!
- Sample users were quite happy with the experience :)