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# ShopKeep

- Shop Like an Expert -

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# Our Team



Adam Halper



Tyler Yep



Joy Yuzuriha

# Problem & Solution Overview

# ShopKeep: Shop Like an Expert

## 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.

# Our Three Tasks

# Task #1: Simple

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

## Changes:

- Allowing user to input grocery list through voice or typing.
- Shows whether an item is in stock or not as the user adds the items to the list.

## Task #2: Medium

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

### Changes:

- Allows user to click on a specific item on map and look at item-specific information, such as brands and prices.

# Task #3: Complex

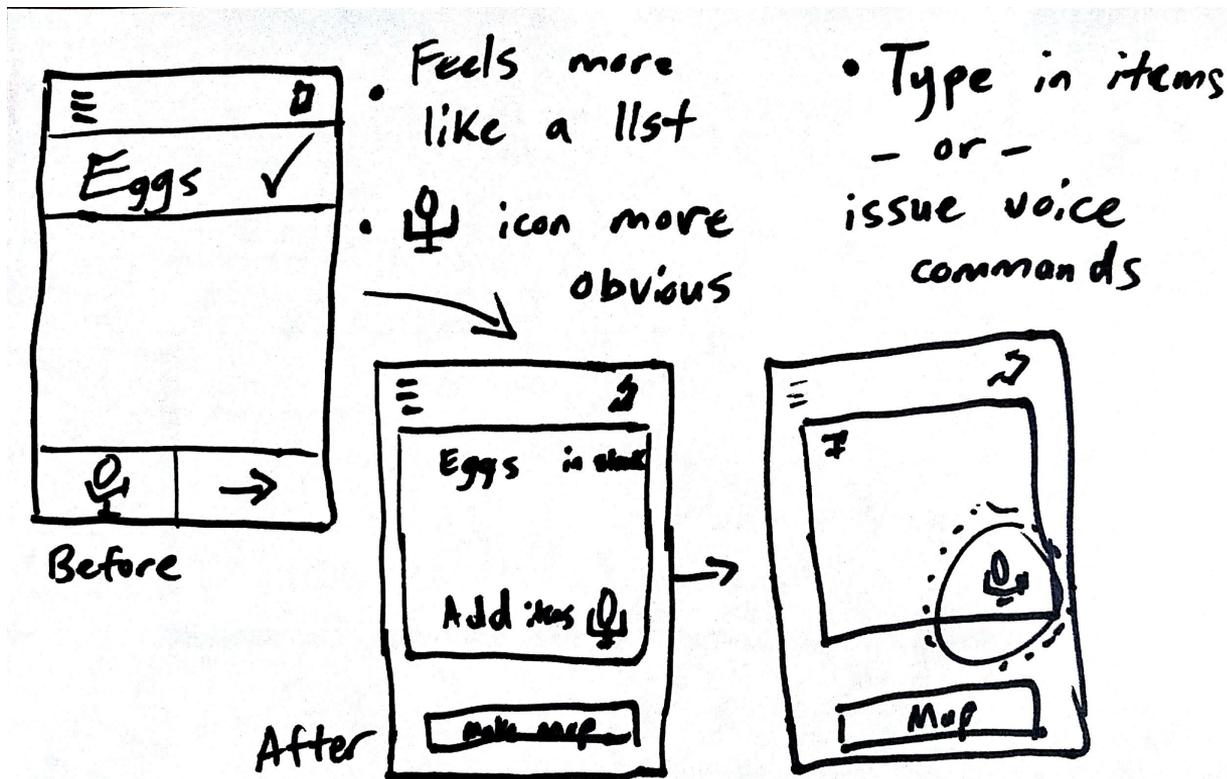
Instantly ask a store worker for help when finding or deciding between items, and receive a first-class shopping experience.

## Changes:

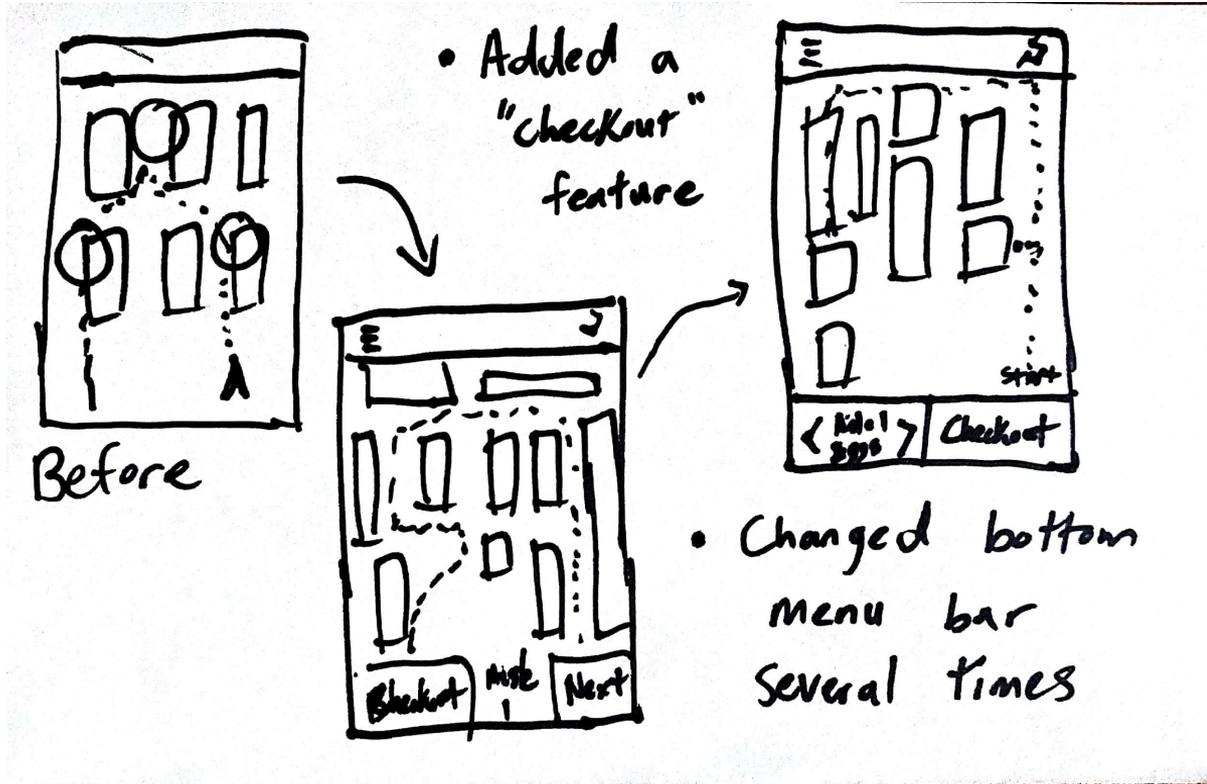
- Storeworker profile page prior to call.
- User is able to press the “Call” button on any screen in the app.

# Revised Interface Design

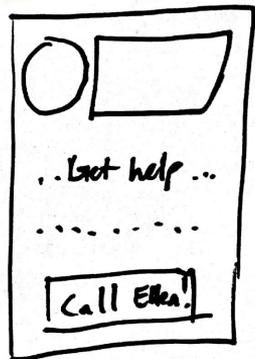
# Major Design Change #1 - Adding items



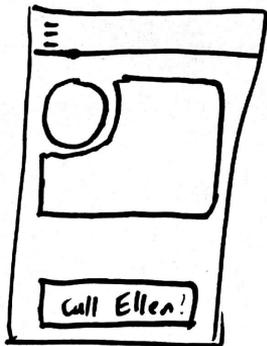
# Major Design Change #2 - Map Navigation Buttons



# Major Design Change #3 - Spotlight on Employee

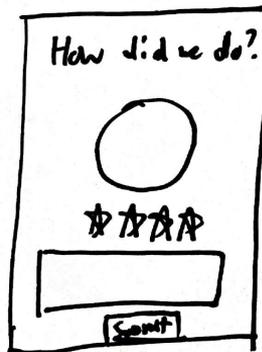
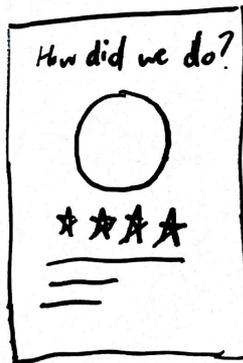


Before



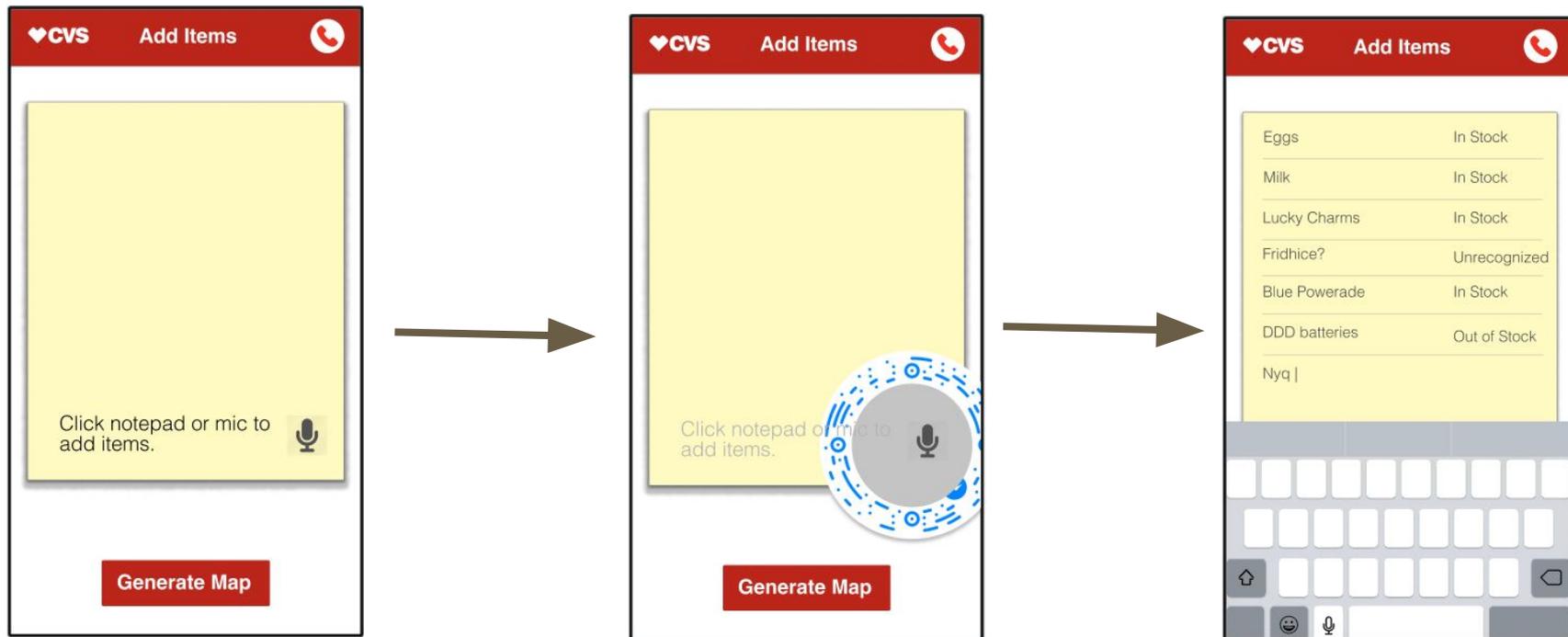
After

- More screen space on the person, instead of the Service.



- Completely added a review flow and adjusted UI elements for increased clarity

# Medium-Fi Prototype Task Flow for Task #1



User inputs list through...

...audio or...

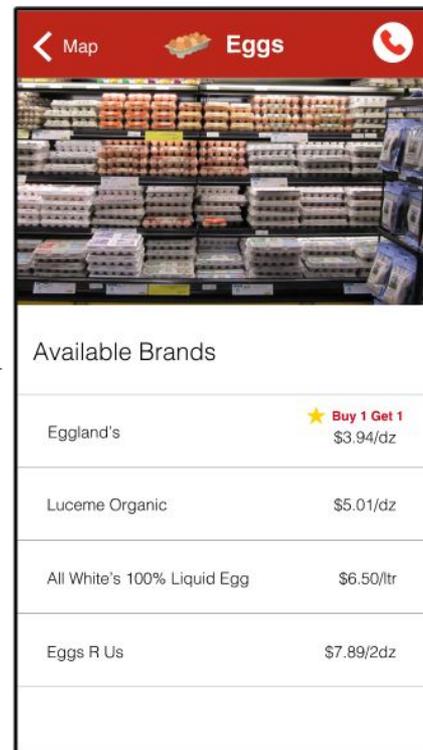
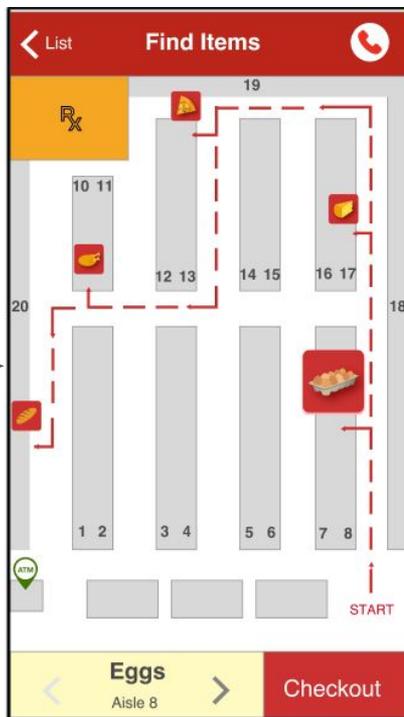
...typing!

# Medium-Fi Prototype Task Flow for Task #1

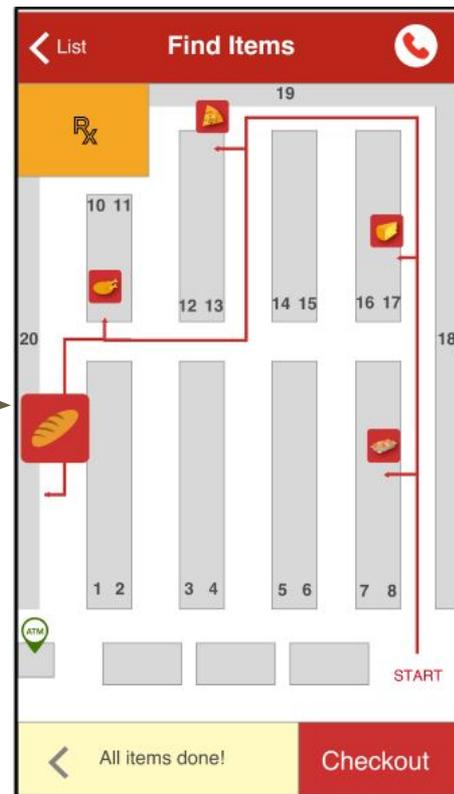
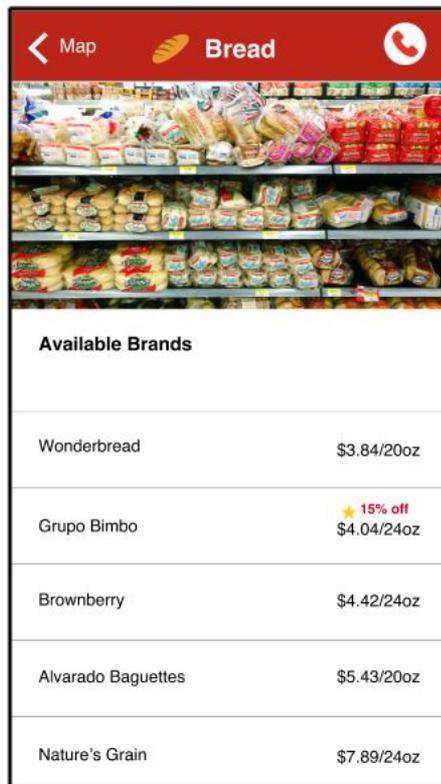
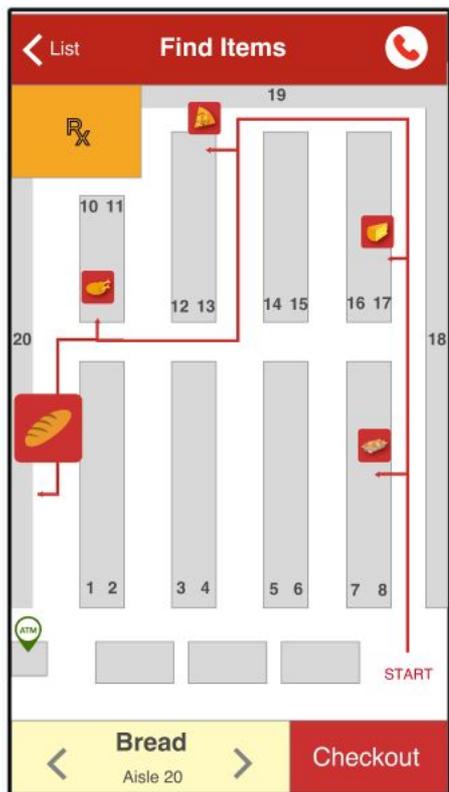


User sees which items are in stock and is ready to see their map!

# Medium-Fi Prototype Task Flow for Task #2



# Medium-Fi Prototype Task Flow for Task #2

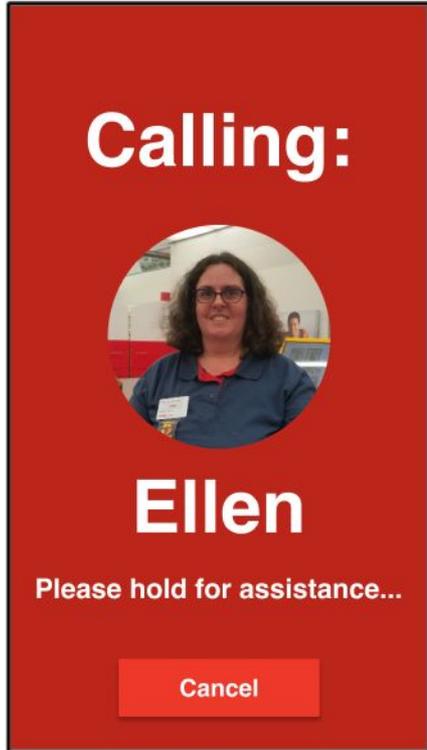


# Medium-Fi Prototype Task Flow for Task #3



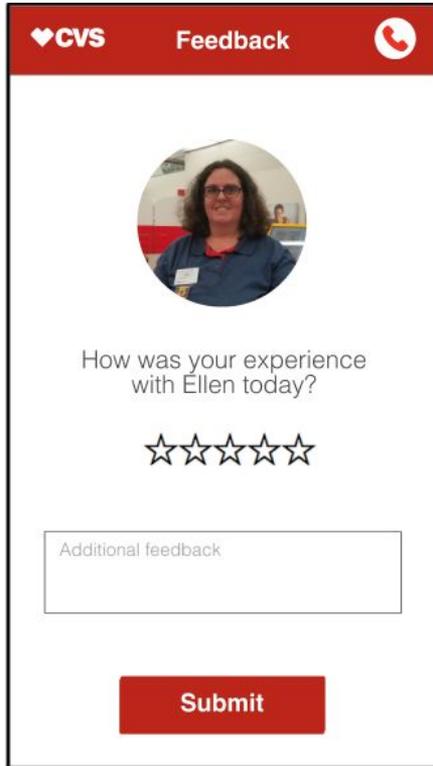
When the user presses the “Call” button, they are given profile information about the store worker that is available to help.

# Medium-Fi Prototype Task Flow for Task #3



Personalized  
video call with  
a store worker.

# Medium-Fi Prototype Task Flow for Task #3



CVS Feedback

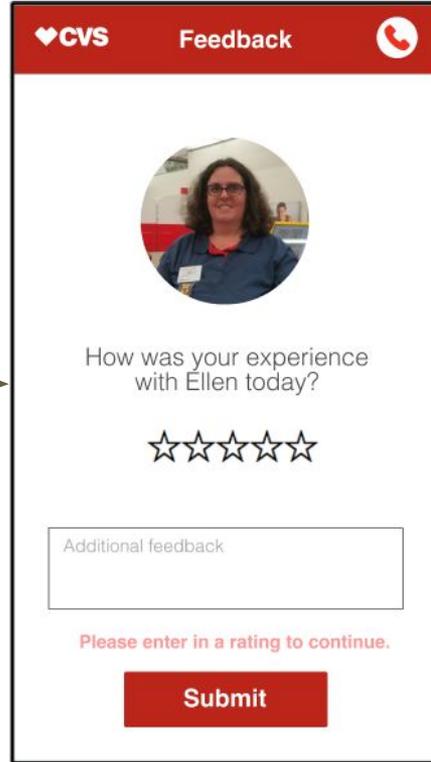


How was your experience with Ellen today?

☆☆☆☆☆

Additional feedback

Submit



CVS Feedback



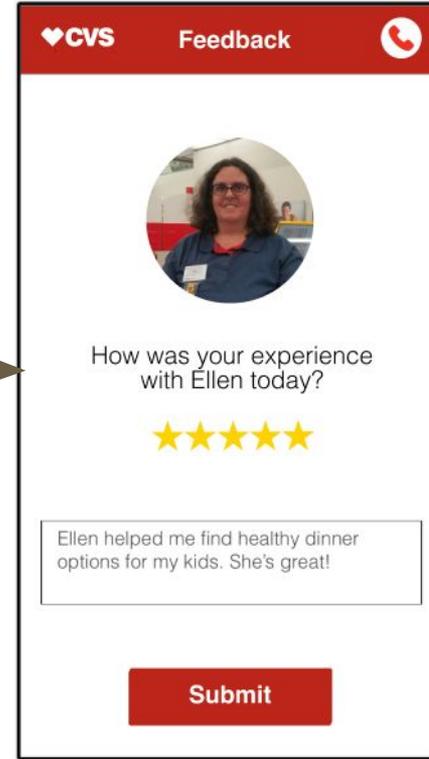
How was your experience with Ellen today?

☆☆☆☆☆

Additional feedback

Please enter in a rating to continue.

Submit



CVS Feedback



How was your experience with Ellen today?

★★★★★

Ellen helped me find healthy dinner options for my kids. She's great!

Submit

User is asked to give feedback on their personalized experience with the store worker.

# Prototype Overview

# Prototyping Tools

- Figma, Sketch
- Figma and Sketch helped us visualize and develop a UI in an easy, drag-and-drop manner.
- There were some difficulties learning how to use the tools, such as learning how to crop images or export between the two software, but overall the learning curve was manageable and fun.

# Limitations/Tradeoffs of Current Prototype

- Biggest limitations of our prototype:
  - voice command functions
  - item scope
- Currently, we pre-set the items the user is shopping for, which does not fully demonstrate the versatility of our app.

# Wizard of Oz Techniques

- All of the user input text was done automatically.
- We also made the video calling a still image, to represent the help you would receive, but did not actually add a real person in.
- You feel like you are about to be connected to a real person!

# Hard-Coded Features

- We hardcoded the items added by voice or text interaction.
- We also hardcoded all of the grocery item prices and the store map.
  - In a fully-functional app, this map would change based on:  
store location and your list.

# Our Prototype!

<https://www.figma.com/file/XgJx4rK91OfxgnpWyhgrnitH/ShopKeep-Prototype>