ShopKeep

- Shop With Experts -

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Problem & Solution Overview

ShopKeep: Shop With Experts

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.

Overview of Talk

- Heuristic Evaluation Results

- Revised Design

- Prototype Implementation

- Demo

Heuristic Evaluation Results
&
Revised Designs

HE Results #1

H1: Visibility of System Status / Severity: 2

Consumer should be able to tell when a shopkeeper is available or not, or whether the list of people that are given as a resource are people that are currently working at the store.
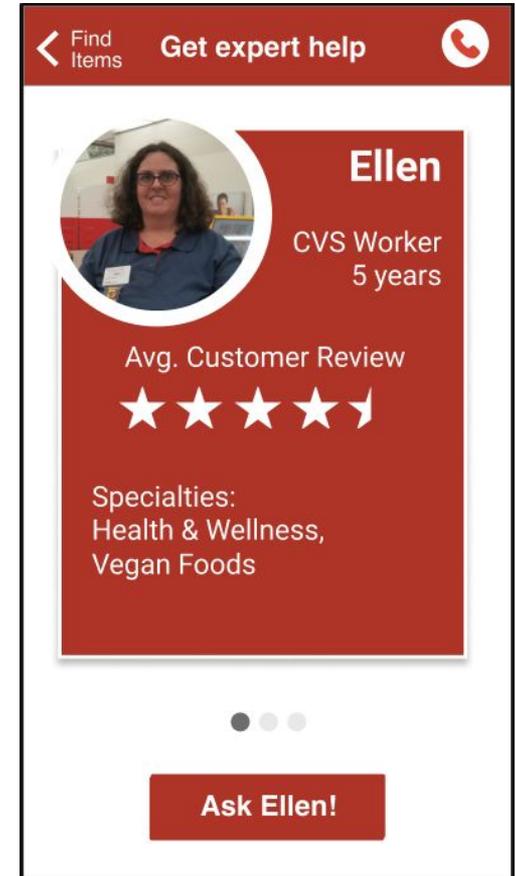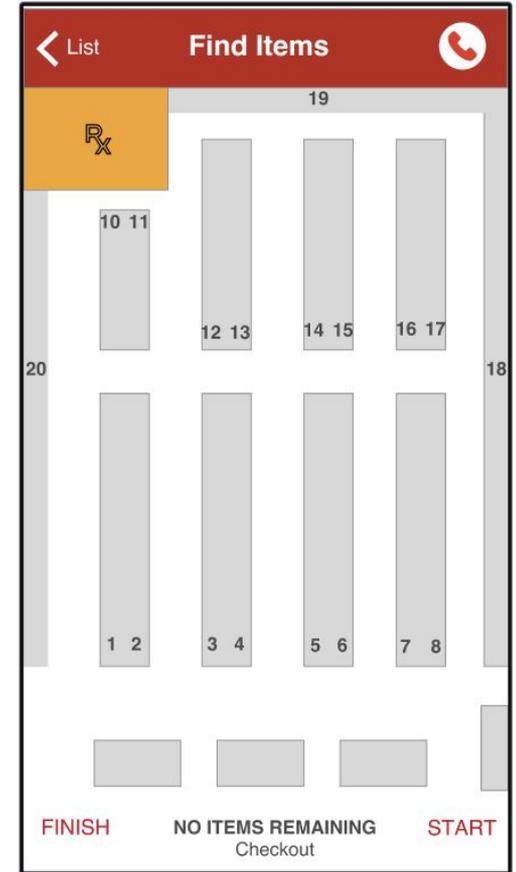
Revised Design #1

Fix:

Add a text with "available" or "not available" in employee profile

HE Results #2
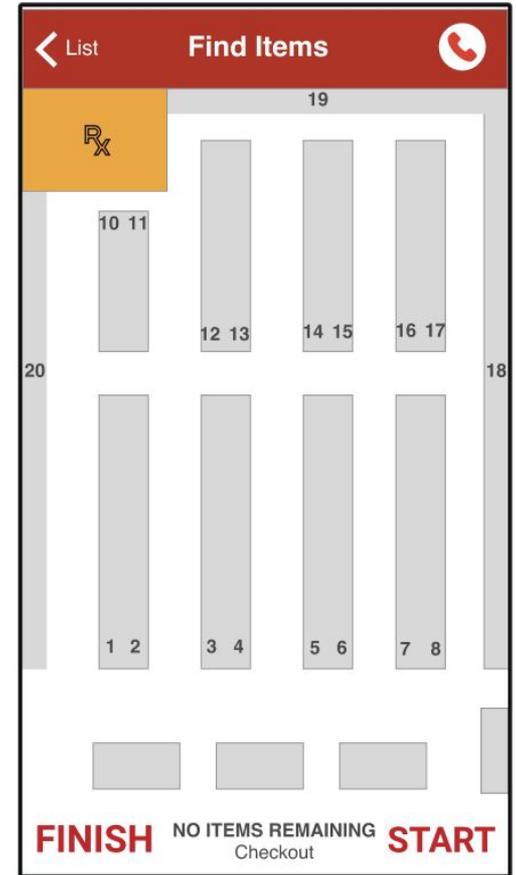
H1: Visibility of System Status / Severity: 2

The start and finish points on the store maps are pretty thin which make it a bit hard to notice where they are. The compass directions of the store are a little hard to decipher.
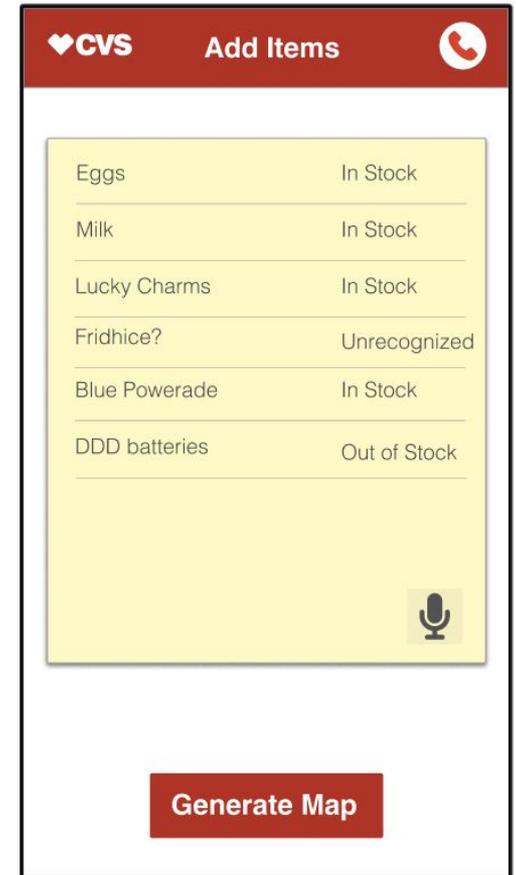
Revised Design #2

Fix:

Make the font for the start and finish points bigger.

HE Results #3

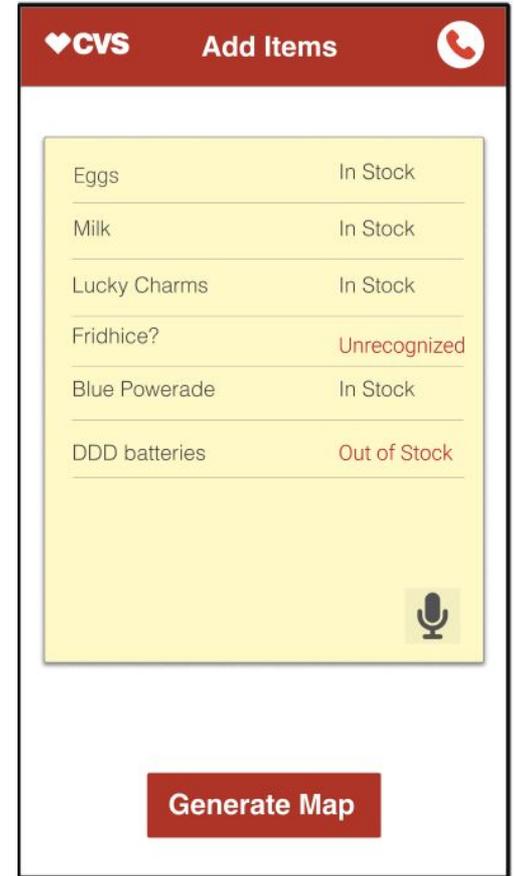H1: Visibility of System Status / Severity: 2

The text for an item that says "out of stock" is the the same font/color as the text that says "in stock." A user who is not paying attention may not realize the difference.
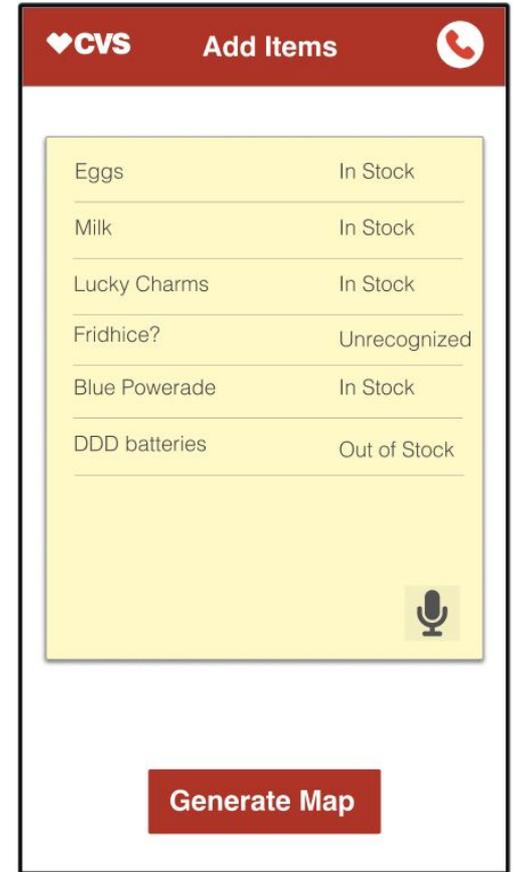
Revised Design #3

Fix:

Change the color for "out of stock" from black to red so that user will be more informed.

HE Results #4

H3: User Control and Freedom / Severity: 4

Users can't choose a different store. The user may need to go back if she wants to select a different store. Similarly, clicking "Done" on the screen that says "Thank you for shopping with CVS," takes the user to the "Add Items" page, but the user may want to shop at a different store this time.
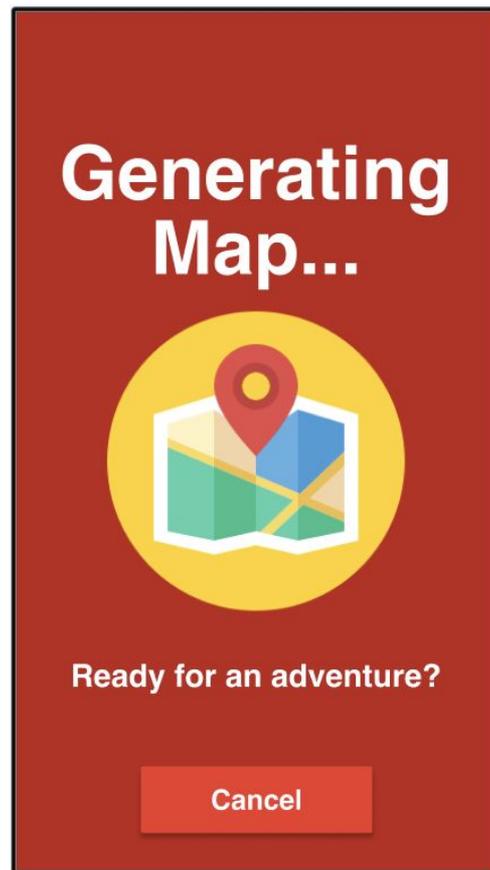
Revised Design #4

Fix:

Include a button to go back to store list.

HE Results #5

H5. Error prevention / Severity: 3

The cancel button for generating map and calling assistant is almost exactly in the same place as the buttons for making generating the map and asking the assistant for help.

Revised Design #5

Fix:

Add a pop up for canceling instead of putting the cancel button in the loading screen

HE Results #6

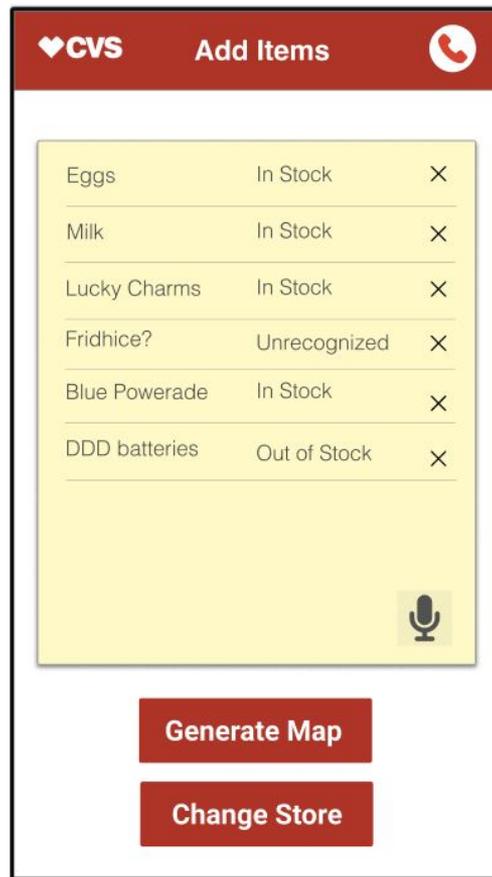H3: User Control and Freedom / Severity: 4

There is no way to remove items on the "Add Items" screen. The user may want to remove items if she changes her mind about an item.

Revised Design #6

Fix:

Add a button to allow the user to remove items.

Prototype Implementation Status

Tools Being Used

- Xcode
- Swift 4

Implemented Features

Task 0 - Initialize Git repo
Create Launch screen
Select store screen

Task 1 - Adding items via typing
Adding items via voice

Task 2 - Create all assets
Visualizing items on a map
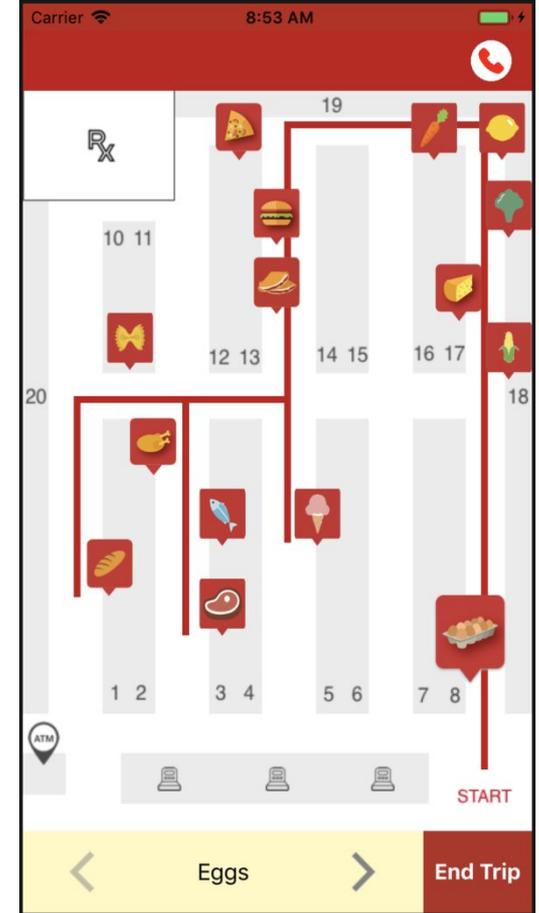Map functionality
Create shortest path on map

Unimplemented Features and Plan

Task 3 - Employee Profile Page
　　　　　 Facetime (model)
　　　　　 Facetime (fully-functional)

Plan:　　 Finish a basic workflow for each task,
　　　　　 then add more items / details to increase prototype fidelity.

Hard-Coded Data

- Store selection
- Store map
- Item list

Demo

Summary

- Fixed problems according to heuristic evaluation results

- Implemented initial setup, task 1, and task 2 on iOS

- On track to finish final prototype!