



**ELSA**

**EL**derly **S**hopping **A**ssistant

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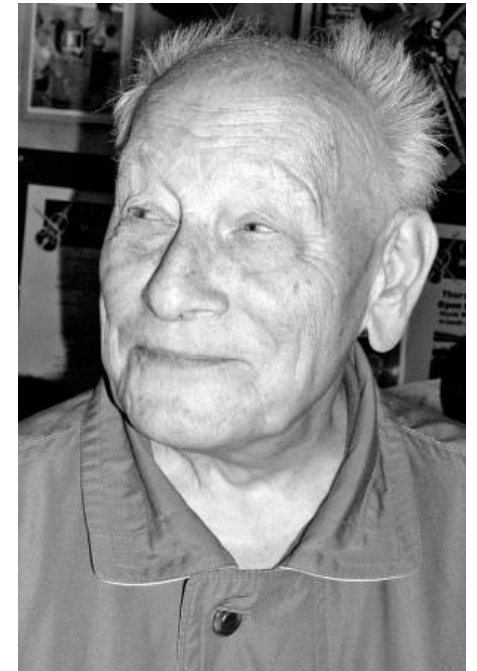
Adam Michalik, Hermann Walth, Marcel Carlé

Group 3

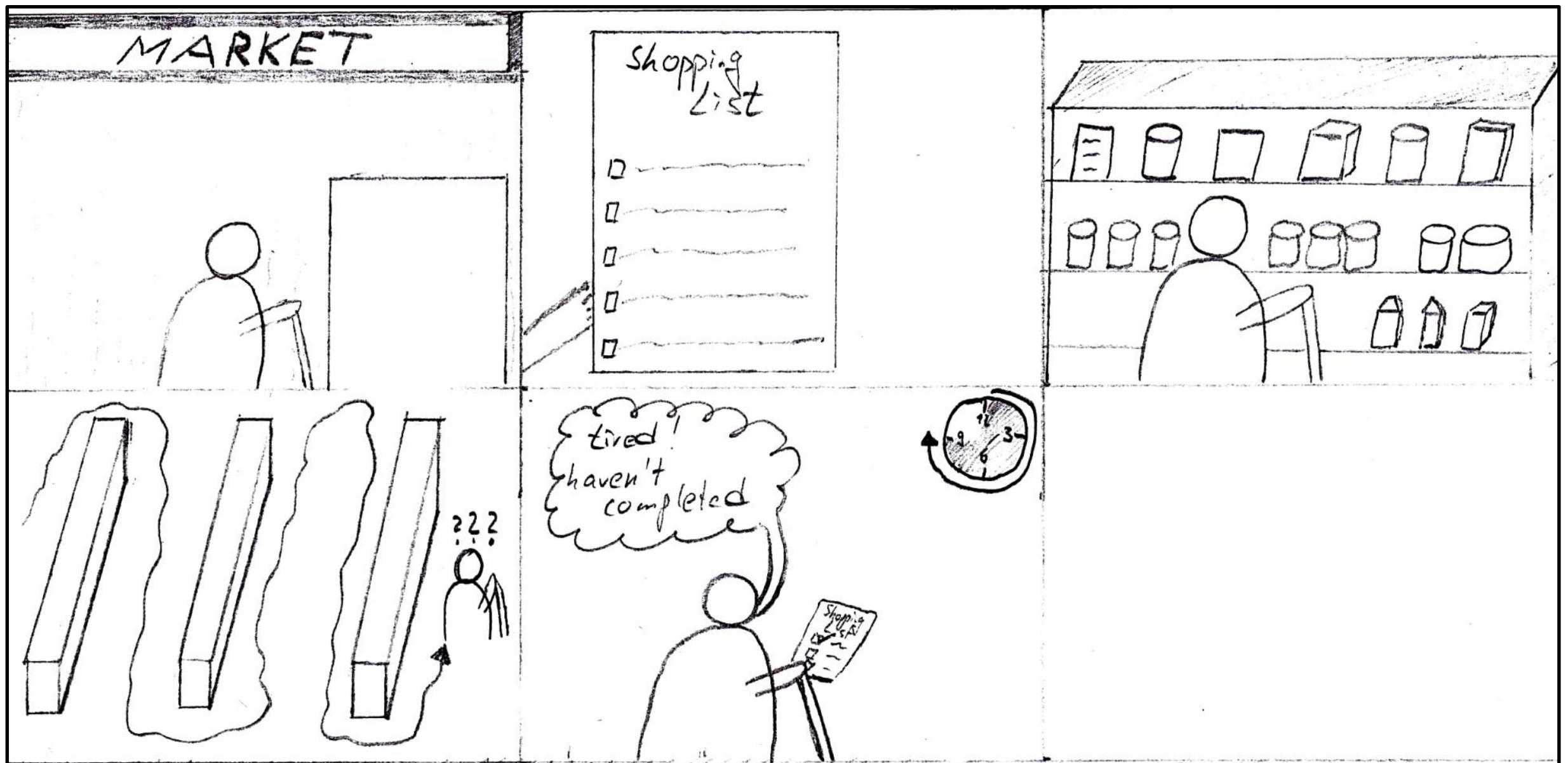
DIS 1 - Project Presentation, February 2014

# Introduction

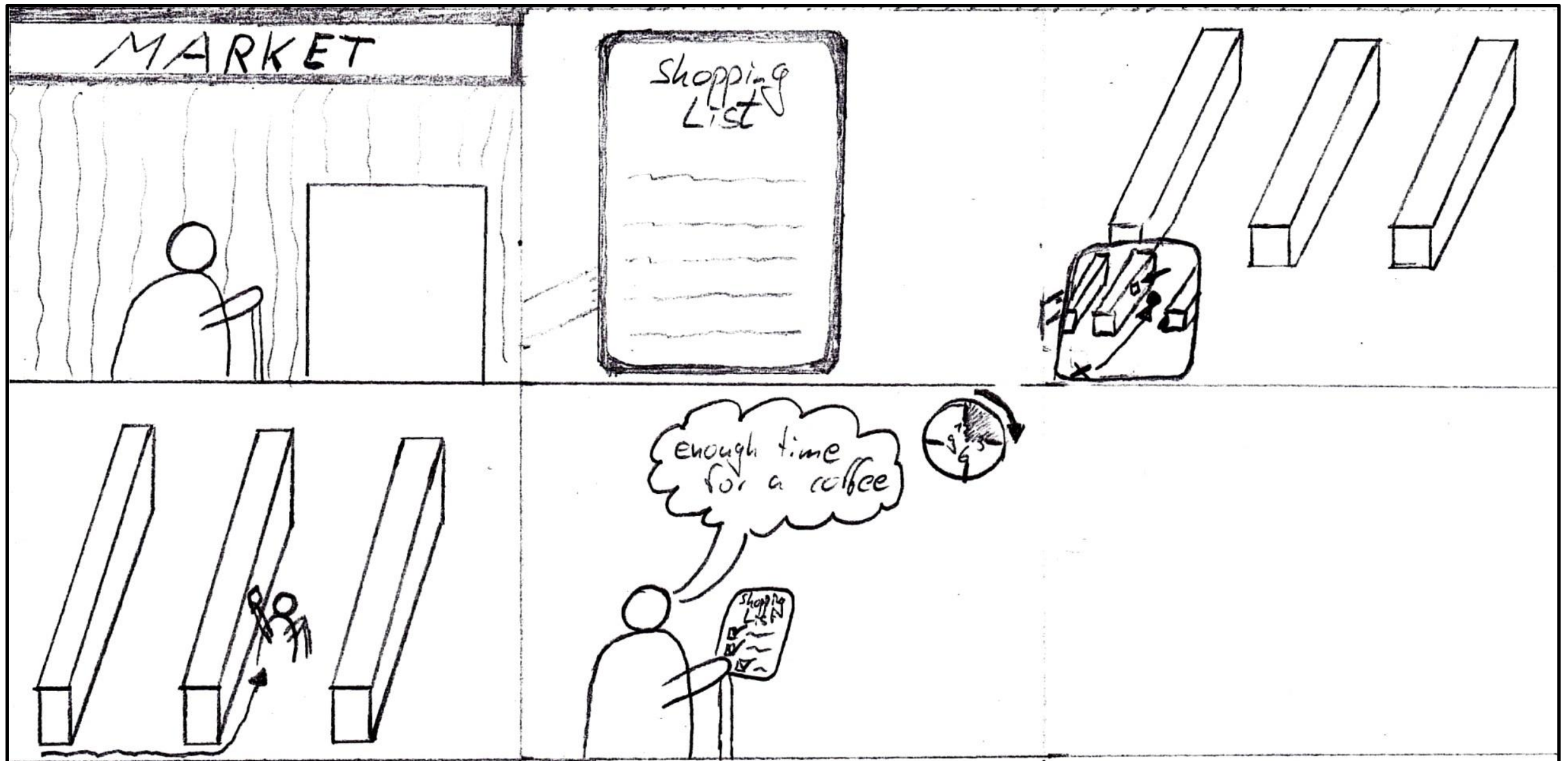
- **ELSA**
  - ▶ Elderly Shopping Assistant
- **Target group**
  - ▶ People of age 65+, no big handicaps
- **Purpose**
  - ▶ Find desired products
  - ▶ Reduce shopping time and effort
- **Context**
  - ▶ Shopping in supermarket



# Initial storyboard – Bad Case



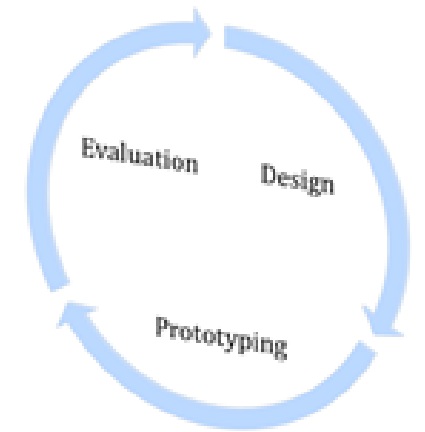
# Initial storyboard – Good Case



# DIA Cycle – First Iterations

- **Initial idea**

- ▶ Handheld device, special glasses or a tablet
- ▶ Audio instructions and map visualization
- ▶ Input possibility for shopping list
  - Audio, Scan, Photo, Typing



- **User feedback**

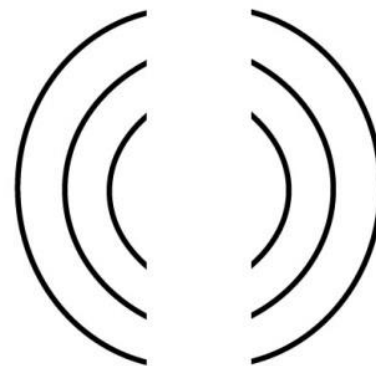
- ▶ Don't want to wear devices!
- ▶ No complex interaction with system
- ▶ No or only little experience with modern technology
- ▶ Input type: no clear favorite

# DIA Cycle – Final Results

- **Refined system**

- ▶ Tablet, sound and vibration devices attached to shopping cart
  - Easy to use interface
- ▶ Shopping list input via: Audio, Photo, and Typing

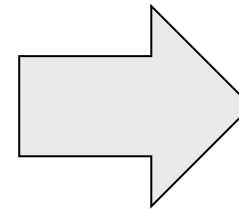
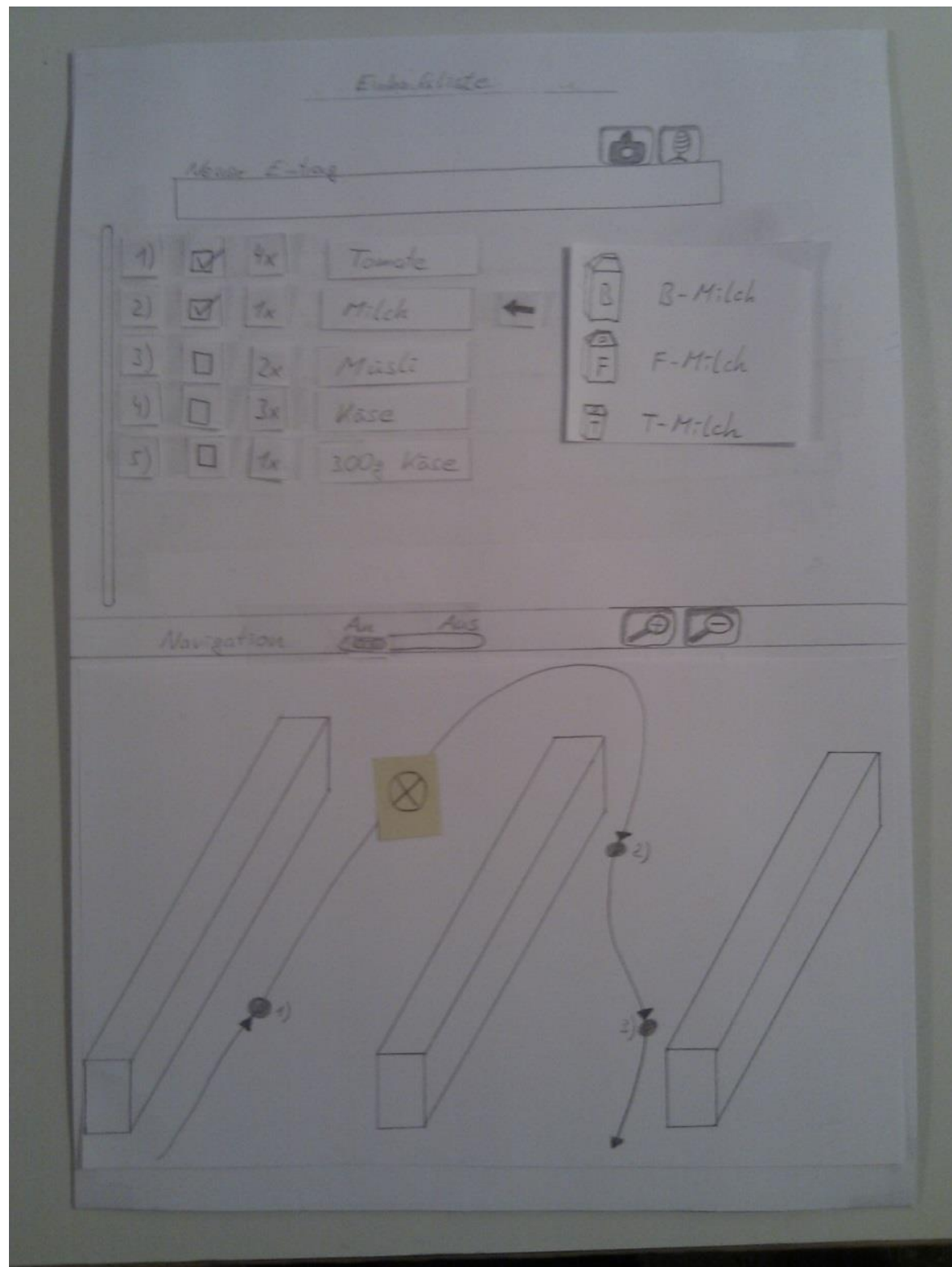
- **Senses**



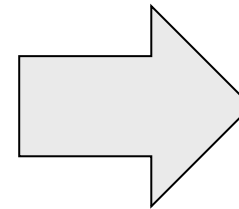
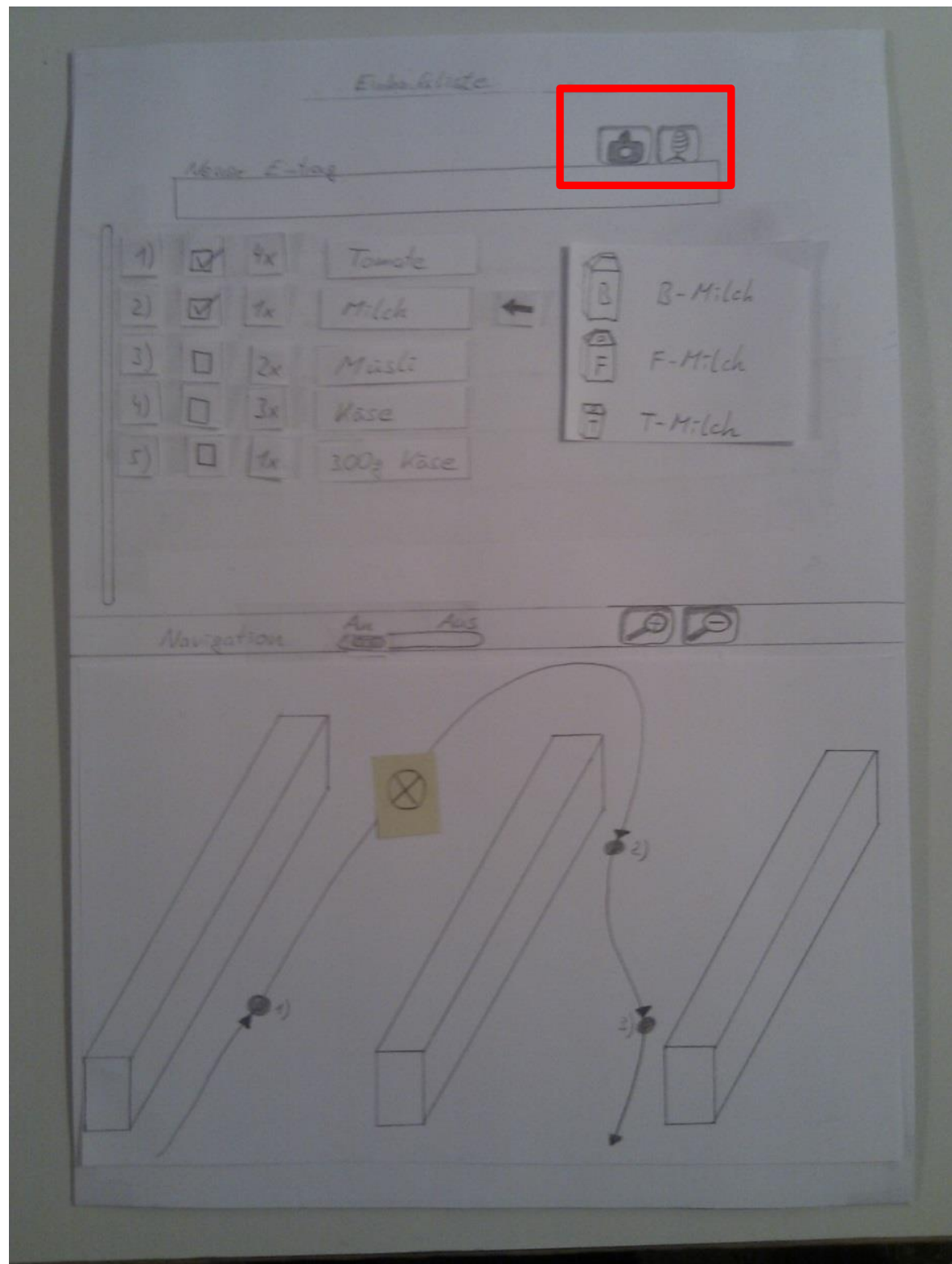
VIBRATION



# Prototypes – Low-Fidelity vs. High-Fidelity

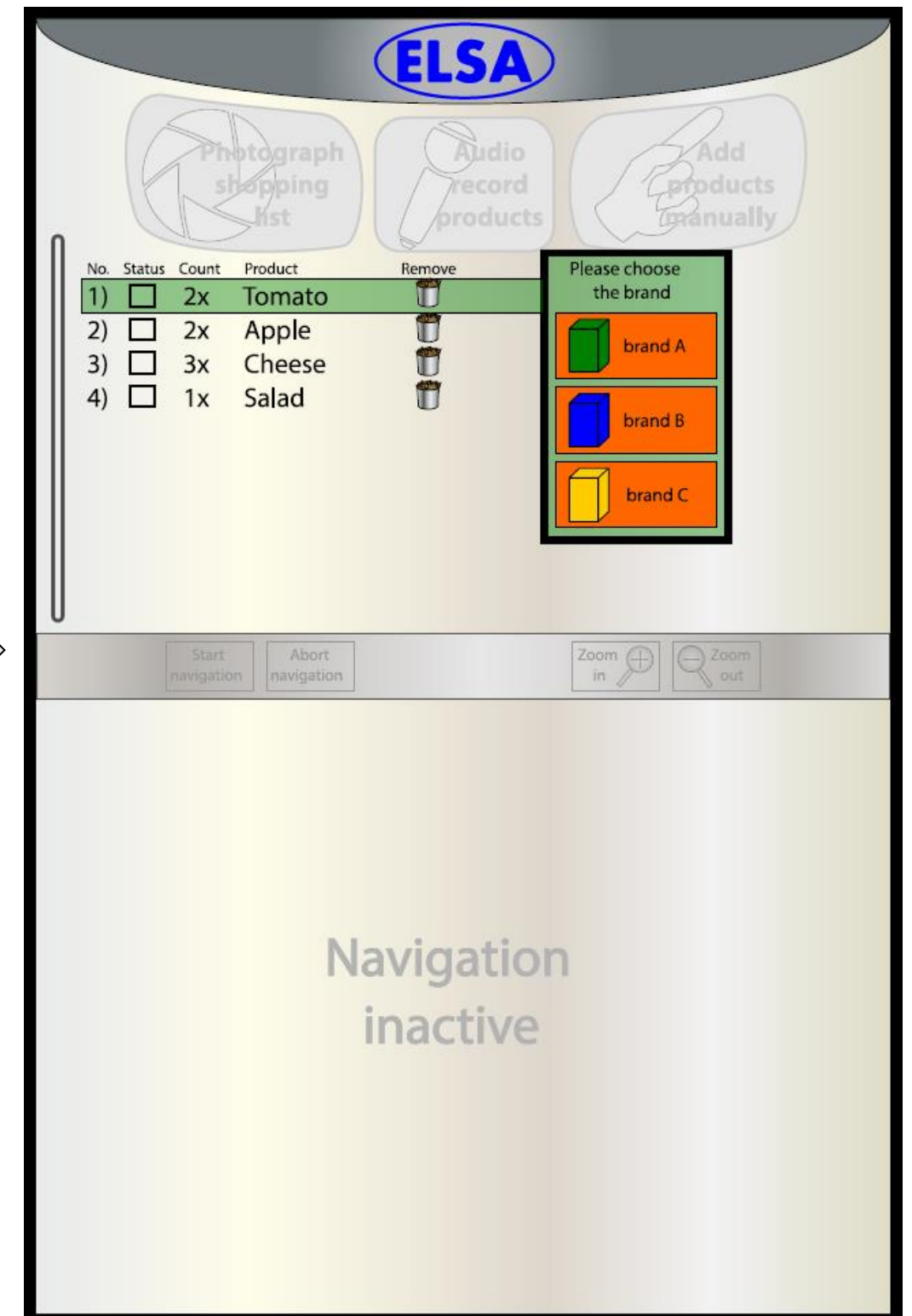
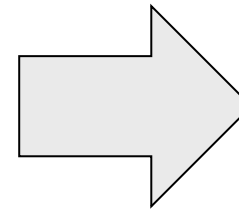
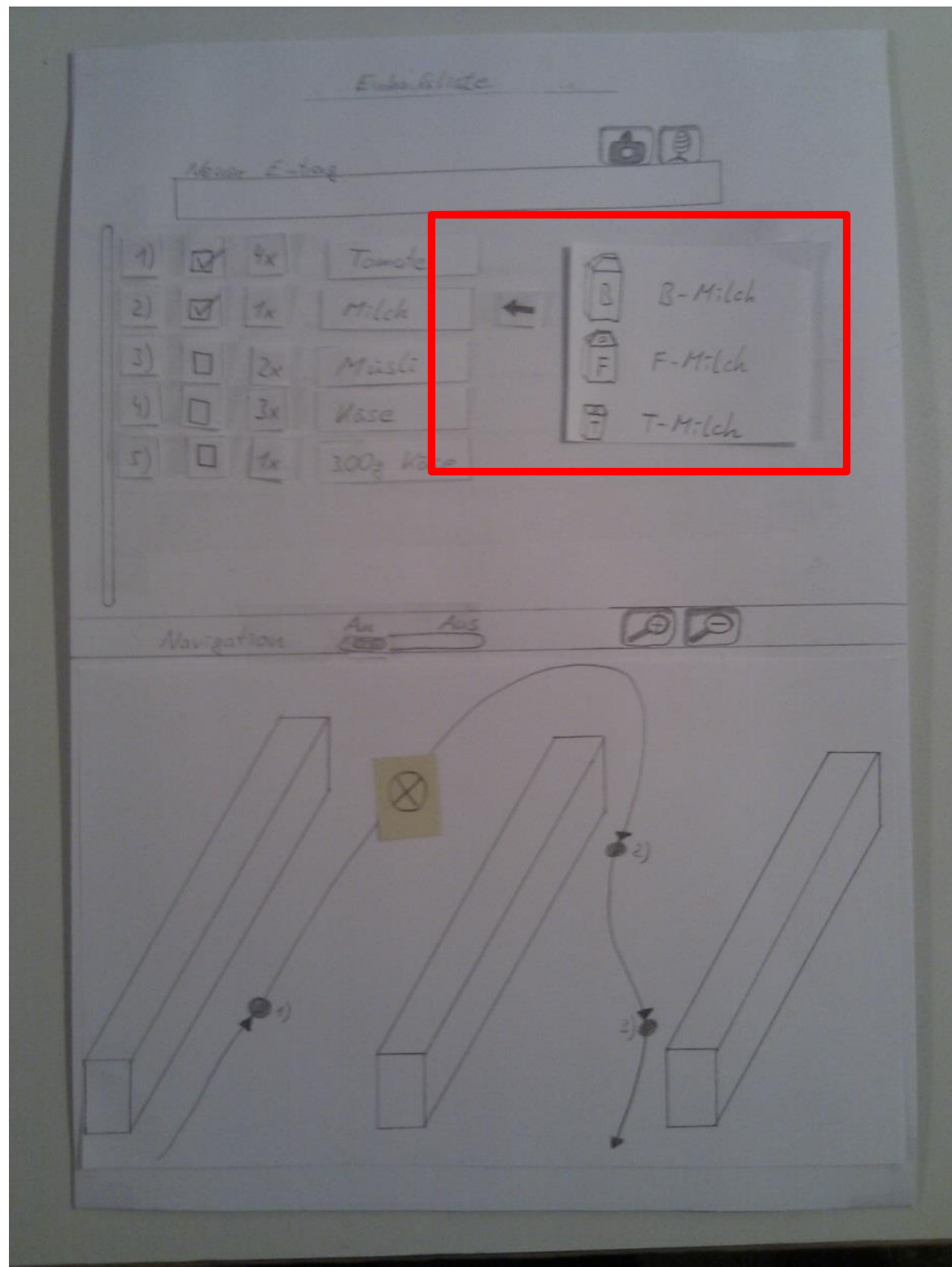


# Prototypes – Low-Fidelity vs. High-Fidelity

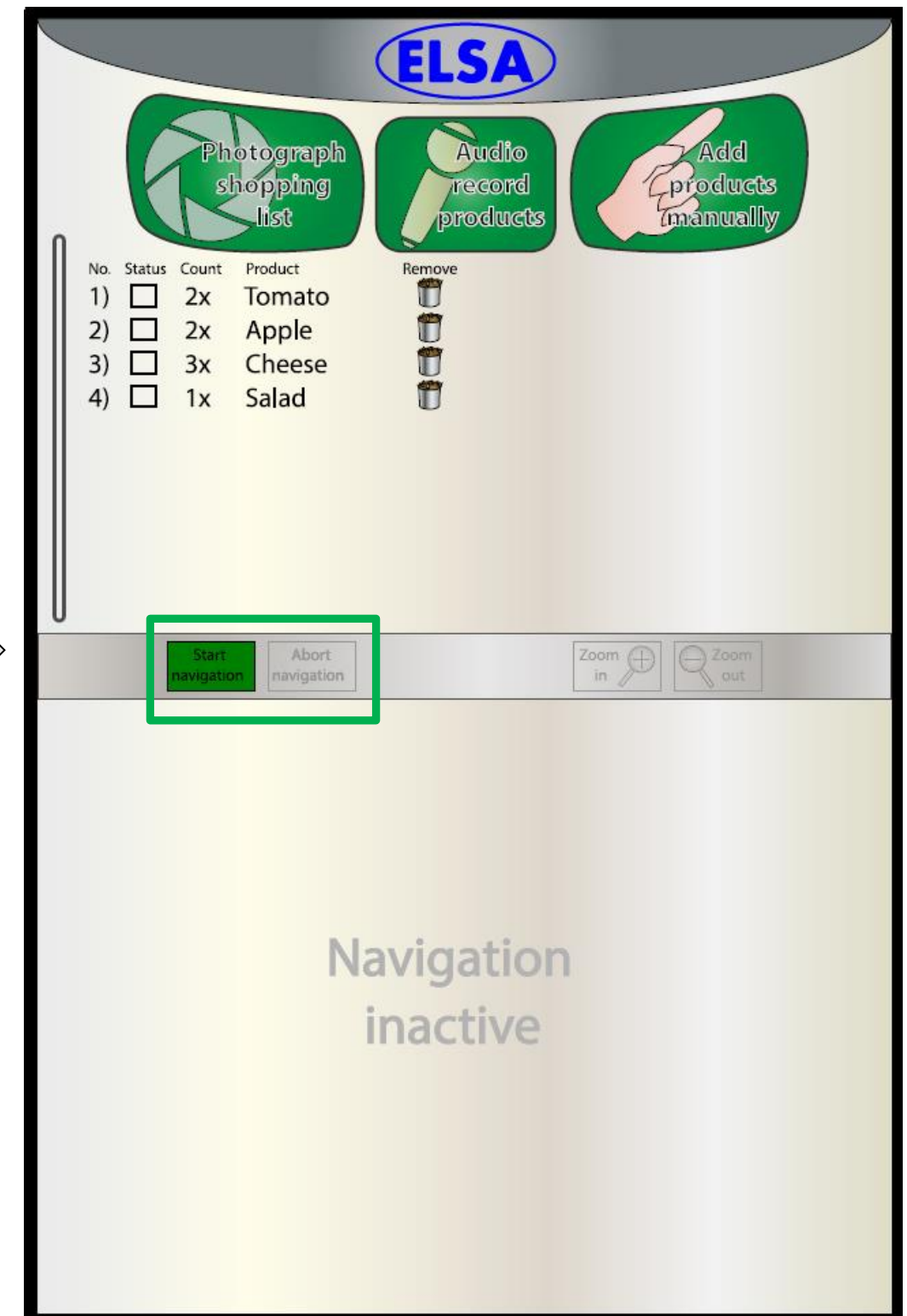
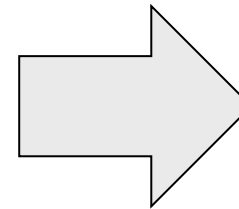




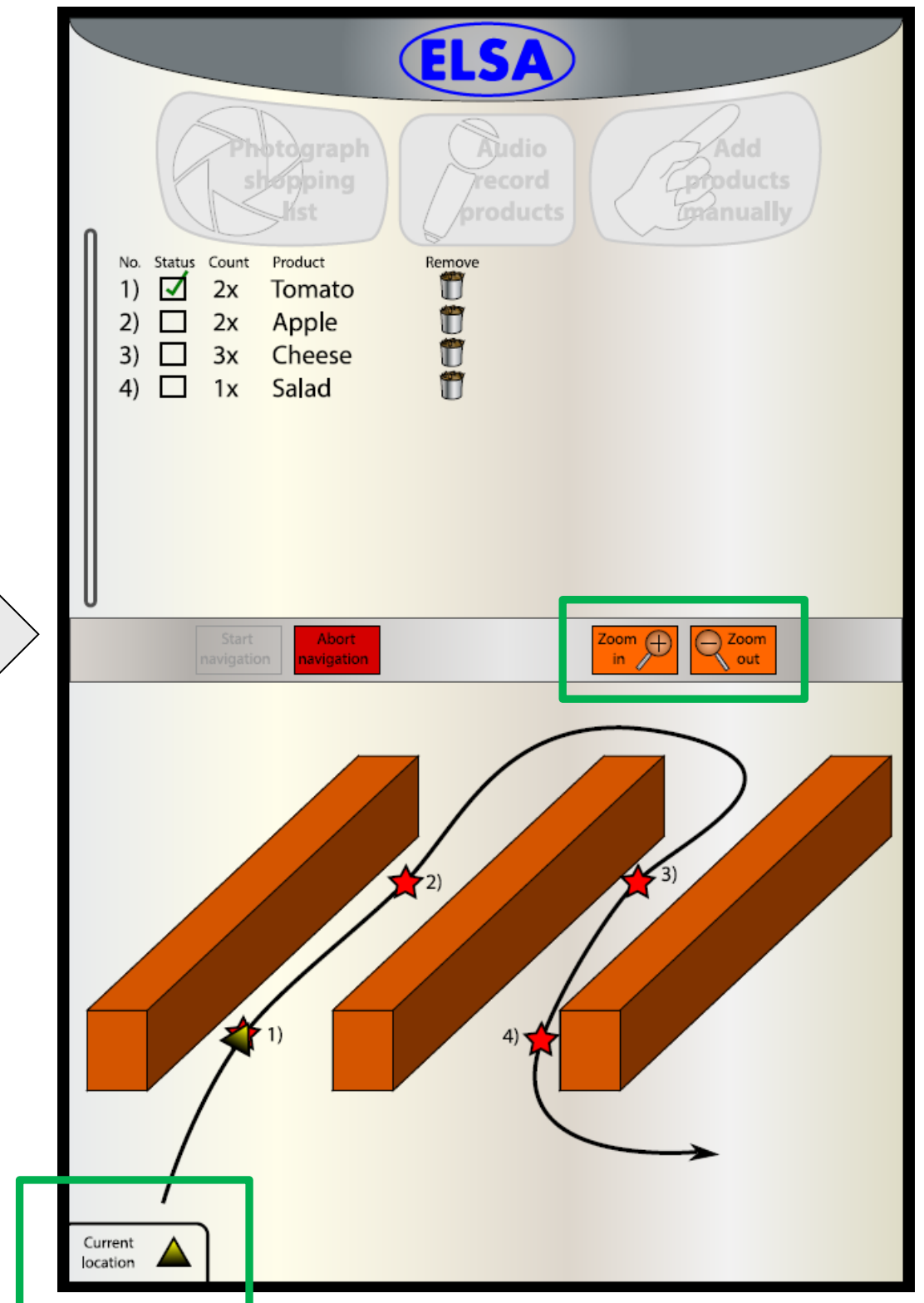
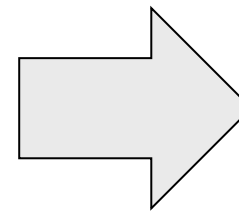
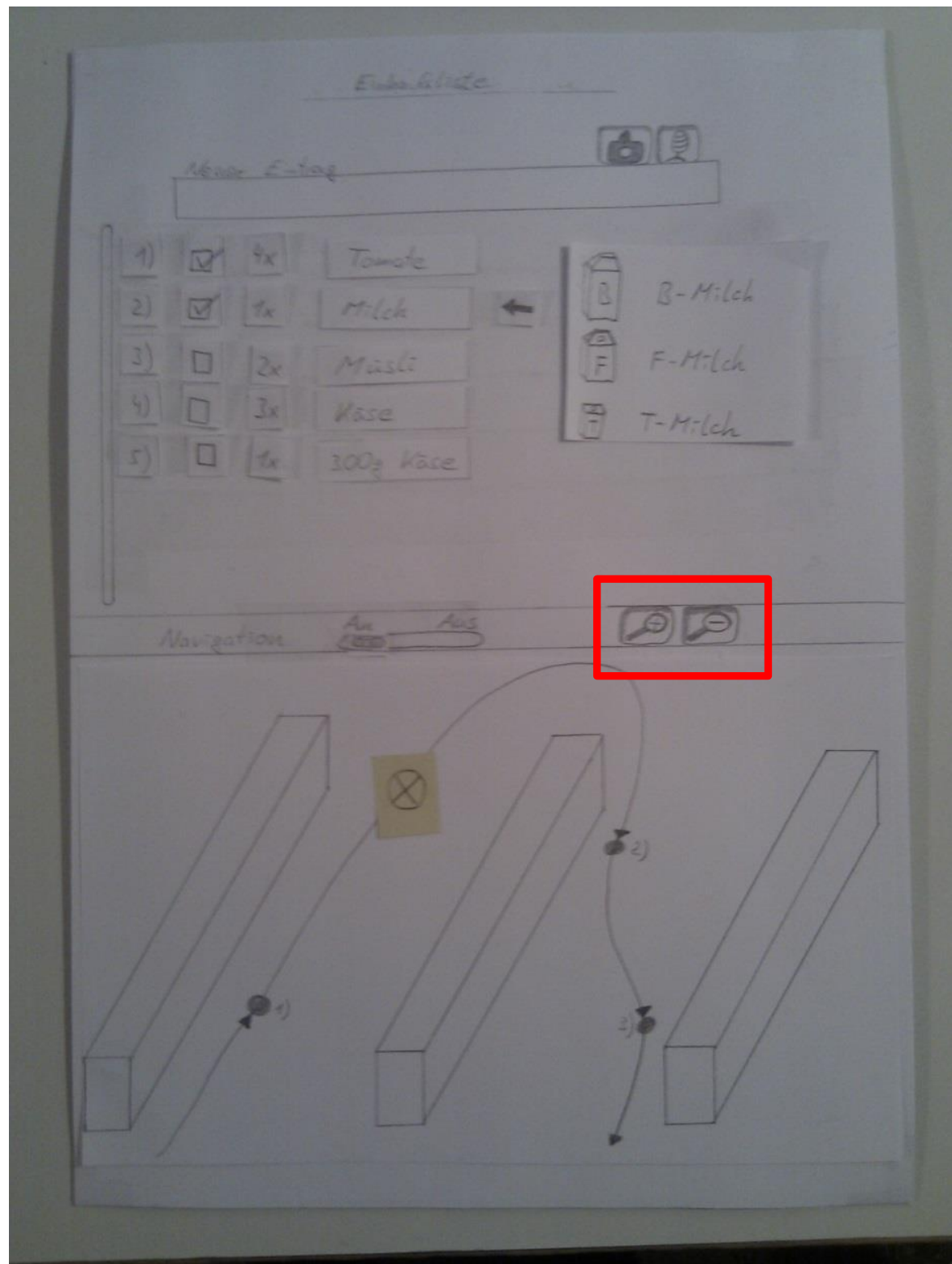
# Prototypes – Low-Fidelity vs. High-Fidelity



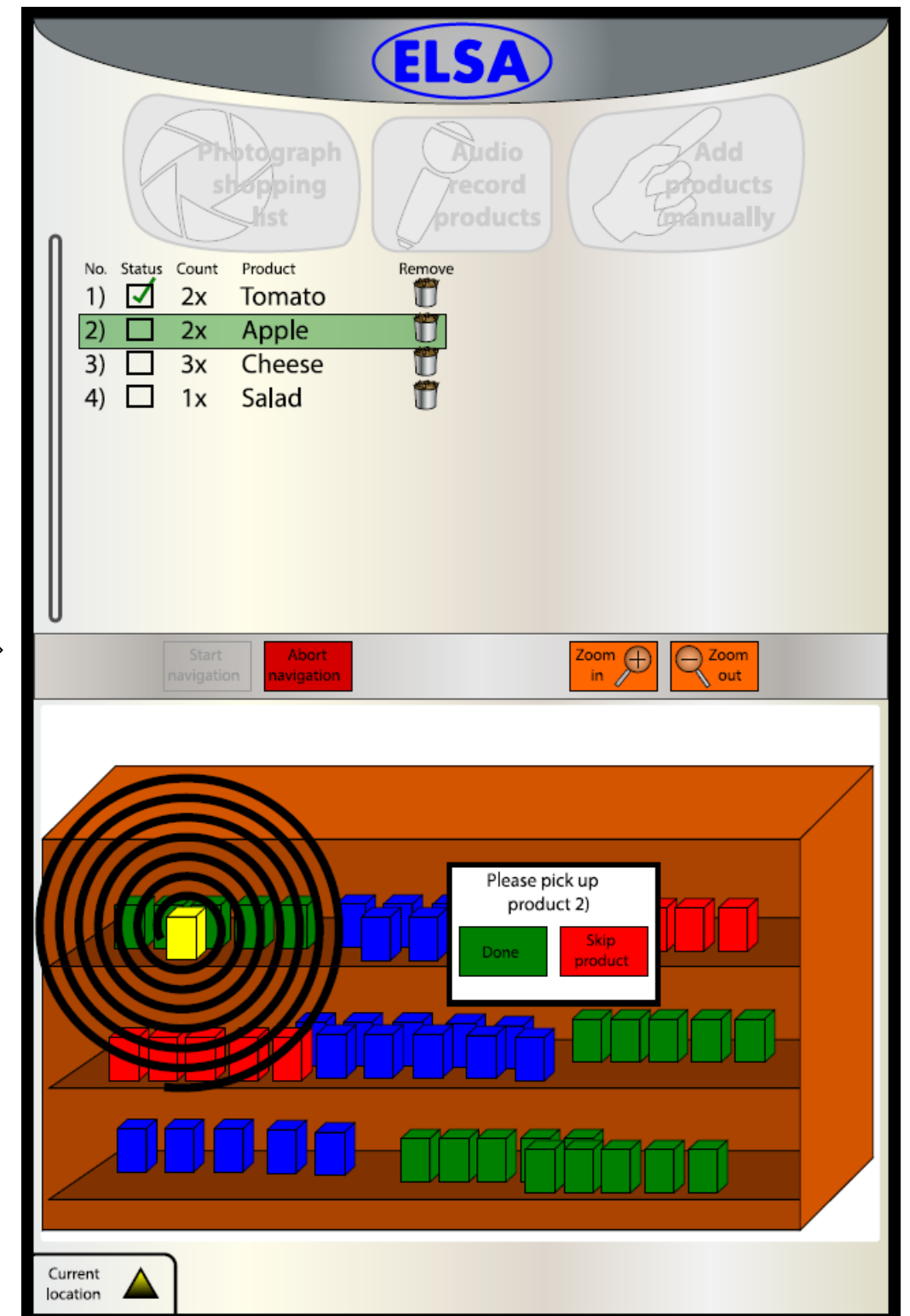
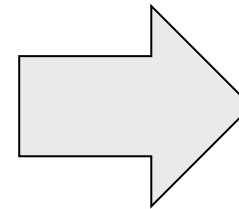
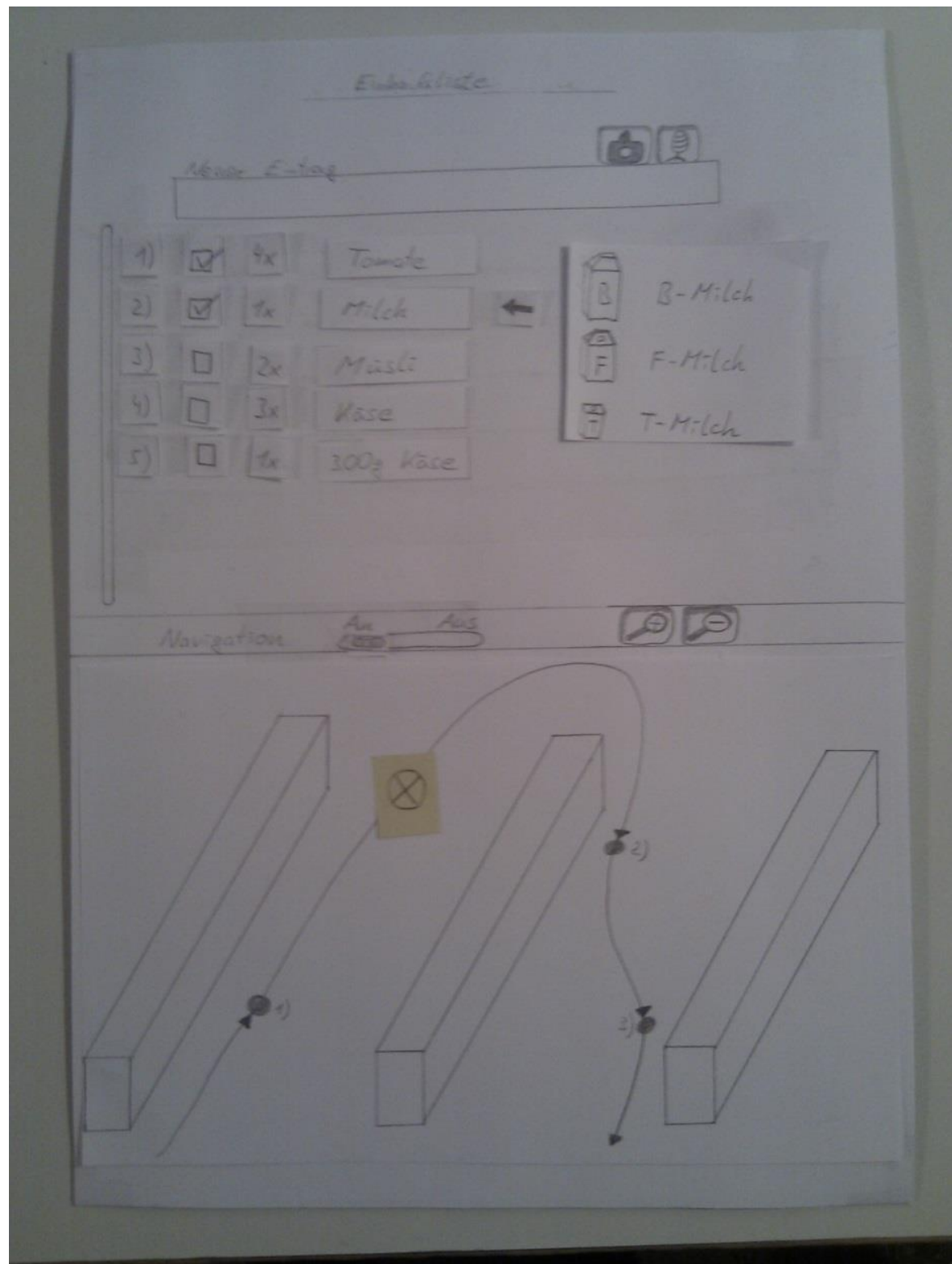
# Prototypes – Low-Fidelity vs. High-Fidelity



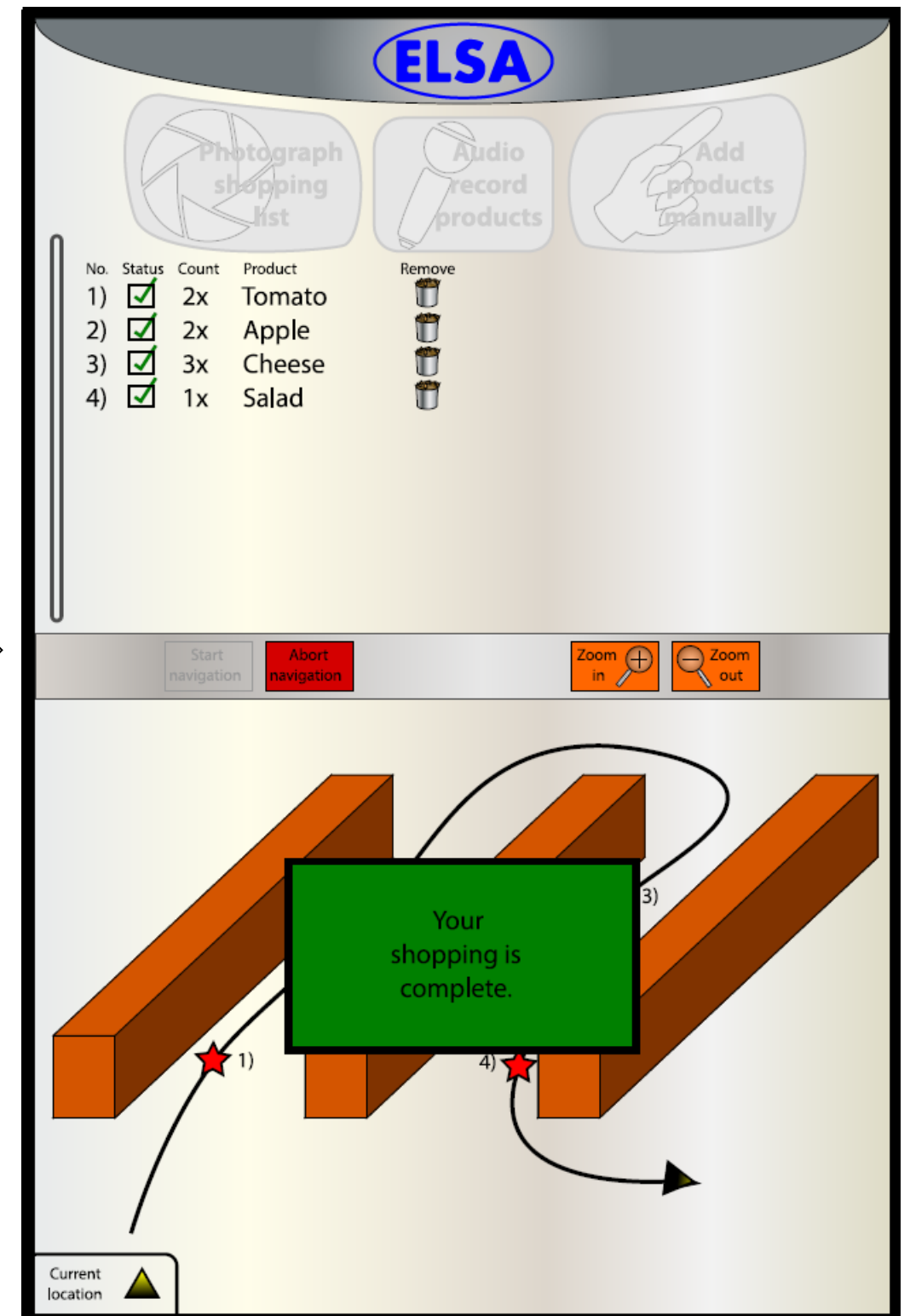
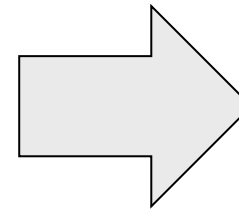
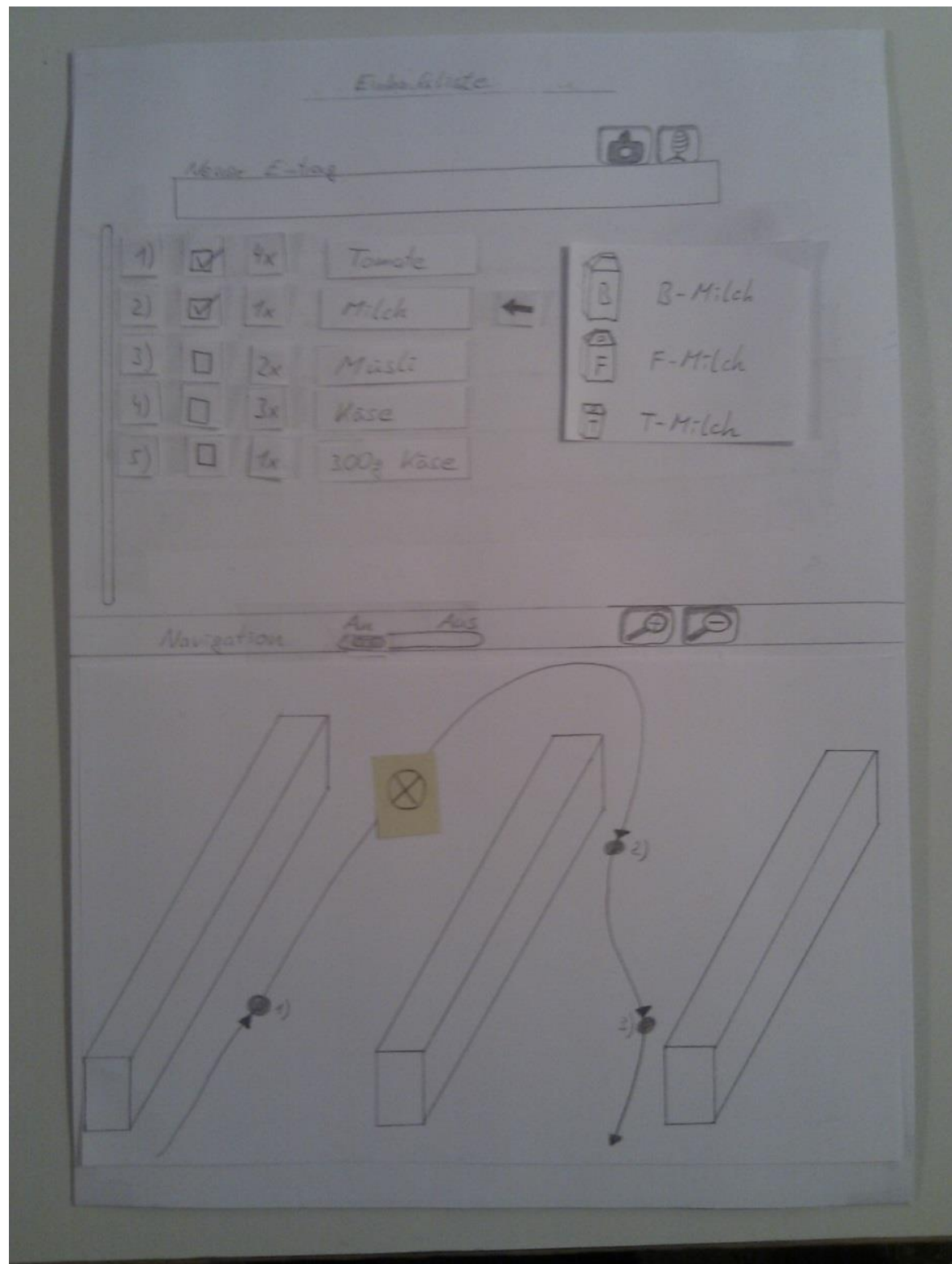
# Prototypes – Low-Fidelity vs. High-Fidelity



# Prototypes – Low-Fidelity vs. High-Fidelity



# Prototypes – Low-Fidelity vs. High-Fidelity



# VIDEO