SHOP FOR DUTY

Shopping Experience Gamification

Our Team

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Shop for Duty

- Everyday shopping
  - o Rutine & boring
- Enhanced shopping
  - o Exciting
  - o Fun and intense
- Users
  - o Men and women
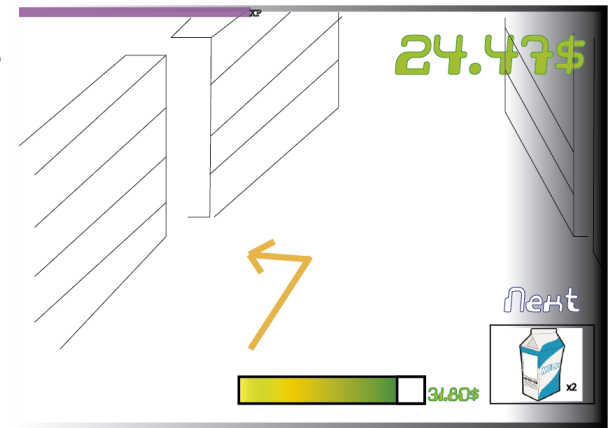 - o Young

http://goo.gl/r0WtfM

Iteration Progress (1)

- General idea, many features
  - Multiple visions
- Real life
  - Physical objects
  - Nerf guns or throwing balls

Real life → Augmented reality

Iteration Progress (2)

- Interviews
  - Confirmed features
  - Discounts over unlocks
  - Glasses over helmet
  - Women were interested!

- Improvements
  - Total cost
  - Too real?
  - UI light, only necessary information

Final release

- A mix of reality and sci-fi
- Senses
  - Vision, hearing, touch and smell
- Attractive
  - Discounts
  - Social
  - Fun

Missing From Demo

- Shopping list
  - Interaction
- Target tracker
- Internal working
- More effects
- Recommendations
- User interaction feedback

Conclusion

- Immersive experience

- Discounts

- Happy customers

Thank You!