

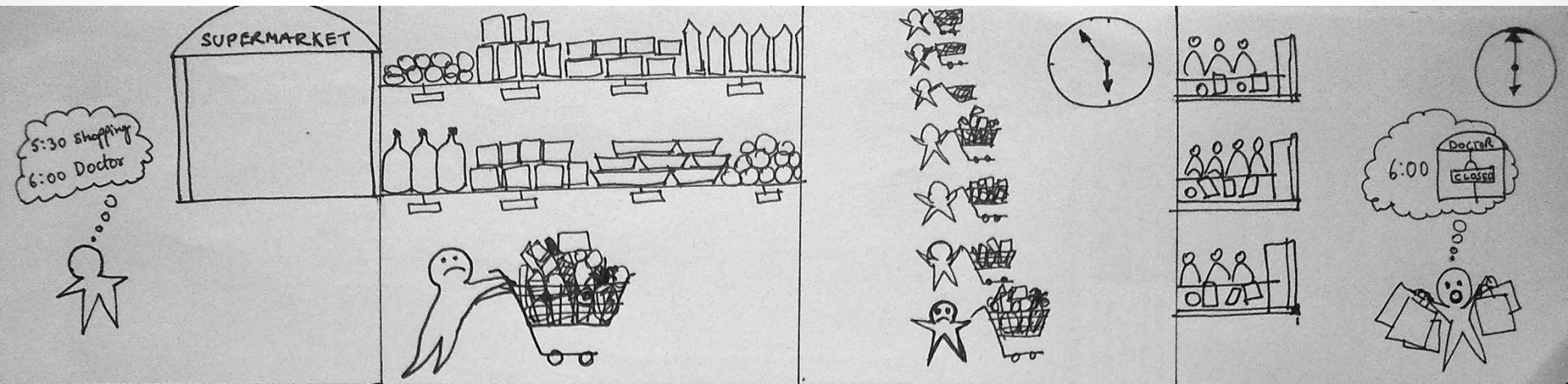
Project “Aladdin”

From
Group 8

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Context: Grocery shop

- Medium-large size shops: like Netto, Kaufland
- Shopping in a cozy environment
- Packaged products
- Pitfalls: Shopping carts, queues, carrying bags
- Everyday scenario:

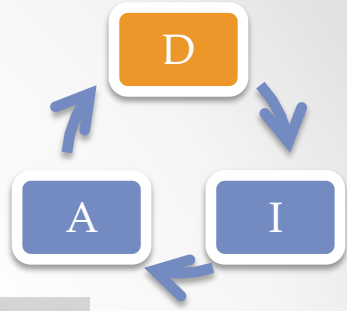


Jasmine

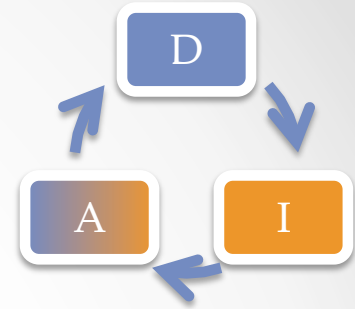


- Librarian (Mo - Fri 9:00 - 17:00)
- Mother (Mo - Sun 0:00 - 23:59)
- Well organized, punctual
- Do shopping after work
- Using smartphone for not a long time
- Not a gadget-freak
- Peanut allergy

Brainstorming



Interview



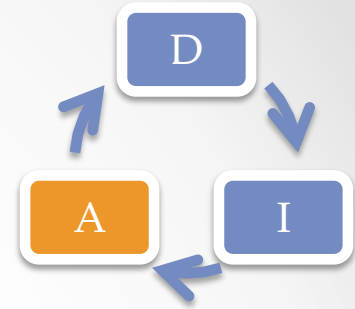
Questions

- Shopping behavior
 - Frequency, Plan, time, kids, etc.
- Shopping carts
 - Big/small, opinion
- Online shopping
- Promotions, ads
- Technology usage
 - Smartphone, AR/VR, gestures

Answers

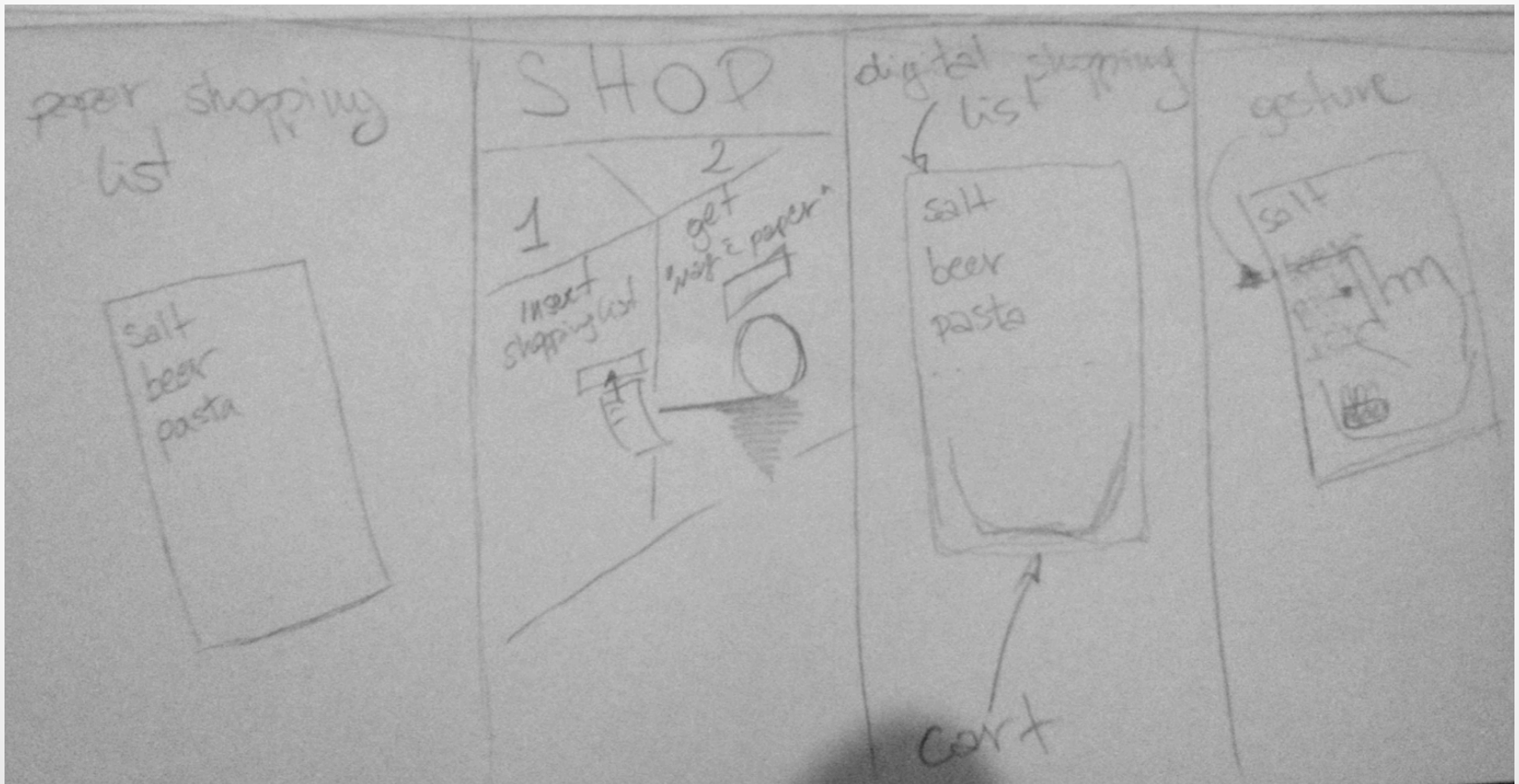
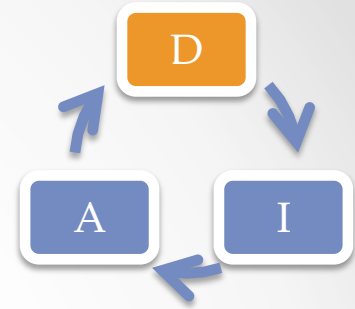
- Go often, buy little
- Know what to buy
- ASAP
- No basket
- Affordable home delivery
- No AR/VR, No online shop
- Ads used for planning
- No attention on loudspeaker

Consequences

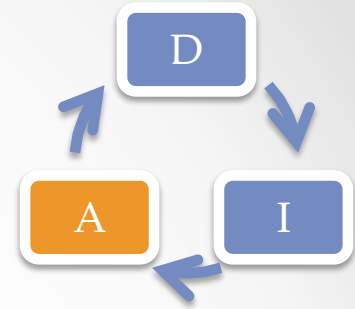


- No AR/VR in our product
- Use non-techy experience(max smartphone)
- No directed audio, not paying attention
- Aim speed, speed, speed.
- Basket can be eliminated
- Affordable home delivery
- Contactless payment

Design

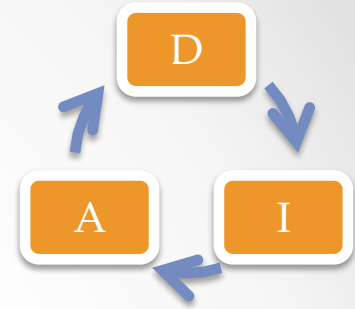


Sensory exp.

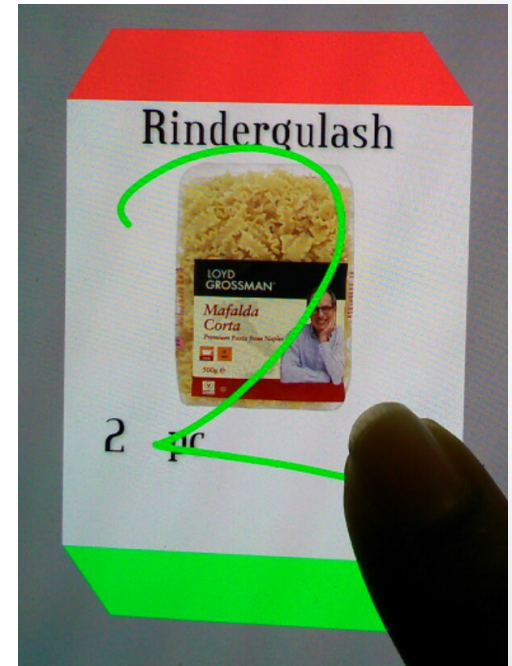


- Original design doesn't use more sense
- No direct audio – Users not paying attention
- No taste/smell – Users found annoying and strange
- Touch sense possible

Design & User eval.



- Evaluation technique:
 - Silent observation
 - Think aloud
- Hardware and interface prototype
- Positive:
 - The physical buttons for buying and cancelling.
 - Gesture Input for quantity.
 - Band glowing for allergy warning.
- Negative:
 - Forget ID card
 - Difficulty on cancelling products from cart



Video prototype

