Smart C🛒rt

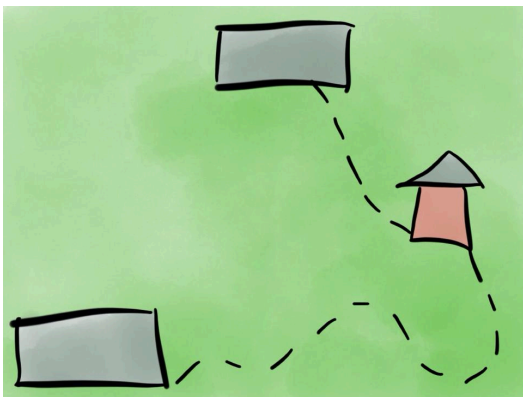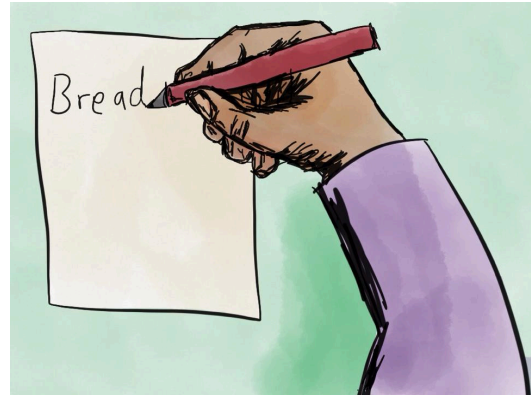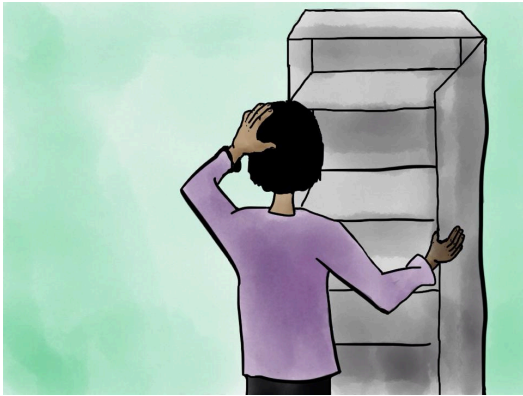The App Revolutionizing Your Shopping Experience

Introduction

Smart Cart

SmartCart – an interactive planning and navigation app for grocery shopping

- designed for everyone who needs to go shopping

- create, save and load shopping lists

- helps you compare prices and stores

- helps you navigate through the store

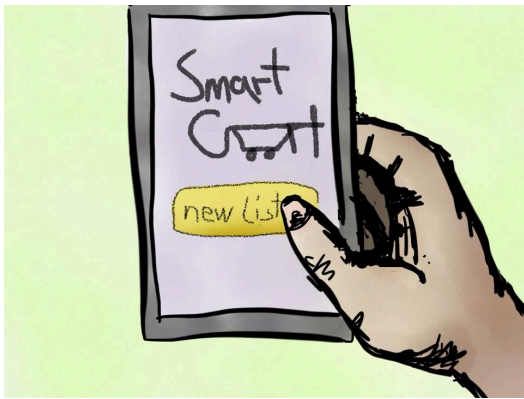- minimizes time and effort spent shopping

Normal Shopping Experience

Findings

- Interviewees…

  …like using smartphones
  …don't like grocery shopping
  …are afraid of data collection
  …want faster, easier, cheaper & more efficient grocery shopping

- mothers advanced in age show little to no acceptance in using an app for grocery shopping

- we discarded the idea of in-cart-games and focussed on shopping functions

- final persona: 29-year old, career entrant, doesn't like shopping and needs to be careful with his money
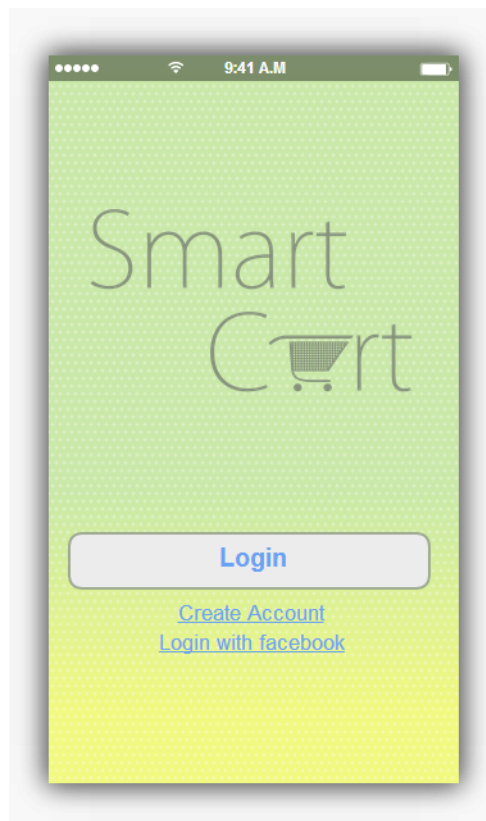
Improved Shopping Experience

Some Evaluation Results

- background lists must not suggest clickability

- the possibility to add whole categories, e.g. „vegetables", as note

- Law of Similarity/consistent headers

- all actions must be made visible

- consistent navigation (back- and home-button)

- visual aids: self-filling shopping cart and animated symbol for current/next article

- visual, auditive (scribbling noise) and haptic feedback (vibration)

Prototype Demonstration

Thank you!

Smart C[cart]rt