Grocery Store Kiosk

Team Manatee

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Outline

- Project Goals
- Personas
- Scenarios
- Design Evolution
- Interactive Prototype Demo
- Lessons Learned
Project Goals

- Make shopping more enjoyable and efficient by helping shoppers:
  - Navigate more efficiently using a list
    - No repeat aisles, etc.
  - Find obscure items
  - Find recipes
  - Receive customized information delivery (especially on sales and bargains)
    - Favorite/frequently purchased items on sale, etc.
Personas

- Shannon Cooper-Cleary
- Melanie Pearce
- Ethan Gray
- Jason Langley
Scenarios

1. Something Extra: Eggplant Parmesan
   Use the kiosk to organize a written shopping list brought into the store, as well as find an eggplant recipe, and add those ingredients to the list.

2. Finding an Item: Soy Sauce
   Use the kiosk to locate soy sauce in the grocery store.

3. Holiday Party
   Use the kiosk to plan a party: translate broad shopping goals into a specific list, and scale items for larger groups.

4. Family Visit: Lemon and Herb Tilapia
   Use the kiosk to plan a special meal.
Design Evolution

Making Important Features More Obvious
How Do I Search?

Easy

Google

Introducing CADIE: a singular upgrade to your online life.

Advertising Programs - Business Solutions - About Google

Make Google my homepage

©2009 - Privacy

Hard

Shopping List

Item Browser

Today's Feature
Cape Cod Potato Chips
Making Searching More Obvious

Prominent Position and Color

Second Region with Similar Function
Where is _______?

Easy

Hard
Making Items Quicker to Find

The Mini-Map View Prominently Positioned and Visually Distinct from the Search Results (yet to be implemented)

A Designated Button for “View on Map”
Design Evolution

Fixing the Glaring Omissions
What if I want the most popular recipe? Possible

What if I want the cheapest? Impossible?
Getting the Results You Want

Large Customizable Criteria List for Narrowing Down Results

Sort-By Table Headers (yet to be implemented)
How Much is This Going to Cost?

Possible

Impossible?
Calculating Cost with Imprecise Prices

- Exact Prices for Specific Items
- Price Range for Nonspecific Items
- Total List Price – Combining Both Exact Prices and Ranges (yet to be implemented)
Design Evolution

Matching the User's Mental Model
How Do I Write My List?

Sensible

Not Obvious
Quickly Adding Items with Searching

Easy to Add Items Directly to the Shopping List
Do I Search for a __________?  

Sensible  
(pick a sub-category)  

Not Obvious  
(must change search screen to search for recipes)
Merger of Search Screens

Searches Items and Recipes by Default

Allows User to Select Which Results to Show
INTERACTIVE PROTOTYPE DEMO
Biggest Lesson Learned

- We are not omniscient.
  - To find all the issues, we need external help
    - Users (paper prototyping/usability testing)
    - Other designers (heuristic analysis)
    - Frameworks for analysis (cognitive walkthrough)
QUESTIONS?