

GroupShop



“A modern way to plan your shopping trip”

Grant Azure | Peter Hu | Antonio Diaz | Eric Le

Problem

- **It is too difficult to coordinate shopping trips with your housemates**



Recall



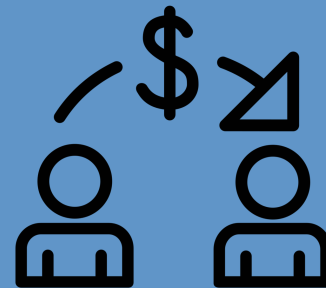


Prototypes & Tasks

1. Add Personal Cup Noodles to the List

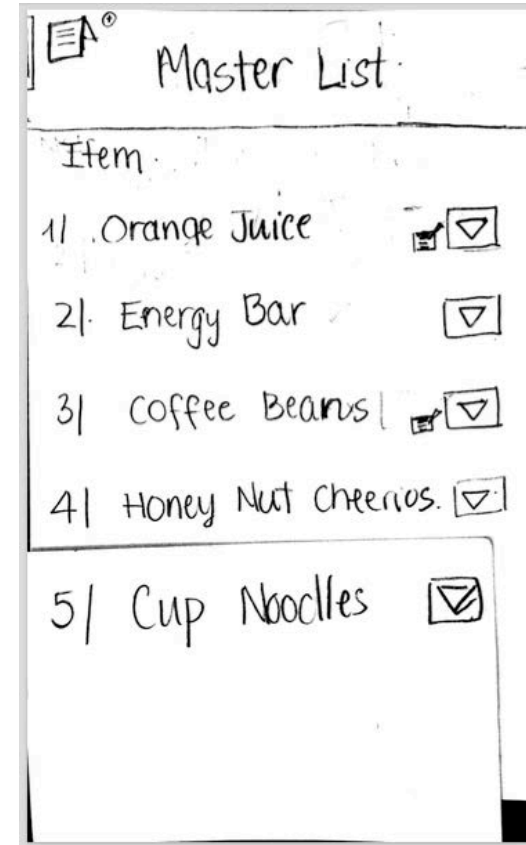
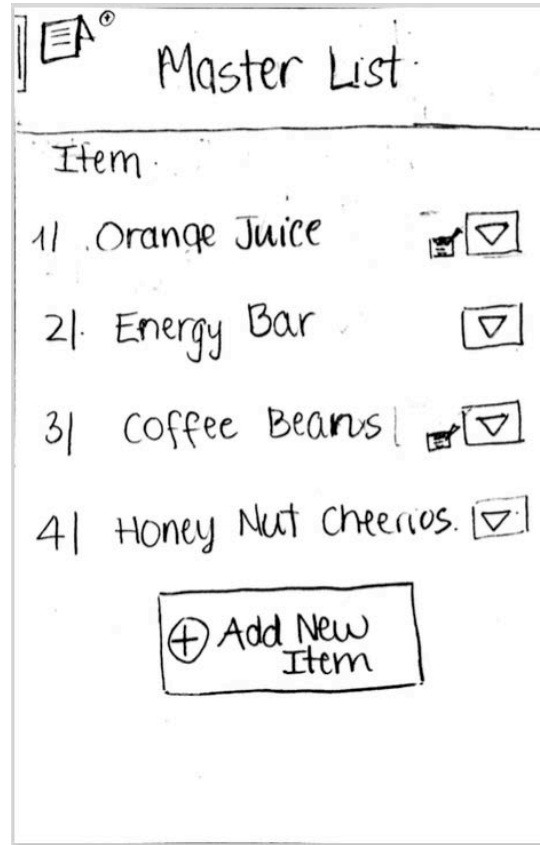
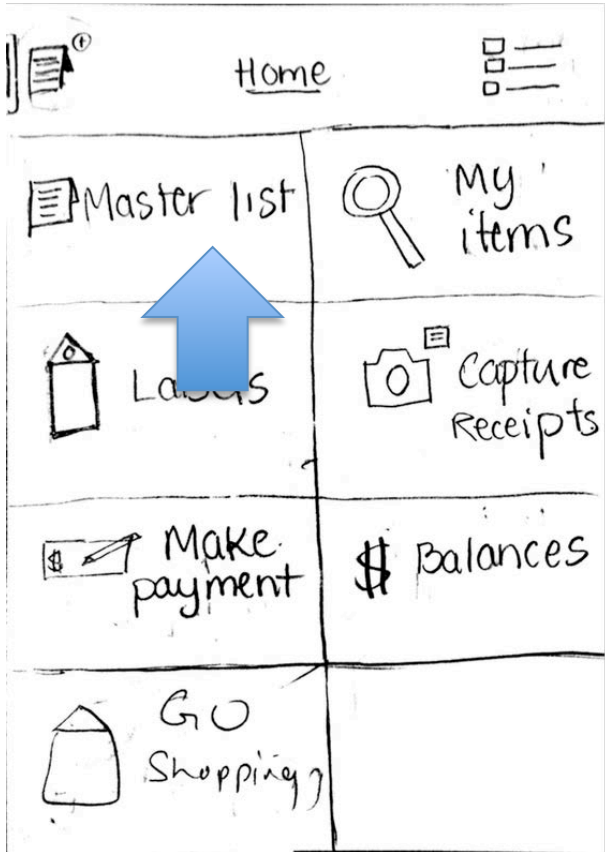


2. Reimburse a Housemate By Credit Card



Initial Paper Prototype

Adding item



Initial Paper Prototype

Reimbursement

Payment

Pay to Eric


Amount owed: \$10.⁰⁰

Amount to pay: \$

Pay by Credit Card.

Pay by PayPal.

Propose barter.



Payment

congrats! \$10.⁰⁰ had been successfully paid to Eric.

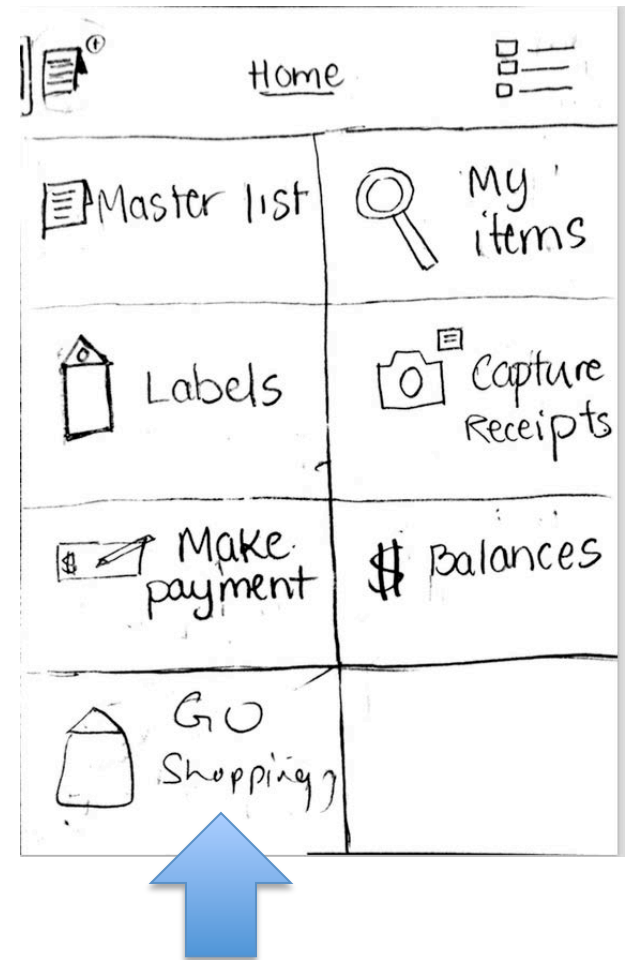
Return.

Testing - Goals

- **Target Participants**
 - College students
 - Young professionals
- **Goals**
 - Match shopper's process with our process
 - Ensure design flow
 - Appropriate language

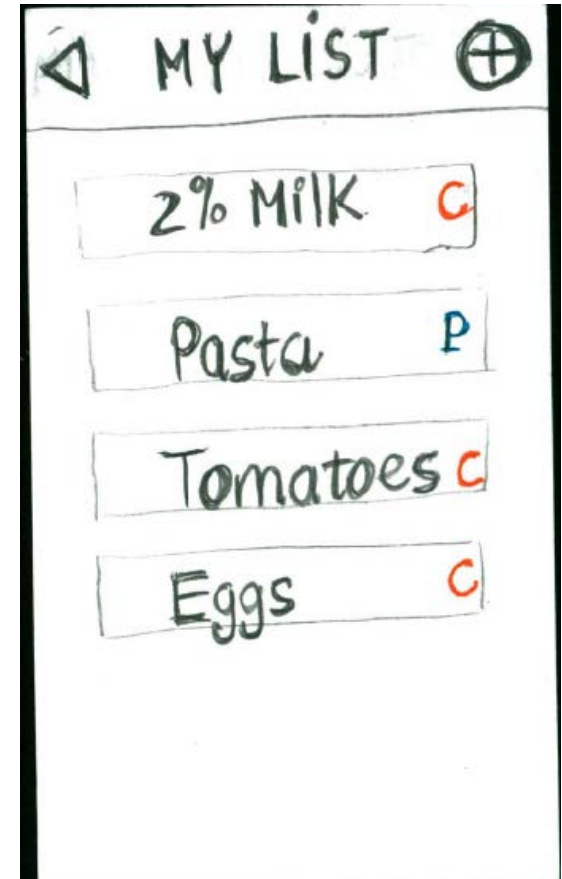
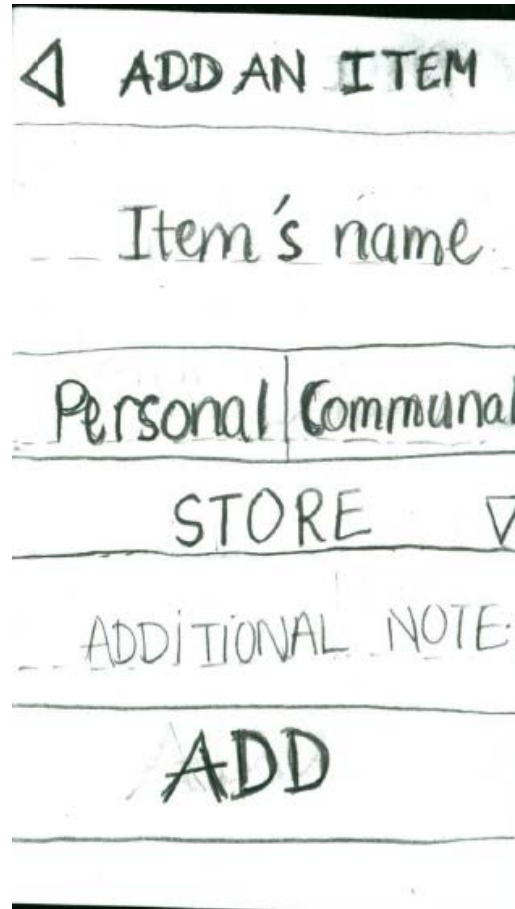
Testing - Results

- **Heuristic Evaluation**
 - High Severity Issues
 - Example: “Go Shopping” mode was useless
- **User Testing**
 - High and Medium Severity Issues
 - Example: Takes too long to get to “Add Item”
- **Design Mockup Critique**
 - Low Severity and Aesthetic Issues
 - Example: Home screen too cluttered



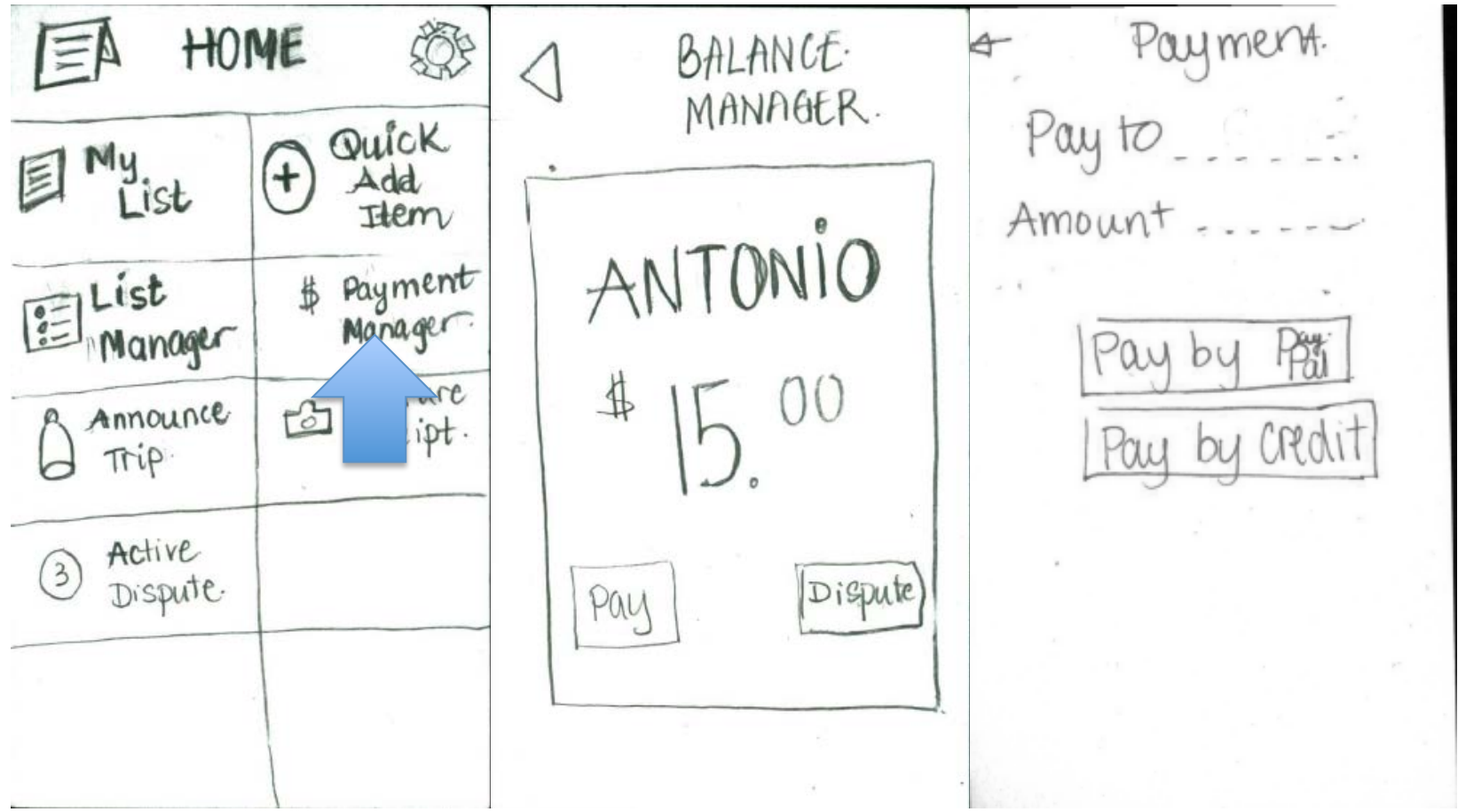
Final Paper Prototype

Adding item



Final Paper Prototype

Reimbursement

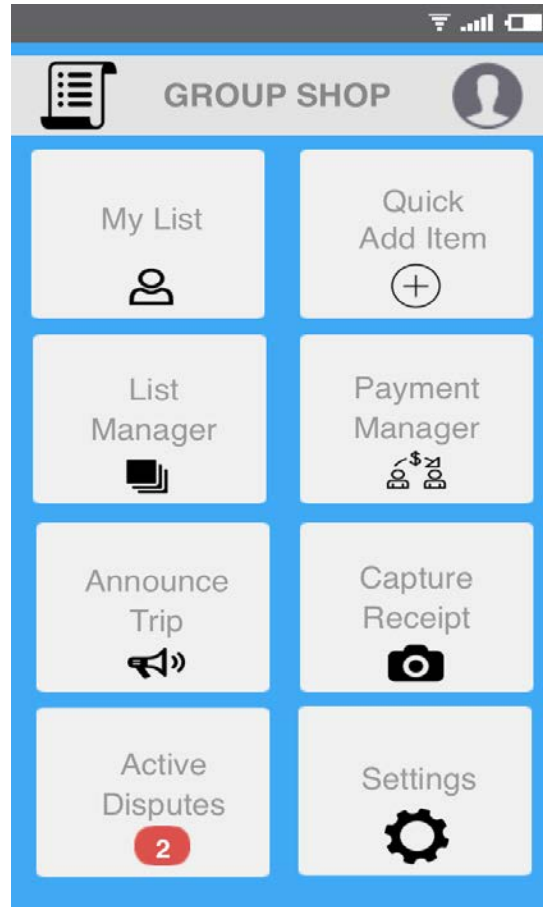


Testing - Results

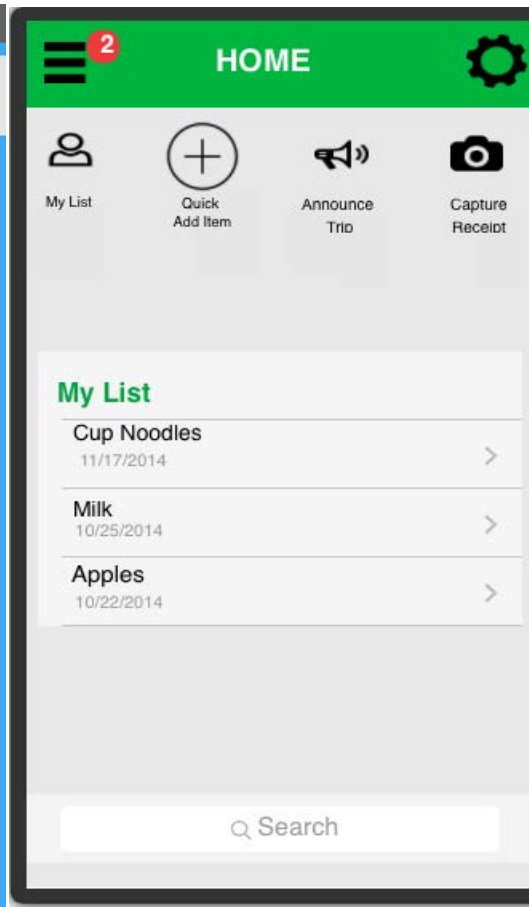
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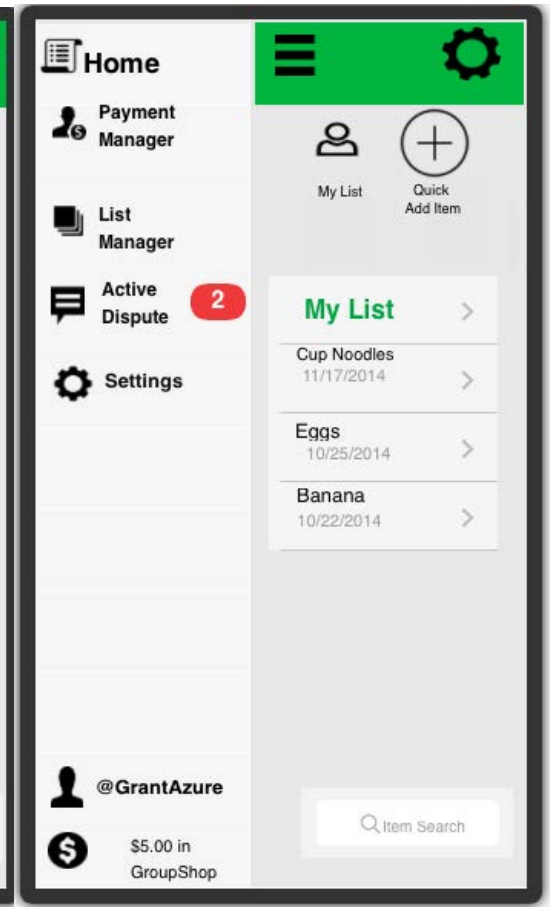
Paper To Digital: Iterating



Old Home Page

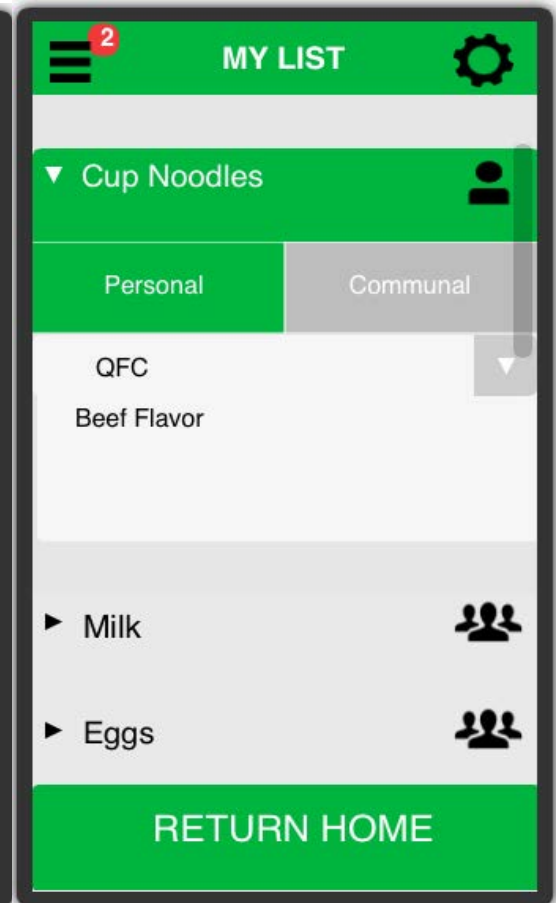
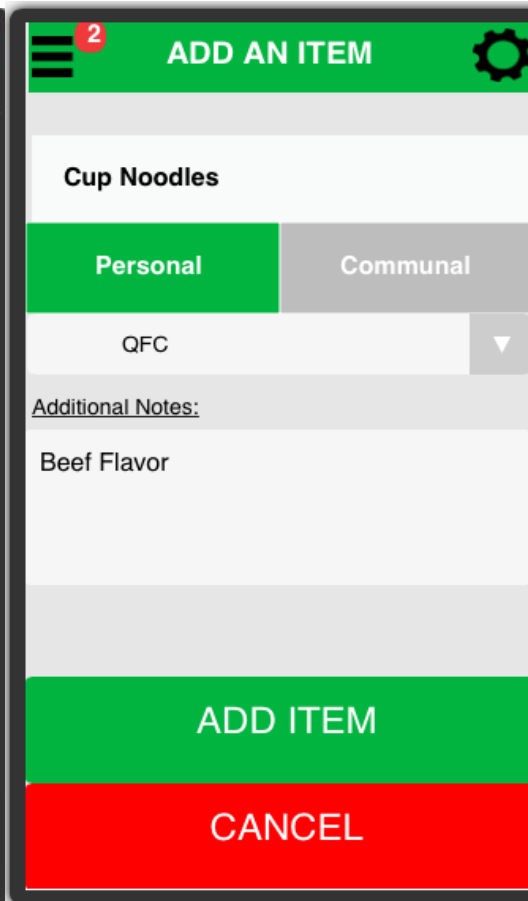
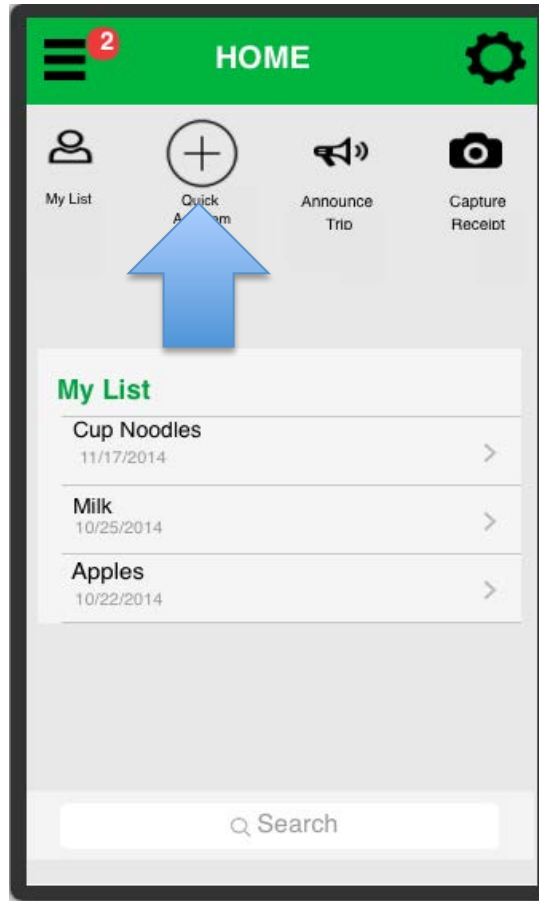


New Home Screen With Sidebar



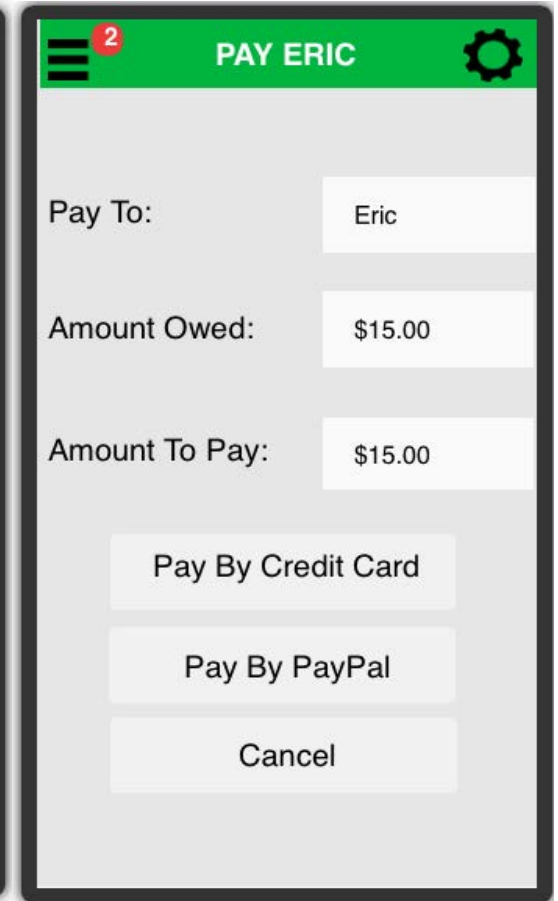
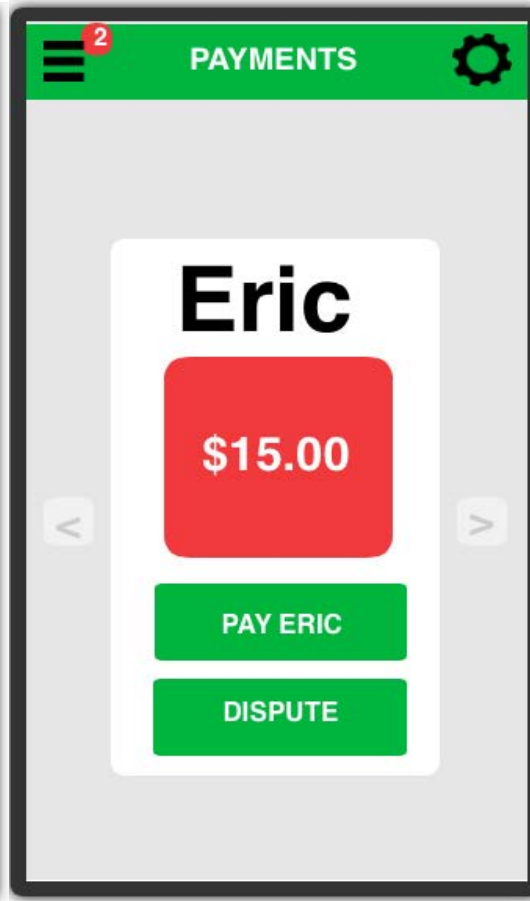
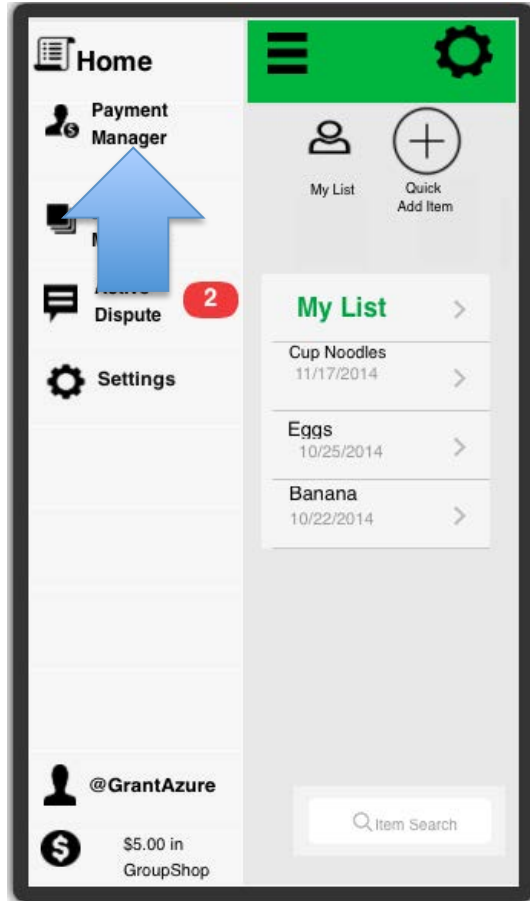
Digital Mockup

Adding item



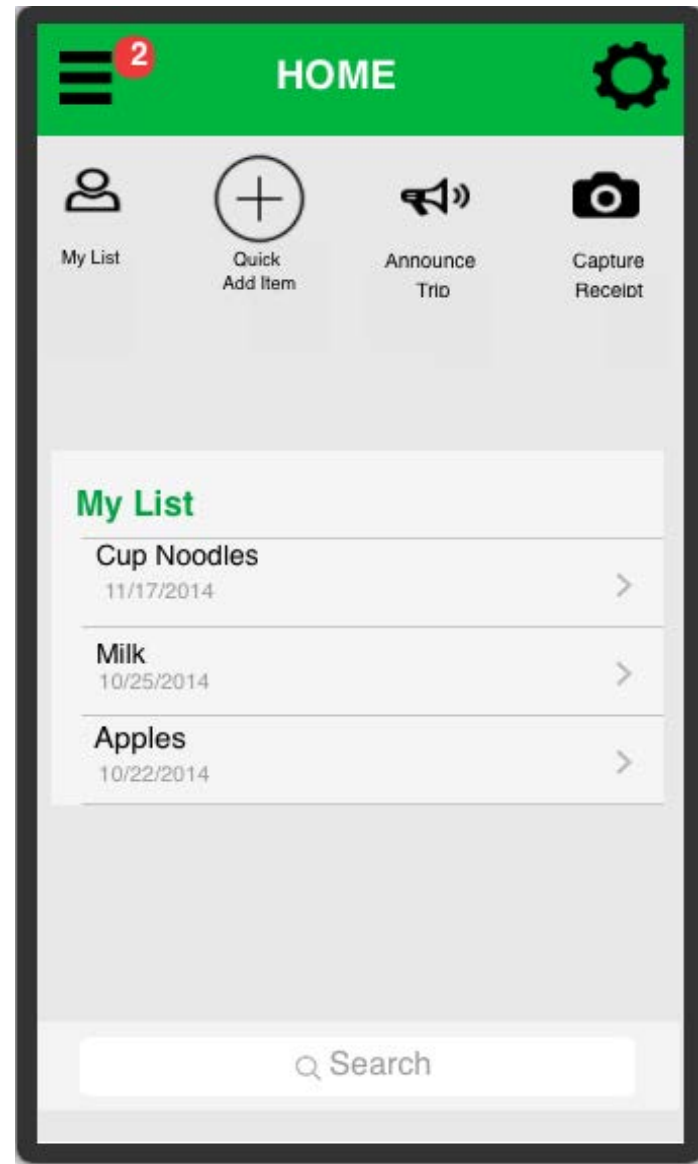
Digital Mockup

Reimbursement



Summary

- **Problem**
 - It is too difficult to coordinate shopping trips with your housemates
- **Solution**
 - Encourage planning
 - Prevent duplicate purchases
 - Facilitate the reimbursement process
- **Next Steps**
 - More testing
 - Evolve tasks



Acknowledgements

- Icons courtesy of nounproject.com
 - Fission Strategy
 - Johan H. W. Basberg
 - Arthur Shlain
 - Fábio Testa
 - Vasu Adiga
 - Nicholas Menghini
 - Félix Péault
 - Agus Purwanto
 - Mourad Mokrane
- Mock-up built with Fluid UI
 - <https://www.fluidui.com/>



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Thank You! 😊