Scan it

Get your things in the pocket

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Process

01

Empathize

Gain insight and understanding of the product and its users, empathize with users to understand their experiences and motivations.

02

Define

Analyze all the observations you made during the “Emphasize” stage and synthesize them in order to define the core problems or needs.

03

Ideate

Identify solutions to the problem/opportunity statement you created during the “Define” stage. Look for alternative ways of viewing and solving the problem.

04

Prototype

Make it real enough to test with users.

05

Test

Test the interactive prototype with real users

Empathize

Interview Questions

1.Where do you usually buy your household goods?

2. Does it have to be the exact same product or it can be something similar? If- same product, why?

3. How likely would you want to receive product suggestion? Would you like to have recent view product feature help when you shop?

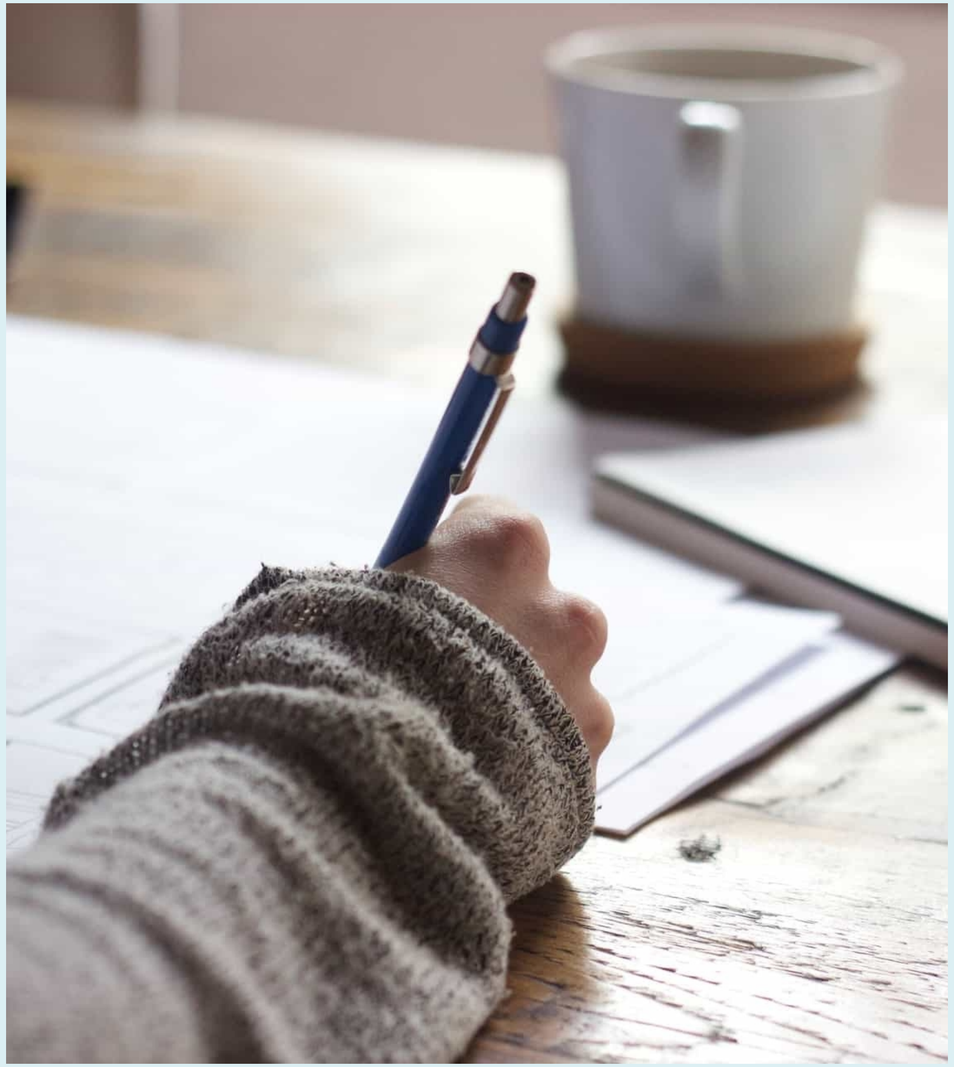
4. Is distance one of the considerations for you to purchase?

5. Would you prefer delivery or in store pickup?

If- in store pick up. what is your expected wait time? if- delivery. What is your expected delivery time?

Does the delivery window (what time of the day) matters?

6. What is your preferred way of notification regarding the process? Would like to receive interested product promotion



Point notes after interview

Would like to buy the similar

It depend what type of the product. If it’s makeup product will want to get the same one.

Product Promotion

Mostly don’t like it, but if it only send to your email once a week will be okay for it.

Delivery V.S. Pickup

Less than 25 miles away can do in-store shopping, but mostly people like to deliver.

Define

As a buyer I want to know each products I purchased before so that I know where and how to buy it next time.

Incidental

Need to have a feature for user to scan the products

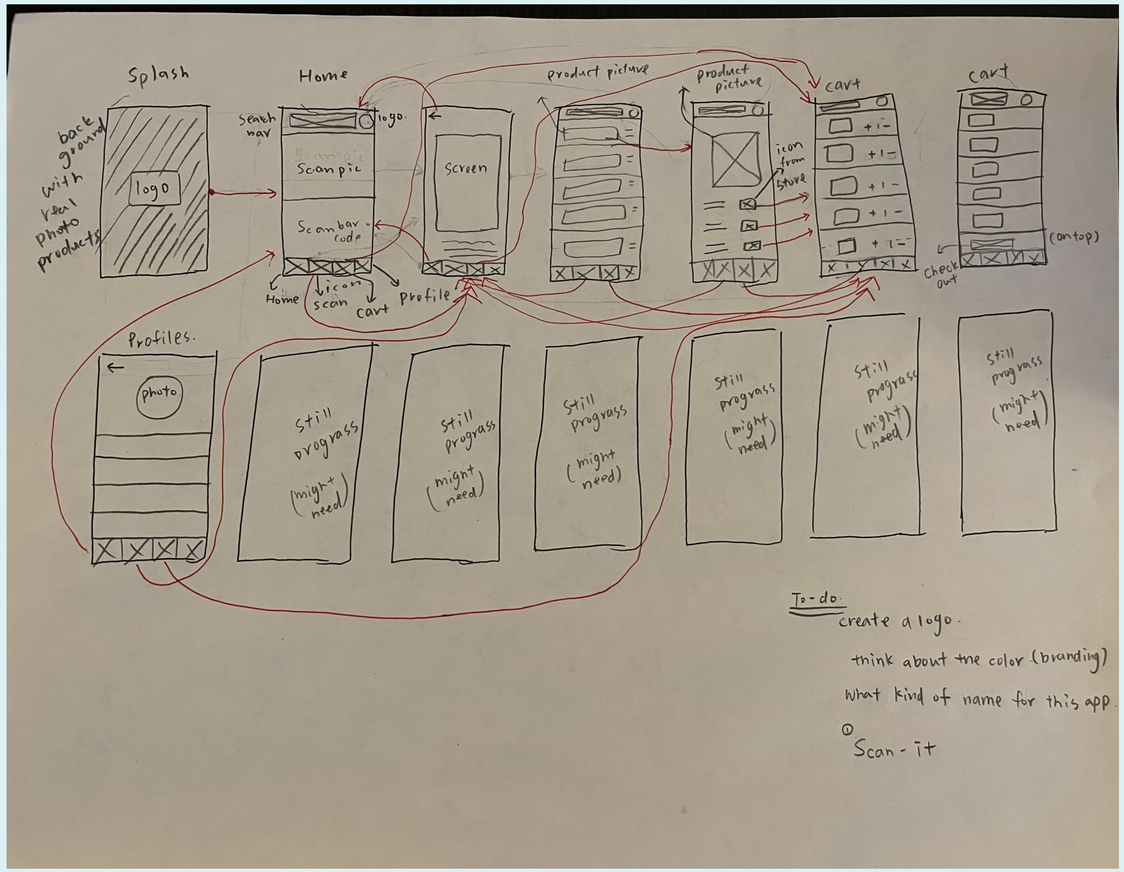
Need map for the user know when the product where they want to go buy it

Need have a price for each products so they can compare where to buy it it's more cheaper

Need to have a feature for if the same product it's out-of-stock then give them a option for similar product they can buy it

Need to have search bar for user if they don't have picture in hand so they can type in to find the product name (keywords)

Ideate



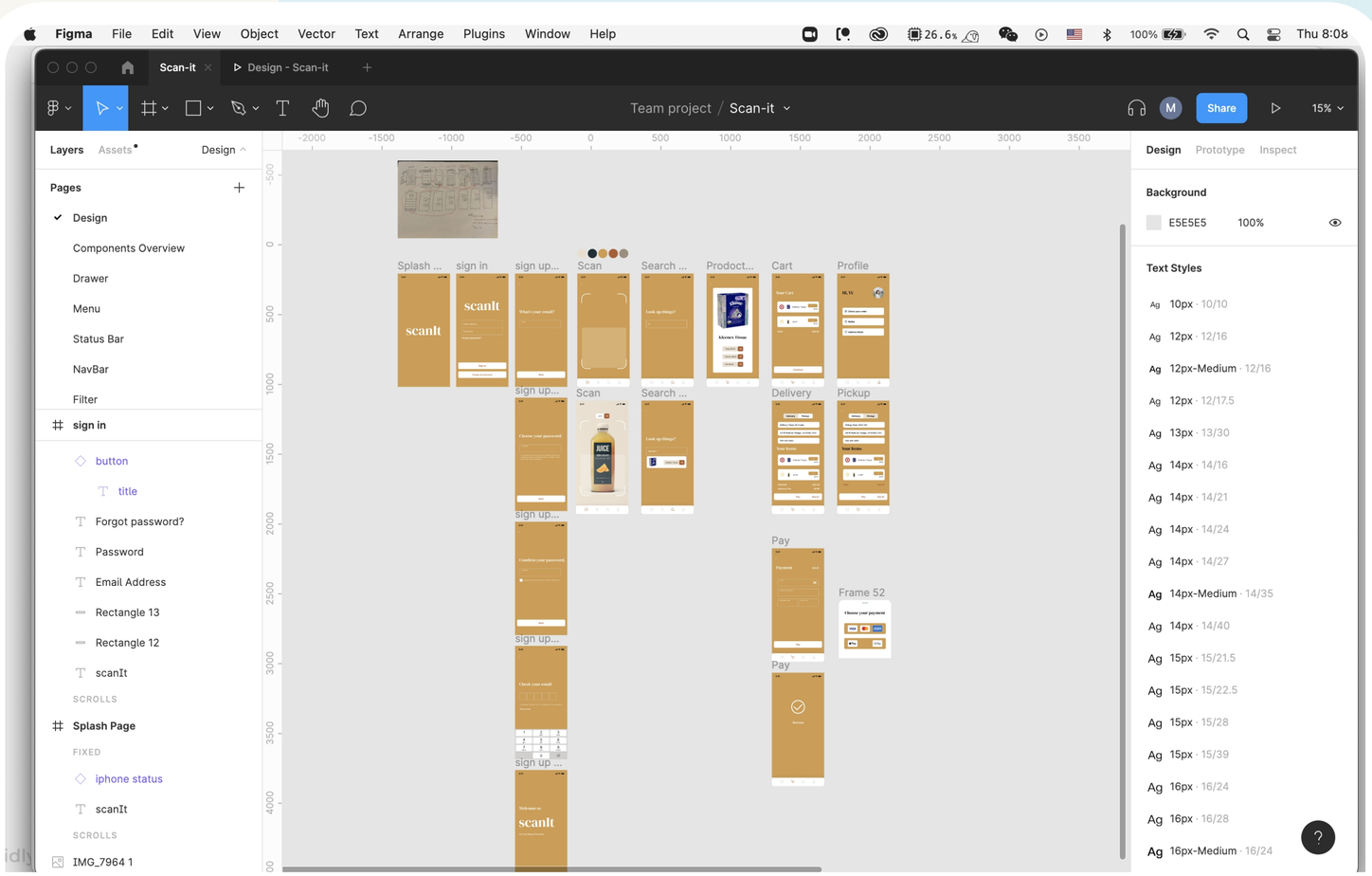
Wireframe

With all the research, I sketched out the idea and wireframes of the screens. I also whote down what to do next, like logo and color for this app.

Prototype

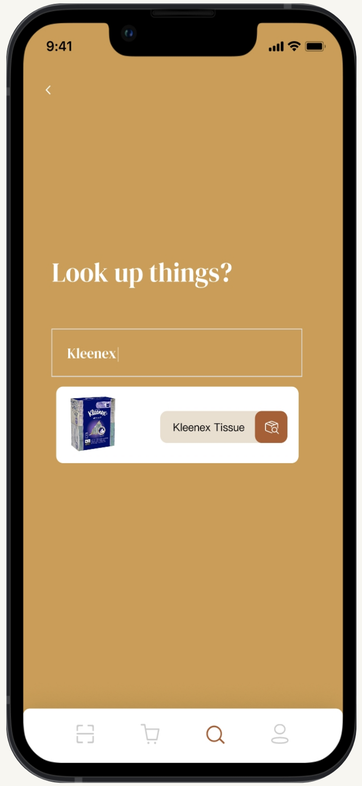
Prototyping

After sketch out the idea on the paper, I started designing the application.



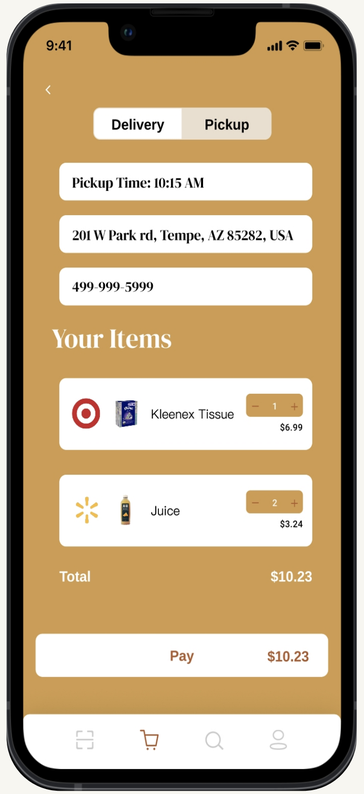
scant
Email Address
Password
Forgot password?
Sign in
Create an Account
Look up
Juice
JUICE
100% ORGANIC
COLD PRESSED JUICE
1L
9:41
Delivery
Pickup
Delivery Time: 10 15 min
132 W Path rd, Tempe, AZ 85282, USA
999 999 9999
Your Items
Kleenex Tissue
Juice
$6.99
$3.24
Subtotal
Delivery Fee
$10.23
$3.99
Pay
$14.22

Search the product - Add to the cart

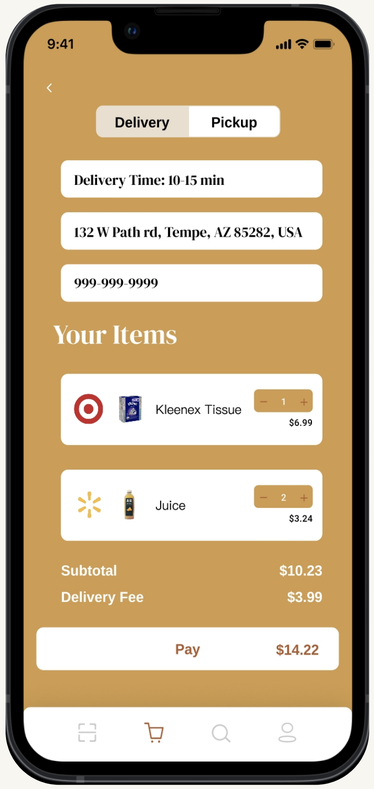


Scan the product - Add to the cart

In the cart - Choose to delivery



In the cart - Choose to pickup



https://rb.gy/sgpkle

Test

Testing Process

Tasks

Task 1
Let’s imagine you wanted to buy a thing but you don’t remember where you bought it last time, using this app how would you do that?
Task 2
Let’s imagine you wanted to buy a thing and you don’t have that thing with you, you only know the name of that. Using this app how would you do that?
Task 3
If you wanted to know how much it’s the thing cost how would you use this app to know the price?
Task 4
Where would you know the things you want to buy?
Task 5
What kind of payment option does this app provide? Where do you know?

Questions

How do you think after you try to do the action in this app?
What features do you think it’s missing?
Is there functions you don’t know what’s that mean?
Do you think the tasks are easy to accomplish?
Is there anything you want to see but you didn’t see it?

Takeaways

When the users see the first screen they all love the simplicity of this app. But when they try out some features they wish the scan screen can be more clear to use. And also some of the usability on the payment section, they like to see a toast right before the screen when they try to cash out. That might be more helpful to let the user understand how to do it and where they are right now.

Next Steps

Gaining more info

After the user testing, I noticed there are still have some issue unable to fix it, either I have not getting enough information or the research in the beginning was not that strong. So I would like to get more research for this app.

Conduct more testing

Once I have update the more features, I would like to do another around of the user testing. To insure my user satisfy the app.

More prototype

Add more screens to complete the app.