

# OVERVIEW

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MEJO 581

Storyboard Assignment

4/2/2019

# GrocerEasy

Shopping Streamlined.

GrocerEasy is designed to be the all-purpose grocery companion of the modern age. As smartphones and other handheld technology have become ubiquitous, it made sense to me that we should no longer rely on plain notes and lists to guide our shopping experience when we can use our phones to aid us as they do in most other environments. To achieve this goal, the app was designed to work with any grocery store, maximize the efficiency of the average shopping trip by compiling all items in a user's grocery list and plotting the quickest route through the store, and provide unique opportunities to its users in the form of deals and special store recipes. Through these functions and more, the app ultimately streamlines the entire grocery shopping experience, requiring less consideration and effort on the user's part in addition to incentivizing users to try new things they might not have considered before - all at the tips of our fingers.



# ASSET LIST

## Logos/Icons

- Settings Icon
- User Icon
- Arrow Icons
- Check Icon
- Map Pin Icon
- Search Icon
- Large/Small Logos (full color & white versions)

## Images

- Product images for all products in a given store
- Recipe images for all listed recipes in a given store
- Store Images
- Background Image

## Trip Planner/Map

- Overhead map for any store using GrocerEasy
  - Labeled sections
  - Coordinate data for each product's general location

## Style Elements

- Comfortaa Light, Regular, and Bold font
- Color Palette
  - #6AC079
  - #57D57D
  - #FFFFFF

## Data

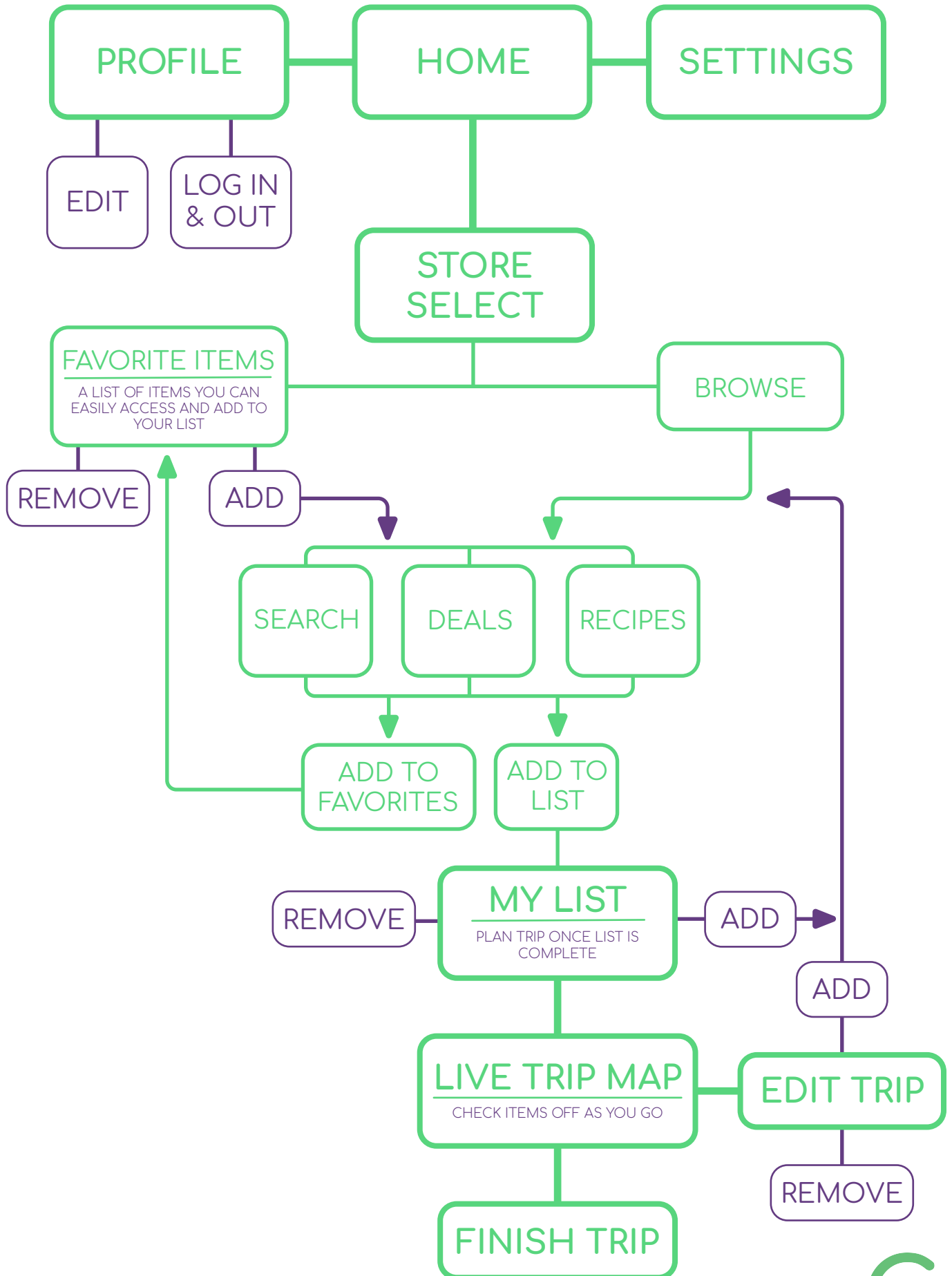
- Product Prices
- Deal Percentages and Prices
- Product Names
- Store Names
- Recipe Names
- Recipe Prices
- Recipe Instructions and Ingredients

## Other

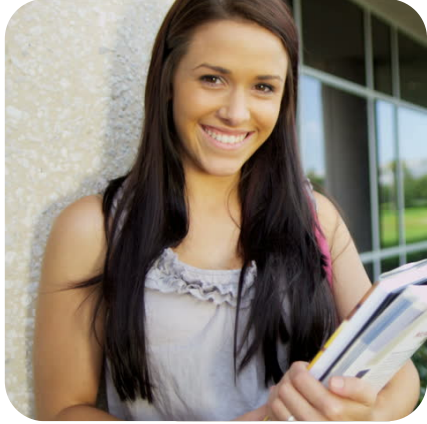
- Google Maps API
  - Find store on google maps
  - Determines distance from user to store



# FLOW CHART



# PERSONA



## Sam Smith

Age: 18-22

Occupation: Server

Location: Chapel Hill, NC

Education: Undergraduate Student

## Bio

Sam Smith is about as busy as a college student can get. They spend their days going from class, to theatre rehearsals, to their job, and to social events if time permits. Sam is very much a go-getter and wants to achieve as much as possible as efficiently as possible. Sam usually does meal prep on Sunday nights for the week to help save time in their busy schedule.

## Goals

Graduate with a high GPA

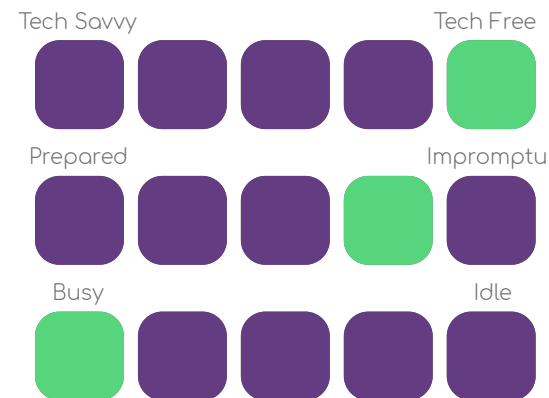
Write more original music

Further pursue their theatre calling

## Personality



## Consumer Characteristics



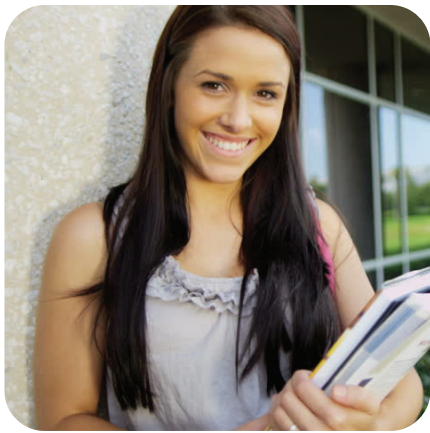
## Shopping Habits

- Doesn't make a list, makes a mental note of what needs to be bought before shopping
- Only has the chance to shop every week or two due to a lack of personal transport
- Sam is a vegetarian, so they buy no meat and prefer vegan products
- Receives a weekly grocery budget of \$100 from their parents

## Shopping Problems

- Sam dislikes the clutter and chaos of popular grocery stores
- Sam find the general experience of shopping to be stressful and unrefined
- Sam wishes grocery stores could somehow remedy the problem regarding lack of transportation





# Sam Smith

Age: 18-22

Occupation: Server

Location: Chapel Hill, NC

Education: Undergraduate

Student

## Key Characteristics

- Sam dislikes the clutter and chaos of popular grocery stores
- Sam find the general experience of shopping to be stressful and unrefined
- Sam is very busy and doesn't like wasting much time
- Sam doesn't use new tech much aside from their phone

## Take Aways

### Pain Points

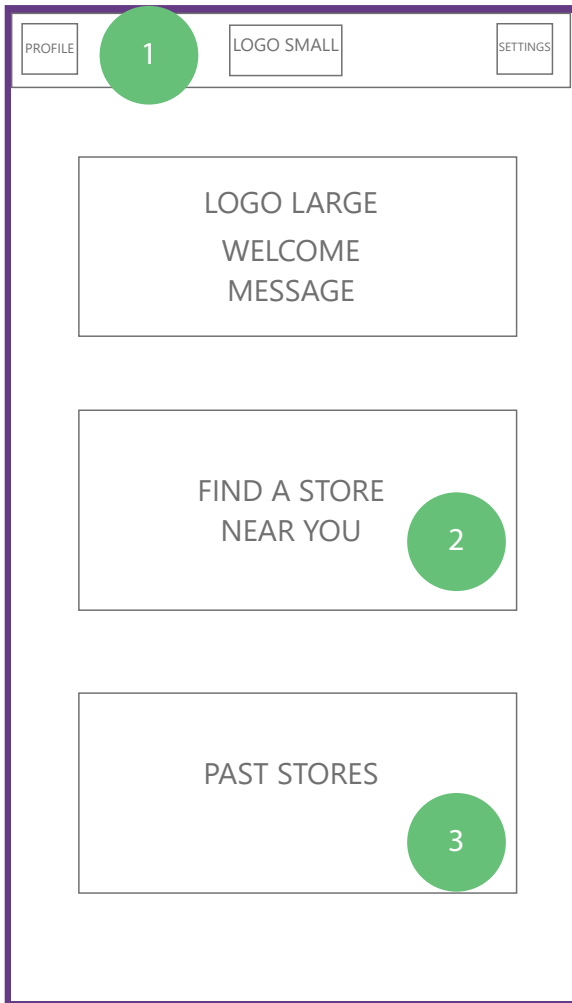
- The extra preparation and phone use isn't ideal
- While the experience was less stressful, the app doesn't do anything to negate the problems that come with crowded stores

### Improvements

- The app made Sam's trip to the store much faster and reduced the stress of keeping track of all their groceries for the week in their head while wandering the store aisles.
- Sam feels encouraged to try new recipes and now looks forward to shopping much more.

STAGES	PRE-DISCOVERY	DISCOVERY	EXPLORATION	TRIAL	COMPLETION
DOING	Sam goes on their semi-regular grocery trip one week. The store they visit is incredibly cluttered and since they don't typically make a list, they struggle to remember what items they need, let alone where those items might be in the store.	As Sam finally makes it out of the grocery store, they notice a few posters and some pamphlets by the door for a new app called GrocerEasy that the store is now partnered with. Supposedly this app can help you find everything you need in the store much quicker than usual, and it has special deals and recipes available.	Sam downloads the app. In the days leading up to their next trip, Sam begins to fill out their shopping list for local Trader Joe's whenever they think of something they need. After looking around the app for a few minutes, an interesting recipe catches their eye and they decide to add that to the list.	Sam and their friends drive to Trader Joe's as planned and Sam opens the app, goes to their list for Trader Joe's, and clicks plan trip. The app switches from the list screen to the live map, and after a second or two a path through the store is plotted out. Sam goes from stop to stop to get their items without much trouble - the store is still crowded, but the trip is much quicker.	As Sam arrives home, they put their groceries away and enjoy a few minutes of relaxation before starting on their homework. GrocerEasy made the shopping experience much less stressful this time around, although it didn't fix all of Sam's problems.
THINKING	<p>"There were some new recipes I wanted to try but I can't remember what ingredients I need."</p> <p>"I'm tired of walking in circles, I wish I could find the items I want easier."</p> <p>"This is taking so long, if I don't find what I need soon I'll be late to rehearsal."</p>	<p>"Maybe I should try this. Anything that could help make my shopping trips quicker and easier is worth a shot, and some of the deals and recipes available look good!"</p>	<p>"Thinking about all this in advance is a little annoying, but it's worth a shot at least."</p> <p>"That cheesy baguette recipe looks easy, I think I'll give it a shot"</p> <p>"I like how I can add all the ingredients for a recipe to my cart with one push of a button"</p>	<p>"I'm not used to looking at my phone this much while shopping, but it's basically doing all the work for me now"</p> <p>"I'm glad the different sections and aisles are labelled on the map"</p> <p>"That was almost twice as fast as last time, now I can relax some!"</p> <p>"I'm glad I can see how much the trip will cost and how long it will take ahead of time"</p>	<p>"I'm glad I gave that app a shot - I just wish Trader Joe's wasn't so busy."</p> <p>"I can't wait to try that cheesy baguette recipe tomorrow!"</p> <p>"I have some time to sit down and watch TV before I have to go to the library to meet up with my study group - last time I was almost late"</p>
FEELING	Frustrated and tired - Sam has this kind of shopping experience all too often. They're beginning to consider writing out a list the old-fashioned way for the next time they shop, so they can at least keep track of things easier.	Interested and hopeful - This seems like a perfect middle ground between Sam's usual "wing-it" style of shopping and more traditional methods of keeping track of shopping. Sam doesn't usually buy into all the new grocery-related technologies like smart fridges and Amazon delivery, but what's the harm in trying a free app?	Cautiously optimistic - The extra effort required beforehand is a bit grating for someone like Sam, but they're willing to give it a shot. Plus, some of the features in the app are very intuitive and make it less of a hassle at least.	Content but wary - Sam is not used to shopping like this and using technology for mundane tasks, but it makes the process much easier for them.	Satisfied - Sam is excited by the thought that they will no longer have to deal with aimlessly wandering the aisles wasting time looking for things. The extra effort that they have to put in picking out a list in advance is worth it for the saved time and lack of stress.

# ANNOTATED WIREFRAMES



## Home Page Wireframe

1: Nav bar: Profile button on left lets users log in and access their profile settings. Settings button on right lets users access app settings.

2: Store finder button: Takes user to store finder page.

3: Past stores button: shows most recent store(s) user has visited for easy access



## Store Finder Wireframe

4: Updated nav bar: Back button replaces profile button - back button takes users to previous screen.

5: Store listing: shows store name and distance. Can be tapped to open store page.



# ANNOTATED WIREFRAMES

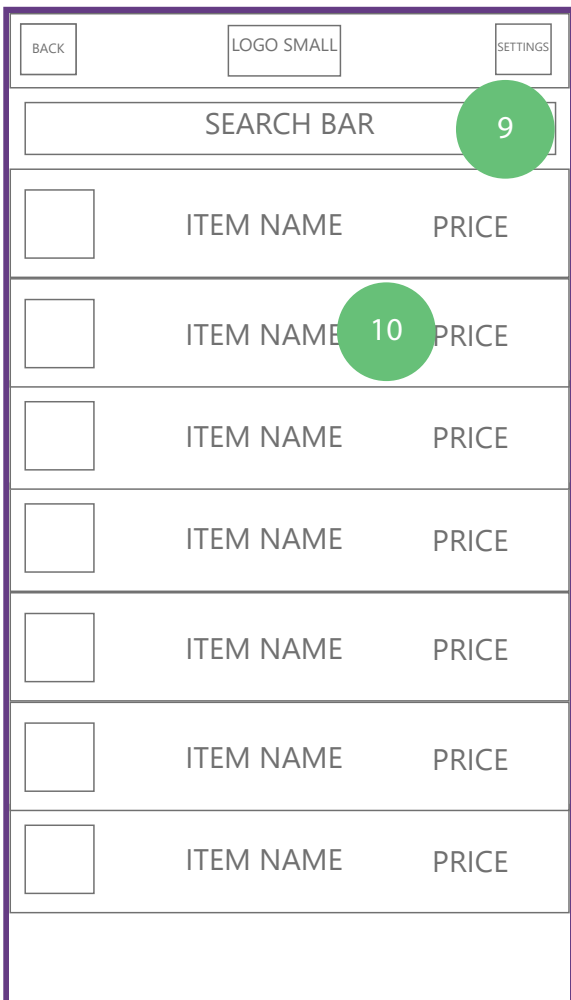


## Store Page Wireframe

6: Store info: shows an image with the store name. Below that is the address and distance to the store. The Google maps link can be tapped to open up directions to the store in google maps.

7: Browse button: tapping this button takes the user to a screen where they may browse via search, the recipe list, or the deal list.

8: Favorites button: tapping this button will take users to their saved favorites list for this store.



## Search Page Wireframe

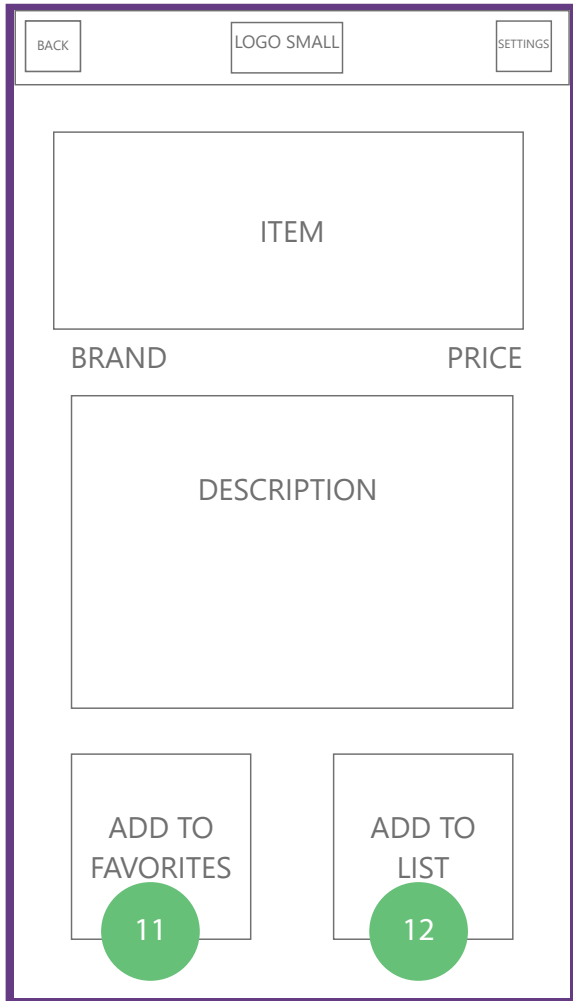
9: Search bar. can be tapped on to pull up keyboard, which will populate the search field when typed on.

10: Product listing: product listing shows an image of the item, the name, and the price. Can be tapped to open product page.



# ANNOTATED WIREFRAMES

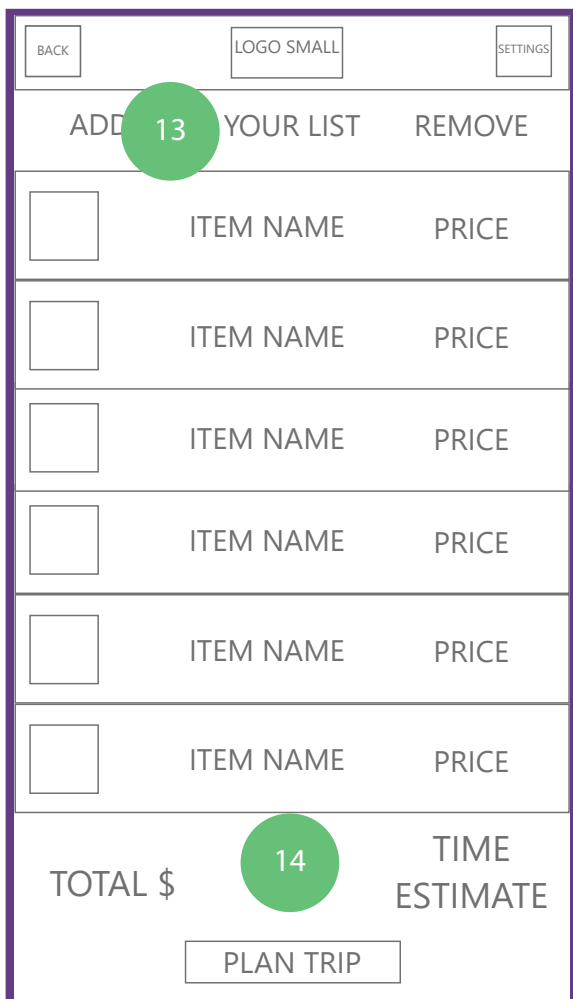
## Product Page Wireframe



11: Add to favorites button: adds item to favorites

12: Add to list button: adds item to current shopping list

## List Page Wireframe



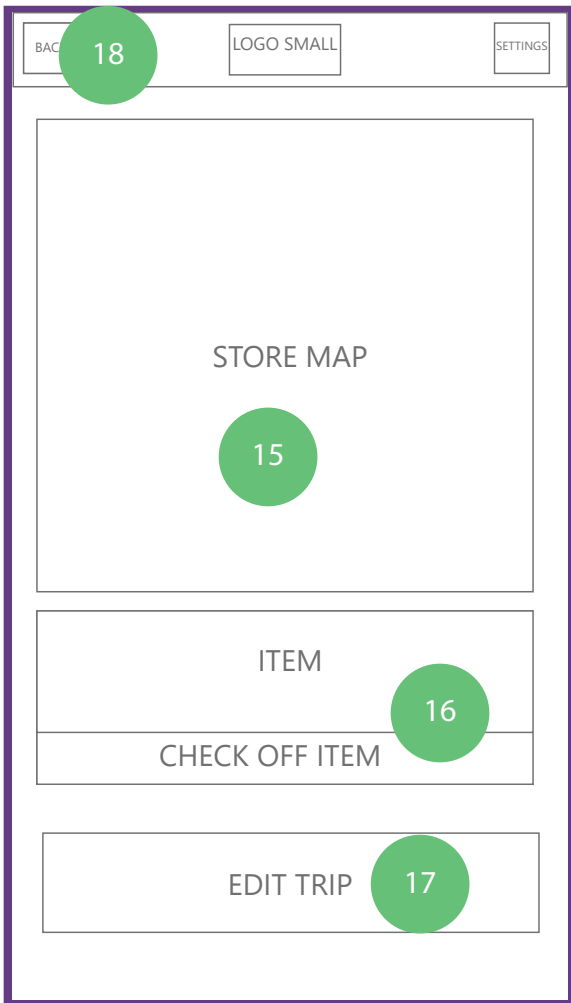
13: List header bar: header with two buttons - add and remove. Add takes you to the browse screen where users may pick from search, recipes, and deals to find new items to add to list. Remove allows you to tap and hold on items you want to remove from the list.

14: Footer: shows total price of items on list as well as estimated duration of trip. Click plan trip button to open live map which will plan the route through the store and begin your trip.





# ANNOTATED WIREFRAMES



## Live Map Wireframe

15: Live map: shows your location in the store as well as a path which you follow to get to the next item. The path through the store is calculated to be the most convenient route.

16: Item pickup confirmation button: when you arrive at your next stop in the store and find the corresponding, tap the check off item button to move on to the next item/stop.

17: Edit trip button: takes you back to the browse screen where you can add new items to your trip in case you need them. When you have retrieved the last item of your trip this and the item pickup confirmation button are replaced by a trip complete summary showing the time and money spent, as well as a finish trip button to end the trip upon arrival at checkout.

18: Back button: when this is pressed a warning will pop up asking if you are sure you want to back out of the trip. Below the warning will be a yes and no button allowing you to decide whether to cancel the trip or not.



# GrocerEasy

## Style Guide

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### Fonts

Comfortaa Bold  
Comfortaa Regular  
Comfortaa Light

### Text Samples

Header Text

Body Text (Purple)

Body Text (Green)

### Colors



### Sample UI Elements

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#### Product Listing



#### Store Listing

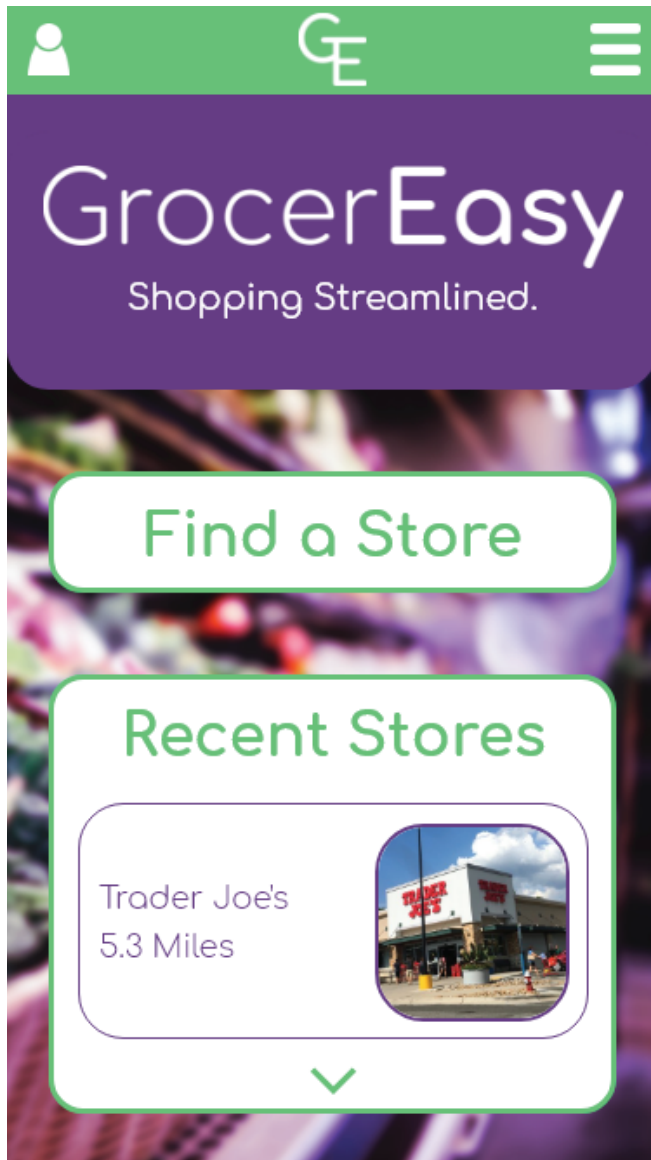


#### Store Listing (Expanded)



# DESIGNED PANELS

## Home Page

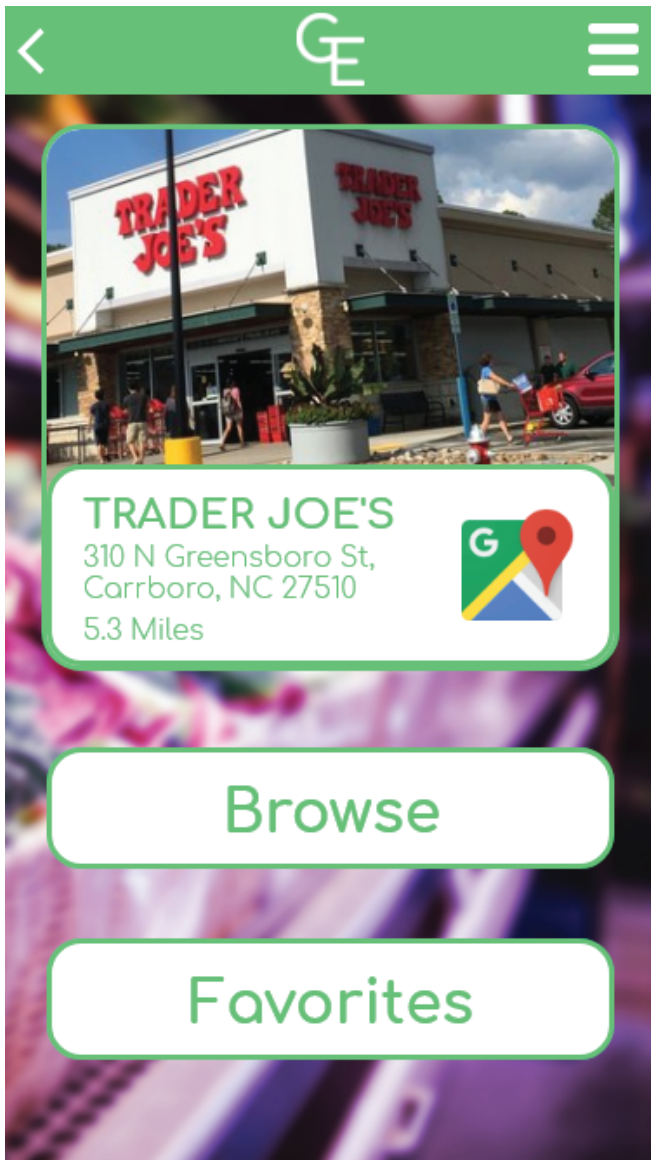


## Store Finder



# DESIGNED PANELS

## Store Page



## Search Page



# DESIGNED PANELS

## Product Page



## List Page



# DESIGNED PANELS

Live Map 1



Live Map 2



View Full Interactive Demo At:

<https://xd.adobe.com/view/245ef3b8-7f14-4d98-540a-1a9c50f155b5-526f/>

