



# *Grocery Genius*

KARINA MASRI  
INTERACTION DESIGN 1  
SPRING 2017

# CONTENTS

## Problem

- ▶ Users, Tasks, Goals
- ▶ Purpose

## Process

- ▶ Storyboarding
- ▶ Wire Frame
- ▶ Balsamiq Prototype
- ▶ User Testing
- ▶ Style Guide

## Project

- ▶ Grocery Genius Prototype

# THE PROBLEM

# Problem

How can grocery shopping be made easier?

# USERS, TASKS & GOALS

# Users



**Parents**



**College Students**



**Frugal Spenders**



**Health Concerns**

# Tasks



## Parents

Compile lists from multiple stores to get everything you need for your family.



## College Students

View your total before you go to the store to stay within your budget.



## Frugal Spenders

Compare prices, select coupons, and view your total to manage your spending.



## Health Concerns

Filter searches based on health concerns or dietary restrictions.

# Goals



## Parents

Compile lists from multiple stores to get everything you need for your family.

Find what stores have the products you need.



## College Students

View your total before you go to the store to stay within your budget.

Stay within your budget.



## Frugal Spenders

Compare prices, select coupons, and view your total to manage your spending.

Financial security.



## Health Concerns

Filter searches based on health concerns or dietary restrictions.

Find the right foods for your health needs.



**PURPOSE**

“For grocery shoppers who want the **best deals** on their food, Grocery Genius is a shopping solution that **compiles lists** from different stores as well provides information on **quality, dietary restrictions,** and **customer reviews.**”

# THE PROCESS

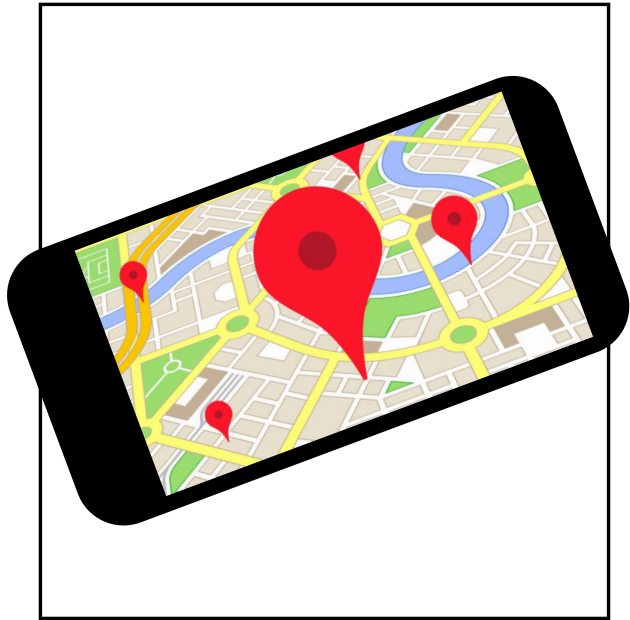
# STORYBOARDING



Jane needs groceries for the upcoming week, but doesn't know where to get good food at a cheap price.



Wanting to find the best deals, Jane opens up **Grocery Genius**. My Shopping List allows her to see the lowest price of each item and its corresponding store.



Jane uses the map to mark the stores near by her and indicates how many stores she is willing to travel to for the best deals.



Jane is gluten free so she marks this option in her preferences for refined searches.



Jane purchases her groceries based on her preferences and location.



Jane rates her purchases and saves her favorites to the next shopping list!

**WIRE FRAME**



# GROCERY GENIUS

My Shopping List (5)

Stores (browse items)

Deals / Coupons

Preferences \*done during sign up)

> Dietary Restrictions

> Profile

> Location

Recipes [map of stores]

Previous Purchases

Search

My Account

1.



Carrots

⦿ \$\$\$

(store logo)

[Compare  
⦿ \$  
⦿ \$\$\$ organic]

\*alerts  
& price  
changes

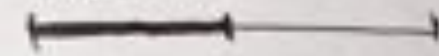
☐ vegan

☐ gluten free

☐ dairy free

☐ vegetarian

Rate Importance  
Health



Distance

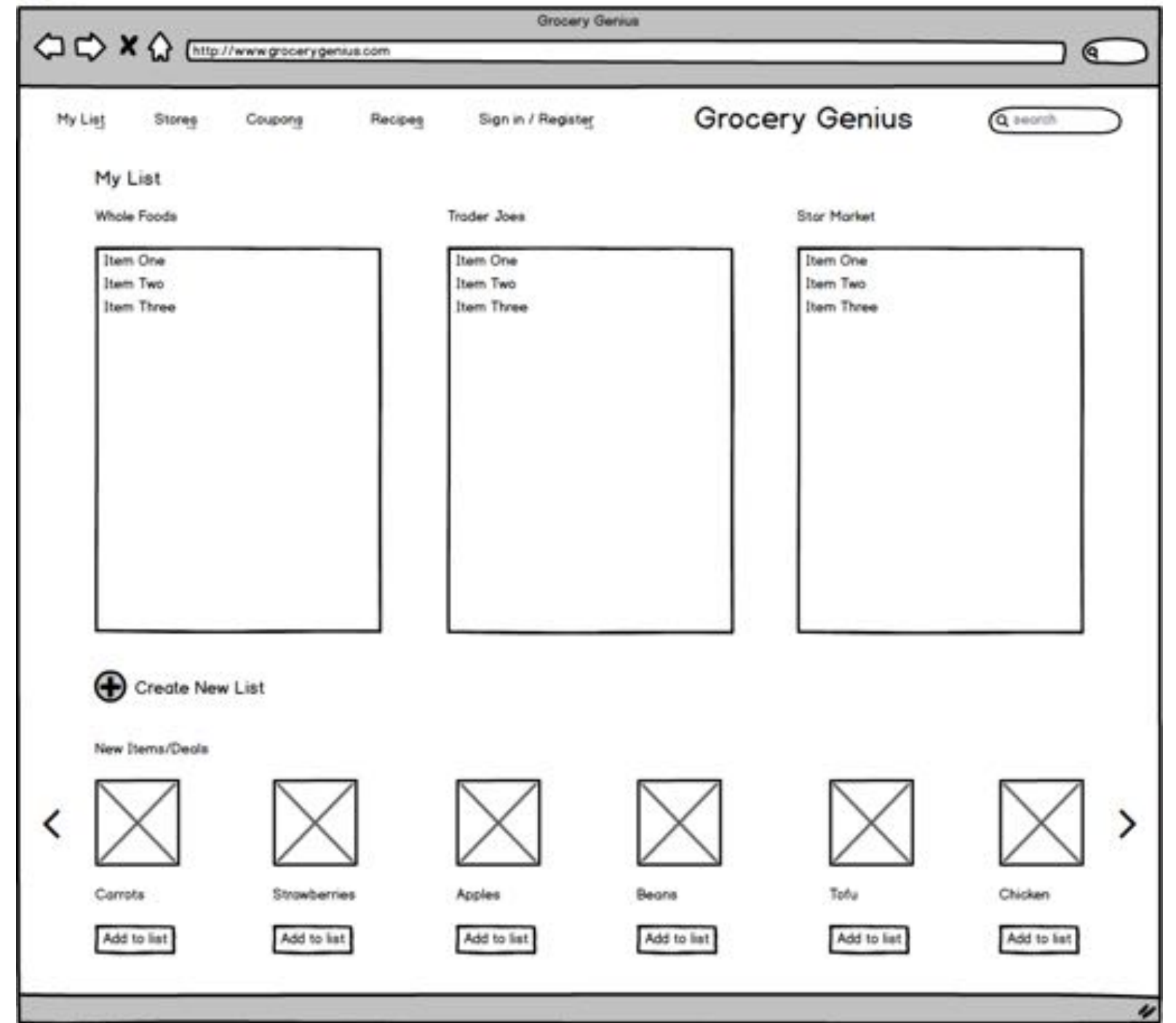
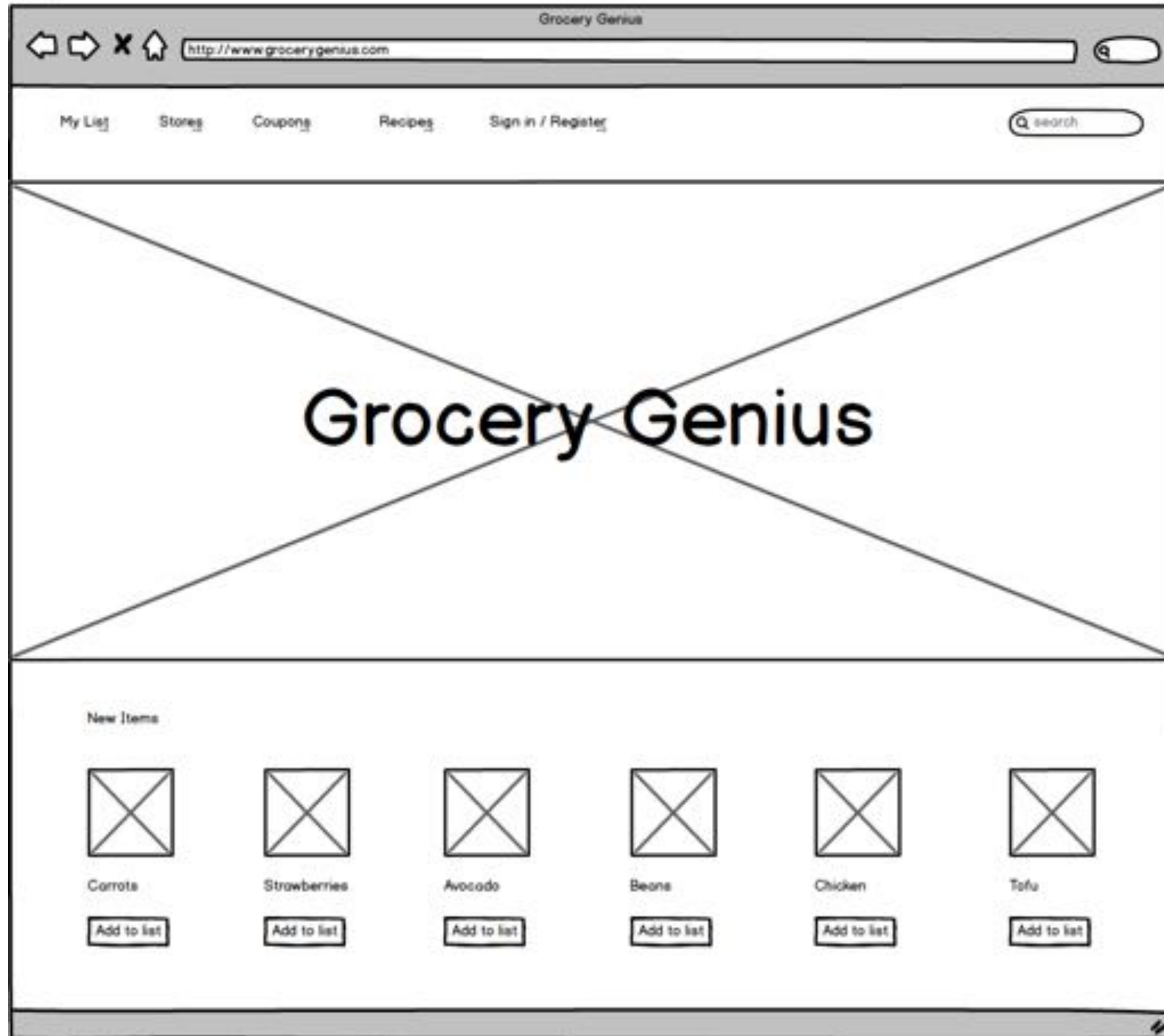


Price



# BALSAMIQ PROTOYPE





Grocery Genius

http://www.grocerygenius.com

File

Edit

View

Help

Grocery Genius

Sign Up

First Name

Last Name

Birthday

/ /

Email

Phone

Submit

Grocery Genius

http://www.grocerygenius.com

File

Edit

View

Help

Grocery Genius

Preferences

Values

Select the importance of each in your shopping experience

Price

\$

\$\$\$

Location

Closer

Further

Health

Low

High

Dietary Restrictions

☐ Vegan

☐ Vegetarian

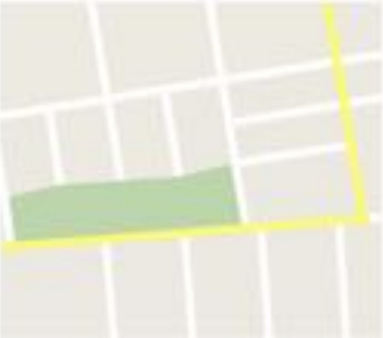
☐ Gluten Free

☐ Pescatarian

☐ No GMO

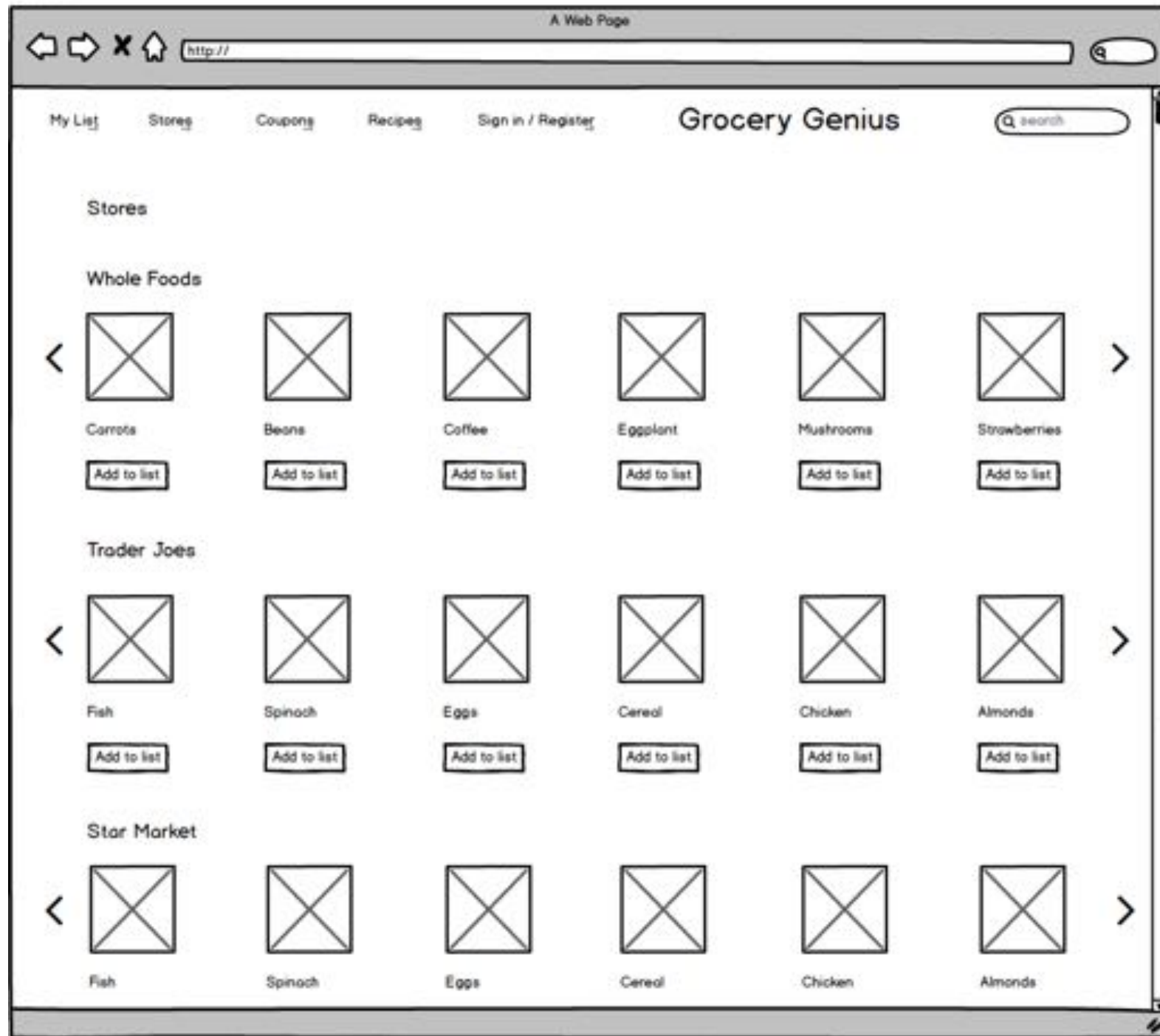
Location

Select the stores in your area

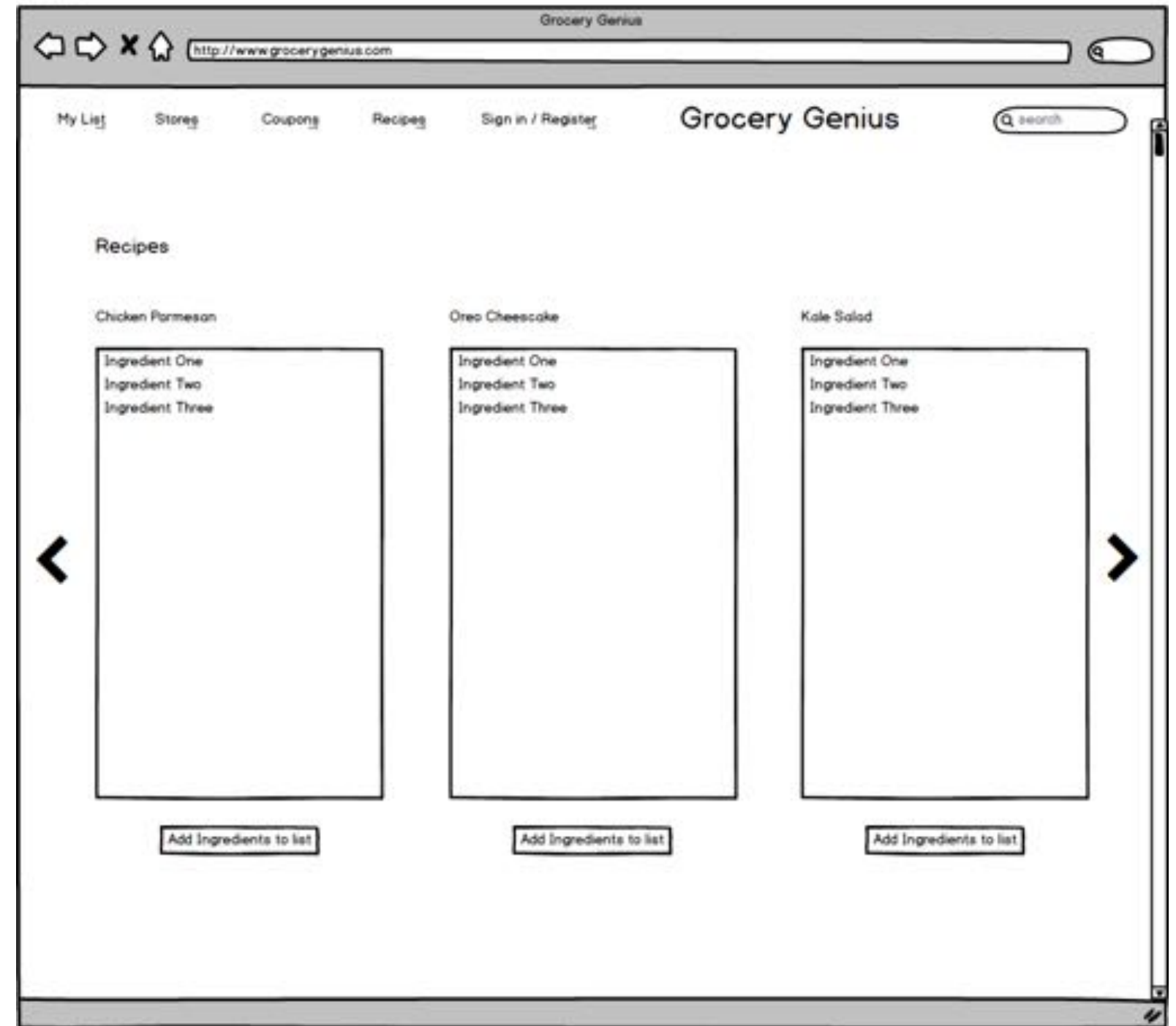


Submit

## Stores



## Recipes



# USER TESTING

# Structure & Goals

## Structure

5 total Participants

10-15 minute user feedback sessions

Participants completed a series of tasks to test the success of the (minimally clickable) prototype. They were also asked a number of questions to improve the application.

## Goals of Research:

1. Easy and efficient navigation through the application.
2. Find ways to make one's shopping experience easier.

# Tasks & Areas of Pain

TASKS	With ease	Some difficulty	Needed help
Sign up	4	1	0
View your grocery list and browse stores	3	2	0
View recipes and add them to your list	1	3	1

“I love that I can narrow my search by filling out my preferences at the begining.”

“When I browse products I would like it to be separated by store and category.”

## Areas of Pain

- 1. Users were confused by the minimum/maximim values on the silder.
- 2. The add to list option was not clickable and did not bring the user to a new page.

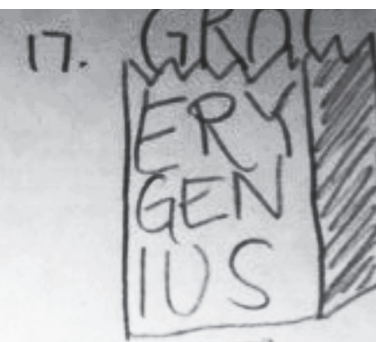
## Areas of Delight

- 1. Users were able to sign up easily and appreciated the specified preferences.

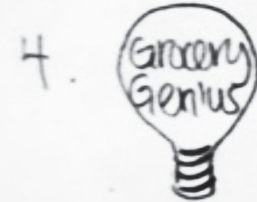
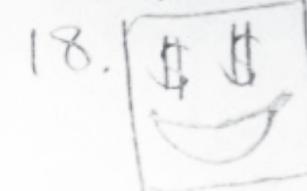
# LOGO SKETCHES



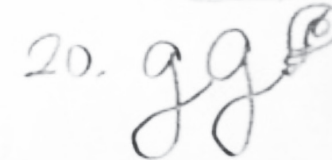
1. Grocery Genius



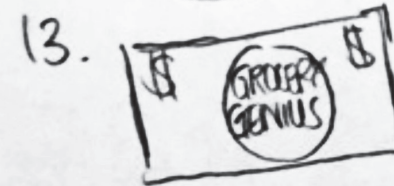
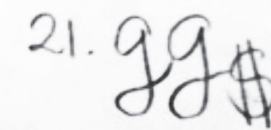
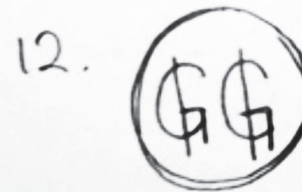
2. GG



11. GROCERY GENIUS

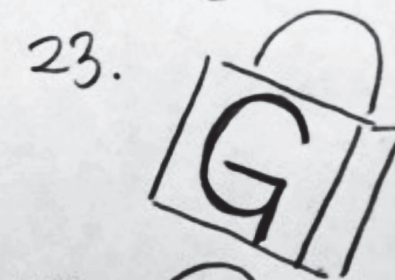
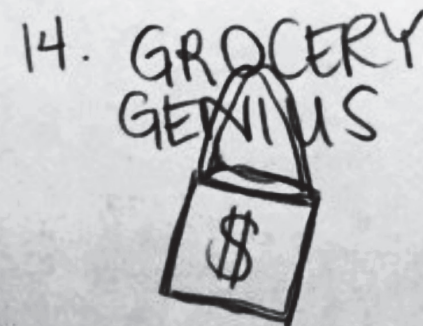


6. GROCERY GENIUS

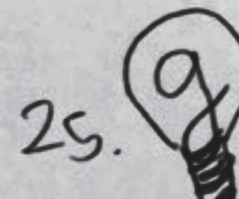
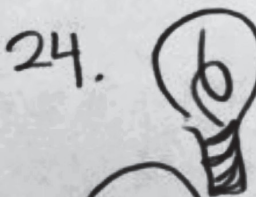


22. grocery genius

8. GROCERY GENIUS



15. GROCERY GENIUS\$





# STYLE GUIDE

# Typography

## Header 1

Font: Calibri Bold / Color #000000 / Size 86px

## HEADER 2

Font: Calibri Bold / Color #000000 / Size 45px

## Header 3

Font: Calibri Bold / Color #CCEFCC / Size 53px

## Header 4

Font: Calibri Regular / Color #000000 / Size 45px

This is Body copy. Uda qui at as el ipsam, cum quas iusdam est-  
trumquae venisqui blaut aliquisim quiscid ut voluptiisqui sum  
voluptati reperovit ut fugia nullupta premporeici ut ini iliciaspe-

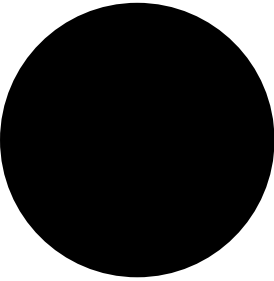
Font: Calibri Light / Color #000000 / Size 16px

This is an inline link

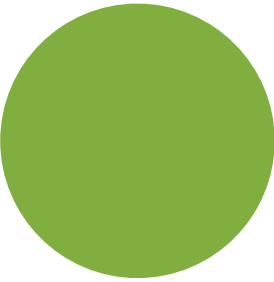
Font: Calibri / Color ##81B041 / Size 16px

# Color

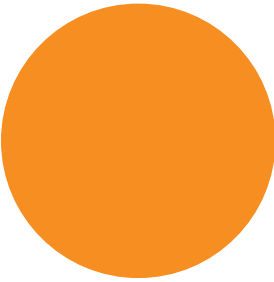
## Core Palette



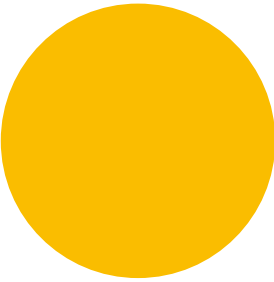
HEX #000000  
RGB 0, 0, 0



HEX #81b041  
RGB 129,176, 65

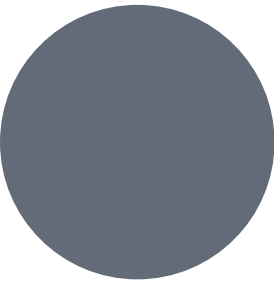


HEX #f68e1f  
RGB 247, 142, 32

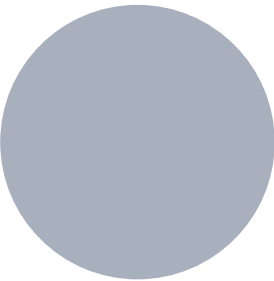


HEX #f9bc00  
RGB 250, 189, 0

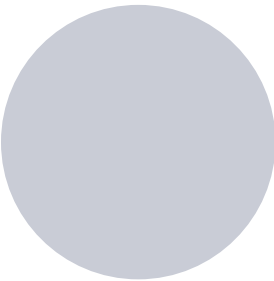
## Extended Palette



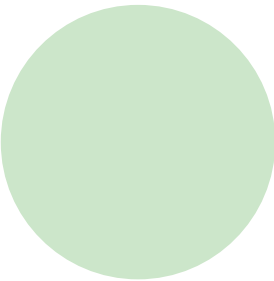
HEX #636b77  
RGB 99, 107, 120



HEX #a8afbc  
RGB 168, 176, 189

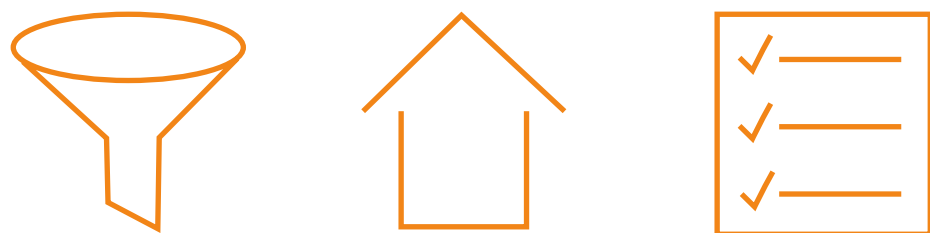


HEX #c9ccd6  
RGB 201, 204, 214



HEX #cce6ca  
RGB 205, 231, 202

# UI Elements/Icons



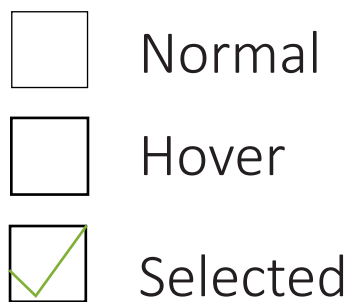
Icons



Ratings



Coupon Alert



Check boxes



Buttons



Active Page



Search

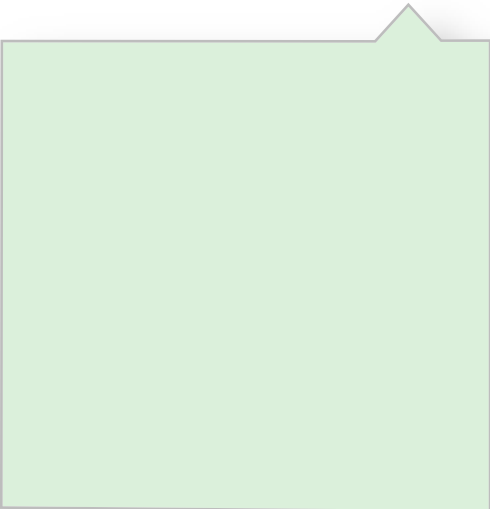


Add/remove



Hamburger Bar

Drag Down ▼

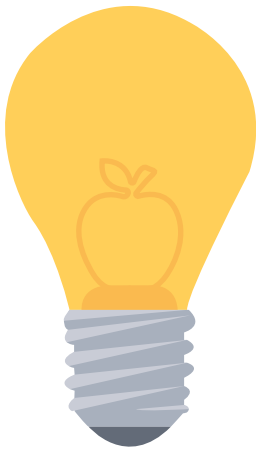


Drag Down

Toggle



Logo

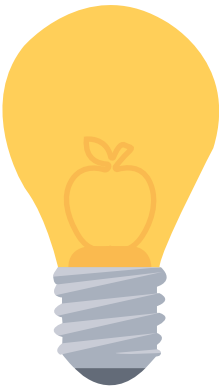
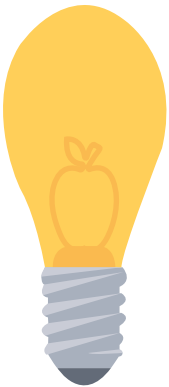


Grocery Genius

Primary Logo



App Logo



Grocery Genius



Grocery Genius

Secondary Logo



# THE PROJECT

**DESKTOP UI**

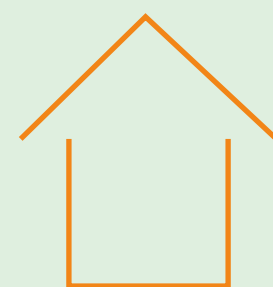
# ALL YOUR GROCERIES IN ONE PLACE

For grocery shoppers who want the best deals on their food, Grocery Genius is a shopping solution that not only compiles lists from different stores for the best deals, but also provides information on quality, dietary restrictions, and customer reviews.



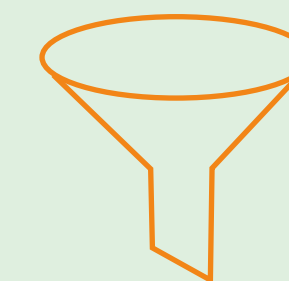
## MULTIPLE LISTS

Create a list for **each store** and **view your total** before you go to the store.



## SELECT STORES

Find stores in your area, browse their products online and **create lists for each store.**



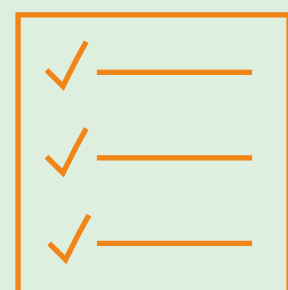
## FILTER SEARCHES

Filter product searches by **price, dietary restrictions,** and **customer reviews.**



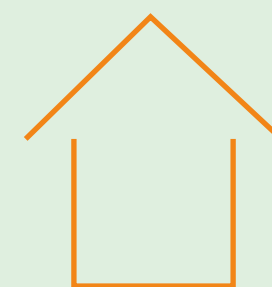
## ALL YOUR GROCERIES IN ONE PLACE

For grocery shoppers who want the best deals on their food, Grocery Genius is the perfect solution that not only compiles lists from different stores for the best deals, but also provides information on quality, dietary restrictions, and customer reviews.



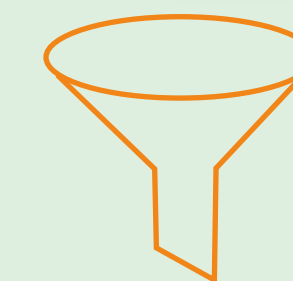
### MULTIPLE LISTS

Create a list for **each store** and **view your total** before you go to the store.



### SELECT STORES

Find stores in your area, browse their products online and **create lists for each store.**



### FILTER SEARCHES

Filter product searches by **price, dietary restrictions,** and **customer reviews.**

## Sign In

[Forgot username/email?](#)[Forgot password?](#)[SIGN IN](#)

Don't have an account?

[Sign up here](#)

Stores

Sign In ▼

*Grocery Genius*

PRODUCTS ▼

MY LISTS ▼

RECIPES

[Home](#) > [Sign In](#) > Sign Up

# Sign Up

## INFO

First Name

Last Name

Email

Confirm email

[Account details](#)[Preferences](#)[Log out](#)

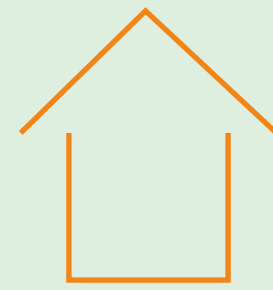
## ALL YOUR GROCERIES IN ONE PLACE

For grocery shoppers who want the best deals on their food, Grocery Genius is a shopping solution that not only compiles lists from different stores for the best deals, but also provides information on quality, dietary restrictions, and customer reviews.



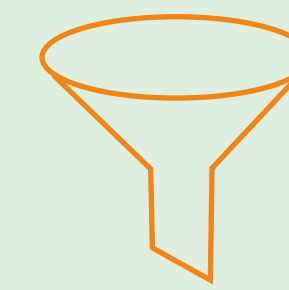
### MULTIPLE LISTS

Create a list for **each store** and **view your total** before you go to the store.



### SELECT STORES

Find stores in your area, browse their products online and **create lists for each store.**



### FILTER SEARCHES

Filter product searches by **price, dietary restrictions,** and **customer reviews.**



Home > Products

## Products

SEARCH

WHOLE FOODS ▼

3 | \$14.33



Bakery



Produce



Dairy



Cheese



# Grocery Genius

PRODUCTS ▼

MY LISTS ▼

RECIPES

Home > Products > Produce

## Produce

SEARCH



Artichoke

2 Products ▼

[View all Artichokes](#)



1

Bananas

6 Products ▼

[View all Bananas](#)



Tomatoes

10 Products ▼

[View all Tomatoes](#)



Melons



Peppers



3

Apple



Squash



Mushrooms



Cauliflower

3 Products ▼

[View all Cauliflower](#)



Lettuce

Bakery

Beverages

Body

Bulk

Cheese

Coffee & Tea

Dairy

Flowers & Arrangements

Grocery

Meet & Poultry

Pets

Prepared food

Produce

Seafood

WHOLE FOODS ▼

3 | \$14.33

# Grocery Genius

PRODUCTS ▼

MY LISTS ▼

RECIPES

Home > Products > Produce

## Produce

SEARCH

WHOLE FOODS ▼

3 | \$14.33

Whole Foods 3 | \$14.33

Trader Joes 12 | \$56.78

Star Market 6 | \$18.99



Artichoke

2 Products ▼

[View all Artichokes](#)



1

Bananas

6 Products ▼

[View all Bananas](#)



Tomatoes

10 Products ▼

[View all Tomatoes](#)



Eggplant

3 Products ▼

[View all Eggplant](#)



Cucumber

4 Products ▼

[View all Cucumber](#)



Cauliflower

3 Products ▼

[View all Cucumber](#)



Melons



Peppers



3

Apple



Squash



Mushrooms



Lettuce

Home > Products > Produce

WHOLE FOODS ▼

3 | \$14.33

## Produce

SEARCH



Artichoke

2 Products ▼

[View all Artichokes](#)



1

Bananas

6 Products ▼

[View all Bananas](#)



Tomatoes

10 Products ▼

[View all Tomatoes](#)



Eggplant

3 Products ▼

[View all Eggplant](#)



Cucumber

4 Products ▼

[View all Cucumber](#)



Cauliflower

3 Products ▼

[View all Cauliflower](#)



Melons



Peppers

- Beefsteak (2)
- Cherry (3)
- Compari Cocktail (1)
- Grape (2)
- Organic (2)



Squash



Mushrooms



Lettuce



Home > Products > Produce

WHOLE FOODS ▼

3 | \$14.33

## Produce

SEARCH



Artichoke

2 Products ▼

[View all Artichokes](#)



1

Bananas

6 Products ▼

[View all Bananas](#)

Save \$2.00

on organic bananas

Expires 5/4/17

ADD



Tomatoes

3 Products ▼

[View all Tomatoes](#)



Eggplant

3 Products ▼

[View all Eggplant](#)



Cucumber

4 Products ▼

[View all Cucumber](#)



Cauliflower

3 Products ▼

[View all Cauliflower](#)



Melons



Peppers



3

Apple



Squash



Mushrooms



Lettuce



Home > Products > Produce > Bananas

## Bananas

SEARCH

### FILTER

Price  
☐ Low to high

Rating  
★ ★ ★ ☆ ☆

Restrictions  
☐ Organic (1)



Organic Bananas  
\$0.59/lb

ADD TO LIST



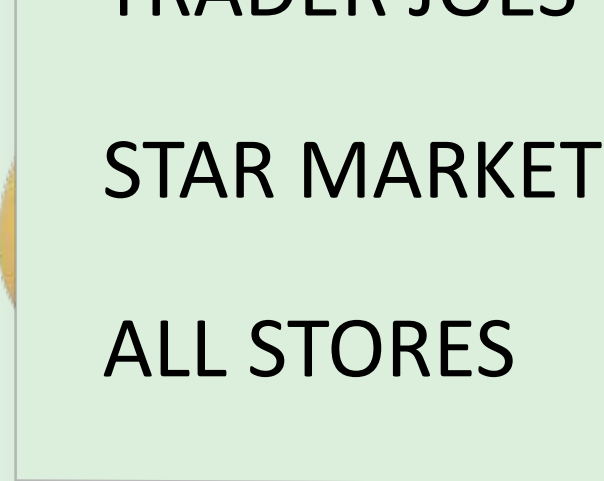
Bananas  
\$0.39/lb

ADD TO LIST



Green Bananas  
\$0.39/lb

ADD TO LIST



Baby Bananas  
\$0.99/lb

ADD TO LIST

### WHOLE FOODS ▼

WHOLE FOODS

TRADER JOES

STAR MARKET

ALL STORES

Home > Products > Produce > Bananas

## Bananas

SEARCH

### FILTER

Price

☐ Low to high

Rating

★ ★ ★ ☆ ☆

Restrictions

☐ Organic (1)



Organic Bananas

\$0.59/lb

—

1

+



Bananas

\$0.39/lb

ADD TO LIST



Green Bananas

\$0.39/lb

ADD TO LIST

WHOLE FOODS ▼

- WHOLE FOODS
- TRADER JOES
- STAR MARKET
- ALL STORES

Baby Bananas

\$0.99/lb

ADD TO LIST

Home > My Lists

## My Lists

WHOLE FOODS

Edit



Organic Bananas

\$0.59/lb

—

1

+



Horizon Whole Milk

\$4.79

—

1

+

TRADER JOES

Edit



Kreher's Jumbo Eggs

\$1.99

—

1

+



Chobani Plain Yogurt

\$4.99/lb

—

1

+

STAR MARKET

Edit



Farm Raised Salmon

\$8.00/lb

—

1

+



Honey Crisp Apples

\$2.99/lb

—

1

+



Home > Stores

## Find a Store

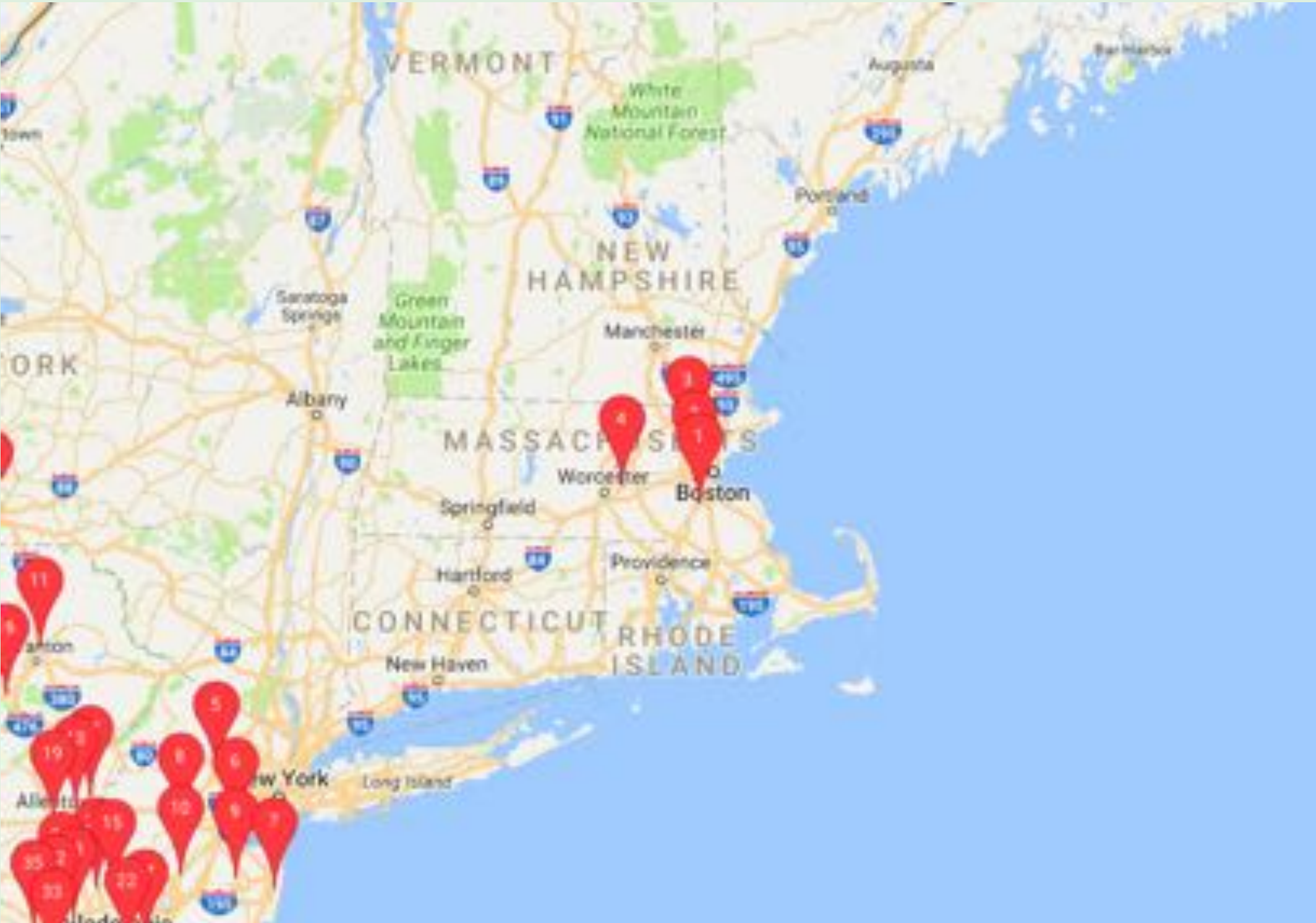
Zip, city or state

SEARCH

1. Whole Foods: Symphony

15 Westland Ave  
Boston, MA 02115

Phone: 617-375-1010  
Hours: 7:00am to 10:30pm
2. Star Market: Huntington





Home > Stores

## Find a Store

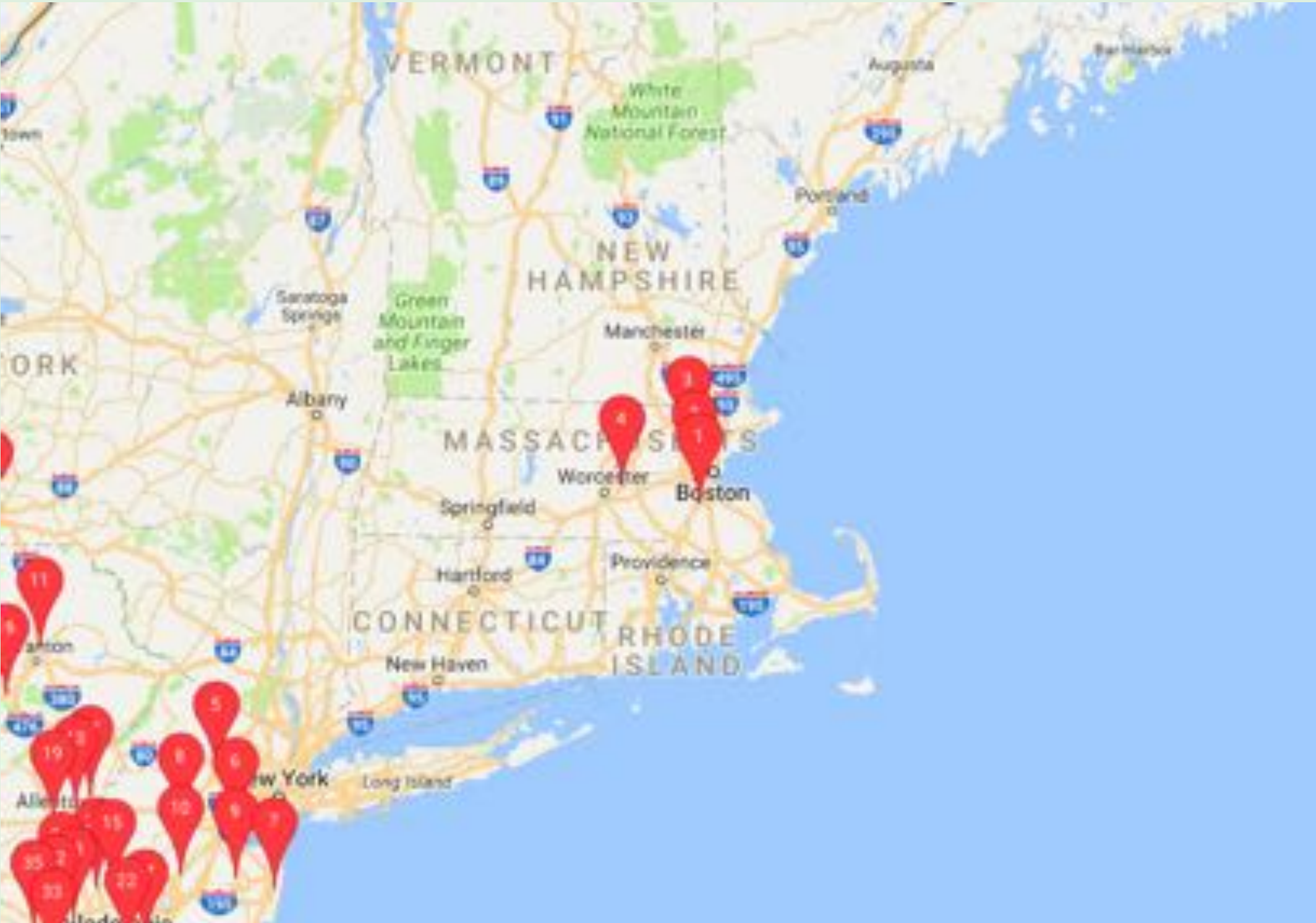
02115

SEARCH

1. Whole Foods: Symphony

15 Westland Ave  
Boston, MA 02115

Phone: 617-375-1010  
Hours: 7:00am to 10:30pm
2. Star Market: Huntington





Home > Stores

## Find a Store

02115

SEARCH

✓

1. Whole Foods: Symphony

15 Westland Ave  
Boston, MA 02115

Phone: 617-375-1010  
Hours: 7:00am to 10:30pm

✓

2. Star Market: Huntington



**MOBILE UI**



# Grocery Genius

[Forgot username/email?](#)

[Forgot password?](#)

**SIGN IN**

Don't have an account?  
[Sign up here](#)





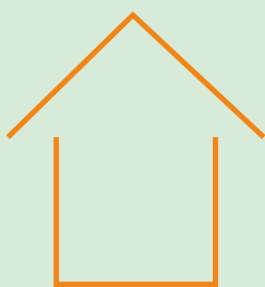
## ALL YOUR GROCERIES IN ONE PLACE

For grocery shoppers who want the best deals on their food, Grocery Genius is a shopping solution that not only compiles lists for different stores for the best deals, but also provides information on quality, dietary restrictions, and customer reviews.



### **MULTIPLE LISTS**

Create a list for each store and view your total before you go to the store.



### **SELECT STORES**

Find stores in your area, browse their products online and create lists for each store.



MY LIST

PRODUCTS

RECIPES

STORES

SIGN IN / REGISTER



WYLLIS



## Find a Store

Zip, city or state

**SEARCH**



### Whole Foods: Symphony

15 Westland Ave  
Boston, MA 02115

Phone: 617-375-1010  
Hours: 7:00am to 10:30pm



### Star Market: Huntington

53 Huntington Ave  
Boston, MA 02199

Phone: 617.262.4688  
Hours: 24/7



# Products

WHOLE FOODS ▼

SEARCH

Bakery

Flowers & Arrangements

Beverages

Grocery

Body

Meet & Poultry

Bulk

Pets

Cheese

Prepared food

Coffee & Tea

Produce

Dairy

Seafood



# Produce

WHOLE FOODS ▼

SEARCH



## Artichoke

2 Products ▼

[View all Artichokes](#)



## Bananas

6 Products ▼

[View all Bananas](#)



## Melons

7 Products ▼

[View all Melons](#)



## Peppers

11 Products ▼

[View all Peppers](#)



# Bananas

WHOLE FOODS ▼

SEARCH



Organic Bananas

\$0.59/lb

ADD TO LIST



Bananas

\$0.39/lb

ADD TO LIST



Green Bananas



Baby Bananas



# My Lists

WHOLE FOODS ▼

Edit



Honey Crisp Apples  
\$2.99/lb

— 1 +



Horizon Whole Milk  
\$4.79

— 1 +



Organic Bananas  
\$0.39/lb

— 1 +