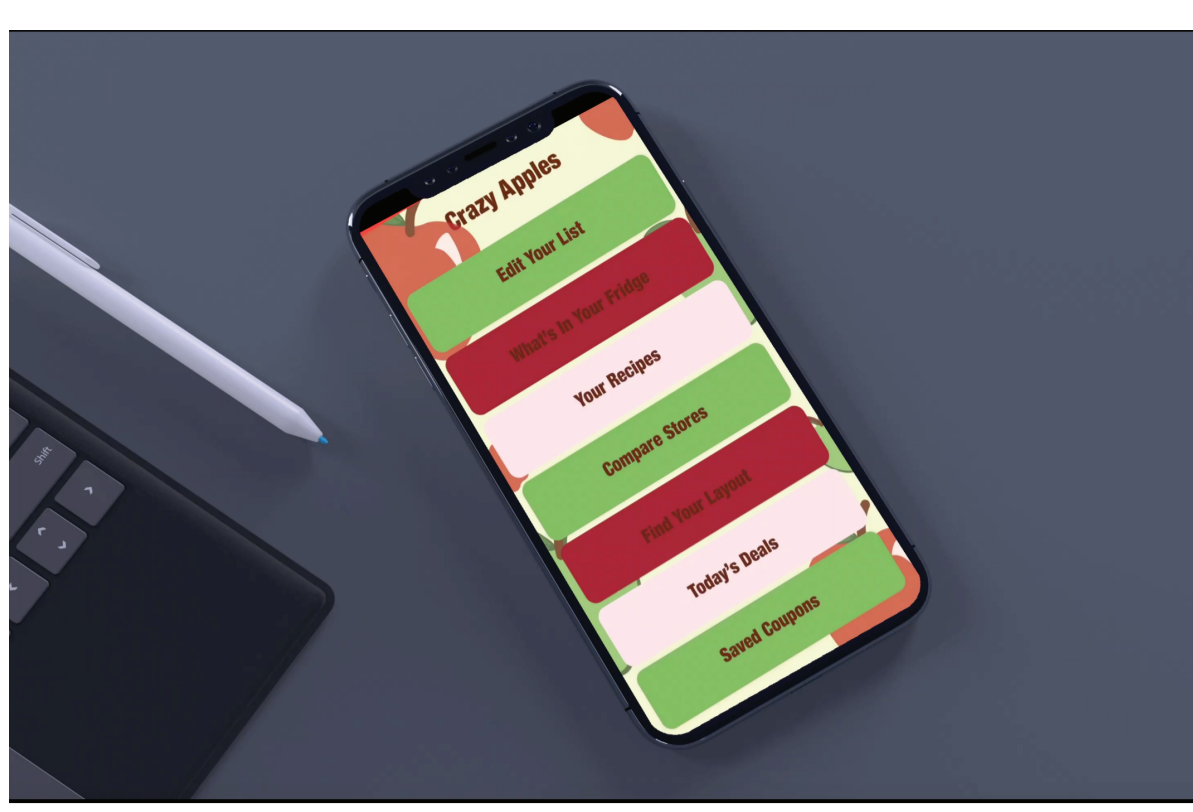


Crazy Apples

App Video

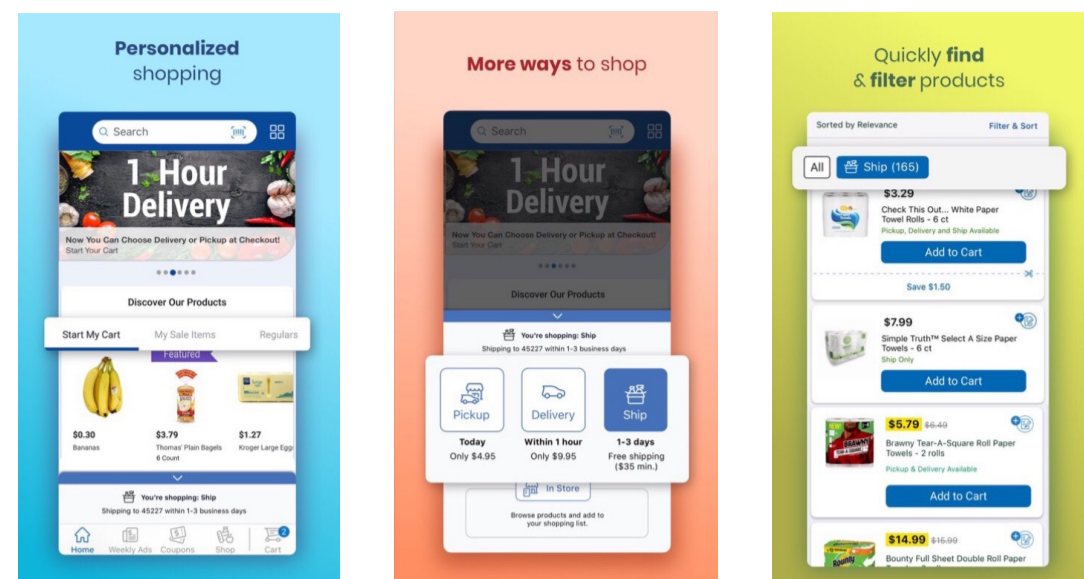


<https://youtu.be/PhcvXvap49s>

Part 1: Concepts & Competitors

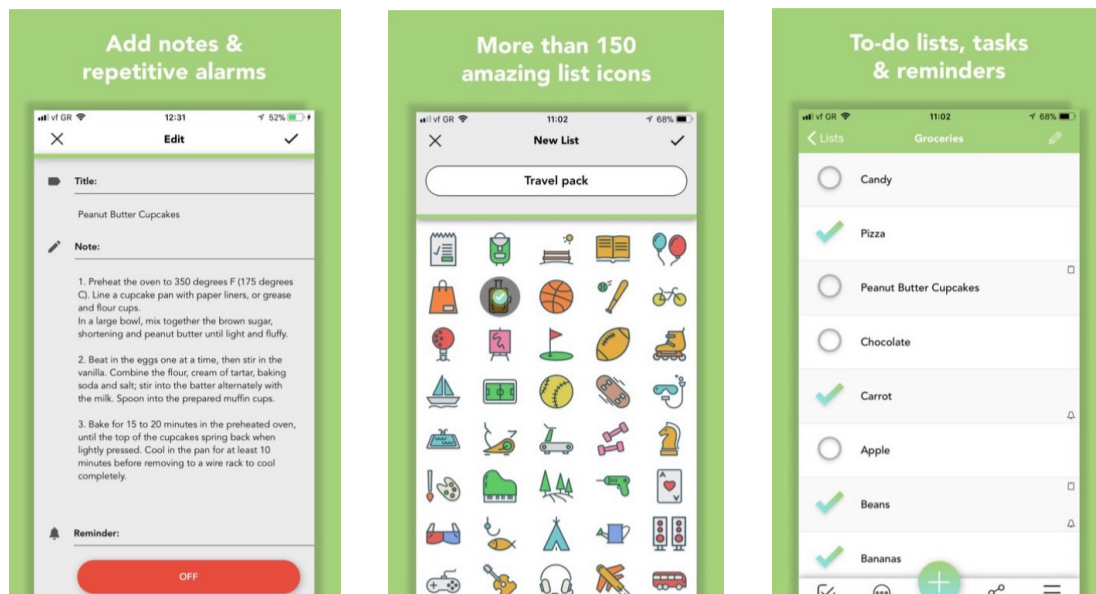
1. Grocery Store App

-Mine would be different because I want to add the layout of the store so people can be in and out



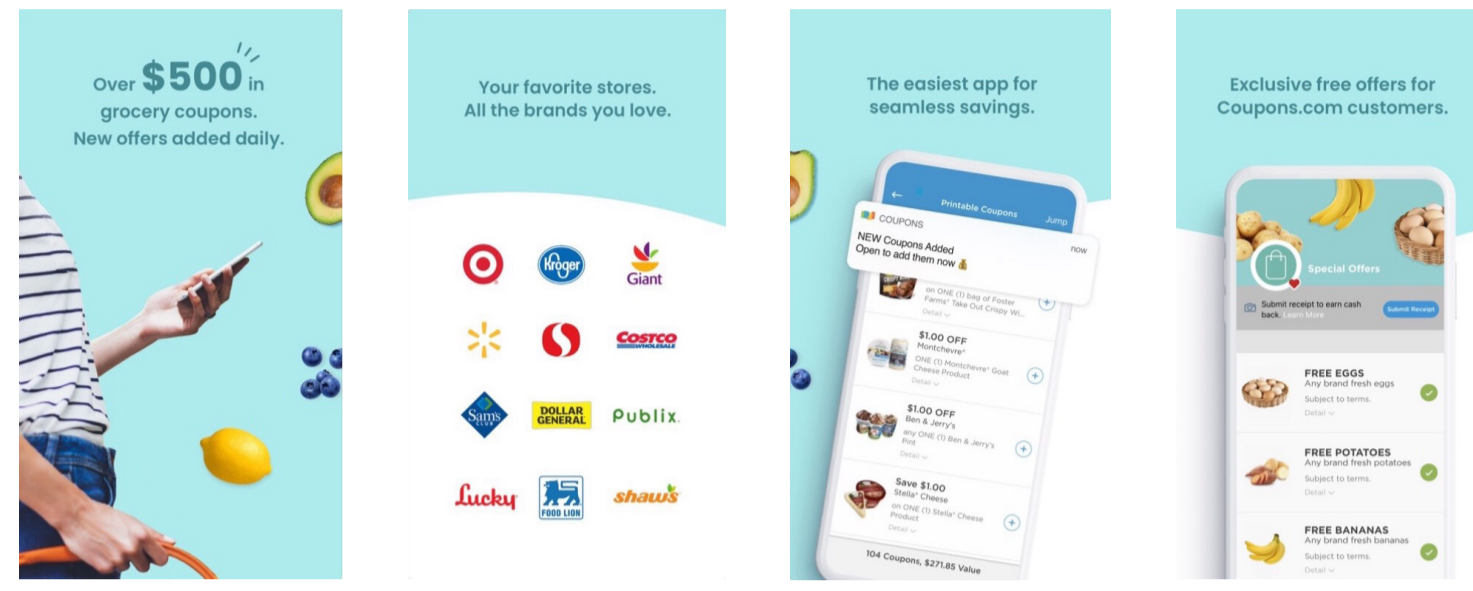
2. Recipe Builder

-I have X,Y,Z in my fridge - what can I make with that
-Possibly have a recipe personality test - so the app knows what you like and what you don't like

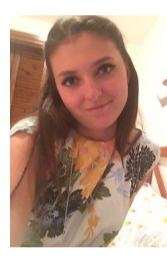

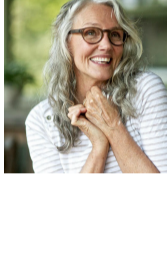
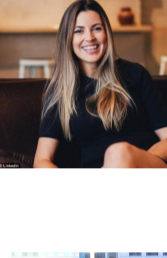
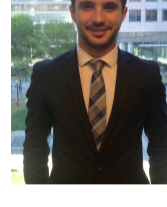


3. Inventory Mania

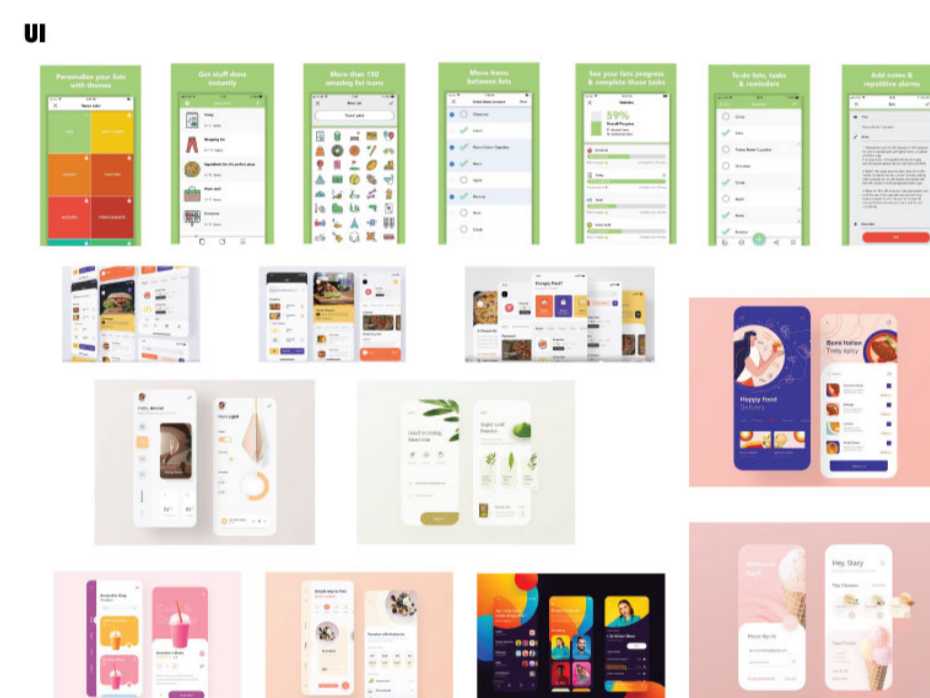
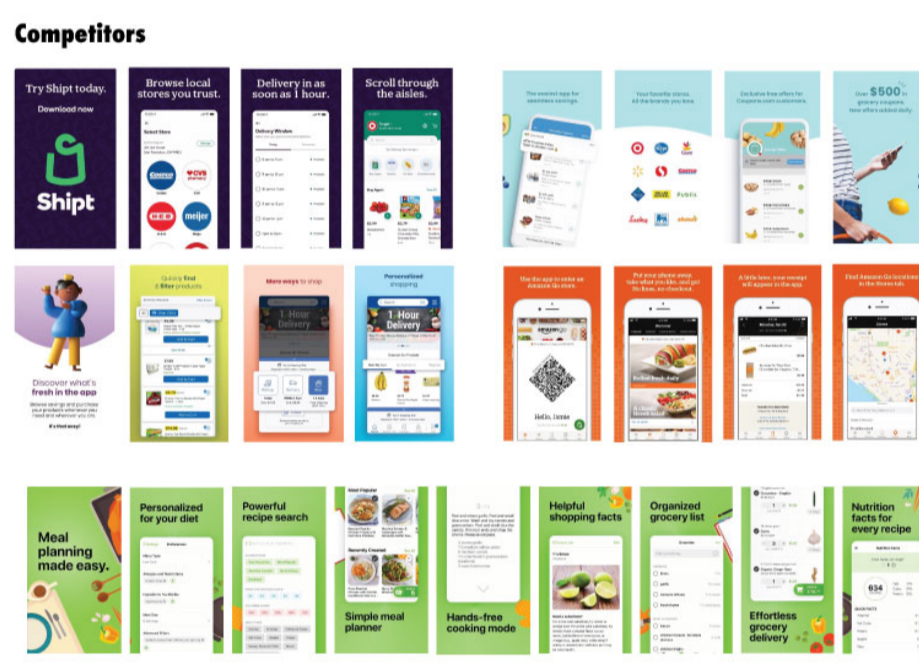
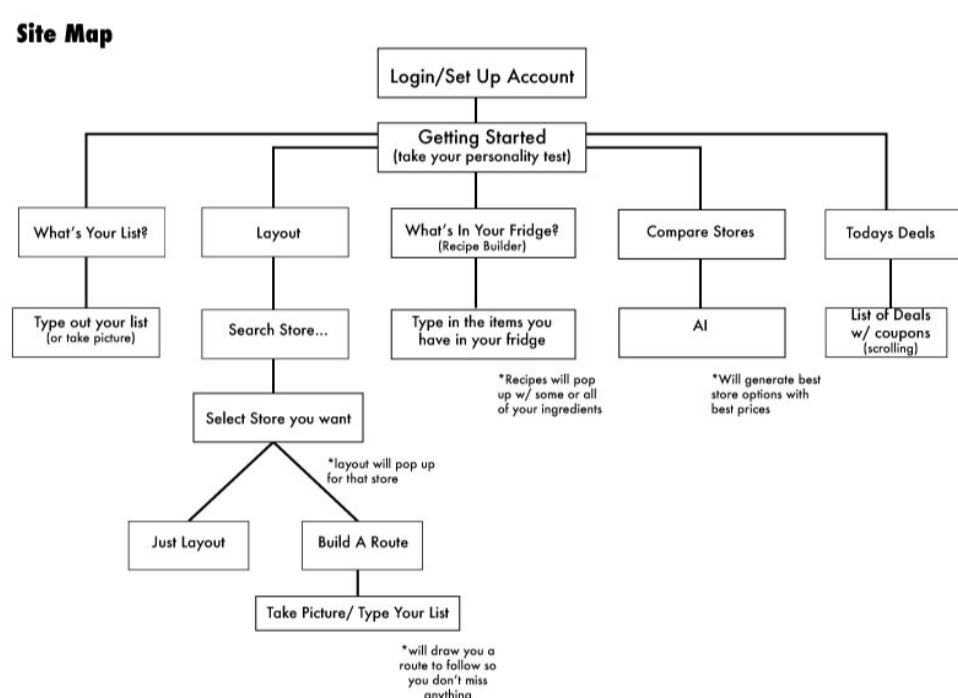
-Type in your grocery list and it will compare what stores have and their prices



Part 2: Concept details & Personas and Scenarios

Name	Details	Goals	Scenarios
 Emma, 23 College student lives in a room with 2 other roommates Doesn't cook	Emma always has a list of what to buy when she goes to the grocery store she likes to be in and out.	Wants to know where everything is located in the store so she can be efficient	1. Emma has a short list and doesn't know exactly where everything is in the store. 2. Wants to compare the best deal on toilet paper
 Steve, 41 Single father of 2 children Comes home from work and teaches them how to cook dinner each night	Hard working father with a 9-5 job. Comes home from work and teaches them how to cook dinner each night. Goes to the grocery store once a week.	Wants to be able to find a grocery list that he can use to go back for anything.	1. Steve needs to be home before 5 but still needs to go to the store. He wants to be able to go back for anything he needs. 2. Steve is having a hard time finding a list of items to buy. He goes to the app and compares prices.
 Rose, 63 Recently retired and lives with her husband A bit forgetful sometimes but her husband helps her out	Rose loves baking and wants to watch the price in real time. She needs a list of items to buy for her husband every night.	She wants to be able to go to the grocery store and find everything she needs.	1. Rose needs to be able to go to the grocery store and find everything she needs. She wants to be able to go back for anything. 2. She needs to be able to go to the grocery store and find everything she needs. She wants to be able to go back for anything.
 Rachel, 28 Designer at Google & lives in a new apartment Doesn't cook	Rachel only goes to the store when she needs something. She doesn't like to cook but she always buys something.	Wants to be able to find a grocery list that she can use to go back for anything.	1. Needs to find a grocery list that she can use to go back for anything. 2. Needs to find a grocery list that she can use to go back for anything.
 Brad, 24 College graduate but still going to school Always healthy but always looking for new healthy recipes to try	Brad always works out and lives a healthy lifestyle. He always looks for new healthy recipes to try.	Wants to be able to find a grocery list that she can use to go back for anything.	1. Needs to buy more produce for the app. She types in what she needs and looks at other people's lists to see what she needs. 2. Needs to buy more produce for the app. She types in what she needs and looks at other people's lists to see what she needs.

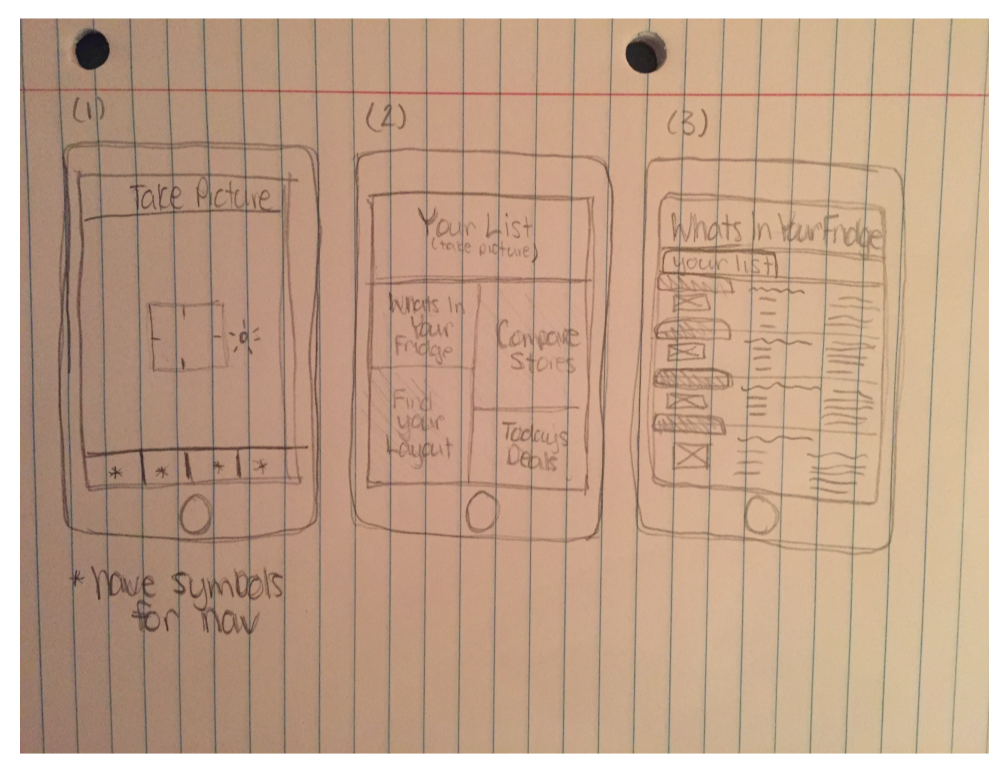
Part 3: Moodboards, Site Map, App Names, Sketches



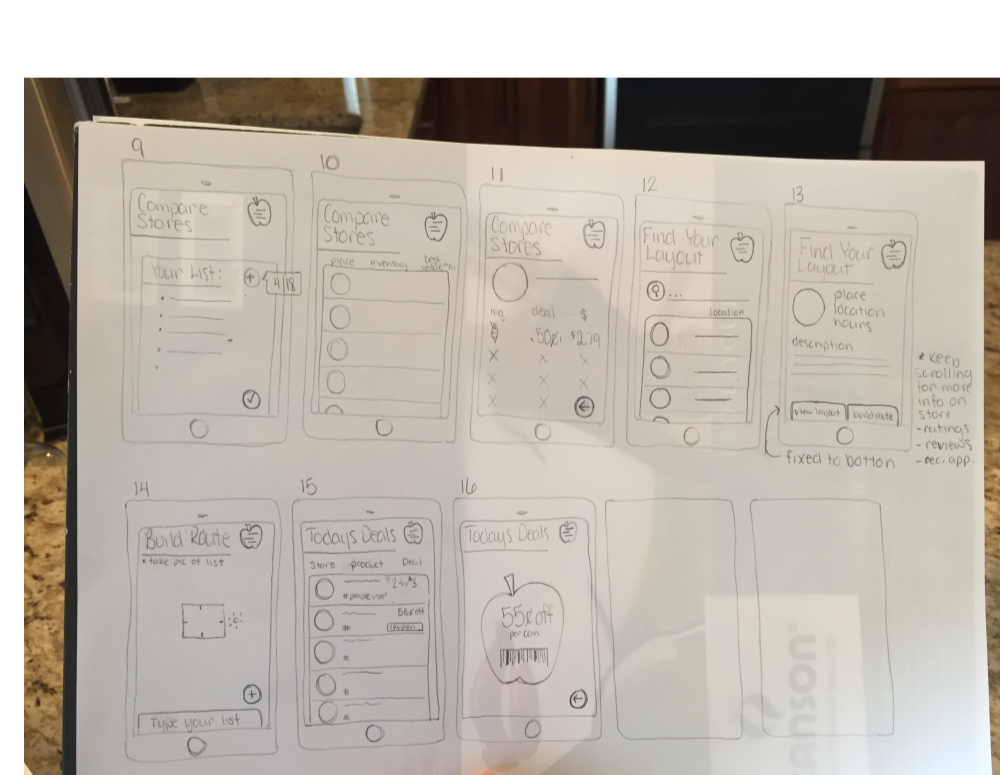
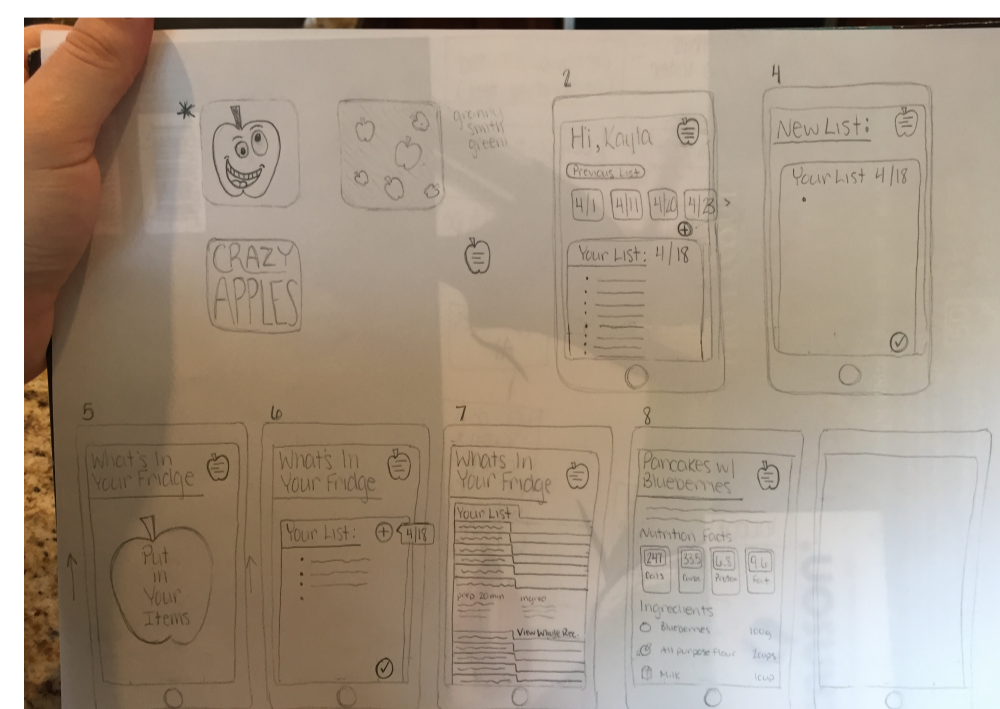
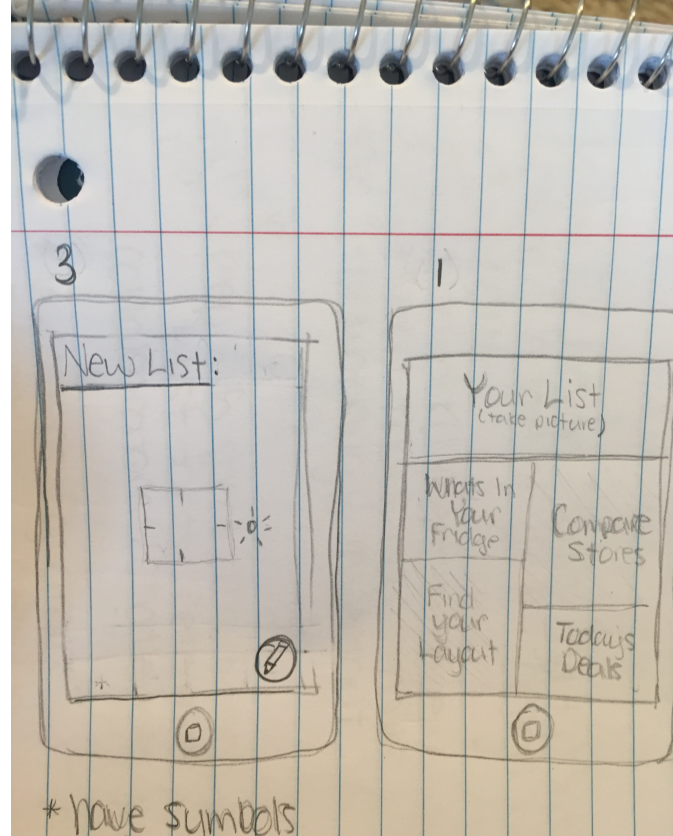
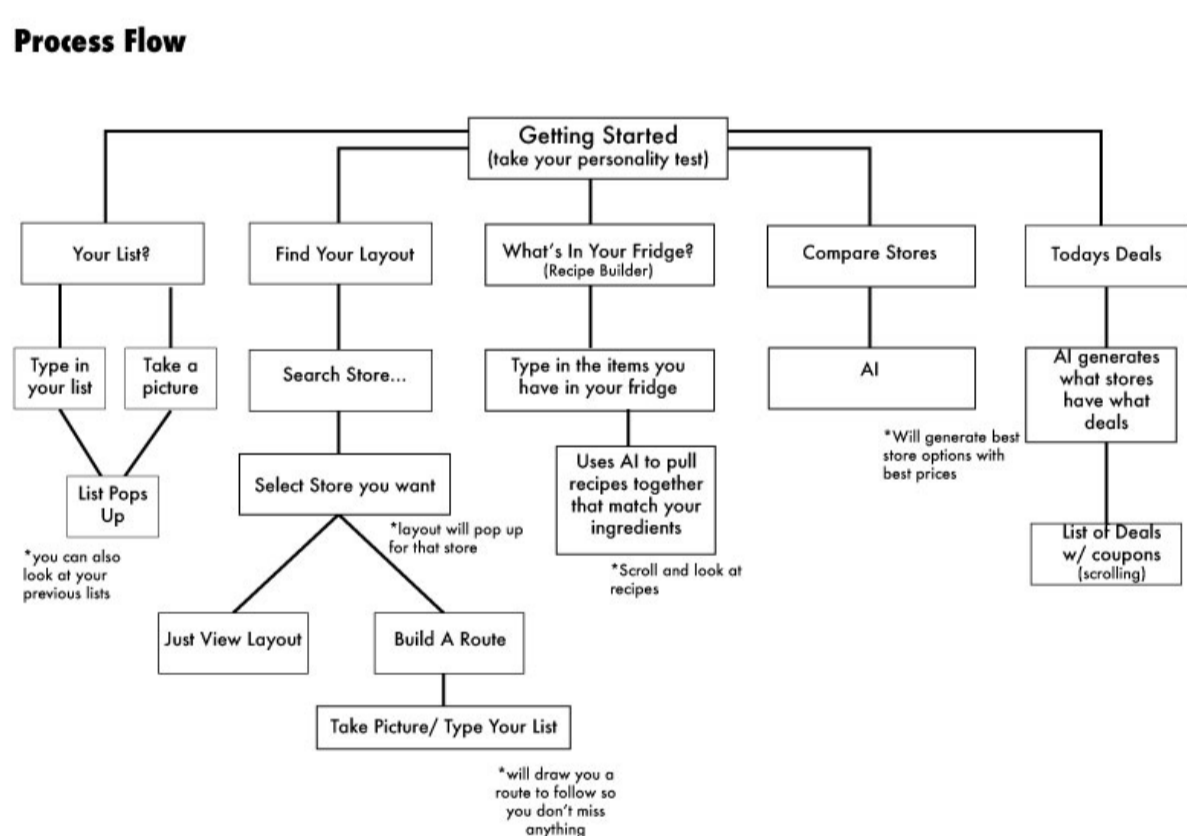
Names:

- Snap it
- Snag it
- Save it
- Smart Save/Savings
- In & Out
- Shop Savings
- Comparisons
- In the Bag
- Oh Snap
- Oh Snap Savings
- Right In

- Beat It
- Good Foods
- Pricings
- Bananas
- Roll Out
- Snap & Save
- Listings
- Crazy Apples
- Inventory Mania
- Smart Shopper
- Smart Food
- List It



Part 4: Revised sketches, Names, Icons & Flow



Part 5: Digital Wireframes & Usability Script

UX Pin Link:

<https://preview.uxpin.com/f8b9755044d23aeb70be88c4b9258011eed6cf31>

Testing Script

1. Search for the layout of your store and view it.
2. Compare stores based on your grocery list
3. You need to be in and out of the store. Search for your layout and build a route based on your grocery list.
4. You have a huge grocery list and want to find the best deals. Compare stores based on your list and find some coupons.
5. You are unfamiliar with the store you're about to go into. Look up that store layout just to view it.
6. Take a picture of your list just so you have it for later
7. You want to buy frozen pizzas but want to find the best deals. Search and compare stores to find the best deals.
8. You want to try something new for breakfast. Go to what's in your fridge and pick out a recipe you like.
9. You need to buy more produce and you know there are normally good deals. Go to Today's Deals and see what people have been buying the most.
10. You love trying new recipes. Put in what you have in your fridge, find a recipe and add it to "Your Recipes"

Part 6: Testing Results

Olivia

1. Correct
2. Correct
3. Correct
4. Correct
5. Correct
6. Got a little confused and said pages were weird - almost didn't save the list
7. Clicked on the listmark and not the search symbol
8. Correct
9. Correct
10. Correct

Mason

1. Correct
2. Went to search instead of checkmark
3. Took a little bit longer to figure out - didn't know that you built your route off of your list
4. Went to homepage and said it looks like the build a route page
5. Correct
6. Correct
7. Went to Today's Deals rather than the Compare Stores but eventually found it
- Correct
8. Correct - but said the + made him want to add stuff to the list
9. Correct - clicked on most popular (good)
10. Correct

Gina

1. Correct
2. Correct
3. Went to add
4. Correct
5. Correct
6. Correct
7. Went to checkmark and not the search - she said to get rid of the + because she thinks she's adding to the list
8. Correct
9. Correct - clicked on most popular (good)
10. Correct

Jess

1. Correct
2. Correct
3. Correct
4. Correct - (make coupon button bigger)
5. Correct - (add an edit function in case the camera doesn't get your writing correct)
6. Correct
7. Correct - she said she expects a search right off the bat (not your list)
8. Correct
9. Correct
10. Correct