



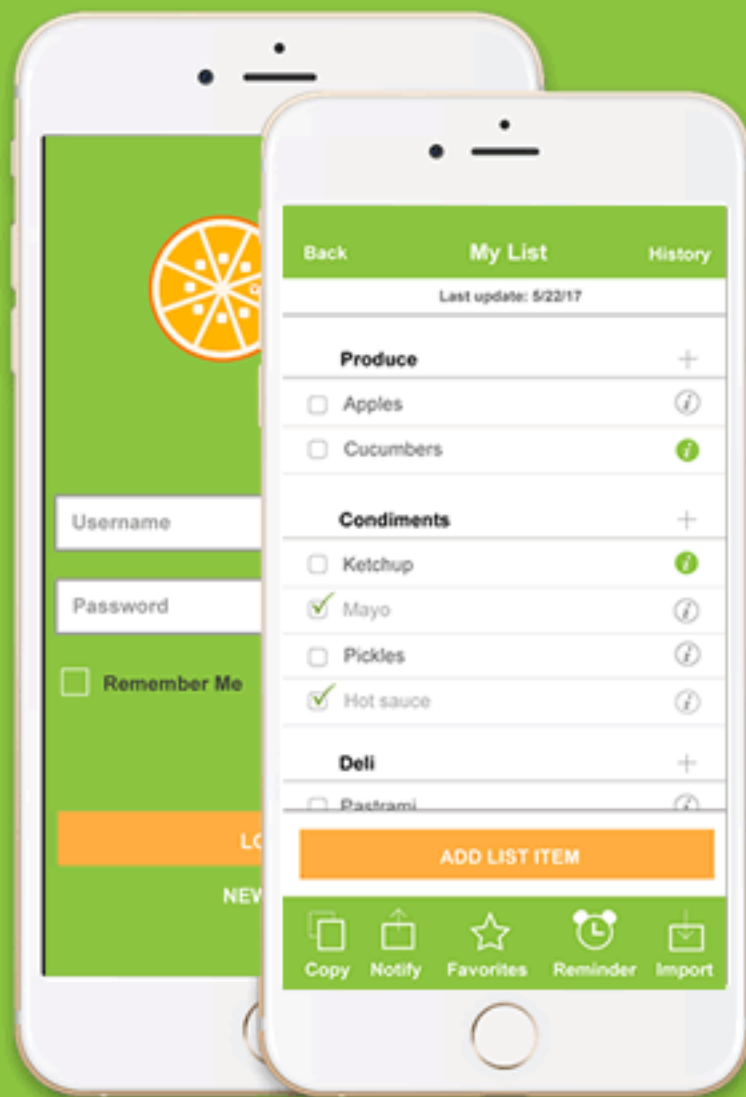
GrubLister™

Grocery lists made easier



Collaborative grocery lists for the whole family

GrubLister™ transforms the household paper and pencil grocery list into a convenient app that is easily communicated, shared and edited, so families can focus on things that matter, like gathering around the table to enjoy the goodies they just bought from the store.



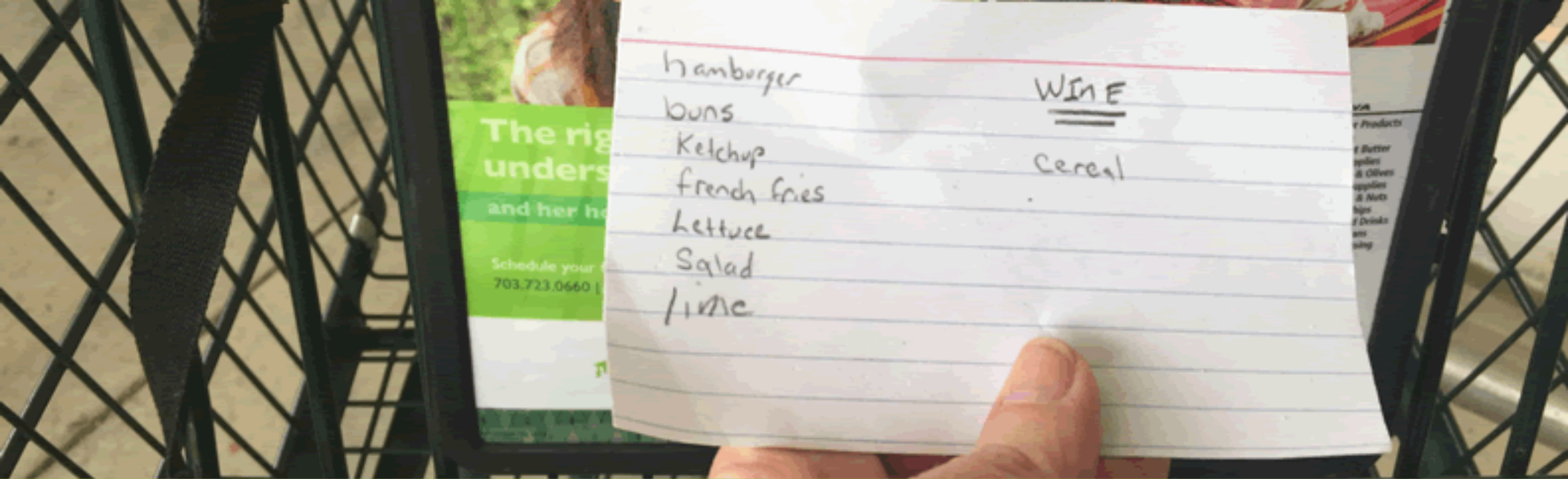
Note to self: tell my husband
to buy onions on his way
home tonight.

Sometimes when I buy things for my family,
I just guess.

I left my grocery list at home
...again

Will my partner see my text that I had
time to grab the cheese and crackers
for the party?





The Problem:

Busy families don't have an optimized, convenient way to create and collaborate on household grocery lists. Texts, emails and written lists each have their limitations. Current grocery list apps don't contain all the features needed to improve the experience of grocery list collaboration. The result is multiple trips to the store, miscommunications and missed purchases.

Whichever type of list they use, wine is probably on it.

research

[Let's figure out what the users think]

Defining the Research Purpose & Goals

Why: Purpose

To better understand how partners interact before making a purchase. Would they benefit from sharing their grocery needs via a mobile app?

What: Goals

To learn if there is a need to share a grocery list to reduce trips to grocery store, reduce miscommunications and forgotten items, and prevent redundant purchases. What else could the app offer to best serve busy families?

Who: Target Audience

Busy spouses and domestic partners who share doing the groceries. They are tech savvy, have smart phones and are accustomed to using apps for household management. They are often away from home when they think of something to add to their grocery list. They often shop alone, on behalf of their spouse or partner, purchasing items for the household.

Competitor Analysis

There are plenty of grocery list apps out there. However, no other competitor has this list of features. Avocadolist comes close, but doesn't include lists from other sources, use of microphone or custom categories.

Name	Aesthetic	Intuitive	Organize	Separate Sign Ins	Ability to	Custom category	Notify	Real time updates	Faves	Notes	iOS and	Add photo	Reuse archive	Remind
OurGroceries	X	✓	✓	X	X	X	X	✓	✓	X	✓	✓	✓	X
BuyMeAPie	✓	✓	X	X	✓	✓	X	✓	X	X	✓	X	X	X
Out of Milk	X	✓	X	X	X	X	X	✓	✓	X	✓	X	X	X
Remember the Milk	X	X	X	X	✓	X	✓	✓	X	✓	✓	X	✓	✓
Grocery IQ	X	X	✓	✓	X	✓	X	X	X	X	✓	X	✓	X
Shopping List	X	✓	X	X	X	X	X	✓	X	X	✓	X	X	X
Free shopping List	X	X	✓	✓	X	X	✓	✓	✓	X	✓	X	✓	✓
Intellilist	✓	✓	✓	X	X	X	X	X	X	X	✓	✓	✓	X
Avocadolist	✓	✓	✓	✓	X	X	✓	✓	✓	✓	✓	✓	✓	✓

Three people, married, ages 27-38, M/F

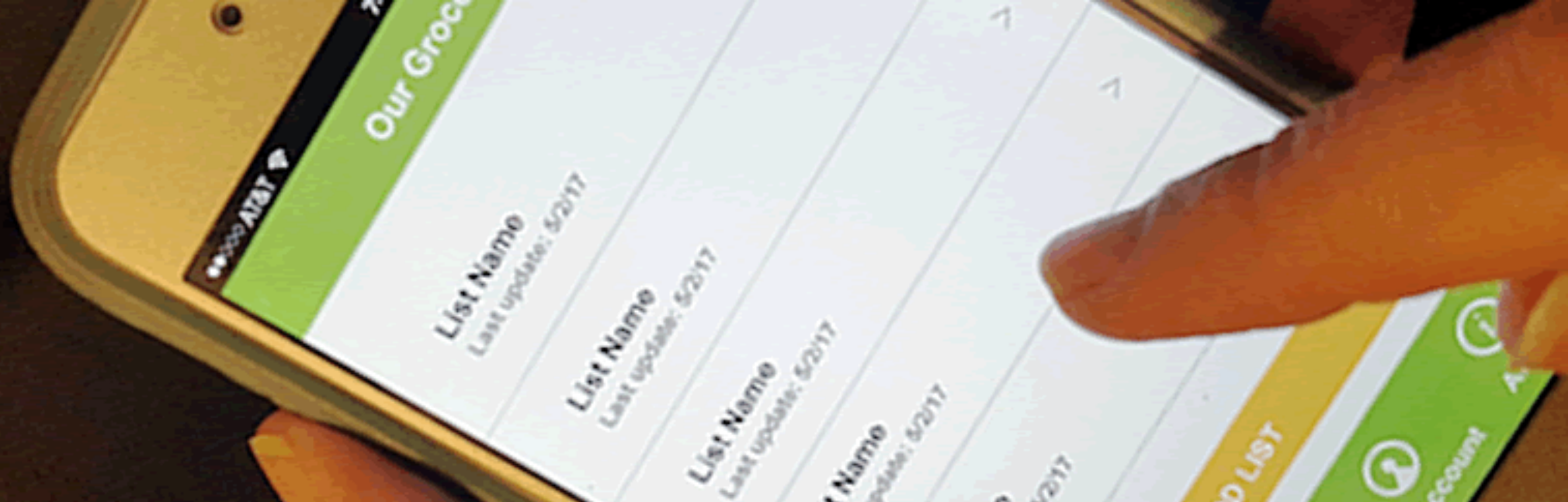
Grocery lists are built with family / partner communication. This communication is different for each family.

Users want a list that is easy to create, accessible via mobile, and can be edited by themselves or their spouse.

They would like to be able to see if their spouse has edited the list.

They would like a list that helps them navigate the grocery store in an efficient manner.

Users want an easy way to communicate with their partner about groceries.



The Solution:

Users want to buy groceries for their household in the easiest way they know how. An app can add value to families that want a more convenient, mobile and collaborative form of communication. Their goal is simple, get everything they need from the store and get back home! Communication is key, and a mobile app with a full suite of features provides an easy and reliable way to interact, message, and share information.

design strategy

[Turning that research into a strategy]

Building the Persona

Don



BUSY FATHER AND HUSBAND

Age: 34

Gender: Male

Occupation: Project Manager

"I do the shopping about 40% of the time, but texts aren't always a reliable way to talk to my wife about what we need."

Frustrations

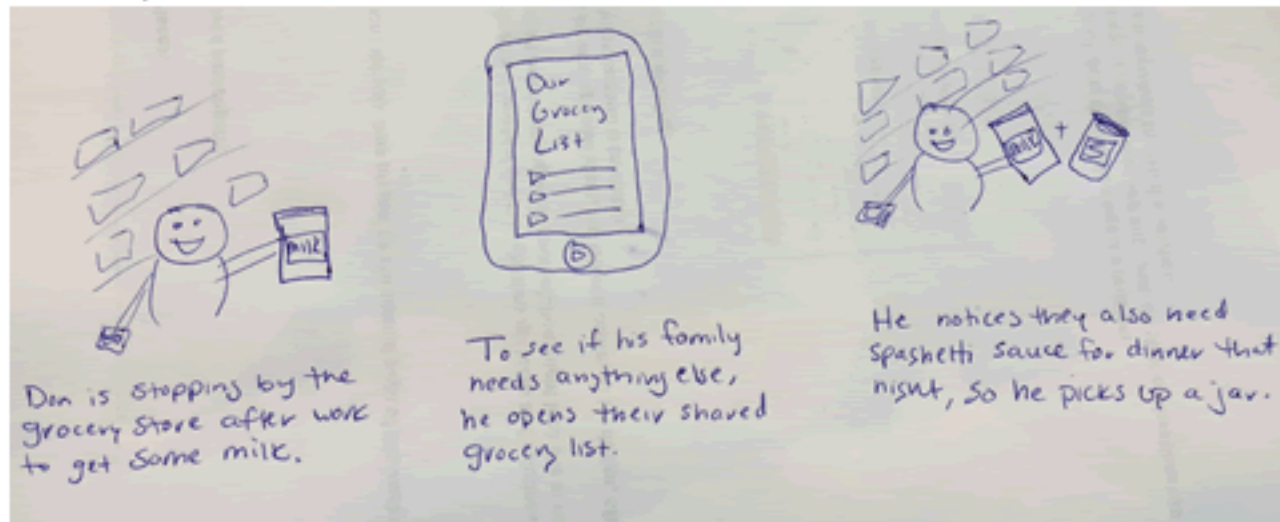
- He has a busy schedule.
- Needs to know what to buy from store
- His wife may not respond to a text he sends from the grocery store until after he has checked out
- Will often think of something to add to their grocery list when he's not home

Needs

- simple way to communicate with wife
- to know if there are any changes or updates to the household grocery list
- a tool to make creating and sharing a list easier and more efficient

Storyboard & Scenario

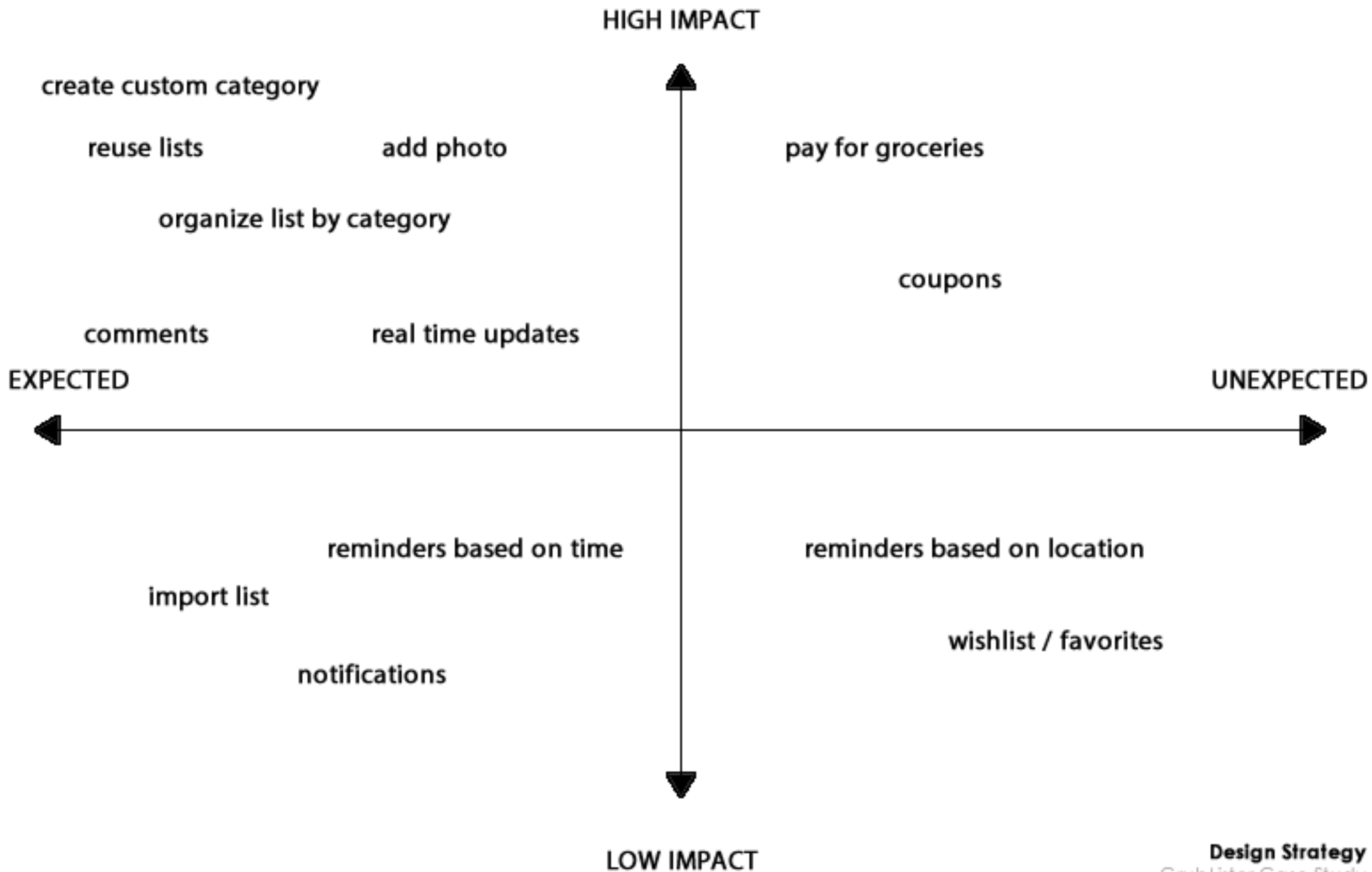
Storyboard:



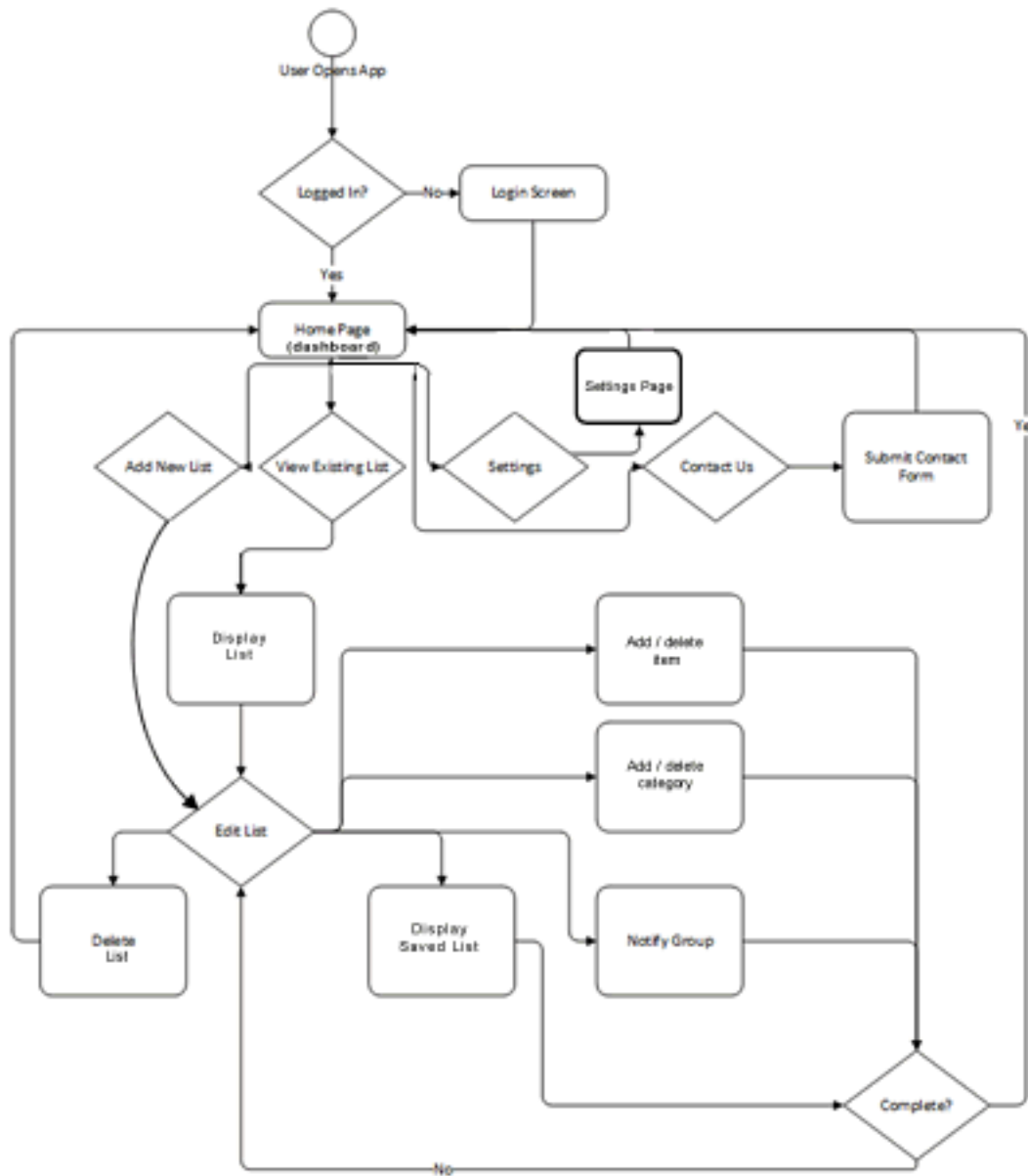
Scenario:

When he can, he will stop by the grocery store to pick up things for dinner. He really wants an easier method to communicate what to buy with his spouse with his busy schedule, the simpler the better.

Features Prioritization

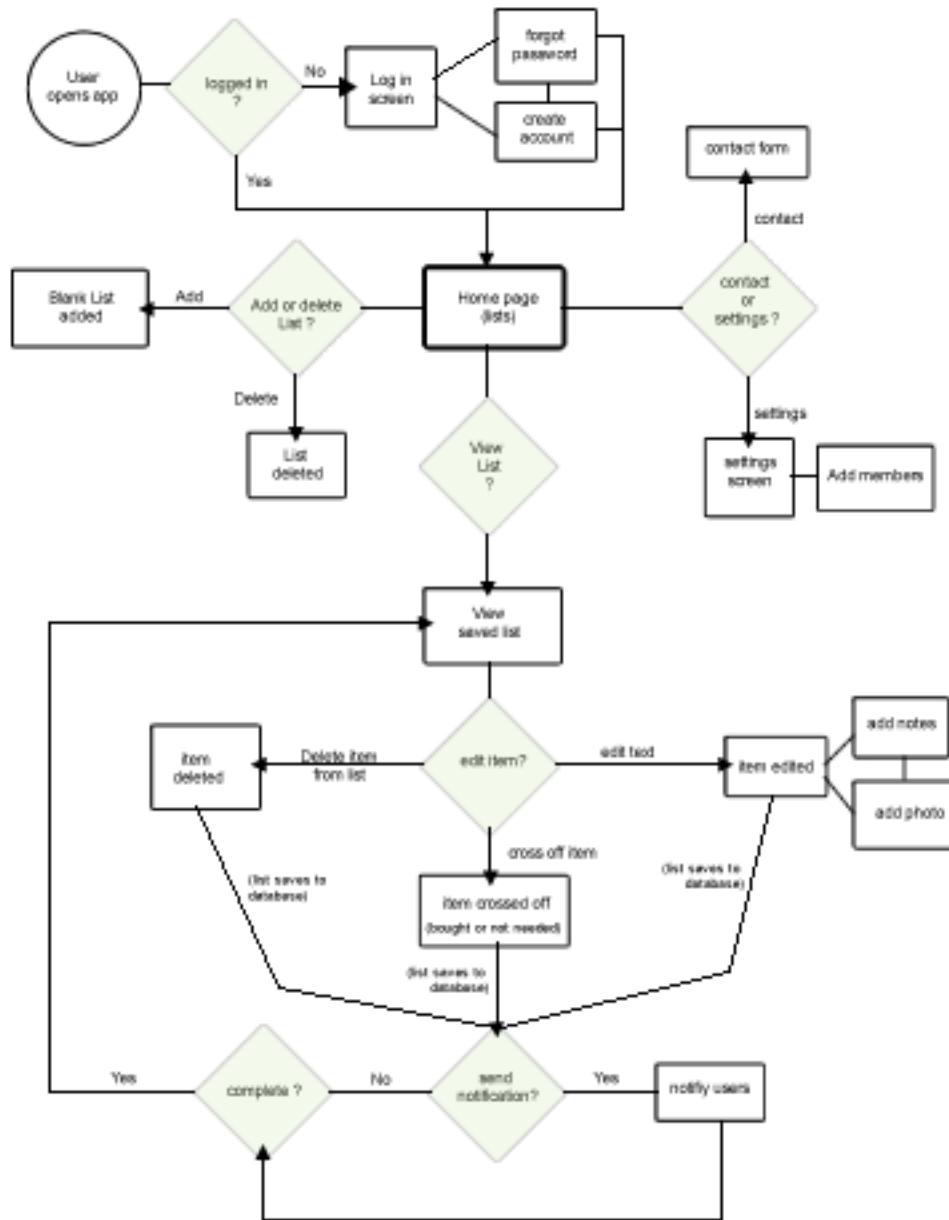


User Flow



First attempt

User Flow



Revision

Features List

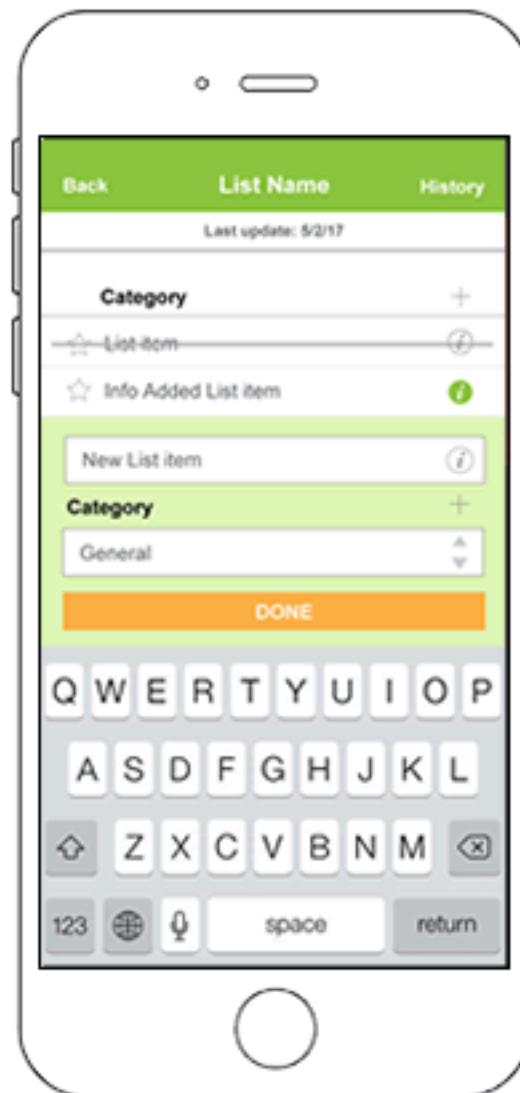
Organize item by category –

Grocery stores are big. An item can be placed into common grocery store categories, such as dairy, or meat, so the user knows what section of the store to focus on.

Custom category – This feature allows users to make their own category to put items in. Because some users may want to customize their lists in ways we haven't thought of.

Reuse Lists – For weekly shoppers, many items may be repeated. Having a list they can reuse and then customize for that week will save time building their list.

Add photo – This would be an optional feature. A photo can be used with an item on the list to facilitate communication between patterns or spouses. And can clear up any vagueness.



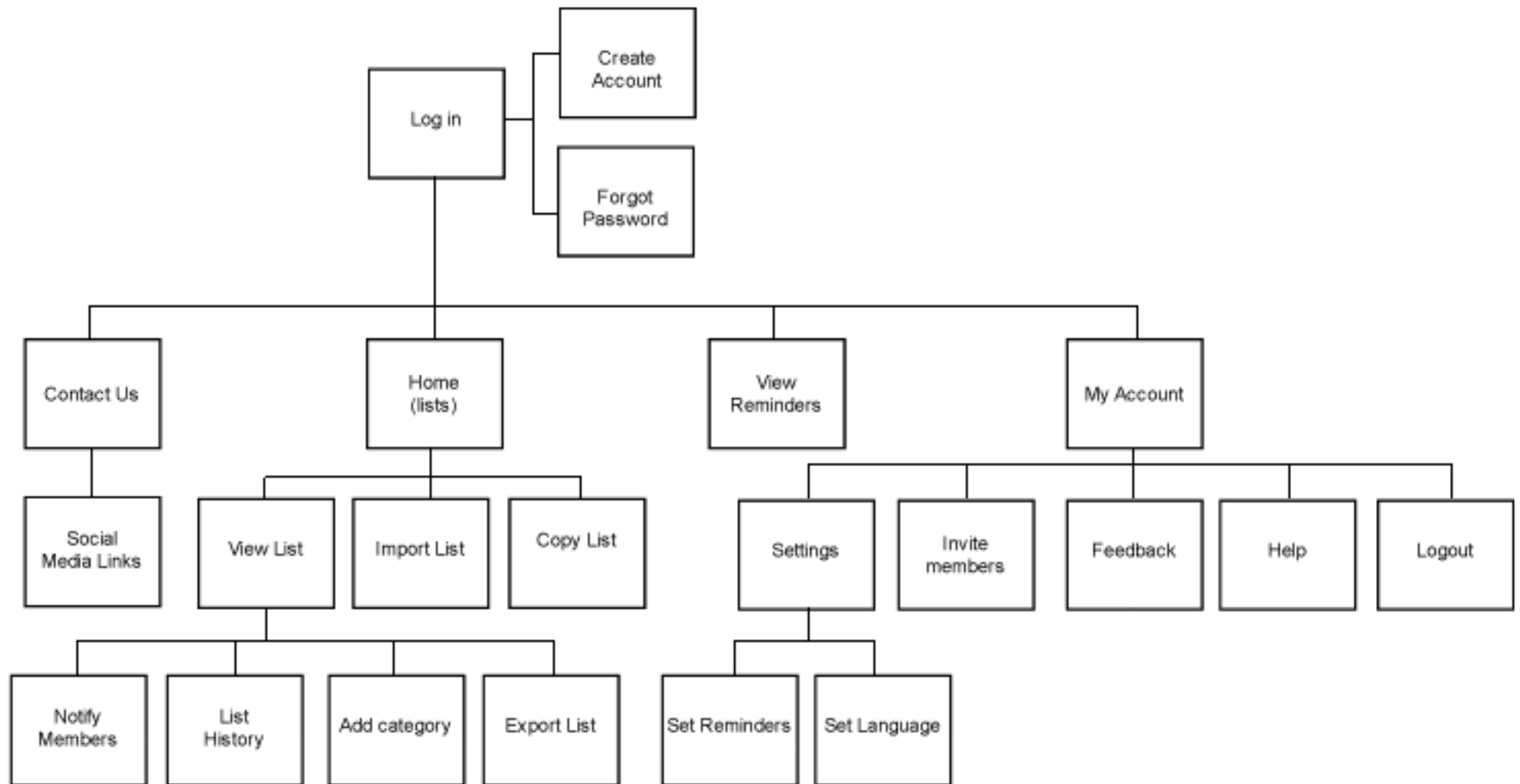
Multiple Users, one account – No need for users to share an email for this app. Users can easily add people to share their list

Real time updates – The list will stay up to date in real time. This will allow other users immediately know an item on the shared list has been edited.

Comments – The user can add comments to a list or item on the list. This will allow users to save their thoughts or communicate an idea.

Using lists from other sources – Every user is unique and enters data from different sources. For this reason, it is critical to let users easily cut and paste from various sources to bring in their other lists.

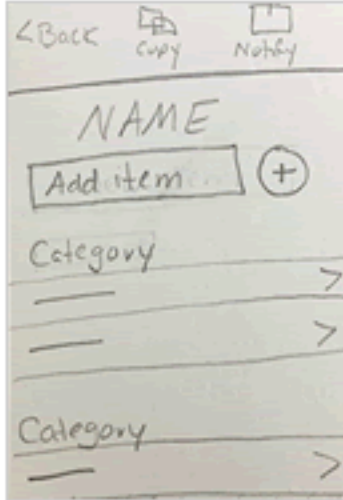
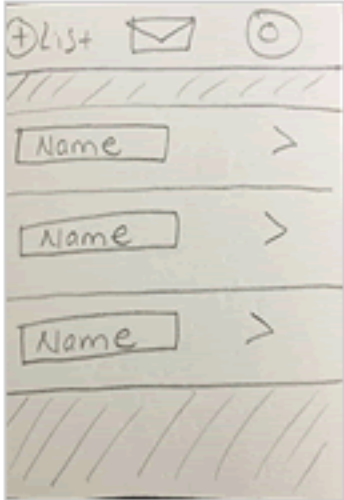
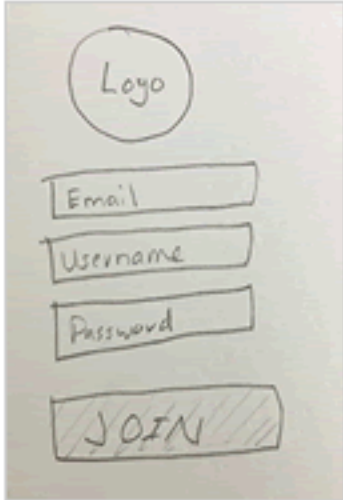
Information Architecture



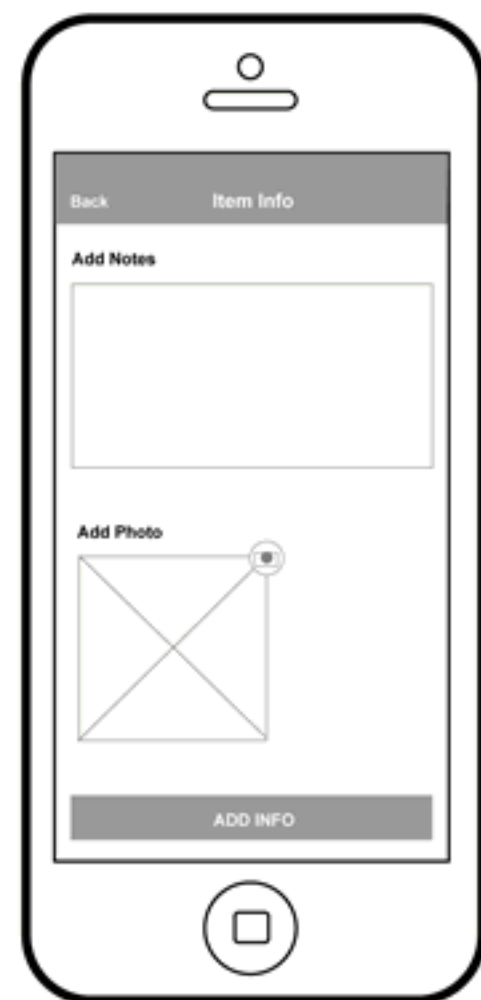
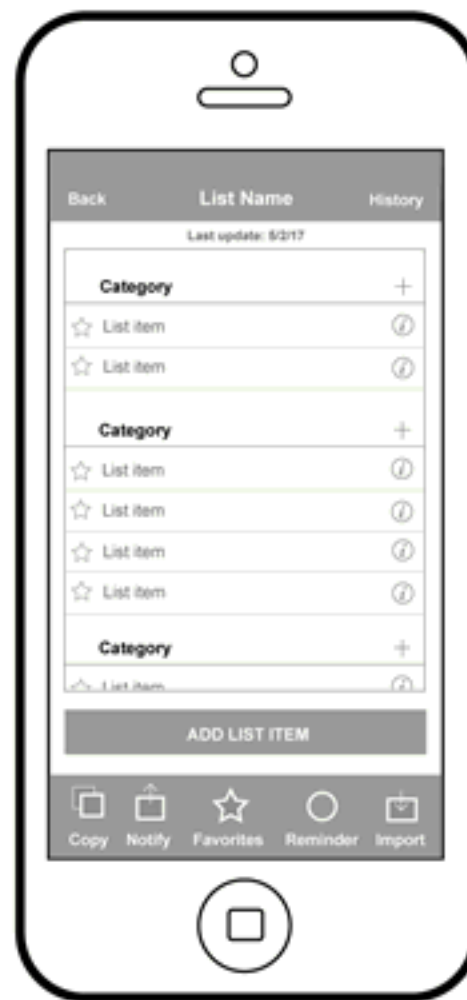
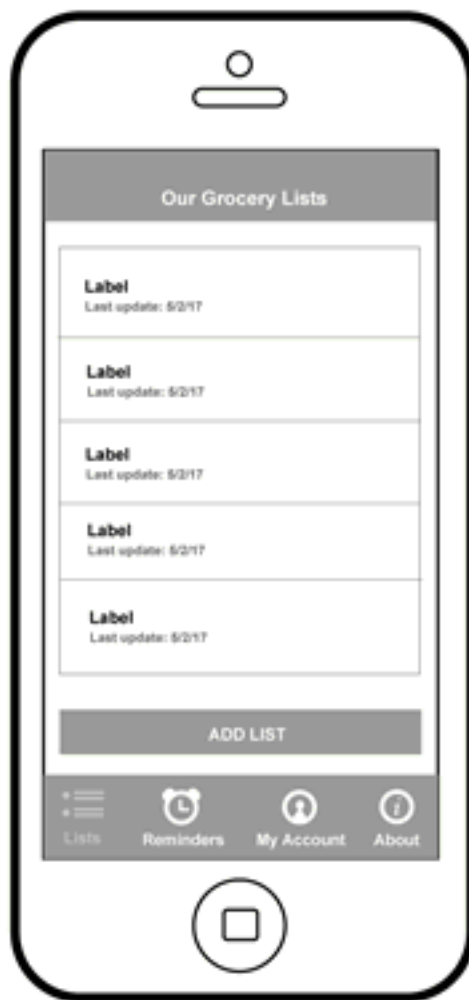
layout &
design

[Let's think about how it will look]

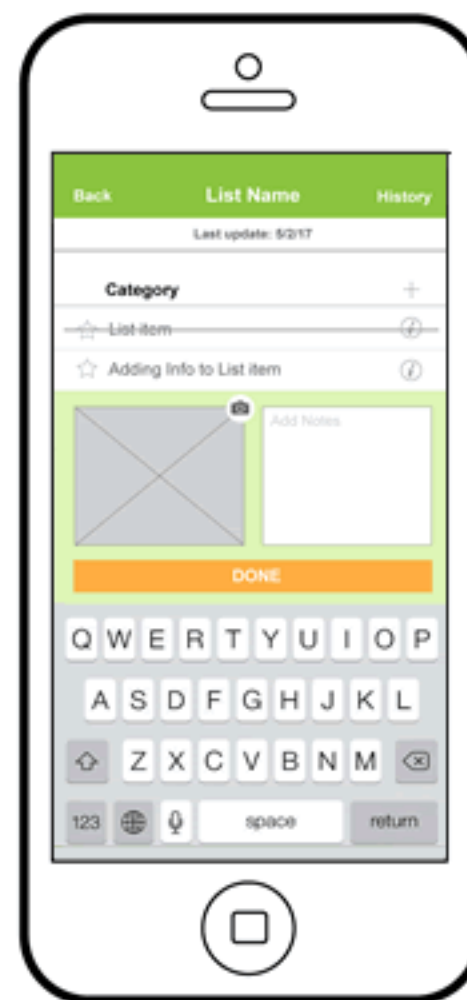
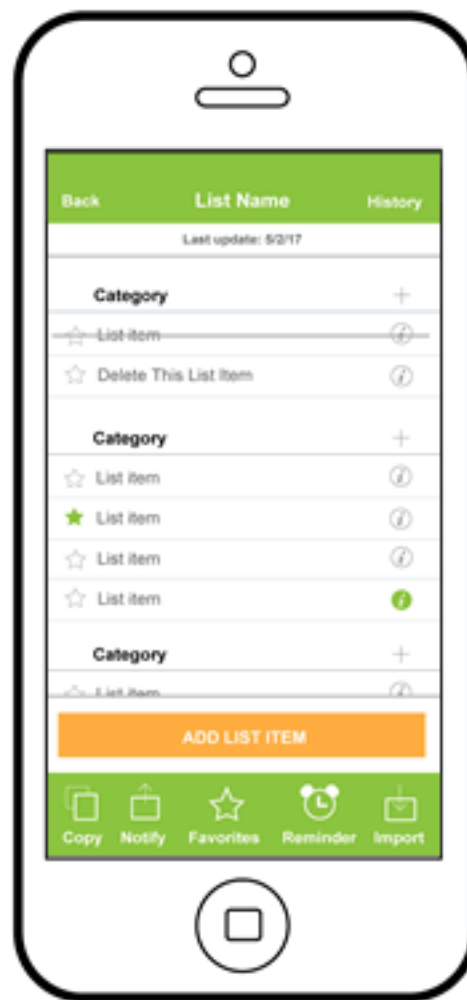
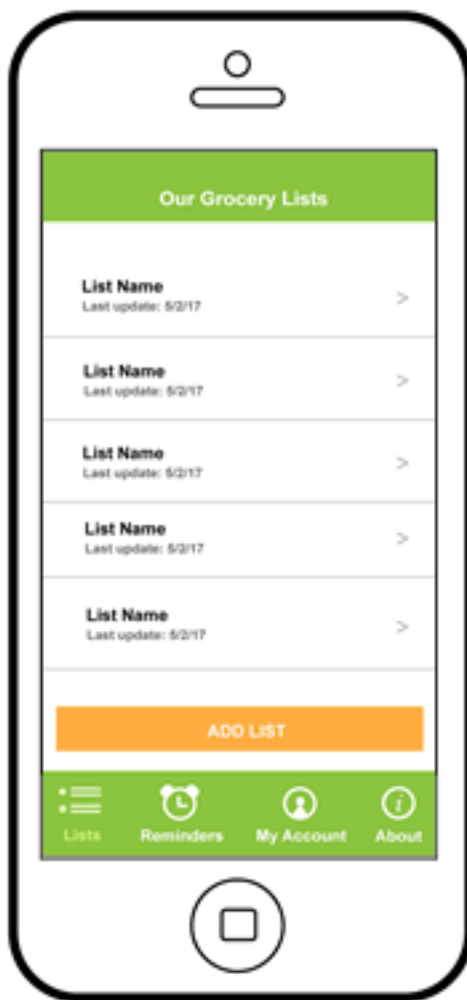
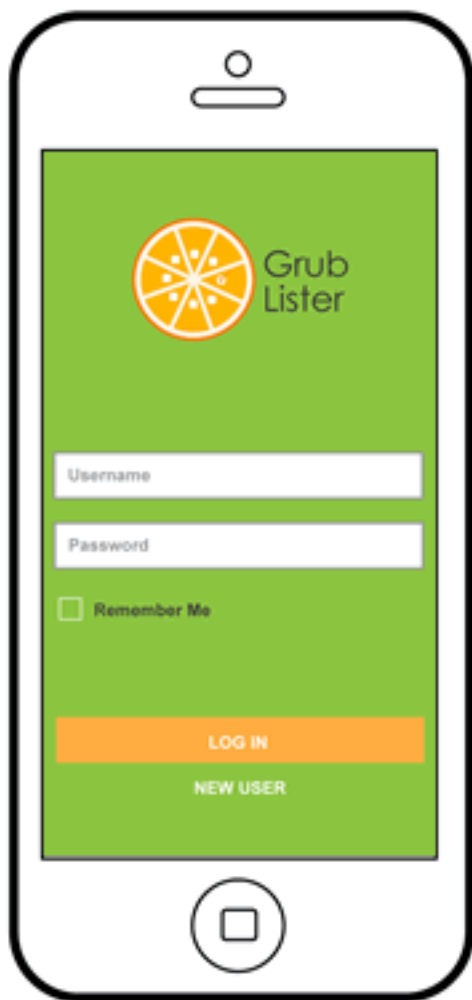
Sketches / Low Fidelity Wireframes



Medium Fidelity Wireframes



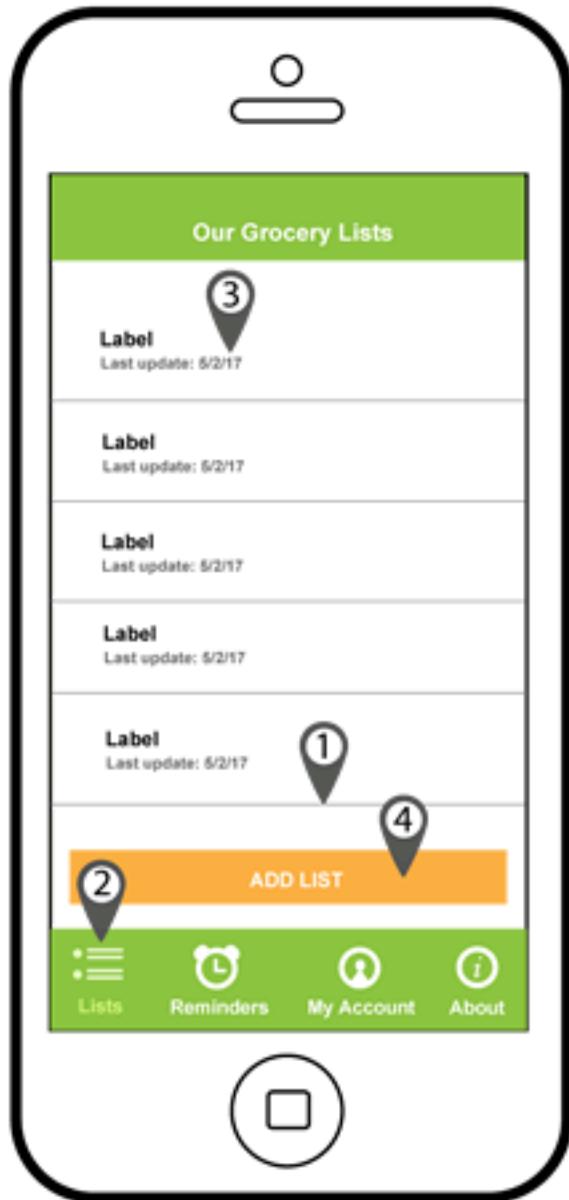
High Fidelity Wireframes



execution

[Using the design to create a product]

The Prototype



1

Scrolling List

User can continue moving down this list using a down movement

2

Current Icon

The Current page is shown as a highlighted icon so users know where they are

3

Date of list

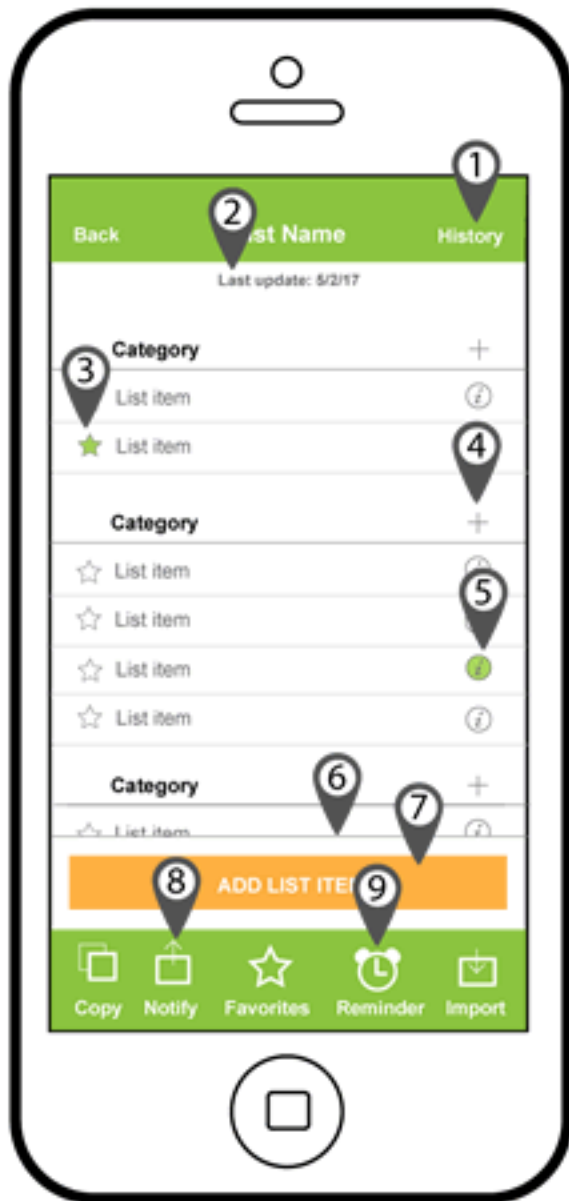
User can easily see which list was last updated. This will help user see if other members have edited the grocery lists

4

Clickable button with highlight effect

Tapping on this button will take users to the Add List page

The Prototype



1

List History

User can view the editing history of the list. For example, to see when milk was bought by a spouse on their way home .

2

Date of Last Update

Date of last edit

3

Favorite

Highlighted color if selected. Users can create a list of their favorite items for easy reference.

4

Add New Category

Tapping on this button will take users to the New Category page

5

See More Info About List Item

Highlighted color if selected. This clickable icon takes users to the More Info page to add notes or photos.

6

Scrollable List

User can continue moving down this list using a down movement

7

Clickable button with highlight effect

Tapping on this button will display a menu where users enter the item name and choose category

8

Notify icon

Tapping on this icon will let them send a message to one or more users regarding the grocery list.

9

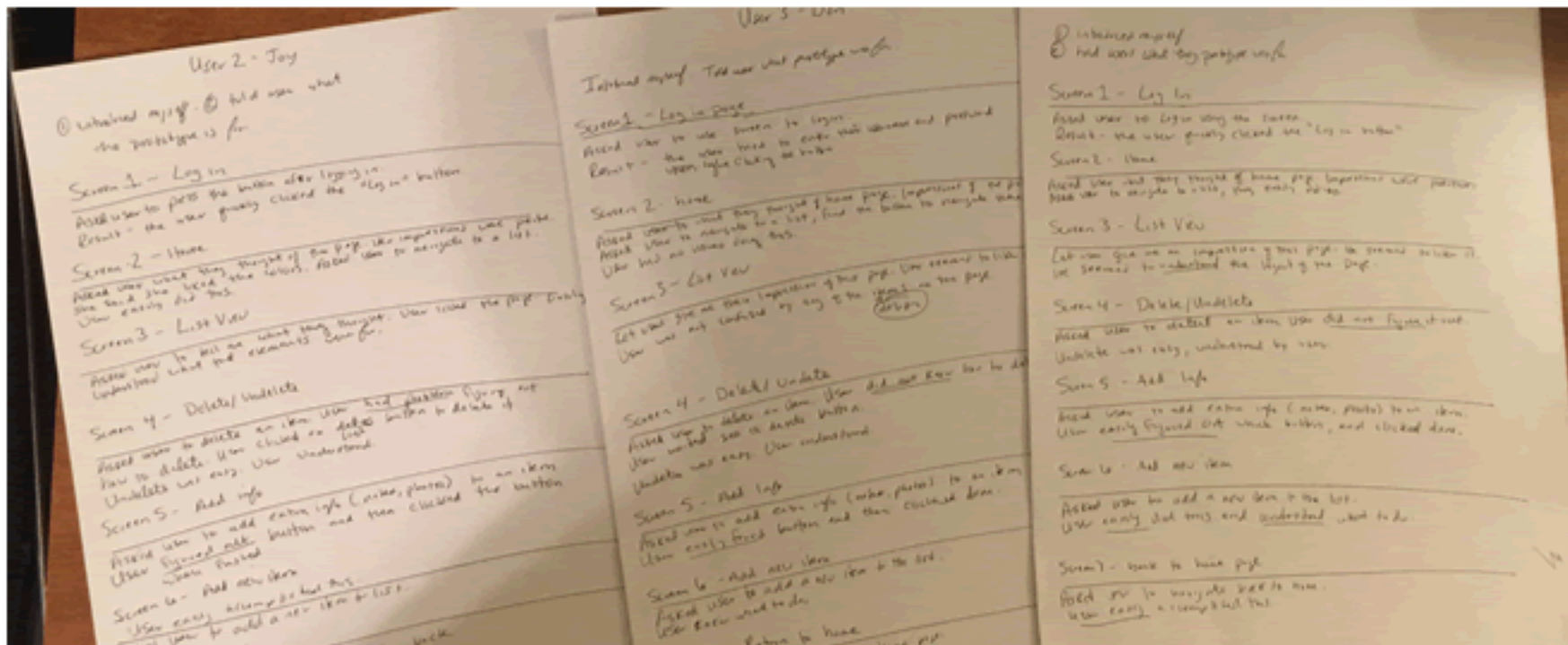
Reminder

Users can set a reminder to buy something

usability testing

[What do users think of the product?]

Results



Testing revealed these suggestions

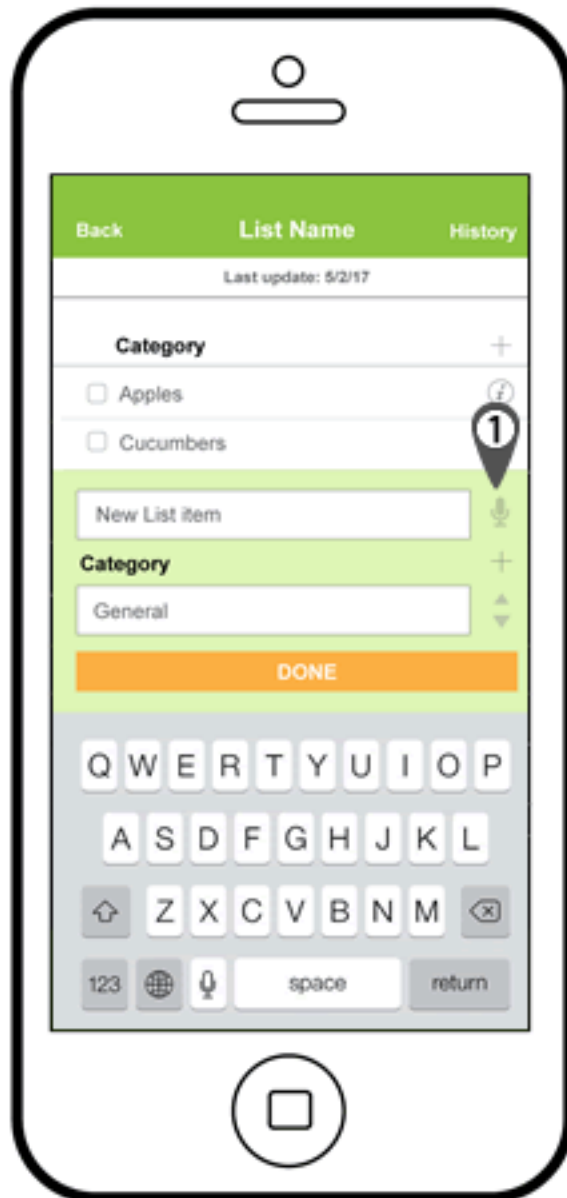
- Add ability to move items up and down the list
- Make it easier and more intuitive to delete items
- Add ability to speak into microphone to add things to the list

Prototype Revisions



- 1 Fave icon removed from left**
The fave icon used to be to the left of the list item.
- 2 Star now appears to the right of notes**
Incorporated into the More Info module, the fave icon can be clicked on to add an item to the favorites list. Once favorited, the word "favorite" automatically appears in notes.
- 3 User can still swipe right**
Swiping right will remove the list item from the list.

Prototype Revisions

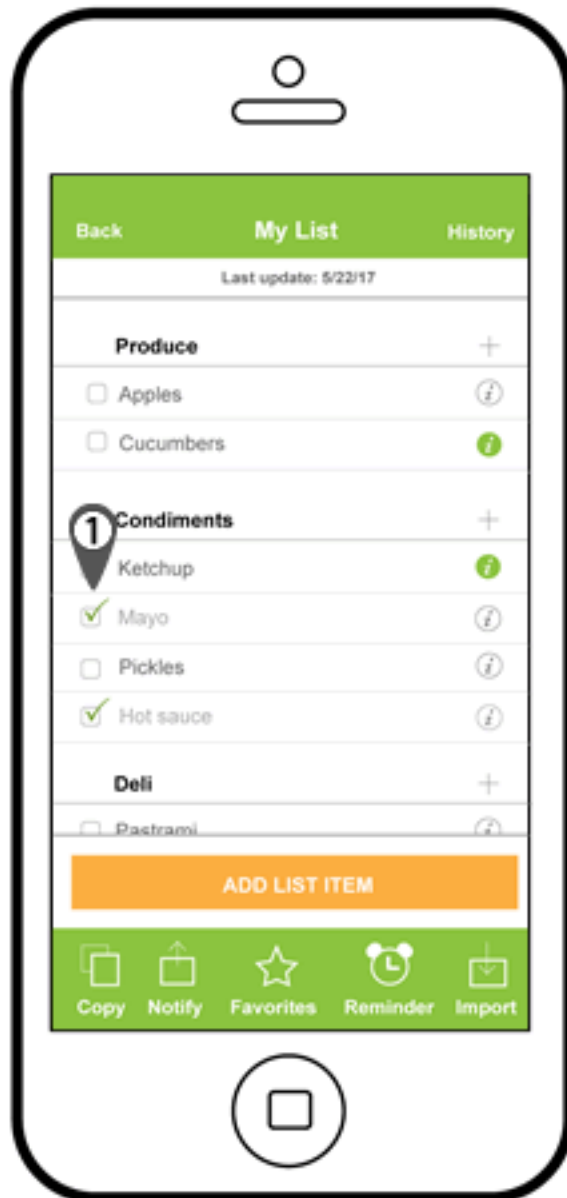


1

Microphone option

For added convenience, users can speak into the microphone to add an item to the list. The mic icon was added next to the text bar.

Prototype Revisions



1

Fave icon removed, replaced with checkbox

Users intuitively understood that clicking the checkbox can mark the list item as done. The graphic of the checkbox was incorporated into the GrubLister logo.

insights

[What did this whole process reveal?]

What I learned



Listen to the user

I was very enchanted with my idea to use a swipe right gesture to delete items from my list. But not one user understood that intuitively. When I dropped what I liked, and gave users a checkbox, they immediately knew what it was for and had a better experience.

Thank you!