

Wegmans

GROCERY HELPER

KATHLEEN HUANG

OBJECTIVE

The purpose of Grocery Helper is to help shoppers make better decisions by providing information about nutrition, recipes, and prices.

IBM

2012

Create a profile on the app of features that matter to you

Favorite foods

Allergies

Price

Discounts

Review

Shelf

Personalizing the in-store shopping experience

Call it unfair: today's in-store shoppers are deprived of personalized information, helpful product reviews, and special promotions that online shoppers enjoy in abundance. That's about to change with a new augmented reality mobility shopping app, developed by IBM Research.

The market opportunity



The in-store opportunity

Consumers are more likely to shop in stores than to buy using a mobile phone, but once in the store, consumers want in-store services available through their mobile devices.



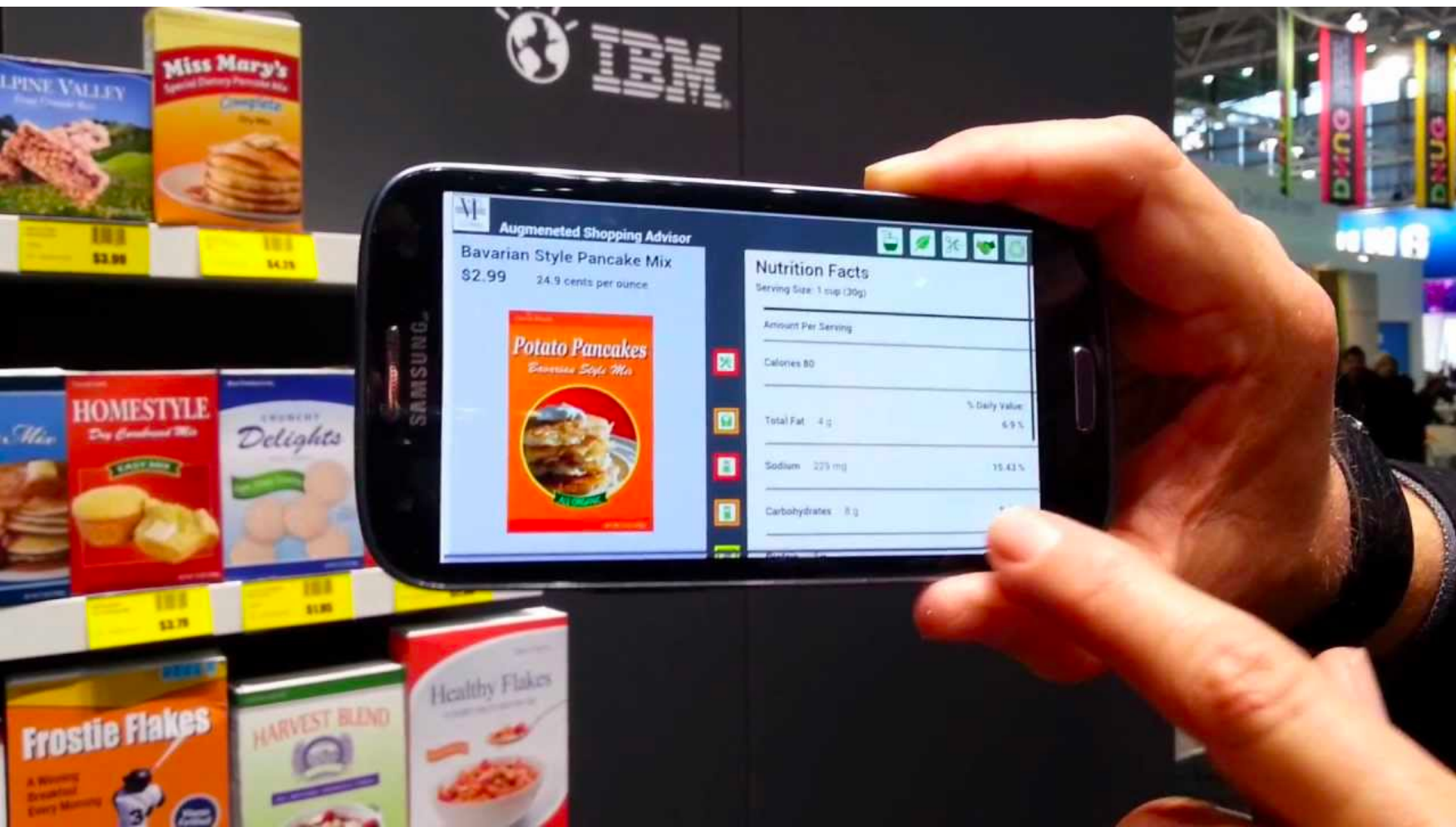
How the augmented reality mobility shopping app works



What shoppers and retailers can expect



¹ Forrester Research
² Statista
³ eMarketer
⁴ eMarketer



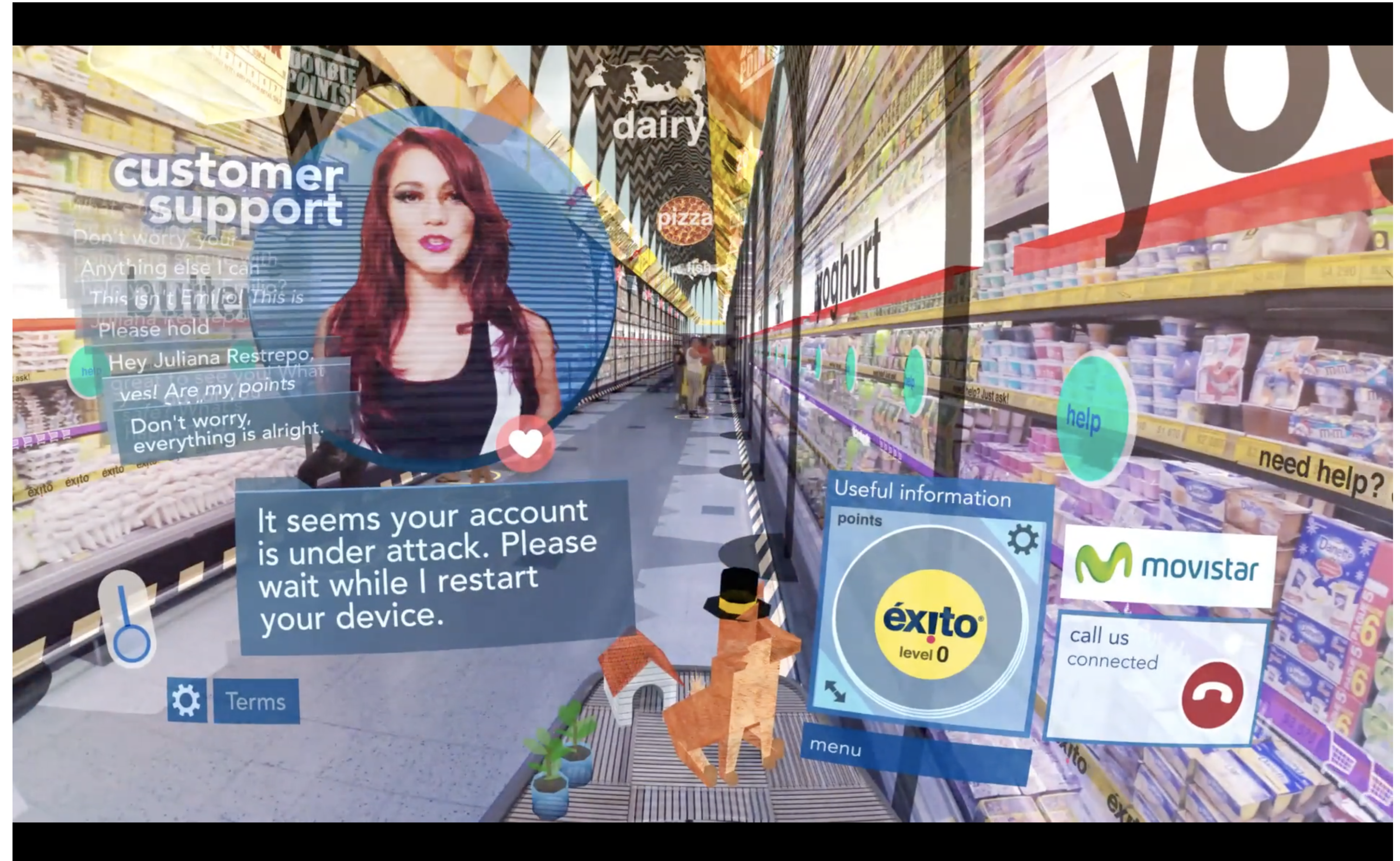
AR Shopping Example

Overwhelming

Invasive

Adds too much to reality

What do we need to change? What elements of reality can we retain?



Hololens

Augmented Reality

Web/Mobile App

Allow user to create profile

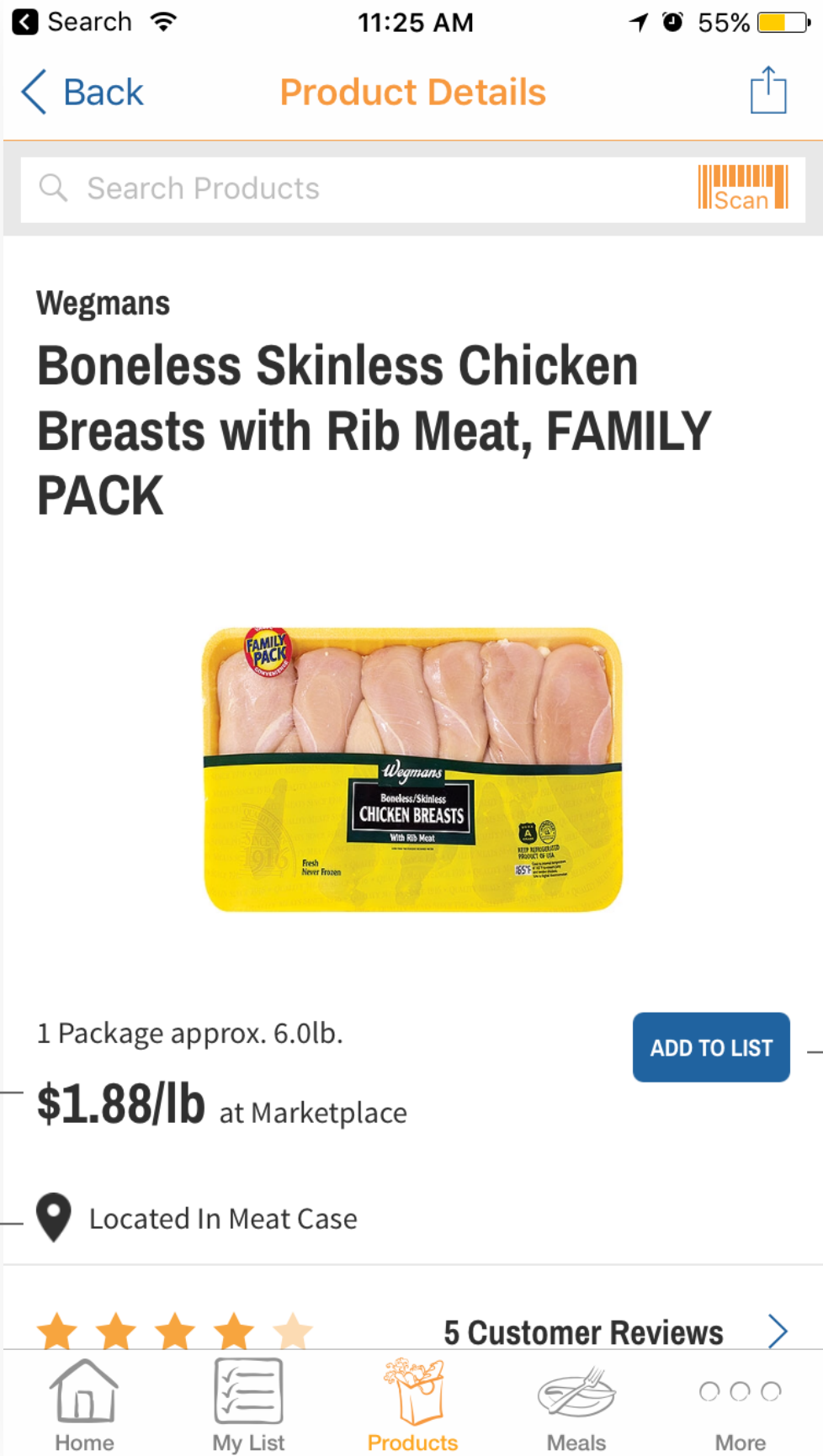
Set taste preferences

Possibly find recipes and add to shopping list

Note allergies/dietary preferences



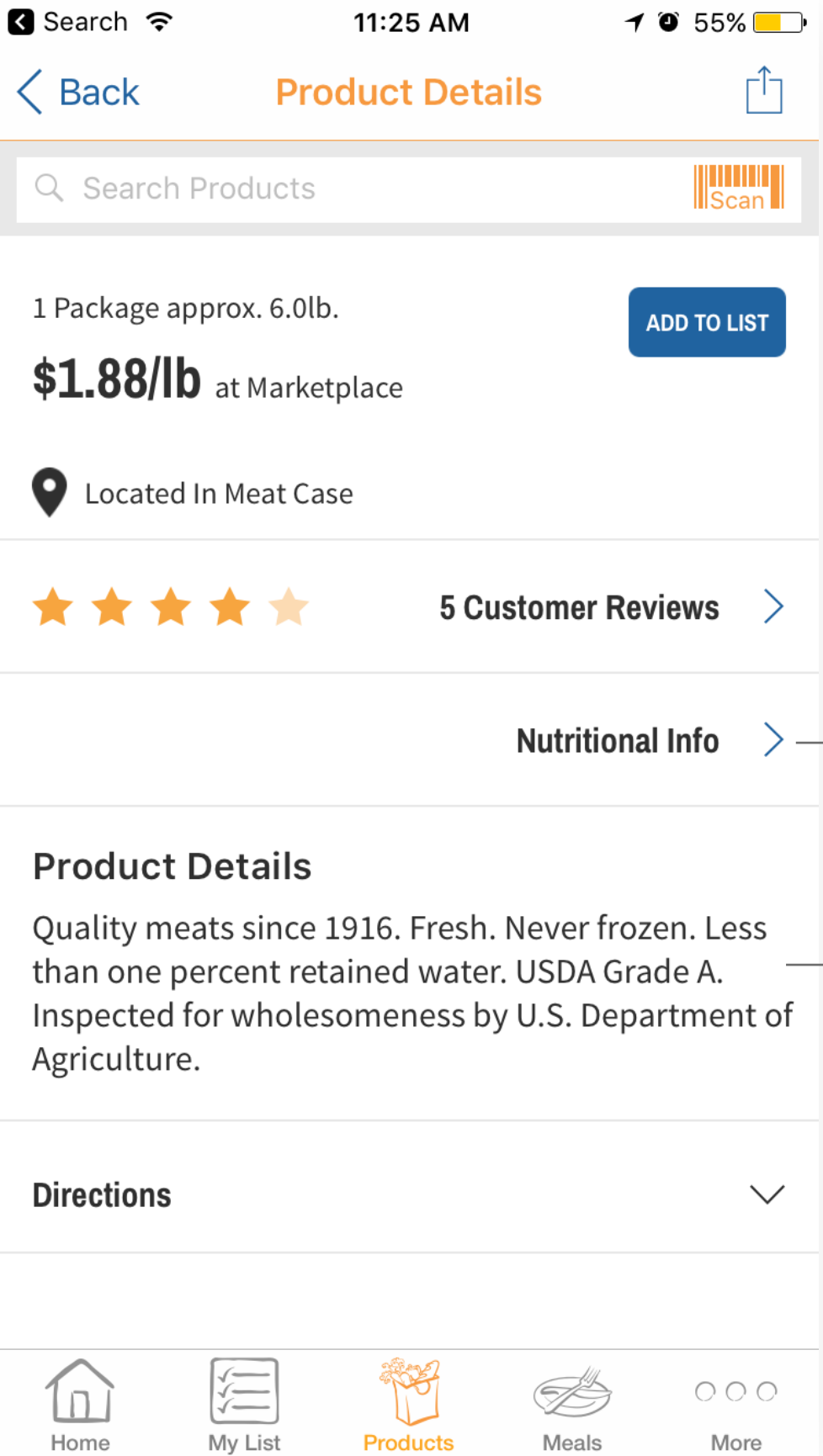
CURRENT WEGMANS MOBILE APP



Price Check

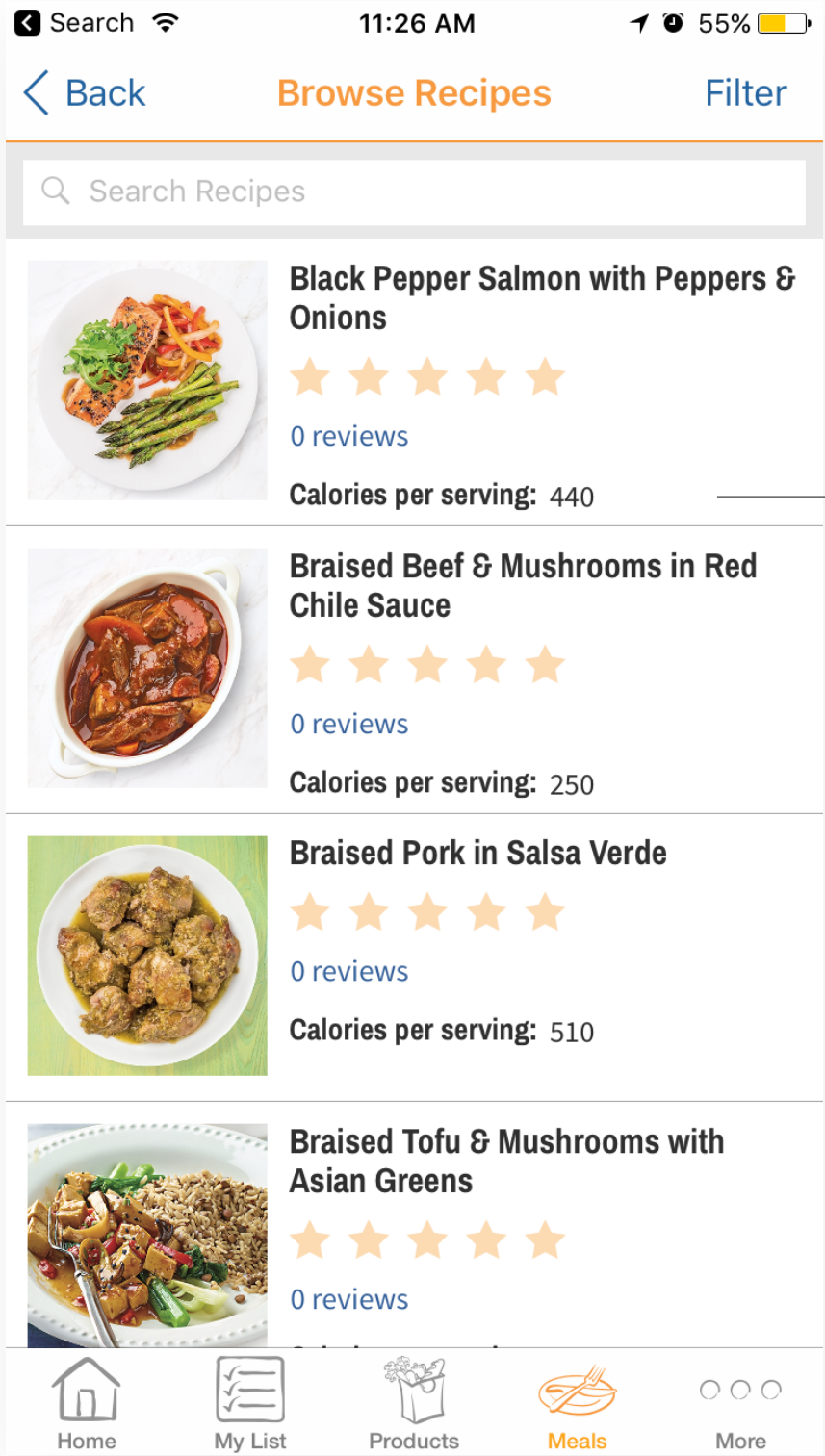
Wayfinding

Add to Shopping List

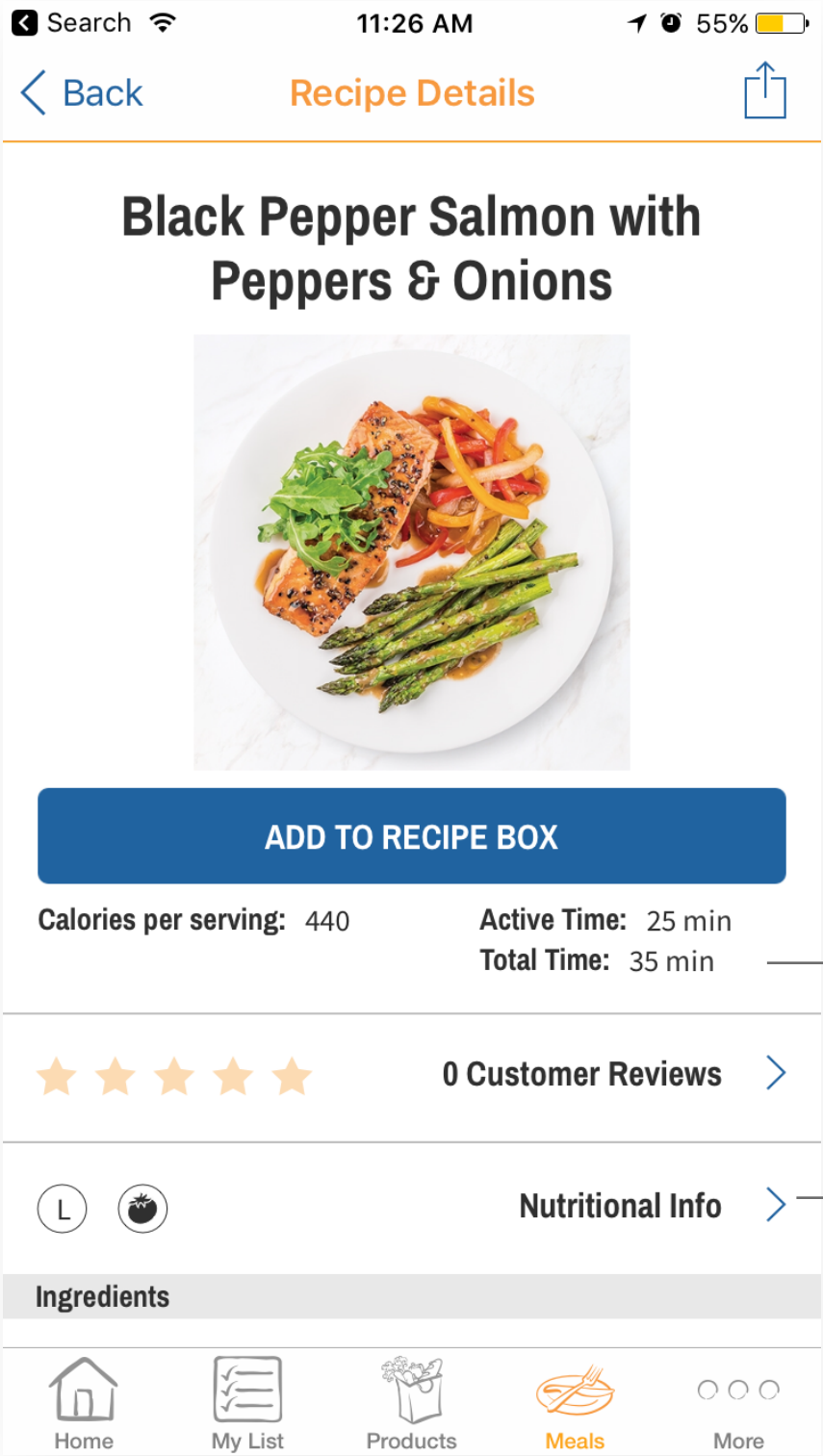


Product Information

WEGMANS MOBILE APP

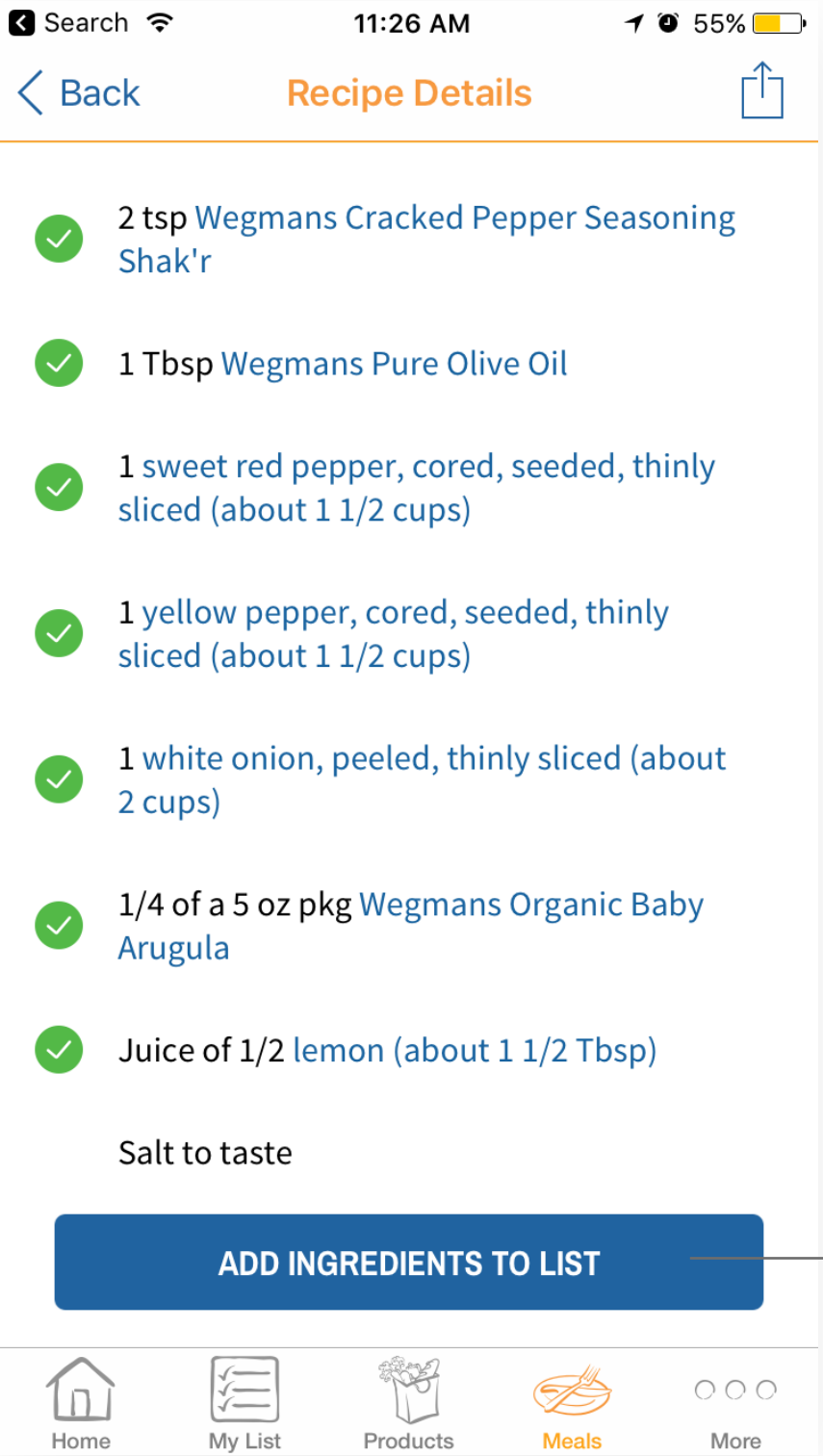


Calorie Count



Time Spent

Nutritional Info/Tags



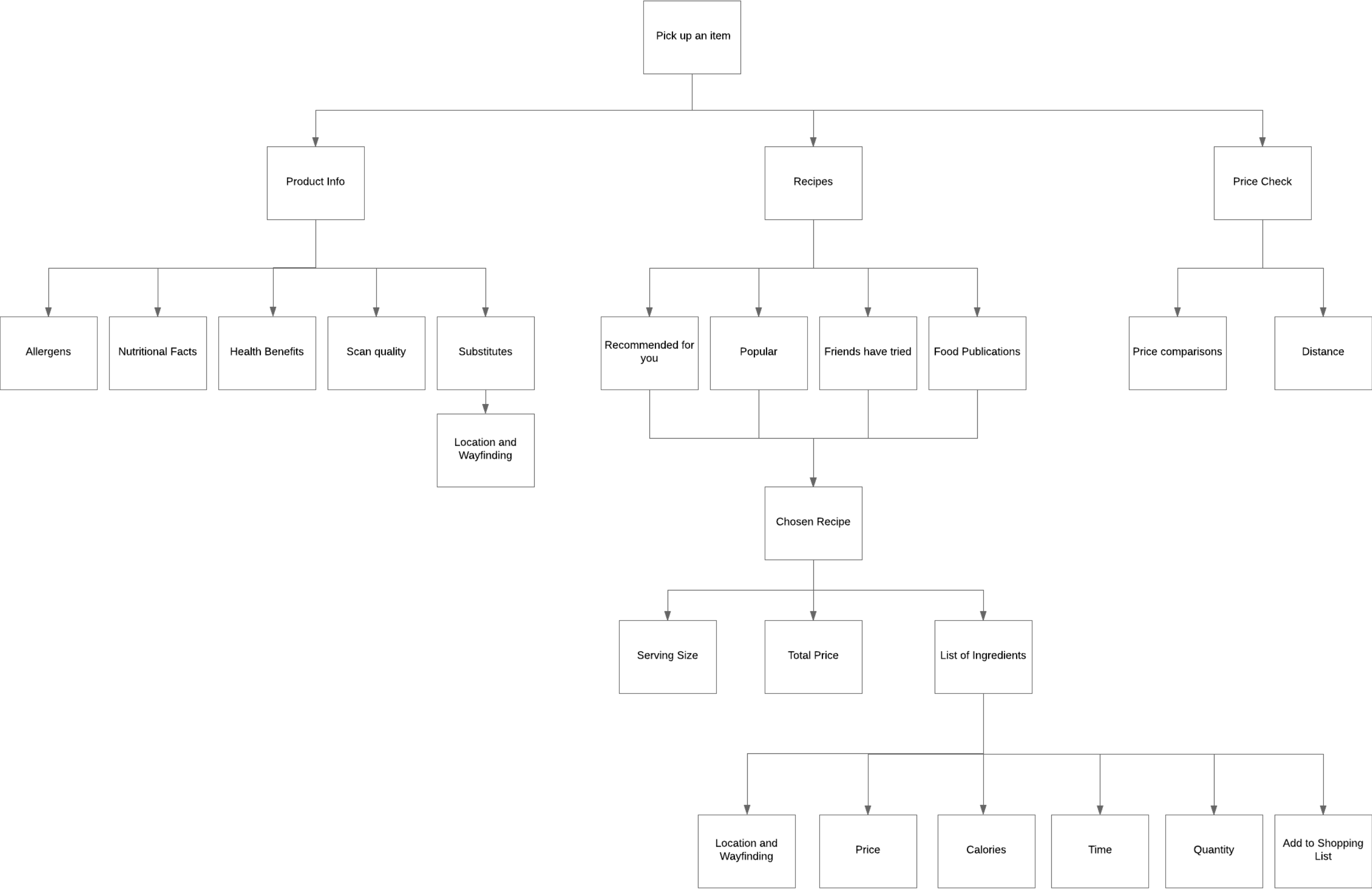
Add to Shopping List

Meet Brooke.

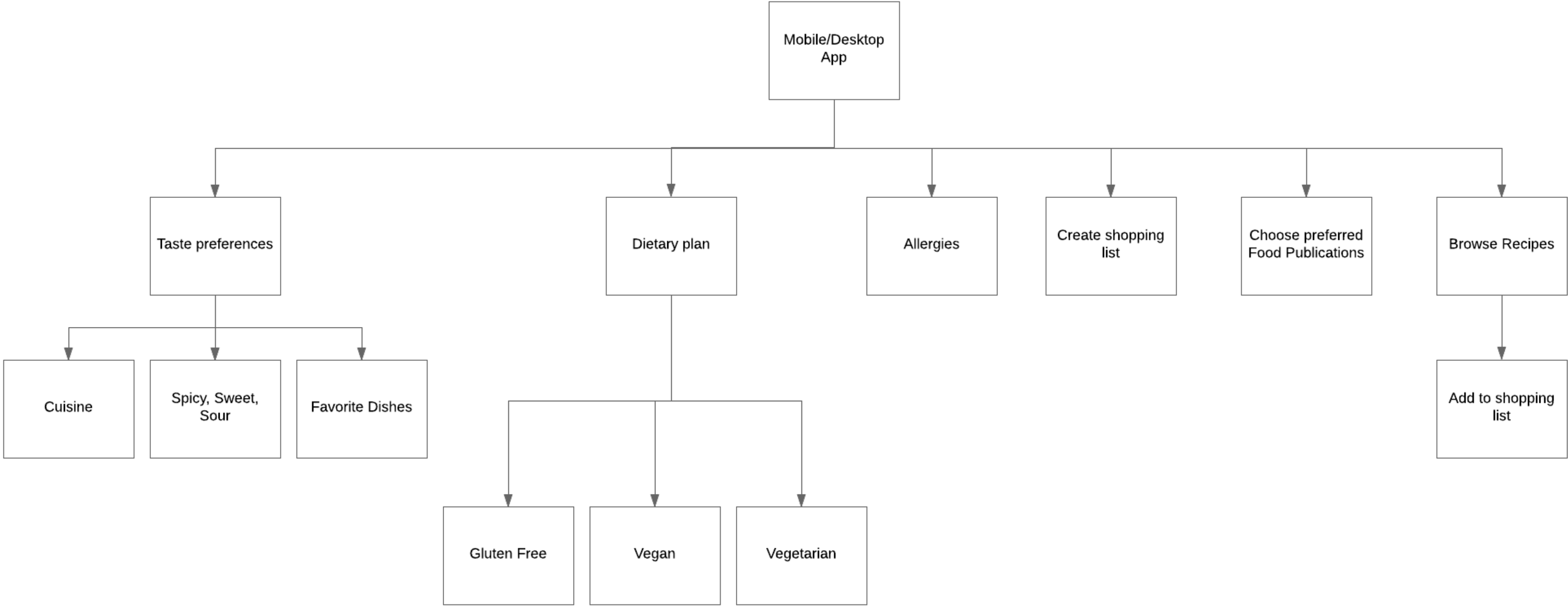
Brooke is always busy with her career. She lives alone and wants to learn to cook new recipes but she doesn't have the time to explore recipes. Whenever she goes to Wegmans, she uses Grocery Helper to discover new recipes within her budget.



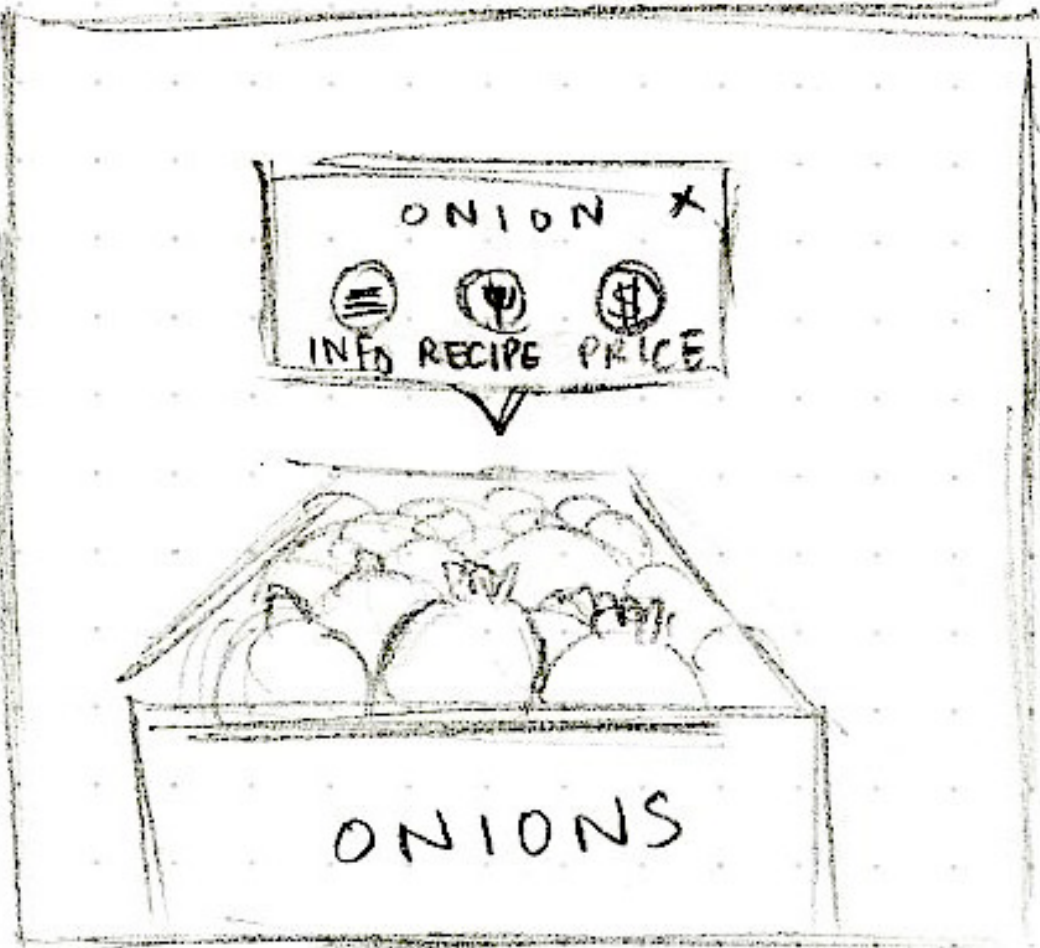
INFORMATION ARCHITECTURE



INFORMATION ARCHITECTURE



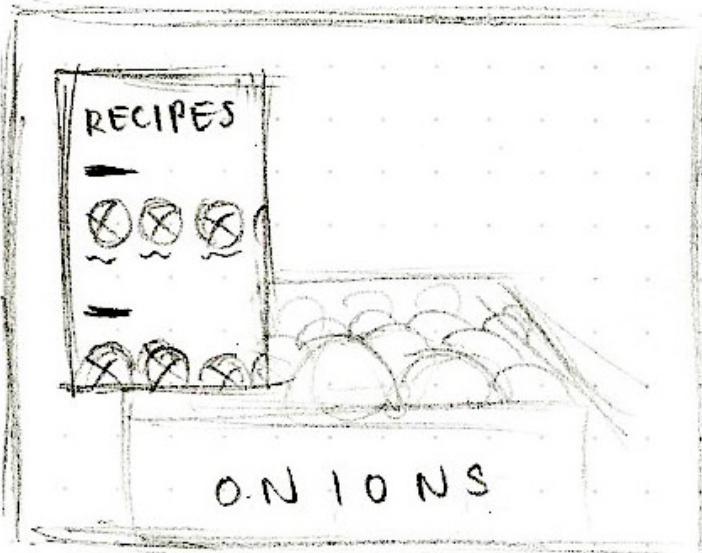
①



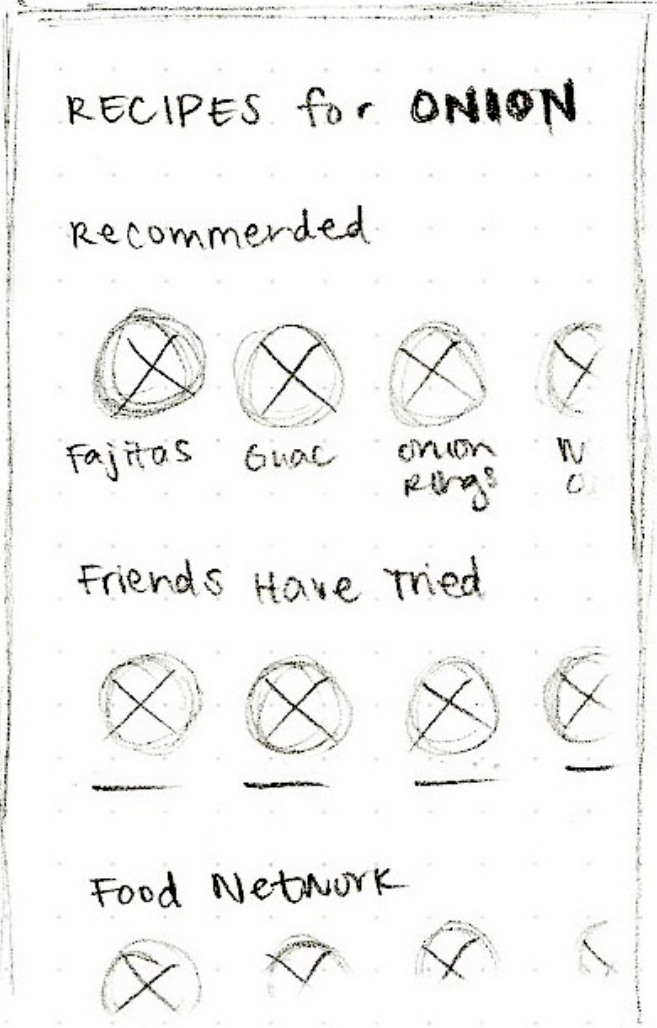
user chooses item

MAIN

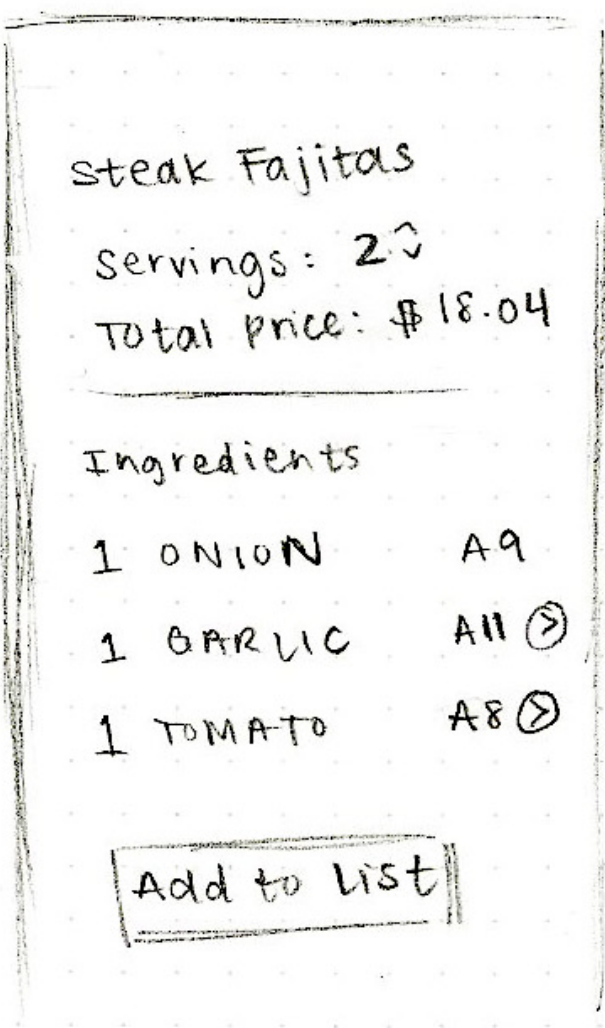
②



zoom



choose
recipe



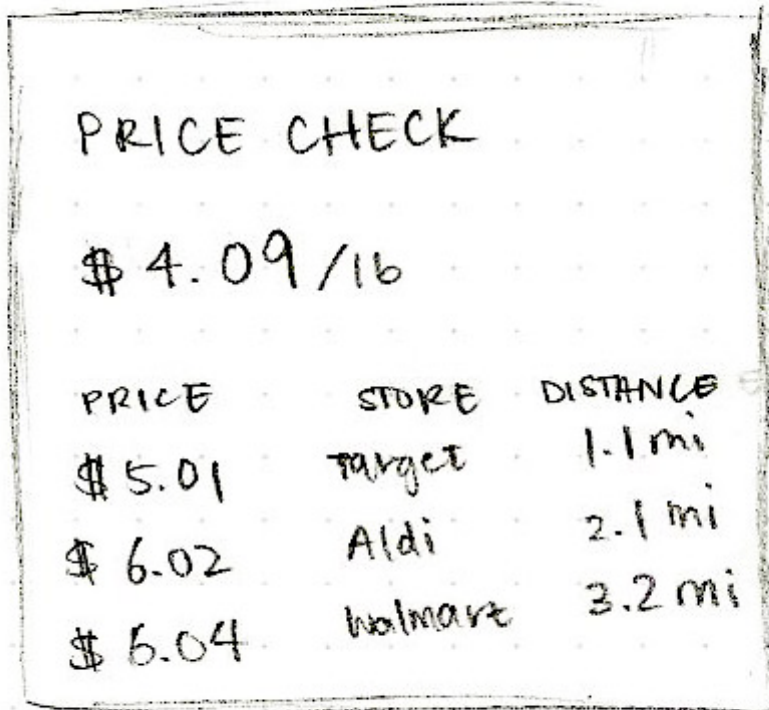
RECIPES

SKETCHES

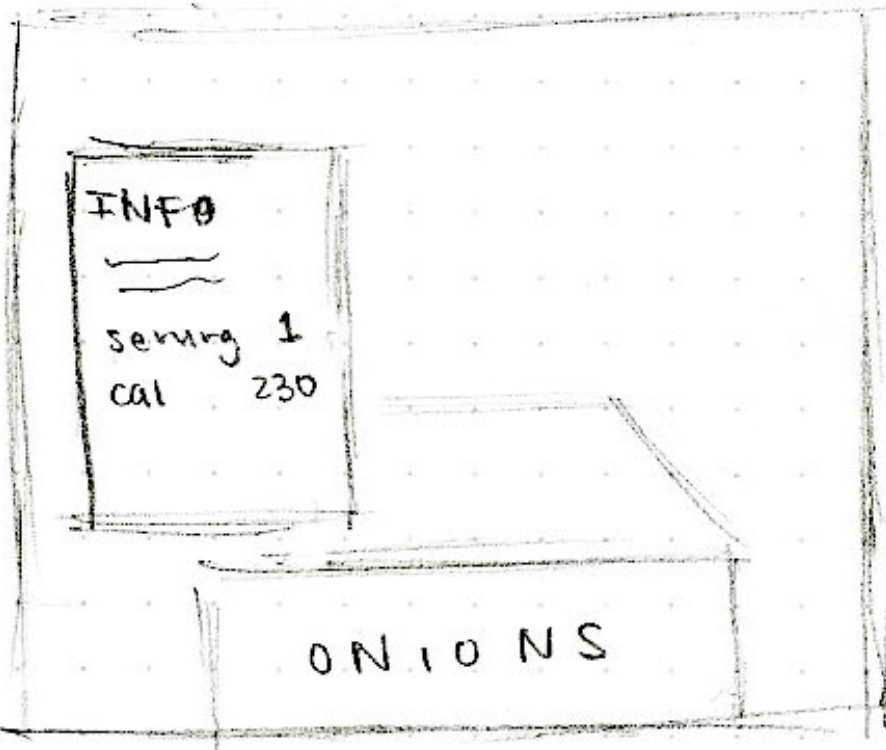
③



PRICE CHECK

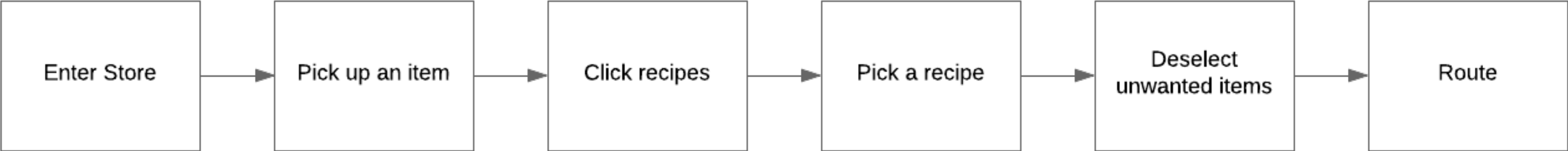


④

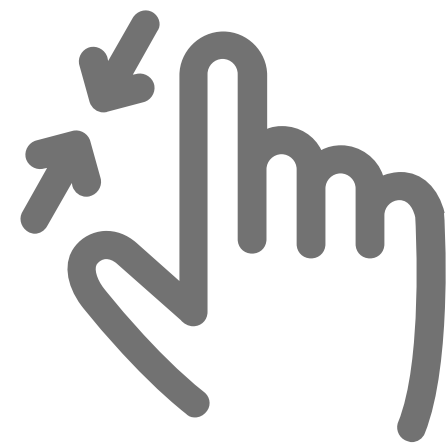


NUTRITION INFO

USER WORKFLOW

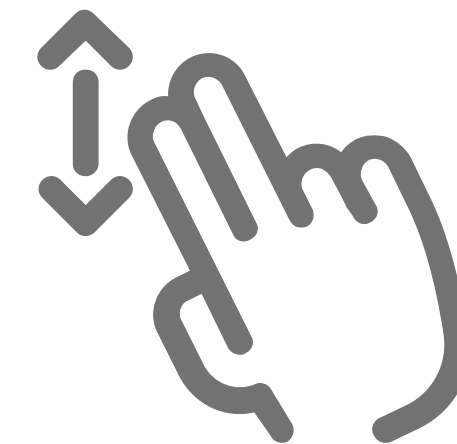


GESTURES



PINCH

Make a selection



TWO FINGER DRAG

Scroll through content



ASIAN
VEGETABLES

Green Beans
25¢
5.00

Onion



RECIPES



NUTRITION



PRICE CHECK

Honey Sweet Onions
4.99 \$1.49

Red Onions
4.99 \$1.99

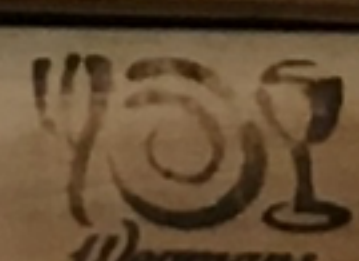
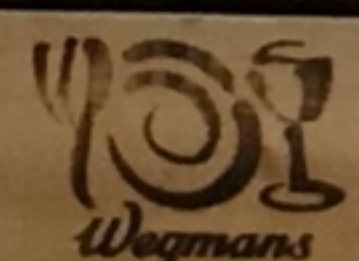
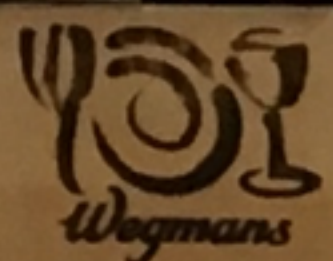
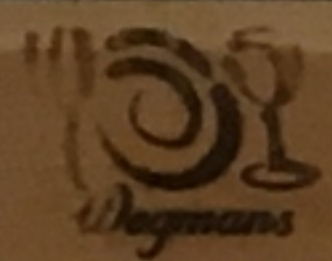
Spanish Onions
4.99 \$1.49

Spanish Onions
4.99 \$1.49

White Pearl Onions
5 lb \$5.00

Bulk Garlic
4608 \$3.99

Gold Pearl Onion 5
lb \$5.00





Recipes for Onion

RECOMMENDED FOR YOU



Steak Fajitas



Guacamole



Mixed Salad



Sour Cream

POPULAR



Spring Rolls



Onion Soup



Lentils and Rice



Roast Chicken

MARTHA STEWART





Steak Fajitas

Calories Per Serving: 756

Total Time: 40 mins

Servings: - 1 +

Price: \$16.79



Ingredients

1 large onion	Produce	<input checked="" type="checkbox"/>
1 tbsp vegetable oil	Aisle 4	<input checked="" type="checkbox"/>
1 lb flank steak	Meat	<input checked="" type="checkbox"/>
2-3 bell peppers	Produce	<input checked="" type="checkbox"/>
1 lime	Produce	<input type="checkbox"/>
2 gloves garlic	Produce	<input checked="" type="checkbox"/>
1/4 cup cilantro	Produce	<input checked="" type="checkbox"/>

ADD TO LIST

ROUTE





Steak Fajitas

Calories Per Serving: 756

Total Time: 40 mins

Servings: - **1** +

Price: \$16.79



Ingredients

1 large onion

Produce



1 tbsp vegetable oil

Aisle 4



1 lb flank steak

Meat



2-3 bell peppers

Produce



1 lime

Produce



2 gloves garlic

Produce



1/4 cup cilantro

Produce



ADD TO LIST

END



CONCLUSION

Grocery Helper will transform the shopping experience by helping users to make better choices. Grocery Helper can be adapted to any grocery chain. It can also be used independent of a brand to further push price competition.

The next step in this project would be to test the screens on the Hololens, and then tweak elements that aren't working as well. Other considerations would be how it would work in a busy grocery store where there isn't time to stop around.

THE END

Thank you!