



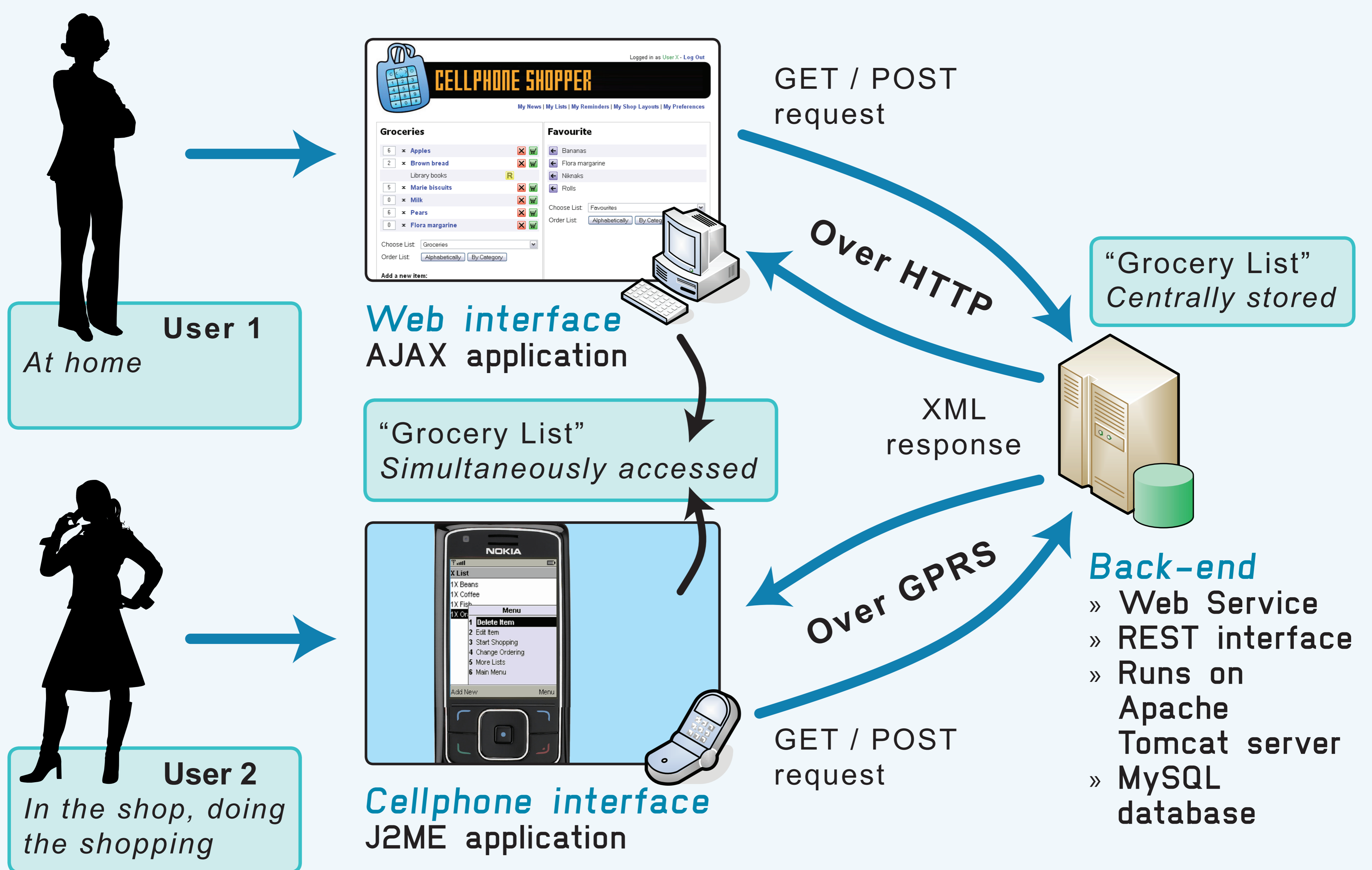
# CELLPHONE SHOPPER

## PROJECT AIM

To make grocery shopping easier by using technology to aid the process.

## APPROACH

Management of a shopping list, which is accessible by multiple people through two interfaces: a cellphone and a Web site.



## DESIGN AND EVALUATION

There were four design iterations:

1. Design focus group with end-users.
2. Design focus group with experts.
3. Formative evaluation with end-users.
4. Summative heuristic/usability/performance evaluation.

## CONCLUSIONS

- » Users like the Web interface’s aesthetics and think it functions well.
- » The Cellphone interface provides a convenient way of managing shopping lists.
- » The REST interface made it simple to make remote requests.

