

The Grocery Network

Bryan Koch, Justin Mol, Etienne Bruines

June 25th, 2014 9:05 - 9:15









Introduction

The app

The feedback









The app: Features

• Synchronization with Facebook-friends;





- Synchronization with Facebook-friends;
- Availability offline;





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- Availability offline;
- Multilingual: Dutch and English;
 - German planned





- Synchronization with Facebook-friends;
- Availability offline;
- Multilingual: Dutch and English;
 - German planned
- Released at the official Google Play Store: http://goo.gl/8lEhVt







The app: User Interface (1)

Easy and intuitive;





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- Use of buttons & not a lot of text;





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- Quick^{*} and responsive;





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- Quick* and responsive;
- Using our own custom branding;





- Easy and intuitive;
- Use of buttons & not a lot of text;
- Quick* and responsive;
- Using our own custom branding;
 - * Facebook-integration isn't something we can speed up.



The app: User Interface - English

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| What do you want to call your | 1 cheese 3 milk | Another Store (5) |
| grocery list? Nameless Store | - 3 + 🖉 🗎 | My favorite Store! (0) |
| Cancel Add | 6 pizzas | Nameless Store (4) |
| | | |
| | 3 bottles of water + | |
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The app: User Interface - Dutch

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| | Albert Heijn | / 🕯 < | The Grocery Network | ⊕ : |
| | (4) - 8 + | 1 | Albert Heijn | (0) |
| Hoe wil je de nieuwe lijst noemen? | 2 pakjes boter | | Aldi | (0) |
| Naam | 1 brood 1 cornflakes | | Jumbo | (0) |
| Annuleren Toevoegen | (0) | | Lidl | (0) |
| MediaMarkt | (0) Voorbeeld: 5 melk of | pakje boter 🕂 | MediaMarkt | (0) |
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"Feedback" from Reviews







"Feedback" from Reviews

Two main categories of feedback:

- Design related;
- Bugs related.







Feedback: design related

 Deleting items inside a grocery list, isn't something the garbage-can icon at the top of the screen was designed for.



Feedback: design related

• Deleting items inside a grocery list, isn't something the garbage-can icon at the top of the screen was designed for.

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June 25th, 2014



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Feedback: design related

- Deleting items inside a grocery list, isn't something the garbage-can icon at the top of the screen was designed for.
- Not hard to learn;



Feedback: design related

- Deleting items inside a grocery list, isn't something the garbage-can icon at the top of the screen was designed for.
- Not hard to learn;
- Easy to use for the whole family.



Feedback: bugs related

• Facebook-sharing page wouldn't load:





Feedback: bugs related

- Facebook-sharing page wouldn't load:
 - A long waiting time between clicking "Share" and connecting to Facebook possibly not our fault.



Feedback: bugs related

- Facebook-sharing page wouldn't load:
 - A long waiting time between clicking "Share" and connecting to Facebook possibly not our fault.
 - After logging in, "Select a friend" didn't show.









• Adding more languages;



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- Adding more features:
 - i.e. an "in store"-mode.



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 - i.e. an "in store"-mode.
- Short term: no advertisements;



- Adding more languages;
- Adding more features:
 - i.e. an "in store"-mode.
- Short term: no advertisements;
- Fixing bugs as we find them.







Questions?



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