

The Grocery Network

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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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- 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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The app: User Interface - Dutch

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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

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Feedback: design related

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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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- 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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11 / 11