

The Grocery Network

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9:05 - 9:15



Today

Introduction

The app

The feedback

The future



The app: Features



The app: Features

- Synchronization with Facebook-friends;



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- Availability offline;



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- Multilingual: Dutch and English;
 - German planned



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- 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)

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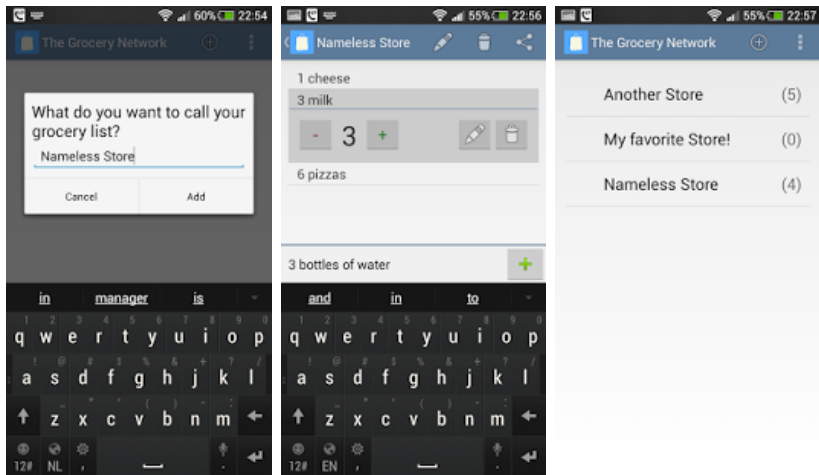


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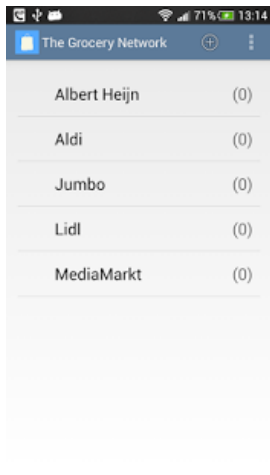
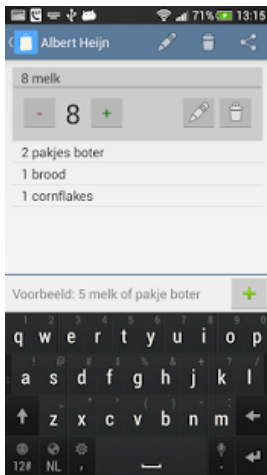
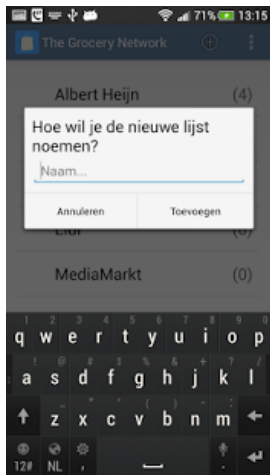
- Easy and intuitive;
 - Use of buttons & not a lot of text;
 - Quick* and responsive;
 - Using our own custom branding;
- * *Facebook-integration isn't something we can speed up.*



The app: User Interface - English



The app: User Interface - Dutch



“Feedback” from Reviews



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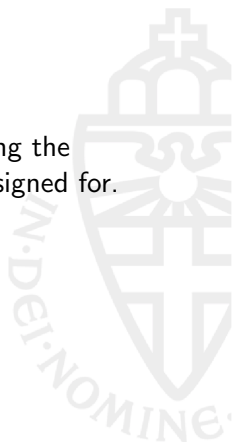
Two main categories of feedback:

- Design related;
- Bugs related.



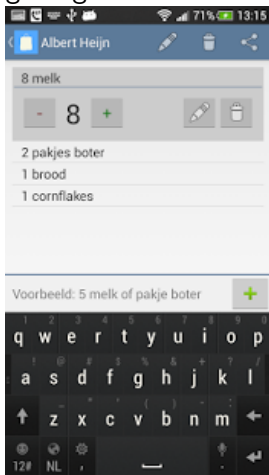
Feedback: design related

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



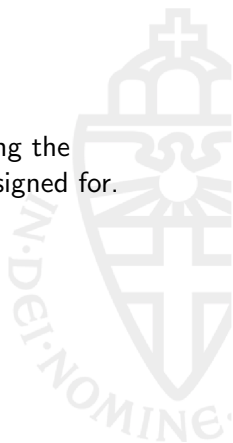
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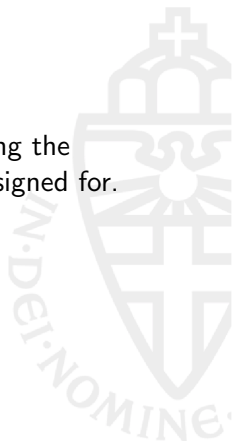
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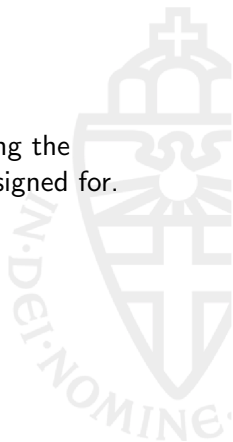
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- Deleting items inside a grocery list, isn't something the garbage-can icon at the top of the screen was designed for.
- Not hard to learn;
- Easy to use for the whole family.



Feedback: bugs related

- Facebook-sharing page wouldn't load:



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 - 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.



The future



The future

- Adding more languages;



The future

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



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- Short term: no advertisements;



The future

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



Questions?

