Grocery Shopping
Tonya
My house

Bar food

Walgreens

Gross late-night liquor store (slim jims & combos)

"Regular" Grocery Store

"Smelly" Bus

Whole Foods (Bring Money!)

Vegetables!

wifi!
13.5 million low-income Americans live in food deserts
Snapily

A grocery shopping app for food desert communities
Contextual Research

User Research

Prototyping

Systems Design
CONTEXTUAL RESEARCH

Contextual Interviews: 12
User Interviews: 8
Competitors: 7
SNAP
Low-income Americans with a smartphone

43%
Contextual Research

User Research

Prototyping

Systems Design
USER RESEARCH

User Interviews
Mapping Activities
Surveys

68 users
Affinity Diagram
User Personas
Journey Map
WIC

Food Item Number: 6000
Pay to the order of: WIC Authorized Vendor

What to buy:
USE JULY 5, 2011 WAFL SHOPPING GUIDE
1 (gallon) milk, whole
1 (16 oz) whole grains
36 oz breakfast cereal

State of California WIC Program
Void if not deposited within 45 days of "first day to use." Not valid if altered.

Valid only for food items specified in the California WIC Authorized Food List.

Authorized Signature (Sign at purchase)
Pick Up Model
Price Transparency

Club Price!
Buy 3 or more
Mix and Match
SAVE $9.00 When You Buy 3
$15.11

2.99
99¢

4.99
99¢

SAVE $3.00 When You Buy 3 $19.17

Club Price!

3.99

Club Price!
Buy 3 or more
Mix and Match

2.99
99¢
PROTOTYPING

4 iterations
8 usability tests
1 Shop for Bargains
1 Shop for Bargains
1. Shop for Bargains

- Snapily
- Produce
- Meat
- Favorites
- Bakery
- Dairy
- Deli
- Pantry

- Produce
  - Apples
    - Granny Smith Apples
      - $0.88 ea
      - Best Price
    - Golden Delicious Apples
      - $0.95 ea
    - Red Delicious Apples
      - $0.95 ea
    - Cameo Apples
      - $1.10 ea
    - Fuji Apples
      - $1.10 ea
    - Pink Lady Apples
      - $1.10 ea

- Ingredients

- Price: $0.88 ea
1. Shop for Bargains
1. Shop for Bargains

- Granny Smith Apples: $0.88 ea
- Golden Delicious Apples: $0.95 ea
- Red Delicious Apples: $0.95 ea
- Cameo Apples: $1.10 ea
- Fuji Apples: $1.10 ea
- Pink Lady Apples: $1.10 ea
- Beets - Loose: $0.11 ea
- Green Jalapeno Peppers: $0.11 ea
- Pasilla Peppers: $0.17 ea
- Carrots: $0.17 ea
- Anaheim Peppers: $0.22 ea
- Red Roma Tomatoes: $0.34 ea
1 Shop for Bargains
2 Shop with WIC

To use a WIC check, first take a picture of it.

Check #269534015

1 (Gallon) Milk, Whole
1 (16 oz) Whole Grains
36 oz Breakfast Cereal 12 oz remain

36 oz Breakfast Cereal 12 oz remain

General Mills Total Whole Grain 12 oz
Kellogs Corn Flakes 12 oz
Quaker Life Whole grain 12 oz
Safeway Crispy Rice 12 oz
Special K Original 12 oz
General Mills Cheerios Whole grain 8.9 oz
Shop with WIC
2 Shop with WIC

- To use a WIC check, first take a picture of it.
- Use the WIC app to enter the check number and add items to your cart.
- The app will show the items you can purchase with your WIC benefits.
- You can track the quantity of each item you can buy based on your WIC allowance.
2 Shop with WIC
2 Shop with WIC

To use a WIC check, first take a picture of it.

Check #269534015
1 (Gallon) Milk, Whole
1 (16 oz) Whole Grains
36 oz Breakfast Cereal

General Mills Total Whole Grain 12 oz
Kellogs Corn Flakes 12 oz
Quaker Life 12 oz
Safeway Crispy Rice 12 oz
Special K 12 oz
General Mills Cheerios 8.9 oz
Pay With SNAP

1. Cart
   - SNAP Remainder: $3.53
   - Huggies Little Movers: $9.99
   - Subtotal - Additional: $16.59

2. SNAP Payment
   - Due: $4.21
   - Pin: XXXX XXXX XXXX 3895

3. Additional Payment
   - Due: $16.59
   - Charge full amount: $16.59
   - Charge partial amount
   - Select Method
   - Nicole
   - Smith
   - Street Address
   - City
   - CA: Zip Code
3 Pay With SNAP
3. Pay With SNAP
3 Pay With SNAP

Cart

SNAP Goods
- Safeway Chicken Leg Quarters: $4.46
- Lucerne Eggs: $3.28

Subtotal - SNAP: $4.21

Additional
- WIC Produce Remainder: $3.07
- SNAP Remainder: $3.53

SNAP Payment
- Due: $4.21
- Card: XXXX XXXX XXXX 3895
- Pin: 1 2 3 4

Additional Payment
- Due: $16.59
- Payment Information:
  - Charge full amount - $16.59
  - Charge partial amount
  - Nicole
  - Smith
  - Street Address
  - City
  - CA Zip Code
3 Pay With SNAP
Select a Pickup
Social Enterprise
SYSTEMS DESIGN

4 diagrams
Systems Design
Complex Logistics
Next Steps
Hey girl! Lemme obse$$ you for a minute...

Smelly bus

"Regular" Grocery Store

Walgreens

Gross late-night liquor store (slim jims & combos)

Whole Foods (Bring money!)

Bar food

My house

Vegetables! Wifi!
...and they lived snapily ever after...
Thank You!