



# ShopAssistant

Comeback of physical shop

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# SHOP ASSISTANT



- Solution for physical shops
- Help them to improve their sales
- Combine the benefit of online shops
  - Real user feedbacks
  - Benchmarking opportunity
- Aggregate product information and user feedbacks into a mobile app.





# ShopAssistant

Business

# Market



- Potential client
  - Every physical shop in Estonia
  - Physical shops without own online-shop
  - Need to try/see in real
- Potential users
  - 40% of smartphone users know how to use qr-code.

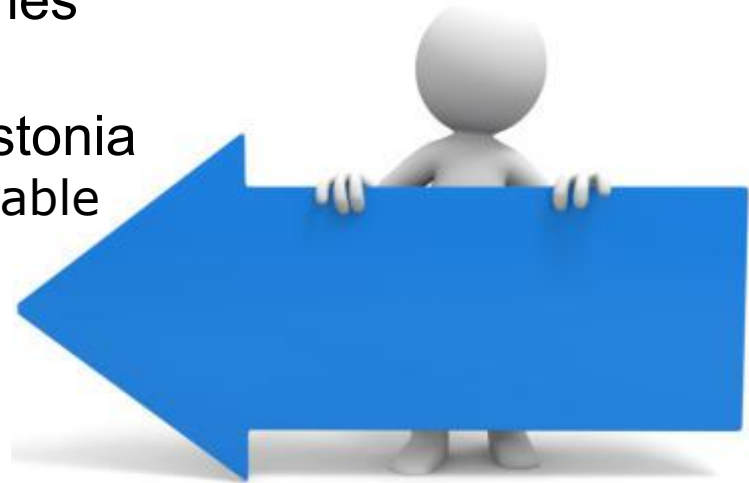




# Go to market strategy



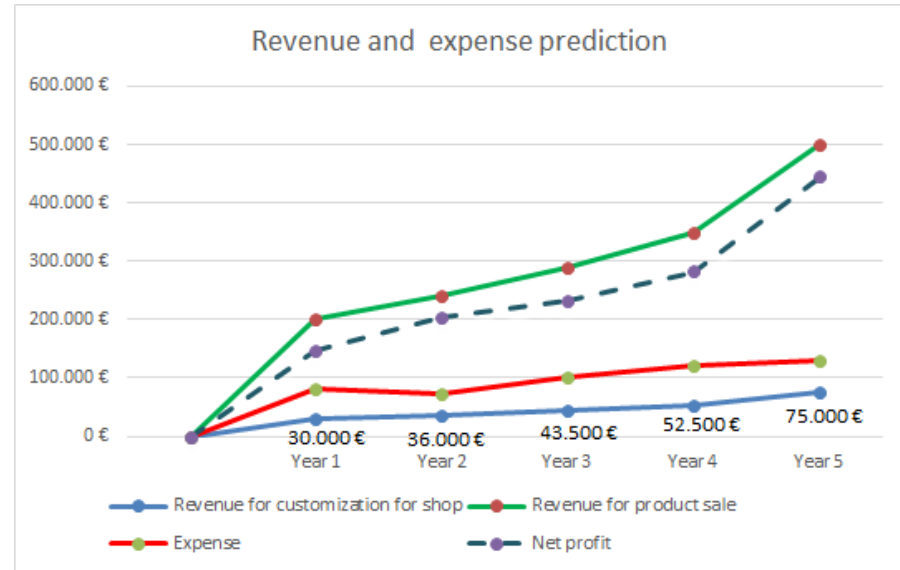
- Find partner companies
- Propagate increase of sale in magazines and newspapers
- Start with a small physical shops in Estonia
  - electronics devices especially wearable ones
    - smart glasses,
    - smart watches,
    - bracelets
    - fitness equipments.
- Advertisement on social networks
- Viral marketing strategy



# Growth potential



- Vine, toys, furniture, sport equipment
- Grow up to all Europe
- Expecting exponential grow up



# Competition



## Who are they and what makes you different?

- Web pages for comparing products.
- Users can easily find product information from physical shops

## Why competitors cannot just copy your product?

- We are the first in this area
- Community of users
- Agreement with shops



# Business model



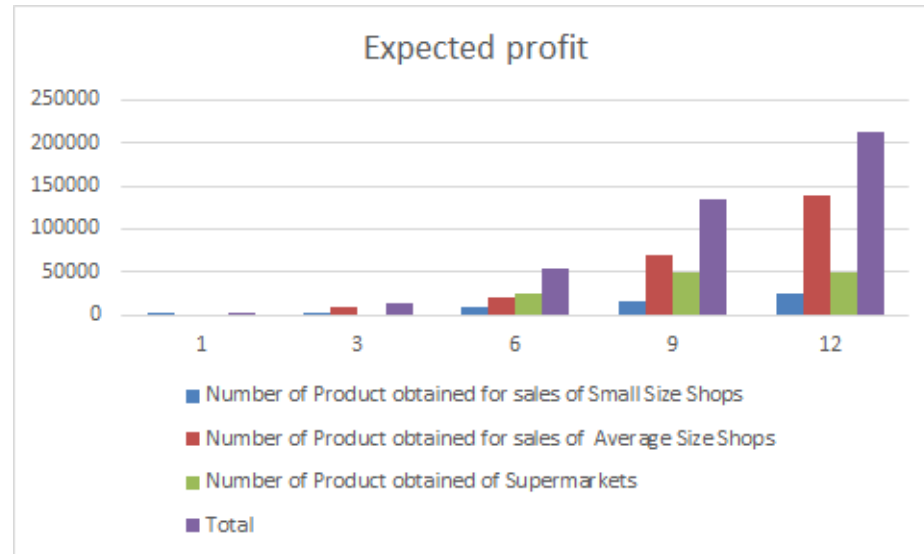
- Free application for users
- Shop will charge 1€ per product
- Provide customization for shop
  - Statistic
  - Discount
  - Advertisement
  - 15% of revenues for customiz



# Financials

## 1. year

- 24 small size shops
- 14 average size shops
- 2 big size shops



# Team



Martin Orava, Master  
IT Technology



Ezgi Yamac  
Electronic, hardware



Ranno Roosi



Ogunyemi Abiodun  
User Experience(UX), HCI

# ShopAssistant

Demo

# Target platform and technologies used



- Android application
- Java platform
- ide Android Studio





# Live demo



<https://www.youtube.com/watch?v=7axJ54JEw78>

# Future plans



## Plan for near future

- Comment with images and video functionalities
- Add user profile page
- Add scanning history for users

## Plan for long term

- Create the web application version

# ShopAssistant

Technical

# Introduction

User Experience test to improve

- Usability
- Learnability
- Efficiency
- Aesthetics
- Intuitiveness

Testing of functional prototype

- 5 participants from estonia
- age 20-35
- 80% android users

# Outcomes

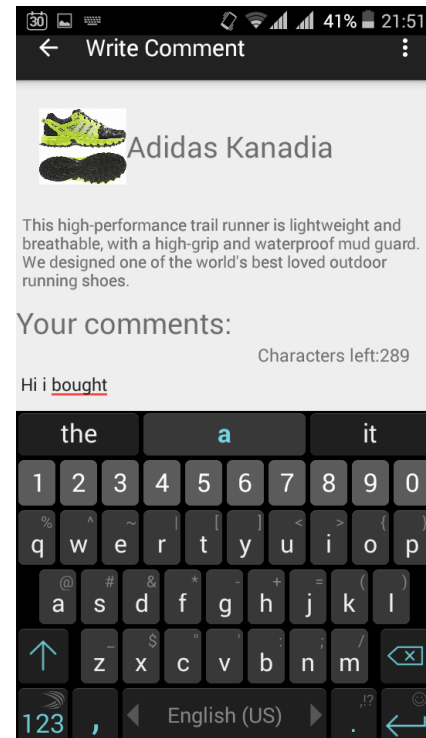
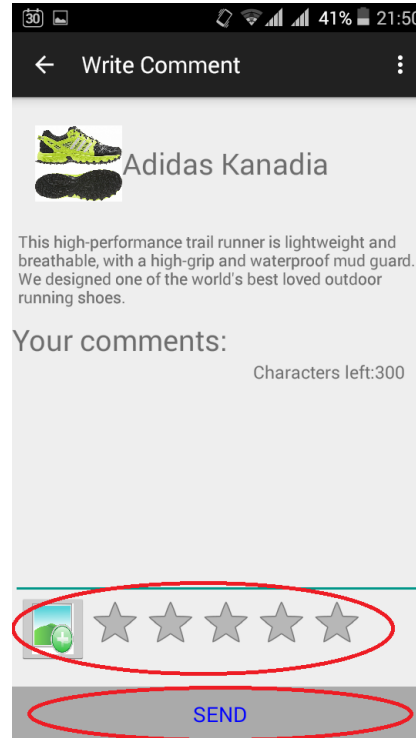
We explore that

- Usability score is quite high (SUS 78)
- Users have motivation to use this application (Feedback form)
- One main intuitiveness problem

# Intuitiveness problem

Participants don't know how to hide keyboard

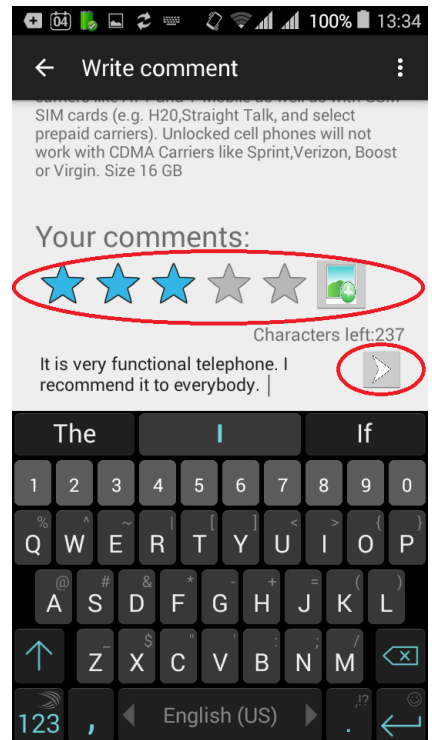
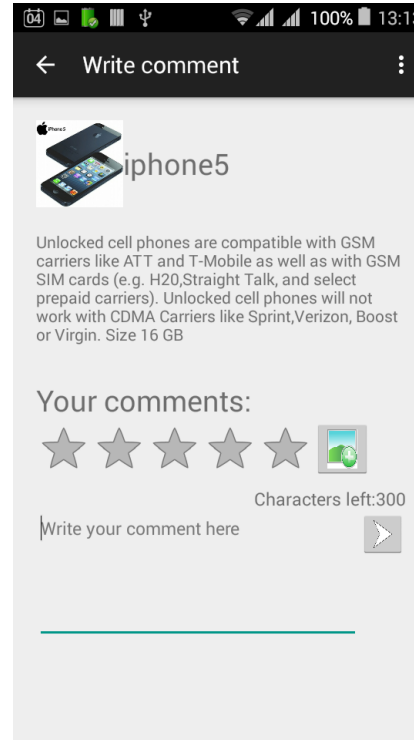
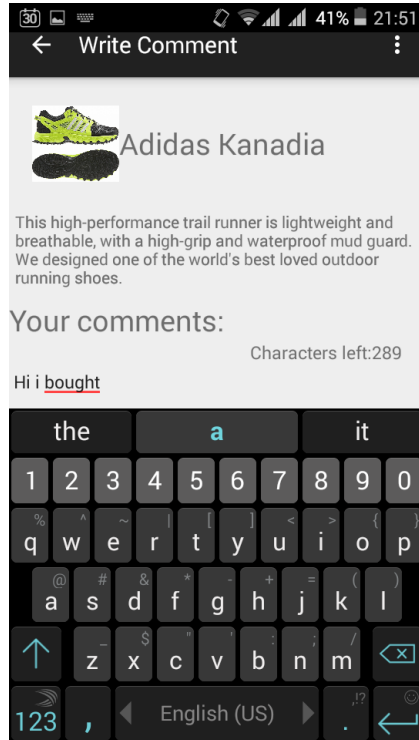
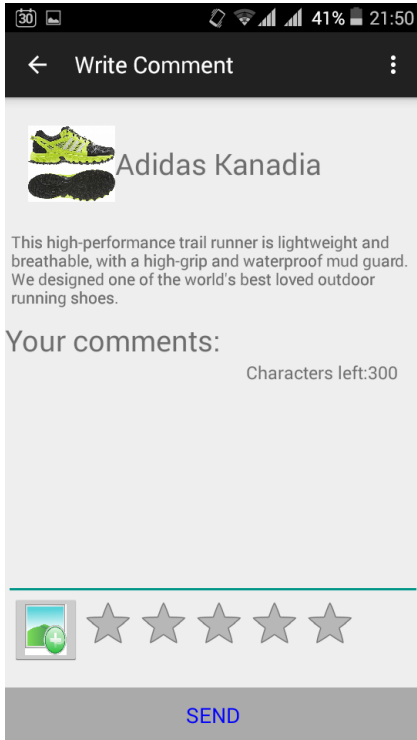
- The rating bar
  - The SEND button
- on the screen were invisible while the keyboard was opened.



# How it was discovered

- In emofaces method 60% participant fill unpleasant for write comment task.
- From observation we as well discovered that users spent the most time and effort to complete the “write comment” task.

# Design changes to fix the problem





# Final Result

- Now you can use our application without knowledges how to hide the keyboard.

# Other design changes

- Explanation statement that guide scanning QR-code

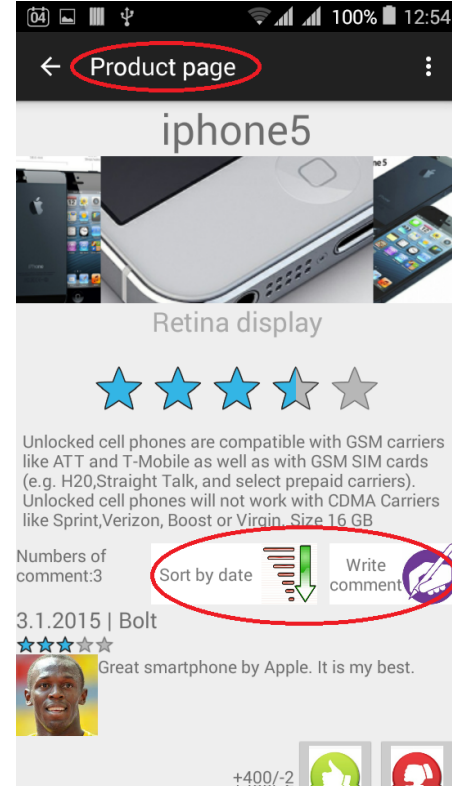
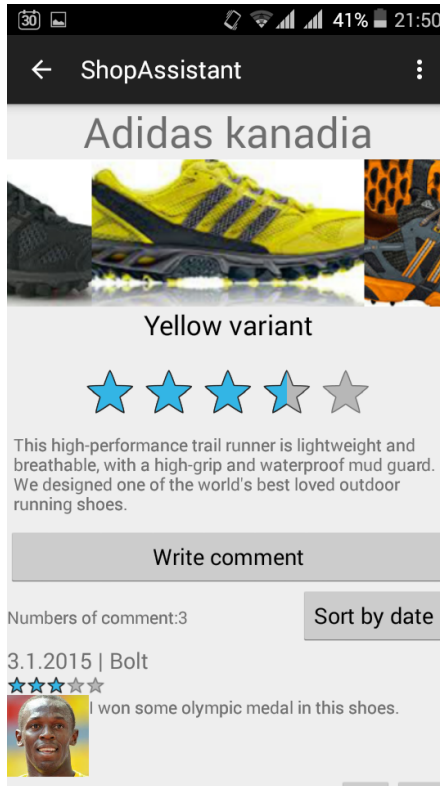


# Other design changes

- Change of screens name
- Redesign of interface design elements

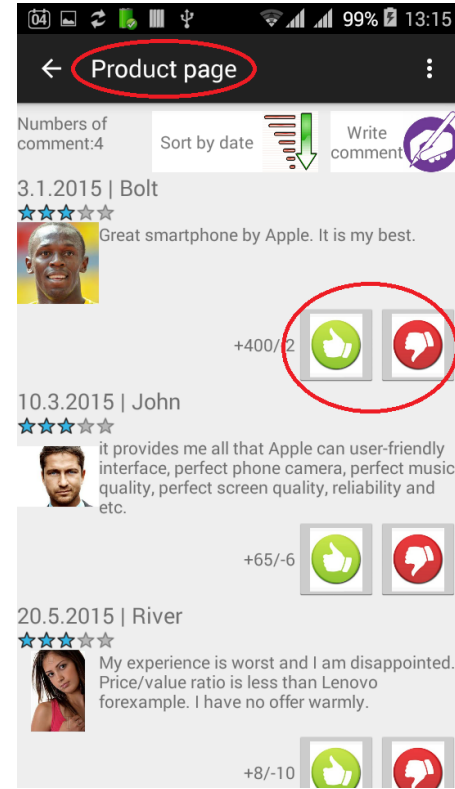
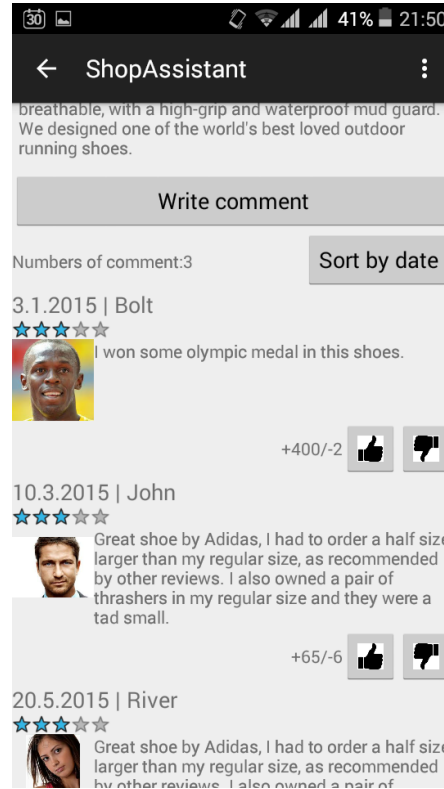
Buttons for

- Sorting comment
- Writing comment



# Other design changes

- Redesign of interface design elements
  - like-dislike



# Other design changes

- Redesign of ratingbar
- Improve rating explanation

SearchResultActivity

We found about 18.035 results matching your search criteria

Product : Watch

Specifications :

- 1 Material: Silicone and Aluminium
- 2 Weight:2.68Oz/76g
- 3 Color:White
- 4 Dimensions: (9.45x1.57x0.39)/(8x4x1)cm (LxWxH)
- 5 Package Includes: 1 x Smart Watch, 1 x USB Cable, 1 x User Manual

Rating 4 - 324 Votes

Product : Tablet

Specifications :

- 1 Material: Silicone and Aluminium
- 2 Weight:2.68Oz/76g
- 3 Color:White
- 4 Dimensions: (9.45x1.57x0.39)/(8x4x1)cm (LxWxH)
- 5 Package Includes: 1 x Smart Watch, 1 x USB Cable, 1 x User Manual

Rating 4 - 324 Votes

Product : Iphone 5S 16GB SMART

Search result

We found about 12 results matching your search criteria

Product : Samsung I9060 GALAXY GRAND NEO PLUS BLACK

Specifications :

- 1 Material: Silicone and Aluminium
- 2 Weight:2.68Oz/76g
- 3 Color:White
- 4 Dimensions: (9.45x1.57x0.39)/(8x4x1)cm (LxWxH)
- 5 Package Includes: 1 x Smart Watch, 1 x USB Cable, 1 x User Manual

Rating 4 - 324 Votes

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- 5 Package Includes:

**Thank you!**