

# Overview

# Shopcrawl: Make Shopping A Party

- We chose this name because it calls to mind a pub crawl, an existing activity that creates social connections between customers and helps create foot traffic for local businesses
- Value prop: Make shopping a party
  - We aim to push chore shopping from being lonely, time consuming, unenjoyable to a social fun experience by making it into a “party” and chore shopping with a collection of your friends



# Problem and Solution

Our target user is a recent college graduate who is learning how to shop for necessary items such as groceries. The problem we intend to solve is that such chore shopping tends to be boring or intimidating to inexperienced shoppers. We intend to solve this problem by making chore shopping a social experience, specifically through pop-up events, similar to pub crawls or cars-and-coffee, inviting shoppers to explore new stores each week.

# Market Research

# Watevent

“Explore Amazing Events Nearby.”

“Largest selection of Local Fun & Live Events.”



## What Worked for Our Problem Space:

- Allows users to discover local businesses, especially places you can do things together with friends.
- Offers exclusive discounts to listed events.
- Team manually checks each event to ensure accuracy and completeness.

## What doesn't work:

- Used to discover events such as music and festivals, not shopping.
- Does not facilitate the creation of events (by stores), only discovery.

# LocallyLive



“Discovering and supporting Local Businesses & Organizations has never been easier!”

“LocallyLive provides a safe and reliable platform where you can find daily deals, attractions, and exciting happenings in the community you’re in!”

## What Worked for Our Problem Space:

- Deal finding capabilities which helped users feel confident exploring new locations
- Local businesses sign up to create listings on the app
- A live map feature which allows users to see the proximity of all the stores in the area

## What doesn't work:

- App includes restaurants, activities, attractions, and more
- Users say the entire app “feels like an advertisement”
- Local stores have to pay for a yearly subscription

# CoCarting



“CoCarting makes shopping social!”

“Shop Together Anywhere, Anytime.”

“Create Your Personalized WishList and Shop Better Together.”

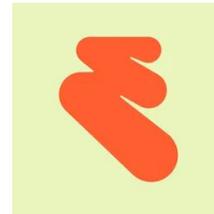
## What Worked for Our Problem Space:

- Users can add items to purchase, vote on choices, and chat with friends and family in real-time.
- Makes group purchases and sharing of ideas easier.
- Accommodates all shopping needs: gift registries, grocery lists, event planning, or personal shopping

## What doesn't work:

- Online only experience, no physical, social aspect.
- You can only browse items from “top retailers” like Amazon or Walmart.
- Users have concerns about website security, and a risk of getting scammed easily.

# Eventbrite



“Discover the Best Local Events & Things to Do.”

“The future of events is here.”

## What Worked for Our Problem Space:

- Users can discover events such as holiday markets, vendor shows, or craft fairs organized by local businesses.
- Can keep track of how many users are signed up to visit a store at a particular time.

## What doesn't work:

- Local businesses must organize their own fairs; unrelated businesses cannot be grouped as one activity.
- Focus on one time event ticketing and promotion.
- Majority of listed events are unrelated to a shopping experience.

# What we learned

Key insights:

- Most event apps help users find users local businesses but not enable them to experience them together
- Occasional events like those on Eventbrite generate short-term spikes but fail to build lasting routines.
- Apps help making shopping a community, but this only exists online and does not extent to the real world

# Values in Design

# Direct Stakeholders

## **Shoppers who participate in shop crawl events**

- Needs: clear route and schedule, accessibility, transportation to and from locations, identification of who is in the group

## **Owners and employees of stores that host events**

- Needs: what people want to buy from their store, when they are going to be there, not to be disruptive
- We ask that they offer bulk discount given the large amount of people that will be coming to the store

# Indirect Stakeholders

Neighbors and residents near the route

- Gains: Nearby businesses that are not using Shopcrawl may still benefit from increased traffic
- Losses: Area may become crowded, noisy, and chaotic

Non-crawl shoppers who typically shop at these stores

- Gains: Also benefit from the discounts
- Losses: Their go-to stores— or possibly the only stores that they can go to— become crowded, and items may be sold out

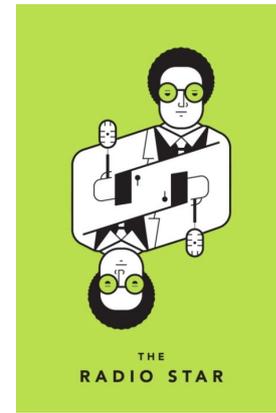
# Tarot Card: The Radio Star

What if our product becomes successful?

- Non-participating merchants will bear the cost
  - Value tension: Ensuring equitable opportunity for stores vs. value of using the stores with the best deals and ease of repeating the stores

To resolve tension:

- Include **a variety of** stores and locations to give an opportunity to most stores in the neighborhood
- Constant monitoring of our impact in local communities through interviews, studies, research



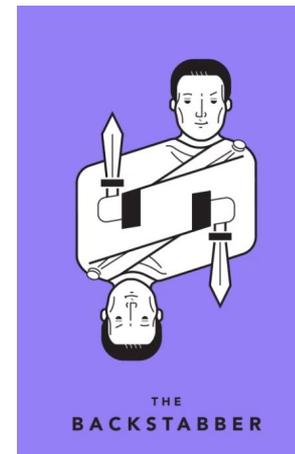
# Tarot Card: The Backstabber

What could cause people to lose trust in our product?

- Pay-to-play accusations: what if stores are paying to be included in crawls?  
This decreases equity among our potential customers
- Unsafe: bad actors participating in the pub crawl, harassment
- Selling or leaking users' location data

To resolve this distrust:

- Don't collect user data at all
- Safety ratings



# Tasks

# Simple task

Ash gets bored after work. He wants to have fun, but he has things to do. He wants to have fun while doing his chores.

- The goal for **every** shop crawls user is to enjoy chore shopping by making it social
- 0:35



## Moderate task

Ash has a lot of things to buy for his apartment. He doesn't know what to buy, but trusts his friends opinions. He wants to buy the things his friends recommend but needs to see it at the store first.

- By shopping with friends and like minded people, many of shop crawls users can get feedback and suggestions on what they are buying
- 1:05

**92%**

of Shoppers **trust the opinions of close friends** over influencers and celebrities

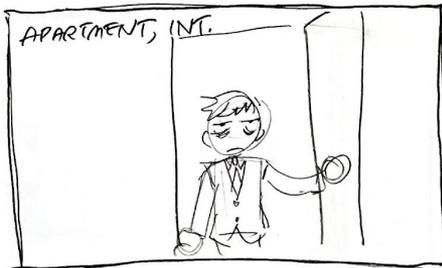
# Complex task

Monica had just moved to a new city and does not know many people. Due to her busy job, she wants to be socializing at all times, even when she has to do mundane tasks such as chores.

- Our most core users are people who want to meet new people and explore more places. By being able to socialize during chores, you can make it easier to move somewhere and make friends
- 1:30



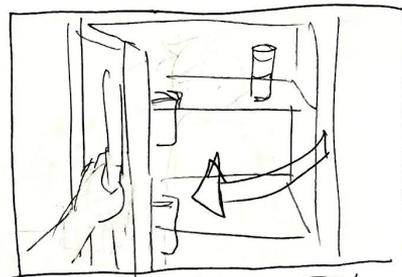
# Storyboard & Video



Notes: Dressed in work attire



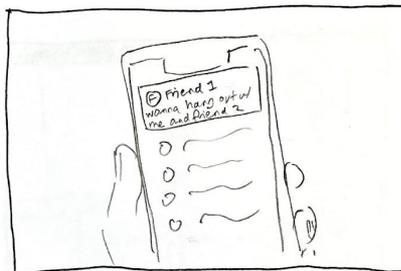
Stomach growls



Empty fridge 1st person POV



Emergency list



Notif appears



Just to establish the new setting



Establish that store is empty.



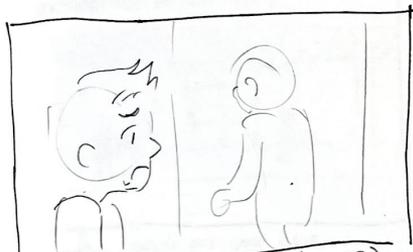
Someone walks into store



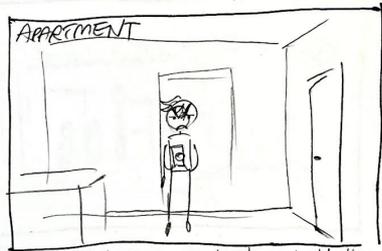
Excited



\* "Oh sorry wrong store"



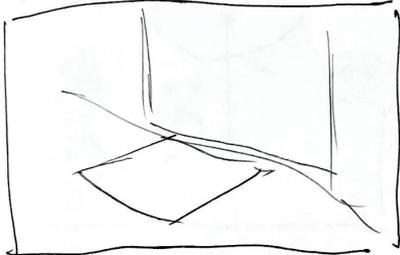
Guy walks away in BG (blurred?),  
focus on store owner looking sad again



Shot of whole room to show both the door + shopper, who is still pissed.



Paper begins to slide under door



Closeup of paper



Low shot of shopper noticing paper



Squat down & pick up paper



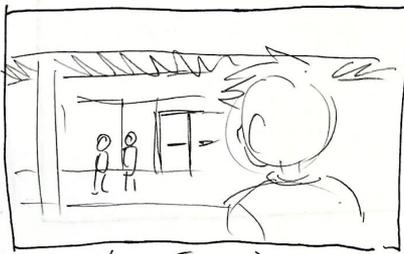
Putting on coat.  
Music gets more lively?



Reaching for doorknob



A few people are now here.



Main character arrives



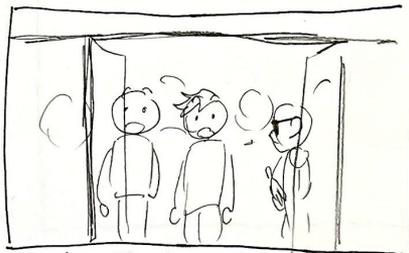
M.C. finds someone else with the same invitation



\* "COME ON EVERYBODY!!!"



Opens door to store.



People enter store  
(Might out.)



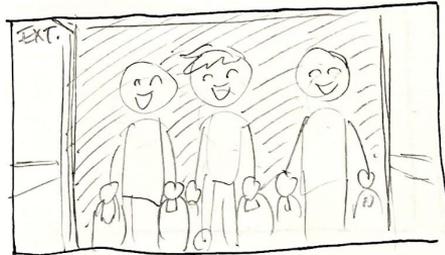
In the soup aisle or something. Suddenly party atmosphere - lights + music



(can of tomato paste?)



closeup of a deal



Exit store with grocery bags



Enter a different store. There is a bigger crowd now.



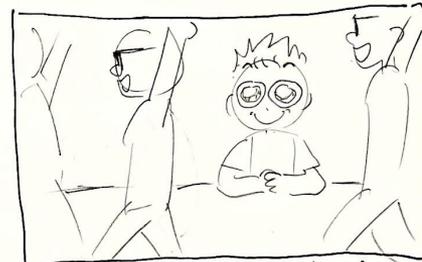
(Repeat interior shopping scenes inside new store)



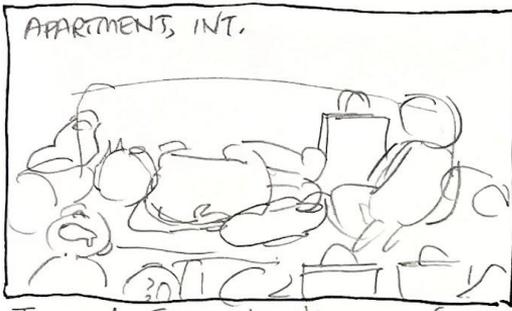
Rapid cut to this scene. Music stops. Crickets? Music fades in...



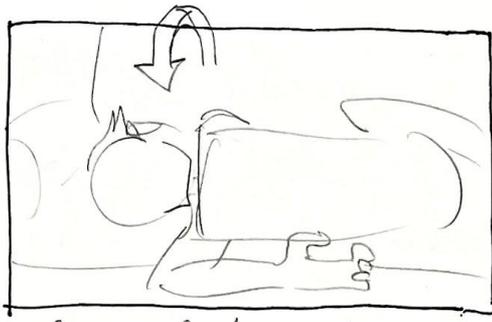
Music returns to full volume as door opens and a huge crowd of people enter.



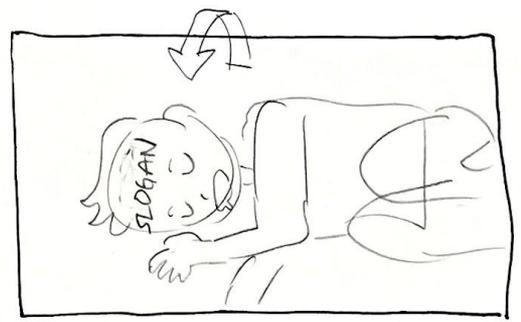
As everyone hurries to find cool deals, shop owner beams. Focus camera on shop owner.



Jump cut. Everyone's asleep on sofa, shopping bags strewn about.  
DISCLAIMER: They're not drunk (on alcohol at least. Maybe drunk on life)



closeup of M.C. rolling over



Reveal slogan written on forehead

**link to video**

**Appendix?**