ShopCrawl

Shop with friends.
Make it fun.

Meet the ShopCrawl Team

Anthony

Luke

Isaac

The Problem

Chore shopping is boring and monotonous

It’s hard for people to meet new people

Time is valuable

The Solution

Make Shopping a Party!

ShopCrawl turns Shopping into a Social Experience.

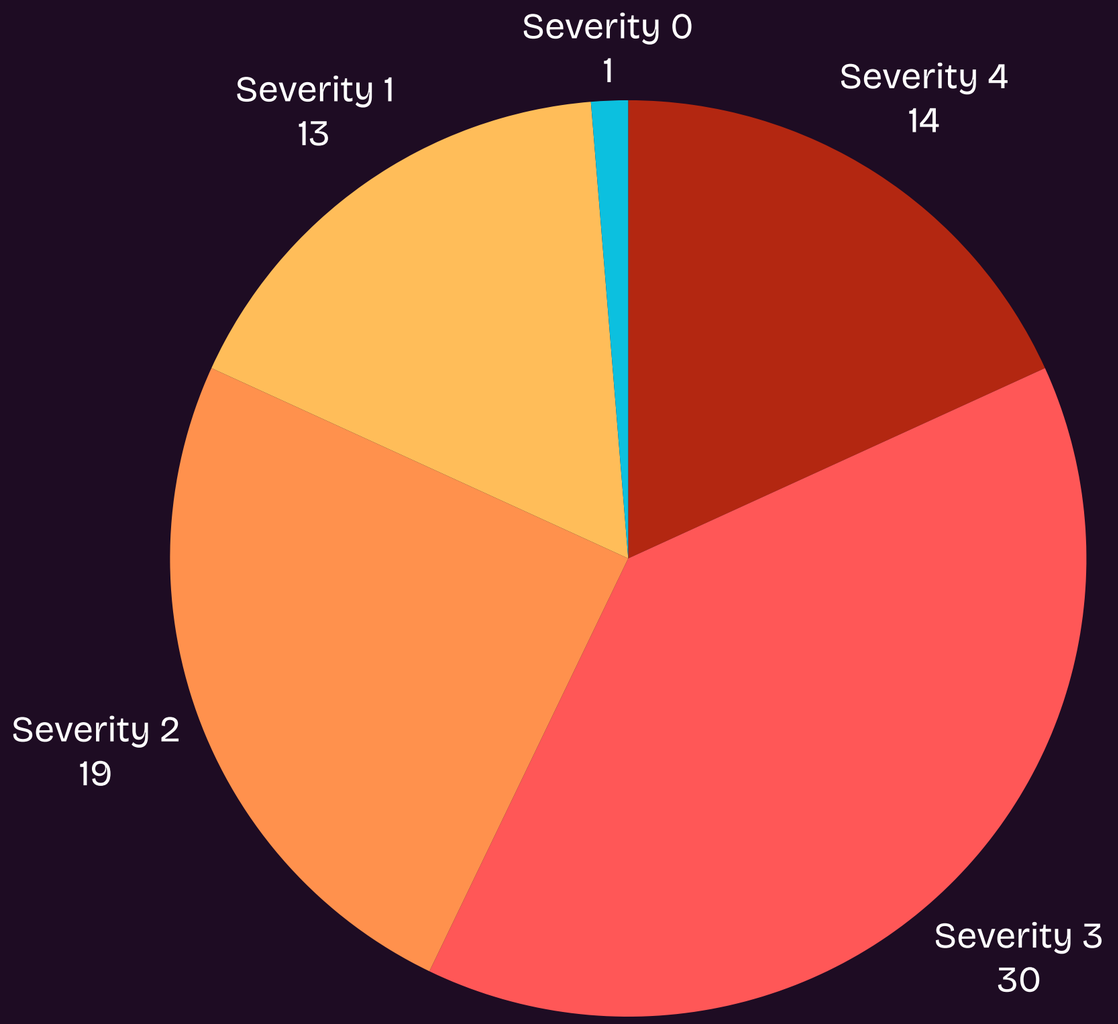
Join, Create, and Connect on Crawls.

Presentation Outline for ShopCrawl

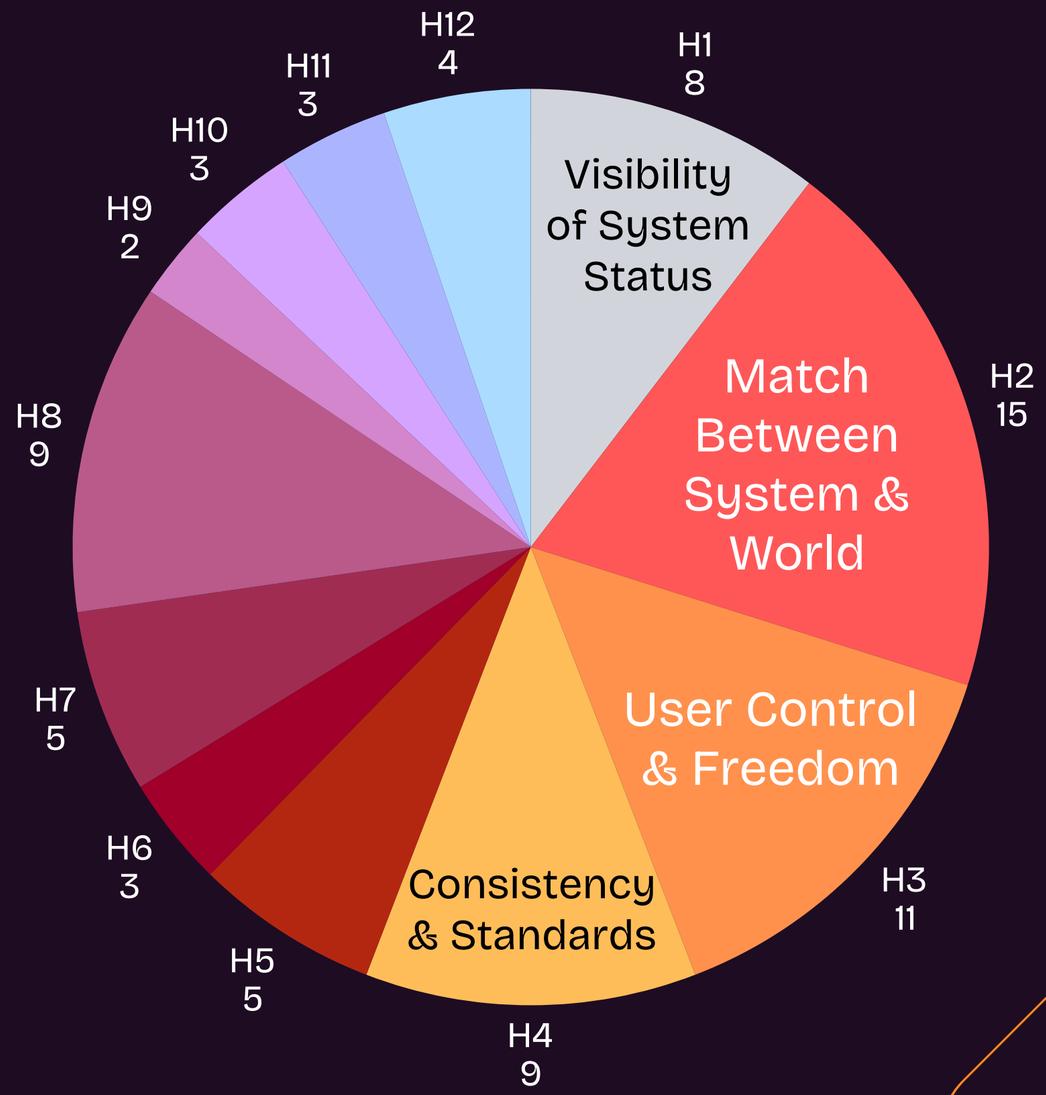
- Heuristic Evaluation Results
- All major UI and Product Revisions
- Prototype Implementation Status
- Demo of Prototype so far

Heuristic Evaluation Results

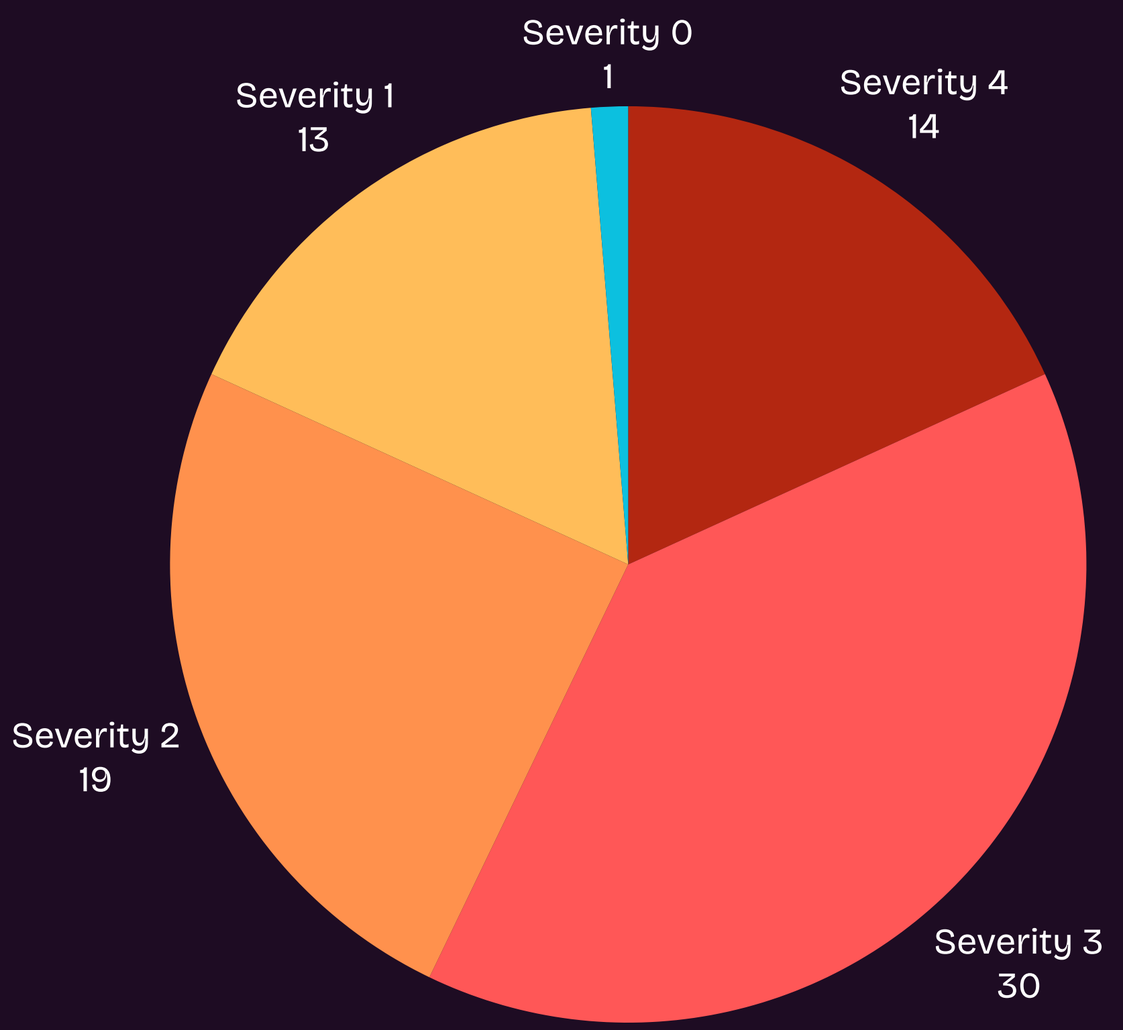
By Severity



By Heuristic



Heuristic Evaluation Results



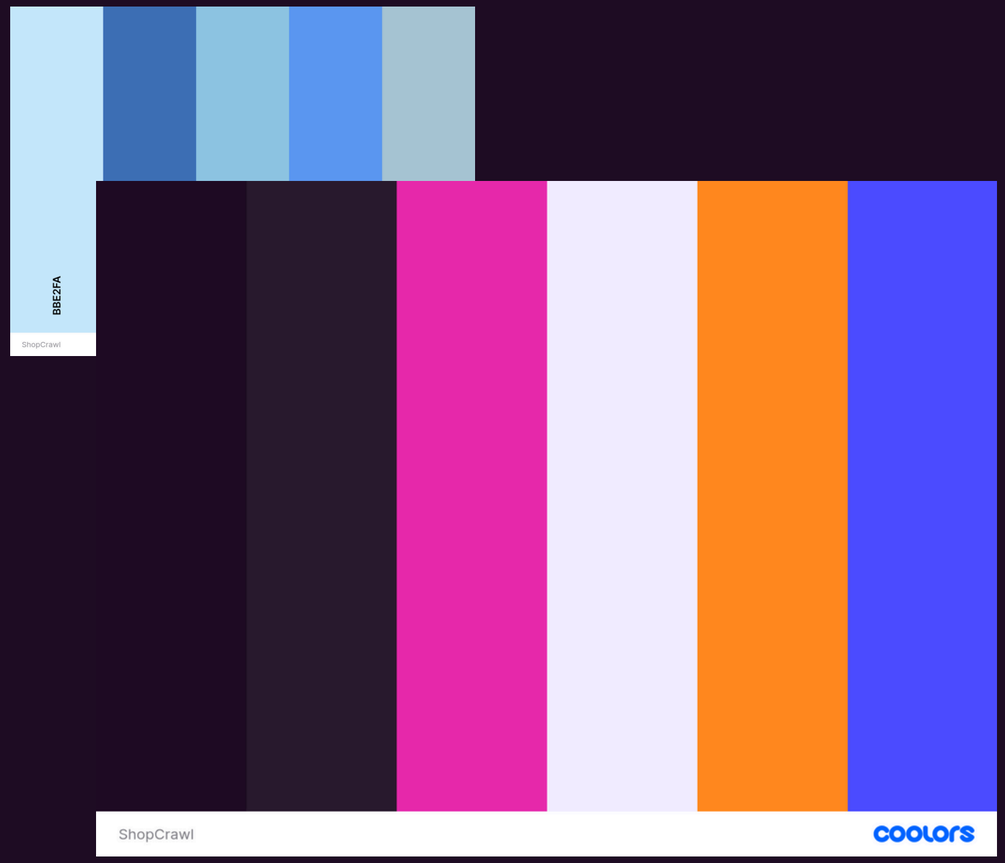
Common Themes

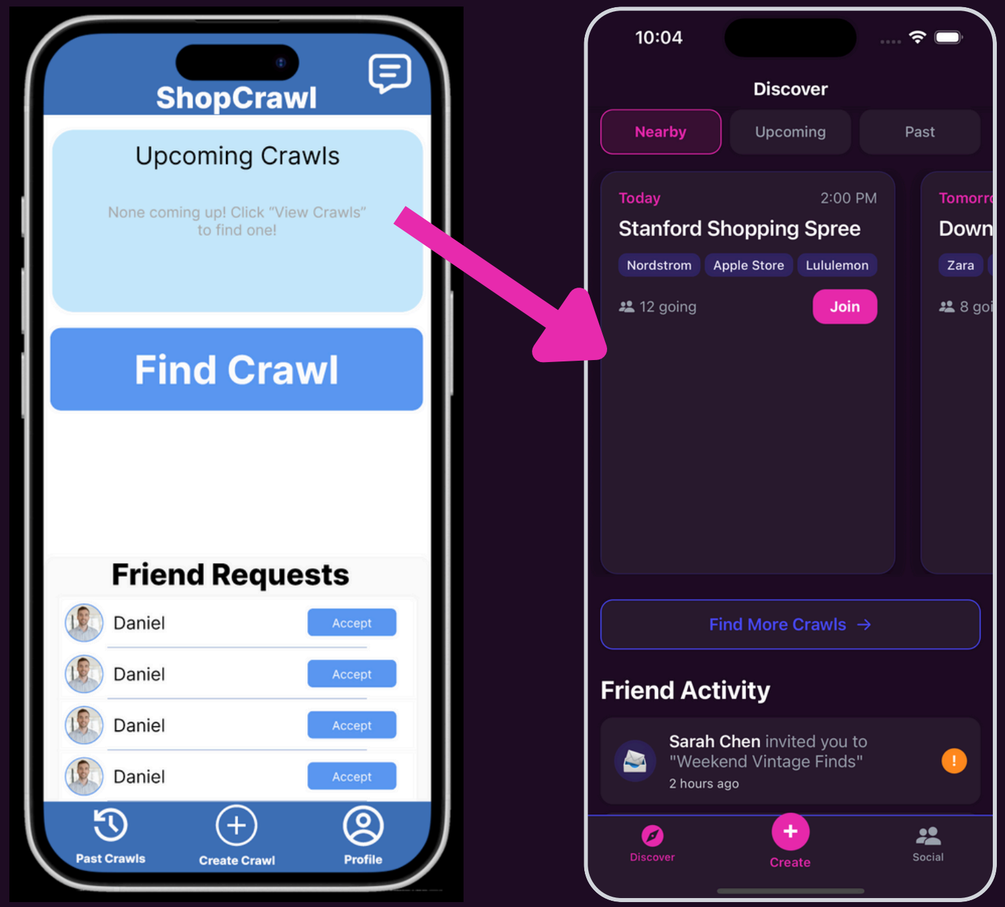
- **Use consistent and accessible design**
- **Add clarity of actions**
- **Enhance user control**

Addressed 41 (Severity 3 or 4) violations, 3 (Severity 2) violations, and 2 (Severity 1) violations.

All major UI and Product Revisions ⟶

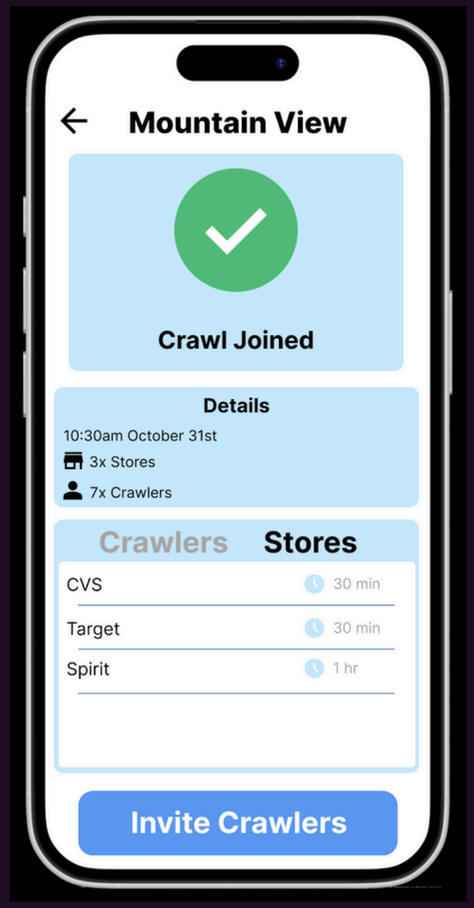
Use Consistent and Accessible Design

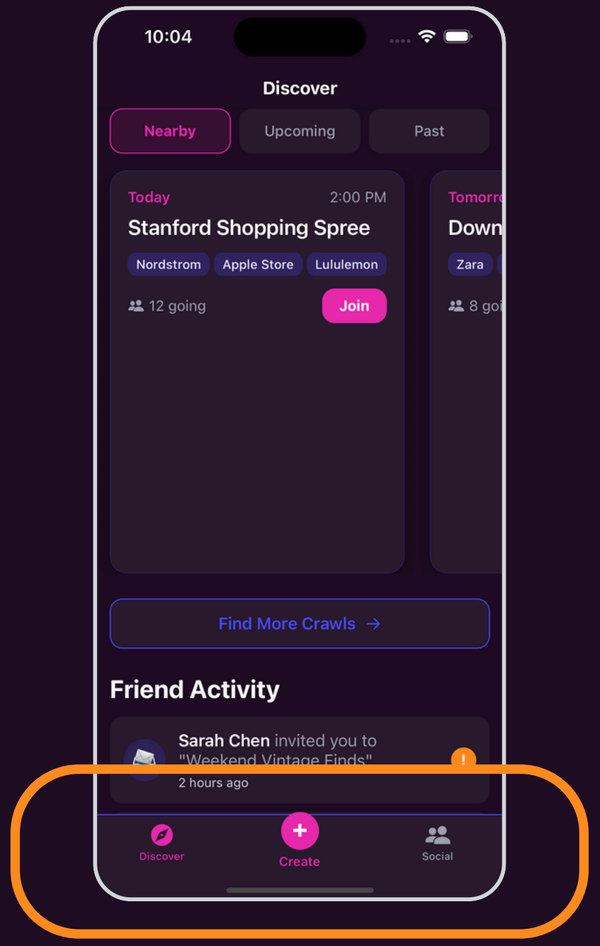




Violations 3, 22, 27, 43: Visual style

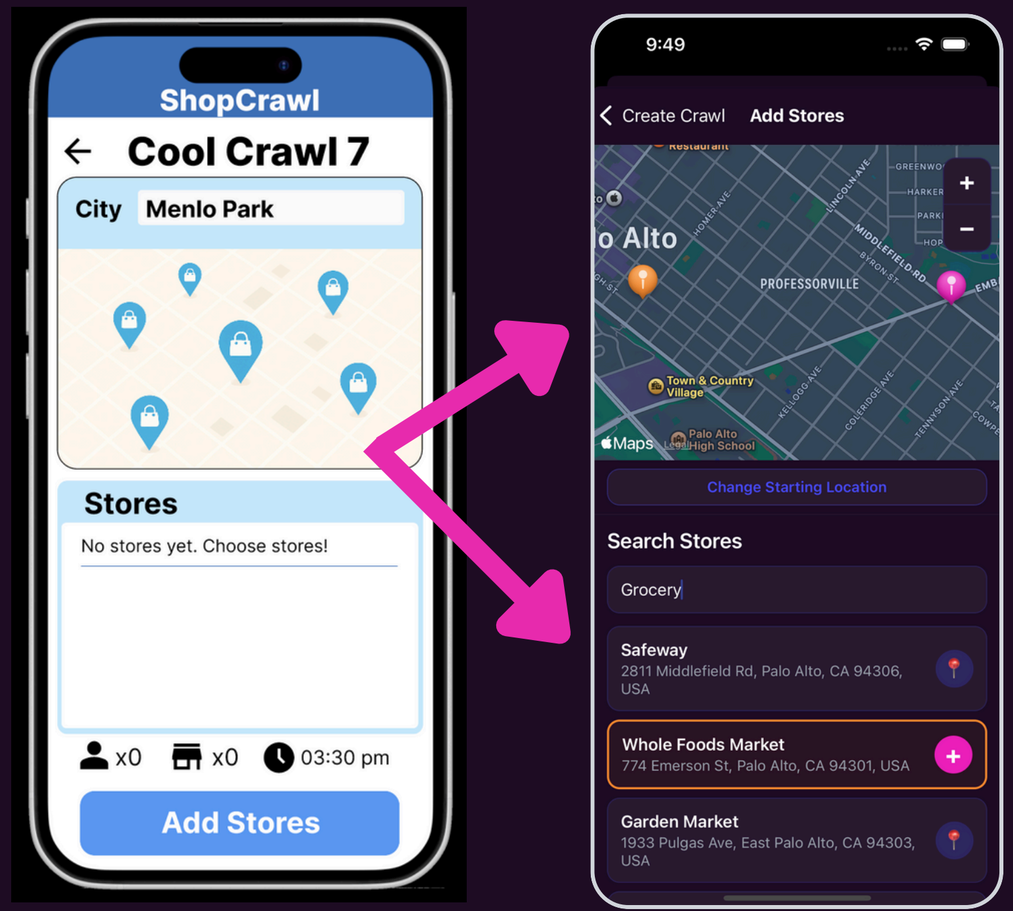
Use Consistent and Accessible Design





Violation 2: Unclear how to go back to home screen

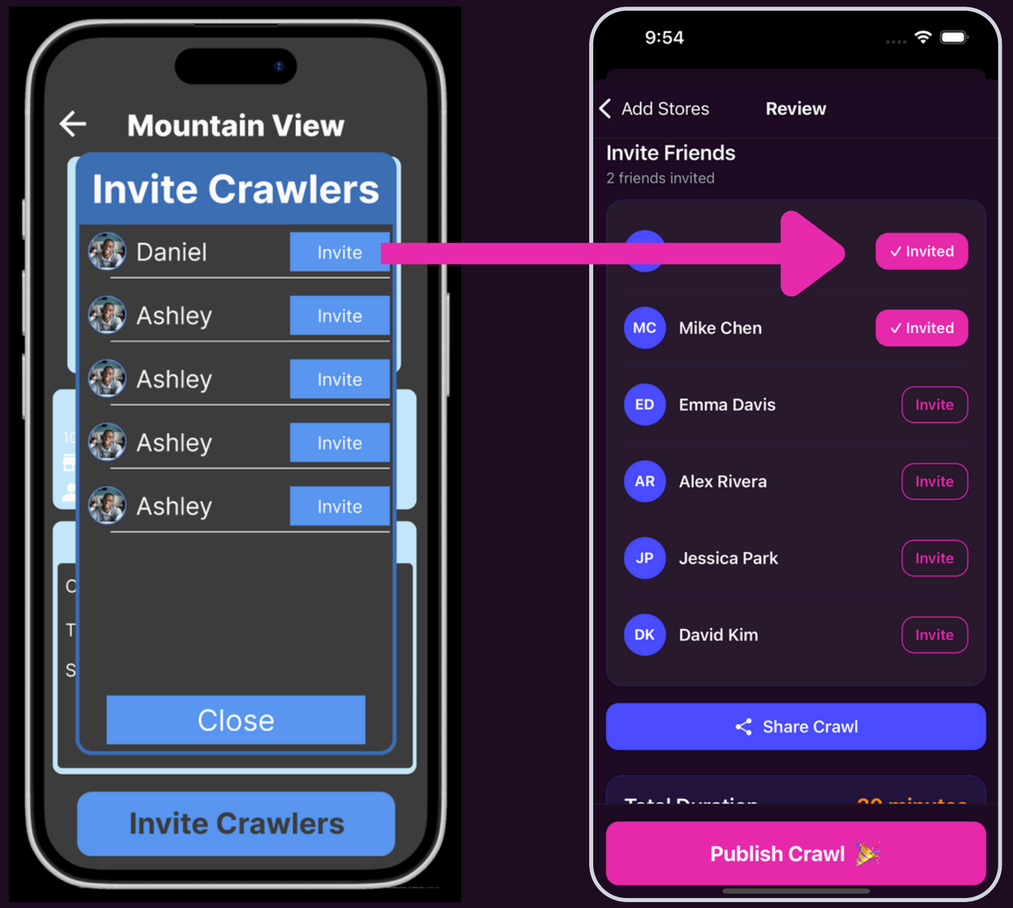
Use Consistent and Accessible Design



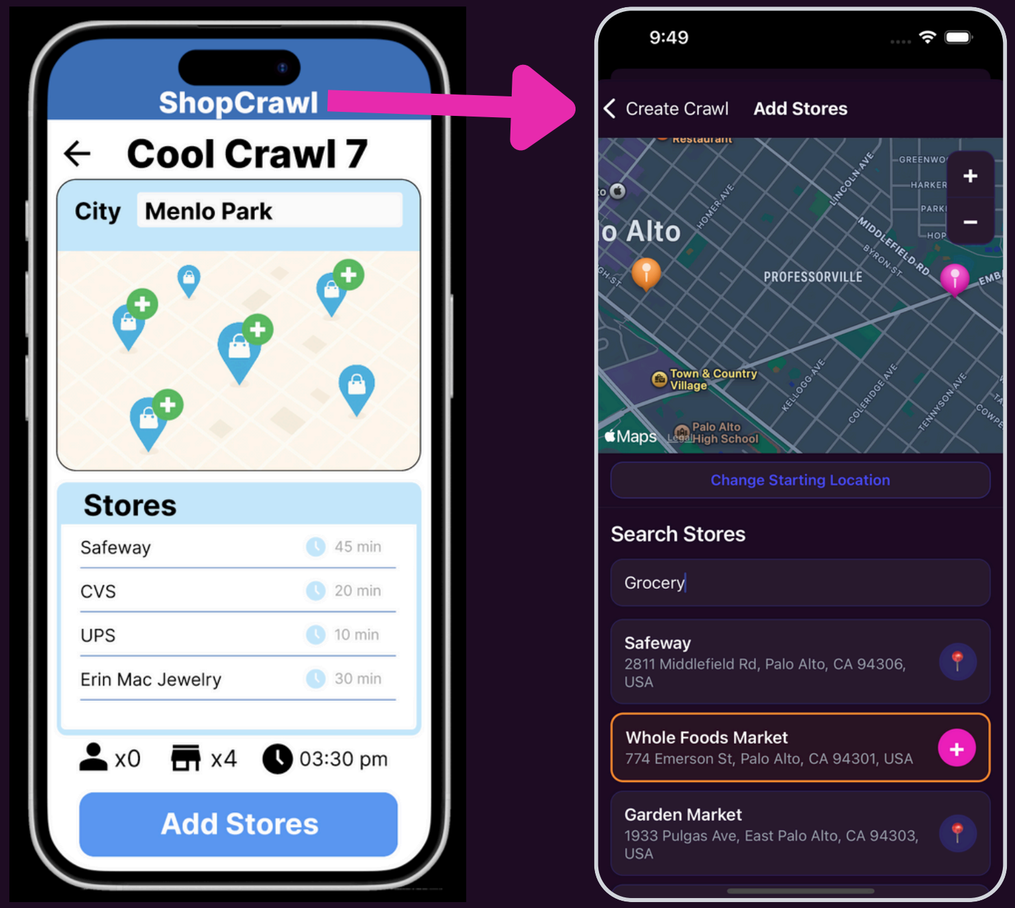
Violations 13, 34: No list view in shop search

Violation 8: Cannot differentiate between friends with the same name

Add Clarity of Actions

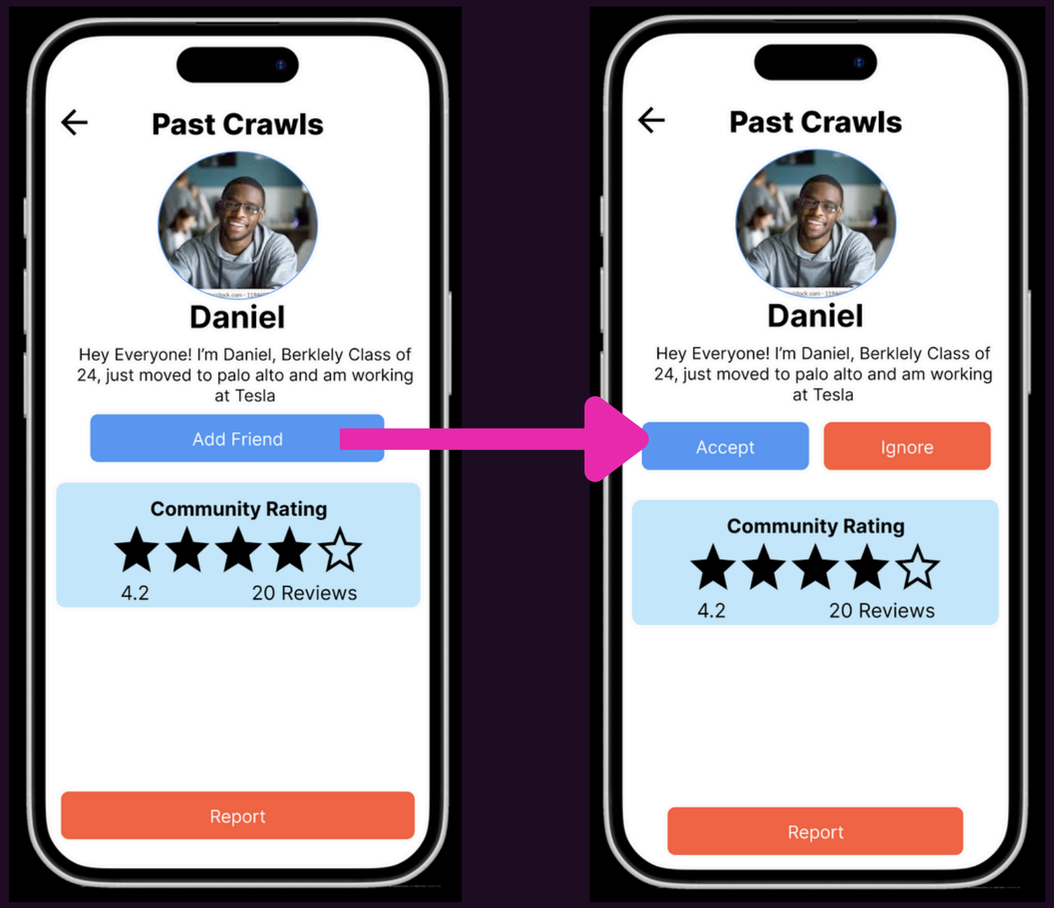


Violation 15: No confirmation when friend is invited

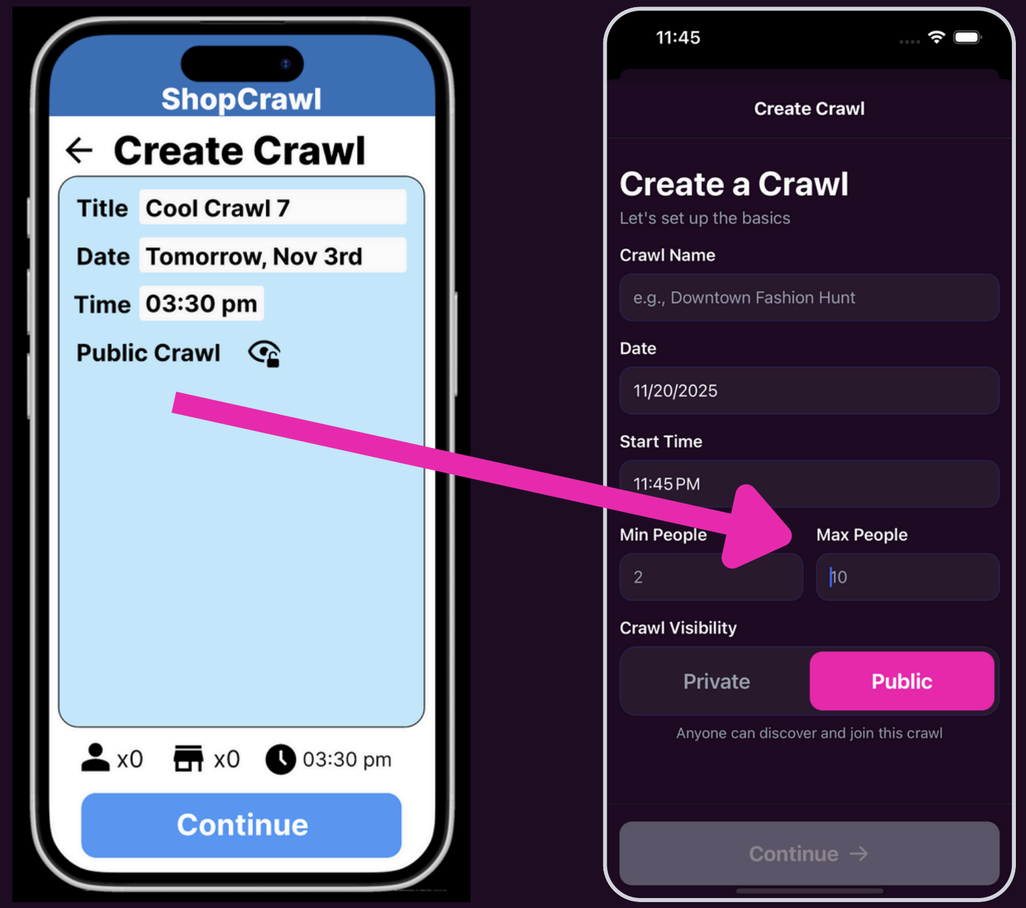


Violation 12: No indicator of current task

Enhance User Control

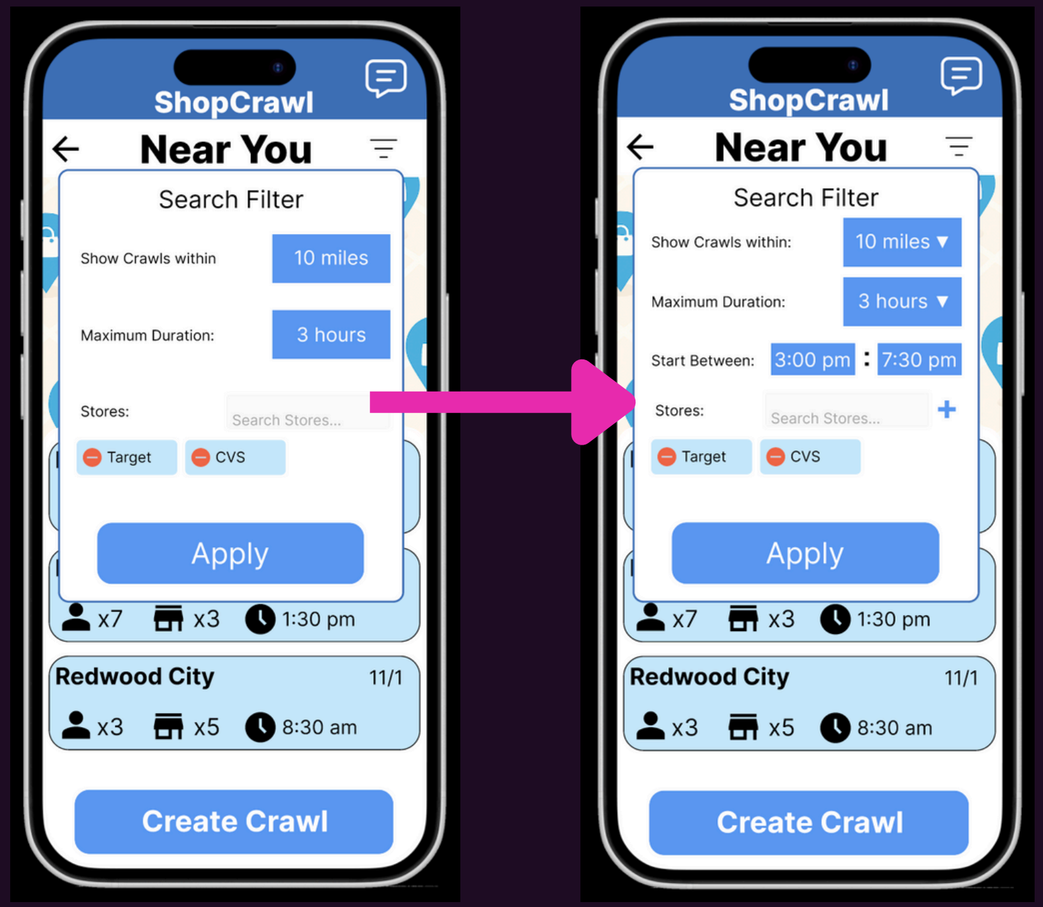


Violation 11: Cannot decline a friend request

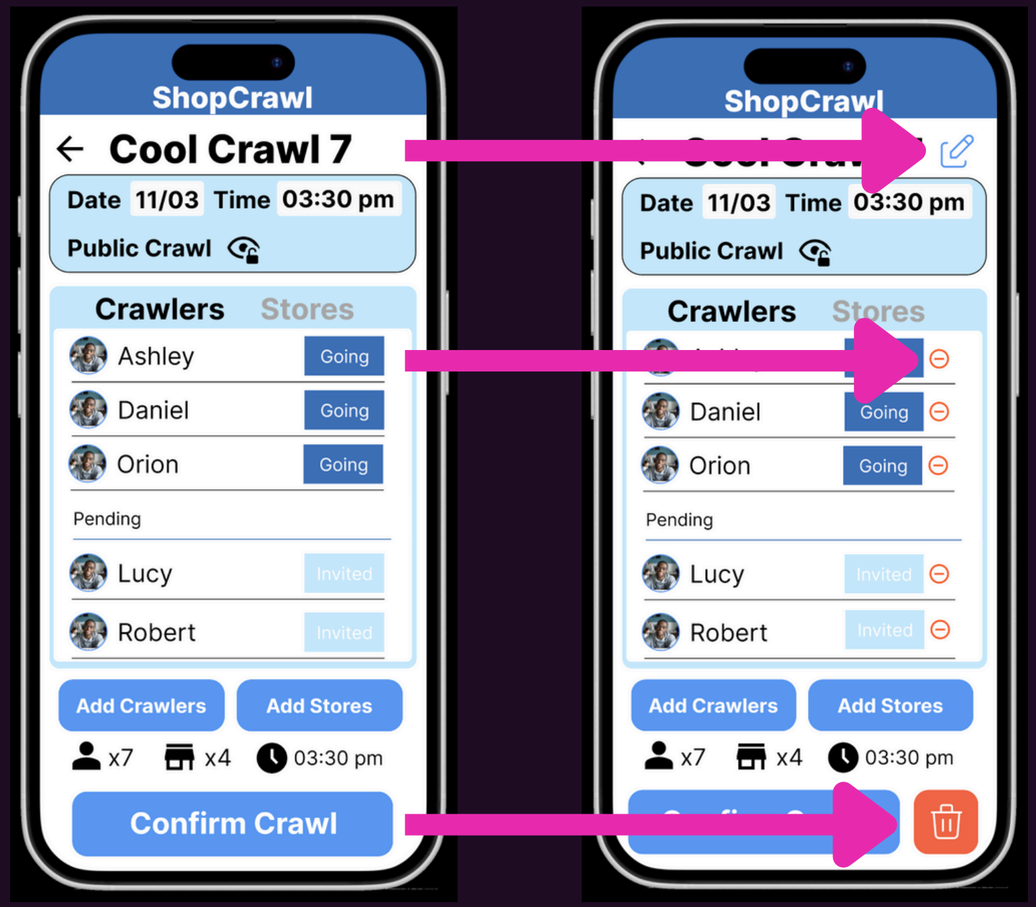


Violation 42: Cannot set max people for Crawl

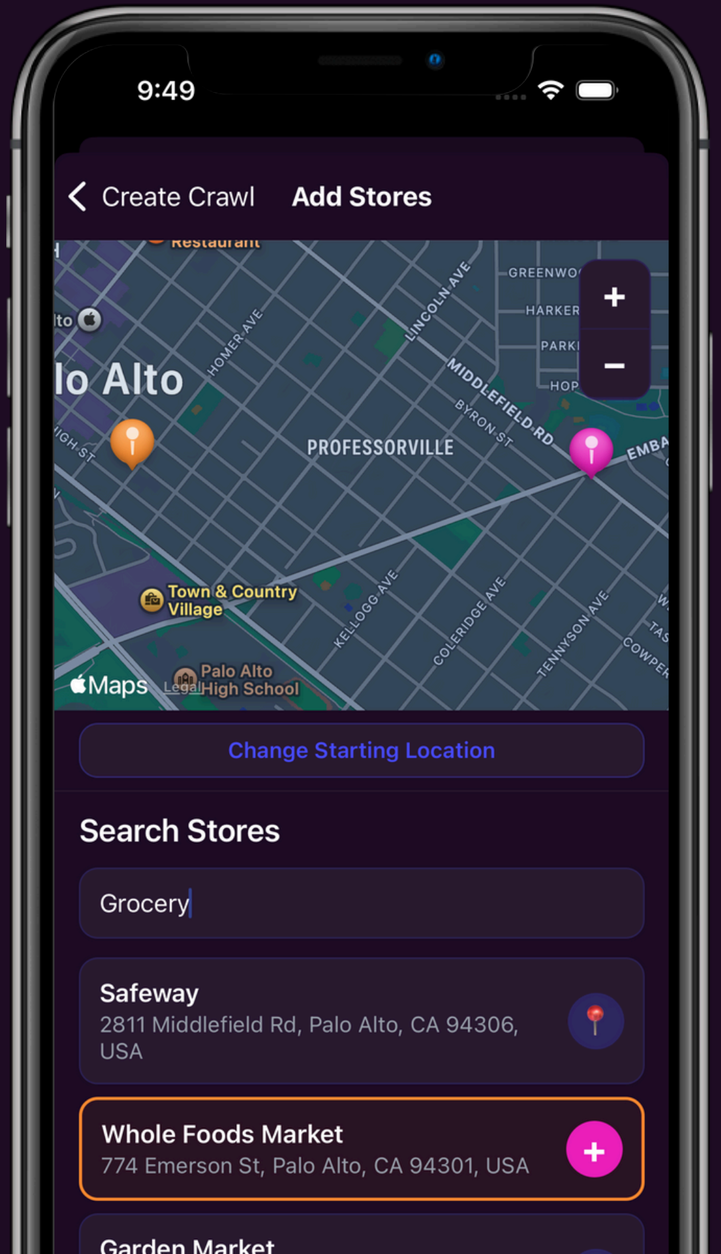
Enhance User Control



Violation 17, 23, 24: Lack of Crawl search filter options



Violation 5, 7, 29, 33, 35: Lack of options to edit your own crawl



Insights from Severity 1 and 2 Violations

- Lots of white space: Use the real estate for functionality like multimodal shop search.
- Unclear that some buttons are clickable: Add visual indicators that buttons are actionable.
- Standardize text weight and style across the app, but use contrast for important actions.

Progress towards each usability goal

Goal 1: Engagement and Eagerness

- Enhancing user control allows users to feel safe on ShopCrawl, and also gives them the freedom to customize their Crawls.
- Consistent and accessible design means a fun, beautiful app that users look forward to using.

Next Steps: Amplify the social experience with new features such as Crawl specific group chats.

Progress towards each usability goal

Goal 2: Efficiency and Ease of Use

- Increasing the clarity of all actions leads to fewer mistakes, less confusion, and increased efficiency.
- Accessible design allows ShopCrawl to cater to a wider audience, letting users choose how to use our app.

Next Steps: Ensure we keep a consistent design language throughout development for learnability.

Prototype Implementation Status

Framework/Tools

React Native through Expo for Mobile Development

Supabase for Database

Figma for Design

Github for Collaboration

AI Use

Used Figma Make to test different color palettes for our design language. Why: allowed us to efficiently test multiple design languages.

Used Cursor to set up backend logic for Google Maps API server. Why: Cursor set up a local server for custom routing to enhance the map experience.

Wizard of Oz

Friends you invite to any Crawls will automatically accept your invitation, since they are not real people.

Messaging a friend is simulated, since they are not real people.

Hard-coded

Currently all other “Crawlers” and public “Crawls” are hard-coded as we do not have a functional social network.

Any completed Crawls will be hard-coded as we do not expect testers to complete Crawls alone with fake friends.

Prototype Implementation Status

Implemented Features

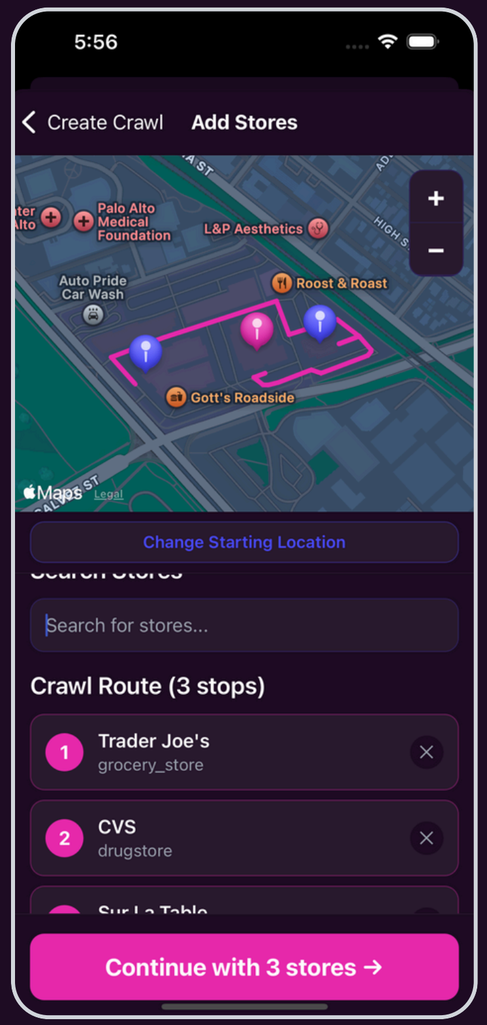
Moderate task: Create Crawl

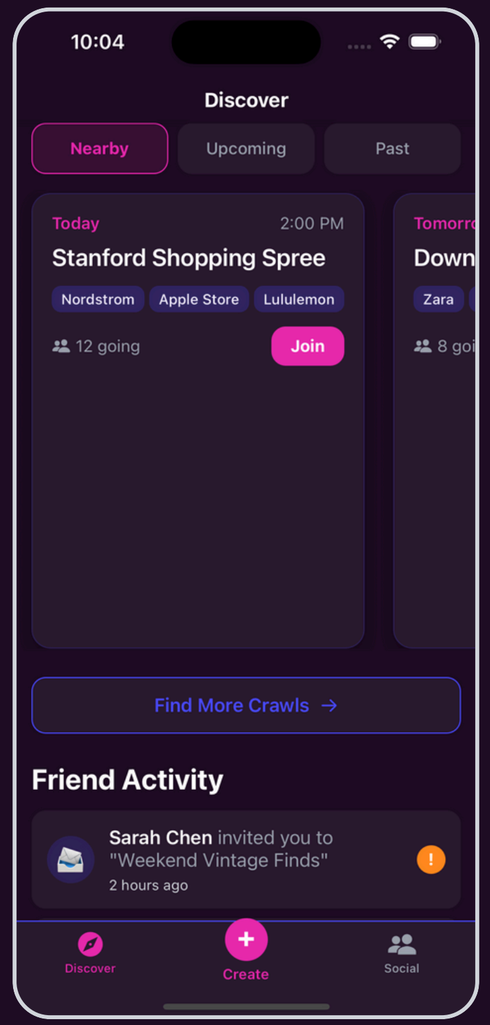
Home page, Navigation Tab Bar

Integration with Google Maps API

Custom routing of Crawl

Supabase storage of Crawl details and locations





Prototype Implementation Status

Unimplemented Features

Implement during Thanksgiving Break:

- Simple Task: Join a Crawl
  - Populate Supabase with Upcoming Crawls
  - Create area to manage your joined upcoming Crawls

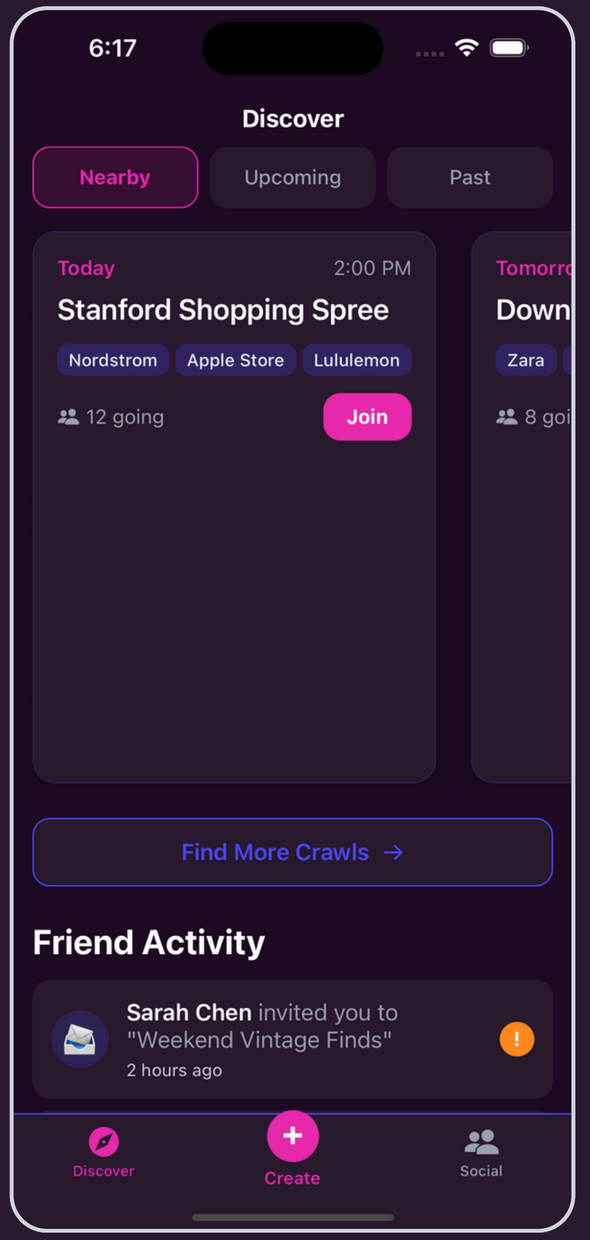
- Complex Task: Connect with people from Past Crawls
  - Populate Supabase with Past Crawls
  - Create friend management area

Implement during Week 10:

- Messaging interface with friends and Crawl specific group chats.
- User safety functionality (Block, Report, User Ratings)
- Question: Figure out how to set up nonlocal custom Maps routing so running from an Expo QR code will work.

Plan for finishing: Thanksgiving Break schedule will be informal; members pitch in whenever and wherever they can / want.
We will schedule several in person code session for week 10. Anthony and Isaac will prioritize the backend while Luke takes lead on the frontend.

Demo


6:17
Discover
Nearby
Upcoming
Past
Today
2:00 PM
Stanford Shopping Spree
Nordstrom
Apple Store
Lululemon
12 going
Join
Find More Crawls →
Friend Activity
Sarah Chen invited you to "Weekend Vintage Finds"
2 hours ago
Discover
Create
Social

Appendix

ShopCrawl A8

Other Severity 3 and 4 Violations

Violations 1, 4, 6, 9, 14, and 38 relate to issues from reusing screens in the Figma wireframing. We follow the reviewers' advice to ensure the high-fi will correctly handle these tasks.

Violations 10 and 25 relate to a lack of confirmation from actions, which could potentially cause errors. We address these issues with proper confirmation or error messages, similar to our solution for Violation 15 (Slide 11).

Violations 18 and 30 relate to the use of a placeholder map image instead of an actual map. This issue is resolved with the use of a map API to see real-time maps and store locations.

Violations 39 and 40 relate to the in-app messaging layout. We design our chat layout with popular messaging platforms in mind to ensure ease of use for users.

Other Severity 3 and 4 Violations

Violations 19 and 32 relate to ambiguity in the crawl duration variable. We will make sure the crawl duration is clear for both the time spent at each store and in total.

Violation 26: Buttons we request the user to press are named verbatim, to not confuse the user.

Violation 31: The “close” button is changed to a “cancel” button as per the suggestion.

Violation 79: We will automatically start an in-app group chat for the Crawl when a Crawl is created, and add users to the group chat when they join a Crawl, as per the suggestion.

Violation 36: A warning will appear if you try to add a store that will be closed during your Crawl time.

Violation 37: Will use empathetic language, e.g. “We’re here to help keep the community safe.”

Other Severity 3 and 4 Violations

Violation 20: Added a button to leave a joined Crawl.

Violation 21: Route view shows the order of stores you go to.

Severity 3 and 4 Violations Not Addressed

Violation 16: Users cannot see all participants of a crawl by design, to preserve the privacy of Crawlers who are not in their friends list. We choose not to implement the proposed solution of showing all identities; however, we will pay extra attention to implementing other safety features to mitigate potential dangers.

Violation 28: We decided not to add a progress bar/step counter because there are only 3 short steps, and we believe it would add clutter to the design.

Violation 41: Feedback from our testing reveals that our task flows are easy to navigate. We will revisit adding onboarding for the task flows if we receive further feedback that our task flows are confusing.