ShopCrawl

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Shop with friends. Make it fun.

Introduction

ShopCrawl is an app that turns shopping into a social event.

It's like a bar crawl, but instead of bars, you're crawling from one store to the next.

Our **hi-fi prototype** built using React Native is your first step in making shopping a party!

Set Up

1. Download the **Expo Go** app onto your phone from the Apple App Store or the Google Play Store.
2. Scan the QR code to launch ShopCrawl.

When to use ShopCrawl

ShopCrawl is used to plan social shopping experiences (Crawls) with other shoppers (Crawlers). You can attend Crawls with Crawlers that are already your friends as well as use ShopCrawl to

meet new people.

After you have attended a Crawl, ShopCrawl is used to connect with other Crawlers from that Crawl. You can message Crawlers who have attended a mutual Crawl, and add them to your friends list.

ShopCrawl should be used sparingly when currently on a Crawl. This is to put the focus on the in-person social experience. Use of ShopCrawl should be limited to checking what the next destination on the Crawl is, and to see how much allotted time is left to spend at the current store.

Key Tasks

- ## Join a Crawl

  On ShopCrawl's home page under the "Discover" tab, you can browse through the available Crawls near you. Crawls that have been set to "Public" will always be visible to you, while "Private" Crawls will only appear if the creator of the Crawl is currently on your friends list.

  Press on a Crawl to see the Crawl's date, start time, current participants, and the stores on the route. Press the Join button to let ShopCrawl know you are attending the Crawl! After joining, you can invite your friends to also join the Crawl.

  Invites are sent directly to other Crawlers through messages on the "Social" tab. To respond to an invite, navigate to the Social tab with the bottom tab bar, click on the relevant message, and you can directly access Crawl details from the message.

- ## Create a Crawl

  Create a Crawl at any time with the "Create" button on the tab bar, which is indicated with a big plus. Choose your Crawl's name, date, start time, and the minimum and maximum amount of allowed Crawlers. Choose "Public" to make your Crawl discoverable by the entire ShopCrawl community, or "Private" to limit access to your friends.

  Choose the starting location with either the visual map or with text search. When you search for stores nearby, ShopCrawl will prioritize matching results that are near your starting location. Add stores to your Crawl route by pressing the orange plus on the map. Remove stores from your route by pressing the "x" next to the store name on your route list. Reorder stores in your route by pressing the "up" or "down" arrows next to the store name on your route list. ShopCrawl automatically determines an optimal route for you. Choose an average of how much time you want to spend at each store.

Choose a picture that will be displayed to represent your Crawl. Invite people from your friends list, review your Crawl details, and publish your Crawl!

You can access your created Crawls from your Profile, which can be accessed from the top right corner of the home page. Here you have the option to remove unwanted Crawlers from your Crawl, and to completely delete your Crawl.

- ## Connect with Past Crawls

See Past Crawls you have attended from either the "Past" list in the Discover tab, or from your Profile. You can see a list of other Crawlers that attended that Crawl.

Click on a Crawler to access their profile. Click "Add Friend" to send the Crawler a friend request, or "Message" to start a conversation with them first.

You can see friend requests sent to you from the Social tab. Press the "View Invites" button at the top right corner to accept or reject friend requests. Press the "Find Friends" button at the top left corner to search profiles in the ShopCrawl community.

If you are concerned about the behavior of any Crawlers you met on a Crawl or have messaged with, press "Report User" to report the Crawler's behavior to ShopCrawl. Profiles show the Crawler's community standing, which can be negatively impacted after review of a report.

Limitations

- ## Social Aspects

ShopCrawl is not a true social media platform. We have implemented a lot of features to allow users to create a profile, join and create Crawls, and friend and message other Crawlers, however there are some limitations.

The "Crawler Activity" section on the home page is hard-coded to simulate ShopCrawl community activity.

We have the UI to submit a review and rating for past crawls, however we do not save or display the reviews to other Crawlers.

- ## Security and Privacy

To ease testing of ShopCrawl, we chose not to require a password for authentication.

When logging in to ShopCrawl, users are asked to enter a password only for UI purposes. **Users can enter anything into the password field to bypass the authentication.** This Wizard of Oz technique comes with the limitation that existing Profiles can be logged into simply by knowing the Profile name.

We mitigate errors during the account creation process by not allowing the user to create a Profile with an already existing name and recommending alternative names (e.g. "Isaac2" if "Isaac" exists). It is made clear to the user that the password is not saved during the sign up process.

Additionally, since our app requires in person meet up, we created a robust safety and reporting features to enhance the security of each member on the crawl itself.

• Customer Service

ShopCrawl does not have real customer service representatives. When a malicious Crawler is reported, nobody reads the report and the Crawler's community standing is not negatively impacted.

Accessibility Considerations

A core focus for us was to make sure that Shop Crawl could be used by anyone. This includes the following feature choices to enable ease of use:

- **Mobility friendly badge** prominently lets Crawlers with mobility issues know that both the destinations and Crawl route are mobility friendly. When creating a Crawl, users have the option to mark it as "Mobility Friendly" if, for example, the destinations and route they chose are wheelchair friendly, or if the entire Crawl takes place in a shopping mall with an elevator. In the Discover tab, users can filter Crawls to only show Crawls that are mobility friendly.
- **High contrast visuals** is a benefit of our dark mode "party" vibe aesthetic for ShopCrawl. This makes the app easy to use for everyone, including users with low vision or color blindness
- **Large, easy-to-tap buttons** with generous sizing that exceeds accessibility guidelines, so users don't have to precisely aim their taps. **Generous spacing** between interactive elements and **confirmation screens** prevent accidental taps and reduce frustration.
- **Clear visual hierarchy** with distinct headings, readable text sizes, and bold emphasis on important actions so that users can quickly scan and understand what to do.
- **Consistent design patterns** throughout the app so once you learn one screen, you understand them all.
- **No hidden gestures or assumptions:** all actions are clearly visible buttons, not swipes or long-presses that users might not discover.

An accessibility limitation we acknowledge is that the app may be difficult to use for individuals with limited access to transportation, if the destinations on a Crawl are far apart.

Another limitation is for users who are completely visually impaired. A key modal to interact with ShopCrawl is through the map view, and blind users will have difficulty understanding the route and store locations.

Thank you!