FALL 2024 NMIX4410

AIAIAI

UX MAP

LAUREN FITZGERALD | MEGAN KILLEEN | SARAH HOOVER | EDWARD PORTER



Abigail

Undergrad College Student &
Part-Time Worker
20 yrs old



Bio:

Abigail is currently taking 14 credits at the University of Georgia. She works a part-time bartending job at Mellow Mushroom and pays for most of her bills at school. Every month, she has to budget for the small allowance she receives from her parents and paychecks. She hates grocery shopping because she feels like she wastes money by browsing aisles while finding all the items on her list.

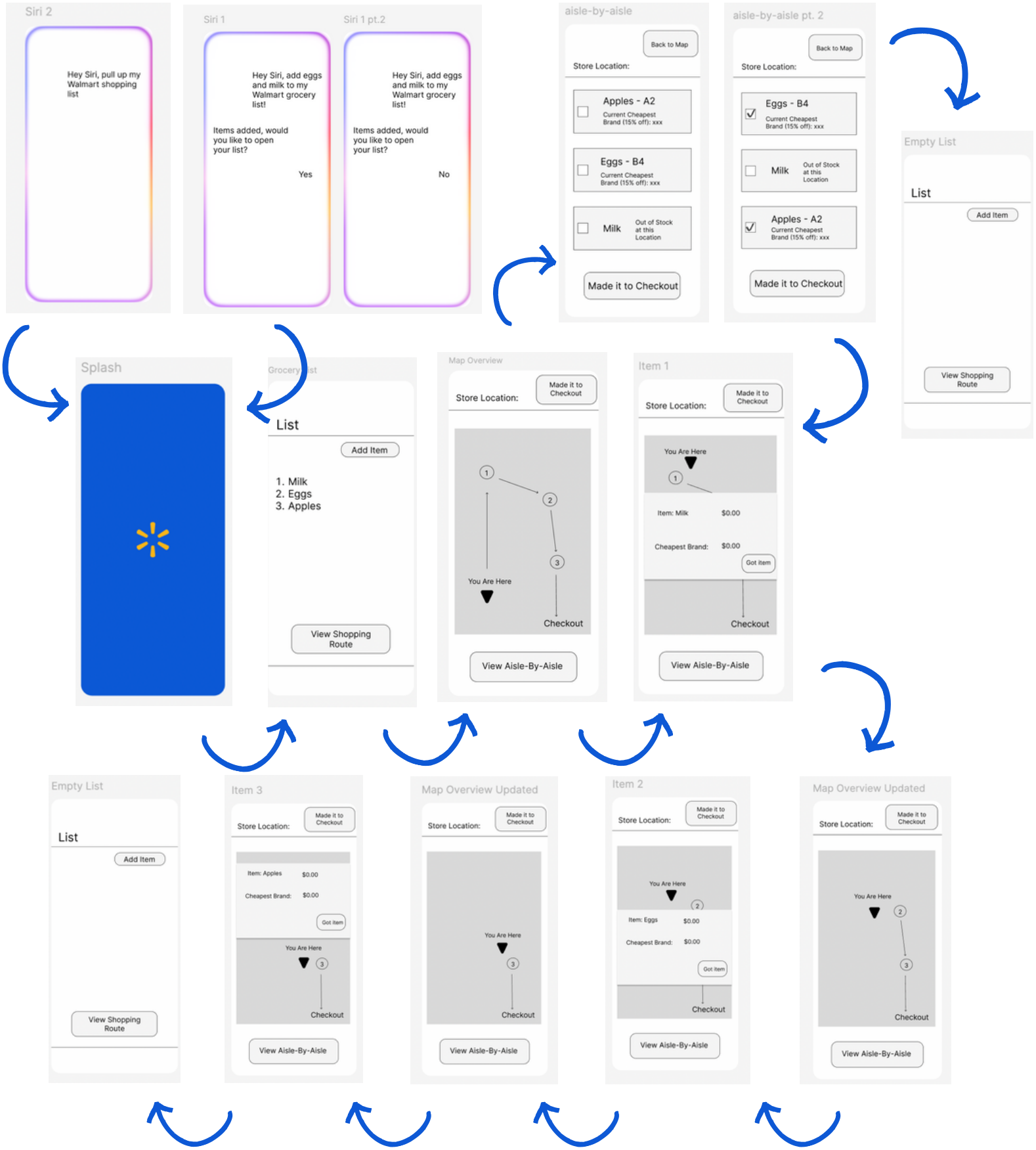
Needs:

- Low-cost spending assistance
- Avoid unnecessary browsing
- Easy grocery list creation

User Map for Abigail

From home screen or lock screen

Interactions One & Two



James

Single Dad & Masters Student
25 yrs old



Bio:

James has a lot on his plate. From being a single parent to trying to complete his Master's Degree at Georgia Tech, he doesn't have much time to waste at the grocery store. Navigating each aisle, getting everything he needs without breaking the bank while attending to his daughter, has him stressed at the thought of taking a trip to Walmart. He wishes he could avoid the hassle entirely.

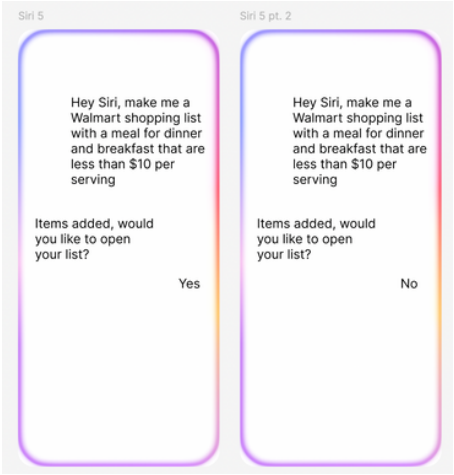
Needs:

- Under an hour process (list creation to checkout)
- Low-cost spending assistance
- Hassle-free shopping experience

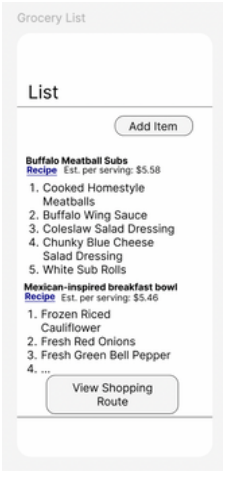
User Map for James

From home screen or lock screen

Interaction Three







Once “View Shopping Route” is pressed, the rest will look like interaction five.

Mia

Law Student
23 yrs old



Bio:

Mia is killing it at law school, but sometimes, her course load makes her feel like she's drowning. She prioritizes her health and tries to avoid the convenience of eating out. She wants to eat clean but is scared of going over budget and doesn’t have much time in her day to spend cooking.

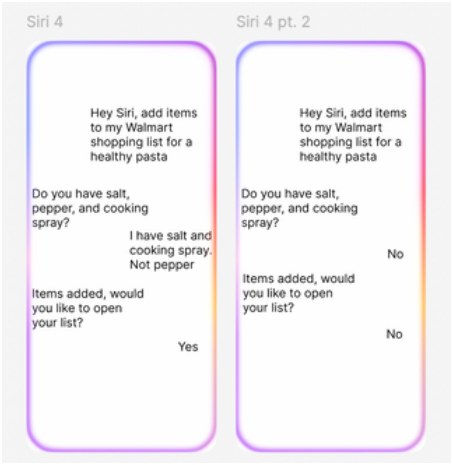
Needs:

- Inexpensive and healthy recipe assistance
- Easy list creation
- Easy to use, minimal interaction needed for list planning and meal preparation

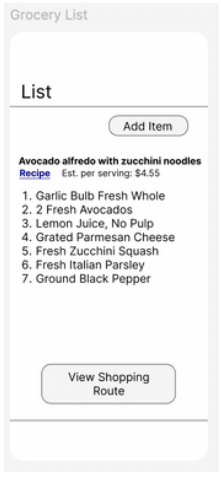
User Map for Mia

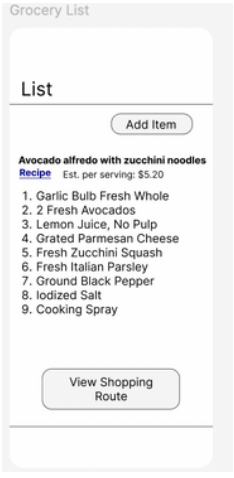
From home screen or lock screen

Interaction Four









Once “View Shopping Route” is pressed, the rest will look like interaction five.

Once “View Shopping Route” is pressed, the rest will look like interaction five.

User Map for Anyone

From home screen or lock screen

Interaction Five

