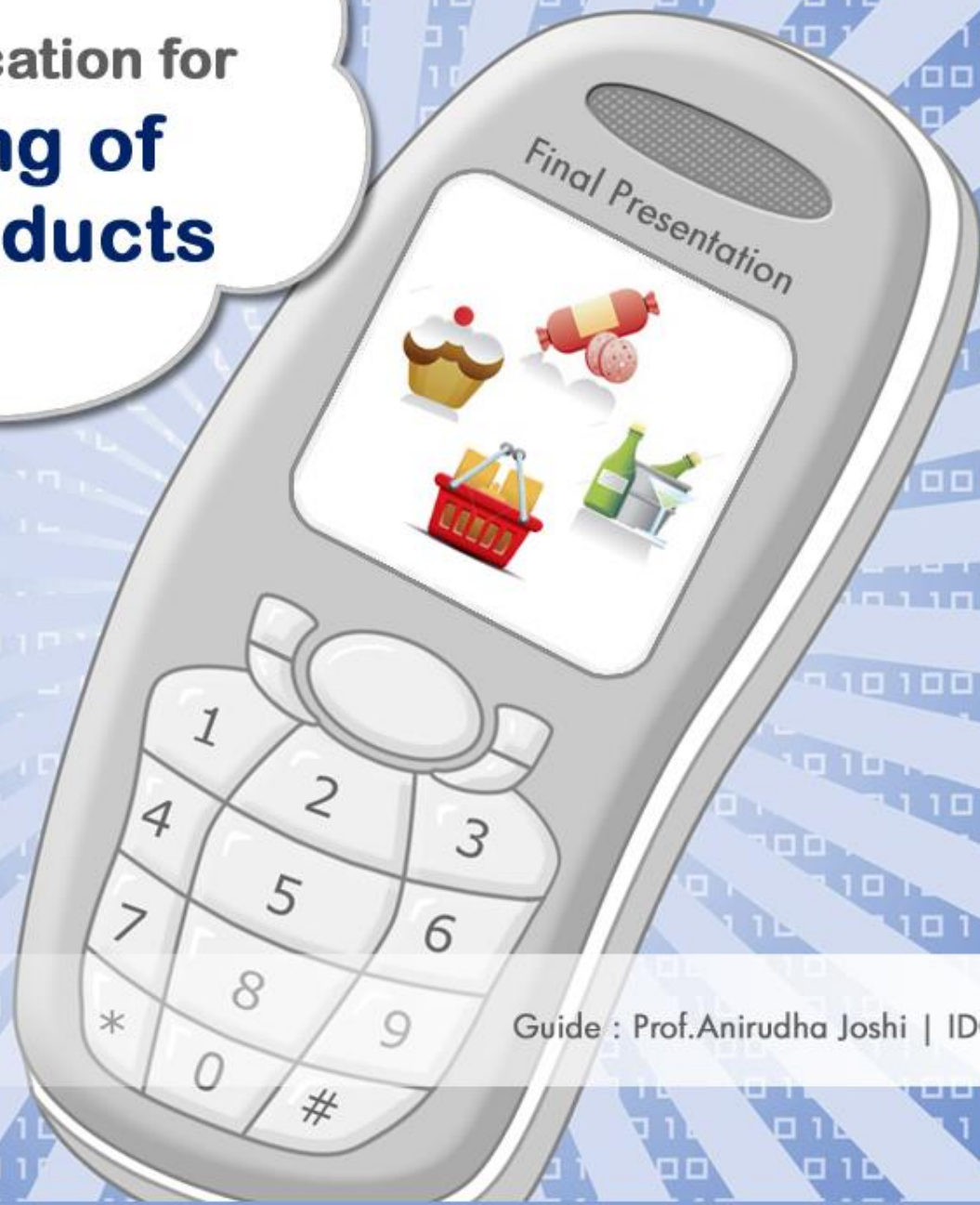


**Mobile Application for  
Shopping of  
Daily Products**



Guide : Prof.Anirudha Joshi | IDC IIT Bombay

# Introduction to the Project

***“Closing down of millions of ‘Kirana’ shops resulting in loss of livelihood.”***

*Monday, February 05, 2007*

*Source: The Economic Times*

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This project is an effort to solve this problem of kirana shopkeepers:

- by **finding** them more and more customers
- by **creeping technology** in the process of their trade

# Introduction to the Project

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This project is an effort to solve this problem of kirana shopkeepers:

- by **finding** them more and more customers
- by **creeping technology** in the process of their trade

This project also creates an impact on the customer shopping methods :

- by invoking them to **utilize technology**
- by providing **effortless shopping experience**

# Aim of the Project

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To make shopping possible for daily needs products using **Mobile Phones.**

# Aim of the Project



To make shopping possible for daily needs products using **Mobile Phones.**



Empower the customer **to shop while on move**

# Aim of the Project



To make shopping possible for daily needs products using **Mobile Phones**.



Empower the customer **to shop while on move**



To **help the Retailers** (*'Kirana'* shopkeepers) with new possibilities for growth.

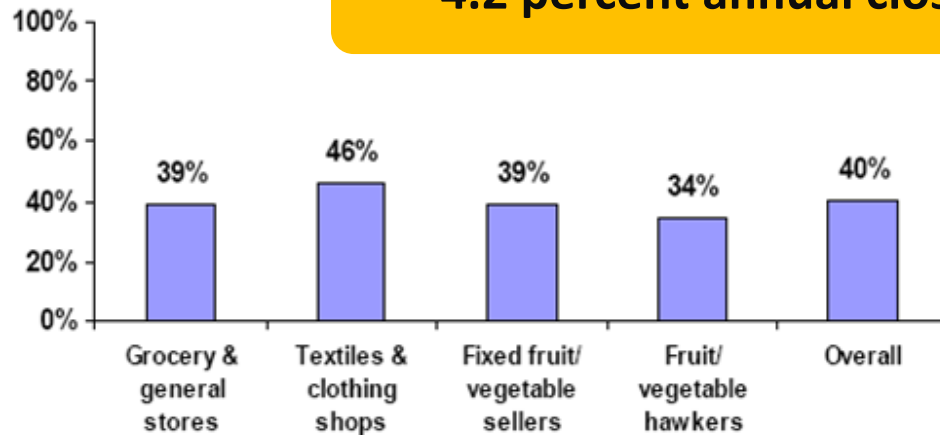
# Background Study - Retail

## 1. Impact of Organized Retailing on the Unorganized Sector

Working Paper No. 222 | September 2008

INDIAN COUNCIL FOR RESEARCH ON INTERNATIONAL ECONOMIC RELATIONS

**4.2 percent annual closure of retailers**



Adverse Impact on Unorganized Retailers by Category (% of Sampled Retailers)

# Background Study - Retail

## 2. India Retail Sector Analysis (2006-2007)

<http://www.researchandmarkets.com/reportinfo>

### Key Findings

- Growth of Organized retail by 10% by 2010
- Arrival of multinationals

More competition  
for the  
Unorganized  
retailers

# Background Study - Retail

## To Concise

Despite the impact, the '*kiranawalas*' have **showed their determination** to continue business.

Kirana shopkeepers **have a strength** that they know the Indian consumers much better than the newer entrants.

They are currently using a number of **modern technological** facilities and this section is going to widen in the future.

# Background Study - Technology

# Background Study - Technology

- Mobile technology in India is already **vast spread** and has become **common among the masses**



# Background Study - Technology

- Indian users of mobile are currently using mobiles for mainly Voice and few data services



# Background Study - Technology

- Indian users of mobile are currently using mobiles for mainly Voice and few data services
- 3G will enable reality in high upload and download speed thus invoking **M-commerce**.

*'M-commerce' is the ability to conduct commerce, using a mobile device.*



# Background Study - Technology

- Indian users of mobile are currently using mobiles for mainly Voice and few data services
- 3G will enable reality in high upload and download speed thus invoking **M-commerce**.

*'M-commerce' is the ability to conduct commerce, using a mobile device.*



# Background Study - Technology

## To Concise

- **Improved mobile devices** and their technologies will lead to new business methods.

(Smart phone, personal digital assistant (PDA), Wi-Fi, Bluetooth, WiMAX, VOIP)

- Mobile communication will be **very high in quality and standard** of data transmission.

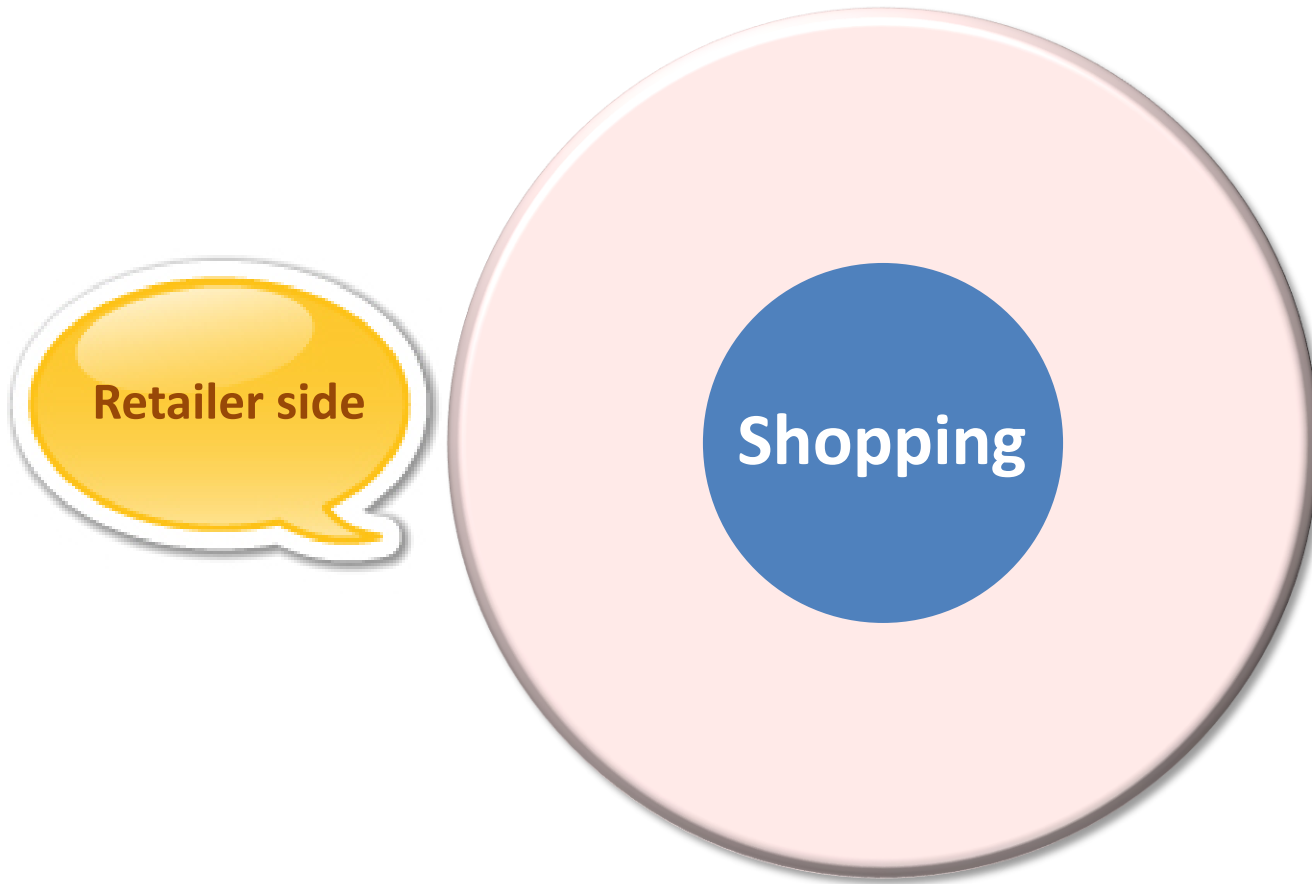
# Understanding the Problem

Shopping Sphere has 2 sides :



# Understanding the Problem

Shopping Sphere has 2 sides :



# Understanding the Problem

Shopping Sphere has 2 sides :



# Understanding the Problem

Shopping Sphere has 2 sides :



# Understanding the Problem

1. Informal conversation with the retailers



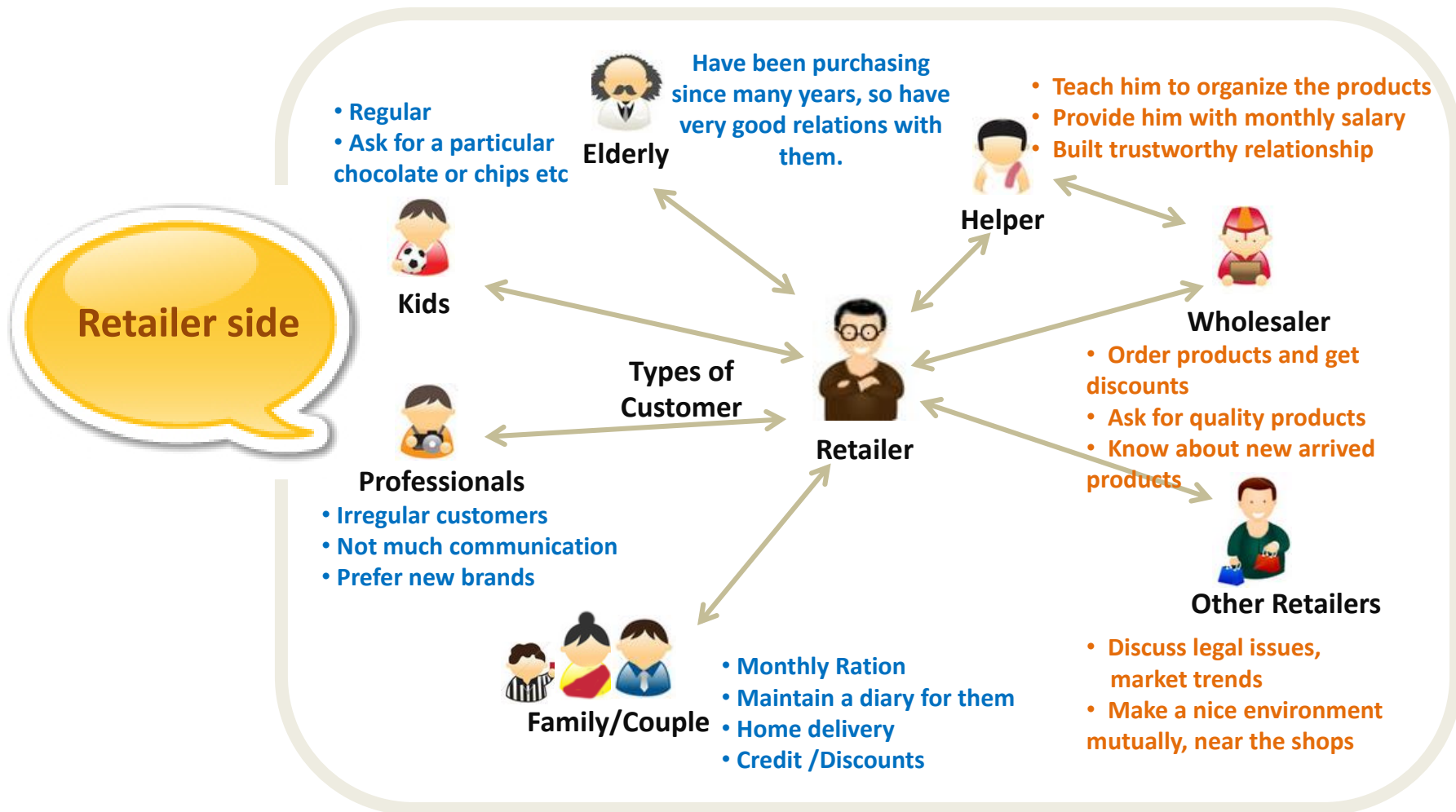
# Understanding the Problem

## 1. Informal conversation with the retailers



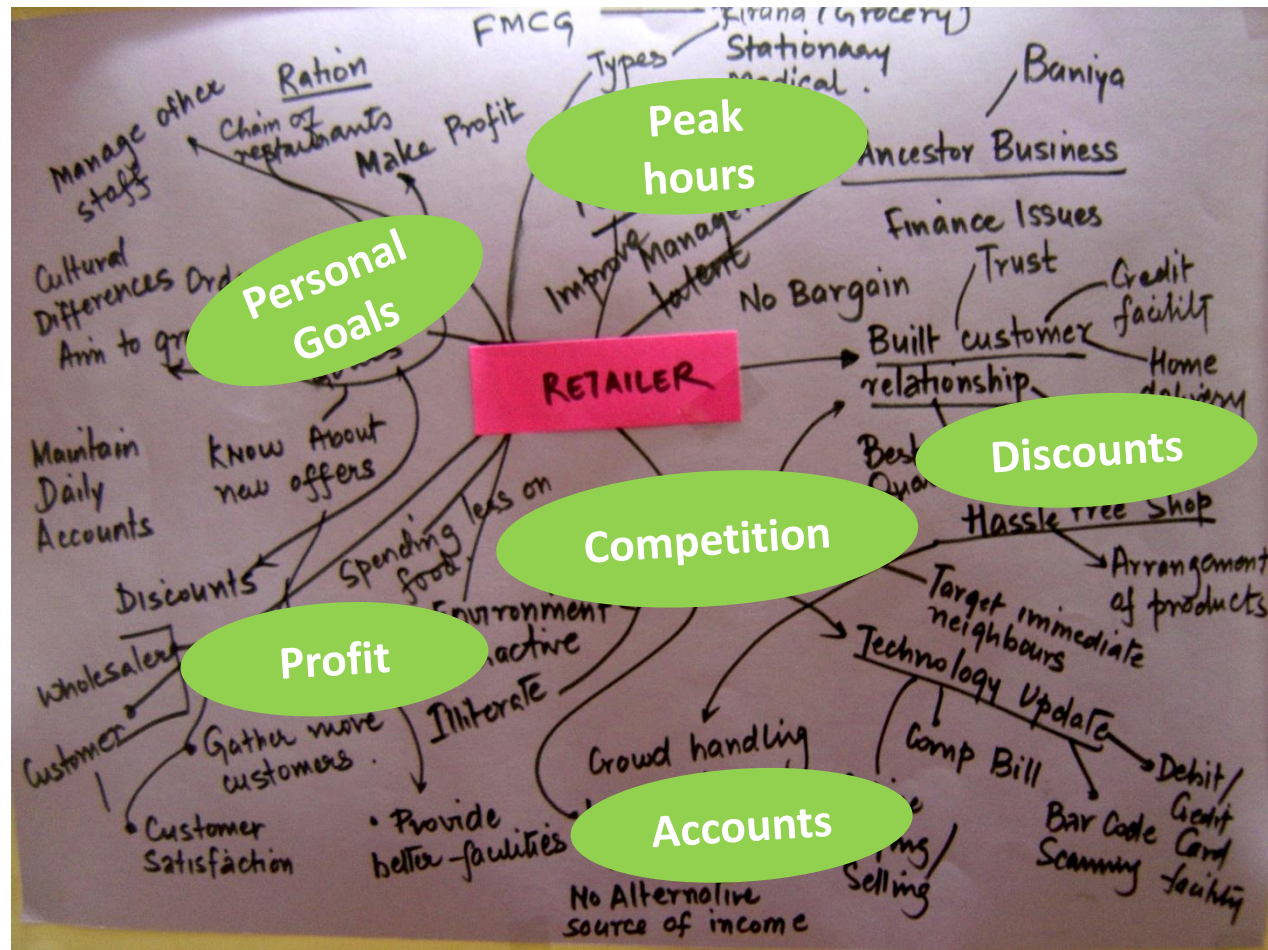
# Understanding the Problem

1. Informal conversation with the retailers
2. Understood their relationship model



# Understanding the Problem

1. Informal conversation with the retailers
2. Understood their relationship model
3. Keywords- Retailer



# Understanding the Problem

1. Informal conversation with the retailers
2. Understood their relationship model
3. Keywords- Retailer
4. Identify Problems, Needs, Goals



## Problems

- Have **no other source of income** – ancestor business
- **Finance issues** – if the shop is on lease, improve display of products
- **Face competition** – new arrival of malls in nearby area
- **Low education** – Not used to computerized billing, credit card machine

# Understanding the Problem

1. Informal conversation with the retailers
2. Understood their relationship model
3. Keywords- Retailer
4. Identify Problems, Needs, Goals



## **Needs**

- Gather more customers
- Know about latest Technology
- Maintain hassle free shop environment – peak hours
- Built long term customer relationship

# Understanding the Problem

1. Informal conversation with the retailers
2. Understood their relationship model
3. Keywords- Retailer
4. Identify Problems, Needs, Goals

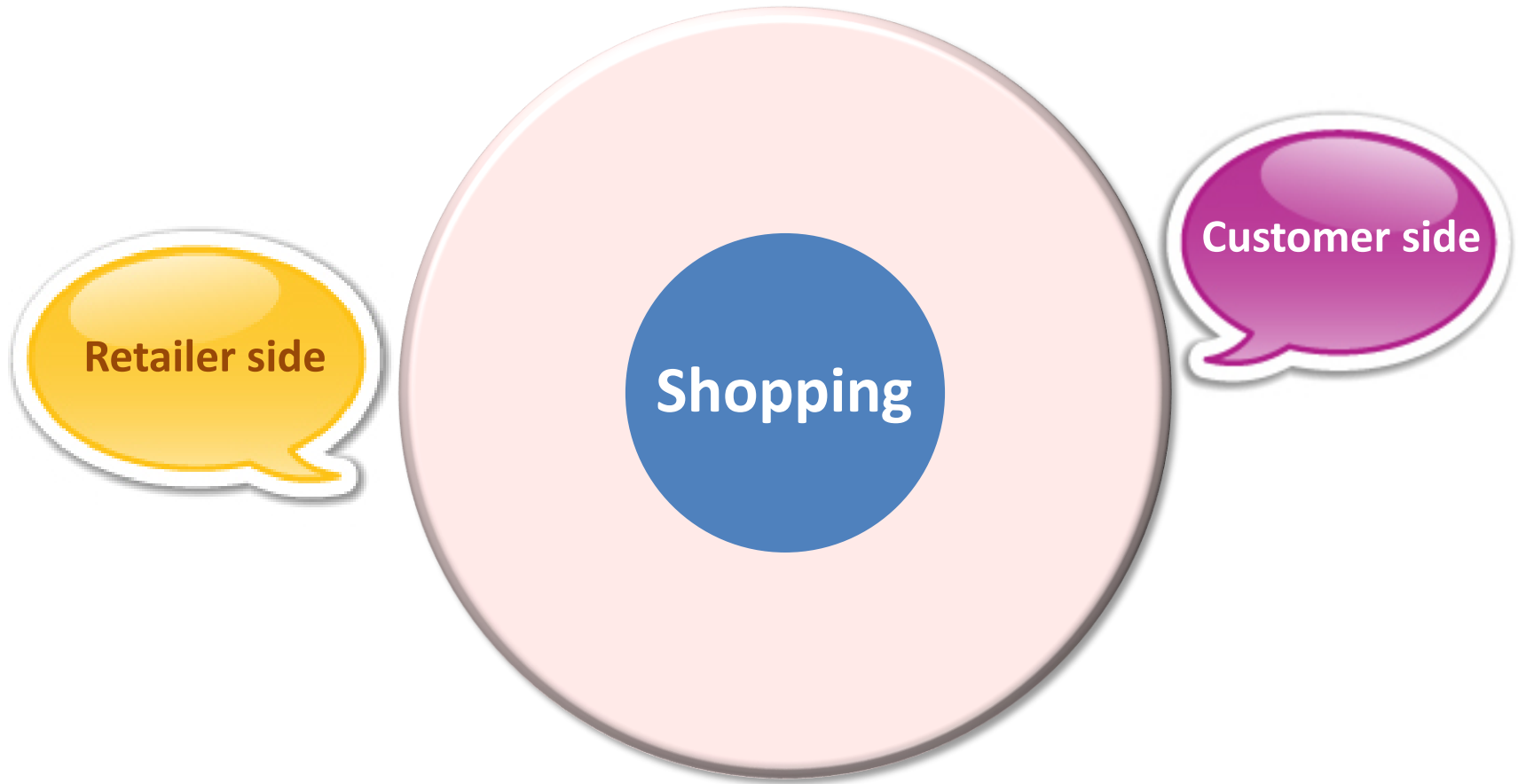


## Goals

- Gain more profit
- Improve quality of products
- Help customers know about new offers, discounts etc.
- Provide fast and efficient service to all the customers

# Understanding the Problem

Shopping Sphere has 2 sides :



# Understanding the Problem

Shopping Sphere has 2 sides :



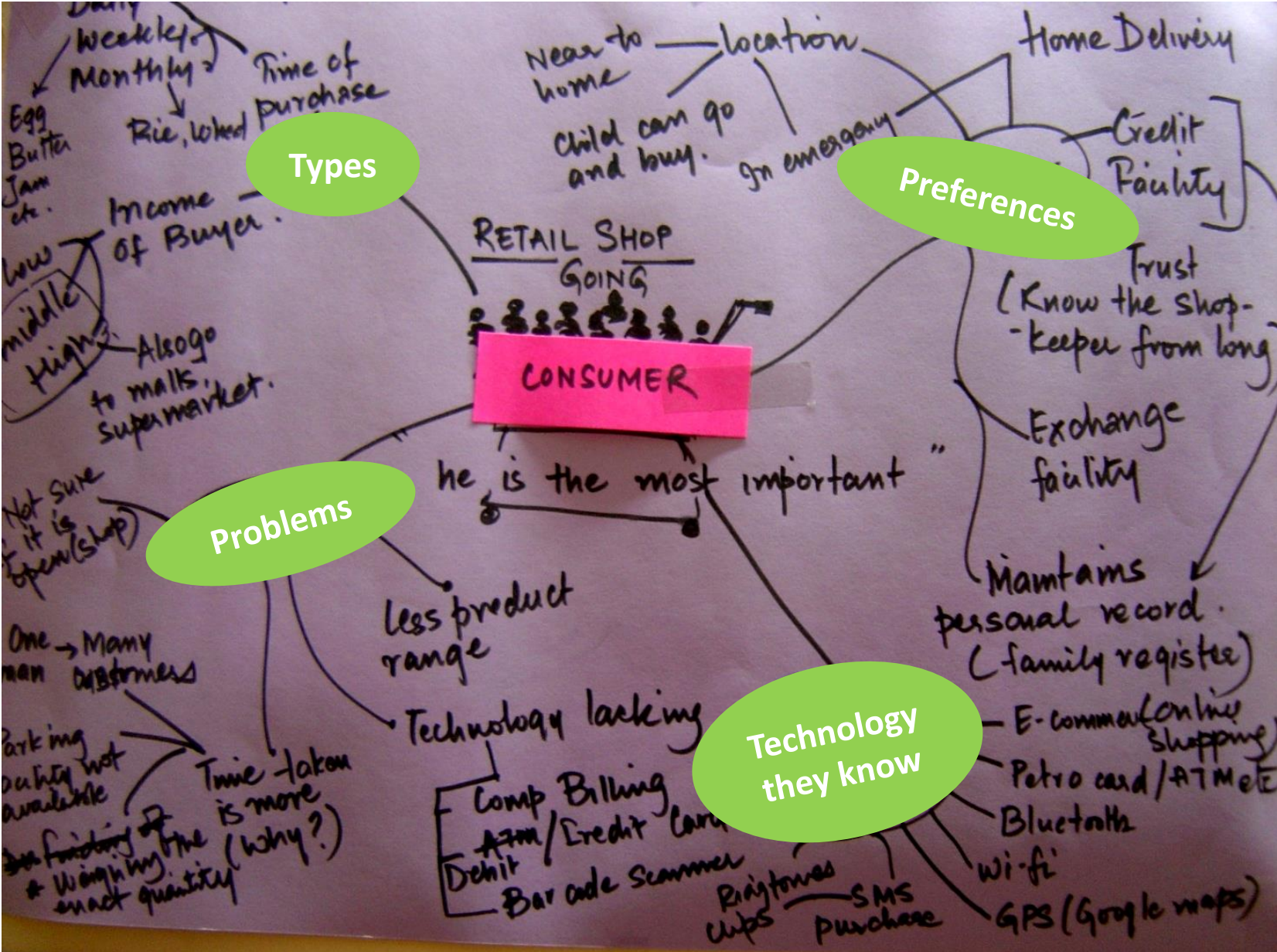
# Understanding the Problem

I particularly met 3 different types of customers as following :

1. The homemaker
2. The working women
3. The professional bachelors



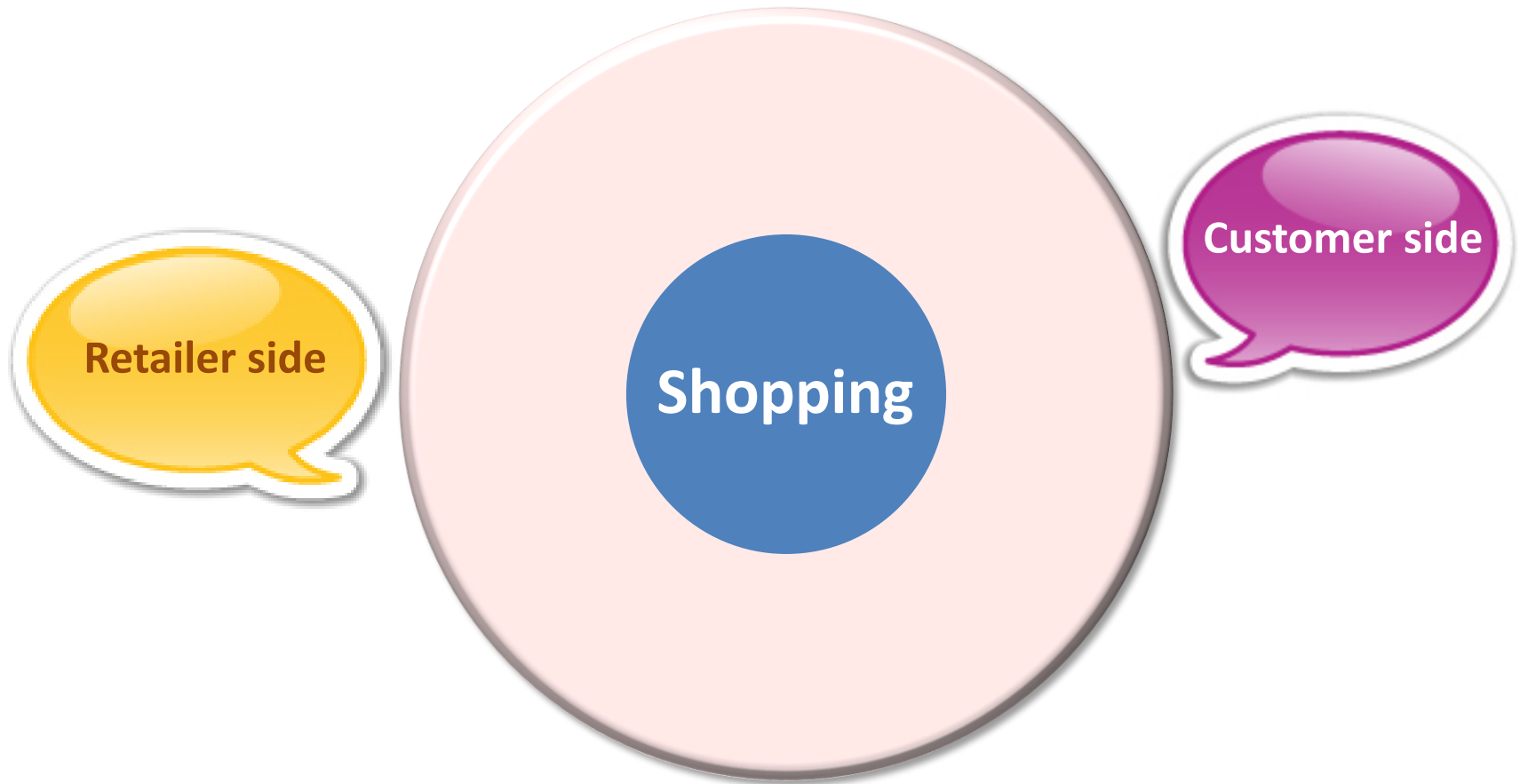
# Understanding the Problem



# Defining focus of the project

# Defining focus of the project

Shopping Sphere has 2 sides :



# Defining focus of the project

Shopping Sphere has 2 sides :



# Defining focus of the project

After understanding the problem I had decided to focus on **the customer side of the sphere because :**

- Customer are **ready to change** the way they shop today.
- Customers are enabled to **use technology**
- Customers **want to experiment** with new ideas
- Customers pattern of shopping directly **influences** the **shopkeepers target profit.**



# Targeting the Users

Target Users :



# Targeting the Users

## Target Users :



• Age – 25-40 years

• Tech savvy – should be able to use GPRS in his mobile phone

• Less liking in shopping for daily products

• Organized user with busy schedule

Customer side

# Understanding the User

1.

**Problem :**

Customers do not like to wait in a queue, and waste time.

**Need :**

Make shopping list and send it to shopkeeper from home, office or other locations without wasting time.

**Goal :**

“To acquire informal and effortless shopping experience.”



# Understanding the User

## DESIGN IDEA

The mobile application should let the customer make a list of products to be bought as and when required in the mobile device and send it to the shopkeeper without going to the shop.

1.

### **Problem :**

Customers do not like to wait in a queue, and waste time.

### **Need :**

Make shopping list and send it to shopkeeper from home, office or other locations without wasting time.

### **Goal :**

“To acquire informal and effortless shopping experience.”



# Understanding the User

2.

**Problem :**

Customers are sometimes unable to understand the bill/calculation due to handwriting.

**Need :**

To be able to maintain the shopping done for later references.

**Goal :**

“To manage budget over the years.”



# Understanding the User

## DESIGN IDEA

The mobile application should let the customer to maintain, save, share favorite products list, shop list for future reference.

## 2.

### **Problem :**

Customers are sometimes unable to understand the bill/calculation due to handwriting.

### **Need :**

To be able to maintain the shopping done for later references.

### **Goal :**

“To manage budget over the years.”



# Understanding the User

3.

**Problem :**

Customers are not able to compare prices with other brands, shops before buying.

**Need :**

To be able know about all the products offers and discounts available in the market.

**Goal :**

“To get best and most feasible product information.”



# Understanding the User

## DESIGN IDEA

The mobile application let the customer choose a shop according to location (through GPS), make comparison of products according to discounts, offers provided, according to availability, according to quality or ratings.

# 3.

### **Problem :**

Customers are not able to compare prices with other brands, shops before buying.

### **Need :**

To be able know about all the products offers and discounts available in the market.

### **Goal :**

“To get best and most feasible product information.”



# Final Concept



The Final mobile application is called ***Shop Inn***

# Final Application



The Final mobile application is called *'Shop Inn'*

Mobile application will do the following main functions :



1. *Make a list of products (shopping list)*

# Final Application



The Final mobile application is called *'Shop Inn'*

Mobile application will do the following main functions :



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2. *Find Shops to Send the list*

# Final Application



The Final mobile application is called *'Shop Inn'*

Mobile application will do the following main functions :



1. *Make a list of products (shopping list)*



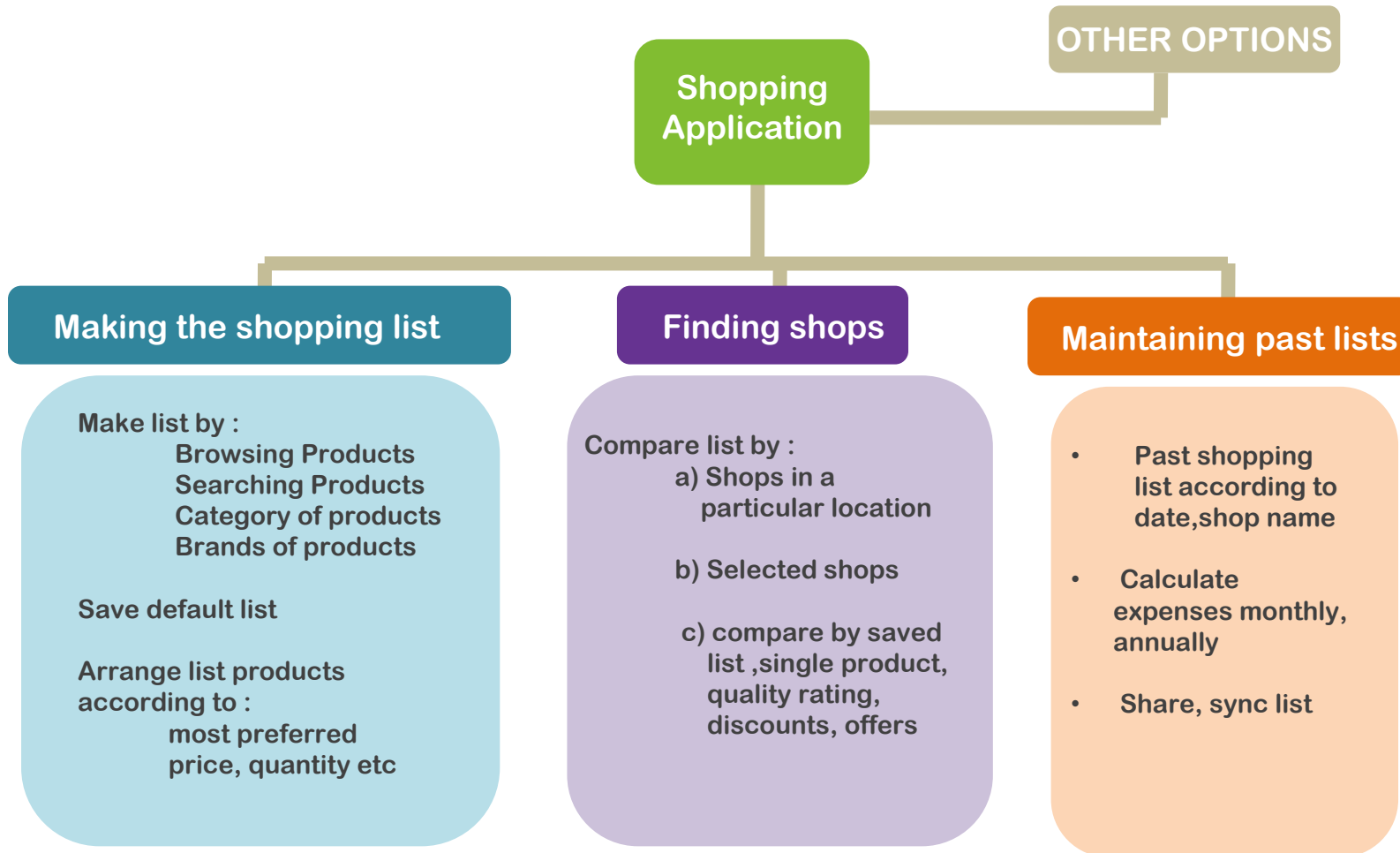
2. *Find Shops to Send the list*



3. *Maintain the Shopping Information*

# The Concept

- Transactions
- Payment settings
- User profile
- Other Settings – add,edit,delete,cut, copy



# The Concept

- Transactions
- Payment settings
- User profile
- Other Settings – add,edit,delete,cut, copy

OTHER OPTIONS

Shopping Application

## Making the shopping list

Make list by :

Browsing Products  
Searching Products  
Category of products  
Brands of products

Save default list

Arrange list products according to :  
most preferred  
price, quantity etc

## Finding shops

Compare list by :

a) Shops in a particular location

b) Selected shops

c) compare by saved list ,single product, quality rating, discounts, offers

## Maintaining past lists

- Past shopping list according to date,shop name
- Calculate expenses monthly, annually
- Share, sync list



# The Concept Detailing

# The Concept Detailing

## 1. Card sorting



# The Concept Detailing

## 1. Card sorting

- Aim : To understand how Users Categorize products.
- Important Findings :
  - Products have overlaps  
( i.e same product can occur in more than one category)
  - Categorization is easy when it is prompted by similar products  
( tea-sugar-coffee)
  - Specific Category Name are more useful  
eg. Spices, Cold drinks

# The Concept Detailing

## 1. Card sorting

- Aim : To understand how Users Categorize products.
- 9 categories were finalized :

Groceries

Juice/Soft Drink

Spices

Beverages

Fast Food

Biscuit/Choco

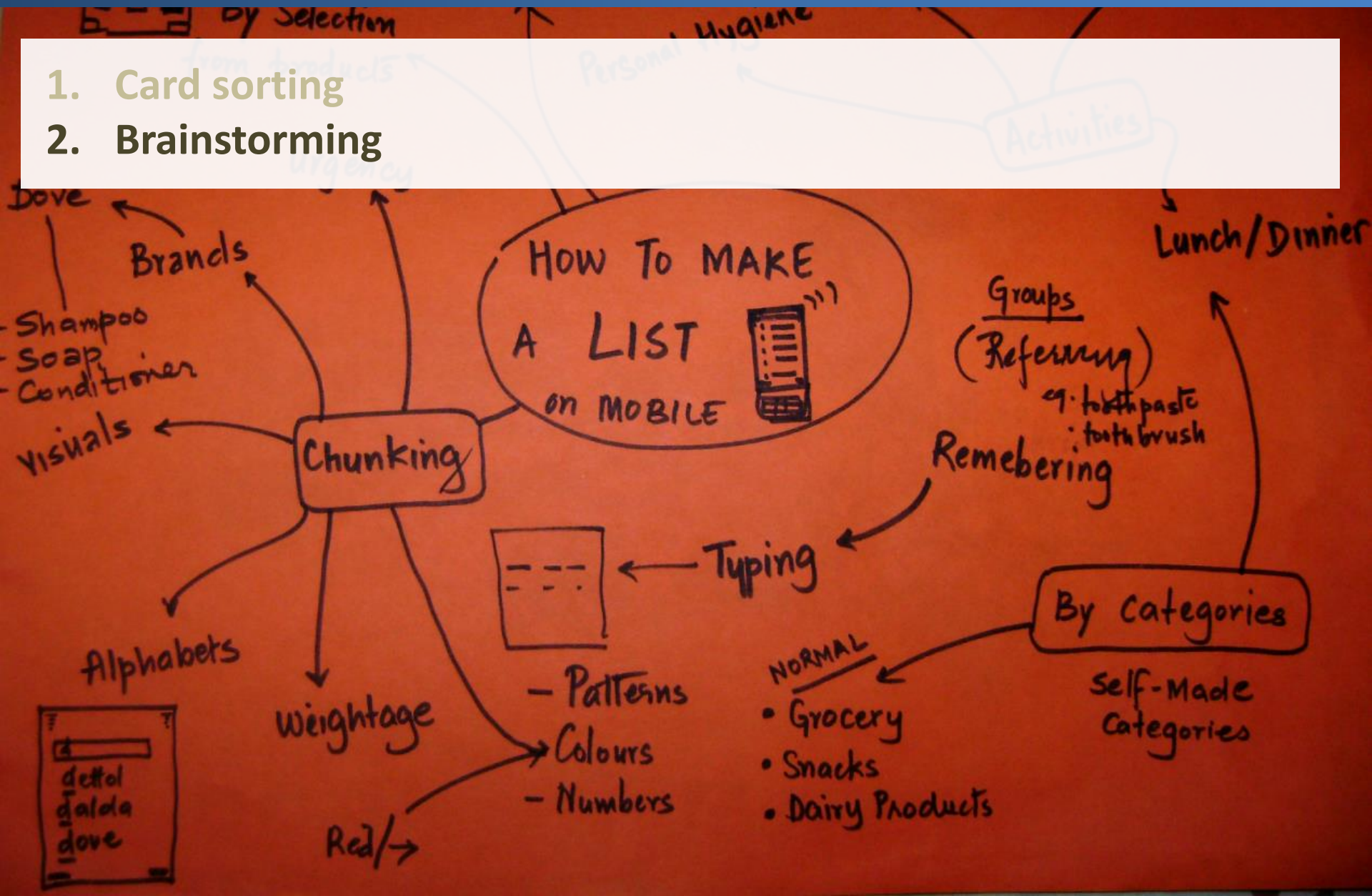
Cleaning

Bathroom

Miscellaneous

# The Concept Detailing

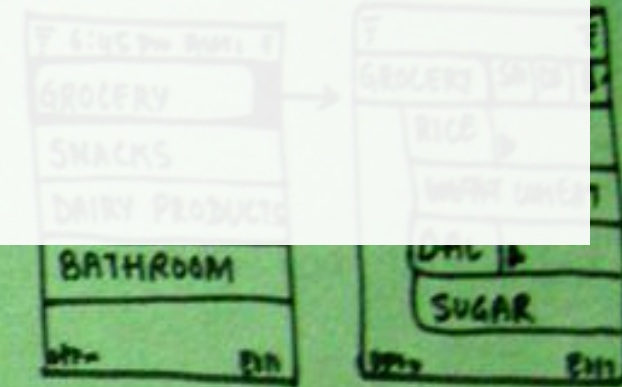
1. Card sorting
2. Brainstorming



# The Concept Detailing

1. Card sorting
2. Brainstorming
3. Ideation

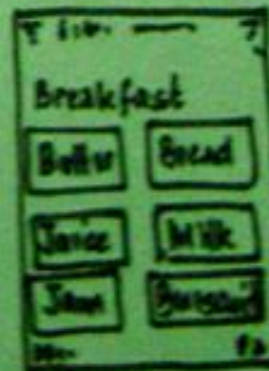
LIST MAKING  
OPTIONS ON  
MOBILE



Find + Search + Add.

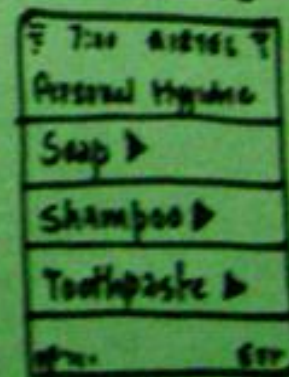


Breakfast



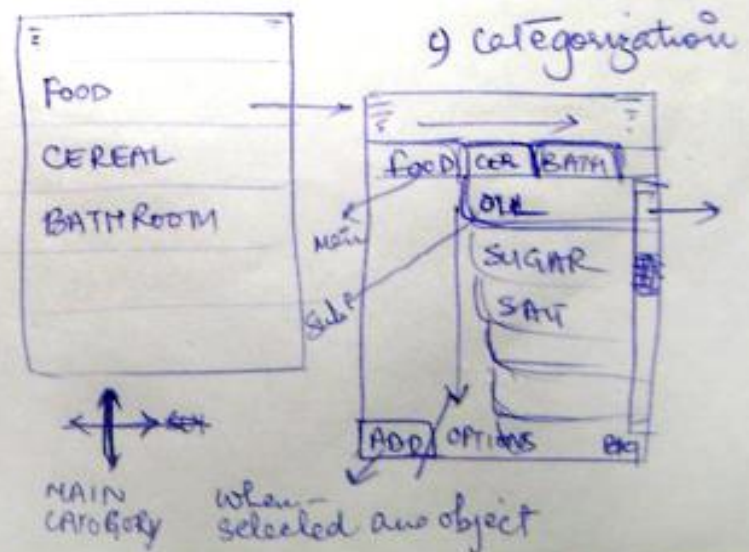
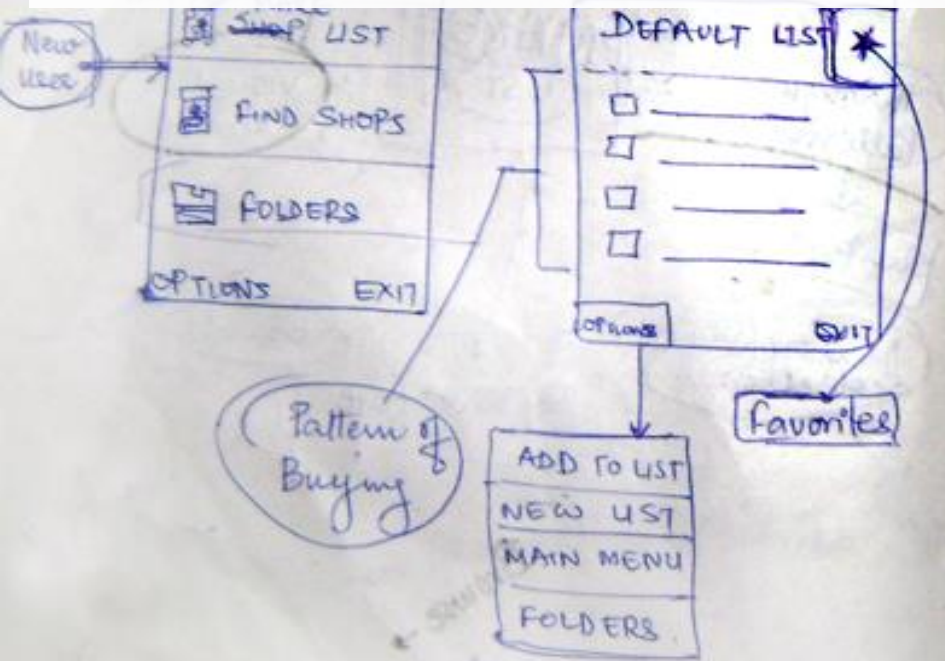
Activity Category +

Personal Hygiene

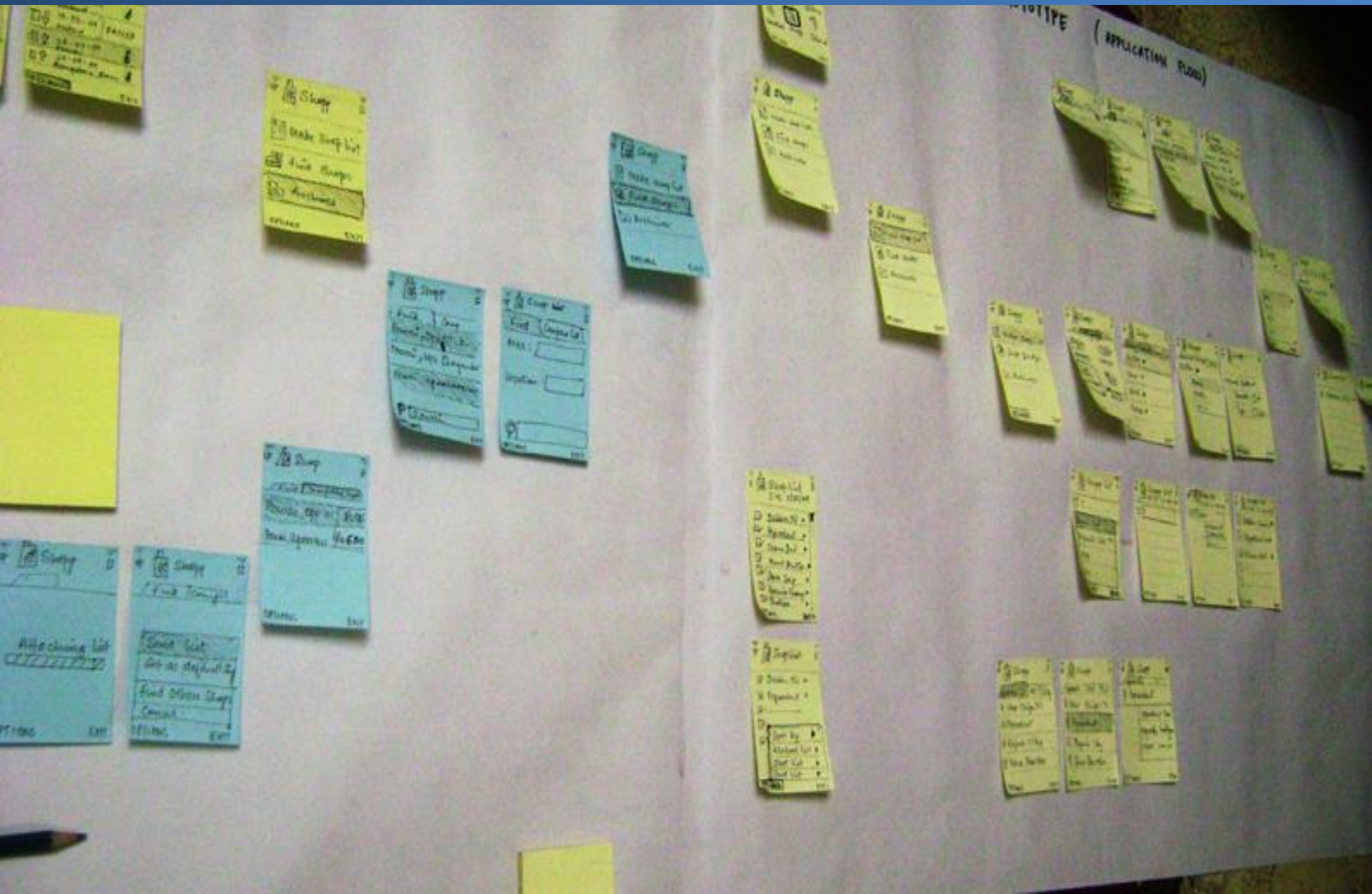


# The Concept Detailing

1. Card sorting
2. Brainstorming
3. Ideation
4. Detailing application



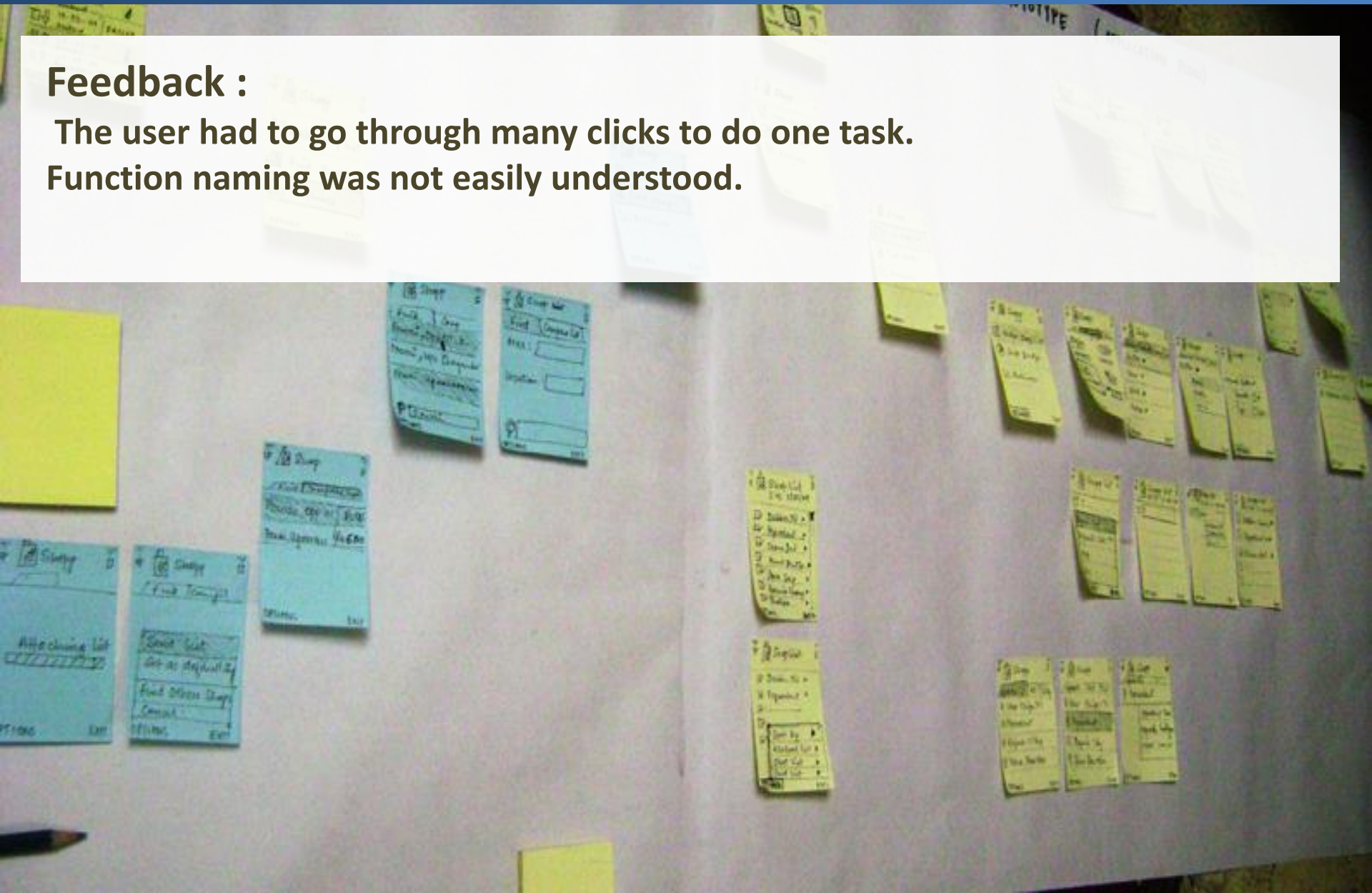
# Paper Prototyping – 1<sup>st</sup> stage



# Paper Prototyping – 1<sup>st</sup> stage

## Feedback :

The user had to go through many clicks to do one task.  
Function naming was not easily understood.



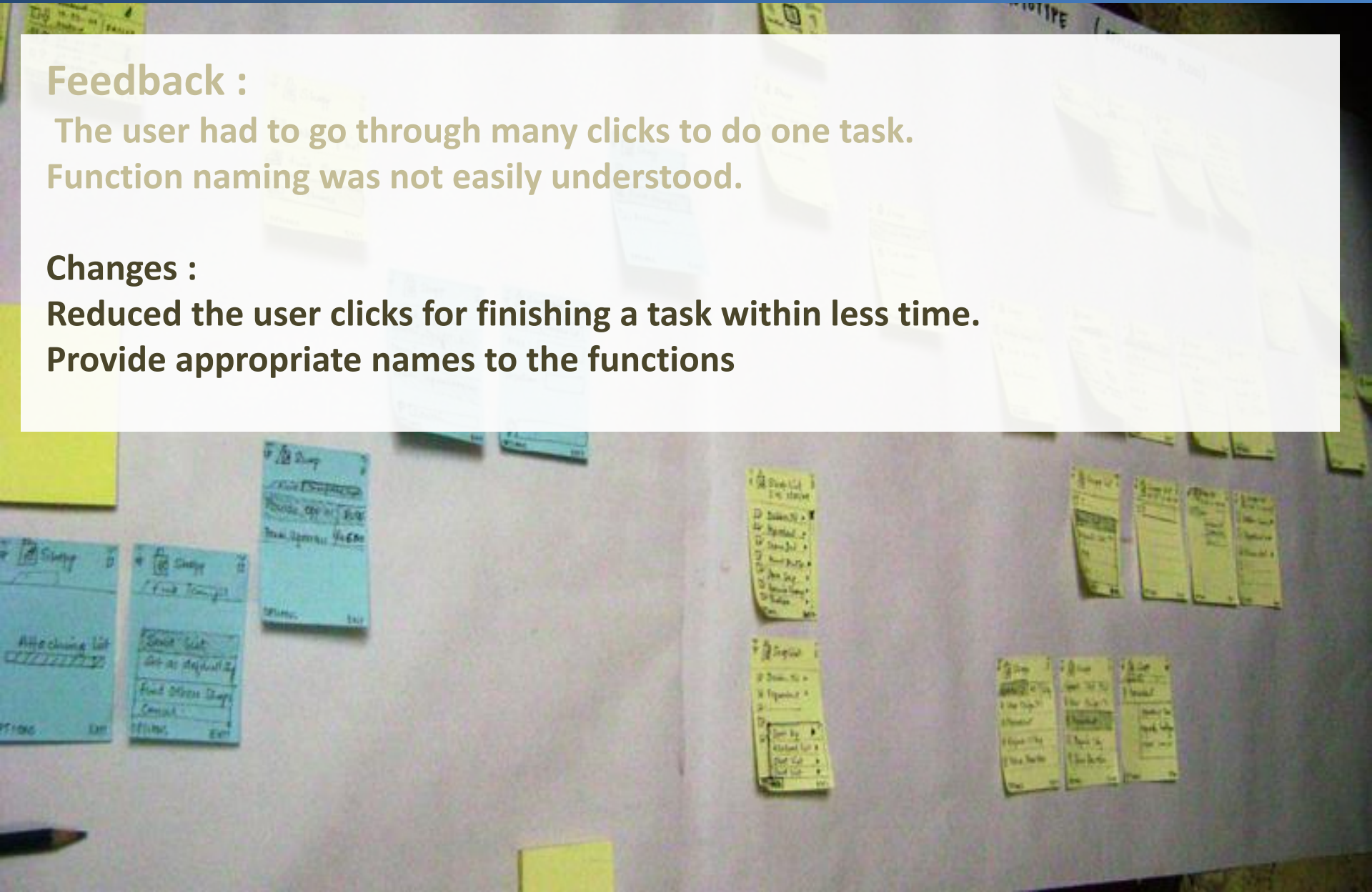
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## Feedback :

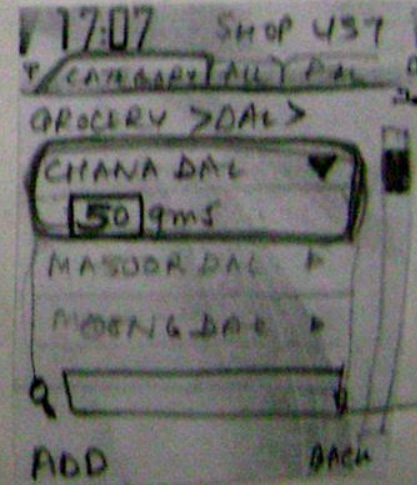
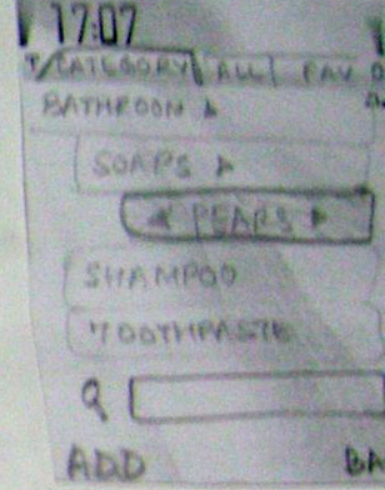
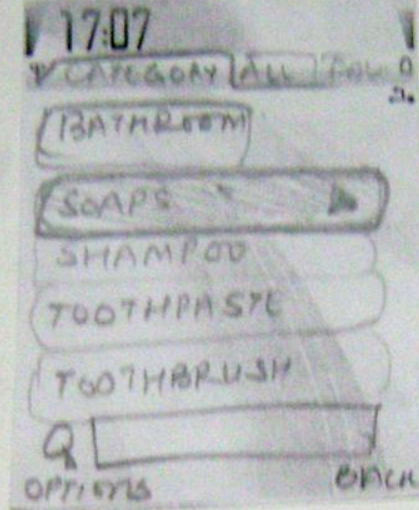
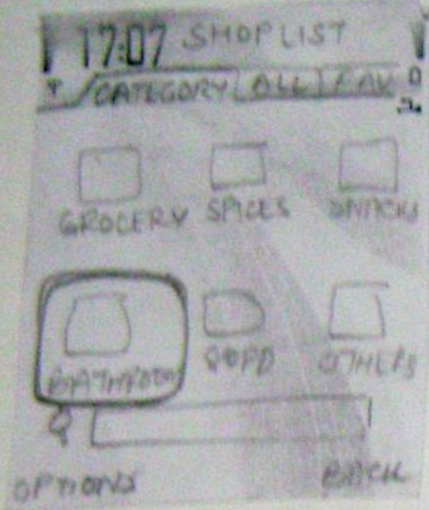
The user had to go through many clicks to do one task.  
Function naming was not easily understood.

## Changes :

Reduced the user clicks for finishing a task within less time.  
Provide appropriate names to the functions



# Paper Prototyping – 2<sup>nd</sup> stage



SEARCH OPTION BROWSING

SEARCH LIST BROWSING

# Scenario 1 – Explaining the Application Usage

**Scenario 1 – Shoplist made all at once and sent to shop**

# Scenario 2 – Explaining the Application Usage

**Scenario 2 – Shoplist made gradually and sent to shop**

## Lets look at the Mobile Application for Shopping



Lets look at the Mobile Application for Shopping  
New User using the Application for the first time.





NOKIA

17:05 VODAFONE  
We 12-03-2009



No cal. entries for today

Messages

Gallery

Navigator



NOKIA



Menu



|  |  |  |
|--|--|--|
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

Options

Exit

Navigator



NOKIA



Menu



Options

Exit

Navigator



NOKIA



Menu



Options

Exit

Navigator



Menu




Options

Exit










Navigator

NOKIA



# ShopIn


Shoplist Categories All Fav

|   |  |   |
|---|--|---|
|  <p>Groceries</p>        |  <p>Spices</p>    |  <p>Fast Food</p>      |
|  <p>Juice/Soft Drink</p> |  <p>Beverages</p> |  <p>Biscuit/Choco</p>  |
|  <p>Cleaning</p>        |  <p>Bathroom</p> |  <p>Miscellaneous</p> |

Options  Back










Navigator

NOKIA



# ShopIn


Shoplist Categories All Fav

|   |  |   |
|---|--|---|
|  <p>Groceries</p>        |  <p>Spices</p>    |  <p>Fast Food</p>      |
|  <p>Juice/Soft Drink</p> |  <p>Beverages</p> |  <p>Biscuit/Choco</p>  |
|  <p>Cleaning</p>        |  <p>Bathroom</p> |  <p>Miscellaneous</p> |

Options  Back










Navigator

NOKIA



# ShopIn


Shoplist Categories All Fav

|   |  |   |
|---|--|---|
|  <p>Groceries</p>        |  <p>Spices</p>    |  <p>Fast Food</p>      |
|  <p>Juice/Soft Drink</p> |  <p>Beverages</p> |  <p>Biscuit/Choco</p>  |
|  <p>Cleaning</p>        |  <p>Bathroom</p> |  <p>Miscellaneous</p> |

Options  Back










Navigator

NOKIA



# ShopIn



Shoplist Categories All Fav

|   |  |   |
|---|--|---|
|  <p>Groceries</p>        |  <p>Spices</p>    |  <p>Fast Food</p>      |
|  <p>Juice/Soft Drink</p> |  <p>Beverages</p> |  <p>Biscuit/Choco</p>  |
|  <p>Cleaning</p>        |  <p>Bathroom</p> |  <p>Miscellaneous</p> |


Options  Back

Navigator










NOKIA




# ShopIn



Shoplist Categories All Fav

|   |  |  |
|---|--|--|
|  <p>Soaps</p>    |  <p>Shampoo</p>     |  <p>Hair Oil</p>  |
|  <p>Ayurveda</p> |  <p>Ointment</p>    |  <p>Baby Care</p> |
|  <p>Creams</p>  |  <p>Tooth-care</p> |  <p>Others</p>   |



Options Back


Navigator

NOKIA



# ShopIn

Shoplist Categories All Fav




Soaps

- Chinthol
- Dove
- Lifebouy
- Liril
- Lux

Add Back

Navigator

NOKIA




# ShopIn

Shoplist Categories All Fav



Soaps

- Chinthol ▶
- Dove ▶
- Lifebouy ▶
- Liril ▶
- Lux ▶



Add Back

Navigator



NOKIA



ShopIn



Shoplist

Categories

All

Fav



Soaps

Chinthol



Dove



Lifebouy



Liril



Lux




Add

Back


Navigator

NOKIA



# ShopIn

Shoplist Categories All Fav



Soaps

- Chinthol
- Dove
- Lifebouy
- Liril
- Lux

Options Back

Navigator



ShopIn



Shoplist

Categories

All

Fav

Shoplist (13-04-09 12:32) ▶

pending



Options

Back

Navigator



ShopIn



Shoplist

Categories

All

Fav

Shoplist (13-04-09 12:32) ▼

Dove Soap




Options

Back










Navigator


NOKIA



# ShopIn

Shoplist Categories All Fav

|   |  |   |
|---|--|---|
|  <p>Groceries</p>        |  <p>Spices</p>    |  <p>Fast Food</p>      |
|  <p>Juice/Soft Drink</p> |  <p>Beverages</p> |  <p>Biscuit/Choco</p>  |
|  <p>Cleaning</p>        |  <p>Bathroom</p> |  <p>Miscellaneous</p> |



Options Back

Navigator

NOKIA



# ShopIn



Shoplist

Categories

All

Fav

555 Vim Bar

Amul butter

Ashoka masala

Alaa bleach

Badshah masala

Bansi agarbatti

Britannia Gold

Brooke Bond

Cadbury



Options

Back

Navigator

NOKIA



# ShopIn

Shoplist Categories All Fav

- Maaza
- Maggi noodles
- Maggi soup
- Maggi pasta
- Margo soup
- Marico biscuit
- MDH
- Medimix
- Mother's recipe



Options Back

Navigator

NOKIA



# ShopIn

Shoplist Categories All Fav


- Maaza
- Maggi noodles
- Maggi soup
- Maggi pasta
- Margo soup
- Marico biscuit
- 
- 
- 



Options Back

Navigator

NOKIA



# ShopIn

Shoplist Categories All Fav

- Maggi noodles
- Maggi soup
- Maggi pasta
- 
- 
- 
- 
- 
- 

 maggi

Options Back

Navigator

NOKIA



# ShopIn

Shoplist Categories All Fav


- Maggi noodles
- Maggi soup** ▶
- Maggi pasta
- 
- 
- 
- 
- 
- 

 maggi

Options Back

Navigator

NOKIA



# ShopIn

Shoplist Categories All Fav


- Maggi noodles
- Maggi soup ▾
  - Maggi Tomato soup
  - Maggi Onion soup
  - Maggi Veg soup
  - Maggi Chicken soup

maggi

Options Back

Navigator

NOKIA



# ShopIn

Shoplist Categories All Fav


- Maggi noodles
- Maggi soup ▾
  - Maggi Tomato soup
  - Maggi Onion soup
  - Maggi Veg soup
  - Maggi Chicken soup

maggi

Add Back

Navigator

NOKIA



# ShopIn

Shoplist Categories All Fav

- Maggi noodles
- Maggi soup ▾
  - Maggi Tomato soup
  - Maggi Onion soup
  - Maggi Veg soup
  - Maggi Chicken soup

maggi

Add Back

Navigator

NOKIA



# ShopIn

Shoplist Categories All Fav

- Maggi noodles
- Maggi soup ▾
  - Maggi Tomato soup
  - Maggi Onion soup
  - Maggi Veg soup
  - Maggi Chicken soup

maggi

Add Back

Navigator



# ShopIn

Shoplist Categories All Fav

Maggi noodles

Maggi soup

Maggi Tomato soup

Maggi Onion soup

Maggi Veg soup

Maggi Chicken  
soup

maggi

Add

Back

NOKIA



# ShopIn

Shoplist Categories All Fav


- Maaza
- Maggi noodles
- Maggi soup
- Maggi pasta
- Margo soup
- Marico biscuit
- MDH
- Medimix
- Mother's recipe



Options Back










Navigator


NOKIA



# ShopIn

Shoplist Categories All Fav

|   |  |   |
|---|--|---|
|  <p>Groceries</p>        |  <p>Spices</p>    |  <p>Fast Food</p>      |
|  <p>Juice/Soft Drink</p> |  <p>Beverages</p> |  <p>Biscuit/Choco</p>  |
|  <p>Cleaning</p>        |  <p>Bathroom</p> |  <p>Miscellaneous</p> |



Options Back

Navigator



ShopIn



Shoplist

Categories

All

Fav

Shoplist (13-04-09 12:32) ▶

pending



Options

Back

Navigator



ShopIn



Shoplist

Categories

All

Fav

Shoplist (13-04-09 12:32) ▼

Dove Soap

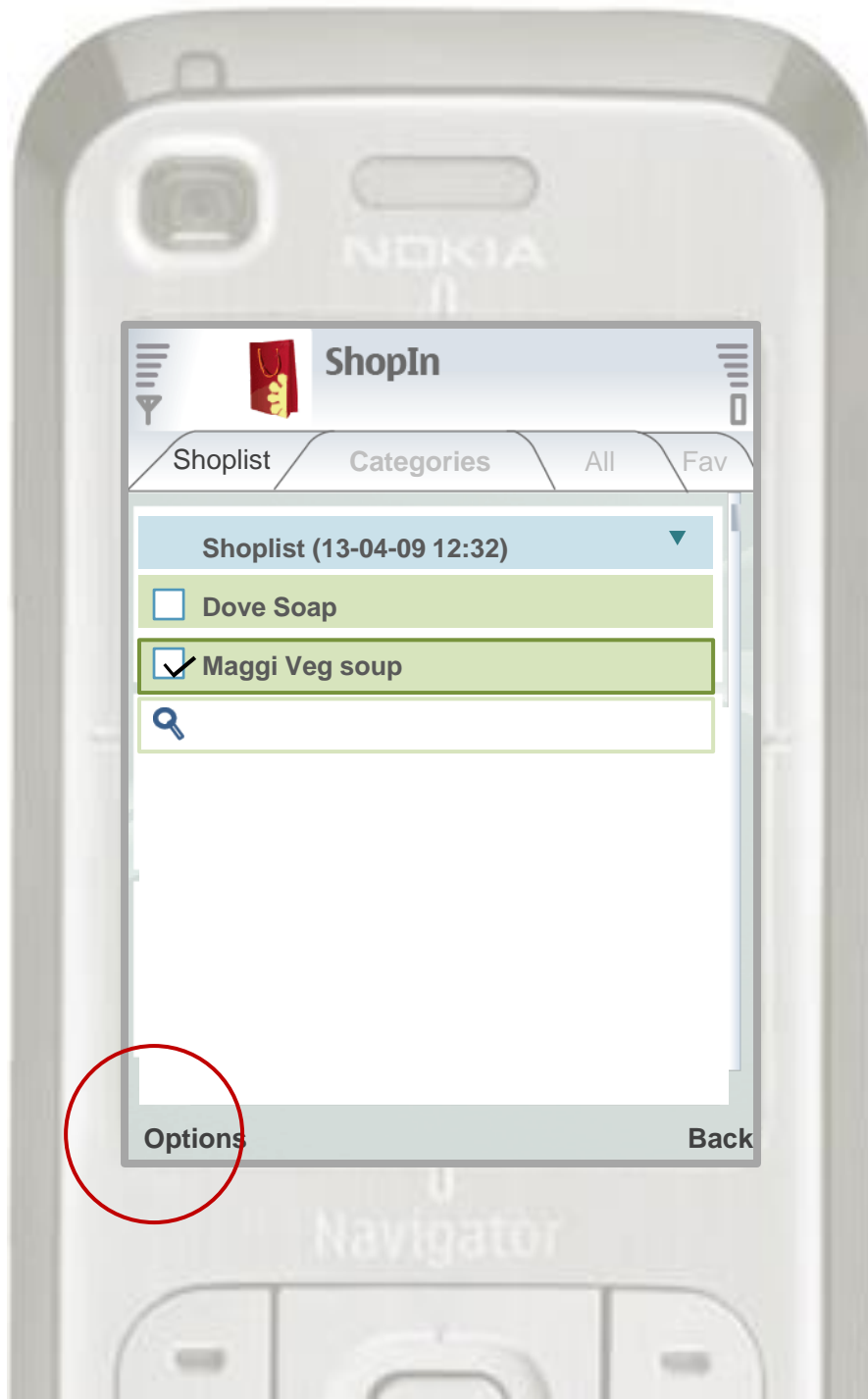
Maggi Veg soup



Options

Back

Navigator



NOKIA



ShopIn



Shoplist

Categories

All

Fav

Shoplist (13-04-09 12:32)

Dove Soap

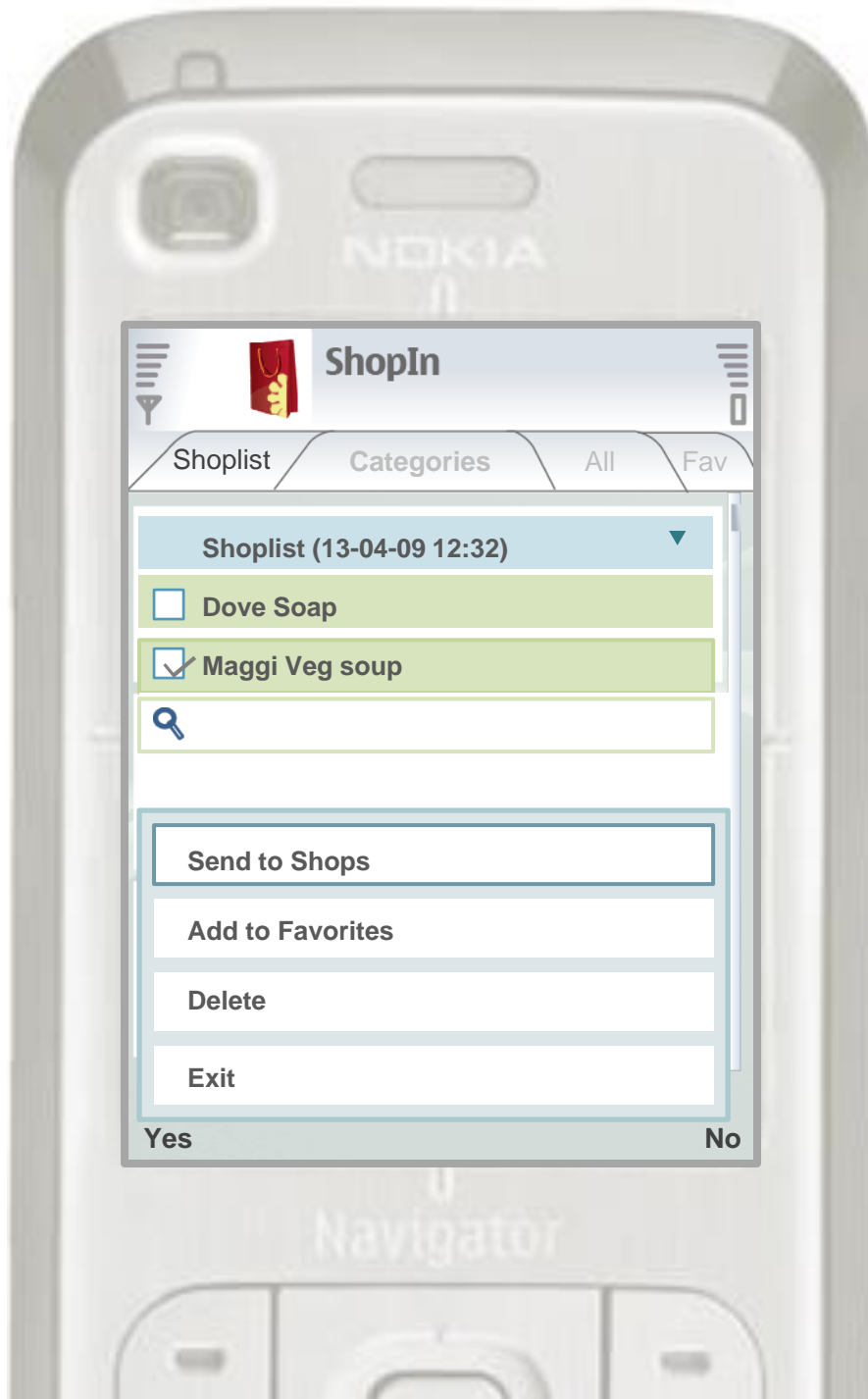
Maggi Veg soup



Options

Back

Navigator



ShopIn



Shoplist

Categories

All

Fav

Shoplist (13-04-09 12:32) ▼

Dove Soap

Maggi Veg soup



Send to Shops

Add to Favorites

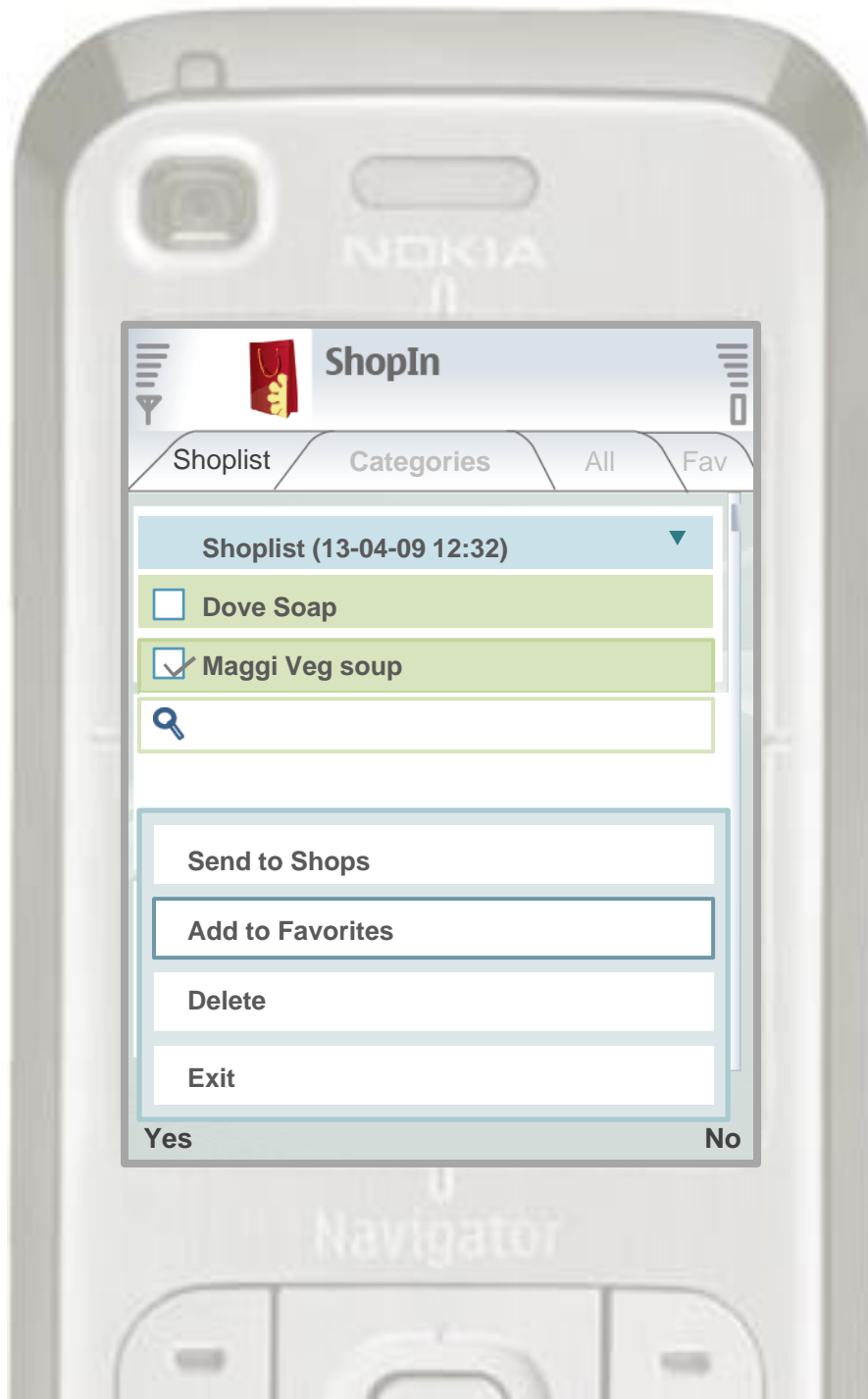
Delete

Exit

Yes

No

Navigator



ShopIn



Shoplist

Categories

All

Fav

Shoplist (13-04-09 12:32) ▼

Dove Soap

Maggi Veg soup



Send to Shops

Add to Favorites

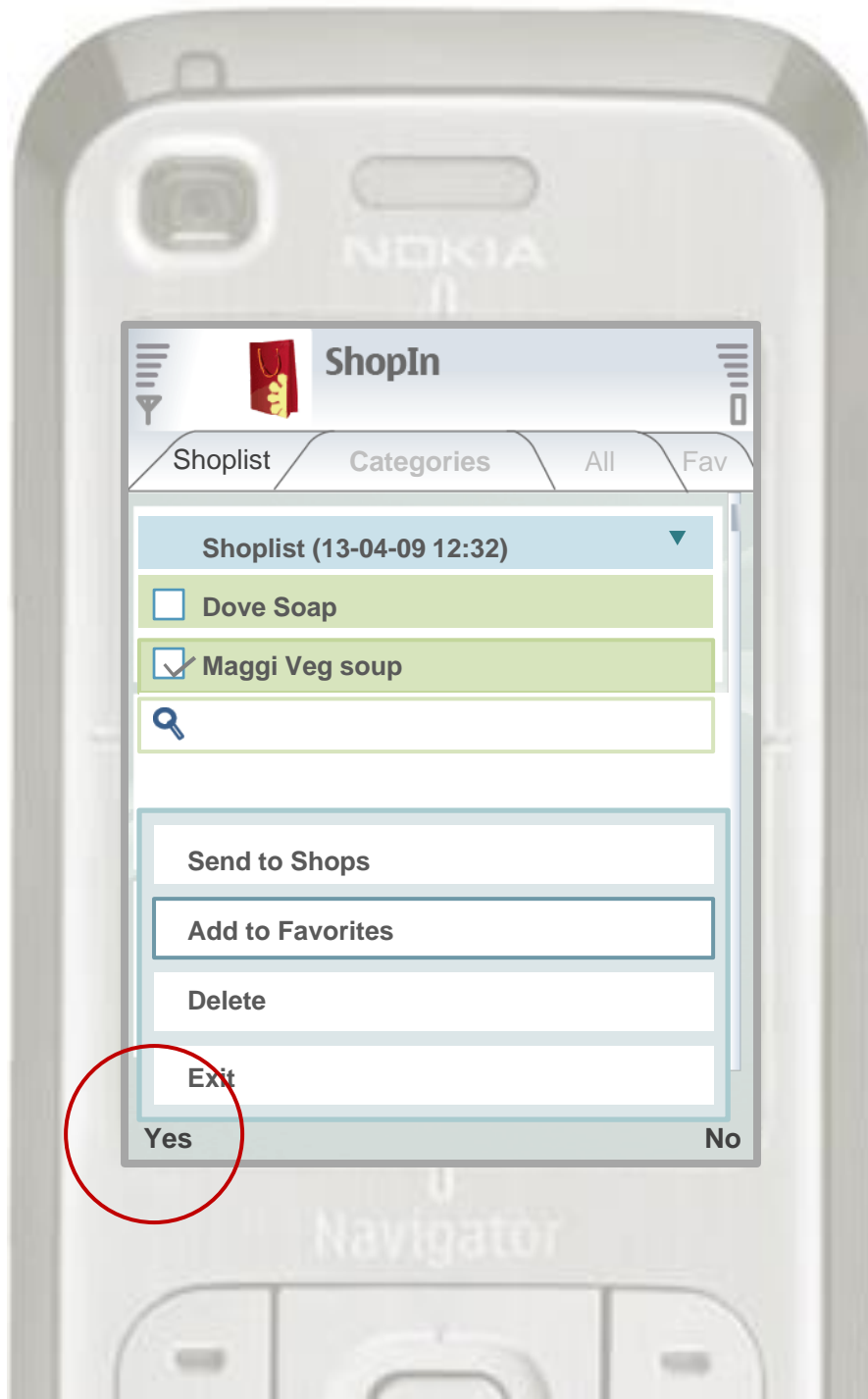
Delete

Exit

Yes

No

Navigator



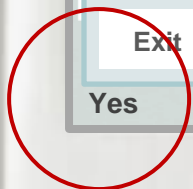
NOKIA

ShopIn

Shoplist Categories All Fav

- Shoplist (13-04-09 12:32) ▾
- Dove Soap
- Maggi Veg soup
- 

- Send to Shops
- Add to Favorites
- Delete
- Exit



Yes No

Navigator



ShopIn



Shoplist

Categories

All

Fav

Maggi Veg soup



Options

Cancel

Navigator



ShopIn



Shoplist

Categories

All

Fav

Shoplist (13-04-09 12:32) ▼

Dove Soap

Maggi Veg soup



Options

Back

Navigator



ShopIn



Shoplist

Categories

All

Fav

Shoplist (13-04-09 12:32) ▼



Dove Soap



Maggi Veg soup



D

Options

Back

Navigator



Shoplist (13-04-09 12:32)


Dove Soap

Maggi Veg soup

- Dabur Hajmola
- Dabur Hair Oil
- Dalchini
- Dahi, Haldirams
- Deep Agarbatti
- Dettol Soap

Navigator

NOKIA




# ShopIn

Shoplist Categories All Fav

Shoplist (13-04-09 12:32) ▾

- Dove Soap
- Maggi Veg soup


 De

- Deep Agarbatti
- Dettol Soap
- Dettol Handwash
- Dettol

Options Back

Navigator

NOKIA



# ShopIn

Shoplist Categories All Fav


Shoplist (13-04-09 12:32) ▾

- Dove Soap
- Maggi Veg soup
- Dettol
  - Dettol Soap
  - Dettol Handwash
  - Dettol

Add Back

Navigator

NOKIA



# ShopIn

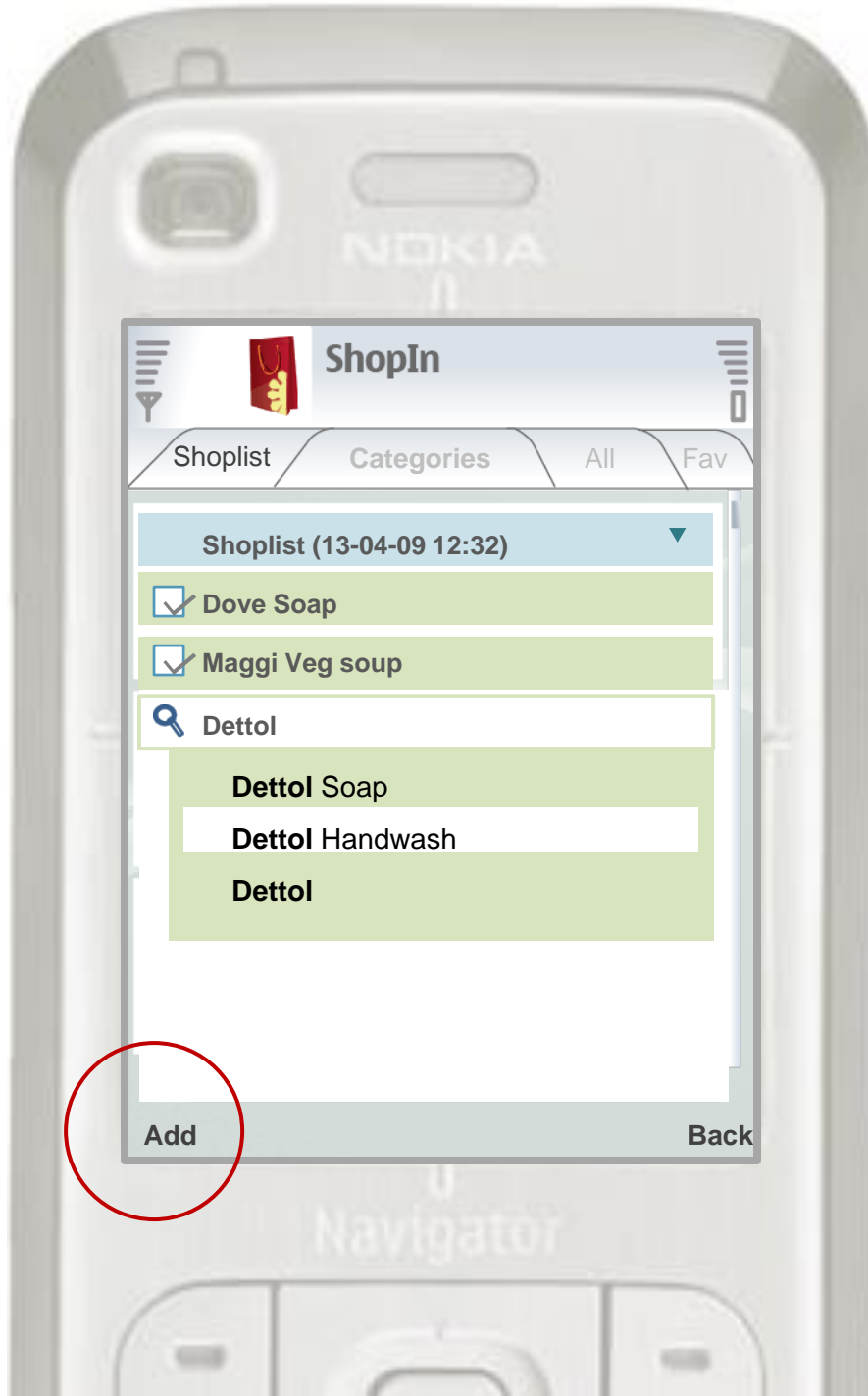
Shoplist Categories All Fav

Shoplist (13-04-09 12:32) ▾

- Dove Soap
- Maggi Veg soup
- Dettol
  - Dettol Soap
  - Dettol Handwash
  - Dettol

Add Back

Navigator



NOKIA



ShopIn



Shoplist

Categories

All

Fav

Shoplist (13-04-09 12:32)

Dove Soap

Maggi Veg soup

Dettol

Dettol Soap

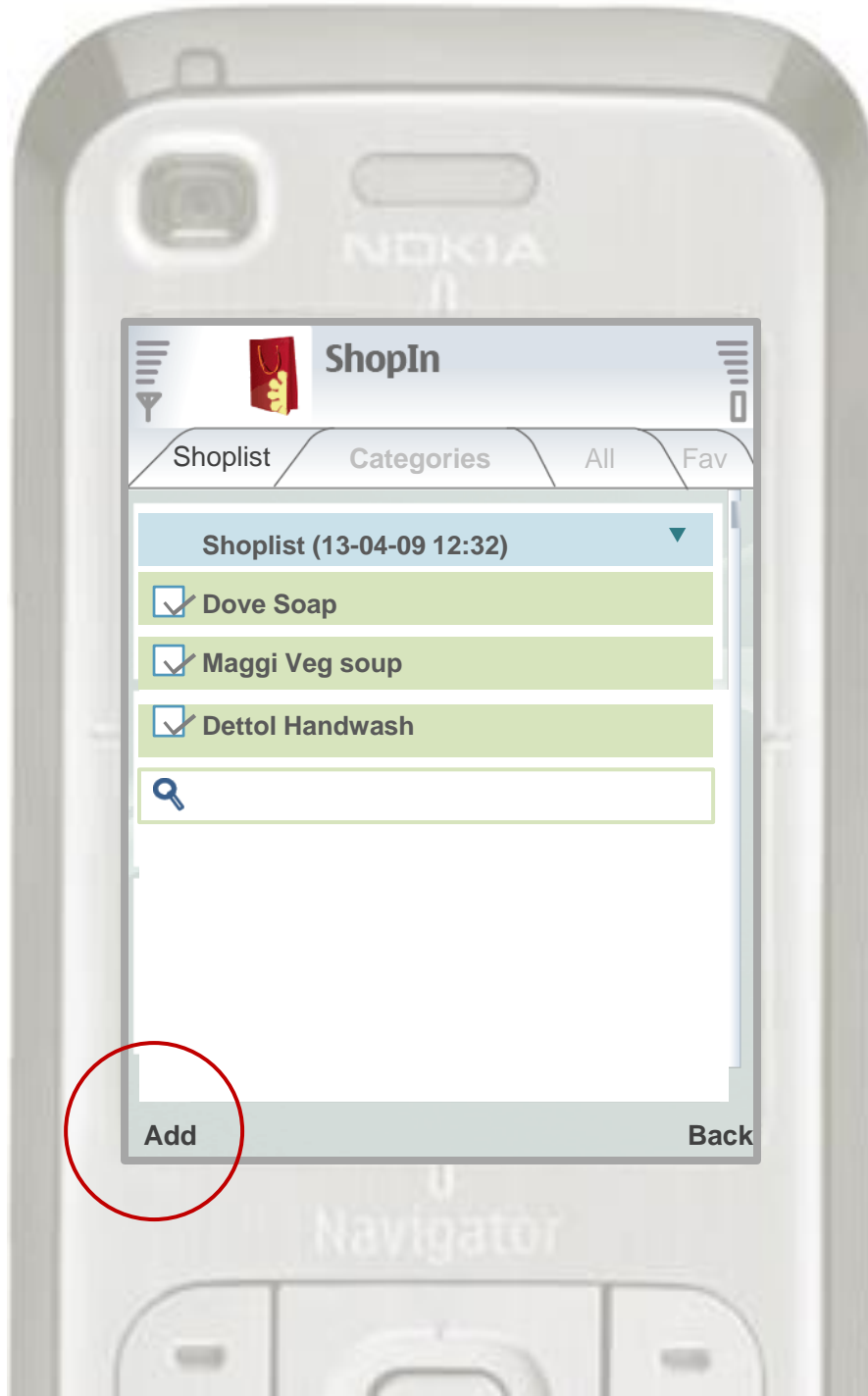
Dettol Handwash

Dettol

Add

Back

Navigator



# ShopIn

Shoplist

Categories

All

Fav

Shoplist (13-04-09 12:32)

Dove Soap

Maggi Veg soup

Dettol Handwash



Add

Back

Navigator

NOKIA



ShopIn



Shoplist

Categories

All

Fav

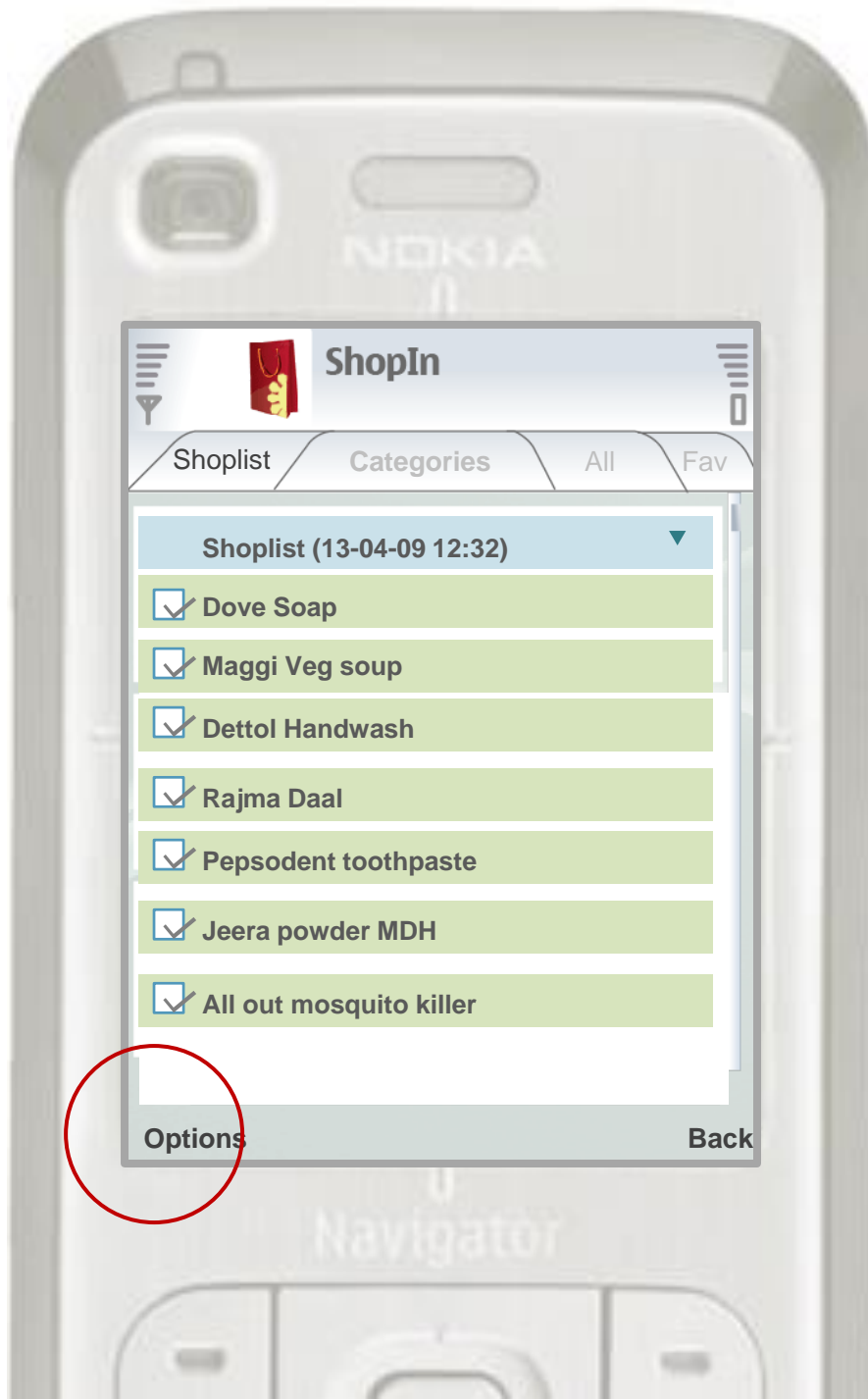
Shoplist (13-04-09 12:32) ▼

- Dove Soap
- Maggi Veg soup
- Dettol Handwash
- Rajma Daal
- Pepsodent toothpaste
- Jeera powder MDH
- All out mosquito killer

Options

Back

Navigator



NOKIA

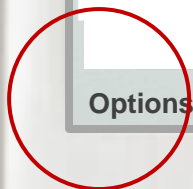
ShopIn

Shoplist Categories All Fav

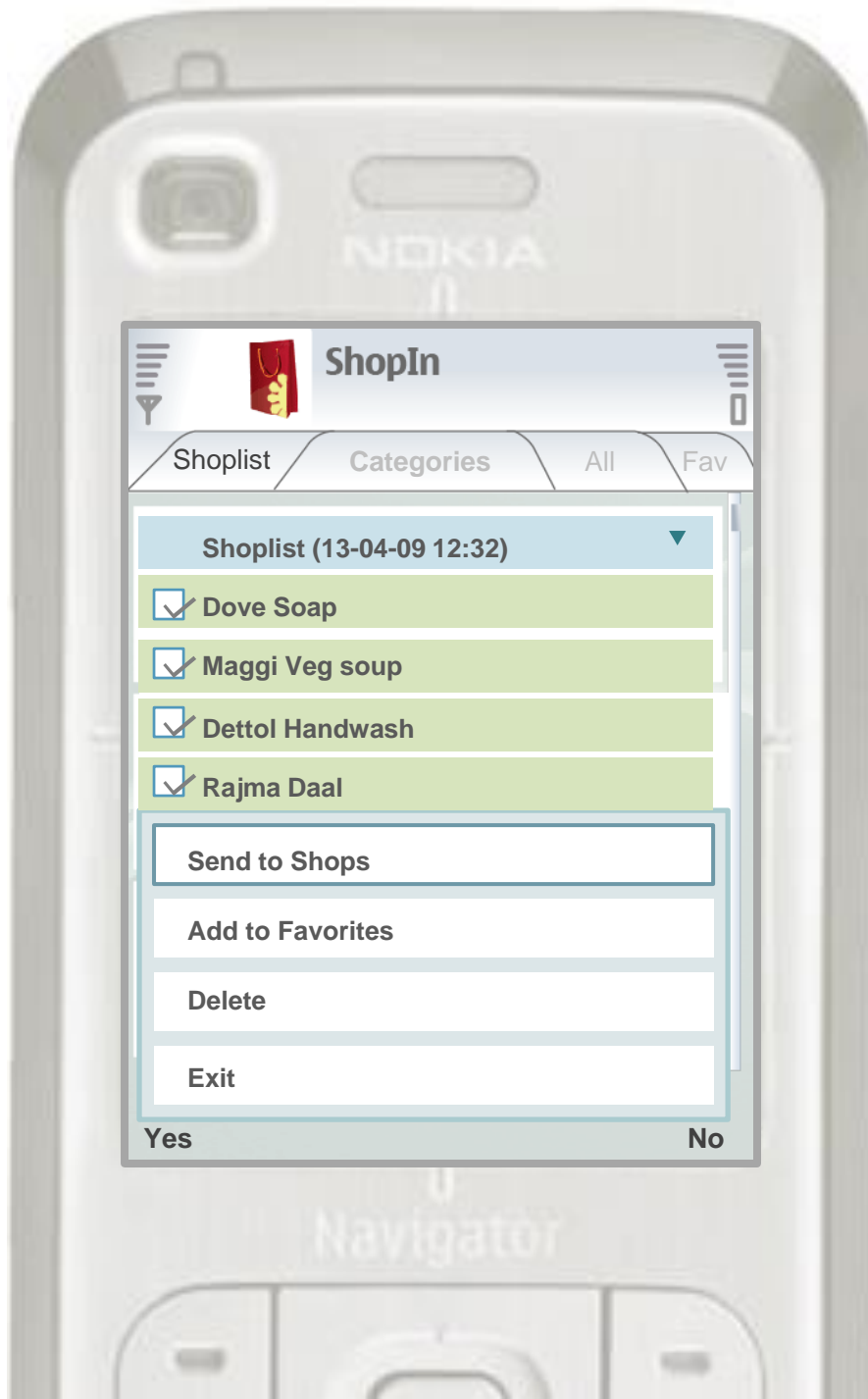
Shoplist (13-04-09 12:32)

- Dove Soap
- Maggi Veg soup
- Dettol Handwash
- Rajma Daal
- Pepsodent toothpaste
- Jeera powder MDH
- All out mosquito killer

Options Back



Navigator



ShopIn



Shoplist

Categories

All

Fav

Shoplist (13-04-09 12:32) ▼

Dove Soap

Maggi Veg soup

Dettol Handwash

Rajma Daal

Send to Shops

Add to Favorites

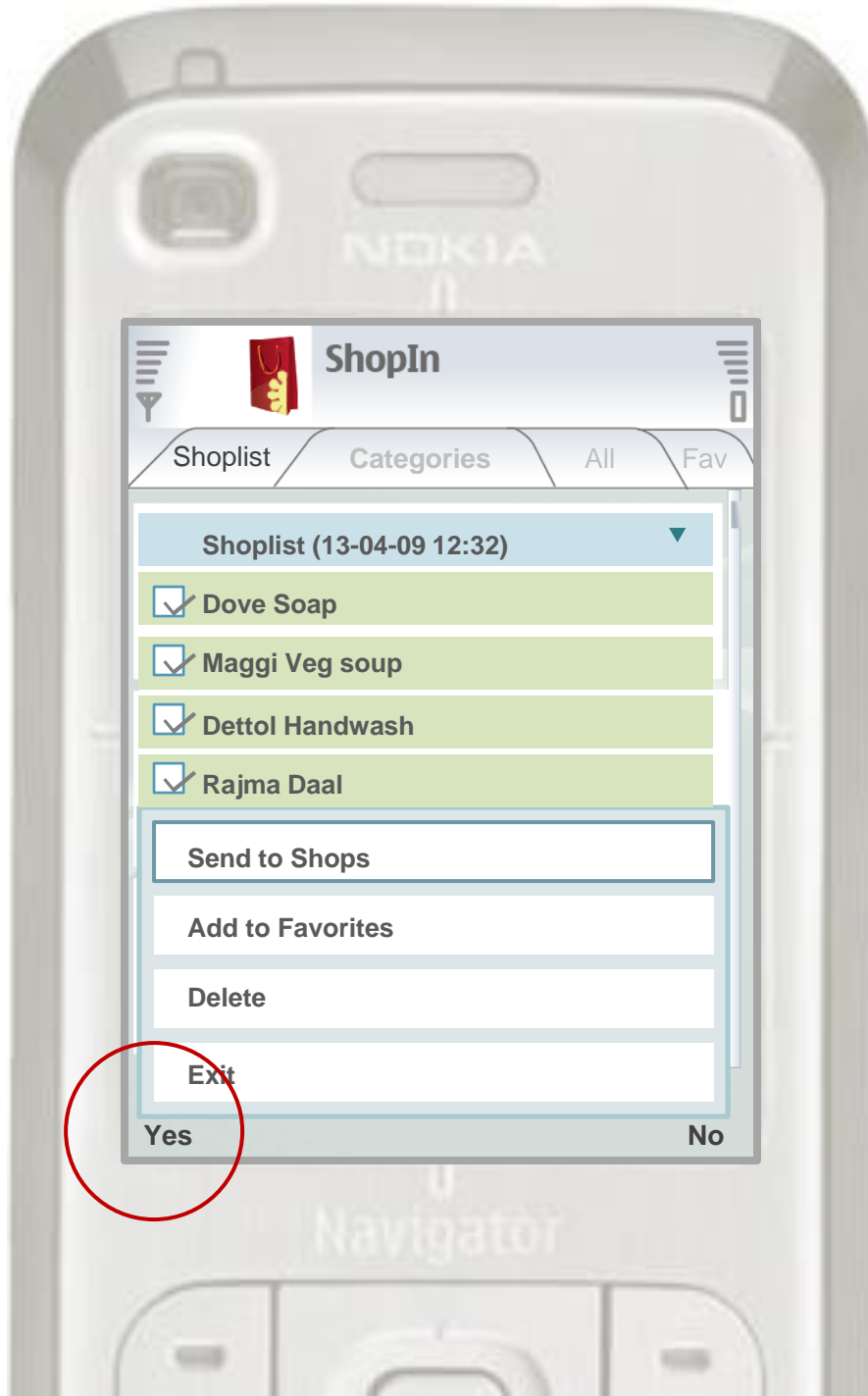
Delete

Exit

Yes

No

Navigator



NOKIA



ShopIn



Shoplist

Categories

All

Fav

Shoplist (13-04-09 12:32) ▼

Dove Soap

Maggi Veg soup

Dettol Handwash

Rajma Daal

Send to Shops

Add to Favorites

Delete


Exit

Yes

No

Navigator

NOKIA



# ShopIn

IIT, Powai

Shoplist Categories All Fav

**Shoplist (13-04-09 12:32)**


|                          |                        |
|--------------------------|------------------------|
| <input type="checkbox"/> | M/s Hari Stores, Powai |
| <b>Very Nearby</b>       |                        |
| <b>Rs. 644.50</b>        | ★★★★                   |

|                          |                               |
|--------------------------|-------------------------------|
| <input type="checkbox"/> | M/s Gruhkrupa Stores, Bhandup |
| <b>Nearby</b>            |                               |
| <b>Rs. 652.00</b>        | ★★★★                          |

Options Back

Navigator

NOKIA



# ShopIn

IIT, Powai

Shoplist Categories All Fav

Shoplist (13-04-09 12:32)

|                                     |                        |
|-------------------------------------|------------------------|
| <input checked="" type="checkbox"/> | M/s Hari Stores, Powai |
| Very Nearby                         |                        |
| Rs. 644.50                          | ★★★★                   |


|                          |                               |
|--------------------------|-------------------------------|
| <input type="checkbox"/> | M/s Gruhkrupa Stores, Bhandup |
| Nearby                   |                               |
| Rs. 652.00               | ★★★★                          |

Search:

Send Back

Navigator

NOKIA



# ShopIn


IIT, Powai

Shoplist Categories All Fav

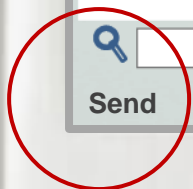
Shoplist (13-04-09 12:32)

|                                     |                        |
|-------------------------------------|------------------------|
| <input checked="" type="checkbox"/> | M/s Hari Stores, Powai |
| Very Nearby                         |                        |
| Rs. 644.50                          | ★★★★                   |

|                          |                               |
|--------------------------|-------------------------------|
| <input type="checkbox"/> | M/s Gruhkrupa Stores, Bhandup |
| Nearby                   |                               |
| Rs. 652.00               | ★★★★                          |




Send Back



Navigator

NOKIA




# ShopIn


IIT, Powai

Shoplist Categories All Fav

Shoplist (13-04-09 12:32)

|                                     |                        |
|-------------------------------------|------------------------|
| <input checked="" type="checkbox"/> | M/s Hari Stores, Powai |
| Very Nearby                         |                        |
| Rs. 644.50                          | ★★★★                   |

 Sending ShopIn List



Options Back

Navigator



ShopIn

IIT, Powai



Shoplist

Categories

All

Fav

Shoplist (13-04-09 12:32)

Sent



Options

Back

Navigator

NOKIA  
↑

17:05 VODAFONE  
We 12-03-2009




No cal. entries for today

1 New Message

Messages Gallery

↓  
Navigator



 Text Message

From : Hari Stores, Powai

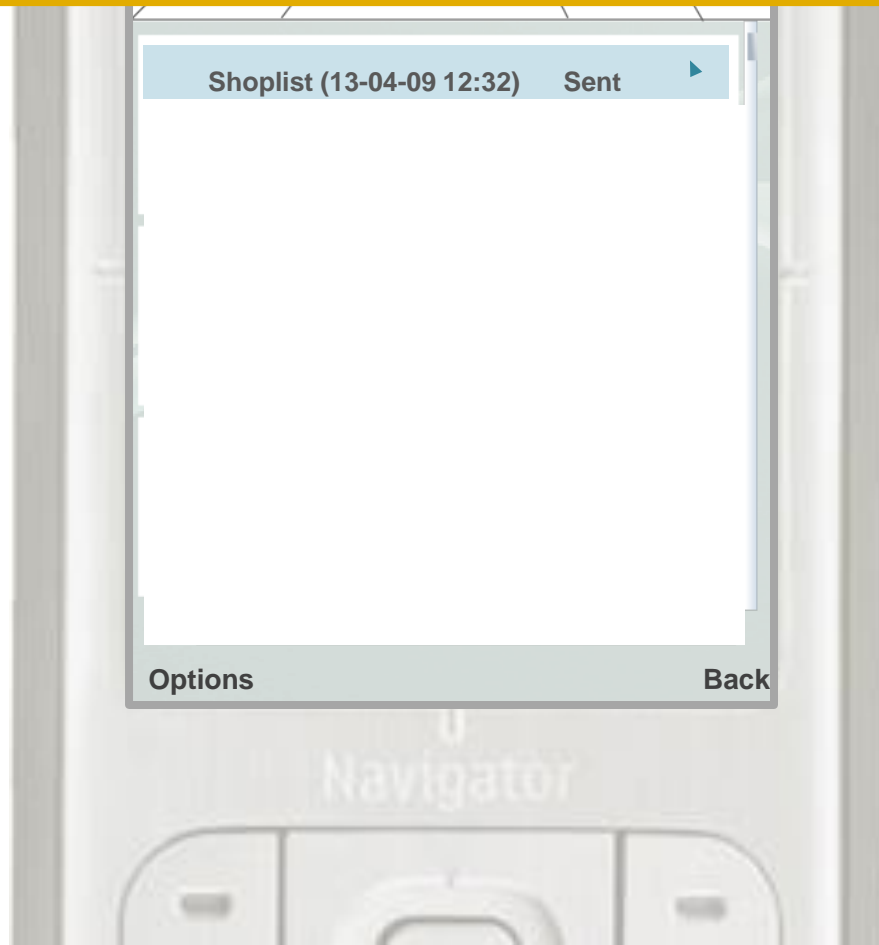
**Shopping List Recieved**

Products will be dispatched to you.

Payment to be made on delivery.

Thank You for making purchase.

- After using the Application for a month.





Menu



Options

Exit

Navigator

NOKIA



ShopIn



Shoplist

Categories

All

Fav

Shoplist (13-04-09 12:32) ▼

Sugar

Haldi powder

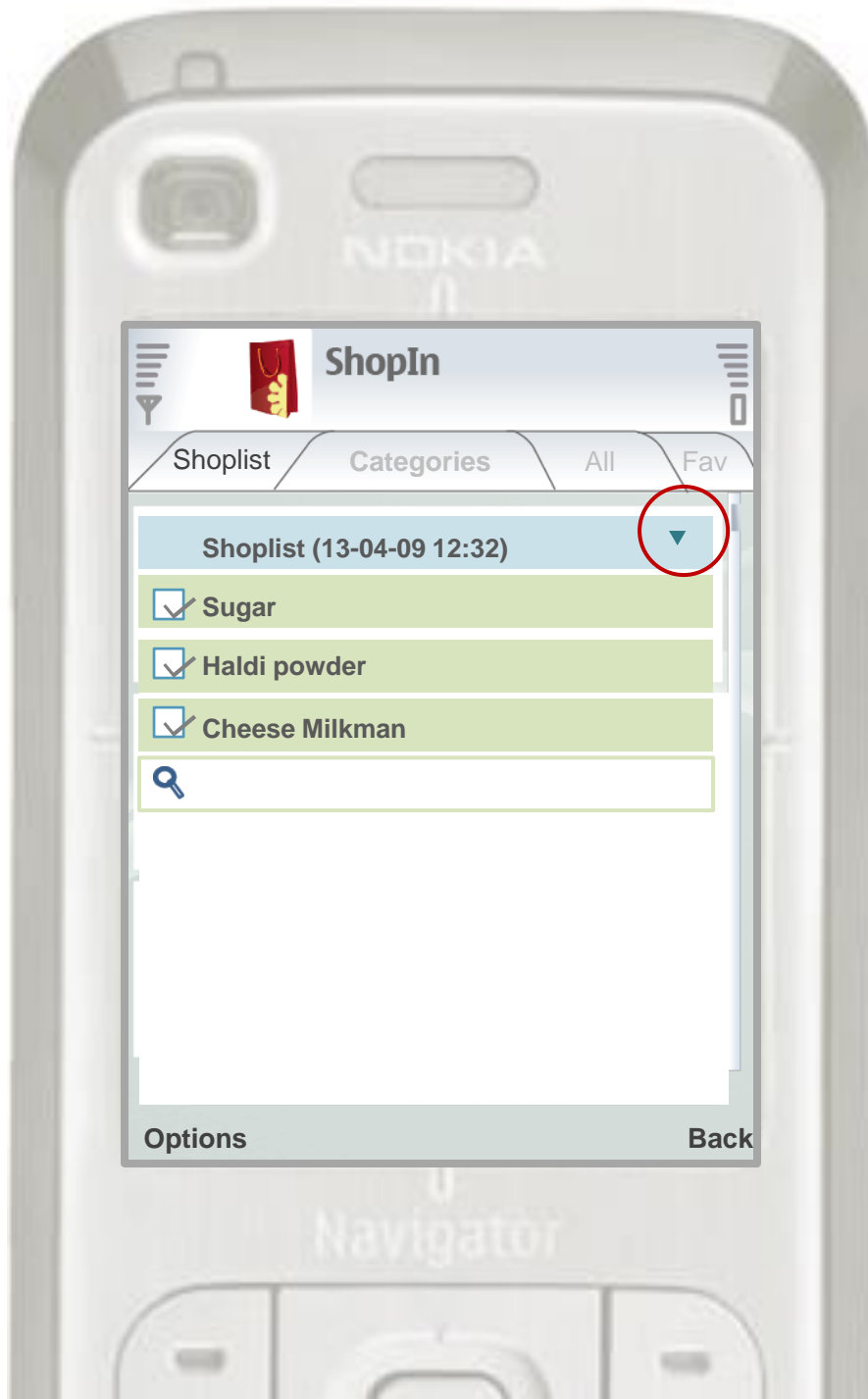
Cheese Milkman



Options

Back

Navigator



ShopIn



Shoplist

Categories

All

Fav

Shoplist (13-04-09 12:32)



Sugar

Haldi powder

Cheese Milkman




Options

Back

Navigator

NOKIA



# ShopIn

Shoplist Categories All Fav

- Shoplist (12-05-09 10:32) ▶
- Shoplist (10-05-09 08:32) Dispatched ▶
- Shoplist (28-04-09 12:32) ▶
- Shoplist (17-04-09 12:32) ▶
- Shoplist (13-04-09 12:32) ▶
- Shoplist (13-04-09 12:32) ▶
- Shoplist (13-04-09 12:32) ▶
- Shoplist (13-04-09 12:32) ▶
- Delivered

Options Back

Navigator

NOKIA



# ShopIn



Shoplist

Categories

All

Fav

Shoplist (12-05-09 10:32) ▶

Shoplist (10-05-09 08:32) Dispatched

Shoplist (28-04-09 12:32) ▶

Shoplist (17-04-09 12:32) ▶

Shoplist (13-04-09 12:32) ▶

Shoplist (13-04-09 12:32) ▶

Shoplist (13-04-09 12:32) ▶

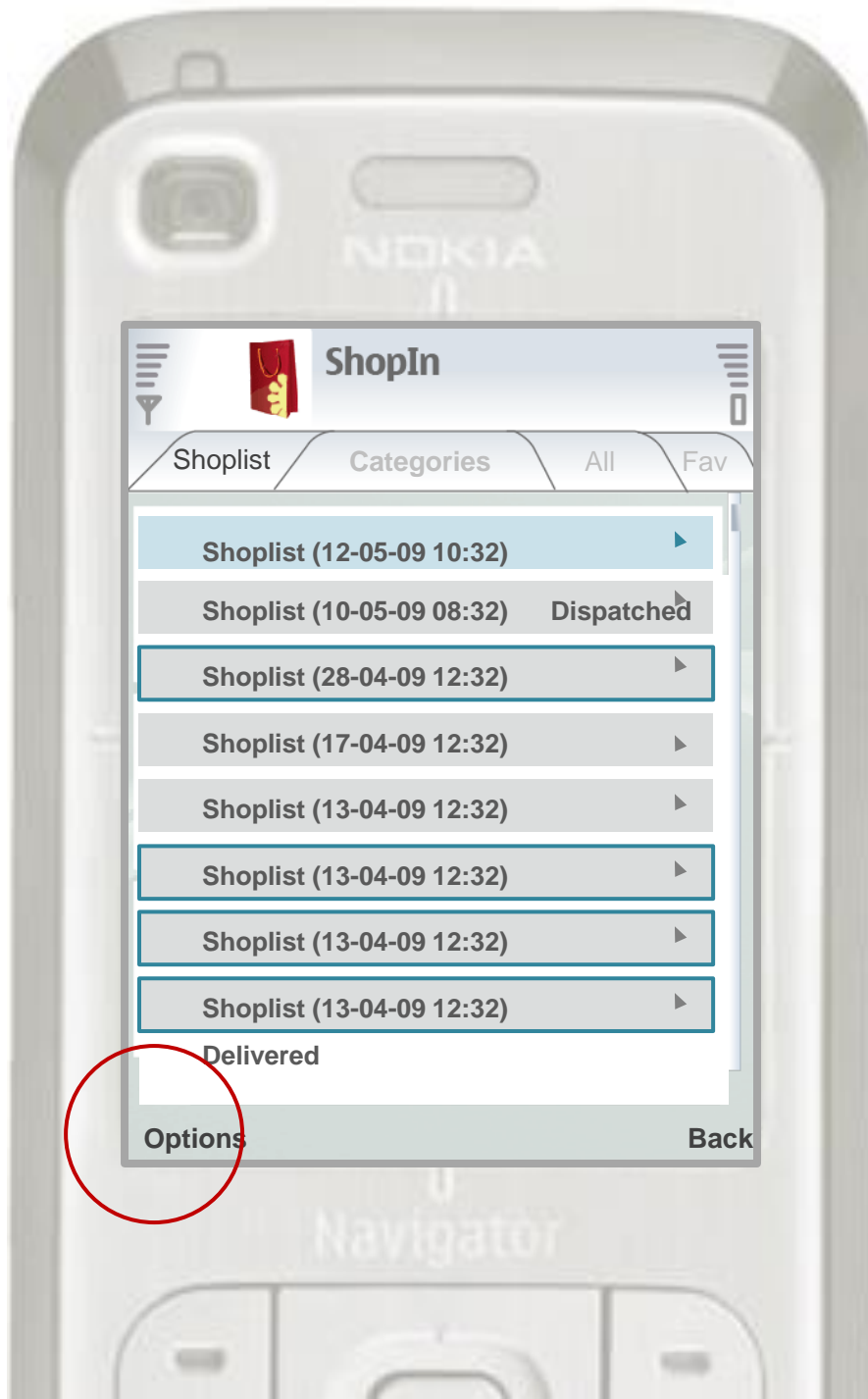
Shoplist (13-04-09 12:32) ▶

Delivered

Options

Back

Navigator



NOKIA



ShopIn



Shoplist

Categories

All

Fav

Shoplist (12-05-09 10:32) ▶

Shoplist (10-05-09 08:32) Dispatched ▶

Shoplist (28-04-09 12:32) ▶

Shoplist (17-04-09 12:32) ▶

Shoplist (13-04-09 12:32) ▶

Shoplist (13-04-09 12:32) ▶

Shoplist (13-04-09 12:32) ▶

Shoplist (13-04-09 12:32) ▶

Delivered

Options

Back

Navigator



ShopIn



Shoplist

Categories

All

Fav

Shoplist (12-05-09 10:32) ▶

Shoplist (10-05-09 08:32) Dispatched ▶

Shoplist (28-04-09 12:32) ▶

Shoplist (17-04-09 12:32) ▶

Shoplist (12-04-09 12:32) ▶

Share

Sync

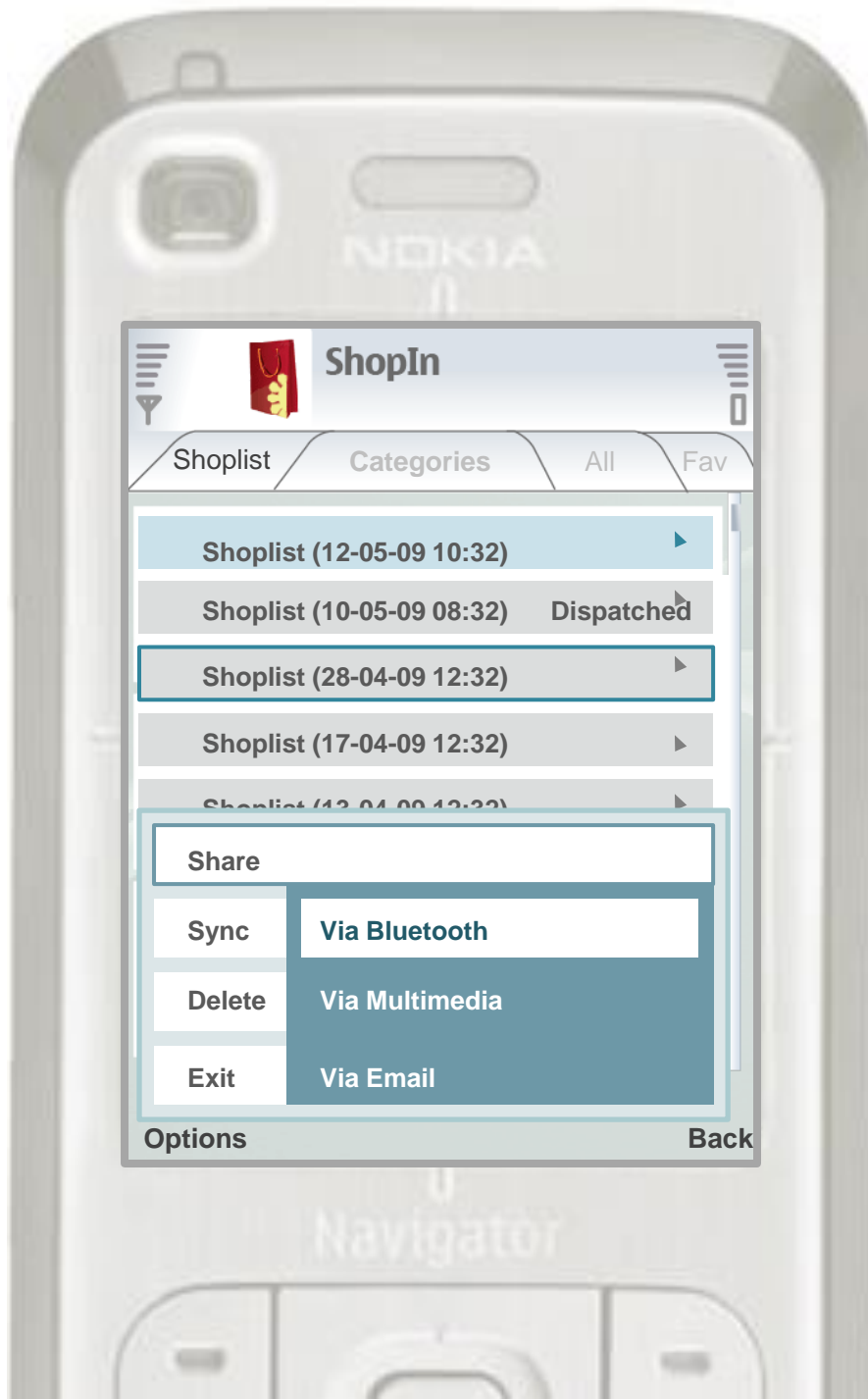
Delete

Exit

Options

Back

Navigator



**ShopIn**

Shoplist Categories All Fav

- Shoplist (12-05-09 10:32) ▶
- Shoplist (10-05-09 08:32) Dispatched ▶
- Shoplist (28-04-09 12:32) ▶**
- Shoplist (17-04-09 12:32) ▶
- Shoplist (12-04-09 12:32) ▶

**Options** **Back**

|        |                |
|--------|----------------|
| Share  |                |
| Sync   | Via Bluetooth  |
| Delete | Via Multimedia |
| Exit   | Via Email      |



**ShopIn**

Shoplist Categories All Fav

- Shoplist (12-05-09 10:32) ▶
- Shoplist (10-05-09 08:32) Dispatched ▶
- Shoplist (28-04-09 12:32) ▶**
- Shoplist (17-04-09 12:32) ▶
- Shoplist (12-04-09 12:32) ▶

**Options** Back

- Share
- Sync Via Bluetooth
- Delete Via Multimedia
- Exit Via Email



- Shoplist (12-05-09 10:32)
- Shoplist (10-05-09 08:32) Dispatched
- Shoplist (28-04-09 12:32)**
- Shoplist (17-04-09 12:32)
- Shoplist (12-04-09 12:32)

|        |                |
|--------|----------------|
| Share  |                |
| Sync   | Via Bluetooth  |
| Delete | Via Multimedia |
| Exit   | Via Email      |

Navigator



**ShopIn**

Shoplist Categories All Fav

- Shoplist (12-05-09 10:32) ▶
- Shoplist (10-05-09 08:32) Dispatched ▶
- Shoplist (28-04-09 12:32) ▶**
- Shoplist (17-04-09 12:32) ▶
- Shoplist (12-04-09 12:32) ▶

Share

Sync

Delete

Exit

Options Back



**ShopIn**

Shoplist Categories All Fav

- Shoplist (12-05-09 10:32) ▶
- Shoplist (10-05-09 08:32) Dispatched ▶
- Shoplist (28-04-09 12:32) ▶
- Shoplist (17-04-09 12:32) ▶
- Shoplist (12-04-09 12:32) ▶

Share

Sync

Delete

Exit

Options Back



ShopIn



Shoplist

Categories

All

Fav

Shoplist (12-05-09 10:32)



Shoplist (10-05-09 08:32)

Dispatched



Shoplist (28-04-09 12:32)



Shoplist (17-04-09 12:32)



Shoplist (12-04-09 12:32)



Share

Sync

Delete

Exit

Options

Back

Navigator



- Shoplist (12-05-09 10:32)
- Shoplist (10-05-09 08:32) Dispatched
- Shoplist (28-04-09 12:32)
- Shoplist (17-04-09 12:32)
- Shoplist (12-04-09 12:32)

- Share
- Sync
- Delete
- Exit

Navigator

NOKIA



17:05

VODAFONE  
We 12-03-2009



No cal. entries for today

Messages

Gallery

Navigator

# Interface Information Architecture



# Thank You – Enjoy shopping !!!



***Shreyasi Roy***

*07633002*

*Interaction Design*

*IDC, IIT Bombay*