

SKIP: SHOPPING APP - NOV 6TH, 2020

PROBLEM: Due to the current social climate of

PROBLEMS: The world, with the need for social distancing, has changed the way we interact with the world around us. Shopping being one of them.

[1]

Long lines, germey check-out stations and key pads, and contact shopping have all become ^{potentially} dangerous life-threatening activities.

[2-3]

As an anxious shopper and a person always on the go, I find grief with how long it takes looking for items and easily become overwhelmed with planning my next meal.

[4] cant find employees

SOLUTION: Shopping app where users can create grocery list before making a trip and the app will map out your shopping route within the store to help reduce shop time. The app will also offer weekly recipes and coupons to inspire new cooks and coupon shoppers.

[+] employee navigation
- can ping employees when you need help.

Target Audience:

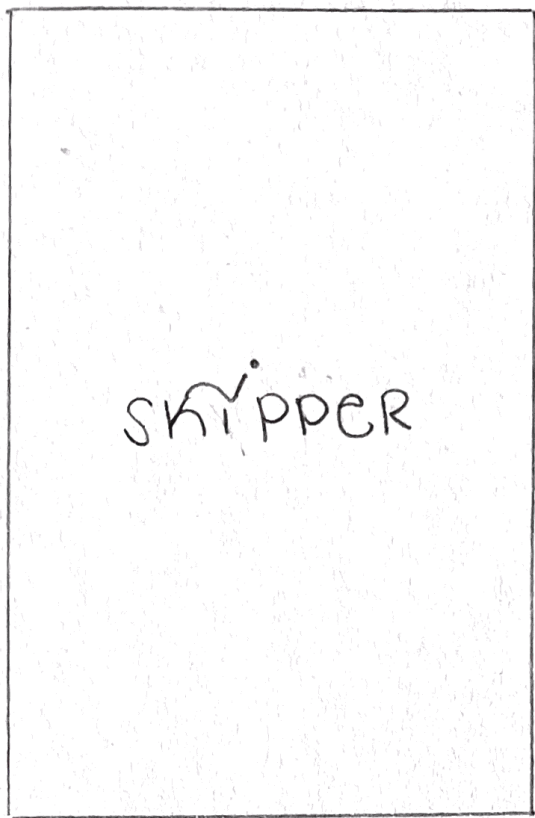
- on-the-go shoppers
- coupon shoppers
- anxious shoppers
- social-distancers
- new families / parents
- collage students

- 18+
↑ maybe

↙ animated

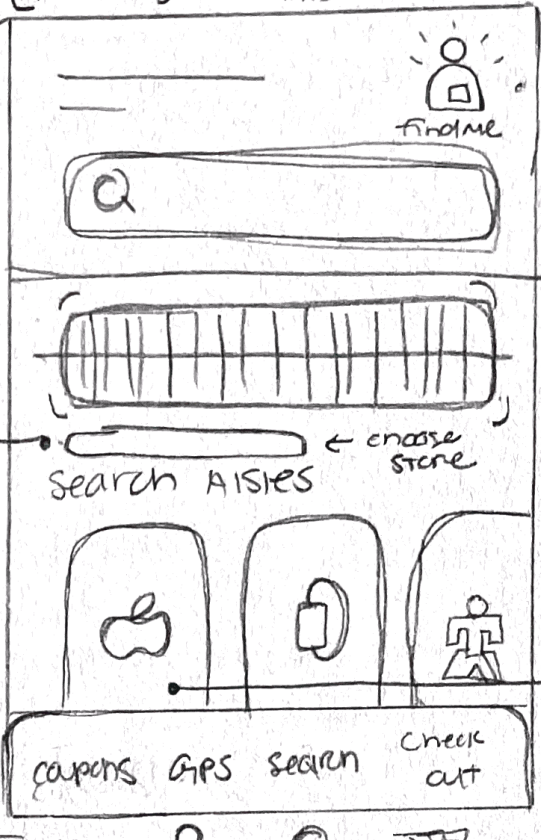
[HOME]

add launch info ↘

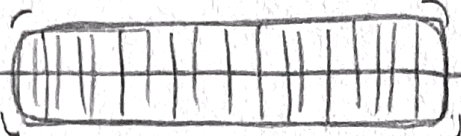
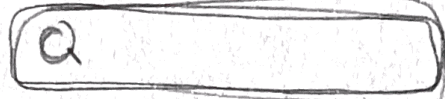


SKIPPER

[Logo page]



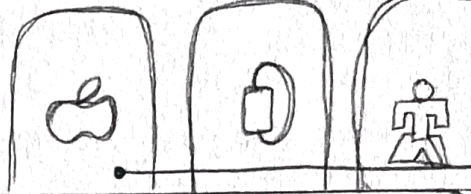
email when clicked



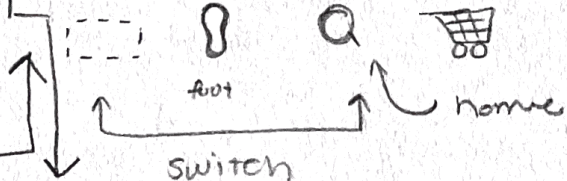
scan

Search AISLES ← choose store

AISLES recipes



coupons GPS search check out

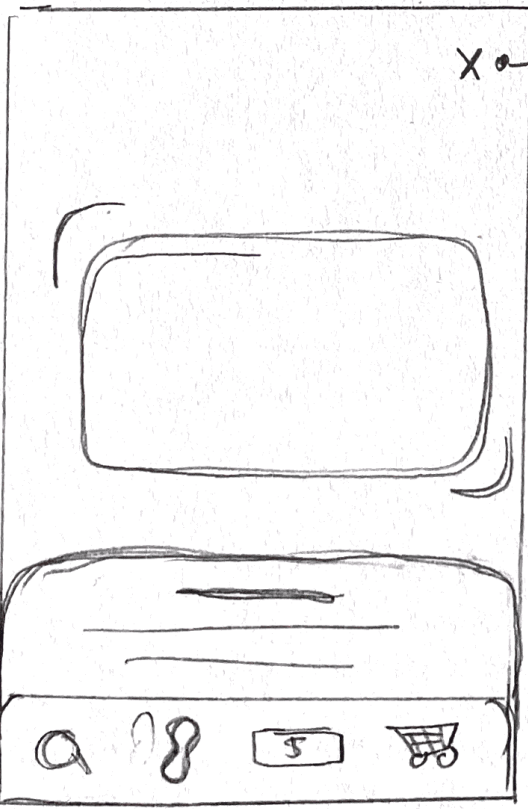


foot

home

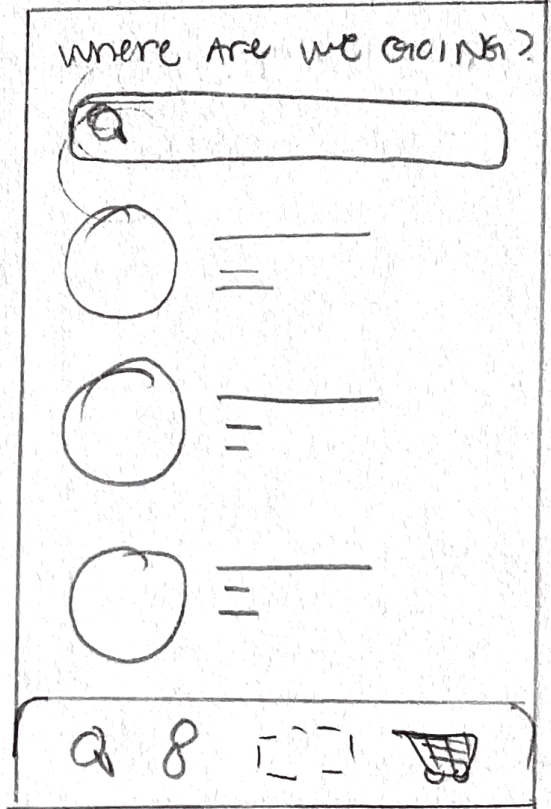
switch

X

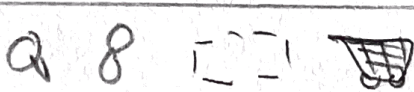
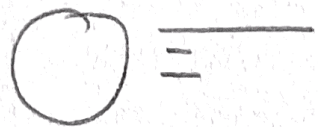
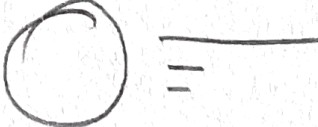
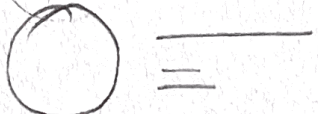
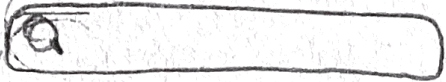


[Item scanner]

- adds items to carts



Where Are we going?




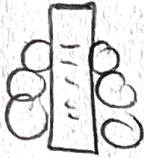
[change stores]




next page

[HOME / SEARCH PAGE]

← FRESH PRODUCE


 \$1.39
organic B +
Aisle 10c 12


 \$6.99
money crisp +
Aisle 3


Q   


[Aisle list]


← WEEKLY RECIPES

 STRAW
CAKE
view

 view

 view


 view

Q   


[weekly recipes]


} 7
per
week
↓
once
a day




X



crabby PATTY

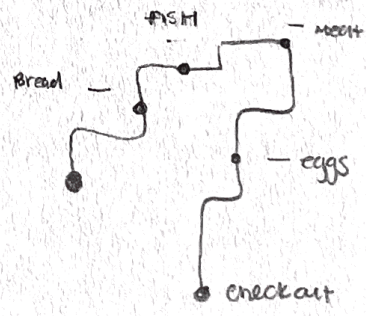
 \$3.99
Buns +
Aisle 13

 \$1.29
Lettuce +
Aisle 4

Q   




↑
[page 1 complete]

H-E-B



START YOUR JOURNEY

(A) Travel TIME
15 MINS

Q   

[GPS]

- * add launch info
- vibrates when close to or arrived @ destination

weekly coupons

| | |
|------------|------------|
| see 5% | see 25% |
| see 30% | see 30% |
| see 15% | see 10% |

🔍 🍷 📄 🛒

check out

🍷 \$3.99 -

🍷 \$10.34 -

Approved coupons: 40%

TOTAL \$63.94

edit payment > checkout

🔍 🍷 📄 🛒

[pops up automatically if not added]

can remove items

[coupons]
- adds to cart
↳ instantly

CONFIRMED

checkout info

🍷 \$3.99 -

payment M.

visa +


name change pay >

card number

00/00

🔍 🍷 📄 🛒

check out



PROOF OF RECEIPT
scan e door

🔍 🍷 📄 🛒

Amir Alif
SKIP - NOV 6th 2020

SKIP: LOGO + SCANNER (@ DOOR) : NOV 6TH, 2020

SKIP: SKIP THE LINE / reduce step time
↳ [concept]



✓ skip s s

- New name idea: SKIPPER

↳ found another app with similar name ñ

SKIPPER ♥

SKIPPER SKIPPER [primary] SKIPPER [no]

SKIPPER SKIPPER SKIPPER

[s s s] ↙

♥ [secondary logo]

SKIPPER [no]



SKIPPER [so/s]

SKIPPER ♥ [simple]

Brand colors: - Lime green + coral / orange