

## Aided Shopping

Smartphones have become necessary companions in many aspects of everyday life. Yet there are situations where their use seems impractical. One of these situations is while shopping. New self-scanning systems allow the customer to scan products himself. Scanning an item while holding a grocery list or a smartphone with a digital grocery list, can become a challenge. A smartwatch, which shows the items of the shopping list, might be a possible solution.

Smartwatches are so called wearable devices. These devices form a new category of mobile devices which, as opposed to smartphones, are worn close to the body while in use. They connect to a smartphone through bluetooth and allow their wearer to interact with the internet and applications on his smartphone. Android Wear is Google's operating system for wearable devices. Developers can create custom software for Android Wear in Java and publish it on Google's App Store.

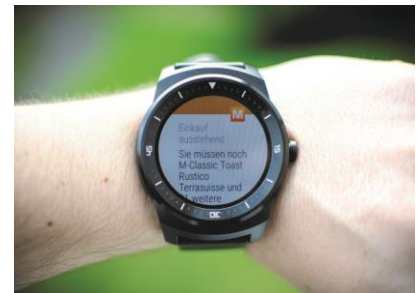
Migros AG offers their customers a digital shopping list to plan their shopping which can be accessed on their website, as well as through the iOS and Android apps. Based on this shopping list interface, the authors created a concept for a smartwatch shopping list and implemented a working prototype for Android Wear.

This prototype assists the customer during the entire shopping process: from adding items to his shopping list, through reminding him to go shopping when he is close to a store and finally assisting him during the purchase itself. In this way, it offers the customer an improved shopping experience. The app provides a nicely designed user interface and accesses the data from Migros. The application was tested with a Migros customer, whose feedback was positive and will use the App for his future shopping.

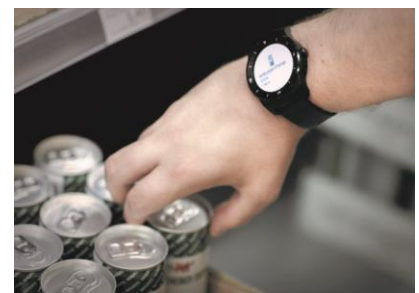


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A location-based notification reminds the customer to get his groceries.



While the shopping itself, the application shows the products of the customers shopping list.