

## NOTES

### User Needs

- Portability – size, attractive
- Simplicity – quickness of use, familiar object?, no voice
- Adaptability to style and environment – sales, learns your clothing style, comparisons of prices, suggestions of other clothing and accessories

### Features

- simple controls
- sales and comparisons
- shopping lists, agendas
- USB connection for printing and such
- more than one user or profile
- text and iconic communication – no voice interaction in either direction

### Why Ppl Like to shop?

- shop in groups as social interaction (walk from store to store, branch off in store and show each other what they're looking at to buy)
- thrill of buying something that's cheap and looks good
- fashion fiends who just love to browse and enjoy the atmosphere (windowshopping too)
- just like spending money because it makes them happy
- hang out at the mall – bonding experience
- makes people feel good and releases stress – self reward

### Why Ppl hate to shop?

- walking around trying to find stuff all day
- doesn't like to carry stuff from store to store
- too much of a hassle
- waste of time, no fun for them
- trying on and taking of clothes all day is tedious
- never find anything they like, always miss sales
- not good at matching clothes

### Other Notes

- maybe a subscription service to print out coupons and get special deals
- use as a credit card (has info stored) so can carry less around
- system is based on browsing, must scan stuff in for it to learn about you (can choose NOT to use it all the time too)
- ppl might worry about losing the social aspect?
- some people buy things just because they're on sale
- most people buy by style first and price second
- ppl who hate shopping would find it better if someone did it for them and if it involved less thinking
- shopping is a need based experience for some
- adaptable within other technology maybe? (like installing it into a PDA)