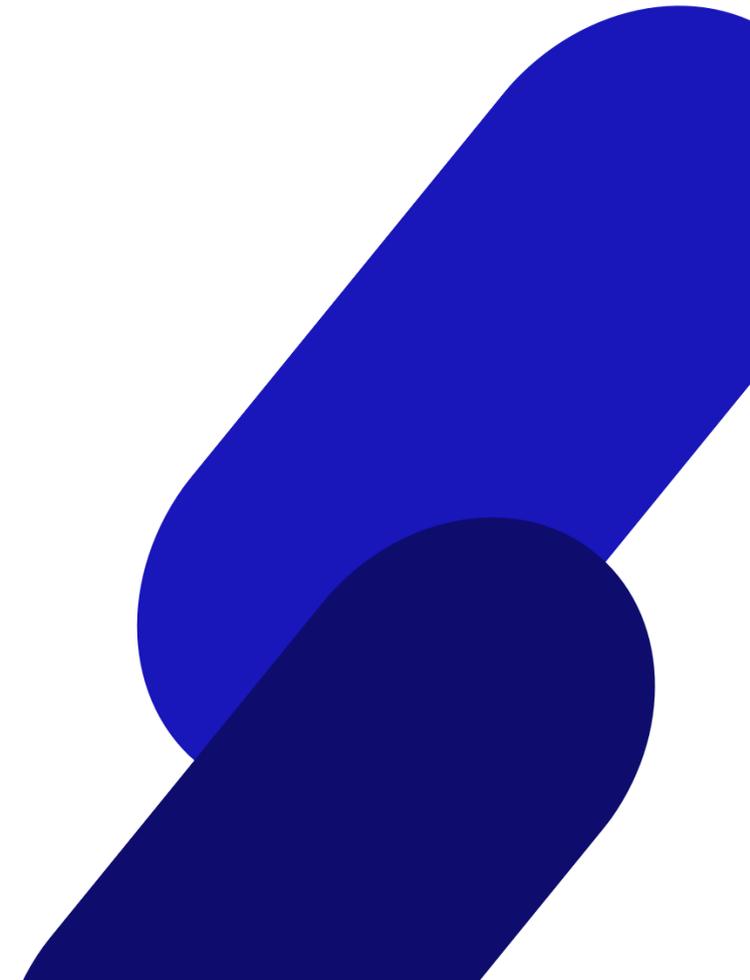
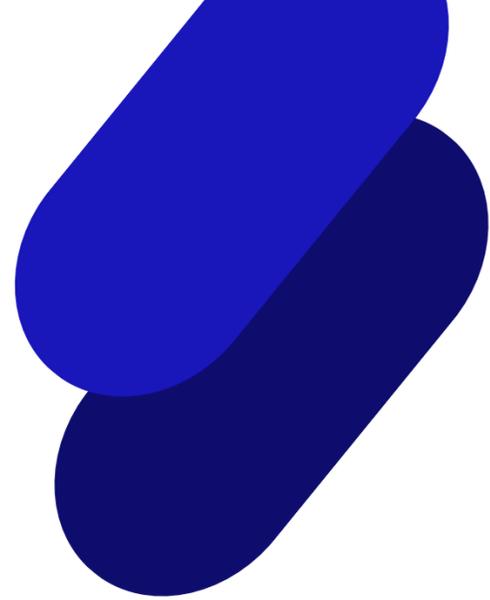


● TEAM 3



FESMARKET



OUR TEAM



DOMINIKA



DANIEL



HESSEL



MIQUEL



JELTE



TOBI



PROBLEM



NON-INCLUSIVE EXPERIENCE



LONG QUEUES



PRODUCT LOCATION

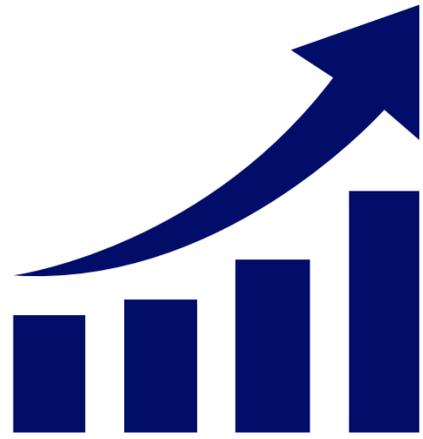


SHOPPING CART DESIGN





CONTEXT



**4 643 billion dollars of
market size in 2027**



**Investment in new
technologies**



**Gen Z value time and
user experience**



TARGET

USER



- GOOD EXPERIENCE
- SAVE TIME AND MONEY
- TECH USER

SUPERMARKETS



- LESS WORKERS
- USER LOYALTY
- CONSUMER DATA





REQUIREMENTS

DESIGN

INNOVATIVE

ACCESSIBILITY

MINIMISE THE EFFORT

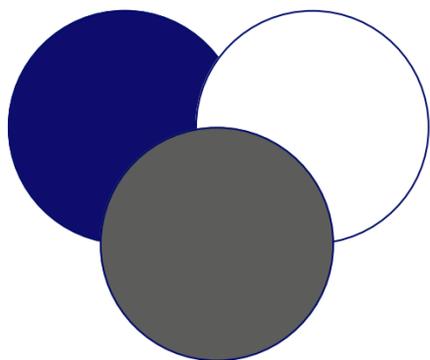
SUSTAINABILITY



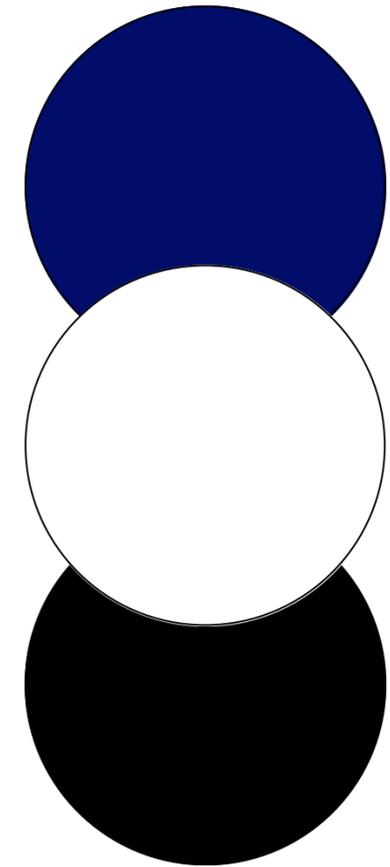
**PERSONALIZED SHOPPING
EXPERIENCE**



FESMARKET

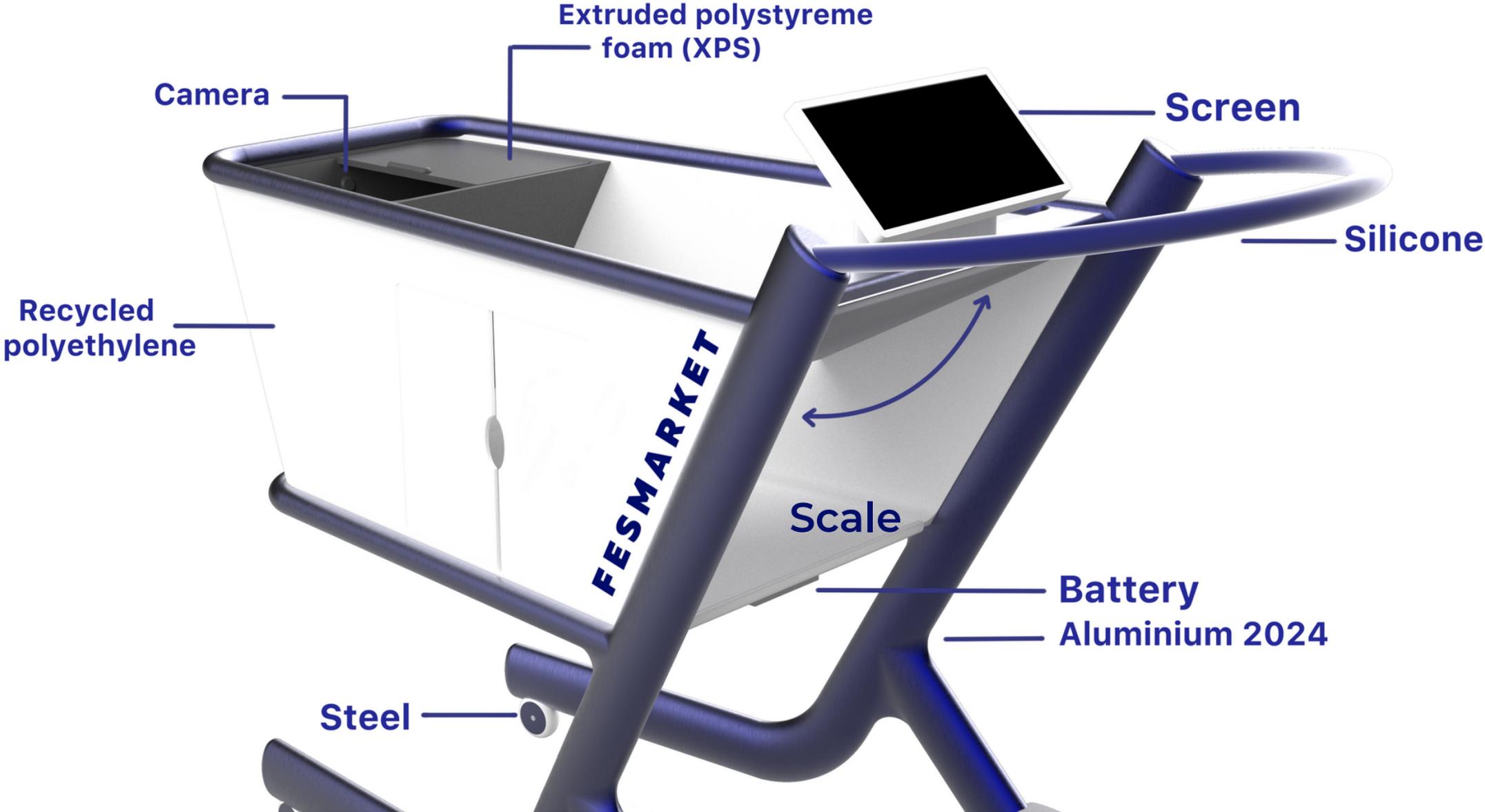


DESIGN



MINIMALIST DESIGN AND ROUNDED SHAPES

MATERIALS

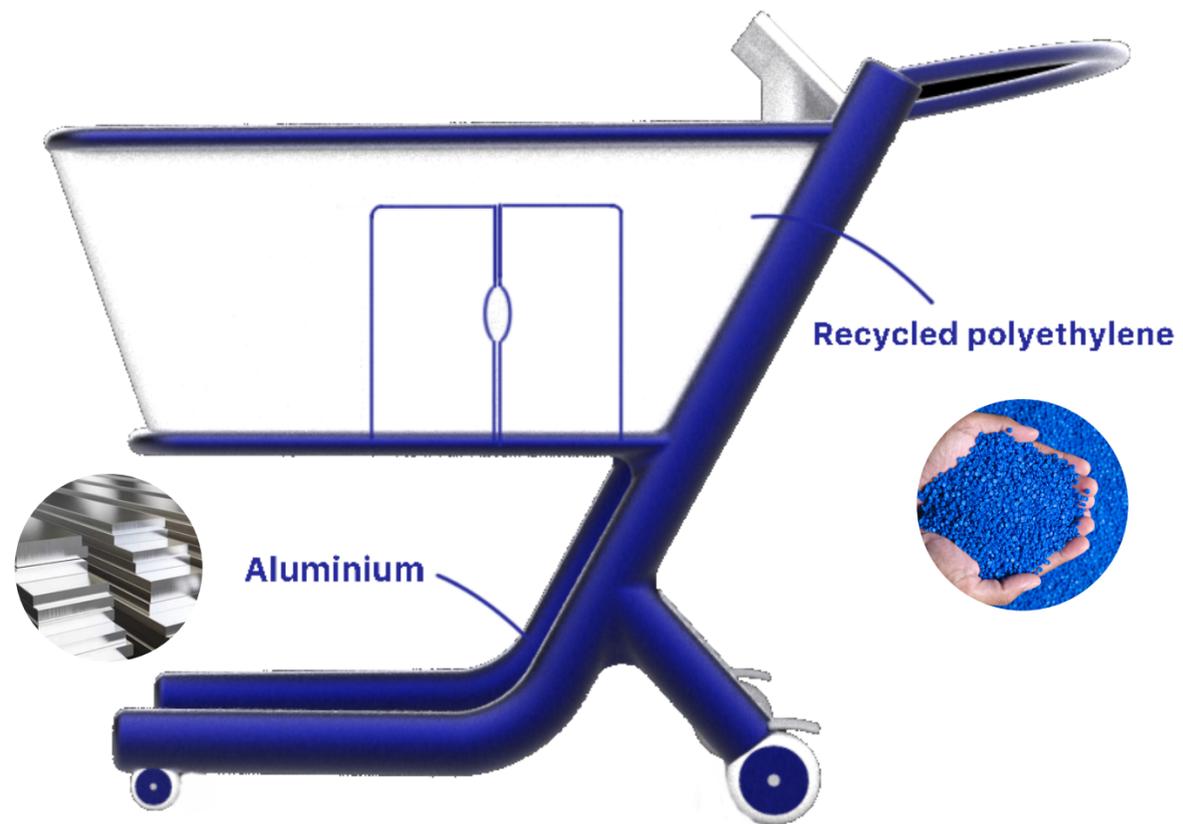


SUSTAINABILITY

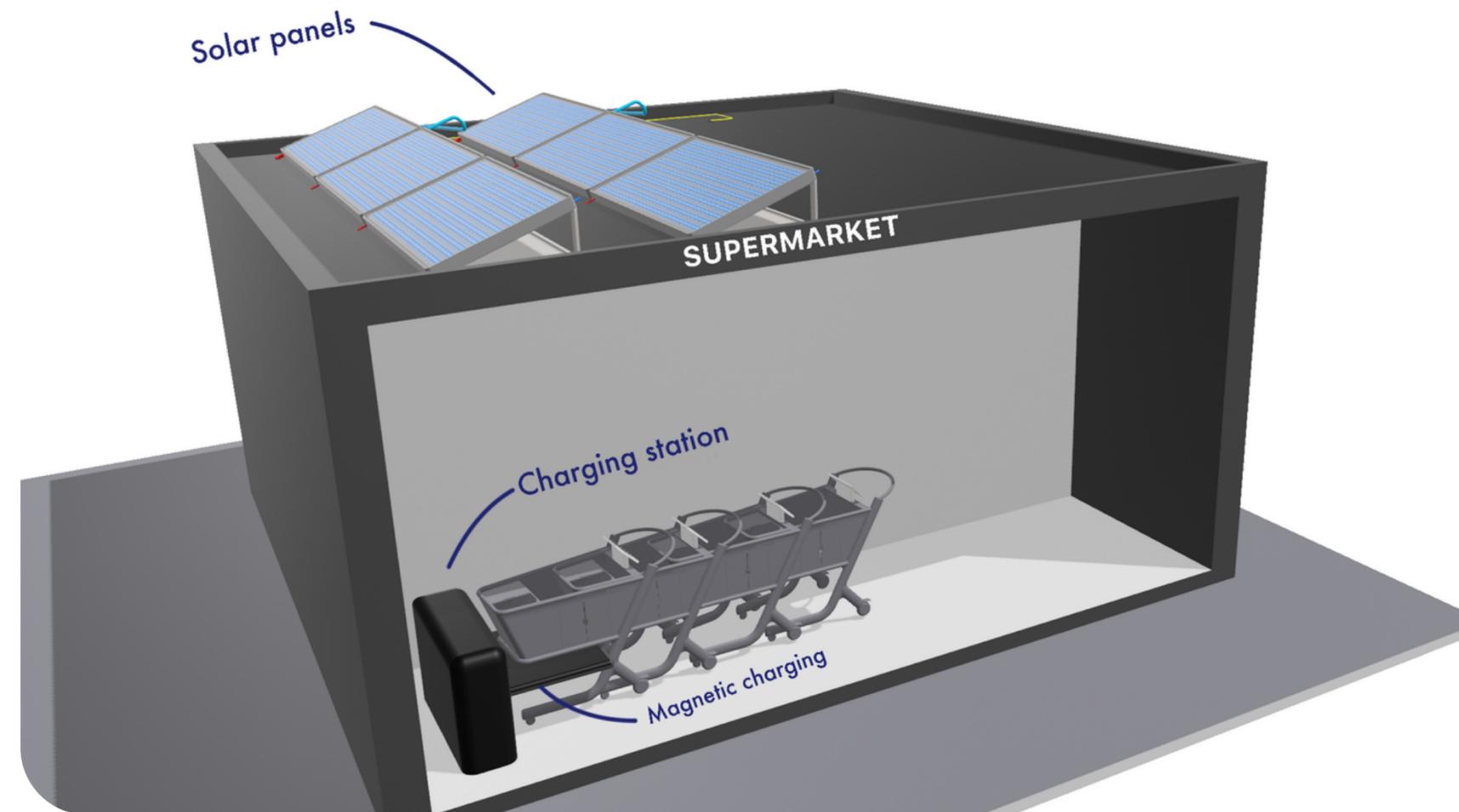
7 HOURS



MATERIALS



SOLAR CHARGE







1



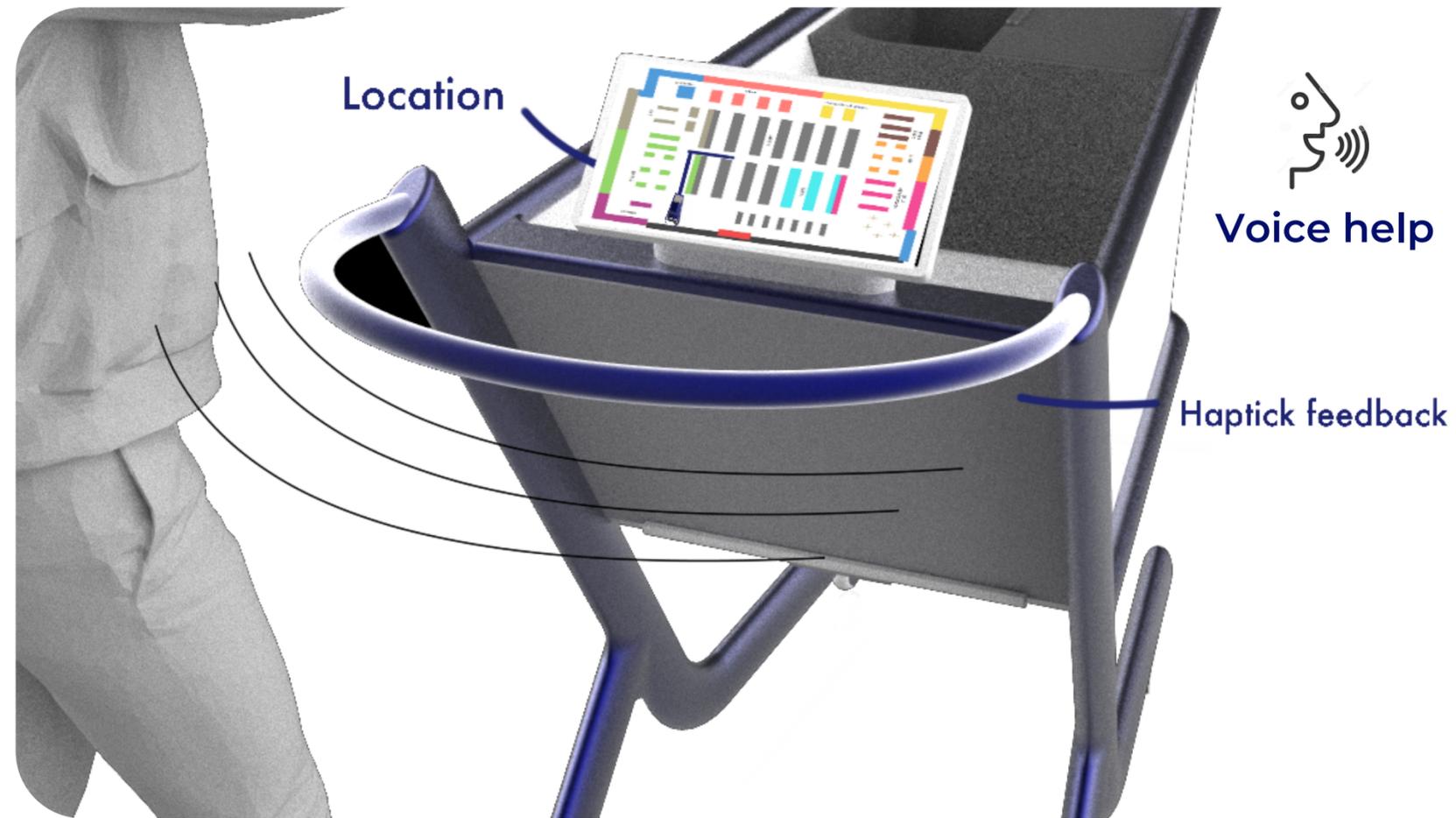
**TAKE THE SHOPPING CART
AND SCAN THE QR**

2

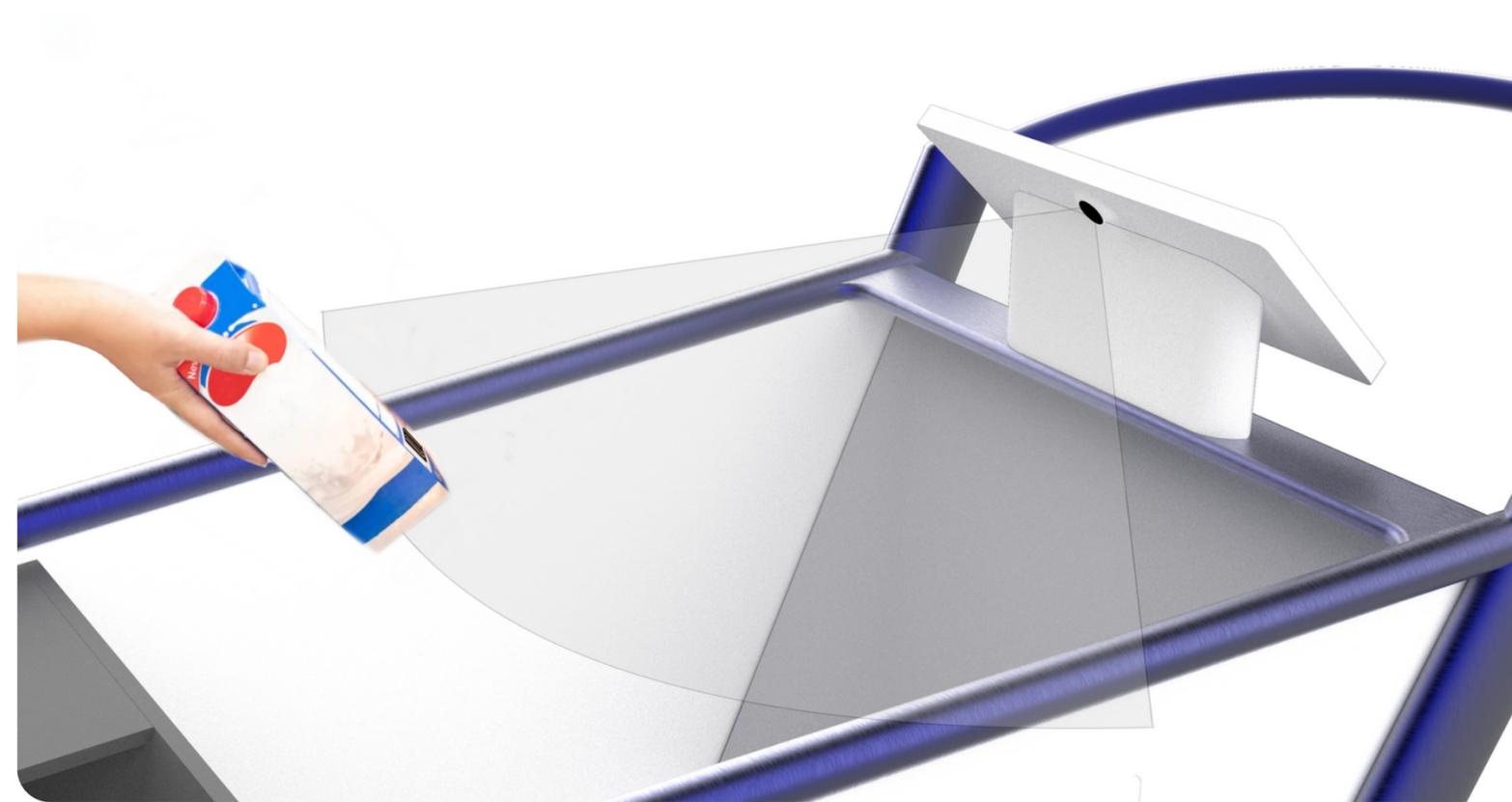


DOWNLOAD YOUR SHOPPING LIST

3



4



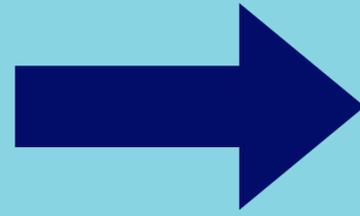
**FIND THE PRODUCTS
(HAPTICK FEEDBACK AND VOICE HELP)**

**LEAVE THE GROCERIES
(AUTOMATIC SCAN)**



5

JUST WALK OUT
SHOPPING



TAKE THE BAGS AND LEAVE THE CART

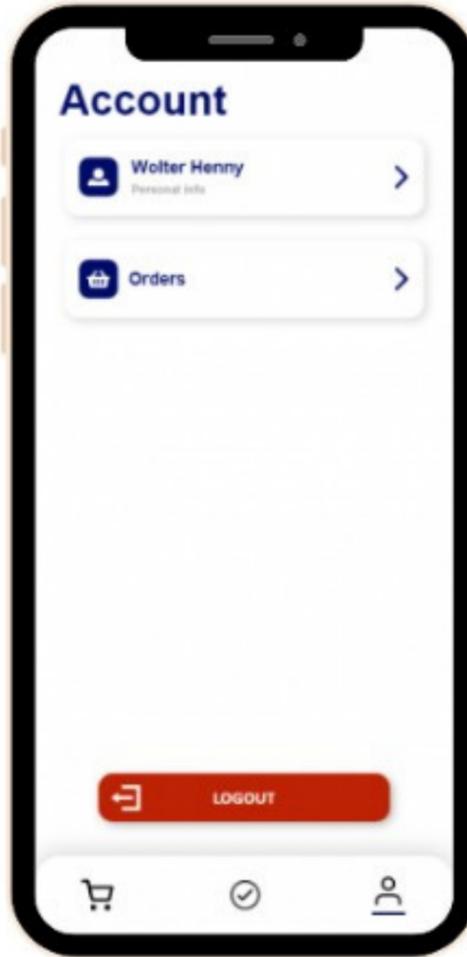
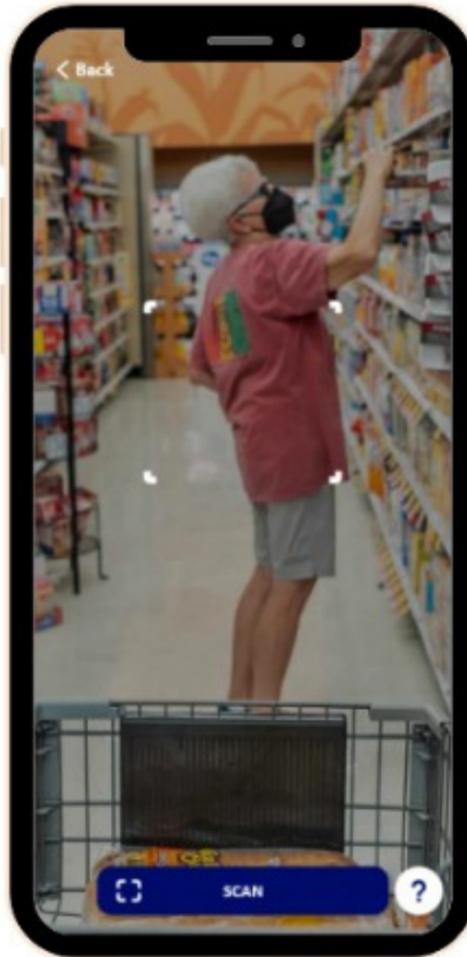
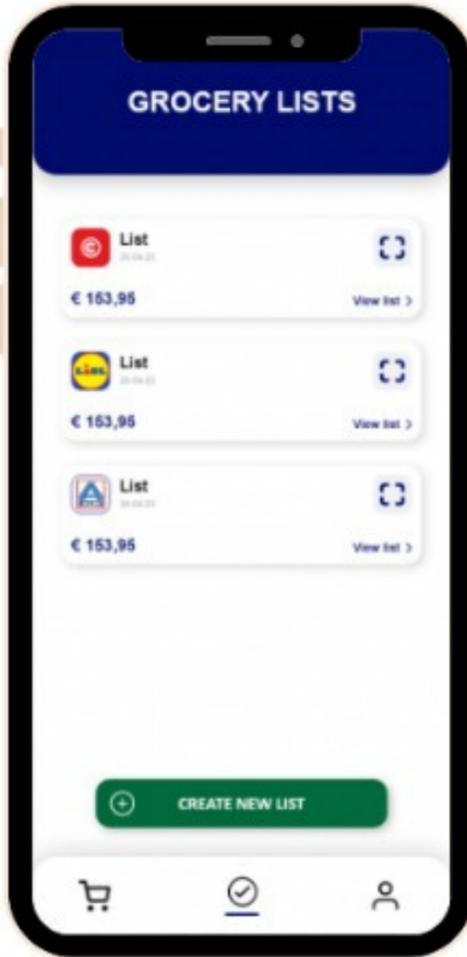
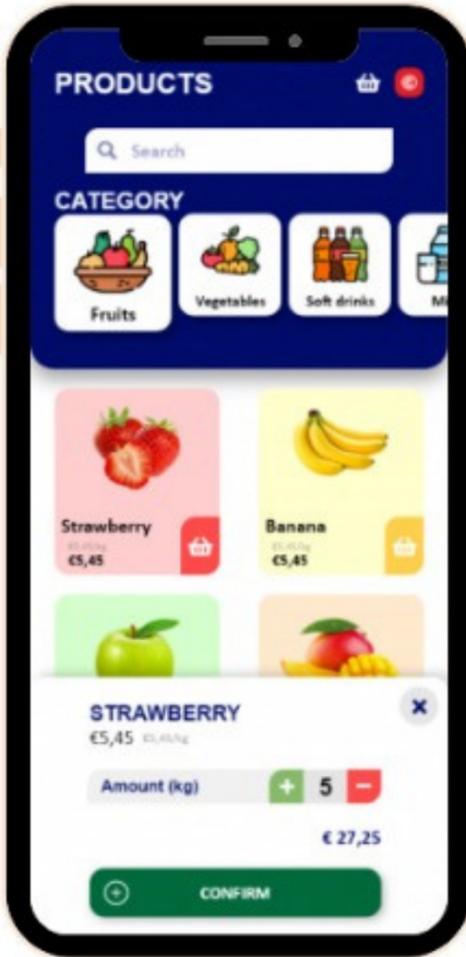
6



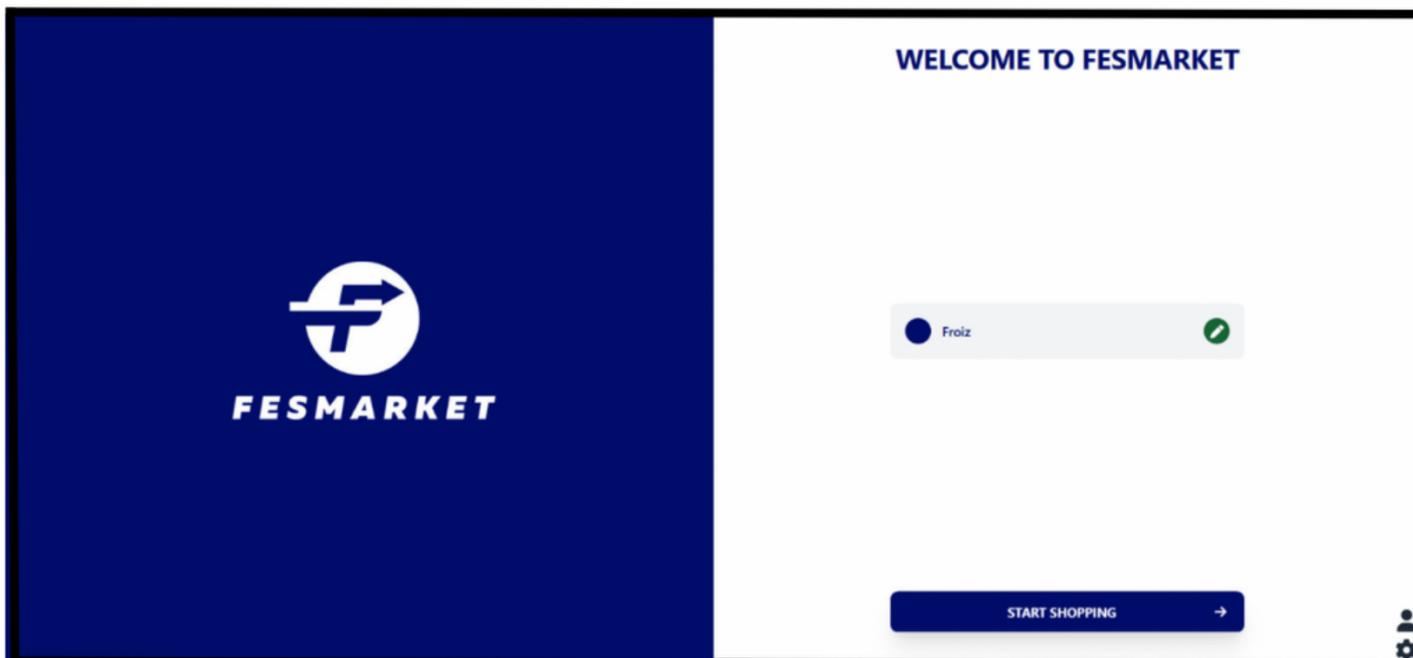
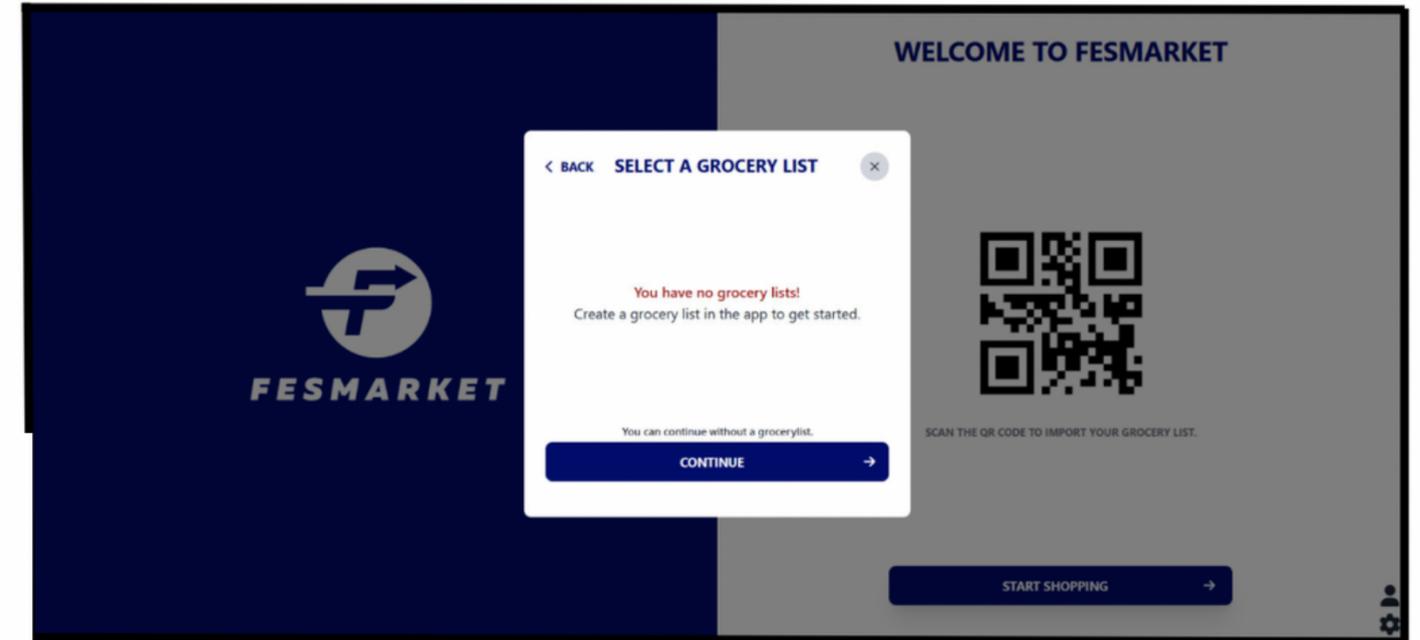
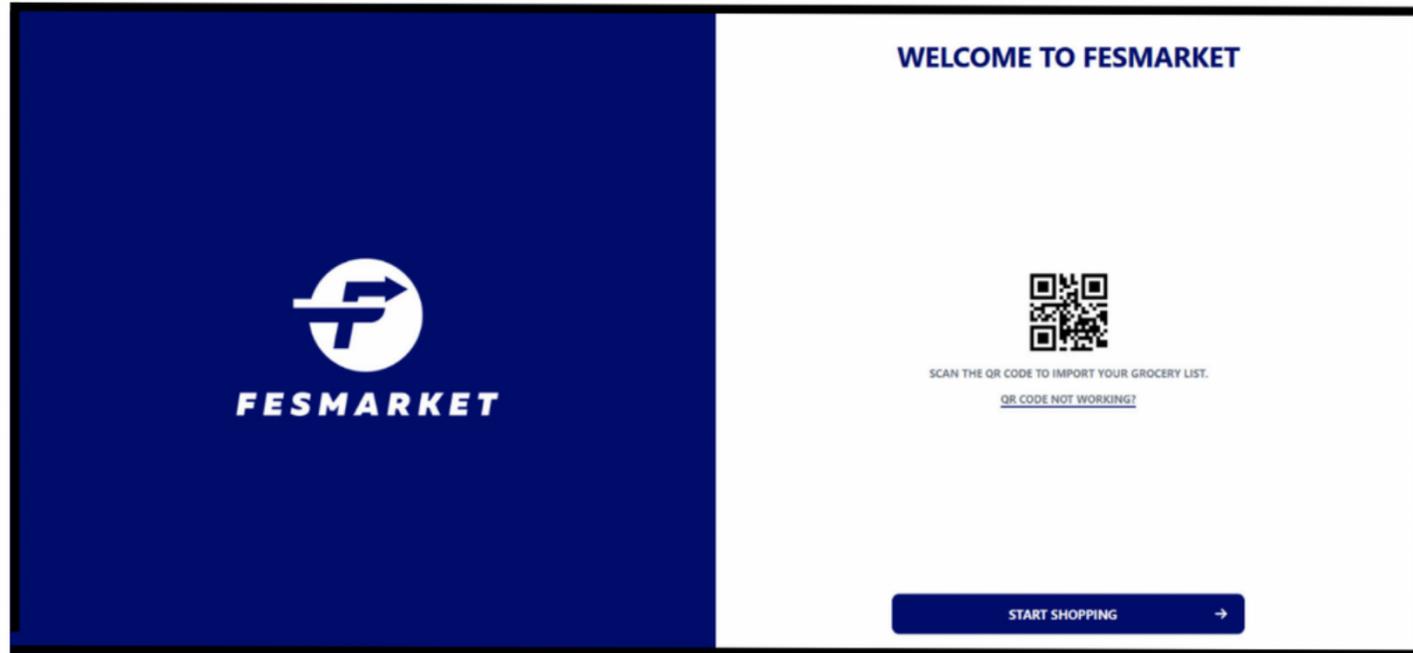
AUTOMATIC PAYMENT



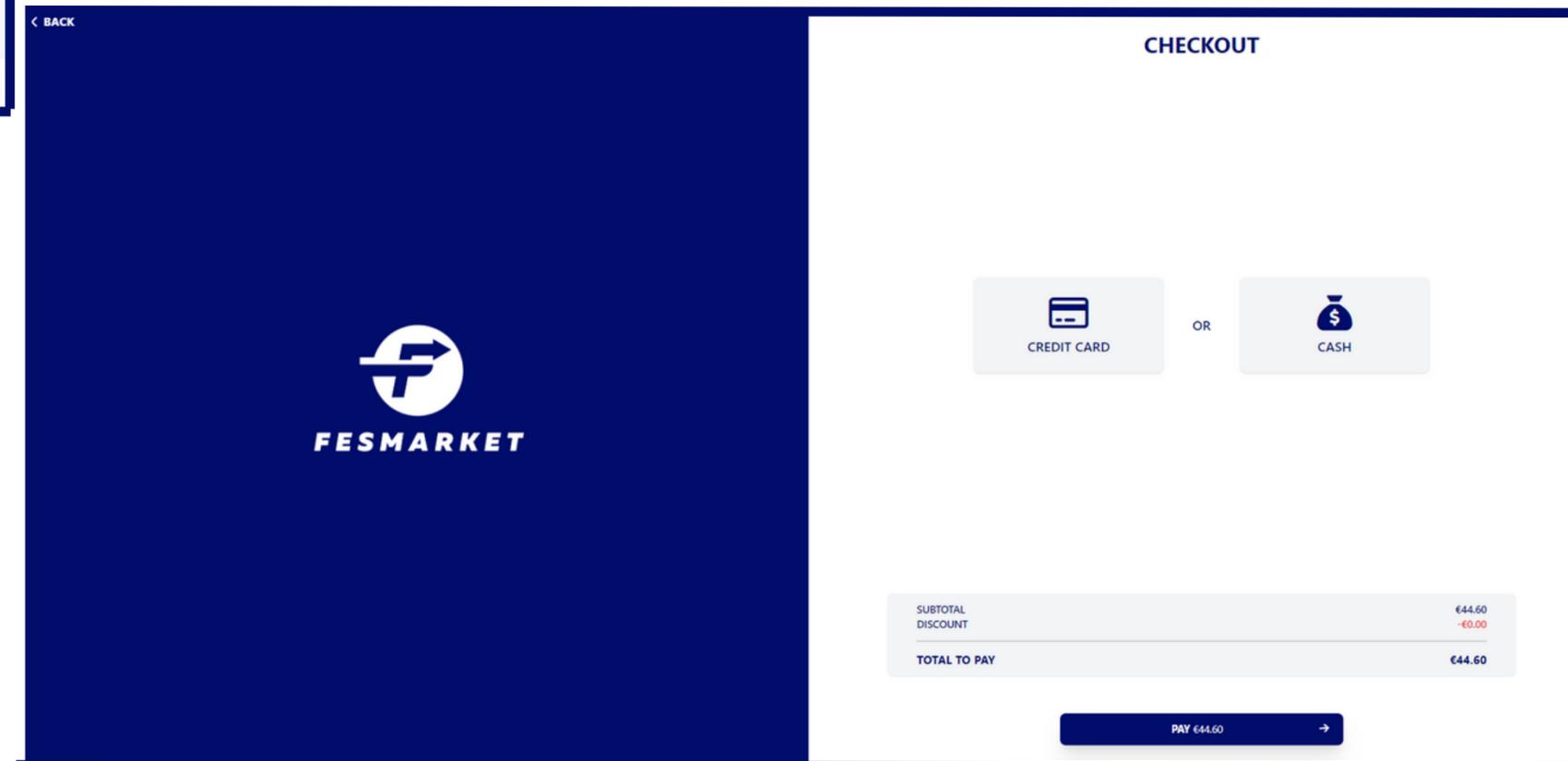
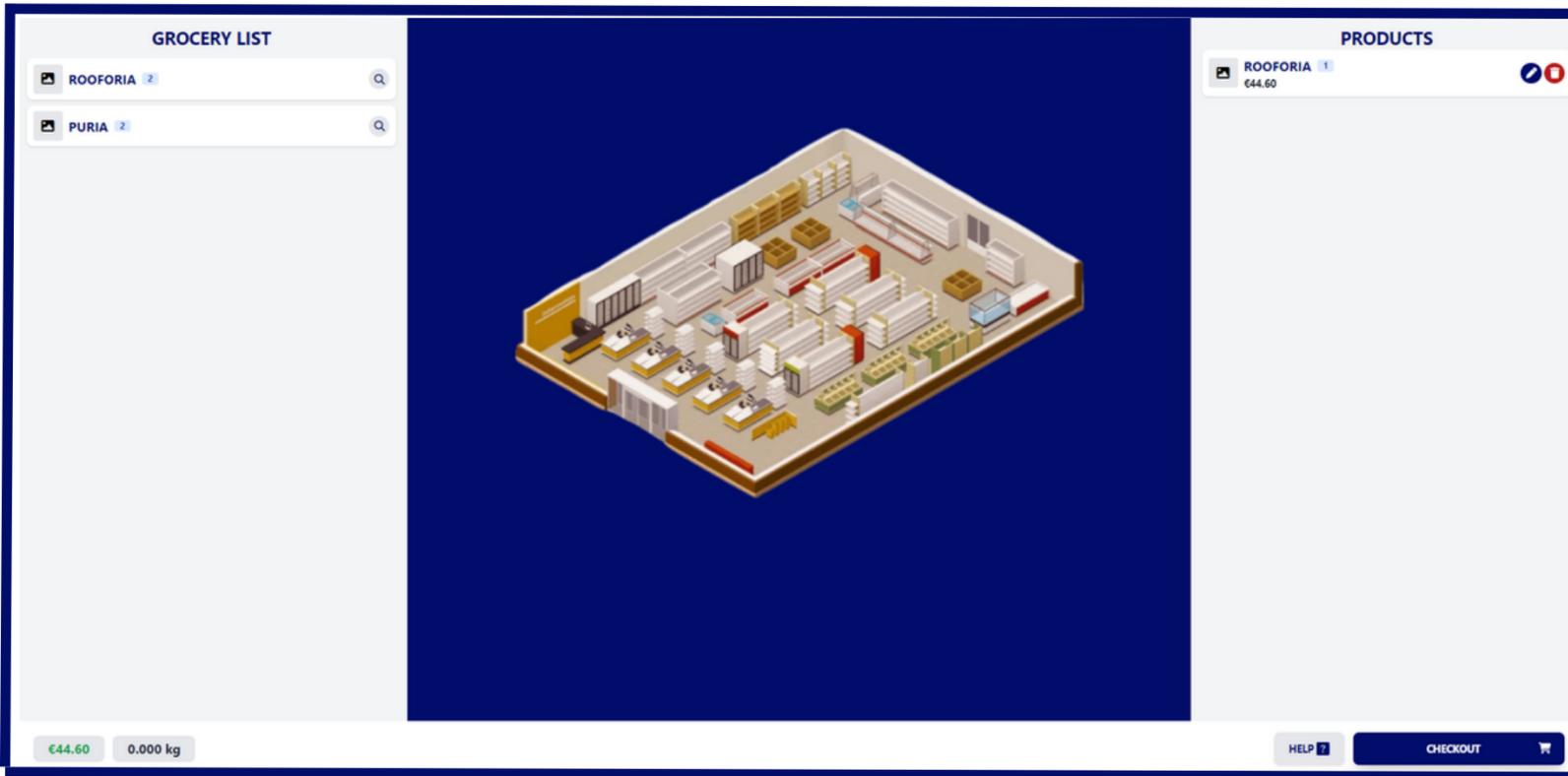
APP



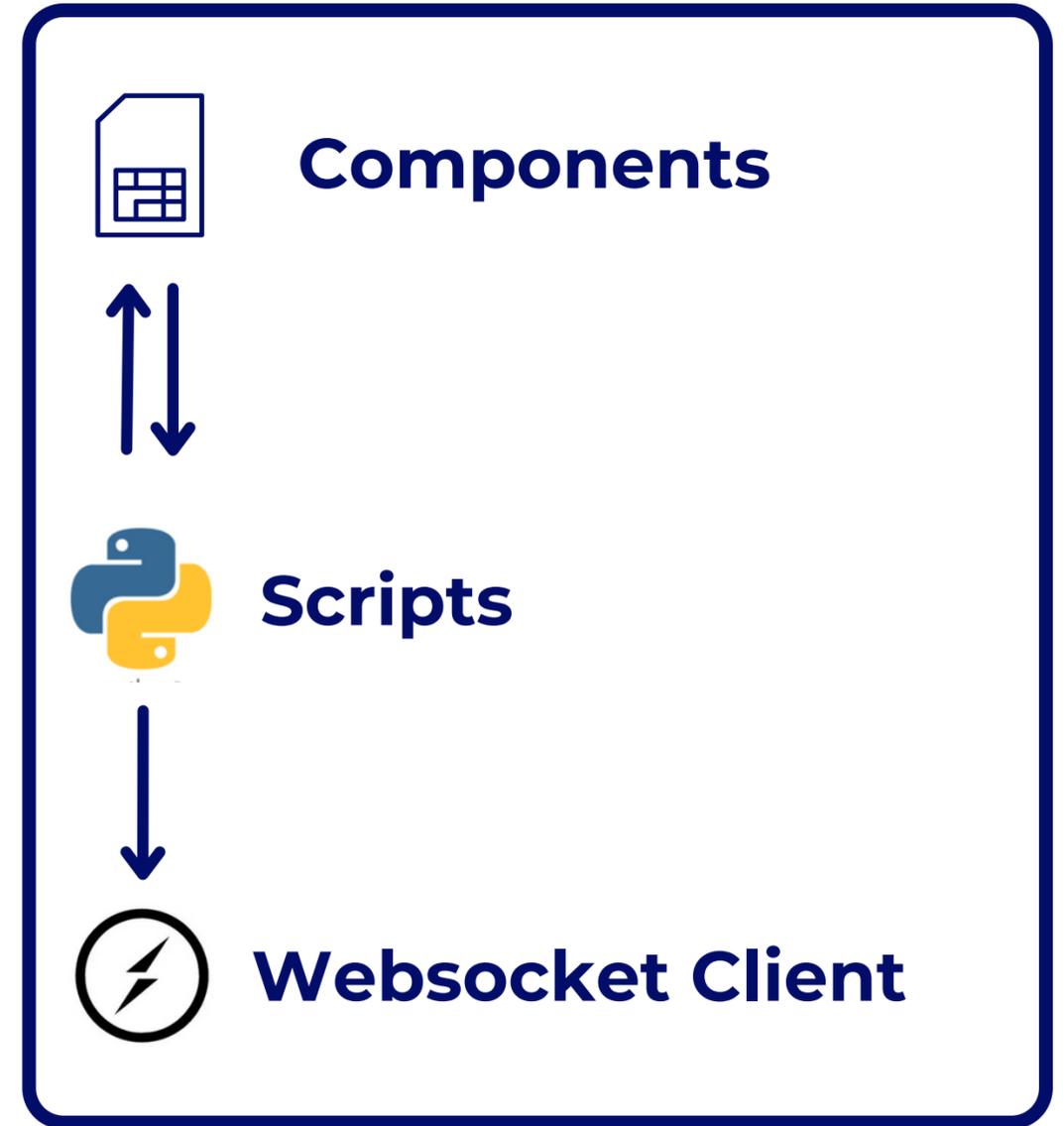
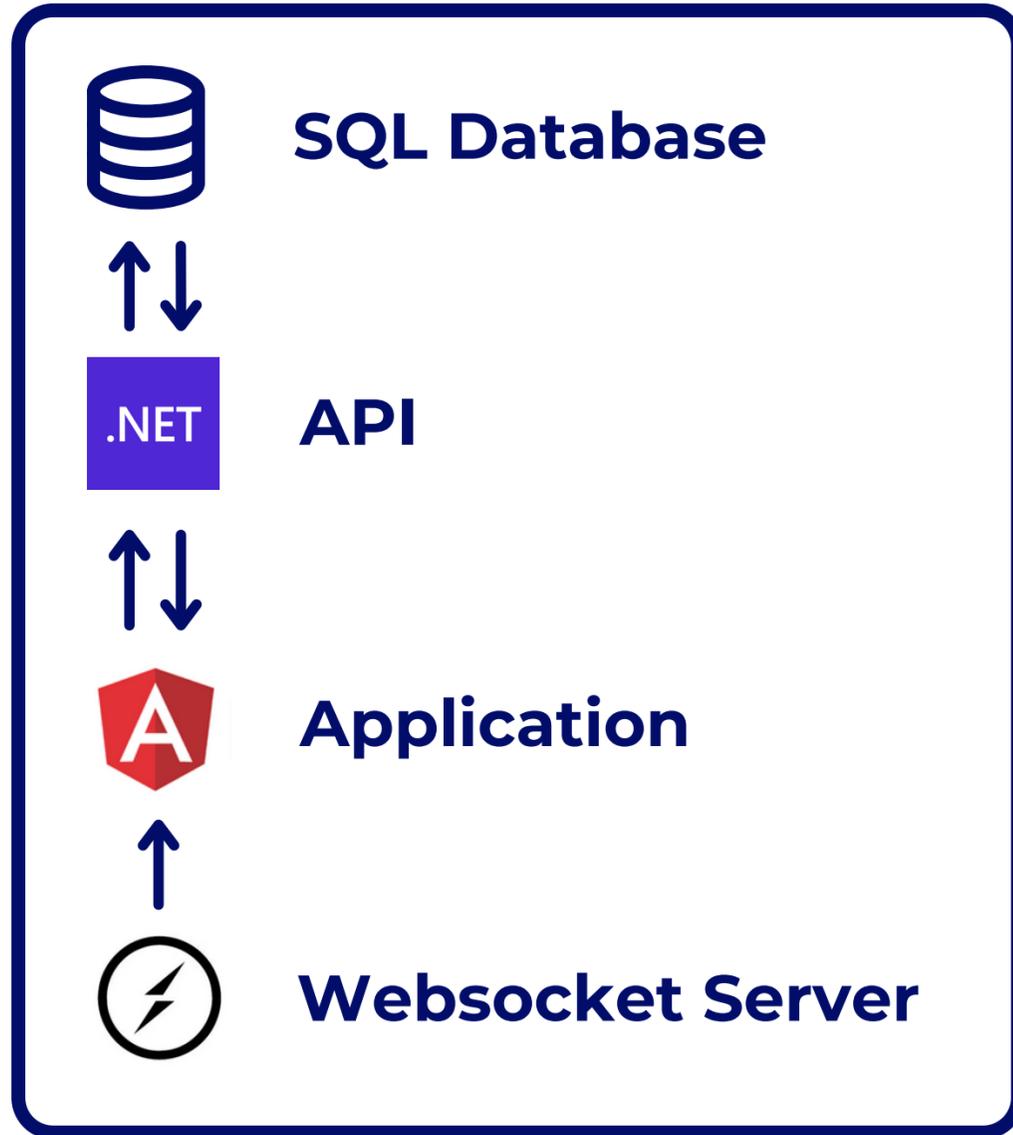
SCREEN



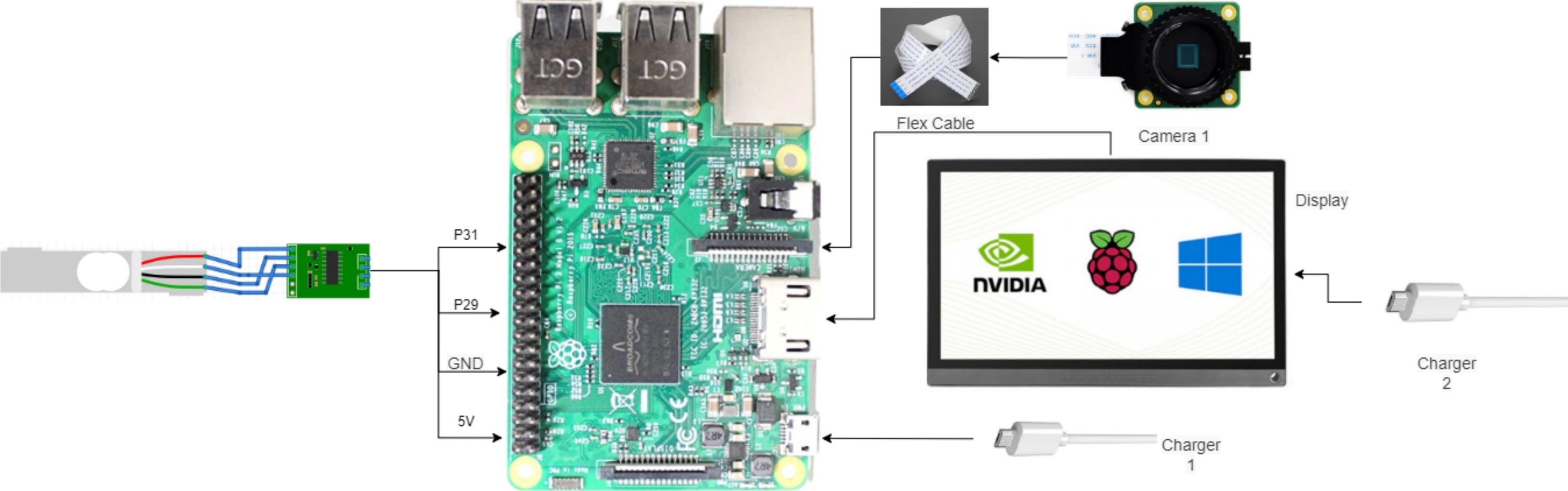
SCREEN



HOW IT WORKS



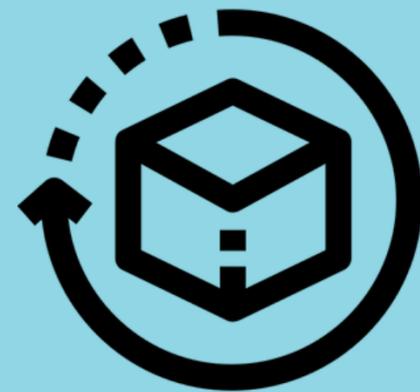
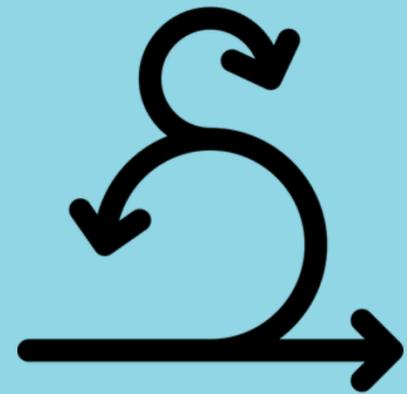
PROTOTYPE



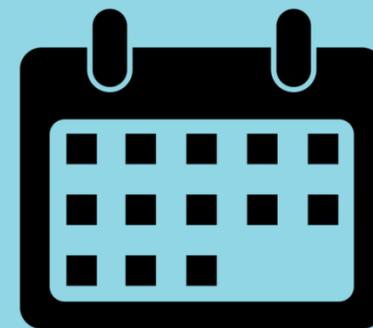
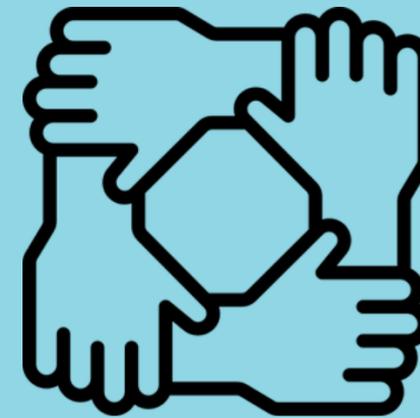
ACHIEVEMENTS



PROJECT



TEAM

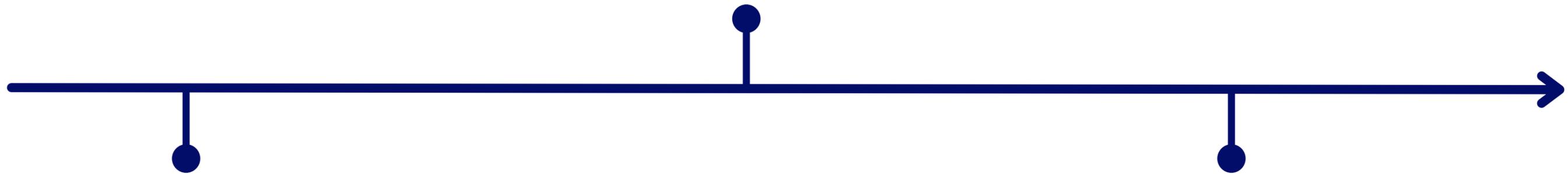




FUTURE WORK



IMPROVEMENT



INVESTMENT



SUSTAINABILITY



THANK YOU

