ISEP

TEAM 3

FESMARKET

OUR TEAM

DOMINIKA

DANIEL

HESSEL

MIQUEL

JELTE

TOBIAS

FESMARKET

For tech-savvy supermarket users **who** want to save time while shopping and improve their shopping experience, **the** FESMARKET **is a** *smart shopping cart* **that** improves the user experience in the supermarket **unlike** other current shopping carts. **Our** FESMARKET is intuitive, attractively designed and sustainable.

PROBLEM

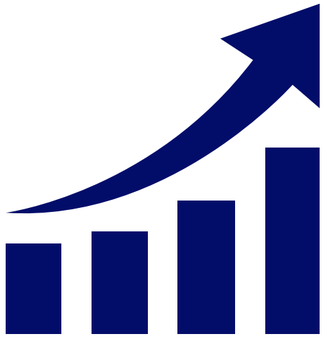
NON-INCLUSIVE EXPERIENCE

LONG QUEUES

PRODUCT LOCATION

SHOPPING CART DESIGN

CONTEXT

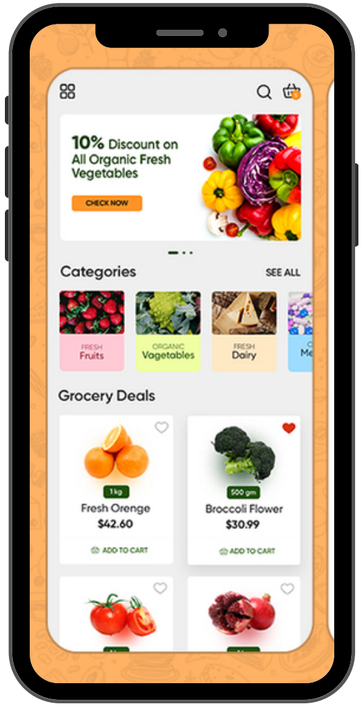


4 643 billion dollars of market size in 2027

Investment in new technologies

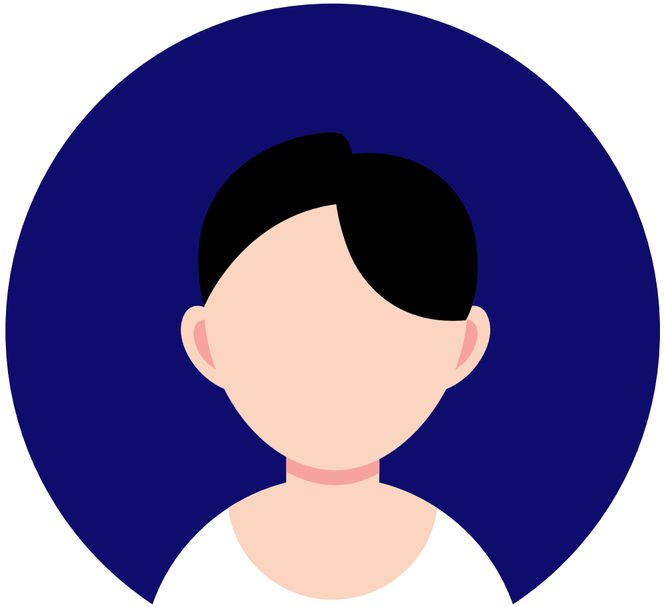
Gen Z value time and user experience

STATE OF THE ART



TARGET

USER

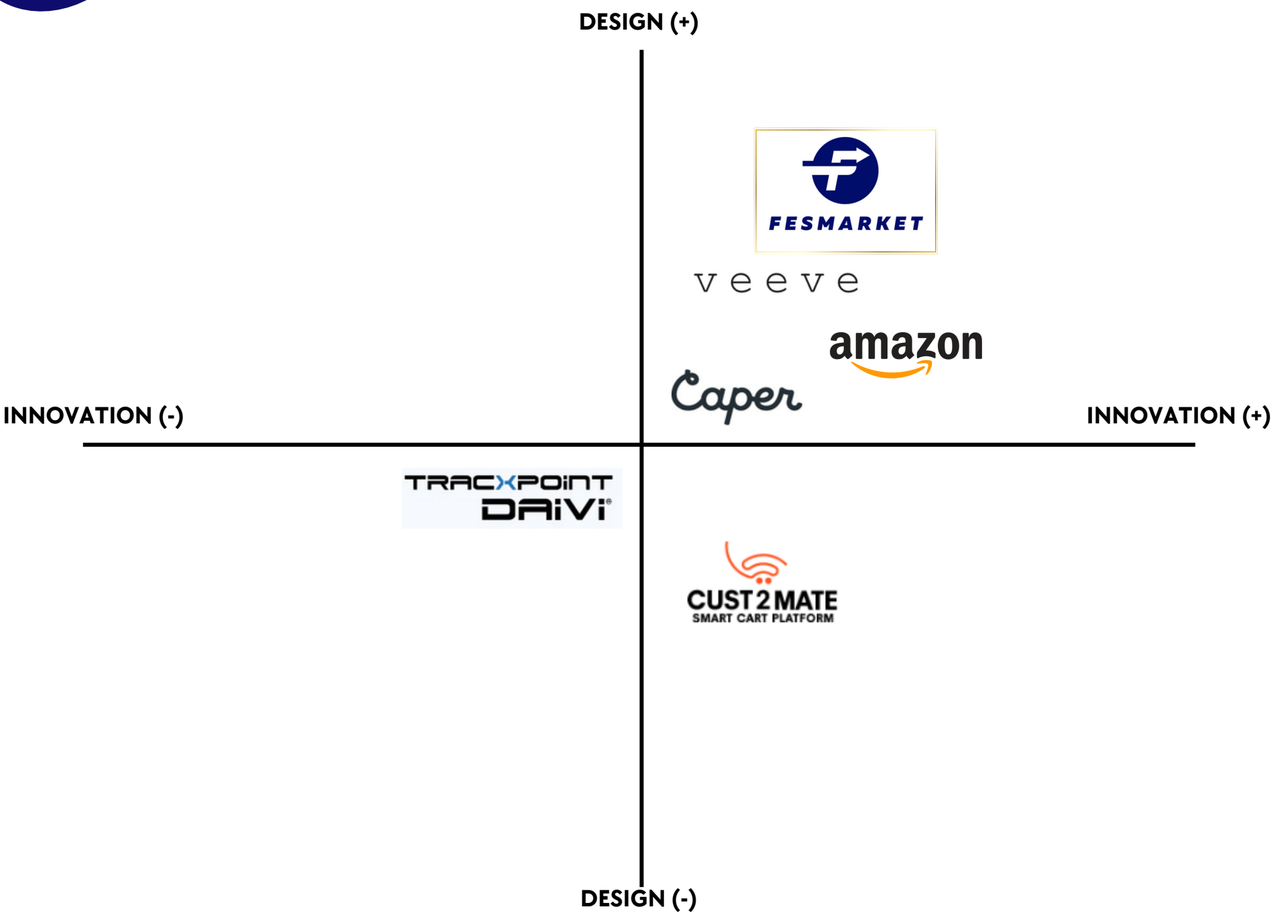


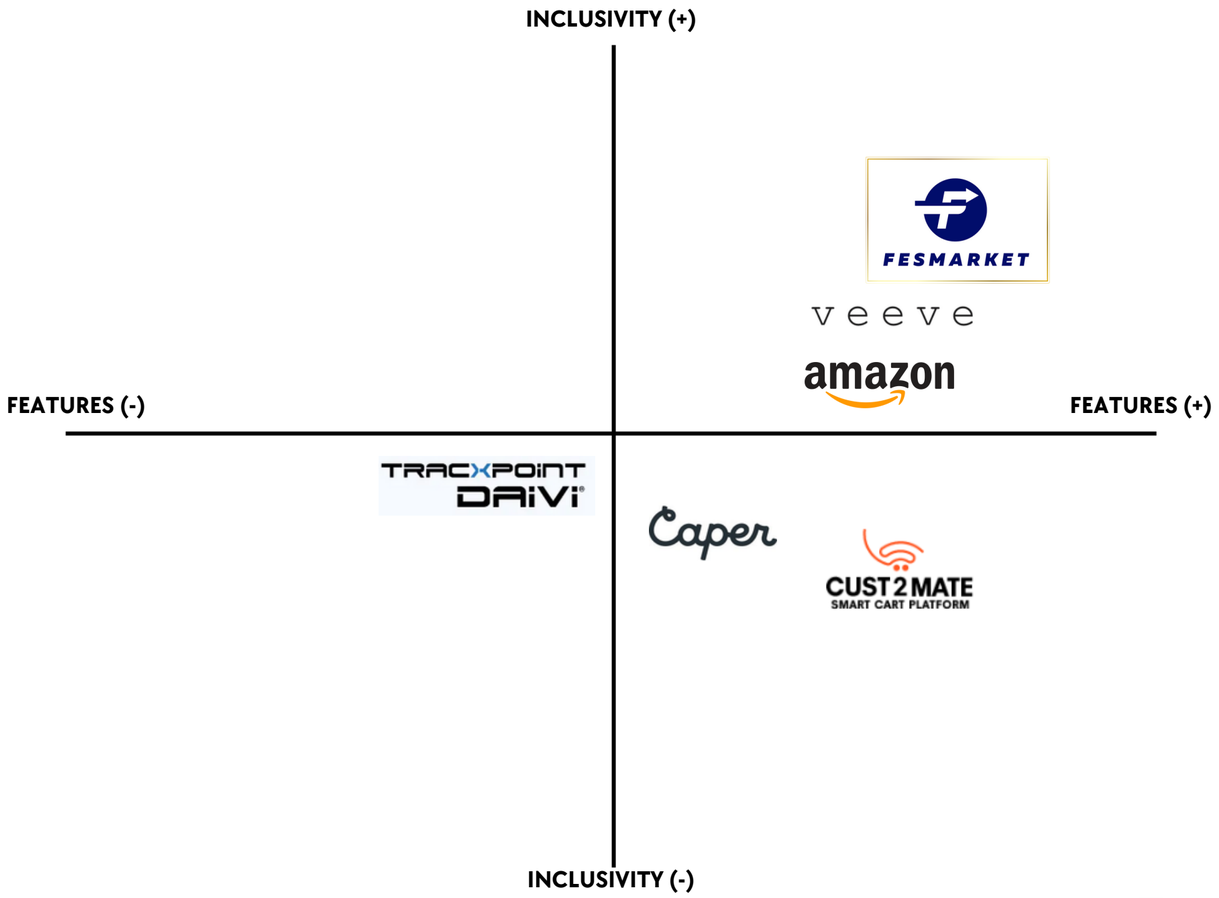
- GOOD EXPERIENCE
- SAVE TIME AND MONEY
- TECH USER

SUPERMARKETS

- LESS WORKERS
- USER LOYALTY
- CONSUMER DATA

POSITIONING





CONCLUSIONS

THE USE OF AI

INCREASING MARKET

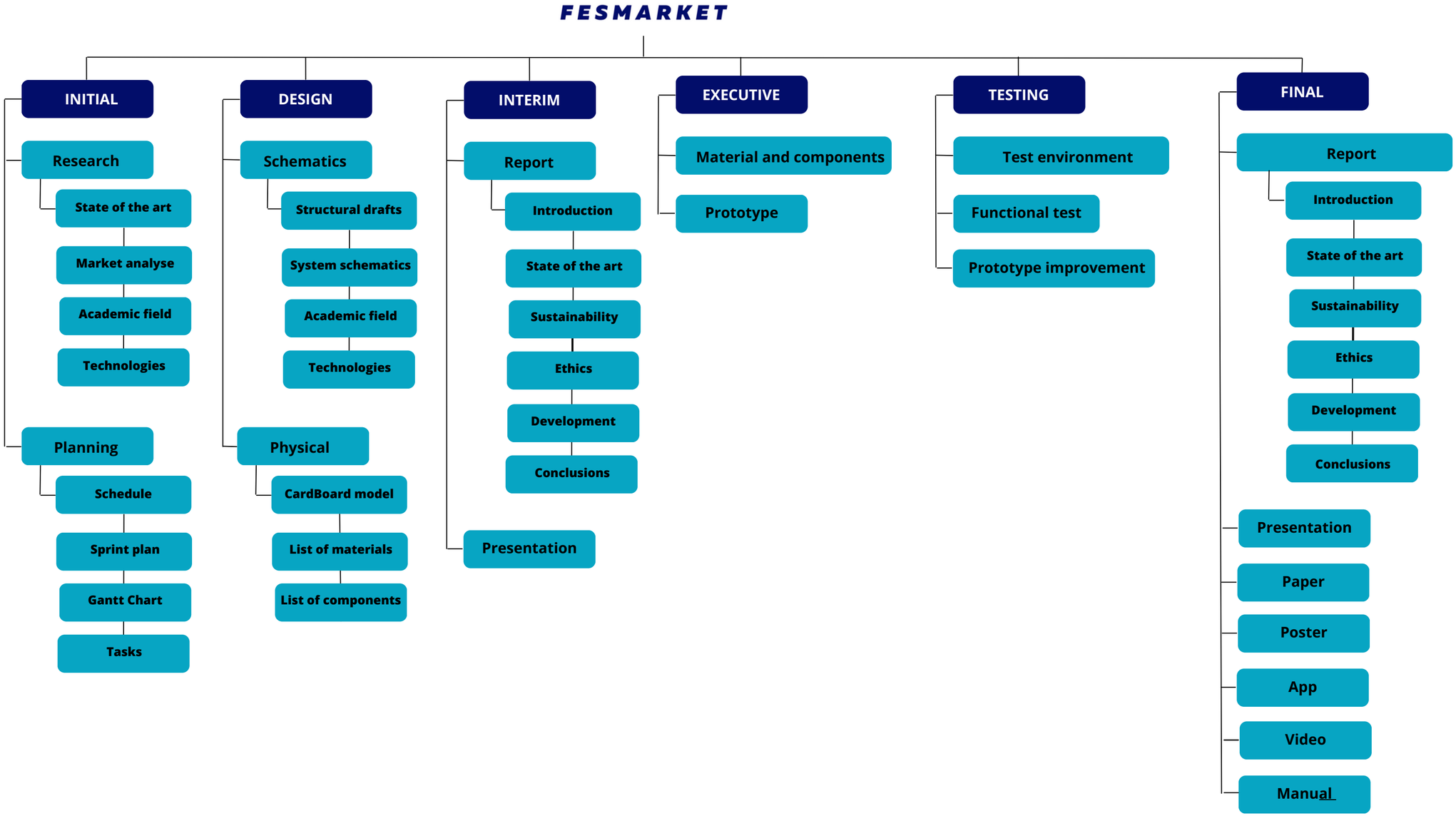
ACCESSIBILITY VALUED

USER DATA

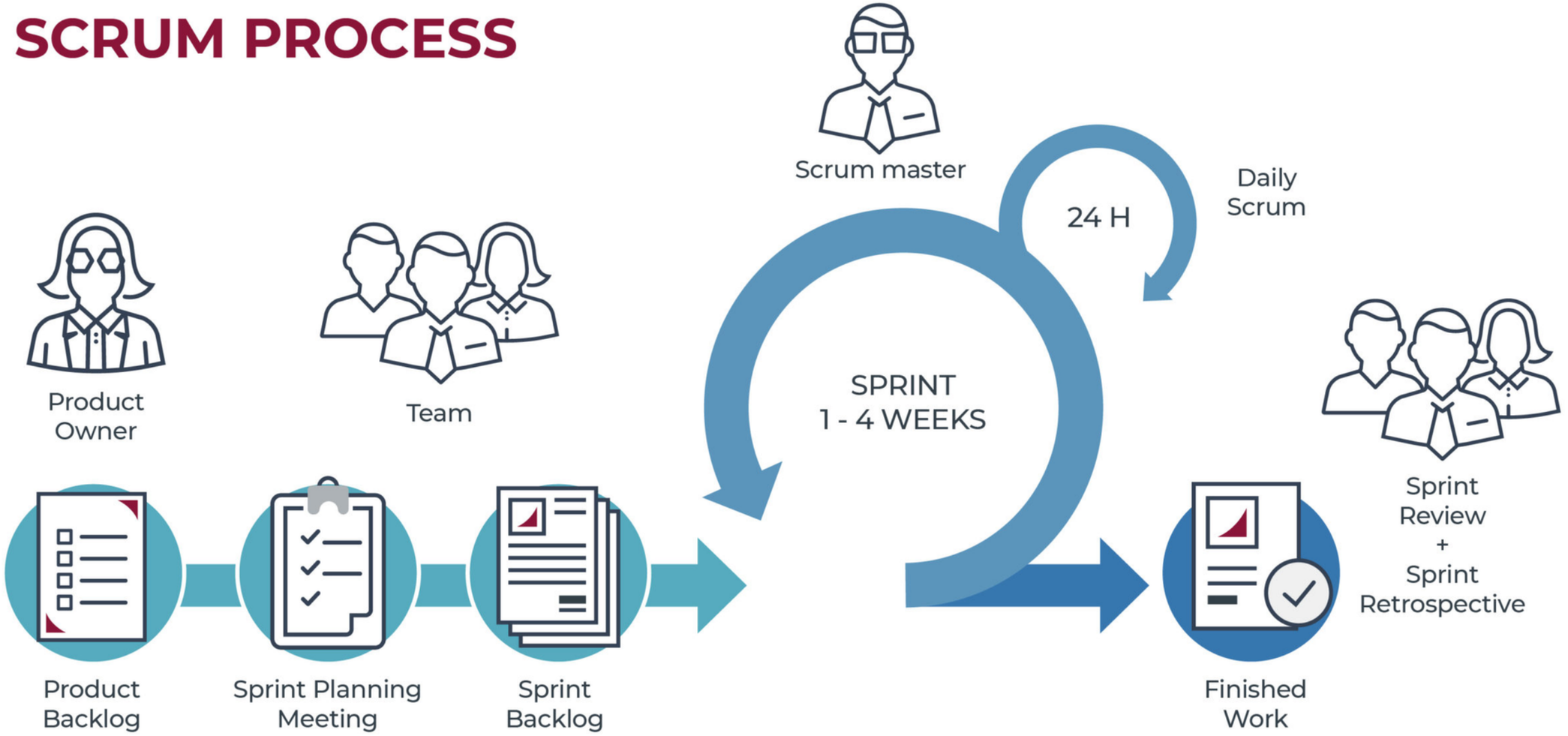
GAP IN SUSTAINABILITY

PERSONALIZED SHOPPING EXPERIENCE

PROJECT MANAGEMENT



SCRUM PROCESS



ETHICAL AND DEONTOLOGICAL CONCERNS

Ethical engineering

Recyclable materials and solar energy

Fair sales and marketing strategies

EU directives

PROJECT DEVELOPMENT

BRIEFING

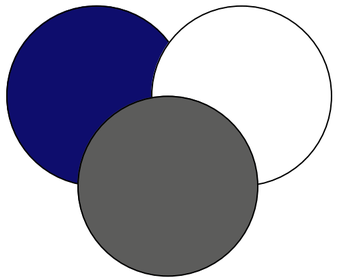
- TOUCH SCREEN
- STORAGE AREA
- SOLAR PANELS
- SAFETY CONTROL
- APP
- PAYMENT DEVICE
- LATERAL DOOR
- SUSTAINABLE MATERIALS

- ERGONOMIC DESIGN
- INNOVATIVE DESIGN
- INTUITIVE USE
- VOICE HELP
- SCANNING SYSTEM
- MAP TRACKING
- ISOLATION SYSTEM
- SCALE

VALUE PROPOSAL

- RECYCLED MATERIALS
- INCLUSIVE
- INNOVATION
- INTUITIVE USE
- SOLAR ENERGY

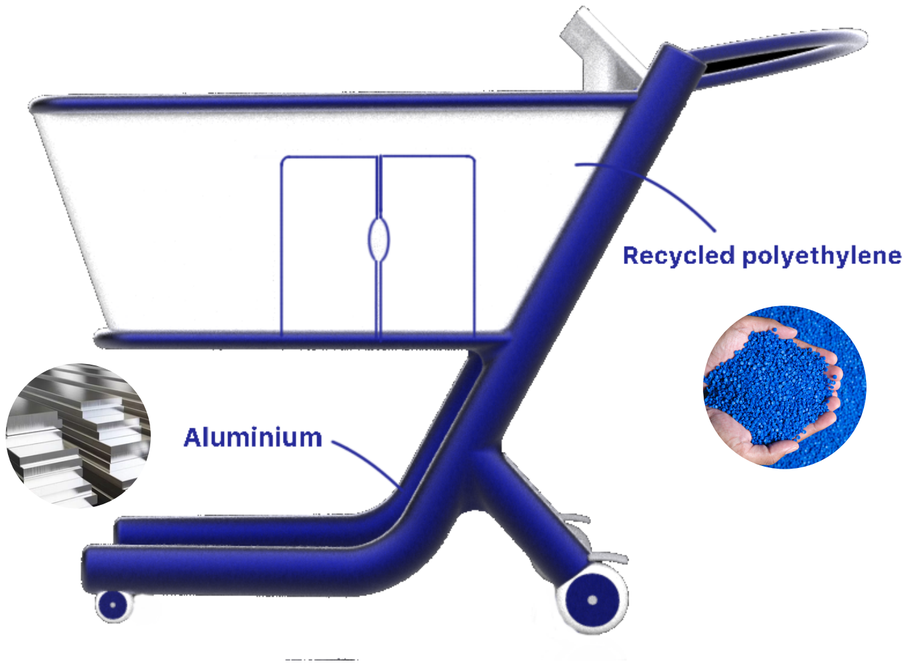
FESMARKET



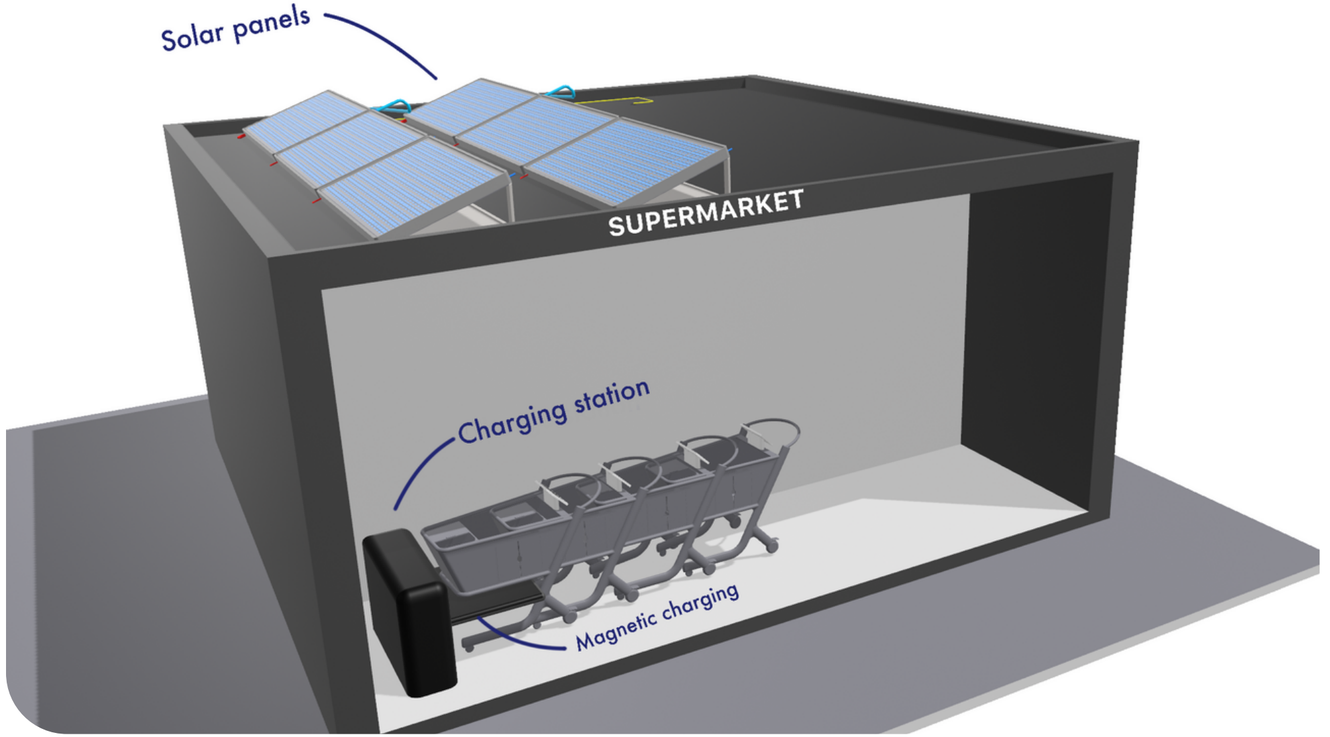
SUSTAINABILITY

7 HOURS

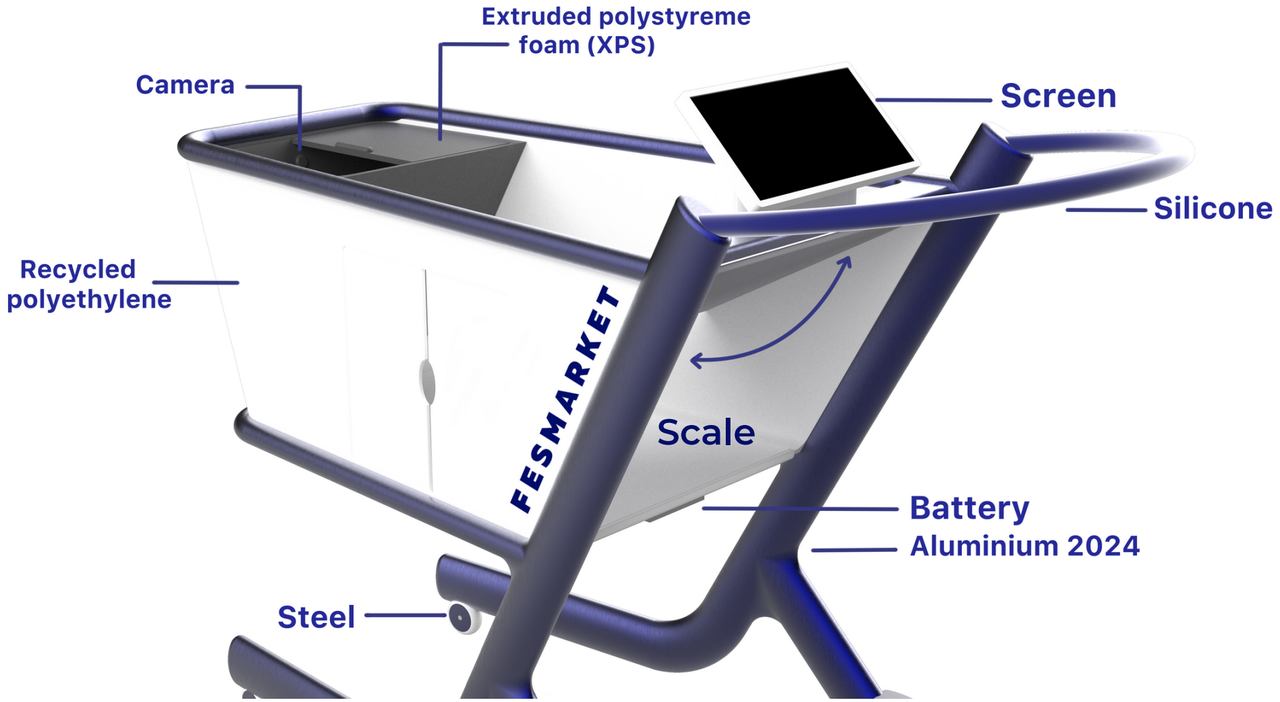
MATERIALS



SOLAR CHARGE



DESIGN AND MATERIALS

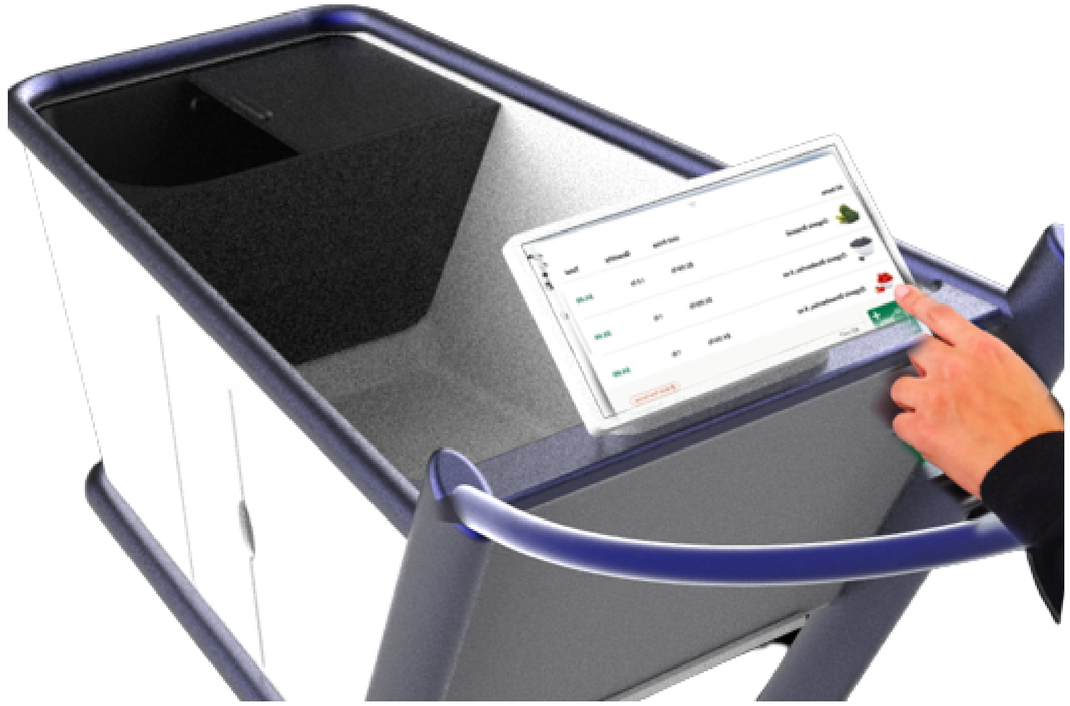


MINIMALIST DESIGN AND ROUNDED SHAPES

1

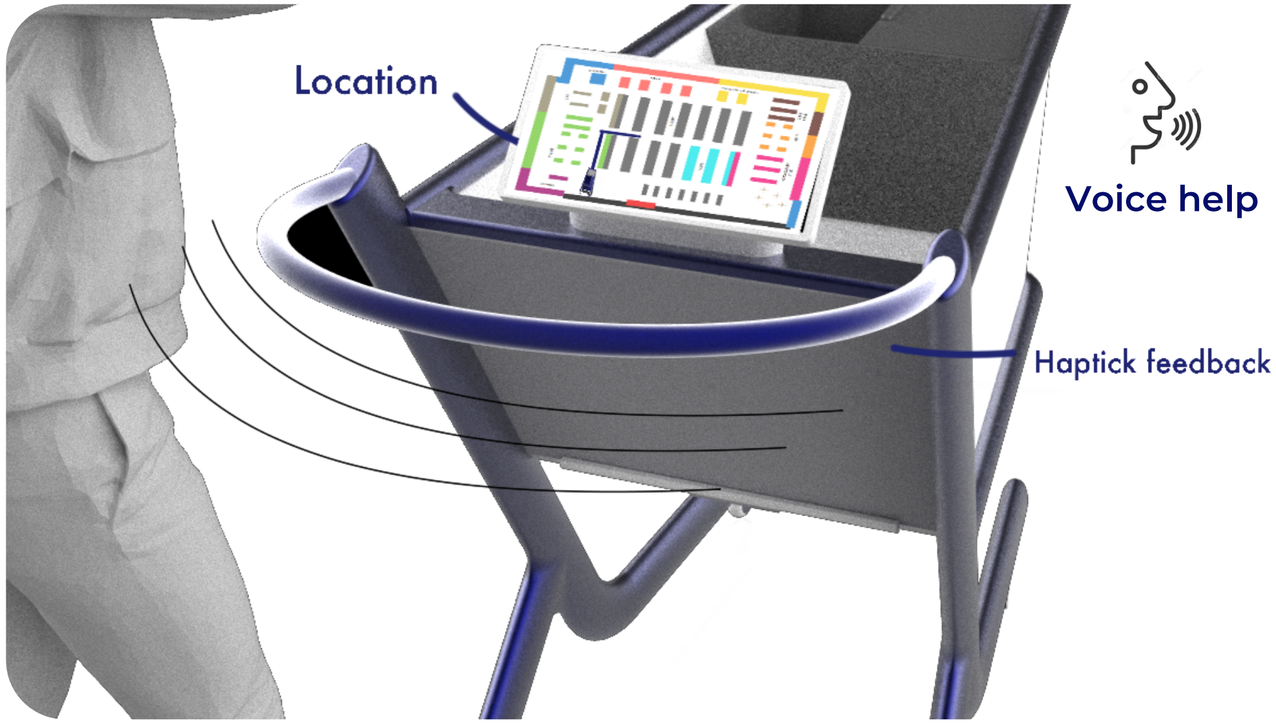
TAKE THE SHOPPING CART
AND SCAN THE QR

2



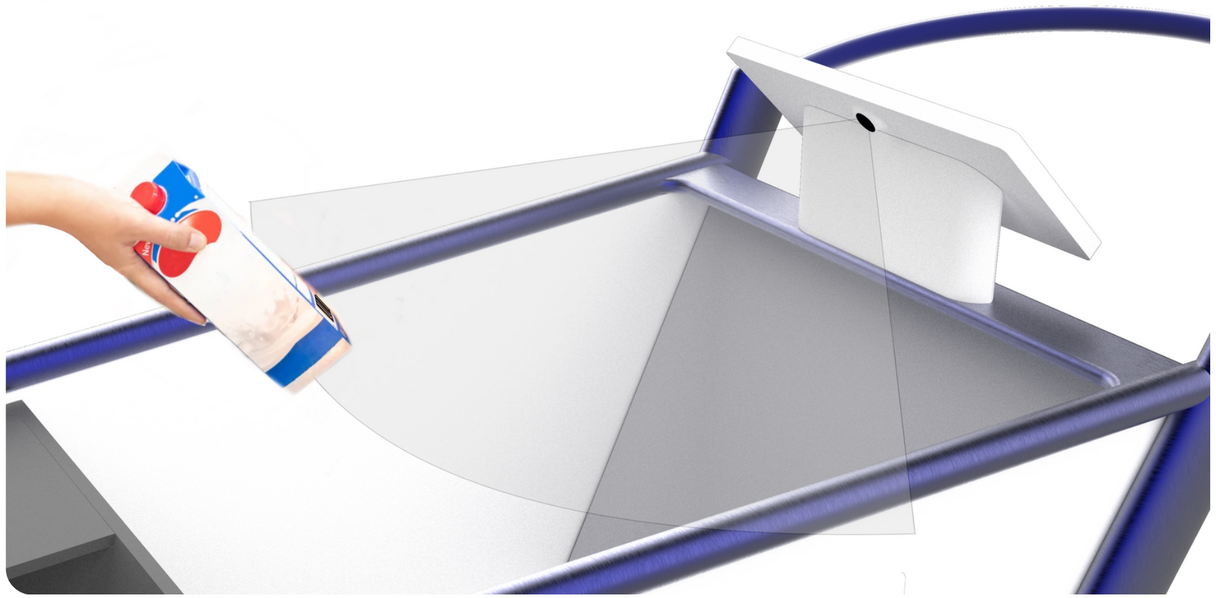
DOWNLOAD YOUR SHOPPING LIST

3



FIND THE PRODUCTS
(HAPTICK FEEDBACK AND VOICE HELP)

4



LEAVE THE GROCERIES
(AUTOMATIC SCAN)

JUST WALK OUT SHOPPING

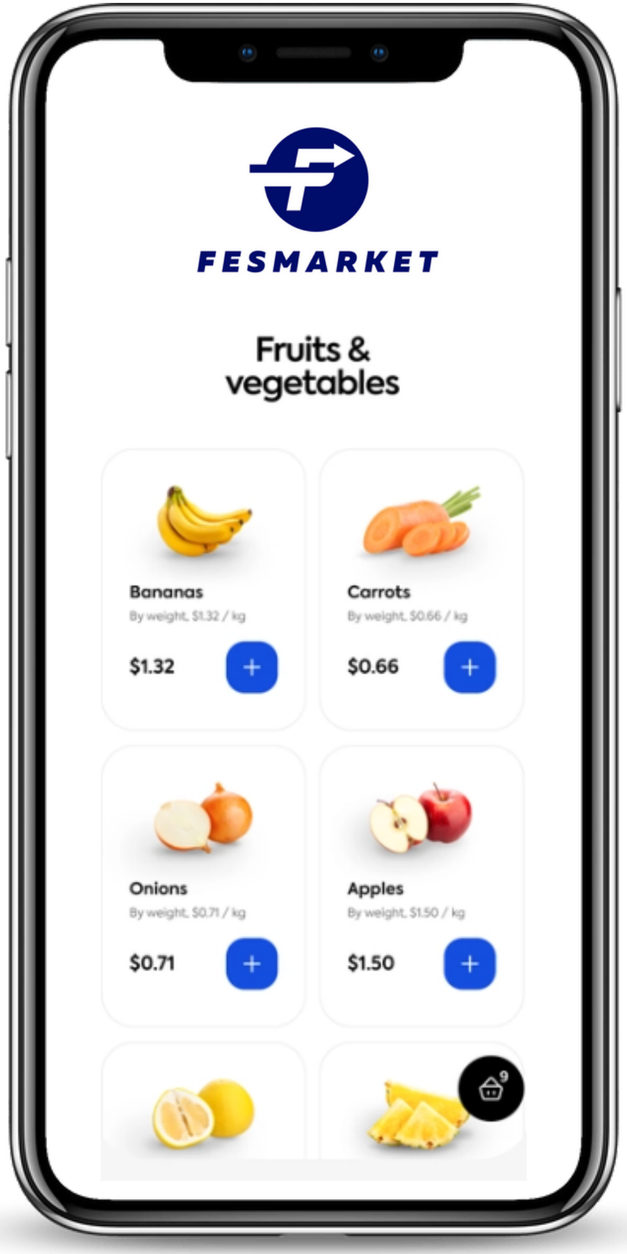
5

TAKE THE BAGS AND LEAVE THE CART

6

AUTOMATIC PAYMENT

APP


FESMARKET
Fruits & vegetables
Bananas
By weight, $1.32 / kg
$1.32
Carrots
By weight, $0.66 / kg
$0.66
Onions
By weight, $0.71 / kg
$0.71
Apples
By weight, $1.50 / kg
$1.50

SCREEN

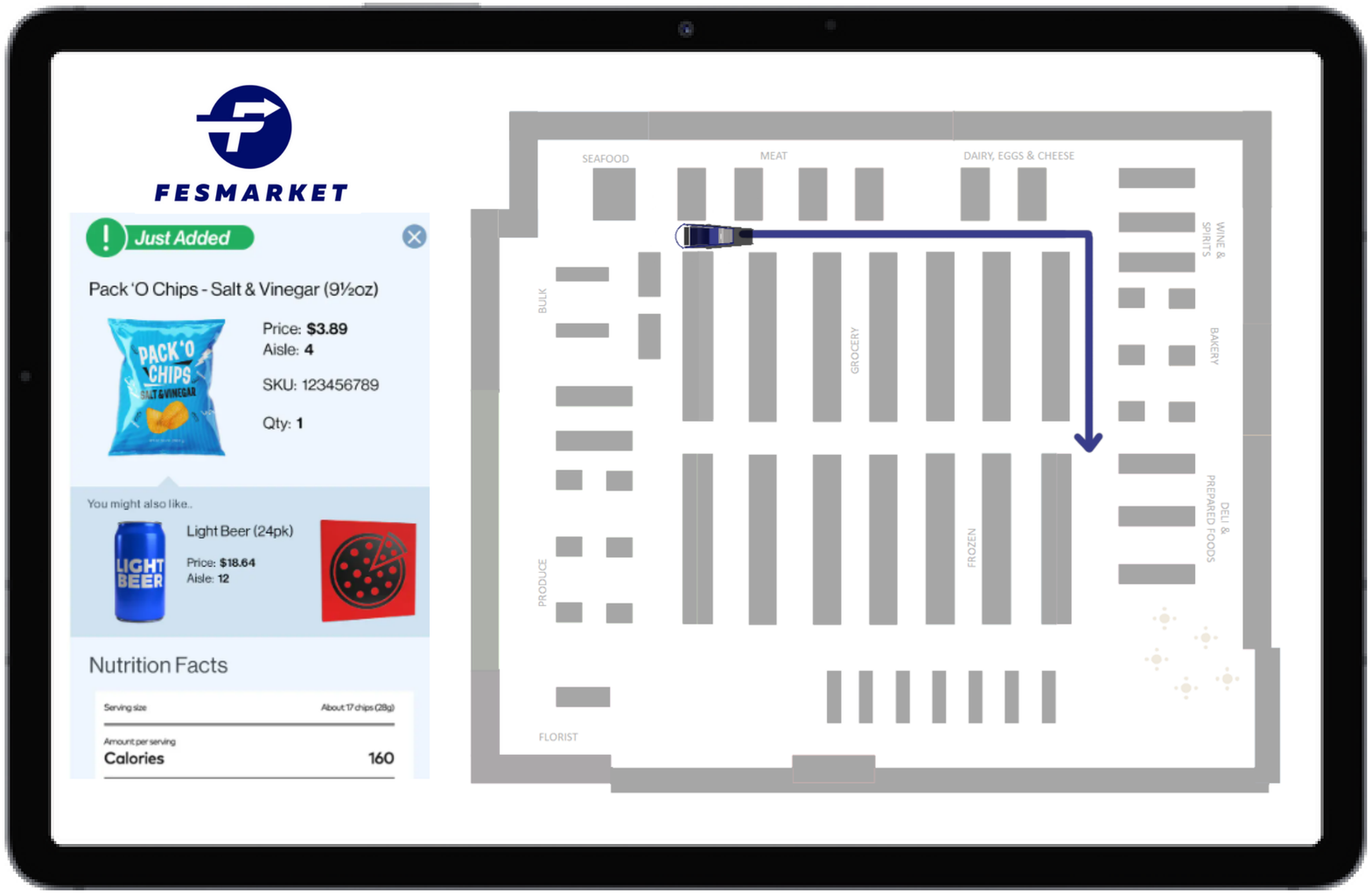
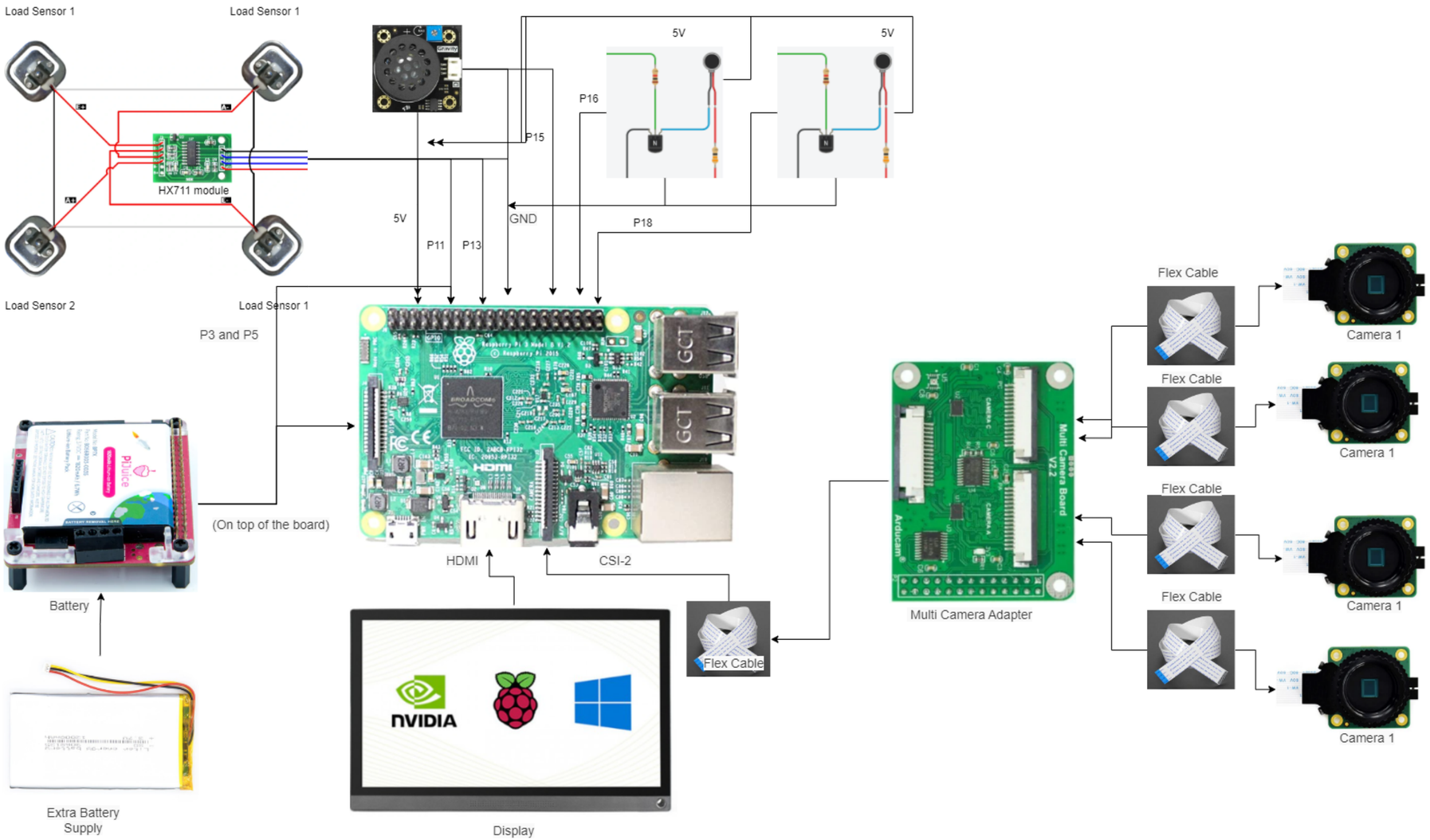

FESMARKET
Just Added
Pack 'O Chips - Salt & Vinegar (9½oz)
Price: $3.89
Aisle: 4
SKU: 123456789
Qty: 1
You might also like..
Light Beer (24pk)
Price: $18.64
Aisle: 12
Nutrition Facts
Serving size
About 17 chips (28g)
Amount per serving
Calories
160
SEAFOOD
MEAT
DAIRY, EGGS & CHEESE
WINE & SPIRITS
BULK
GROCERY
BAKERY
PRODUCE
FROZEN
DELI & PREPARED FOODS
FLORIST

DIAGRAM SCHEMATIC



IN PROCESS.....

- 3D MODEL
- APP
- CHARGE STATION
- PROGRAMMING
- PROTOTYPE AND TESTS

ISEP

THANK YOU