

ABSTRACT

Shopping in the real world is becoming an increasingly interactive experience as stores integrate various technologies to support shoppers. We present smart cart a simple grocery aid which supports customers in the shopping process. We conducted a user study to assist the design of smart shopping trolley through which we explored preferable features to be incorporated in a simple grocery aid. We describe the study and its results, the design principles and design of massive features that are supported by smart cart and the functionalities that are to be integrated into smart Shopping. We also describe the technical challenge we came across during our development efforts. The aim of the system is to support shopping in supermarket through acquiring user attention. Thus the interactive trolley guides and directs shoppers in handling and finding of groceries than traditional trolley shoppers by exhibiting a more uniform behavior in terms of product sequence collection and easier for shoppers to find products and bill.