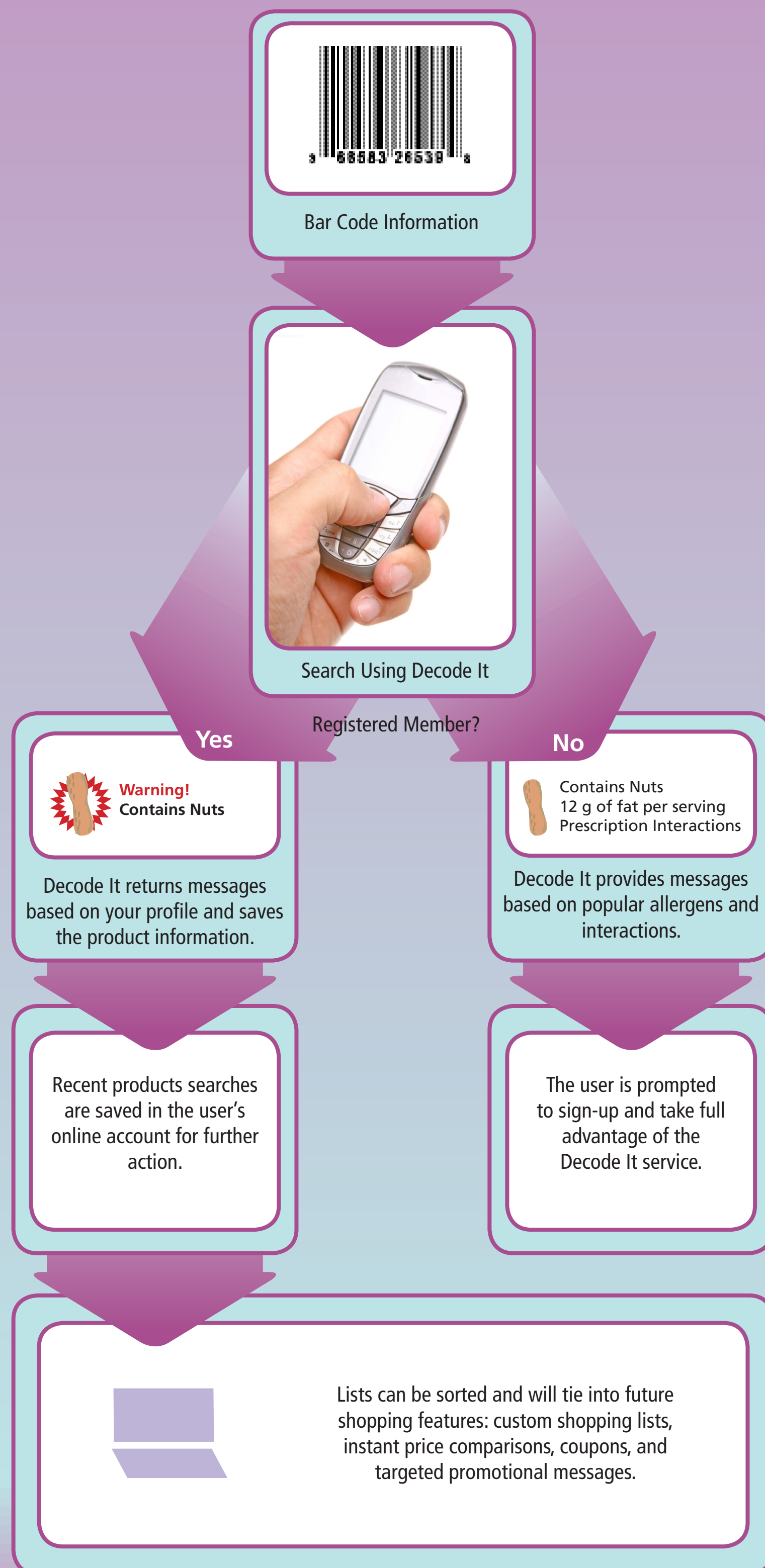


Decode It

Product Information
www.decodeit.info

How Decode It Works



What do you do when you need point-of-purchase product information?

Decode it is a mobile and web-based solution to product information needs.

Intended Audience

Based on our research, point-of-purchase information has clear applications in the realm of consumer health and safety.

The initial Decode It prototype will focus on three types of information. Allergies or intolerances to food and medication, dietary advice, and product recalls.

Future Work

- Creation of a web based prototype
- Mobile and cross browser testing
- Continued outreach to potential users
- Additional shopping focused features

An entrepreneurial project combining MBA and SI thinking.
 Originating in BIT 678—Service Innovation Management.

Group Methodology

Research User Needs

- Interviews
- Observations
- Understand purchase influences
- Anticipate future shopping behavior

Understand Context

- Repeat purchases vs. new products
- Time restrictions and social pressures
- Need for certainty in specific situations

Design Interactions

- Use scenarios
- Social implications
- Model flows—in and out of the system

Develop Prototype

- Understand technical limitations
- Create web based prototype
- Anticipate mobile and desktop use

Investigative phase team members:

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