TIC TRIAL WORKSHOPS

Along the project, the TIC trial has conducted 3 workshops with consumers and stakeholders to define the functionalities that should be integrated and assessing the resulting apps.

- **1st Workshop:** Conducted in January 2014 aimed at identifying the main functionalities that the clients would like to have in their apps to improve their shopping experience and product characteristics that costumers would like to know.

- **2nd Workshop:** First evaluation of TIC trial apps. It was conducted on January 2015 with the goal of obtaining feedback from a group of consumers on the first apps ready for the public: Tailored Information for Consumers, Shopping List Recipe App and Push Info App.

- **3rd Workshop:** Open workshop to consumers in Barcelona conducted in June 2015 to evaluate all TIC trial apps. The aim has been to assess if the apps are intuitive, if include all the functionalities required and if the information provided is relevant for consumers.

Thus, the first two workshops with consumers were conducted in a closed environment that enabled detecting and improving all the apps before the open deployment in a real supermarket. Nevertheless, the third and last workshop was open to all consumers in Barcelona to proof the functionality for all type of consumers in real life.

1st Workshop

- **Objective**: Introduction to the project, analysis of the current situation and definition of what product attributes consumer would like to know.
- **Date**: January 2014
- **Participants**: 22 people.

2nd Workshop

- **Objective**: Experimentation with the first release of the TIC apps to validate the technology and to improve it according to consumers' proposals.
- **Date**: January 2015
- **Participants**: 23 people, many of them already present in the first workshop.

3rd Workshop

- **Objective**: Experimentation with all resulting TIC apps in real life to have a final validation and feedback of consumers.
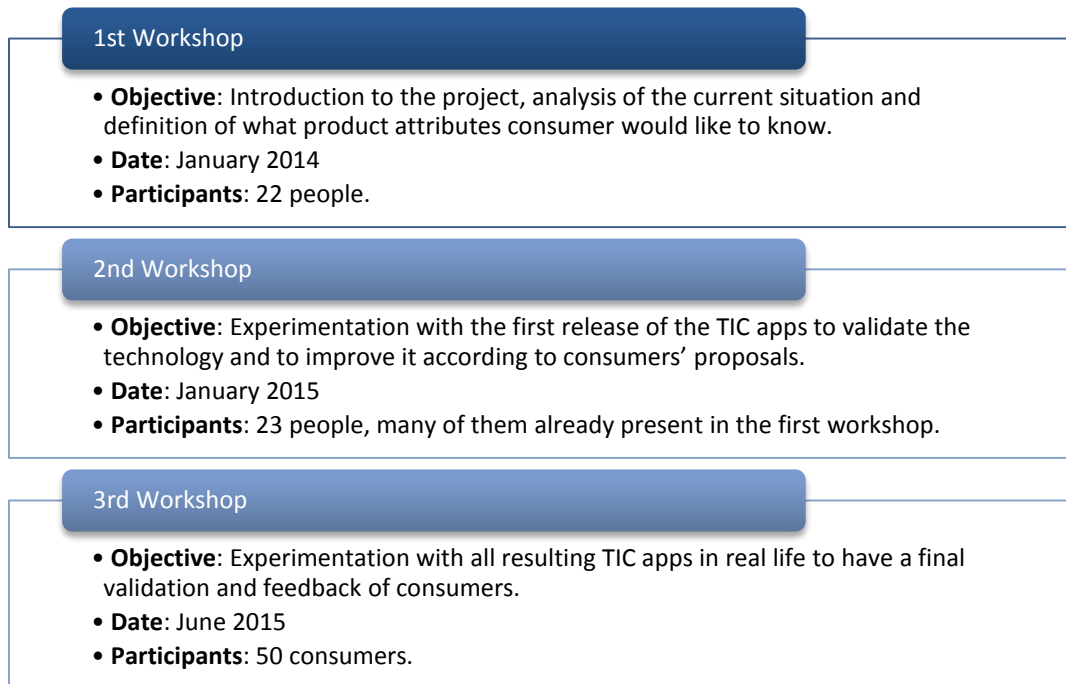- **Date**: June 2015
- **Participants**: 50 consumers.

Figure 1: Objectives of the workshops

This last workshop represented a great opportunity to test and validate the apps and to disseminate the FIspace project in a real environment.

The supermarket where the open workshop was chosen as the best site for pilot deployment for the following reasons:

- The supermarket located in the heart of Barcelona, big cosmopolitan city with dynamic consumers open to changes and ready for new technologies.
- It is a medium sized supermarket that offers the best conditions for a prototype test.
- The first Plusfresc supermarket in Barcelona is state-of-the-art of innovation and it is totally equipped for the development of life workshops with consumers

Figure 2: Workshop facilities. Plusfresc Barcelona

A stand was placed at the entrance of the supermarket where all consumers entering or leaving were invited to test the apps. In total there were 5 different functionalities to be tested, but in order to not mislead consumers with too much information, the functionalities were grouped in two blocks *product information* and *shopping experience* according to the apps characteristic and were showed to consumers independently:

PRODUCT INFO		SHOPPING EXPERIENCE		
TAILORED INFO FOR CONSUMERS (TAPIA)	TRAFIC LIGHT APP (TFL)	SHOPPING LIST AND RECEPIES	PUSH INFO APP	AUGMENTED REALITY (AR)
ANDROID	ANDROID	ANDROID & IOs	ANDROID & IOs	ANDROID & IOs

For guarateeing that consumers could fully understand and test the apps, there was a team of 5 members in charge of showing individually how to use the apps to consumers.

In total, more than 50 consumers test the apps by themselves and all of them were really enthusiastic about the functionalities and the new options that FIspace offer.

Figure 3: Pictures of the 3rd Workshop

Participants were asked to fill in a questionnaire after having experienced the different apps and the results showed that over 80% the participants considered the apps intuitive, useful to obtain relevant information of products and to improve the shopping experience.

The overall opinion on the apps was really positive, the participants were asked to grade the apps from 0 to 5 and Product Info block obtained 3.5 and the Shopping Experience 4.0.