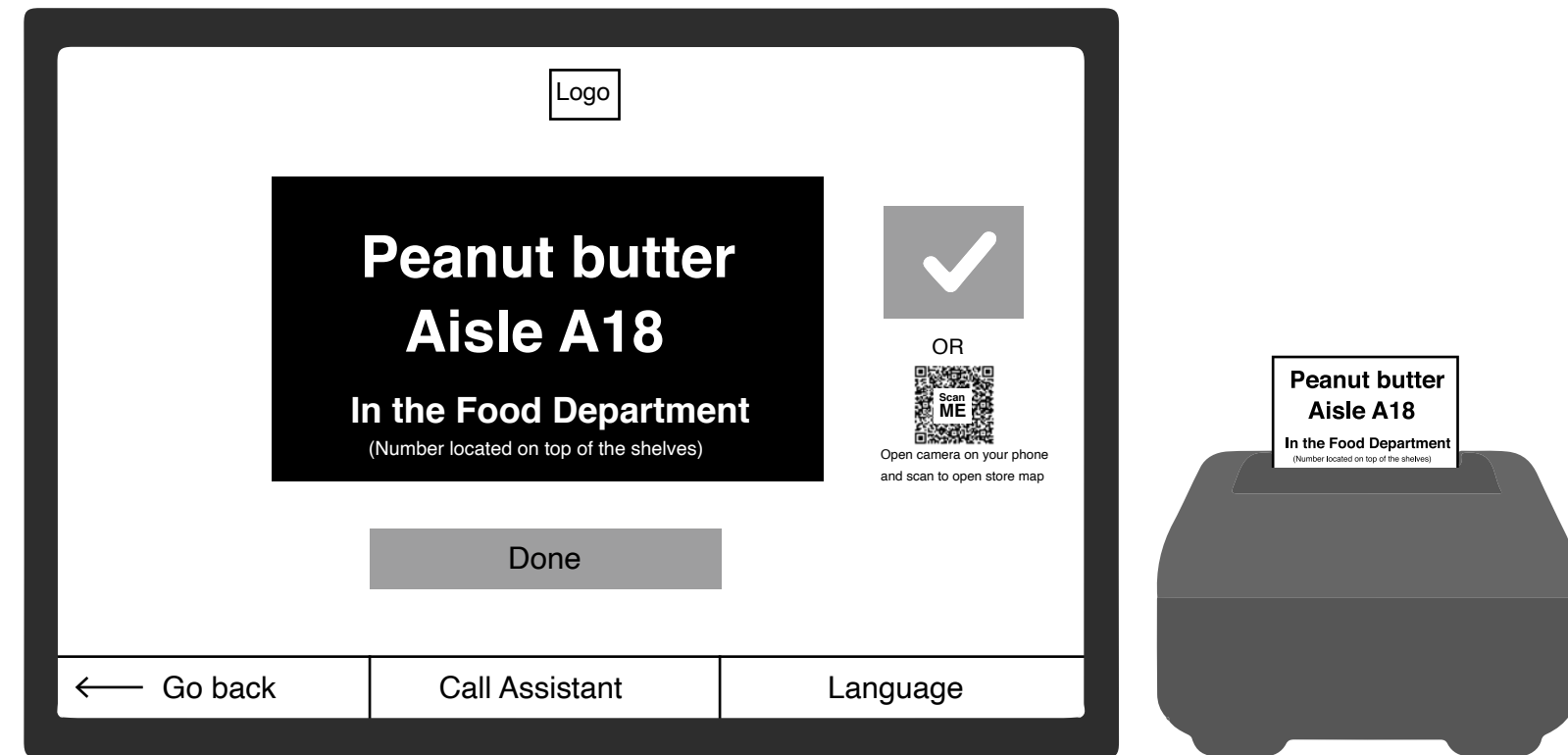


Problem solving



Scenario 1

- For seniors who have difficulty remember things, the printed label reminds them where the item is.
- No high technology such as a smart phone needed.
- No communication difficulty.
- Raising awareness about store system.
- The printed label will teach users how to use the shelf numbers and department labels to locate an item in store.
- Utilizing store labels and department categories.

Scenario 2

- For users who are afraid of communicating and who don't speak English, this system will help them find what they need without interfering with people or staff.
- Raising awareness about Walmart app.
- An enjoyable experience when finding an item at Walmart.
- Utilizing and combining with the store map feature that Walmart is already developing.
- Since users normally ignore the department directory and category labels, the device increases user attention and interaction.