

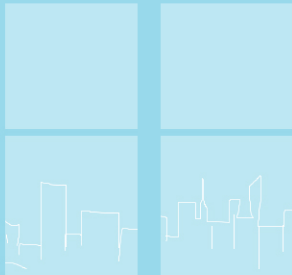
Scenario 1



David and Sarah are a couple in their early 30's who live in a one bedroom apartment in Long Island City, NYC.



David is a
researcher for a
medical laboratory
in Midtown
Manhattan.



Sarah is a
graduate student
at a university
in uptown
Manhattan.



David and Sarah like to cook at home and rarely eat out or have food delivered. Because of their differing schedules, they tend to share shopping duties for their cooking needs.

In addition, due in part to their schedules and space concerns, as well as a desire to keep cooking ideas spontaneous, they shop for cooking ingredients on an almost daily basis for that night's meal.

As a result, they are constantly discovering different items that they are out of that they need to remember to pick up on their next shopping trip.

This has resulted in various items being forgotten...

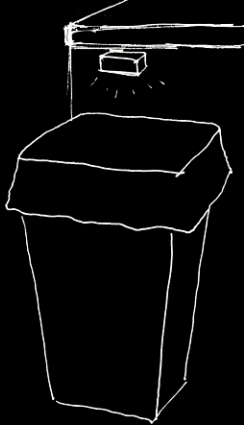




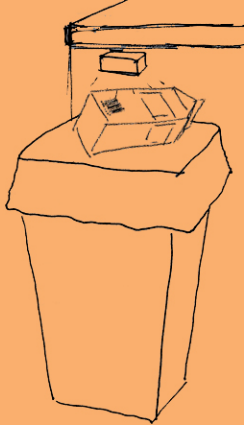
...often times requiring multiple return shopping trips on a single day.



David and Sarah recently acquired a new product described as a "Dynamic Inventory Scanner." This small wireless device contains a barcode scanner and can be mounted on a refrigerator, wastebasket, or countertop. They like the fact that it is small and unobtrusive.



One day David comes home from work early evening. He knew Sarah would be coming home late from school that evening. He looks online for a few recipe ideas so he can prepare dinner that evening for Sarah and himself. As he jots down needed ingredients, he starts looking through the cupboards and refrigerator to check on needed items. He decides to pour himself a bowl of cereal for a pre-dinner snack. He discovers that both the milk and cereal are just about empty and uses the last bit of cereal and milk. Before tossing out the containers, he scans the UPC code on them into the inventory scanner. The device beeps three times when scanning the cereal box indicating that it is recyclable and once for the milk because it is not a recyclable container. Both items are registered for the list of needed items.



At the neighborhood grocery store, David checks his list for items he needs for his chosen recipe. As he looks through the list one last time, he checks his cell phone for any SMS messages sent from the inventory scanner for items he might have overlooked. Sure enough, there is a message informing him that he needs to pick up a 1/2 gallon carton of 2% milk and a large box of Cheerios. He picks up these items and adds them to his shopping basket.



Scenario 2

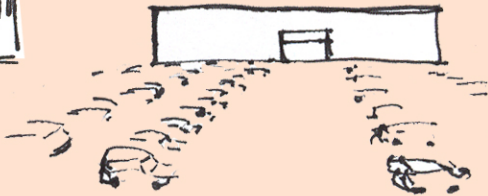


Mark and Lisa are a couple in their early 40's with two kids, Haley, a 6 year old girl, and Tim, a 2 year old boy. They live in the Chelsea neighborhood of NYC. Mark is an attorney for an entertainment company downtown and Lisa is an attorney for a firm in Brooklyn.

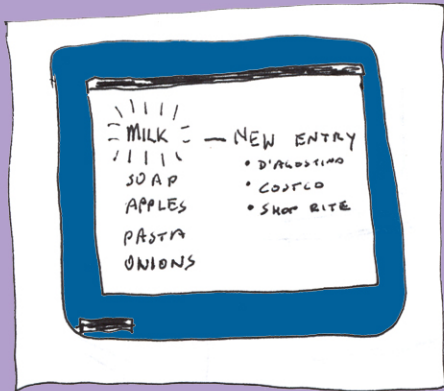
Unlike many people living in NYC, Mark and Lisa not only own a car but also routinely use the car to complete household shopping errands. In addition, they also regularly conduct long-term bulk shopping for groceries and household goods.



On weekends, they make occasional shopping trips to a wholesale club in New Jersey. They also have family members who occasionally drive in from outside of NYC and bring them large quantities of household items.



As a result of these shopping practices, Mark and Lisa make lots of lists to remember items and organize various shopping trips. These lists have had the tendency to get quite large and complex. Since the lists are handwritten and produced only for Mark and Lisa's benefit, there have been occasions when they have forgotten to mention certain items to their family members who drive in with household items from out of town.



Mark and Lisa have just signed up for an "Online Errand Manager" service. In addition to providing a running list they can access, edit, and manage anywhere they have Internet access, including their workplace, the service also keeps track of which vendors they purchase certain items from. There is also the availability to share certain list areas with family members or friends using the service.

One Saturday Mark and Lisa are compiling a list of needed items for the next few weeks. They input the list into the online errand manager and the list is updated along with the preferred vendors and services they use to purchase those items. On this list are several items they typically purchase at the wholesale club on weekend trips. Since Lisa knows she will go there tomorrow morning, she sorts the list to only display those items purchased from that store and prints out the list. When Mark's mother logs in to the service later that day from her home in Philadelphia, her list now contains certain items from Mark and Lisa's list that she typically buys for them in Philadelphia and brings in when she drives to NYC for her monthly visits. She prints out this list before visiting them the following weekend.

