



Out of Milk: An intuitive shopping list equipped with Scandit technology



“ Out of Milk’s initial feature set was to make it easy to create a list and also give users the ability to scan items into their list. With Scandit we’ve found the right barcode scanning technology to equip our clients with a simple and intuitive tool. ”

Marvin Paul, Co-Founder, Capigami Inc.

About Capigami

Capigami is a startup that began in Pensacola, Florida, recently moving to San Francisco to take advantage of the area’s start-up culture. Capigami created Out of Milk, a popular app that helps users build shopping lists and organize tasks. Out of Milk is beautiful, intuitive and easy-to-use. It’s been downloaded over 3 million times, is available in 15 languages and has users in over 190 countries. In April 2012, Out of Milk users added over 6.2 million items to their shopping lists and scanned about 500,000 products.

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Starting point

Marvin Paul, one of Capigami’s co-founders, originally built Out of Milk because he didn’t like any of the shopping list apps that were available at the time. They were ugly, clunky, hard-to-use and required too many steps to create a grocery list. Out of Milk’s initial feature set intended to make it easy to create a list and also give users the ability to scan items into their list. The simplicity of the first version attracted a lot of users.

Vision: Build a simple and easy-to-use shopping tool

The vision for Out of Milk was to build an app that was beautiful, easy-to-use and helped users stay organized. Out of Milk can be as simple or as feature-rich as users want it. This allows users to use it as a way to build a quick list or if they want to, they can specify detailed information such as prices, categories, units, notes and much more. It was also important for them to let users scan items to their shopping list.

How does the business work?

Currently Out of Milk has a free and paid version. While the free version comes with a basic but comprehensive set of features, users can upgrade to a paid version that has additional premium features such as a widget, additional themes, fonts and customizations.

Capigami key facts

- They're passionate about building software that is easy-to-use and intuitive.
- They love their users.
- They want to help users save time and money.
- They provide incredible customer support.
- Their company mascot sort of looks like a dinosaur: <http://bit.ly/J2i8OB>

“ When we were looking for a replacement to ZXing's barcode library, we looked at the major solutions that were available. In our own tests, we found Scandit's scanner to be faster and more reliable than these other scanners. ”

Marvin Paul, Co-Founder, Capigami Inc.

The “must-have” features of a scanner for this app

Focusing on supporting everyday tasks for the widest-possible number of users, the barcode scanner for Out of Milk must scan all major consumer barcodes (EAN-13, EAN-8, UPC-A, UPC-E and QR). Moreover, it should be very fast and work on most devices, including millions of devices without an autofocus camera.

Rationale

Since its very first version, the Out of Milk app has supported barcode scanning. Barcode scanning provides an alternate way for users to build their shopping lists. For example, if you're about to throw away your carton of milk, you can scan it and add it to your shopping list so that you can remember to pick some up the next time you're at the store. Out of Milk users have been very creative and have come up with new and creative ways to use the app. For example, some users have built their own “smart” posters with QR codes of common grocery items such as milk, eggs, etc., which they post on their fridge for quick access.

Solution: Managing lists super simple with the integrated Scandit barcode scanner.

When Out of Milk was looking for a replacement to ZXing's barcode library, they looked at all the major solutions that were available (including ShopSavvy and Red Laser). In testing, the Out of Milk team found Scandit's scanner to be faster and more reliable than the competing scanners.

Benefits

- Scandit's scanner is very fast.
- Scandit works in low-light conditions.
- Scandit supports cameras that don't have autofocus (a big problem for Out of Milk when using the open-source ZXing barcode library).
- Barcodes can be typed in manually if necessary, which is very nice.

“ Working with Courtland and Christian from the Scandit team has been an absolute pleasure. They've always been quick to respond to any issues we've had. ”

Marvin Paul, Co-Founder, Capigami Inc.

Impact

Thanks to the integrated Scandit technology, Out of Milk users now have a faster and easy-to-use scanner. The scanner even works in low-light conditions. To address dark conditions the SDK also supports turning on the camera's flash. Last but not least, the scanner works on phones without an autofocus camera. The Out of Milk team has found that their customer satisfaction has gone up as a result of the integration, mostly because of the Scandit SDK's ability to perform well across all Android devices. By switching to an SDK that supports phones without autofocus cameras, Out of Milk has become available to tens of millions of additional Android users. The fact that after integrating with Scandit, barcode scans are up over 130%, proves that the Out of Milk team has chosen the right technology.

In addition to their success on Android, the Out of Milk team will be able to easily integrate Scandit into their upcoming iPhone app. Before Scandit, they were unsure which scanner would be best for Out of Milk's iPhone version.

The simplicity and high performance of the Scandit SDK helped free up valuable time for the Out of Milk team to focus on other things. They've found that updating to the newest version of Scandit is incredibly easy and takes less than 10 minutes, whereas updating ZXing was incredibly difficult and meant spending several hours on integration.

Scandit

Scandit is a leading platform to connect consumers with everyday products through mobile phones. With its best-in-class barcode scanning technology, product data and analytics services, Scandit enables developers to build quality mobile commerce, payment and enterprise solutions. Endorsed by the global barcode standardization organization as its preferred technology and used by hundreds of companies worldwide, Scandit is the choice for millions of users around the globe.

Mirasense, the company behind Scandit, was founded in 2009 by entrepreneurs and former researchers at MIT and ETH Zurich. Mirasense is privately funded and has won several national and international entrepreneurship accolades.

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