

## **Introduction to Smart Shopping List**

Smart Shopping List is a unique and modern app for smartphones with Android and iOS that uses cutting edge technology. The goal of the app is to improve the shopping experience of the registered users with advanced product suggestions using machine learning algorithms and helping the users to find the products in the store easily.

### **The Key Features of the app are:**

- 1.- Manage shopping lists :** The users of the app are able to create, delete and modify different shopping lists. The shopping list can be reused as many times as possible and also can be shared with other users as a social feature.
- 2.- Get suggestions of complementary products:** After the users have created a shopping list, they will get suggestions of special products that can substitute the current ones. This will be done only to the products that have a star icon. The key for doing this is using a similarity matrix model.
- 3.- View the location of the products from a shopping list in a specific store:** Another key characteristic of the app is the ability to show the location of all products in a shopping list in a specific store.
- 4.- View the product catalog :** All the products and its availability from a specific store can be browsed in the app thanks to the REST API that is available.
- 5.- Get a special shopping list with substitutes products :** After the customer has created or chosen a list of products, the app will show the customer the total price of the products and will also show an alternative smaller total price including some special products instead of ones the client selected. These products could be promotions or new ones. This is achieved with the use of machine learning algorithms.

### **How the app works**

- 1.- Log into the app:** The user logs into the app using a custom user or Facebook connect. After the first thing the user has to do is to select a store.
- 2.- Store selection with GPS:** If the GPS is activated, the app will show the closest store in the map. This setting could be changed later.
- 3.- Manual store selection:** Another alternative is that the user selects a custom store location. These settings are stored in the app.
- 4.- Other options:** After that, the user goes back to the main menu and selects the Smart Shopping List option. Inside this option the user can create a Shopping List or can modify an existing one.

**5.- Shopping List:** By default its shown the last shopping list, but each time its opened, promotions and special prices are updated. For example, at the right side of each product there is an icon of a star, this means that at this moment, in the store that have been selected, there are some special deals. In the bottom of the shopping list is the total price of all the sopping list. Also, next to the price is an alternative “Special Price” that always is lower than the regular price. This number is achieved by exchanging some product with their special counter parts.

**6.- Special List:** After opening the Special list of products, the customer can view all the details of the products and can check all the suggestions made by the app using an special algorithm.

**7.- Items details:** The user can view all the details of the products in the specials list. In this screen are shown the special product and the original one, with their current prices, characteristic and the overall saving between this items.

**8.- Suggested Items:** Another useful function is the list of suggested products. This products are complementary products to the ones that have been selected in the shopping list. For example, if you buy a package of spaghetti, the app will suggest you a tomato sauce that is a complementary item. The suggestions will vary in the time according to the customer behavior.

**9.- Product Location:** Finally the last option of the app is the product location. This shows all the products of the shopping list, order by category, and in which section of the store are located.

### **API Integration and Analytics**

The app is designed to use the Target API to get the information of the different products and stores. Also, due to machine learning capabilities of the app, information about the behaviors of the customers will be generated. All this information will be accessible by the IT team of Target to generate more detailed reports of the customers.

### **Smart Shopping List Team**

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