Interview summary

From conducting interviews about our app idea, we noticed a strong demand for a solution that can seamlessly let a user look up a recipe and then find a grocery store with the most budget-friendly price. Users are increasingly looking for an easier method to find a more sustainable option, such as the "keyhole" label (nøkkelhullsmerket). The integration of the API "Kassal" means that users would always get up-to-date prices, ensuring data accuracy on our end.

Not only are people looking for a simpler way to choose a healthier option (keyhole), but some users are more interested in where the food was produced (Nyt Norge), or the climate impact of their food (Svanemerket). A very common discussion piece was that in many cases, one would go to a store nearby assuming that they had the cheapest prices, but that's not always the case. A feature where one could find the groceries with the best prices within a certain range would be beneficial to the end user.