**POV**

**User:** People who don't want to spend time walking all the way to the store and spend as little money on products as they can while having the best quality of products.

**Need:** An availability for people tobe able to compare products and prices between stores and once they order it will be delivered directly to their houses.

**Insight:** People don't want to spend a lot of time going to the shop all the time. They don't want to spend even more time going to another store comparing the prices and qualities of the products where they might have to spend even more money on worse quality than they could have spent in another store. It is important for people to spend as little money as well as less time on their shopping and get the most high-quality products as possible.

**HMW**

How might we reduce the time people spend shopping?

How might we reduce the amount of money people spend on products?

How might we make people buy the best quality products?

How might we convince shops to cooperate with us?

How might we encourage people to use our product?

How might we advertise our product to engage more people using it?