



# FROM PIXEL TO PLATE: SMARTER GROCERY PLANNING

## Team - Artemis

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# What is Flipp?

Flipp is a digital shopping assistant that aggregates weekly ads, deals, and coupons from major retailers, helping users build shopping lists and save money.

## Existing Strengths:

- Access to flyers, circulars, and coupons from 2000+ retailers
- Personalized shopping lists with item search and price matching
- Store-wise deal browsing and notifications

## Limitations (Pre-Redesign):

- No SNAP/EBT eligibility filters (**food stamp benefits**)
- Lacks real-time cart optimization or community contributions
- Not tailored for food access equity or low-income users

## Our Redesign Goal:

To transform Flipp into an inclusive grocery platform that supports SNAP users, enables smarter comparisons, and empowers communities to contribute to better food access.



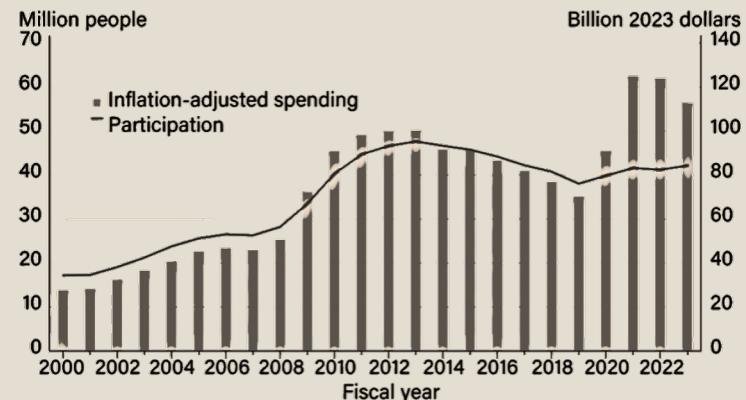
# Insights from Research

## Quantitative findings:

- Over **138 million** Americans shop for groceries online
- **42.1 million** people rely on SNAP monthly, with average benefits of **\$211.93**
- Online grocery revenue expected to exceed **\$455 billion** by 2029

**Supplemental Nutrition Assistance Program (SNAP) average monthly participation and inflation-adjusted annual program spending, fiscal years 2000–23**

*Participation rose and inflation-adjusted spending fell in FY 2023*



## Competitive Gap Analysis:

- Price comparison apps like Flipp, ShopSavvy, and Ibotta do not offer **SNAP eligibility filters** or community correction tool.
- **Unreliable SNAP support** on major platforms like Walmart, Amazon and Instacart frustrates users

## User Interviews & Observations:

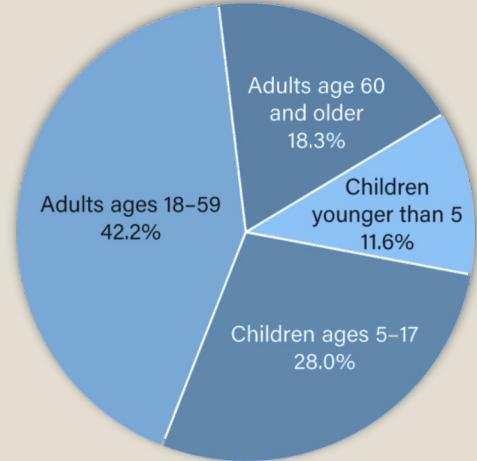
- SNAP users' express anxiety about checkout surprises and ineligibility confusion
- Budget shoppers want real-time cross-store comparisons and alert systems
- Community-oriented users are eager to contribute but lack a platform for impact

# Solution & Redesign Rationale

## For SNAP/EBT Users:

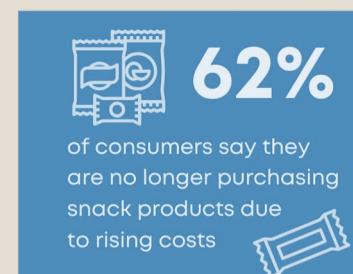
- Filter out non-eligible items with confidence
- Highlight eligibility tags and benefits indicators
- Compare across retailers for SNAP acceptance
- Submit verified discount and tag corrections
- Reward points for active contributors

Distribution of SNAP participants by age, fiscal year 2022



## For General Users:

- Smart cart comparison across platforms
- AI recommendations based on pricing, quantity, ratings etc.
- Integrated route planning for multi-store pickups



# Screen 1

## Search & Filters

- Changed Lists to **Plans**
- Added a **SNAP/EBT filter**
- Added **carts** functionality
- Added **SNAP/EBT tags** with community reporting; tags are removed after substantial downvotes

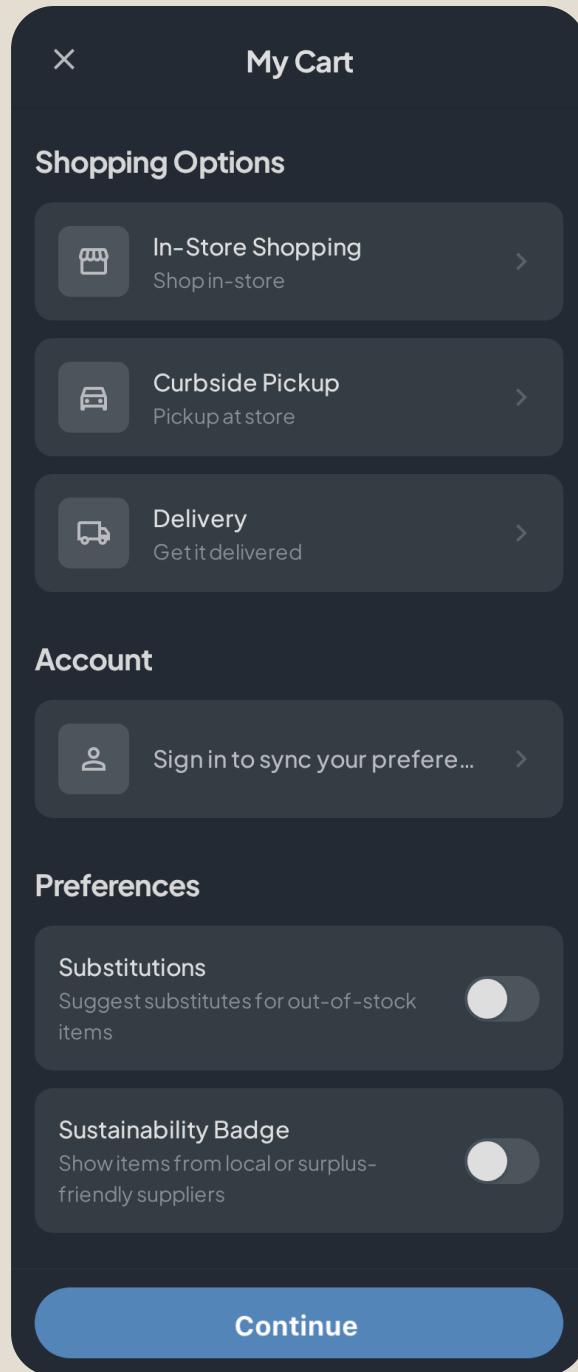
The image displays two screenshots of a mobile grocery application interface.

**Left Screenshot (Search Results):**

- Search Bar:** Pizza
- Filter Buttons:** Filter, Sort by Relevance, SNAP/EBT
- Deals Section:** Shows 6 deals from various stores:
  - Costco:** Giordano's Chicago Frozen 10" Deep Dish Stuffed Pizza, 3-pack, \$69.99 (SNAP/EBT Eligible)
  - Target:** Select DiGiorno frozen pizza, \$11.00 (SNAP/EBT Eligible)
  - Randalls:** Red Baron Pizza 14.87-23.45 oz., Nathan's Onion Rings, Sonic Tots, Arby's/Checker's or Red R..., \$4.99 ea (SNAP/EBT Eligible)
  - CVS Pharmacy:** ALL Stouffer's Bowl-Full meals, french bread pizza 2 ct. or DiGiorno single serve pizza, \$10.00 or reg retail ea. WITH CARD (SNAP/EBT Eligible)
  - Walgreens:** SFF CIRCULAR (Browse, Coupons, Search, Plans)

**Right Screenshot (Product Detail):**

- Product Image:** Member's Mark Pork Stew Meat, Boneless (priced per pound)
- Price:** \$3.48 (SNAP/EBT Eligible)
- Description:** There's nothing like cooking from scratch, especially when you start with our fresh Boneless Pork Stew Meat. Made with quality USDA approved pork, this fresh pork stew meat is a juicy, flavorful cut of meat that is pe...
- Sold by:** Sam's Club
- SKU:** 152016
- Buttons:** Buy Online, Clip to cart



# Screen 2

## Mode Selection & AI Substitutions

- **Flexible Shopping Modes:** In-Store, Curbside, and Delivery options
- **Personalized Experience:** Sync preferences by signing in
- **Smart Preferences:** Toggle automatic substitutions and sustainability filters
- **Guided Flow:** Clear “Continue” button for smooth navigation

# Screen 3

## Cart Comparison

- **Compare cart totals** across retailers with their corresponding fees added
- **Substitution counts** with ability to manually override
- **AI recommendation** based on price, quantity and ratings

The image displays three mobile screens side-by-side, each showing a shopping cart and a price comparison table. The screens are labeled "In-Store", "Curbside Pick-Up", and "Delivery".

**In-Store:** Shows a cart with three items: "Jack's Original Thin..." (\$11.88), "Member's Mark Whole..." (\$3.74), and "Sunups Grade A Large..." (\$5.12). Below the cart is a "Price Comparison" table for Sam's Club, Walmart, and Target. The table includes columns for STORE, SUBTOTAL, TAXES & FEES, and STATUS. The "Status" column includes icons for "In Stock" (green checkmark), "1Sub" (yellow circle with 1), and "2Subs" (yellow circle with 2). A "Review Substitutions" button is at the bottom.

STORE	SUBTOTAL	TAXES & FEES	STATUS
Sam's Club	\$20.74	\$1.82	In Stock
Walmart	\$22.50	\$1.97	1Sub
Target	\$24.00	\$2.10	2Subs

**Curbside Pick-Up:** Shows a cart with the same three items. Below the cart is a "Price Comparison" table for Sam's Club, Walmart, and Target. The table includes columns for STORE, SUBTOTAL, TAXES & FEES, and STATUS. The "Status" column includes icons for "In Stock" (green checkmark), "1Sub" (yellow circle with 1), and "2Subs" (yellow circle with 2). A "Review Substitutions" button is at the bottom.

STORE	SUBTOTAL	TAXES & FEES	STATUS
Sam's Club	\$20.74	\$5.82	In Stock
Walmart	\$22.50	\$8.96	1Sub
Target	\$24.00	\$2.10	2Subs

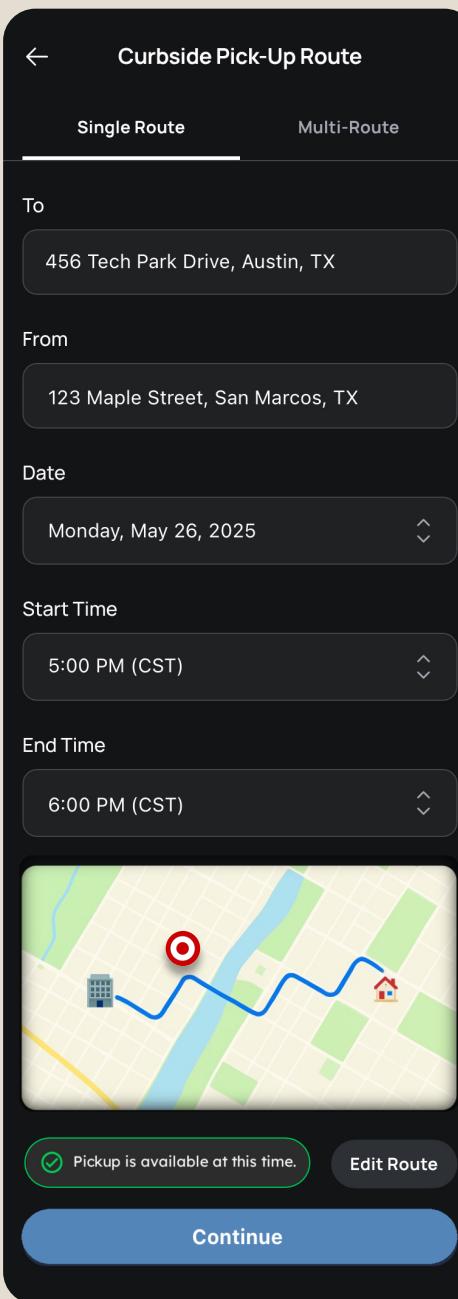
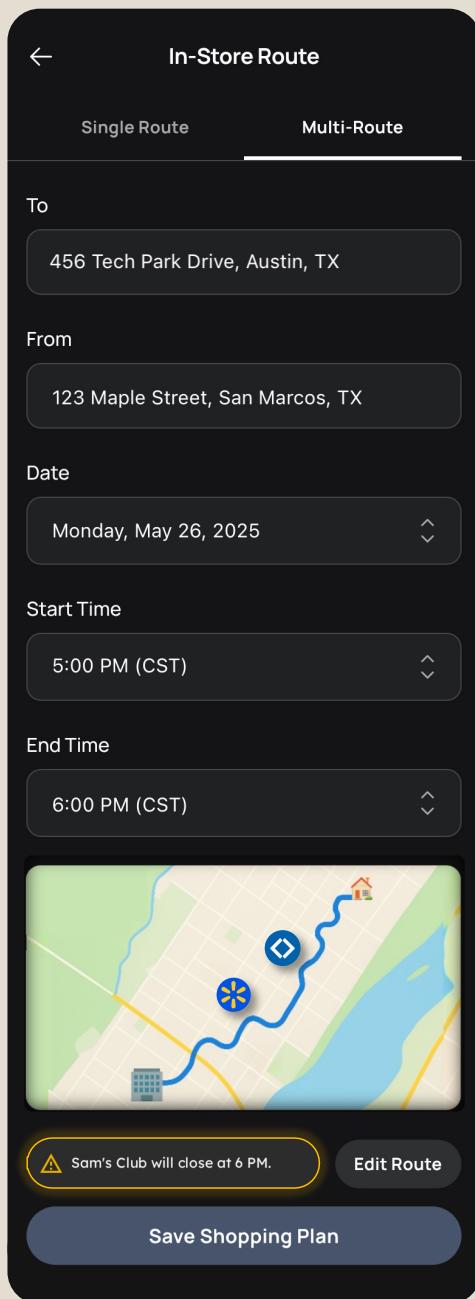
**Delivery:** Shows a cart with the same three items. Below the cart is a "Price Comparison" table for Sam's Club, Walmart, and Target. The table includes columns for STORE, SUBTOTAL, TAXES & FEES, and STATUS. The "Status" column includes icons for "In Stock" (green checkmark), "1Sub" (yellow circle with 1), and "2Subs" (yellow circle with 2). A "Review Substitutions" button is at the bottom.

STORE	SUBTOTAL	TAXES & FEES	STATUS
Sam's Club	\$20.74	\$13.82	In Stock
Walmart	\$22.50	\$11.92	1Sub
Target	\$24.00	\$12.09	2Subs

**AI Recommendation:** Shows AI recommendations for each screen. The In-Store screen lists "Store Rankings": 1. Sam's Club (Best overall value), 2. Walmart (Good alternative, some subs.), and 3. Target (Higher prices, more subs.). The Curbside Pick-Up screen highlights "Best Option: Target" with a note: "Target is our top pick! It offers the best overall value based on user ratings, product quantity, and competitive pricing for your selected items, even with a couple of substitutions." The Delivery screen highlights "Best Option: Sam's Club" with a similar note.

# Screen 4

## AI Optimized Routes



- Single and multi route options based on **optimized product recommendations**
- Ability to incorporate work and home locations to **save time**
- Time ranges to check **store/service availability**
- Generates **linked maps** with added stops

# Screen 5

## Save Shopping Plans

- Affiliate links for ready-to-checkout carts (**adds revenue stream**)
- Ability to add purchase frequencies for **routine notifications**
- Option to **save shopping plans** for future reference

### Curbside Pick-Up

← Curbside Pick-Up

**Target**

Jack's Original Thin Crust Pizza	\$13.47
Quantity: 1	
Nature's Own 100% Whole Wheat Bread	\$3.69
Quantity: 1	
Vital Farms Pasture-Raised Grade A	\$6.84
Quantity: 1	
Taxes & Fees	\$2.10
Includes pickup fee	
Total	\$26.10

**Purchase from Target**

Flipp earns a commission from this purchase.

[Go to Target](#)

**Purchase Frequency**

Get notified when it's time to purchase again.

[Save Shopping Plan](#)

### Delivery

← Delivery

**Sam's Club**

Jack's Original Thin Crust Pizza	\$11.88
Quantity: 1	
Member's Mark Whole Wheat Bread	\$3.74
Quantity: 1	
Sunups Grade A Large Eggs	\$5.12
Quantity: 1	
Taxes & Fees	\$13.82
Includes delivery fee	
Total	\$34.56

**Purchase from Sam's Club**

Flipp earns a commission from this purchase.

[Go to Sam's Club](#)

**Purchase Frequency**

Get notified when it's time to purchase again.

[Save Shopping Plan](#)

# Learnings & Future Scope

## Lessons:

- Simplified a complex planning process into a clean, **scalable interface**
- Prioritized **transparency** with breakdowns for costs, fees, and eligibility
- Used community input to create a living **database for SNAP** item verification
- Designed dynamic, **personalized plans** based on time, location, and mode
- Learned how Amazon balances wide reach with **user-specific experiences**

## Expansion:

- Authorization for processing **online EBT payments** on behalf on local stores
- **Categorizing items** for more accurate SNAP eligibility (e.g., “hot foods and cold prepared”)
- Distinguishing prepared and unprepared foods for **tax purposes** (e.g., “Bagel Tax”)
- Adding support for restaurants for the **SNAP Restaurant Meals Program**

# Citations

## Copyrighted Images

- [1] "Flipp: Shop Grocery Deals - apps on Google Play," Google, <https://play.google.com/store/apps/details?id=com.wishabi.flipp>.
- [2] "Supplemental Nutrition Assistance Program (SNAP) - key statistics and Research," Supplemental Nutrition Assistance Program (SNAP) - Key Statistics and Research | Economic Research Service, <https://www.ers.usda.gov/topics/food-nutrition-assistance/supplemental-nutrition-assistance-program-snap/key-statistics-and-research>.
- [3] "Newsroom: Swiftly consumer survey signals the third year of grocery affordability crises for most Americans," Swiftly, <https://www.swiftly.com/news/swiftly-consumer-survey-signals-the-third-year-of-grocery-affordability-crises-for-most-americans>.
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- [6] Sam's club selects Arnold Worldwide and Horizon next as new agencies of record, <https://corporate.walmart.com/about/samsclub/news/2023/05/03/sams-club-selects-arnold-worldwide-and-horizon-next-as-new-agencies-of-record>.
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