

# From Pixel to Plate: Smarter Grocery Planning

**Customer:** Our users include SNAP recipients, budget-conscious shoppers, and time-constrained individuals struggling with rising grocery and delivery costs.

**Problem:** Existing platforms like Flipp, Walmart, and Instacart either lack planning support or offer inaccurate SNAP eligibility filters. Users must manually compare prices, track fees, and plan routes, while SNAP recipients often face uncertainty when items marked as eligible turn out not to be—wasting both time and money.

**Solution:** This redesign of Flipp introduces intelligent shopping plans that compare multi-store availability, fees, and substitutions. Based on user-selected modes (in-store, pickup, or delivery), the app generates optimized routes, purchase links, and cost breakdowns. To solve the SNAP eligibility issue, a community-driven filter system allows users to flag and verify items collaboratively. Over time, this creates a reliable, evolving eligibility database powered by the very users who depend on it most. The result: more accurate planning, lower costs, and better access to essential groceries.