# **RESEARCH DOCUMENT**

“How can a mobile solution provide   
our target group users with a   
better shopping experience”

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# Where does shopping take place?

Shopping can take place in multiple locations, including at home, in a physical supermarket, or online. A mobile solution can enhance the shopping experience for users in all of these locations.

When shopping at home, a mobile app can provide users with customized recommendations, recipes, and meal plans based on their dietary preferences. For example, it can suggest vegan recipes for vegans or high-quality meat products for carnivores. When shopping in a physical supermarket, the phone app can help users easily locate and identify the products that meet their specific needs. It can use location-based technology to guide users to the what they are looking for. In addition, such application can provide a seamless and convenient checkout experience. For example, it can store users' payment and shipping information, offer personalized product recommendations, and provide a clear and easy-to-use interface. As well as other features that enhance the shopping experience, such as loyalty programs and social sharing.

# What is the best target group for my idea?

Our idea is to create a mobile solution that enhances the shopping experience for vegans and carnivores. This target group is ideal for such an application as they have specific dietary needs and preferences that can be challenging to navigate while shopping. For vegans, it can be difficult to identify vegan products in traditional supermarkets, and for carnivores, finding quality meats can be a challenge. A mobile solution can help both groups easily locate and identify the products that meet their specific dietary needs.

Moreover, these two groups represent a growing segment of the population. According to a recent study, the number of vegans in the United States has increased by over 600% in the past years, while the number of meat-eaters who prioritize sustainability and ethical meat has also increased. This presents a unique opportunity to develop a mobile solution that caters to the needs of both groups.

# What gamification tricks work in this scenario?

Gamification refers to the use of game-like elements in non-game contexts, such as shopping apps, to increase user engagement and motivation. In the context of a shopping app that helps the needs of vegans and carnivores, there is a number of gamification tricks that can be used:

* Rewards and loyalty programs - Offer users rewards for completing certain actions, such as purchasing a specific product or sharing the app on social media. This can increase engagement and encourage repeat usage.
* Progress tracking - Allow users to track their progress towards certain goals, such as reducing their meat consumption or trying a new vegan recipe. This can help users feel a sense of accomplishment and motivate them to continue using the app.
* Social sharing - Enable users to share their progress and achievements with their friends and followers on social media. This can create a sense of community and encourage users to promote the app to others.
* Challenges and competitions - Organize challenges and competitions within the app, such as a vegan recipe contest or a high-quality meat taste test. This can increase user engagement and create a sense of excitement.
* Personalization - Use user data to provide personalized recommendations, such as vegan recipes that match their dietary preferences or high-quality meat products that fit their budget. This can create a more personalized and enjoyable shopping experience.

Overall, by incorporating gamification tricks into our shopping app, we can increase user engagement and motivation, ultimately leading to a better shopping experience for our target group of vegans and carnivores.

# What are some examples of successful mobile solutions for shopping apps that have been implemented?

There are a lot of examples of successful apps developed for that industry, especially for big chain stores. They all have different features and functionalities that enhance the shopping experience for users. Two of the larger ones are:

* Walmart Grocery - Walmart Grocery is a mobile app that allows users to order groceries online and pick them up at their local Walmart store. The app offers a variety of features, including the ability to search for products, view prices, and schedule pickup times. Walmart Grocery also offers personalized recommendations based on users' previous purchases and allows users to easily reorder items they frequently buy.
* Amazon Prime - Amazon Prime is a membership program that includes access to Amazon's online store, as well as a variety of other benefits, such as free two-day shipping, access to streaming content, and discounts on select products. The Amazon app provides a seamless shopping experience by allowing users to easily search for products, view prices, and track their orders. Amazon Prime also offers personalized recommendations based on users' browsing and purchasing history.

Overall, they all serve a similar purpose and offer different features for users by using different tactics, such as gamification, personalization, etc