**Week 2 – Pitch Deck - Brainstorming**

**Idea 1 – University Food Price Comparer**

**Summary:** The cost of living crisis hits students particularly hard as they spend much of their life on-campus. There is a substantial variance in the price and quantity of food at different on-campus locations. An application that uses a database structure to sort (e.g. location/price etc) would be of value.

A quick websearch reveals

* Low level customer research: Reddit of UQ students on exactly this point [*https://www.reddit.com/r/UQreddit/comments/118vtov/where\_are\_the\_cheapest\_fooddrinks\_at\_uq/*](https://www.reddit.com/r/UQreddit/comments/118vtov/where_are_the_cheapest_fooddrinks_at_uq/)
* UQ Website is not price/category-sorted
* UQ website is atrociously slow due to all the background applications they run (client tracking at the least, but given the atrocious speed, probably the 3d models amidst other things.

**Initial Thoughts:**

* Doable and relatively easy to build,
* Of use,
* it’s something I know at the very least I would have looked at if I knew it existed.
* Relatively easy to gauge customer base

The UQ app seems to serve a purpose other than being user friendly – because between all the features and modelling, it’s at best slow, and at worst outright unusable in any practical way.

**Idea 2 – Charity/Discounted Food Finder**

**Summary:** A maps application designed at finding discounted food / store giveaways at close of business / soup kitchens for those who are struggling.

A quick websearch reveals

* No obvious tool of its like – what exists is limited to food vans and kitchens. This is more expansive
* Reddits on finding food like this exist <https://www.reddit.com/r/brisbane/comments/16aevg8/where_to_source_free_food_when_living_out_of_car/>

**Initial Thoughts:**

* This is probably a moderately hard project (harder than the price comparer) but could have more significant implications.
* An non-trivial issue will be ‘how discounted is sufficient,’ and ‘do we add sources linked to a religion’.
* If it works – it will probably do a decent amount of good. It’s surprising something like this isn’t already mainstream.

**Idea 3 – Grocery Comparer:**

**Summary:** An application to compare the prices of groceries at two locations and/or with a machine learning angle to read dockets. It allows for price comparison, alternative unbranded comparison and serves in a way as a price index, allowing for tighter government regulation (Coles and Woolworths are borderline a Duopoly and the Australian government has repeatedly been seeking to regulate them). Fundamentally, this is just a large database project, and the hope that existing tools can serve for image to text, or optical character recognition.

A quick websearch reveals

* A quick google search reveals many apps of this nature – but the UI is far from ideal – dropdown off-screen lists, no side/side, many are pretty and ineffective

Initial Thoughts

* This innovation in this project is likely design based, simplifying, removing, and making the on screen display painless, as well as making the database operations more user friendly.
* The amount of data and updates required is immense. Are we having customers manually update. Is that wise? Are we adding them manually for proof of concept.
* Of the ideas proposed, this seems the most speculative