NOVA SCHOOL OF
SCIENCE & TECHNOLOGY

Interação Pessoa-Máquina

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CartGuru

Stage 1: Project proposal

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Problem Description

Shopping for groceries can get quite expensive these days, as such our team wants to build a mobile application that helps users compare the prices of items they want to buy in nearby supermarkets, this can prevent many spontaneous decisions that added up would become costly. Food waste is also a problem our team seeks to reduce, as it was money not well spent and may encourage restocking. We want to solve this problem by tracking when groceries bought by the user expire, sending the user a notification when a product is near its expiration date.

Target Users

The target users for our app would probably be people between the ages of 10-60 with a slight tendency for people who really want to save as much money as possible and don't want to waste their food.

Project Goal

Our application has two main goals, save money by comparing prices and avoid food waste. To solve the first problem, we have two possible solutions in mind, either establish a community that would update the prices of products when they go to a store or by using the information available on the official websites of the supermarkets. If we decide to take the community route, we will also implement a system to give coupons or gift cards as a reward for making the application functional. For the second goal, we also have two solutions in mind, when registering a product, the user could either scan the expiration date from the barcode or enter it manually.

Market Competition/Similar Ideas

For the apps that have similar functionalities there is an app that compares the prices for the different supermarkets that is called **SuperSave.**

Positive Points
- Simple, intuitive and appealing interface.

Negative Points
- The products show in the home tab are randomly generated each time the user selects that tab.
- Some information is displayed twice.
- Confusing text hierarchy.

There is also an app called **BEEP** that tracks the expiration dates by only scanning the barcode.

Positive Points
- Easy to learn interface.

Negative Points
- It's obligatory to log in, tries to push users to pay for a membership plan and there's no option to cancel it.