

Topic: Supermarket Savings		Author: Sebastian O. Espinosa Del Rosario	Date: August 27, 2021
<b>1. Problem Background:</b> <ul style="list-style-type: none"><li>In most social classes, at least one member of the family looks through supermarket shoppers to decide where the most convenient place to buy is to save more money.</li><li>To be able to save money, time must be sacrificed deciding what is the best option. To be able to save time, money is sacrificed since one would go to the closest place, not knowing if it was the right choice.</li></ul>		<b>4. Countermeasures:</b> <ol style="list-style-type: none"><li>Search bar where users could look up an item.</li><li>Include in a search the prices and supermarkets in increasing order.</li><li>Add items to a cart where users will be able to have an approximate value of total price.</li><li>Let users search items from a specific supermarket.</li><li>Be able to see the difference in money saved of the total price from each supermarket.</li><li>Send a notification when the shopper updates.</li><li>Allow the user to receive notifications when items of their choosing are on special.</li></ol>	
<b>2. Target:</b> <p>Families want an easier and effective process to decide what to buy and where could they save up more. The goal is to simplify the process of looking up supermarket items and comparing the prices between supermarkets. As a result, time and money won't be too much of a sacrifice while maintaining, if not improving, the effectiveness of saving as much as possible.</p>		<b>5. Check/Evaluate:</b> <ul style="list-style-type: none"><li>Success will be determined by how much money is saved monthly, app growth and positive feedback towards the app.</li><li>On the contrary, failure will be determined by lack of usage of the app, decrease in users and dissatisfaction among them.</li><li>To better understand how the app is taken by the public, a simple survey may be cast among random users where they will be asked for a constructive criticism of the app and their satisfaction with it.</li></ul>	
<b>3. Causes:</b> <pre>graph TD; A([Problem: A lot of time is wasted in searching through shoppers of different supermarkets.]) -- Why? --&gt; B[Supermarkets have different price ranges.]; B -- Why? --&gt; C[Companies know that people want to save money.]; C -- Why? --&gt; D[Supermarkets compete in attracting customers to their store.]; D -- Why? --&gt; E[Working class aren't getting paid enough to be wasting money.]; E -- Why? --&gt; F[People lack an app that facilitates the process of saving.];</pre>		<b>6. Act/Standardize:</b> <ul style="list-style-type: none"><li>The app could later be extended to include bigger company chains. (e.g., Walmart, Sams, Kmart, etc.)</li><li>If possible, include the option of buying chosen items through the app and pick up at supermarket of choice.</li><li>To distribute the app, an incentive may be added to refer the app to potential users. Also, promoting the app through social media may increase the attraction towards the app.</li></ul>	