

Problem Statement:

People are having difficulty finding their desired products when grocery shopping. This difficulty can be alleviated with the use of a navigational application that can route a faster, more efficient route for the shopper to take.

Who is experiencing the problem?

Any Shoppers who have not optimized their routes throughout any given grocery store.

What is the Problem?

People are having difficulty finding the exact items that they need when they arrive at the grocery store. This can consume an unnecessary amount of time and put the shopper and those in contact with the shopper at greater risk of infection during the pandemic.

Where does the problem present itself?

Inside several different types of grocery stores, the layout in which the products are displayed can be difficult to navigate in a timely manner.

Why does it matter?

During the Covid-19 Pandemic the ability to limit exposure to the public has become a high priority. By creating a more efficient route when shopping for essentials, we can help limit exposure and maximize personal time for the shopper.

