

Who is experiencing the problem?

New shoppers, and people who haven't optimized their routes throughout the store. (most individuals).

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 determine where

Why does it matter?

During the Covid-19 Pandemic, many people were very cautious about touching everything and putting themselves and their families at risk every time you leave your house. Finding an effective and planned path throughout the store allows you to efficiently get your desired products with avoiding the unnecessary groups