

# Cheapify

Save Smart.  
Shop Smarter.



# Scenarios

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- At the end of the month Jena, a university student, is calculating how much money she has left. She needs to purchase groceries for the upcoming week with a limited budget until she receives money from her parents or salary from her part-time job. Grocery prices vary between different stores, some items are cheaper in one store, while others elsewhere. To optimize her budget, she needs to compare prices across different supermarkets. However, due to her academic assignments, she lacks the time and energy to do this extensive comparison.
- Additionally, Annabeth, an elderly woman relying on her pension, faces difficulties at the end of the month. She also has limited mobility and can't visit all stores to find the best deals. Is there a way to help them by automating the process and save them time and money?

## Annabeth



Limited  
mobility

Wants to have money  
to give her  
grandchildren

Doesn't want to  
bother others for  
help



Limited  
budget

## Jena

Student



Good with  
technology

Limited time

Wants to save  
money to go out

# Problem and Solution

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## Problem



People for different backgrounds seem to have many of the same problems regarding shopping

## Solution



There are many problems and only one solution - **Cheapify**

# What Cheapify offers

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Compares prices of groceries between different stores



Shows the closest location to you



Users can report prices, so price tracking is in real time



A search bar so you can seek whatever you like



Notifies user about store promotions

# Real – life Examples


**Kaufland** Online-Marktplatz

Fikol-Angebote

Alle Kategorien

toilettenpapier zewa ultra soft

Zurück zu den Ergebnissen



**Zewa Ultra Soft Toilettenpapier aus Liebe zur Haut 8x150 Blatt**

★★★★★ (0)

Jetzt als neues Mitglied sparen!  
Melde dich für die Kaufland Card an und erhalte 5 € Rabatt ab 40 € Bestellwert.

**12,41 €**

Kostenloser Versand

Mi. 05. – Mo. 10. November  
Versand aus Deutschland

Verkauf durch shop-ar\_GmbH  
Gewerblicher Verkäufer. AGB / Impressum / Widerruf / Datenschutz

1 In den Warenkorb

Jetzt kaufen mit 3 Teilzahlungen



**PHILADELPHIA**  
Doppelrahmstufe  
Cremig-frischer Geschmack

Jetzt mehr Inhalt ORIGINAL

195g

mit Milch aus DE (96%), NL und NO

**PHILADELPHIA**  
Friskäsezubereitung

Doppelrahmstufe

Aus der Kühlung

**1.19 €**

195-g-Packung  
(kg = 6,10)

ZUR EINKAUFLISTE HINZUFÜGEN

PER E-MAIL



**Philadelphia Frischkäse Original**  
195g

195g (1 kg = 11,74 €)

**2,29 €**

In deinem Markt vorrätig

REWE Peggy Engel oHG, Hainstr. 21-29, 04109 Leipzig

Markt ändern


Wir liefern bis an deine Wohnungstür oder du holst deinen Einkauf ab.

Im Liefer- oder Abholservice bestellen

**REWE** Märkte & Angebote Online bestellen Rezepte & Ernährung

Produkte, Rezepte oder FAQ

Aktionen REWE Bonus Marken Service Nachhaltigkeit



**Zewa Ultra Soft Toilettenpapier 4-lagig 8x150 Blatt**

8x150 Stück

**4,49 €**

In deinem Markt vorrätig

REWE Peggy Engel oHG, Hainstr. 21-29, 04109 Leipzig

Markt ändern

Wir liefern bis an deine Wohnungstür oder du holst deinen Einkauf ab.

Im Liefer- oder Abholservice bestellen

**Produktbeschreibung**  
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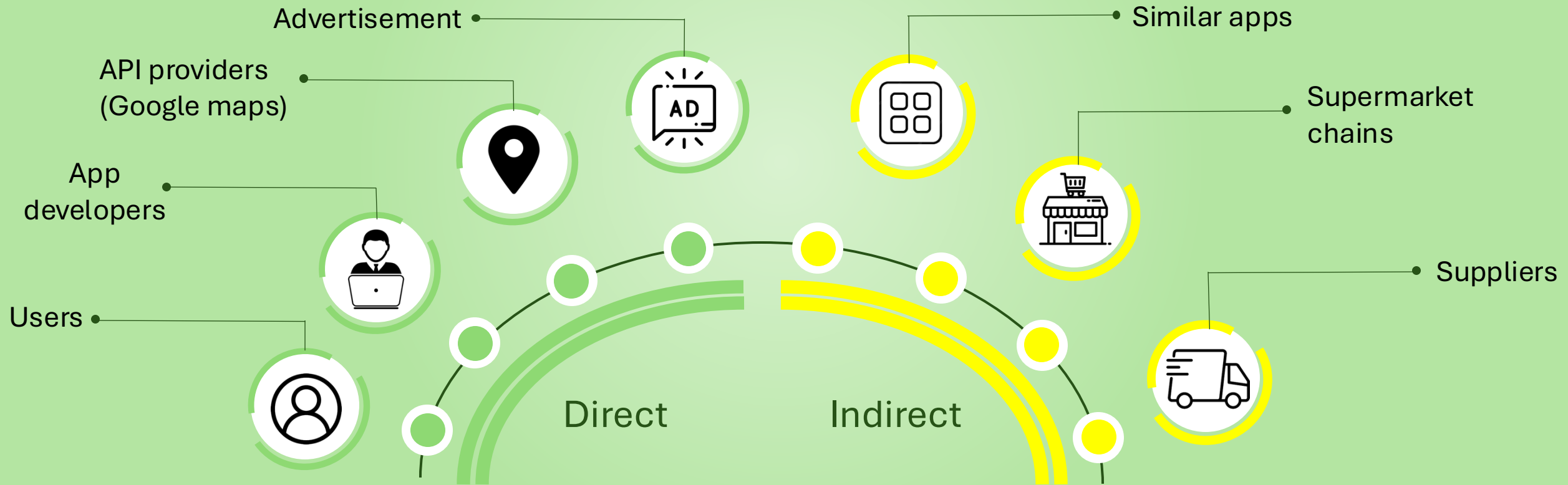


Cheapify now, or everything will get expensive later!  
- someone very smart

Right persona  
subject to change



# Stakeholders



# Tasks

## Report

A user wants to submit a report that a given product has changed its price

**User must find the “Report price” section, provide a photo for proof, as well as point to which store they are talking about, requires meticulous attention to detail**

## Filter

A user wants to filter products by how close the supermarket they are available at is **User needs to use the filter function, engagement increases**

## Search

A user wants to search for a specific brand of a given product(e.g. Nutella) **should be easy to do, by simply using the search bar**

## Notification

A user wants to get notifications regarding a specific supermarket's promotion **User needs to use the notification filter function, engagement increases**

## Find

A user wants to find the cheapest item of a given category(e.g. eggs) **should be easy to do, by simply using the search bar**

