Cheapify

Save Smart.

Shop Smarter.

Scenarios

- 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

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

Compares prices of groceries between different stores

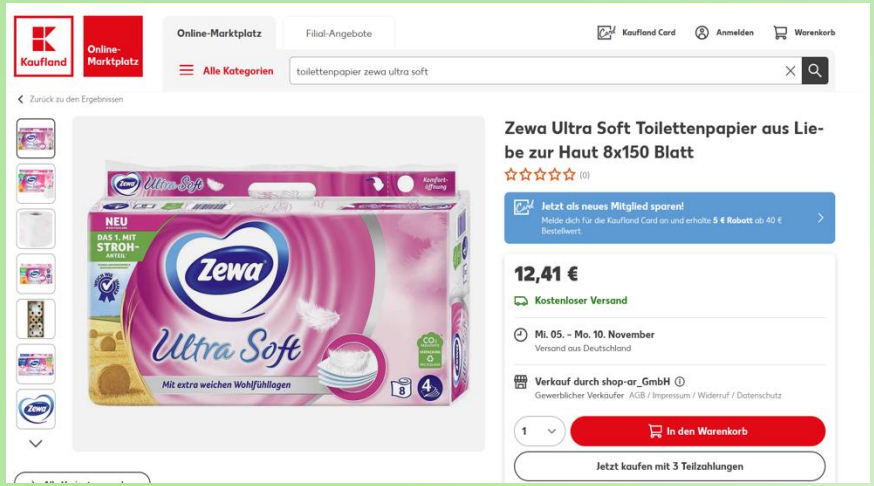
Shows the closest location to you

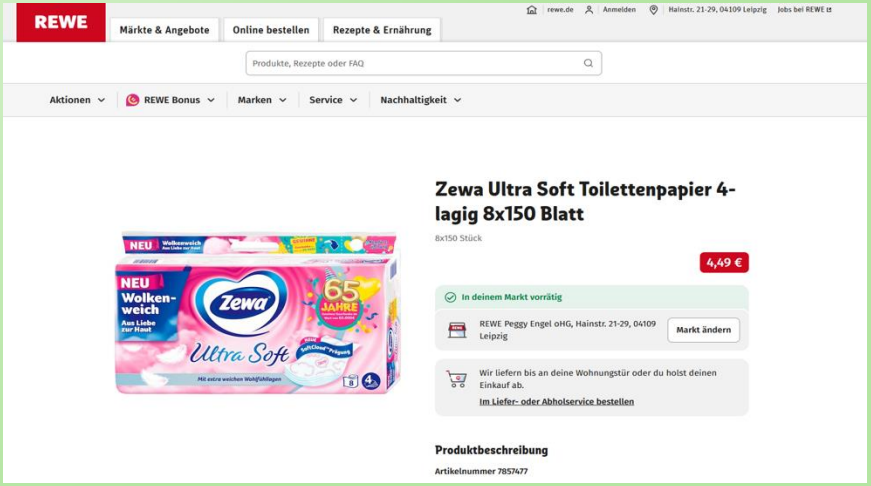
Users can report prices, so price tracking is in real time

A search bar so you can seek whatever you like

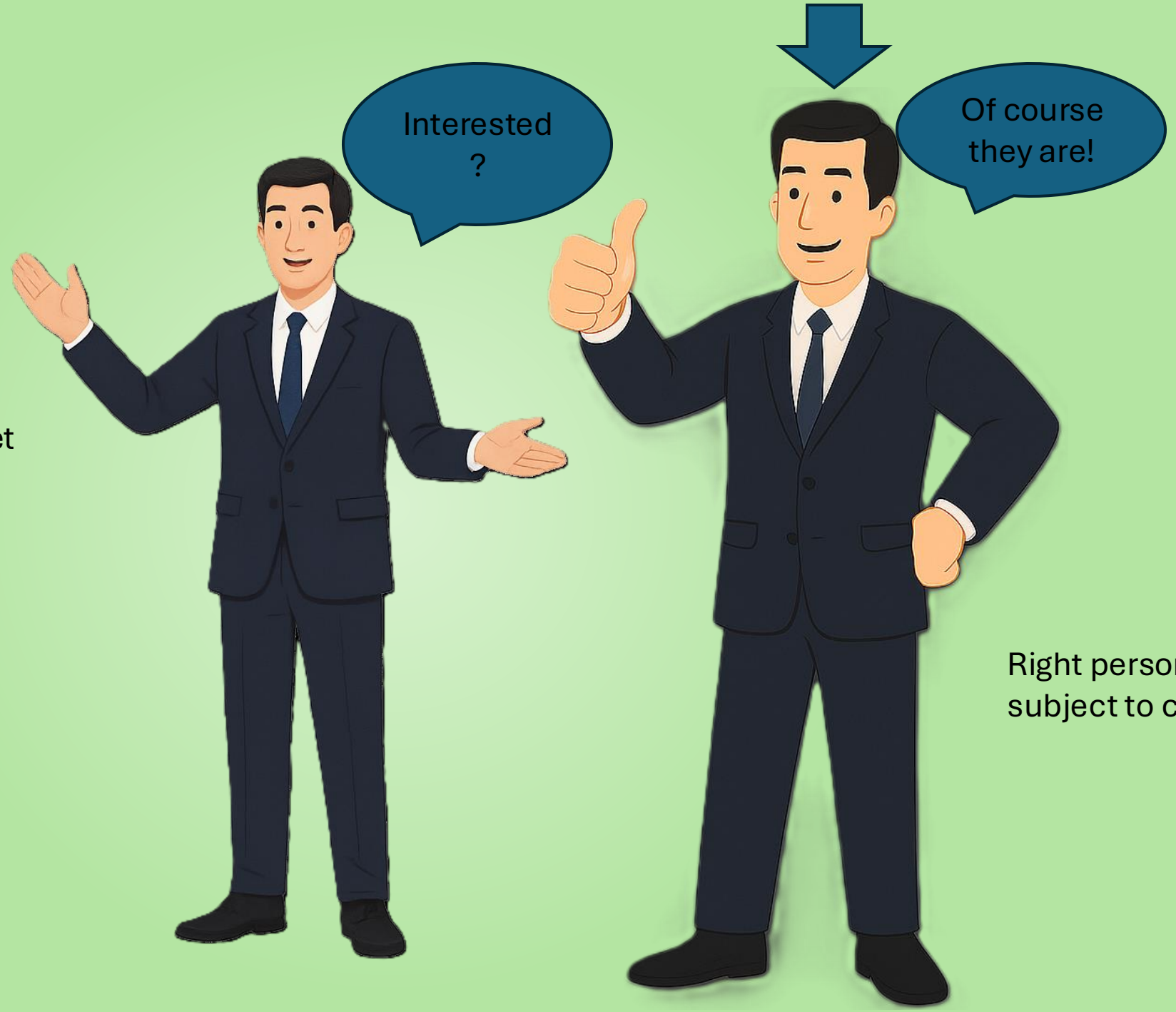
Notifies user about store promotions

Real – life Examples



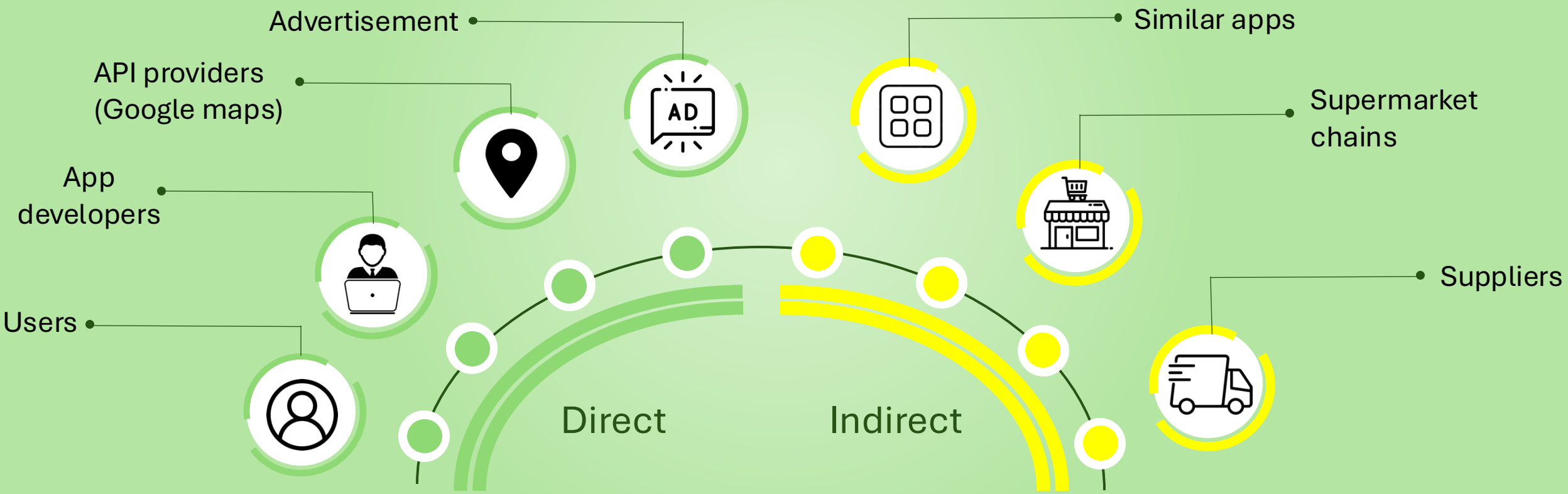


Cheapify now, or everything will get expensive later!
- someone very smart



Right persona subject to change

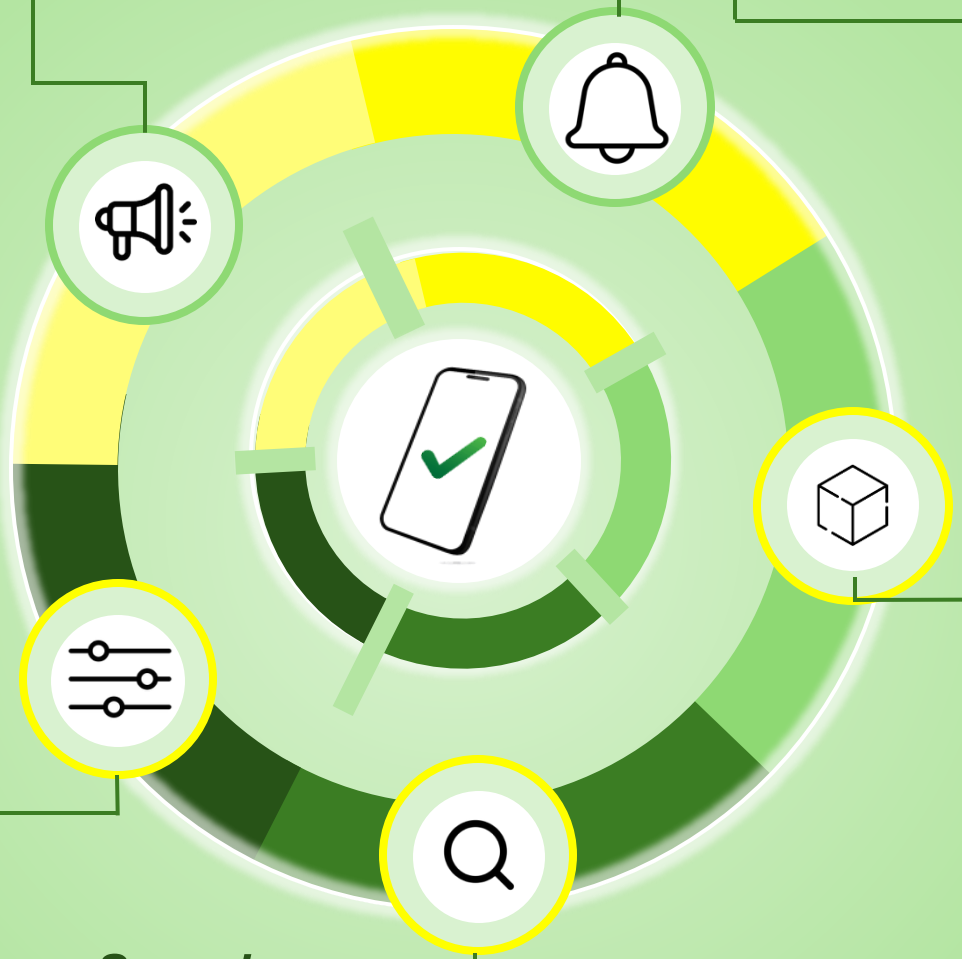
Stakeholders



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**



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**

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**