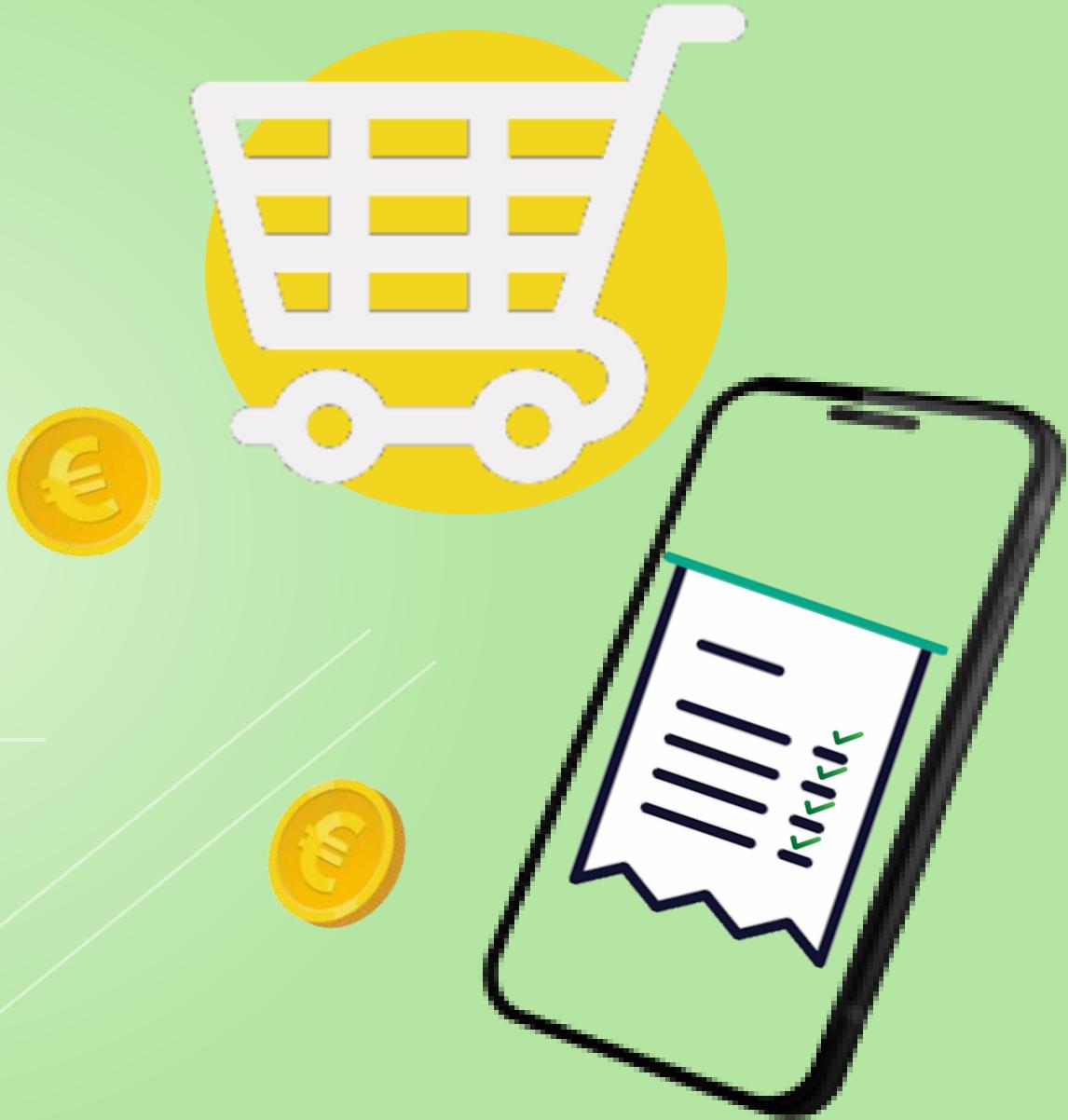


Cheapify

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 from 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

The screenshot shows a product listing for "Zewa Ultra Soft Toilettenpapier aus Liebe zur Haut 8x150 Blatt". The product image displays a pack of toilet paper with a pink and white design. Key details include:

- Price:** 12,41 €
- Delivery:** Kostenloser Versand (Free shipping)
- Availability:** Mi. 05. - Mo. 10. November (Delivery from Germany)
- Seller:** Verkauf durch shop-ar_GmbH
- Buttons:** "In den Warenkorb" (Add to cart) and "Jetzt kaufen mit 3 Teilzahlungen" (Buy now with 3 installments)

The screenshot shows a product listing for "PHILADELPHIA Frischkäsezubereitung Doppelrahmstufe". The product image shows a tub of Philadelphia cream cheese. Key details include:

- Price:** 1.19"
- Weight:** 195g (kg = 6.10)
- Buttons:** "ZUR EINKAUFSLISTE HINZUFÜGEN" (Add to shopping list) and "PER E-MAIL" (Email)

The screenshot shows a product listing for "Philadelphia Frischkäse Original 195g". The product image shows a tub of Philadelphia cream cheese. Key details include:

- Price:** 2,29 €
- Availability:** In deinem Markt vorrätig (Available in your store)
- Seller:** REWE Peggy Engel oHG, Hainstr. 21-29, 04109 Leipzig
- Buttons:** "Markt ändern" (Change store), "Wir liefern bis an deine Wohnungstür oder du holst deinen Einkauf ab.", and "Im Liefer- oder Abholservice bestellen"

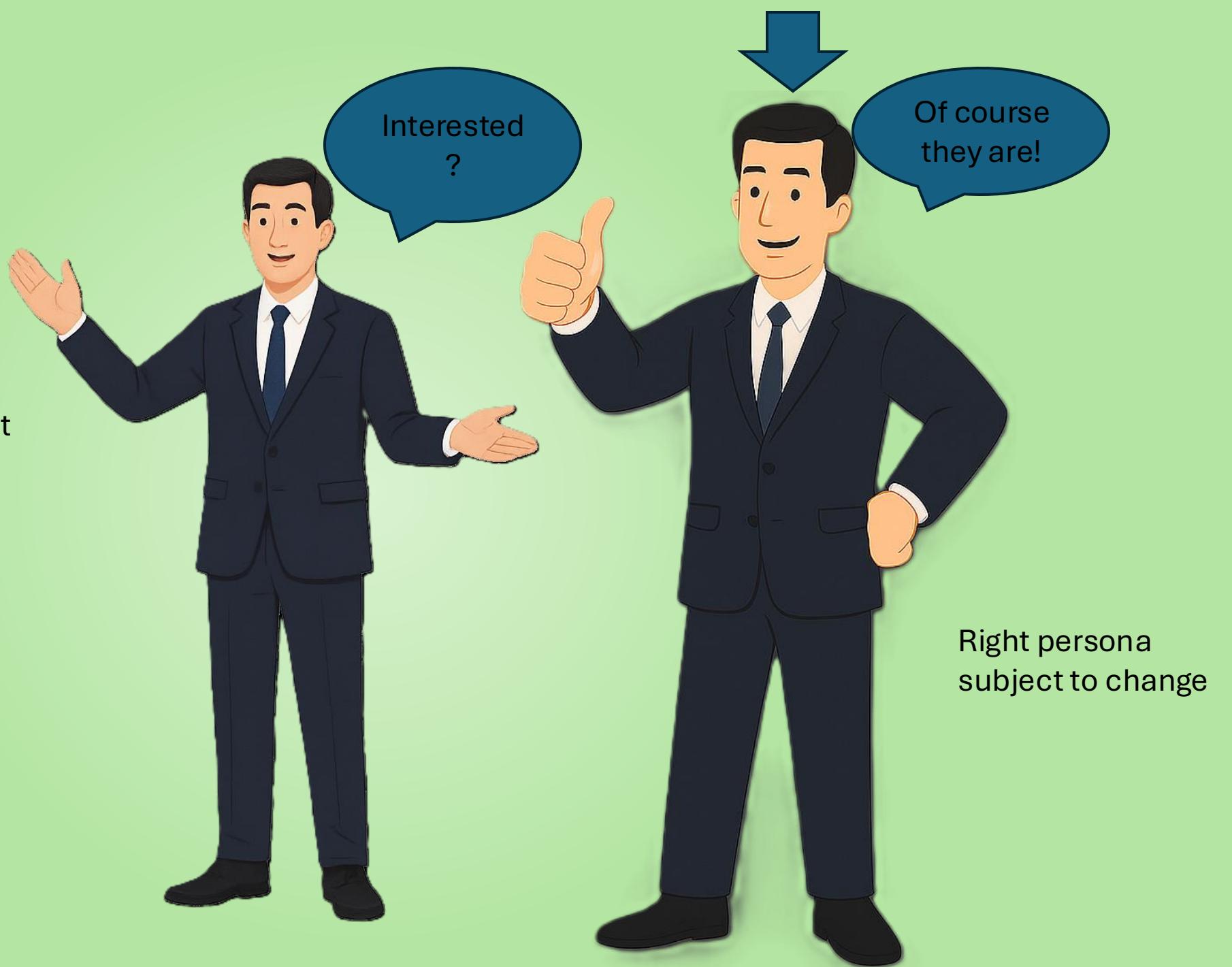
The screenshot shows a product listing for "Zewa Ultra Soft Toilettenpapier 4-lagig 8x150 Blatt". The product image shows a pack of Zewa toilet paper. Key details include:

- Price:** 4,49 €
- Availability:** In deinem Markt vorrätig (Available in your store)
- Seller:** REWE Peggy Engel oHG, Hainstr. 21-29, 04109 Leipzig
- Buttons:** "Markt ändern", "Wir liefern bis an deine Wohnungstür oder du holst deinen Einkauf ab.", and "Im Liefer- oder Abholservice bestellen"

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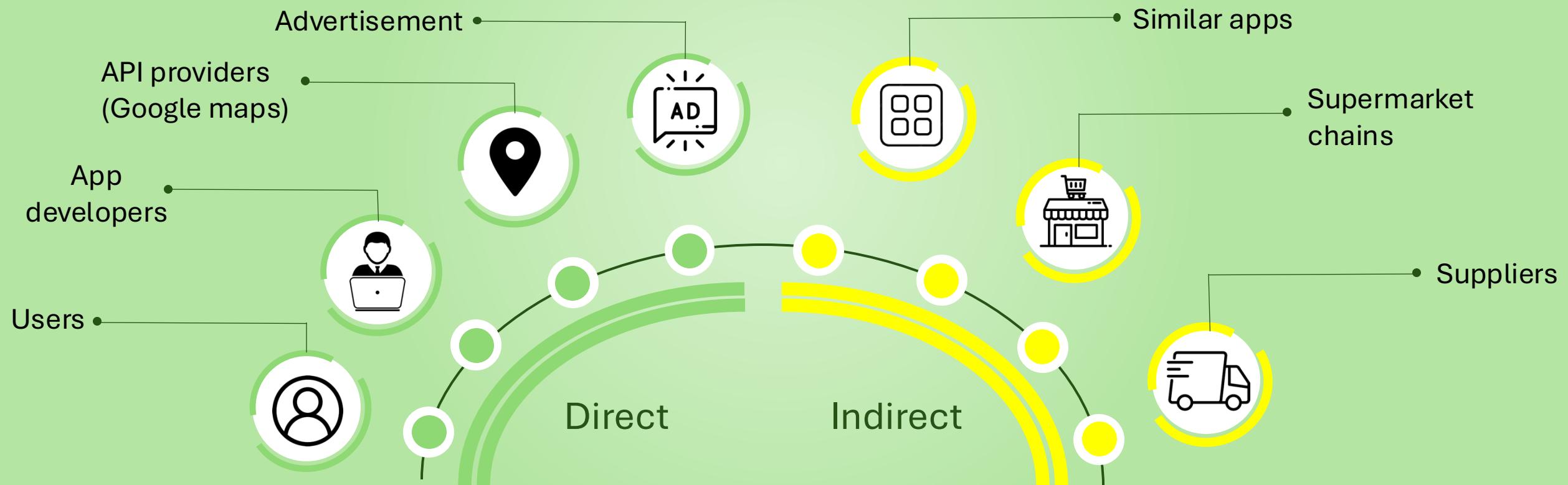


Cheapify now, or everything will get
expensive later!
- someone very smart



Right persona
subject to change

Stakeholders



Tasks

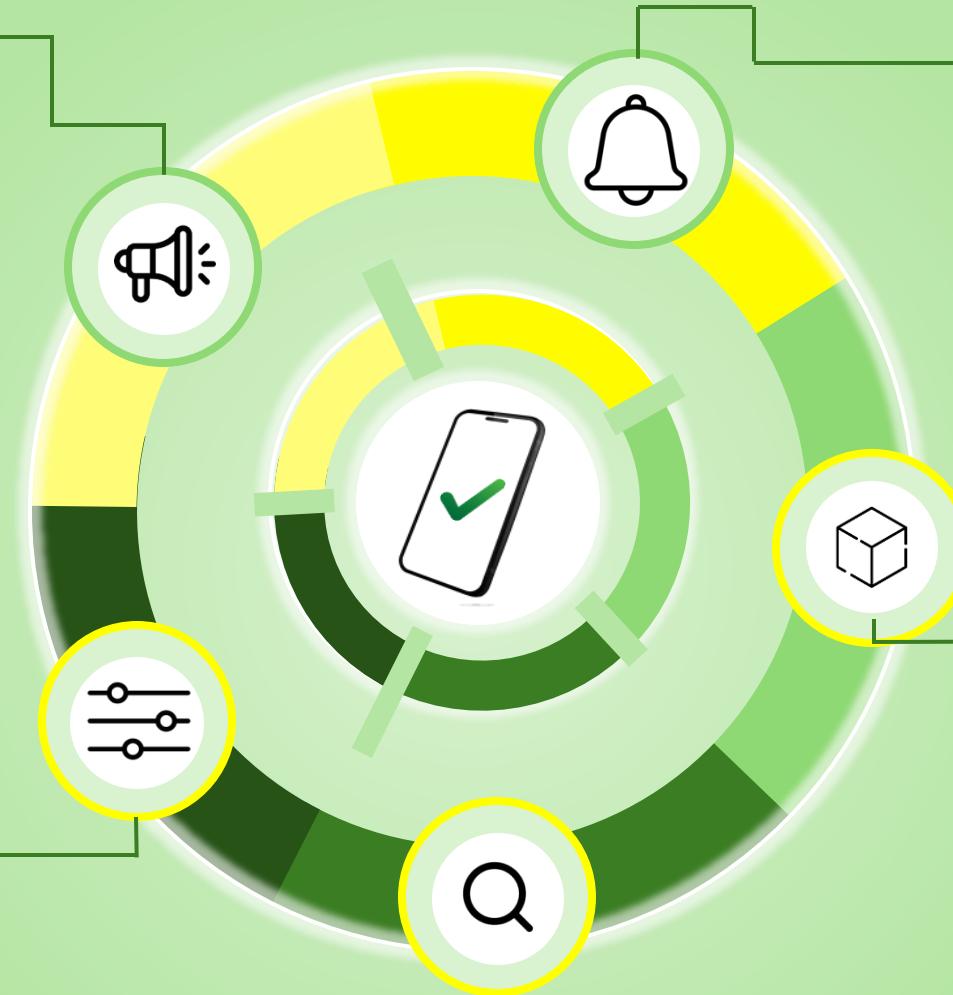
Report

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