- **Project name:** CART TO GO

- **The pitch:** A mobile application that helps users avoid food waste and late grocery trips.

- **The main function:** Organizing a weekly grocery list based on the user's preferences, daily routine and nearby stores.

- **Target group:**

1) Someone who often ends up with expired food in the fridge.
2) Someone who is changing a diet, trying new kinds of food.
3) Someone who realizes that a key ingredient is missing and is conflicted between going to buy it or fixing a meal from what is available at home.

   Examples of users Personas:

   - (**Anne**): A single woman living downtown near many supermarkets. She is a full-time student who tends to eat out at least 6 days per week. She wants to eat home cooked food at least for dinner to make a healthy meal and save money. She buys meat and vegetables that expire before she can cook them the way she planned.
   - (**Tim**): A husband and father of 3 children. He lives 10 minutes drive from supermarkets but drives 40 minutes to his workplace everyday. He finds himself needing to get groceries late at night about twice a week because he forgets them on his way back from work.
   - (**Jade**): A wife and mother of a son. She is trying a healthier diet that consists of foods different from what she is used to buy. She tends to stand a long time in the aisles reading labels and checking recipes online.

- **Personal Data:**
  - User's name and password to log in.
  - Geographic location to find items in the nearest stores,
  - Allergies and health conditions that affect a person's diet like diabetes and high blood pressure.
- **Data representation:** The user can sets a goal and tracks achievements. The goals can be:
  - How many home cooked meals made in a week?
  - What nutritional value in each meal?
  - How much sugar or salt consumed by the end of the week. (This goal is for individuals and work the best when the user is shopping for one person not for a family).
  - How much money was spent in a month.

- **Functions**:

1) Log in system.
2) Sorting stores by locations.
3) Display health facts about each item (ex. Allergy warning, high sugar per portion, high sodium per portion.
4) The user can add a recipe's name, ingredients and steps.
5) User can add a recipe to planned or favorite.
6) The user can set a frequency to the recipes in the favorite list.
7) The system adds recipe's ingredients from the nearest store where the item is available.
8) User can set a budget limit per month.
9) The system will search for suitable recipes and suggest them to the user.
10) User can create a "Home Cart" and invite other users to add recipes or items.
11) Display weekly and monthly charts for nutrition and budget.
12) The system will calculate a limit for sugar or salt quantities per day and display a notification if the user is exceeding the limit in a day.

- **The challenges:**

1) Predicting "what" they might like to eat and "when". Ex. if Jade added three recipes, then the system will repeat these recipes until she is no longer interested in using the website. The solution might be sorting recipes in three categories to determine the suggesting frequency:
    - Favorite meals. Ex. Anne's favorite meal is scrambled eggs she doesn't mind having this everyday, so she set the frequency to 6 meals per week. The system will add a eggs to the cart every week automatically. By the end of the week if Anne didn't make eggs as often as she planned she must change the frequency based on how many she actually made.
    - Planned recipes. Ex. Jade added Steak but never tried making it before, so neither she or the system know how frequent it will be in the future.
    - Suggested meals. Based on the user's favorite ingredients and health condition the system will search for suitable recipes. This will keep the user motivated to try new recipes.
2) The system should identify the item's quantity per person to not suggest more than needed but not less than the planned meals require. Pasta, rice, yogurt, bread, milk, eggs are examples of items that are bought for multiple meals.
3) When the user adds snacks with a long shelf life it should be added to the cart based on quantity, nutrition value and budget per month.

4) Having a salad from a restaurant or sugary snacks with a friend for lunch will not be added to the budget or nutrition charts.

5) The system assumes equal portions. Ex. Tim and his children are having fish and vegetables mix for dinner, his wife is only having the vegetables and none of the fish. The nutrition charts in her account will includer the full meal's nutrition.

- **Similar projects in the market**:
  - Instacart: for displaying the nearest store's and their items' details.
  - Target: showing aisle's numbers to save the customers' time.