History **Pricing** Location **Portioning** Health Users can Keeps enter item Offer healtier Options for Checks stock track of they need and alternatives to different of items at an expected number of products different weekly price will chosen people grocery stores spending show up **Given previous** Keep **Enter income** user history, track of and quality of Measurements sets limits on food wanted macros food spending Meal If user Create custom inputting your Different options for prompted. prices for location (zip code, different people: prep state and city, etc.) adds items to items not Losing weight, clean to locate stores near list on weekly vs dirty bulking, etc. found meals basis Show a map User can enter item will show of all stores can give Diet plans: that is not deals and recommendations near you include keto, completely used on products similar sales around and different recipe along with the atkins, etc. to what they have will show that uses town best deals or bought before prices in them number of will offer alerts you certain foods Vegan, shows when you different when stores in certain food have gone over vegetarian, brands to you shop at budget in bold gluten-free, groups (fruits, when looking back are having compare allergies vegetables, at past spending prices deals

Budgeting	Profit	Scanner	Discounts	Retention
Can allocate certain amounts of money to different things	Can have a premium version of the app	Can scan the barcode and find pricing	Offer notifications when items go on sale	Offer deals at end of quarters, like 10% at certain stores
recommending certain stores and brands that fit within the budget	In app purchases to remove adds	Use AI to identify the item from a camera	Partner with retailers in order to offer deals to customers	Offer monthly and yearly membership
Partner with farmers markets for better food prices	Bar code scanner locked behind paywall	Weight the item by using the average weight by size for vegetables and other food items	Add items to a wishlist and notify users when they go on sale	Offer incentives for using app regularly
Partner with thrift stores to develop used market	Banner adds can play at the bottom		Offer stores the ability to offer exclusive coupons only given to users of the app	If user shares with friends, both the user and the friends get a reward
	Full screen adds play after adding an item			bring in new users with a small discount on first order