Clickable Prototype: https://marvelapp.com/prototype/17cfj13e

Savest: Efficient shopping at your fingertips
Savest helps the user find the cheapest option near them for the products they need to buy. Many people struggle with buying everyday essentials and other wanted goods while still trying to stick to a budget, save money and choose between different stores in their area as well as between the various products sold in each location, further complicating the issue. This app makes shopping efficient and stress-free, by allowing users to search for individual products they need and find the store that sells it for the cheapest in their area, taking into account prices, sales, and available discounts/coupons. Users can also input entire grocery lists, and the app will calculate where the overall total would be least expensive. Additionally, they can search for overall types of products and get recommendations based on both cost and quality. Therefore, Savest provides users with the necessary information to make the best financial choices possible when shopping for themselves and their household.
Functions:
- Display specific items (when individually searched for) based on its price in specific stores (within the user's area), with factors like ongoing discounts/sales/coupons taken into account
- Allow users to input "grocery lists" and calculate totals in different stores to show the user their overall cheapest option
- Display items and list on a map that shows the location of the best stores in a user's area
- Provide recommendations for general products based on the user's preferences (e.g. cost, health, taste, quantity, etc.) and other users' reviews of products

Initial User Target Group: People who want to save time and money shopping while still purchasing the best goods available
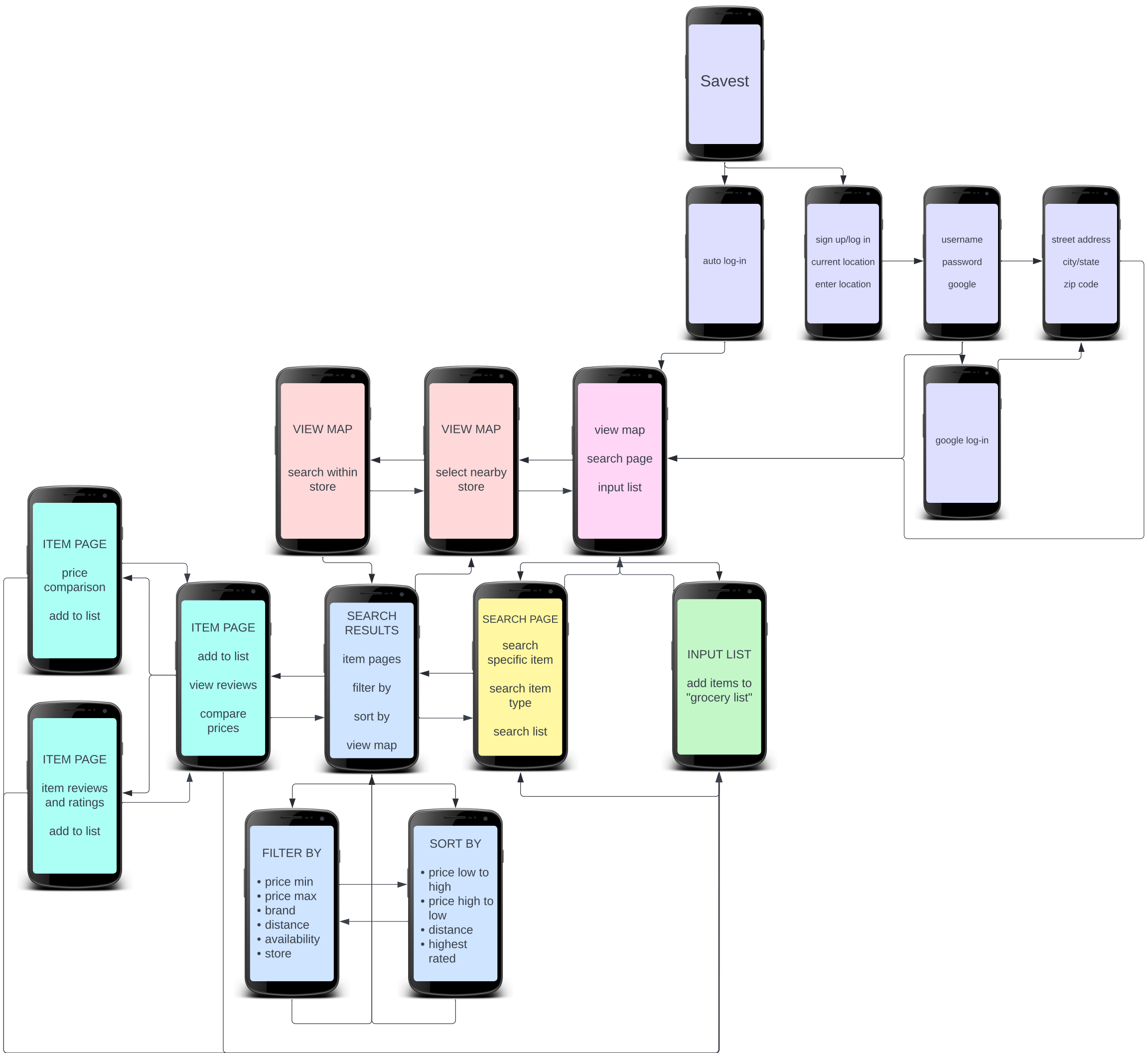- Full-time college student interested in spending less and finding the cheapest options near them
    o Alex Smith, 21. From New York, NY. Majoring in environmental science. Lives with 5 roommates in an apartment. Likes cooking and exercising. Works a part-time job to pay for college/loans.
- Working parent who needs grocery shopping to take up as little time as possible
- Low-income worker who needs to save time and money
- Nutrition/Fitness coach who can create detailed plans for themselves and their clients based on personal affordability, location, and health needs

Client/Designer Goals:
- Reveal the availability of the cheapest products and stores in a user's area (with respect to health, quality, etc.)
- Connect people who may be in similar situations and allow them to also help one another
- Provide a useful app
- Make money (through ad revenue)

Similar Apps:
- Basket: an app that allows users to compare pricings at nearby stores
- AnyList: an app that allows users to create and share grocery lists, organize them with recipes, and plan meals using a calendar
- Honey: an app that automatically applies available coupons and cash backs to the user's purchases
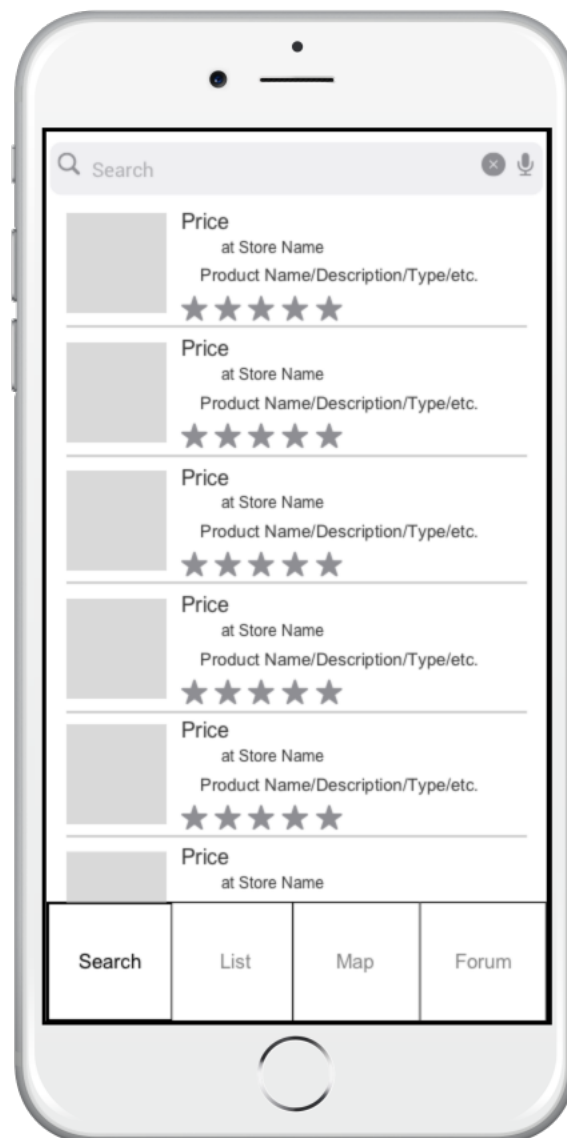
Savest

auto log-in

sign up/log in
current location
enter location

username
password
google

street address
city/state
zip code

google log-in

VIEW MAP
search within store

VIEW MAP
select nearby store

view map
search page
input list

ITEM PAGE
price comparison
add to list

ITEM PAGE
add to list
view reviews
compare prices

ITEM PAGE
item reviews and ratings
add to list

SEARCH RESULTS
item pages
filter by
sort by
view map

SEARCH PAGE
search specific item
search item type
search list

INPUT LIST
add items to "grocery list"

FILTER BY
- price min
- price max
- brand
- distance
- availability
- store

SORT BY
- price low to high
- price high to low
- distance
- highest rated

Splash Screen

Savest

Tagline

Purple Pathway from Sitemap

Auto Log-In (Displays Home Screen)

Log-In/Sign-Up

username

password

Sign In
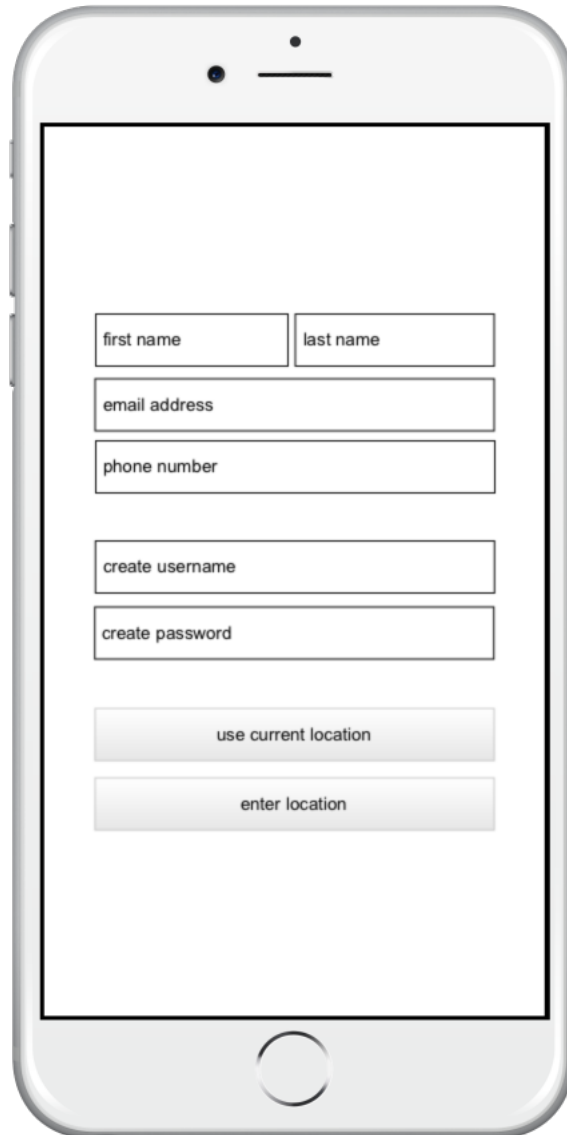
-or-

Sign In with Google

New?

Create Account

Sign-Up Info

first name

last name

email address

phone number

create username

create password

use current location

enter location

Location Info

street address

apt. number (opt.)

state | city

zip | country

continue