

TRUPRICE

Revealing True Costs of the World

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Agenda

- ▶ Background
- ▶ User Characteristics
- ▶ User Stories
- ▶ App Introduction
- ▶ Key Functionalities
- ▶ App workflow
- ▶ Demo

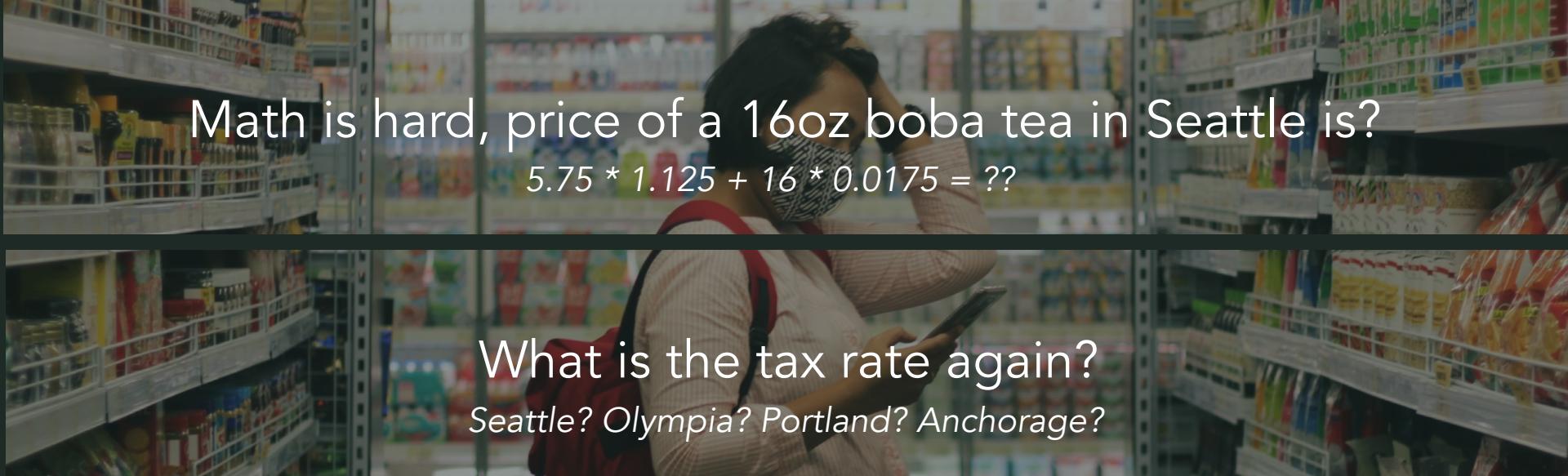
Background

A photograph of a person from the side, wearing a patterned face mask and a striped shirt. They are standing in a grocery store aisle, looking at shelves filled with various products. The background is slightly blurred.

Math is hard, price of a 16oz boba tea in Seattle is?

$$5.75 * 1.125 + 16 * 0.0175 = ??$$

Background



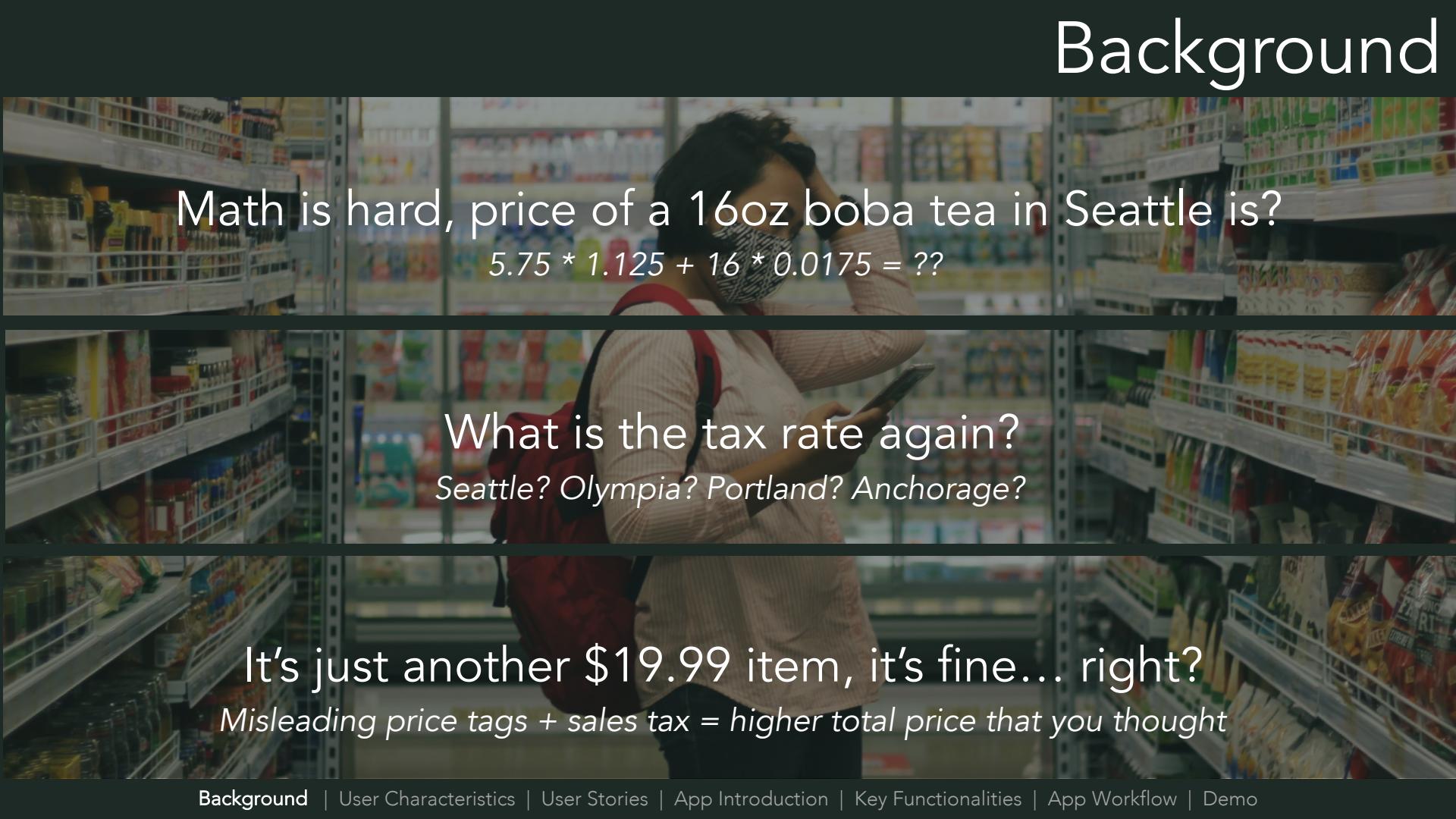
Math is hard, price of a 16oz boba tea in Seattle is?

$$5.75 * 1.125 + 16 * 0.0175 = ??$$

What is the tax rate again?

Seattle? Olympia? Portland? Anchorage?

Background

A photograph of a woman in a grocery store aisle. She is wearing a striped shirt and a red backpack, and is looking down at her smartphone. She is holding a brown paper shopping bag in her left hand. The aisle is filled with various grocery items on shelves.

Math is hard, price of a 16oz boba tea in Seattle is?

$$5.75 * 1.125 + 16 * 0.0175 = ??$$

What is the tax rate again?

Seattle? Olympia? Portland? Anchorage?

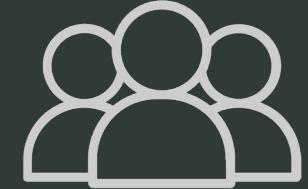
It's just another \$19.99 item, it's fine... right?

Misleading price tags + sales tax = higher total price that you thought

User Characteristics



Budget conscious
or with financial
constraints



Age 18 - 45



Live in the US



Shop at grocery
stores frequently

User stories

How much am I spending? I wish those price tags can tell me the real cost.



The Financially conscious

The Tight budget

I want to know the total cost of everything before I pay. No bank over drafting please.

I'd like to see the cost with sales tax in another state.

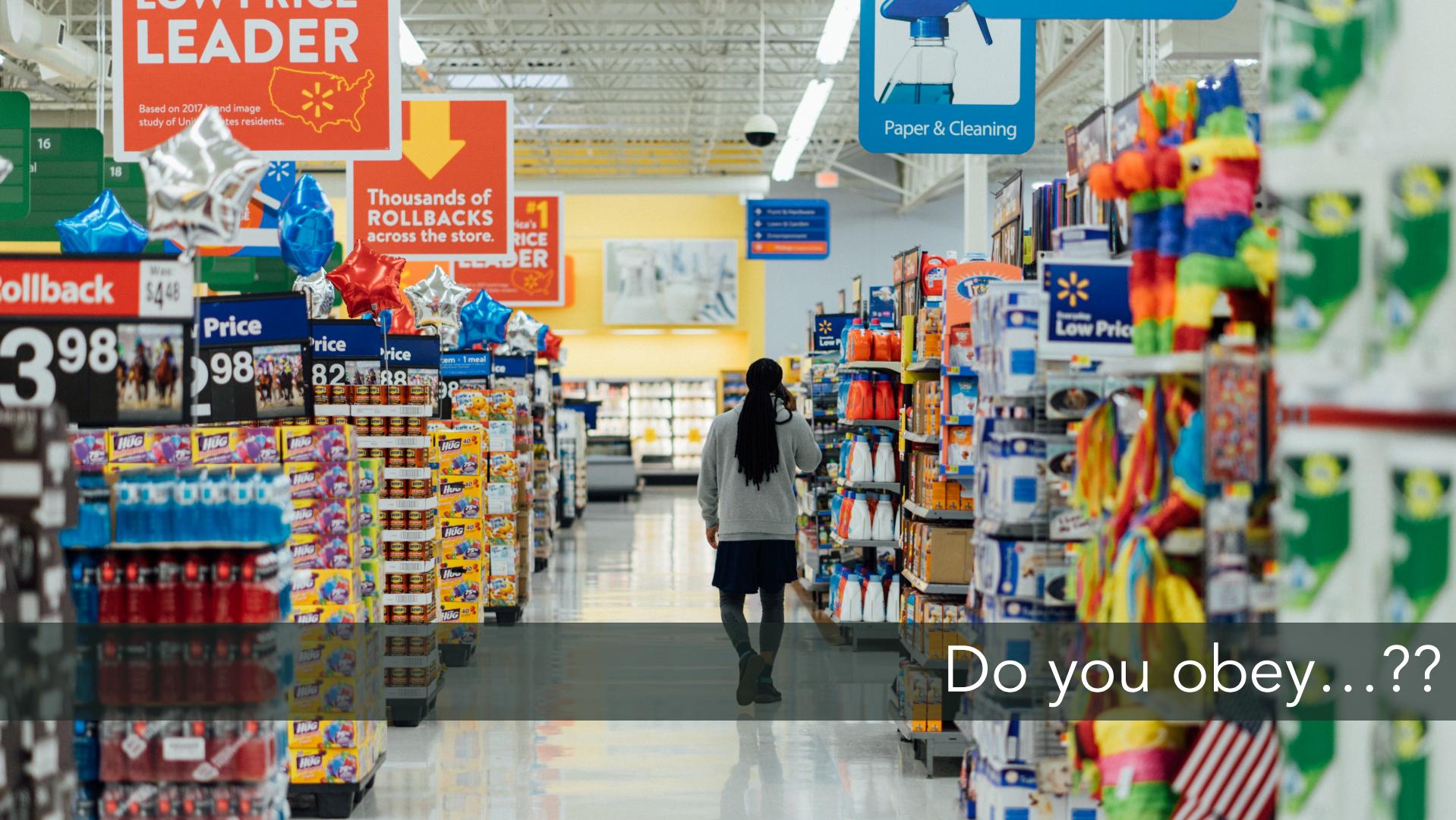


The Oregonian

The Bookkeeper



Keeping track of what I've spent is important.



Do you obey...??



COMPLY

BUY
BUY

BUY

PURCHASE

CHASE

PURCHASE

PURCHASE

CLEAN
CLEAN

PURCHASE

BUY

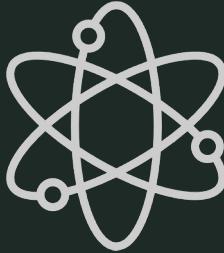
CONSUME
CONSUME
CONSUME

BUY
BUY

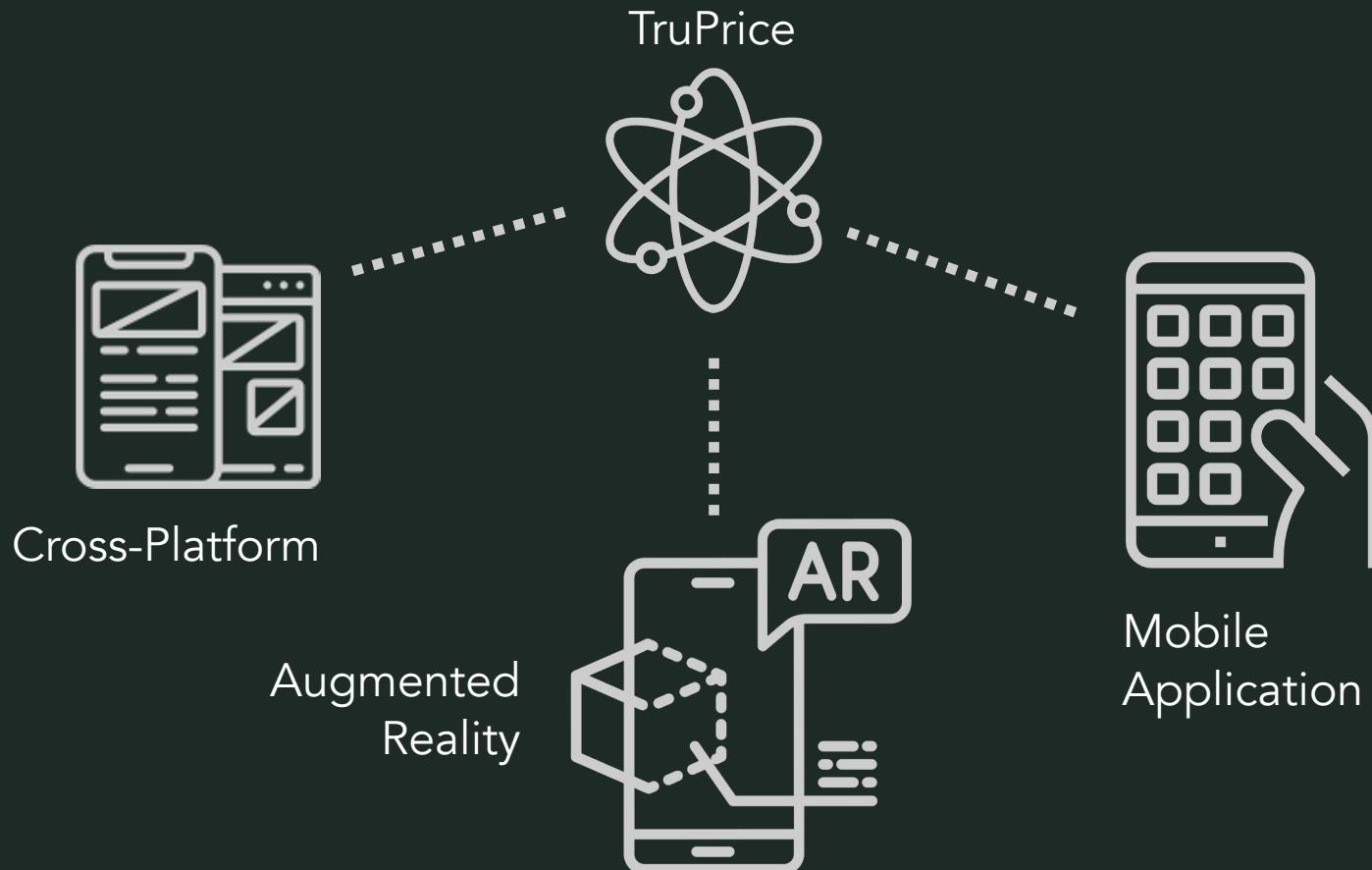
CONSUME
CONSUME
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CONSUME

Introduction

TruPrice



Introduction



Key functionalities

Price tag detection



Display final cost on price tag

Alter location for a new tax rate

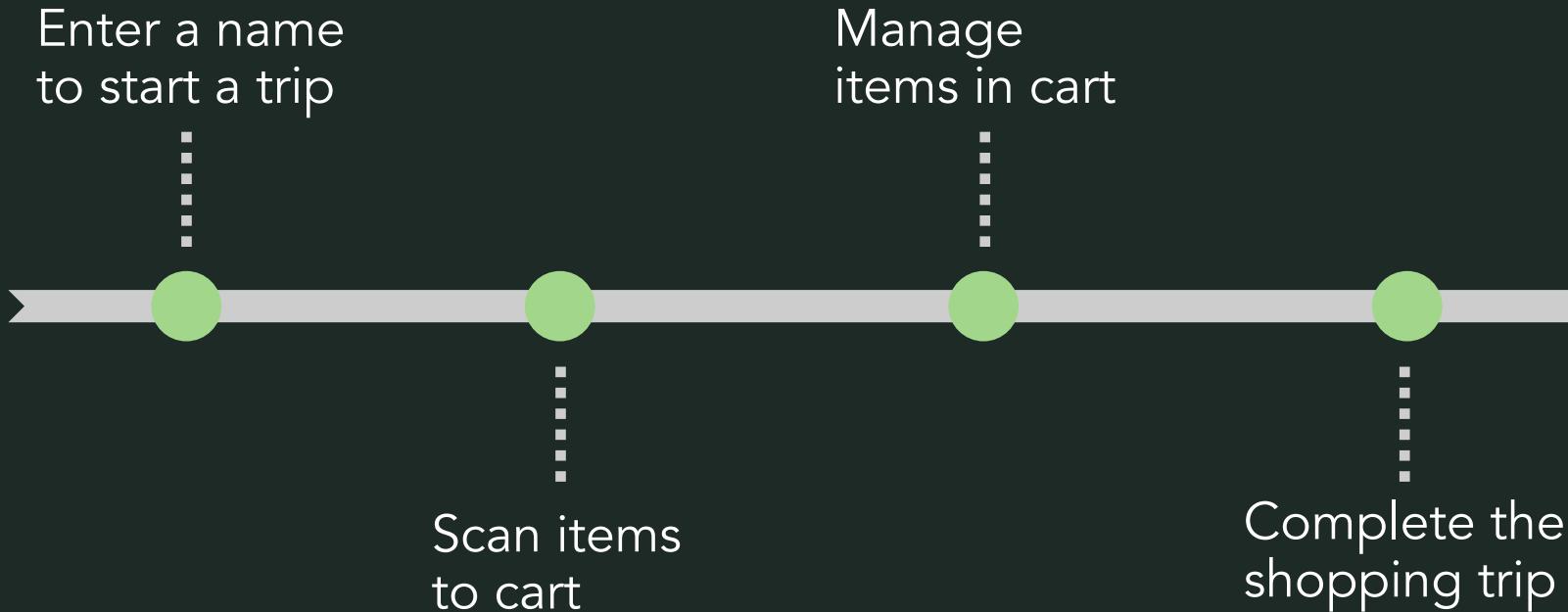
Add item to cart

Review trip history

	Fetch current location	Add button in camera view
Augmented Reality	Delete item(s) in cart	Recall last active user
Personalized trip and cart		Calculate total trip cost
Price tag detection		Machine learning
Alert if exceed budget		Display final cost on price tag
Modify item quantity		Privacy protections
Alter location for a new tax rate		Add item to cart
Set trip budget		Check out a cart
Review trip history		Semantic labels
Haptic feedbacks	Flutter and Dart language	Alter tax rate
Retrieve user preferences	Use tax rate at a location	iOS and Android OS support



App Workflow



App Demo

A well-stocked grocery store dairy aisle featuring multiple shelves of various milk and yogurt products. The shelves are filled with brands like So Delicious, Good Karma, Rice Dream, Almond Breeze, and various types of yogurt from companies like Siggi's, GoodBelly, and Lifeway. Price tags are visible throughout the aisle.

Thank you!

Questions? Concerns?