

**Pitch: The Cheapest Groceries Company will compare costs of all items across various supermarkets near your area, while also having access to coupons, to provide the user with finding the cheapest total purchase.**

Assumption:

- People want to save costs wherever they can.

Problem Statements:

- Identify how often people go grocery shopping.
- Identify approximately how much money is spent on groceries every month.
- Identify the demand for coupons.
- Identify how far people are willing to travel to save money on groceries.
- Identify if people would want to compare costs between different markets.
- Identify if items get purchased due to price.

User research questions:

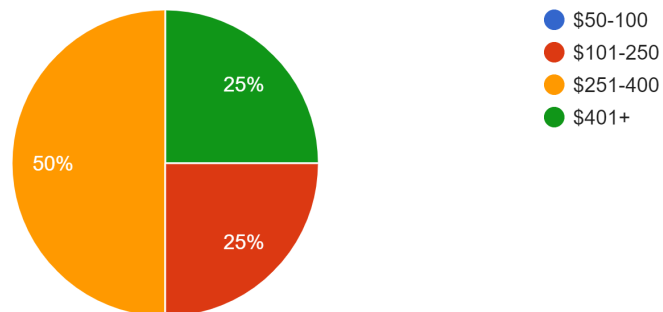
1. How often do you go grocery shopping a month?
2. About how much money do you spend on groceries a month?
3. Do you use coupons when grocery shopping?
4. How far are you willing to travel to save money on groceries?
5. Do you purchase items based on its price?

## **Analysis/Results**

I think I was able to answer the problem statements through the survey. I learned that people wouldn't mind saving money on their groceries as long as it's convenient for them.

About how much money do you spend on groceries a month?

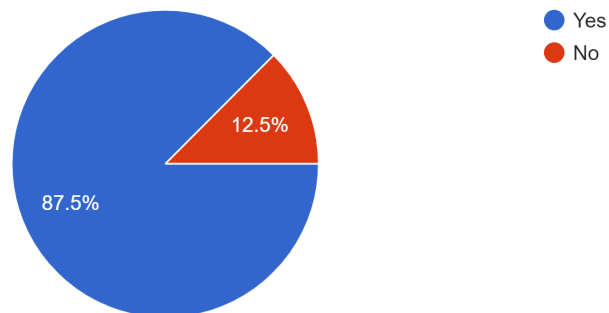
8 responses



The survey shows that half the group spends in the range of \$251-400 a month on groceries, which can be a lot for some people. This then leads to the next screenshot.

Do you purchase items based on its price?

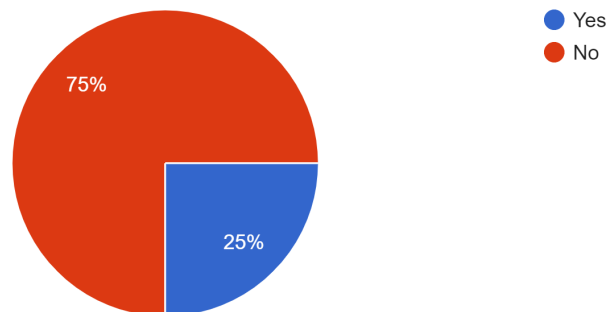
8 responses



The survey shows that the majority of the group select items for purchase based on its price, possibly in an attempt to save costs.

Do you use coupons when grocery shopping?

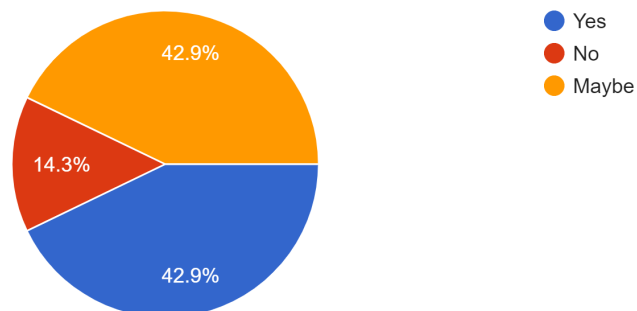
8 responses



However, they do not feel the need to use coupons to have a discount on items.

Would you use an app that compared costs between various markets near your area to find the cheapest total purchase?

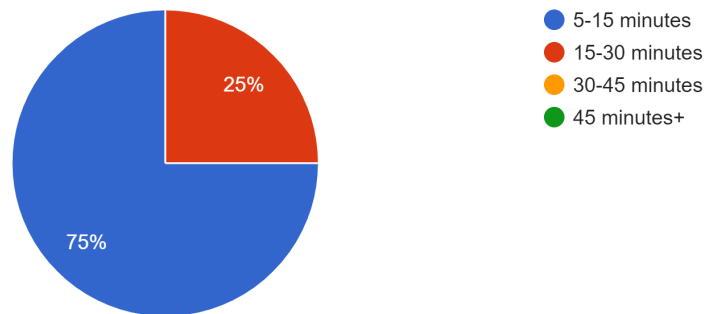
7 responses



The group is pretty split on the idea of finding the cheapest total purchase of groceries but may change depending on how much cheaper.

How far are you willing to travel to save money on groceries?

8 responses



I think the fact that the majority of the group were not willing to travel more than 5-15 minutes to save money is what surprised me most but I guess it comes down to a convenience factor.