

SHOPPING APP - MARCH/APRIL 2023

CONCEPT REPORT



OUR DUO :

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INTRODUCTION

In the document you will go over:

- 01** The concept that includes: the reasoning behind the topic that was chosen
- 02** The features in our product
- 03** The final product that we managed to build

In this document, we aim to introduce our concept and the different steps we took in order to reach the current point of development. In the beginning, we present our product "NutriCart" and the goals we would like to achieve with it. After that, we show our findings that were gathered from our primary and secondary research.

Our primary research includes an interview analysis, and the target group, combined into two personas. With the help of secondary research, we dig deeper into why we think the topic is essential and show this with the use of statistics.

NUTRICART – SHOP YOUR WAY TO BETTER HEALTH

"NutriCart" is a mobile shopping app that aims to help users make informed choices about the nutritional value of the foods they purchase. The app provides information about the calorie count, ingredients, and nutritional value of the products in the user's shopping cart.

The goal of NutriCart is to promote healthy eating habits by making it easy for users to access and understand nutritional information about the products they buy. The app also allows users to set personal dietary goals, such as limiting sugar or sodium intake, and provides recommendations on which products to buy based on these goals.

To use NutriCart, users simply scan the barcodes of the products they are considering purchasing. The app then displays a detailed breakdown of the product's nutritional information, including information about calories, fat content, sodium levels, and more.

The app also provides recommendations for healthier alternatives, as well as recipes and meal plans that are tailored to the user's dietary goals.

Overall, NutriCart is a valuable tool for anyone looking to make healthier food choices. By providing easy access to nutritional information and personalized recommendations, the app makes it easy for users to make informed decisions about the foods they buy and eat.

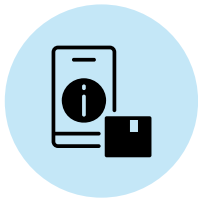
NutriCart is here to better the experience of every single user who wants to get a better handling of their grocery shopping trips and spend less time worrying.

FEATURES



No. 01 — List Creation

The "Creating a list" feature in the app enables users to add items they need to purchase for their next grocery run. Users can create multiple lists, edit or delete items, and easily check off items as they purchase them. This feature simplifies the grocery shopping experience and ensures that users don't forget anything they need.



No. 02 — Product information

The "Product page" feature in the app allows users to access detailed information about a particular item. Users can click on the item to view its description, the nutrients, proteins and etc. This feature helps users make informed decisions before purchasing an item, ensuring that they get the product that best meets their needs.



No. 03 — Tracking food intake

The "User page" feature in the app enables users to create a personal profile where they can enter their dietary preferences, allergies, and other relevant information that can help tailor the app's product recommendations. This feature enhances the user experience.



No. 04 — Discounts

The "Discount" page feature in the app provides users with special offers and discounts on various products. Users can view the discounted products and the percentage of the discount, helping them save money on their purchases. The feature enhances the user experience by providing quick and easy access to current sales and promotional offers, allowing users to make more informed decisions about their purchases.

PRIMARY RESEARCH

The survey that we conducted, aimed to investigate the users' opinion on In this analysis, we will go over all the responses we got from the survey, as every question has a purpose, that will lead toward the development of our product. The survey got a total of **31 responses**.

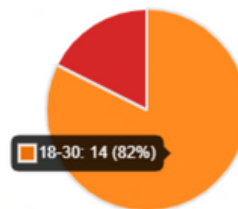
Link to the survey - <https://forms.office.com/e/pevEGW4aiU>

1. How old are you?

[More Details](#)

[Insights](#)

Under 18	0
18-30	14
31-45	0
45+	3
Prefer not to say	0



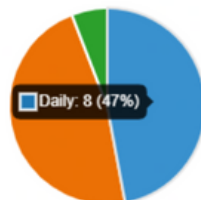
From the beginning, we wanted to see our target group, as we can see, it's mostly young adults from 18-30 (14 | 82%)

4. How often do you go to buy groceries?

[More Details](#)

[Insights](#)

Daily	8
2-3 times a week	8
Once a week	1
Twice a month	0
Prefer not to say	0

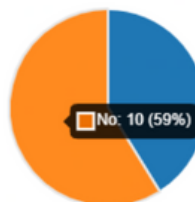


After that, 8 (47%) answered "Daily" or "2-3 times a week" to the question how often they buy groceries, so we know that it's very often.

5. Have you ever used a shopping app for groceries before?

[More Details](#)

Yes	7
No	10



10 (59%) of the users said that they haven't used a shopping app before. With that information, we can understand that they might be waiting for a new, better app they would actually use.

PRIMARY RESEARCH

6. What was your experience with it?

6 Responses

ID ↑	Name	Responses
1	anonymous	Fine so far
2	anonymous	Positive for the most part, but I believe that most apps could benefit with more information about the nutritional value of the products.
3	anonymous	Normal
4	anonymous	Found everything I was searching for but the app was in Dutch
5	anonymous	Two apps. One for my groceries list. The other one being for different discounts during the day.
6	anonymous	Good, but some things were missing

A follow-up question to question number 5, if they answered "Yes". Overall, the information we can get out of this is that they're annoyed that the app only in Dutch, positive feedback and that there should be more nutritional value of the products.

7. What kind of information do you look for when deciding whether a food item is healthy or not?

13 Responses

ID ↑	Name	Responses
1	anonymous	What it has in it
2	anonymous	How much sugar it has
3	anonymous	I look at the calories and the ingredients mostly.
4	anonymous	General knowledge
5	anonymous	Well I look the protein the carbs and the fats
6	anonymous	Amount of sugars and fat in said item
7	anonymous	Nutrients, calories
8	anonymous	Mostly sugars and fat on the labels. Also the nutri score.
9	anonymous	I don't
10	anonymous	Labels, calories, proteins, fats and carbohydrates
11	anonymous	Discounts :)
12	anonymous	The nutri-score and if possible the information on the back of the product
13	anonymous	Usually I look for calories per 100 gram

With this question, we wanted to see what information the users look for when looking for products.

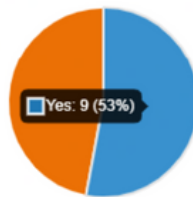
Summarized, the answers we got are that they are either looking for the sugars that are in the product, the protein and fats or they don't look at them at all.

PRIMARY RESEARCH

8. Do you plan your grocery shopping trips?

[More Details](#)

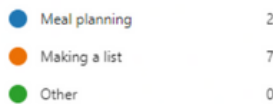
[Insights](#)



9 (53%) of our users say that they plan their shopping trips, which is a good indicator, as we can help them better their experience.

9. What methods do you use?

[More Details](#)



7 (78%) said that they are mainly making a list when they are planning their shopping trips and just 2 (22%), which are meal planning. This affirms that making a list is a good feature that we should include.

10. How often do you purchase healthy and/or high protein foods when you go grocery shopping?

17 Responses

ID ↑	Name	Responses
1	anonymous	Almost every time
2	anonymous	Sometimes
3	anonymous	Pretty much every time I go shopping.
4	anonymous	As often as possible
5	anonymous	All the time I don't eat chips and avoid sweet
6	anonymous	Every time
7	anonymous	Twice a week
8	anonymous	Quite often. I work out so I need a high protein diet.
9	anonymous	Everyday
10	anonymous	Every day
11	anonymous	Everyday
12	anonymous	Pretty much every time
13	anonymous	Daily
14	anonymous	Once a week (every tike I go shopping I take something healthy)
15	anonymous	every time

From these answers, we can clearly see how mostly everybody tries to stay healthy and buys healthy products as often as possible. This is good, as it indicates that making their experience even better (which is a goal of ours) is perfect.

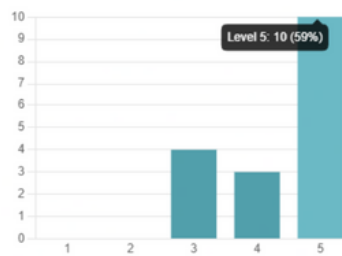
PRIMARY RESEARCH

11. How important is it to you to have nutritional information within a shopping app for the foods you purchase?

[More Details](#)

[Insights](#)

4.35
Average Rating



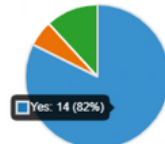
10 (59%) of our users rated 5/5 about the importance of the availability of the nutritional information on the foods they purchase, which is perfect for how we motivate ourselves to see that people actually value that and want that.

12. Would you find it helpful if a shopping app allowed you to see the protein, carbs, fat and etc. that are in certain foods?

[More Details](#)

[Insights](#)

Yes	14
No	1
Maybe	2



14 (82%) of our participants said that they that a shopping app, allowing them to see the protein and etc. would be beneficial to them. This is good, as it shows us that the app would be appreciated and used.

13. Which factors are most important to you when selecting groceries?

[More Details](#)

Price	13
Quality	14
Brand	2
Nutrition	10
Other	0



14 (36%) of the participants answered "Quality" on what their most important factor is, while on second place is Price (13 | 33%) and on third place is Nutrition (10 | 26%). Even though it's on third place, we can see it's selected (very closely) as much as the other ones.

PRIMARY RESEARCH

Interview Questions

Hi, first of all do I have your consent to be recorded for university purposes. Your response will be used for our research. Your participation is voluntary so if you want to withdraw from this at any time you are allowed to. You have the right to request from us to not upload your responses.

1. What's your name?
2. How old are you?
3. Where are you from?
4. How often do you go grocery shopping?
5. What mainly do you get when you go?
6. How much time do you spend shopping?
7. What specific nutritional information do you look for when grocery shopping?
8. Have you ever used a shopping app before? If so, what features did you find most useful? For what exactly did you use the app for?
9. How important is it for you to track your macronutrient intake like protein, carbs, and fat? Can you tell me why is it important?
10. What features would you like to see in a shopping app designed specifically for people interested in maintaining a healthy diet?

Interview materials:

- Laptop with a working microphone;
- Remote video interview, without a camera;
- Teams / Discord to talk with the users;
- Average time: 5 mins.

PRIMARY RESEARCH

Interview Analysis

We conducted interviews as the first step in our main research to learn more about the customers' knowledge of current applications that can assist them with their weekly shopping (calories, macronutrients, high protein products) and to determine whether they use any. We asked them more specific questions for our research and they proved to be quite useful.

Video / Audio Links:

Toni's interview links with [Martin](#)

Denisa's interview links with [Johan](#)

All of our users agreed that a tool like ours would be useful. Our competitors are good, but they choose one that will both assist them in achieving their caloric target and emphasise the price-to-quality ratio by contrasting the same products from different brands. In this situation, we would need to pay more attention to the labels and provide helpful information about calories and macronutrients, as well as compare items to provide them the best choice at the cheapest price.

The main things people are interested in are implementing high protein products, veggies and fruits in their daily meals, but not only. They want to focus on all macronutrients, such as protein, fats, carbs and also the calories intake.

The problems in the other apps that we want to avoid is not to lack details.

One of the interviewers said they do not really use apps for doing their weekly groceries as they do not see them useful. There will always be people who prefer the old version of paper grocery list and we understand that. We will use the information, that is provided by the other users (that want an app, and would use one) to gather information and to make sure to make the best of out of it.

TARGET GROUP

As a duo, we studied the subject of shopping apps. Our primary goal was to understand our target audience's needs, people between 18 to 30 years old. We compiled this data using the survey and the interviews that we conducted.

People who wish to live better lives by consuming foods with higher nutrient levels and less calories make up our target market.

People who wish to modify their lives and purchase items with good nutritional scores and low calorie intake at lower prices make up most of the target market that is impacted. They desire a virtual assistant who can make their process go more smoothly and aid them in achieving their goals.

PERSONAS

MARTIN



Gender : Male
Age : 28
Education : Bachelor's degree
Job : JavaScript Developer
Address : Eindhoven, NL

BIOGRAPHY

I am a freelancer and I spend too much time on the PC. I started doing small walks in order to have some movement but food is still a problem

PERSONALITY



MOTIVATIONS

I love creating apps and develop my own products. Every day I have a training session with my dog and go for walks

TECHNOLOGY



GOALS

Spend more time daily working out
Eat healthier and track my calories
Make my dog lose some weight

FRUSTRATIONS

It is so difficult to find motivation
Not finding an app great developed for food
Stores full of unhealthy products, I need help

BRANDS



Final results of our research in the forms of personas that are representing our target:

01

A person that wishes for a healthier life and focuses more on the food intake and its nutritional scores, but also in-detailed macros and calorie intake.

02

Young man with a hobby that does not allow him to do too much movement throughout the day. Wishes for a healthier diet as a start.

JOHAN



Gender : Male
Age : 18
Education : Bachelor's degree
Job : Student
Address : Eindhoven, NL

BIOGRAPHY

I study IT at Fontys University and most of my time is spent at the desk, no movement for hours. I wish to improve my health and learn how to eat healthier

PERSONALITY



MOTIVATIONS

I like gaming and playing with my online friends. I wish to become a pro gamer and also be able to develop my own

TECHNOLOGY



GOALS

Game but keep a healthy life
Learn how to become more organised
Track calories and macros every day

FRUSTRATIONS

Hard to find my motivation
Not enough time to game because of uni
Gained weight for staying too much at the desk

BRANDS



SECONDARY RESEARCH

Shopping App

Starting to use a shopping app can help someone become healthier by changing their eating habits. They need help with tracking their calories, but also macronutrient, and also a guide to the nutritional score every product has. People are also interested in any deals and promotions an app can provide them in order to save money.

Valuable findings:

- People look for new methods to meal planning and preparation that might save time and guarantee that they have all the necessary ingredients on hand.
- The way we think about sustainability and food waste has changed thanks to shopping apps.
- Utilizing grocery shopping apps allows you to shop around and compare costs.
- Apps for grocery shopping may gather and retain user data, such as personal data and purchase history.

Resources

Food Network (2021), How Grocery Shopping Apps are Changing the Way We Buy Food.
The Spruce Eats in 2020, "The Pros and Cons of Using Grocery Shopping Apps"
Digital Trends (2021), The Future of Grocery Shopping Apps: What to Expect in 2021 and Beyond

Competitor analysis

Jumbo

Pros

- Accessible card in the app ;
- Stamps with discounts ;
- Getting points is not that hard.

Cons

- Discounts only when points are gathered ;
- No nutrient description of the products ;
- App only in dutch.

Albert Heijn

Pros

- Discounts at ease ;
- Accessible card in the app ;
- Brochure with discounts can be seen inside the app.

Cons

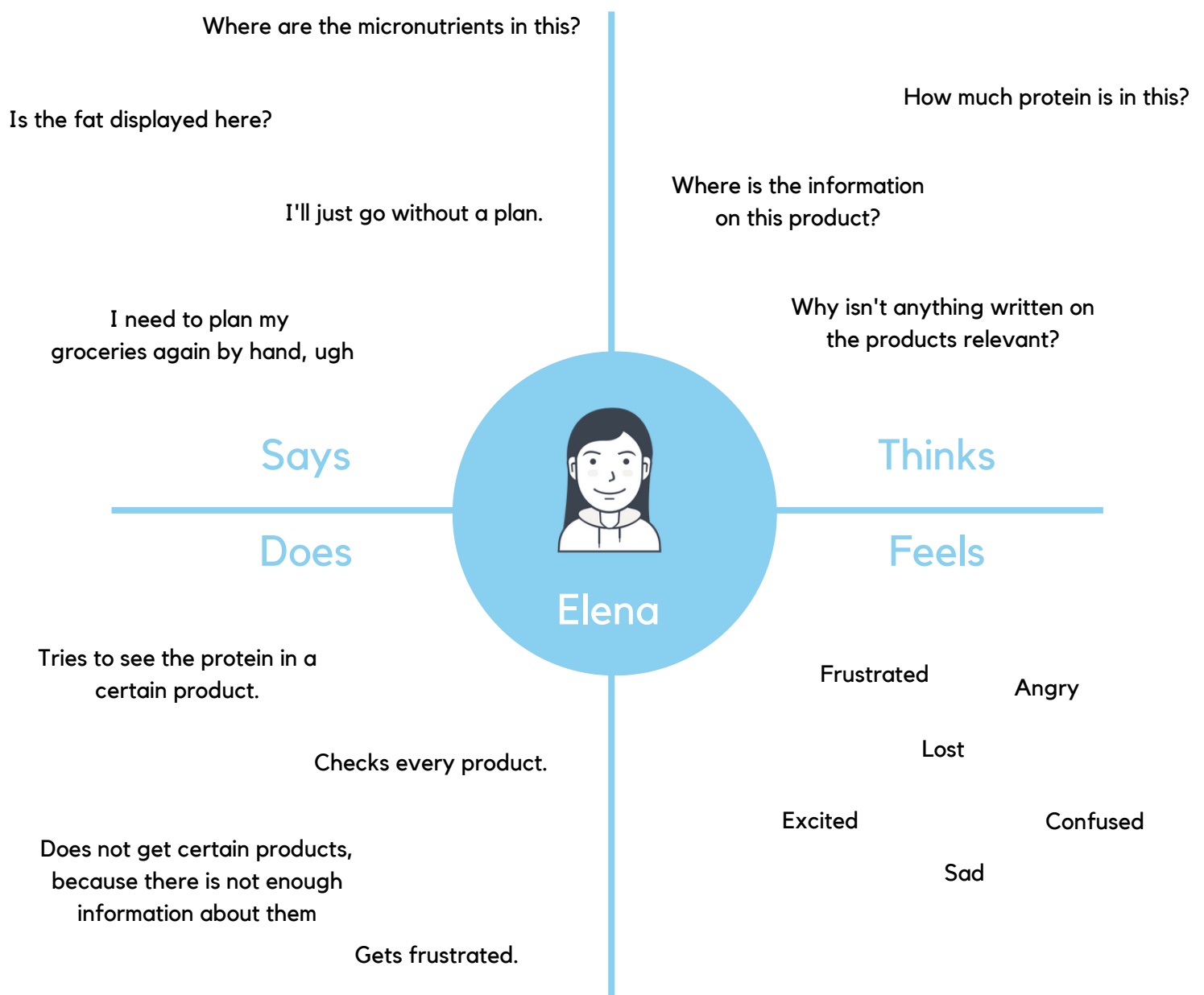
- No nutrient value indicator ;
- More focused on discounts rather than information of the products (in our situation) ;
- App only in dutch.

Even while we may not be able to offer as many services as Jumbo's app or Albert Heijn's, we can surely say that we offer a whole different purpose of our app - to give more information towards the healthy people, or even to the general public, which just want to inform themselves of the food they eat and make better decisions while shopping. Having a well-made shopping list, custom-made for the liking of the customer is our goal for NutriCart.

Although we don't offer discounts, we offer a better experience for the customers of the supermarkets, which often go without knowing what they want to get and end up not liking what they got.

MAIN FINDINGS

Empathy Map (a person going for groceries)



MAIN FINDINGS

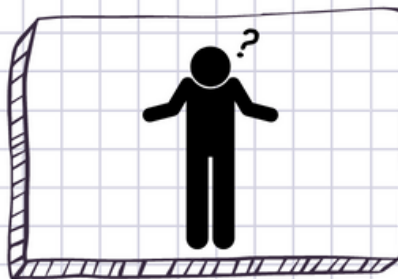
Storyboard

SHOPPING APP – NUTRICART



1

John wants to go grocery shopping.



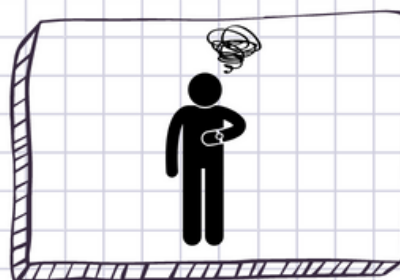
2

He doesn't know what he wants to get from the supermarket.



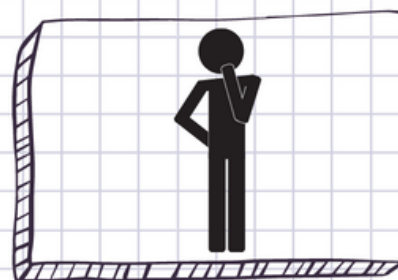
3

He starts writing down what he wants to get on a piece of paper.



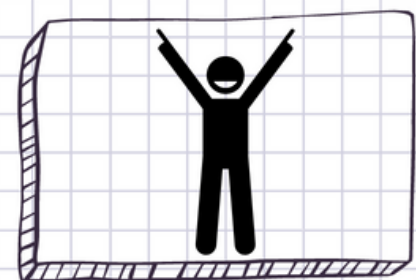
4

Gets frustrated when looking at some items, as they don't match his likings.



5

He starts thinking how he can find out the exact contents and their nutritional value.



6

John finds out about NutriCart and is able to please his needs and better his shopping experience that way.

With this storyboard, we want to show a person's story, who at first struggles to find his comfortable situation and does not know exactly how to manage his grocery shopping, then when he finds out about our product how it betters his shopping experience in a way that he can now enjoy it. And at the same time, he can spend less time looking at the labels that give little to no information about their contents.

POV & HMW

POINT OF VIEW

A person who needs help shopping, as they want to make their life better with a healthier choice of products when grocery shopping. Making a list is not a good substitution, as he does not want to waste paper and wants to have the list always on him.

HOW MIGHT WE

- Help people better their shopping experience?
- Give people the exact contents of the products they want to buy?
- Help people better their lives by showing them the nutritional value of certain foods?
- Add features that could stop people from using unnecessary paper?
- Create a new way of using your phone to your advantage?

CONCEPT FEEDBACK

01

Tracking

We want to track as many vitals as possible so that the person using the app can freely see how they are doing and with the tips below every measurement to help themselves. We need to acknowledge the difference between mental and physical fatigue. Every single vital can contribute to either.

02

Main focus

After taking into consideration the feedback we got from our testings and from our surveys and teacher meetings, we decided to continue with our initial idea of tracking the vitals of an individual and giving them the necessary information to help themselves as much as possible.

TESTINGS

The testings that have been conducted by us, Toni and Denisa, have proven to give us enough feedback, in order to give us that leash to continue with our project.

Links towards Toni's testings:

[Testing with Nikoleta](#)

[Testing with Yoana](#)

Links towards Denisa's testings:

[Testing with Johan](#)