**The proposal of a smarter shopping app——“Easy Save”**

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# 1. Need Identification

“Easy save” is going to focus on the software monitoring. Users’ device may be vulnerable to viruses and malicious information once there is a bug appeared in this app. It happens when phishing link replaces the original link and be clicked by users without awareness. Therefore, monitoring software on a frequent basis plays an important role in preventing bugs and viruses. Since “Easy save” does not provide services for users to make purchases directly through this app, users do not have to enter any bank information in “Easy save”.

The safety of users’ private information will barely be impacted when using this app if the software is well monitored. As a result, monitoring is more important than other areas of safety and security.

# 2. Target Audience

The primary audience is international students. There are two reasons that international students would be attracted by this app. Firstly, international students are normally not familiar with Australian shopping malls and supermarkets. Especially, they do not have a clear understanding about where they can find the cheapest price for the same product. They also do not know where to go if they want to buy a particular product. “Easy save” provides all discount information in all shops. Therefore, users can not only find discount information of the product but also find the place in which they can buy this product when they use “Easy save”. Secondly, considering high tuition fee and living costs in Melbourne, international students normally have to do a part-time job to cover their living expenses. Therefore, they would pay more attention on the discount information to reasonably reduce their living costs. “Easy save” provides them with an easier way to monitor discount information so that it saves their time.

The secondary audience for this app is the full-time staff who are busy with their works. They do not have spare time to look through discount information in each shop and find out the lowest price of their desired product among all shops. “Easy save” allows them to buy their desired product at a desired price with minimal time investment.

International students need software monitoring the most to secure their safety as they have a weak ability to recognise malicious information such as deceitful messages. Generally, international students have a lower English level. It takes longer time before they notice the nature of the information received. As a result, international students are easily attacked by viruses. Besides, most of international students are lack of local legal knowledge so that they have limited understanding about how to protect their legal rights and reimburse their loss when they become the victim of fraud. Monitoring software plays a pivotal role in preventing and detecting bugs. It reduces the possibility to a large extent that international students would be exposed to viruses and malicious information.

# 3. The Idea

“Easy save” is an app that provides discount information of every shopping mall and supermarket in Australia. The main function of this app is to collect and display all discount information for the usage of users. For the same products in different shops, this app can make compare among them and provide a better price for users. “Easy save” also has a search function for users to search the discount information of a particular product. When users type product name in the search box, all prices of a discounted product in different shops will be displayed, and the shop with the lowest price of this product will be automatically recommended to users. It also provides web links of each shop, which allows customers to go on-line shopping in an easier way. Therefore, the purpose of this app is to make purchase more easier and save money for users. It is necessary to illustrate that “Easy save” is to mainly display and compare the discounted products in different shops. For the products that are not in sale, there is a “wish list” displayed in the home page of the app which users can put the product that they are willing to buy into. When the product is in sale, users will receive notification from the app. This function brings convenience to users by enabling them to pay less attention to tracking the price of the product.

There are two reasons that both international students and full-time staff will be appealed by “Easy save”. First and foremost, this app is completely free to the public. It means that all discount information is available to all users. They will be able to use it with full confidence that there will be no chance of being charged unconsciously. In the second place, users’ private information will not be involved in “Easy save” as users do not need to register as a member to have access to all discount information. It simplifies the procedure and maintains safety of users’ private information.

In order to ensure that the app is well monitored, the app designer is supposed to check processing procedure once a day. Designer should increase check frequency after detecting and correcting bugs.

# 4. Competitor Analysis

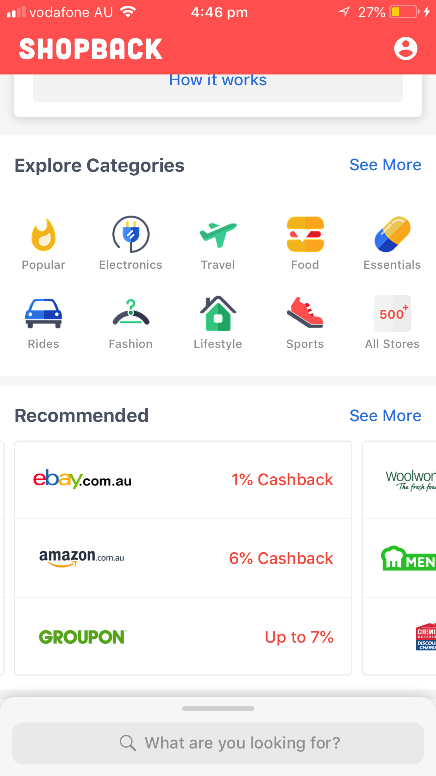
## 4.1 Lasoo

Lasoo is one of competitors of “Easy save”. It is free to users which is the same as “Easy save”. The key features of Lasoo include that users are provided two ways to search a particular good. They can type either product name or the shop name to view the discount information of this product. Besides, all discounted products are classified by its features and purposes. It is useful when users do not have a desired product in mind. It provides users with more options. Most users think this app is helpful and handy. Users have full access to thoroughly browse all local catalogues for the best deals on absolutely anything. However, there are still some users who consider it as useless because it often crashes (Lasoo Pty Ltd 2012, p.2). The screenshot of the most common user interface is shown as below.



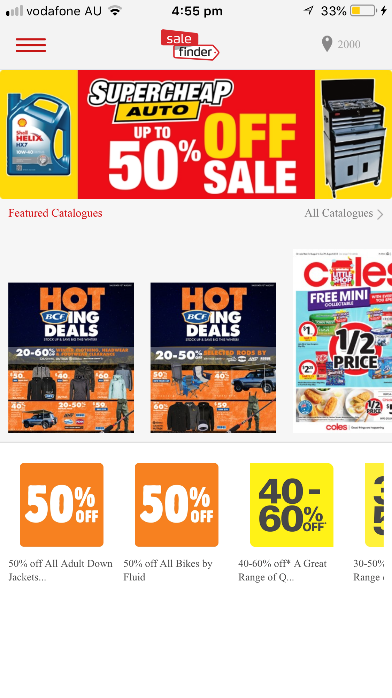
## 4.2 Shopback

Shopback is an app where users can claim cash back when they shop in the stores listed in Shopback. Almost all famous stores are listed in this app, and each store provides different rate of cash back. It normally takes around two months before cashback becomes redeemable. Therefore, Shopback attracts many users by offering the same products at a lower price, which is the price strategy of this app. Most users love this app because it can help them to save money. Some users complained about that the cashback they claimed is less than half the cashback promised (eCommerce Enablers Pte Ltd 2017, p.2). The screenshot shows that the home page of this app is concise with a “recommended” space where users have a clear understanding about how much cashback is offered in most popular stores.



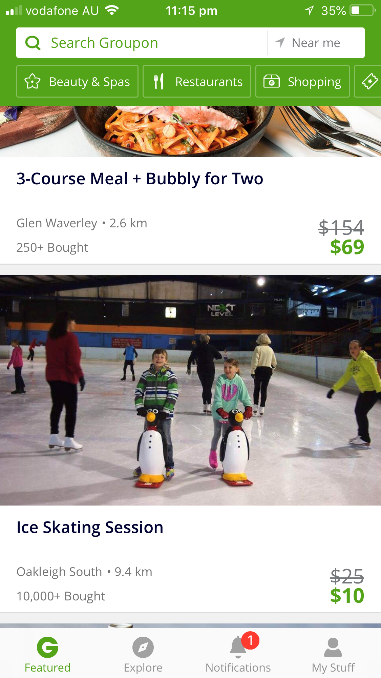
## 4.3 SaleFinder Australia

SaleFinder Australia is also a competitor of “Easy save”. This app is similar to Lasoo. It provides customers with a large range of discount information in different stores for free. The core feature of this app is that the discounted product information is provided specifically to customers. For instance, a pack of fruit drink is in sale which includes 4 bottles. When users click the product picture, the valid period of the offer and the price each and per litre will be displayed. Some customers think it is useful, while in others’ opinion, catalogues are not loading, which needs to be fixed (SaleFinder Ltd 2018, p.2). The home page is showed as below.



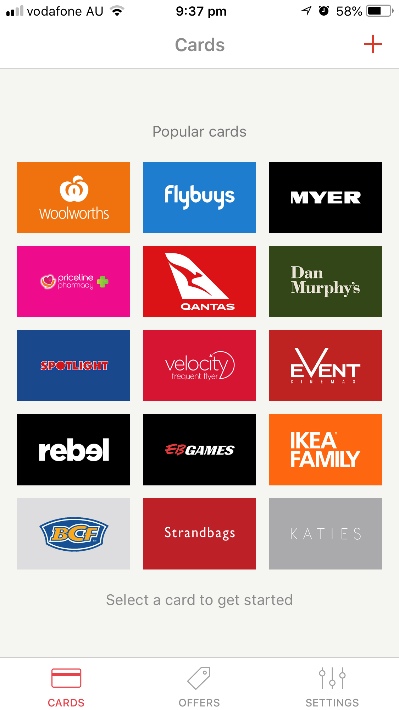
## 4.4 Groupon

Groupon is a famous app offering vouchers in many categories such as beauty and food. Customers can enjoy food or a trip at a price of up to 70% off the original price when using Groupon. The core feature of this app is that it also offers a discount for some activities like ice skating. It makes this app becomes irreplaceable to all users. In some users’ perspective, there are many products offered which are high quality with excellent price. However, Groupon fails to make timely update for the information provided. It causes that users complained about visiting some stores that no longer operate (Groupon, Inc. 2017, p.2). The most common user interface is displayed as below.



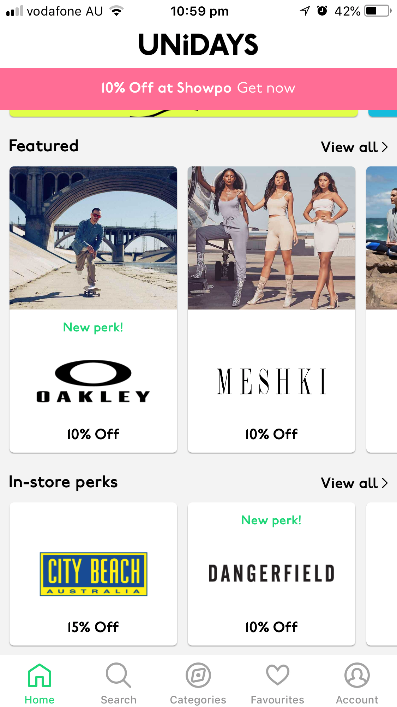
## 4.5 Stocard

Stocard is an app that can store all royalty cards for users. It helps users to better manage their royalty cards. After adding card, the related offers will be displayed so that users do not have to download app for each store and check offers one by one. With this app, users can collect points by scanning barcode stored in Stocard instead of bringing all cards with them. This app is completely free. The most common good comment is that this app saved users’ purse from exploding. The bad comment is that it is useless that some vendors refuse to use it (Stocard GmbH 2016, p.2). The screenshot of the most common user interface is showed as below.



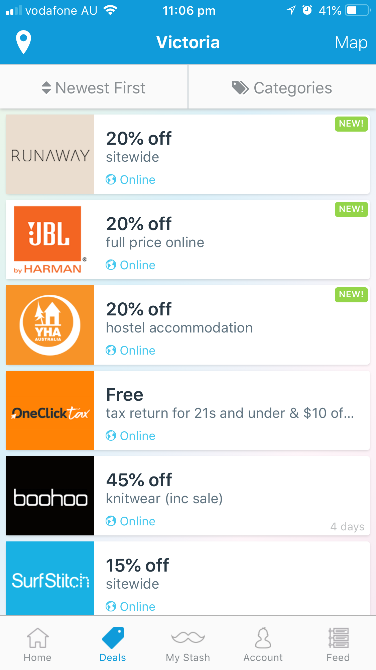
## 4.6 Unidays

Unidays provides discount on different stores only for students. In order to be eligible for a discount price, users should register an account and verify it by logging in learning portal of universities. This app is also free. The most common good comment is that this app is easy to use. The bad comment is that sometimes the app is not working (UNiDAYS 2017, p.2). The picture below shows the most common user interface of Unidays.



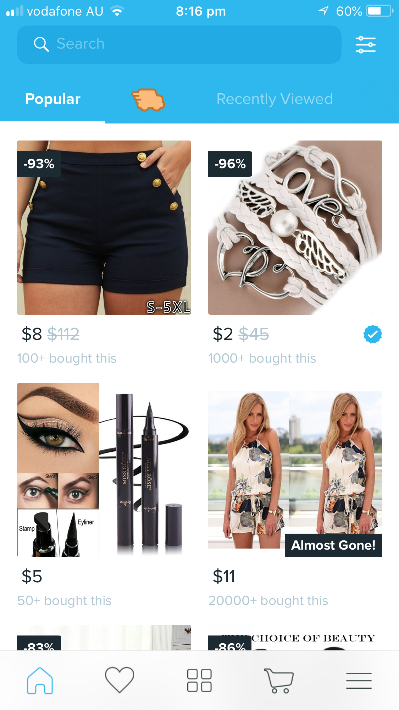
## 4.7 Student Edge

Student Edge is similar to Unidays. It mainly offers discount for top brands for students. The core feature of Student Edge is that a map of discount locations is provided so that users can find the best deals near them. All information in this app is free. Some users think this app is handy because of the discount map which makes it easy to see what discounts they can get around the area. Some users complain about a login issue in this app that it keeps showing that password entered is wrong even if it is correct (Student Edge 2014, p.2). This picture shows the most common user interface of Student Edge.



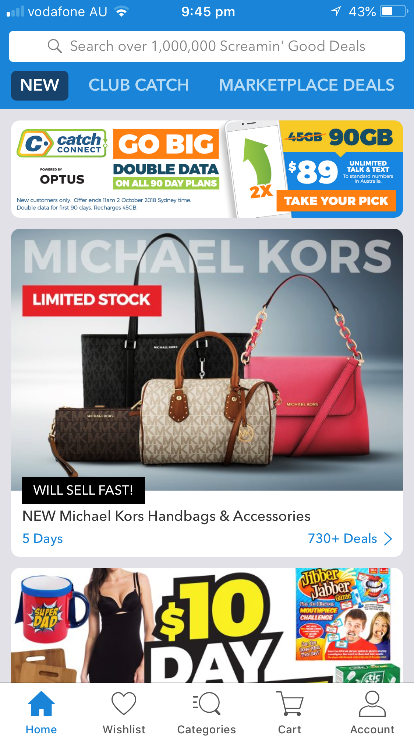
## 4.8 Wish

Wish is a mobile shopping app. It offers discount on products as it connects shoppers directly to a large number of manufacturers. Therefore, users can buy products at an amazing price with the same quality as the products they can buy at the mall. The price strategy is that the items sold in this app are at up to 90% off which is much higher than the discount offered in other shopping apps. Apparently, this strategy attracts more customers. Some users are satisfied with the cheap products, while other customers complained that the price of some products is different from the price showed in advertisement (ContextLogic Inc. 2017, p.2). The most common user interface is displayed as below.



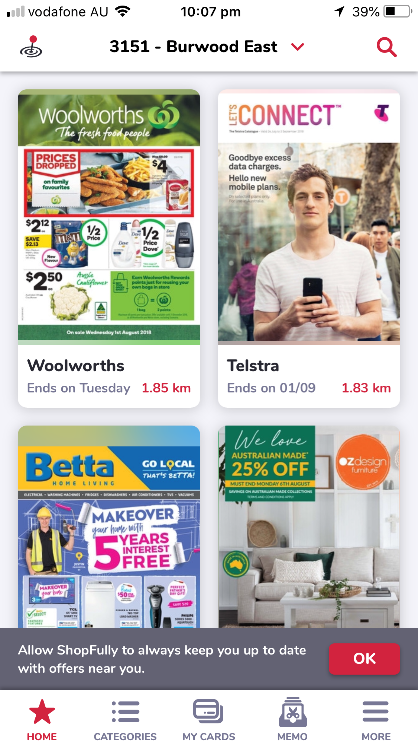
## 4.9 Catch

Catch is also an online shopping app that provides time limited sale events. The core feature of this app is that it offers discount on luxury brands. Generally speaking, discount is barely offered for luxury products in most shopping malls, so Catch is useful especially when users use it to purchase expensive products. The price strategy of this app is providing high discount for luxury products. The most common good comment is that users can get help in a timely basis when they are facing troubles during shopping. The bad comment is that this app is buggy (Catchoftheday.com.au pty ltd 2016, p.2). This picture is the most common user interface of Student Edge.



## 4.10 Shopfully

Shopfully collects and displays discount catalogues of almost all stores and supermarkets in Australia. The core feature of this app is that the nearest store location will be displayed right below the store catalogues in the home page. It provides convenience for customers to visit physical stores. This app is free for all customers. Some users think this app is convenient, while other customers think there are too many advertisements in this app which are annoying (DoveConviene S.r.l. 2017, p.2). The most common user interface is displayed as below.



# 5. Resource Analysis

Resources that will be required to be made for this app are listed as below:

Images from web site of Coles. (7 images)

Images from web site of Woolworths. (4 imgaes)

Texts from web site of Coles. (7 texts)

Texts from web site of Woolworths. (4 texts)

Icons from Free Vector Icon (21 Icons)



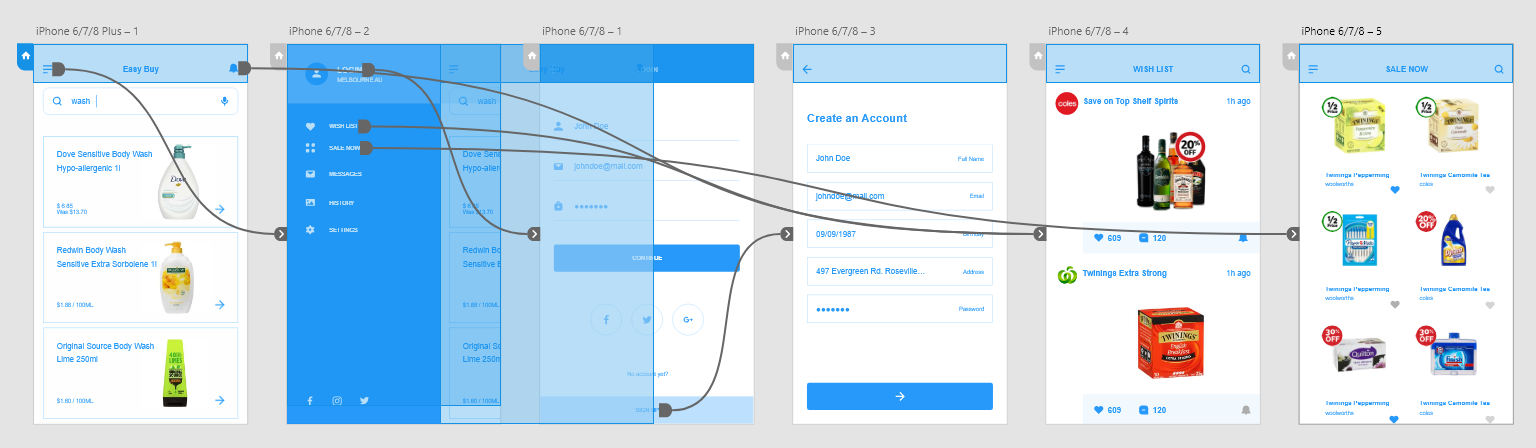
# 6. Prototype Features

The main feature of the prototype of “Easy save” is to provide discount information in all stores in Australia. By automatically comparing the discount price of the same product, the cheapest product will be recommended to customers. The aim of this app is to save money and time for users.

# 7. Visual Feel

I want target audiences to feel comfortable and relax while using “Easy save”. In my opinion, it would be one of the features that attracts more audiences. Considering that students and full-time staff are busy with their study and works, I hope that this app can help them to relieve their stress to some extent. Therefore, I will try my best to achieve a green app which means that no advertisements and pop-ups will be appeared in this app. All information displayed would be relevant and useful. Besides, I will use a soft colour as the background colour such as light blue. The content in the home page should be concise with the links of popular shops listed where products are currently in sale.

# 8. Example Design



# References:

Catchoftheday.com.au pty ltd 2016, *Catch - Online Shopping Deals*, App Store, retrieved 13 Jul 2018, <https://itunes.apple.com/au/app/catch-online-shopping-deals/id505027211?mt=8 >.

ContextLogic Inc. 2017, *ShopFully*, App Store, retrieved 30 Jul 2018, < https://itunes.apple.com/au/app/shopfully/id446366839?mt=8 >.

DoveConviene S.r.l. 2017, *Wish - Shopping Made Fun*, App Store, retrieved 28 Jul 2018, < https://itunes.apple.com/au/app/wish-shopping-made-fun/id530621395?mt=8 >.

eCommerce Enablers Pte Ltd 2017, *ShopBack - Cashback & Coupons*, App Store, retrieved 21 Jul 2018, < https://itunes.apple.com/au/app/shopback-cashback-coupons/id1086505626?mt=8 >.

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Student Edge 2014, *Student Edge ·Deals News Comps*, App Store, retrieved 29 May 2018, < https://itunes.apple.com/au/app/student-edge-deals-news-comps/id882692146?mt=8 >.

UNiDAYS 2017, *UNiDAYS: Student Deals,* App Store, retrieved 19 Jun 2018, <https://itunes.apple.com/au/app/unidays-student-deals/id599608562?mt=8 >.