Consumers: Style of App: Inventory: Functions: Pricing: people on compares set price stores in your sends Shopping a budget, prices at groceries area based on transportation cheaper for week reminders lists ie. college best prices different alternatives page page students stores when adds up notifies you recipes tracks how People healthier cleaning stores pet when you total long an item alternatives who are supplies reach a supplies page open and typically lasts page amount in certain forgetful you close cart amount coupons get displays added pay on app, Household includes recommended connects inventory with slots for automatically entertainment dietary stores page Items unorganized to of store credit and after spending restrictions people a certain instacart debit card amount lists spending healthier make multiple reminds you notifies when history options People lists for discounted when you are you favorite page different products at running low page who love are items are in stores of type store on items stock available to shop of items Keeps recipes are finds where avaliable and track of People with Adjustable the item is in the limited order budget the store (aisle ingredients budgeting #s) are listed history experience