INCREDIBLY

Make Sense of your Food,
One Scan at a Time

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Problem Statement and Solution

- Difficulty in comprehending the ingredient list just by glancing.
  So here we present to you INGREDIBLY, your pathway to a Conscious Buying Experience.

- Know exactly what you buy contains and get similar products recommended with or without a specific ingredient depending on your requirement

- Being User Friendly, with just one scan of the product, it provides the ease of access to detailed information on ingredients (source, use in product , allergen information) used in a product which helps buyers make an aware purchase

- The app allows personalisation to seamlessly fit into the user's lifestyle and routine through accurate ML models that will automatically adjust content based on user's preferences.

- Use of Augmented Reality for a more interactive in-store experience.

Unique Selling Point

- Dynamically updated database to reflect the store's inventory.

- Detailed information on ingredient details

- Suggests similar available products customized to user needs

TECH STACK

- Django - Web Framework

- MongoDb - Database

- Google_Images_Search - python library to get url of given product's image

- OpenAI - A python library to send queries to ChatGPT API and get responses.

- EasyOCR, OpenCV - live image capturing and conversion to text.

- Python Machine learning algorithms for recommendation systems

BUSINESS PROSPECTIVE

- Deployed specifically for large **Retail Stores** to find products based on a buyers need (helps <u>reduce task of shopping assistants</u>) .

- **Paid Partnership** : Product brands can partner up for their products to be highlighted when recommending similar products

- **Affiliate Links** : Purchase recommended product on other existing shopping apps routed through our application

TARGET USERS

A quarter of Indians now avoid allergens in the food they buy—and tell us they are hungry for innovation.

Whether you're an allergy warrior, health-conscious guru, busy parent, plant-powered pro, fitness fanatic, seasoned traveler, culinary creator, or a nutrition-savvy expert, our app is designed with YOU in mind.