eat it!

Recommendation-based
Grocery Shopping Service

TEAM #2 노미래 김영중 문호 이재봉 장천하 장호

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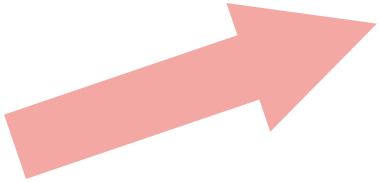
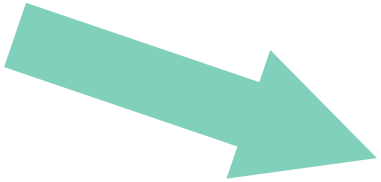
Grocery Shopping





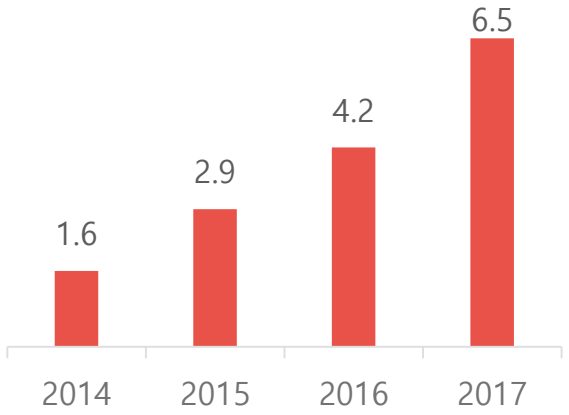
Offline Store

Online Store

1 Background

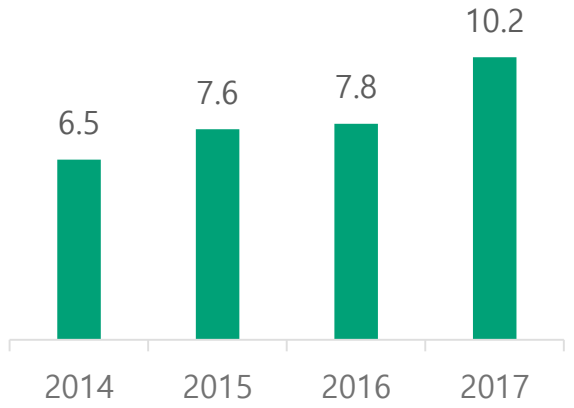
Online Grocery Shopping

Market Growth



국내 음/식료품 연간 온라인 거래액

* 단위 : 조원 * 자료 : 국가 통계 포털



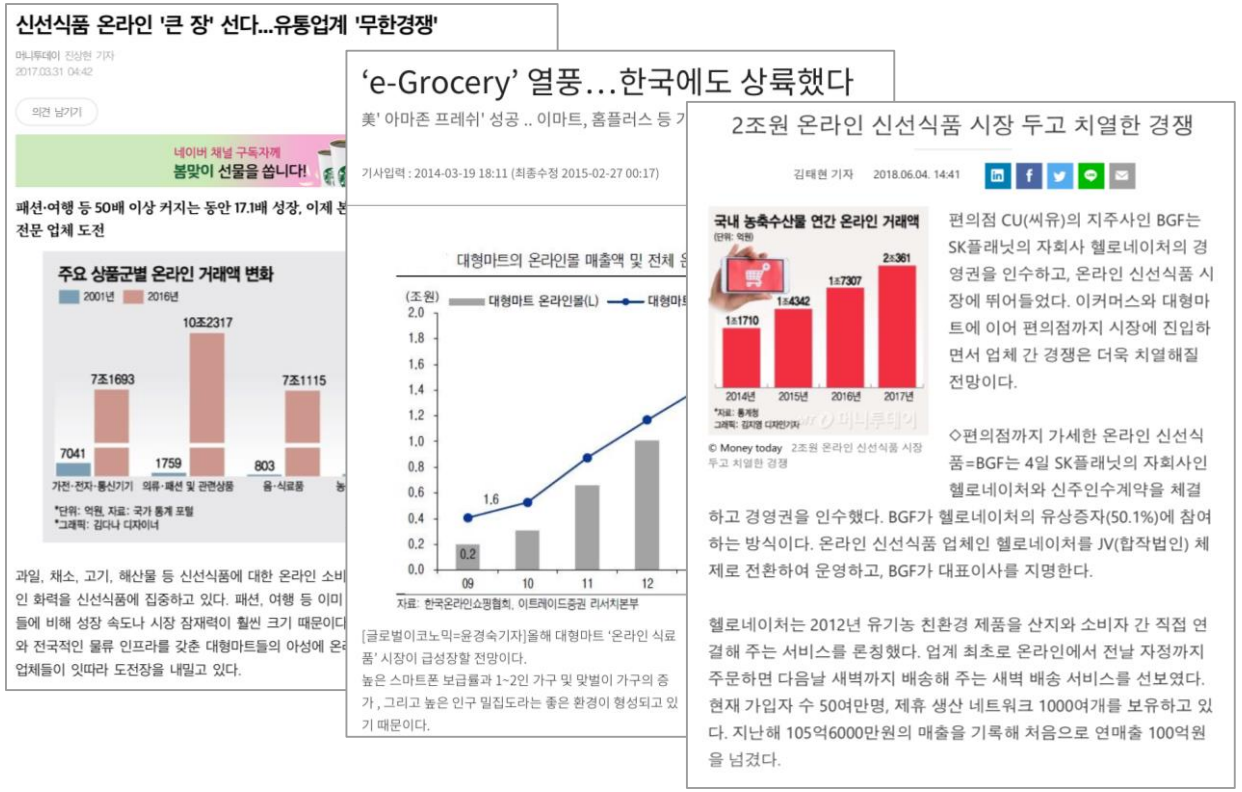
국내 농축수산물 연간 온라인 거래액

* 단위 : 천억원 * 자료 : 국가 통계 포털

1 Background

Online Grocery Shopping

Market Growth



신선식품 온라인 '큰 장' 선다...유통업계 '무한경쟁'

주요 상품군별 온라인 거래액 변화

'e-Grocery' 열풍…한국에도 상륙했다

대형마트의 온라인몰 매출액 및 전체

2조원 온라인 신선식품 시장 두고 치열한 경쟁

김태현 기자 2018.06.04. 14:41

국내 농축수산물 연간 온라인 거래액

편의점 CU(씨유)의 지주사인 BGF는 SK플래닛의 자회사 헬로네이처의 경영권을 인수하고, 온라인 신선식품 시장에 뛰어들었다. 이커머스와 대형마트에 이어 편의점까지 시장에 진입하면서 업체 간 경쟁은 더욱 치열해질 전망이다.

◇편의점까지 가세한 온라인 신선식품=BGF는 4일 SK플래닛의 자회사인 헬로네이처와 신주인수계약을 체결하고 경영권을 인수했다. BGF가 헬로네이처의 유상증자(50.1%)에 참여하는 방식이다. 온라인 신선식품 업체인 헬로네이처를 JV(합작법인) 체제로 전환하여 운영하고, BGF가 대표이사를 지명한다.

헬로네이처는 2012년 유기농 친환경 제품을 산지와 소비자 간 직접 연결해 주는 서비스를 론칭했다. 업계 최초로 온라인에서 전날 자정까지 주문하면 다음날 새벽까지 배송해 주는 새벽 배송 서비스를 선보였다. 현재 가입자 수 50여만명, 제휴 생산 네트워크 1000여개를 보유하고 있다. 지난해 105억6000만원의 매출을 기록해 처음으로 연매출 100억원을 넘겼다.

1 Background

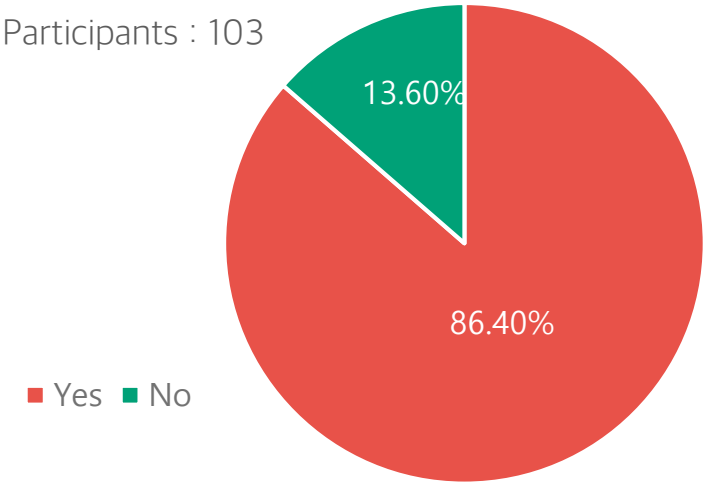
Online Grocery Shopping

Market Growth

Our Survey

Have you ever bought groceries online?

* Participants : 103



Most of people
have been brought groceries online!

1 Background

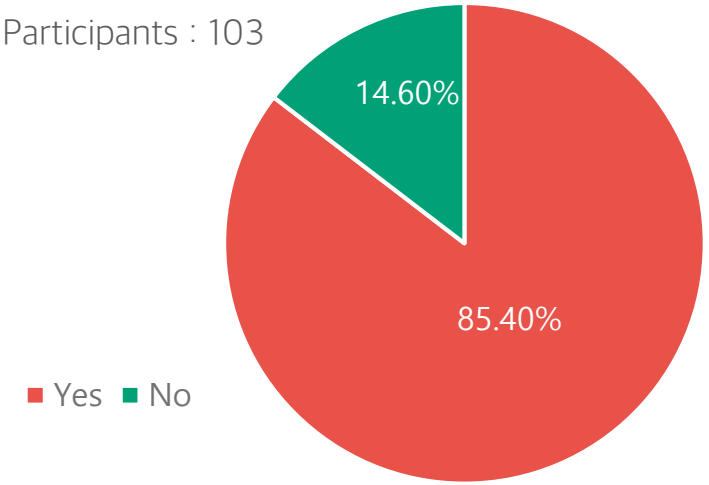
Online Grocery Shopping

Complaints

Our Survey

Have you ever been bothered
because you have to pick up each item and buy it?

* Participants : 103



The user have to pick every single item

1 Background

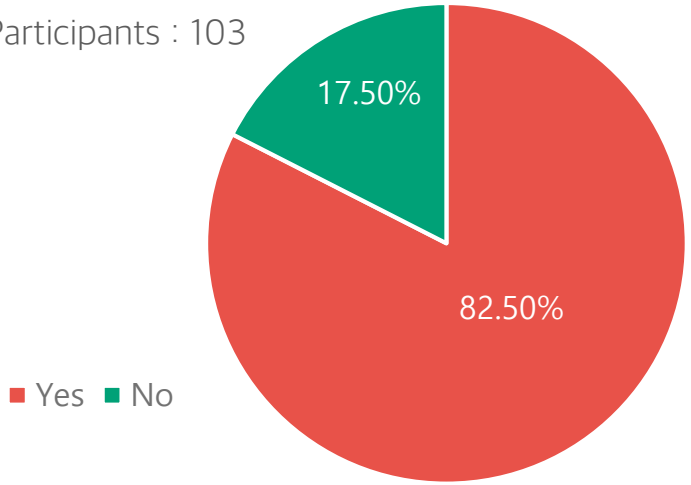
Online Grocery Shopping

Complaints

Our Survey

Have you ever wondered
what to cook or what ingredients to use?

* Participants : 103



The user don't know what to eat
and what ingredients to use!

1 Background

Our Suggestion

eat it!

Recommendation-based
Grocery Shopping Service

Online Grocery Shopping

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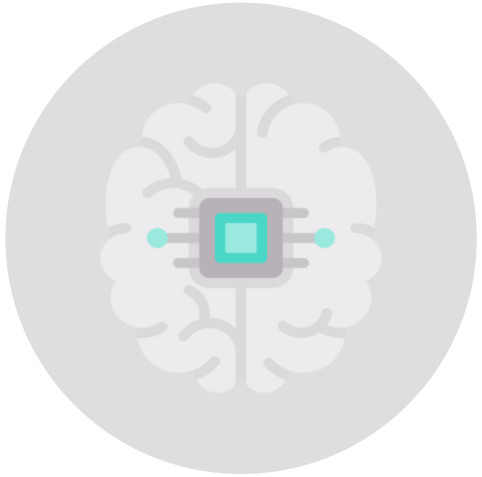


Machine Learning

1 Background

Our Suggestion

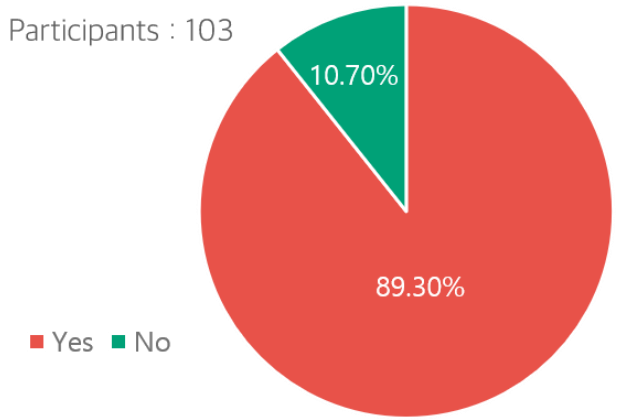
eat it!

Recommendation-based
Grocery Shopping Service

Our Survey

Would you like to use a grocery shopping service
that recommends you what to eat for you?

* Participants : 103



People would like to use
food recommendation shopping service!

Objectives

1. Background
2. System Objectives
3. Related Services
4. Technical Background
5. Development
6. Expectancy Effects

2 System Objectives

Personalized Recommendation

Our project's main goal is to implement a personalized recommendation system based on Machine-Learning. A new user evaluates given data set of menus so that system analyzes the user's taste. When the user want to receive a menu recommendation, the system will recommend menus that the user highly like to prefer. The system analyzes user's taste again if the user evaluates the purchased product.

2 System Objectives

Provide exactly what users want

According to our survey, most users don't know what to eat and how to cook. Therefore our service will provide effective filtering function and recipes appropriate for selected food. If the user doesn't want to cook, he can simply select already cooked food. If he wants to cook with ingredients, the service provides required ingredients and a recipe of the menu.

2 System Objectives

Easy to approach, easy to use

People don't want to consume a lot of time for getting foods, and that's why they use online grocery shopping service. That is, accessibility and easy user experience are essential to our service. We firstly implement our service in Android environment for accessibility. Also, we're going to analyze similar grocery shopping services and apply their convenient functions to our application for improving user experience.

Related Services

3 Related Services

Emart Mall

Checklist

- [ ] Personal Recommendation
- [ ] Provide menus' recipes
- [x] Single ingredient shopping
- [x] Food filtering by cooking type

3 Related Services

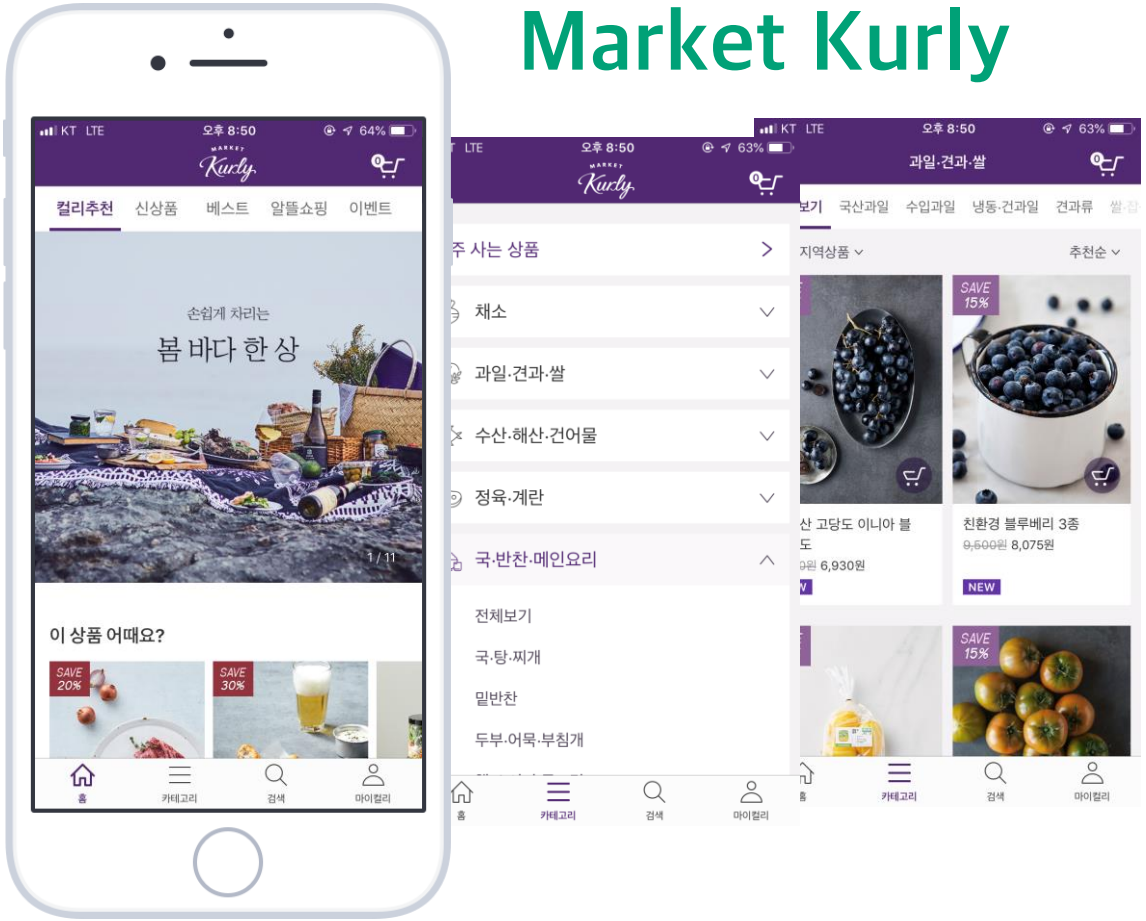
Hyfresh

Checklist

- [x] Personal Recommendation
- [x] Provide menus' recipes
- [ ] Single ingredient shopping
- [ ] Food filtering by cooking type

3 Related Services

Market Kurly



Checklist

- [ ] Personal Recommendation
- [x] Provide menus' recipes
- [x] Single ingredient shopping
- [ ] Food filtering by cooking type

3 Related Services

	Personal Recommendation	Provide Recipes	Single Ingredient Shopping	Filtering by Cooking Type
	X	X	O	O
	O	O	X	X
	X	O	O	X
	O	O	O	O

Technical Background

4 Technical Backgrounds

Front-End

Android Studio

Front-end development

Back-End

MySQL

Database for our system

Node.js

Server for our system

4 Technical Backgrounds

Machine Learning

APIs

TensorFlow

Machine-Learning Framework

Firebase ML Kit

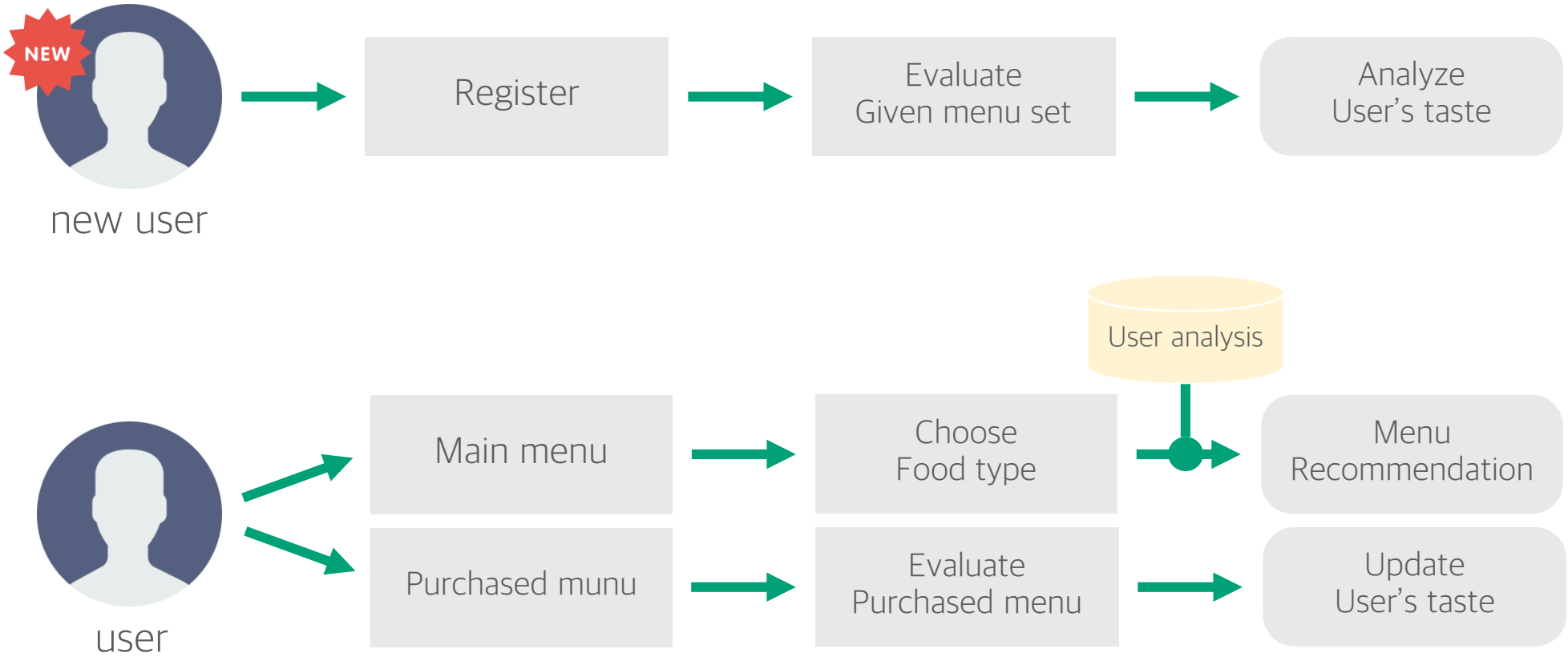
For running TensorFlow in Android

Naver & Kakao

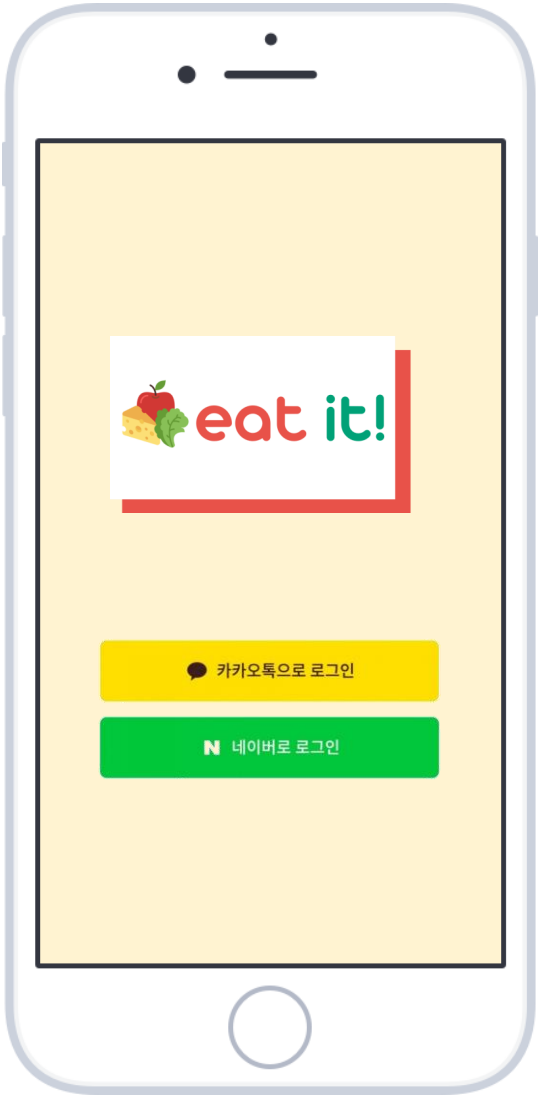
For quick register and login

Development

5 Flowchart


NEW
new user
Register
Evaluate
Given menu set
Analyze
User's taste
User analysis
user
Main menu
Purchased munu
Choose
Food type
Evaluate
Purchased menu
Menu
Recommendation
Update
User's taste

5 UI Prototype



Start Page

We provides quick login service through kakao and NAVER.

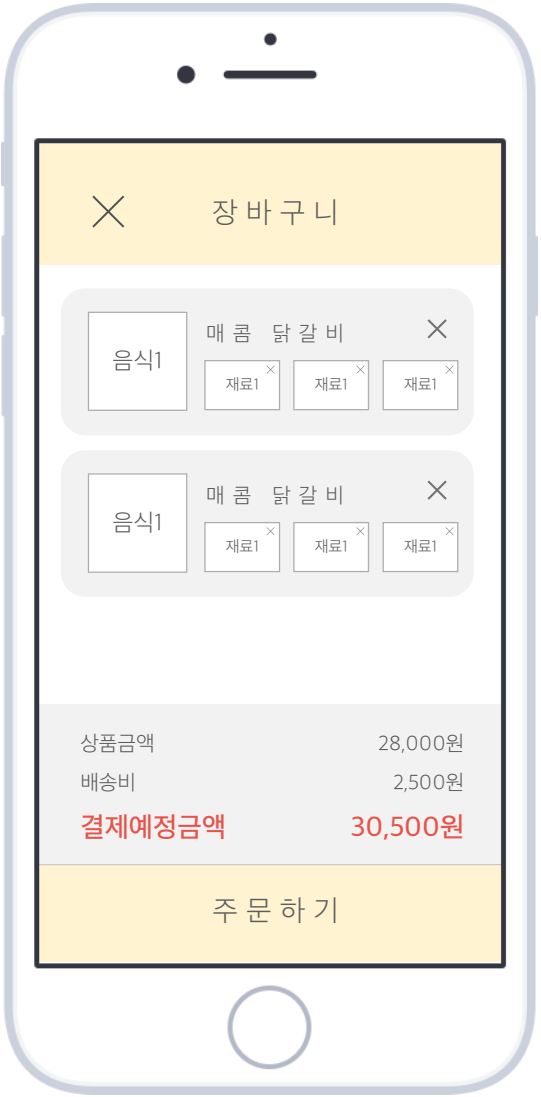
First Evaluation

A new user have to evaluate given menus for taste analyzing.

5 UI Prototype

Main Menu

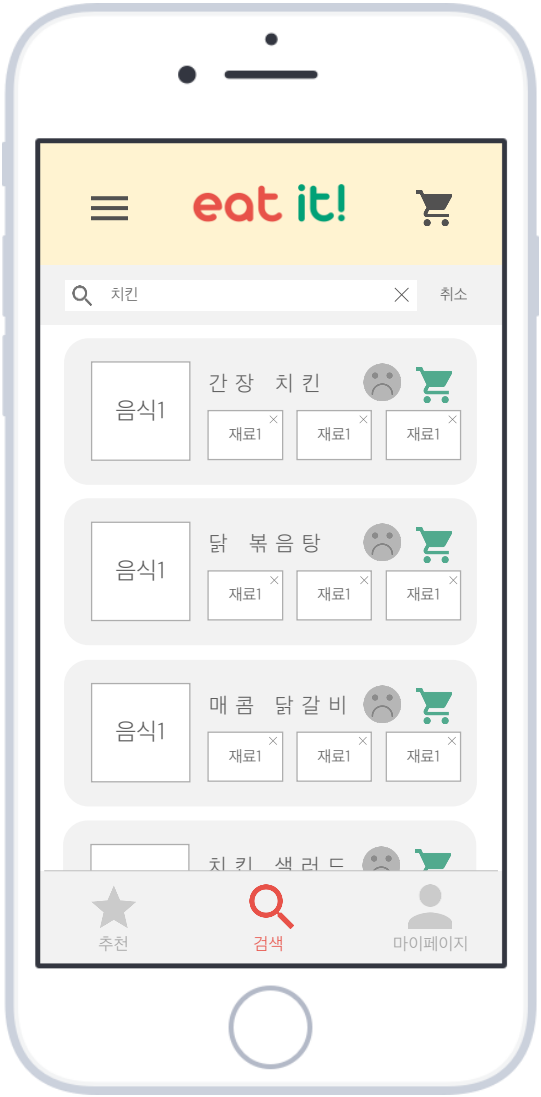
We suggests menus that the user will like. The user can see the menu and its ingredients. The user can pick item to cart.



Cart

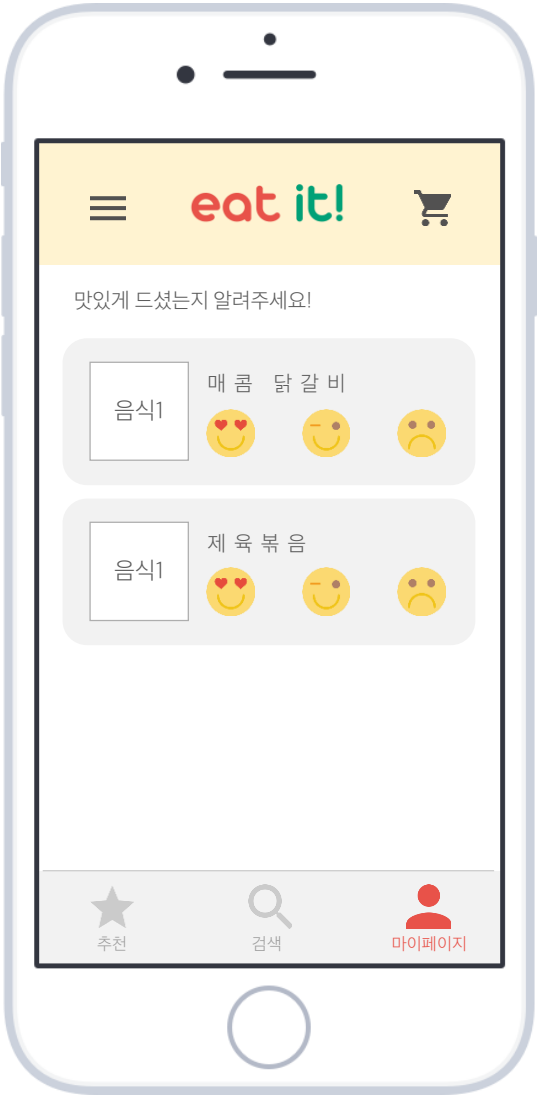
Users can see what they picked. They can check whole price and press order button to order them.

5 UI Prototype



Search

Users can see what they exactly want to buy through search tab.



Post Evaluation

After the users get and eat the food, they can evaluate purchased products. The result affects the taste analysis system.

Expectancy Effects

5 Expectancy Effects

Resolving Customer's Worries

User do not have to pick every food for grocery shopping. Our service provides every recommendation. They just have to pick!

Personalized Solution

Taste analyzing done by machine learning system provides not universal recommendation, but personalized recommendation.

5 Expectancy Effects

Convenience

Users do not have to go through bothering processes to get food. The service provides easily accessible environment and convenient user experiences.

One Service Providing Everything

Users do not have to search recipes and ingredients for preparing single meal. The service provides all ingredients and the recipe when the user pick suggested menu.

Thank you!

References

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