Hallo Magenta,

Wo soll ich einkaufen gehen?

I WOULD LIKE TO ASK YOU ALL, HOW DO YOU DECIDE WHERE TO GO TO BUY GROCERIES?

DIMENSION 1.0: METRICS, LIKE "WHY GO TO REWE RATHER THAN NETTO"

03

Survey
Result
Dimension
1.0

- LOCATION
  - Distance
  - Opening time

- PRICE & QUALITY
  - Self-branded
  - Bio-quality

- ESTIMATED TIME CONSUMPTION
  - Personal Free Time
  - Are The Shops crowded
  - Risk of Covid infection

- SPECIAL OFFERS
  - Coupons
  - Sales
  - Special offers

I WOULD LIKE TO ASK YOU AGAIN, HOW DO YOU DECIDE WHERE TO GO TO BUY GROCERIES?

DIMENSION 2.0: ACCESS TO INFORMATION, LIKE HOW TO KNOW VISITING REWE IS FASTER THAN VISITING NETTO

04

Survey
Result
Dimension
2.0

- EXPERIENCE

- SMART DEVICES
  - google, siri, alexa
  - google/ios maps

- ADVERTISEMENTS IN MEDIA

  - newspapers
  - gutscheins
  - www.kaufda.de

- ONLINE ORDERING

- **LOCATION**
  - Distance
  - Opening time

- **PRICE & QUALITY**
  - Self-branded
  - Bio-quality

STATIC FACTORS

EXPERIENCE

SMART DEVICES

ADVERTISEMENTS IN MEDIA

- **ESTIMATED TIME CONSUMPTION**
  - Personal Free Time
  - Are The Shops crowded
  - Risk of Covid infection

DYNAMIC FACTORS

- **SPECIAL OFFERS**
  - Coupons
  - Sales
  - Special offers

Our Goal
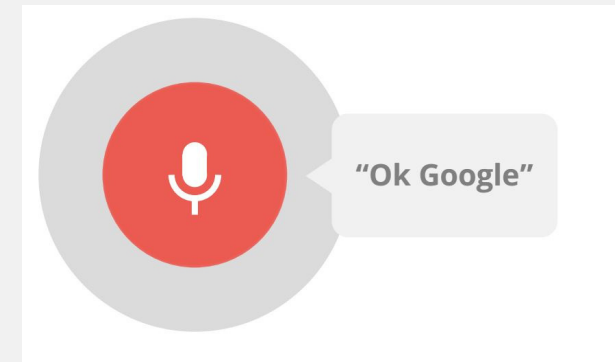
BUSINESS CONCEPT

SUPERMARKETS, SHOPS AS CLIENTS

Information on special offers

For matching with customer shopping lists

CAFÉ, RESTAURANT AS A CLIENT

Provide crowding information

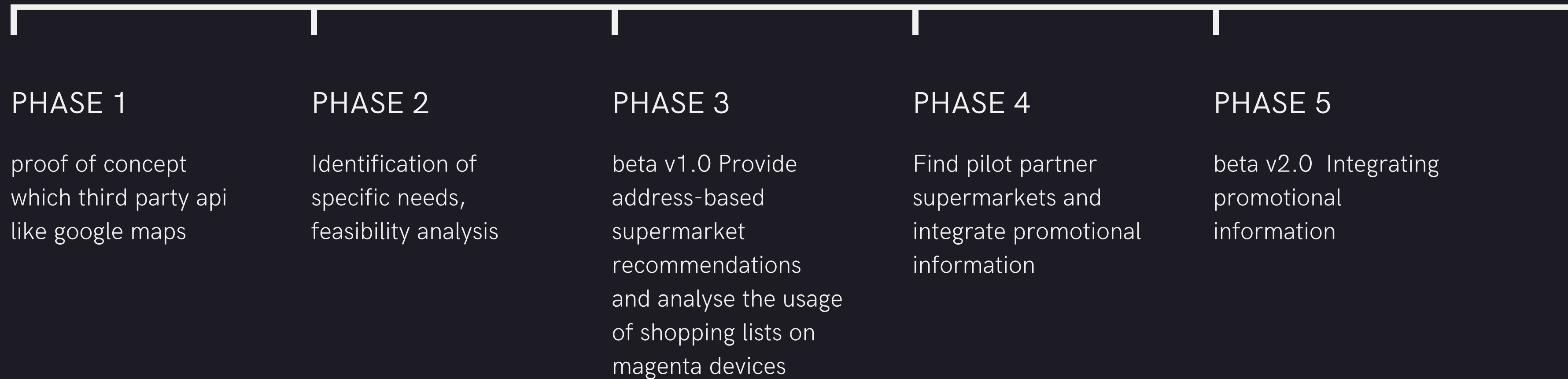Avoid long queues of people during covid

SPEAKER USERS AS CLIENTS

Learn customers' purchasing habits
For targeted promotion

How to implement

PHASE 1

proof of concept which third party api like google maps

PHASE 2

Identification of specific needs, feasibility analysis

PHASE 3

beta v1.0 Provide address-based supermarket recommendations and analyse the usage of shopping lists on magenta devices

PHASE 4

Find pilot partner supermarkets and integrate promotional information

PHASE 5

beta v2.0 Integrating promotional information

Video Concept

GITHUB

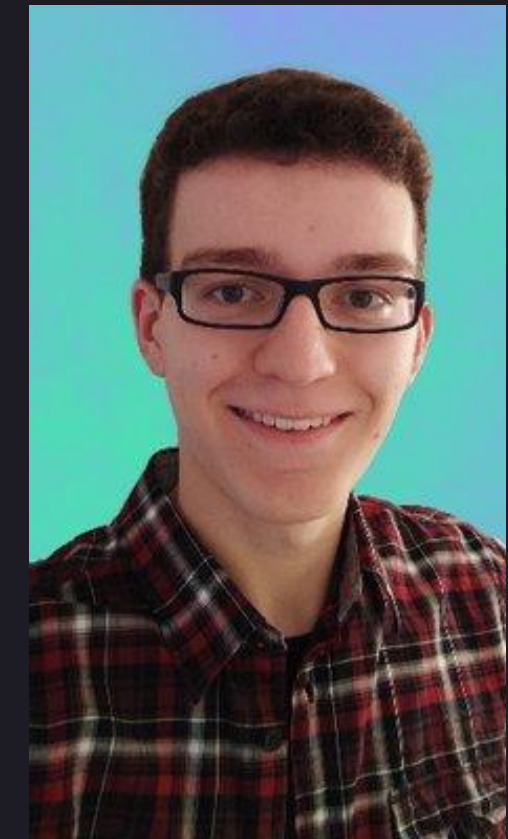https://github.com/notagenius/Einkaufen

Work with us

TEAM37

WEILING XI

Developer / Designer

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Developer / Designer

Pitch