

GROCER4U

INNOVATION FOR DISADVANTAGED GROUP

Presented by Group 4





INTRODUCTION

- Elderly individuals living alone face challenges managing groceries and kitchen tasks
- GROCER4U is designed to:
 - enable online grocery shopping and doorstep delivery
 - track food expiration dates
 - suggest recipes based on purchases
- Goal:
 - simplify daily life
 - promote independence
 - reduce stress





EMPATHY



OBSERVATION

- seniors struggle with shopping due to health, transport, and safety issues
- monitoring food consumption is crucial due to low immunity



INTER

Issues: expiration date
purchases, and was
idea but emphasized



VATION

hopping due to health,
issues monitoring food
due to low immunity

EMPATHY



INTERVIEWS

- Issues: expiration dates, duplicate purchases, and waste
- seniors liked the idea but emphasized data security



DEFINE

- Analysis and research helped identify users' needs
- A mobile app is the best solution for solving these problem, aligning with daily habits



/user



IDEATE

- Brainstormed features to address user problems:
 - logo
 - user interface
 - app innovations
- Designed with elderly users in mind for simplicity and suitability





PROBLEM

01

Shopping due to limited mobility and transportation

02

Tracking groceries and expiration dates, leading to waste

03

Poor nutrition and health risks due to unplanned meals



01

Grocery delivery for convenience and accessibility

02

Expiration notifications to reduce waste

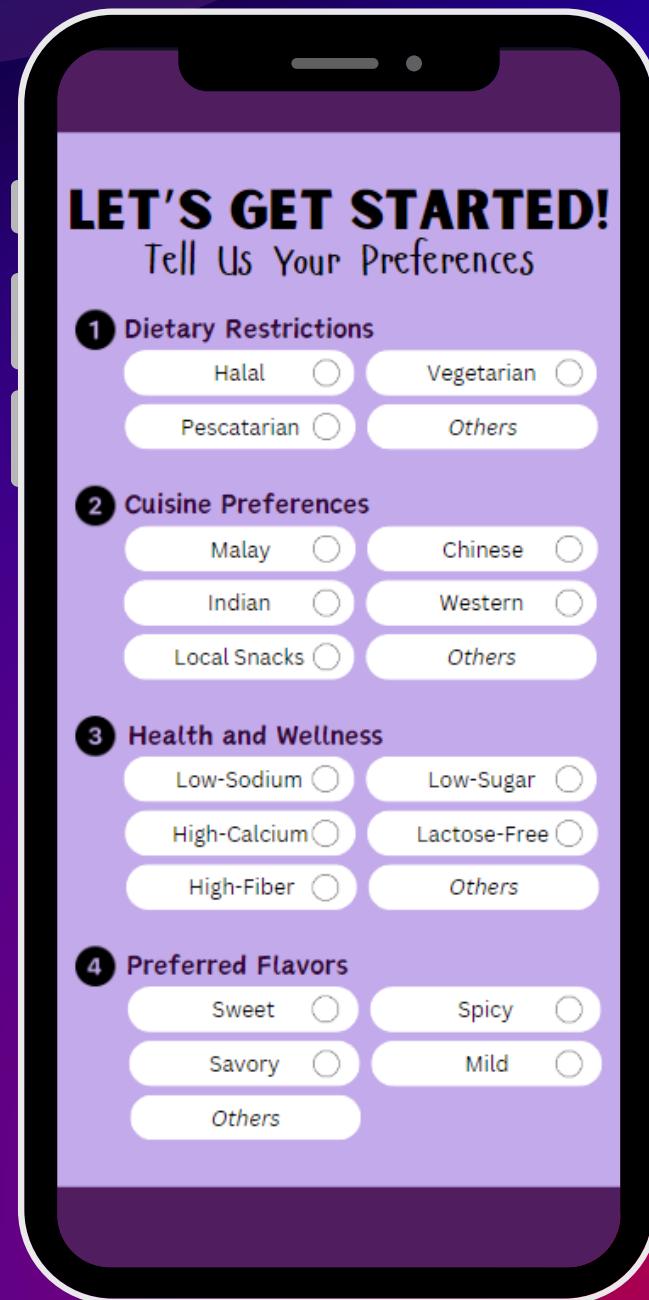
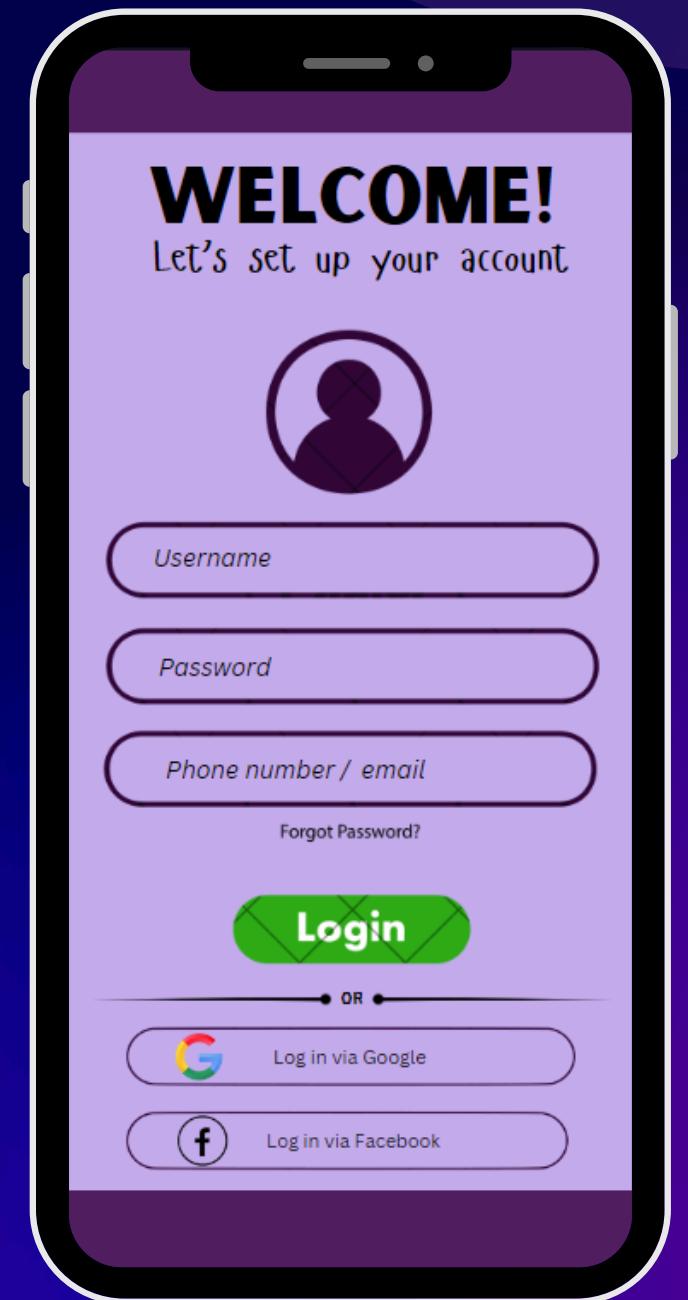
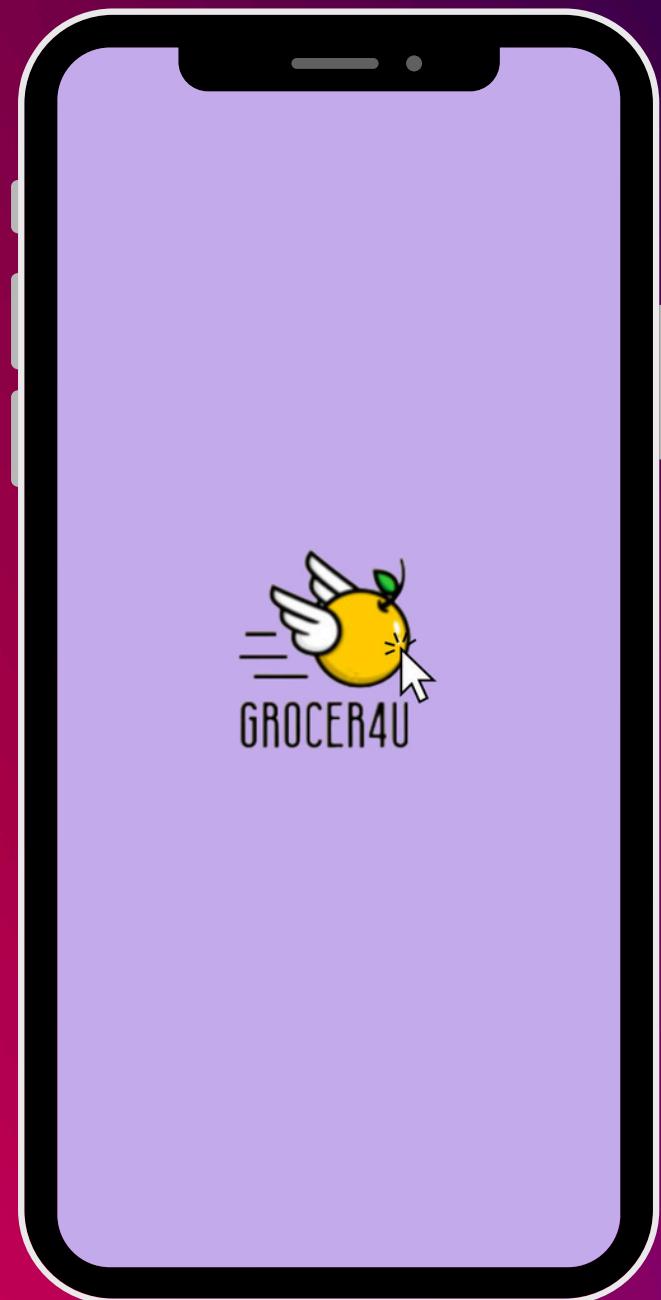
03

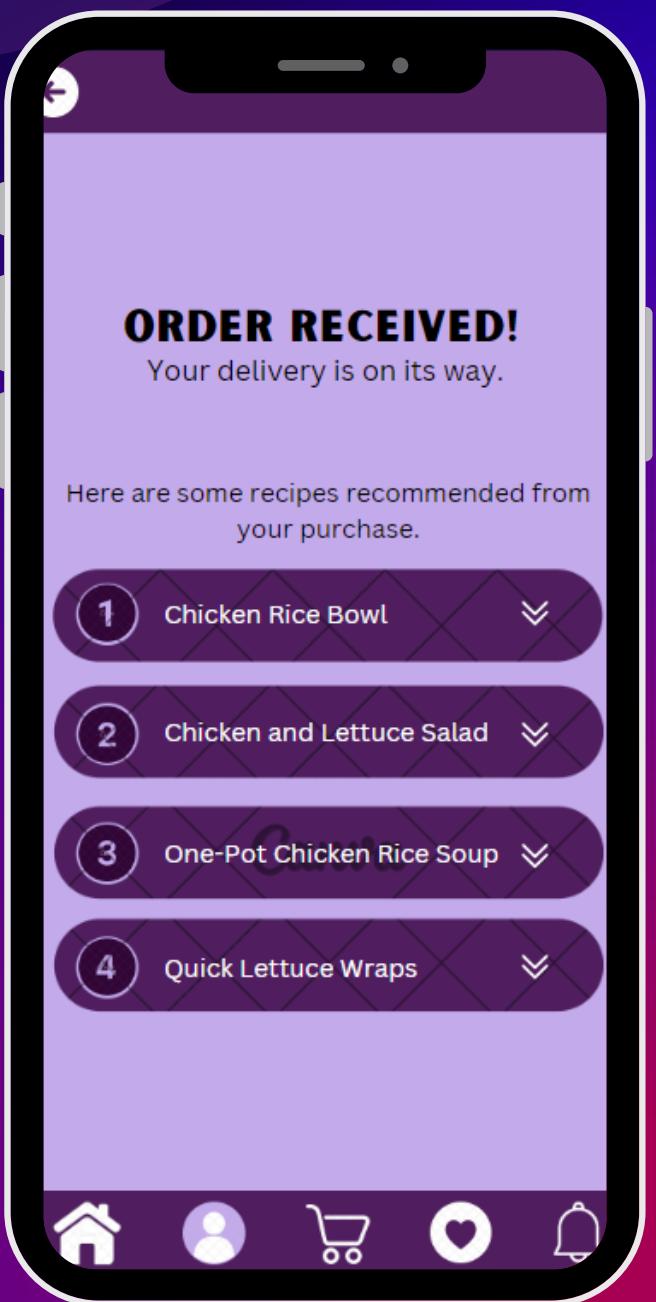
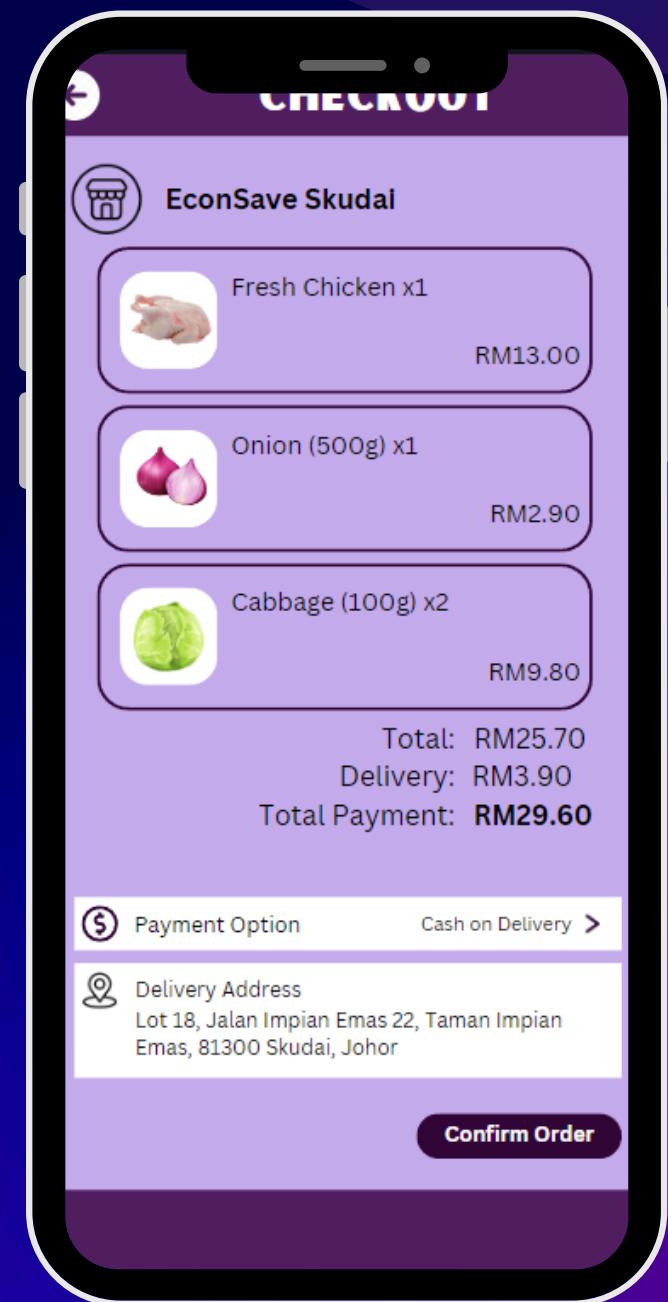
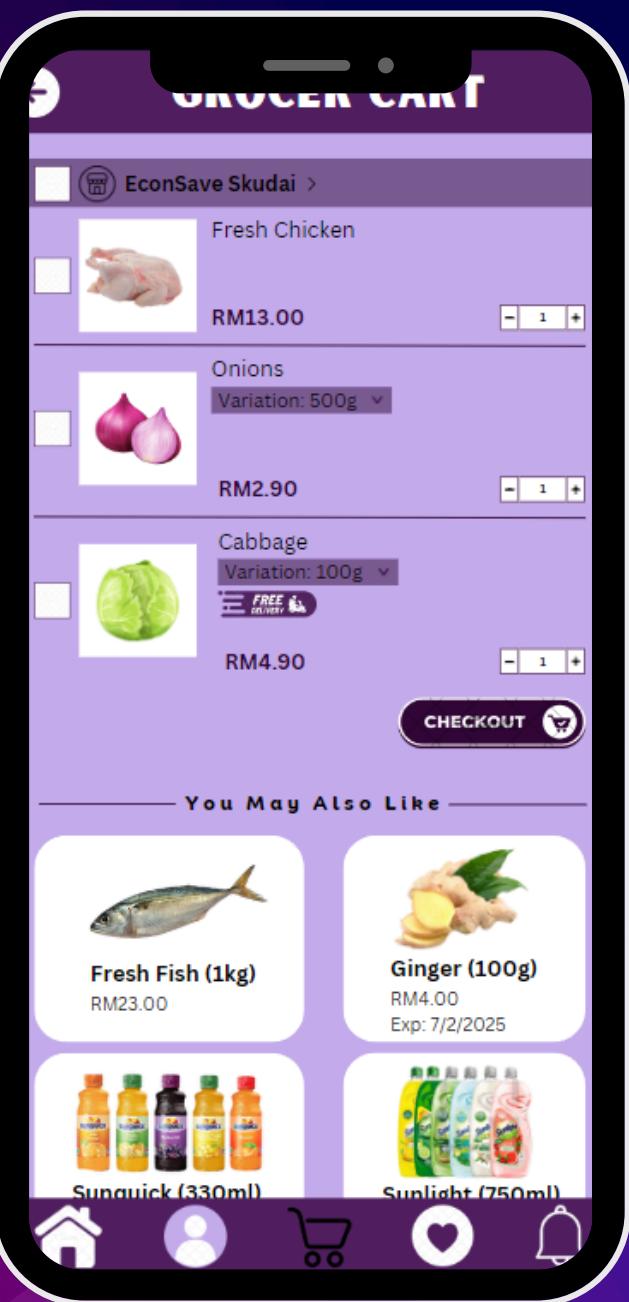
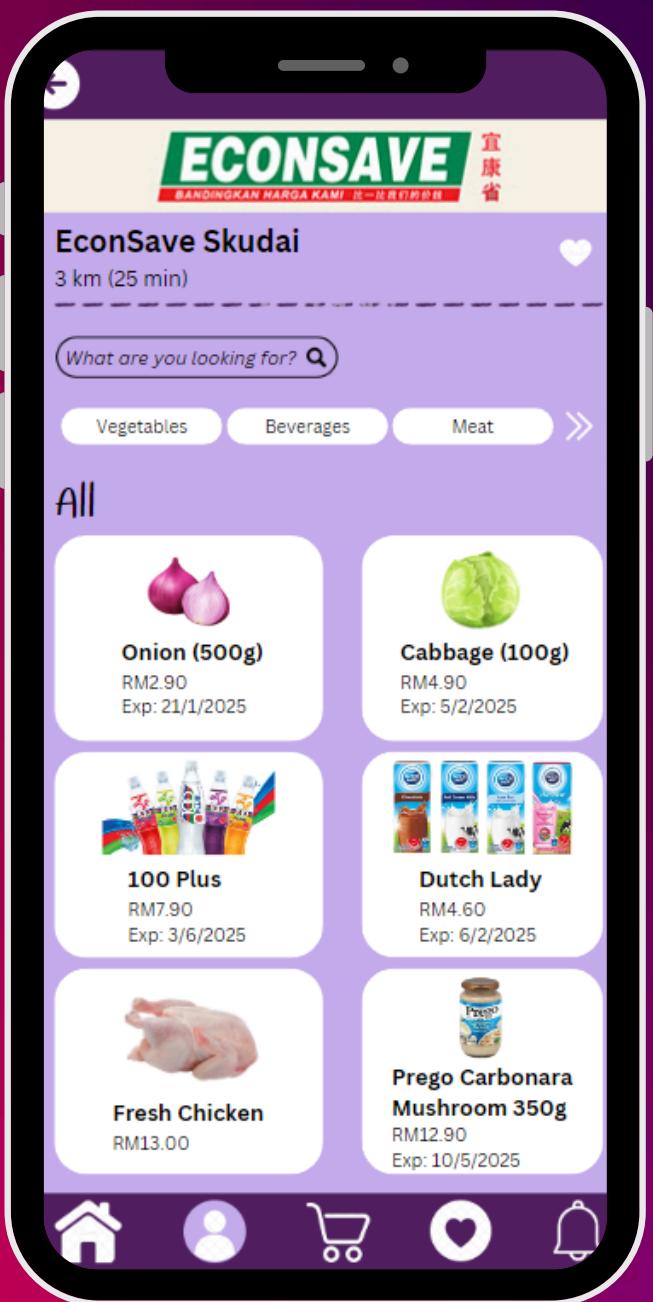
Recipe suggestions based on user preferences and health needs

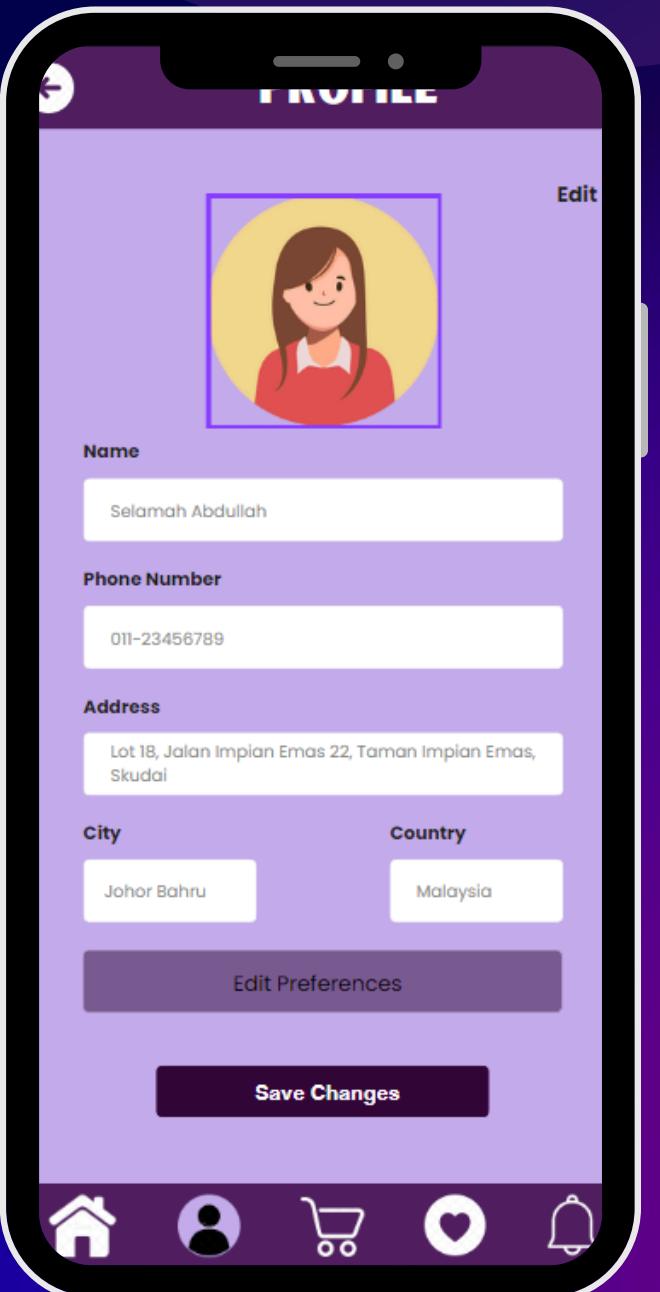
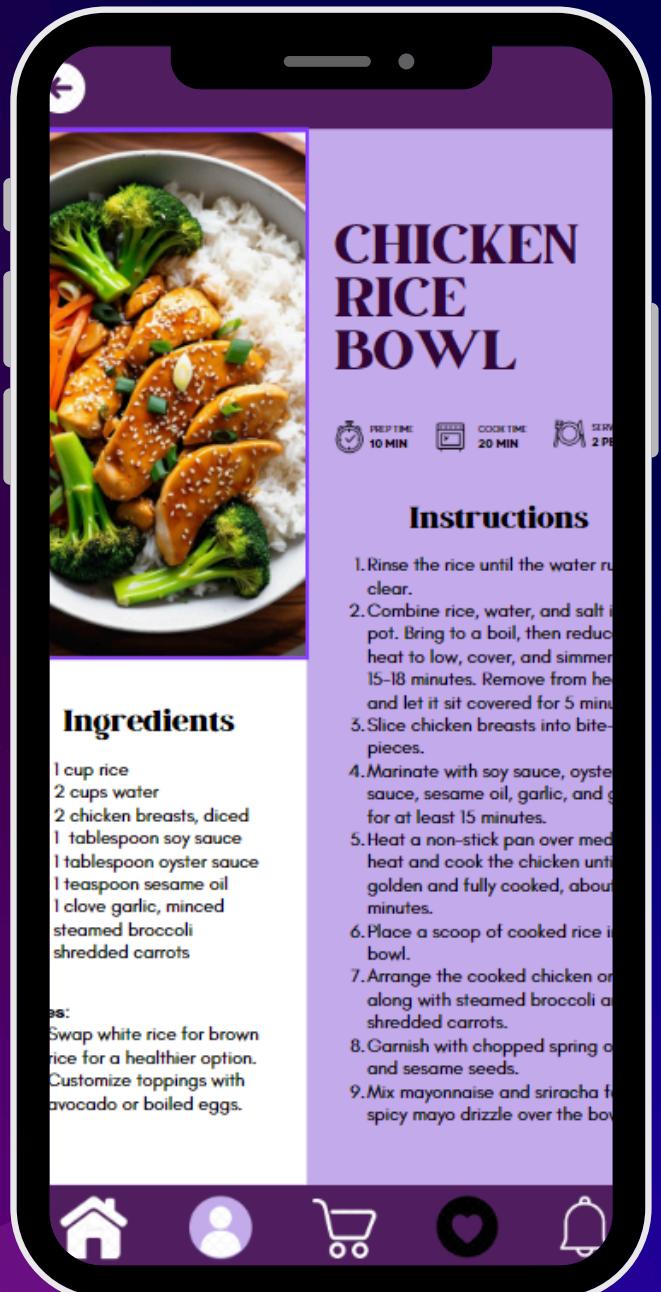
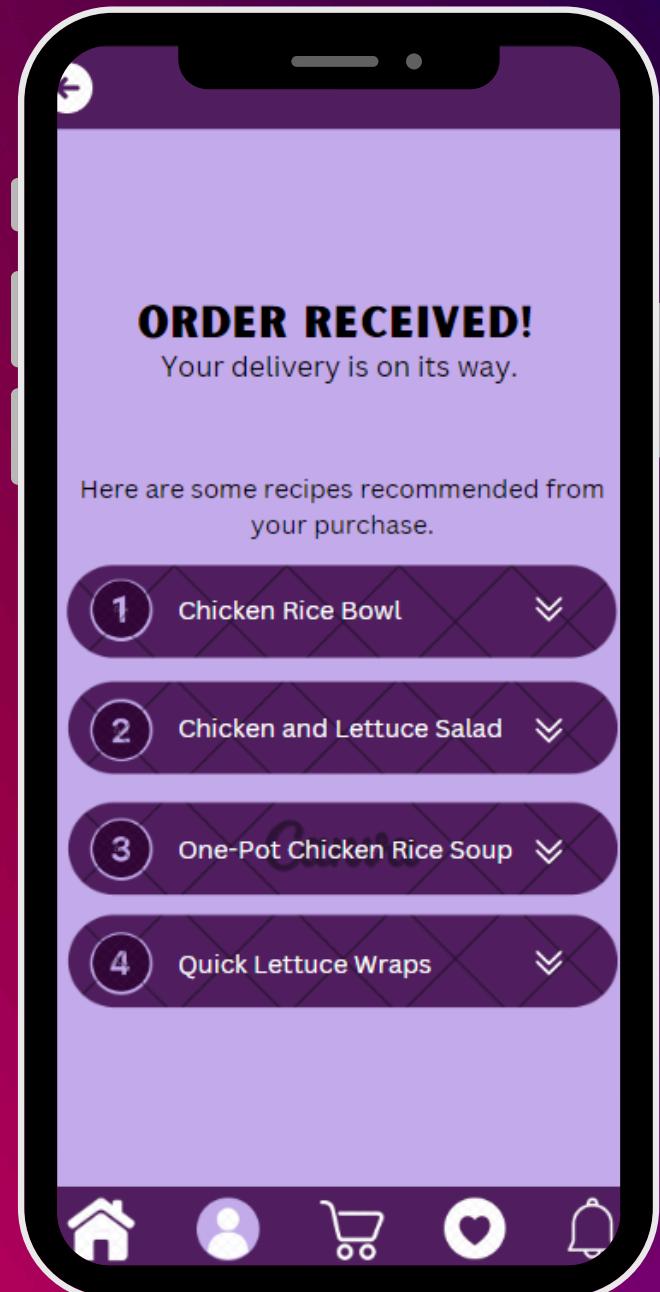
SOLUTION



PROTOTYPE





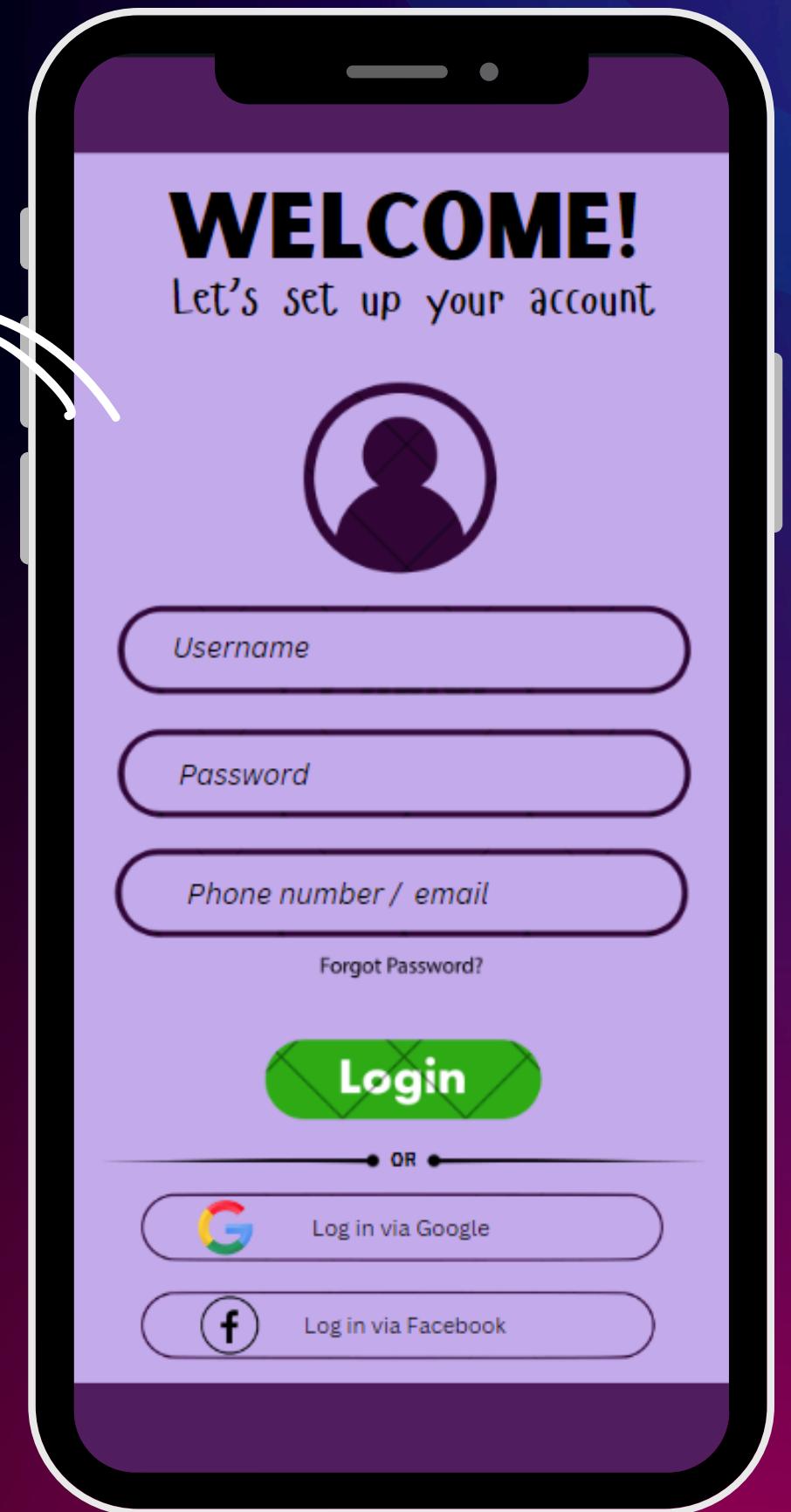




Language options for
accessibility



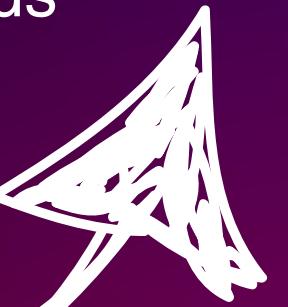
Account setup: Users can register with username, password, and phone number or link their account with Google/Facebook





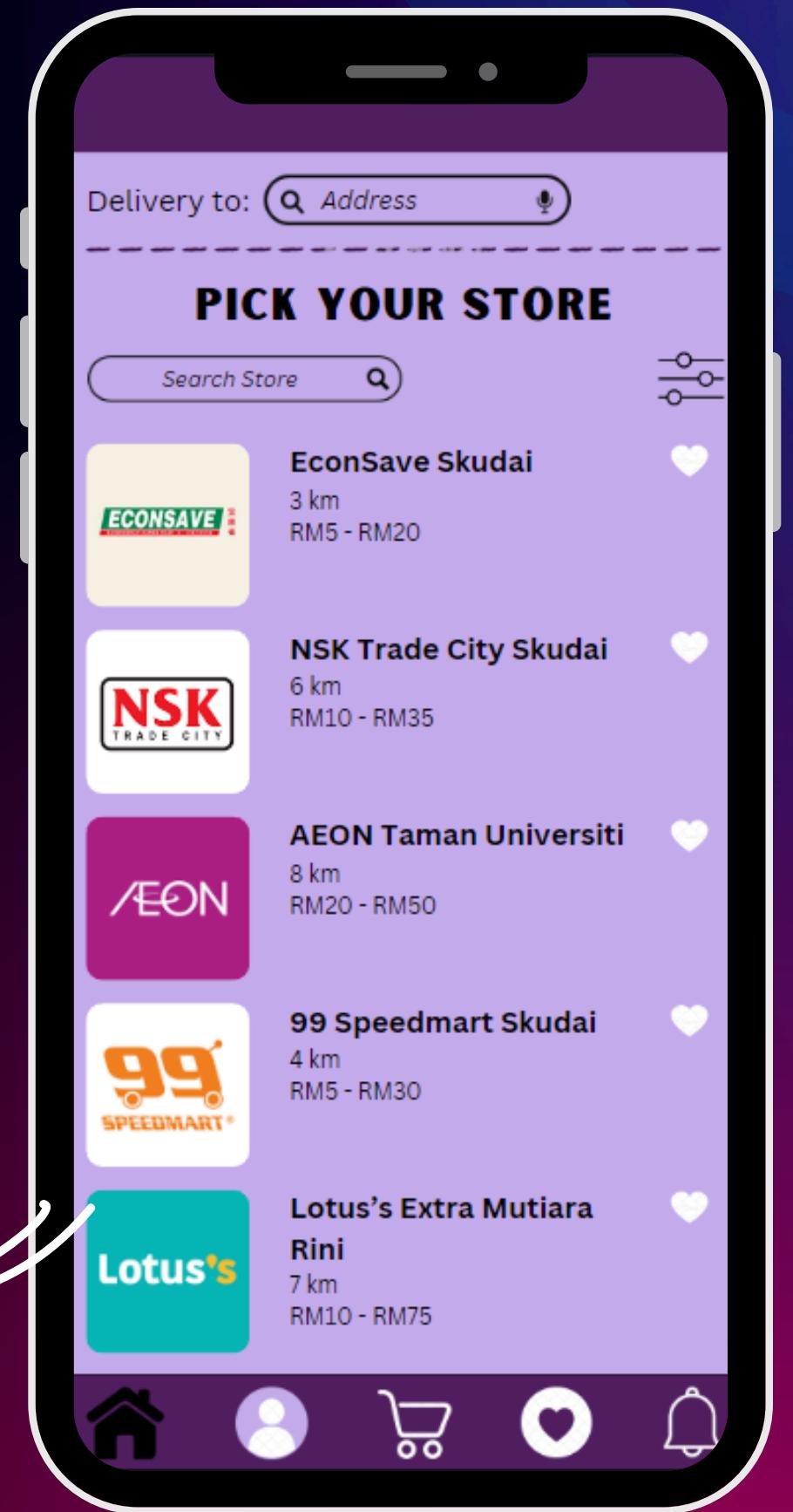
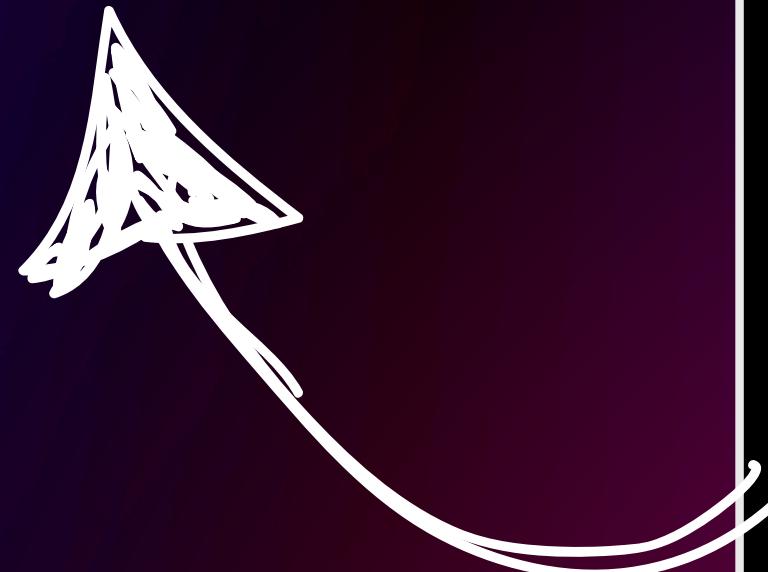
Customization:

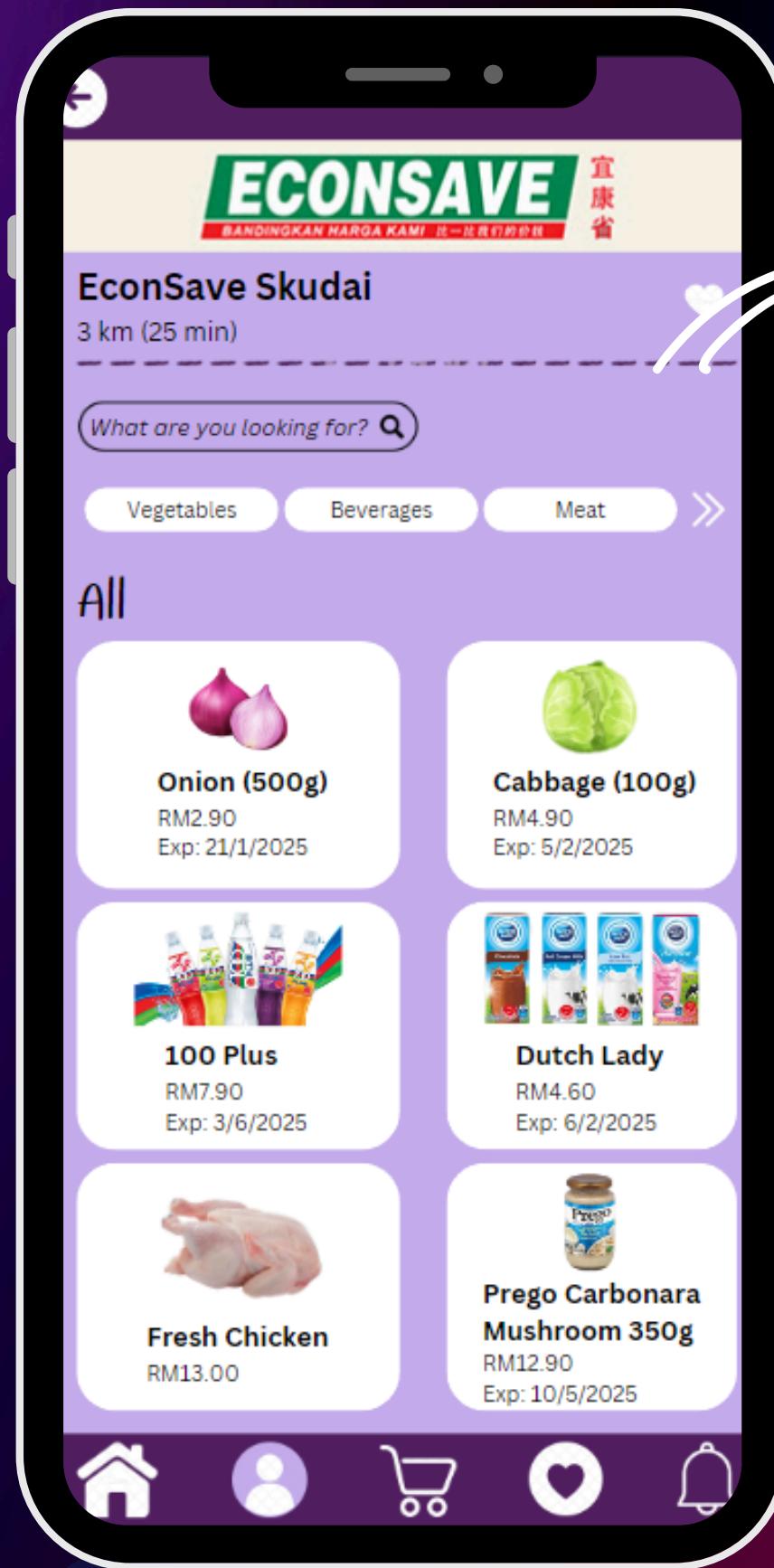
Users set food preferences to receive recipe suggestions tailored to their dietary needs





Store search: Search nearby stores with displayed price ranges and save favourite stores with a heart icon for easy access



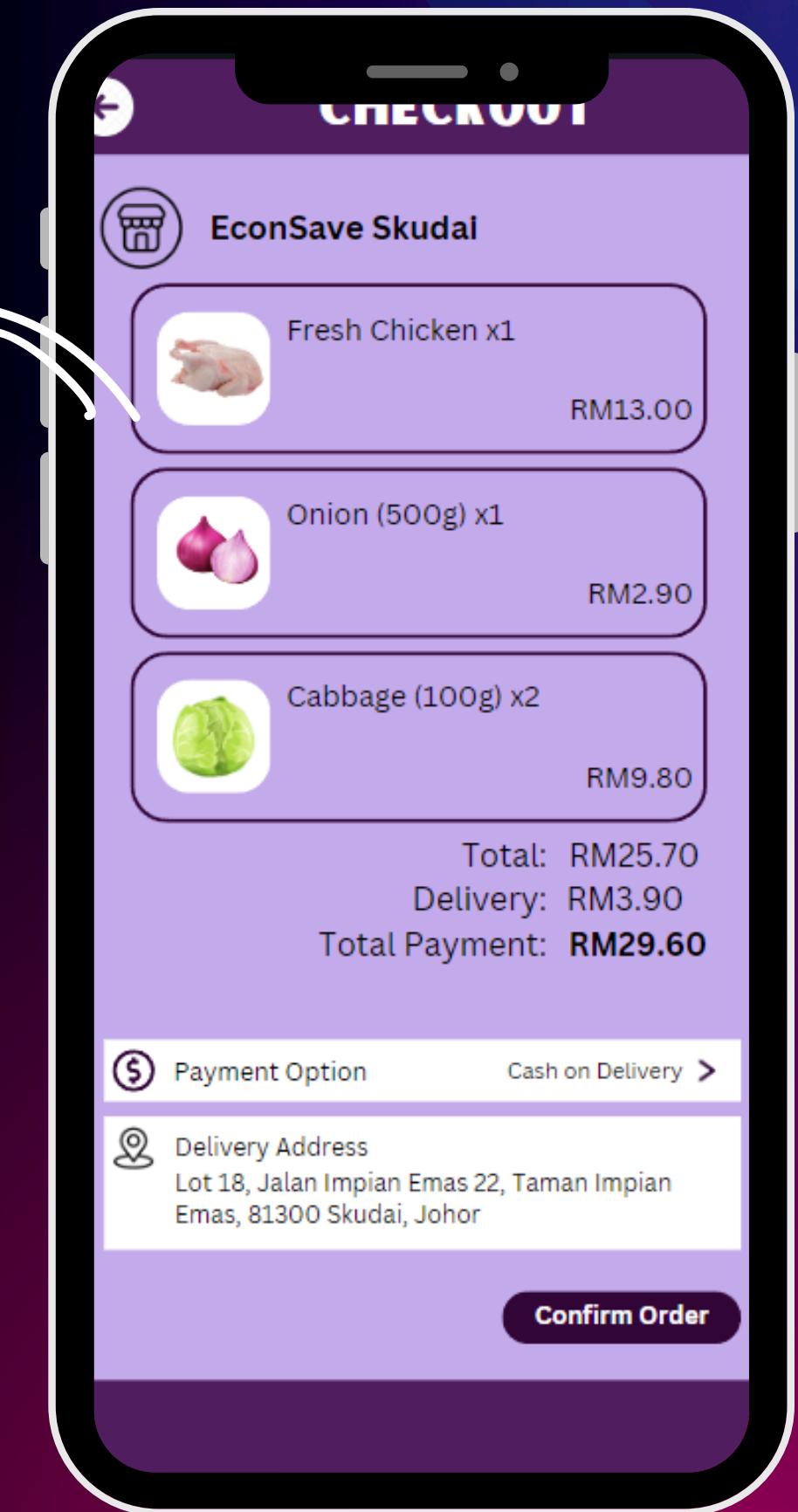


Grocery search: Products categorized for quick browsing



Payment options: Flexible methods including credit/debit cards, digital wallets, and cash on delivery

Order tracking: Real-time updates with notifications for transparency





ORDER RECEIVED!
Your delivery is on its way.

Here are some recipes recommended from your purchase.

- 1 Chicken Rice Bowl
- 2 Chicken and Lettuce Salad
- 3 One-Pot Chicken Rice Soup
- 4 Quick Lettuce Wraps

Grocer4U

CHICKEN RICE BOWL



Instructions

- Rinse the rice until the water runs clear.
- Combine rice, water, and salt in a pot. Bring to a boil, then reduce heat to low, cover, and simmer for 15-18 minutes. Remove from heat and let it sit covered for 5 minutes.
- Slice chicken breasts into bite-sized pieces.
- Marinate with soy sauce, oyster sauce, sesame oil, garlic, and ginger for at least 15 minutes.
- Heat a non-stick pan over medium heat and cook the chicken until golden and fully cooked, about 5-7 minutes.
- Place a scoop of cooked rice in a bowl.
- Arrange the cooked chicken on top along with steamed broccoli and shredded carrots.
- Garnish with chopped spring onions and sesame seeds.
- Mix mayonnaise and sriracha for a spicy mayo drizzle over the bowl.

Ingredients

- 1 cup rice
- 2 cups water
- 2 chicken breasts, diced
- 1 tablespoon soy sauce
- 1 tablespoon oyster sauce
- 1 teaspoon sesame oil
- 1 clove garlic, minced
- steamed broccoli
- shredded carrots

Notes:

- Swap white rice for brown rice for a healthier option.
- Customize toppings with avocado or boiled eggs.

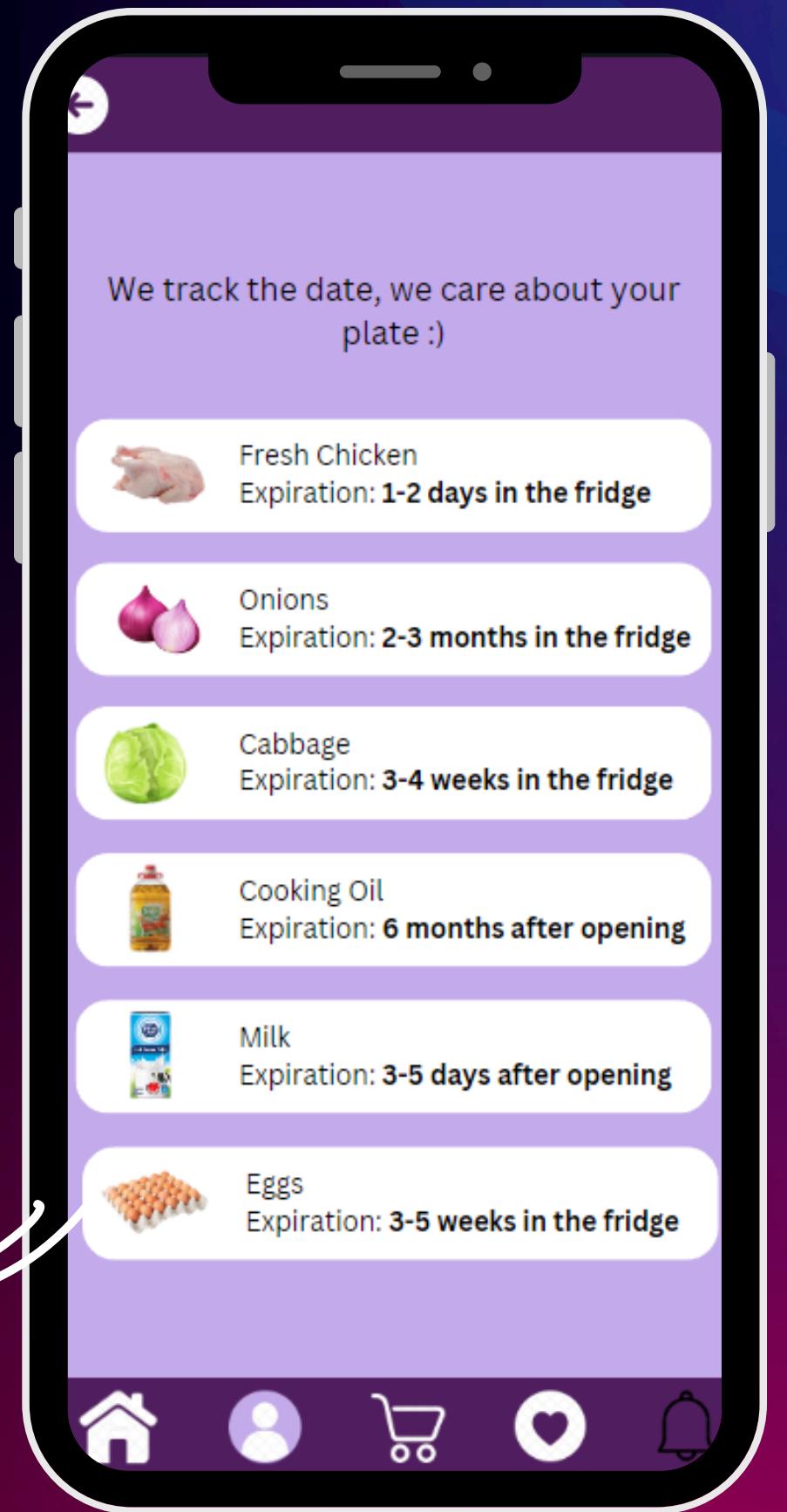
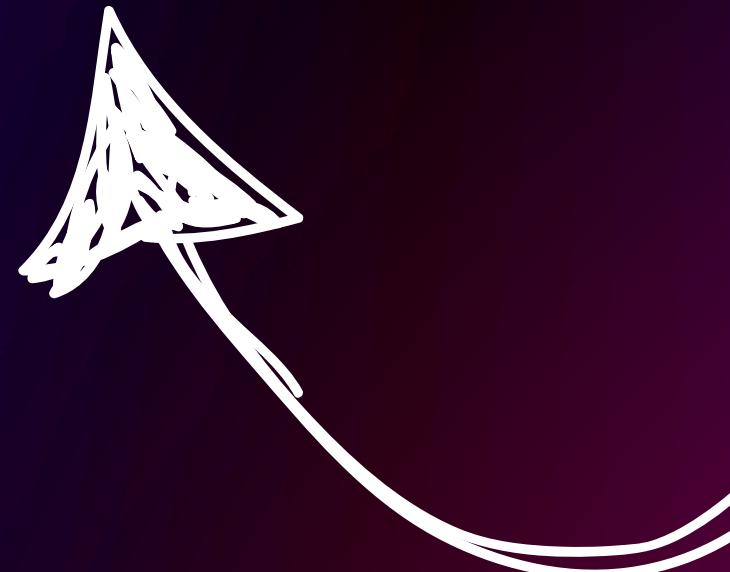
Grocer4U

Food suggestions:
Recipe based on purchases to maximize grocery use





Expiration tracking: Alerts for expiring items to reduce waste





CONCLUSION

- The app solves key challenges for elderly individuals living alone by:
 - managing groceries and medicines effectively
 - suggesting foods based on health needs and allergies
 - promoting better dietary choices to prevent health risks
- GROCER4U empowers the elderly to live healthier, more independent lives





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