

PREDICT



Your shopping cart made smart!

Online grocery shopping
is expected to
double its market share by 2025*.

People are often **overwhelmed** with the tremendous
amount of choices & options available when
**scrolling through hundreds of
daily utilities.**

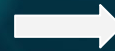


Problem

* <https://www.supermarketnews.com/online-retail/online-grocery-more-double-market-share-2025>

OUR SOLUTION

A pre-curated shopping cart list provided after analysing and processing data of past purchases & trends based on user's profile & choices.



HOW DO WE DO IT?

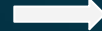
Customer lifestyle



Shopping Trends



Encouraging Conscious Choices



Faster shopping



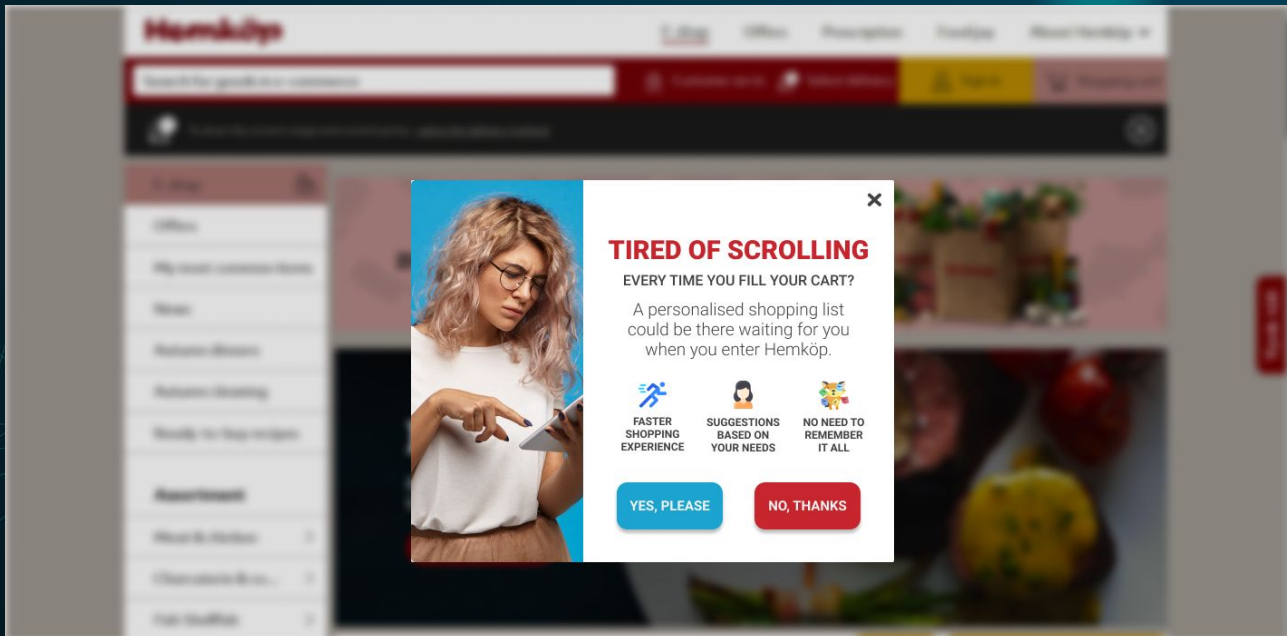
Personalised shopping suggestions



An easy tool for choosing more sustainable products

INTERFACE PROTOTYPE

Users interact with the system only once, when they are asked about their preferences. A pop-up appears over the online shopping site.



INTERFACE PROTOTYPE

They are asked about their eating and shopping habits and encouraged to make more conscious choices.

The image displays four overlapping interface prototypes for a sustainability questionnaire. Each prototype is a white card with a close button (X) in the top right corner and a progress indicator (four circles) at the bottom. The first prototype, titled 'Eating habits', asks about weekly cooking time and ingredients to avoid. The second, 'Shopping habits', asks about grocery sharing and a slider for fresh vs. durable foods. The third, 'Eco-responsibility', asks about values and packaging importance. The fourth, also 'Shopping habits', asks about buying for price vs. waste reduction. All prototypes feature a blue 'NEXT' button.

Eating habits

How much time do you spend cooking every week?

- ☐ Less than one hour
- ☐ 1 to 3 hours
- ☐ 3 to 7 hours
- ☐ More than 7 hours

Mark all ingredients that you avoid:

<input type="checkbox"/> Meat	<input type="checkbox"/> Fish	<input type="checkbox"/> Dairy	<input type="checkbox"/> Gluten	<input type="checkbox"/> Lactose	<input type="checkbox"/> Nuts
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NEXT

Shopping habits

Do you share your groceries with others and with who?

- ☐ No, I am usually shopping only for myself
- ☐ With my girlfriend/boyfriend
- ☐ With my wife/husband
- ☐ With my kids
- ☐ With my parents

What is your preferred proportion of fresh vs durable foods?

Fresh Durable

NEXT

Eco-responsibility

We model our predictions with keeping sustainability and ethics at core. What do you value?

- ☐ Carbon footprint
- ☐ Natural / chemical-free products
- ☐ Locally produced goods
- ☐ Ethical production / fair-trade

How important is eco-friendly packaging for you?

Not important ☐ ☐ ☐ ☐ ☐ Very important

NEXT

Shopping habits

Would you buy goods that expire soon to get a cheaper price/ to help reduce food waste?

☐ Yes ☐ No

Would you pay more for a more eco-friendly or ethically-produced product?

☐ Yes ☐ No

NEXT

WHAT SETS US APART?

The algorithm has
already been tested in
real datasets



FEASIBLE

It is an API that can be
implemented in
different scenarios



SCALABLE

TEAM



Stefano
Data
analysis



Simone
AI expert



Elisa
Machine
learning



Bharat
UX Design



Pepi
UX Design



Omkar
Machine
learning

PREDICT



Do you have any questions?
Find our project on
[Github](#)

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