

# PREDICT



**Your shopping cart is done for you!**

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.**

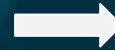


Problem

\* <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



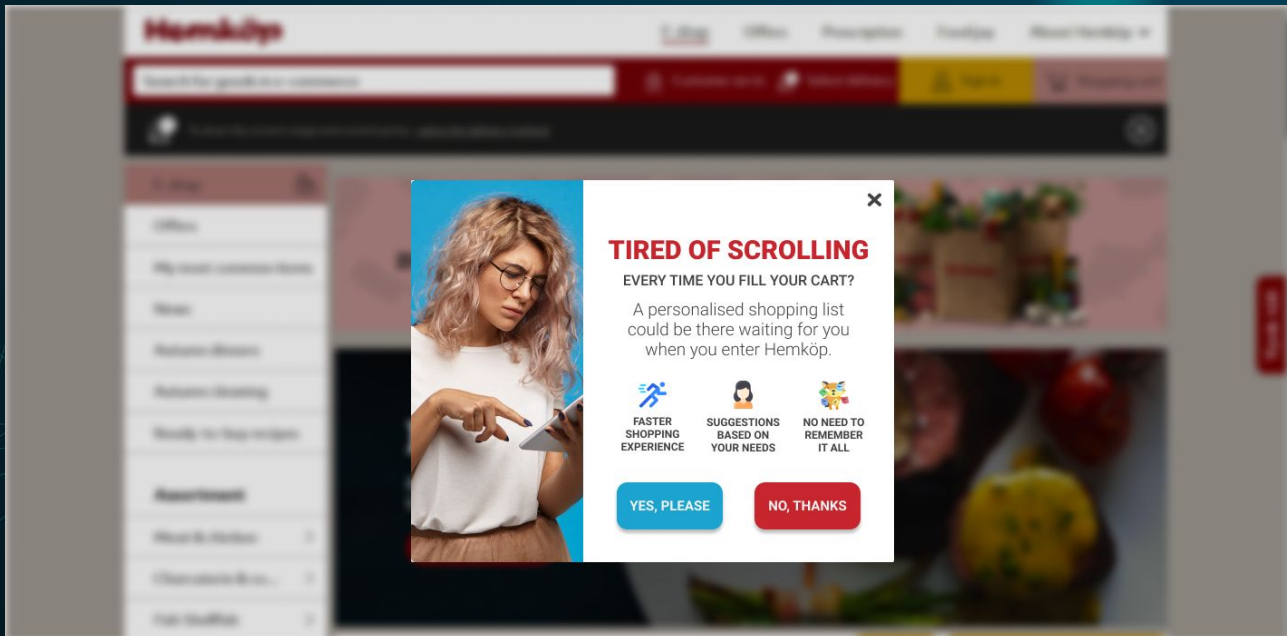
Personalised shopping suggestions



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  
Autonomous  
Systems



Bharat  
UX Design



Pepi  
UX Design



Omkar  
Autonomous  
Systems



# PREDICT



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

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