

# 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.**

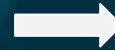


Problem

\* <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.

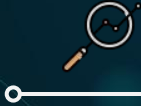


# HOW DO WE DO IT?

**Customer lifestyle**



**Shopping Trends**



**Encouraging Conscious Choices**



Faster shopping



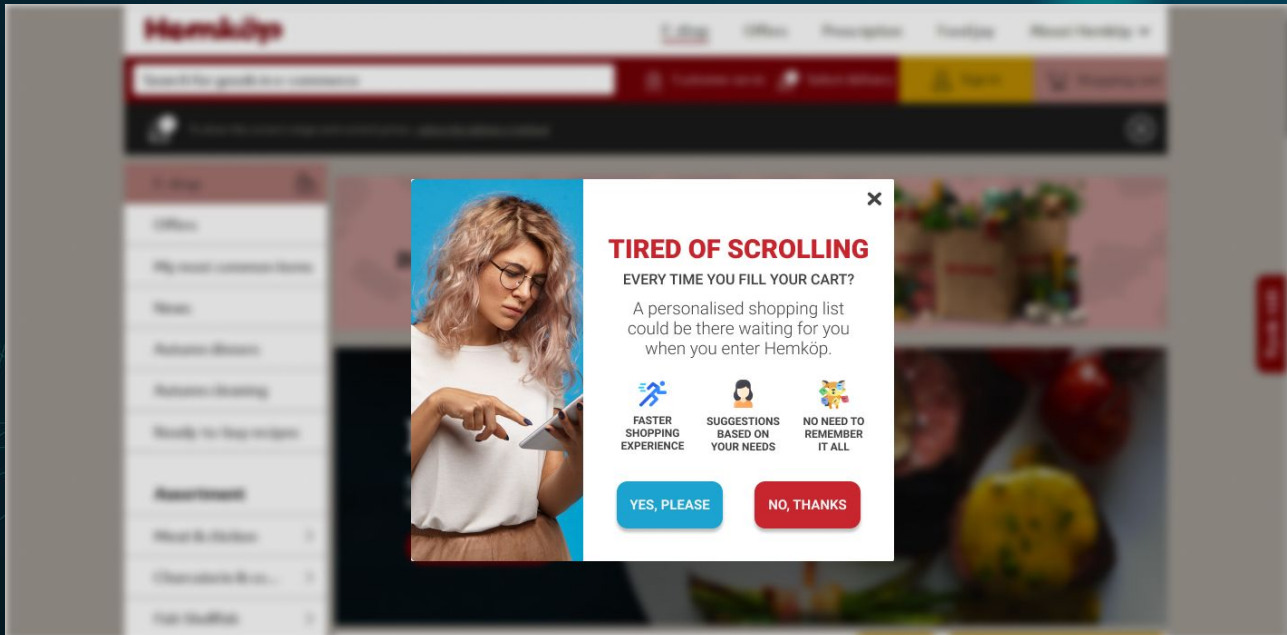
Personalised shopping suggestions



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.

- Eating habits** (bottom left):
  - Question: "How much time do you spend cooking every week?"
  - Options: ☐ Less than one hour, ☐ 1 to 3 hours, ☐ 3 to 7 hours, ☐ More than 7 hours
  - Section: "Mark all ingredients that you avoid:"
  - Options: ☐ Meat, ☐ Fish, ☐ Dairy, ☐ Gluten, ☐ Lactose, ☐ Nuts
  - Next button: "NEXT"
- Shopping habits** (top center):
  - Question: "Do you share your groceries with others and with who?"
  - Options: ☐ No, I am usually shopping only for myself, ☐ With my girlfriend/boyfriend, ☐ With my wife/husband, ☐ With my kids, ☐ With my parents
  - Section: "What is your preferred proportion of fresh vs durable foods?"
  - Slider: A horizontal bar with "Fresh" on the left (green) and "Durable" on the right (purple). The slider is positioned at the 50 mark.
  - Next button: "NEXT"
- Eco-responsibility** (bottom center):
  - Text: "We model our predictions with keeping sustainability and ethics at core. What do you value?"
  - Options: ☐ Carbon footprint, ☐ Natural / chemical-free products, ☐ Locally produced goods, ☐ Ethical production / fair-trade
  - Question: "How important is eco-friendly packaging for you?"
  - Options: Not important, ☐, ☐, ☐, ☐, Very important
  - Next button: "NEXT"
- Shopping habits** (top right):
  - Question: "Would you buy goods that expire soon to get a cheaper price/ to help reduce food waste?"
  - Options: ☐ Yes, ☐ No
  - Question: "Would you pay more for a more eco-friendly or ethically-produced product?"
  - Options: ☐ Yes, ☐ No
  - Next button: "NEXT"



# WHAT SETS US APART?

The algorithm is already  
been tested in real  
datasets



**FEASIBLE**

It is an API that can be  
implemented in different  
scenarios



**SCALABLE**

# TEAM



Stefano



Simone



Elisa



Bharat



Pepi



Omkar



# PREDICT



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

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