

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.**

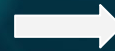


Problem

* <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.

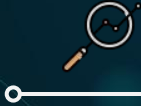


HOW DO WE DO IT?

Customer lifestyle



Shopping Trends



Encouraging Conscious Choices



Faster shopping



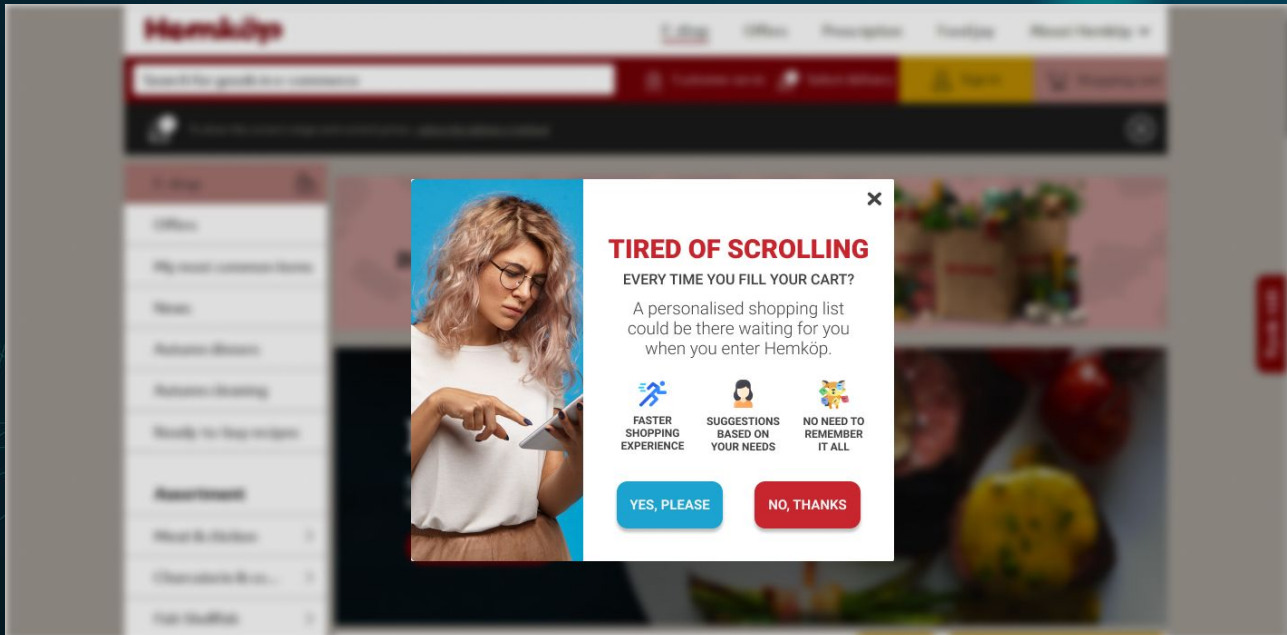
Personalised shopping suggestions



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**
 - 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:
 - ☐ Meat
 - ☐ Fish
 - ☐ Dairy
 - ☐ Gluten
 - ☐ Lactose
 - ☐ Nuts
 - 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 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?
Contact us

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