

## BRIANNA BROWN - SCENARIO

It's Saturday morning. Brianna wakes up straight at 6 and feels tired - she had been hanging out with her coworkers all night. She takes a look at her schedule and gets up immediately. 'Time waits no man,' she thinks, with strong determination to complete all her chores by lunch.

While having breakfast, she browses groGo - her grocery shopping helper, and swiftly adds different pre-established item groups to a new generated list. The App suggests that traffic at her nearby store will be busy at 9:30. Without further due, she quickly changed and leaves her apartment.

## BRIANNA BROWN - SCENARIO

Upon arrival, Brianna turns on the navigation and lets groGo take the lead. Before she starts moving, groGo pops up a challenge 'Finish shopping in 40 minute, and win a coupon!' What a piece of cake, Brianna thinks. Within 20 minutes, she already picks up enough food for 12 meals thanks to groGo's AR product identifier feature. With the help of ingredient scanner, she also dodges a few high-carb items that are on the list, and opts for lower ones.

Coming home, Brianne feels happy that she has a good start of the day. She completes her shopping 20 minutes sooner than before, and earns some exciting coupon just because of that. 'Time is money', she firmly believes it.

## KAY LAM- SCENARIO

It's Friday afternoon. Kay has no class and is excited about her yet another weekly grocery shopping trip. A busy student, Kay loves to enjoy her grocery shopping experience. For her, being able to learn all different kinds of food a US supermarket can offer is an amazing feeling - she can browse around and shop on and on, as if the shelves are high-end boutiques at Avenue des Champs-Élysées.

Like usual, she does not have in mind what to buy, but a rough idea of what types of food she would need for the next week. 'Surprise me, my store!' she thinks.

## KAY LAM- SCENARIO

After picking up some veggies and meat, she arrives at the international shelf. And suddenly, she spots a brand new product - Thai red curry paste. She loves Thai food and has always thought about making it by herself. Allergic to nuts, however, she isn't sure whether the paste will be safe.

She opens her groGo app and activates her ingredient scanner. Within a second, the screen shows that the food is safe for her, based on a customized allergic list she has input before. On the app, she also learns that the product has over 4.5/5 rating by other customers. 'This must be good!' she thinks, and puts the item in her cart exciting to see how taste curry she can make.

## LILIAN SMITH - SCENARIO

It's Wednesday afternoon. Lilian is preparing for a big dinner tonight because her husband is inviting some friends over. While cooking, she realizes that the tomato sauce is out. Usually, she purchases nonperishable food like tomato sauce online - it's cheaper, and saves time and effort. Now that since she doesn't want to let people down by changing the entre, she decides to bike to a supermarket.

Standing in front of the tomato sauce shelf, she starts to feel confused. 'This is why I prefer shopping online...the products all look too alike!' Determined to buy the tomato sauce she used to get, she takes out her groGo, and types in the name of the product. After activating navigation feature, the product identifier highlights the item she wants. Lilian goes home relaxed and relieved.

## SAMUEL JONES- SCENARIO

As a busy breadwinner, Sam is excited about the dinner tonight. It's his birthday, and instead of going out to a fancy restaurant, his wife Grace suggested to make a candle light dinner for him. 'My girl is always so romantic!' he smiles as he thinks about it.

Knowing that his wife uses groGo for grocery planning, he is rest assured that the app will remind the forgetful Grace of all needed ingredients while keeping her away from those containing beef - something he avoids eating. He also knows that the grocery shopping trip wouldn't take too long, as Grace has been obsessed with the special deals she can get by shopping within certain time as challenged by the app.

Suddenly, he sees a push notification on the phone. It's Grace texting him 'Sam I just win a few more dollar cashback by completing the groGo challenge!'