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Proposal for SmartCart

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Executive Summary

For many decades now, grocery shopping has been a common everyday thing. Most of the time when you go to the grocery store, you already have a list made with the items that you need. Grocery lists have been written everywhere on anything, such as a sheet of paper,

your hand, etc., but since the evolution of technology, more people are starting to use their devices to make their lists. This has made grocery lists easier to edit when a writing utensil may not be available. But there is a drawback using this method because if you are making a list for multiple people, only one person has access to the list which means this can get left off or duplicated.

Our target customers are those who make their grocery lists ahead of time, specifically for those making a grocery list for multiple people. SmartCart will be easy to customize for the customer's needs, as it is a tool to keep multiple people organized. There will be different settings available so that the app is easy to use according to each age level.

Current competitors of SmartCart include applications such as AnyList and OurGroceries. They do have their pro's but there are some cons that cannot be looked over. Some of the cons include low access without a subscription, duplicate items listed, additions of items without consent and other little difficulties.

SmartCart aims to have features that our competitors do not currently have such as a "leader function" and connectivity with stores. This app will be easy to use for individuals of a wide range of ages. Our application will allow individuals, such as parents, individuals with large families, or individuals who have to buy groceries for multiple people, to easily keep track of changes to their lists while being able to track requests of other individuals.

SmartCart will be developed using open source web technologies, which will allow for development to be cheaper and keep subscription costs low for users.

Gap in the Market

In the current market, there are apps that allow people to make multi-person grocery lists, but those apps do have their issues. Their software has glitches, such as duplicated items or items being added without being manually added. These app's software also do not allow for connectivity with grocery stores in the area.

Individuals that make their grocery lists digitally for multiple individuals would really enjoy having an app such as SmartCart. Users would convert to our product because this will make this simple task even easier by making it easier to track the wants and needs of multiple individuals. The "leader" of the list will be able to approve or disapprove things added to the list by others and set limits to the selections of others. Individuals would also

be able to connect their lists with grocery stores, which was not an option in the past. By putting these two services together, customers will be able to get their groceries done faster and more efficiently by taking out extra steps in the long run.

Meeting the Market's Needs

SmartCart will meet the market's needs by providing an easier and more efficient way to manage their grocery lists while being able to keep track of the choices of others through an app. The goal is to make SmartCart easy and accessible for all so that even younger users will have no problems using it. Also, SmartCart will be able to connect with grocery stores so giving users the ability to customize their lists for their favorite store.

Implementation

Management

SmartCart will be managed by its contributors, Rian, Adam, Justin, and Cameron.

Development

SmartCart will be developed using the following technologies:

- **Frontend (User Interface):**
 - React:** “A Javascript library for building interfaces.”
 - Relay:** “A JavaScript framework for building data-driven react applications.”
- **Backend (Web Server/Database):**
 - Node:** “A Javascript runtime environment.”
 - Express:** “Fast, unopinionated, minimalist web framework for Node.js.”
 - MongoDB:** MongoDB – NoSQL database

Marketing and Distribution

Our app will be marketed by allowing our customers to have a discount/money off their first order. Distribution will include being available to download our app on a mobile device.

Monetization

Monetization of our app will be obtained through ads, in addition to SmartCart's premium feature where users will be able to subscribe to which will consist of no ads and so more bonus features.

The Problem and Our Solution

The problem with the current solutions on the market is that they do not display pictures for the items that are chosen which could lead to confusion if someone who does not normally do the shopping goes and for the app OurGroceries, the ui is very basic and does not look good.

The solution SmartCart aims to have a simple yet elegant ui that is functional and looks better than the competitors.

Industry Need for Our Technology

SmartCart will be the easiest list app to use. With the ability to efficiently organize multiple lists in an efficient way, you will never have to waste time again looking for your different lists that may be in multiple places.

Market Analysis/Primary Market/Secondary Market

The main competition for SmartCart would be OurGroceries and AnyList. OurGroceries is widely known and used with similar functions to our app. AnyList is not specifically designed for shopping / grocery list creation could still easily be used in this way. Our main

goal is to create a better user experience and have those users spread word about our solution.

The primary market will focus on large families with multiple children i.e. three children or more. The secondary market will focus on smaller households, or multiple young people living together like in a college environment

Market Strategies

Overview

SmartCart is aimed at busy families looking to simplify their grocery shopping experience. Since this wouldn't be a totally unique addition to the market, we must introduce features other apps lack while doing so at a competitive rate. In order to do that, SmartCart itself would have to be a low-budget app initially with potential for high returns.

Primary Customer analysis and entry strategy

Our best strategy to gain a foothold in the market is to provide not only a good product, but a better one than what families are currently using. We'd take "paid" features from other apps and advertise them as free on our own (while still offering other paid features).

Core competency

At its core, SmartCart is an app geared towards convenience at an affordable price. It's marketable to all families who grocery shop in-person rather than curbside. SmartCart would constantly expand with every new feature added, some that may even cater to different markets than we initially expected.

Sales Strategy

Pricing

SmartCart would have to be free and stay free as dictated by the nature of the market. The subscription/fee style app wouldn't be perceived well by our target audience. Most revenue will come from either paid features or in-app advertisements.

Positioning

SmartCart is designed to be useful and convenient for any of our clients.

Promotion

SmartCart would utilize multiple marketing strategies and campaigns such as online advertisements, commercials, radio, Social media, and various others.

Plan

SmartCart is a startup that can be run from home, but may eventually require office space post-expansion.

Competition

OurGroceries

OurGroceries is a cloud based application that directly competes with our application. It is one of the highest rated shopping assistant applications.

AnyList

AnyList is a cloud based application that gives users the option to create many different types of lists (including grocery lists.) The AnyList app is very highly rated and easy to use.

Development Strategy

SmartCart will be developed in a process similar to the Waterfall Process. Our development process will be broken into three carefully implemented stages.

Stage One: Ideas and Analysis

The first stage consists of the development team analyzing ideas and feedback from current concepts and code. The focus will be on weeding out anything deemed unnecessary and adding anything needed to optimize user experience.

Stage Two: Prototype

A bare bones variation of SmartCart will be created and tested for obvious bugs and user issues.

Stage Three: Detailed Design, Testing, and Implementation

SmartCart will be scrutinized by both developers and early consumers. Feedback will frequently be used to polish the app's features.

Barriers

Our program will have to overcome multiple obstacles to be successful in the current climate. Some examples of these obstacles are:

- Competition with multiple similar, high quality apps
 - App and software creation
 - Ease of transition for clients
 - Marketing prices and strategies
 - Possible difficulties in collaborating with grocers
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Critical Risks

The greatest threat to the success of SmartCart is competition with existing Apps with similar features. These apps are similarly implemented and easy to use which means enticing a customer to switch to SmartCart will be a great struggle.

Our development will focus on creating a unique and easy to use app with features that are impressive enough to persuade users to switch over. We will focus on a grade A standard to ensure every aspect of SmartCart is up to market standards.

Interviews

What is your name?

5 Responses

What do you like about SmartCart? Is there anything you would add or remove?

1. "I forget the things that that family wants sometimes so it's great that what everyone wants is all on one list. I also like the ability to still add to the list while I'm at the store. I would like it if there were a feature that gives an alert that notifies those who have the app when something is added to the list. Also you could add a feature that "closes" the list once I have left the store so other people know that if they try to add something that I can't pick it up because I already left the store."
2. "I like that I wouldn't have to question my children because they could just go on the app and propose things. As far as adding, maybe have something where a parent could respond to a item request or put it onto a list for the future so they don't have to accept it right at that moment."
3. "I like how the parent or administrator can approve what goes into the cart."
4. "I like that you don't have to worry about asking other people in the household what they need when they can add it to the list themselves. One thing that could possibly be added is a way to limit the types of items that certain individuals can add to the list."
5. "I like the organization of it. I would add some kind of category feature to group things by."

How do you currently make your grocery list?

1. "I use a piece of paper or write items down on a white board that's on the fridge."
2. "Well, I currently keep a list in the notes app on my phone."
3. "I write it in notes as I think of things."
4. "Keeping track in my head or writing a few things down on a sheet of paper."
5. "I don't have a grocery list. I just remember what I need to get."

How does that work with multiple people's input?

1. "Right now people will add things to the white board if they want something or if they use the last thing of something."
2. "Well there is no way for them to directly add to my list."
3. "I have to ask them in person if they need anything."
4. "Sometimes things can get forgotten, or if multiple people go to the store we will have multiples of certain things because of the lack of communication."
5. "If it's not something I think is important to pick up I'll forget it."

Would you be interested in an application such as SmartCart?

1. "Yes I would because it seems that it would be easier because everyone could add what they want and it would be easier for me because I would have it on my smartphone and it just seems like it would be more efficient than having a paper list. "

2. "I would."
3. "Definitely because I think it would make things more convenient."
4. "Yes, it sounds very helpful."
5. "Yes, it's a great way to make shopping simpler."

What features would you look for in a shopping assistant?

1. "Once the grocery list is made I would like if it were to keep the list so I wouldn't have to remake it each time and I could just add or remove items that I need / don't need anymore."
2. "I would want to be able to control what I receive notifications for."
3. "I'd probably want a notification like a text or banner to notify me that I need to approve an item."
4. "Some features that I would look for in a shopping assistant would include item organization, prices of items included, and maybe a way to have a set list that can be edited while still being able to make new lists."
5. "Recommend similar products to the ones I'm purchasing. Also let me know when products are out of stock."

Is there anything that you feel is missing from SmartCart?

1. "No, I don't feel like anything is missing from SmartCart."
2. "No."
3. "Not that I can think of."
4. "No, I think it sounds good."
5. "No."