Hi David and Joyce,

Thanks again for your time and insights today. We have a new idea based on both your suggestions but want to make sure you approve before we move forward with creating a new project plan document. We will also start trying to find an SME for the idea.

**Idea:** Budget and Health ConsciousGrocery Shopping App

**Target Audience:** Low income grocery shoppers with smartphones or computer access

**Impact:** This would simplify the process of finding the cheapest options for grocery shoppers. The primary audience will be low income people however this could be used by anyone trying to budget

**Scope:**

* The app would start with the user creating a “shopping list” with everything they need for that week or grocery trip (for example: Eggs, Apples, Milk, Cheese, ect.).
* Then the user would enter their budget for that shopping trip.
* Next they would click “Find” (or something similar)
* The system would look at each store in our database and the prices for each item and optimize the best store for them to go to in order to get their complete shopping list at the cheapest price.
  + The top recommendation would be the store that minimizes distance (as distance may be a factor for low income people) and cost.
* The user could then click on the store they want to go to and see each item on their list and the brand that they should choose in order to optimize for their budget. For each item the system would also suggest a cheaper alternative that has the same nutritional value (we will narrow this definition if approved).

**Data Science Applications:**

* Optimization of the best store for their grocery list and budget
* Recommendation for cheaper substitute for each item that has the same nutritional value (i.e. $2/lb salmon instead of $3/lb ground beef)
* NLP to categorize items into categories (ex. Bananas, apples, berries are in category fruit)

**Differentiators:**

* There are grocery shopping apps available but most are store-specific meaning that they only cater to one store. Ours would be an optimization for all stores that have data available online.
* We have found some [grocery shopping apps](https://www.tasteofhome.com/article/the-10-best-grocery-shopping-apps/) that incorporate some pieces of our idea but nothing that does budget optimization for a whole list of groceries. We will continue to research.
  + Basket: <https://apps.apple.com/us/app/basket-savings/id1060139875?platform=iphone>, shopping list with grocery price from nearby store.
  + Flipp: <https://flipp.com/home>, sale and deal price finder for groceries.
  + Grocery Pal: <https://apps.apple.com/us/app/grocery-pal/id339684652>, compare price based on the map
* All of the listed apps or platforms above have some distinct drawbacks and some negative feedback that identify some gaps. We would like to improve on these gaps and also add unique features like our substitution recommendation function.

This is just a preliminary scope of the project but we want to make sure it is a viable option so we don’t go down another dead end. We will create a complete project plan document and send it to you if you approve.

Thanks again for your time,

The Team

Notes/feedback

1. Reach out to nutrition or economics expert
   1. Dieticians
   2. Low income economics specialist?
   3. Where to find
      1. Our networks
      2. Professors
      3. Hospitals have nutritionists
2. Food coupons
3. Eat this not that - website that suggests healthier options for unhealthy snacks
4. Scope - focus on one city