**Introduction**

Grocery pricing currently varies wildly based on variables such as supply, demand, and the availability of substitute items. We envision a web application that will allow an end user to compare the price of a grocery item based on geographic location. Other features include the ability to crowdsource grocery prices, and add and remove grocery items from a geographic region based on availability.

**Problem Statement**

There is currently no way for a grocery consumer to compare prices within a geographic region. This application will fill that void with a reliable geographically-based comparison engine and crowdsourcing features.

**Product Position Statement**

This application is for grocery consumers who want to price check items. There is no competition.

**Market Demographics**

Our target demographic is any consumer that wants to price check grocery items within a geographic region. We will start with the Cincinnati metro region and then expand based on initial first run results.

**Key High-Level Goals**

* The ability to price match based on geographic region
  + Priority: High
* Users can add items to a geographic region's catalog
  + Priority: High
* Users can edit items in a geographic region's catalog
  + Priority: High
* Users can delete items in a geographic region's catalog
  + Priority: Medium

**Key User-Level Goals**

* User: Login to catalog
  + Priority: High
* User: Manage account
  + Priority: Low
* User: Add/Modify/Remove geographic region catalog items
  + Priority: High
* Admin: Manage catalogs
  + Priority: High
* Admin: Manage users
  + Priority: Medium

**Product Overview & Feature Summary**

A user will be able to visit the application with a web browser. Any user can click a button to be directed to either the price comparison subsystem. From the price comparison subsystem the user will be able to search and compare prices based on a geographic region, which will direct them to a page that lists results based on distance of user’s location. Also user has ability to sort item by price. Moreover, user can add item but must then log in to the app using their Gmail account or Facebook credentials. From the catalog management subsystem the user will be able to manage the items in their local geographic region's catalog. Nonetheless, users are able to edit or delete their profile from the user portal.

An administrator can do all of the things that the user can do, with the addition of managing catalog information such as geographic region. An administrator will also be able to get into the user management subsystem from the main page, which will direct them to a page where they can search for users. After performing a user search the admin will be taken to a page that lists the results, and if an admin clicks a user result they will be taken to a user management page. From there the admin can manage user information such as name and geographic region. The admin will also be able to temporarily or permanently ban a user from the application.

**Other Requirements and Constraints**

* Users are able to view the web app via mobile (responsive design)