Shopical

A new mobile shopping assistant to make your purchases more environmentally friendly.
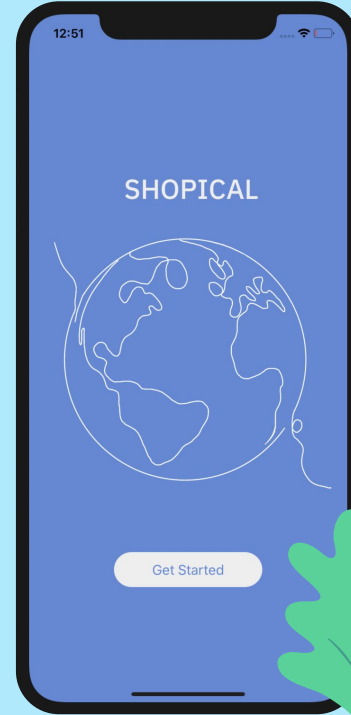
HACKING ONLINE

HELP

Getting help online and finding mentors was harder than we're used to!

BUILDING A TEAM

We knew we wanted to work together - but wanted to grow our team

DISTRACTIONS

Less distractions than a real-life event - kept us focused!
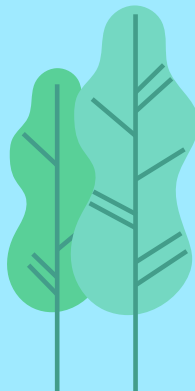
COMMUNICATING

Harder to plan and communicate - especially across time zones!

NEW TECHNOLOGY

We had issues building on everyone's computer, so screen sharing actually was a really helpful tool to work together

1 OUR TEAM

Jillian Quinn ☆

Backend Software
Developer Intern
Cal Poly SLO

Jillian Smith ☆

Frontend Software
Developer Intern
UC Berkeley

Tim Baer

Backend Software
Developer Intern
University of Illinois

Kiersten Stokes

Sr. Cognitive
Developer Intern
USC

Paramjot Singh

Backend Software
Developer Intern
UCLA

Hackathon Tracks

1	2	3
Emb(RACE)	Climate Change ⭐	COVID-19

Real World Problem

More people want to participate in environmentally ethical consumption - but it is extremely difficult, inaccessible, and confusing to do so
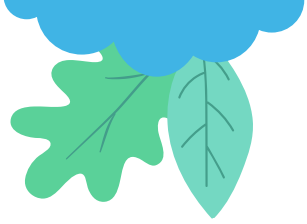
End Users

Everyday shoppers that do not have the time and energy to research the harmful ingredients present in food/personal care products

WHAT WE WANTED FROM OUR SOLUTION

EDUCATION

Provides information on *why* and *how* ingredients are harmful

ACCESSIBILITY

Application should be functional on all types of mobile devices

SPEED

Needs to be quick enough for use on the go

SIMPLICITY

Ingredients should be easy to see, read, and understand

BENEFITS AND FEATURES OF SHOPICAL

❖ Compare products and make informed decisions on what to buy

❖ View sorted ingredients clearly with most harmful in red, moderate in orange, and safe in green

❖ Use on both food and personal care items

❖ Eliminate time spent researching

❖ Make shopping less overwhelming

❖ Educate yourself on a daily basis

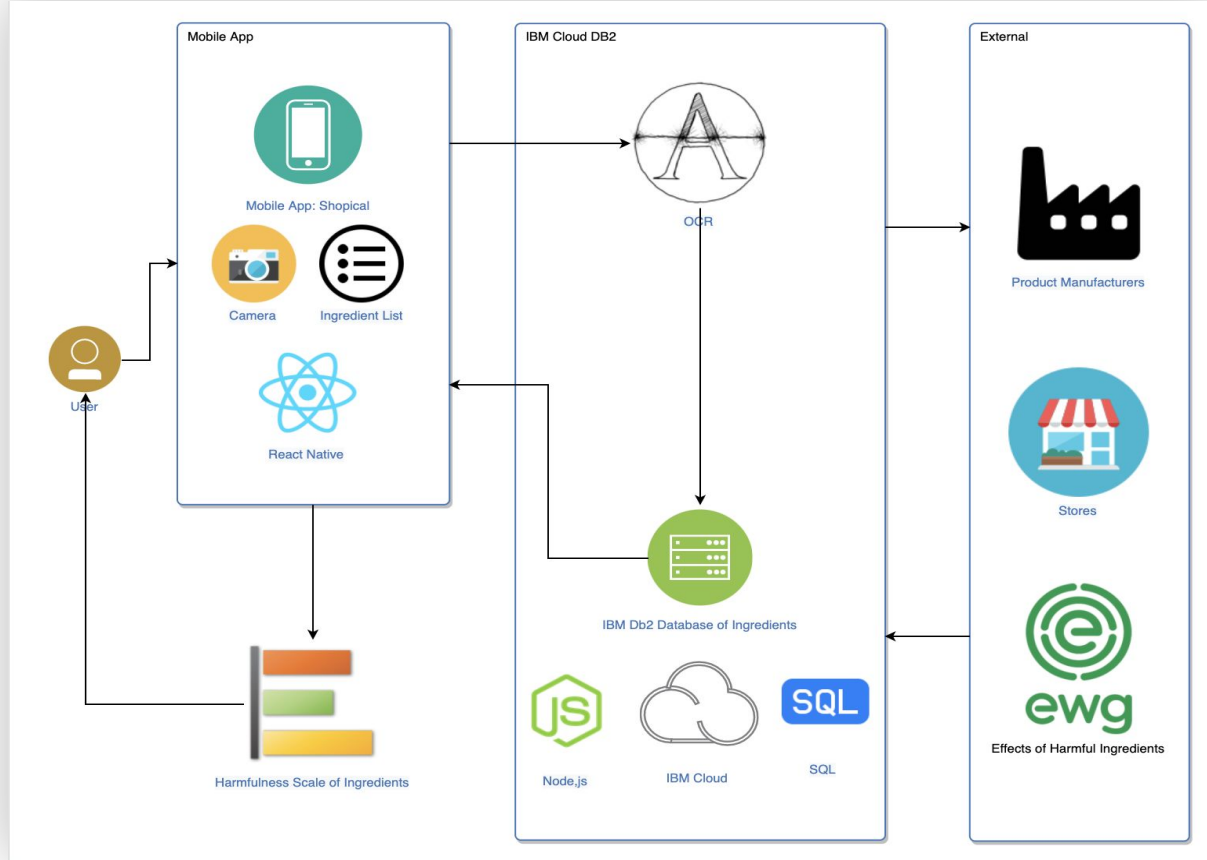❖ Limit environmental damage

❖ Support ethical companies and products
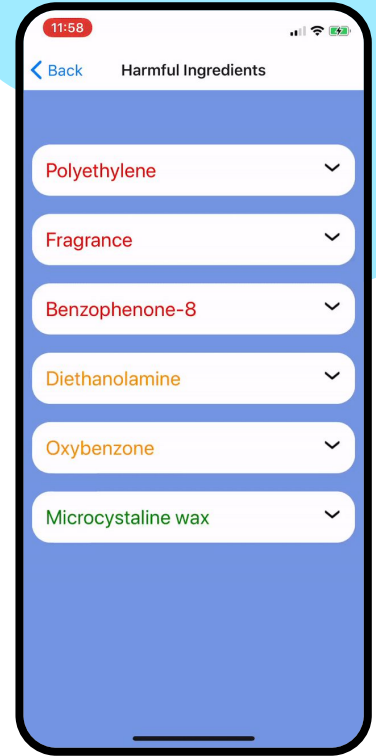
Demo

...

Walkthrough of Shopical
(Scanning Sunscreen and Chilli)
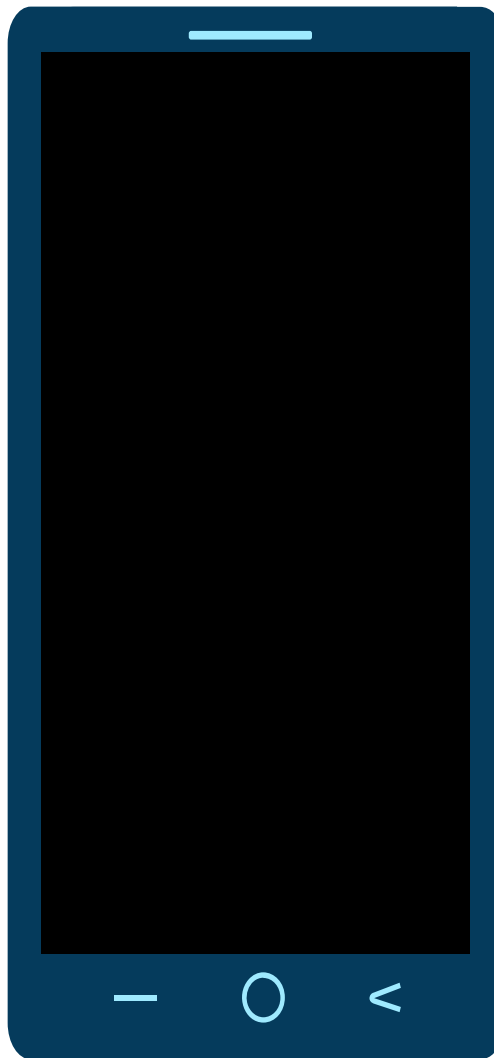
Technical Architecture

Next Steps

TABLES

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ING_NAME ▲	DESCRIPTION	HARMFULNESS
3-Benzylidene camphor	Low concentrations can quickly kill juvenile corals, can cause colorful co...	medium
4-Methylbenzylidene camphor	Low concentrations can quickly kill juvenile corals, can cause colorful co...	medium
ammonia	The EPA names this chemical a "Volatile Organic Compound". When it e...	medium
asparagus	Most asparagus sold in the U.S. is flown in from Latin America, which sig...	medium
beef	Beef is considered the most climate damagin of all foods. Raising cows f...	high
benzophenone-2	Low concentrations can quickly kill juvenile corals, can cause colorful co...	medium
Benzophenone-8	Low concentrations can quickly kill juvenile corals, can cause colorful co...	medium
bha	This chemical has a tendency to bioaccumulate and is toxic to aquatic ...	high
bht	This chemical has a tendency to bioaccumulate and is toxic to aquatic ...	high
BP-2	Low concentrations can quickly kill juvenile corals, can cause colorful co...	medium
butter	One kilo of butter equals about 12 kilos of CO2.	medium
butyl paraben	Shown to cause for coral bleaching.	medium
butylated hydroxyanisole	This chemical has a tendency to bioaccumulate and is toxic to aquatic ...	high
butylated hydroxytoluene	This chemical has a tendency to bioaccumulate and is toxic to aquatic o...	high

Harmful Ingredients

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■ Harmful   ■ Moderate   ■ Safe

Ingredient (×20)

Take a New Photo

Center on Ingredient List

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Coppertone SUNSCREEN LOTION
SPORT
Stays on Strong When You Sweat
30
No Dyes, PABA, Oxybenzone
Water Resistant (80 Minutes)
Broad Spectrum SPF 30
7 FL OZ (207 mL)

SNAP

Red Hat OpenShift

POTENTIAL BUSINESS MODELS

PREMIUM

Offer a paid, premium account that gives you bonus features (e.g. storing fav/red-flag ingredients, tracking your consumption over time)

ADS

Run ads on the application - allows all features to be available to everyone for the most accessibility

LITE

Free lite model allows a few scans per month - paid upgraded account allows for unlimited scans

AWARDS

One of 9 teams to
present in the final
round out of all 126
Hackathon Projects

FINALIST

• • •

Second place
award in the
Climate Change
Division

SECOND PLACE

• • •

Thank you for your time
. . .