Elevator Pitch

An app designed to help you keep track of the inventory within your refrigerator and pantry. This will also act as a grocery list to help you remember what is needed when going to the store.

Assumptions

- People have trouble remembering what they have available in their fridge or pantry.
- People prefer to be more organized when going to the store.
- People use smartphones when they are at the store.

Problem Statement

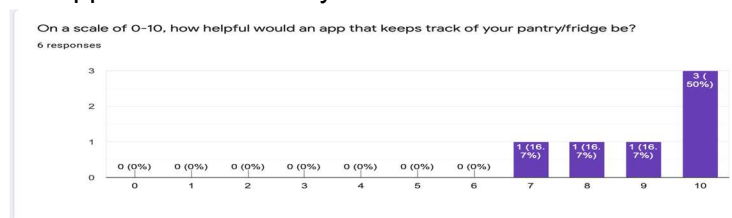Identify the motivations of people that are wanting an app that keeps track of the items in their fridge or pantry.

Survey Design

1. Do you go grocery shopping?
2. Do you use grocery shopping lists?
3. What is your preferred method of shopping?
4. How often do you go grocery shopping a week?
5. What store do you prefer the most when grocery shopping?
6. On a scale of 0-10, how helpful would an app that keeps track of your pantry/fridge be?
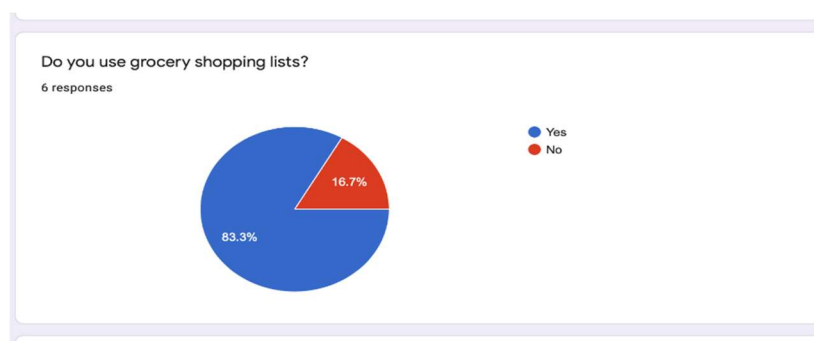7. Would an option that helps manage spending when shopping be useful?

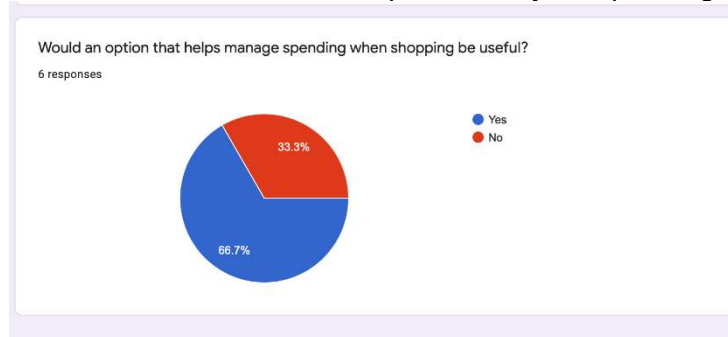Analysis & Reporting Results

Key findings:

1. Based on the graphs that came back from the survey, we were able to conclude that this app is useful to many of our customers.
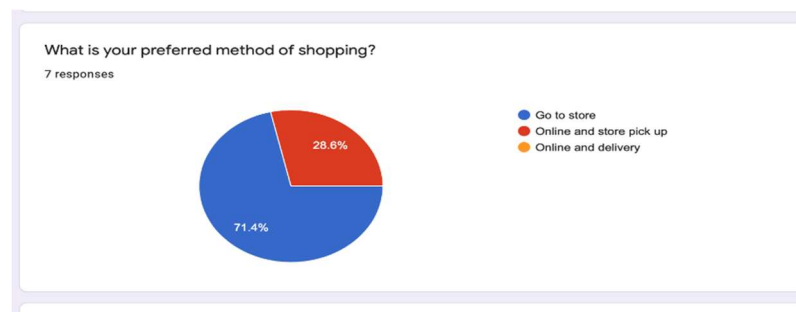

2. Based on the pie chart from the survey, we can see that many customers that go grocery shopping use a list to keep track of their items.

3.

4. Based on the pie chart from the survey, we can see that many customers are wanting to see a feature added that keeps track of your spending when shopping.

Would an option that helps manage spending when shopping be useful?
6 responses

- Yes
- No

33.3%

66.7%

5. Based on the pie chart from the survey, we can see that people mostly shop in store rather than shopping online, which demonstrates how useful this app can be.

What is your preferred method of shopping?
7 responses

- Go to store
- Online and store pick up
- Online and delivery

28.6%

71.4%

Surprising Results:

- A result that we found surprising was that customers are wanting an app that keeps track of their inventory/pantry when they are out shopping.

Addressing the Problem Statement:

We were able to learn that our customers are motivated towards keeping track of what is in their pantry or fridge when they are out shopping. We were also able to learn that some customers are interested in a function that helps them budget while shopping.