SyncShop

Stage 1: Project Proposal

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Problem Description

Sharing a space with a group of individuals typically involves taking on responsibilities for organization and maintaining good communication.

This task can be challenging when dealing with groups of varying sizes and levels of experience.

Therefore, we have decided to develop an application aimed at addressing this problem by acting as an intermediary in communication and organization of shopping needs within a collective, while simultaneously simplifying the inherent complexities of sharing a space among a group of people.

Target Users

The target audience for the application consists of groups of people who share a household or need to make a set of purchases within the group. These groups can be families or simply sets of people cohabiting in the same space. The age range of our target audience is not necessarily limited, and the product can be used by anyone with the necessary capabilities to handle household shopping. It is also considered that a user could be, for instance, a university student who needs to shop for more than one household.

Our target audience encompasses all individuals living in shared spaces with needs addressed by the project.

Project Goal

Our project consists of a mobile application that works as a shared shopping list, where all members of a household or family group can collaboratively edit, add, and remove items. Additionally, the list can be filtered or organized by categories or priorities, making the process of purchasing products more efficient and organized. Our aim is to facilitate the synchronization and organization of purchases to be made by a household or any group of housemates.

Competitors

In the already densely populated landscape of shopping list applications, it is essential to discuss the distinctive factors that make our proposal unique by exploring some of the features of already established apps like AnyList and OurGroceries.

AnyList: AnyList offers an extensive range of functionalities that do not align with the scope of our project, potentially overwhelming the screen with unnecessary elements that can reduce the user's intuitiveness in using the application.

OurGroceries: While resembling our app in terms of functionalities it offers, OurGroceries sports an excessively simplistic design that may not encourage user intuition in performing certain actions, such as marking a purchase as completed or pending.