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| MARKET |
| REQUIREMENT |
| DOCUMENT |
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| Grocery App |

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# WHY?

People in shared living environments often encounter difficulties managing grocery shopping, splitting expenses, and preventing duplicate purchases. This app offers a streamlined solution by centralizing grocery list management, tracking individual contributions to shared expenses, and supporting efficient, coordinated shopping. Through real-time collaboration, expense transparency, and proactive alerts for duplicate items, the app enables smoother household management, encouraging budget-conscious shopping and reducing waste for roommates and families alike.

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| VISION |
| To create a collaborative grocery management app that simplifies list sharing, expense tracking, and budget control, reducing waste and making shared grocery shopping a streamlined experience.  USER PERSONAS   * **Persona 1:** *Ben*, 23, lives with two roommates. Wants an app to manage shared grocery lists and track expenses for easy reimbursements. * **Persona 2:** *Nithya*, 34, parent managing groceries and budgets for his family. Needs list-sharing and budget monitoring. * **Persona 3:** *Kevin*, 18, college student sharing a dorm room, wants to avoid duplicate purchases and manage party expenses. |

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| UNMET NEEDS | |
| Handshake with solid fill | Key Findings #1 |
| Effective shared expense tracking for grocery items. |
| Customer review with solid fill | Key Findings #2 |
| Real-time list synchronization to reduce duplicates |
| Business Growth with solid fill | Key Findings #3 |
| Budget tracking and spending insights tailored for communal grocery shopping |

EXISTING SOLUTIONS

* **GENERIC GROCECORY APP:**

Standard apps allow list-making but lack shared

expense tracking.

* **Note and To-Do Apps:**

Used for grocery lists but are limited in real-time

sharing and budget tracking.

OUR SOLUTION

A shared grocery app with expense-tracking features, real-time

List updates, budget insights, and notifications for duplicate

Purchases for users in shared living conditions.

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| RISKS AND STRATEGIC CONSIDERATIONS | |
| * **Risk**: Privacy concerns regarding shared expenses.   + **Mitigation**: Employ encrypted data storage and customizable access to sensitive information. * **Risk**: Competing apps add similar features.   + **Mitigation**: Continuously improve the user experience, focusing on unique aspects like budget control and item duplication prevention. | |
| RECOMMENDATION | |
| Move forward with development, emphasizing user-friendly design, privacy controls, and clear in-app guidance on managing shared lists and tracking expenses. Initial focus should be on roommates and families to test and validate features, with a potential expansion to student dormitories and shared workspaces if successful. |  |