

SHARED GROCERY LIST APP

Simplifying Collaborative Shopping

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PROBLEM STATEMENT

Managing grocery shopping for multiple users often leads to forgotten items or duplicate purchases, wasting money and causing frustration. Current apps lack effective real-time collaboration, making it challenging for families or groups to maintain an organized grocery list.





TARGET AUDIENCE

Families: Household members can collaborate to create and manage grocery lists, ensuring better coordination.

Elderly: Seniors living alone or with spouses can benefit from assistance in remembering items when shopping.

Roommates: Individuals sharing living spaces can keep track of needed items, avoid duplicates, and log expenses.

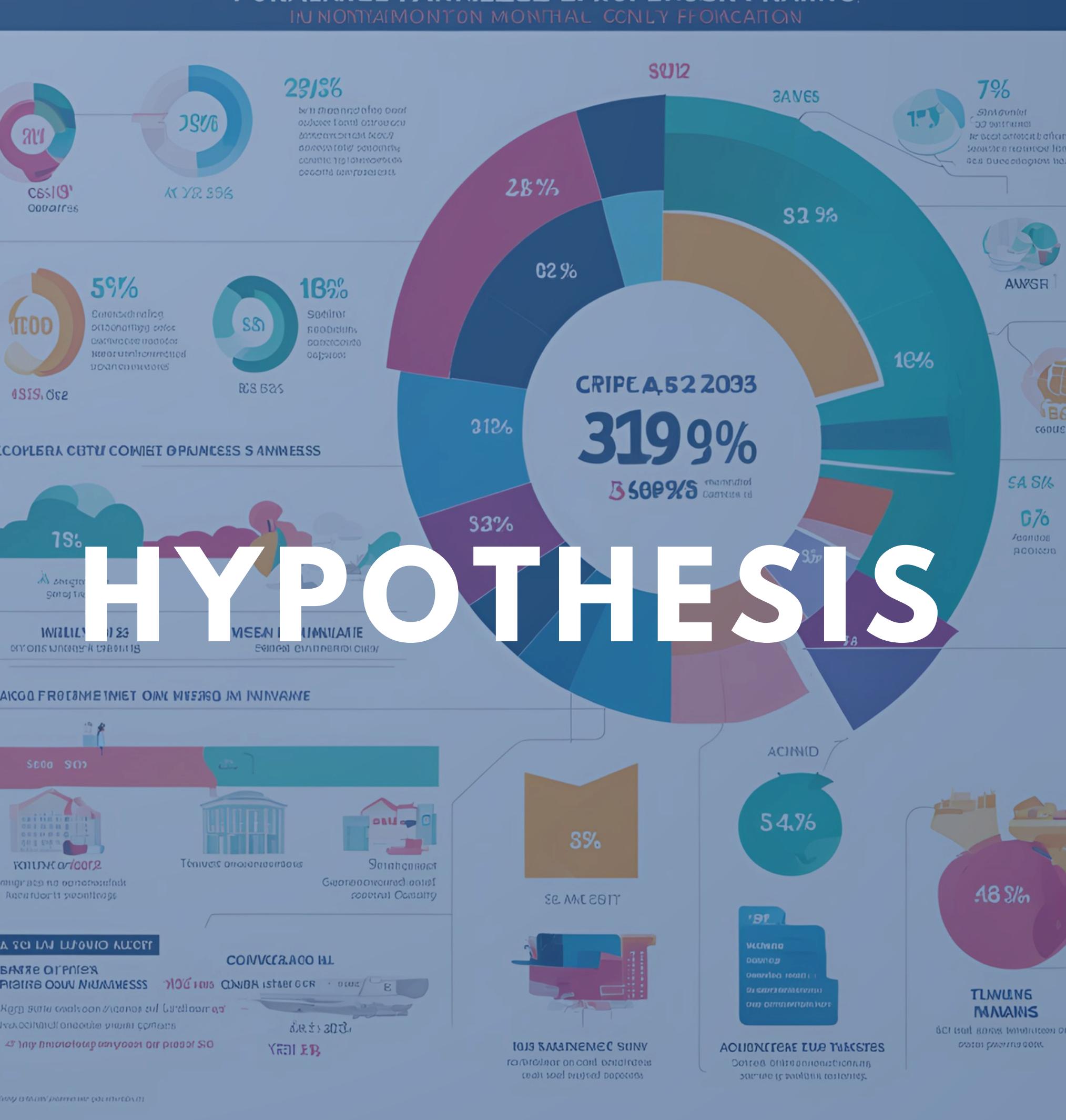
Friends: Groups organizing events can easily update lists and track contributions.

OBJECTIVES

- Enhance Collaboration: Enable real-time creation, management, and updates of grocery lists.
- Reduce Duplication: Allow users to see previously added items, minimizing duplicate purchases.
- Track Expenses: Log and monitor grocery-related expenses to track contributions.
- Improve Communication: Notify users about specific items or needs for better coordination.
- Efficiency: Organize lists by category and provide quick access to frequently purchased items.
- Support Customization: Enable personal columns alongside shared lists.
- Facilitate Reminders and Notifications: Implement alerts for list updates or shopping reminders.

DELIVERABLES

- User-Specific Columns:
Separate columns for personal and shared items.
- Visibility of Contributions:
Track who added items and who paid for them.
- Notification and Communication: Alerts for list updates and specific item requests.
- Expense Management Tool:
Summarize individual and group expenses.
- User Invitation Process: Onboard and manage roles for invited users.
- Web-Based Application Access:
Responsive web app for multiple devices.
- Shared Grocery List Creation:
Real-time collaborative list creation and updates.



If users are provided with a collaborative grocery list app featuring real-time updates, expense tracking, and reminders, they will experience reduced waste, improved organization, and enhanced coordination, leading to higher user satisfaction and retention.



TESTS

Usability Testing: Measure ease of navigation and feature comprehension through user testing.

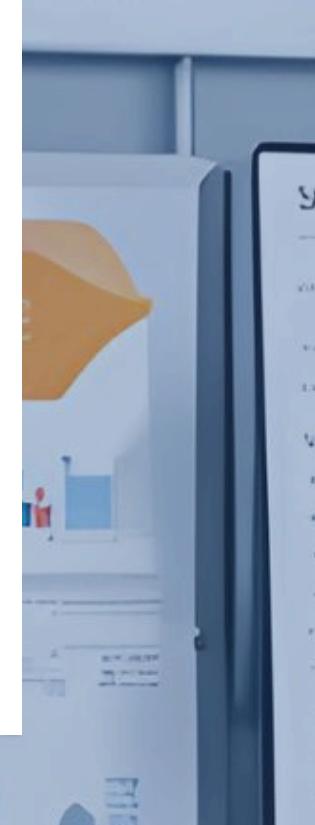
A/B Testing: Compare user engagement between different feature implementation

Beta Launch: Gather feedback from a limited user group to refine features.

Feedback Surveys: Collect qualitative and quantitative insights post-usage

METRICS

User Engagement:
Daily and weekly
active users.

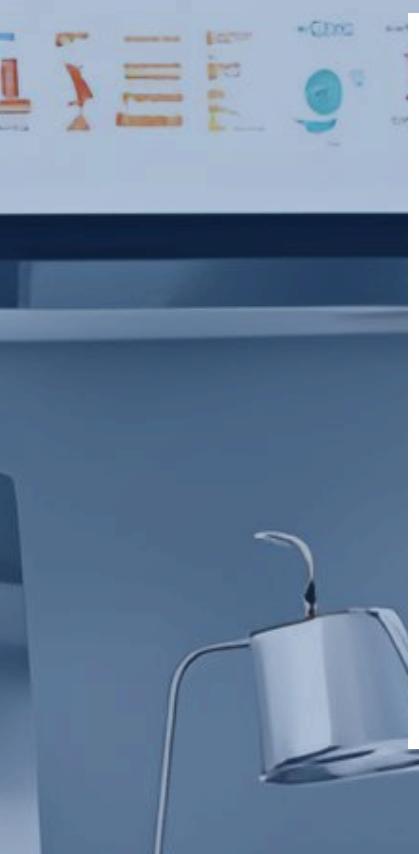


Collaboration Rate:
Average number of
shared lists per
user.



Task Completion:
Percentage of
items checked off.

Retention:
Monthly user
retention rate.



Cost Savings:
Average reduction in
duplicate purchases
per user.



CRITERIA

Success Criteria:

Achieve 80% positive feedback during beta testing.

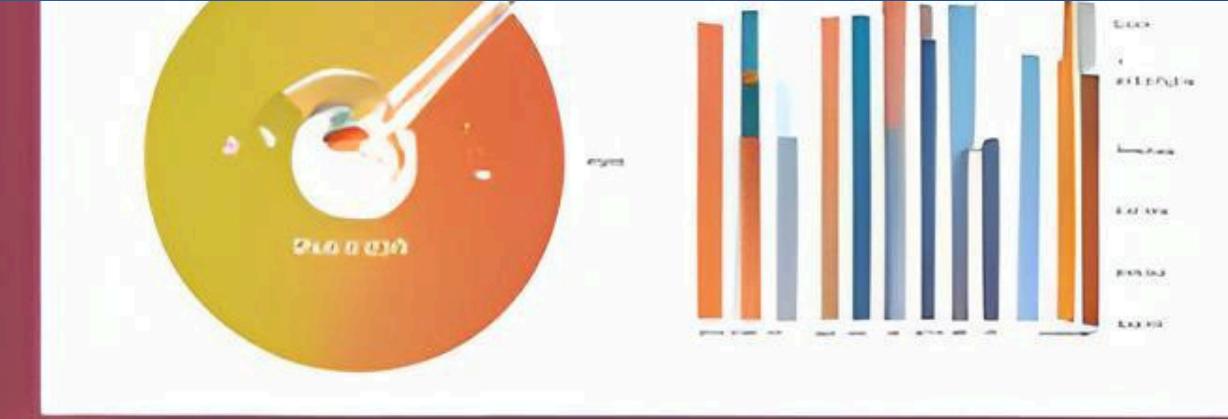
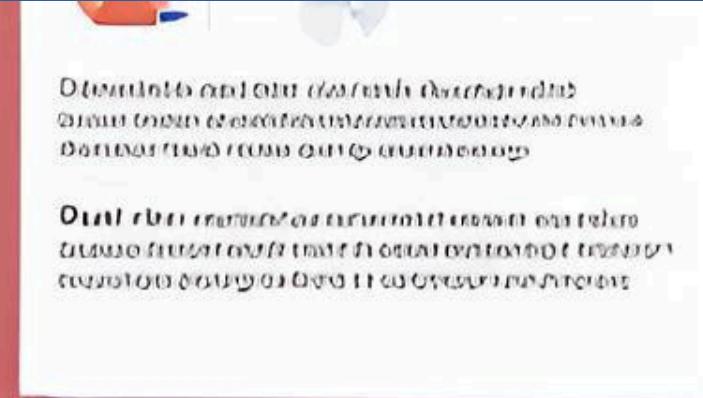
Attain 50% user retention in the first month post-launch.

Ensure a 30% reduction in duplicate purchases.

Maintain a system uptime of 99.9%.

VALUE PROPOSITION

Simplify grocery shopping by enabling real-time collaboration, reducing waste through expense tracking, and enhancing efficiency with intuitive organization tools—all tailored to diverse user needs.



Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments	
<ul style="list-style-type: none">Grocery stores and retailersCloud service providersCommunity groups or co-living organizationsParty Planning companies.Ads	<ul style="list-style-type: none">Product DevelopmentMarketingPartnership BuildingData Analysis	<ul style="list-style-type: none">Eliminates the hassle of duplicate purchases in shared spaces.Simplifies grocery management with real-time list sharingSaves time with features like notifications and user authentication.	<ul style="list-style-type: none">Self-service: Intuitive app design for easy onboardingCommunity-building: Encourage group sharing and collaboration.Support: FAQs or email support for technical assistance.	<ul style="list-style-type: none">Shared Households: Families, roommates, or co-living spaces.Elderly Users: Seniors needing assistance with grocery management.Young Professionals: Individuals in shared apartments looking to avoid duplicates.	
Key Resources	Key Resources			Channels	
	<ul style="list-style-type: none">skilled development team (backend, frontend, and database)Firebase infrastructure for data managementMarketing resources for app promotionAnalytical tools like Power BI for tracking insights			<ul style="list-style-type: none">Digital Marketing: Social media, app stores, and SEO.Word of Mouth: Referrals from existing users.Community Events: Promotion in co-living meetups or senior community centers.	
Cost Structure	Revenue Streams				
<ul style="list-style-type: none">Development Costs: Backend, frontend, and database maintenance.Marketing Costs: Advertising and promotions.Operational Costs: Server hosting and customer supportScaling Costs: Integrating with grocery retailers or expanding features.	<ul style="list-style-type: none">Freemium Model: Basic app features for free, premium features at a cost.Subscription Plans: Monthly or yearly premium subscriptions for added features like analytics or retailer integrations.Affiliate Marketing: Partnering with retailers for commissions.Collaboration with local grocery vendors				

MARKET GROWTH & POTENTIAL

Market Insights:

- Growing Demand: Increasing popularity of collaborative apps globally.
- Potential Audience: Families, roommates, friends, and elderly users.
- Revenue Potential: Freemium model with premium features for advanced users.

Demographics:

- Age: Young adults (18-24), parents (25-45), and older adults (46+).
- Gender: Inclusive but likely appealing more to primary household shoppers.
- Income: Middle to upper-middle-income households.
- Location: Urban and suburban areas.

Psychographics:

- Lifestyle: Busy professionals, health-conscious individuals, and budget-conscious shoppers.
- Values: Convenience, sustainability, and budget management.

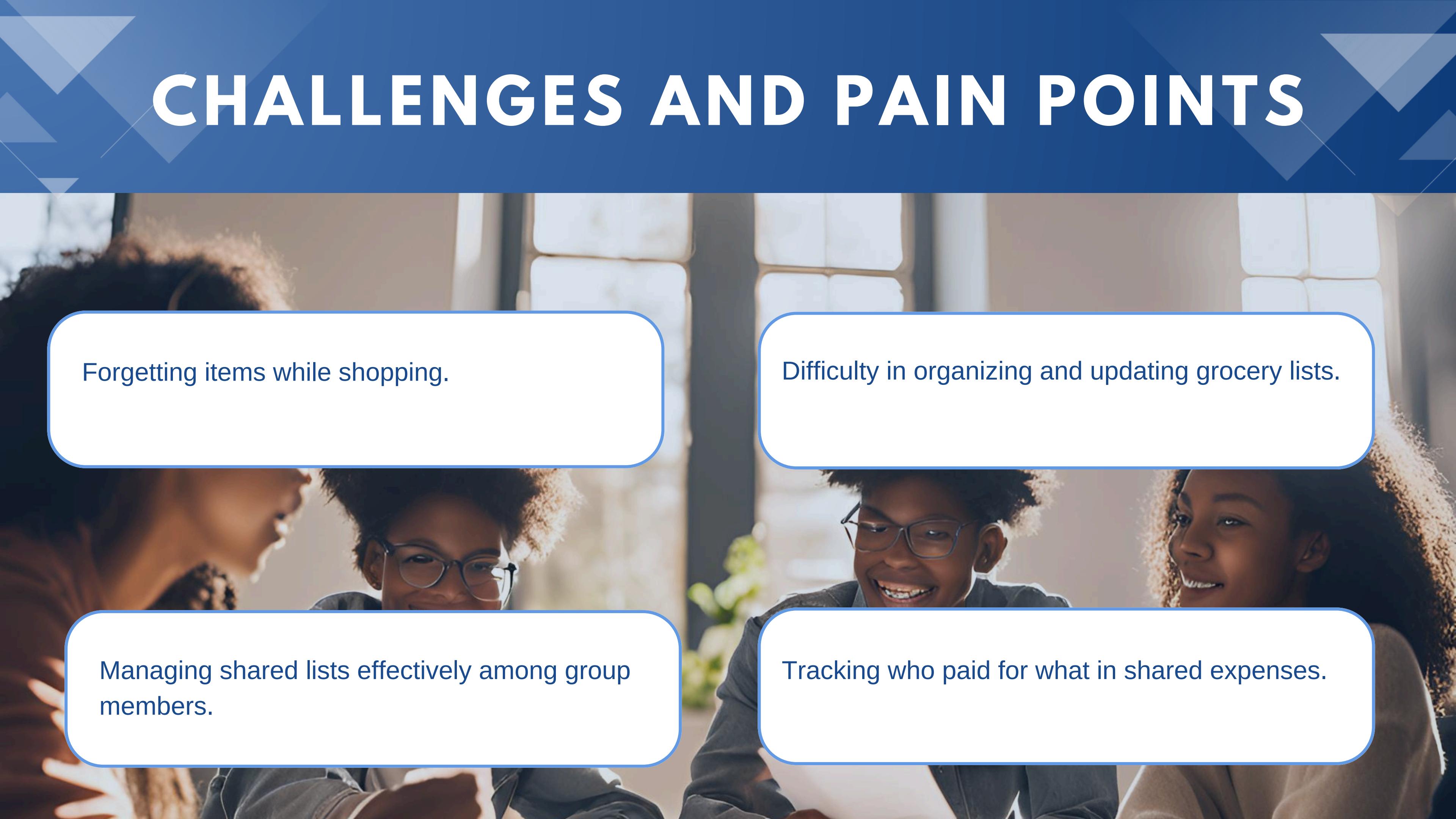


New vs Existing Solutions

Existing Solutions: Generic note-taking and shopping apps (e.g., AnyList, Out of Milk).

New Solution: Tailored for collaboration with real-time updates, notifications, and expense tracking.

CHALLENGES AND PAIN POINTS

A photograph of a diverse group of people, including men and women of various ethnicities, sitting together and smiling. They appear to be in a casual, indoor setting like a cafe or a social gathering. The lighting is warm and natural, creating a friendly and inclusive atmosphere.

Forgetting items while shopping.

Difficulty in organizing and updating grocery lists.

Managing shared lists effectively among group members.

Tracking who paid for what in shared expenses.



CONCLUSION

Summary:

- Addressing the challenges of collaborative grocery shopping.
- Offering a seamless, time-saving solution with features like real-time updates, expense tracking, and reminders.
- Strong market potential with user-centric design.

Next Steps:

- Begin user testing phase.
- Gather feedback and iterate on the prototype.
- Collaboration with local shops



THANK YOU