



PRODUCT REQUIREMENT DOCUMENT

● GROCERY APP

February 2025

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OBJECTIVE AND GOALS

Objective: To provide a seamless way for individuals, especially those living in shared spaces, to collaboratively manage grocery shopping and expenses.

Goals:

- Allow users to create and share grocery lists.
- Track expenses for each user.
- Avoid duplicate items in lists.
- Sends reminder notifications to users

MARKET RESEARCH AND ANALYSIS

The global grocery market size was valued at \$12.6 billion in 2023 and is expected to reach \$19.34 billion by 2031. This drastic rise is driven by the increased usage of online shopping and delivery apps. The global online grocery market was valued at \$549.4 billion in 2023 and is expected to reach \$5533.9 billion in 2032. The global food delivery market generated over \$1 trillion in revenue in 2023, with \$640 billion coming from grocery delivery.



USER PERSONAS

PERSONA 1



Working Professional Living in a Shared Apartment

Needs: Simple, easy-to-use app for grocery management.

Pain Points: Difficulty in keeping track of who bought what and managing shared expenses.

PERSONA 2



Family Manager

Needs: Easily track grocery items, avoid duplicate purchases, and manage budgets.

Pain Points: Duplicate items in the cart, no centralized place to view all purchases and difficulty coordinating shopping lists with a spouse; dislikes food waste.

PERSONA 3



College Student Living in a Shared Apartment

Needs: Easily track necessary items required before organizing a party, avoid duplicate purchases, and manage budgets.

Pain Points: Difficulty in keeping track of party items and its expenses

FEATURES

01 Create and Share Lists

Users can create grocery lists and share them with others.

02 Expense Tracking

Track who bought which items and calculate individual expenses

03 Item Duplication Prevention

Automatically suggest items that are already on the list to prevent buying duplicates.

04 Push Notifications

Reminders when a shopping list is updated or when items need to be bought.

05 Search Functionality

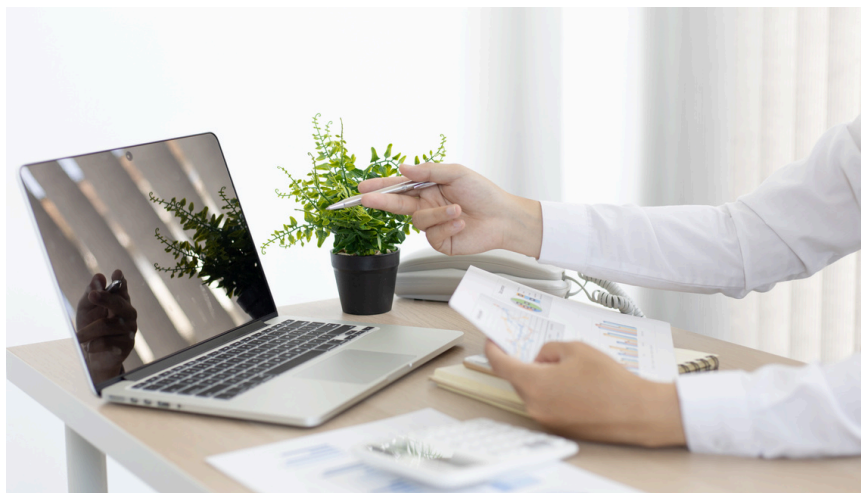
Easily find items within shared lists

06 List Sorting

Option to sort items by category (e.g., fruits, vegetables, dairy).



USER STORIES



01

As a user, I want to be able to create a grocery list with categorized items so that I can manage my shopping efficiently and avoid forgetting essential items.

02

As a user, I want to track how much I've spent on groceries and split costs with others so that shared expenses are clear and fair.

03


As a user, I want to prevent adding duplicate items to the list by receiving a warning or suggestion so that I can save time and avoid unnecessary purchases.

REQUIREMENTS

FUNCTIONAL REQUIREMENT

- List Management: Ability to add, edit, and remove items from the list.
- User Authentication: Users need to sign up, log in, and manage their profiles.
- Expense Allocation: Ability to enter and track individual user expenses.
- Item Duplication Check: System checks if an item is already on the list and prompts the user.
- Data Sync: Synchronization of lists across devices in real-time.

NON- FUNCTIONAL REQUIREMENTS

- Performance: The app should load within 2 seconds.
 - Security: User data must be encrypted and protected.
 - Scalability: Able to handle increasing numbers of users and items.
 - Usability: App should be intuitive, with minimal steps to create and share lists.
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KPI'S

LANDING PAGE MATRIX

- 1.Goal: 100 sign-ups in the first 30 days
- 2.Metric: Number of sign-ups and form submissions

USER FEEDBACK

- 1.Goal: 70% positive feedback on the grocery app concept
- 2.Metric: Survey responses and qualitative feedback

MARKET RESEARCH

- 1.Goal: Conduct 10 interviews with potential users
- 2.Metric: Number of interviews completed

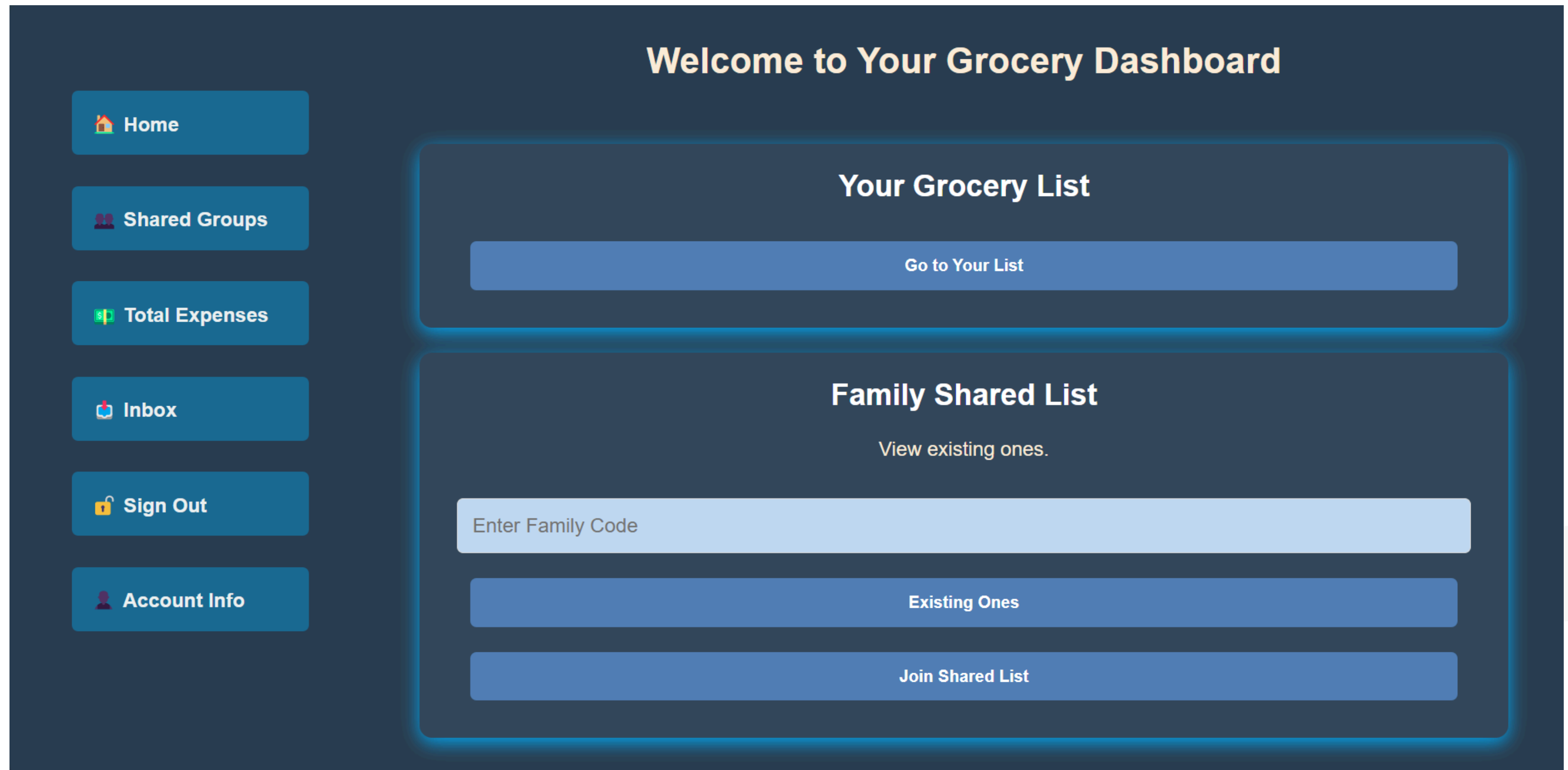
SOCIAL MEDIA ENGAGEMENT

- 1.Goal: Reach 500 followers on social media
- 2.Metric: Followers, likes, and shares on Instagram/Twitter

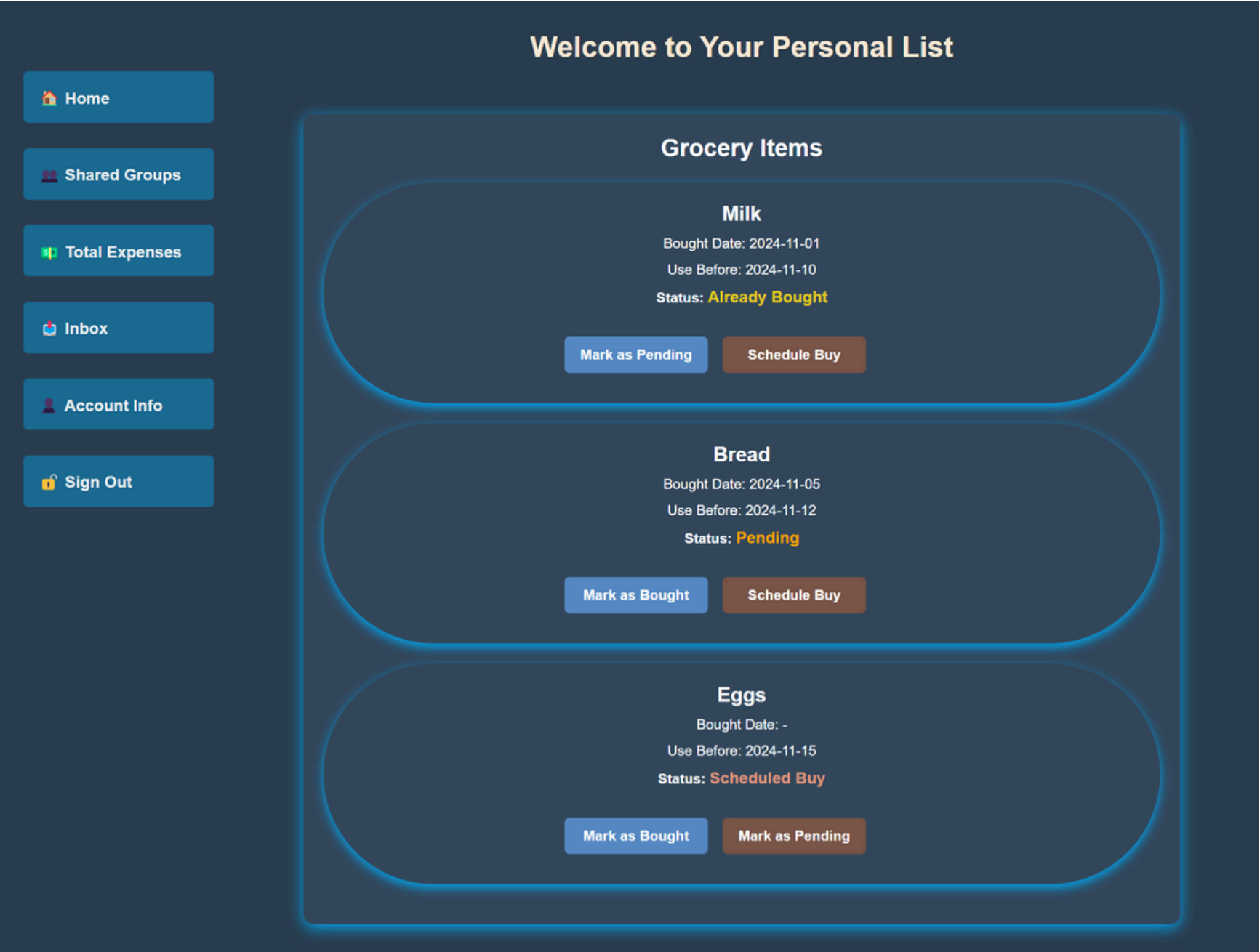
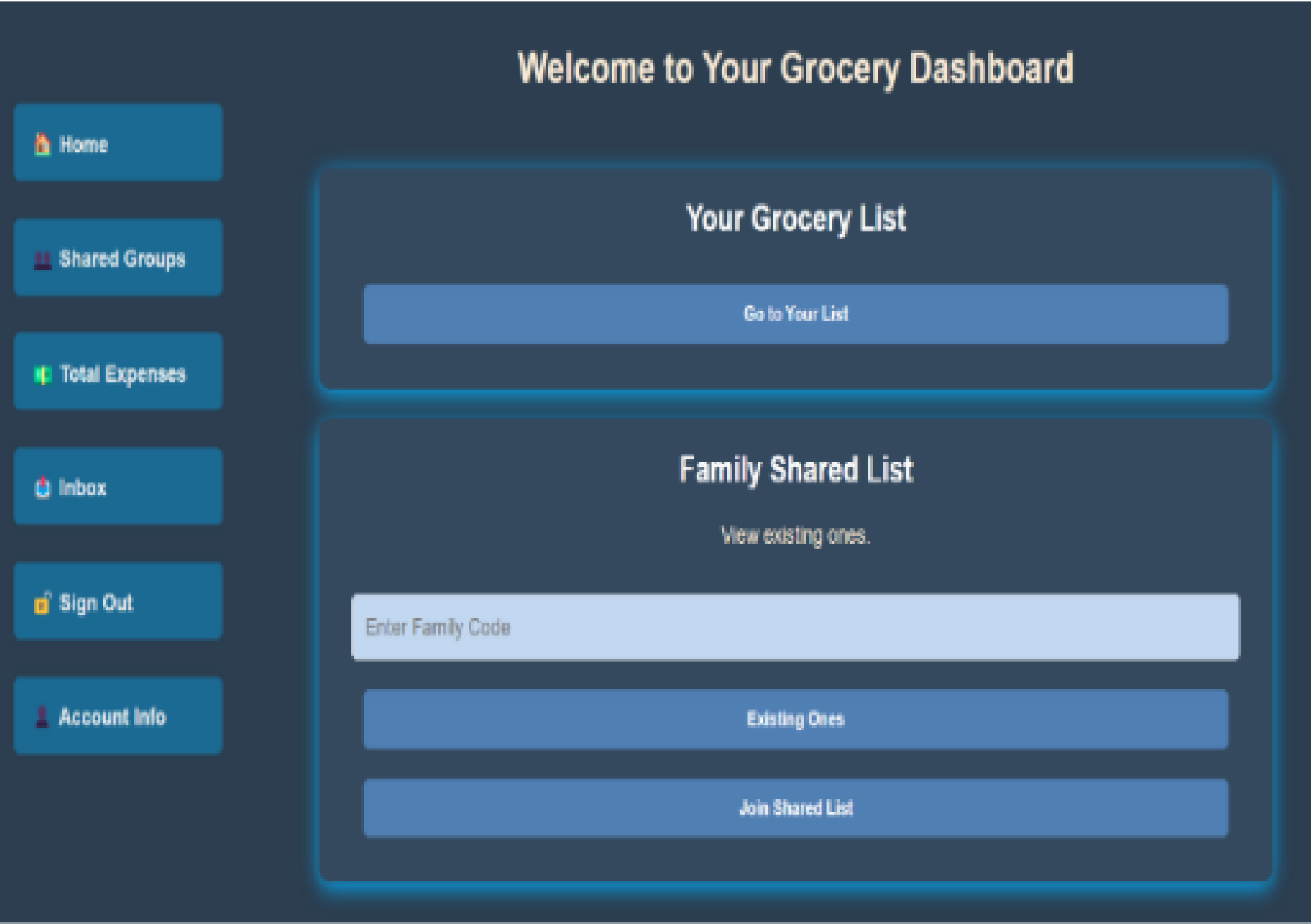
PROTOTYPE TESTING

- 1.Goal: 30 potential users to test the prototype
- 2.Metric: Number of testers and feedback

WIREFRAMES



WIREFRAMES



ACCEPTANCE CRITERIA

- Users are able to create a list and add items to it.
- Users can share the list with other users.
- Duplicate items are automatically identified and not added to the list.
- Expenses are correctly tracked and divided among users.


DEPENDENCIES AND ASSUMPTIONS

- The initial stages of this app will be a web application as shown in the prototype.
- The app will be later developed for both android and iOS.
- The app will require internet connectivity for syncing lists.

TIMELINE

- MVP (Minimum Viable Product): 3 months (Include basic features like list creation and sharing).
- Full Product Launch: 6 months (Add advanced features like expense tracking, duplication checks).

RISK AND MITIGATION

- Risk: Users might not use the expense tracking feature.
 - Mitigation: Add a tutorial and make the feature easy to use with reminders.
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THANK YOU

