

# Supermarket Idea

## Problem

It is difficult to determine which supermarket can save you the most amount of money on the total purchase of your grocery list. This is because a product's price on a supermarket varies from supermarket to supermarket.

## Target

An online tool where people can determine which supermarket closest to them can save them the most amount of money.

## Cause Analysis

- There are no well-known online tools that compare grocery prices.
- People don't often consider the cost of fuel when driving to a certain supermarket.

## Countermeasures

Build an online tool that allows the user to determine a supermarket's value by calculating the total cost of the items in their grocery list and how much fuel will cost them to travel.

## Evaluation

- Is the online tool intuitive?
- Can the user choose whether they want to calculate grocery prices, fuel cost, or both?
- Can the user easily see how supermarkets compare?

## Standardization

- Are users finding accurate pricing?
- How much money are users saving?
- What kind of feedback are the users reporting?