

Social Grocer

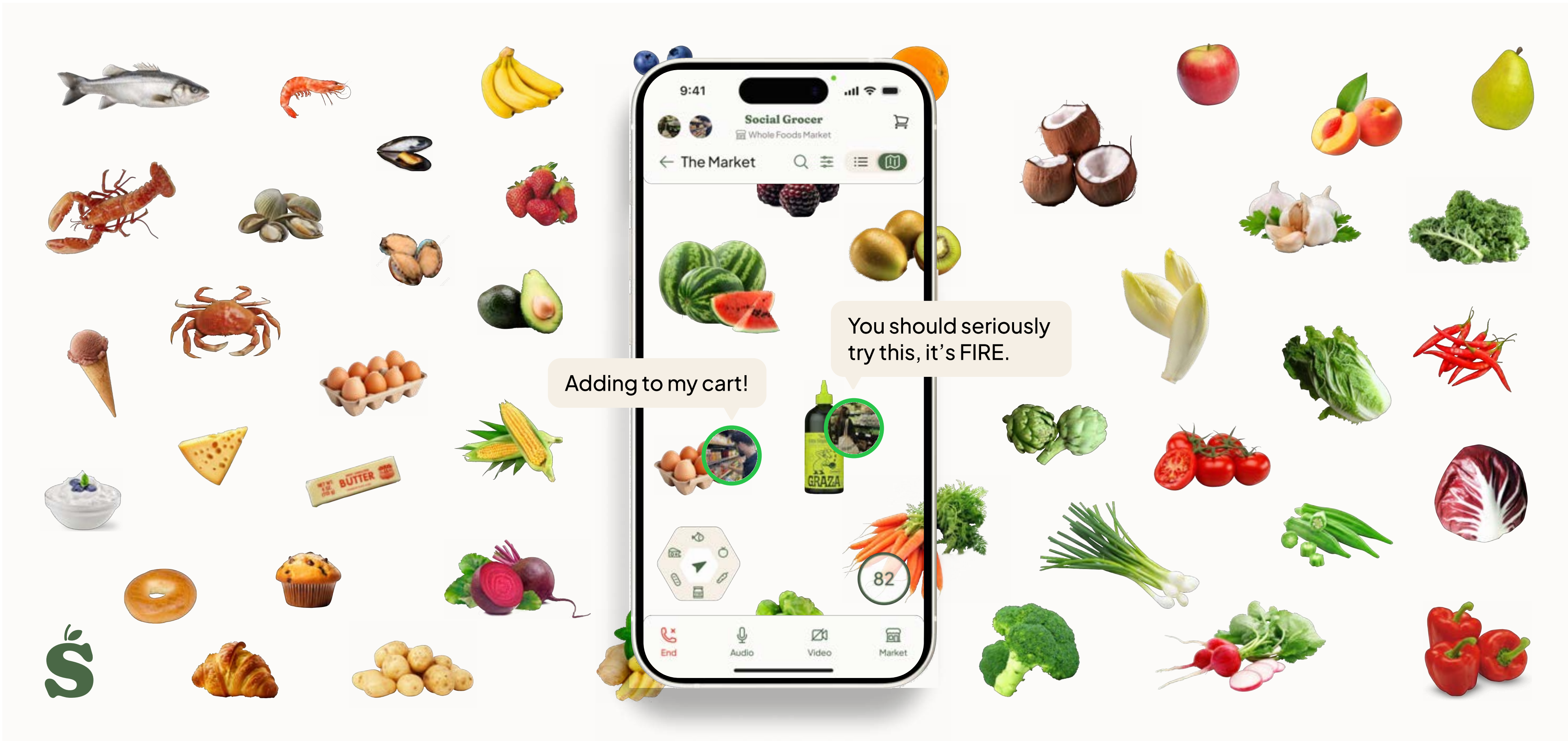
Transform grocery shopping from an ordinary task to a channel for social connection with Social Grocer. Connect with friends in real-time, make mindful food choices, and turn online shopping into an engaging, health-focused social adventure.

Team:
Ivy Tseng
Louise Lu
Varun Narayanswamy
Stevie Lemons

Fill your cart



Feed your friendships

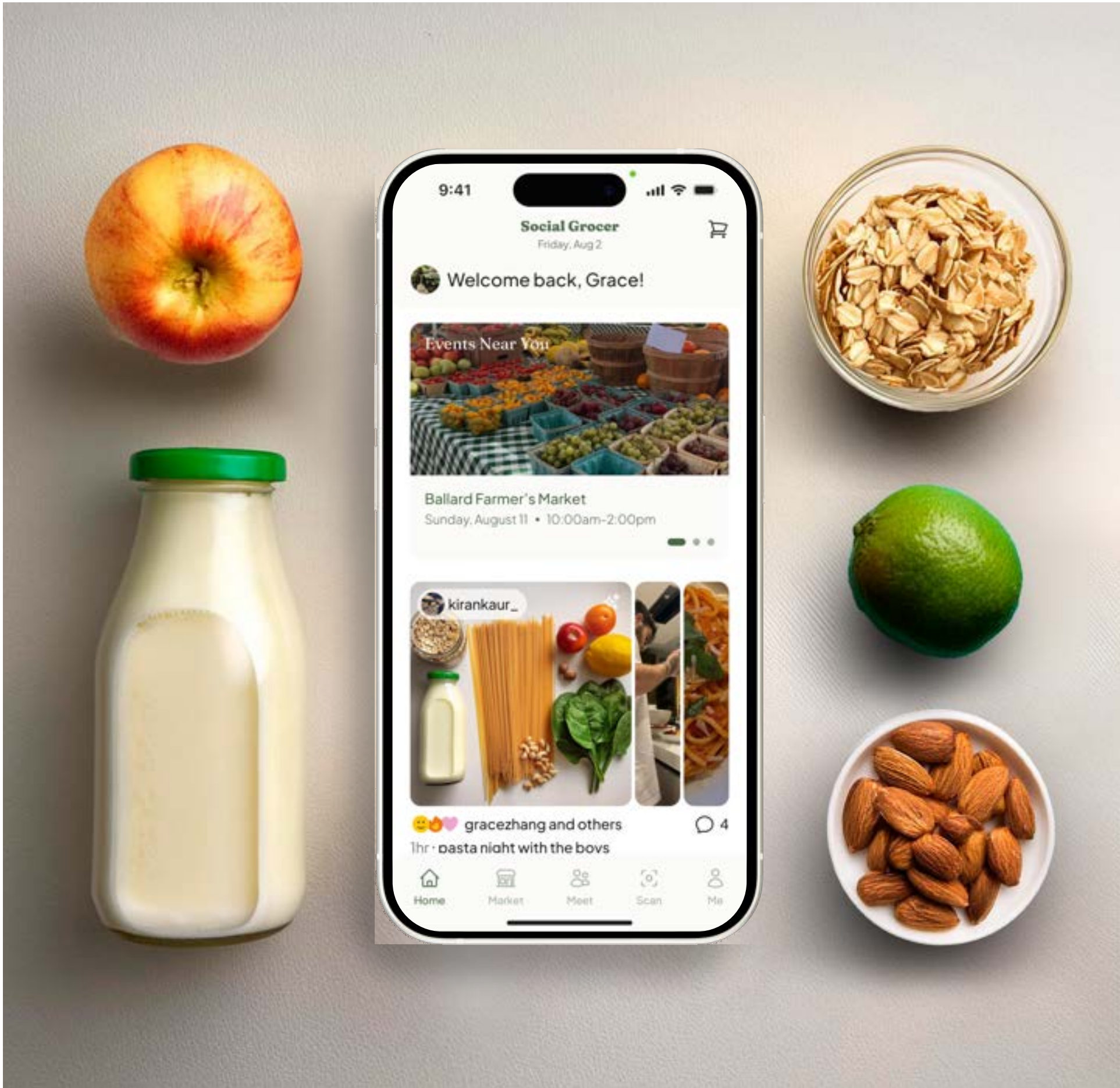


Background

In a fast-paced society, prioritizing nutrition often feels challenging and isolating. As the U.S. obesity epidemic fuels preventable diseases, Social Grocer harnesses the power of social media to guide people toward more mindful choices through interactive conversations, cultural sharing, and curated product pairings.

Key Features

- Explore The Market**
Social Grocer replaces classic online grocery shopping interfaces with a knolling-inspired layout, encouraging leisurely exploration of ingredients similar to a farmers market.
- Shop with Friends and Family**
Shoppers can buy products and socialize in real-time with Social Grocer's audio and video features. People can browse together online, exchange ingredient advice through spotlighting, add items from each other's carts, and easily share product recommendations.
- Digest Nutrition Facts Easily**
Product pages feature bite-sized nutritional information and letter or number grades for easy product comparison. People select their preferred nutritional ranking system alongside their dietary restrictions, tailoring their grocery shopping experience to their health goals.
- Discover Substitutions and Pairings**
Shoppers are offered nutritious alternatives and culturally-diverse food pairings when viewing products, inspiring new culinary combinations.
- Customize the Experience**
Shoppers can choose between Nudge or Nutrition Mode. Nudge Mode minimizes health data, focusing on positive social shopping experiences. Nutrition Mode displays Cart Health Scores and progress graphs, emphasizing nutritional choices over time.
- Share your Cart using GenAI**
With one tap, our Generative AI model transforms shoppers' cart contents into visually appealing knolling images to share with friends and family, who can purchase directly from their posts.



Industry Partner:
Steve Downs
Building H