“Cost of Living” Top Problem Information Details

**Top Problem:** High Living Cost—How can people buy same thing or things with same quality but deeper price?

**Phenomenon:** Same good prices can differ widely between Woolworth, Coles and other markets. Consumers who do not shop around end up paying much more for the same goods. And for me, about twenty days ago, I've just arrived in Brisbane, and I'm unfamiliar with many places and the prices of goods. I simply don't have the time or energy to compare prices store by store to find the cheapest deals. But that shouldn't be a reason for me to be forced to spend more.

**Why can be a top problem?**

When people pay different prices for the same goods. This can result in some consumers paying more than necessary, which can strain their financial resources. Low-income households may not have the resources or time to shop around for the best prices. Also, a lack of transparent pricing information means consumers cannot make informed decisions. This lack of transparency can lead to overpayment. Regional variations in prices can make the cost of living significantly higher in certain areas. This may discourage people from living or working in those areas.

**Customer:** student, low-income house-hold, new comer

**Supporting Data:**

The Australian Bureau of Statistics (ABS) provides Consumer Price Index (CPI) data that highlights differences in the cost of living across various regions in Australia.

Price discrimination occurs when the same product is sold at different prices to different groups of consumers. Online retailers often use dynamic pricing algorithms that adjust prices based on factors like demand, user location, and browsing history. This can lead to significant price differences for the same product.

CHOICE (Australian consumer advocacy group) regularly publishes reports showing how the prices of common household items can vary widely between supermarkets.

**Solution:**

Create an App include following functions:

* Track history good’s price & Compare good’s price store by store
* Collect and publish product special offer information
* Group buying（Negotiate directly with suppliers to bypass middlemen. Or purchase in bulk and negotiate with them for greater discounts so that we can buy goods at a lower price.）