



Grocery Pal: App design

Cassidy Hatch

Judys Main Frustration Points

No Regrets

Judy doesn't want to regret anything after she buys it. That buyers remorse is the worst feeling for her and she wants to feel confident about what she bought

Saving Time

Judy hates having to waste time while shopping to search reviews and product details, she wants to see something and know its worth her time to look at and see reviews

Saving Money

Again with regrets, Judy doesn't want to regret buying anything, so something that is a good price and worth her money is a good option for her.

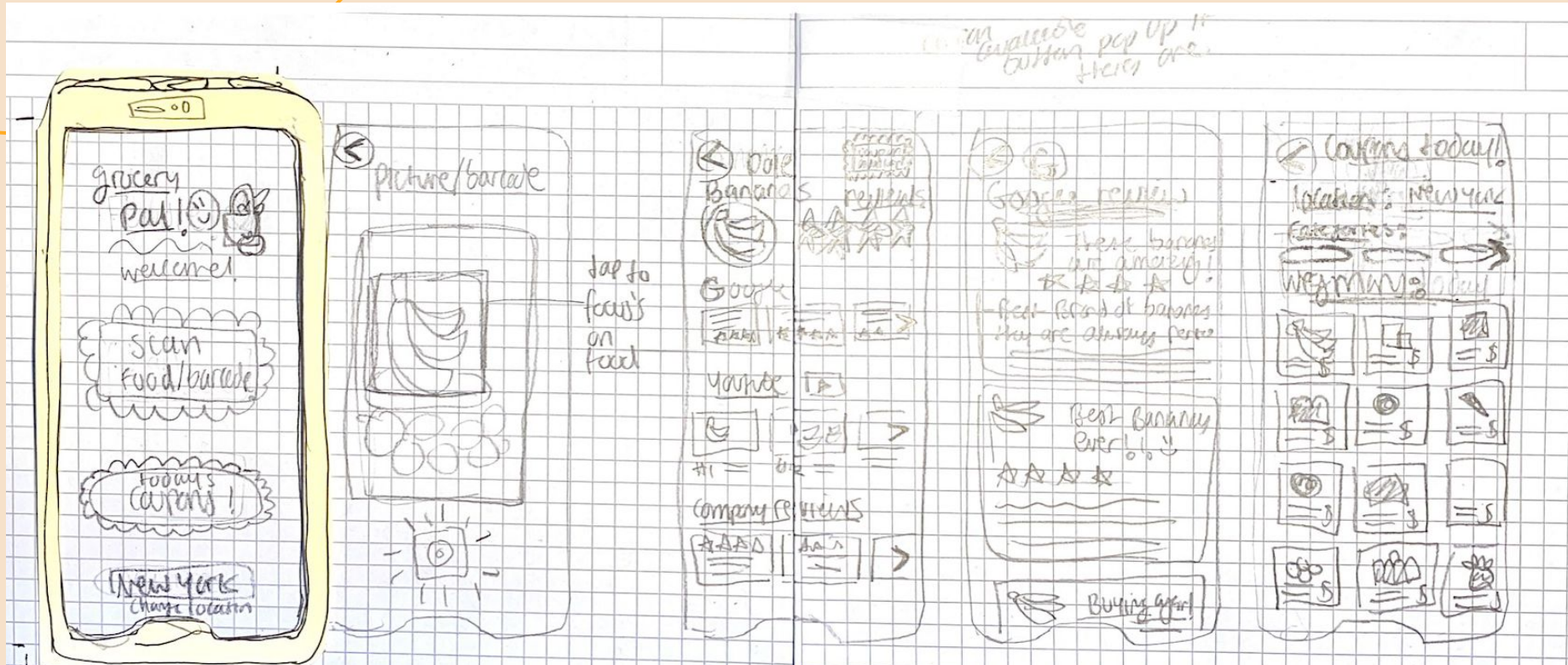
Product worth the Price

Judy wants the quality of the product to be worth the price for whatever she buys. Again she doesn't want to feel buyers remorse.

Idea #1

My first idea would be to create an app mainly just for scanning foods and viewing their top rated reviews: showing best star rated google reviews, youtube reviews, and the company website reviews.

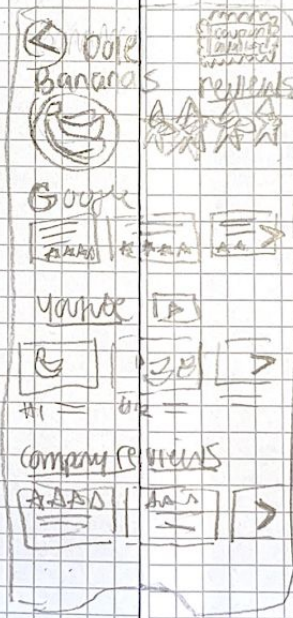
There would also be a coupons section to view coupons for that day in whatever store you're in, you could search the store and barcode coupons come up. You can change your location too based of the grocery stores near you.



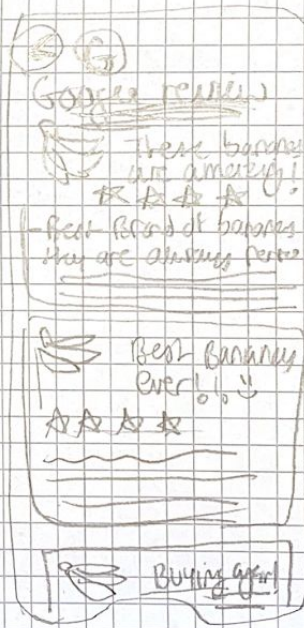
Idea #1



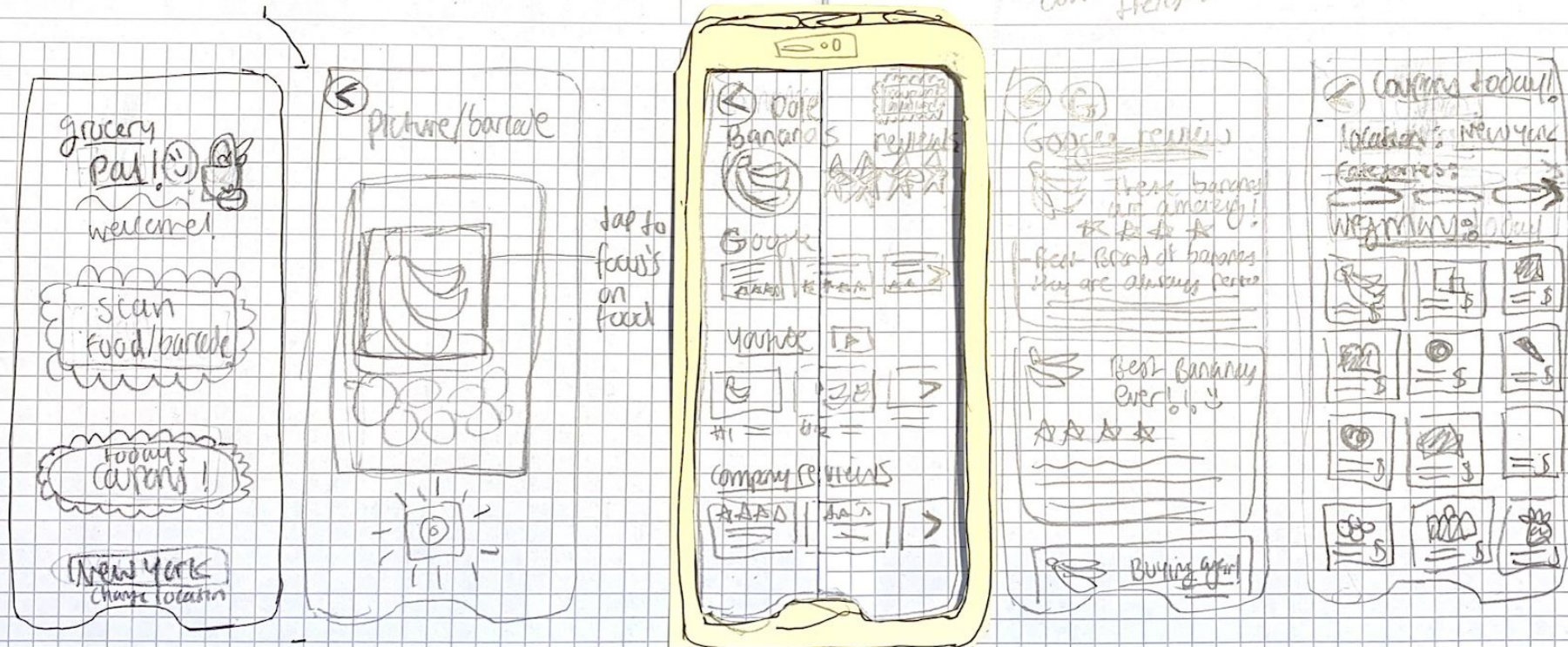
ap to
cut's
in cool



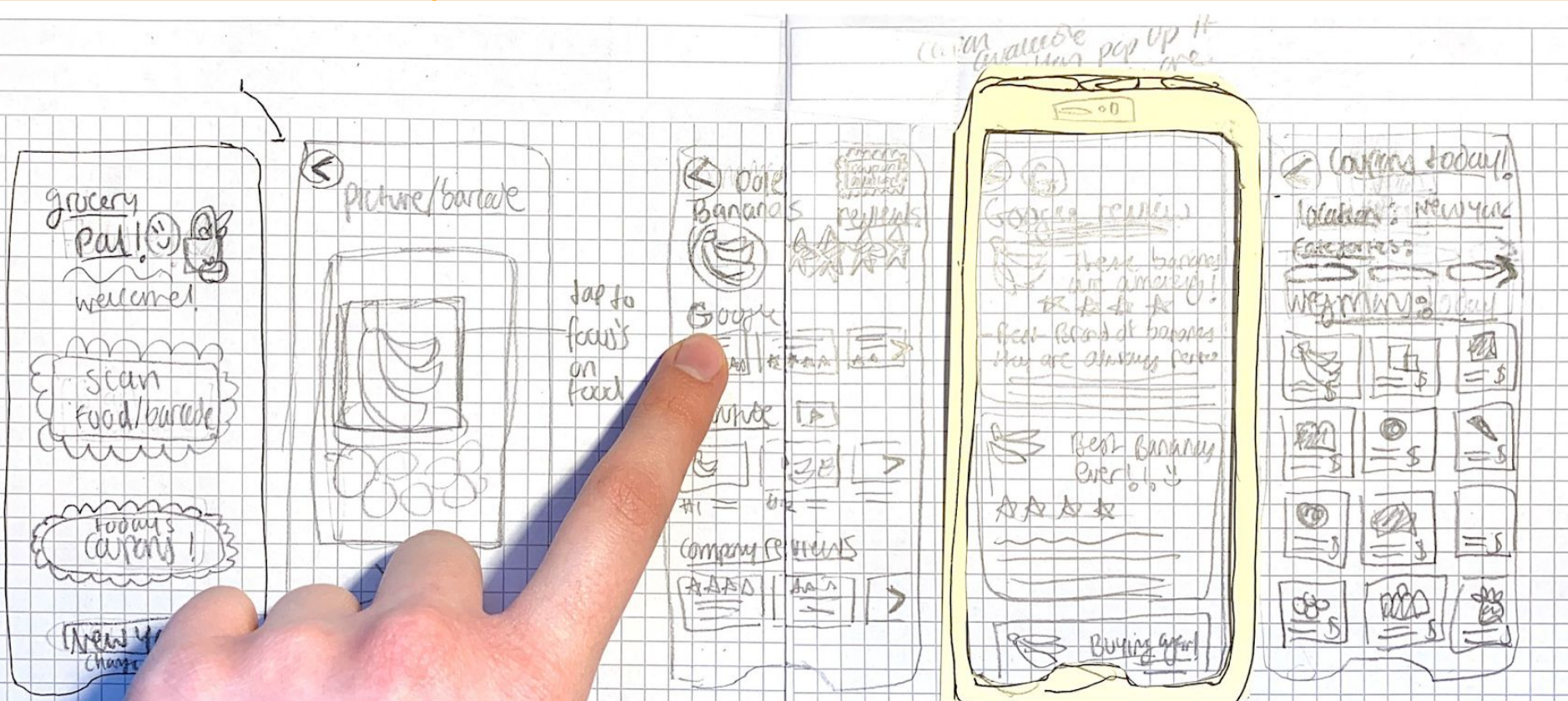
can
available
button pop up if
there are



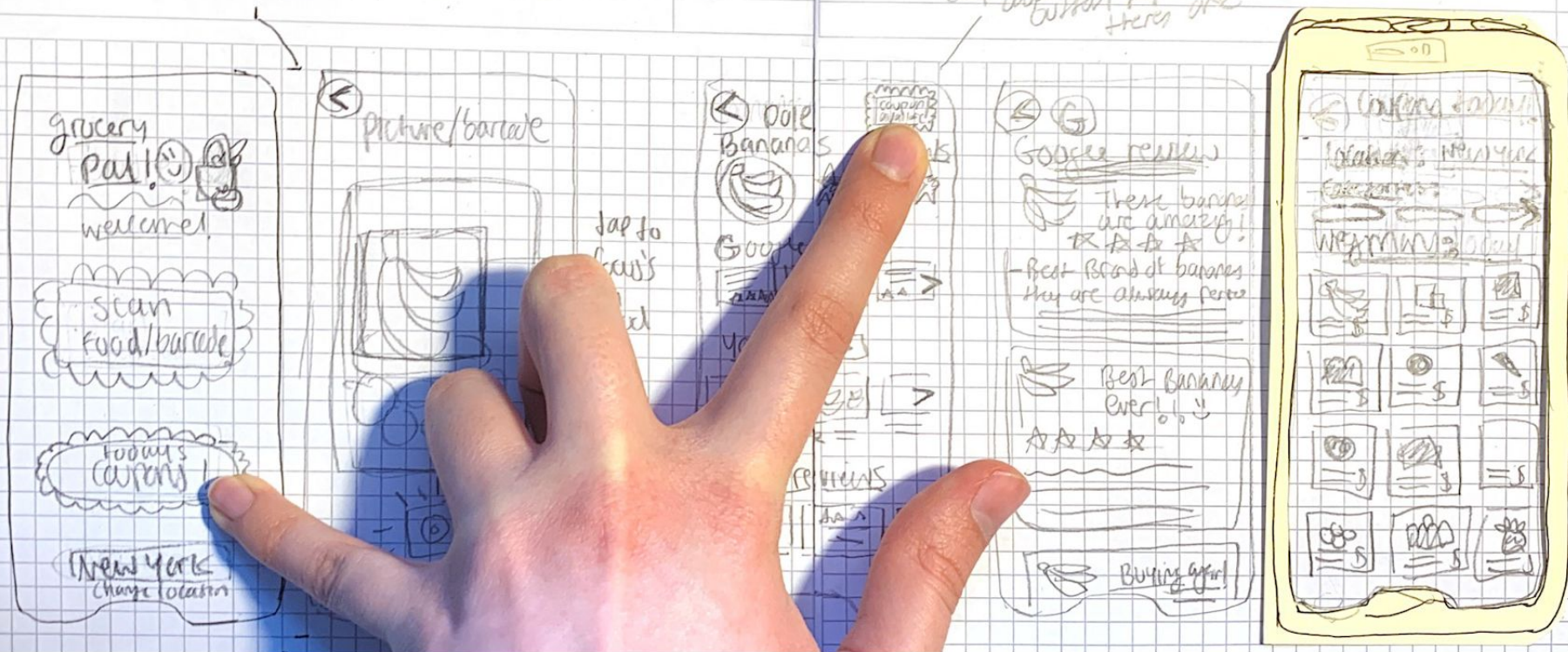
Idea #1



Idea #1

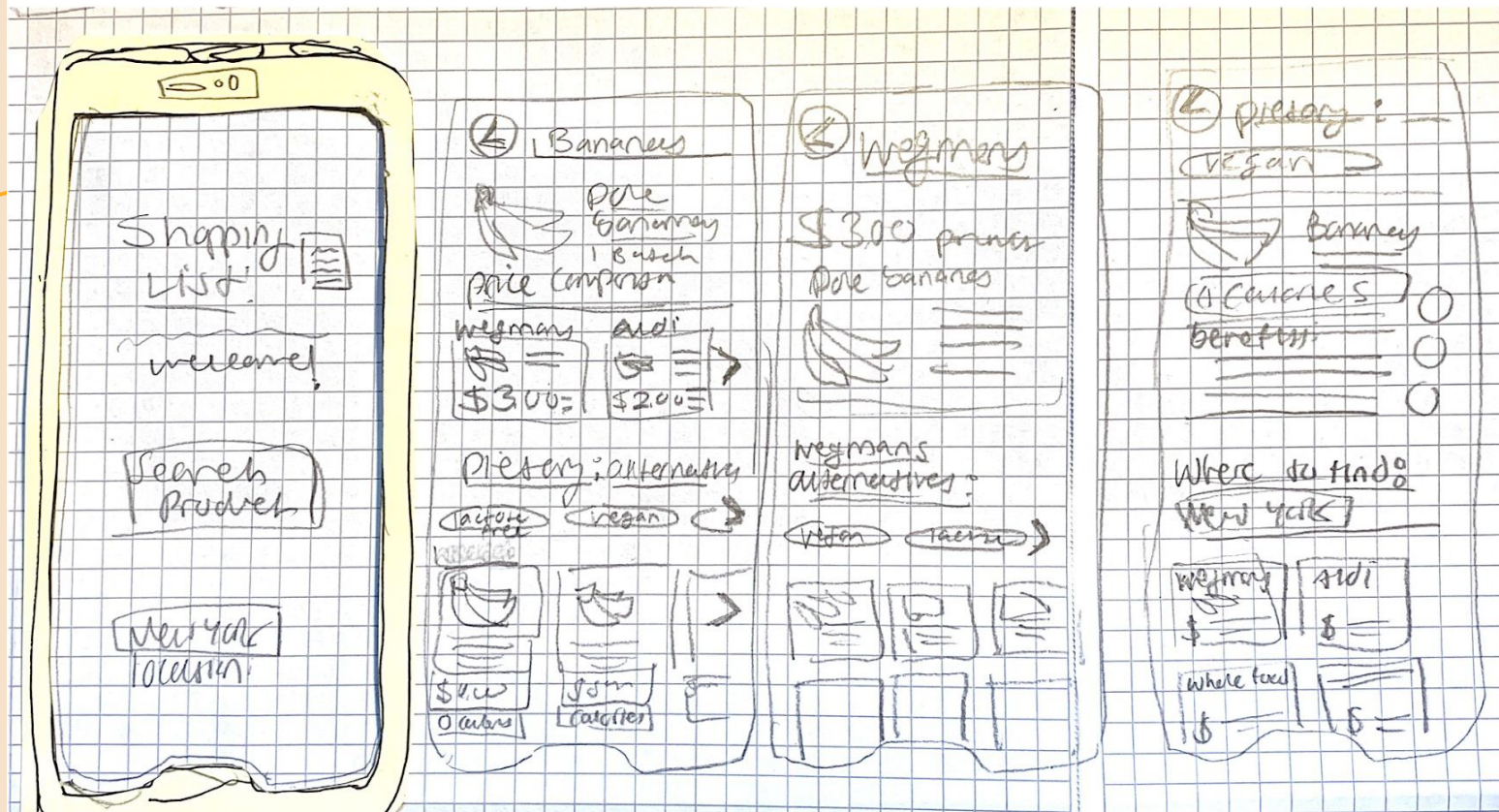


Idea #1



Idea #2

My second idea would be more catered to comparing the prices of a product you could scan and seeing the price at one store before you go out. So you would use this before you go shopping. It can also be for dietary purposes, comparing other healthier alternative to the product and you can change your location too to find grocery stores closer to you for more accurate price comparisons



Idea #2

Shopping List

welcome!

Search Product

New York
location

② Bananas



Pole
Banana
1 Busch

price comparison

wegmans

aldi

\$300=

\$200=

Dietary: alternatives

lactose free

vegan

vegans



\$4.00
0.0000

john
calories

② Wegmans

\$300 price

Pole bananas

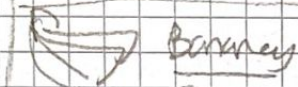


wegmans
alternatives:

lactose

lactose

② Dietary: —
vegan



Calories

benefit

Where to find?
New York

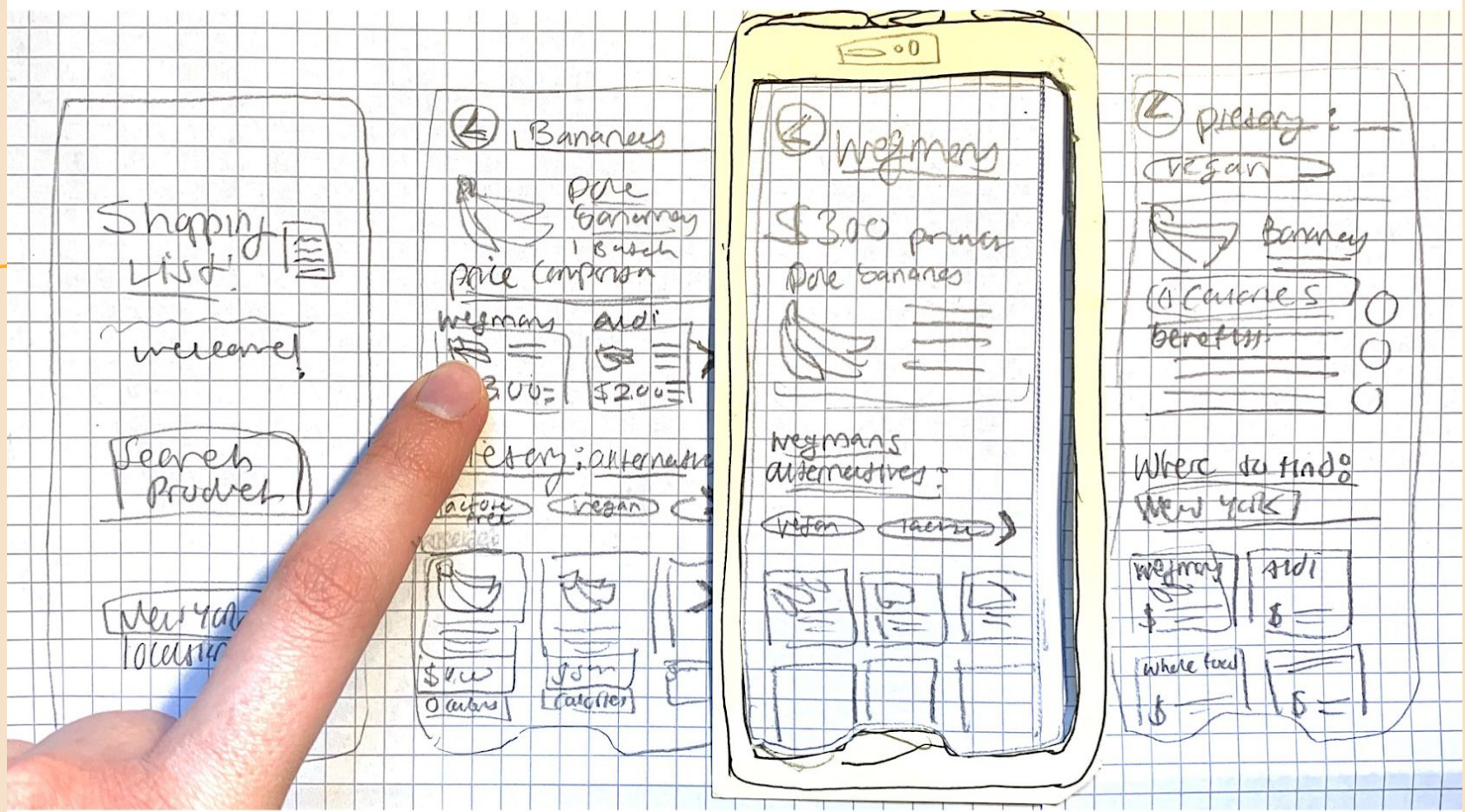
wegmans
\$ =

aldi
\$ =

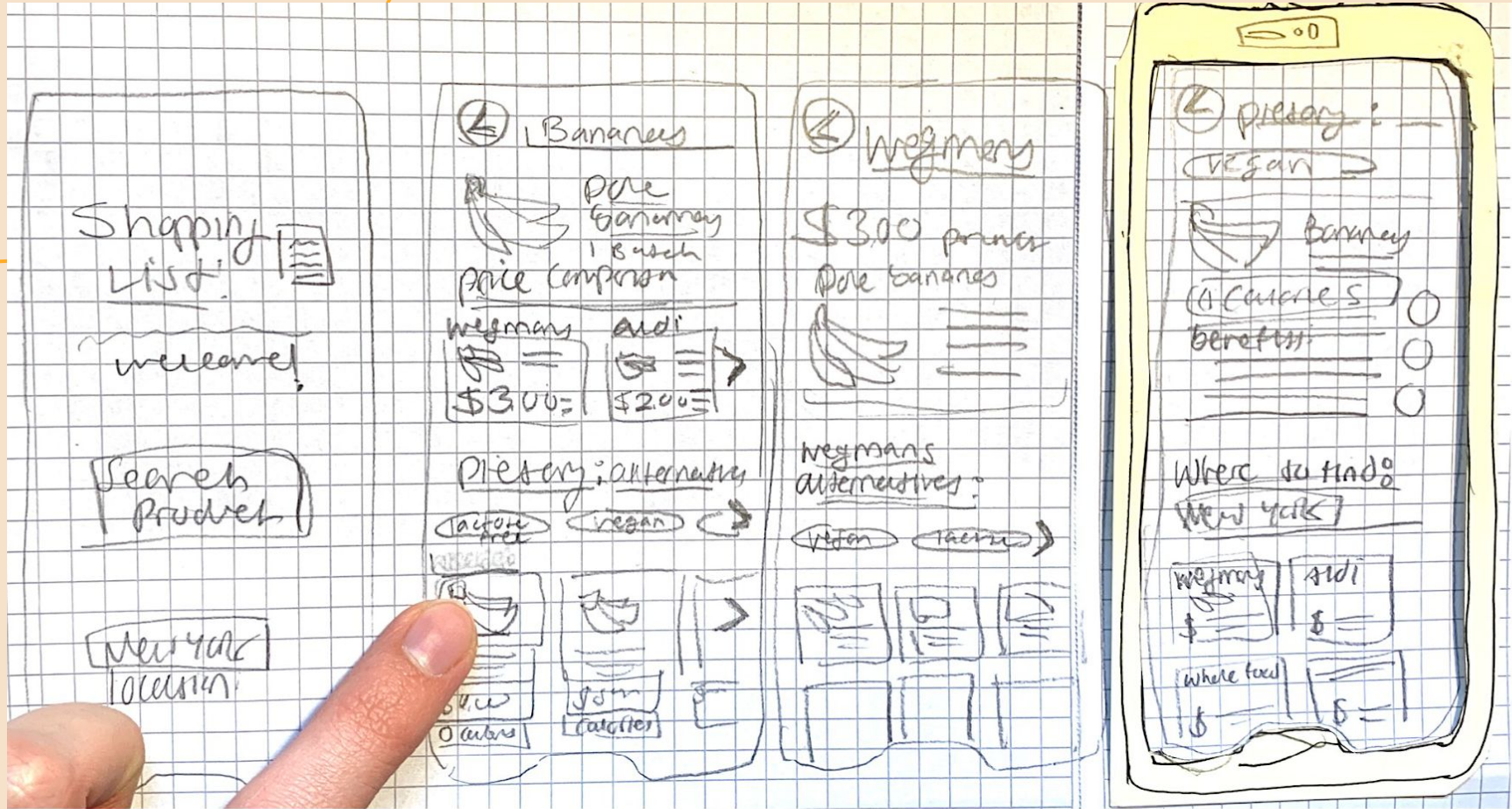
whole food
\$ =

\$ =

Idea #2

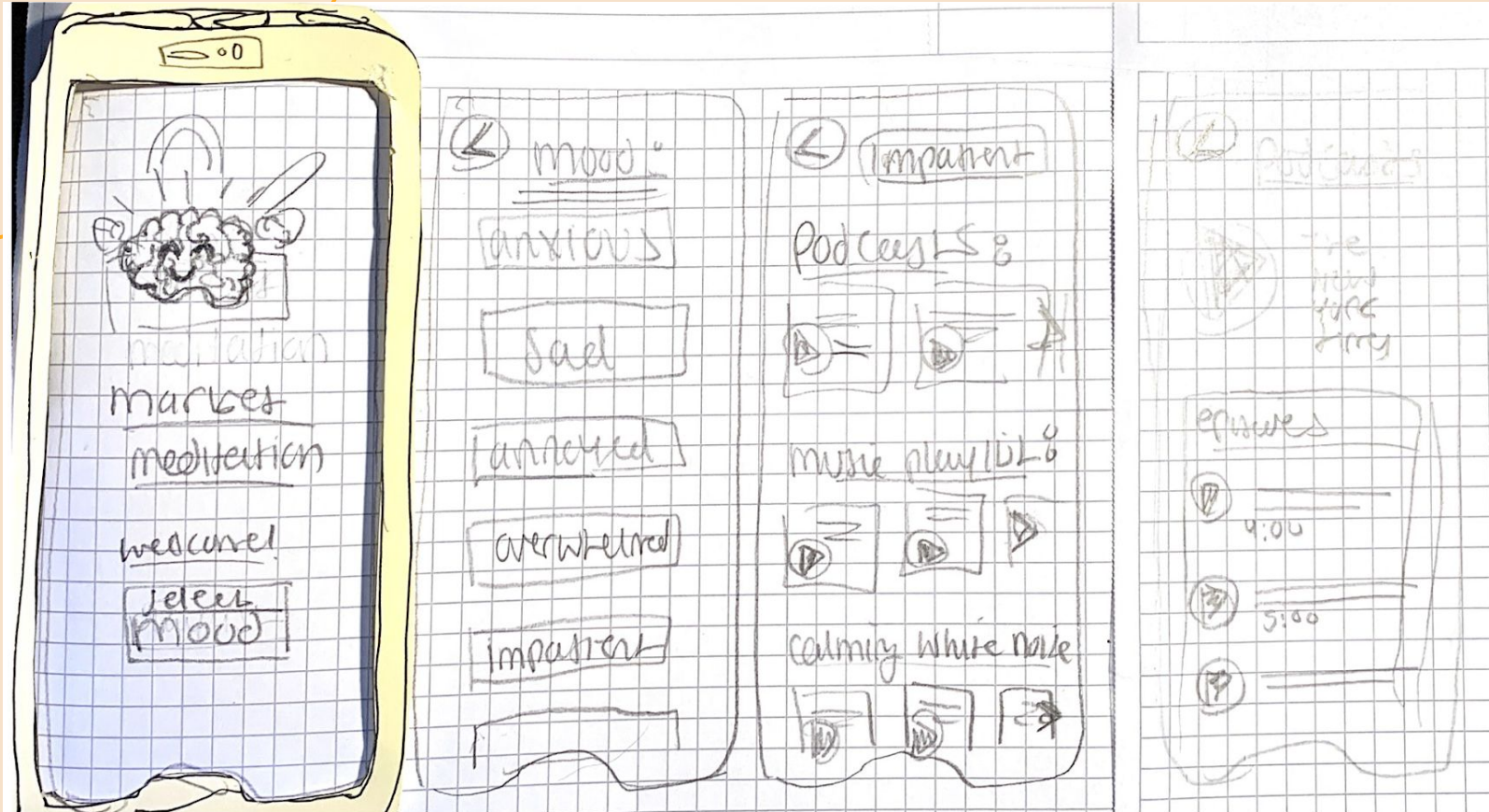


Idea #2

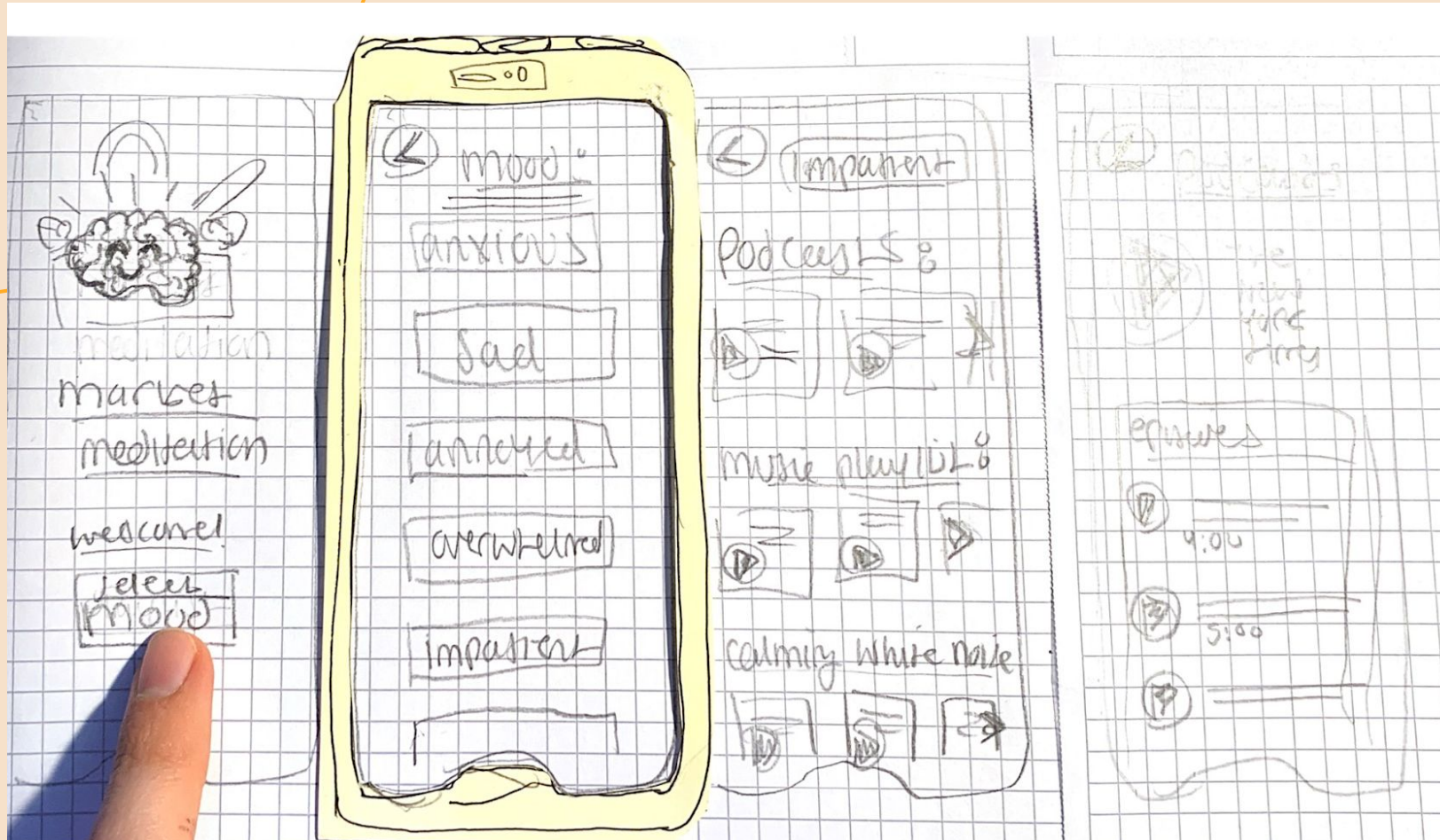


Idea #3

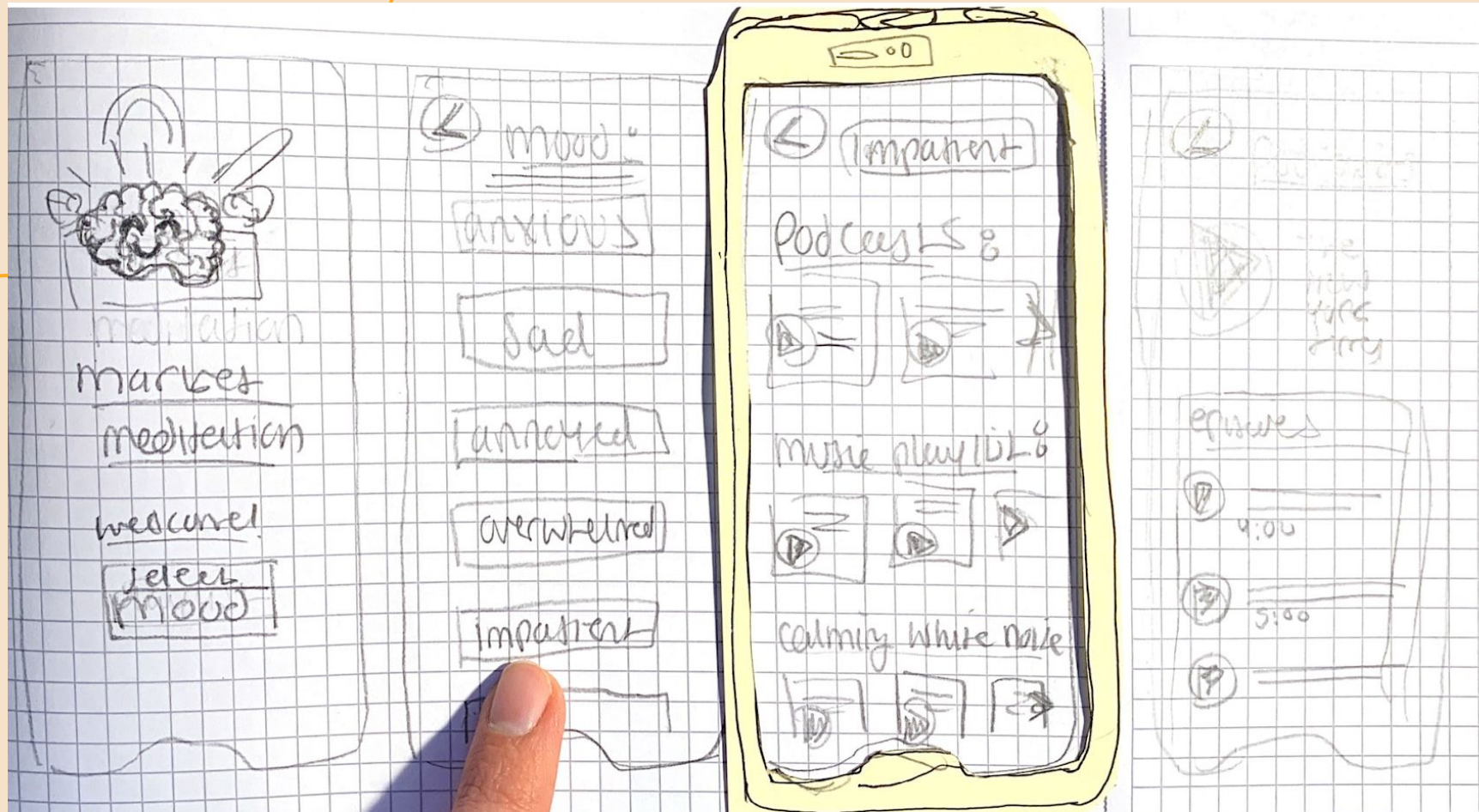
Finally my third idea would be more about an emotional experience, where it would reduce your stress by selecting your mood while grocery shopping and it shows podcasts, music, and white noise to listen to while shopping to reduce stress and have a better mood.



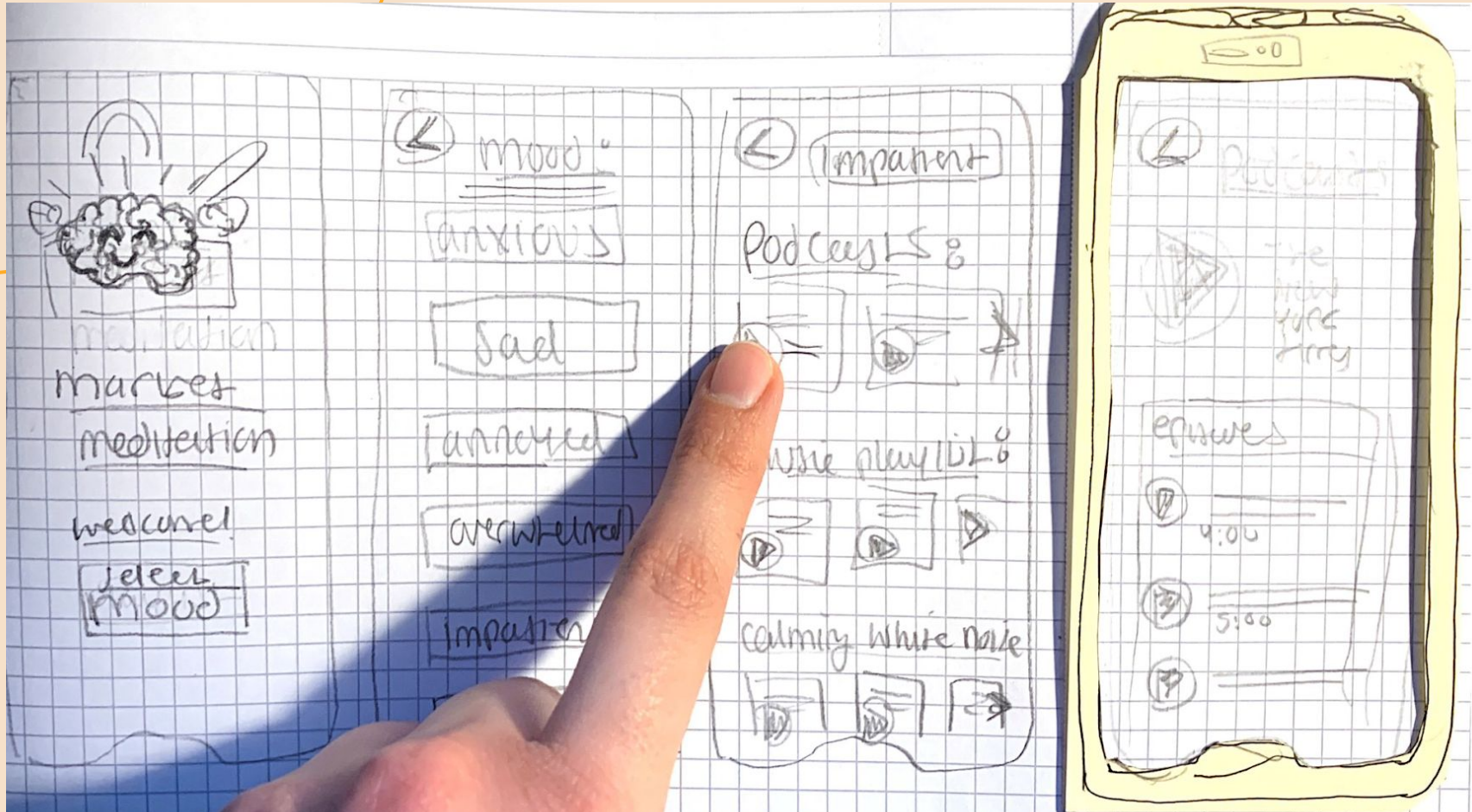
Idea #3



Idea #3



Idea #3



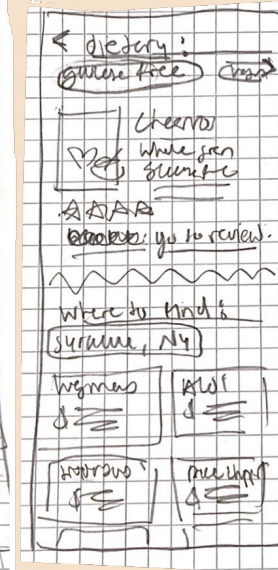
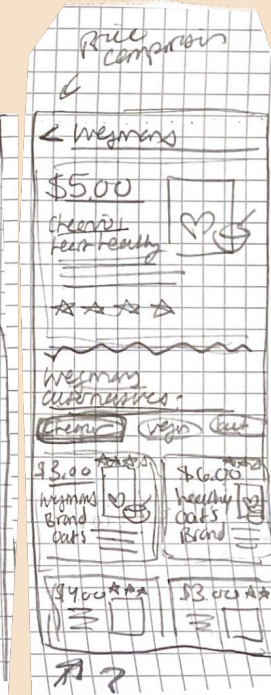
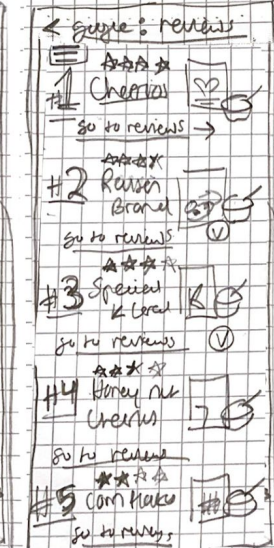
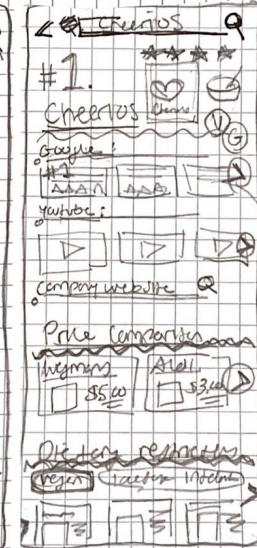
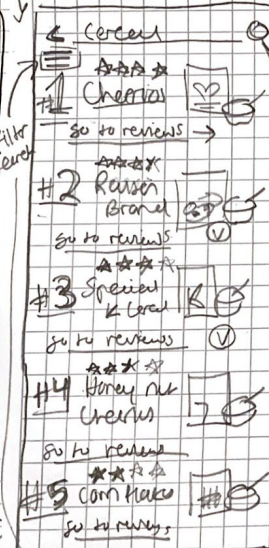
App design idea:

I decided to combine idea #1 and #2 to have this be an app that you use before you go shopping - I'm not sure if I should add the shopping list option, I feel like it would be too much? and not sure if I should add a side filter button to help search results, like if you wanted to search something that was gluten free.

have:
- Search for food
- Set location

1. Food + top rated reviews
2. Google + Youtube + company website
3. dietary restrictions?
4. Showing price comparisons
5. comparisons at diff.

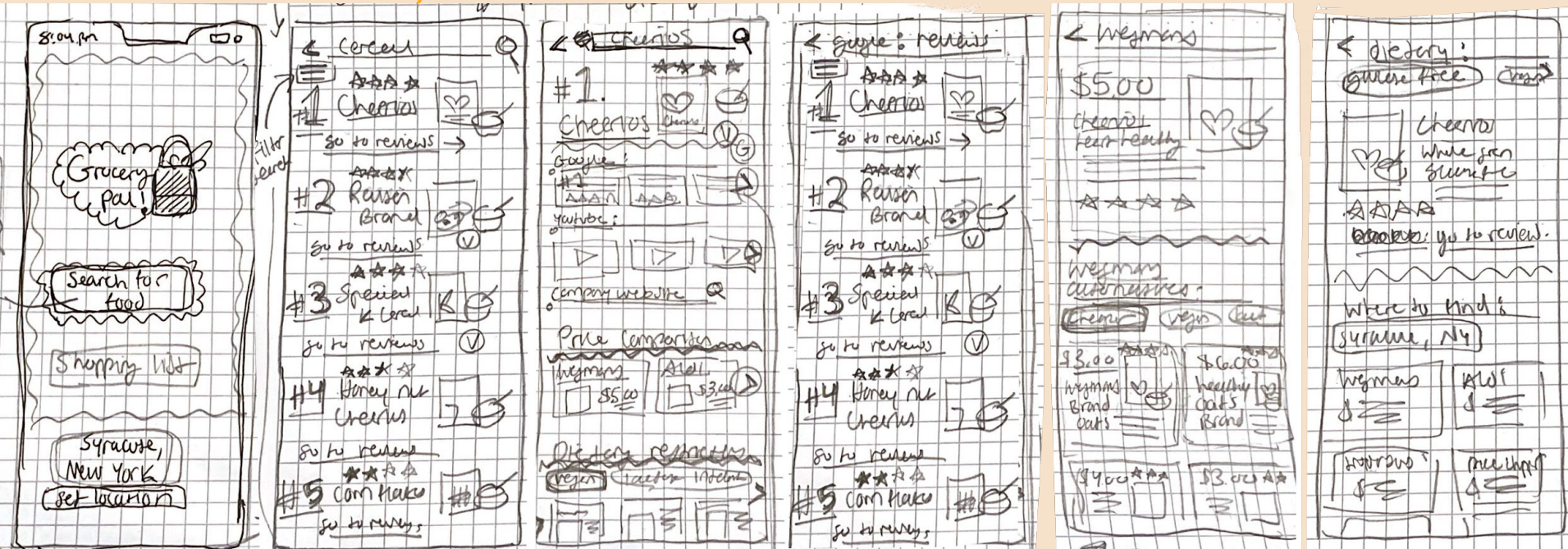
might get off / better mean diff. dietary restrictions.



can filter search by dietary restriction location etc. Category of food - shows top brands

App design idea:

You would start searching either the specific product or the food topic and the reviews would pop up like screens 2-3 and you can look through all the reviews about the product like screen 3: then screens 4,5, and 6 are what the tabs would look like.



App design:

Fonts choice's:

Lora

The quick brown
fox jumps over
the lazy dog.

Lora Regular
Lora Bold

Montserrat

The quick brown
fox jumps over
the lazy dog.

Montserrat Thin
Montserrat Extralight
Montserrat Light
Montserrat Regular
Montserrat Medium
Montserrat Semibold
Montserrat Bold
Montserrat Extrabold
Montserrat Black

Poppins

The quick brown
fox jumps over
the lazy dog.

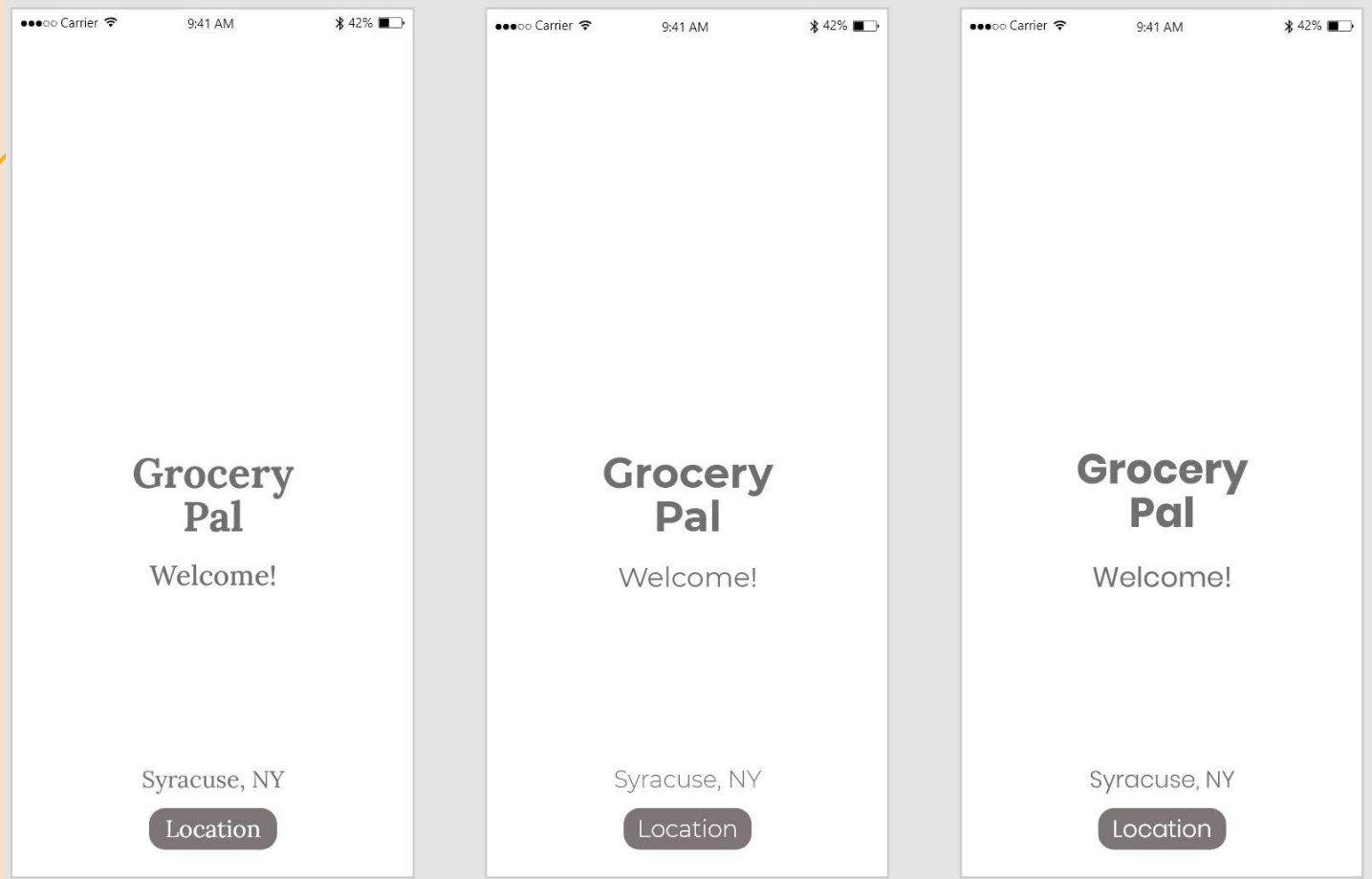
Poppins Thin
Poppins Extralight
Poppins Light
Poppins Regular
Poppins Medium
Poppins Semibold
Poppins Bold
Poppins Extrabold
Poppins Black

Color palette options:



App design:

Fonts choice's:



App design:

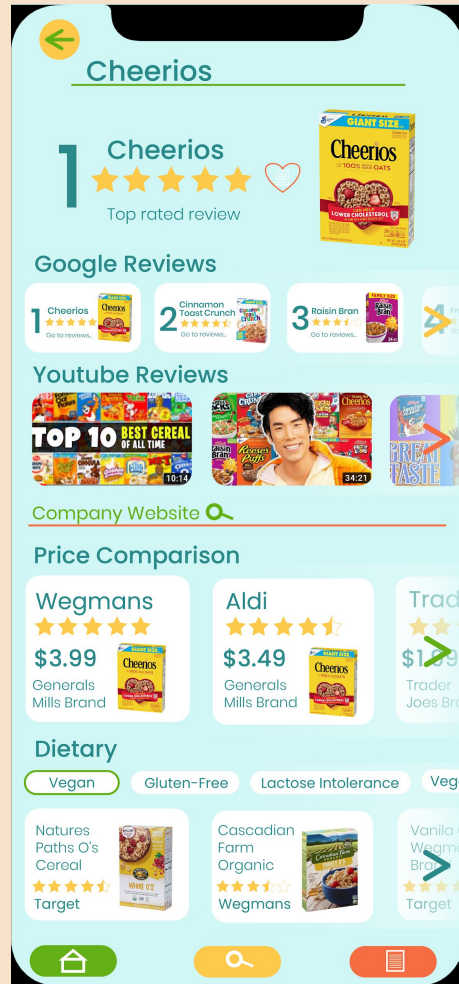
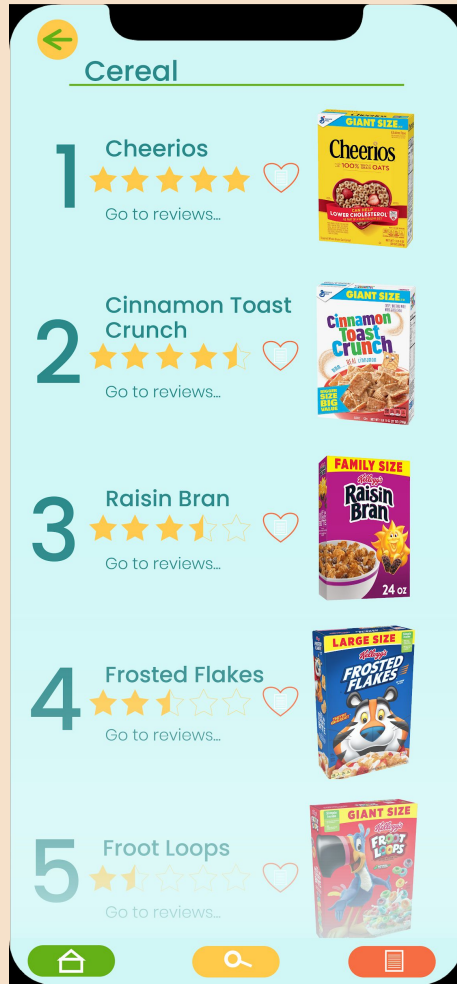
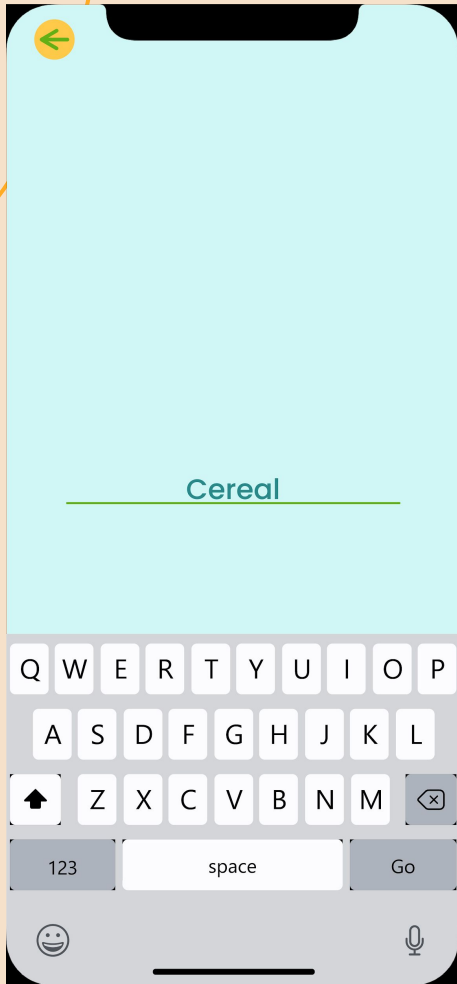




Search for Food

Shopping List

Syracuse, NY





Google: Reviews

1

Cheerios



Go to reviews...



2

Cinnamon Toast Crunch



Go to reviews...



3

Raisin Bran



Go to reviews...



4

Frosted Flakes



Go to reviews...



5

Froot Loops



Go to reviews...



Wegmans

Wegmans



\$3.99



Cheerios Cereal,
Whole Grain Oat, Gluten
Free, Toasted, Family Size



Wegmans Alternatives:

Vegan

Gluten-Free

Lactose Intolerance

Cascadian
Farm
Organic



\$3.69



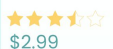
Wegmans
Cereal,
Vanilla O's



\$3.49



Wegmans
Cereal, Fall
Harvest



\$2.99



Wegmans
Organic Multigrain
with Flax Instant
Hot Cereal



\$2.99



Wegmans
Cereal, Maple
Pecan Crunch



\$2.99



Wegmans
Cereal,
Chocolate O's



\$3.49



Dietary:



Shopping List

