



**Compare Grocery Prices from Local Stores**

**DES 340**

**Winter 2025**

**ROBERT DITTY**

# Overview



- Allows the user to find the local store with the lowest price for a particular item(s).
- Compare by item
- Compare your entire list
- Scan Barcodes
- Settings for dietary restrictions & preferences

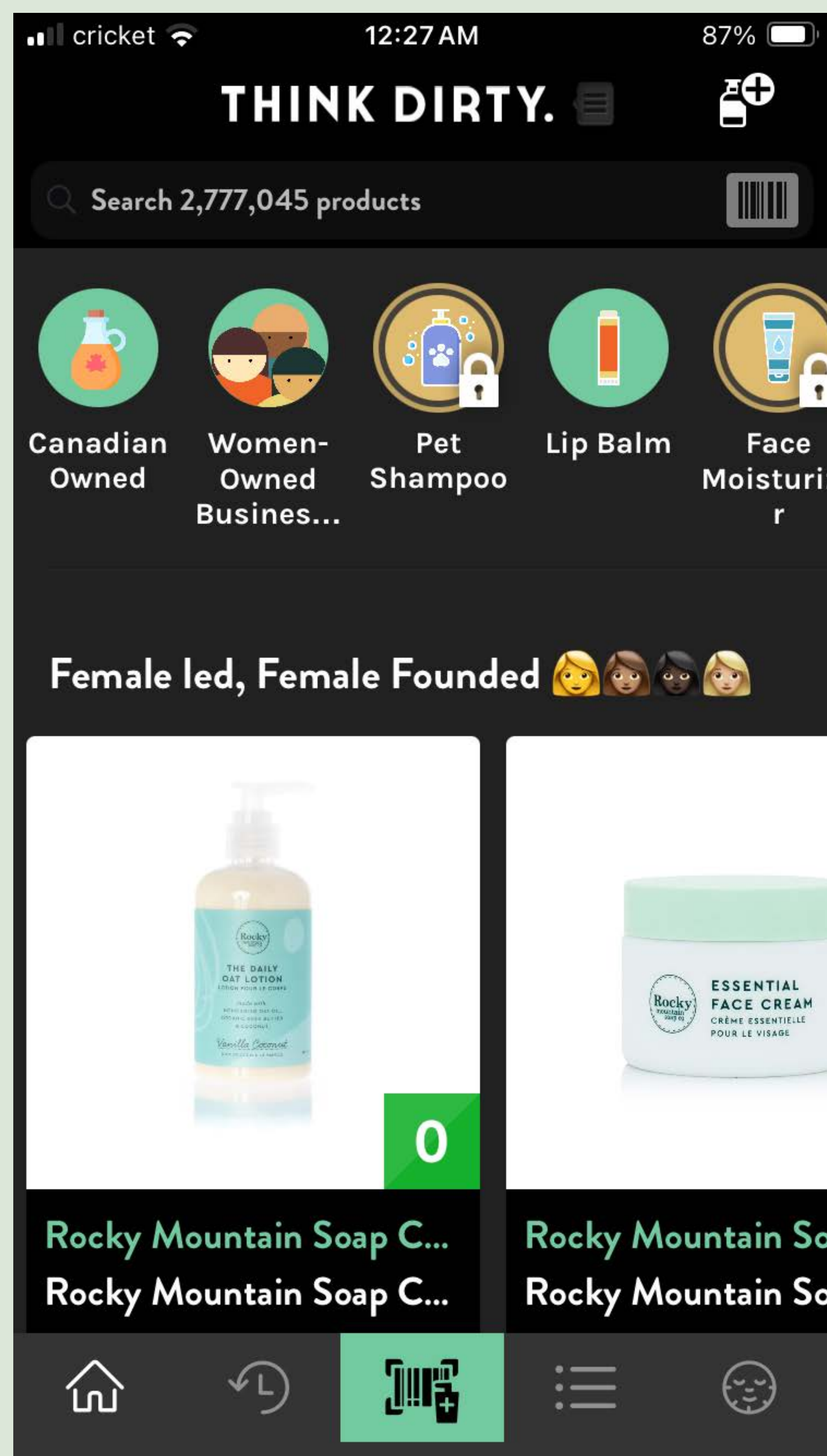
# Rationale



- Grocery prices fluctuate frequently
- Encourages shopping locally
- Saving money



# Competitive Analysis



## think dirty

### PROS

- Barcode Scanning: Users can scan product barcodes to receive ingredient breakdowns and toxicity ratings.
- Clean layout with navigation bar at the bottom.
- Gives information about product ingredients
- Lets users set ingredients to avoid

### CONS

- Can't cross-reference price and proximity
- Only focused on beauty products
- Allows online purchasing - not a bad thing but runs contrary to my app's "shop local" goal

# Style Guide



**PRICEDOWN**

Grange Light

**Grange Bold**

***Grange HEAVY Condensed Italic***





# Persona



**Emily Thompson**

**Age: 34**

**Location: Portland, OR**

**Occupation: Graphic Designer**

**Family: Married, mother of two (ages 6 and 3)**



## **Background & Lifestyle:**

Emily is a busy working mom balancing her career as a freelance graphic designer with raising two young children. She and her husband are mindful of their household budget, especially when it comes to grocery shopping. With food prices fluctuating, she wants to ensure she gets the best deals without spending hours checking different stores.

## **Goals & Motivations:**

- Save money on groceries without sacrificing quality.
- Spend less time searching for deals and comparing prices.
- Make smart purchasing decisions that fit her family's needs.
- Support local and sustainable grocery options when possible.
- Keep track of favorite stores and promotions conveniently.



# Persona



## Pain Points:

- Grocery prices vary significantly between stores, making it hard to know where to shop.
- She doesn't have time to visit multiple stores or manually compare prices.
- She wants to find discounts without relying solely on store flyers or loyalty programs.
- Juggling a busy schedule with meal planning and budgeting is overwhelming.

## Technology & Shopping Habits

- Regularly uses apps for budgeting, meal planning, and shopping (e.g., Instacart, Target, Notes App).
- Shops at a mix of large grocery chains (Safeway, Fred Meyer, Trader Joe's) and local markets.

## How she would use the app:

- Quickly compare prices at nearby stores for her weekly grocery list.
- Find nearby stores with the best deals before heading out.
- Share deals with friends or family members who also want to save.

## Key Takeaways:

Emily is looking for an easy, efficient way to compare grocery prices without adding stress to her already busy life. A well-designed, user-friendly app that helps her save both time and money would be a game-changer for her family's budget and meal planning.



the app





**thank  
you**