

Smart Shopping

Gnosis Solutions

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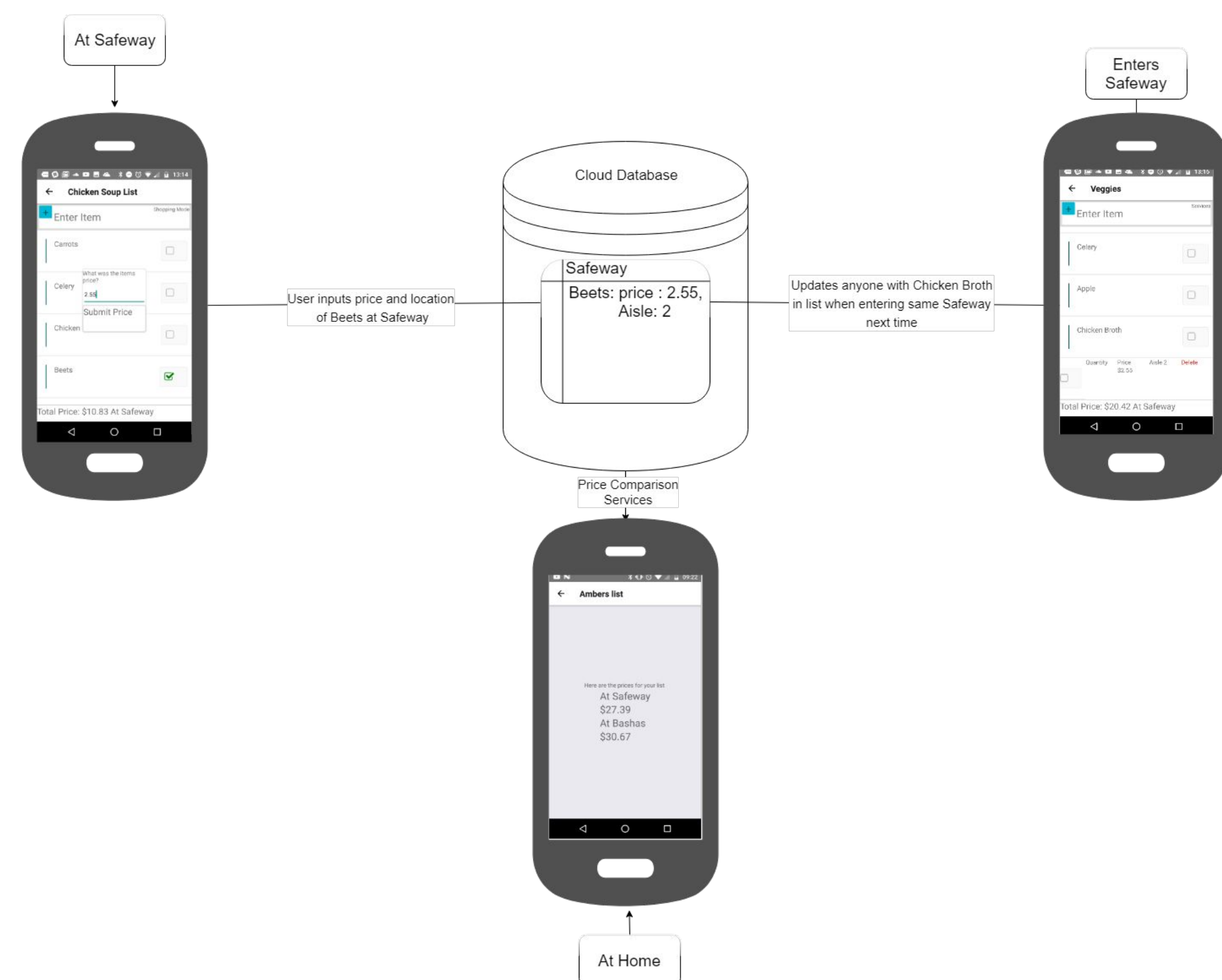
Abstract

Grocery shopping chains in the past few decades have offered rewards programs that allow customers to follow daily deals and shop wisely while the store collects data about customer shopping habits. Unfortunately, there are rarely any special programs that allow the customer to benefit from collected data such as certain items being in stock to helpful details about seasonally available items.

A multitude of organizational list applications exist on the iOS and Google app stores. Some of these are specifically catered towards grocery store items, such as the app Out Of Milk, which allows users to create virtual lists and enter detailed information about items in those lists. These virtual lists are both more detailed and reusable making them strictly better than a written list. However, these applications do not take advantage of the information that might be available from other shoppers.

Gnosis Solution's Smart Shopping app will use this special data through a data collection process called crowdsourcing. Crowdsourcing applications rely on community participation to enter accurate information about a subject, which contributes to a larger network of information that allows users to benefit in ways that could not be achieved otherwise. Gnosis Solution's vision is to create a mobile application that leverages shared information, and an intuitive user interface that provides benefits to grocery shoppers to make their shopping visits easier and more efficient.

Cloud Storage in Action



Problem: Where are the Beets?



The average American spends 60 hours at the grocery store per year.

Recent marketing trends encourage frequently shifting item locations.

The average grocery store holds about 40,000 items.

You walk into an unfamiliar store with one goal to achieve: beets, a seasonal product whose location is ambiguous. What category do they fall under? Does this store actually carry beets? And how much should you be expected to pay for them? This begs the broader question of why shoppers do not always have access to information about getting around grocery stores in this age of data sharing?

Sharing shelf information could help:

- Cut down on time spent backtracking aisles
- Know product prices before leaving home
- Compare current product prices between local stores

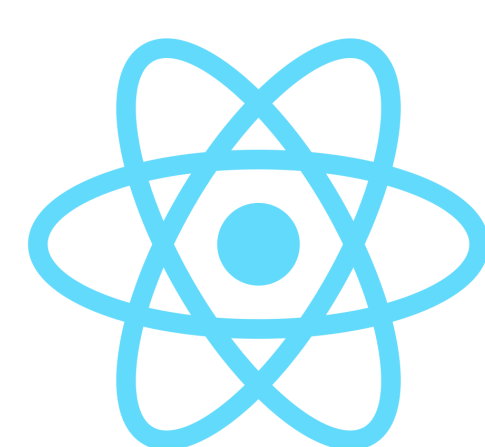
That being said, most shoppers have a "regular" store they could share information about, but how would one distribute that knowledge?

Solution: The Beets are in Aisle 2

By leveraging crowdsourced information, Smart Shopping solves many of the common problems shoppers experience:

- Users have access to real-time accurate information about stores they have never visited before.
- Users can use price comparisons and availability information to make informed decisions on where to shop.
- This information is seamlessly integrated into a user's shopping routine through a convenient mobile app.

Our solution is empowered by the following technologies:



React Native



Firebase Storage



Facebook and Google Authentication



What is Crowdsourcing anyway?

Crowdsourcing involves collecting information provided by other users of the app into a consolidated knowledge base that other users can reference. The more users that participate, the more accurate and current the information is. Information collected by our app includes:

- Store locations
- Item prices
- Item aisle locations

This information empowers all users of the app, and can also be used to provide services to participating users such as:

- Price comparison by store
- Price comparison by list
- List ordering by aisle number
- List ordering by store price
- Availability of items at a store

Architecture

The architecture of Smart Shopping app is simple. Users upload data about their shopping list items, which is saved in cloud storage. At this point, other users can get information about items that have been recorded and empower their shopping experience through this information.



Our Website

