Grocery
on budget

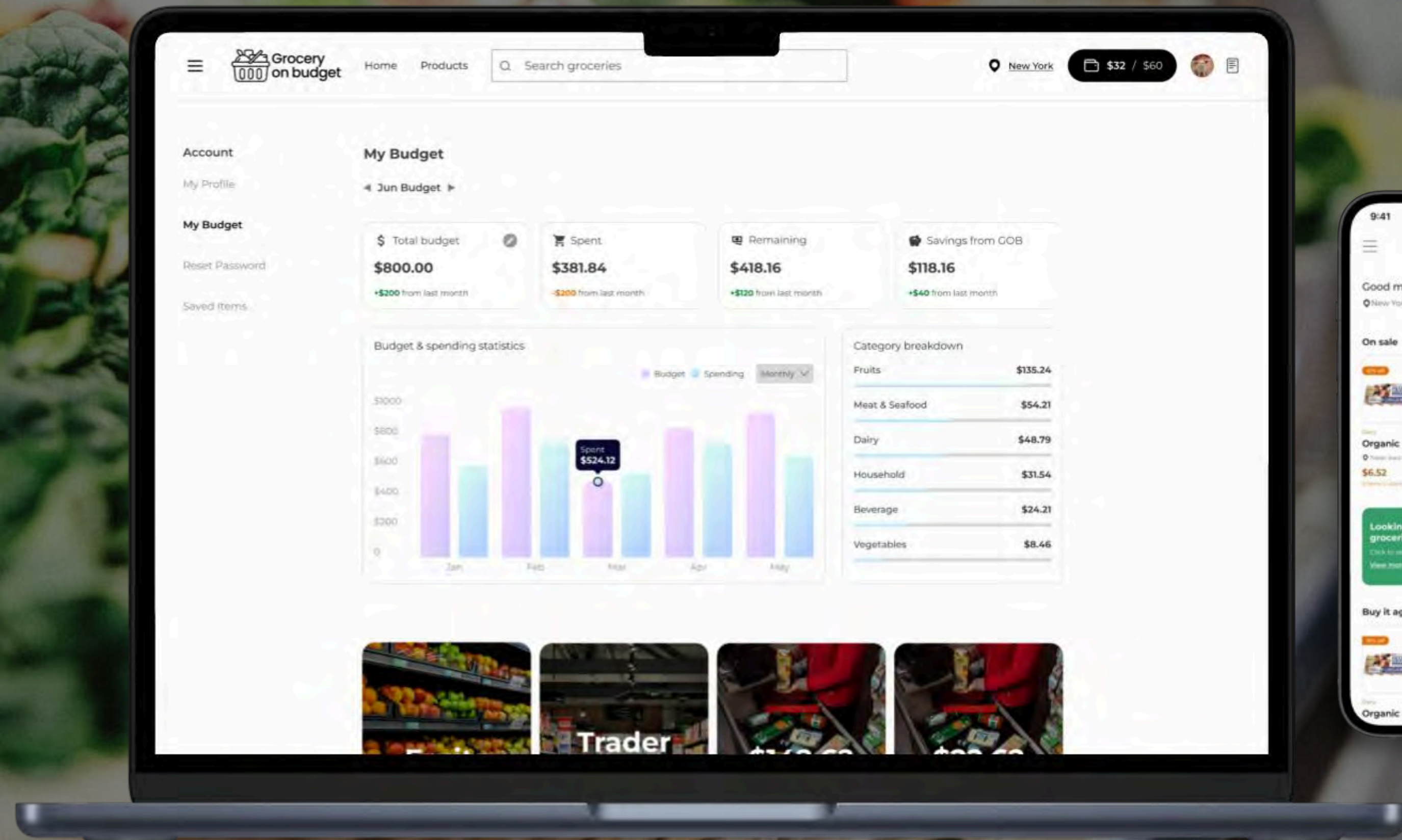**The only way to survive inflation is grocery comparison!**

Website design & Branding

Type Personal Work

Role UI/UX & Branding

Tool Figma

≡ Grocery on budget   Home   Products   🔍 Search groceries   📍 New York   💳 $32 / $60

Account

My Profile

My Budget

Reset Password

Saved Items

My Budget

◄ Jun Budget ►

$ Total budget	🛒 Spent	📖 Remaining	🦋 Savings from GOB
$800.00	$381.84	$418.16	$118.16
+$200 from last month	-$200 from last month	+$120 from last month	+$40 from last month

Budget & spending statistics   ■ Budget ■ Spending Monthly ∨

$1000
$800
$600
$400
$200
0
Jan Feb Mar Apr May

Spent $524.12

Category breakdown

Fruits	$135.24
Meat & Seafood	$54.21
Dairy	$48.79
Household	$31.54
Beverage	$24.21
Vegetables	$8.46

Trader

9:41

≡ Grocery on budget

Good morning, Jiyoung☕
📍 New York, NY10003   💳 $32 / $60

On sale   more >

Organic Eggs Organic Eggs Organic Milk
$6.52 $6.52 $6.52

Looking for holiday groceries?
Click to see holiday grocery ideas
View more

Buy it again

Organic Eggs Organic Eggs Organic Eggs

Inflation and tipflation is giving pressure for people to dine out

In 2023, the cost of dining out in the U.S. increased by 8.2% compared to 2022. Additionally, a 25% surge in **'tipflation'** has contributed to a growing reluctance among consumers to dine out, shifting behaviors toward more budget-conscious eating habits.

77% of Americans reduced dining out due to inflation

Number of restaurants in U.S. drastically reduced

703K
700K
650K
630K
600K
2019   2022   2023년

TIPPING

Tip or no tip? Over 65% of U.S. have 'negative' view on tipping, new study – Here's what NYers say

PERSONAL FINANCE

Survey: 66% of Americans have a negative view of tipping

Well, roughly two third of Americans have a negative view on tipping,

Rising 7.7% grocery prices push consumers to shop smarter

Facing rising food costs, Americans are shifting habits—shopping at budget-friendly markets and cooking at home to save more.

Groceries

In an October installment of the Bloomberg News/Morning Consult poll, more than half of voters in several key swing states pointed to grocery prices as the main way inflation had impacted them.

In the four years before the pandemic, grocery prices increased less than 1%, offering shoppers a certain predictability.

Even then, consumers occasionally saw price spikes for specific items due to drought, disease or natural disaster. But the nearly ubiquitous increases of the last few years – and the brisk pace – have been bewildering.

A pound of gro... January 2020. ... vegetables are ... eggs was triple ...

According to the Bloomberg News article, more than half of voters in the annual survey identified **food ingredients inflation** as the primary form of inflation affectign them the most. Food and vegetable prices have risen by 25% since January 2020, with raw fruit and vegetable prices increasing by 14% and the price of a single egg tripling its pre-pandemic value.

86% of all meals throughout the year are prepared at home using ingredients purchased from grocery stores. This trend is reflected in the fact that **60% of food and beverage sales** are associated with **home-cooked meals**. Additionally, 49% of consumers stated that they are turning to affordable grocery stores to mitigate the impact of higher food prices

Comparison of Four Major Grocery Brands with Online and Offline Stores

Compared four leading U.S. grocery chains with both online and offline operations to analyze pricing and accessibility trends.

Trader Joe's

affordable prices
provides **only price search**
options **online**
9 stores in New York City

Whole Foods Market

organic items
only can order through Amazon
13 stores in New York City

H Mart

Korean market
can order online through
their platform
97 stores across the US

Wegmans

can order online and pick up
through their platform
110 stores across the US

🔍 searching for "egg" on each of the stores above

	TRADER JOE'S	**WHOLE FOODS MARKET**	**H MART**	**Wegmans**
search result	can only see their egg brand	can see multiple egg brands	no result	can see multiple egg brands
price comparison	X	O	X	O
order delivery and pick up	can't order online and pick up	can order online through Amazon, but there is minimum order	can't online order and pick up	online order& pick up available no minimum order
linked with offline market	X	X	X	Upon selecting the location of pick up, can view the stock

Insight
Wegmans seems to provide price comparison and online order pick up however,
Wegmans compare prices within themselves so they can't compare prices with any other markets nearby.

Conducted interviews with
# students and employees currently living in NYC.

Was there anything that you find **uncomfortable** while doing groceries?
Was there anything that you **wished to see** in the grocery platform?

Joanna. Y(32) • **employee**

There were so many times that they did not have items in stock when I went for groceries after work. So, I go to the different market near by, but uncertain that they would have the item I want in stock.
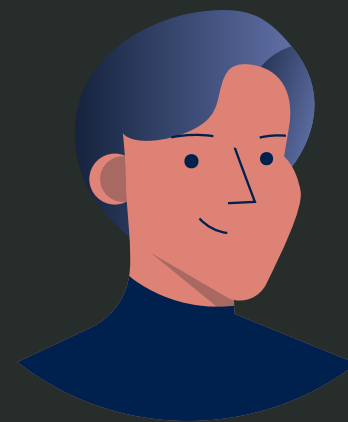
Joshua. L(27) • **employee**

I usually go for groceries one a week and I seek for affordable groceries. So, I look for promotions going on in the markets. I hope that there is a service where I could compare prices and see promotions at a glance.

Sara. H(22) • **student**

I usually order groceries online, but since it is just a click away I tend to spend more.
I hope there is a service where I could limit my budget.

Michaela. P(24) • **student**

Since I live alone, I try to save up on my dining out so I cook at home most of the time. I usually look out for items that is on promotion. I hope I could see and compare promotions going on in the different stores.

Personas are set according to the data collected

Sophia K. | 23 | student

I have been invited to a house party, so I would like to make some kimbap

#planned   #smart   #freshmen year

BEHAVIOR

- I've been invited to a house party, so I would like to bring some Kimbap
- I need to purchase ingredients to make Kimbap

NEEDS

- I want to purchase ingredients in affordable pricing

William. P | 27 | employee

My spending on groceries increased over few months, so I would like to limit my budget

#workaholic   #impulse purchase   #developer

BEHAVIOR

- Starting this week, I would like to limit my budget on groceries
- I prefer buying in person than online

NEEDS

- I want to set my budget for groceries
- I want to save up money

Solution

proposing service where users could
compare prices and see stocks of offline groceries

As Is

To Be

can't compare prices across different stores	→ able to compare prices by store
no way to check if items are in stock	→ able to set real-time inventory
no tool to plan shopping within budget	→ able to set budget and track spendings
no service for budget setting and creating shopping list	→ AI suggested tailored shopping lists based on needs

Grocery On Budget generative AI

This is the first page users see. A generative AI assistant helps guide their grocery planning, while a "Lowest Price" section highlights hot deals at a glance.

Introduction of services

By using banners and cards, the main features of 'Grocery on Budget' are designed.
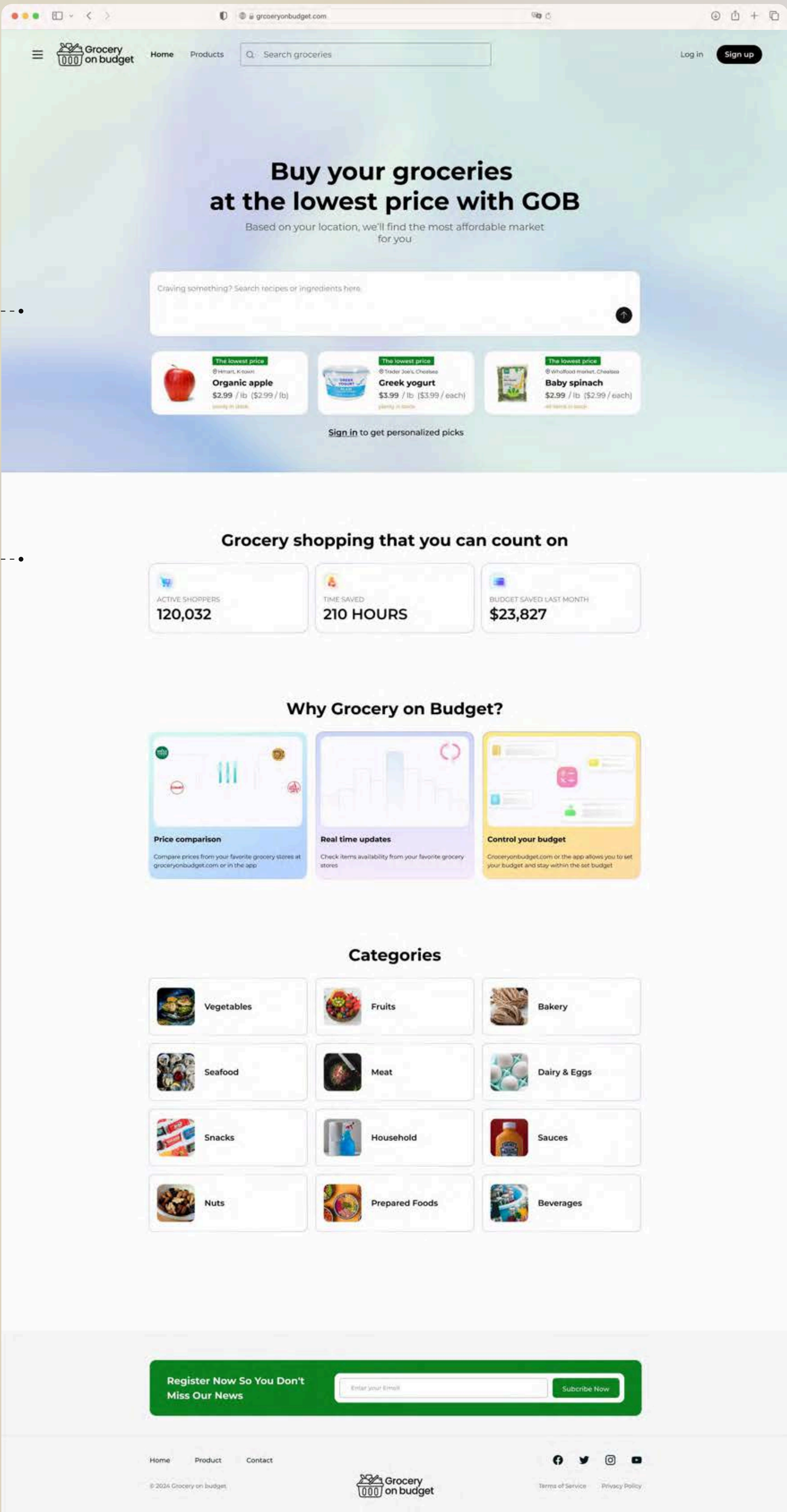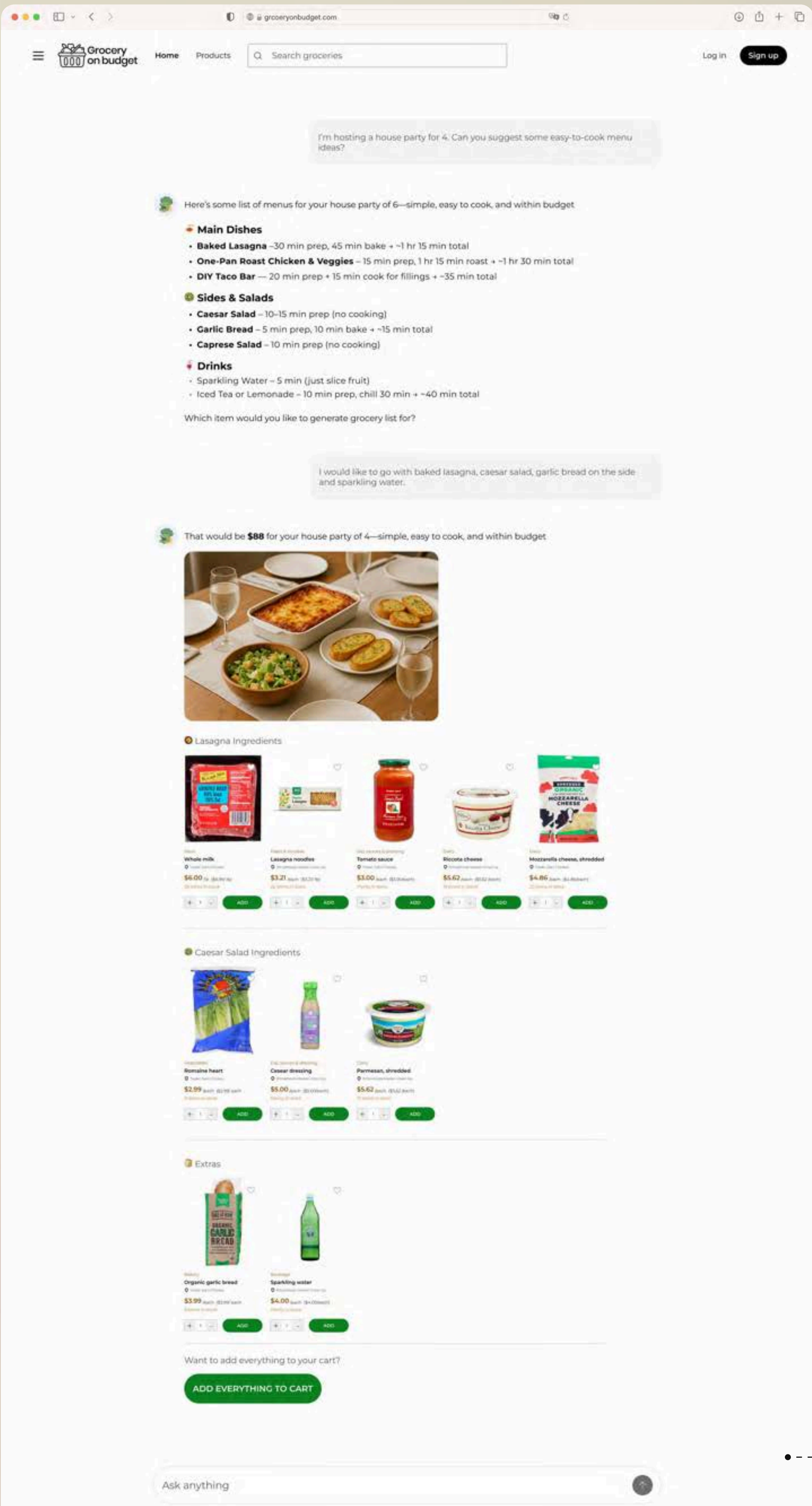
Chat with Grocery On Budget's generative AI

GOB AI suggests personalized recipes and grocery lists, customized to each user's budget, preferences, and needs.

Product Page

Products screen

This is the Products page the users will see. The recommendations vary depending on the user's location and filters selected.

Real time inventory

The real time inventory will be updated from each market

Add tag

Below all the product card, 'add' tag is located so that users could add.
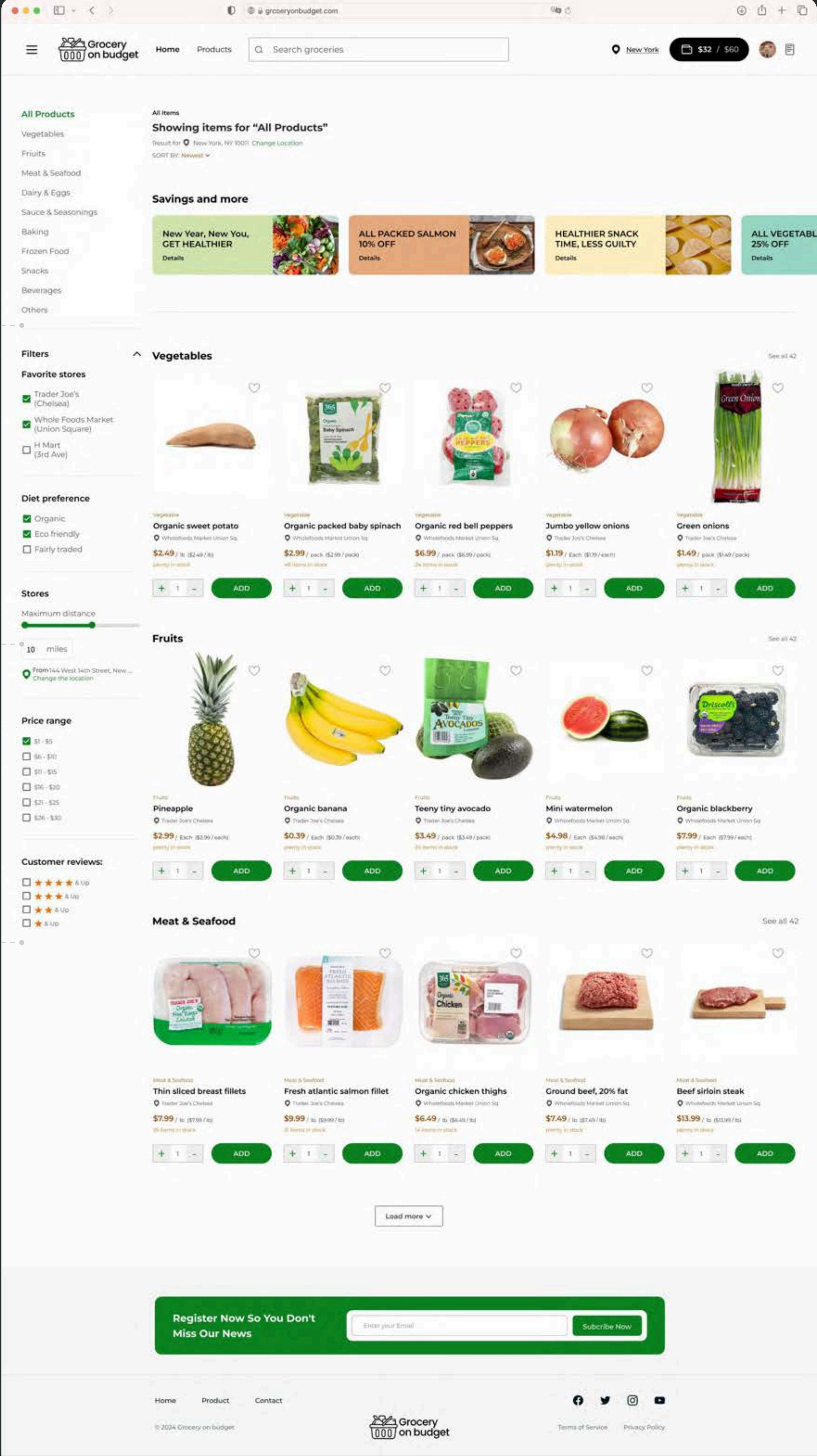
Detail search page

This is the page when user looked up for "dairy". Users could see all the items including promotional products.
Users could only compare the market prices from what they have set on their profile.

Promotion tag

Products on promotion is marked with the promotion tag.
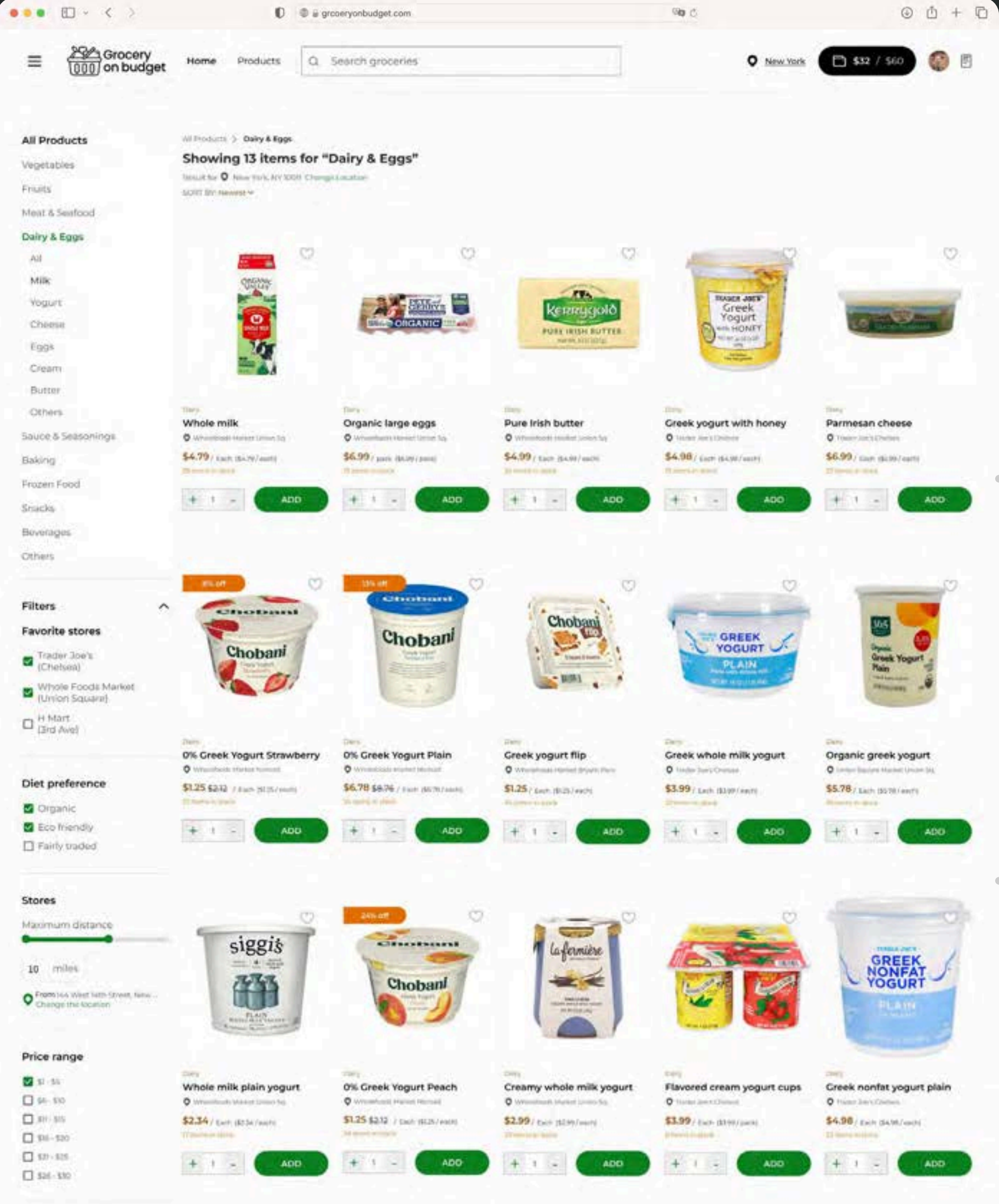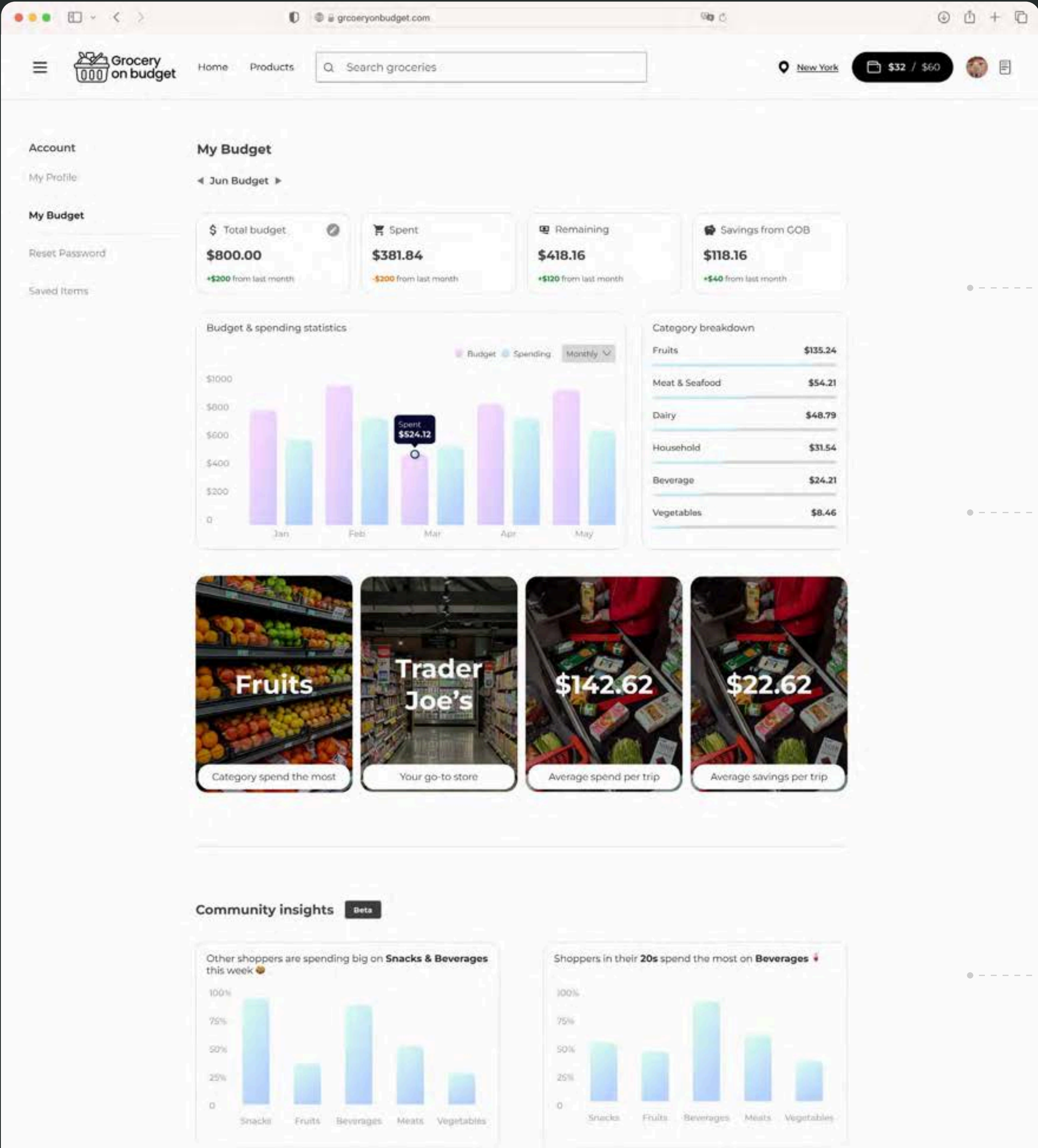
My Budget Page

My budget page

Users can set their budget here. Once their lists exceeds the set budget, users will not be able to add anymore items to their list.

Expense summary

Users can keep track of their spendings

Beta version

In the Beta version, users can set what people in their age is purchasing

Responsive mobile screens

Main screen

9:41

Grocery on budget

Good morning, Jiyoung😊
New York, NY10003

$32 / $60

On sale
more ›

10% off

20% off

20% off

Dairy
Organic Eggs
Trader Joe's Chelsea
$6.52
9 items in stock

Dairy
Organic Eggs
Trader Joe's Chelsea
$6.52
9 items in stock

Dairy
Organic Milk
Trader Joe's Chelsea
$6.52
Plenty in stock

Looking for holiday groceries?
Click to see holiday grocery ideas
View more

Buy it again

10% off

20% off

20% off

Dairy
Organic Eggs

Dairy
Organic Eggs

Dairy
Organic Eggs

Trader Joe's Chelsea
Trader Joe's Chelsea
Trader Joe's Chelsea
$6.52
$6.52
$6.52
plenty in stock
42 items in stock
18 items in stock

What others are buying
more ›

Product search

9:41

Grocery on budget

← Q milk ✕

🏪 My stores   📍 Within 2 miles   👥 Most bought

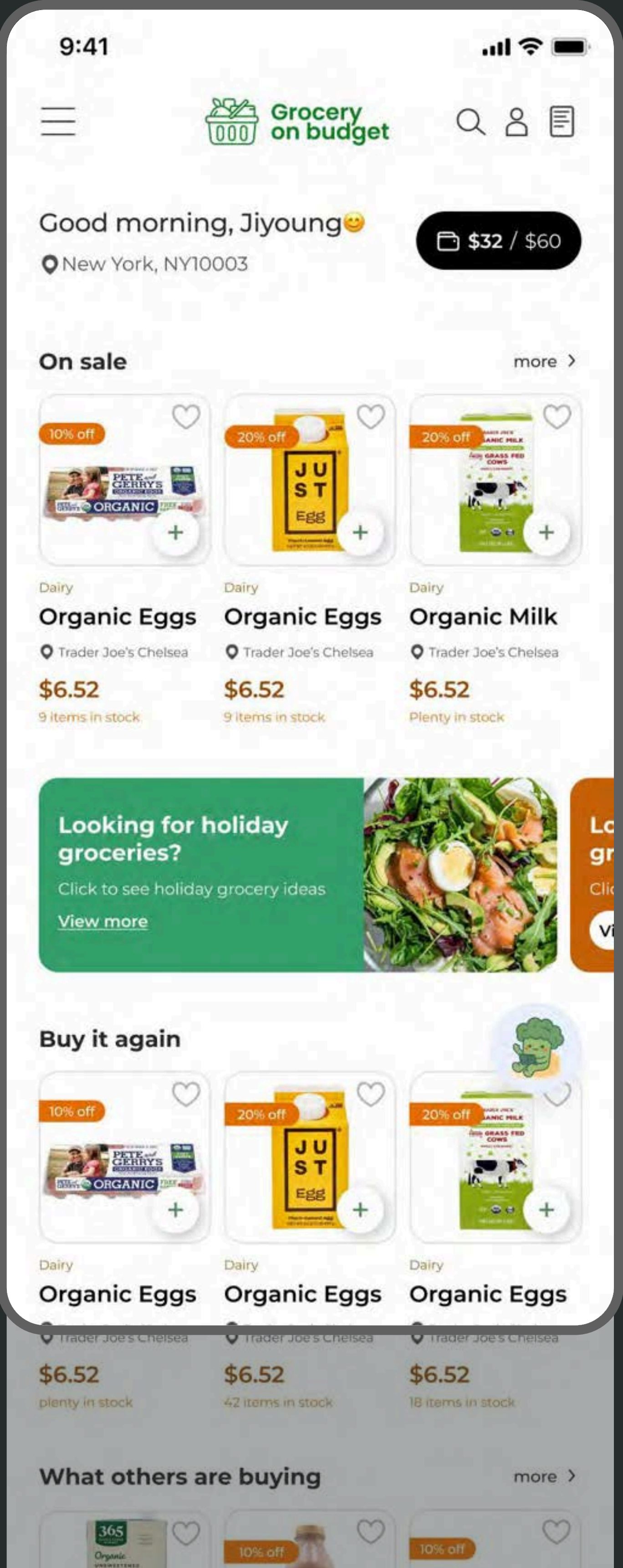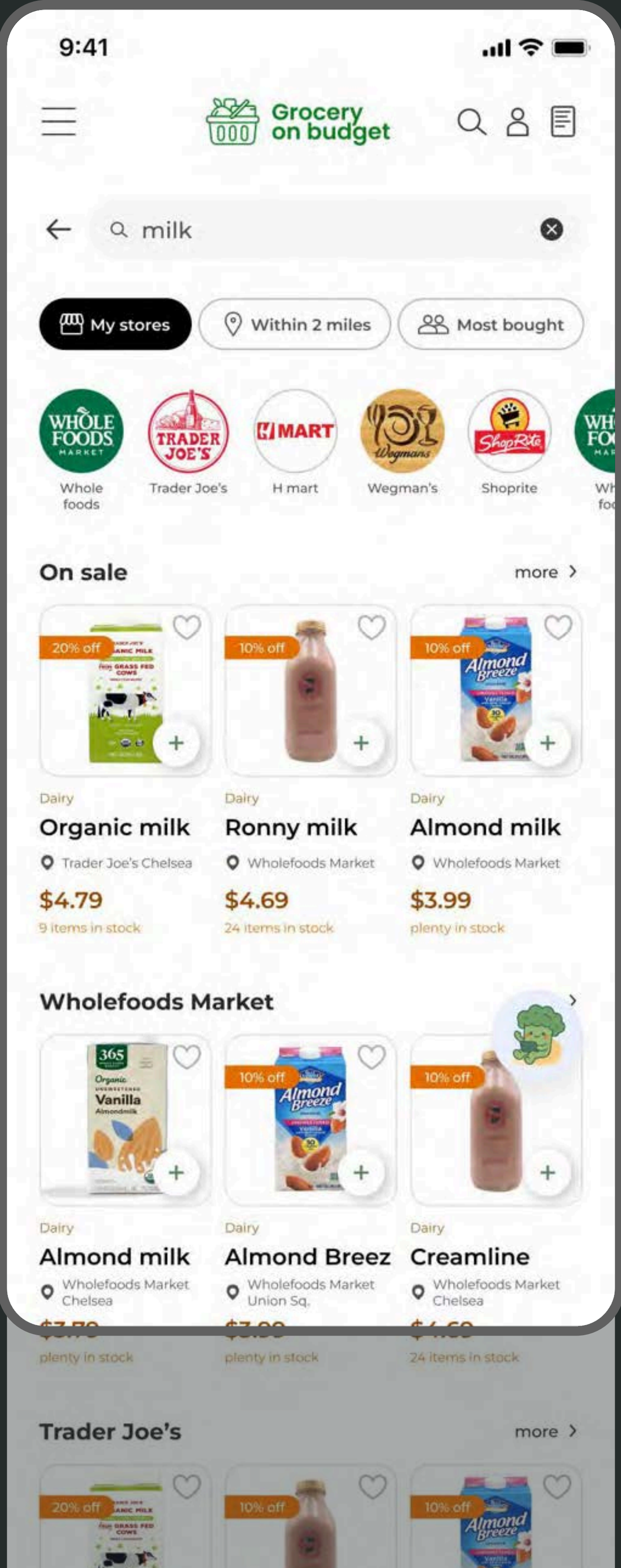WHOLE FOODS MARKET
Whole foods

TRADER JOE'S
Trader Joe's

H MART
H mart

Wegmans
Wegman's

ShopRite
Shoprite

WHOLE FOODS
Wh foo

On sale
more ›

20% off

10% off

10% off

Dairy
Organic milk
Trader Joe's Chelsea
$4.79
9 items in stock

Dairy
Ronny milk
Wholefoods Market
$4.69
24 items in stock

Dairy
Almond milk
Wholefoods Market
$3.99
plenty in stock

Wholefoods Market

365 Organic Vanilla Almondmilk

10% off
Almond Breeze

10% off

Dairy
Almond milk
Wholefoods Market Chelsea
$7.79
plenty in stock

Dairy
Almond Breez
Wholefoods Market Union Sq.
$7.99
plenty in stock

Dairy
Creamline
Wholefoods Market Chelsea
$4.69
24 items in stock

Trader Joe's
more ›

20% off

10% off

10% off

GOB gpt chat

9:41

Grocery on budget

I'm hosting a house party for 6. Can you suggest some easy-to-cook menu ideas?

Here's a **$88 grocery plan** for your house party of 6— simple, easy to cook, and within budget

🥗 **Lasagna Ingredients**
∨

20% off
GROUND BEEF 80% lean 20% fat

20% off
Lasagna

Meat
Ground beef
Trader Joe's Chelsea
$6.00
28 items in stock

Pasta & noodles
Lasagna
Wholefoods Market
$3.21
26 items in stock

Dip, sauces & dressing
Lasagna
Wholefoods Market
$3.00
Plenty in stock

SHREDDED ORGANIC MOZZARELLA CHEESE

Dairy
Ricotta
Wholefoods Market
$5.62
19 items in stock

Dairy
Mozzarella
Trader Joe's Chelsea
$4.86
22 items in stock

🥗 **Caesar Salad Ingredients**
∨

Vegetable
Romaine
Trader Joe's Chelsea

Dip, sauces & dressing
Caesar
Wholefoods Market

Dairy
Parmesan
Wholefoods Market