$hopping for new grads

Adulting Made Easier

Our Team

Anthony R.

Luke M.
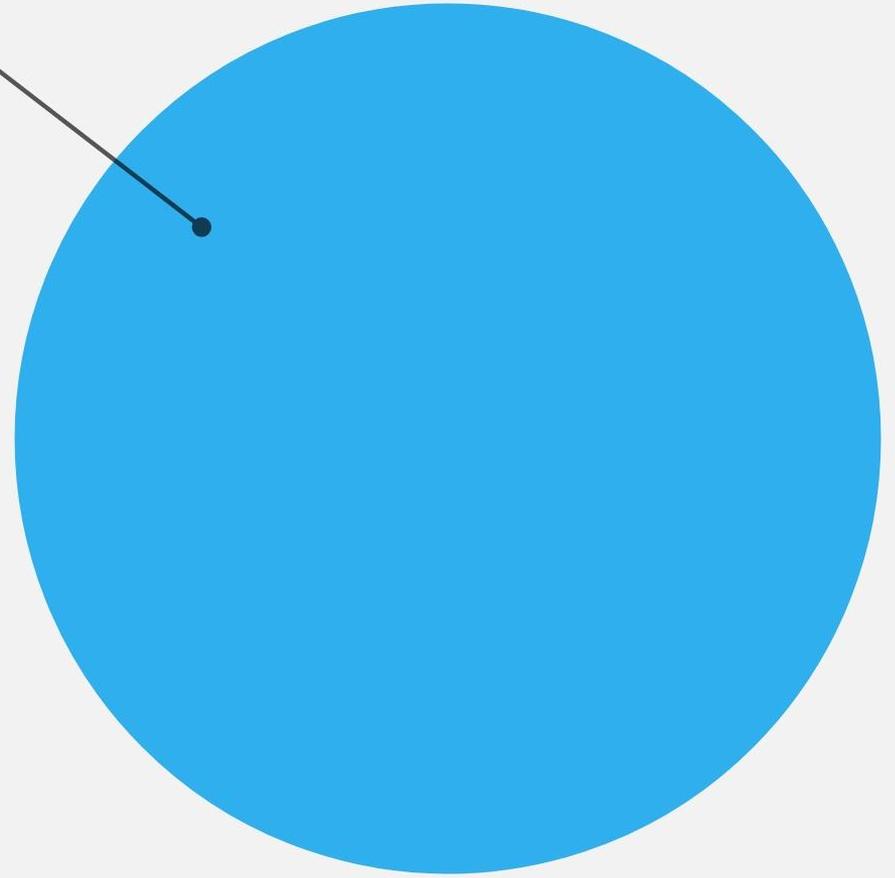

Fei W.

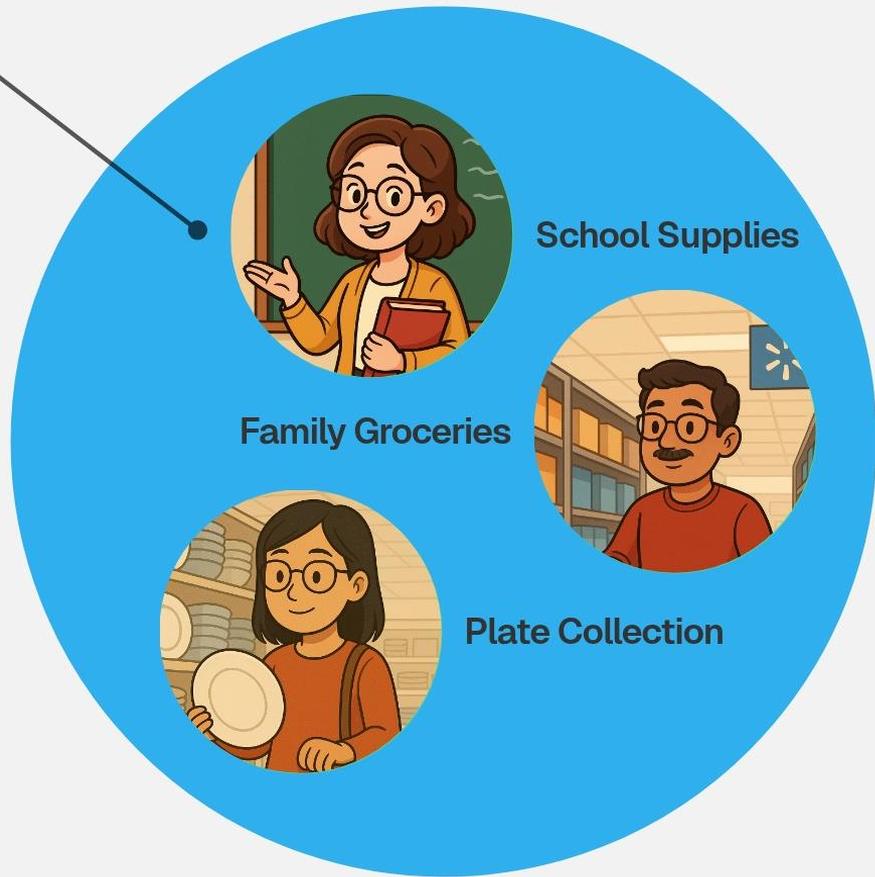Isaac P.

Shopping

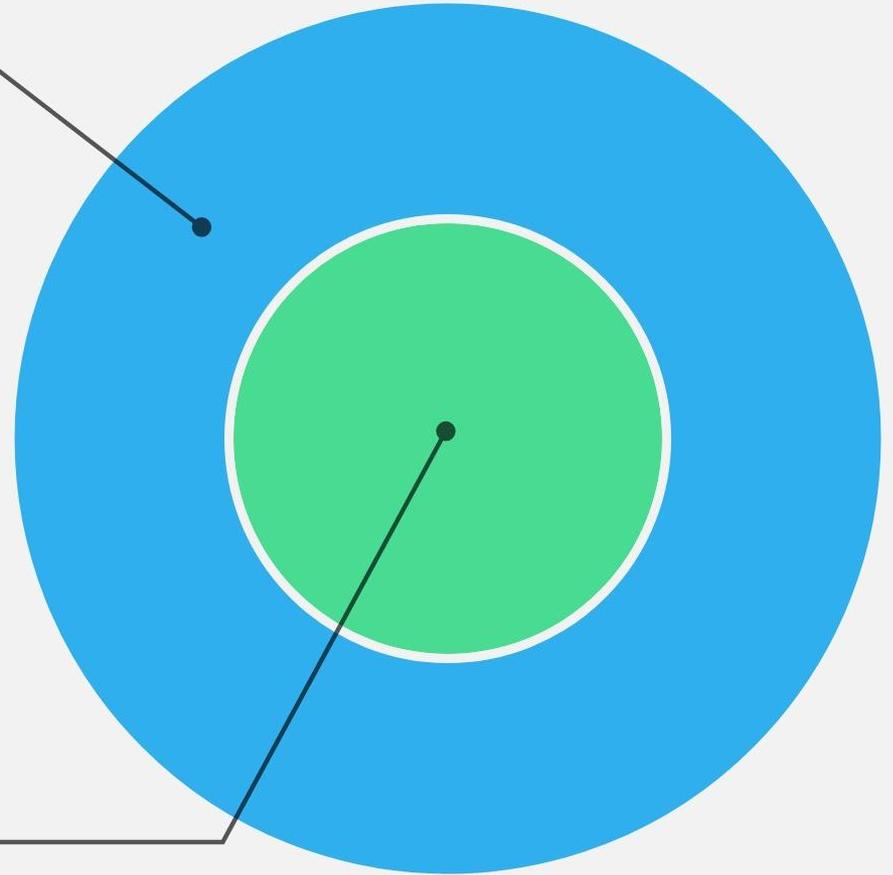**Original Domain**

Shopping

Original Domain

School Supplies

Family Groceries

Plate Collection

4

Shopping

More Focused Domain

Shopping for new grads

- **Who?**

  Ash and Gary.

  Graduated from San Jose State 2 years ago.

  Interviewed by Fei and Isaac using Apple Voice Memos.

- **Where?**

  Micro Center (Technology focused big-box store similar to Best Buy).

  Chosen as interview location due to high likelihood of finding recent graduates purchasing appliances for the first time.

- **Why?**

  Gary needed to purchase a WiFi extender for his apartment, where he has been living with bad WiFi for 1 year.

The WiFi extender Ash chose for Gary

Key Insights from Ash and Gary

Says

"[We] have a Type A personality friend that taught [us] how to shop and find deals."
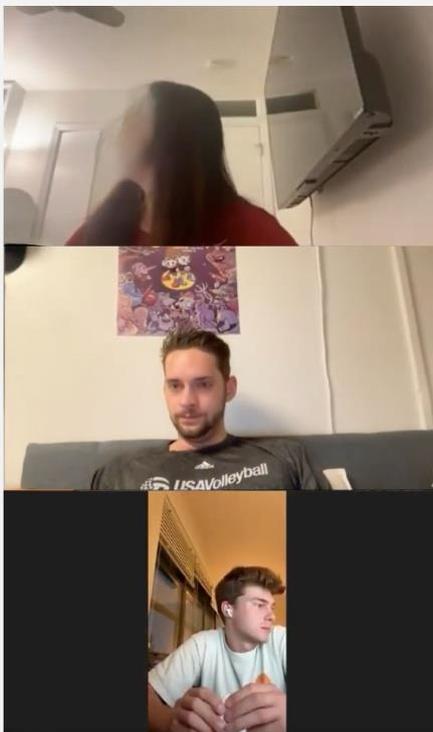
Thinks

Knowing and bringing someone who's an expert in the product category makes shopping easier.

Does

Gary brought Ash, although only Gary needs the item. "I [Ash] watched videos and researched this WiFi extender for him [Gary]."

Feels

Gary feels anxiety that he might buy the wrong WiFi extender if he shops alone.

Monica looking around her apartment: "I feel like I did a good job [buying stuff for my room]."

- ## Who?

  Monica.

  Moved to New York City 2 months ago after graduating.

  Interviewed by Anthony and Luke using Zoom.

- ## Where?

  New York City, in her apartment.

  Chosen as an interviewee due to being a recent graduate in a new-to-her location.

- ## Why?

  Monica just finished her first month of work, and is still unsure where to spend her money in NYC.

Key Insights from Monica

Says

"I don't think that it's worth it [to save] 3 to 4 dollars," for deal hunting on groceries.

Was happy buying a $140 Nespresso machine for $40.

Thinks

Deals are fun to find, but not worth the mental exhaustion to use on every item.

Does

"I enjoy searching for deals during work."

Feels

Bored from the process of executing deals on mundane, low value items.

Ferb's POV

Initial POV

- We met Ferb at Walmart, who shops for his family and grew up in Guatemala. He does not have a driver's license, so he walks to stores.
- We were surprised to notice he chooses to shop in-store instead of online, even though he has to walk to the store.
- We wonder if this means Ferb believes his personal expertise in deal-hunting is more reliable than shopping online.
- It would be game changing to have an online shopping experience that Ferb would trust as much as his own expertise.

Final POV

- We met Ferb, a shopper who walks to stores to do his weekly shopping because he doesn't own a car.
- We were surprised to notice his preference for shopping in-store despite the extra effort, choosing it over the convenience of shopping online.
- We wonder if this means Ferb values the control of being able to see, touch, and decide on the spot while shopping, more than clicking through options on a website.
- It would be game changing if there were a shopping experience that enhances Ferb's **control** over his shopping experience, no matter where he shops.

Ash and Gary's POV

Initial POV

- We met Ash and Gary at Micro Center. They graduated from San Jose State University 2 years ago. They were buying a WiFi extender.
- We were surprised to notice they shopped together with friends even though they were buying a single item.
- We wonder if this means they feel more confident about their ability to find deals when they are together with friends who have different areas of expertise.
- It would be game changing if they could feel confident in their ability to shop wisely even when their expert friend is absent.

Final POV

- We met Ash and Gary, recent San Jose State grads who often shop together as part of big groups.
- We were surprised to notice that they still brought each other along even for a simple, single purchase.
- We wonder if this means they rely on their group members' individual areas of expertise to relieve the anxiety of making the wrong choice.
- It would be game changing if Ash and Gary could gain the confidence to make wise shopping decisions, even when separate.

Monica's POV

Initial POV

- We met Monica through social media, a recent college graduate who just moved to New York City and is learning what shops are close by.
- We were surprised to notice she values and searches for deals, but only executes and goes out of her way to get them when the item is expensive.
- We wonder if this means she doesn't see the impact of how smaller deals could compound and doesn't want to take too much time out of her day using them.
- It would be game changing if she could find and compare deals for cheaper items much easier.

Final POV

- We met Monica, a recent college graduate who moved to New York City, who is still figuring out the average prices and cost of living around her new home.
- We were surprised to notice that she enjoys executing deals on things she wants to buy, but doesn't care to execute deals on everyday essentials.
- We wonder if this means Monica is bored and exhausted from the process of using deals, but excitement for an item overcomes the hassle.
- It would be game changing if Monica could feel this enjoyment for all her shopping needs.

Top 3 HMWs

HMW make chore shopping a social experience like shopping for fun?

HMW remove the need to be an expert on the product you are shopping for?

HMW make the deal hunting more exciting for boring grocery and chore shopping?

Top 3 Solutions

HMW make chore shopping a social experience like shopping for fun?

HMW remove the need to be an expert on the product you are shopping for?

HMW make the deal hunting more exciting for boring grocery and chore shopping?

Sync shopping lists with friends to match shared items, letting you buy together for convenience, bulk savings, and chore-sharing.

A themed, community-driven shopping experience where local shops join pop-up events, like a pub crawl or cars-and-coffee, inviting shoppers to explore new stores each week.

A chore shopping app that tracks your savings from deals, shows how they add up over time, and rewards you by linking your savings to treats or big-ticket items you actually want.

Critical Assumption 1

HMW make chore shopping a social experience like shopping for fun?

Solution: Sync shopping lists with friends to match shared items, letting you buy together for convenience, bulk savings, and chore-sharing.

Critical Assumption: If someone is asked to pick up additional items at a store they are currently at, this will not make their shopping experience less enjoyable.

This assumption is critical because: If being asked to pick up extra items makes shopping feel like a burden, it makes social chore shopping stressful, not fun.

Experience Prototype 1

Critical Assumption: If someone is asked to pick up additional items at a store they are currently at, this will not make their shopping experience less enjoyable.

- **Setup:** Live "fetch quest" simulating chore shopping.

- **Objects:** Red Scissors (visible), Masking Tape and Pen (hidden).

- **Task:** Team member asks participant to retrieve scissors from an easily found location. While they are at the location, team member asks the participant to also retrieve masking tape and scissors from nearby, hidden locations.

- **Goal:** Observe how additional requests mimicking the effort of being asked to grab extra items affect enjoyment.

Experience Prototype 1

Critical Assumption: If someone is asked to pick up additional items at a store they are currently at, this will not make their shopping experience less enjoyable.

Participant: Student peer recruited from Stern Dining Hall.

What worked: Participant used RPG langauge such as "side quest" and "inventory full" when asked to grab additional items.

New learnings: Framing the chore as a fun "quest" can boost enjoyment. However, this requires an explanation of motives to reduce confusion.

Relevance: Likely to respond to a team member in the same manner they would respond to a friend asking them to pick up additional items.

What didn't work: Participant did not initially understand why they had to retrieve the additional items. "I'm trying to figure out the premise behind this quest."

Conclusion: Asking someone to grab extra items will not reduce enjoyment, if framed appropriately.

Critical Assumption 2

HMW make chore shopping a social experience like shopping for fun?

Solution: A themed, community-driven shopping experience where local shops join pop-up events, like a pub crawl or cars-and-coffee, inviting shoppers to explore new stores each week.

Critical Assumption: Making shopping a spontaneous, meet and greet experience will improve the enjoyment of chore shopping.

This assumption is critical because: If spontaneous social interactions dont make chore shopping more enjoyable, then designing an experience around meetups could feel awkward or forced instead.

Experience Prototype 2

Critical Assumption: Making shopping a spontaneous, meet and greet experience will improve the enjoyment of chore shopping.

- **Setup:** Spontaneous "shopping adventure" at Target, simulating a chore-shopping meet-and-greet.

- **Objects:** A printed invitation with time/place details (7 PM, Target)

- **Task:** Team member hands out printed invitations separately to two strangers, ensuring the first time they meet is at the store.

- **Goal:** Observe how participants explore the store, chat, and shop together, mimicking a shopping meet and greet. .
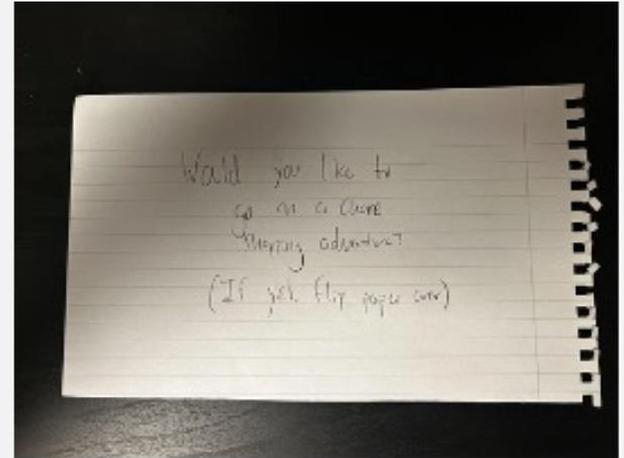
Experience Prototype 2

Critical Assumption: Making shopping a spontaneous, meet and greet experience will improve the enjoyment of chore shopping.
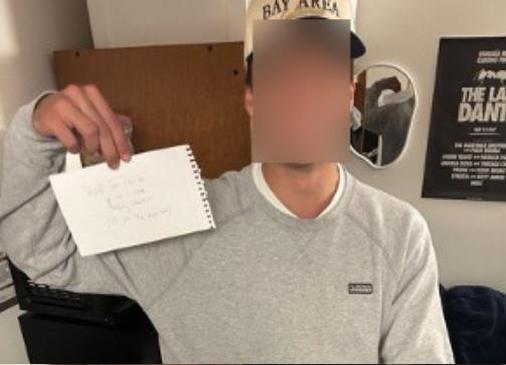
Participants: Two students recruited from the Team's acquanintances, that are strangers to each other.

What worked: Participants had organic conversations and shopping served as a natural facilitator for interaction. Both participants described the experience as fun and novel.

New learnings: Meeting at a store with broad purhcase categories (like Target) helps enjoyment, but actual shopping relevance and needs of the shopper matter too.

Relevance: Strangers, who share a common trait (both students) simulate shoppers who would go to a meet and greet with common interests.

What didn't work: One participant didn't need anything from Target, which made the experience feel unproductive from a chore perspective.

Conclusion: Participants enjoyed the meet and greet and found it socially enriching, Ensuring all parties have a reason to shop is key for enjoyment.

Critical Assumption 3

HMW make the deal hunting more exciting for boring grocery and chore shopping?

Solution: A chore shopping app that tracks your savings from deals, shows how they add up over time, and rewards you by linking your savings to treats or big-ticket items you actually want.

Critical Assumption: Showing small chore savings as progress toward a self-chosen big reward makes deal-hunting feel fun and increases deals used.

This assumption is critical because: If connecting small savings to a larger personal reward doesn't make deal-hunting fun, then hunting small chore savings is a boring hassle. If deals used are not increased, then rewards will fail to add up over time to purchase the big item.

Experience Prototype 3

Critical Assumption: Showing small chore savings as progress toward a self-chosen big reward makes deal-hunting feel fun and increases deals used.

- **Setup:** A simulated 2-week grocery shopping experience.

- **Objects:** An example grocery list with a mix of regular-priced and discounted items.

- **Task:** Team member instructs participant to create an initial grocery list based on normal habits, making note of the total cost. The participant is instructed to choose an aspirational "reward purchase," and was told "Every dollar saved now goes toward this." Participant now creates a revised grocery list.

- **Goal:** See if linking small savings to a meaningful personal reward makes deal-hunting feel more fun and effective.

Produce

Romaine hearts, 3 ct — $3.49

★ Avocados — 3 for $3 (reg $1.49 ea) → Savings $1.47 if you buy 3

★ Berries, 6 oz — 2 for $6 (reg $3.99 ea) → Savings $1.98 if you buy 2

★ Bagged spinach — coupon –$0.50 (reg $2.99) → Savings $0.50

★ Bananas — 3 lb for $1.50 (reg $0.69/lb) → Savings $0.57 if 3 lb

★ Apples, 3 lb bag — sale $3.49 (reg $4.99) → Savings $1.50

Lemons, each — $0.89

Tomatoes, 1 lb — $1.99

Onions, 2 lb bag — $1.99

Carrots, 1 lb — $1.29

Experience Prototype 3

Critical Assumption: Showing small chore savings as progress toward a self-chosen big reward makes deal-hunting feel fun and increases deals used.

Participants: College aged male student recruited from campis.

What worked: Participant became significantly more motivated to seek out deals. They re-evaluated purchases with more scrutiny. Saving money felt meaningful with a reward..

New learnings: Directly connecting savings to tangible goals can increase engagement. People may be more willing to chase deals when savings are visualized.

Relevance: Represents a grocery shopper that may not have a habit of pursuing small deals, but has ambitions for big purchases.

What didn't work: It's unclear if **increased eagerness leads to actual enjoyment**. The process was more exciting, but maybe not more fun.

Conclusion: The participant showed increased motivation and deal-seeking behavior, but emotional enjoyment is less conclusive.

Final Solution

- **A chore shopping app that tracks your savings from deals, shows how they add up over time, and rewards you by linking your savings to treats or big-ticket items you actually want.**

- **Why?**

  Behavior change observed in our experience prototype.

  Positive emotional response: Participant was visibly more eager and engaged once they saw savings as progress toward something exciting.

  Positive outcome: Prototype shopping "saved" $80.

  Team excitement!

Final Solution

A chore shopping app that tracks your savings from deals, shows how they add up over time, and rewards you by linking your savings to treats or big-ticket items you actually want.

Ethical Implications

- **The solution could potentially influence shoppers to make unwise purchase decisions they otherwise would not have made.**

  Design Process: Transparent tracking of how savings are calculated, to make sure we don't pyschologically influence them to spend money they do not have.

- **If the solution tracks user shopping behavior, savings, and personal goals, that data could be sensitive.**

  Design Process: Build with privacy protections for the consumer in mind. Collection of data and what we do with it should be transparent.

Final Solution

A chore shopping app that tracks your savings from deals, shows how they add up over time, and rewards you by linking your savings to treats or big-ticket items you actually want.

● Communities served

Budget-conscious individuals, especially new grads!

Indivudals new to shopping on their own, or new to the local area, that may not know how to recognize deals.

People who enjoy goal-setting and visualizing progress.

Digital-first consumers, who are comfortable using apps or tools to track savings and goals.

● Communities left out

Individuals with very limited disposable income or financial stress, for whom saving even small amounts is not currently realistic.

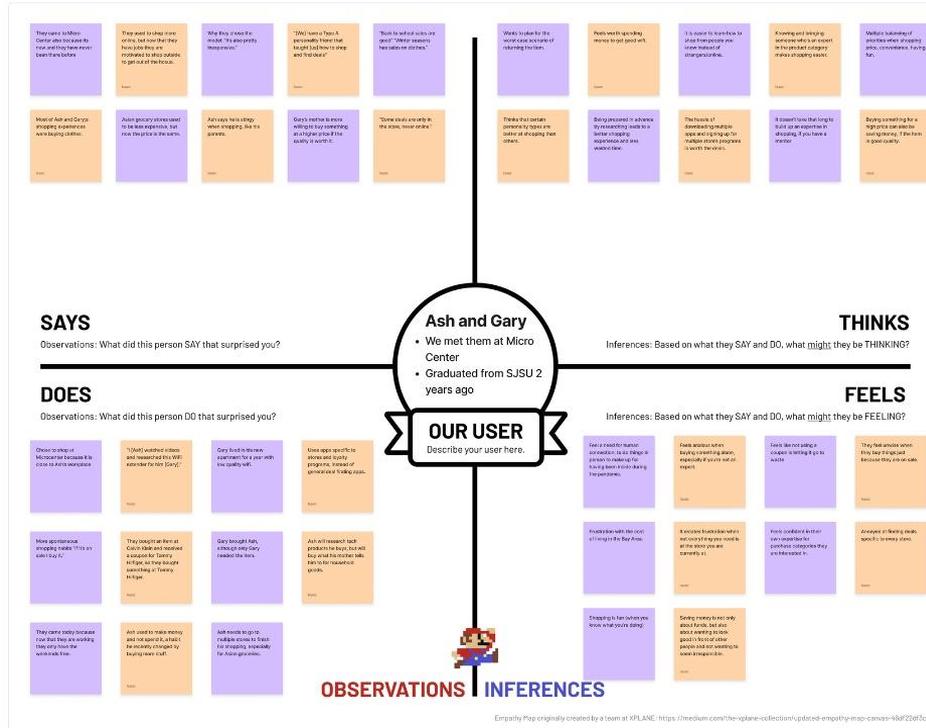Communities facing food insecurity, where food is an immediate necessity and they cannot wait for deals.

Neurodivergent individuals who may find extra goals-setting metrics overwhelming rather than fun.

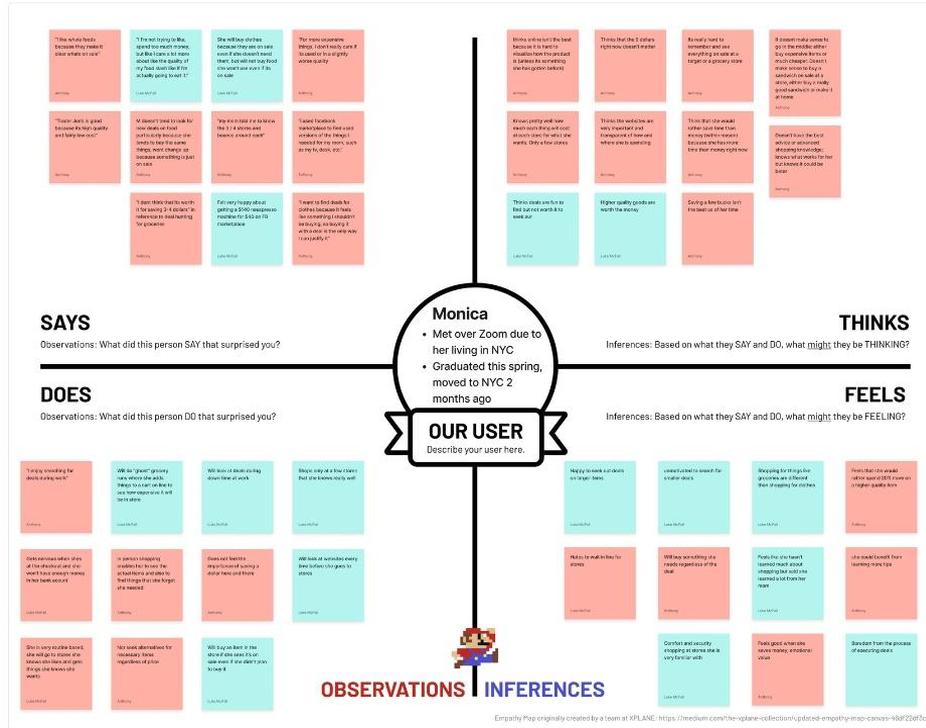People without access to smartphones or digital tools.

Thank you!

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Appendix: Ash and Gary's Empathy Map

SAYS

Observations: What did this person SAY that surprised you?

- They came to Micro Center also because it's new and they have never been there before.
- They used to shop more online, but now that they have jobs they are motivated to shop outside to get out of the house.
- Why they chose the model: "It's also pretty inexpensive."
- "[We] own a Type A personality friend that taught [us] how to shop and find deals!"
- "Back to school sales are good." "Winter season's has sales on clothes."

- Most of Ash and Gary's shopping experiences were buying clothes.
- Asian grocery stores used to be less expensive, but now the price is the same.
- Ash says he is stingy when shopping, like his parents.
- Gary's mother is more willing to buy something at a higher price if the quality is worth it.
- "Some deals are only in the store, never online."

DOES

Observations: What did this person DO that surprised you?

- Chose to shop at Microcenter because it is close to John's workplace.
- "I [Ash] watched videos and researched this WiFi extender for him [Gary]."
- Gary lived in this new apartment for a year with low quality wifi.
- Uses apps specific to stores and loyalty programs, instead of generic deal finding apps.

- More spontaneous shopping habits "if its on sale I buy it."
- They bought an item at Calvin Klein and received a coupon for Tommy Hilfiger, so they bought something at Tommy Hilfiger.
- Gary brought Ash, although only Gary needed the item.
- Ash will research tech products he buys, but will buy what his mother tells him to for household goods.

- They came today because now that they are working now they have the weekends free.
- Ash used to make money and not spend it, afraid he recently changed by buying more stuff.
- Ash needs to go to multiple stores to finish his shopping, especially for Asian groceries.

Ash and Gary
- We met them at Micro Center
- Graduated from SJSU 2 years ago

OUR USER
Describe your user here.

THINKS

Inferences: Based on what they SAY and DO, what might they be THINKING?

- Wants to plan for the worst case scenario of returning the item.
- Feels worth spending money to get good wifi.
- It is easier to learn how to shop from people you know instead of strangers online.
- Knowing and bringing someone who's an expert in the product category makes shopping easier.
- Maintain balancing of priorities when shopping: price, convenience, having fun.

- Thinks that certain persons by types are better at shopping than others.
- Being prepared in advance by researching leads to a better shopping experience and less wasted time.
- The hassle of downloading multiple apps and signing up for multiple store's programs is worth the extra.
- It doesn't take that long to build up an expertise in shopping, if you have a mentor.
- Buying something for a high price can also be saving money, if the item is good quality.

FEELS

Inferences: Based on what they SAY and DO, what might they be FEELING?

- Feel a need for human connection: to do things in person to make up for having been in-store during the pandemic.
- Feels anxious when buying something online, especially if you're not an expert.
- Feels like not using a coupon is letting it go to waste.
- They feel anxious when they buy things just because they are on sale.

- Frustration with the cost of living in the Bay Area.
- It causes frustration when not everything you need is at the store you are currently in.
- Feels confident in their own expertise for purchase categories they are interested in.
- Annoyed at finding deals specific to one easy store.

- Shopping is fun when you know what you're doing!
- Saving money is not only about funds, but also about wanting to look good in front of other people and not wanting to seem irresponsible.

OBSERVATIONS | **INFERENCES**

Empathy Map originally created by a team at XPLANE: https://medium.com/the-xplane-collection/updated-empathy-map-canvas-46df22df3c6a

Appendix: Monica's Empathy Map

SAYS
Observations: What did this person SAY that surprised you?

THINKS
Inferences: Based on what they SAY and DO, what might they be THINKING?

DOES
Observations: What did this person DO that surprised you?

FEELS
Inferences: Based on what they SAY and DO, what might they be FEELING?

Monica
- Met over Zoom due to her living in NYC
- Graduated this spring, moved to NYC 2 months ago

OUR USER
Describe your user here.

OBSERVATIONS INFERENCES

Empathy Map originally created by a team at XPLANE: https://medium.com/the-xplane-collection/updated-empathy-map-canvas-46df22df3c6a

Appendix: Ferb's HMWs

HMWs

- HMW make online tools as trustworthy as human experience?
- HMW be able to bring the physical shopping experience to the home?
- HMW share one's personal expertise with less experienced shoppers?
- HMW make online deal-hunting an enjoyable experience?
- HMW make shopping for a family on a budget less of a massive chore?
- HMW make physically going to the store more convenient than online shopping?
- HMW entirely remove the physical store?
- HMW train employees to make fewer mistakes when customers shop online?
- HMW allow employees to hand over control to customers?
- HMW make physical transportation to stores more accessible?
- HMW leverage online deal-hunting skills in the physical stores?
- HMW add more senses to the shopping experience?

Final POV

- We met Ferb, a shopper who walks to stores to do his weekly shopping because he doesn't own a car.
- We were surprised to notice his preference for shopping in-store despite the extra effort, choosing it over the convenience of shopping online.
- We wonder if this means Ferb values the control of being able to see, touch, and decide on the spot while shopping, more than clicking through options on a website.
- It would be game changing if there were a shopping experience that enhances Ferb's control over his shopping experience, no matter where he shops.

Appendix: Ash and Gary's HMWs

HMWs

- HMW make chore shopping a social experience like shopping for fun?
- HMW remove the need to be an expert on the product you are shopping for?
- HMW allow employees to become experts?
- HMW make the store like a community?
- HMW make it impossible to make unwise financial decisions while shopping?
- HMW include shoppers into more friend groups including experts?
- HMW create more shopping experts?
- HMW remove any chance of anxiety when shopping?
- HMW make single purchases even more simple?
- HMW reward confidence when shopping?
- HMW make anxious shopping not a negative experience
- HMW make strangers a trustworthy source of expertise?

Final POV

- We met Ash and Gary, recent San Jose State grads who often shop together as part of big groups.
- We were surprised to notice that they still brought each other along even for a simple, single purchase.
- We wonder if this means they rely on their group members' individual areas of expertise to relieve the anxiety of making the wrong choice.
- It would be game changing if Ash and Gary could gain the confidence to make wise shopping decisions, even when separate.

Appendix: Monica's HMWs

HMWs

- HMW make the deal hunting more exciting for boring grocery and chore shopping.
- HMW make deals more apparent to find?
- HMW help people find alternatives for the things they want to buy that are cheaper?
- HMW make the execution of deals seamless for young adults?
- HMW bring the cart total from online shopping to in person shopping?
- HMW show how much someone is saving money over many small deals?
- HMW show young shoppers the importance of saving early and compound interest?
- HMW pass knowledge of shopping tips from pro shoppers to new shoppers?
- HMW push people out of the comfort zone to utilize deals on product they are unfamiliar with?
- HMW push the savings of Facebook marketplace to smaller items?
- HMW encourage exploration of different stores to find cheaper items or better deals?

Final POV

- We met Monica, a recent college graduate who moved to New York City, who is still figuring out the average prices and cost of living around her new home.
- We were surprised to notice that she enjoys executing deals on things she wants to buy, but doesn't care to execute deals on everyday essentials.
- We wonder if this means Monica is bored and exhausted from the process of using deals, but excitement for an item overcomes the hassle.
- It would be game changing if Monica could feel this enjoyment for all her shopping needs.

Appendix: Brain Storm for HMW make chore shopping a social experience like shopping for fun?

pub craw...
based shopping experience where smaller shops can register and shoppers can check them out

Luke McFall

a cars and coffee inspired shopping event that is hosted at grocery stores but its different themes each week

Luke McFall

Bulk buying with friends. When you buy over x amount of things, save money so incentive to go with friends. Could have financial success

Anthony

Link friends together by what time they usually go shopping, so you can get a weekly regular shopping group.

Isaac

Some event at the store

a "community event" organizer which has people sign up and join for certain stores

Luke McFall

hold concerts at stores to incentivize people to go for fun

Fei

Party while shopping. Like a bar or club in a grocery store

Anthony

Gamification

a shopping speed run timer where you are trying to beat your score each week

Luke McFall

a shopping leader board where people can compare their savings to others

Luke McFall

Gamify shopping. Make it a game when you go and do a chore get a reward, compete against friends. Strava for groceries

Anthony

multiplayer shopping game of some sort idk. find better deals than your friends

Fei

Friends Buying

App that you buy things with friends. Puts together what you need and which of your friends needs the same things

Anthony

Whenever you go chore shopping, if your friend has the exact same item you are buying on their shopping list, you can get a notification and pick up another one for your friend, and it takes no extra time for you

Isaac

a list comparing system where you find people who have the same items and meet up. Allows you to get a better price cause your buying in bulk

Luke McFall

Make things to do while you shop. Get lunch, watch sports, etc.

Anthony

Invite only grocery. costco for young people

Anthony

A reward system for buying the things you need. Like when you get all your chores it gives you a discount for a clothing store

Anthony

dating app but instead of a date you go on a grocery run

Fei

HMW make chore shopping a social experience like shopping for fun?

Luke McFall

The items you bought are public and everyone can see them

Isaac

Everyone chips in to buy and choose grocery items for a person (force a friend to eat coco puffs for dinner buy buying it)

Isaac

Have a collection of brands that your household buys usually, and then you can share with everyone that you are a "Charmin toilet paper family" or a "Morton's salt group of friends"

Isaac

Live video blog every time you go chore shopping

Isaac

platform for people to stream their grocery runs a la streaming a video game

Fei

if someone needs a dog walker, you take their dog on a walk... to the GROCERY STORE

Fei

interrupt people's hangouts with a notification that says "go out and do your groceries with the people you're hanging out with NOW!"

Fei

Appendix: Brain Storm for HMW remove the need to be an expert on the product you are shopping for?

reate a system where you can try things in the store and get a better sense of how they actually work. Let virtual try ons / sample foods / photos to see what this thing would actually look l

Anthony

could get a better sense of how something will look over time

Anthony

Ask chat which products are best, chatgpt wrapper, write down what you need

Anthony

basically knows what you have and what you need, and can know what you liek

Anthony

stores that simply give you fewer choices so you dont have to decide between different models

Fei

a quizlet style Q and A sheet to help you know and remember things when buy or having a conversation

Luke McFall

an image of product → image recognition → gives ratings of the specific product along different axes & how it compares to similar products

Fei

HMW remove the need to be an expert on the product you are shopping for?

Luke McFall

shop with old retired people who can give you advice on where and what to buy

Connects your calendar with an expert shopper who you can both go and buy something and they will give you tips

Anthony

you can pay the price of 1 item but actually go home with several models of the same thing so you can try them all out and then return the ones you don't want

Fei

select a bunch of criteria that you really want in the product, app gives recommendations of products that fit those criteria

Fei

a pocket expert which gives you a quick explanation of key metrics you need to consider when buying a product

Luke McFall

a recommendation system where you put your what you need and it recommends things for you

Luke McFall

a comparing app which lets you compare different products with in the field to see performance and user review differences

Luke McFall

a prompt where you put the product and the store you need it from to give you recommendations

Luke McFall

al network you put what you t to buy people c e for recommendations of which one you should buy Can filter votes by how similar the voters are to you (age, p t purchases)

Isaac

Send a notification to your friends whenever you want to buy something, automatically creates group chat. (maybe group chat disappears)

Isaac

one of the group shopping ideas from HMW#1 but you specifically designate one friend to be the Expert Shopper in a certain category

Fei

You call a professor at the local university every time you have a purchase need, they give recommendations

Isaac

For appliances: ask a bunch of repair technicians about best brands that break the least

Isaac

reddit for individual shopping items

Anthony

Newsletter / app that everytime you buy something you get more advice on how to buy things, and then can advise people

Anthony

You get a montage of the highlights of every video on youtube about your product

Isaac

Website that finds you best deals discounting the quality of the good

Anthony

Generous return policies, can return any time, no risk in buying

Isaac

Appendix: Brain Storm for HMW make the deal hunting more exciting for boring grocery and chore shopping?

HMW make the deal hunting more exciting for boring grocery and chore shopping.
Luke McFall

competition to save

Compare how much money you saved with everyone.
Kaleb

once again, make it a competition between friends

An app that takes all the money you saved and compares it against your friends; the loser of a week has to buy something with a fraction of the total money saved pool (drinks, dinner, etc.)

A savings leader board
Luke McFall

Have smaller stores promote their deals so users can explore new stores while saving money
Luke McFall

Effect of saving

Frame smaller deals in terms of bigger deals
Luke McFall

Acorn for chore deals; seeing how much money you're saving and how that compounds

Choose an item you actually want to buy, money you save from deal hunting for chore shopping goes into the pile of money for that item. Reward yourself with item at end.
Kaleb

Shopping list app. For every chore shopping trip you do, at the end recommend a reward item you can buy with the money you saved.
Kaleb

keep track of how much you saved this month compared to last month... and tell you what kinds of treats you can buy with the money you saved
Fei

alternatives with deals

Game of finding alternatives for the things you already were going to buy (such as alternatives for food depending on price)

Combine multiple small deals from one place into one end result like a reciepe
Luke McFall

Easier to compare different items across the same store and different ones

A screen time/deal saving app where the more you save the more screen time you unlock
Luke McFall

BLOCK YOU FROM ACCESSING SOCIAL MEDIA IF YOU EXCEED YOUR BUDGET
Fei

Each shopping trip, add one new item to the list that AI will think makes their life easier.
Kaleb

When there is an amazing deal nearby, notify the person to buy a lot of them and recommend nearby relevant food banks or shelters to donate the item to. Keep track of how much money (in terms of full price) you have donated. (For both tax purposes and feel good feels).
Kaleb

Give a million dollars to everyone who shops
Kaleb

simulate your grocery run virtually before you actually go to the store, with cute fun game-like graphics (and objectives for saving?)
Fei

^ could be like a roguelike/roguelite

play action music while you're chore shopping so you feel cool
Fei

fantasy football for deals. You can buy and own certain deals and trade them to other people

social shopping (similar to first HMW)

a social platform where you can subscribe to certain products and community members can post where they find deals
Luke McFall

a way to brag about deals you got no matter how small
Luke McFall

Deal sending with friends. Send deals to friends, must send one a day, accountability
Fei

a game where the more money you save on grocery shopping, the more you unlock
Luke McFall

a reward system for going out of your way to get a deal
Luke McFall