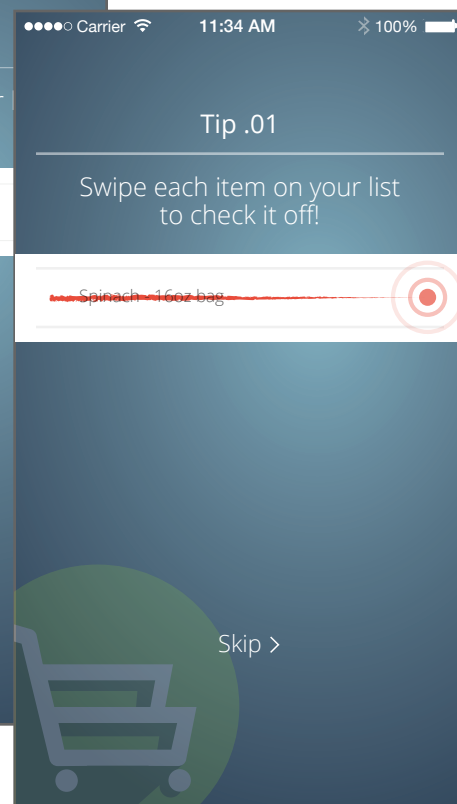
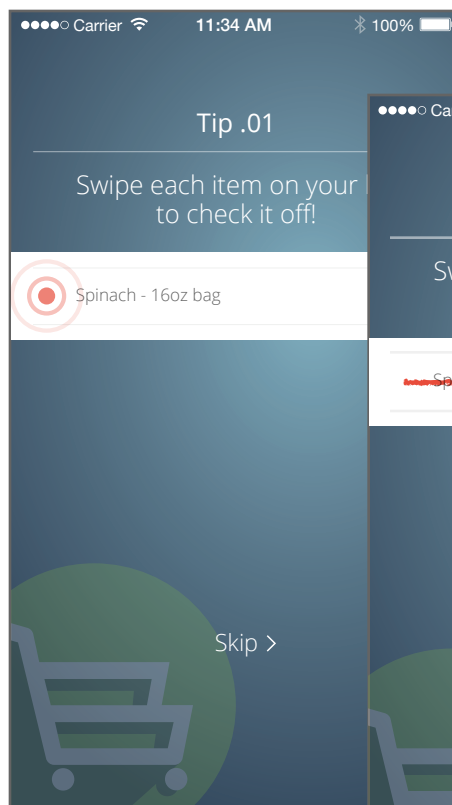
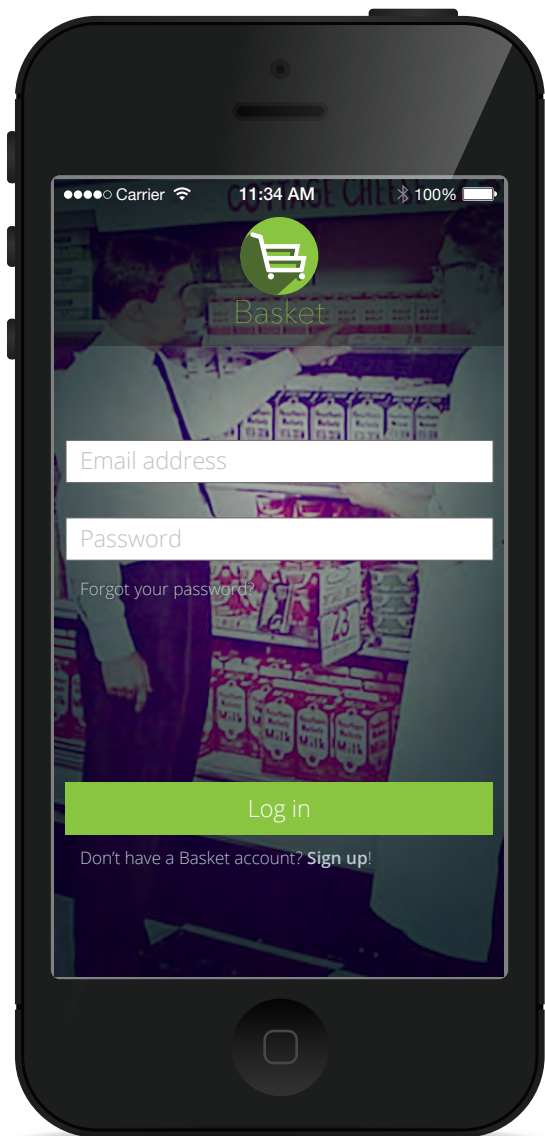


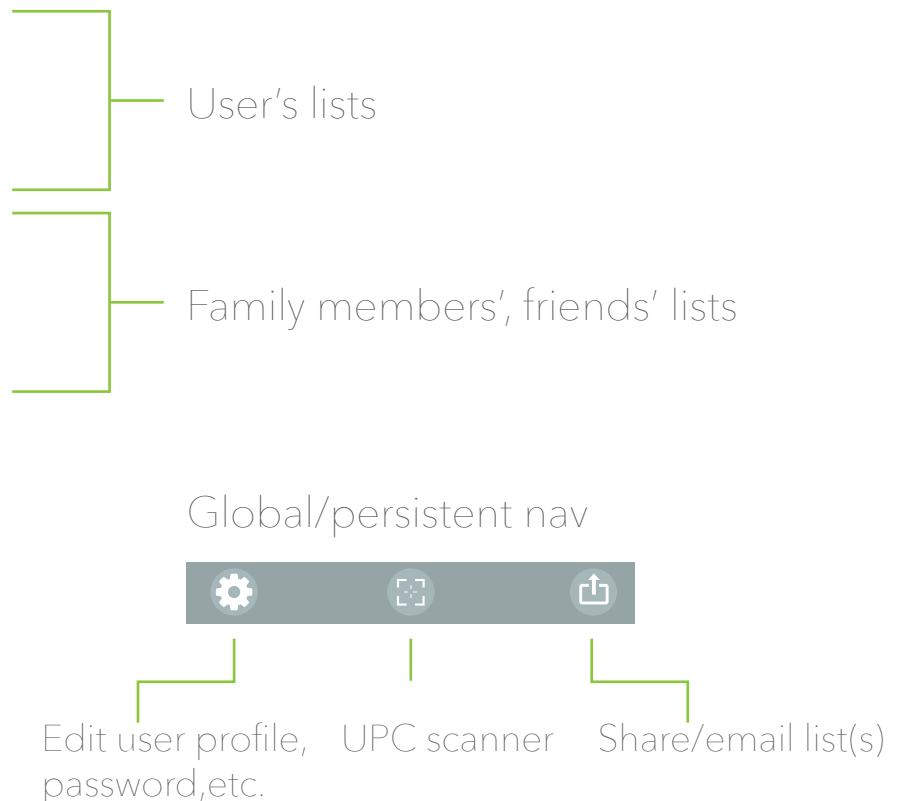
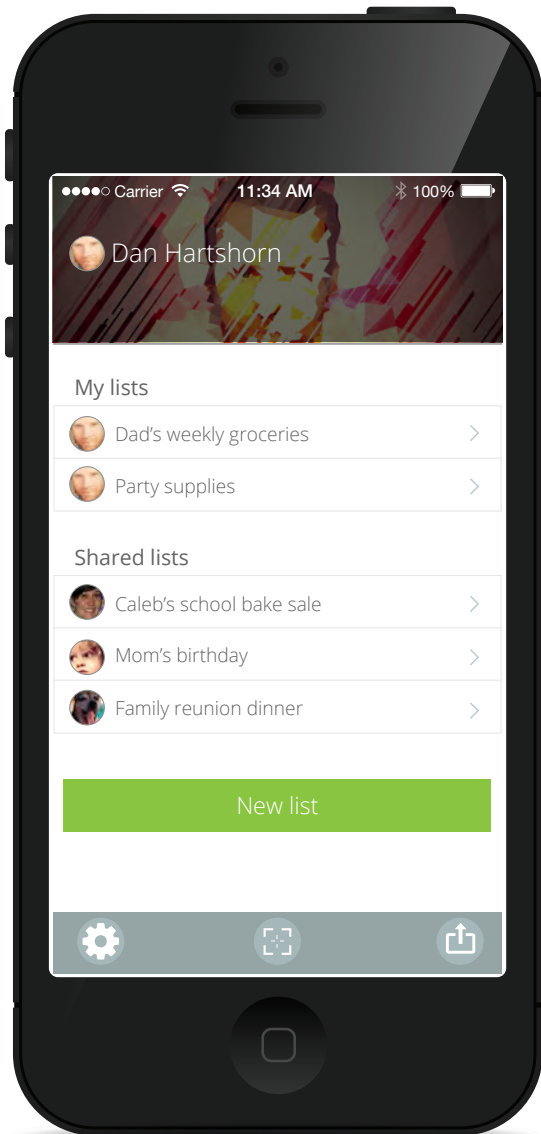
# App login



After user completes the login (1st time), they are prompted to acknowledge a brief tutorial on how to "check" items off each list, by swiping across each item label.



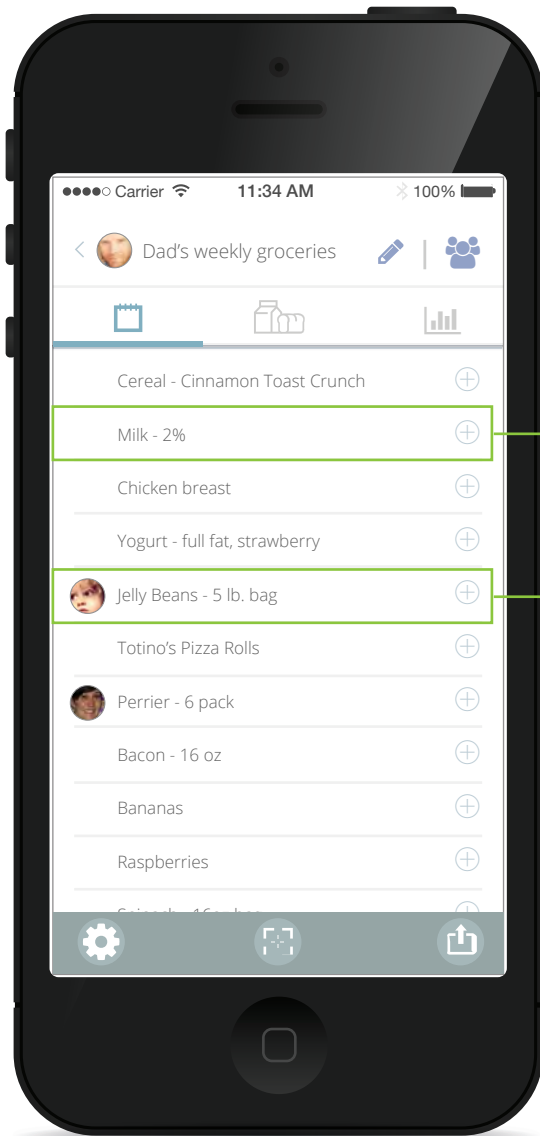
# "Home" screen



Each user can customize their "home" screen with a profile image, background header image, and has the ability to share their lists with other users of the application, and create a new list.



# Example user list



List creator's item

List collaborator item - delineated by their user profile image

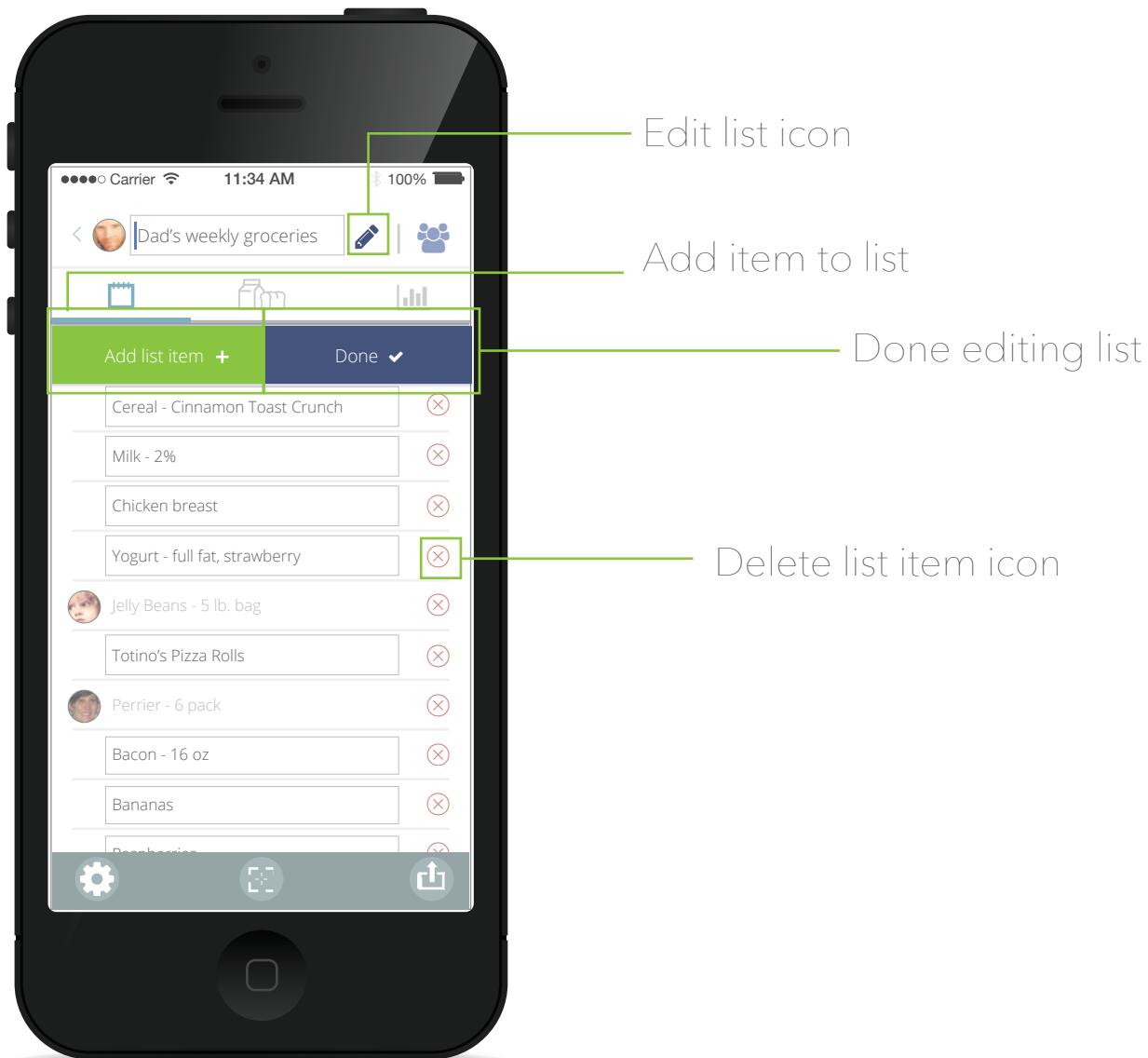
The user taps "Dad's weekly groceries" on the previous screen and is brought to the list's main page, where they are shown each item - items added by the list owner, and those the user allows others to add/collaborate.



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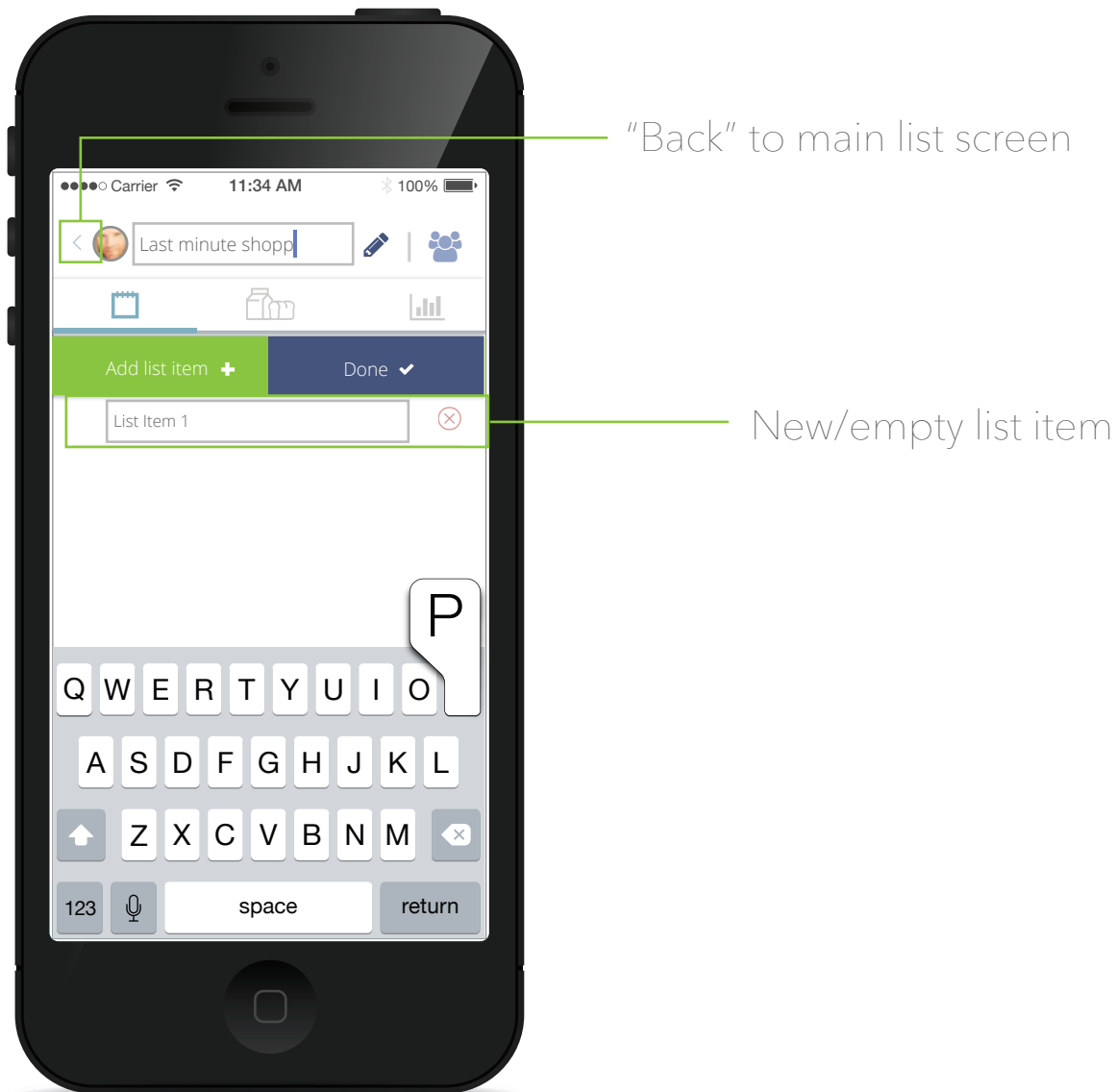
# Edit list



The list owner/creator has the ability to add/remove/edit their own items, but can only add/remove (but not edit) other users' added items.



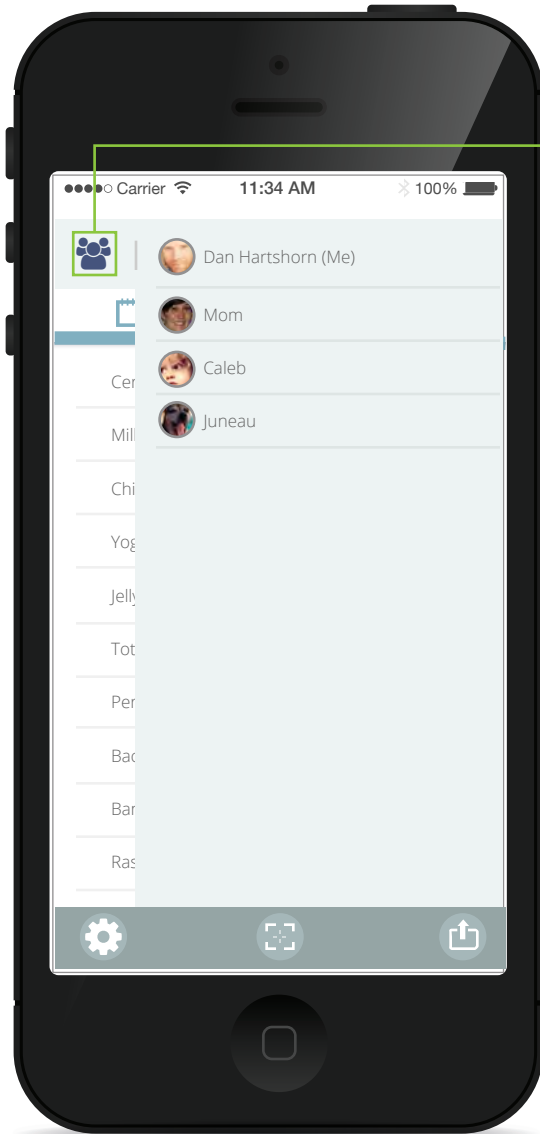
# New list



If user chooses to create a new list (either at initial login, or chooses to leave current list, and go back to main screen) they can name the list, and an initial empty list item is created to get them started.



# User list

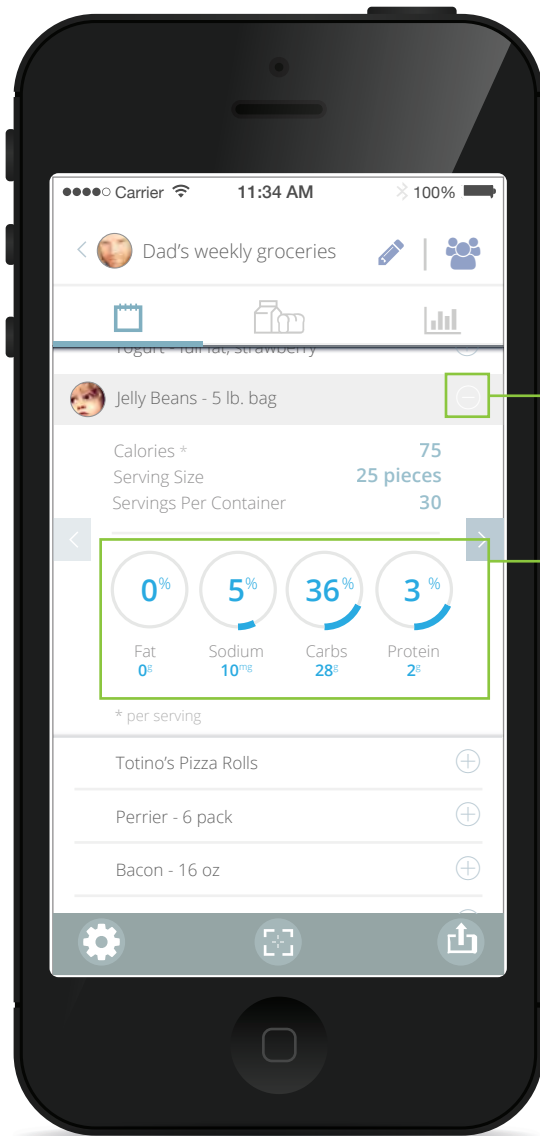


"Users" icon (tap to open/close)

The user can tap on the "users" icon in the top right of each list to see who has access to add/suggest items to the main users' list. From here, the main user can tap on one of these names, to view that user's profile.



# Expand list item



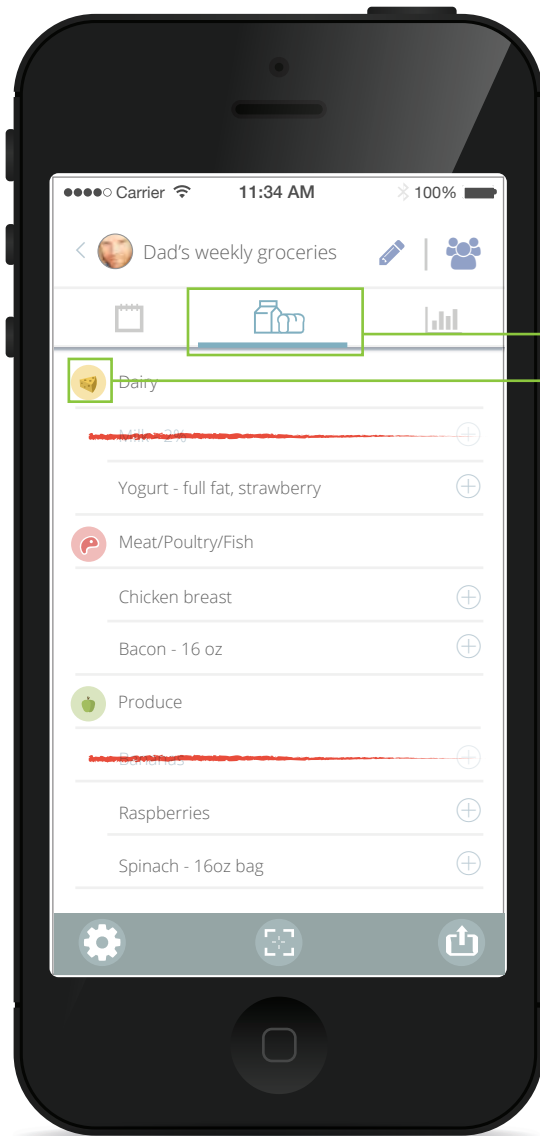
Expanded list item icon,  
(and highlighted list item)

Nutritional values

A user has the ability to expand each list item to view its nutritional values, and this is especially helpful when it comes to other users who add to the main user's list. If this item is questionable (5lb bag of jelly beans?), the main user can use this info to make an informed decision before removing it from the list.

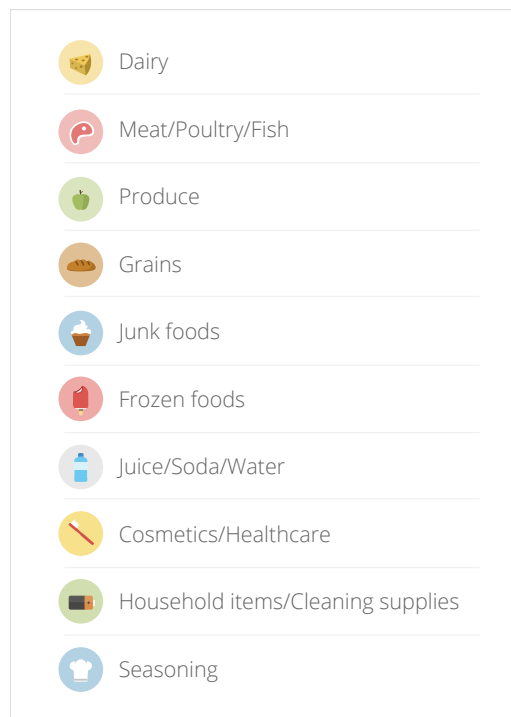


# List by section/category



"Category" list item icon

"Category" icon



A user can also view their list by store section/category. This can be helpful if the list has been written out-of-order, or collaborators on the list have added items after the list creator has begun shopping. This requires each item to be "tagged" with a category type, but can greatly reduce confusion and time spent walking around the grocery store.

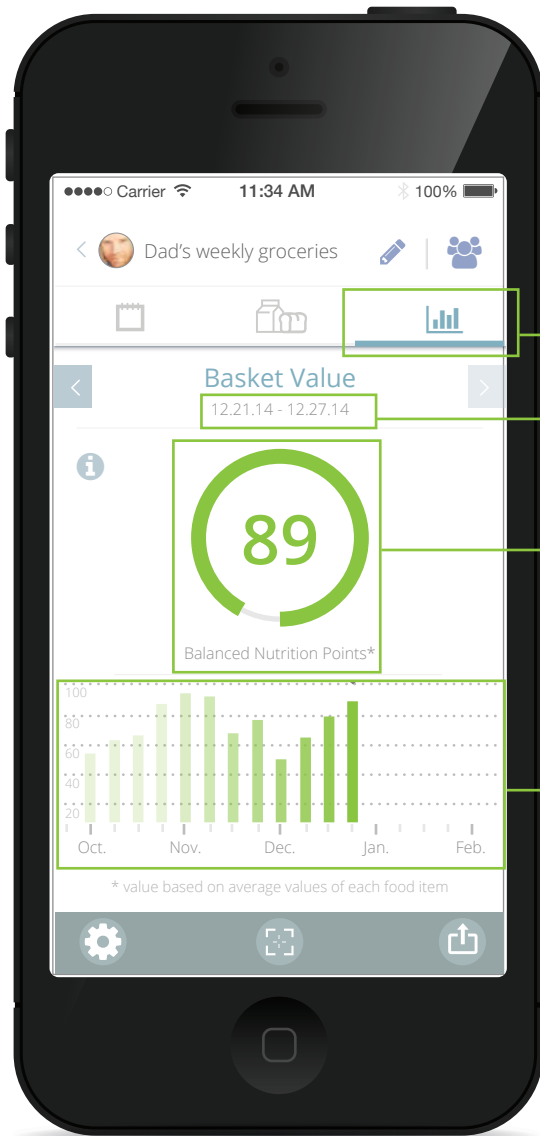


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# Total basket nutritional value



"Total value" list item icon

Date range (by week, day, month)

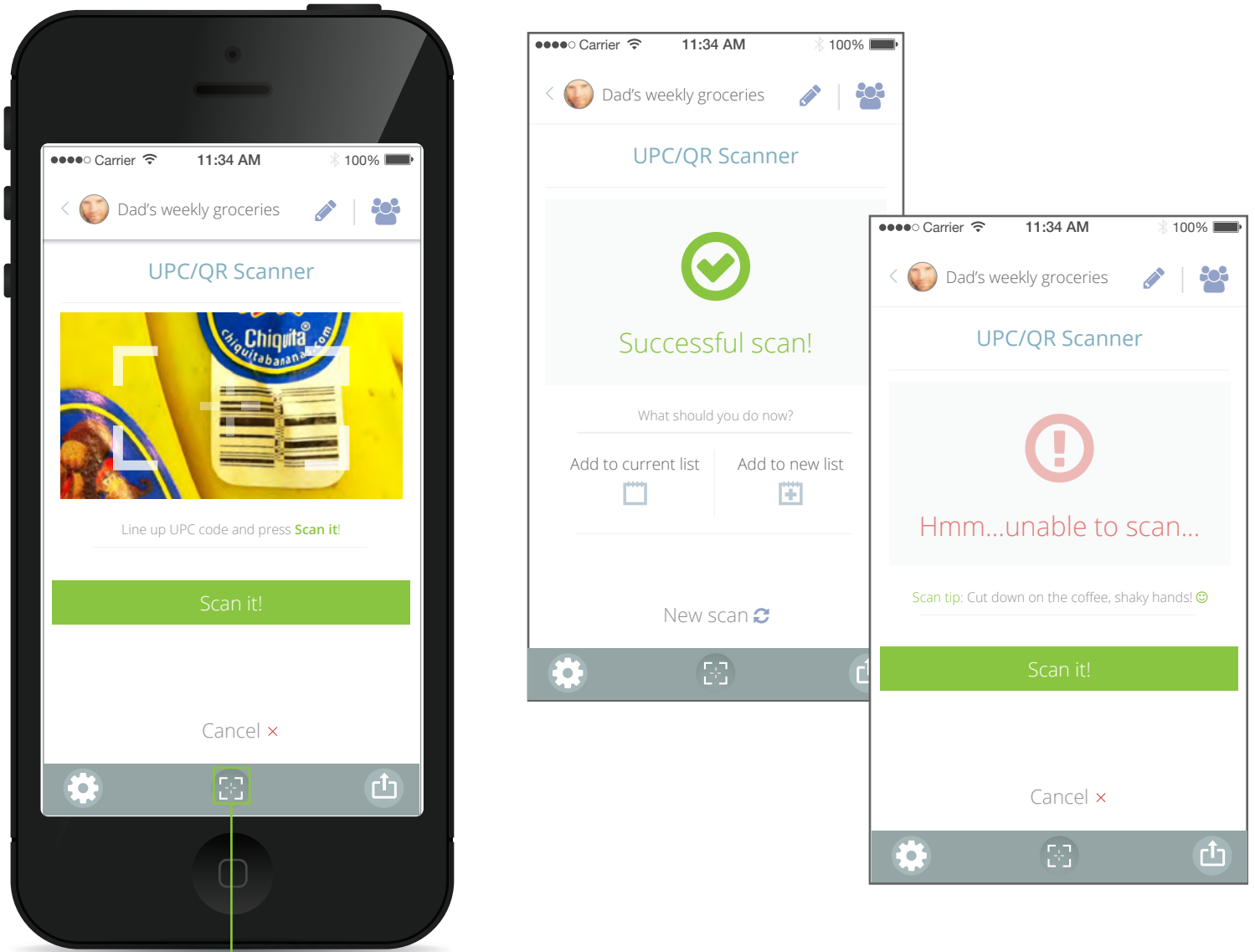
Basket "points" value (out of 100 total)

Chart showing previous stats/trips

The user can also view a total-basket nutritional value, that creates a point-system based on a balanced diet, and based on values related to the user's height, weight, age, etc. or a whole family's stats, which are customized in the user's profile (to be created). The user can compare previous shopping trips to current basket value.



# UPC/QR code scanner



Global nav, UPC/QR code scanner button

Ideally, a user could scan the UPC or QR code of an item, and then add this item to a list in order to get feedback from other users on this list, or use it to get important nutritional information about an item they have already added to an existing list, but might need more info before placing the item in their cart for purchase.



# CTA/Icon/Button info

*// Main CTA //*



Inactive top navigation state



Editable top navigation state



Inactive list navigation state



Active list navigation state



Inactive global nav item



Active global nav item



Cancel action



Delete item



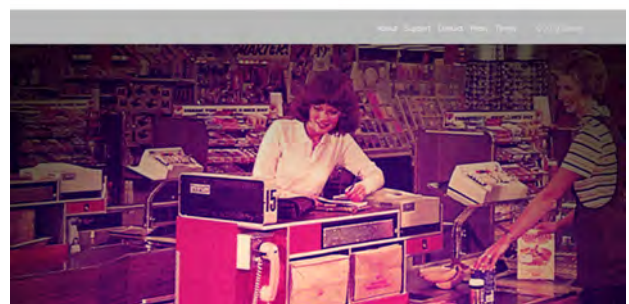
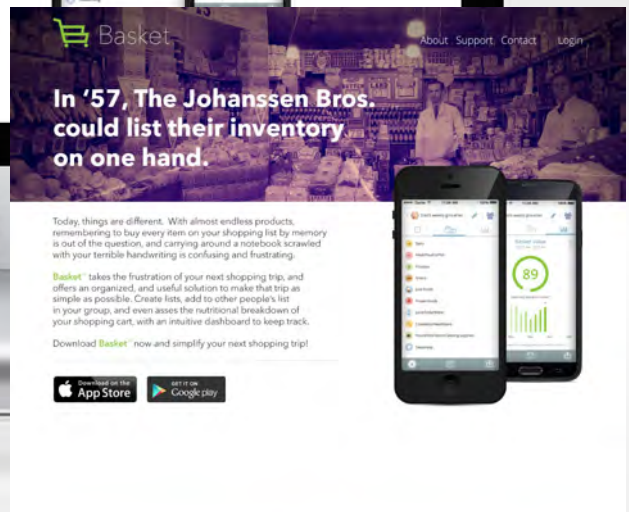
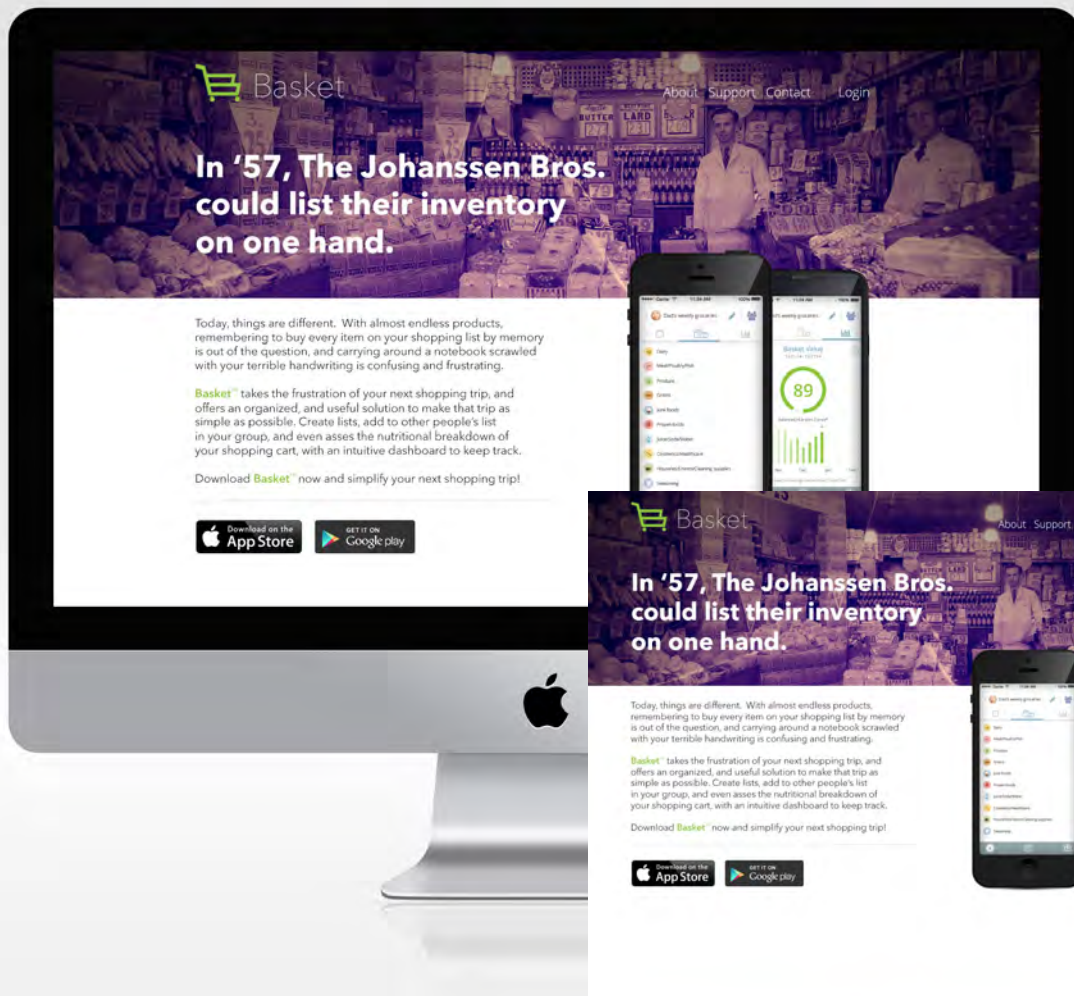
# Target audience/Personas



- Men/Women in charge of household grocery shopping
- Middle-class, married with teenage children (under 18, living at home)
- Minimal amount of technical knowledge, but familiar with mobile devices
- Frustrated with having to carry around a hand-written list
- Wants the ability to collaborate on grocery list, while having final say on purchases - children can suggest items, but list owner has ability to delete suggested items and prevent adding items at a certain point of each shopping trip.



# Desktop landing/marketing page



# Imagery



Use of odd vintage/kistchy imagery in the app, and in marketing material is intended to lighten the mood of an otherwise boring or frustrating shopping trip, and to give the overall app a lighthearted feel -as opposed to just a boring, utility application intended on keeping track of the user's grocery list.

