GROCERY SHOP

PRICE COMPARISON MOBILE APPLICATION

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Abstract

The grocery industry is a very competitive and rapidly growing industry in the world. According to the research findings, most people visit more than one shop for grocery shopping for a week. There are mainly four motivators that cause this behaviour and they are price, quality, availability of brand, and convenience. Furthermore, most shoppers visit multiple shops because they cannot determine the actual price of an item before they visit the shop. This process causes wasting a lot of time of the consumers. Therefore, that can be identified that there is a practical issue available among the consumers on overpaying grocery items and they have a high focus on reducing that.

The ultimate aim of this project is to analyse and find the most suitable solution to overcome this issue. For that, an IT solution was proposed to develop which can be addressed most of the issues consumers facing regarding grocery shopping. This is a mobile-based application that shoppers can use to compare the prices before their grocery shopping trips. When shoppers enter the item list in the application that they want to buy, the system displays the nearby shops that shoppers can buy these items. Also, it will suggest the most suitable shop for the shopper based on the total price for the list and the distance that has to the shop. Additionally, shoppers can place the orders through this application and when order is ready they notify by the shop owner.

In the development of the “Grocery Shop” mobile application, the agile methodology was selected in order to reduce the issues that can be faced when using the traditional methodology. The main reason for using this methodology for this project is the nature of iterative and incremental. Because of this nature, it has the flexibility to divide this project into sub-components and develop and test each of them separately. Furthermore, this methodology can be conducted effective testing because the testing is conducting for sub-components of the projects.

“Grocery Shop” mobile application is basically developed to address most of the issues through a single platform and provide a good experience to the shoppers and shop owners. This problem was analysed using existing literature available and the solution was evaluated by the industry experts in the leading companies in Sri Lanka.