Affinity Diagram

METHOD OF SHARING

Can find friends via phone contacts
Gaby Campbell

Search for influencers, or anyone who has an account
Gaby Campbell

Doesn't reccomend friends, must know their user or have their contact to find them
Gaby Campbell

Ability to directly share info or recipies to various social media platfroms directly from the app
Gaby Campbell

ADVERTISEMENT/MARKETING

Post about the app on various social media platforms
Gaby Campbell

Show ads on other apps (geared towards adults)
Gaby Campbell

ads at grocery store/ or a handout (like at trader joes)/ or on reciept
Gaby Campbell

Commercials on streaming services
Gaby Campbell

CONSTANTS

The ability to input groceries
Gaby Campbell

A form based on their eating habits, dietary needs, goals, and preferences.
Gaby Campbell

The ability for the program to suggest future purposes based on past data and needs
Gaby Campbell

The option to edit their initial form and continue to customize their data as needed
Gaby Campbell

ESSENTIALS (BASIC FEATURES)

Home Button, profile/account section,
Gaby Campbell

Ability to scan reciepts
Gaby Campbell

users can create an account that holds data and is personalizable to the user
Gaby Campbell

Area on home screen to enter current groceries
Gaby Campbell

DESIGN

Dark mode
Gaby Campbell

Neutral and aesthetic color scheme with pops of color
Gaby Campbell

Simple but memorable logo and slogan on home page/icon
Gaby Campbell

directroy along bottom of the screen for mobile, along the top for website
Gaby Campbell