

Semester B Project Proposal Form

Name / Team member names:

Working title: Shop 'n' Save

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What is the intended idea / concept behind the proposed project?

A shopping app which you are able to put what you intend to buy into the app, the app then calculates how much that certain shop will cost at different shops (Morrisons, Tesco, Sainsbury's etc). It also tells you about any coupons that would also help you save money on your shop. This allows the consumer to choose where they would like to shop and see how much money they would save by shopping there.

Justify the idea / concept in terms of the needs for its existence (if purely for entertainment, state this and how the output will be innovative/original and creative):

This could save shoppers money on their shopping bill which everyone wants. Although there are apps out there that help you calculate how much your shop will be this is whilst you shop and you have to manually update it as you shop so you don't know how much your shop is going to cost you before you get to the shop and whether it would've been cheaper at another shop. This app is simple, easy and does all the work for you. If the app is simple, easy and works well people will use it and the main purpose of the app is obviously to help people save money.

Describe the intended audience:

The first audience I first thought of was students, as they're known for not having much money and need to save money to pay for rent etc they would be able to see which shop could save them that all important possible £5/£10 depending on what the app says. After students this app is aimed at everyone who does their own shopping of course mothers would be one of the main audiences within the category. Of course with an app like this it's hard to have a specific audience as everyone goes shopping but to get the best results from the app it would be people that do big family shops every week or 2 weeks which is normally the mother of a family of the woman of the household.

How will this project extend your or your team's creative and technical skills?

This would extend my creative and technical skills as I would be creating an app from the ground up and I have never done this before. It would allow me to create an app that has a good design and is appealing to the eye but also an app that is quick and easy to use with no glitches as if the app doesn't work properly people won't use it. I would then have to maintain the app weekly or monthly to make sure it still works properly basically updating it to keep it fresh and to make sure the mechanics of it still work.

Outline how the practical work will be carried out by you / the team (division of labour) and the time-scales involved for each task:

There would need to be a team that updates the prices of pretty much every item within the shops every week to make sure the app is up to date if not it will give people the wrong total bills for their shops. This is of course a huge task hence why it would need a team to get the task done. Once the app is created I'm hoping it would pretty much run itself apart from updating the prices of items within the shops, there would be a team that would be there purely for the up keep of the app to make sure it runs smoothly and continues to work properly, updating the app if they feel it needs to be updated because a certain item isn't coming up on the app or if the total bill is wrong etc. If a problem was to occur with the app I would want it to be corrected that day as this app would be being used at multiple different times of the day by consumers so needs to be running properly 24.7. Another small team would need to look for coupons that could possibly save the consumer a little more money on their shop and update it weekly so the coupons don't run out and people think they can use them. It would then be an entire group decision if we decide to update the design of the app, of course the final decision would be up to me being the creator of the app.

What other work (by animators, designers, film-makers, writers, digital media producers, etc.) is relevant to your project? (This work may either be relevant for its conceptual or technical similarity):

With an app like this because its useful and saving people money there isn't much else we would need to do apart from marketing the product and to also conduct market research once the app was created and on the market. Marketing would be the normal platforms, like social media and possible TV adverts etc. The market research would need to be conducted to see if people like the app and see what else they would like on it and also the general questions like does it work well, would they recommend it to a friend etc. We may also need designers to help design the app, although its only a shopping app it has to be appealing to the consumer and not be boring. This will help the app to be appealing to our audiences which is encourage them to use the app. App programmers have already been mentioned but of course we would need people to help programme the app to make sure it works and runs smoothly.

List any critical texts that are relevant to your conceptual intentions:

<http://www.moneysavingexpert.com/shopping/cheap-supermarket-shopping> - An article talking about how to save people money, backing up the fact that there should be something on the market that can help this.

<https://www.eab.com/daily-briefing/2015/09/28/study-71-say-lack-of-money-affects-their-eating-grocery-shopping-habits> - An article showing that students (my first main audience for the app) having to buy less, and cut portion sizes due to lack of money.

<http://www.independent.co.uk/student/news/rising-cost-of-living-forcing-students-to-use-food-banks-9242399.html> - Article about students having to use food banks due to lack of money.

<http://www.moneysavingexpert.com/deals/supermarket-coupons> - website that shows coupons to help you save money on shopping

Any other information not covered above: