GROCERYLIST.NET Project Plan

By: Vanessa Vitte

Overview

- Making sure you get everything you need at the grocery store can be a challenge. Making a hand written list is always a good way to ensure that you get everything you need, but don't forget that pen or lose that list. GroceryList.net is the easiest way to ensure you don't forget the essentials or lose that list you made. Grocerylist.net is a website that anyone can access from their computer, tablet, or smart phone. All you have to do is access the website through your preferred device and create your grocery list. The list allows you to add items to your list, check off items that you have in your cart, add the price of the item, get a total on items checked off, email or text your final list to yourself or whoever you choose, name the list, and read more on the product. Grocerylist.net is ideal for someone on a budget, a husband doing errands for his wife and wanting to make sure he doesn't forget anything, or a busy person with a lot on their mind.

Components

- Most of the webpages will be dynamic web pages. They will need to connect to a database so people can save their list, log in, and click items needed. The communication between the site and the database is essential. I'm going to use JavaScript to create the list and PHP to communicate with the database.

Features/Scope

- Login System / Register- Having people register and log in to the website allows them to be able to save their lists and log in from different devices.
- Name the grocery list – When creating a new list people will be able to name it whatever they like and save it to their profile when signed in. This will allow people to pull up old lists.
- Add items to a list – With a blank list people are able to add as many items to their list as they wish. A database will be provided so when a person starts typing a list of items will pop up.
- Create list - When completed click a box that puts your list together and saves it to the database.
- Browse lists – When logged in you will be able to browse your saved lists or choose a pre-created list to use.
- Edit list – When logged in you will be able to choose any list and edit that list to your needs.

- Add price – Next to all the products there is a button where you can add the price of the item that you are purchasing.
- Total Price – At the bottom there will be a total price of everything that you have added the prices for.
- Got it box- When you have picked the item and it is in your grocery basket you can check that you already have the item in your basket.
- Email or text – When you save the list a box will pop up giving you the opportunity to email or text the list to yourself.
- Drop down categories – The lists will have categories that will allow you to click on and it will pull up a list of items that go under that category.

Market Research

Food Shopper Insights: Grocery Shopping Trends in the U.S. **Rep. no. LA6077723. Packaged Facts, 1 July 2011. Web. 29 Aug. 2013.**

- 64% of people preform some type of preparation for shopping- A substantial majority of grocery shoppers (64%) report that they did some kind of planning beforehand, such as making a shopping list, gathering coupons, looking for product or sale information or looking for menu or recipe ideas.

- Men shop for Food More Frequently- Nearly three in ten (28%) men go grocery shopping every three days or more often, compared to 23% of woman. Men were more likely to go on their most recent grocery-shopping trip to fulfill a request from their spouse or another household member (20% vs. 15%).

- Woman more organized when they go grocery shopping – when woman prepare shopping lists, they were much more likely to group products by department or their path through the store (31% vs. 25%).

- Grocery shoppers visiting two or more grocery stores in their most recent grocery shopping trip were much more likely than single-store shoppers to do any kind of planning before shopping, such as making a shopping list, gathering coupons, looking for products or sale information, looking for menu or recipe ideas or using the Interment or social media (77% vs. 62%).

- Get Ready for Mobile In-Store Marketing- Nearly four in ten (38%) grocery shoppers use social media and networking on mobile devices such as cell phones and smart phones.

- Contents of Shopping Lists – The vast majority (86%) of those making a shopping list limited the contents to general item names. However, a substantial proportion of lists were more complex shopping guides. For example, 40% included brand names and 28% had specific product varieties or flavors. More than one in four (28%) shoppers organized their shopping lists by department or their path through the store. Around the same percent (25%) included recipe ingredients.

Target Audience

- Men and woman ranging from 18-50 years old, that have a family and are possible on a budget as they are more likely to do some planning before going to the grocery store. In the past I would say my audience would revolve more around women but with recent studies showing that men doing the grocery shopping is a growing trend. In that same article it also states that men tend to spend more at the store due to them not planning like woman do before going to the store. This site will help with that.

Personas

- Sara Crowford – Sara is 27, has been married for 5 years and has two children. She is on a budget and wants a way to be more organized with her lists and keep track of her spending when going to the grocery store.

- Mike Ortiz – Mike is 32, had been married for 10 years and needs runs to the grocery store frequently for his wife. He tends to forget some items and has to make two trips to the grocery store to ensure that he has everything. He is looking for a way that his wife can share the items she wants him to get over his phone so he doesn't keep forgetting stuff.

- Evan Minnear – Evan is 19, he is a student and has a part time job. Being a student Evan doesn't have a lot of money to spend on food. Evan is looking for a way to stay in his budget, but ensuring he gets the essentials.

Competition Comparison

The Grocery List Collection

- The Grocery List Collection (http://www.grocerylists.org/) is a website that provides pre-formatted grocery lists that you can print out and check them off before going to the grocery store. The website is very informative but it is very simple and somewhat dated. Printing and carrying paper and a pen with you to the grocery store isn't as efficient as sending a pre-created list to your mobile phone. The current technical advantages that are available should allow us to use our phones.

Food on the table

- Food on the table (http://www.foodonthetable.com/) is a very well designed site. They do have some of the features that I am trying to incorporate into Grocerylist.net, for example being able to see your list on your phone, but there are also a few features not present like adding prices and having a drop down categories where you can click off items to add to your list
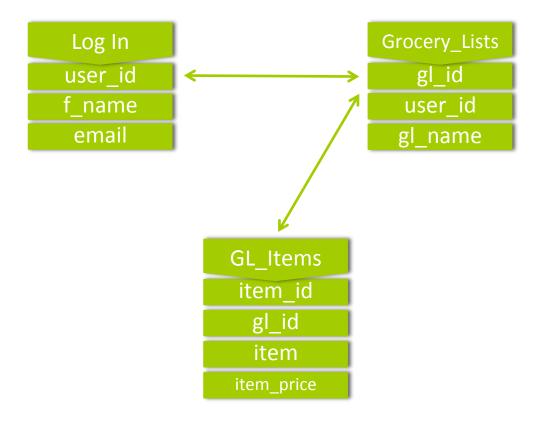
Marketing

- I will add SEO to Grocerylist.net. Along with having great content which is the basis of the SEO I will ensure that every page has proper descriptions, H1 tags, Strong tags, titles, attributes, and so on. Along with SEO I am going to create an app for mobile. This will allow people to sign in with their mobile devices and pull up saved lists. I will also be able to get feedback from people using the site and or app so I am able to improve the site on their feedback.
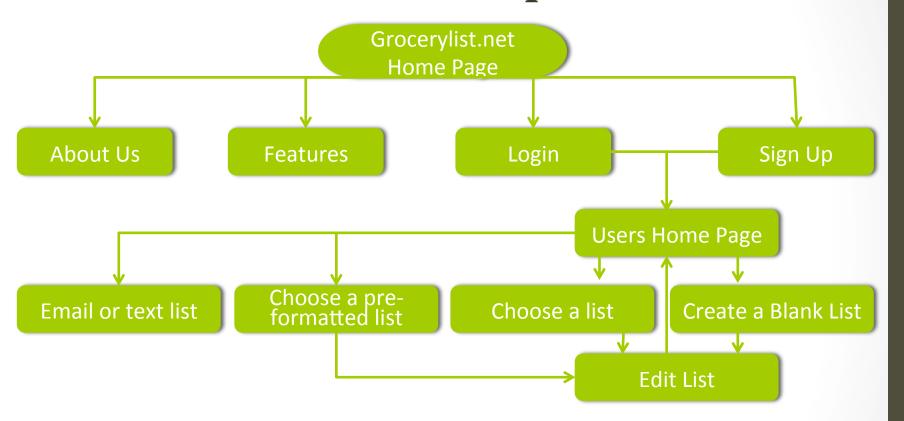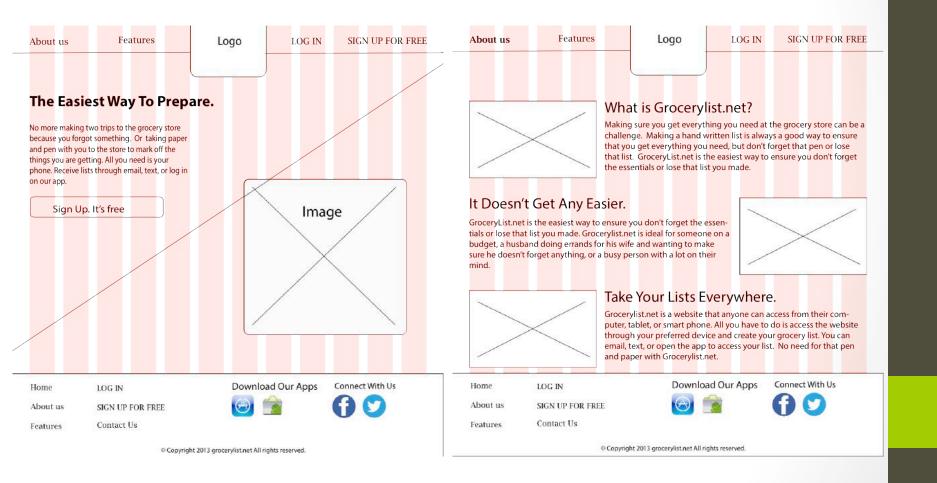
Milestones/Order

- Week 1 – Go over the plan and get content and images for the website. (10 hours)
- Week 2 – Begin coding and styling the site. (40 hours)
- Week 3 – Continue to code and style the website (20 hours)
- Week 4 – Start building the database for the site. (20 hours)
- Week 5 – 8 Continue working on the database, PHP, and JavaScript for the site. (40 hours)
- Week 9 – Finish coding and styling the full site. (10 hours)
- Week 10 – Fix any issues and details on the site. (5 hours)
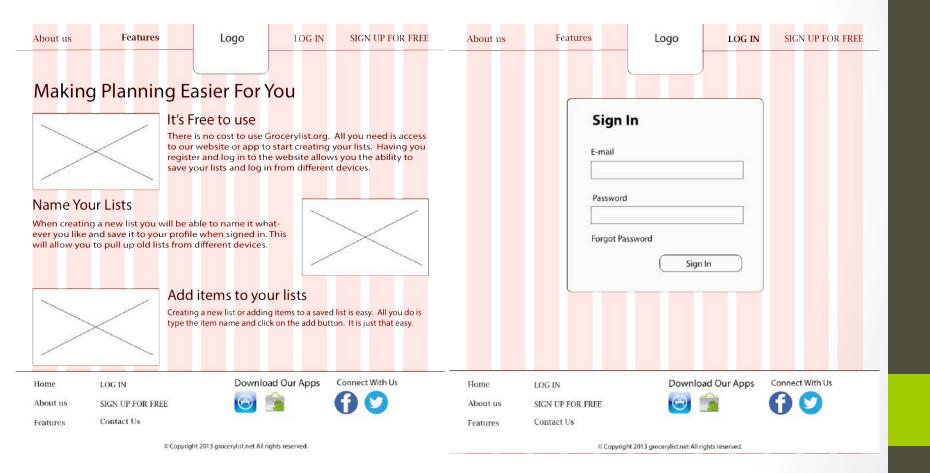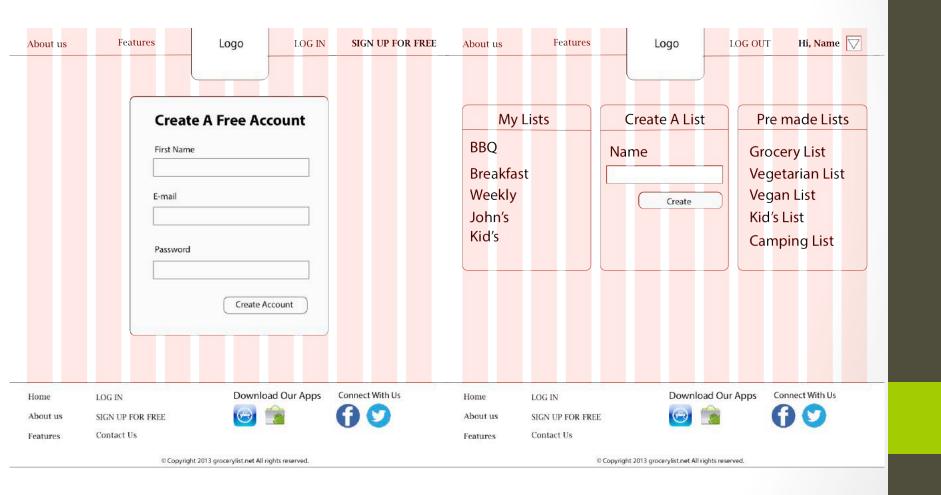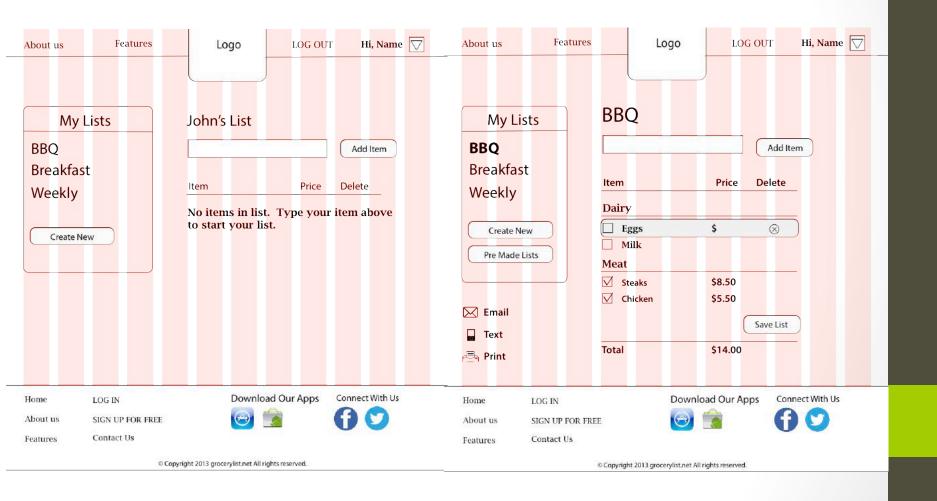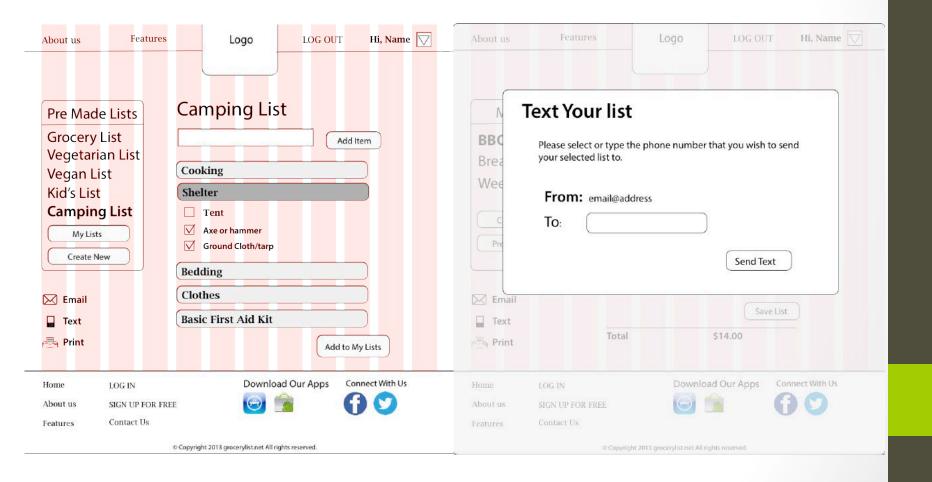- Week 11 – Site is complete

Database Diagram

Log In
user_id
f_name
email

Grocery_Lists
gl_id
user_id
gl_name

GL_Items
item_id
gl_id
item
item_price

Site Map

```
Grocerylist.net
Home Page
```

- About Us
- Features
- Login
- Sign Up

Users Home Page

- Email or text list
- Choose a pre-formatted list
- Choose a list
- Create a Blank List

Edit List

Wireframes

The Easiest Way To Prepare.

No more making two trips to the grocery store because you forgot something. Or taking paper and pen with you to the store to mark off the things you are getting. All you need is your phone. Receive lists through email, text, or log in on our app.

Sign Up. It's free

What is Grocerylist.net?

Making sure you get everything you need at the grocery store can be a challenge. Making a hand written list is always a good way to ensure that you get everything you need, but don't forget that pen or lose that list. GroceryList.net is the easiest way to ensure you don't forget the essentials or lose that list you made.

It Doesn't Get Any Easier.

GroceryList.net is the easiest way to ensure you don't forget the essentials or lose that list you made. Grocerylist.net is ideal for someone on a budget, a husband doing errands for his wife and wanting to make sure he doesn't forget anything, or a busy person with a lot on their mind.

Take Your Lists Everywhere.

Grocerylist.net is a website that anyone can access from their computer, tablet, or smart phone. All you have to do is access the website through your preferred device and create your grocery list. You can email, text, or open the app to access your list. No need for that pen and paper with Grocerylist.net.

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About us   Features   Logo   LOG IN   SIGN UP FOR FREE

Create A Free Account

First Name

E-mail

Password

Create Account

About us   Features   Logo   LOG OUT   **Hi, Name**

My Lists	Create A List	Pre made Lists
BBQ	Name	Grocery List
Breakfast		Vegetarian List
Weekly	Create	Vegan List
John's		Kid's List
Kid's		Camping List

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Security Risks/Solutions

- The risks that the site are the entry points.
  - Validating the input and output data
  - Authentication and session management