

iPhone App Map

Notes

The purpose of this app is to determine the availability of grocery items in the user's local grocery store. If the user has enabled location data the app will use that data to query nearby grocery stores and determine the availability of user-specified items. If location data is not enabled the user will enter zip code information to guide the query. Once availability has been determined the app will either create a shopping list containing locally available items and their locations OR it will create an iPhone reminder with the relevant shopping list information.

The app would query New York City chain grocery stores: Whole Foods, Food Emporium, Trader Joe's, Fairway and Dagostino. The app would be supported by grocery chains in exchange for advertising. The benefit to the grocery chain is that they increase customer satisfaction by making inventory information conveniently available to consumers, reducing customer frustration when items are not available.

