IoT is not just for industries and companies. With its ease of availability and simplicity, IoT is becoming a part of household products – be it sport shoes or fitness kits!

**Smart Groceries** is an app for any person who does household groceries. It will keep the person always up-to-date with the stock and freshness of perishables.

The process is pretty simple. Any perishable that needs to be tracked is placed in a Smart container with sensors for capacity and freshness (for eg. technology is being developed for measuring freshness of meat in a pack using a certain test paper). Based on thresholds, alerts are sent to the user’s smart phone besides of course always showing the stock and freshness of all **Smart Groceries**!
Rita Smith
Software Engineer, Working Mother
*I wish the day had 10 more hours! I could do more justice to home*

**About**
- 35, married, 10+ years of working experience in Software Industry
- Work full-time
- Husband travels very often due to his occupation
- Mother of 2 year old girl
- Don’t use external help due to safety concerns

**Responsibilities**
- I have a dual profession – running work and home efficiently!

**Main Goals**
- Develop software prototypes using future technologies
- Make adoption of future technologies into mainstream business a reality
- Run home smoothly with special focus on family’s health and nutrition

**Needs**
- Be updated of latest in technology
- Always be up-to-date of stock and freshness of perishables at home
- Want all personal available in my mobile phone

**Pain Points**
- Unable to shop for groceries without planning
- Need to manually note stock and freshness of perishables right before grocery shopping

As a working mother, I need a way to always be updated of stock and freshness of perishables at home through my mobile phone, so that I can shop for them during work breaks without having to plan in advance.
<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>Making eggs for breakfast</th>
<th>Hurry to work</th>
<th>Leave work</th>
<th>Return home after shopping for eggs. Opens fridge to keep eggs.</th>
<th>Picks out meat box from the fridge.</th>
</tr>
</thead>
<tbody>
<tr>
<td>MINDSET</td>
<td>Oh no! Only 2 eggs left. I better remember to pick some on my way home from work</td>
<td>Let me keep a reminder in my phone to pick up eggs before I forget! How I wish these alerts came automatically to my phone</td>
<td>Let me see if there are any todos for today. Oh yes! I have to pickup eggs.</td>
<td>Yeah! I have my groceries up-to-date. Lets make a nice meat roast for dinner!</td>
<td>What! Can this be true? The meat is spoilt 😞 If only my phone had an alert when the perishables are low in stock or approaching expiry!</td>
</tr>
<tr>
<td>FEELING</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOUCH POINTS</td>
<td>Egg box.</td>
<td>Mobile</td>
<td>Mobile</td>
<td>Egg box</td>
<td>Meat box</td>
</tr>
</tbody>
</table>

### USER EXPERIENCE

**A day in Rita’s life**
You are running out of Eggs! 10 mins back

Meat in Meat Rack1 is spoilt! Today

Smart Groceries List

<table>
<thead>
<tr>
<th>Item</th>
<th>Stock</th>
<th>Freshness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eggs in Egg Box1</td>
<td>20%</td>
<td>Fresh</td>
</tr>
<tr>
<td>Meat in Meat Rack1</td>
<td>80%</td>
<td>Spoilt</td>
</tr>
<tr>
<td>Bread in Bread Box1</td>
<td>100%</td>
<td>Fresh</td>
</tr>
<tr>
<td>Tomatoes in Veg Box1</td>
<td>90%</td>
<td>OK</td>
</tr>
<tr>
<td>Milk in Milk Box1</td>
<td>90%</td>
<td>Fresh</td>
</tr>
</tbody>
</table>
You are running out of eggs
Consumption above avg. this week
Eggs are getting stale
You are running out of eggs

Current Stock
20% (2/10)

Daily Consumption

Freshness Meter

Replenishment Due
Today

Previous Replenishment
1 week back

Avg. Replenishment Frequency
Once in 6 days
Meat in Meat Rack1 is spoilt
You are running out of meat in Meat Rack1

Current Stock
80% (800/1000)

Daily Consumption (in gms)

Freshness Meter

Replenishment Due
Next week

Previous Replenishment
1 week back

Avg. Replenishment Frequency
Once in 15 days