

## Consumer Awareness App

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### Short description:

An app where consumers can take a photo of a product's barcode and get more information about the product. Some questions that the application may answer could be: is this a vegan product, how does the product impact the environment - how green is it, reviews, what does it *really* contain, allergies, etc.

### Questions that we raise:

What kind of alternative/additional information does the consumer want when shopping?

What kind of opportunities can such a product database make possible?

How do we 'detect' a product? Barcode / imaging / RFID?

### Motivation:

"Hypothesis": Consumers with allergies, vegans, environmental interested people, and others feel the need for more information about the products they're about to buy. We could provide them with that information.

Information on regular products offered at most grocery stores are often insufficient and hard to read/understand. With this consumer awareness application at hand, we hope to give that additional information needed, to make it easier to be aware!

The app should also make it easier to compare goods and make effort to give alternatives.

If time permits, we will make an effort to make the product information in more than one language.

### **Methods:**

We intend to investigate whether this app fulfills the requirements of the consumer, in terms of usability and desirability. We are going to make one or more high fidelity prototypes and test this/ these on different type of consumers. We intend to do that through these and other questions:

What types of functions are you dreaming about?

What additional information do you miss on regular products?

Does this work with every phone?

Is it hard to use?

Does it contain relevant information for the consumer?

Can consumers compare price / properties of the products?

### **Technology:**

HTML5, javascript, [appMobi/ Phonegap](#), [neo4j](#), json, [jquery mobile](#), RFID, Barcode