

BananaSplit

Split your groceries, not your wallet!





Problem Statement

Grocery shopping is an essential part of university student life, and can pose problems when it comes to managing financial constraints. University students have noticed that groceries have become more expensive, and having that on top of tuition and housing expenses affects their nutrition. According to CBC News, food prices in 2025 could increase by 5% (Heydari 2024). Existing research shows that food costs are on the rise, and in consequence affordability becomes an important factor when it comes to grocery shopping. According to Investopedia, buying in bulk does decrease the cost per unit, but often leads to overconsumption and waste. As a result, students miss out on savings.



Interview Themes

- Eating out is expensive → participants tend to cook their own meals
- Many participants tended to meal plan with friends/roommates
- Common theme noticing grocery prices getting expensive these days
- Participants sometimes splits items with others when grocery shopping, and keeps some items to oneself

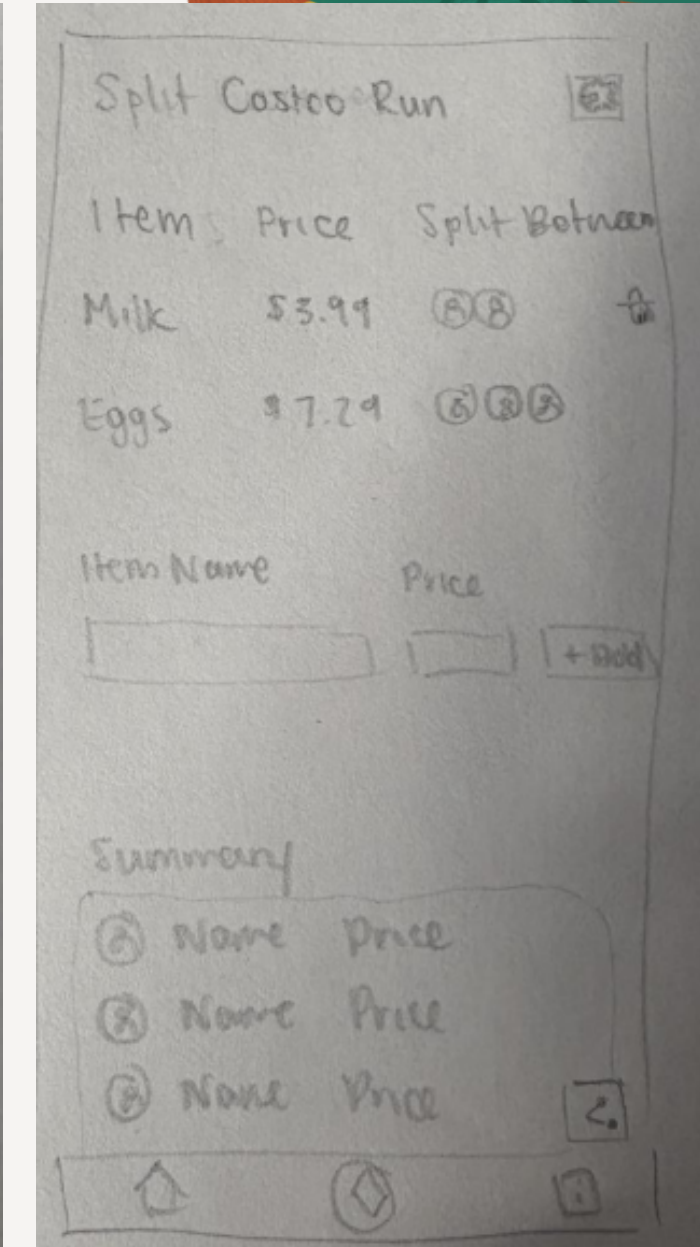
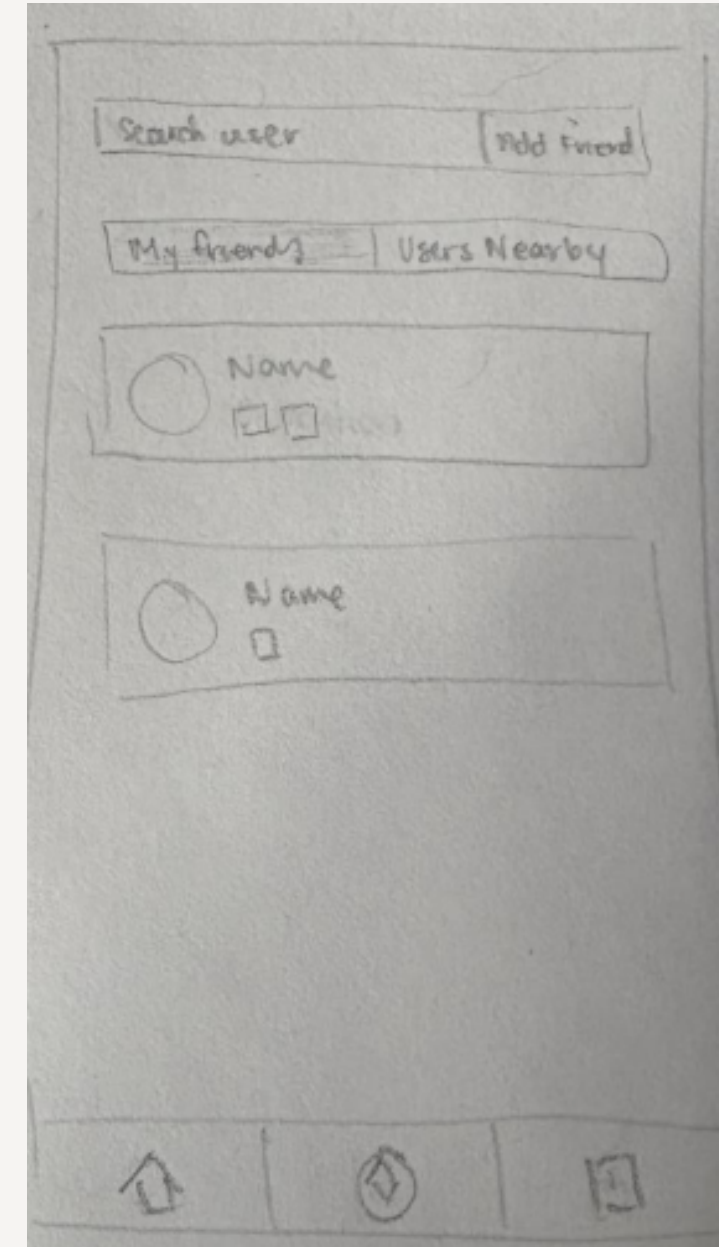
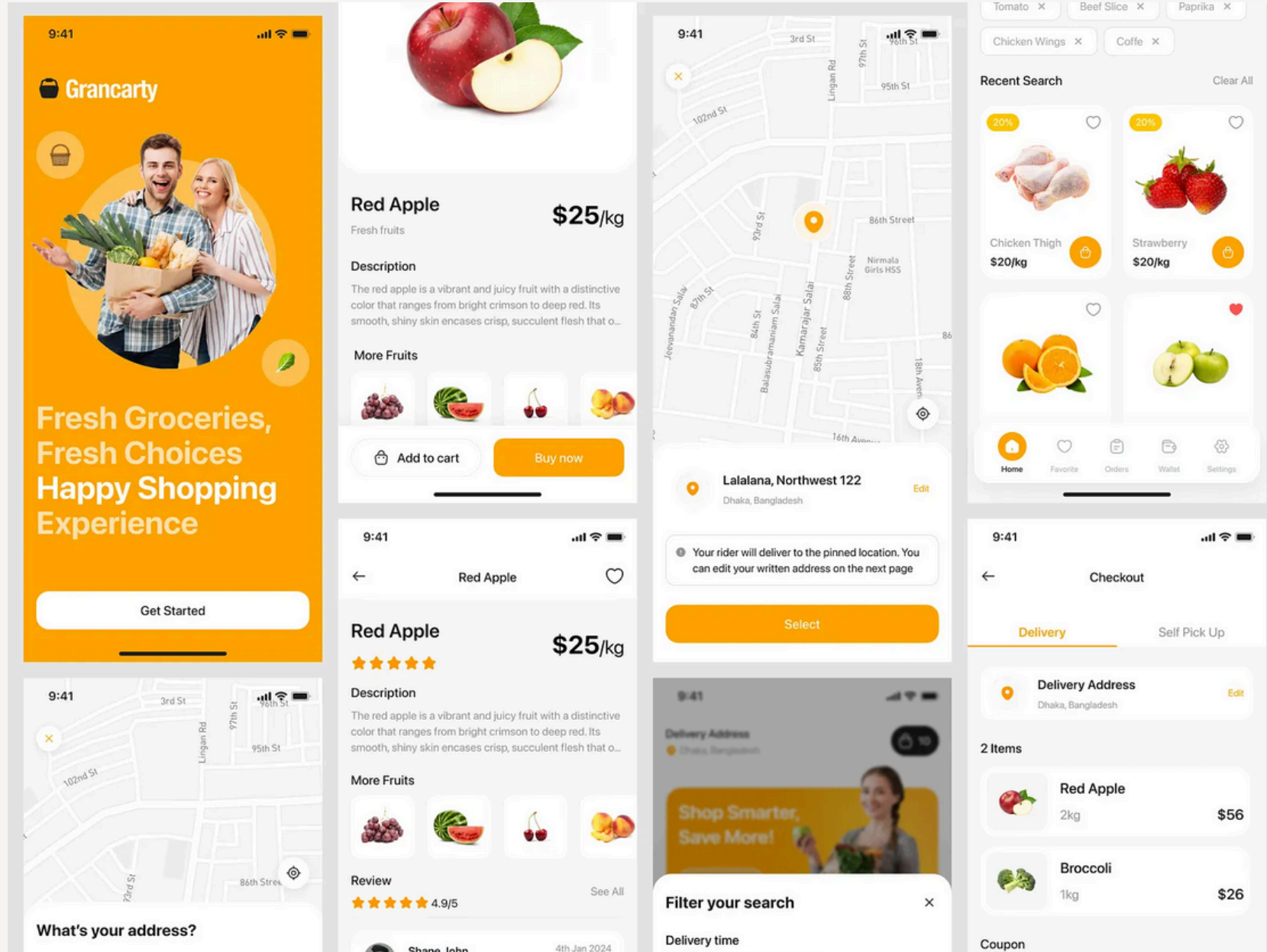


Design Process Overview

Our design was intended to address the main problems many of our interviewees experienced, namely the need to find cheap groceries. As a result, we researched methods of saving on groceries. Since bulk-buying was a reoccurring method, we wanted to make that the premise of our solution. Through the drafting stages, we decided the main colour to be orange due to its association with happiness and positivity, adding to the stress-free environment of our solution.



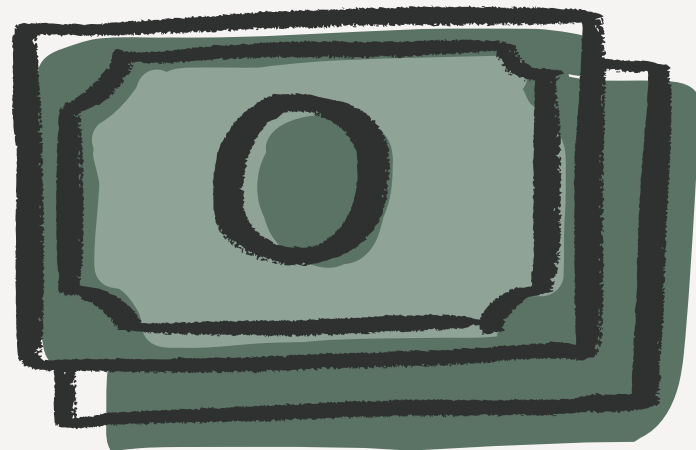
Inspiration



Pages taken from paper prototype

Key Insights and Iterations

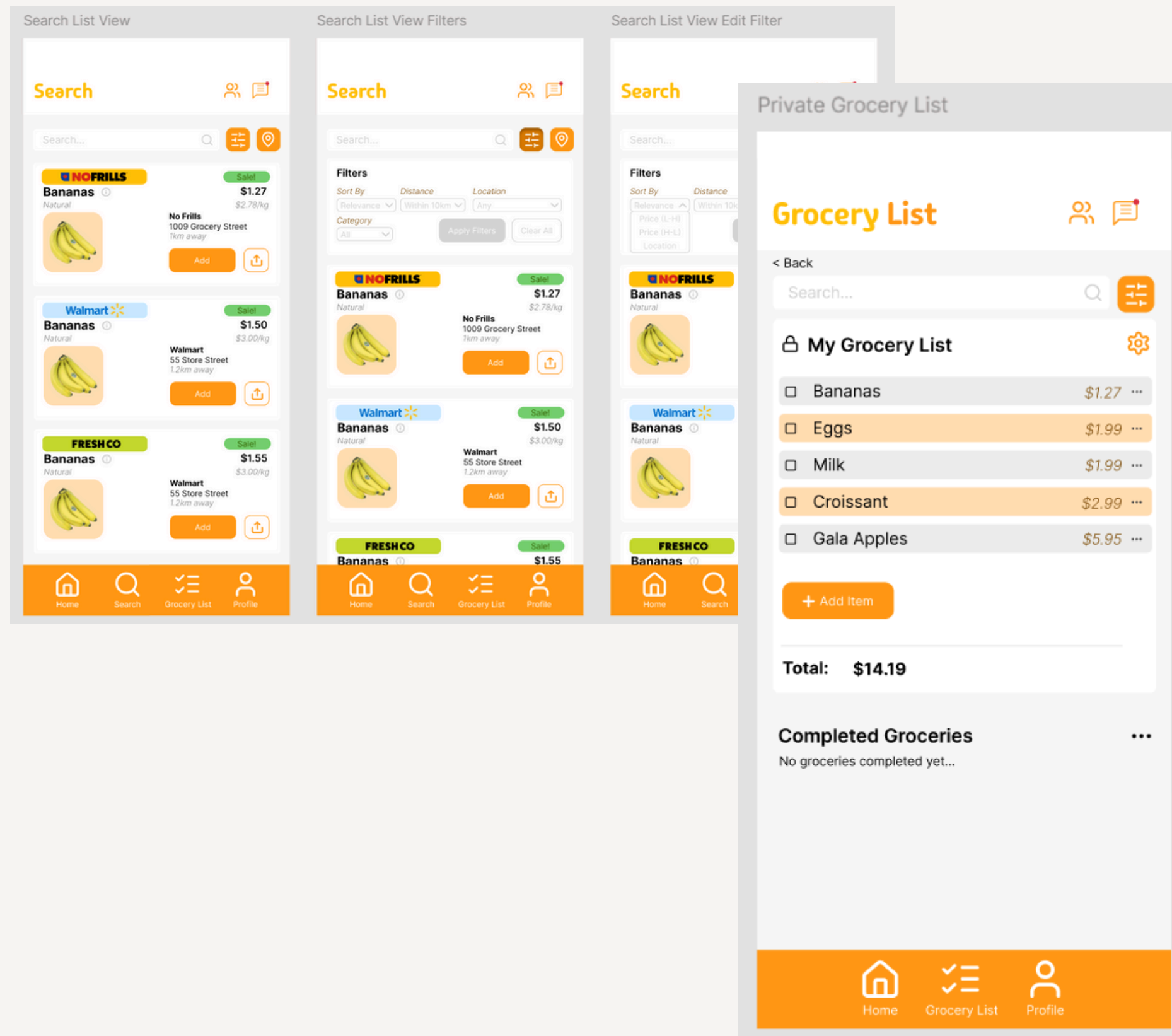
Intuitive Grocery Splitting



Organized Grocery Lists



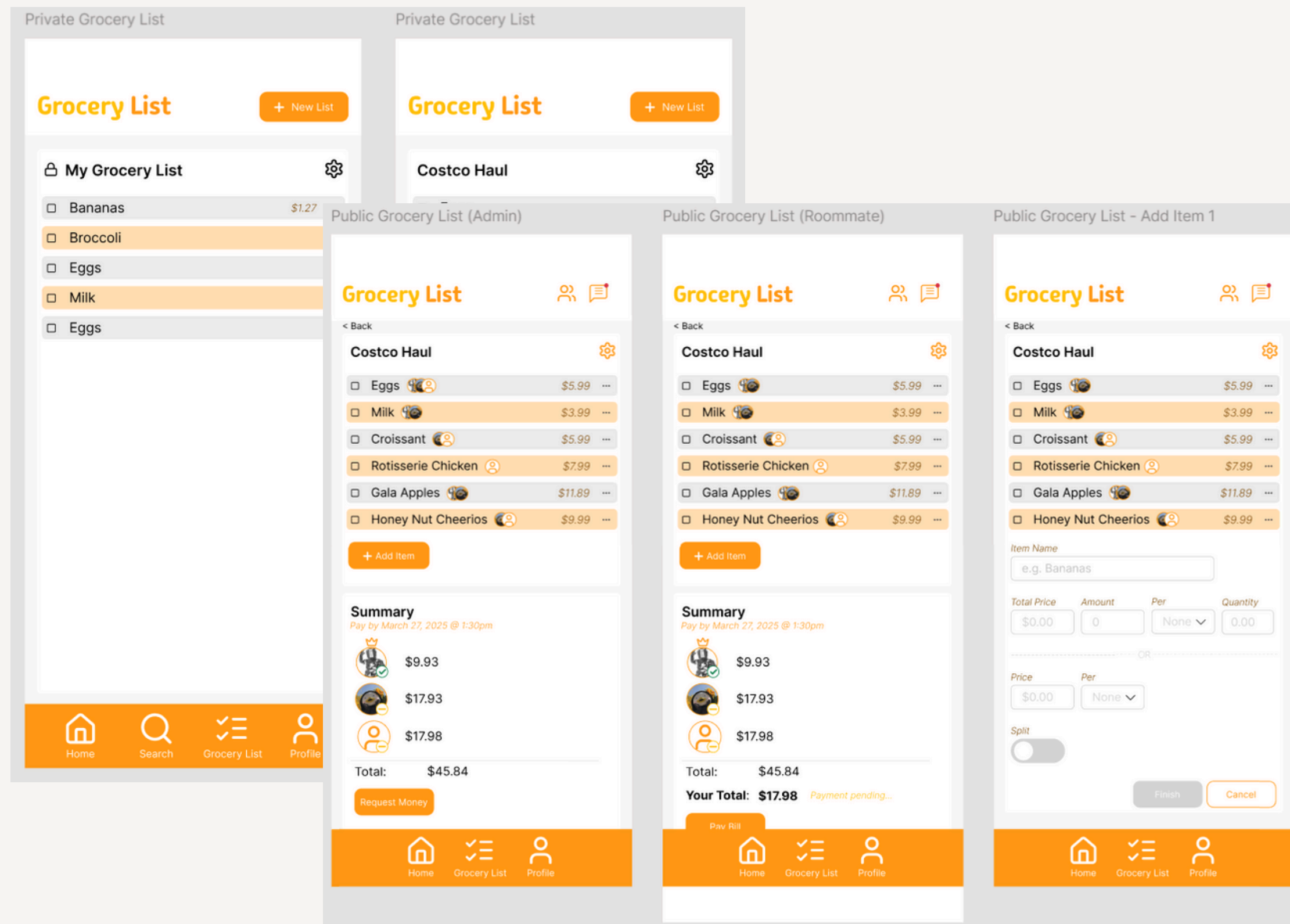
Intuitive Grocery Splitting



After completing our first app prototype, we realized that our initial function of searching for groceries conflicted with the storyboards.

Adding a separate navigation for search served little purpose for the user's grocery list, so we decided to include it directly from their lists.

Organized Grocery Lists



To hone in on the splitting function, we added additional customization features.

When users tested our initial prototype, results came back showing that list customization was limited, which in term limits grocery splitting.

New implementations include adding members, adding items, including details, and visual cues such as who is buying what, and admin roles.



Thank You!

