



CONSUMERS ASSOCIATION OF SINGAPORE

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MEDIA RELEASE

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CASE launches Price Kaki to empower consumers to make informed purchasing decisions

The Consumers Association of Singapore (“CASE”) is launching Price Kaki, a mobile application, to empower consumers to make informed purchasing decision. Price Kaki is the first mobile application in Singapore which will allow consumers to have easy access to in-store retail prices and promotions of common household items, groceries, and hawker food through a single platform. It will be available for download on Apple’s App Store and Google Play from 28 September 2019.

Background

CASE has been conducting regular outreach activities to educate consumers on their rights to choose and make informed purchasing decisions. In line with CASE’s consumer education efforts, Price Kaki will serve as a tool for consumers to compare prices easily so that they can make more informed decisions and stretch their dollar.

Price Kaki

The key features of Price Kaki will allow users to:

- Compare in-store retail prices and promotions of items;
- Track price changes of items;
- Contribute new in-store retail prices and promotions they come across;
- Search for supermarkets and hawker centres nearby; and
- Earn points and be rewarded for their contributions.

For a start, about 3,000 of the frequently purchased household and grocery items such as milk, rice, and eggs will be listed on Price Kaki. CASE is pleased to have the support of NTUC FairPrice, Giant, Sheng Siong, and Prime Supermarket who are providing price and promotion information, and will continue to work with them to ensure such information is up to date.

In order to ensure that the interface of the mobile application is user-friendly, CASE has conducted several user testing sessions and considered feedback given by consumers. The mobile application is simple to navigate, encouraging use and contribution.

Please refer to **Annex A** for the screenshots of the key features.

Price Kaki will be launched in two phases: (i) a pilot run from 28 September 2019; and (ii) a nationwide launch in early 2020. The pilot run will allow consumers to compare and contribute prices for items in Jurong West, Tampines, and Toa Payoh. CASE will also be able to test and improve the mobile application based on user feedback and experience. To raise awareness among consumers, CASE will be organising a series of outreach activities and tapping on local community events at these towns to guide consumers on how to use the mobile application. Subsequently, consumers will be able to compare and contribute prices for items across Singapore during the nationwide launch.

Dr Tan Wu Meng, Senior Parliamentary Secretary, Ministry of Trade and Industry & Ministry of Foreign Affairs, said at an event announcing the launch of Price Kaki: “Through this app, consumers can share price information which benefits the wider community. It is like a network of ‘kakis’ to share tips on shopping – exchanging knowledge on the best deals. And this especially helps people with less time; people who are less awareness of market prices; people with less purchasing experience. It is an app for shoppers from all walks of life, but it especially helps people with less. It is a progressive move.”

Mr Lim Biow Chuan, President, CASE, said: “We have been working on the mobile application to make it useful for consumers from all walks of life. Ultimately, we hope that Price Kaki will add value to consumers so that they can compare and choose from alternatives to stretch their dollar when they shop for their daily necessities.”

Lim Biow Chuan
President
Consumers Association of Singapore

About the Consumers Association of Singapore:

The Consumers Association of Singapore (CASE) is an independent, non-profit organisation that is committed towards protecting consumers’ interest through information and education, and promoting an environment of fair and ethical trade practices. One of its key achievements is in advocating for the Consumer Protection (Fair Trading) Act (CPFTA) which came into effect on 1 March 2004.

For more information, please visit the CASE website at www.case.org.sg or follow us on:

Facebook: www.facebook.com/casesg

Twitter: www.twitter.com/casesg

Annex A – Key Features of Price Kaki

Price Kaki will allow users to:

- Compare in-store retail prices and promotions of items;
- Track price changes of items;
- Contribute new in-store retail prices and promotions they come across;
- Search for supermarkets and hawker centres nearby; and
- Earn points and be rewarded for their contributions.

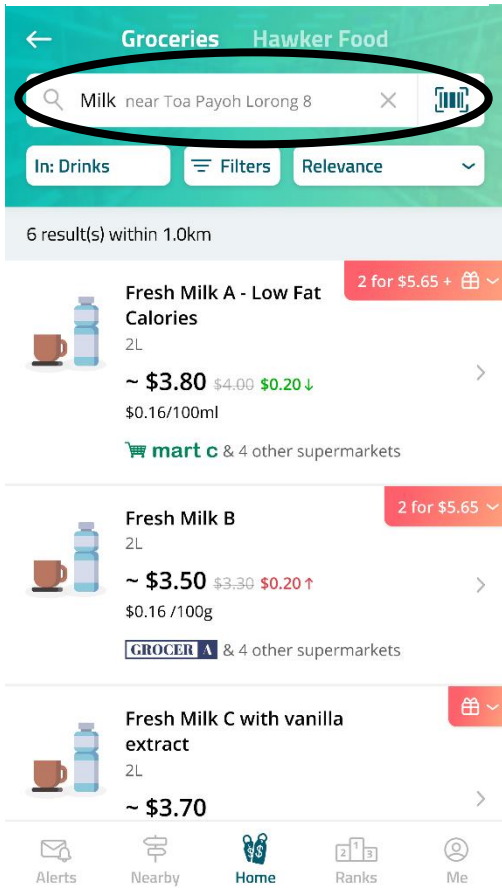
a) Compare in-store retail prices and promotions of items

Figure 1

The screenshot shows the Price Kaki app interface. At the top, there are two tabs: 'Groceries' and 'Hawker Food'. The 'Groceries' tab is currently selected and highlighted with a red circle. An arrow points from a text box to this circle. The text box contains the text: 'Users can toggle between the Groceries and Hawker Food tabs.'

Below the tabs, there is a search bar with the text 'Milk near Toa Payoh Lorong 8'. Below the search bar, there are three filters: 'In: Drinks', 'Filters', and 'Relevance'. Below the filters, there is a section titled '6 result(s) within 1.0km'. The first result is 'Fresh Milk A - Low Fat' with a price of '\$3.80' and a promotion of '2 for \$5.65 +'. The second result is 'Fresh Milk B' with a price of '\$3.50' and a promotion of '2 for \$5.65'. The third result is 'Fresh Milk C with vanilla extract' with a price of '\$3.70'. At the bottom of the screen, there is a navigation bar with five icons: 'Alerts', 'Nearby', 'Home', 'Ranks', and 'Me'.

Figure 2



On Groceries tab:
Users can search for a specific grocery item or search for items via list of grocery categories.

Figure 3

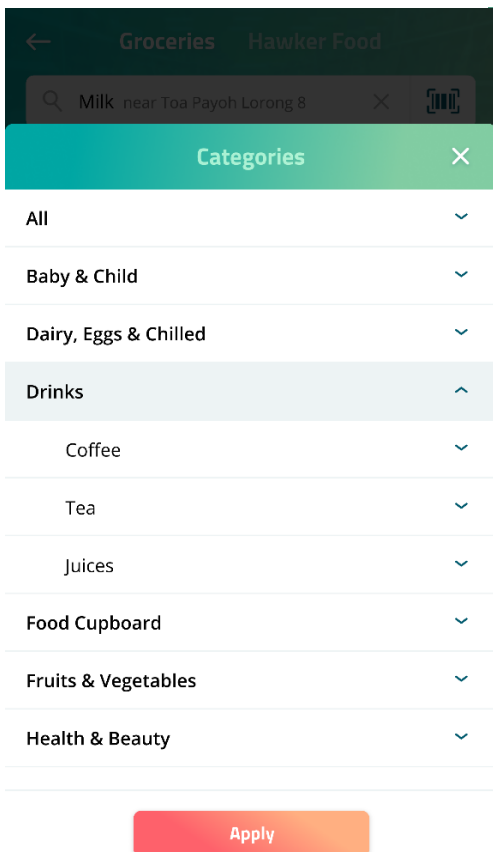


Figure 4

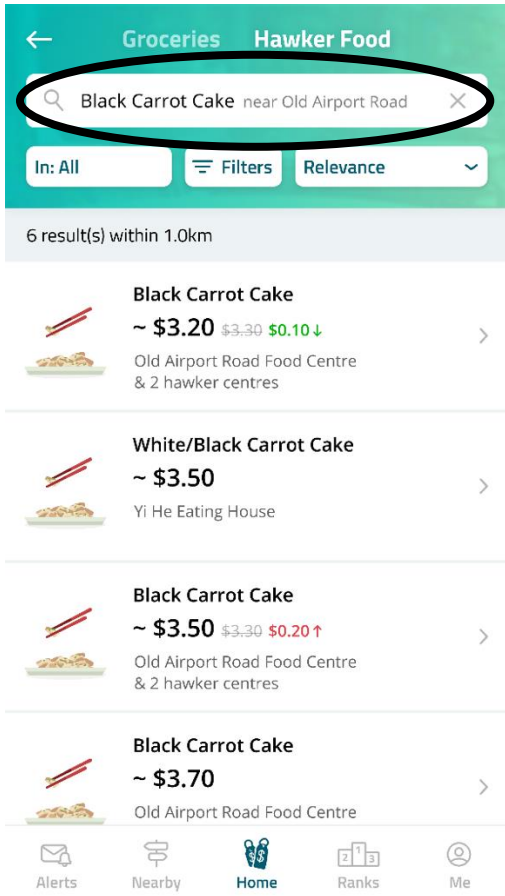
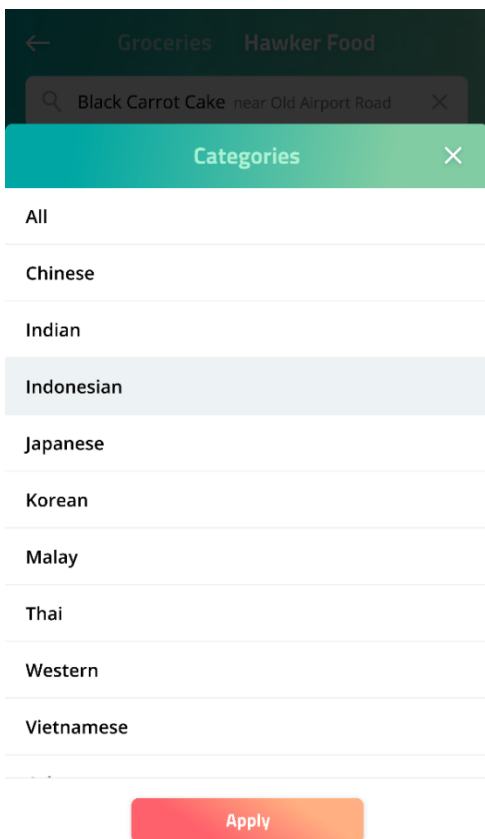


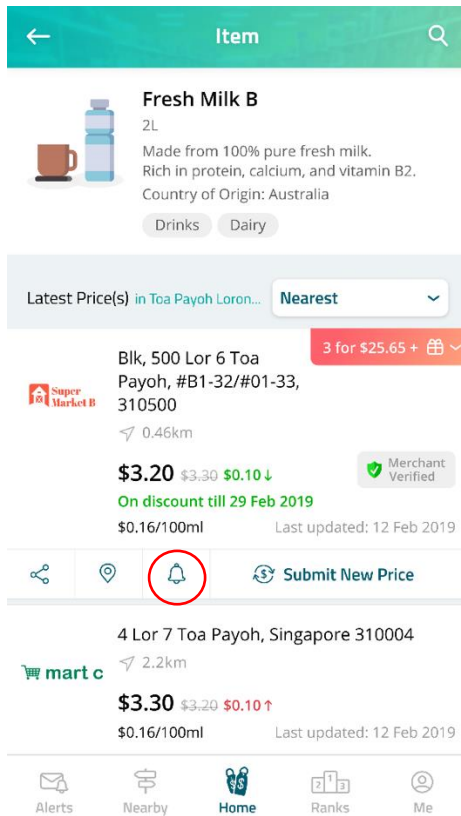
Figure 5



On Hawker Food tab:
Users can search for a specific hawker dish or search for dishes via list of cuisine categories.

b) Track price changes of items

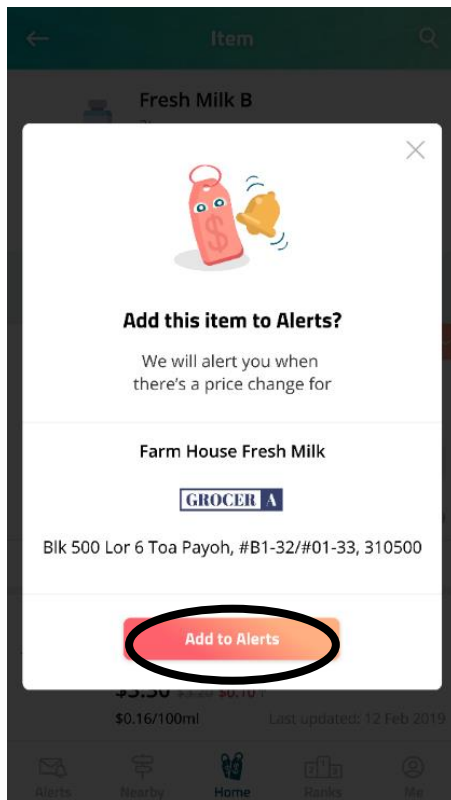
Figure 6



On individual item page:

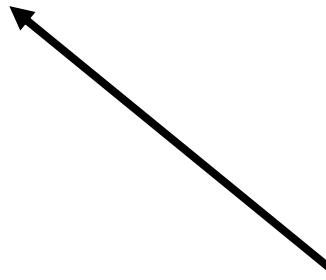
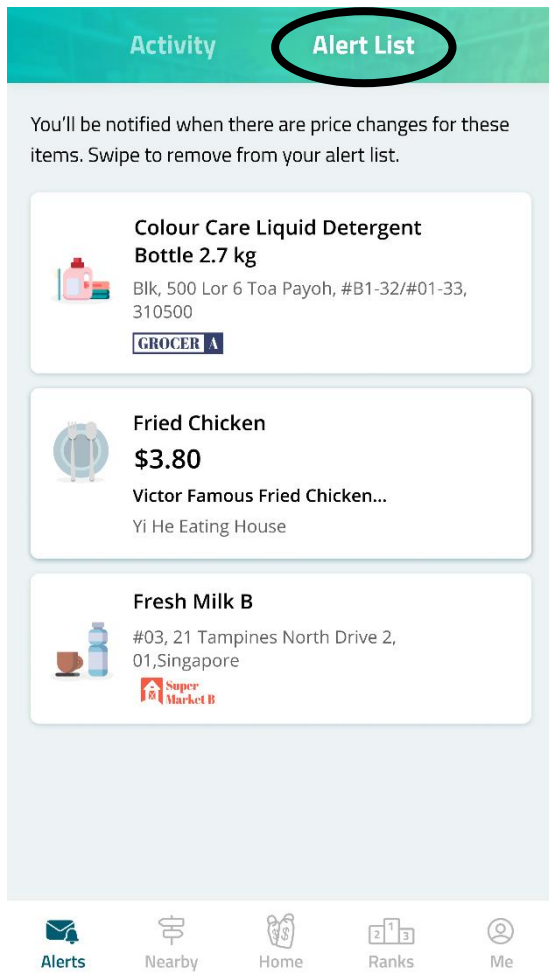
Users are able to add the item at the particular outlet via the bell icon as circled in red.

Figure 7



Users will then be led to a screen allowing them to "add to alerts".

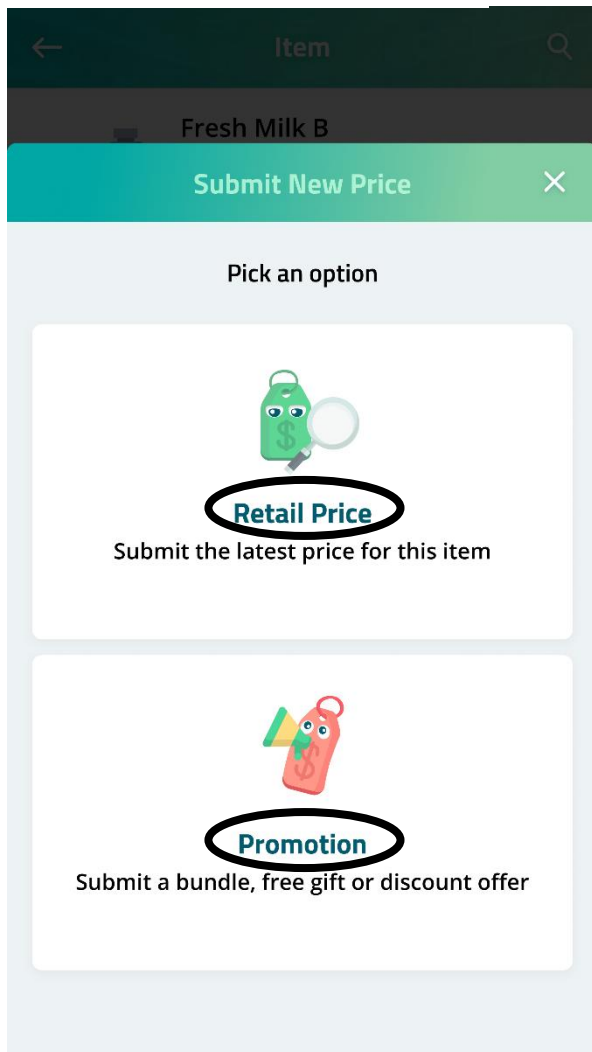
Figure 8



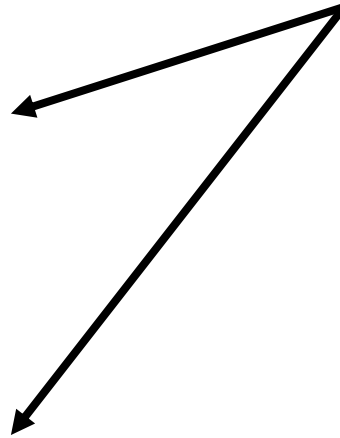
On Alerts tab:
Users can view the grocery items and/or hawker food dishes that they have added to their alerts list.

c) Contribute new in-store retail prices and promotions they come across

Figure 9

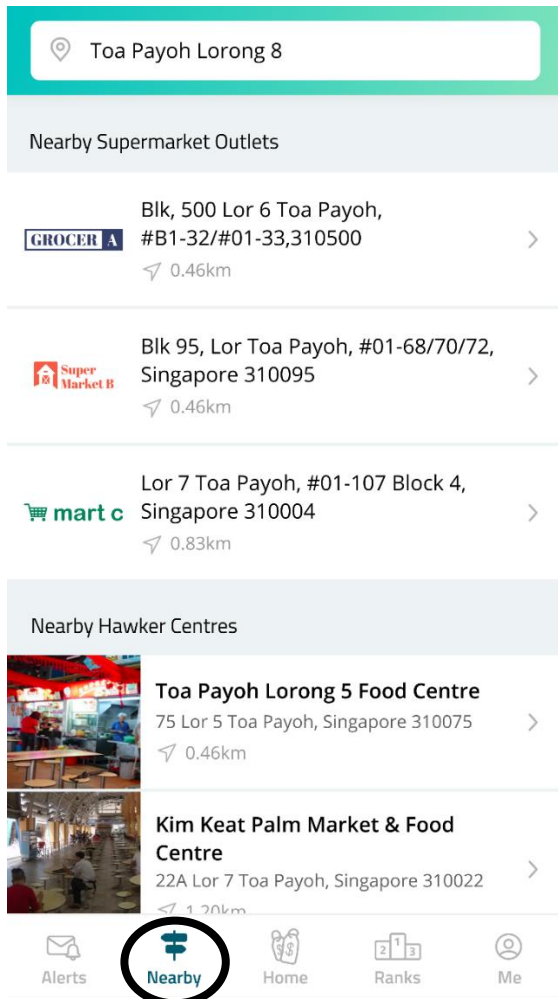


Once users click on "Submit New Price" on the individual item page, they will be led to either update the *Retail Price* or *Promotion* for the item.



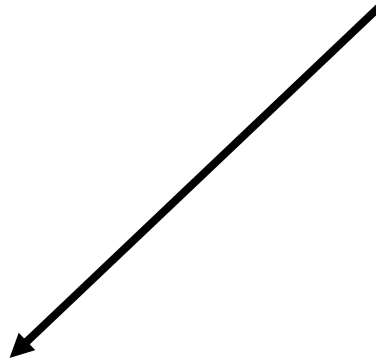
d) Search for supermarkets and hawker centres nearby

Figure 10



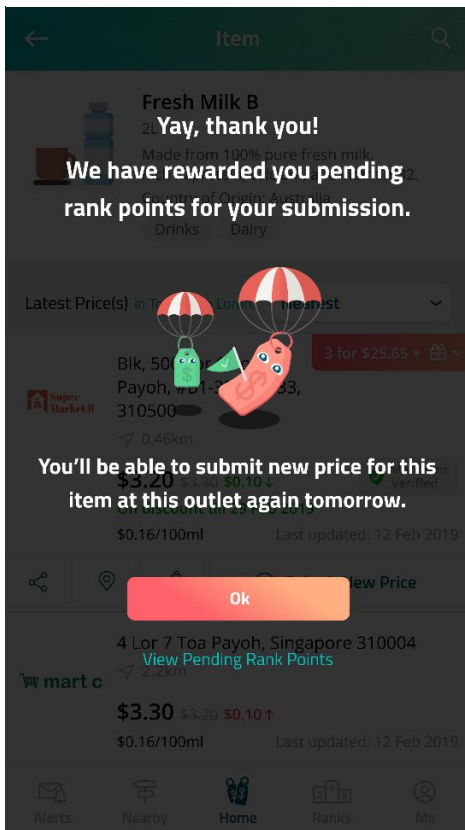
On Nearby tab:

Users can search for nearby supermarkets and hawker centres in their vicinity for their convenience.



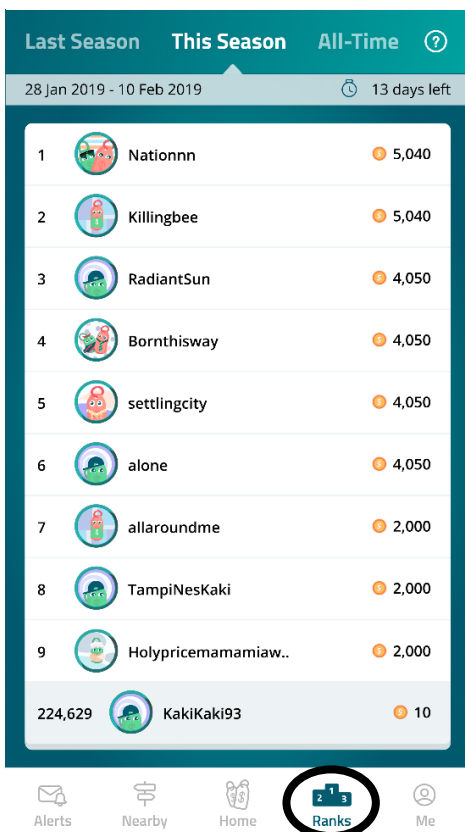
e) Earn points and be rewarded for their contributions

Figure 11



After users have submit the retail or promotional price for the item, they will receive pending rank points, which will convert to rank points once the entry has been verified by the team.

Figure 12



On Ranks tab:
Users can view their ranks for each season amongst other users on the leaderboard.

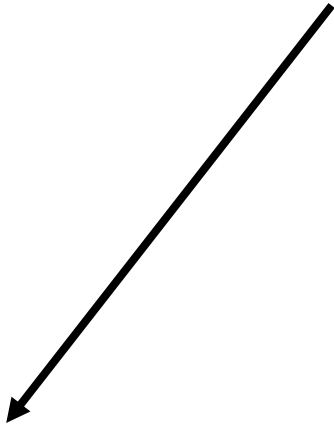
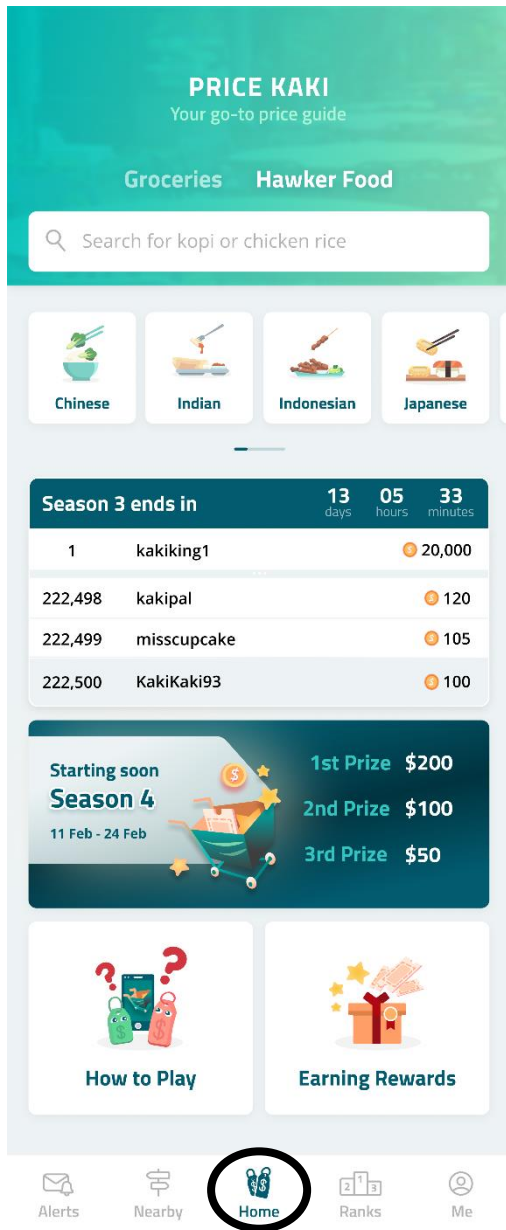


Figure 13



On Home tab:
Users can view the duration of the ongoing and upcoming season on the homepage.

