

A1.2.6 Tudatos Vásárló App

Country/Countries: Hungary

Organization/Host: Tudatos Vásárlók Egyesülete

Website: <https://tudatosvasarlo.hu/letoltes/>

Year of launch: 2021

Development phase: Tool under development

Aims and goals: Product evaluation/rating; Other

Target audience: Customers and consumers; Children and youth; Citizens

Average monthly users: 0



Description:

Tudatos Vásárló App is an online application which users can download freely to their mobile phone and operates in Hungary. It presents several kinds of sustainability-related information to guide consumer choices in shopping situations.

Key features:

- The application offers personalised content and recommendations tailored to users' needs and preferences.
- Users can access geographical information on available sustainable short supply chain options, including maps displaying CSA farmers and consumer groups.
- AI-assisted photo recognition enables the identification of seasonal vegetables and fruits and provides related advice.
- The application supports AI-assisted scanning of packaged food labels and provides information on ingredients, including their health, sustainability, and sourcing characteristics. It also offers information on plant-based proteins, palm oil, additives, and the degree of food processing based on AI analysis and an internal database. In addition, sustainability labels and certifications, such as E-numbers and organic labels, can be scanned and evaluated.
- Vegan and vegetarian recipe recommendations are provided throughout the year (52 weeks), tailored to dietary preferences and integrated with the application's other functions.
- To reduce cognitive load, the application offers a consistent and predictable navigation structure.
- Various nudging techniques are incorporated, including choice architecture and default options, information provision and salience, feedback and personalisation, and social norm messaging.
- Products containing NUC ingredients are highlighted, and recipes featuring NUCs are recommended.
- The application also supports online communication materials, such as articles promoting plant-based diets and DIVINFOOD NUC-based food products and ingredients.

User guidance:

A detailed description of the app's rating system can be downloaded in HU:

<https://tudatosvasarlo.hu/wp-content/uploads/APP-ertekelesi-rendszer-leiras-ROVID-2022-05-13.pdf>

Similar apps/tools:

Open Food Facts Mobile App; Yuka; Etiquettable

