







Consumer problems

			
2021 Complete Python Bootcamp From Zero to Hero...	Machine Learning A-Z™: Hands-On Python & R In Dat...	Python for Data Science and Machine Learning Bootcamp	Learn Python Programming Masterclass
Jose Portilla	Kirill Eremenko, Hadelin de Ponteves, Sup...	Jose Portilla	Tim Buchalka, Jean-Paul Roberts, Tim Buc...
4.6 ★★★★★ (378,113)	4.5 ★★★★★ (149,542)	4.6 ★★★★★ (103,617)	4.5 ★★★★★ (79,783)
\$19.99 \$124.99	\$18.99 \$109.99	\$13.99 \$89.99	\$13.99 \$89.99



Consumer problems



**Intransparent
prices and sales**



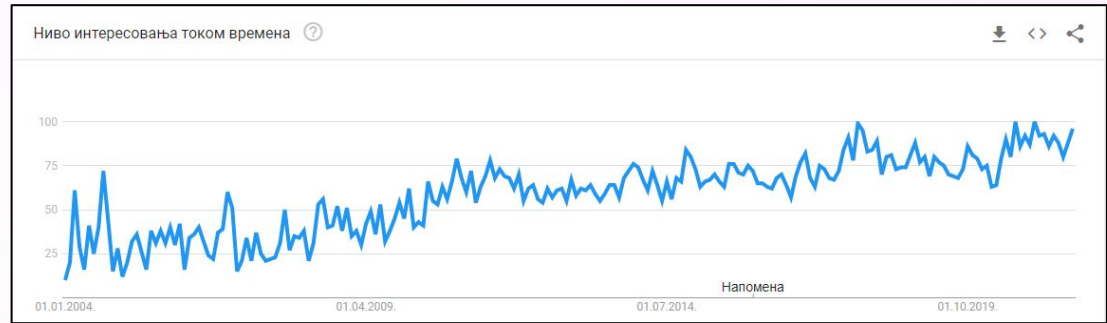
**Bad economic
decisions**



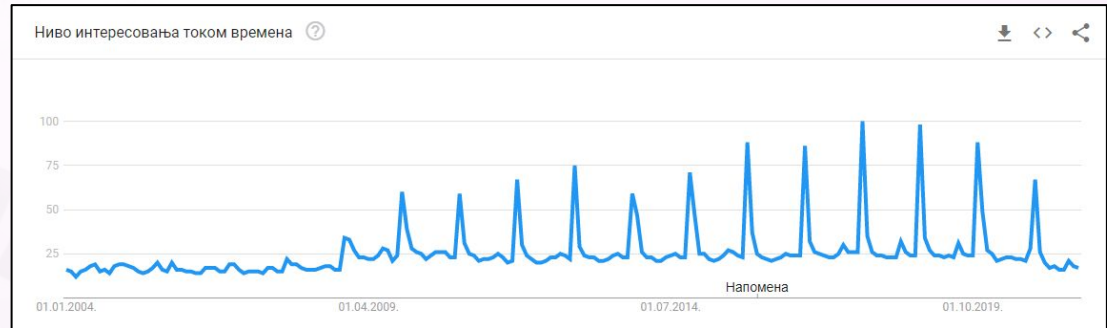
**Distrust
in merchants and
sales people**

Market research

- Google trends: “*price tracker*”

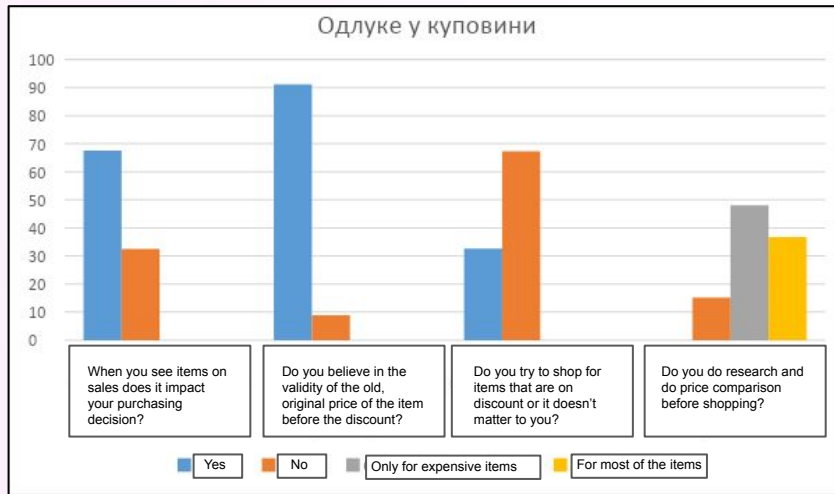


- Google trends: “*best deals*”



Market research

Customer research - Poll about consumer decisions while shopping



Competitors:

- Solutions specialized only for local/regional markets (ePonuda, Idealo, PriceGrabber, ...)
- Solutions specialized only for large ecommerce platforms (Keepa, Pricehistory, AliPrice, ...)

Laws and Regulation*

- Law of Consumer Protection (“Sl. Glasnik RC”, num. 62/2014, 6/2016, 44/2018)
- Law of trade (“Sl. Glasnik RS”, num. 52/2019)

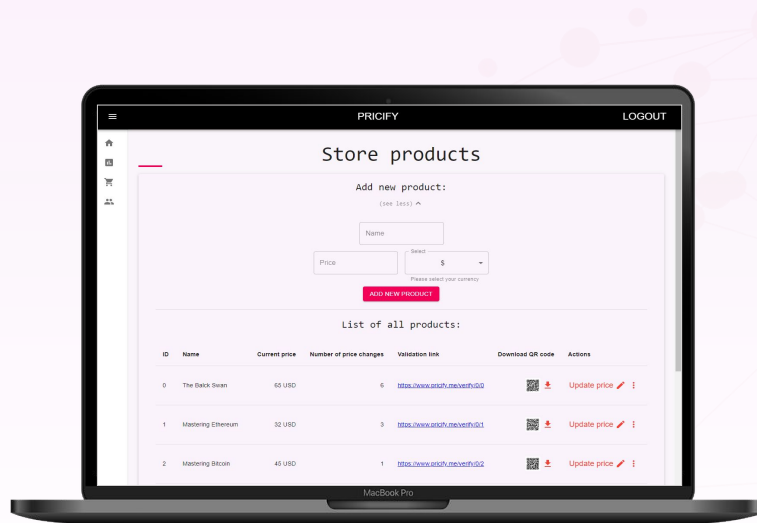
*“It is forbidden to advertise sales incentives for fictitious sales or seemingly discounted prices of consumer goods and services, number of items or similar, if the previous price is untruthfully displayed or the consumer good and service was offered with the previous price but in the negligible time period”***

*Serbian Legislation (similar is in most of the countries)

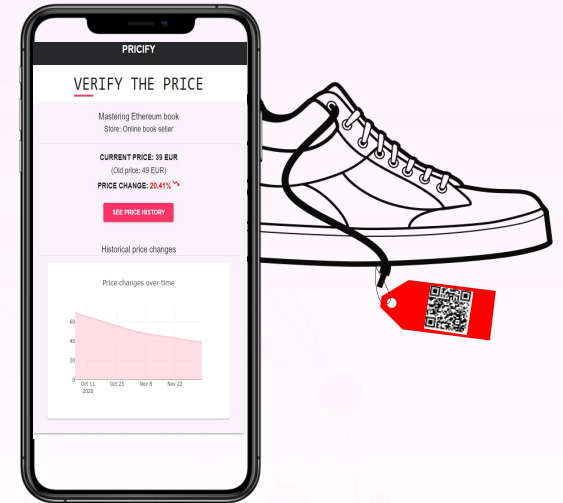
**article 38. Law of trade.

Solution

PRICIFY - Decentralized web app for storing item prices on blockchain



Update the price of the item/service



Verify the price and discount validity

Pricify benefits



Benefits for **merchants/stores**:

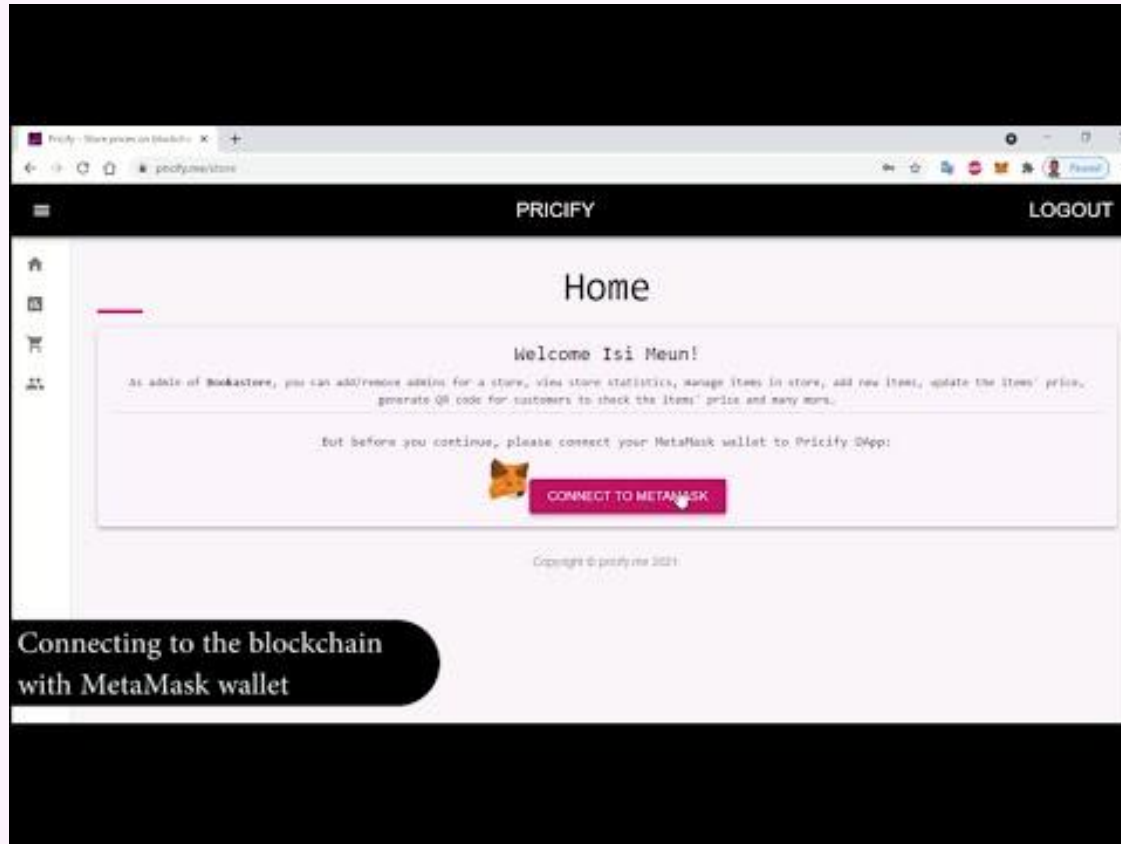
- Grow and strengthen the brand
- Loyal customers
- Data and analytics both in online and physical stores



Benefits for **consumers**:

- Validity of prices and discounts
- Better economic decisions
- Trust in stores and brands

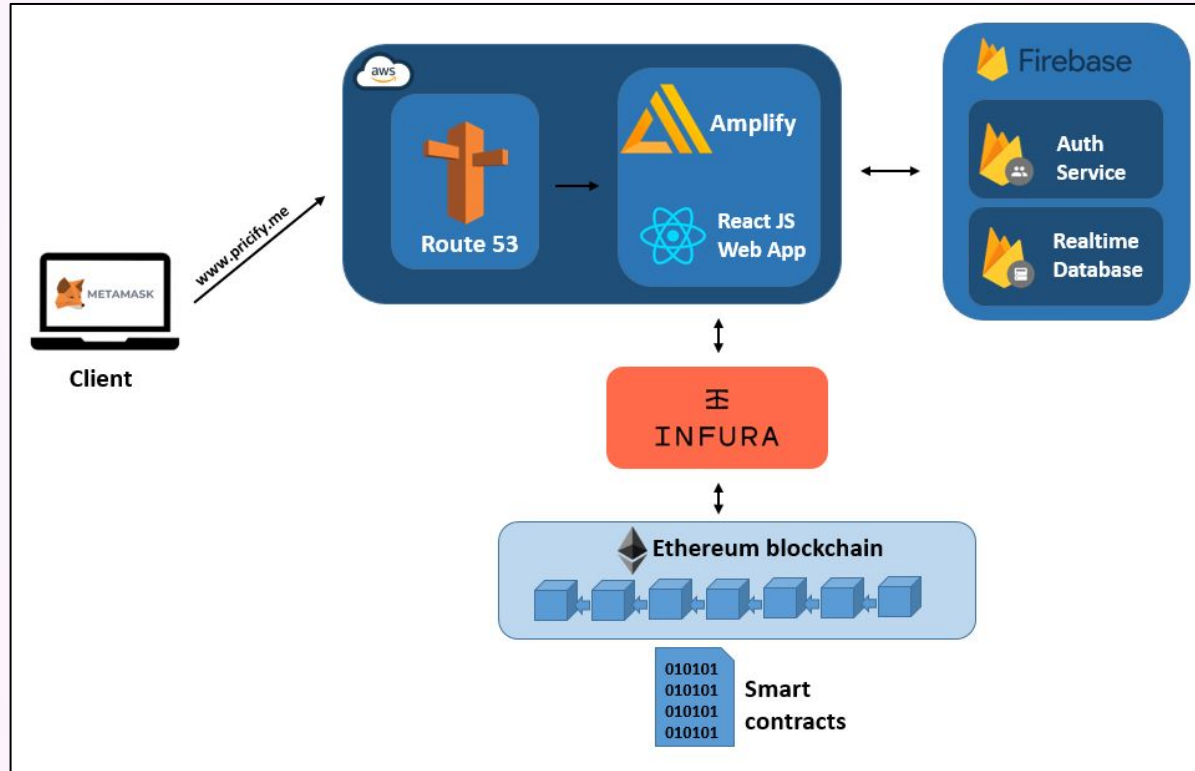
Pricify demo



The screenshot displays a web browser window with the URL `pricify.me/store`. The page header features the **PRICIFY** logo and a **LOGOUT** link. A sidebar on the left contains navigation icons for home, products, cart, and users. The main content area is titled **Home** and includes a welcome message: **Welcome Isi Meun!**. Below this, a paragraph explains the user's role as a store administrator, listing capabilities such as adding/removing items, viewing statistics, and generating QR codes. A call to action states: **But before you continue, please connect your MetaMask wallet to Pricify DApp:**. A central button with the MetaMask fox logo and the text **CONNECT TO METAMASK** is highlighted. The footer contains the text **Copyright © pricify.me 2021**.

Connecting to the blockchain
with MetaMask wallet

System architecture

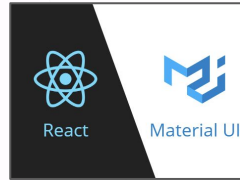


Technologies and tools

- Ethereum blockchain



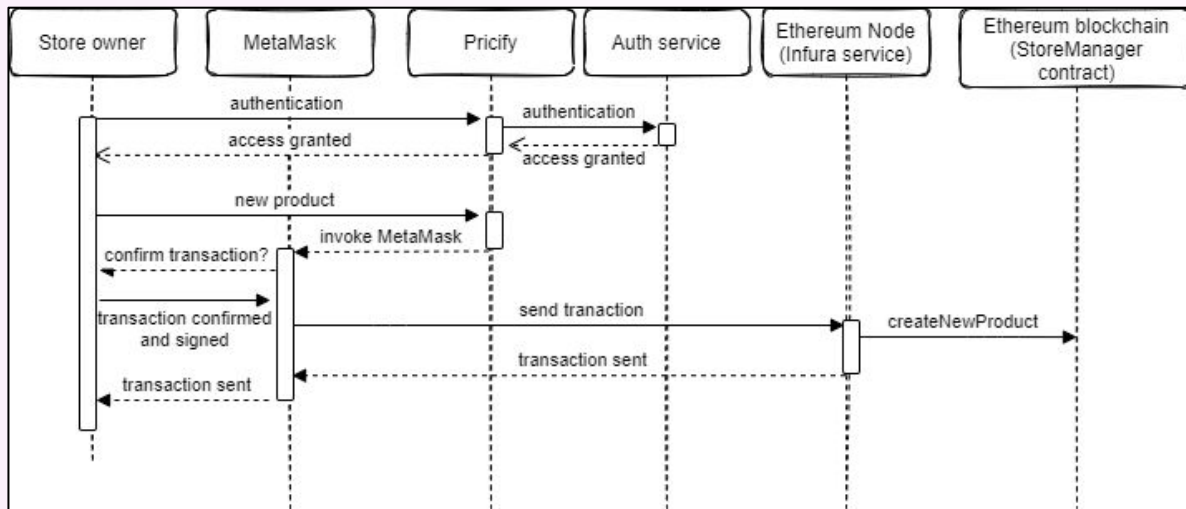
- Frontend



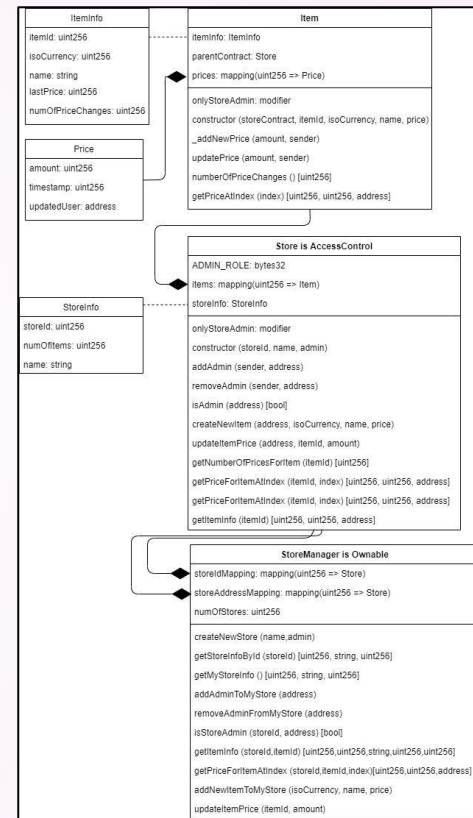
- Backend



Smart contracts



- Sequence diagram showing interaction with *StoreManager* smart contract



- Smart contracts

Overview & Conclusion

Pros & Cons

Future improvements

Final conclusion

Thanks! 🙏

Questions? 🤔