

MITE S01E12

1. (Let's Have A) Party - Elvis Presley
2. It's Not Unusual - Tom Jones
3. Dream On, Little Dreamer (with The Anita Kerr Quartet) - Perry Como, Anita Kerr Quartet
4. Birthday - Remastered 2009 - The Beatles
5. It's My Party - Lesley Gore
6. Happy Birthday - Stevie Wonder
7. Unhappy Birthday - 2011 Remaster - The Smiths
8. Happy Birthday - Loretta Lynn
9. Splish Splash - Bobby Darin
10. Lullaby of Broadway (with Harry James & His Orchestra) - Doris Day, Harry James
11. Here Comes The Sun - Remastered 2009 - The Beatles
12. I Don't Like Mondays - The Boomtown Rats
13. Put On A Happy Face - Tony Bennett
14. Those Lazy, Hazy, Crazy Days Of Summer - Nat King Cole
15. Barbara Ann - The Beach Boys
16. Dream On (Boston Strong 2014) - Steven Tyler, Joe Perry

PREVIOUS SHOW: In Your Neighbourhood with James Wray

THIS WEEK

- ❖ Shared Grocery Lists
- ❖ Shopping psychology is in the news
- ❖ we deep dive into buying your groceries online
- ❖ Apps - Coles & Woollys
- ❖ Listener Question - au domains

PROMPTS

If you have a listener question:

- ❖ Call 9398 3100
- ❖ Text 048 000 5321
- ❖ Facebook Magooit
- ❖ Website Magooit

Show notes - magooit.com.au

MUSIC THEME

- ❖ It's James' Birthday

SHOW RECAP & WHATS ON NEXT TIME

Next Tue - Magnificent Seven

- ❖ Hosts: Andrew Pheasant & TBC Guest: WAFTA Artists: Alana Grant, Chelsea Turner and Diane Binns

Next Sat - Episode 13 - 17 Dec 2022

- ❖ Changing the front screen image
- ❖ Tech in use when ordering food at a restaurant
- ❖ Dining Out - How can tech help (Choosing a restaurant, booking online, reviews, delivery)
- ❖ Apps - Doordash, UberEats, Restaurant Apps
- ❖ Music Theme - Jive Bunny

NEXT SHOWS:

- ❖ Rockaria with The Frankinator and Friends from 3-6pm
- ❖ 4th Dimension until 9pm

Intro Song:

01

1. Tips and Tricks - RECAP and SOMETHING NEW

Last time - Uninstalling apps from iPhone Android and Windows

Music Interlude : **02**

This time - we'll look at shared grocery lists

- Easiest way is via the Google App and Google Keep App
- Install both apps on your device if they are not there
- Tap your profile icon -> Settings -> Google Assistant -> Notes & Lists
- Select notes & lists provider -> Google Keep
- Create your list or Note
- In the note or list -> bottom right select collaborators

Android

- Install the apps from the Google Play Store

Apple

- Install the apps from the Apple App Store

Windows

- You can go to keep.google.com and login to your account

Smart Home

Once you have setup your lists:

- You can use your voice assistant on your device to add items to lists
- You can use Google Home devices to add items to your shopping list

Music Interlude: 03

Music News:

2. FROM THE NEWS AND SPECIAL INTEREST

Grocery Shopping - prices soar

Australians are facing difficult times as grocery items soar in price over recent months.

People are reaching out on social media to share their stories. One person shared a photo on Reddit showing a grocery haul costing \$170 which included mostly essential items. Another person was quoted as saying...

"I feel this today, I did my groceries online, ended up with a total of \$160. Decided to go back through and take out the items I didn't really need ... there were none. It just happened to be a shop where I needed batteries, pet food, and laundry powder all in the same week."

Another said, "I spent 110 dollars yesterday and that was with 15 dollars in coupons. Everything I got was super basic, no meat, no premade/frozen meals etc. Just vegetables, bananas, bread, milk, rice, cheese, veggies and a little toilet paper. Literally staples to last one person about a week and it cost over 100 dollars."

If you like statistics, prices have risen around 8% per month over the last 3 months.

Music News:

How stores influence your shopping

If you think you have your shopping expedition sorted, with your pre-prepared meal plan, shopping list and some reusable bags, think again.

You are heavily influenced by the stores you enter and will often come home with more than you bargained for. Sound familiar?

Behavioural experts have painted this picture: When you enter the store you pass through the decompression zone which will help your transition from the outside world and to put you into shopping mode. Often you will be greeted with lovely colourful fruit and veg and fresh flowers, perhaps some fresh baked aromas and some relaxing (slow tempo) music to both put you in the mood and to help you walk more slowly. Most shops have mostly large trolleys to encourage you to buy up big. There are no windows, no clocks and everything is bright. Essential items like milk and bread are positioned so that you must traverse most of the shop in order to find them - going past all the other tempting things along the way.

There are more tricks including which items are placed at eye level and which more brightly packaged items are placed at kids level or trolley sitting level. The ends of aisles are also the most tempting places for shops to catch your attention. Then there's the last minute quick grab items that you end up purchasing as you wait your turn at the checkout.

How do we deal with all this?

Well, the UK has implemented some new regulations that restrict the sale of foods and drinks that are high in fat, sugar and salt content at the checkouts, end of aisles and store entrances of food retailers. It is hoped this will eventually follow on to Australian stores.

Advice from the experts is fairly obvious... Don't lose focus!

Be wary of promotions, read the labels and question the marketing claims. Processed food is cheap to make, so they will be offered more cheaply than more healthy options.



Look at the Health Star rating which should be on most items

From a tech point of view - we are a tech show...

Consider online shopping as an alternative as it might help focus your spending with less distractions along the way. You can also do product and price comparisons online and hopefully save a few dollars along the way.

If you're keen, there are a few comparison websites and apps available to help find the bargains

Frugl App is available from the app stores

Lasoo.com.au for catalogues and search options

Smartcart - Google Chrome extension compares Coles and Woolies at checkout and allows you to change

... and we will talk about these in our deep dive coming up

Music News:

Music Interlude : 04

3. DEEP DIVE **Buying Groceries Online**

We used to have deliveries from the baker, milkman and others so this is not a new concept. Great option for the elderly and those without easy transport options but there are many more advantages too...

Pros

- Save time - when it's convenient e.g. on the train
- More relaxing - no traffic, rushing around, crowds, noise
- Stick to your budget - price is tallied as you go
- Kid-free experience - mum can I have?!?
- Comparisons - easy and accurate
- Stock levels - most stores will show live stock levels
- Save on fuel
- Less chance of impulse buying - arguably

Cons

- Delivery costs - but you can shop around and negotiate based on days/times
- You don't see reduced price items or clearance items
- No cash payment option
- Less exercise
- Checking quality is not possible

Music Interlude: 06

Is it safe?

Credit card transactions are considered safe and are backed up by the banks.

Where to buy from

- There are many options for buying groceries online including Coles, Woolies, IGA and others.
- Canstarblue.com.au has a rundown
- Consider meal only options like HelloFresh
- Doordash

Click and Collect

- Direct to boot (minimum spend \$30)
- At the service desk

Music Interlude: 05

Price comparisons

- Frugl App is available from the app stores
- Lasoo.com.au for catalogues and search options
- Smartcart - Google Chrome extension compares Coles and Woolies

Have a think about how this could change your overall shopping experiences!

4. LISTENER QUESTIONS .au domains

.au direct domain names – eg magooit.au - are shorter, simpler domain names and are available as a new option for Australian internet users.

.au direct names are **general purpose** – they’re open to anyone with a verified connection to Australia who wants to create or manage an online presence for themselves or their organisation.

Since its launch in March this year, .au direct has become Australia’s second most in-demand namespace after com.au, with over 700,000 .au direct domain names registered from March to the end of November 2022. A Priority Application Period ran from 24 March 2022 to 20 September 2022 (UTC) that provided existing registrants (those who held a .au domain name registered before the launch of .au direct) priority to apply for the .au direct match of their existing domain name.

Why should I register a .au direct domain name for my business?

1. Innovate with .au direct

By getting in early, you can be one of the first businesses to use a .au direct domain name. Not only will you benefit from a short, simple domain name that’s easy for your customers to remember, but you’ll also demonstrate that you’re an innovative business that is keeping up with emerging technology and trends.

2. Choose .au direct for a new business idea

3. Set up a .au direct microsite

Next time you launch a new marketing campaign or promote an event, set up a microsite with a .au direct domain name to help your customers or clients to find you.

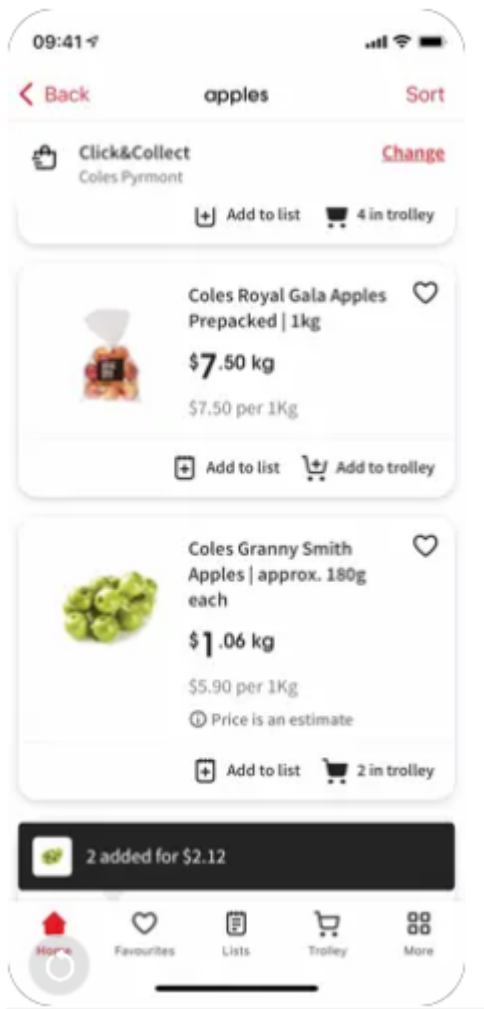
Whether you’re advertising on social media or sharing flyers in your local community, a short, simple .au direct domain name will be easier for your audience to remember, and type into an Internet search bar.

4. Establish your first business website with .au direct

“Our Digital Lives of Australians research uncovered that one in seven small businesses do not have a business website but are interested in establishing one in the future.” (Mar 22)

5. Secure your matching .au direct domain name

5. APP OF THE DAY Coles & Woolworths



Coles

Shop and order your weekly groceries via the app from a Coles supermarket near you. You can choose a home delivery or Click & collect time that suits you.

Never miss a special
Browse our weekly catalogue and get exclusive sneak peeks to next week's specials.

Plan ahead of time
Create a shopping list within the app and check off each grocery item as you shop in-store.

Find what you need, fast
Can't remember what you've bought before? Want to find an item in-store? We've got your back.

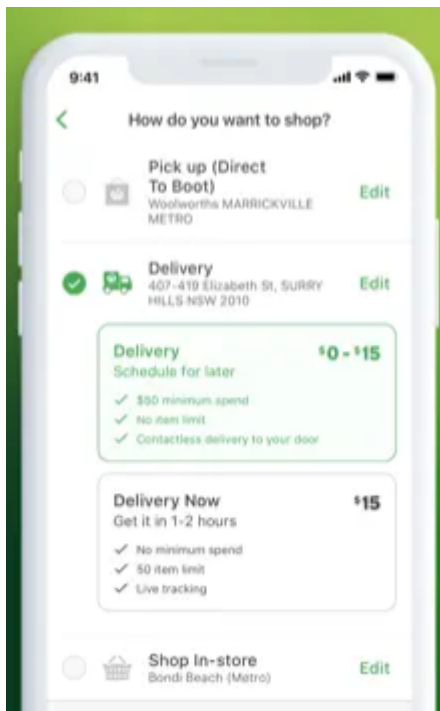
Search for a Coles supermarket store near you
Find your local Coles Group stores including Coles Express and Liquorland, using our store finder.

Keep an eye on your favourites
View your favourite items including prices in one place, and add them to your shopping list or trolley for Click & collect or delivery from your local Coles supermarket.

Collect points, earn dollars
Link your Flybuys card to unlock personalised money-saving offers for your next shop and view your Flybuys points balance.

Explore thousands of recipes
Get inspired with recipe ideas for every occasion or read the complete Coles magazine.

Woolworths



Simplify your shopping with Woolworths. Create shopping lists, order groceries for Pick up or Delivery, and track your Pick up orders to keep updated on their progress.

VIEW THE WEEKLY CATALOGUE

Browse our weekly specials in the catalogue. Get a sneak peak of upcoming catalogues and specials.

FIND THE LOCATION OF ITEMS IN STORE

Discover items in your local store with aisle information for all the items on your lists.

CREATE SHOPPING LISTS

Create shopping lists for your weekly shop or special occasions. Use your list in store and check off items from your list as you shop, or simply add to cart and order online for Delivery or Pick up.

PICK UP ORDERS

Track when your groceries are ready to Pick up and receive updates on the progress of your orders. Speed up the Pick up process by notifying the store that you're on your way.

EVERYDAY REWARDS

Easily add your Everyday Rewards card to earn, track and redeem your points. Access your Rewards card from the app so you can scan it in store at the checkout.

EXPLORE RECIPES

View recipes for every occasion and easily add ingredients to your cart. Get inspired with recipes organised by occasion and meal type, or from Fresh Magazine and Jamie Oliver.

EXPLORE WOOLWORTHS SPECIALS

Explore all Woolworths specials by type or category, updated every Wednesday.

Whats new:

- 'Buy Again' products now available from the homepage
- Subscribe to push notifications and stay informed on your online delivery orders

Music Interlude: 12

Music Outro: 13