# LEARNING BOX OF UNPLUGGED ACTIVITIES

## The Smart Shopper Challenge (Navigating Supermarket Labyrinths)

This unplugged activity helps learners develop basic analytical skills for grocery shopping by comparing products, understanding nutritional labels, and identifying deceptive marketing tricks. Participants use printed "mock" supermarket product cards, play money, and a shopping list to face a real-world challenge: feeding a family of 4 for three days with only €40, without relying on junk food. The activity promotes practical financial decision-making and awareness of media influence while introducing computational thinking concepts dynamically without the use of digital tools.

### Target Group

- ☑ Low-skilled adults with low digital competences
- ☑ Low-skilled adults with limited formal education or qualifications
- ☑ Low-skilled adults with low participation in lifelong learning / training opportunities

### Learning Objectives

- To develop basic analytical skills for comparing products (unit pricing).
- To understand simple nutritional labels.
- To identify deceptive marketing or packaging tricks to save money and improve dietary choices.

### Competence Areas

*a) Innovation Competences*

- ☐ Creativity
- ☑ Critical thinking
- ☑ Problem solving
- ☐ Communication
- ☐ Collaboration

*b) Information Literacy Competences*

- ☑ Ability to access, understand and critically analyse information

Co-funded by the European Union

CC BY NC SA

This project has been co-financed with support from the European Commission's ERASMUS+ programme. This publication reflects only the views of its authors, and neither the European Commission nor SEPIE can be held responsible for any use that may be made of the information contained herein.

### Theme

Personal finance and resource management / Health, well-being, and daily life organisation

### Duration

90 minutes

### Level

Beginner

### Computational Thinking Steps Used

- ☑ Decomposition
- ☑ Pattern recognition
- ☑ Abstraction
- ☑ Algorithmic thinking

## Methodological Approach

- ☑ Gamification
- ☑ Challenge-Based Learning
- ☑ Collaborative learning
- ☑ Experiential learning

- ☐ Interpretation of digital and visual content
- ☑ Awareness of media influence and biases

c) *Life and Career Competences*

- ☐ Flexibility and adaptability
- ☑ Initiative and autonomy
- ☐ Sociability and intercultural competence
- ☑ Productivity
- ☐ Leadership and responsibility

## Learning Outcomes

By the end of the activity, participants will be able to:

- Calculate and compare unit prices.
- Identify at least three common supermarket marketing traps.
- Independently plan a cost-effective shopping trip.

## Notes

- Materials Needed: Printed "mock" supermarket product cards (showing picture, total price, and weight/volume), play money, calculators (or basic use of smartphone calculators), and a shopping list template.
- Facilitator Notes: Keep the math simple to avoid frustration. The focus should be on the process of identifying the best value, not complex arithmetic. Make it highly tactile by having participants physically walk around the room to different "aisles" (tables) to pick up their product cards.

**Introduction and The Challenge (15 minutes).**

Introduce the authentic challenge: "You have to purchase a food for a family of 4 for three days with only €40 without relying on junk food." Explain the gamification mechanics, detailing how teams or individuals can earn "Savings Points" and "Health Badges" based on their final basket.

COMPUTATIONAL SENIORS

Co-funded by the European Union

## The Smart Shopper Challenge (Navigating Supermarket Labyrinths)

### Step 1: Decomposition

Planning

Ask participants to break down the larger goal (feeding a family for a week) into smaller, manageable sub-categories such as proteins, carbs, snacks, and cleaning supplies.

Duration app. 15 minutes

### Step 2: Pattern Recognition

Navigating the Aisles (Pattern Recognition)

Participants walk around the room to different tables representing supermarket aisles. Instruct them to closely examine the mock product cards and spot common patterns of deceptive packaging (e.g., a larger box with less actual weight, or specific high-margin layout patterns in supermarkets).

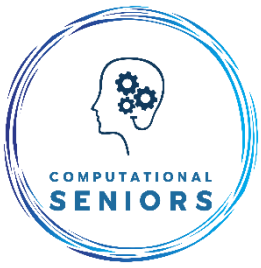
Duration app. 30 minutes

### Step 3: Algorithmic Thinking

Evaluating Purchases

Guide the learners to create a repeatable, step-by-step rule for their purchasing decisions. For example, instruct them to always establish a sequence of comparing "price per kg/liter" first, rather than just looking at the total price tag, before adding any item to their shopping list template.

Duration app. 15 minutes






Co-funded by
the European Union

## Step 4: Debrief and Experiential Reflection

Conclude with an active debrief session.

Prompt participants to reflect on the process, total up their "Savings Points", and discuss how they will apply this algorithm during their next real-world supermarket trip.

Duration app. 15 minutes

**The Smart Shopper Challenge (Navigating Supermarket Labyrinths)**