



OVERVIEW & PROPOSAL

September 8, 2014

**SID LEE'S APPROACH
TO GROCERY GATEWAY**

SID LEE

THE FUTURE OF GROCERY SHOPPING IN THE GTA

TURNING INSIGHTS INTO FORESIGHT

At Sid Lee, we think a proper 'Discovery, Definition, and Design' process helps us immerse ourselves in the business and user mindsets. If we have the good fortune to work with the Grocery Gateway team, this process will help us develop a clear picture of 'where the puck is going' as it relates to the future of grocery shopping in the GTA.

Thinking about how customer behaviour has evolved over the past decade can help us determine how it will evolve over the next decade. We've identified some established trends that are growing, as well as some emerging trends that could be game-changers. Some trends can be monopolized on immediately, while others need to prove themselves or need longer-term planning. We would love the opportunity to help Grocery Gateway and Longos as a long-term planning partner.

We recognize that we are in the midst of a paradigm shift in online behaviour. Empowered consumers are driving demand for better experiences, which are more customized & tailor-made.

We've identified trends that could help Grocery Gateway become more human, friendlier than it already is and even easier to use.

HUMAN

Grocery shopping is an inherently human thing to do. We periodically visit our local grocery store to pick-up food for the week. Our 5 senses work together to help us fill one of our most basic needs: our nourishment. Online shopping has become a more engaging over the years, but how will it become more human?

TREND #1 **Dynamic personalization**

Users don't just expect a personal welcome message; they have started expecting completely personalized experiences based on how they interact with the site. Sites like Walmart & Amazon are already beginning to customize landing pages for individual users. Personalized recommendations, suggestions, and content could be inter-woven throughout the shopping experience. Additional levels of personalization could be folded into the sites navigation design, and communication strategy.

TREND #2 **Local Relationships**

Like the milkman of years past, the grocery-delivery-man has become a friendly, familiar face to many Grocery Gateway users. This relationship can be fostered through digital communications, and by introducing another member of the users personal shopping team: the grocery shopper. Although this person is identified on the receipt; this could be highlighted with a personal message, photo, or a personally selected promotional item.

TREND #3 **Jobs not tasks**

Websites have evolved beyond simple communications tools. They help people get 'jobs' done; like buying the groceries. These types of utility-focused websites are more like products than pieces of content. This is why the JTBD framework doesn't focus on 'content' as being the fundamental component to architect; but focuses on individual 'jobs' the user wants to get done. By focusing on helping users get jobs done, feature-sets can be developed that make sense, and extraneous features can be eliminated.

TREND #4 **Relationship management**

Customer relationship management (CRM) is essential to effective personalization. eCRM and sCRM specifically refer to relationship management activities that occur online and through social networks. An eCRM database of customer information already exists; mapping of on-site behaviours can be added to this foundation to enhance eCRM effectiveness. Additionally, a social sign-in or registration component can be added to help map social behaviour to a users profile.

FRIENDLY

From the days of the milk-man, getting fresh groceries delivered has always been perceived as an enjoyable experience. Today, Grocery Gateway offers much more than just milk; and is still known as being a friendly brand. Is it possible to make the online shopping experience even friendlier?

TREND #5 **Readability instead of merchandising**

Websites aren't simply merchandising channels anymore. Making it easy for users to consume content has become more important than ensuring users see/read content important to the business. Users are used to scrolling through content, and often prefer scrolling through readable content, with realistic white-space, instead of seeing content 'squished' to avoid scrolling. Many older users have adopted smaller screened devices; this means sites like Grocery Gateway should increase the size of images & copy to improve readability.

TREND #6 **Progressive disclosure**

Minimalism has been increasingly adopted by large organizations. This includes the global movement toward flat/swiss design, and away from skeumorphic designs. Minimalism has been applied to UX in the form of progressive disclosure. The general concept relies on the insight that users can make multiple decisions from small choice-sets quicker than making a few (or a single) choice from a large set of choices. This can be applied to Grocery Gateway by creating a deeper taxonomy that's easier to understand.

TREND #7 **Notifications**

Users don't want to keep returning to a website to check on constantly changing information. Online retailers have taken note of this by introducing 'product alerts' that will send an email, text message, or push notification that tells users when new products are added, or when existing products go on sale.

EASY

Grocery shopping may not be the easiest job to do, but the online shopping process is familiar. Customers expect the online shopping process will improve on any in-store experience. Many retailers have achieved this goal; can a familiar, easy, online shopping experience improve the way we shop for groceries?

TREND #8

Cross-channel shopping is becoming the norm

Many organizations are familiar with the term “mobile” and simply want their website content to optimized for mobile devices. This often confuses the context of the user. Not only do on-the-go users access websites using a mobile device, they often have less time, patience, and attention to devote to interacting with the site. Mobile users often have different needs and priorities than users accessing the site from a desktop computer.



TREND #9

Off-canvas or invisible interfaces

Over the past 4 years, the off-canvas navigation design pattern has become ubiquitous. The aptly named ‘hamburger’ icon is the three-lined-icon that opens an off-canvas menu on mobile devices. This should allow users to find a category (or aisle) without taking up any screen real estate. Currently, the Grocery Gateway mobile site uses an on-screen navigation design pattern to show categorization, and an off-screen navigation pattern to deal with cart, checkout, and settings. The opposite order should be used (i.e. cart should be always visible, but categorization can be hidden).

TREND #10

Pick-up too

There are different types of customers who will take advantage of a delivery service vs a pick-up service. In order to cater to both user groups, ecommerce retailers like BestBuy have started offering both options. This increases in-store foot-traffic, as well as providing a more flexible window to collect groceries. Busy people often have a constantly shifting schedule, making it difficult to be at home during specific windows. By offering a pick-up option, Grocery Gateway can offer additional value to a new customer-base while increasing the saliency of the relationship between itself and Longos.

TREND #11

Responsive

The increasing use of mobile devices while at home has (in part) led to the concept of mobile-first design. This approach accommodates the smallest screen first, and re-examines the needs of the user in the context of larger and larger screens. The idea of designing for screen-size is called responsive design, it has several benefits to adaptive design. The largest is having one code-base, and one URL. This improves maintenance requirements, and SEO. A newer approach to responsive design uses server-side components to determine which device a user is accessing the site from. This added layer of identification allows sites that use a responsive with server sided components (RESS) approach to serve up things like navigation designs, buttons, phone numbers, etc differently for smartphones, tablets, and laptop computers that may have smaller screens.

Some of these trends can be implemented easily, while others need planning and technological upgrades. Relying on these trends, in conjunction with personas, we will be able to build a set of user stories that will inform the features that make it into our product roadmap.

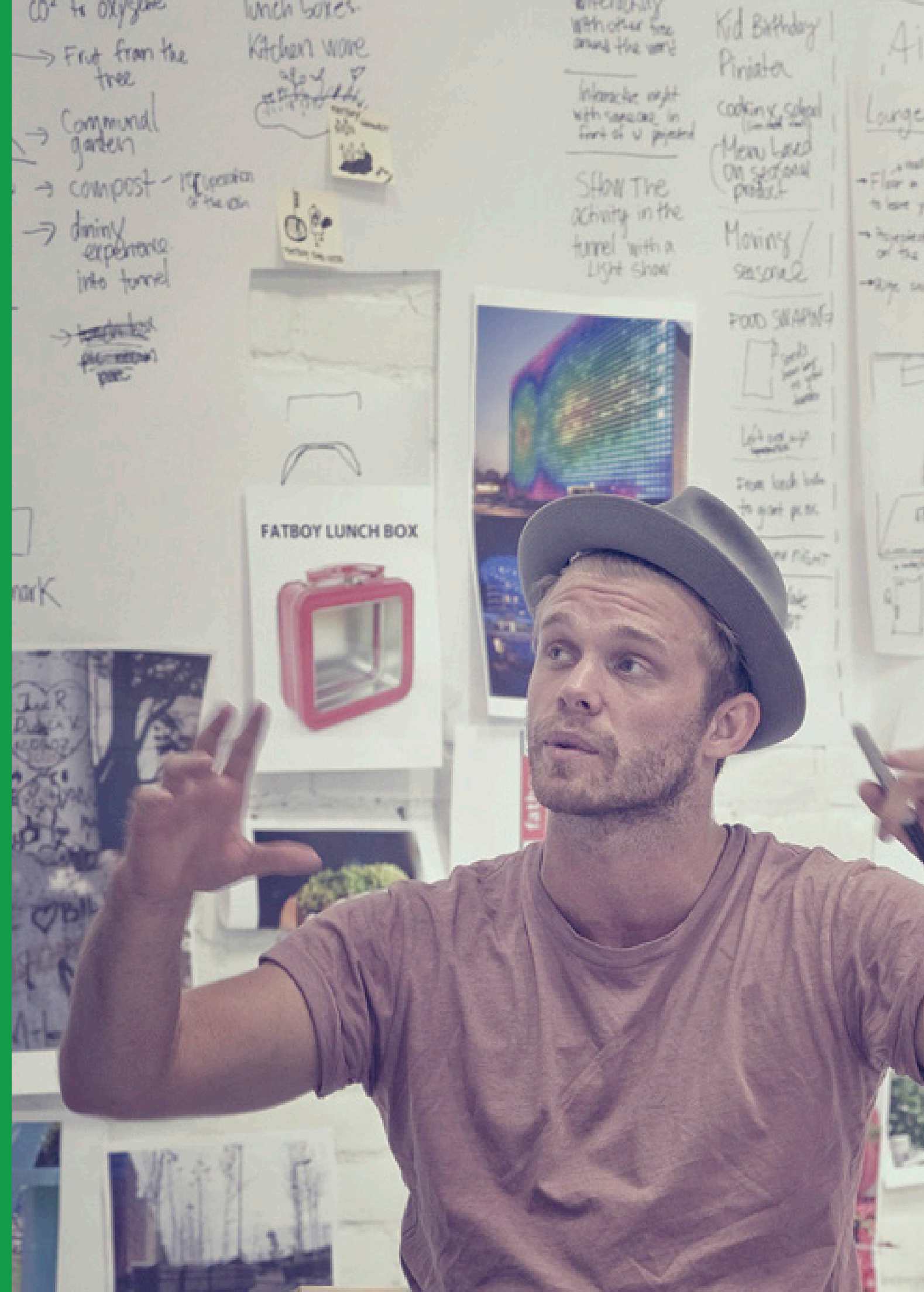
These trends, combined with personas, helped us devise some of the following sample use cases and user stories to demonstrate how we usually approach our client's work.

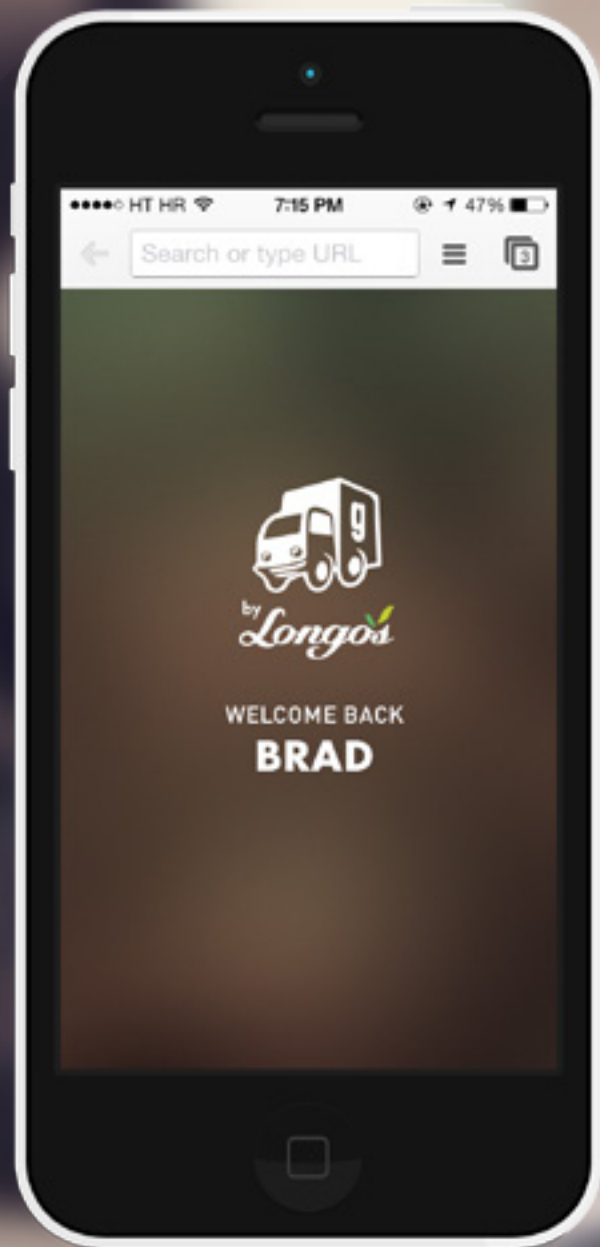
USER STORIES & DESIGN EXPLORATIONS

BRAD THE YOUNG PROFESSIONAL 'LISTER'

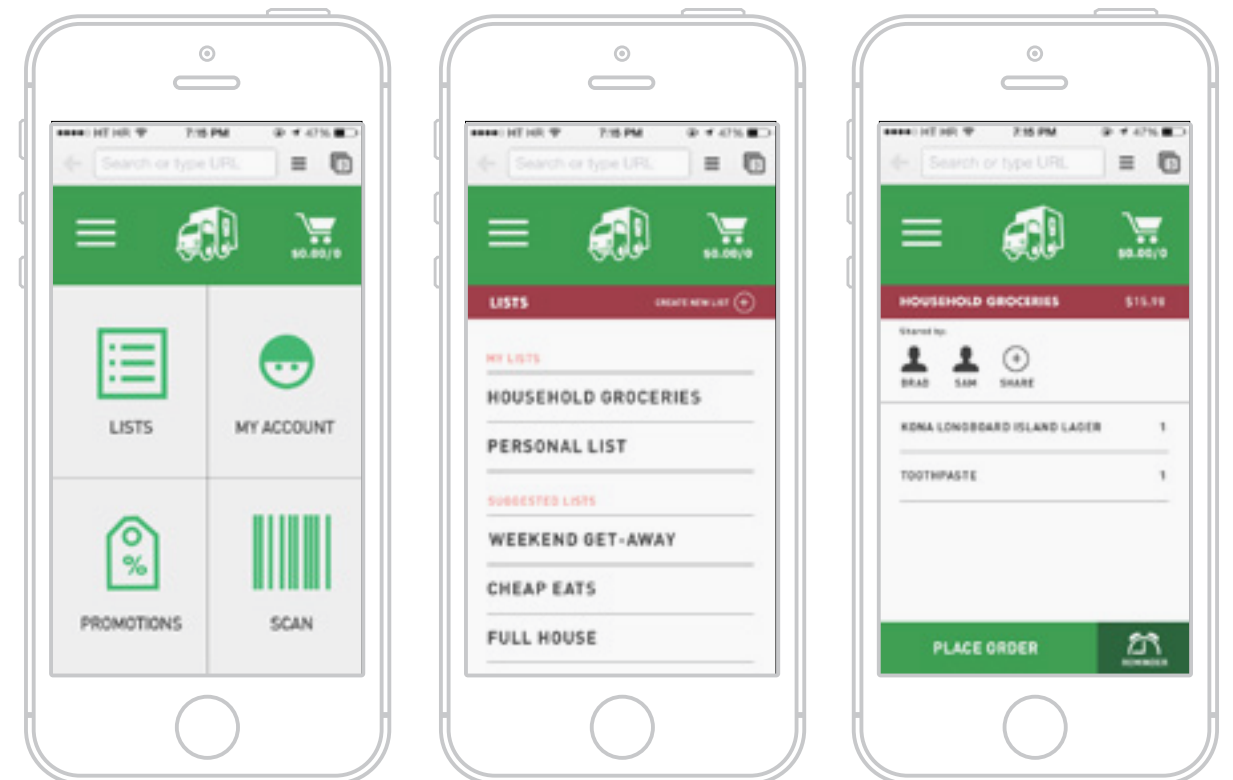
USER JOURNEY: ACTIVE USER

- Age: 32
- Occupation: Graphic Designer
- Living Situation: Rents a condo with a roommate
- Work Situation: Rides the TTC to and from work every weekday, and works the regular 9-5pm workdays.
- Grocery Situation: There are several small grocery stores within walking distance of home, incl. a Longo's Kitchen & Rabba. Brad picks up fresh breads, fruits and vegetables from the near-by stores, while utilizing Grocery Gateway to fill in the rest of his grocery-list.
- Desire: "I don't want grocery shopping to be a chore. I want it to be so easy, I don't even realize I'm grocery shopping."



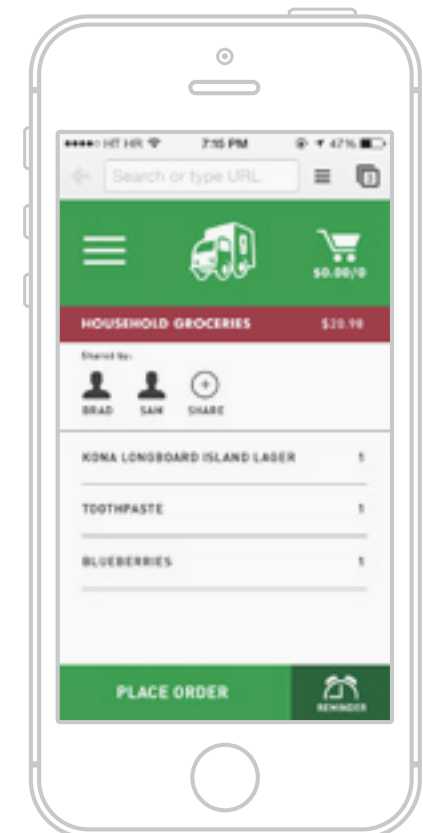
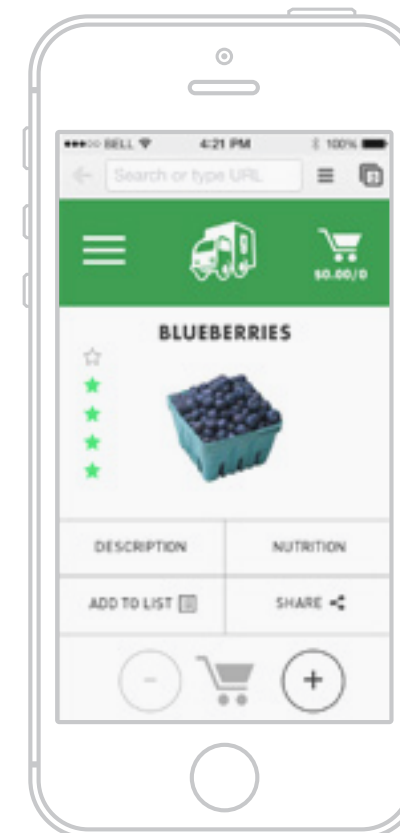


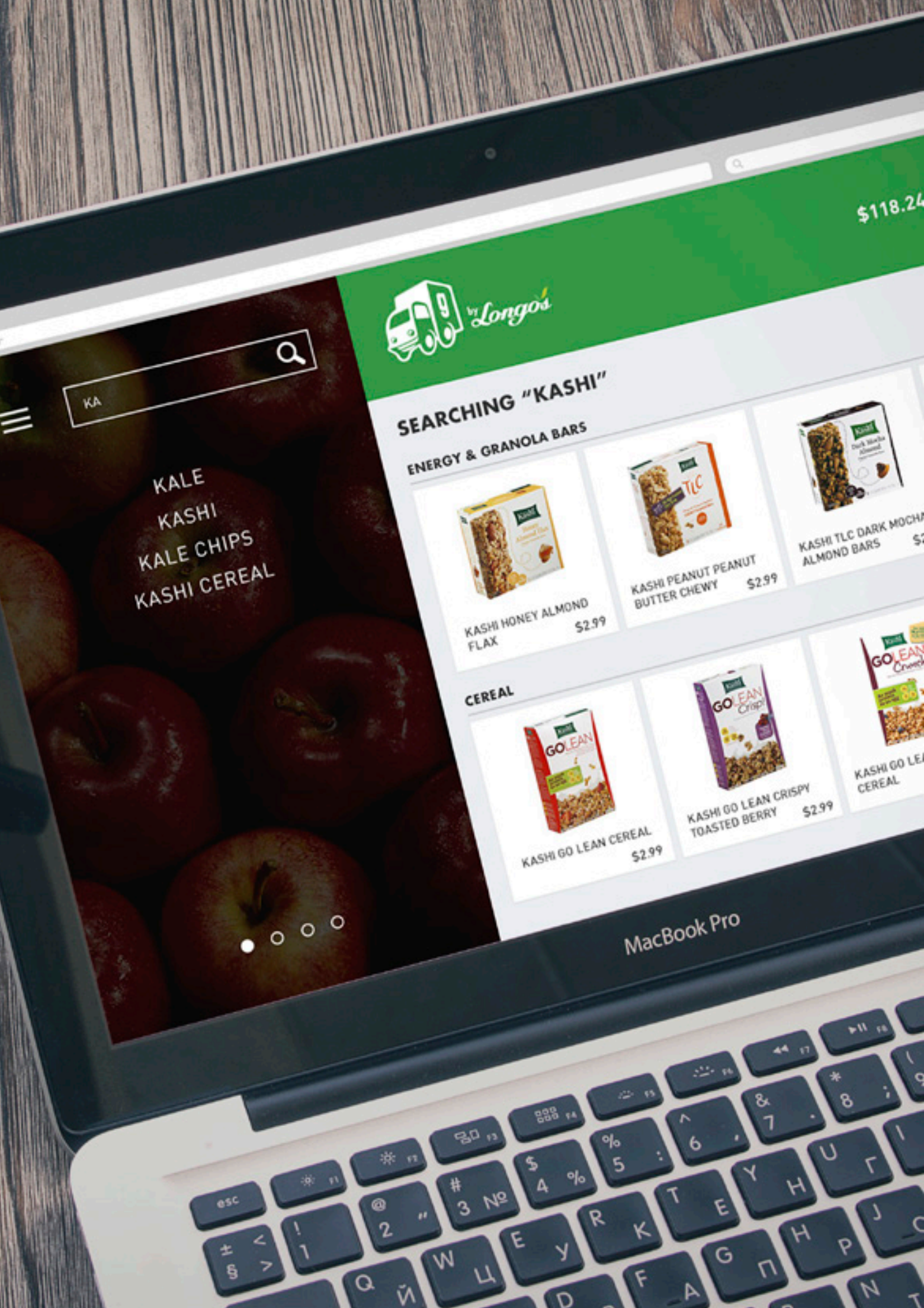
It's 7am Monday morning and Brad's late for his new job as a graphic designer at Toronto's fastest growing new start-up. After getting dressed, while fixing his hair, he notices he's at the end of the toothpaste. Since the toothpaste is a shared expense between himself and his roommate, he quickly picks up his iPhone, visits the Grocery Gateway site, and adds toothpaste to the grocery list he shares with his roommate. Brad typically places an order when the list reaches \$50.



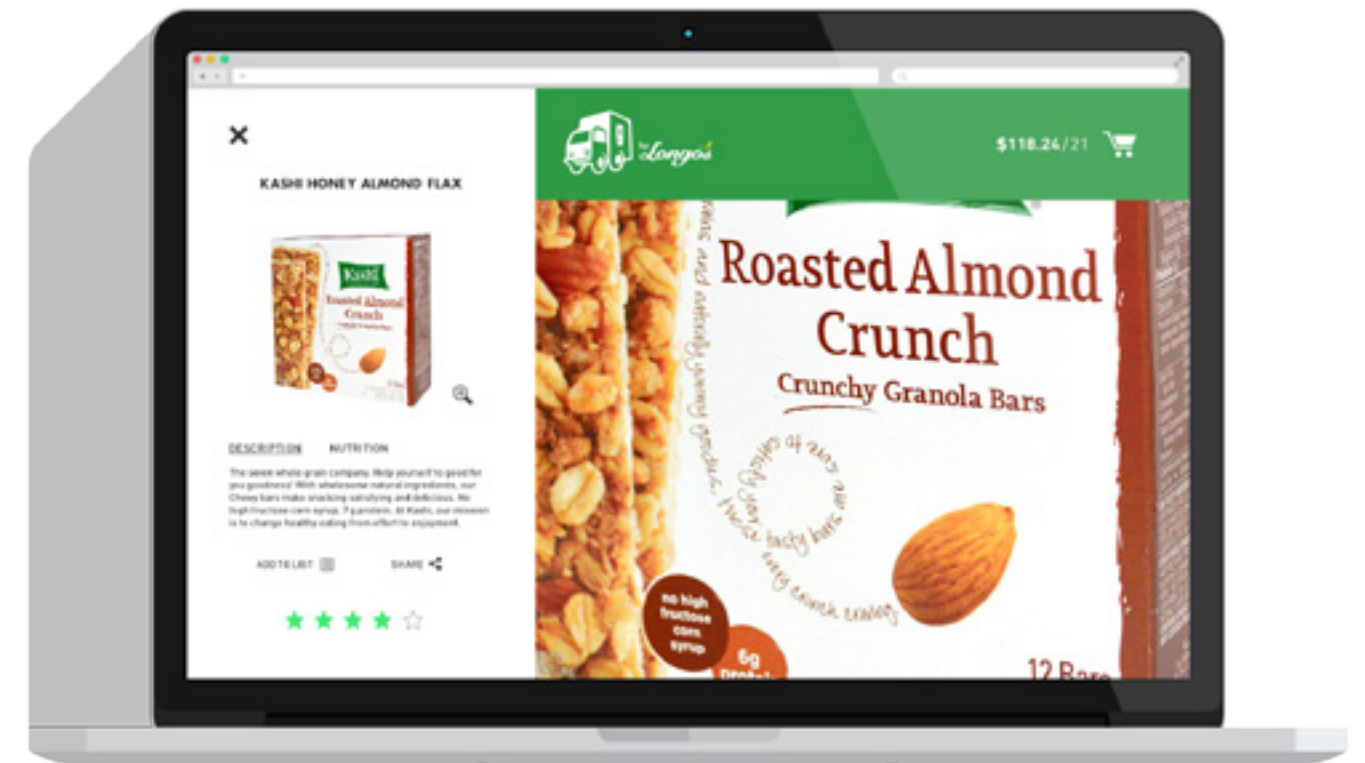


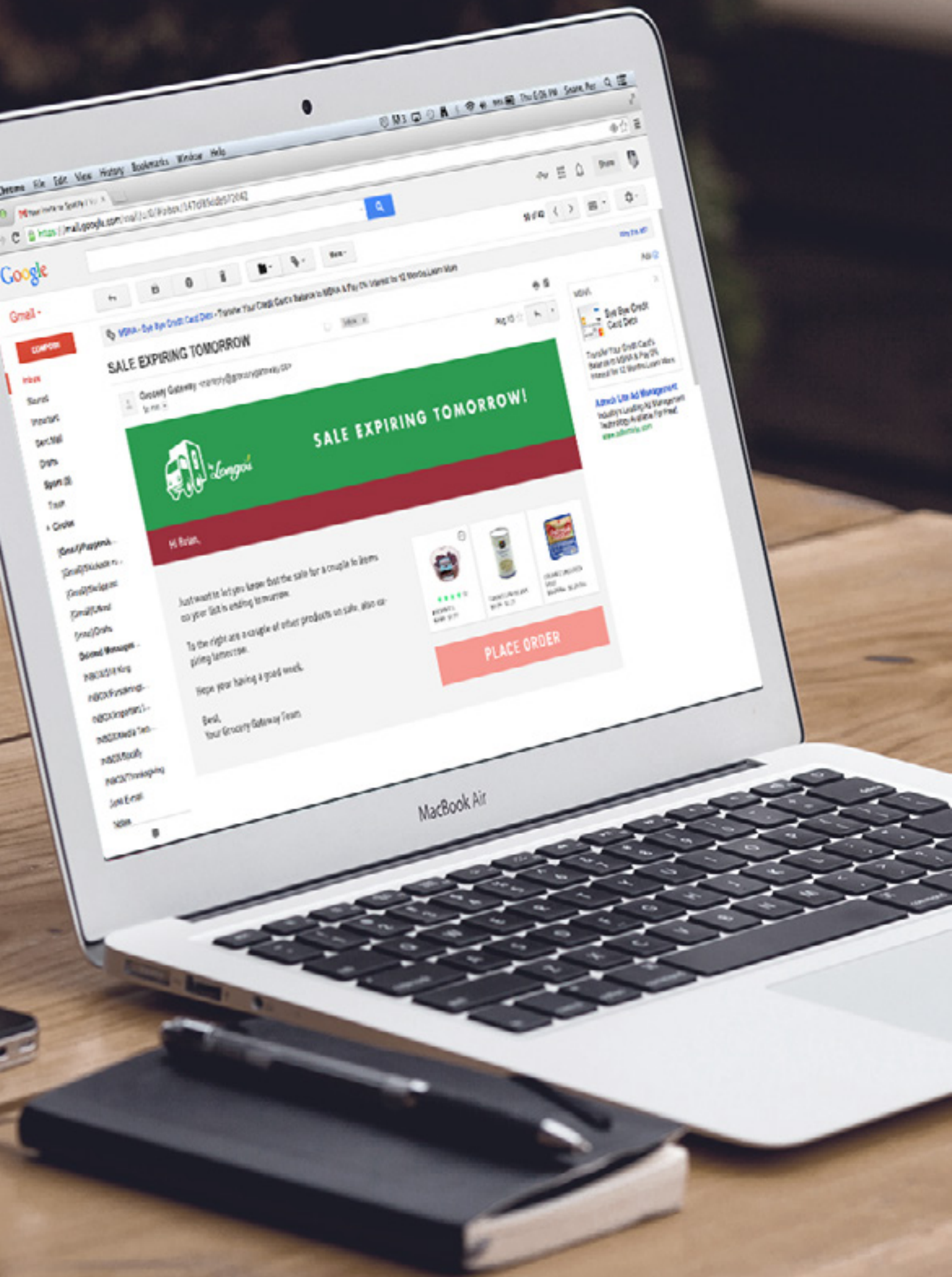
Jumping onto the bus, Brad flashes his TTC bus pass on his iPhone – then flips to Facebook to see what his friends are up to. Brad notices that his girlfriend Laura posted a link to a sale on blueberries, he clicks on it and it opens the product page on Grocery Gateway in his browser. He’s already logged in, and decides to add it to his personal shopping list. He sets an alert to remind himself to place the order before the following Thursday, when the sale is over.



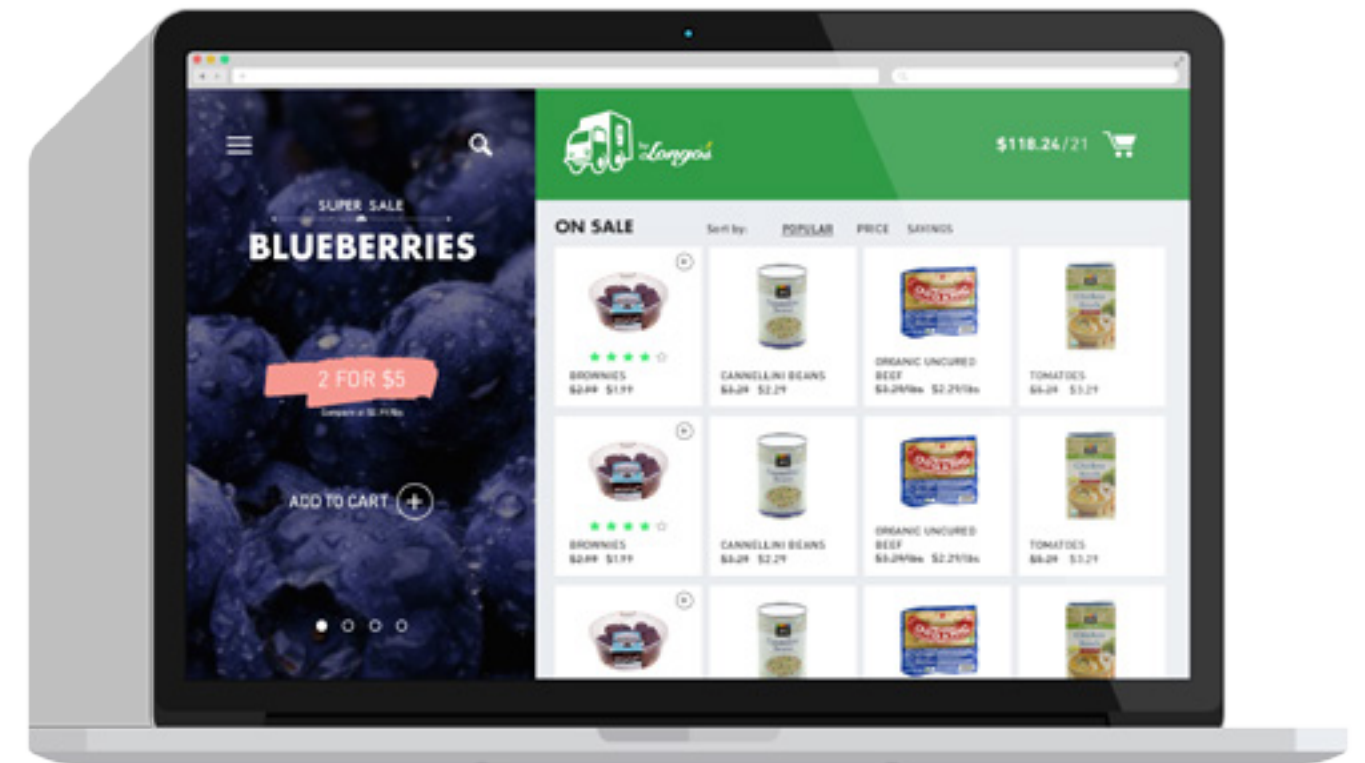


After arriving and settling in at work, Brad sees a group of people standing in the kitchen devouring a box of cookies. Brad walks over and grabs one, eats it, and thinks its delicious. He looks at the package, but doesn't recognize it. He's not even sure how to pronounce the name. He jumps onto the Grocery Gateway website, types in the first few letters of the name, and sees the name in the auto-complete field. He clicks on the name and it takes him directly to the product detail page where he learns they come in 7-different flavours. Brad clicks on the product zoom to make sure it is the right one. He gives it a rating of 4 stars.



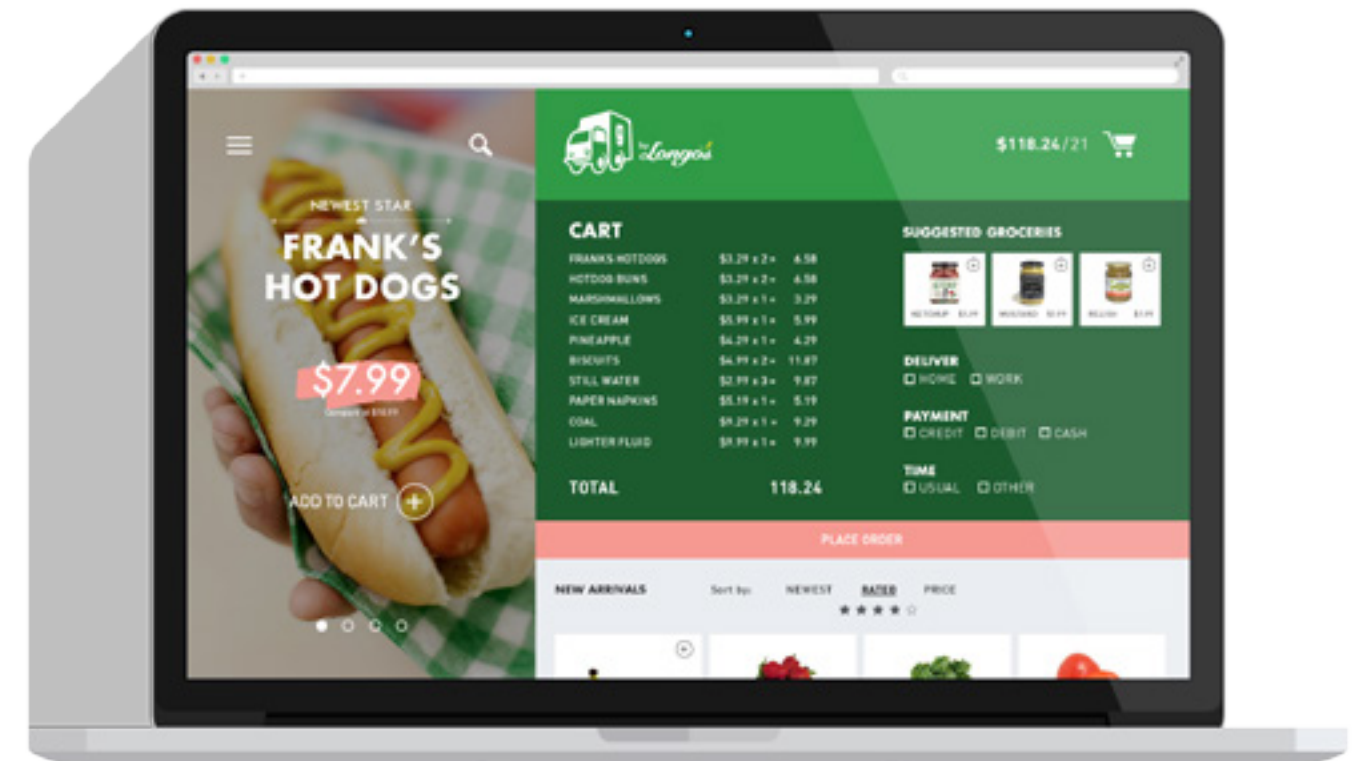


Brad continues to add to his shopping lists over the course of the week. The following Wednesday, Brad is alerted with an email reminder to place his order by tomorrow as sales are set to expire. Brad visits the Grocery Gateway site, and starts scanning the sale section. His virtual personal shopper organizes each section based on his likes and dislikes. He adds the first dozen items to his cart with a few taps. He then visits the new product section and decides to try a few new things that already have high user ratings and positive user reviews.





During checkout, his virtual personal shopper makes a few suggestions to complete or complement items in his cart. It's been several weeks since he last ordered Ketchup, so the virtual personal shopper recommends adding it to his cart because he has hotdogs and hotdog buns in his cart. Brads accepts the recommendations, and confirms he wants it delivered on the usual day, at the usual time, and he'll be paying the usual way.



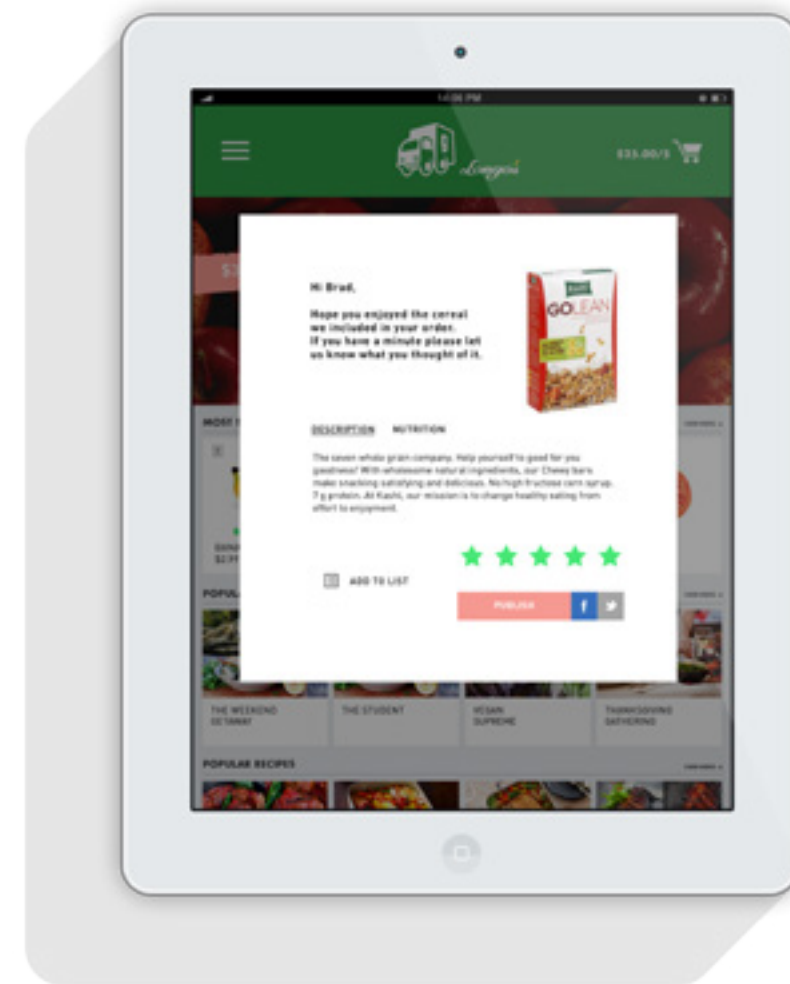


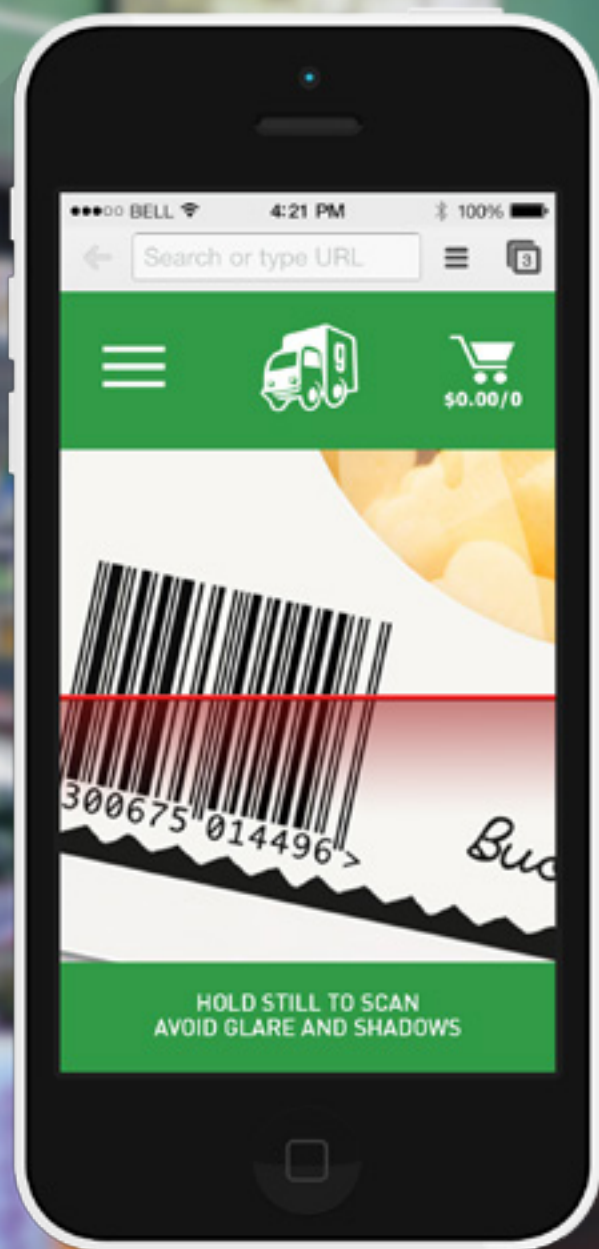
That Friday, after Brad gets home from work, he receives a text notification from Grocery Gateway informing him Tony, his usual driver, is 10 minutes out from his home. Tony picks up the boxes from the last order, and drops off the current order. Brad thanks him and starts to unpack his groceries. He notices that Marilyn, his usual grocery picker, left a personal note and a sample product to his order. "Thanks for shopping with us. Hope you like these. Your grocery picker, Marilyn." The note was tied to a new flavour of cereal from his usual brand.



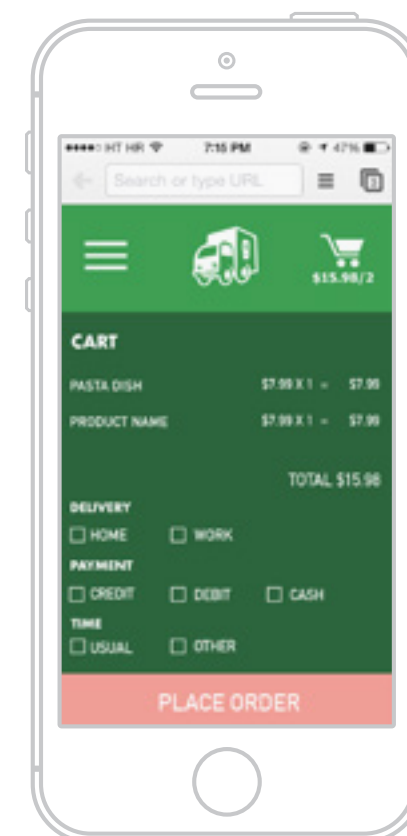


The next day Brad tries the cereal and it's amazing. He visits the Grocery Gateway site, intending to add it to his new list, when his virtual personal shopper asks him what he thought of the cereal. He gives it a 5 star-rating, and decides to publish his review on Facebook because he liked the cereal so much. He writes "This stuff blew my mind. Delicious and nutritious!" Since he was already signed-in to Facebook, he simply clicked the option to publish the review to his Facebook page. After a few hours, Brad felt satisfied and encouraged to review other products after getting 7 likes and a comment on the review he posted to Facebook.





Later that week, Brad notices that the peanut butter he'd ordered was the wrong brand. Remembering Longo's Kitchen was down the street, he took it to the store with his receipt, and they happily exchanged the product for him. While in store, Brad discovered a new delicious Longo's Kitchen prepared pasta dish. Using his camera, he was able to scan the barcode and quickly add the product to his cart from the grocery gateway website.



That night as Brad finishes brushing his teeth, he looks at the new toothpaste tube and thinks for a second, how nice it is to 'just have' the groceries you want, when you want them.



FLORENCE THE 'FENCE-SITTER'

USER JOURNEY: FIRST TIMER

- Age: 42
- Occupation: Financial Advisor
- Living Situation: Lives in Etobicoke home with husband and a set of 3-year old twins
- Work Situation: 2-car family, both parents work during the weekdays and commute to Toronto & Mississauga. Children just started day-care.
- Grocery Situation: They are finding it increasingly difficult to get to the grocery store and go down every aisle. The time-consuming activity as slowly been replaced by stopping by grocery stores to pick-up what's needed. They are aware of Grocery Gateway, but have not tried.
- Desire: "I just want a quick way to get the groceries I need."





Now that Florence is back at work, after her maternity leave, her routine has forced her to get-up at 5am in order to get everything done before dropping the kids off at daycare and commuting the 40mins to the financial district, downtown Toronto. This morning was no exception, she did her 5am run, hit the shower, got dressed, got the kids dressed, got everyone fed, and just had enough time to turn the dishwasher on before jumping in the car to drop the kids off at their daycare.



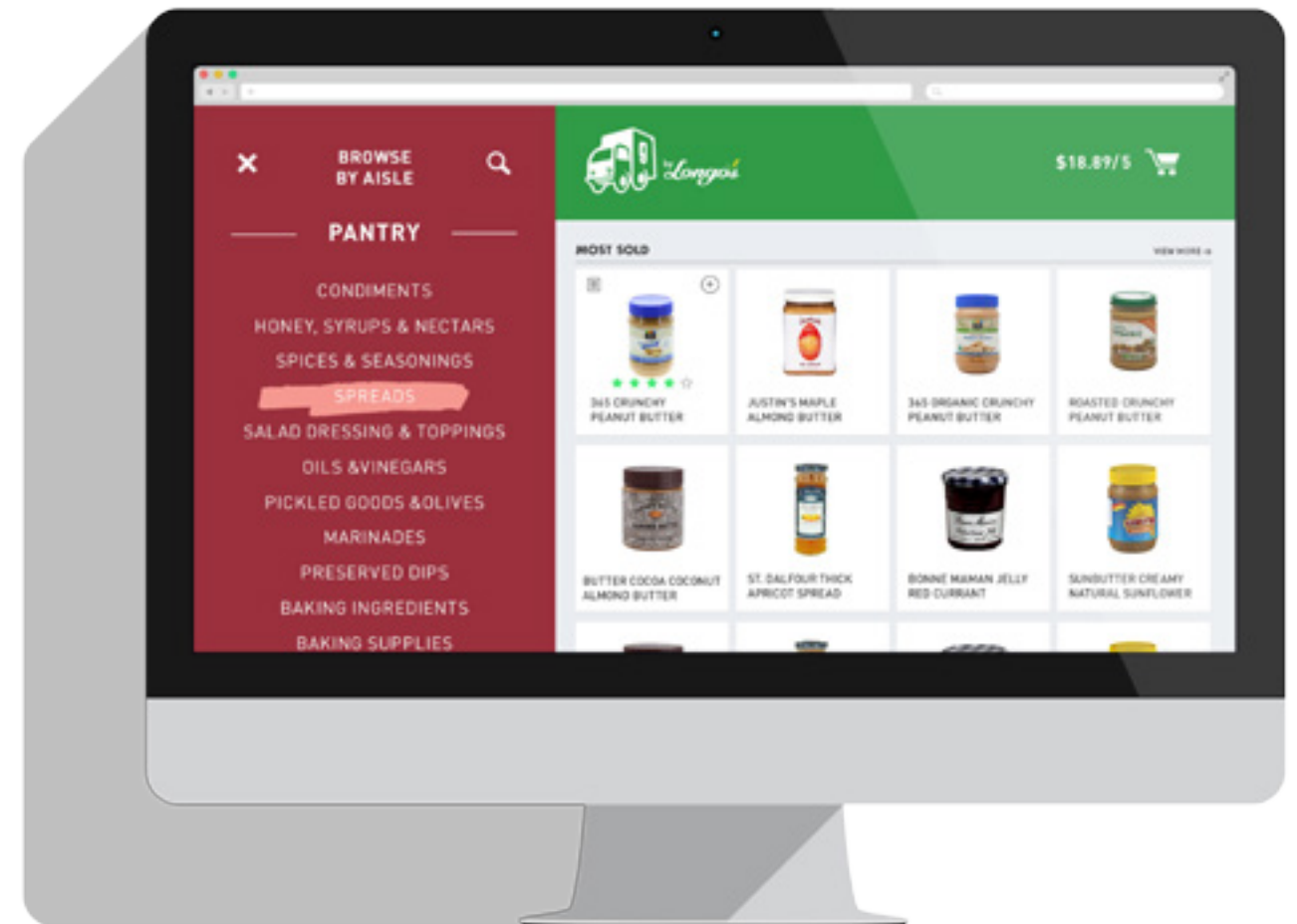
On her way to work, she happens to look out her passenger-side window to see a Grocery Gateway truck with the website on the side. Florence begins to daydream about what it would be like to get groceries delivered right to her door. It seems like paradise to her, but she can't imagine shopping for all the products on her shopping list through a website. Questions like 'What if they give me bruised tomatoes?' and 'Will they give me best possible expiration date on my yogurt?' start filling Florence's mind. A new song comes on the radio, and Florence forgets about doing groceries.

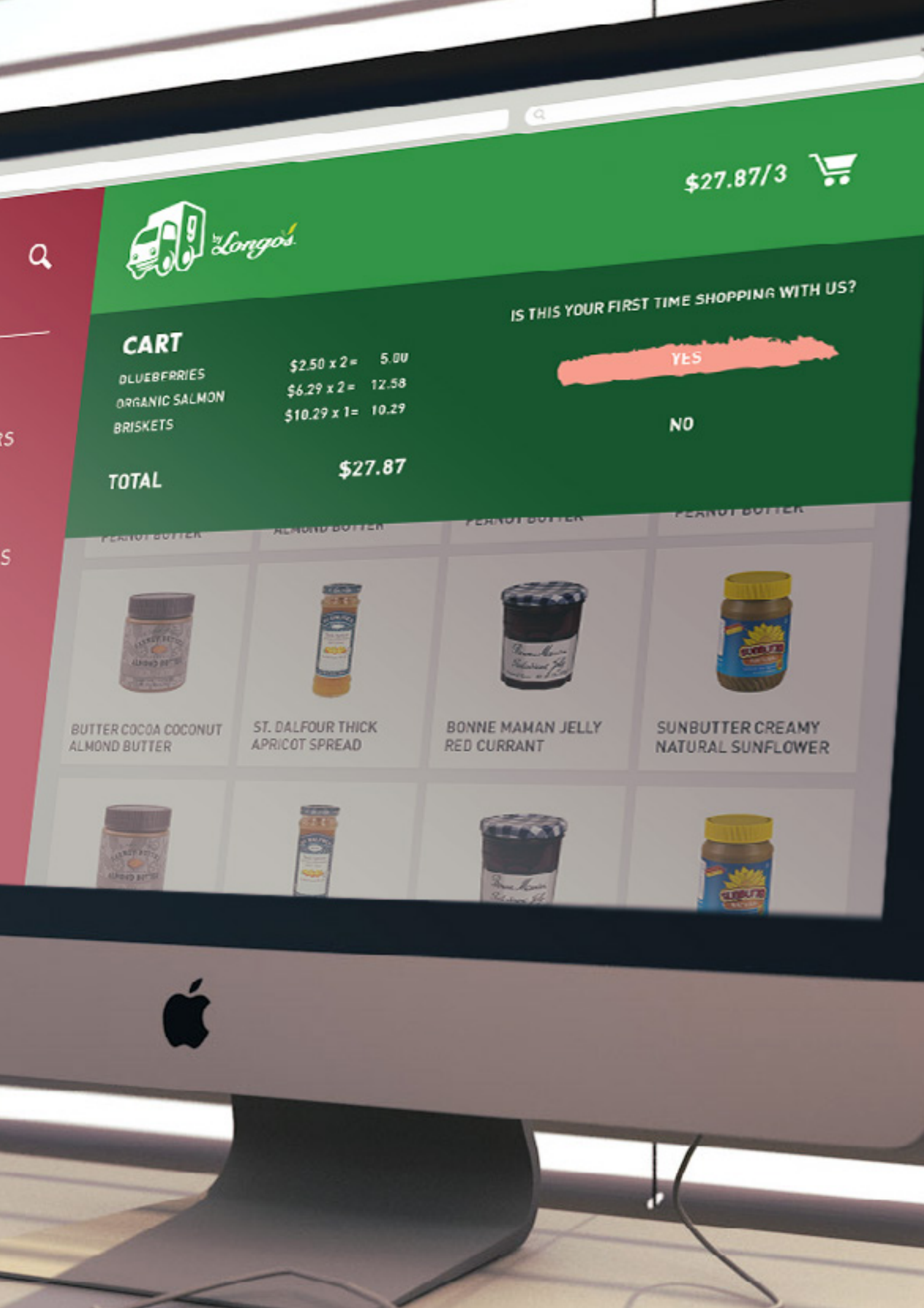


4:00pm rolls around and Florence is getting ready to leave for the day. She starts cleaning up her station, and is about to shut down her computer, when she remembers about the peanut butter. She decides to Google for grocery stores in the Etobicoke area, and sees a listing for Grocery Gateway. She decides to click on the link.

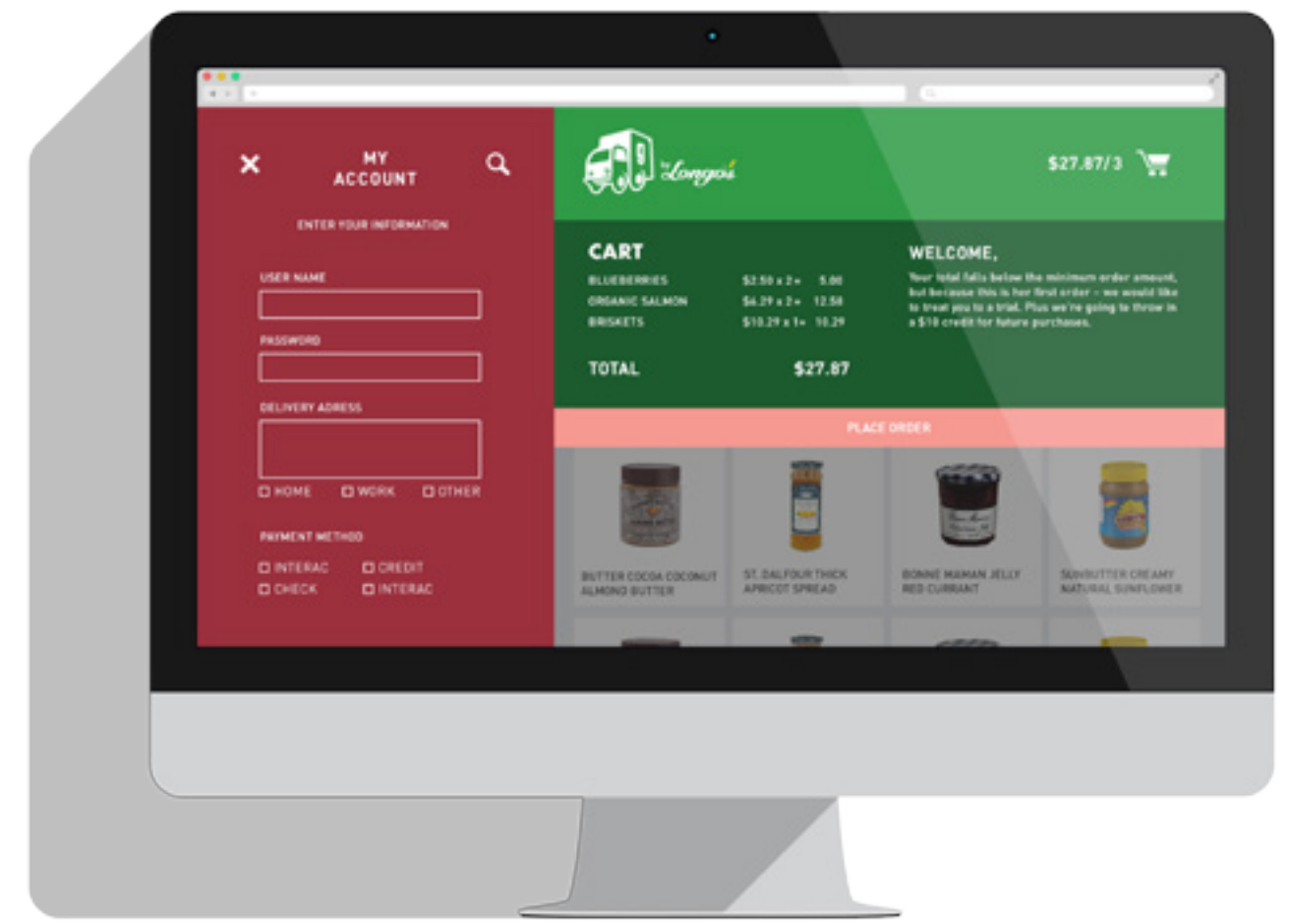


Upon landing on the Grocery Gateway site, she instantly notices that blueberries are on sale. She's curious about how the site works, so she tries adding them to the cart & it seems to work. She notices a list of other sale items and decides to scroll through the list adding a few more items to her cart. She clicks on the browse by aisle button, and sees familiar names and categorization. With a few easy clicks, she finds the peanut butter she needed and adds that to her cart too. She clicks on the view cart button.



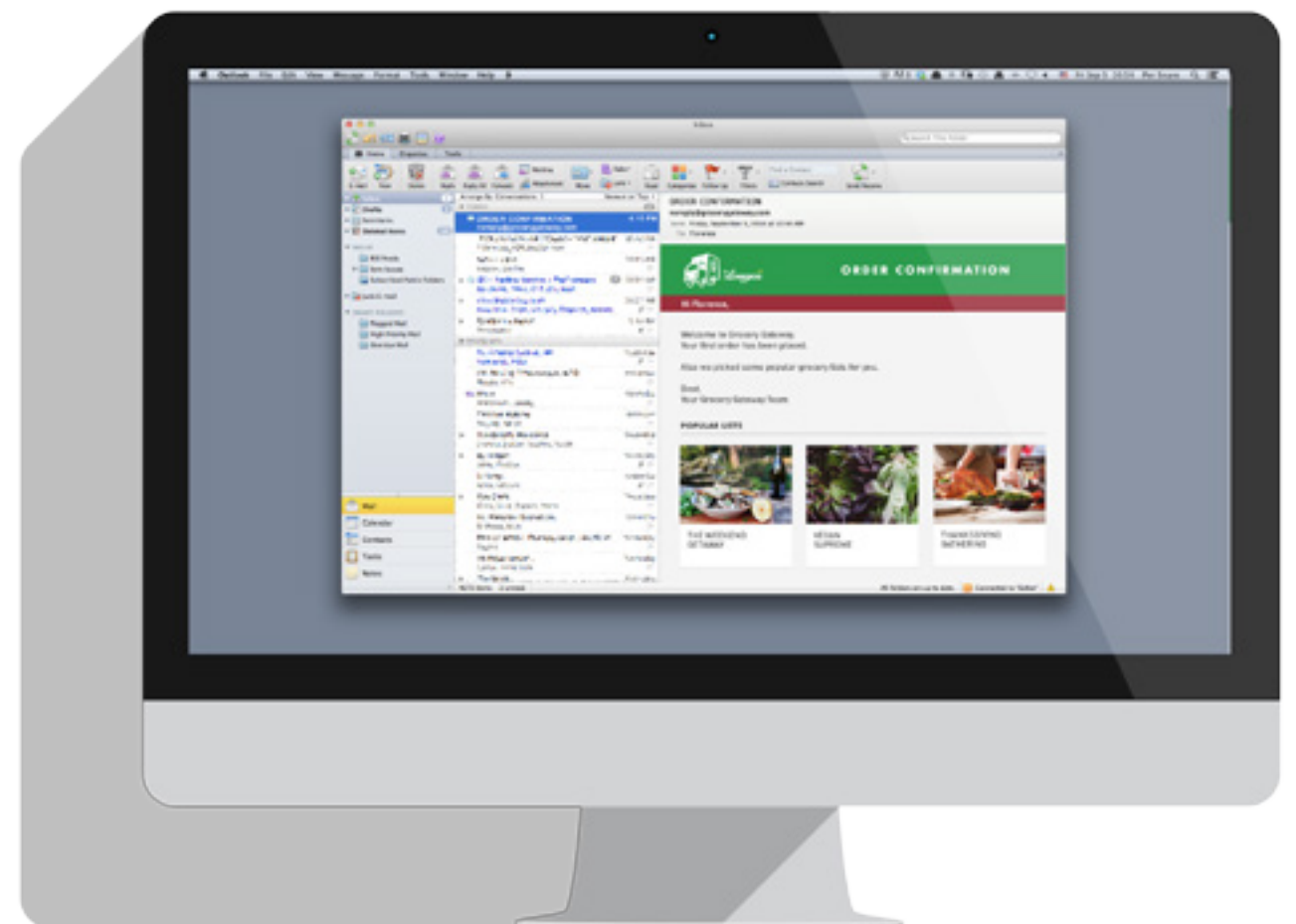


She's immediately asked "Is this your first time?" and clicks on the yes button. Her cart tells her that her total falls below the minimum order amount, but because this is her first order – Grocery Gateway would like to complete the order anyway, and gift her with a \$10 credit for free delivery. This settles it for Florence, she's giving this a try. She enters her delivery information, and is pleased to see an interac at the door option for payment. She doesn't have to enter credit card information, so, simply selects a date and time for delivery and sends the order through.





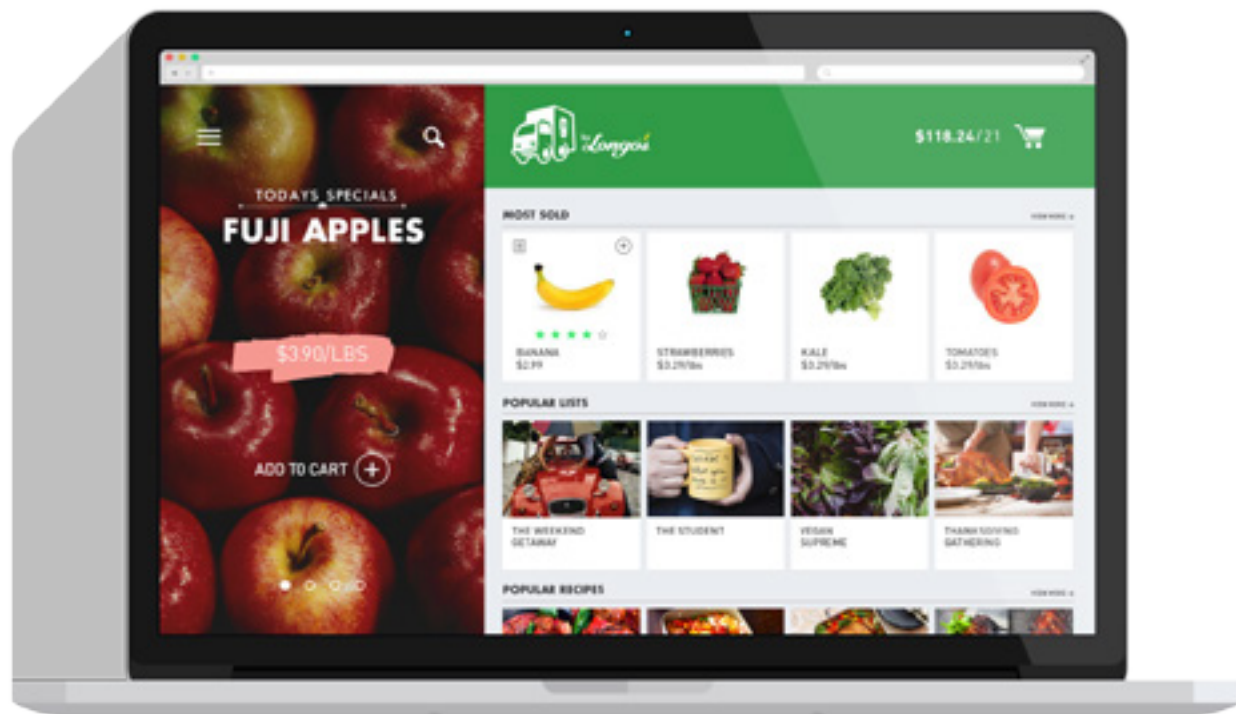
She immediately gets a confirmation email, and by the time she gets home receives a personal phone call welcoming her to Grocery Gateway, and introducing her to her personal shopping team. Her expectations are set for delivery, and she confirms that she will be home.

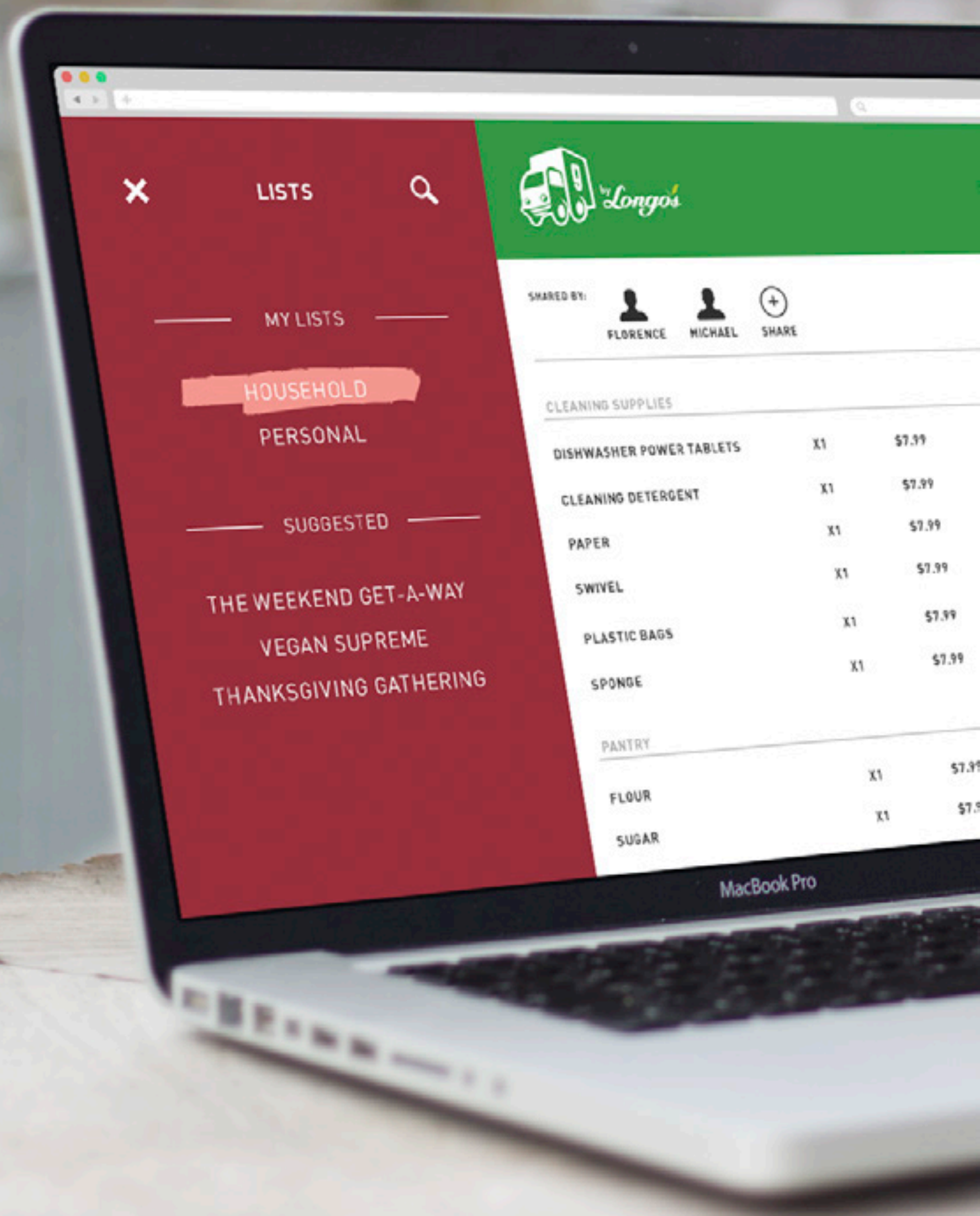


That Saturday Florence receives a call from Kyle, who introduces himself as her personal Grocery Gateway delivery driver. He tells her that she can expect him in 15 minutes. Florence is happy to see that boxes are used instead of plastic bags, and is impressed with the politeness of the delivery driver – who helps her to her kitchen with the boxes. She pays with interac & begins to put her groceries away. At the bottom of her box, she notices a coupon for another \$10 off her next order. On the same page, there are a few facts about Grocery Gateway that she wasn't aware of.



Florence's husband notices the Grocery Gateway boxes, and asks what "Grocery Gateway is?". Florence says, "I ordered some groceries online, and they just came." Her husband picks up a handful of raspberries and comments on how fresh they are. Running over to his computer, Florence's husband asks how it works, while he types grocerygateway.com into the browser bar.





Before Florence answers, the site loads, and her husband starts adding things to the cart. Florence simply says “See, it’s easy.” She and her husband spend a few minutes getting to know the site, and creating a larger order. Upon checking out, her husband enters his name, and their home address as the delivery address. An alert identifies that Florence already has an account registered to that address; with a few clicks and a password verification, they place the order and connect her husbands email address as an additional member of the household – capable of logging in and sharing shopping lists between the two accounts.



*With her husband onboard
with an easier way to get
groceries, Florence flattens
the Grocery Gateway
boxes and begins prepping
tonight's dinner.*





SID LEE

+ *Grocery Gateway Fanzine*

