



## Legend:

 - cosmetic change / косметична зміна

 - system bag / баг системи

 - small enhancement / невелике покращення



 - addition of the new functions / додавання нового функціоналу

 - already implemented by Silpo while the work of this study / вже змінено за час роботи

 - questionable / під питанням

 - out of scope ideas / ідеї поза темою


## Ideas:

- 1)  Add \* to additional details of the delivery location (entrance, office, floor...) and make the final ordering button inactive (when clicking on this inactive button - it takes you to the problem)
- 2)  (if the nearest time slot is selected) Add an information block explaining **how much time is left to place an order** if the user wants to make it to the nearest time slot. Either explain in text by what hour-minute or add a timer (it will overload the system more)

*“Make clear any purchase deadlines for shipping dates” [1]*

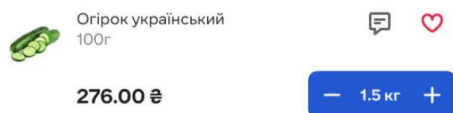
- 3)  Add **documentation for pickup time slots** explaining during what time the user can pick up their order

*“Make clear any purchase deadlines for shipping dates” [1]*

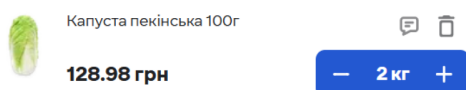
- 4)  Add **a trash can icon** individually to blocks of products in the cart for their complete removal - for now swiping (unintuitive), although there is a trash can icon on the site, but then there is no “like” icon (confirmed by survey + testing)

*“Provide a remove button for each item in the cart. Do not force users to change quantities to zero to remove items...” [1]*

The app has a “favorite” for each product, but no “trash”



The web version has a “trash” but no “favorites”



- 5) (Web version) Add a **favourite icon** individually to block of products in the cart - for now it is not available in web version, but is in mobile application

*"Make it easy for users to save items for later..." [1]*

- 6) Add an illustration of **the current delivery fee** in the cart, in addition to the total at the bottom, as well as on a fixed animation - not yet displayed, but there is a message about the amount being rounded up to the reduced cost, which is often perceived as the current cost (confirmed by survey + testing)

*"Make all shipping or local pickup option visible by default, including costs" [1]*

- 7) **"Freeze" time slots** when selected - currently moves the selected slot to the first place
- 8) **Check the validity** of the certificate and promo code when entering (currently only the certificate with the PIN code is checked)

*"Give clear feedback about gift cards and coupon codes" [1]*

- + Add a certificate type selection like in the web version, but keep the auxiliary initial digits "0201" that are automatically filled in the application

- 9) Transfer the promo code to the certificate block in the registration form or make only one type of discount application option
- 10) Add **color identification** of certificate status
- **Red** - added but not applied (has a problem)
  - **Green** - added, valid and applied (all is good)

The figure consists of four screenshots of a mobile application interface, arranged in a 2x2 grid. Each screenshot shows a certificate block with a title, a status message, and a button.

- Top Left:** The title is "Сертифікат" (Certificate). The status message is "Можете додати тільки один сертифікат." (You can only add one certificate). The button is "+ Додати" (Add).
- Top Right:** The title is "2345678903456". The status message is "Юхууу! Сертифікат додано 🎉" (Yay! Certificate added). The button is "Видалити" (Delete).
- Bottom Left:** The title is "1234567890987". The status message is "Сертифікат не застосується 😞" (Certificate cannot be applied). The button is "Додати ще раз" (Add again).
- Bottom Right:** The title is "1234567890987". The status message is "Сертифікат не застосується 😞" (Certificate cannot be applied). The button is "Видалити" (Delete).

- 11) **Leave the "Certificate" title** - when adding a certificate (even an invalid one), the title of the "Certificate" block is removed and replaced with the certificate number
- + Change the color of the error block - the error block has the same color as the message/introduction blocks, not the errors/problems blocks

- + Change emoji in message - the emojis in the app, when in error, do not represent the desired emotions, and there is no documentation.
- + Add an option to edit the certificate if it is not found/not applicable - so far the only option is Delete, which requires re-entering all needed fields

12) Change the **fields to the visualization of the certificate** for easier understanding where to look for the necessary information to enter (as is the case for entering a MasterCard card, where a ~ card is displayed) - for now when entering a certificate, the user chooses between two types of certificates: with a PIN code and a Barcode or only with a Barcode - visualizations of such certificates are provided for easier understanding. But when entering data, the user has only two fields labeled as PIN code and Barcode.

“... use input fields masking to avoid errors” [1]

- 13) Display **the payment method change** in a separate block in the form or enlarge the button to change it
- 14) **Fix/Remember the selected payment method** when returning to the cart and back - there were problems with it returning to the original default value when returning to the cart and back
- 15) Add the ability to select a replacement (**list of replacements**) for the product when placing an order
- 16) Add a **messenger for contact** with the collector or delivery person, as an option for in-app chat (confirmed by survey + testing)
- 17) Replace **error message in cart** or replace product limit message - both options are “red text” so far, but only one of them is a problem message

“...be cautious with use of the color red on checkout forms if it does not indicate an error” [1]

- 18) Add a blur to the screen or change the **color of the message in the order form** that notifications about some change or do not stop the ability to work with the form in parallel with the message - for now when a message/notification appears in the design form, actions are blocked, an indistinct message (dark blue) appears at the bottom of the page - the message is not noticeable, generally not useful (indicates a certain change and allows you to go to the cart), it is annoying because of the block on actions (from testing)
- 19) Remove the **"Confirm" button in the address selection**, and replace it with a confirmation message when exiting the address editing page - for now the button is lost in other menu items at the bottom of the page, which leads to an erroneous exit from editing without making changes, which is imperceptible unless checked (from testing)
- 20) Add **output for keyboard mode** in comments to the address (and where it is not already there)
- 21) Add to the **search for a store for self-pickup** the ability to enter an address and receive in the search results 3-5 stores closest to the specified address, even if they are on different streets by name - for now either a map or a list of stores with their addresses, which users may not be able to navigate

*"Help users select pickup location..." [1]*

- 22) Add a redirection function to the problem message (**"Time is not valid, needs to be changed"**) to the possibility of solving it (a section that can be accessed by clicking on the button at the top of the screen with delivery methods and time) when clicking on the message - for now clicking does nothing and does not help solve the problem

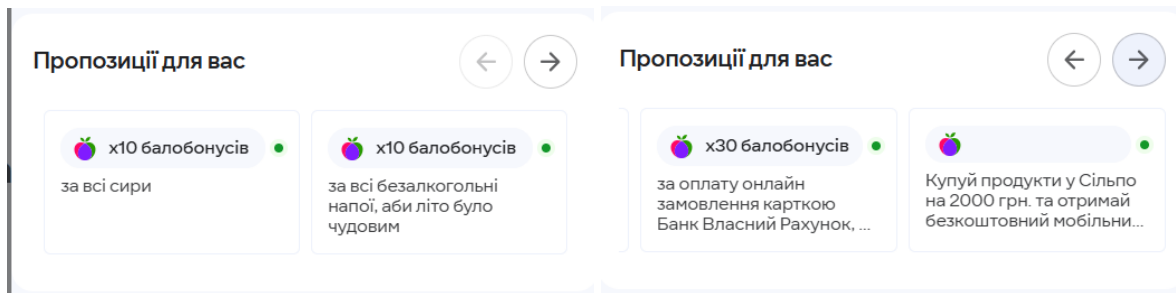
*"When error occur clearly tell users how to fix which field" [1]*

- 23) Add to the empty cart the ability to **go to the current/placed order**, if there is one at the moment - for now it is simply empty, and this is the first place some users go if they accidentally placed an order and want to cancel it
- 24) Add a block with the question **"Do you really want to place an order"** when clicking the final button in the checkout, how there is a check when canceling an order - for now it is immediately placed (if payment upon receipt is selected) - it will be the most useful for the phone users, since you can accidentally tap the button
- 25) (Web version) Add the ability to **add products individually from previous orders** directly to the cart - for now you need to go to the product page and add it there, and then return to the previous order (from testing)
- 26) Add the ability to **add expected products** to the order and collect them if available - for now, users specify this in the comments (from the survey)
- 27) Duplicate the **"Add to Cart" button on the product page** at the top - so far only at the bottom, but sometimes users don't notice it (from testing)

- 28) In the placed order, **highlight the last 4 digits** in bold (like in Nova Poshta) for easier identification when requesting to receive the order (self-pickup) or scan the QR code of the user's bonus card to search in the system.

*“Use easy-to-read order numbers” [1]*

- 29) **Fix the bonus arrows** - the bonus arrows jump from one edge to the other, skipping offers in the middle (+ at the beginning the “left” arrow is inactive, but at the end the “right” arrow is still active)

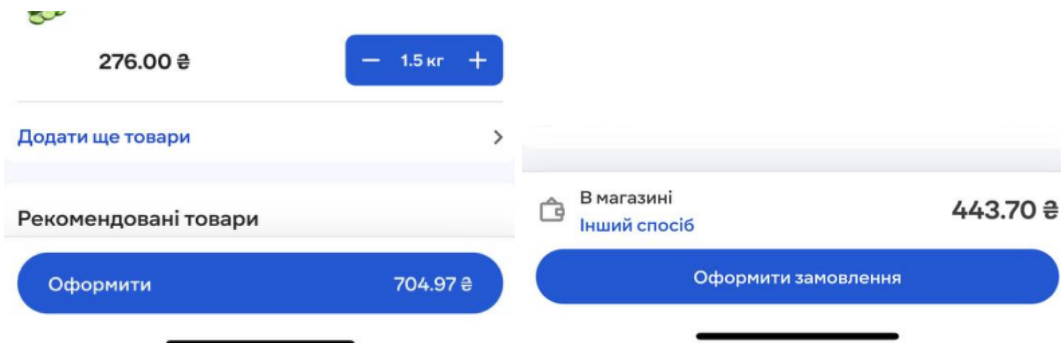


- 30) Add a **notification about changes** to the order - *“Once there was a payment error and the funds were not debited from the card (Apple Pay), but the order was collected and delivered, and the payment method was changed to Payment by card to the courier. It is very good that Silpo did this and did not cancel the order. It is a little inconvenient that there was no notification about this”* (from the survey)
- 31) Add an **explanation of the pickup process** and pickup location + add a visualization (map) of the pickup point - for now the user only receives specific instructions with a viber message from Silpo when notified that the order is ready.  
When the user removes an item from the cart (completely), scrolls down the page a bit, and then undoes this removal action, the item does not return to the product list, although the quantity of items is displayed correctly (with the returned item) and the order amount/details too.  
The problem is solved by exiting the cart and entering it again.  
There is no way to reload the page in the standard way - swiping down.
- 32) Add a **separate page for the cart in the web version** - so far, the web version does not have a full-fledged cart page, only a mini-cart. Although in the mobile version the mini-cart opens almost on the entire screen. And on the PC its width is the same as in the mobile version ( $\frac{1}{3}$  of the screen), and the rest of the screen ( $\frac{2}{3}$  of the screen) is darkened, not blurred and advertising moves on it (if the screen is at the top of the main page) + when opening the cart the product page jumps to the top.

*“...it is important that a panel-style cart is not modal” [1]*

- 33) Add clear **return policy explanation** - for now only a link to the huge formal legal document with rules for online trading
- 34) Change **button labels** for going from cart to form and for placing order - for now, both are mostly the same

*“Use clear button labels...” [1]*



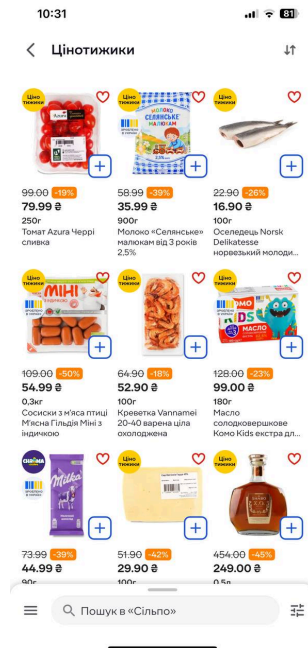
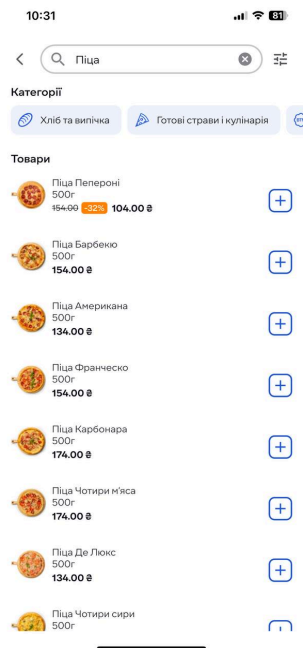
- 35) Set up a **convenient option to insert a card number** - for now in the application, when inserting a Mastercard card number, the entire copied number (16 digits) is inserted into the 4-digit slot - therefore only the first 4 digits are displayed
- + **Standardize the interface** or notify about switching to a page of another system - for now, to enter a card, the user is transferred to a secondary page without Silpo logos

*"Opening a new window with a new design is disruptive. Whenever possible, keep users in the same window and put identifying information around the payment site, such as a company's logo and branding." [1]*

- 36) Add a **button to go to the information section** in case of problems - for now the hotline contact can only be found in the Q&A section which is several clicks far from checkout process pages.

*"Offer a toll-free number..." [1]*

- 37) Add the ability to go to a product from previous orders and, if it is not available, switch from it to similar products or make suggestions for replacement - it is simply not clickable yet (from the survey)
- 38) Add the same products to the product page, but of a different size/volume for quick navigation - for now user has to search for them separately, sometimes it is not clear whether they are in stock in principle
- 39) Add the main allergens to the product page (in the description) - it is possible to create separate categories for the most popular ones (gluten-free, lactose-free...)
- 40) Mark out-of-stock products as "Pending" or "Out of Stock," but show these results in the search results - for now they are not displayed and the user doesn't understand whether they are out of stock or they are simply searching incorrectly
- 41) Add the ability to resize product icons/blocks in search results so you can choose the size of the product image



42) Standardize adding system - for now some weight products display the price per 100g, but have an addition step of 150g or 200g - although they can be added in smaller quantities (100g or even 50g).

## Innovative ideas

- 1) AI generation (or recommendation) of the cart based on the previous orders, “favourite products”.
- 2) AI notification of products on sale or needed products (after enough time to eat them)
- 3) Personalized propositions after small quiz (with AI)))
  - Do you have pets?
  - Are you a vegetarian?
  - How many people do you live with?
  - Do you have kids?
  - What brands do you like or prefer?
- 4) AI chat to order (message or voice) - where you can give all needed info and Ai will find best products for your preferences
  - *I want gluten free white sliced bread for toasts.*
  - Here are a few options
  - *Does this one have a bigger size?*
  - Yes, here \_\_\_\_\_
- 5) AI helper - when you want to get additional information or explanation
  - What is the delivery fee?
  - How many bonuses would I get?
  - Is in (that store) a big size of (this product)?
  - What store is the closest to (this location)?
  - When would be the best time to order delivery?
- 6) Find product by photo
- 7) Give recipes for chosen products in the cart
- 8) Product proposition for the balanced plate - maybe some awards/achievements as part of gamification
- 9) “Challenge” - user sets some challenges for himself and then in the cart there is a button “Check my cart” - and user receives notification if there is a product that should not be there for the challenge or is not there for the challenge (add salad or fruits or water)
- 10) Late hour propositions for cooked goods, with timer to have time to buy it with discount. (on main page?)

## Sources:

[1] P. Laubheimer, “Ecommerce User Experience Vol. 4: Shopping Carts, Checkout and Registration”, Nielsen Norman Group, (2018).

<https://www.nngroup.com/reports/ecommerce-ux-shopping-carts-checkout-registration/>