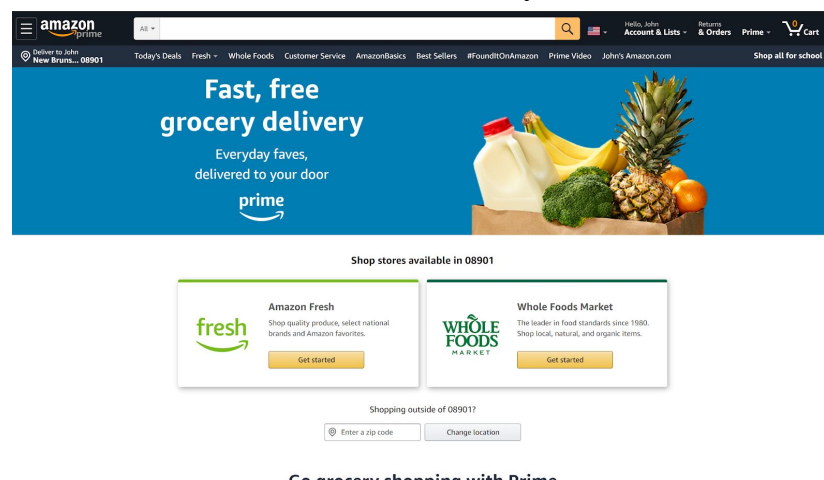


## Conduct Market Analysis

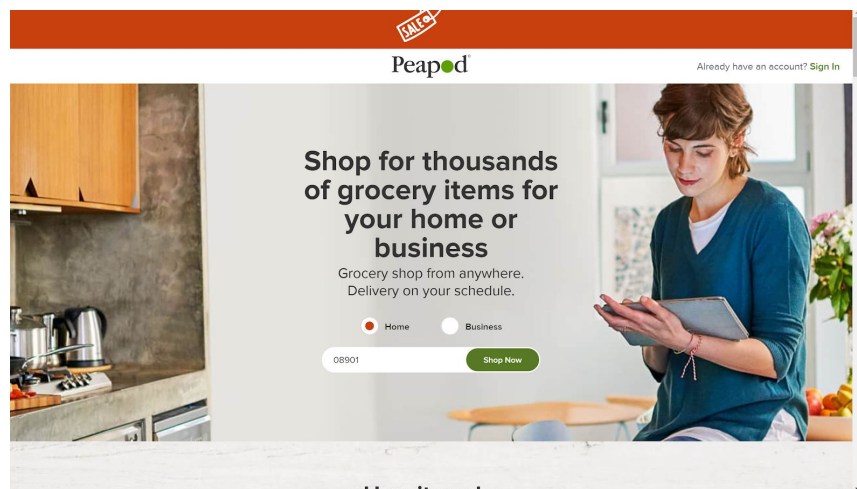
**Purpose:** This assignment aims to analyze three websites that are focused on online grocery shopping. I am looking to see if these sites meet customers' various needs and concerns, focusing on environmental sustainability and issues surrounding COVID-19. Due to the events surrounding this pandemic, everyday shopping for essentials has changed and will continue to change.

### STEP 1: Pick 3 Online Grocery Website

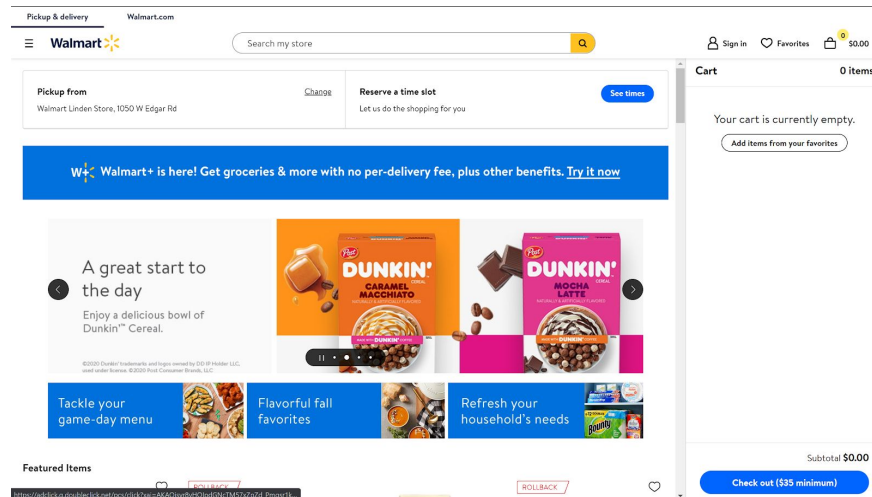
#### AmazonGrocery



#### Peapod



# Walmart Grocery



## Step 2 : Analyze the process

1. My definition of environmental sustainability for online groceries is they are not producing and delivering a ton plastic bags, selling discounted fruit rather than throwing away, easier recycling, and new improved technology to make the process easier.

## Amazon Groceries available features

1. Choice between Amazon Fresh and Whole Foods
2. Alexa Shopping
3. Can make changes to order add/remove/update
4. Scheduled Delivery and pick up
5. COVID precautions and measures listed.
6. Tipping information labeled - all goes to courier
7. Packaging is designed to keep your delivery at the proper temperature \*
8. Categories for discounts, trending, recommended, and food groups
9. Easy to use cart system
10. Linked with Amazon account

## Product Categories



### Household Goods

We are working to increase the sustainable attributes across Amazon-owned Private Brand baby, household cleaning, personal care, and beauty products.



### Food and Grocery

We make it easy for customers to find a range of options like free range, pasture-fed, organic, and fair trade groceries.



### Fashion and Apparel

We partner with suppliers of Amazon-owned Private Brand products to find solutions that promote the use of sustainably-produced fabrics and recycled materials.



### Amazon Devices

We take a scientific approach to understanding the environmental impact of Amazon Devices, completing detailed life-cycle assessments for many of them.

## Peapod Features

1. Climate controlled delivery
2. White glove service
3. Filter by dietary needs
4. Shop organic
5. Discover local brands
6. Professional drivers
7. Share feedback system
8. Partner with local supermarkets ex: Stop and Shop
9. Pod pass subscription service

Peapod<sup>®</sup> by STOP & SHOP

Peapod has partnered with  
Stop & Shop

#### Your local Stop & Shop now offers

- ✓ Delivery & pickup
- ✓ Digital coupons & weekly deals
- ✓ PodPass
- ✓ Recipes, meal ideas, & more

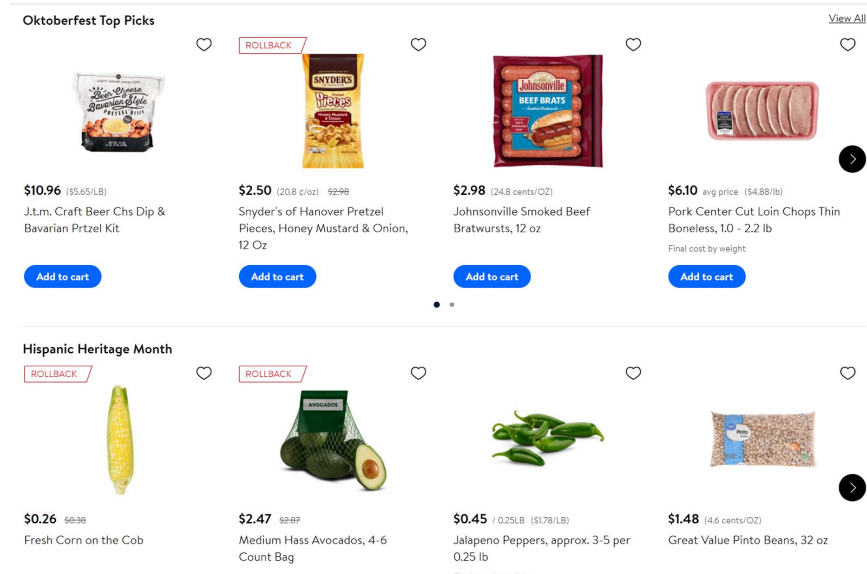
Get Started at Stop & Shop

Enter New Zip Code

Tip: Stop & Shop is what you will use to order your groceries online.

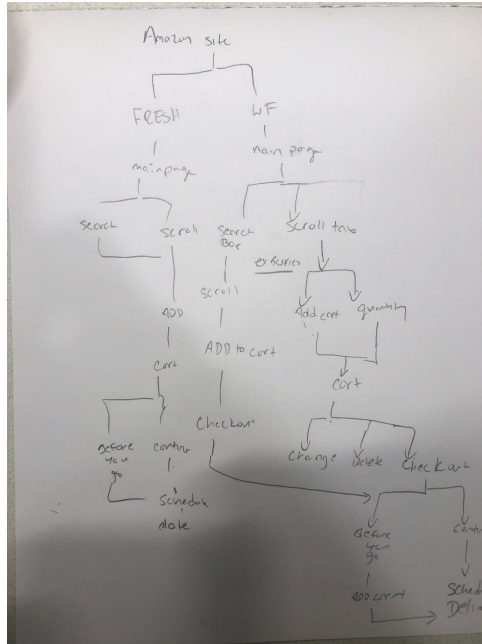
## Walmart Grocery Features

1. Pick up and reserve time slot on homepage
2. Special categories for oktoberfest and spanish heritage month.
3. Favorite food items for future use
4. Cart shows automatically
5. make changes to order add/remove/update in cart
6. Rollback label for fruit and vegetables \*
7. Focused on Great Value brand

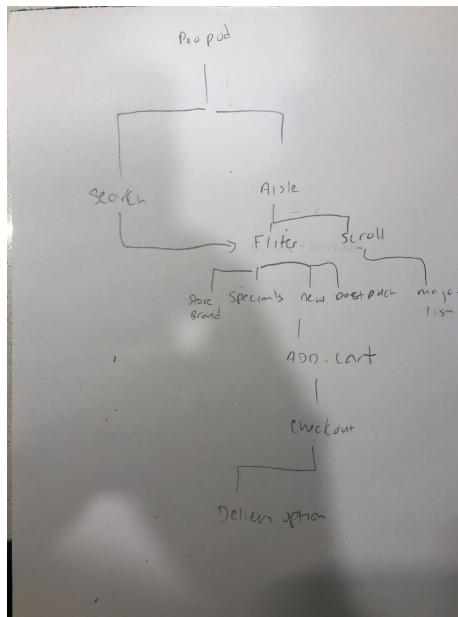


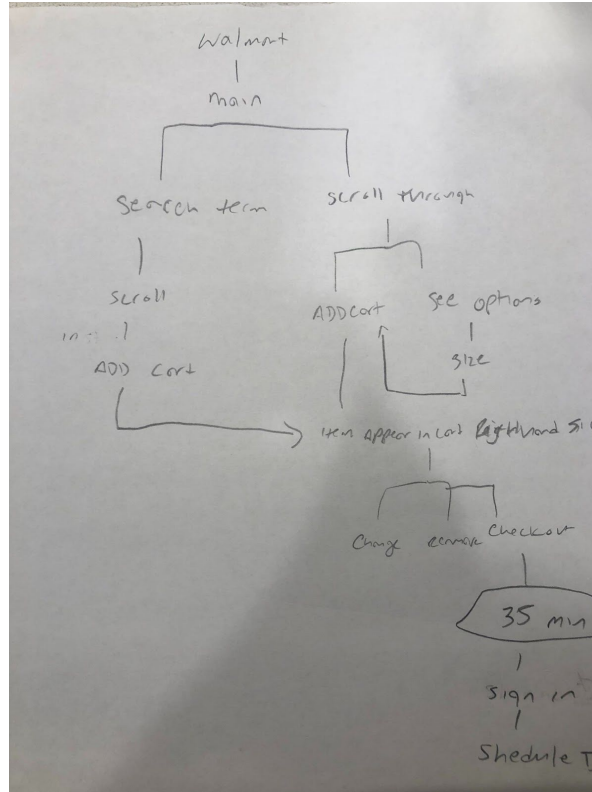
## Steps 2 Order

## Amazon Order Flow



Peapod Order Flow Chart





### Possible breakdowns/usability flaws

Amazon: It was confusing to figure out what to use fresh or whole foods. A lot of the site's benefits revolve around having Prime membership.

Peapod: I live in the apartment complex the Standard in New Brunswick. The Standard has internet included as an amenity, but it seems the IP is banned from Shop and Shop peapod services. I found a work around to see the site, but this is a big flaw. I know of other apartment buildings that are including the internet and if they are blocked they lose out on a lot of customers.

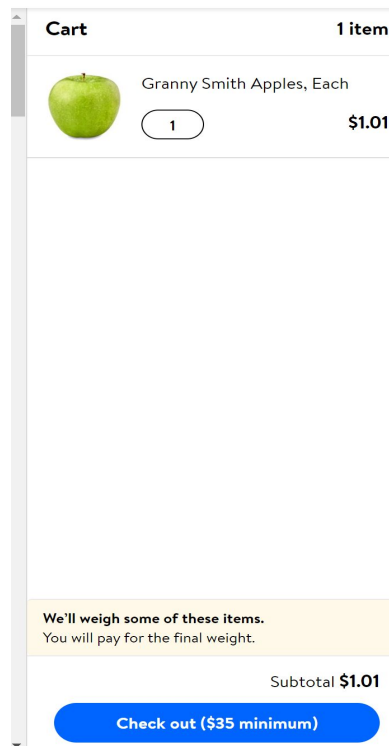


### Security Block in Place

Our security settings have blocked your IP Address  
(172.69.25.78) or country from this site.



Walmart: The biggest issue was the \$35 minimum. If you want a quick delivery of eggs, you do not have that option with this service.



### Considerations about environmental sustainability

All three services talked about COVID-19 precautions, but there was very little environmental sustainability. Amazon had a small page on it that I had to look up in a different google search. This subject does not seem to be a significant focus and only an afterthought for all three. I know Stop and Shop removed the plastic bags, but I do not know if that carries over to Peapod.

### STEP 3 : Summary of your analysis of each system

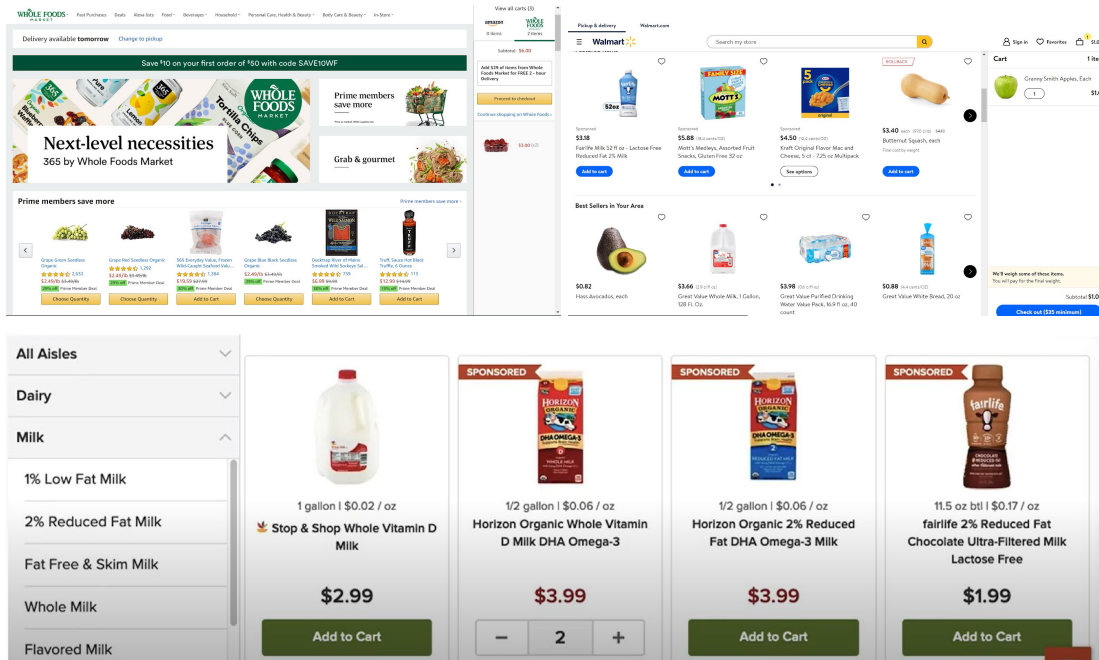
Amazon groceries have been pushing their Whole Foods and Fresh new delivery system. Walmart has upped its game but focuses on pick up from its commercials. Amazon and Walmart are convenient because you do orders outside of groceries too. Also, Amazon and Walmart are household names and brands all over the country. I am not a massive fan that both those sites are so similar, and was disappointed in the lack of different features. I do like these customized virtual aisles to help out with shopping. Walmart seems to do these aisles the best. Amazon offers meal kits and has more diet-friendly products. Still, it can be a disappointing rabbit hole for specific items. I keep my carbs to 50 grams a day, so I need to access all low carbohydrate foods and sometimes keto snacks. None of these sites were friendly for me when searching. Peapod offered and excited me up, but let me down in the end. I liked the food navigation but disliked it being on the left side. I prefer my navigation bars to be more centered on the page

because I find it quicker to navigate. The IP block was a massive killer, and I did confirm with others that it happens with apartment buildings. Also, the Peapod subscription was expensive just for food delivery. Prime comes with a lot of features, so that I can excuse that, but not Peapod.

#### STEP 4 :Compare the systems

Amazon and Walmart were almost identical to each with only color and button design differences. Walmart had more interesting horizontal scroll aisles that catered to some unique categories. Amazon has access to overall more products it seems, or Walmart is trying to push the Great Value product forward. Walmart appears to target better deals and Amazon on quality to many of the items. Peapod has this vertical aisle for navigation and a cleaner filter system in the navigation. Unfortunately for me, it was the most difficult to access due to the IP issue.

#### Aisle Comparison Images



#### Online Grocery Features Chart



| Online Grocery Features Comparison                                       |                                       |        |         |        |
|--|---------------------------------------|--------|---------|--------|
|  |                                       | Amazon | Walmart | Peapod |
| <div> <div>Legend</div> <div> <div>yes</div> <div>no</div> </div> </div> | Choice between suppliers              |        |         |        |
|  | Smart AI Assistant                    |        |         |        |
|  | COVID Precautions                     |        |         |        |
|  | Easy to use Cart                      |        |         |        |
|  | Unique Virtual Aisles                 |        |         |        |
|  | Tip drivers (full tip goes to driver) |        |         |        |
|  | Climate Controlled Delivery           |        |         |        |
|  | Roll back sales                       |        |         |        |
|  | Favorite Food                         |        |         |        |