Individual Assignment – Mobile Experience

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Mobile Fundamentals

MBL/400

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For this assignment, I have chosen an app developed for managing grocery lists that has expanded into something akin to an online shopping app. Kroger, a major grocery store retailer published the app in 2015, and I have been using it for about a year now. Earlier this year, Kroger launched a new service called ‘Click-List’ that allows users of their app to generate a shopping list made of products from their store, have someone from the store collect all of the items on that list, and have them deliver those groceries to your car - curbside. While I haven’t personally tried this service, the thought of having someone else do your grocery shopping for you certainly seems convenient for those with busy schedules.

This app’s user interface is markedly simple. It has a search bar running along the top of the screen, and it has five tabs running along the bottom of the screen, which are: Home, Weekly Ads, Coupons, Lists, and More. The Home tab includes ads for their digital coupons, a section that shows items I have purchased recently that are on sale, and a section that encourages me to start a shopping list, which displays some of my most purchased items. The weekly ads section includes a digital version of their weekly ads pamphlet, which changes based on which Kroger store you frequent. The Coupons tab allows you to look at their current sales and even add those coupons to your Kroger shopper card, so that you don’t need to print them out and scan them at the register. The Lists tab lets you manage your shopping lists, add items to those lists, checkmark items once you’ve grabbed them, and even sort the list by aisle so that you don’t forget anything as you shop. Finally, the More tab includes a variety of miscellaneous functions such as information about their other retailers, an FAQ section, account settings, and information on how to contact customer service. I would recommend removing the functions of the Home tab, and make the lists tab your Home tab. The app’s main function is to help generate and sort grocery lists, and to have the lists be the third tab on the app removes from the functionality of the app, and adds unnecessary clutter.

The app’s main function is to help users create and sort grocery lists and to display their current promotions and offers. To this end, I think the app has a lot going for it. It uses past transaction history to recommend products and show off sales that the user might be interested in, and you can use their history functions to quickly create lists from stuff you’ve bought in the past. The Weekly Ads section also works really well, because it displays their current sales in both print form and list form. One of the most common issues I encounter when grocery shopping is forgetting about items that we are out of. If they could add a function that helps you check your pantry for a list of essentials that you assign before you leave for the store, it would really help alleviate a common issue that grocery shoppers encounter.

This app is easy to use. All of its main functions are clearly defined and available on the navigation bar at the bottom. The search function includes an auto-search feature that looks for products while you type in the name of the product, meaning you often don’t need to type the whole word to find it. I do not have any critiques for this portion of the assignment.

This app is well designed with regards to aesthetics. The background colors are white, while the navigation and search bars are Kroger blue. Products have large descriptive images and clicking on these images leads you to a product page that gives you more information. Weekly ads are displayed in both print and list forms, which makes searching for deals appealing to the eye. Finally, each function is associated with an icon that clearly defines what each function is meant to do. I would not change anything about how this app functions aesthetically.

This app does not use push notifications, but I think there are many ways that they could incorporate this functionality. I would recommend that they add push notifications for special sales the user might be interested in. They could also use these notifications to talk about their free Friday promotions, where they give away a free promoted product. The app also does not have any integration for social media platforms, and while I think they could also those platforms to reach more customers, I think it would be difficult for them to get people to post about their grocery store online.

* Availability of push notifications
* Integration with social media; such as Twitter, Facebook, and so on