

Design Concepts

Issues

In the landing page

- ▼ No clear CTA to navigate to shopping page



- ▼ COVID-19 notice not prioritized over animated banner images advertising products

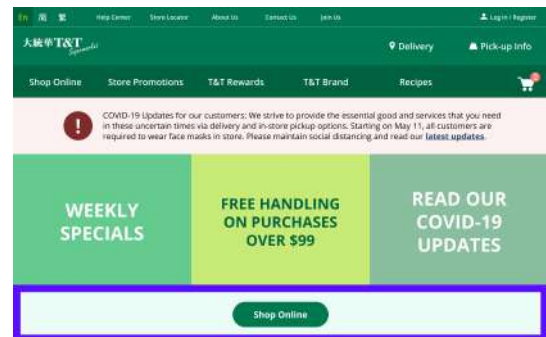


- ▼ Unclear categorization of which items are deliverable or pick-up only, due to copy

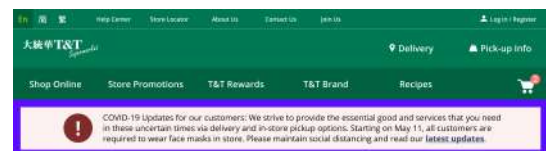
Ideas for Improvement

In the landing page

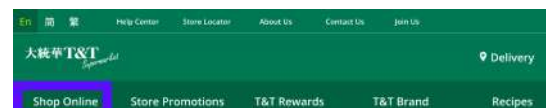
- ▼ Create a CTA for going directly to shopping in a prominent place above the fold

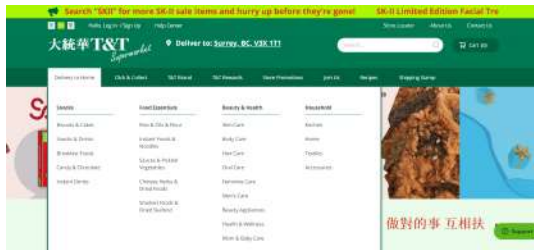


- ▼ Reposition the current COVID-19 notice and style it consistently with the rest of the landing page to call attention to it

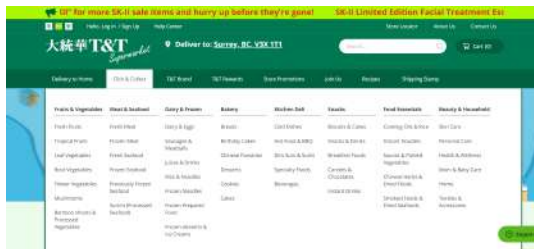


- ▼ Make "pick-up" and "deliver" sub-categories of one general shopping page, change copy on navbar

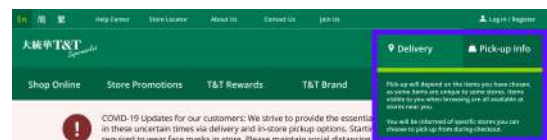
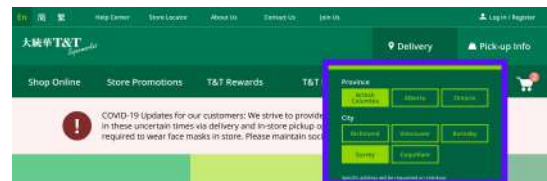




- ▼ Add a notice for how delivery items work, tell user they will be asked to choose their pickup location. The choice will depend on factors such as store availability, their location, address they have input, etc



- ▼ No indication of pick-up store location on navbar or how it works if the user wants to select multiple pickup locations.

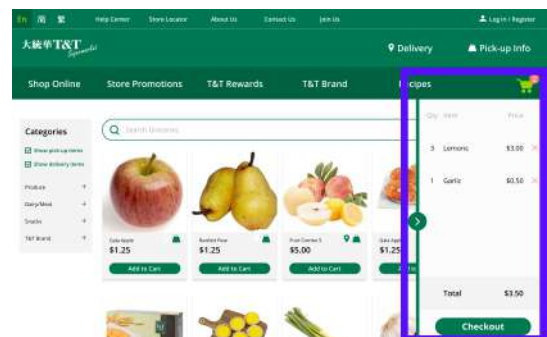


In the shopping page

- ▼ Create a panel that provides a quick view of shopping cart

In the shopping page

- ▼ Unable to quickly view shopping cart items without leaving the shopping page

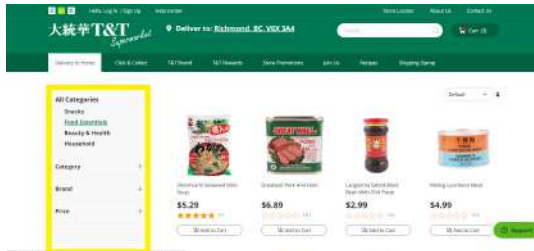


- ▼ In the panel mentioned above, add functionality to remove item

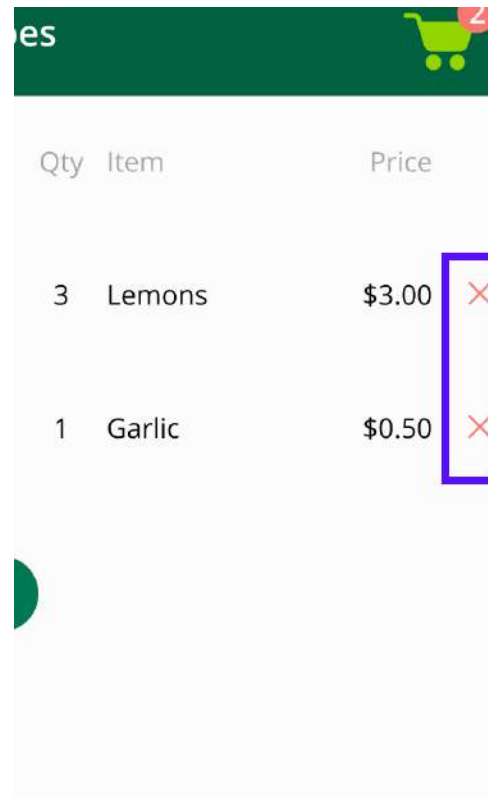
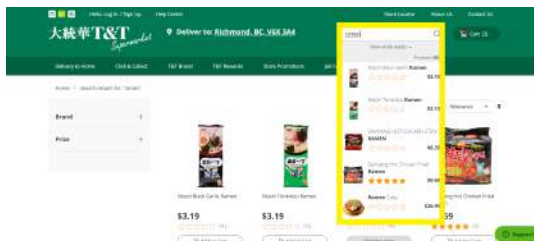
- ▼ Unable to remove shopping cart items without leaving the shopping page

See image in toggle item above. Fun fact: It is also not possible to remove items on the checkout page.

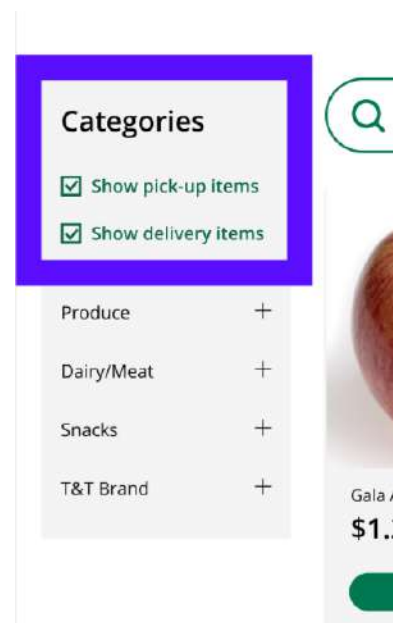
- ▼ Categorization for Delivery for Home items unclear with unnecessary filters (brand, price)



- ▼ Search bar position makes it unclear if its function is to filter shopping items. Placeholder copy is also unclear on the search scope



- ▼ Change categories section to accommodate pick-up only and delivery items being unified into one page



▼ Reposition search bar inside the page to clarify that it is used for searching shopping items. Change placeholder copy to specify the search scope

