



The Future of Online Grocery Shopping



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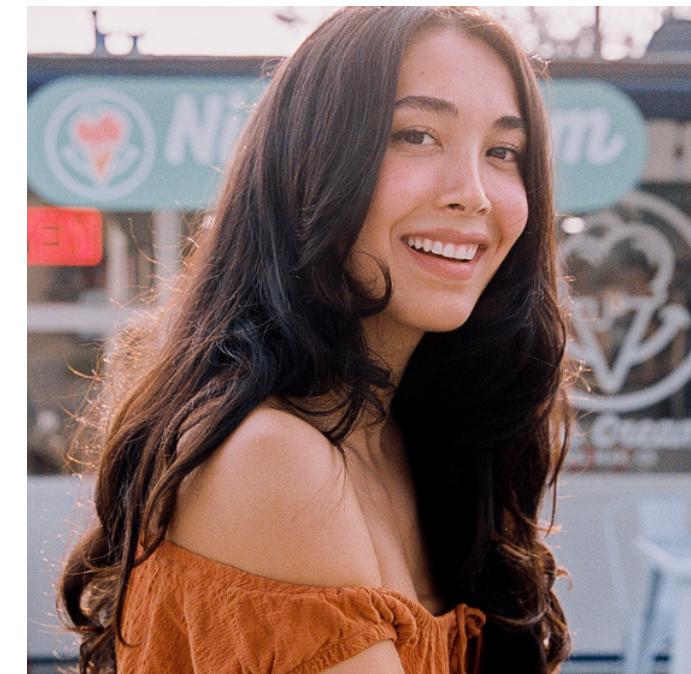


Justin Luangrath

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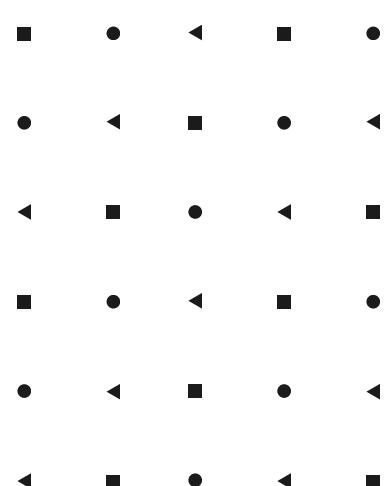
Ariana Zarei



Justin Ng

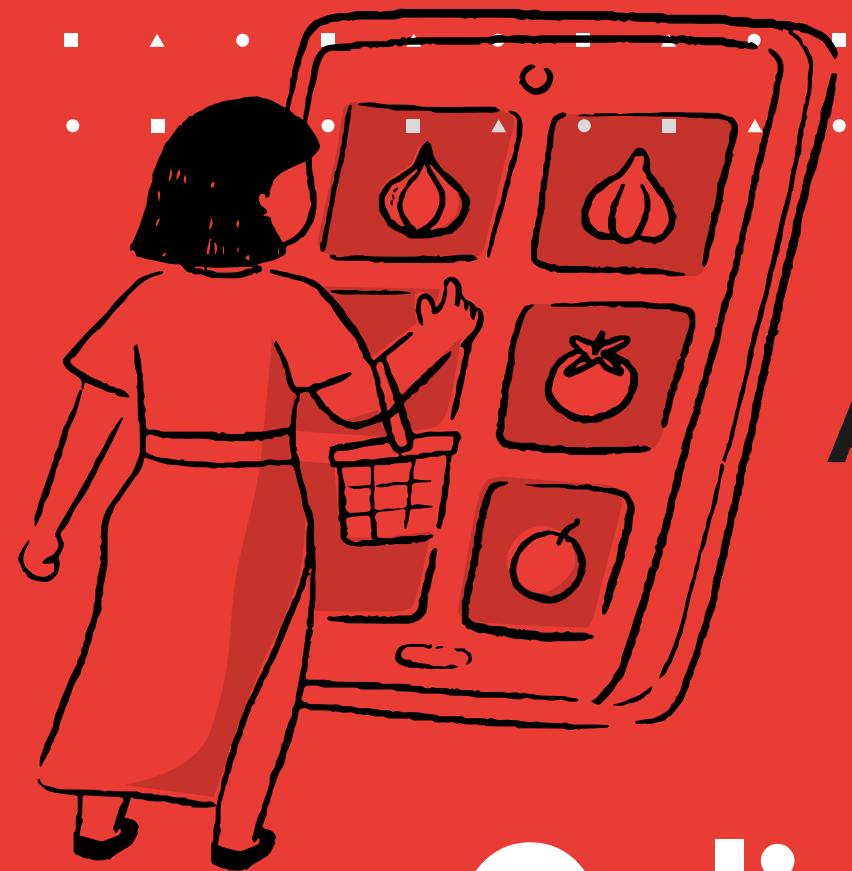


Meet the Team



Welcome!

Let's get you started.



A Powered by Data Approach

Understanding Online Grocery Shopping



THE STATE OF ONLINE GROCERY SHOPPING

23.1%



**Of Surveyed Canadians in 2021 Plan to
Keep Buying Groceries Online.**

Competition will grow to fill this demand.

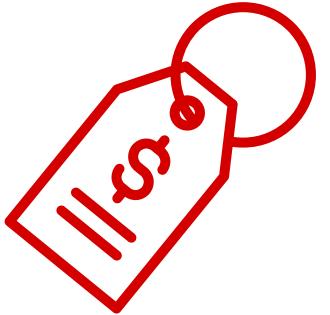


A Customer at the Centre Approach

Understanding Current Customer Concerns



CONCERNS ON FOOD PRICING



Canadian Food Inflation Rate at

11%

Near the End of 2022.

Statistics Canada, 2022



THE PRICE CUSTOMERS HAVE TO PAY

7.1%

**Of Surveyed Canadians were
Skipping Meals in 2022.**

23.6%

**Of Surveyed Canadians Reduced
the Amount of Food They Bought.**



FOOD INSECURITY AND INCLUSION

Approximately **70 percent** of Inuit homes in Nunavut are food insecure

70%

In 2021, Canada dropped to **24th**, according to the Global Food Security Index

24th

According to Food Banks Canada, **one third** of people accessing food banks were children

1/3

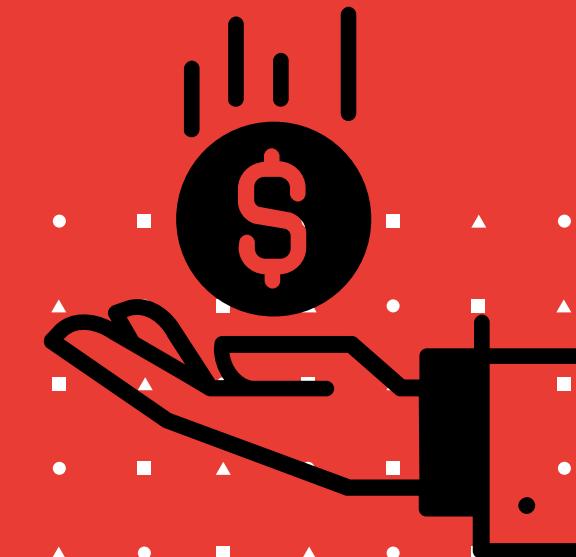
**Many Canadians are making sacrifices
to combat increases in food prices.**

**We should make it a priority to help
customers save on groceries.**



A Customer at the Centre Approach

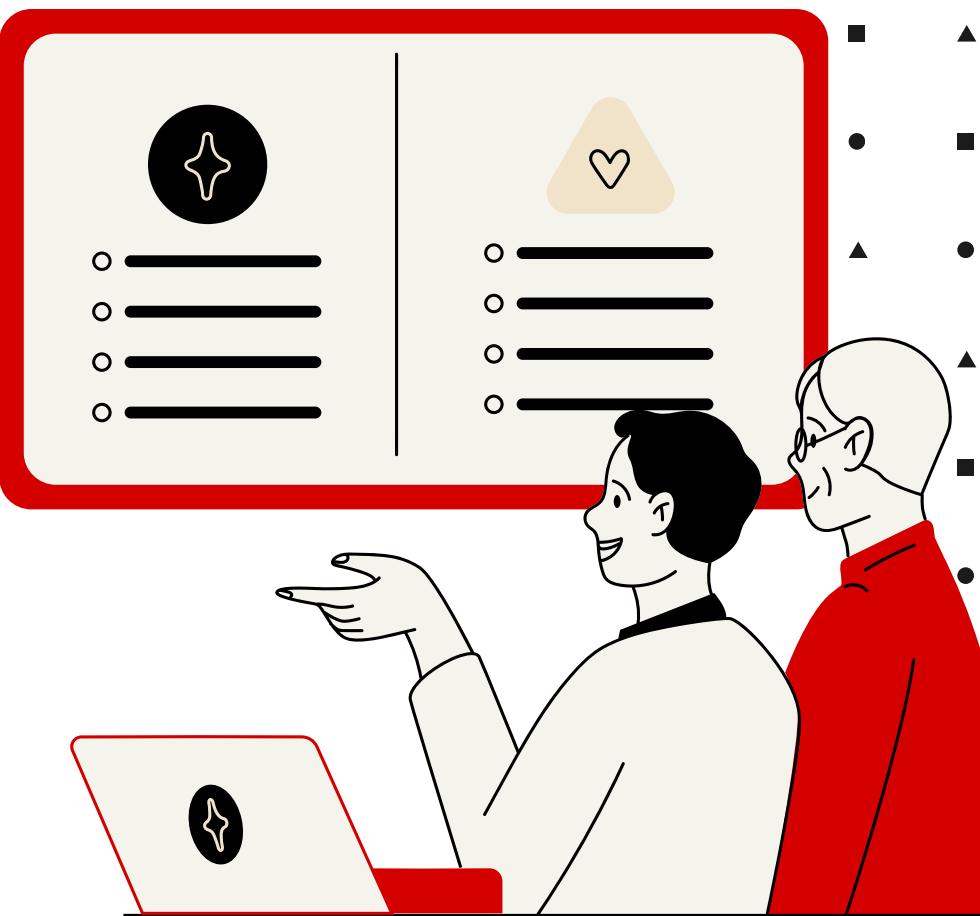
Make saving on groceries a priority.



Current State

With the growth forecasted for online grocery shopping, more competitors will emerge.

There are no easy ways for customers to compare pricing between multiple online grocery options on the Loblaws Marketplace.



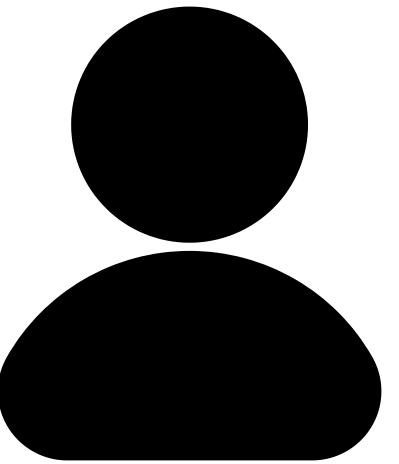
THE SOLUTION

**Ease customer concerns on
Grocery Costs,
by enabling
Fast Price Comparisons
with competitors.**



UX Design Process

Proto Persona



In order to focus in on our target user needs in regards to our solution, we have created a "proto persona" to further understand our users pain points, motivations and behaviors.

Proto Persona



Leila, 35
Mother of two

Bio

Leila is a 35-year-old mother of two. She immigrated from Turkey to Canada as a late teen and has found purpose and joy in motherhood. She has recently been laid off, and is a single mom living off of previous savings. Her two boys are her world, and ensuring that there is consistent food on the table to nourish them is number one priority.



Frustrations

- She has to walk to the nearest grocery store which is far
- She doesn't have time to check all grocery stores and price compare
- **She doesn't know which grocery store will give her the best price for her food**

Goals + Needs

- She wants to always have a stocked fridge and pantry for her sons
- She wants to quickly be able to buy groceries as a busy single parent
- **She wants to ensure that she gets the best price for her groceries**

Hi-Fi Wireframes

This wireframe shows the original layout of the Loblaws grocery website. At the top, there's a navigation bar with links for GROCERY, MY SHOP, SERVICES, and FLYERS & DEALS. Below the navigation is a large, vibrant image of various fruits like figs, blueberries, and cherries. Underneath the image, the breadcrumb trail reads "Home < Groceries < Fruits and Vegetables". A row of category buttons includes FRESH FRUITS, VEGETABLES, HERBS, DRIED FRUITS + NUTS, and FRESH JUICE + SMOOTHIES. Another row includes FRESH CUT FRUITS + VEGETABLES and PACKAGED SALAD + DRESSING. Below these are sorting and filtering options: "Sort by Relevance" and "Filter by Fruit Type". The main content area displays a grid of fruit items with their names, LoBlaws prices, competitor price links, and "Add to Cart" buttons. The items shown are Green Apples, Bananas, Peaches, Blueberries, Pear, Grapefruit, Pineapple, Cranberries, and Yellow Grapes. A "View More" button is located at the bottom of the grid.

This wireframe illustrates a redesign of the information architecture. The layout is simplified, featuring a large, prominent image of the same variety of fruits as the original. The breadcrumb trail "Home < Groceries < Fruits and Vegetables" is present. The top navigation bar remains the same. Below the image, the category buttons are rearranged into two rows: FRESH FRUITS, VEGETABLES, HERBS, DRIED FRUITS + NUTS, and FRESH JUICE + SMOOTHIES in the top row, and FRESH CUT FRUITS + VEGETABLES, PACKAGED SALAD + DRESSING in the bottom row. The sorting and filtering options ("Sort by Relevance" and "Filter by Fruit Type") are also present. The main content area shows a grid of fruit items with their names, LoBlaws prices, competitor price links, and "Add to Cart" buttons. The items shown are Green Apples, Bananas, and Peaches. The "View More" button is no longer present.

**Slight redesign of
information
architecture to increase
simplicity.**

Figma File:
<https://www.figma.com/file/xAky2bsZoEQzf1rZhVuVHP/Industry-Project?node-id=0%3A1&t=LfkKbWI6aAzFFNW6-1>

New Feature

Green Apples

LoBlaws Price: \$1.38 ea \$6.59/kg \$2.99/lb

Safeway's Price: \$1.38 ea \$6.59/kg \$2.99/lb

NoFrill's Price: \$1.38 ea \$6.59/kg \$2.99/lb

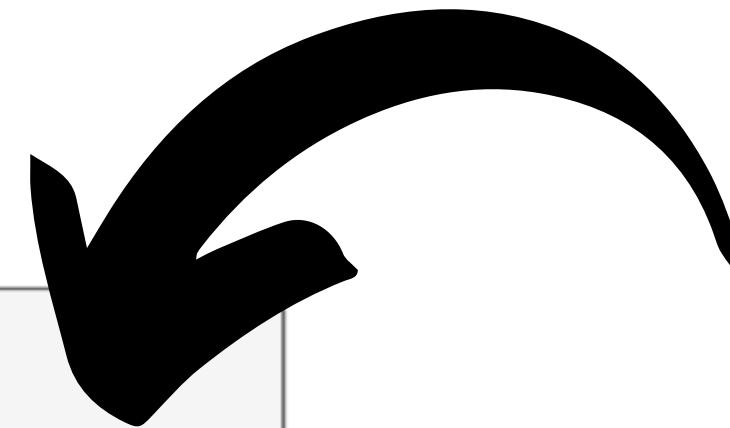
Bananas



LoBlaws Price: \$2.00 ea \$7.00/kg \$3.00/lb

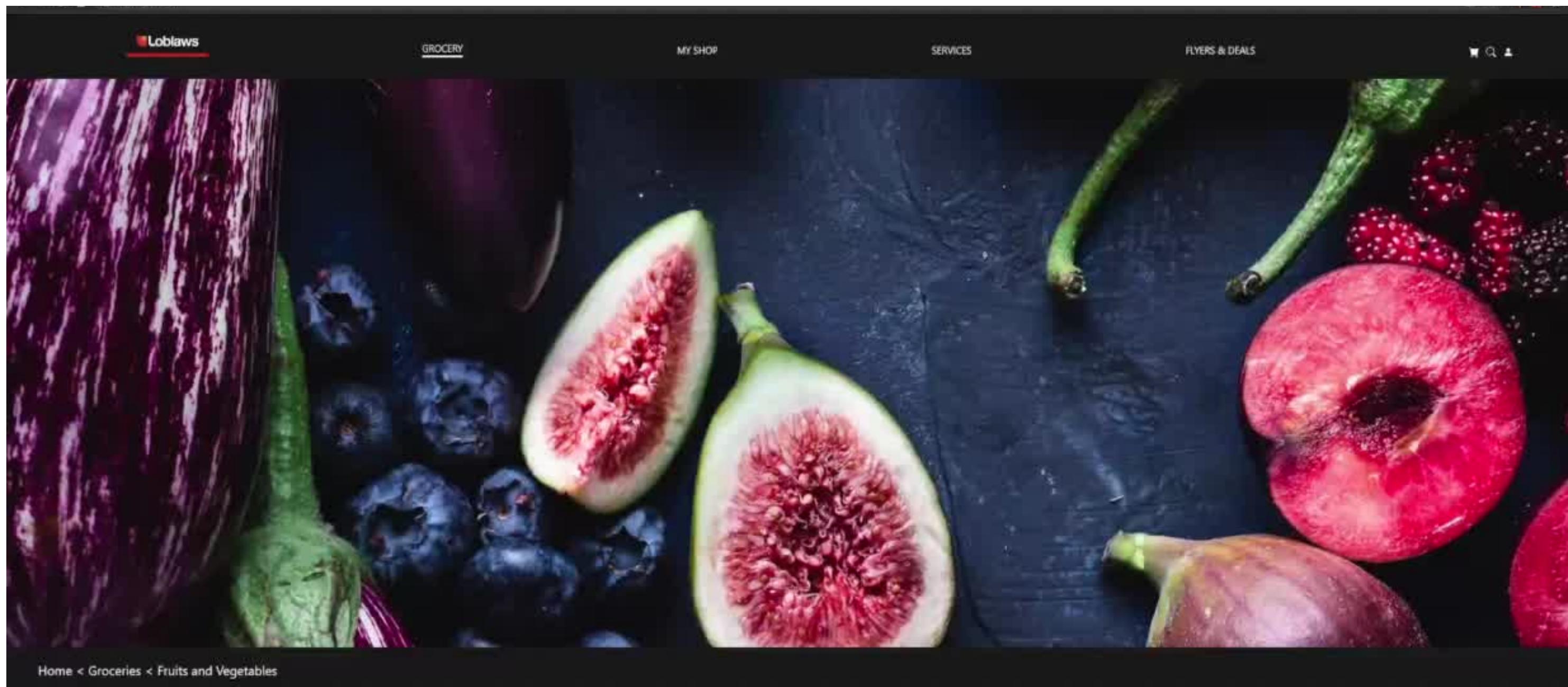
[View Competitors Price](#)

[Add to Cart](#)



Adding a price comparison modal feature can help our customers quickly compare prices to our competitors so they feel confident in their decision in buying from LoBlaws.

THE DEMO



FRESH FRUITS

VEGETABLES

HERBS

DRIED FRUITS + NUTS

FRESH JUICE + SMOOTHIES

FRESH CUT FRUITS + VEGETABLES

PACKAGED SALAD + DRESSING

Sort by

Relevance ▾

Filter by

Fruit Type ▾

Green Apples

Bananas

Peaches

A Customer at the Centre Approach

Make saving on groceries a priority.
Thank You

