

# Creative Brief

Client


Greenleaf Grocers

Your role

UX Designer



# Context

GreenLeaf Grocers is an eco-friendly supermarket chain struggling to attract and retain younger, tech-savvy customers (ages 25-40) interested in sustainable shopping. Their [existing website](#)  is outdated, not mobile-responsive, and offers very limited functionality.

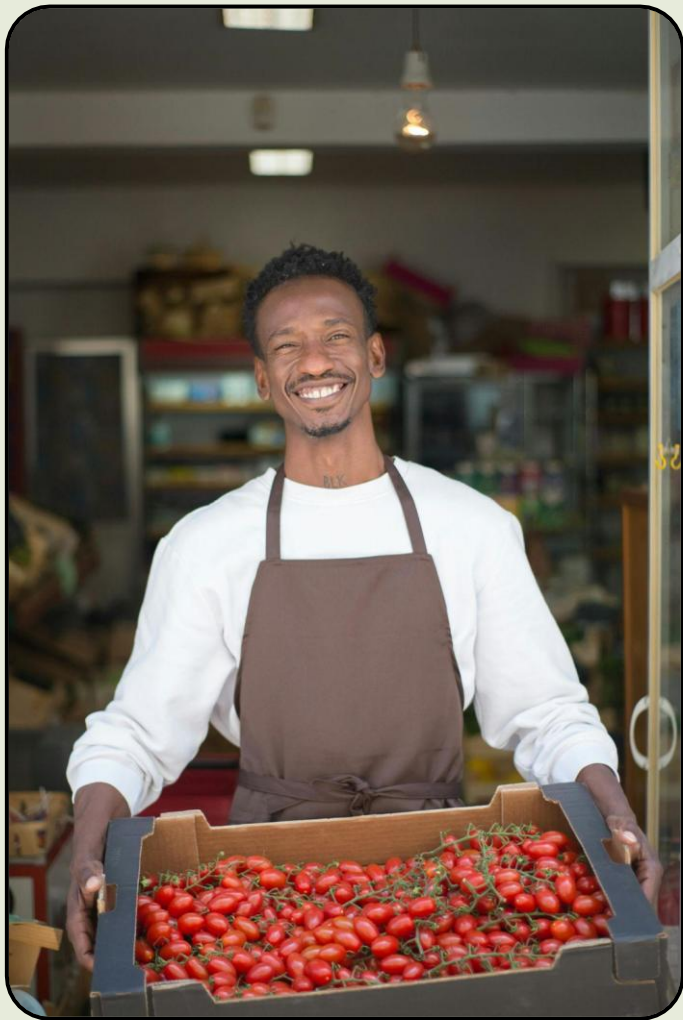
As a result, the business feels it's losing potential customers to larger chain supermarkets with more advanced digital platforms.



Note from Coursera

Check out their website to understand the starting point we're working from.





# Greenleaf Grocers' goals

We've also summarized our client's objectives:

1. **Build a website:** The business wants to create a website that will enable them to engage and retain their customers with more robust services.
2. **Elevate sustainability:** They hope to elevate their sustainability initiatives and the eco-friendly aspects of their products.
3. **Establish a loyalty program:** In addition, they hope to increase customer retention and frequency by establishing a loyalty system to track points or rewards.



# Our goal

As the client's UX design team, our goal is to:

Design a new mobile app to help Greenleaf Grocers expand their audience and develop a more loyal customer base, all while staying true to their mission.

This mobile app should address the specific pain points we've heard from customers and help them build new behaviors to keep them engaged.



Greenleaf Grocers

# Current experience

- Desktop-only experience, not mobile responsive
- Search at the top of the screen:
  - Must know exact product name, brand, or SKU
- Product pages:
  - Price and sale price
    - Current price not always matched with in-person prices
  - Name of brand
  - Name of product
  - Product description with highlighted keywords
  - Add to shopping list
    - Only retains the information on the same session
- Shopping list page
  - Can export as a list
- Weekly Flier
  - E-magazine of the in-store flier, no tappability or connection to the online catalog
- Promotions
  - In-store loyalty program: Punch card, you get a punch when you meet a \$50 shopping minimum, and after 10 punches you get \$10 off.

Greenleaf Grocers

# Customer insights



Note from Coursera

Use these insights to generate ideas for new features that align with existing behaviors, or could help your client establish new ones!

# Customer demographics

## Younger with varied family structures

Greenleaf Grocers is targeting younger, primarily urban customers aged 25-40.

Their family structures are varied across the board, but tend to skew single or married with children:

- **Single: 30%**
- **Married, no children: 25%**
- **Married, with children: 35%**
- **Single parents: 10%**

## Smaller shopping cart on a high-frequency basis

Customers tend to have an average spend (per trip) of \$40-80.

Revisitation tends to skew more frequent, likely because the grocery chain tends to be placed in places with more foot traffic:

- **Once a week: 50%**
- **Twice a week: 30%**
- **Every two weeks: 15%**
- **Monthly: 5%**



# Customer demographics

## [Dietary preferences]

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## [Product preferences]

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# Customer demographics

## [Sustainability preferences]

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# Customer pain points and opportunities

We spoke with customers and summarized their most critical issues:

1. **Not built for mobile:** Customers told us the current web experience doesn't work on their mobile phones.
2. **Limited product info:** When they are able to navigate to the right products, the information feels too limited—especially related to sourcing and environmental impact.
3. **Desire for ordering and delivery:** Customers expressed desire for more convenient ways of shopping, like online ordering and delivery.
4. **Shopping insights:**
  - a. Customers wanted to track their purchase history to better understand their shopping habits.
  - b. In addition, customers wanted to understand how their choices contribute to sustainability

# Select quotes from research interviews

"I'd definitely like to learn if my shopping choices are having a positive or negative environmental impact."

Female, working mom, 38 years old

"I love the idea of package-free shopping, but it's so time-consuming to prepare all the containers."

Male, healthcare worker, 28 years old

"I usually end up shopping more at [competitor chain] because they do delivery, and I end up getting a loyalty bonus the more I shop there."

Male, barista, 33 years old

"I really want to support local farmers, but it's hard to know which products are truly local, and how much impact that has."

Non-binary, non-profit manager, 40 years old

Greenleaf Grocers

# Brand Design and Style Guide



Note from Coursera

The info in this section  
will help shape your  
visual and content design  
choices across your app.

## Section 1

# Brand story and values



## Brand story and values

### **Greenleaf Grocers mission statement**

Make sustainable, eco-friendly grocery shopping accessible, simple, and enjoyable to create a world where every household can easily make the environmentally-conscious shopping choice.

## Brand story and values

# Core values

1. **Sustainability:** We prioritize eco-friendly products and practices in everything we do.
2. **Community:** We support local producers and foster a sense of belonging among our customers.
3. **Health:** We promote wholesome, nutritious foods for the wellbeing of our customers and the planet.
4. **Innovation:** We continuously seek new ways to make sustainable shopping more convenient and engaging.
5. **Transparency:** We provide clear information about our products' origins and environmental impact.

## Brand story and values

# Brand persona/voice

### Friendly and approachable

We believe sustainability is, and should be for everyone, and we want to help lower the barrier to entry.

### Knowledgeable and trustworthy

We are proud to share our expert knowledge around sustainability, and everything we do or say is rooted in this foundation.

### Fresh and modern

Our products and brand are never stale, and always on the cutting edge.

## Section 2

# Visual identity



Note from Coursera

Most of these assets will be available in the project files [NEED LINK], but you can download fonts and other assets in the resources folder.

## Visual identity

# Logo



Full-width logo



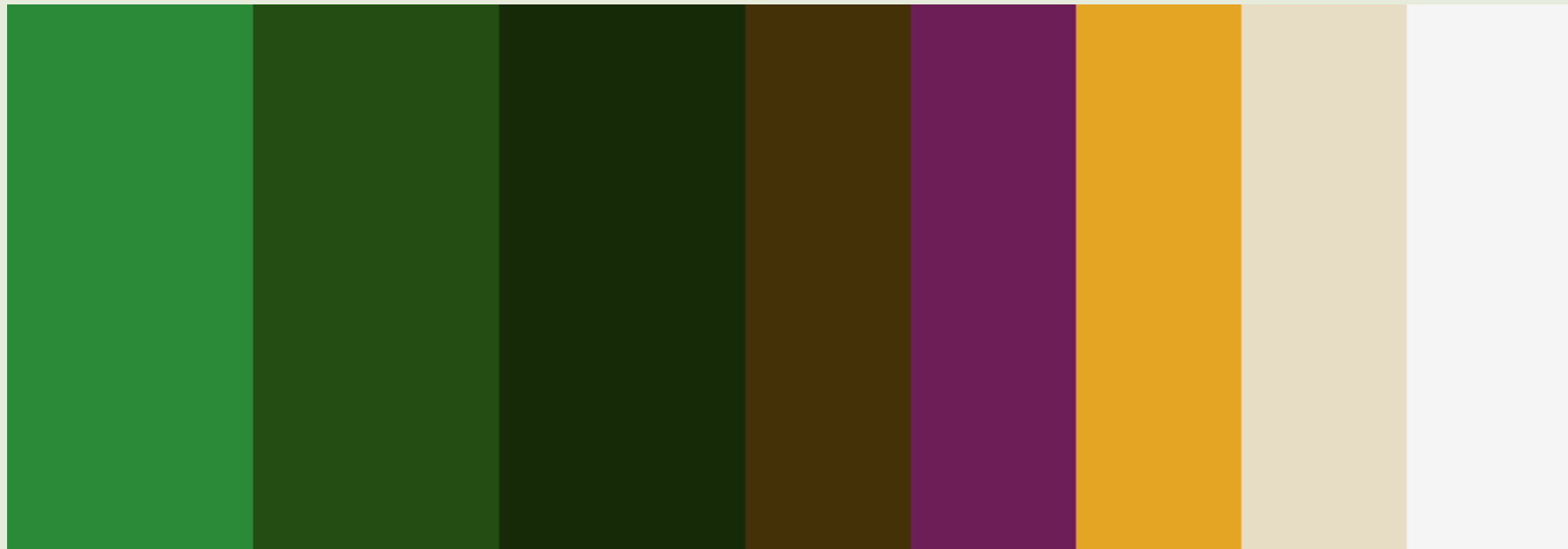
Condensed logo



Icon only

## Visual identity

# Colors



**Bright  
green**  
#2B8A38

**Mature  
green**  
#244D14

**Deep green**  
#162A08

**Earth**  
#443107

**Eggplant**  
#6E1E56

**Marigold**  
#E5A524

**Sand**  
#E7DCC4

**Light  
gray**  
#F5F5F5



Visual identity

# Typography

Fustat Family

Our mission is to make sustainable, eco-friendly grocery shopping accessible, simple, and enjoyable so that we can create a world where every

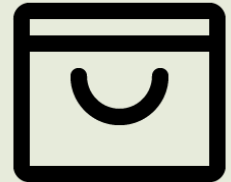
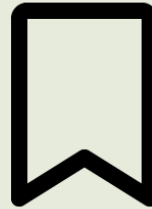
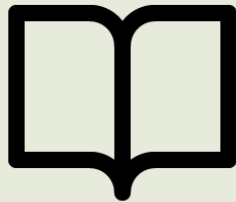
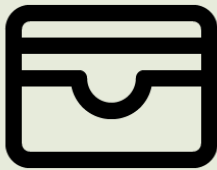
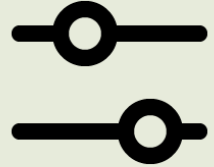
DM Mono Family

household can easily make environmentally-conscious shopping choices.

## Visual identity

# Iconography

These are a small sample of the icon pack from your resources folder



**Thank you!**