



KONCEPT CREW

CREATING THINGS THAT MATTER

Introducing



EasyCarts

Making lives easier



Service Always Matters

Positioning Statement

For working professionals and students across America who shop at Walmart on a weekly basis, Walmart Plus offers a recurring order option on pre-saved carts that make shopping for daily essentials more convenient and time saving



Vision

To become the worldwide leader in consumer shopping.

Mission

To make shopping easy, affordable and convenient so that everyone can live better.



Product Highlights



- **Walmart EasyCarts would further simplify the shopping experience for Walmart Plus users.**
- **The Primary purpose of this feature is to automate daily grocery ordering via the Walmart app.**

Customer Profile



Working Professional



Pain Points

- Runs out of grocery.
- Schedule grocery trips in the middle of the week.

Customer Profile



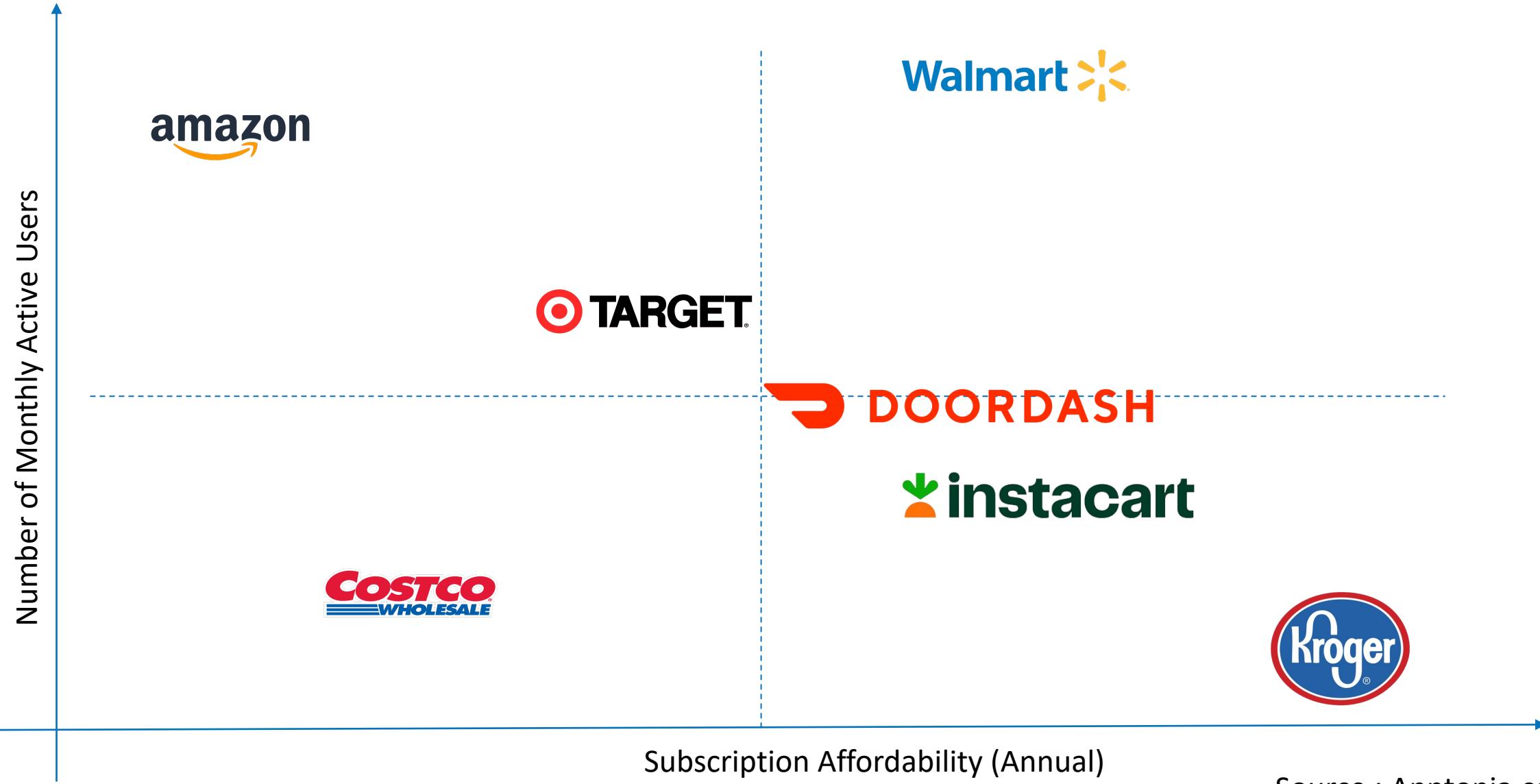
Student



Pain Points

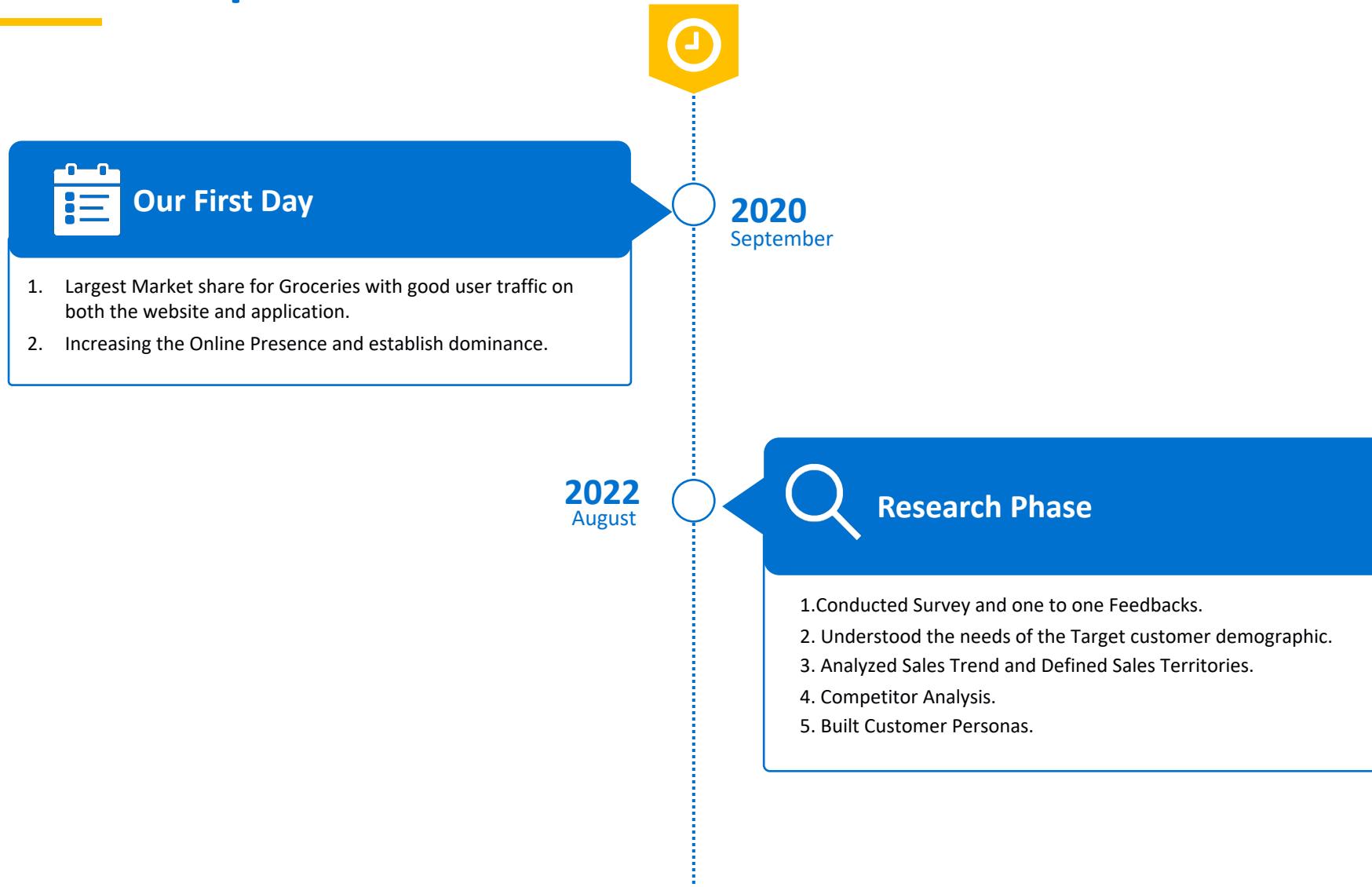
- Unpredictable schedules for grocery shopping.
- Perishable nature of bulk buys.

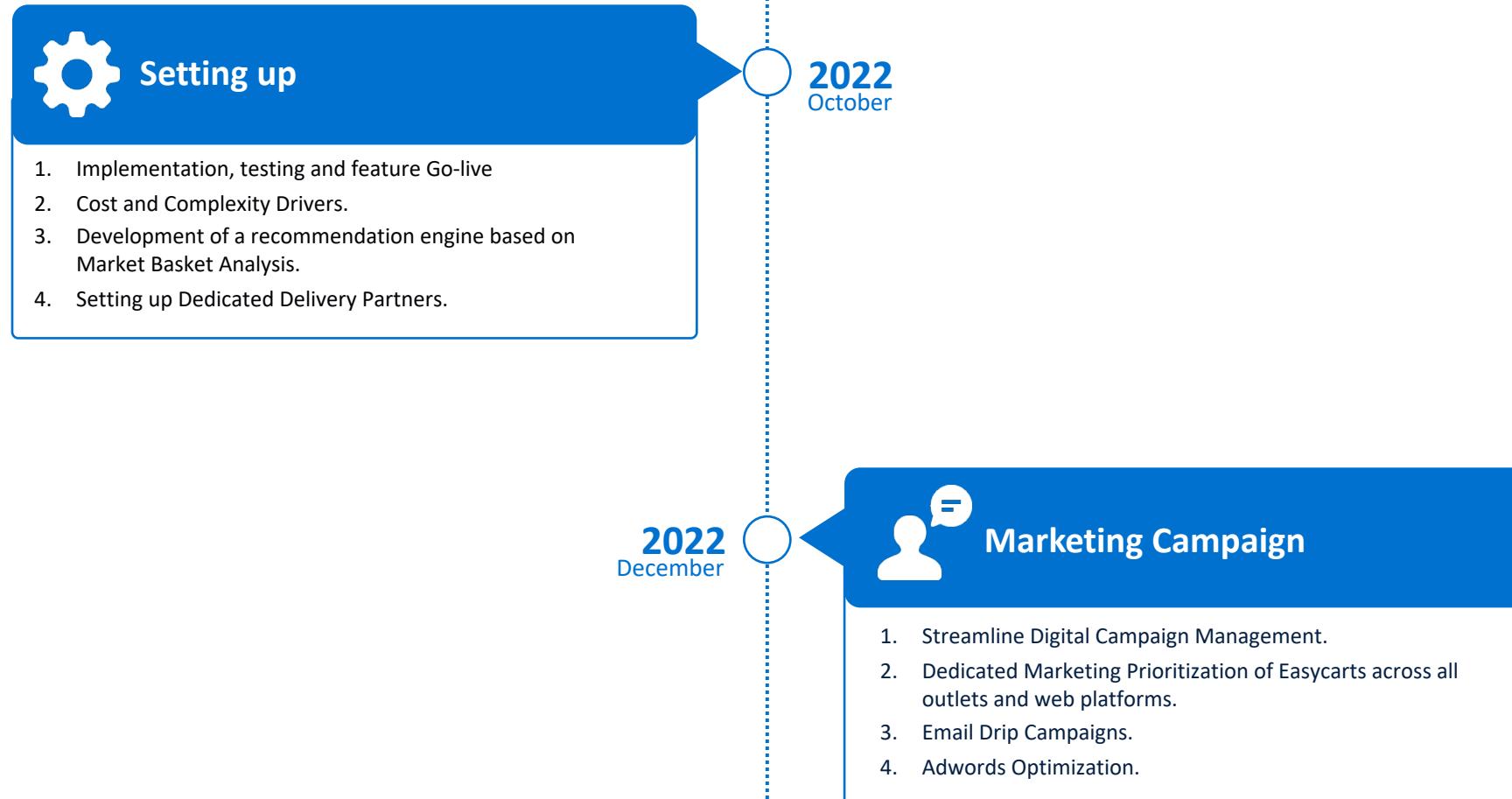
Product Positioning

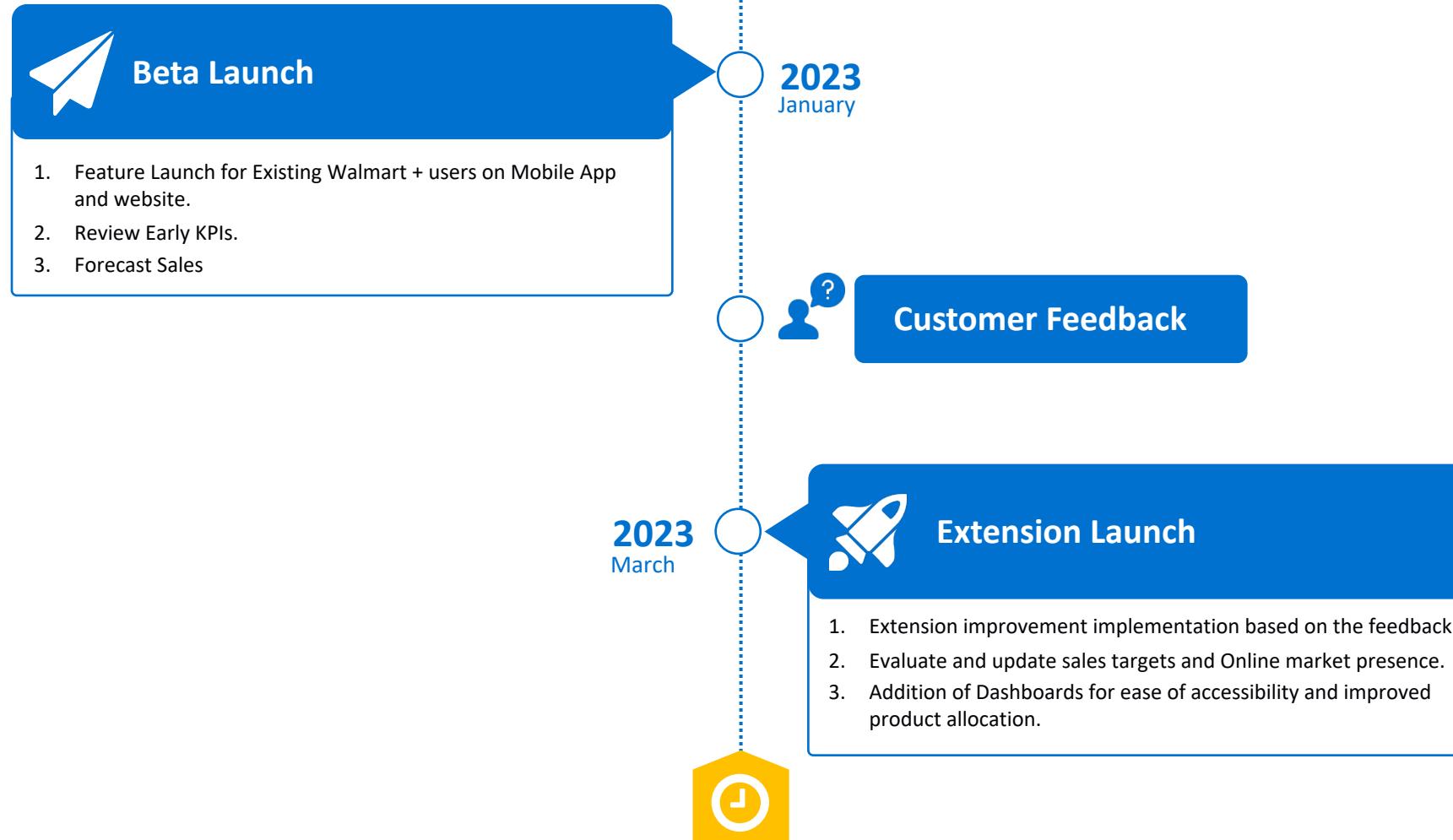




Product Roadmap









UX IMPROVEMENTS



Item Page

fairlife



fairlife 2% Reduced Fat Ultra-Filtered Milk,
Lactose Free, 52 fl oz

\$3.98

★★★★★ (4.5) 2,187 reviews

Prices may vary online, in stores, and in-app ⓘ

Best seller Popular pick for "fairlife milk"



52oz



Pickup, today at Flint Supercenter

Aisle A33

Free delivery from store [Check eligibility](#)

EBT eligible

Add to list



Add to registry



Add to Preloaded cart

Break Fast (Egg, Bread , milk ,.....)

Essentials (apples, lettuce, cabbage

Create a new cart

[Compare](#) [Check eligibility](#)

[Go Next →](#)

[Add to registry](#)



[Add to Preloaded cart](#)



Break Fast (Egg, Bread , milk ,.....)

Essentials (apples, lettuce, cabbage

[Create a new cart](#)



NEW CART

X



I agree with [Terms of use](#)

Cart Info

Please Add Items

Cart name

Alexander

Delivery Frequency

Once a week

Address

Address 1

Go Next →

S W O T

- Affordability & Convenience
- Large distribution & supply chain network
- Well-established legacy

- Less high-value ticket customers
- Extremely intensive supply chain
- Possibility of demand & supply mismatch

- Increase in online customer base
- Better demand forecasting inclusion of local business

- Easy to duplicate model.
- **AMAZON**



Thank You

Devashish Kedar

