



User Experience App Redesign Project

Fifi Law | WNM 606 | FALL 2019

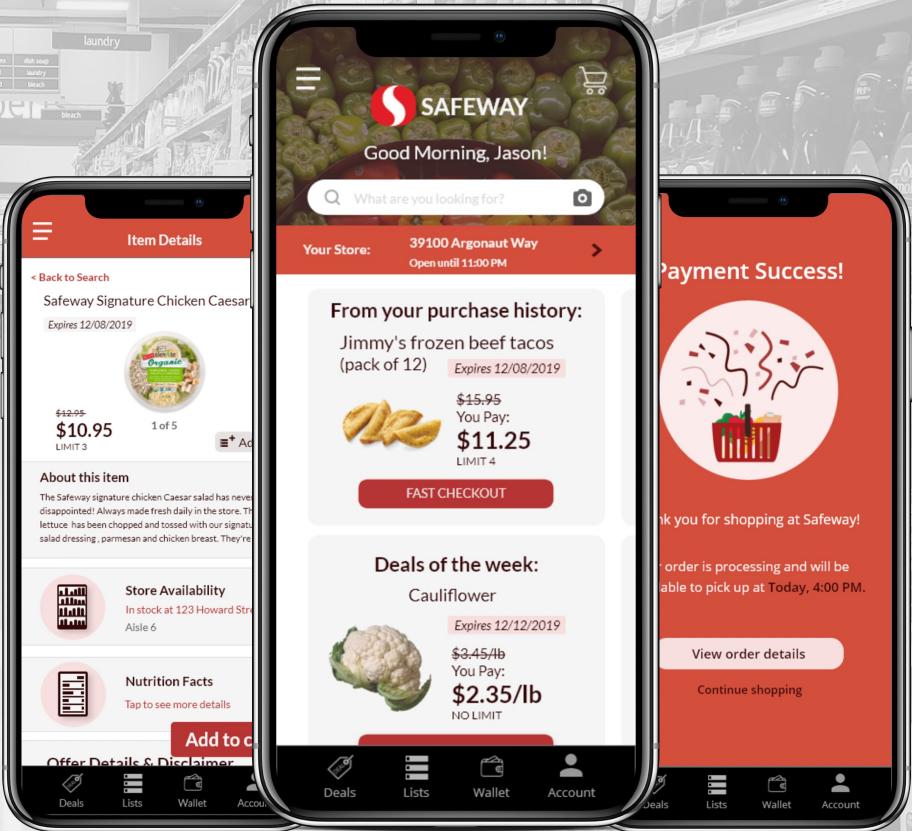


Photo by Fifi Law



APP OVERVIEW

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On the Safeway app, users are able to find in-app only discounts and access to weekly ads from anywhere. Users can manage their Safeway membership account on their phone as well as view their reward points. They can also build shopping lists from the app and find offers by aisle, category and purchase history.



REDESIGN GOALS

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1. **Make the app more consumer-friendly** by showing actual pricing and nutrition facts of each product.
2. **Enhance users' shopping experience by** adding the in-app wallet and delivery features.
3. **Utilize user experience by** removing unnecessary sub-sections and overwhelming details.

HEURISTIC EVALUATION

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21:39 4G 100% 699 Lewelling Blvd, San Leandro, CA 94579

Purchased Category New Deals Expiring S

Search all offers

Hass Avocados \$1.19 Add
Each. Excludes X-Large, Jumbo & Organic. Our Regular Price: \$2.59 Expires 09/17/2019

Large Hot House Tomatoes \$2.30 Add
Per lb. Excludes Organic. Our Regular Price: \$2.99 Expires 09/17/2019

Signature Cafe Hot Whole Roasted Chicken \$7.59 Add
8oz. In the oven. Our Regular Price: \$7.99 Expires 09/17/2019

Value Corner Large White Eggs \$1.98 Add
12oz. Grade AA. Our Regular Price: \$2.99 Expires 09/17/2019

just for U Weekly Ad My List Rewards My Store

The layout of the app is not visually appealing, some of the texts are too small to read.

10:56 4G 66% 699 Lewelling Blvd, San Leandro, CA 94579

Category Store Aisle Most Recent My Vie

Unknown, Ask for Help (1)

Golden Grain Pasta 1 Add

TIP: Use your club card or phone number at checkout to save
Don't forget your reusable shopping bags!

just for U Weekly Ad My List Rewards My Store

The app has no in-app purchase feature, users can create shopping lists but cannot checkout directly through the app.

The actual price of the product is not provided, which might be misleading for a lot of users.

15:14 4G 81% Aisle: Deli

Coupon Center

Primo Taglio Slicing Deli Cheese
1-lb. Freshly sliced and sold by weight at the Deli. Limit 1.
Expires 10/01/2019
\$1.50 OFF Add

Offer Type: One-time
Offer Details: Coupon valid at any participating stores. Coupon must be presented at time of purchase and will be redeemed at face value. Minimum \$1.99 purchase required. Only one item per coupon, one coupon per transaction, and one coupon per customer. You pay sales tax and deposit, if applicable. Void if copied, transferred, or expired. Cannot be combined with any other offer, including store coupons. No cash value. While supplies last. Some items, store locations, or categories may not be available in every store. No rainchecks. Void where prohibited by law. Coupon Expires 10/1/2019.

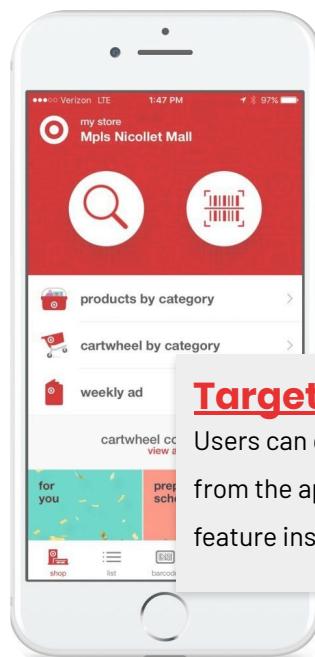
Disclaimer: Add offers to your loyalty account prior to in-store or online check-out, then redeem in the store where you regularly shop or apply to your online account. Offers are not redeemable in loyalty account holder and store associated with the holder's loyalty account. Offers cannot be assigned or transferred and may not be redeemable in other store locations. Offers are limited to one per customer unless otherwise stated and cannot be applied to previous purchases. Using multiple accounts to exceed limits on offers and promotions is not permitted. We reserve the right to terminate accounts if we believe they are used for such activities. Offers cannot be doubled or combined with any other offer.

just for U Weekly Ad My List Rewards My Store

[Link to my Journal for more details](#)

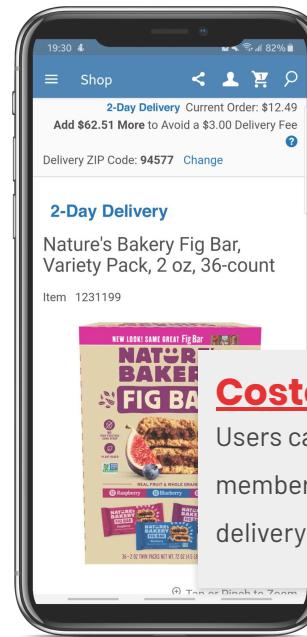
COMPETITORS/ INSPIRATIONS

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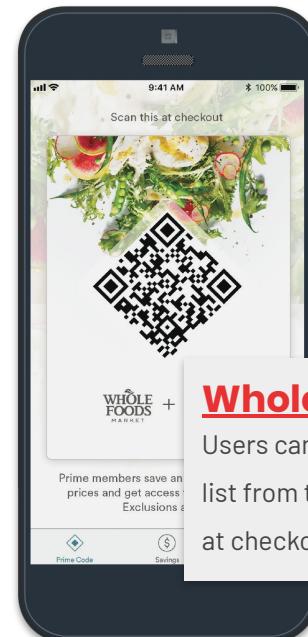
Target

Users can checkout directly from the app using the "wallet" feature inside the app.



Costco

Users can also access their membership card and order delivery directly from the app.



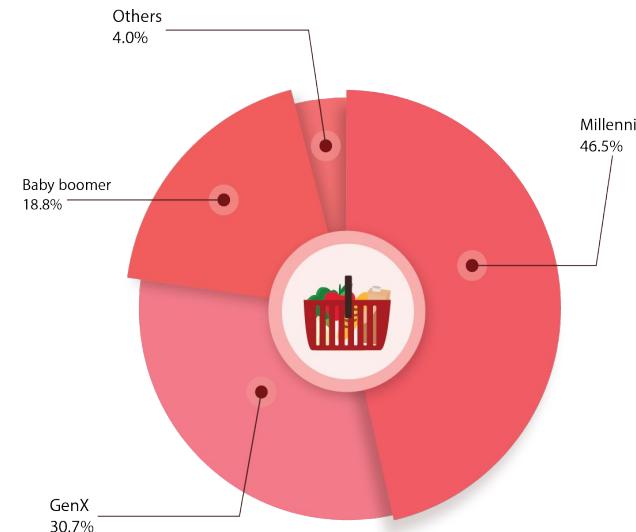
Whole Foods Market

Users can also build a shopping list from the app and scan barcode at checkout.

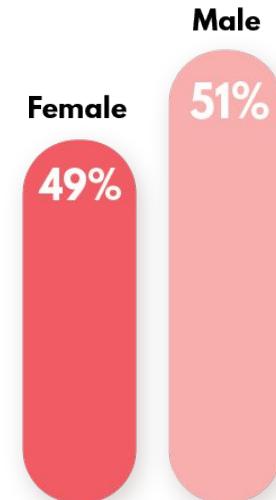


Online Grocery Shoppers Demographics

By Generation



By Gender



Source: [invespcro.com](#), [statista.com](#)

[Link to my Journal for more details](#)

AUDIENCE RESEARCH





APP STORE REVIEWS

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"I wish you could **make a delivery order** from the app itself."

- Memes

"Okay for coupon clipping, but **not useful for building a shopping list with any items that aren't attached to a coupon.**"

- Kasey

"New app layout is horrible! Weekly ad is **hard to navigate.**"

- Rhonda

Source: Google Play [App Store reviews](#)

[Link to my Journal for more details](#)



RESEARCH SUMMARY

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Price is the first priority
for grocery shoppers.



The majority of the shoppers
care about nutrition facts.



Most shoppers prefer to pick
their own product in store.



Most shoppers want to have
a faster checkout service.

[Link to my Journal for more details](#)



“

Our target audience are both male and female, aged from 22-55, who live in urban area in Northern California, and enjoy a fast-paced and high quality grocery shopping experience at a affordable price.

”

TARGET AUDIENCE STATEMENT

PERSONA 1

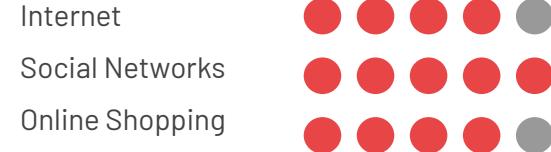
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Amber G.

Age 25
Location San Francisco, CA
Occupation Graduate student
Family Living with 2 housemates

TECH



GOALS AND TASKS

- Gets nutritious meals
- Looks for nutrition labels before each purchase
- Searches deals for pre-packed meals online
- Buys groceries after classes

FRUSTRATIONS

- Cannot buy heavy groceries without a car
- Unable to search for nutrition facts of some products
- Often forget to look up for deals before getting groceries

**As a fitness fanatic, I want to know
about everything I eat, so that I can
maintain a healthy lifestyle.**

PERSONA 2

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Jason D.

Age 32

Location San Jose, CA

Occupation Sales Associate

Family Living with his 5 year-old kid

TECH

Internet



Social Networks



Online Shopping



GOALS AND TASKS

- Deliver or pick up his groceries to skip the wait
- Makes a regular shopping list
- Gets prepackaged frozen meals when they are on sale

FRUSTRATIONS

- Waiting in line for checkout is painful
- Often miss one or two items on his grocery list

**As a working professional, I wish I can
just grab everything and go because to
me, time is money.**

PERSONA 3

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Candice A.

Age	50
Location	Berkeley, CA
Occupation	Store Manager
Family	living with her husband, 2 children aged 17 and 22

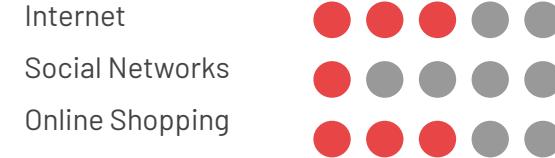
“

As a mom, I need to look for grocery deals and gather meal planning ideas, so I can make sure my family is eating healthy and within a budget.

”

Photo by [Dane Wetton](#) on [Unsplash](#)

TECH

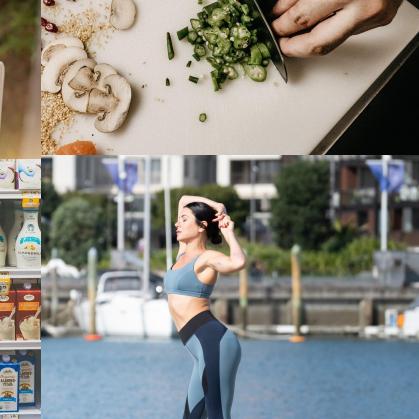


GOALS AND TASKS

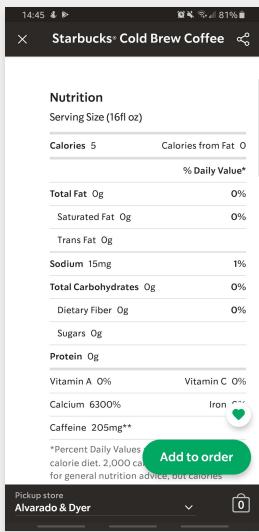
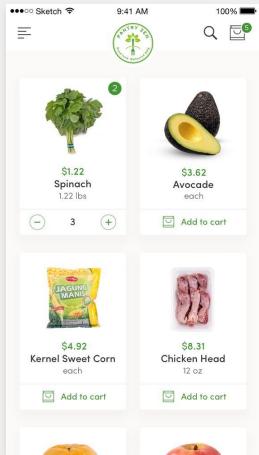
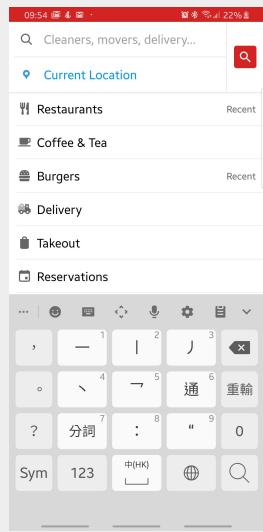
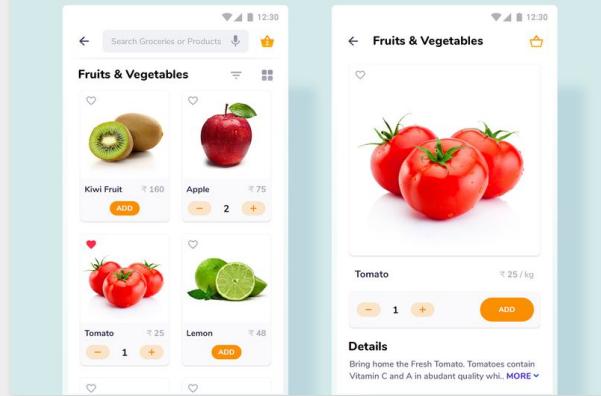
- Looks for meal inspirations
- Collects all coupons and deals
- Writes detailed shopping lists for multiple store visits
- Hand-pick each product in store to ensure great quality

FRUSTRATIONS

- Often running out of meal planning ideas
- Do not have enough time to search for deals



MOODBOARD

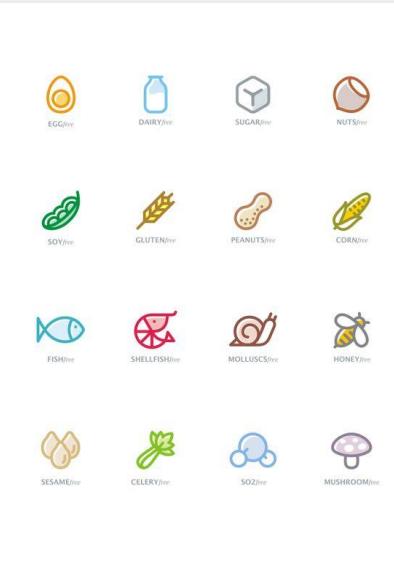


POPPINS

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Ji Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Yy Zz
0123456789**

Lato

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Ji Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Yy Zz
0123456789**



Beige

HEX #F5F5DC
RGB 245 245 220

Indian Red

HEX #CD5C5C
RGB 205, 92, 92

Raspberry

HEX #D21F3C
RGB 210,31,60

Crimson

HEX #B80FOA
RGB 184,15,10

Chilli Red

HEX #C21807
RGB 194,24,7

Mahogany

HEX #420D09
RGB 66,13,9

AUDIENCE/ EXPERT INTERVIEW

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Target audience

Alex Gao

Age: 24

Occupation: Master's Student

Location: San Francisco, CA

Interview date: 10/7/2019

[Link to the interview recording](#)



Target audience

Alice Leung

Age: 52

Occupation: Audiologist

Location: San Leandro, CA

Interview Date: 10/10/2019

[Link to the interview recording](#)



Expert

Claudia Dallendörfer

Occupation: Professor at AAU

Location: San Francisco, CA

Interview date: 10/10/2019

[Link to the interview recording](#)

[Link to my interview document](#)

AUDIENCE/ EXPERT INTERVIEW

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“

I don't have a car... whenever I need to buy anything that is heavy, ideally if it can just deliver to my door it would be perfect.

”



“

Very confusing... I don't know where to look for the stuff that I want. I wish it can be simpler.

”



“

They don't think as a designer, they are not using full advantage of the layout.

”

[Link to my interview document](#)

USER STORY

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Amber G.

25

Graduate Student

San Francisco, CA

Amber saves time with pre-packed meals

It's 3 P.M. on a Tuesday, Amber just got out of her class. She is walking to the gym and pulls out her phone. She opens the Safeway app and searches for pre-packed meals that are on sale. After checking the nutrition label of a chicken salad inside the app, she adds the item to the cart and chooses to pick up her order 1 hour later. She then heads toward the gym and will pick up her dinner from Safeway afterwards.

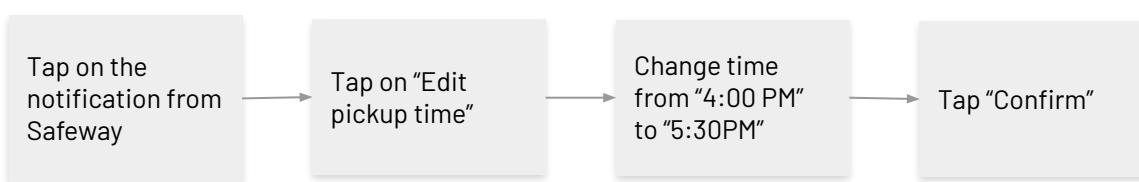
When working out at the gym, Amber receives a notification from Safeway that her order is ready to pick up. Planning to get out of gym for at least an hour later, Amber opens the Safeway app and pushes her pick up time to 5:30 P.M. instead.

USER FLOW

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"Change the pickup time from 4:00 PM to 5:30 PM."

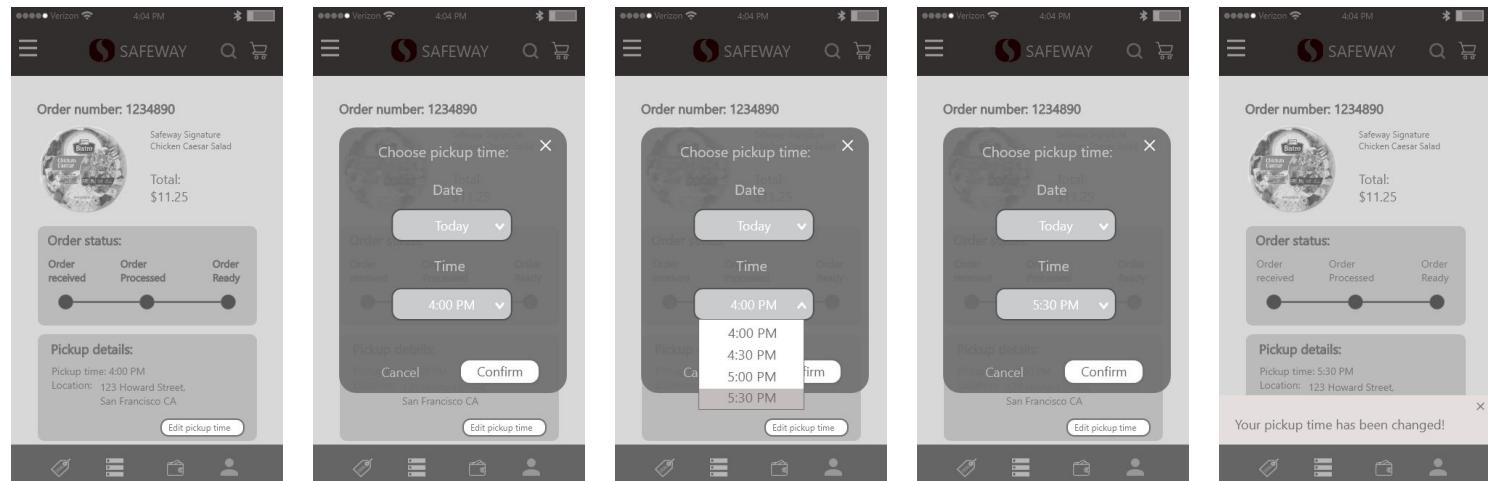


Outcome: Pop-up confirms, pickup time has been changed

[Link to Proof of Concept](#) and [link to wireframe](#)

WIREFRAME

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1. Tap on "Edit pickup time" button

2. Tap on the time selection menu

3. Change pickup time to "5:30 PM"

4. Tap "Confirm"

5. Pickup time has been changed!

User testing: paper prototype + A/B test

[Link to Proof of Concept](#) and [link to wireframe](#)

USER STORY

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Jason D.

32

Sales Associate

San Jose, CA

Jason sets up Safeway wallet with his credit card

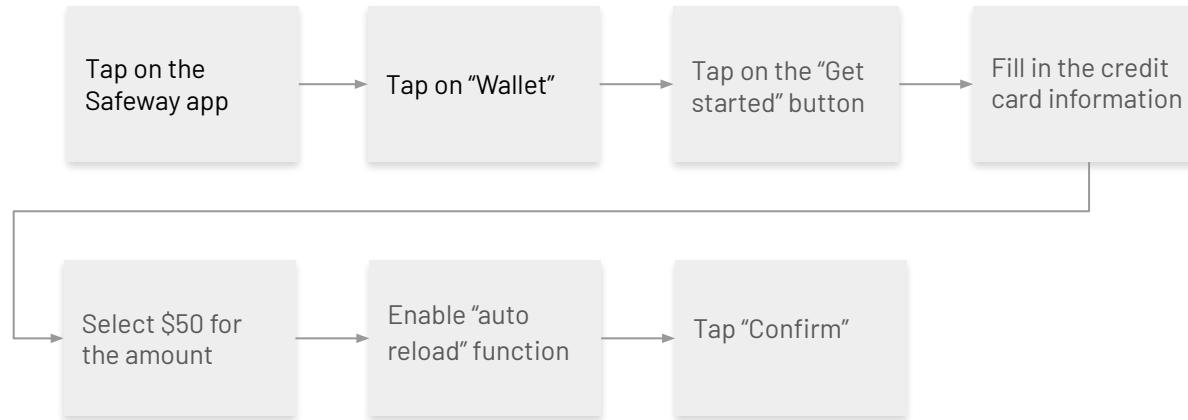
It is 8 a.m. on a Thursday. Jason gets on BART and is on his way to work. Today is his lucky day as he is able to get a seat. He pulls out his phone and starts browsing. He decides to get some groceries so he opens the Safeway app. He notices that the in-app wallet is now available. He wants to set up the wallet so that he can save time when he is checking out at Safeway. Jason enters his credit card information and selects "\$50" to add his Safeway wallet and enables the "auto reload" option. After he taps the "confirm" button, a confirmation message pops up to confirm that his wallet has been set up.

USER FLOW

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"Set up Safeway wallet with credit card, add \$50 to the wallet and enable the auto reload."

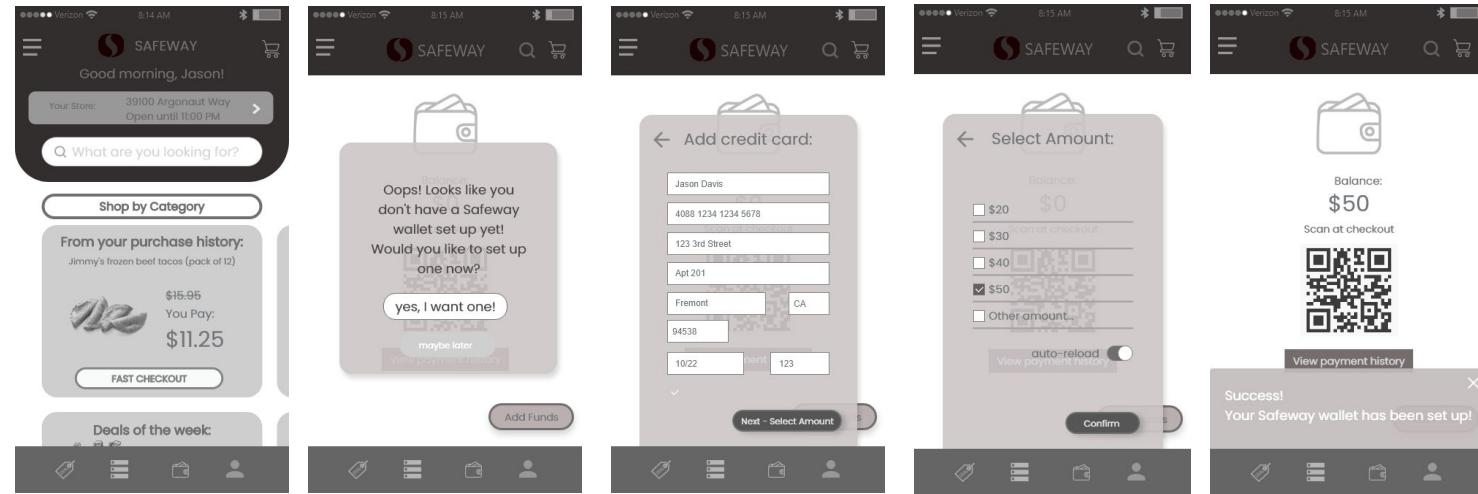


Outcome: Pop-up confirms, wallet has been approved

[Link to Proof of Concept](#) and [link to wireframe](#)

WIREFRAME

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User testing: paper prototype + A/B test + Clickable prototype test

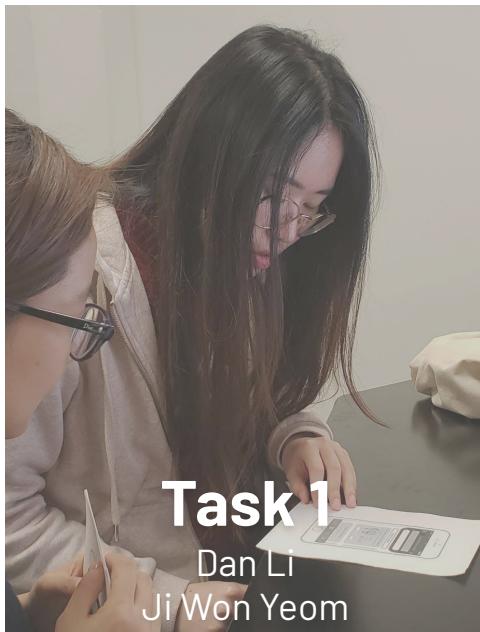
[Link to Proof of Concept](#) and [link to wireframe](#)

USER TESTING: PAPER PROTOTYPE

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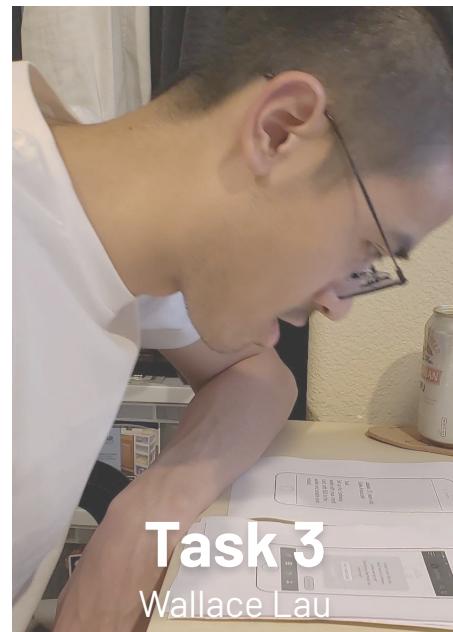


11/18/2019



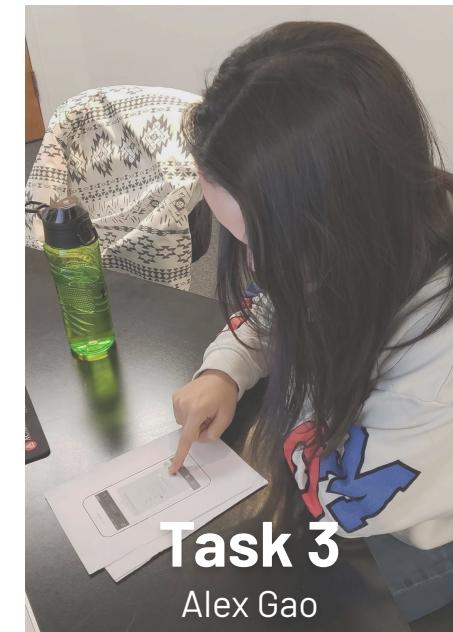
Task 1
Dan Li
Ji Won Yeom

11/19/2019



Task 3
Wallace Lau

11/20/2019



Task 3
Alex Gao

[Link to my Journal for more details](#)

USER TESTING: PAPER PROTOTYPE

FIFI LAW - SAFEWAY REDESIGN PROJECT



Task 1 suggestions

- Make the font size for the product bigger
- Make “payment method” sets to default to avoid doing an extra step
- Do not drop down the opacity of the pop-up selection page

Task 3 suggestions

- Remove the pop-up message for wallet setup
- Put an input box next to “select another amount”
- Redesign the amount selection page to make it less old-school
- Add an explanation for auto reload function

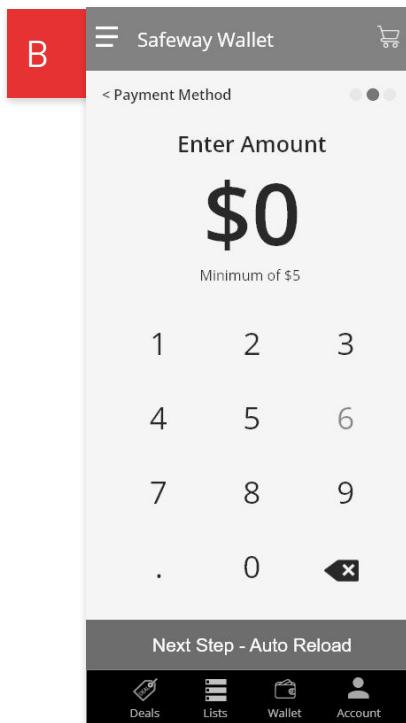
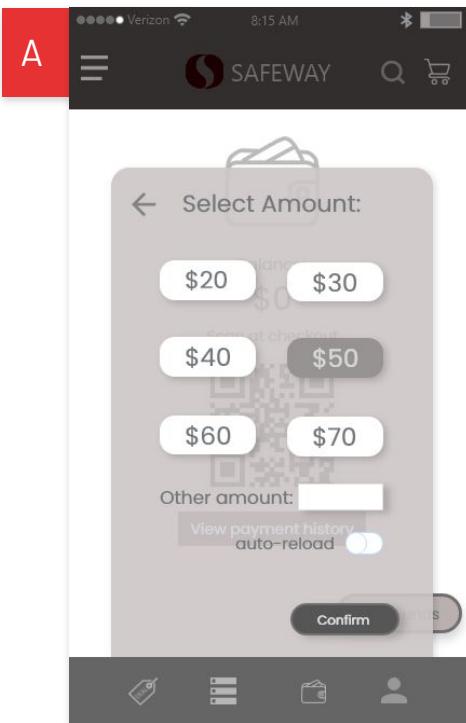
Task 3 suggestions

- Adjust the border-radius for the search bar
- Make the wallet setup page an actual page instead of a pop-up page
- Make the wallet barcode larger in size
- Rearrange the credit card information correctly

[Link to my Journal for more details](#)

USER TESTING: A/B TEST

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Which design do you prefer for entering amount? With presets or keypad?

A: 2 votes

B: 3 votes

Version B has a cleaner and simple design, entering the amount would be easy for the users. However, it might be better to have presets for some users.

[LINK TO TEST FORM](#)

[Link to my Journal for more details](#)

USER TESTING: A/B TEST

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A

CART

Safeway Signature Chicken Caesar Salad

Choose pickup time:

Date: Today

Time: Select

2:00 PM
3:00 PM
4:00 PM
5:00 PM

Total: \$11.25

Checkout

Deals Lists Wallet Account

B

X Cart

Subtotal (1 item): \$11.25

cancel confirm

Choose pickup time:

Date: Today

NOV 28 2019

Time: 4 : 00 PM

Deals Lists Wallet Account

Which design do you prefer for a time selection page?

A: 1 votes

B: 6 votes

Version B allows user to choose a more accurate time for themselves, and the design is simple and clean. Version A has too limited time to choose from.

[LINK TO TEST FORM](#)

[Link to my Journal for more details](#)

USER TESTING: CLICKABLE PROTOTYPE

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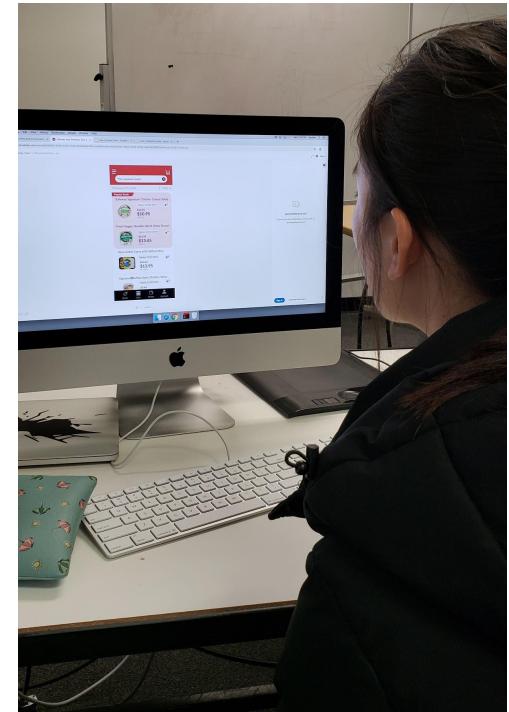
Test date: 12/11/2019

Tester: Tiffany Zheng

Suggestions for task 3:

- Remove border for the credit card input page to make the design looks cleaner
- Make the wallet setup progress bar smaller and adjust the color
- Add more spacing between "Credit card information" and "Billing Address"

[Link to clickable prototype](#)



USER TESTING: CLICKABLE PROTOTYPE

FIFI LAW – SAFEWAY REDESIGN PROJECT



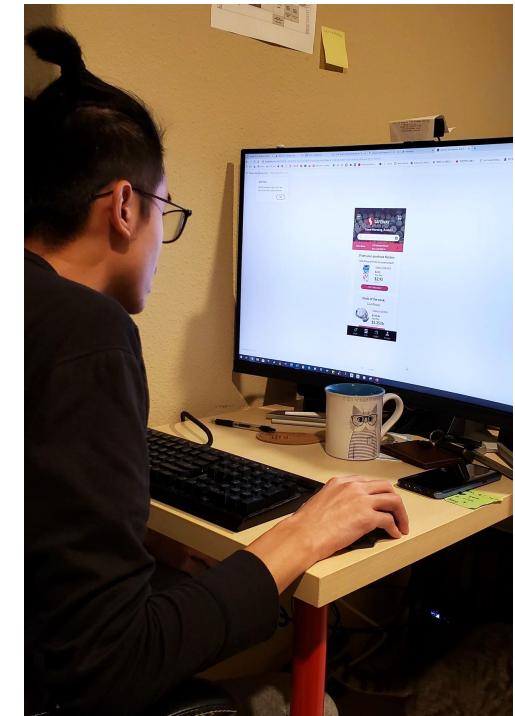
Test date: 12/12/2019

Tester: Wallace Lau

Suggestions for task 1:

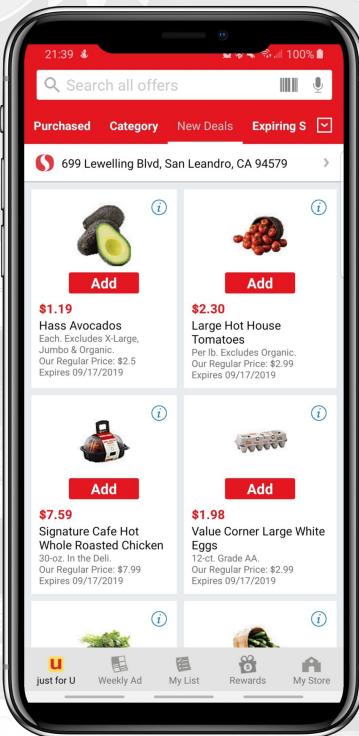
- The task instruction is kind of confusing, changing it to a better wording
- Shorten the gap between the two products on the homepage
- Highlight the pickup time using a different color on the order confirmation page

[Link to clickable prototype](#)

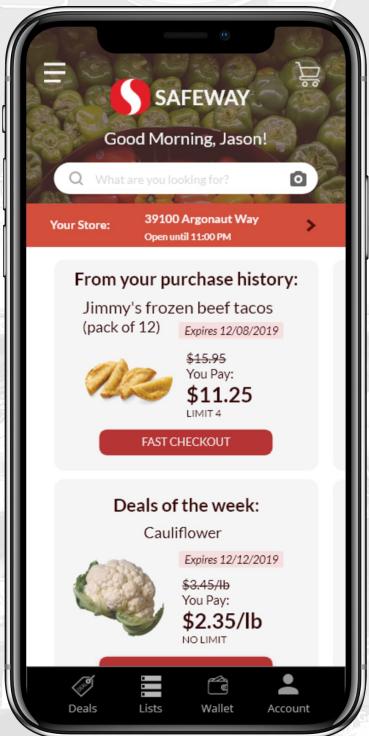


BEFORE / AFTER - HOMEPAGE

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Current Design

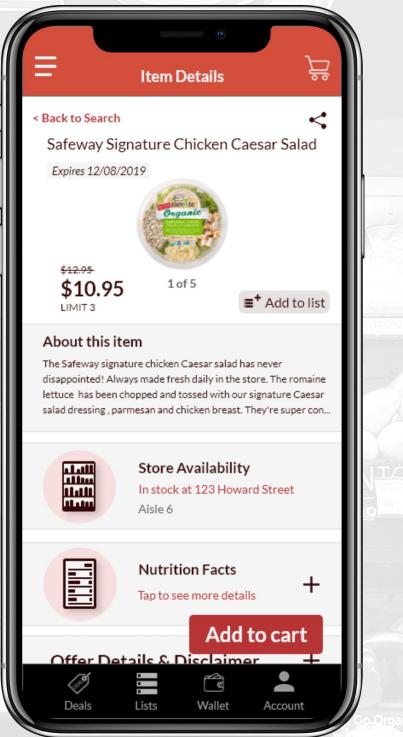
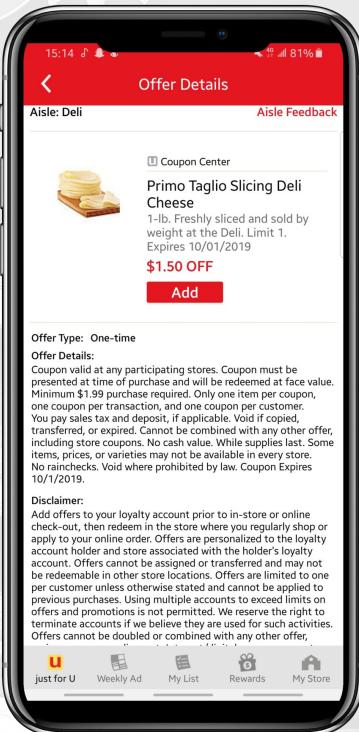


My New Design

Adjustments:

- Add greetings message at the top of the homepage
- Remove unnecessary sub-sections and allow users to browse through deals by scrolling and swiping
- Add “fast checkout” function
- Rearrange the layout and make the texts bigger in size

BEFORE / AFTER - PRODUCT DETAILS



Current Design

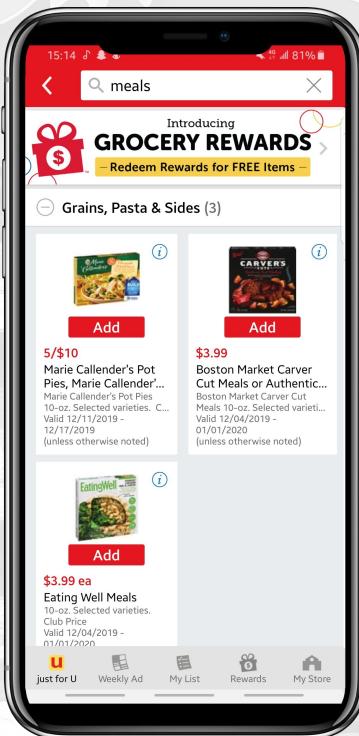
My New Design

Adjustments:

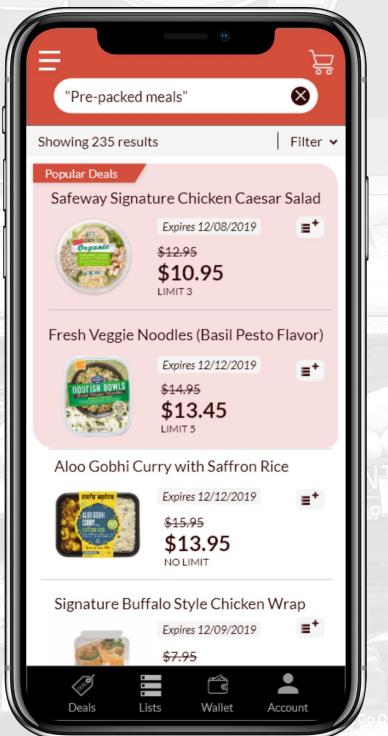
- Show actual price of the product
- Include detailed descriptions and nutrition facts of the product
- Add "Store Availability" section under product description
- Put offer details and disclaimer in an expandable section
- Include additional images of the product in the page

BEFORE / AFTER - SEARCH RESULTS

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Current Design



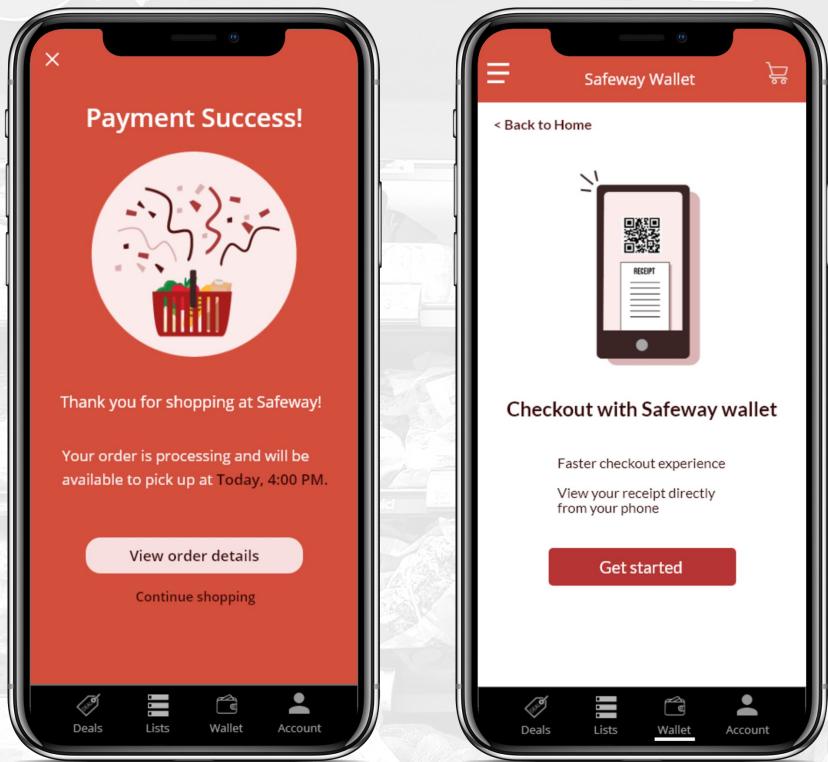
My New Design

Adjustments:

- Add filter functions to allow user to search for more specific items
- Highlight popular deals to attract more users to buy them
- Rearrange the layout of the page to make the details of each item larger and more readable
- Minimize the "add to list" button to utilize the layout of the page

NEW FEATURES

FIFI LAW - SAFEWAY REDESIGN PROJECT



New features:

- Users can order products from the app directly
- Order pickup/ delivery options available
- In-app wallet is introduced to the app
- Users can pay directly using the in-app wallet or scan QR code in the store



RESOURCES / BIBLIOGRAPHY

FIFI LAW - SAFEWAY REDESIGN PROJECT



- [Grocery Shopping Statistics: 23 Fun Size Facts to Know](#)
- [US Online Grocery Shopping – Statistics and Trends \[Infographic\]](#)
- [Share of people shopping at Safeway grocery stores in the United States in 2018, by age](#)
- [The evolution of US grocery shopping: 10 trends to watch](#)
- [Shoppers still cool to grocery pickup & delivery](#)
- [Five Charts: The State of Online Groceries](#)
- [App Store reviews](#)
- [Alexa](#)
- [Online Grocery & Food Shopping Statistics](#)
- [New Research: Evaluating Online Grocery Shopping Trends](#)