

Online Grocery Store:

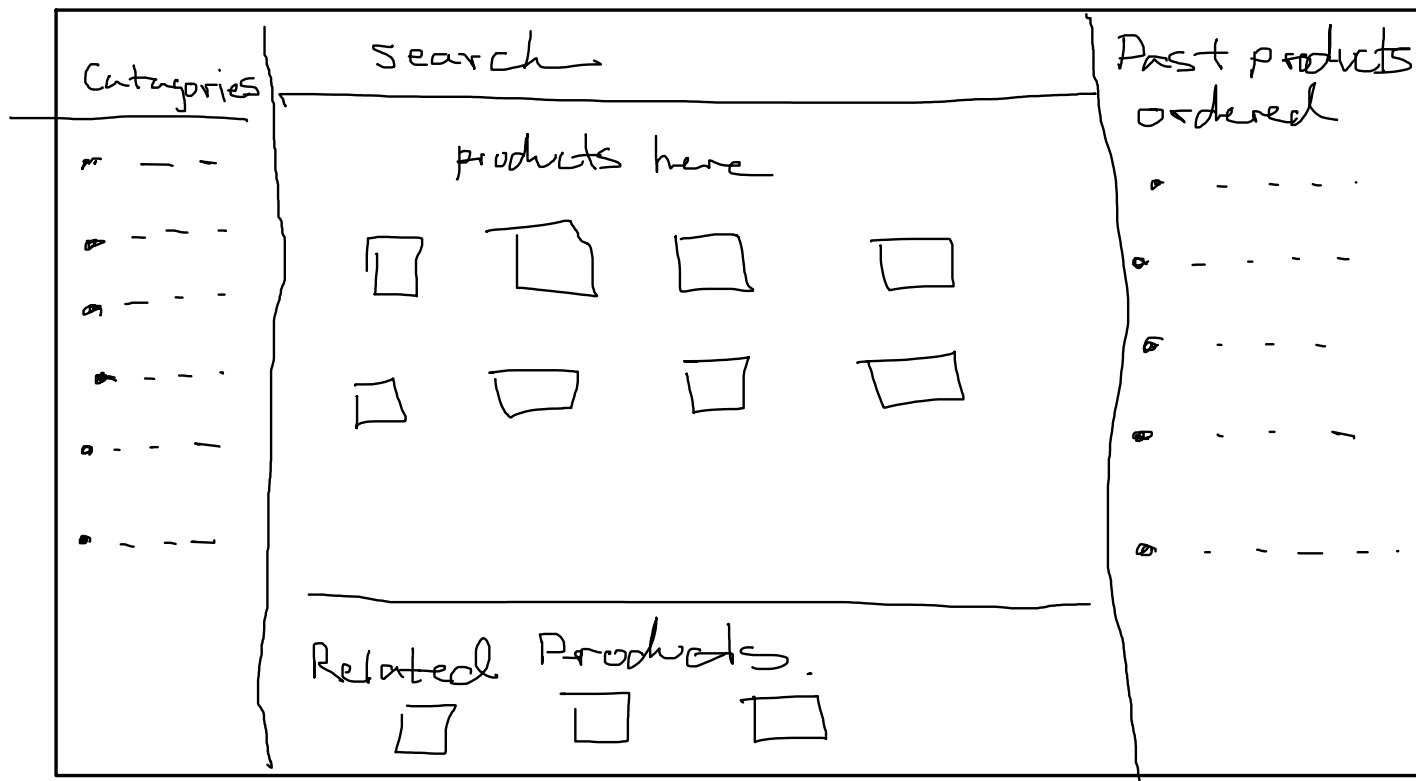
Know

1. Users are here to buy food

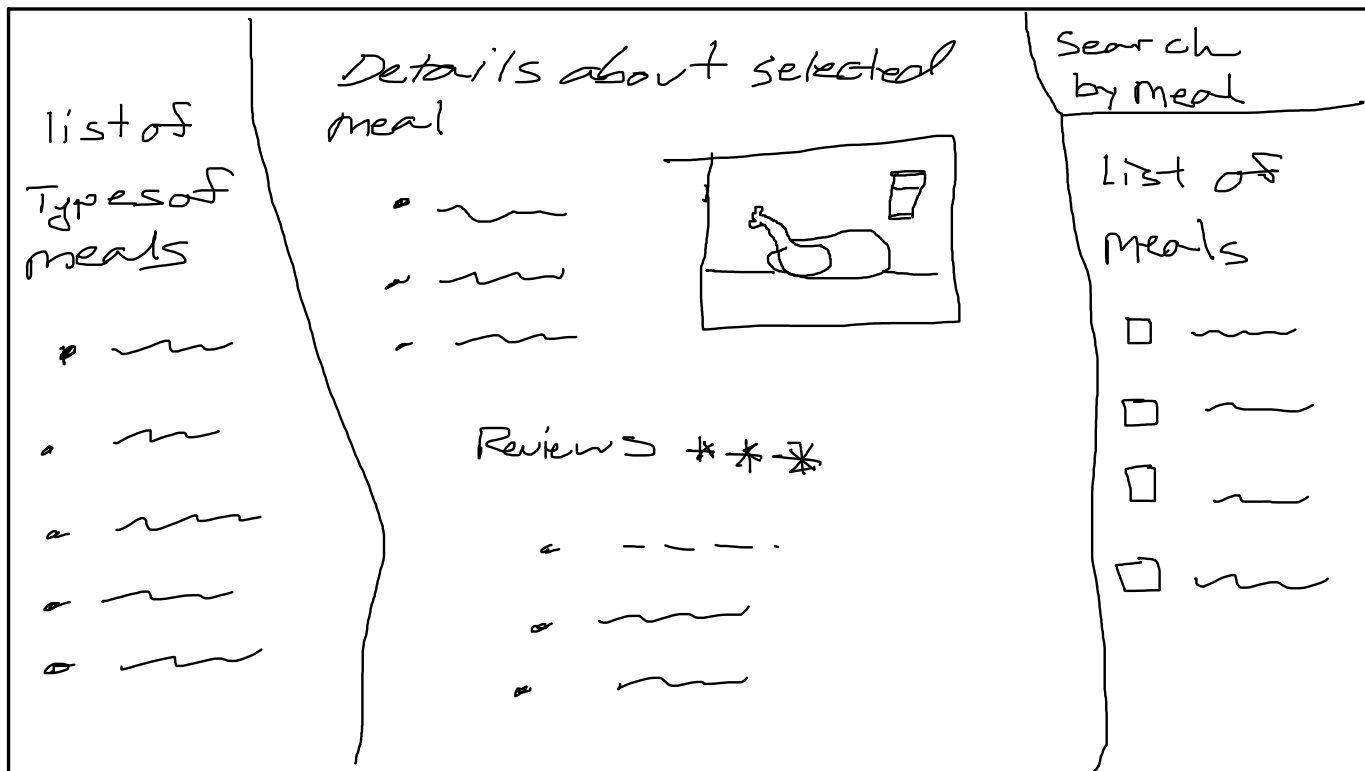
Do Not Know

1. Do people typically buy the same things every time they visit a store?
2. Does a user want to optimize price, quality, or a mixture of both?
3. Do users want to buy individual products or buy the ingredients for complete meals?
4. How important are pictures, video, or other user recommendations?

A site based around single products and past orders for easily ordering again



A site based around buying all the ingredients for a meal instead of single ingredients



Social media type of grocery store

