

Harris Teeter // <https://www.harristeeter.com> // 2017-03-05

The homepage features two main buttons: "Store Pick-up" and "Home Delivery". Below each button is a large green box with the text "SELECT PICK-UP LOCATION" or "SELECT DELIVERY". A note at the bottom right of the delivery section states: "Delivery is available in limited markets at this time". The footer includes links for "IN OUR STORES", "PROMOTIONS", "CUSTOMER SERVICE", and "FOLLOW US".

This page shows a map of a region with several red pin markers indicating store locations. One specific location is highlighted with a callout: "1. Stockbridge Commons" with address "867 Stockbridge Dr Fort Mill SC 29708 (803) 548-6612 Store Hours: 6am-11pm". Buttons for "Get Directions" and "SELECT" are present. A sidebar on the left says "Find a Harris Teeter" with a search bar containing "29708". A "HOME DELIVERY" icon with a truck is shown.

The website header includes "Harris Teeter expressLane Online Shopping" and "Harris Teeter - Springfield Change Store". The main content area displays a "WELCOME TO HARRIS TEETER - SPRINGFIELD!" banner with three promotional items: "14 oz. Calorie Angel Hair Fettuccine or Spaghetti" for \$0.77, "14 oz. Great Value Veggie Tots" for \$2.97, and "20 oz. Buttonini Pasta" for \$4.97. To the right is a "SHOP FROM SPECIALS" section with a "Clorox Dish Soap" offer. A sidebar on the left lists categories like BABY STORE, BAKERY, BEVERAGES, BREAKFAST, etc.

The onboarding screen asks for an "Email Address" and includes a note: "By using this app you agree to the Privacy Policy.". Buttons for "Skip for now" and "NEXT" are at the bottom.

This screen shows a map of the Charlotte area with several red pin markers. It includes sections for "Delivery" (with a "Deliver My Groceries" button) and "Pick Up" (listing "Stockbridge Commons" and "Springfield Town Center").

The screen displays a list of grocery items with their prices: Bananas (\$0.35 avg.), Cucumber (\$0.50), Red Hot House Tomatoes On Vine (\$0.28 avg.), and Broccoli Crowns (\$0.50 avg.). A shopping cart icon is at the bottom right.

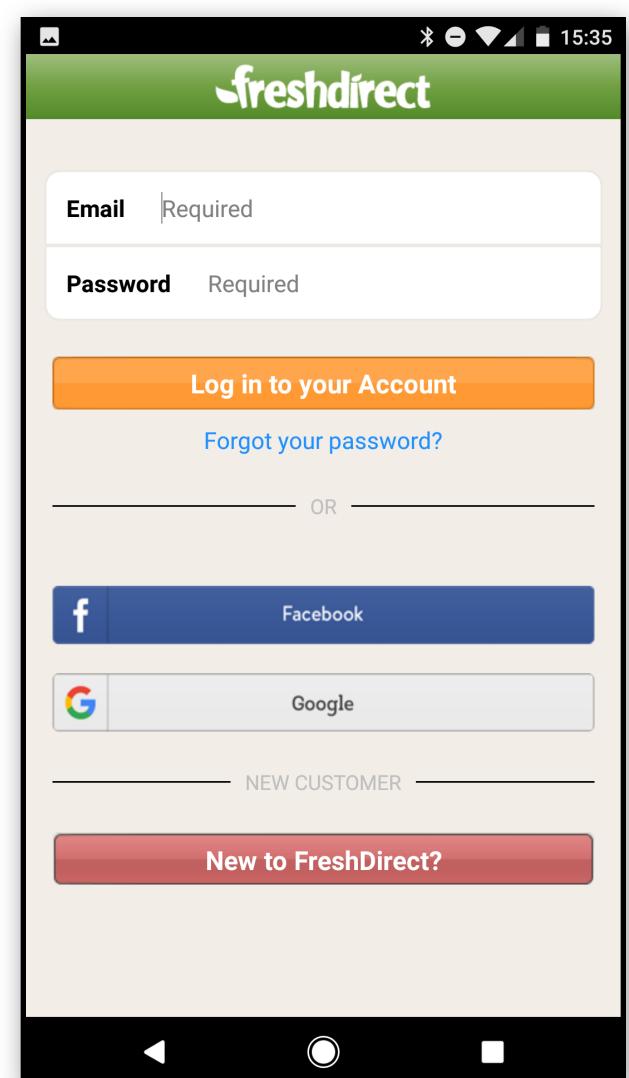
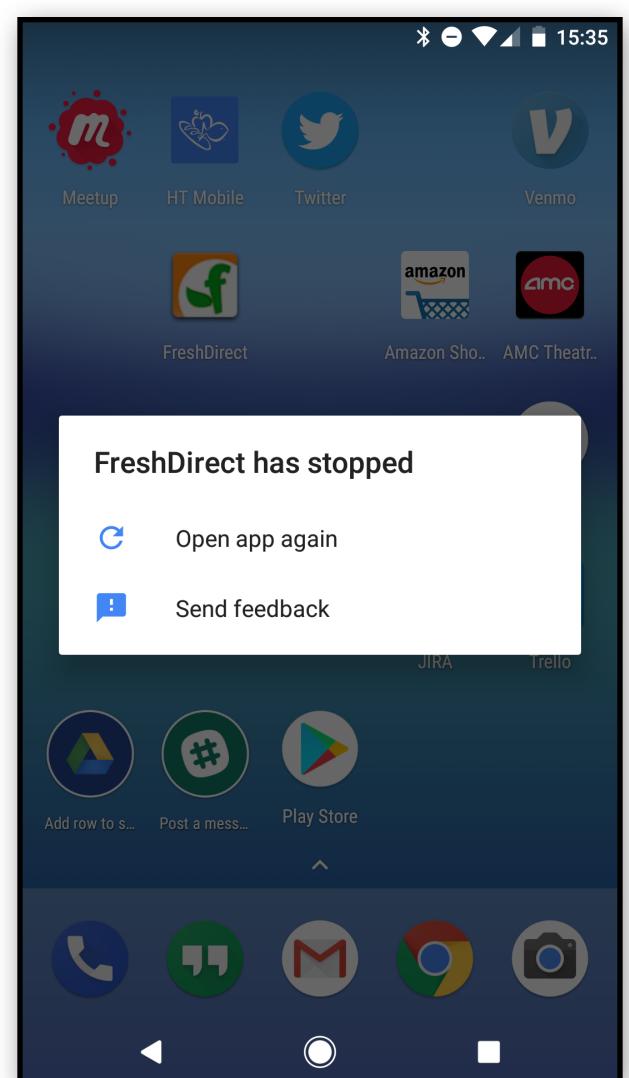
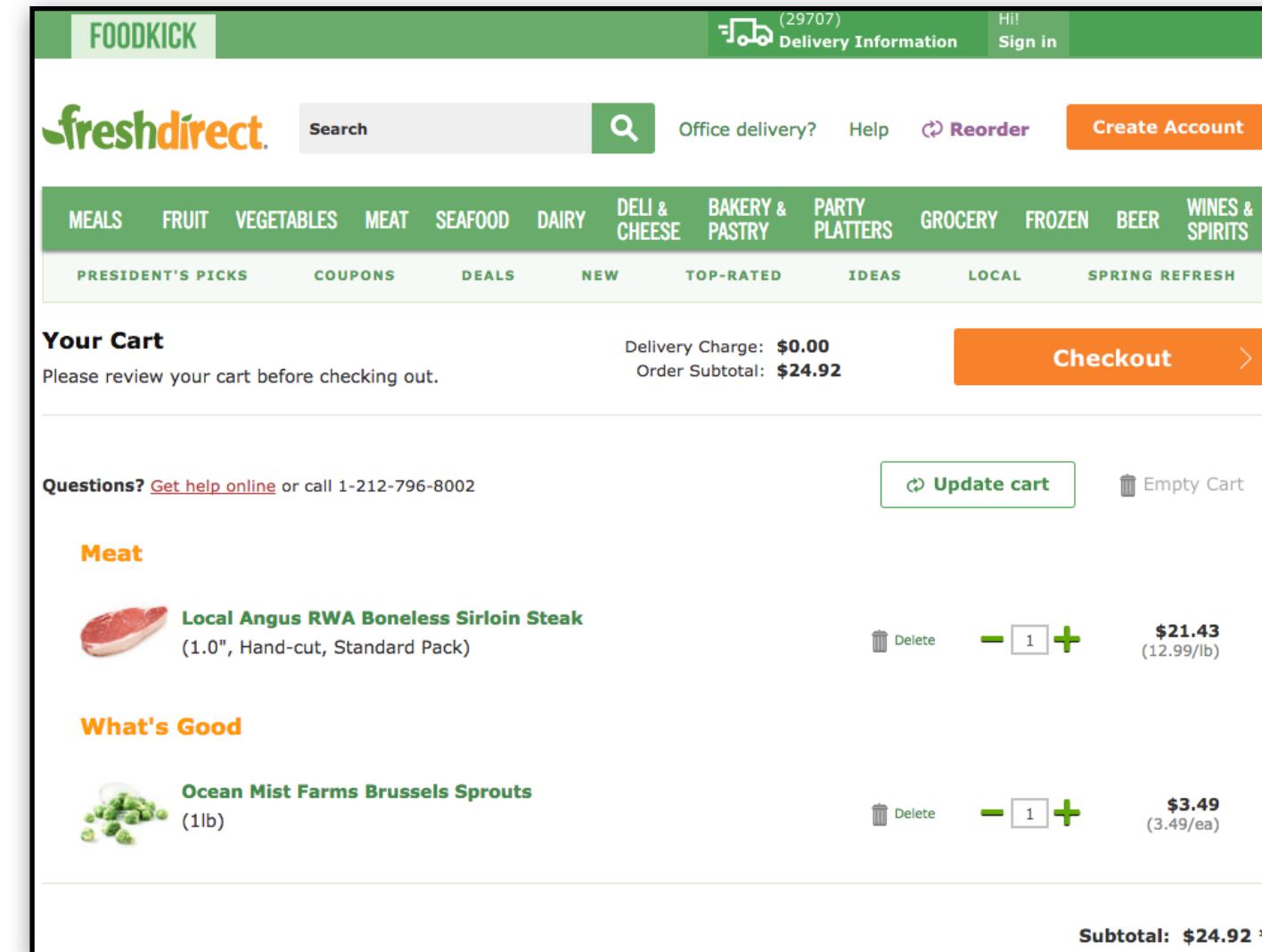
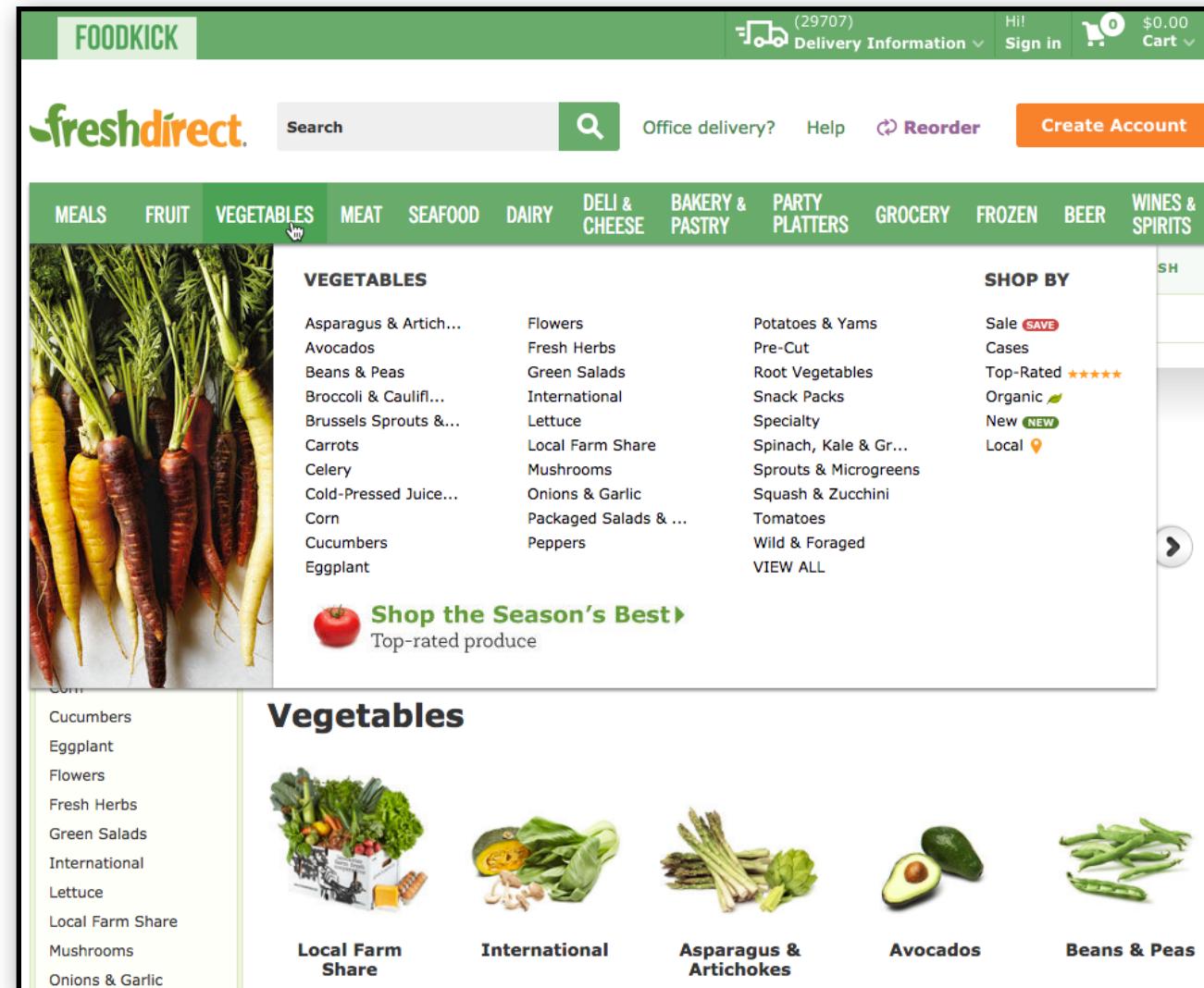
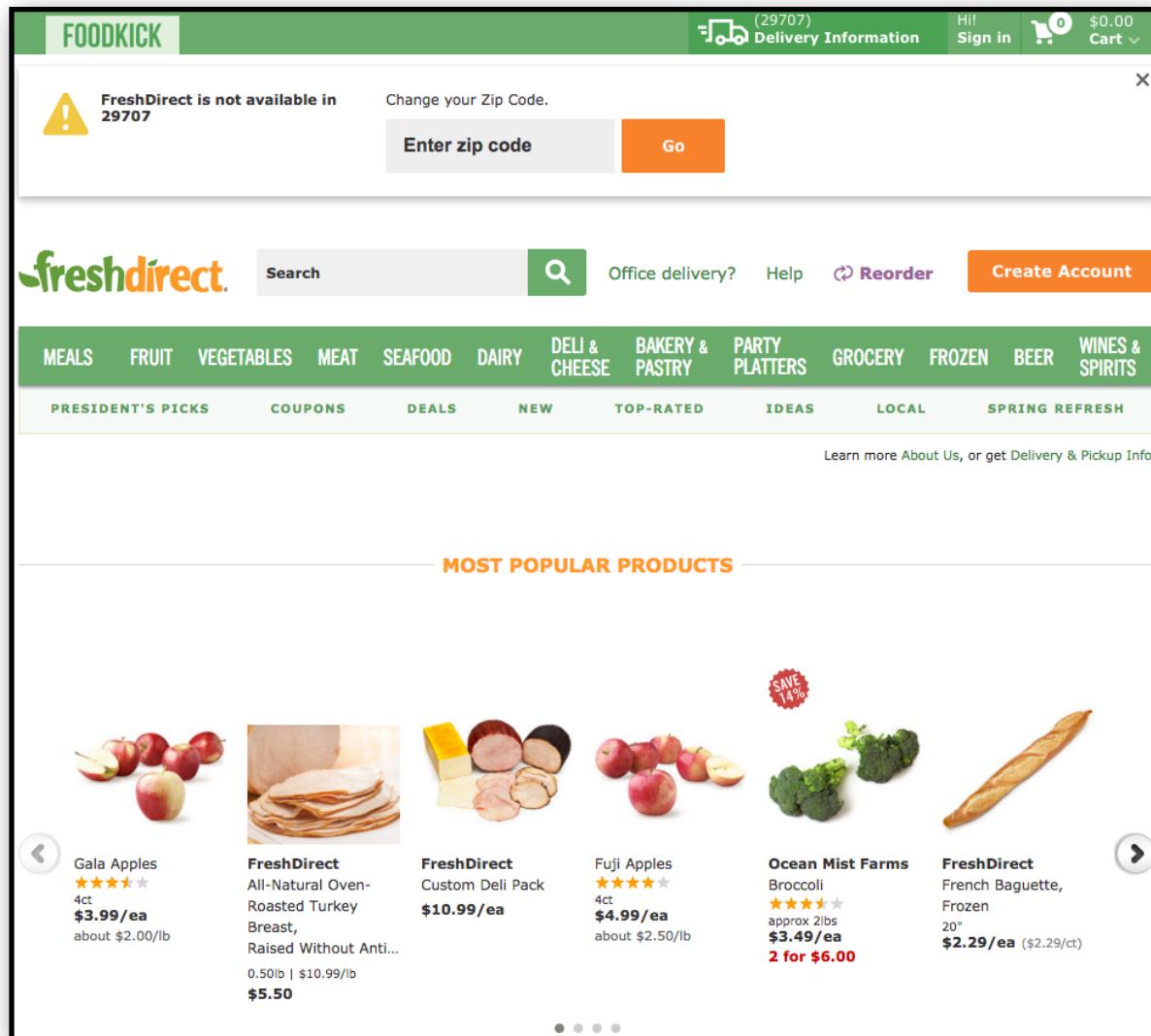
Pros

- Easy onboarding on both mobile and website
- Was not forced to enter an email or sign in to browse
- Clear choices for pickup or delivery
- Cool address entry, map, and store selection
- A good balance between categories and choices

Cons

- Totally inconsistent design between onboarding and actual groceries ordering on website
- The groceries ordering website looks like an old 1990's print flyer. Does not inspire confidence.
- Inconsistent experience between mobile and website. Colors and layout totally different.

Fresh Direct // <https://www.freshdirect.com> // 2017-03-05



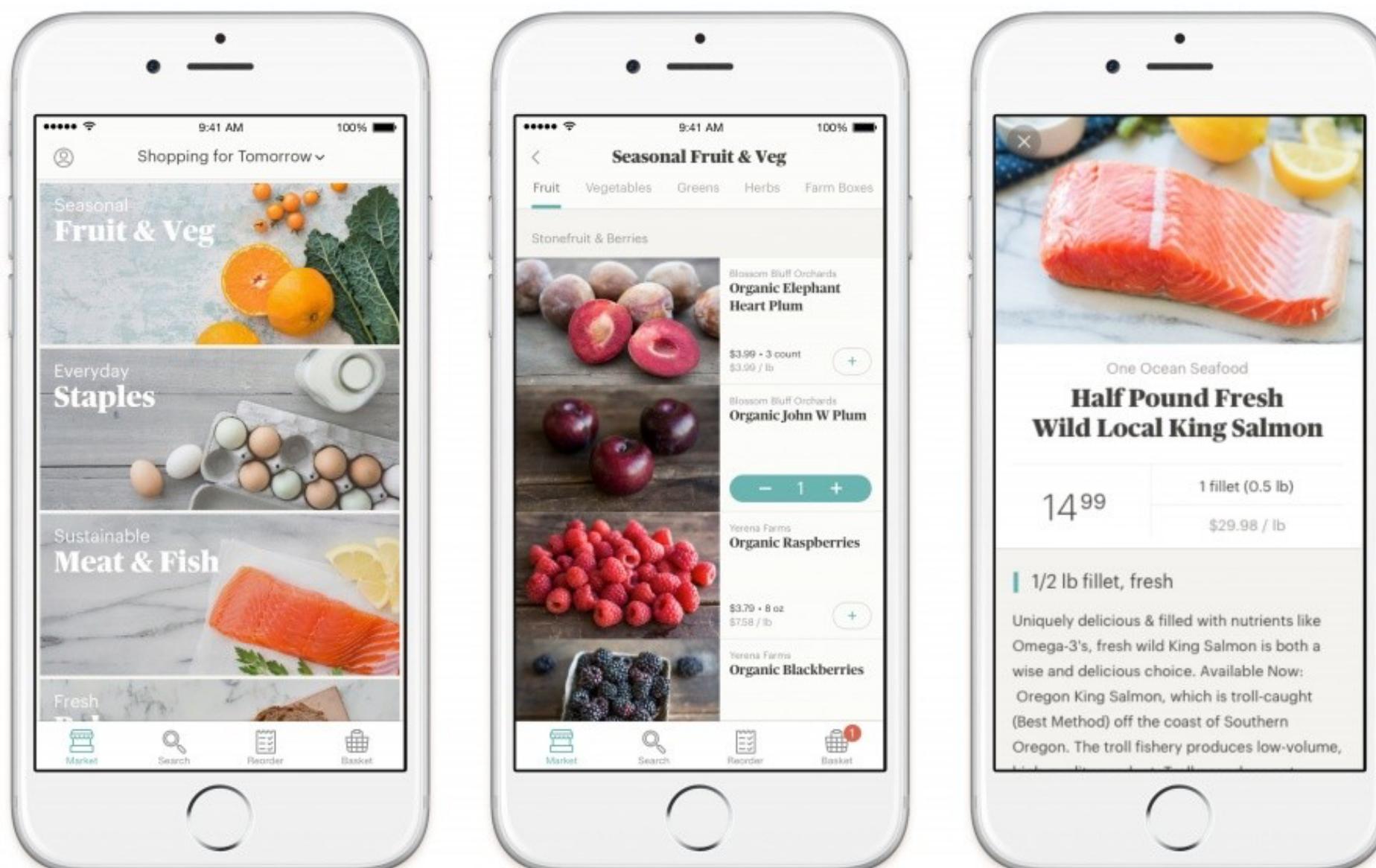
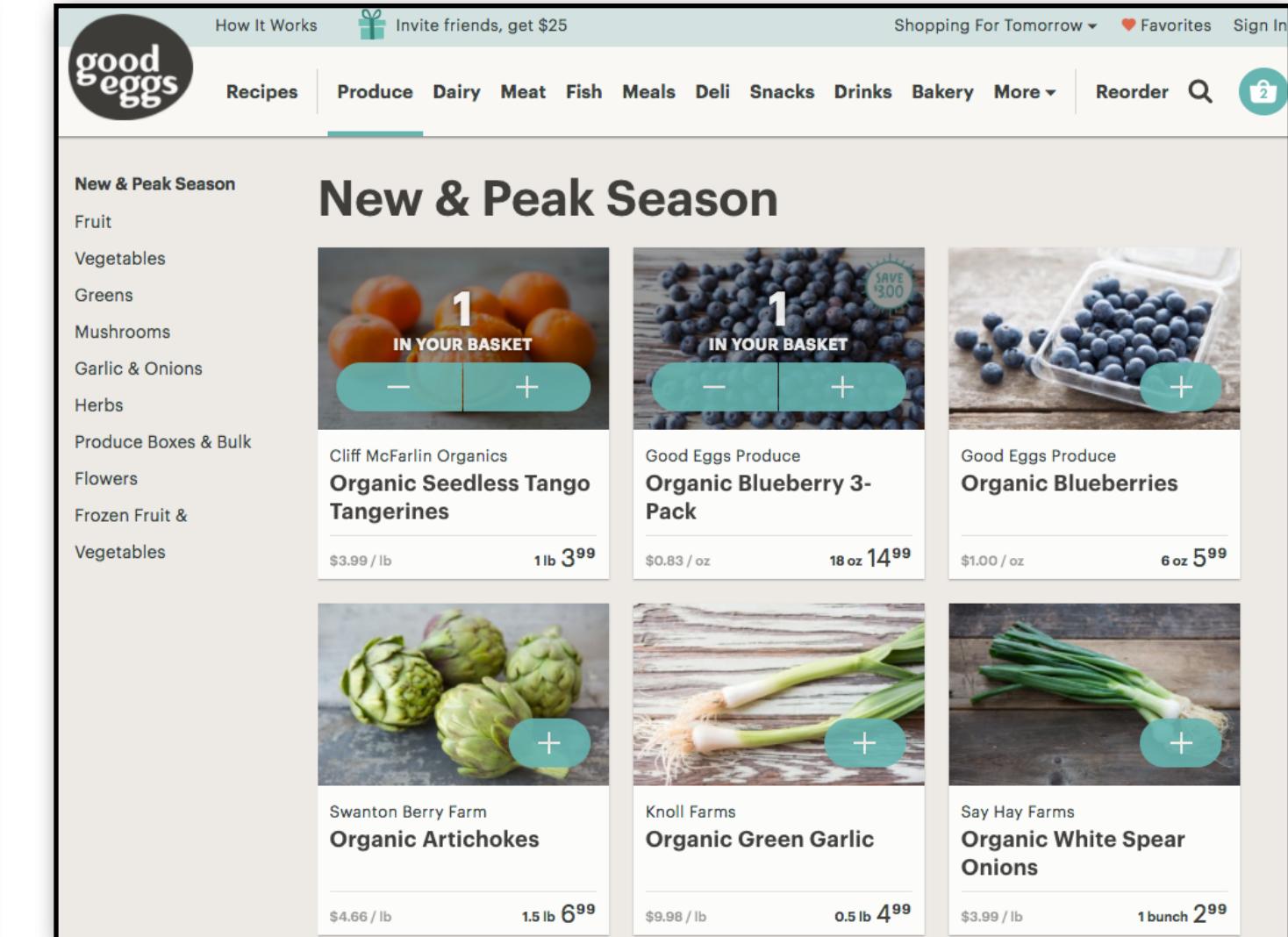
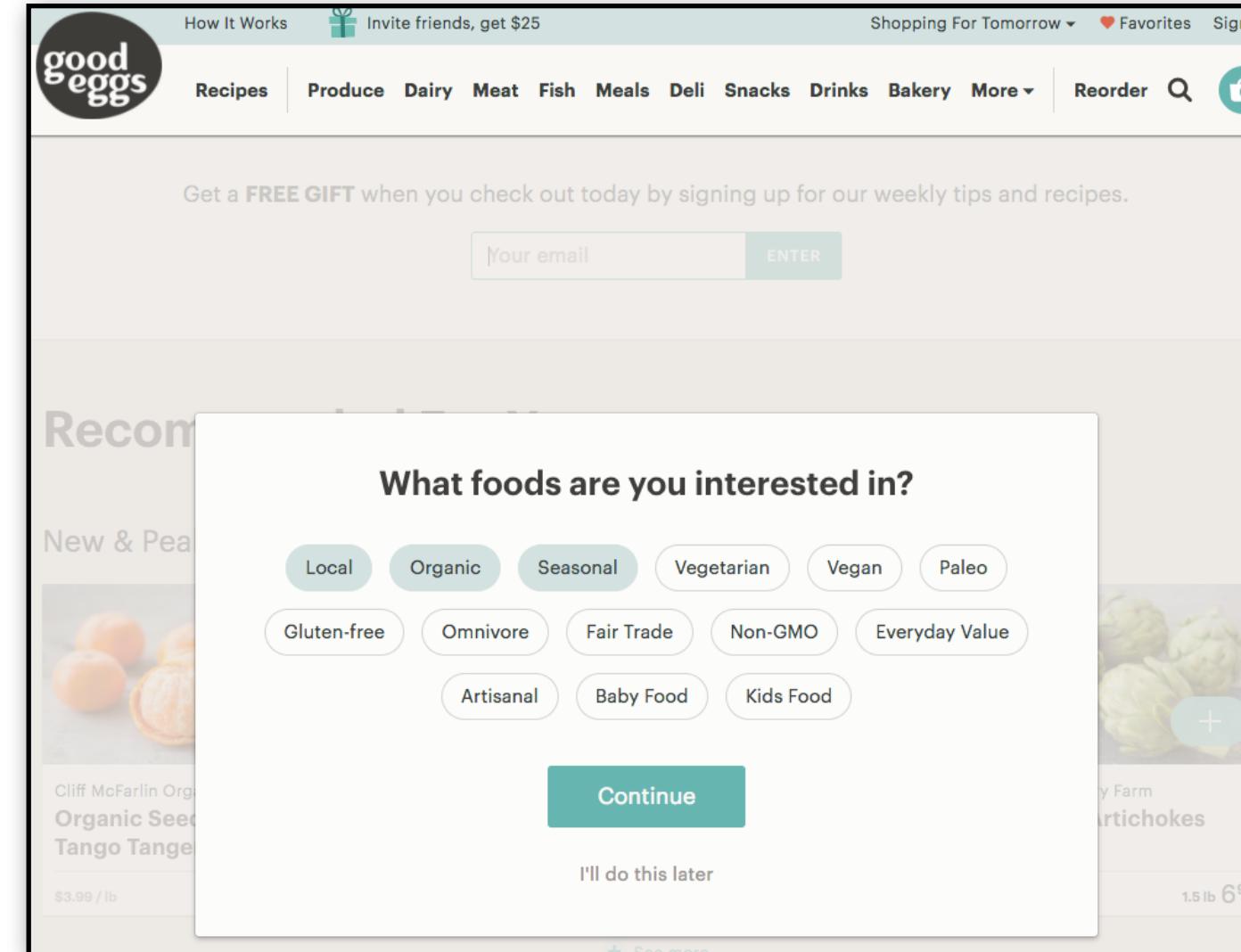
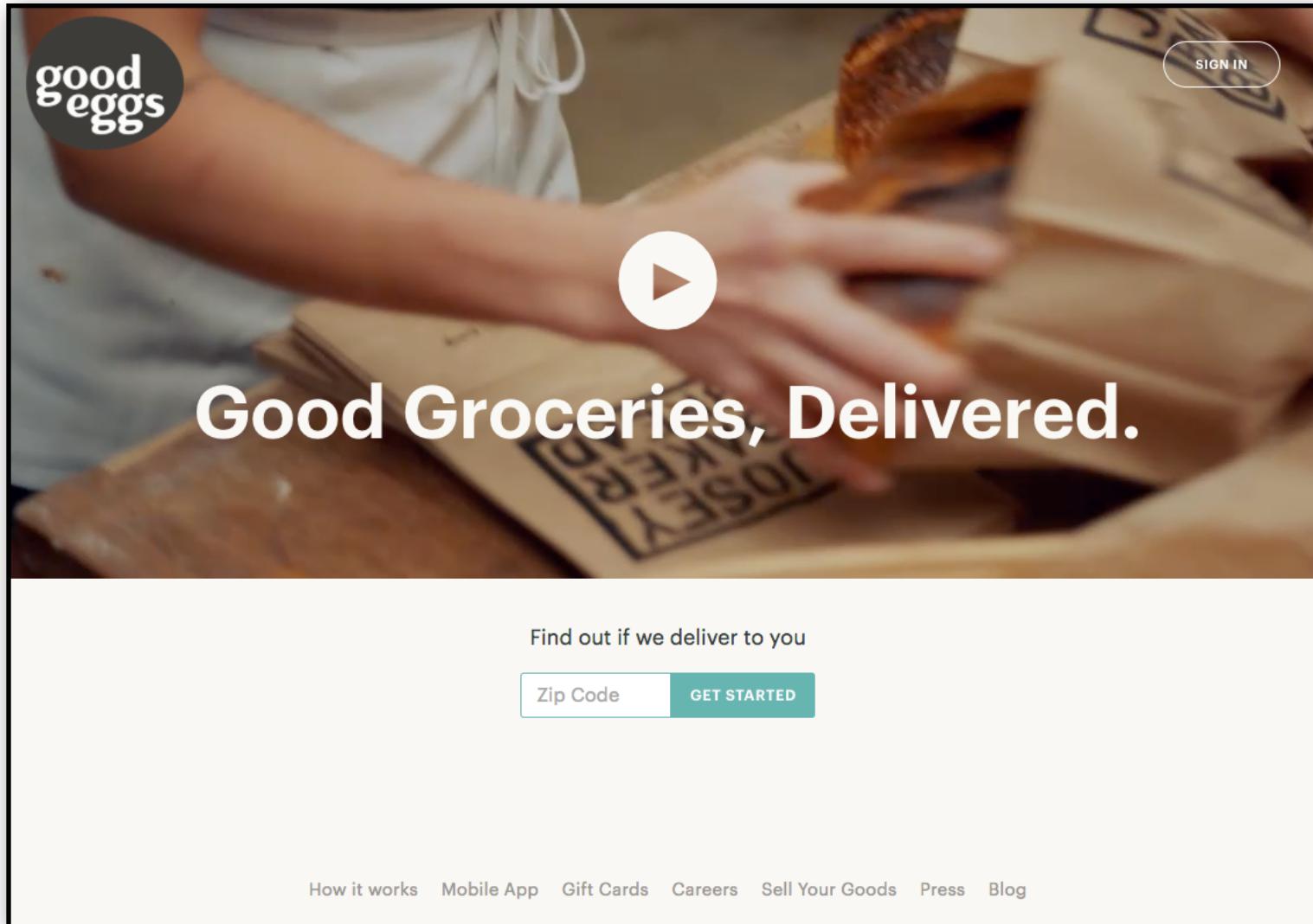
Pros

- Consistent navigation
- Helpful top-level categories
- Appealing colors with clear call to action colors
- I enjoyed seeing the popular products on home page
- Site inspires confidence and professionalism

Cons

- Too many navigation nested menus
- Too many clicks to get to individual products
- I felt overwhelmed
- Mobile app crashed on first launch
- First screen asks for sign in. I don't want to sign in. I just want to explore.
- Left app before seeing it

Good Eggs // <https://www.goodeggs.com> // 2017-03-05



Pros

- Website landing video clearly shows how the service works
- Even though delivery is not available in my area, I could still browse the store
- I enjoyed being prompted for interested food categories. Feels like a tailored experience.
- Pictures are large, light, and consistent. The food looks good!
- No flashy sales or gimmicks. Just buying groceries.
- Consistent and professional look between the website and mobile

Cons

- No mobile app for Android
- Recipes section seems out of place, and has too much emphasis at top left of navigation