

Business Goals

- Expand customer base
- Expand market share
- Increase retention
- Enter online grocery ordering & delivery space
- Pilot program in New York and San Francisco
- Learn and iterate solution
- Expand offerings to other cities

Business Pain Points

- Decreased market share each year
- Threat of going out of business in 1-2 years
- Losing the “young busy professional” group

Business + Customer Goals

- Make shopping faster, easier, and more convenient
- Shorter lines at grocery store
- Easy to find items
- Shop for groceries remotely
- Deliver groceries to home

Customer Goals

- Make grocery shopping take less time
- Get groceries delivered to home
- Use technology to shop
- Shop online - at home, work, or in line at the coffee shop
- Shop on mobile (Apple)

Customer Pain Points

- Too busy to go to grocery store
- Hard to find time after work to shop
- Hard to shop for 1 person living alone
- Long waiting lines at grocery store
- Can't find the right items in big store
- Carrying groceries on foot from store to home is annoying