Spoke to an Instacart shopper inside Publix

Thank you for taking the time to meet with me today. I’d like to discuss your role as a professional shopper.

1. Can you briefly walk through a recent typical professional shopping experience (maybe walk through a day or a shift)?

First, grab a cart and the customer’s bag (each customer is given a brown bag with their name and a barcode). The app lists the customer’s shopping list in order of pickup location within the store. Traverse the store and pick up the relevant items in list order. Once the bag has been filled, place it on the filled bags shelf either within or outside of the freezer. A separate delivery driver will pick up the bags for delivery.

1. When shopping for customers instead of shopping for yourself, what differs about the experience?

No difference - as an experienced shopper I am able to locate basically any item in the store.

1. What is your main focus when shopping for customers?

Keep refunds down by offering replacements. Keep speed up (create shopping bags as quickly as possible).

1. How many customers are you typically shopping for at a time?

1 or two customers at a time.

1. What tools does your shopping company (Instacart) provide you with?

The Instacart app shows shopping items in order along with customer notes and allows the shopper to communicate with the customer via phone or text

1. Is there anything you can think of that could improve your shopping experience?

Shopping without other customers in the store!   
Sometimes the app doesn’t list locations of items correctly and you’ll need to manually locate an item.

1. What do you do if a particular item is not available in store?

Check the back of the store (the warehouse). If the item is truly out of stock, offer to find a replacement item for customers.

1. How frequently do you need to ask for help in locating an item?

Never. With experience we know where all items are.