

Hi. I'm Nik

I'm a UX designer based in Orlando, FL. I'm a sim racing racing nerd, with a really cool cat, who happens to be very average at Rocket League.

Digital transformation at Publix

In the past, Publix has used the marketing team and external agencies to build their digital experiences. A significant part of my work at Publix has been around shaping how we can best serve our customers while moving that process in-house.

Store locator

At Publix, shopping is a pleasure. 80% of all visitors interact with the store locator, but it hasn't received any meaningful updates in years.

Search[⊕ Use your current location](#)[Pharmacy](#)[Liquor](#)[Open now ▾](#)[Services ▾](#)

Hollieanna Shopping Center

741 S Orlando Ave Winter Park, FL 32789

● Open until 10:00 pm ▾

[✓ Current store](#)[Store details](#)

Winter Park Village

440 N Orlando Ave Winter Park, FL 32789

● Open until 10:00 pm ▾

[Choose store](#)[Store details](#)

Maitland Place

242 N Orlando Ave Maitland, FL 32751

● Open until 10:00 pm ▾

[Choose store](#)[Store details](#)

Aloma Shopping Center

2295 Aloma Ave Winter Park, FL 32792

● Open until 10:00 pm ▾

[Choose store](#)[Store details](#)

Baldwin Park

1501 Meeting Pl Orlando, FL 32814

● Open until 10:00 pm ▾

[Choose store](#)[Store details](#)

Casselberry Commons

1455 State Road 436 Ste 221 Casselberry, FL 32707

Hurricane season and our ability to communicate

Communicating with customers in a timely manner is key. In the old version – store hours ran as a batch every 6 hours without a way to trigger an update.

Now, changes are instant. At the surface, this seems like an easy problem to manage, but it gets exceptionally complex, with 1300 different stores and services managing their hours independently, and generally at a chaotic time.

We created a tool that the stores, the emergency management team, and other key stakeholders are able to use to manage store hour overrides, and provide meaningful messaging to customers.

Q

Use your current location

Pharmacy Liquor Open now ▾ Services ▾

⚠ **Storm hours in effect in your search area**

Due to Hurricane Irma, we will be closing stores within certain areas of Florida.

[Learn more](#)

Winter Park Village 1.2 miles

440 N Orlando Ave Winter Park, FL 32789

● Closed until 8:00 am ⚠ Storm hours

Choose store Store details

Hollieanna Shopping Center 0.8 miles

741 S Orlando Ave Winter Park, FL 32789

● Open until 10:00 pm ▾

Label

✓ Current store Store details

Winter Park Village 1.2 miles

440 N Orlando Ave Winter Park, FL 32789

● Closed until 8:00 am ⚠ Storm hours

Choose store Store details

Maitland Place 2.6 miles

242 N Orlando Ave Maitland, FL 32751

● Open until 10:00 pm ▾

Choose store Store details

Aloma Shopping Center 2.9 miles

2295 Aloma Ave Winter Park, FL 32792

● Open until 10:00 pm ▾

Do it once

Very few things on Publix.com have been portable or reusable. We took this opportunity to create a modular implementation of the store locator. It can be used on a page, in a sidebar, a modal, or anywhere else.

Chicken Tender Sub

Cart 2Shopping list 22

Log in

Sign up

You're shopping at [Hollieanna S/C](#)

Savings

Order ahead

Browse p

Home / All Categories / Bakery

Search Results for

"Chicken Tender Sub"

Results type

 Products Recipes Information

Popular filters

 In-Store Pickup Publix Past Purchases Gluten Free

Savings

 All Deals Digital Coupons Weekly Ad BOGO

Categories

Subs and More

Grab-and-Go Sandwiches

Platters and Boxed Meals

Find a store



Search

 Use your current location

Pharmacy

Liquor

Open now

Services

Sort: Featured

Hollieanna Shopping Center

0.8 miles

741 S Orlando Ave Winter Park, FL 32789

 Open until 10:00 pm Current store[Store details](#)

Winter Park Village

1.2 miles

440 N Orlando Ave Winter Park, FL 32789

 Open until 10:00 pm[Choose store](#)[Store details](#)

Maitland Place

2.6 miles

242 N Orlando Ave Maitland, FL 32751

 Open until 10:00 pm[Choose store](#)[Store details](#)

Aloma Shopping Center

2.9 miles

2295 Aloma Ave Winter Park, FL 32792

 Open until 10:00 pm[Choose store](#)[Store details](#)Publix Buffalo Chicken
Tender Sub

Starts at \$6.09

[Customize](#)

Chicken Tender Sub



Savings

Order ahead

Browse products

Delivery & curbside

Weekly ad



Home / All Categories / Bakery

Search Results for

"Chicken Tender Sub"

Results type

- Products 17
- Recipes 8
- Information 2

17 results

Popular filters

- In-Store Pickup 16
- Publix 11
- Past Purchases 1
- Gluten Free 3

Publix Chicken Tender Sub

Publix Chicken Tender Wrap

Publix Chicken Tender Salad

Savings

- All Deals 16
- Digital Coupons 24
- Weekly Ad 1
- BOGO 3

Starts at \$6.09

Starts at \$6.09

Starts at \$6.09

Customize

Customize

Customize

Categories

- Subs and More 4
- Grab-and-Go Sandwiches 1
- Platters and Boxed Meals 9

Find a store

Search



⊕ Use your current location

Pharmacy

Liquor

Open now

Services

Hollieanna Shopping Center

0.8 miles

741 S Orlando Ave Winter Park, FL 32789

● Open until 10:00 pm

✓ Current store

Store details

Winter Park Village

1.2 miles

440 N Orlando Ave Winter Park, FL 32789

● Open until 10:00 pm

Choose store

Store details

Maitland Place

2.6 miles

242 N Orlando Ave Maitland, FL 32751

● Open until 10:00 pm

Choose store

Store details

Aloma Shopping Center

2.9 miles

2295 Aloma Ave Winter Park, FL 32792

● Open until 10:00 pm

Choose store

Store details

Baldwin Park

3.3 miles

1501 Meeting Pl Orlando, FL 32814

● Open until 10:00 pm

Choose store

Store details

Casselberry Commons

3.4 miles

1455 State Road 436 Ste 221 Casselberry, FL 32707



Search...



Cart 22

Shopping list

George

Savings

Order ahead

Catering

Delivery & curbside

Weekly ad

You're shopping at [Hollieanna S/C](#)

Dinner is done.

Hungry family? Order subs with in-store pickup.

sections.

Find a store

Search

[Use your current location](#)[Pharmacy](#)[Liquor](#)[Open now](#) ▾[Services](#) ▾

Hollieanna Shopping Center

0.8 miles

741 S Orlando Ave Winter Park, FL 32789

[Open until 10:00 pm](#) ▾[Current store](#)[Store details](#)

Winter Park Village

1.2 miles

440 N Orlando Ave Winter Park, FL 32789

[Open until 10:00 pm](#) ▾[Choose store](#)[Store details](#)

Maitland Place

2.6 miles

242 N Orlando Ave Maitland, FL 32751

[Open until 10:00 pm](#) ▾

Lemon tahini dressing spicy muffins avocado basil pesto maple orange tempeh almonds banana bread sleepy morning tea grains zesty tofu pad thai chocolate peanut butter dip black bean chili dip asian pear appetizer toasted hazelnuts ginger carrot spiced juice cumin naga viper. Blackberries matcha cherry Sicilian pistachio pesto lingonberry lemongrass rich coconut cream street style Thai basil tacos cherry bomb lime mango crisp mediterranean vegetables chia seeds dark chocolate vine tomatoes lychee edamame hummus mediterranean luxury bowl springtime strawberry Thai. Miso turmeric glazed aubergine cauliflower coconut sugar sweet potato arugula salad simmer delightful blueberry scones couscous ultimate pineapple salsa cinnamon toast farro platter fruit smash instant pot mint lime taco salsa mocha chocolate heat.

Deals picked for you

An educated guess

One thing we learned in our user-testing was how important it was to an accurate first guess for where they are looking to shop. We took a large step forward in predicting the users initial search area.

if



Store set from prior session

When a user starts a new session at Publix.com and has manually set a location, or a location has been set from a user sharing their location via their device/browser, the selected location should persist. The initial stores loaded when the store location module is opened should be the nearest locations to the store set from the prior session.

Default

The screenshot shows the Publix.com store locator interface. At the top, there is a search bar with the placeholder "Search" and a magnifying glass icon. Below the search bar is a button labeled "Use your current location". Underneath these are four category buttons: "Pharmacy", "Liquor", "Open now ▾", and "Services ▾". A horizontal line separates this header from the main content area. In the main content area, the store "Hollieanna Shopping Center" is listed. Its address is "741 S Orlando Ave Winter Park, FL 32789" and it is noted as being "Open until 10:00 pm ▾". At the bottom of the content area are two buttons: a green "Current store" button with a checkmark icon, and a blue "Store details" button.

Hollieanna Shopping Center
741 S Orlando Ave Winter Park, FL 32789
● Open until 10:00 pm ▾

✓ Current store [Store details](#)

Search for a Publix near you.

Scotch bonnet pepper lychee chocolate cookie cilantro
figs crunchy lemon soy milk.

 Find stores near you

Navigation

Like store locator – navigation has been largely ignored. User testing showed that interaction with navigation was quite cumbersome, and underutilized by our customers.

The image shows a screenshot of a grocery store website's header bar. The header is dark green at the top, transitioning to white below. On the left, there is a large green circular logo with a white lowercase 'p'. To its right is a search bar with the placeholder 'Search...' and an 'X' icon. Below the search bar are three dropdown menus: 'Savings' with a green arrow, 'Order ahead' with a green arrow, and 'Browse products' with a green arrow. To the right of these are several links: 'Catering', 'Delivery & curbside' with an orange icon, 'More' with a blue icon, and 'You're shopping at [Hollieanna S/C](#)'. At the very top right, there are links for 'Gift cards' and 'COVID-19 Vaccine'.

Gift cards COVID-19 Vaccine

Search... X

Savings Order ahead Browse products Catering Delivery & curbside More You're shopping at [Hollieanna S/C](#)

Account Shopping list Cart

Flyouts

We don't sell groceries online at Publix. We leave that to Instacart. Instead – all of our revenue is from ordering ahead. We wanted to highlight this in our navigation. We are using engaging and exciting imagery to help motivate customers to order lunch with us.

[Weekly ad](#)

[BOGO](#)

[Digital coupons](#)

[Extra savings](#)

[All deals](#)

 Subs and more

 Meat and cheese

 Platters and boxes

 Bakery

 Seafood

 Meals



 Thanksgiving

 Deli

 Floral

 Meat

 Produce

 Seafood

 Beer and wine

 Dairy

 Frozen food

 Grocery

 Health and nutrition

 Baby

 Beauty and personal care

 Housewares

 Non-foods

 Pet

Encouraging registration and authentication

Customer authentication numbers left a lot to be desired. We are implementing a dynamic flyout to drive authentication and registration. It is extremely configurable – and is expected to significantly improve our ability to convert users.

[COVID-19 Vaccine](#)



Search...



Savings ▾

Order ahead ▾

Browse products ▾

Catering

Delivery & curbside



W

Account

² Shopping list

² Cart



Club Publix our free loyalty program with
savings, convenience, and personalization.

[Log in](#)

[Sign up](#)

You're shopping at [Hollieanna S/C](#)

Searching

It's always easier to search. One of the ways that we proved the value in this navigation work was by creating a better autocomplete experience. This has been live on Publix.com for quite some time now, and has dramatically improved our search data and site conversions.

You're shopping at Hollieanna S/C

  Menu  Account  Shopping list  Cart

Chicken tender sub x x

Primary section title Button

Option
→ child option
→ child option
→ child option

Option

Option

Option

Option

Option

Option

Option

Thanks for tuning in