

Sainsbury's

UI pre-interview task

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Brief:

We're looking for the candidates to redesign one of the product list pages within a department so deeper in the navigation than the page

E.g. the Everyday tea product list page (link below). This could be a PLP from any section of the site you may be interested in (fruit and veg, dairy, bakery etc...)

http://www.sainsburys.co.uk/shop/gb/groceries/drinks/everyday-tea#langId=44&storeId=10151&catalogId=10241&categoryId=178716&parent_category_rn=12192&top_category=12192&pageSize=30&orderBy=FAVOURITES_ONLY%7CTOP_SELLERS&searchTerm=&beginIndex=0

Research



Existing site analytics (sort of)

Most popular screen size in UK:
1366x768 = 35% of the market

Mobile:
750x1334 = 29.2% of the market

High dwell time:
00:05:38



Competitors: Tesco

Engagement

Total Visits	<div><div>T</div><div>S</div></div> <div>49.09M14.81M</div>
Avg. Visit Duration	00:06:0300:05:38
Pages per Visit	7.610.22
Bounce Rate	26.14%22.58%

Global Rank ⓘ

Worldwide

tesco.com

#911↓

sainsburys.co.uk

#3,015↓

Country Rank ⓘ

United Kingdom 🇬🇧

tesco.com

#34

sainsburys.co.uk

#120↓

Category Rank ⓘ

Food and Drink > Food and... [Edit](#)

tesco.com

#1

sainsburys.co.uk

#3

Register

Sign in

Help

Feedback

TESCO

Search

Groceries

My Favourites

Recipes

Special Offers

Christmas

Delivery Saver

Home

Drinks

Tea

Everyday Tea

Everyday Tea

71 items

Filter by:

New (0)

Special Offers (12)

5 Categories


16 Brands

Lifestyle & Dietary

Sort by:

Relevance

Offer



Yorkshire 80 Teabags 250G

Save 79p Was £2.79 Now £2.00

Offer valid for delivery from 15/11/2017 until 05/12/2017


Rest of shelf >

£ 2.00

£0.80/100g

1

Add



Pg Tips Original 200 Tea Bags


Rest of shelf >

£ 5.60

£0.97/100g

1

Add



Tesco 80 Teabags 250G


Rest of shelf >

£ 1.10

£0.44/100g

1

Add



Tetley 240 Teabags 750G

Rest of shelf >


£ 5.80

£0.77/100g

1

Add

Offer



Pg Tips Pyramid 240 Tea Bags 696G

Save £1.99 Was £5.99 Now £4.00

Offer valid for delivery from 15/11/2017 until 05/12/2017

Rest of shelf >


£ 4.00

£0.58/100g

1

Add

Offer



Tetley 160 Teabags 500G

Half Price Was £4.69 Now £2.34

Offer valid for delivery from 15/11/2017 until 05/12/2017


Rest of shelf >

£ 2.34

£0.47/100g

1

Add



Tesco 160 Teabags 500G


Rest of shelf >

£ 1.99

£0.40/100g

1

Add



Tesco Decaffeinated 80 Teabags 250G


Rest of shelf >


£ 1.50


£0.60/100g


1

Add









Checkout

Products you add to your basket will appear here

basket will appear here

05

Competitors: Asda

Engagement

Total Visits	<div><div>A</div><div>S</div></div> <div>25.73M14.81M</div>
Avg. Visit Duration	00:06:5200:05:38
Pages per Visit	23.4910.22
Bounce Rate	31.47%22.58%

Global Rank ⓘ

Worldwide

asda.com

#1,014↓

sainsburys.co.uk

#3,015↓

Country Rank ⓘ

United Kingdom 🇬🇧

asda.com

#45↓

sainsburys.co.uk

#120↓

Category Rank ⓘ

Food and Drink > Food and... [Edit](#)

asda.com

#2

sainsburys.co.uk

#3

ASDAgroceries

Search...

Sign in

Register

£0.00

Help

Christmas

Fresh Food

Chilled Food

Food Cupboard

Frozen Food

Drinks

Health & Beauty

Laundry & Household

Pets

Baby, Toddler & Kids

Home & Entertainment

Special Offers

Soft Drinks, Juice & Water

Beer, Cider & Ales

Spirits & Pre Mixed Drinks

Wine, Prosecco & Champagne

Coffee

Tea

Hot Chocolate & Malt Drinks

Chilled Juice & Milk Drinks

6 for £25 Wine

Special Offers

Everyday Tea

Fruit & Herbal Tea

Green Tea

Decaf Tea

Sweet Biscuits

Regular Tea

Breakfast Tea

Earl Grey & Lady Grey

World Teas

Redbush & Decaf

Loose Tea

Regular Tea

Sort by

Relevance

Your Delivery

Book click & collect

Book home delivery

Your Trolley

Full View

Asda.com and George.com use cookies

I'm OK with this

each

Tetley Gaffer Ceramic Teapot and Tea Bags Set

240pk

Tetley Original Tea Bags

★★★★★ (49)

160pk

Tetley Original Tea Bags

★★★★★ (50+)

RollBack

PG Tips Pyramid Tea Bags

was £5.99

£4

240 pack

Checkout

Big Night In

Diet Coke

£1

1.25ltr

Asda.com and George.com use cookies

I'm OK with this

(£20.00/each)

Add

80pk

Tetley Original 80 Tea Bags with 180th Anniversary Caddy

£2.65

40pk

Tetley Original Tea Bags

★★★★★ (2)

£1.39

20pk

Tetley Super Tea Boost Tea Bags

£1.79

20pk

Tetley Super Tea Immune Tea Bags

£1.79

240pk

Taylors of Harrogate Yorkshire Tea Bags

★★★★★ (6)

RollBack

£4.00

Checkout

Big Night In

Diet Coke

£1

1.25ltr

Add

Competitors:

Morrisons

Engagement

Total Visits	441.06K	14.81M
Avg. Visit Duration	00:01:00	00:05:38
Pages per Visit	1.25	10.22
Bounce Rate	89.61%	22.58%

 Global Rank ⓘ

Worldwide

morrisons.co.uk

#233,432↑

sainsburys.co.uk

#3,015↓

 Country Rank ⓘ

United Kingdom 🇬🇧

morrisons.co.uk

#15,368↑

sainsburys.co.uk

#120↓

 Category Rank ⓘ

Food and Drink > Food and... [Edit](#)

morrisons.co.uk

#249↑

sainsburys.co.uk

#3

Groceries

Food to Order


Morrisons More

Good to Know

Flowerworld

Store Finder

Contact Us



Search groceries

GO

Log in

Register

CHECKOUT

£0.00

Savings £0.00

Shop Groceries

My Favourites

Offers

Events

Recipes

Delivery Pass

The Best

Everyday Tea

Breakfast Tea

Earl Grey Tea

Decaffeinated Tea

Fruit & Herbal Tea

Loose Tea

Filter by

Brands

Options

Dietary & Lifestyle

Top Brands

Recommended to you

You are in: Shop > Drinks > Tea & Hot Drinks > Tea

from £1 each

SHOP NOW

199 products

Sort by: Favourites first

Featured

Taylors of Harrogate Green Tea with Mango ...

Twinings English Breakfast Tea Bags 50s

Twinings English Breakfast Tea Bags 100s

Yorkshire Tea Bags 160s

Yorkshire Tea Bags 240's

PG Tips Tea Bags 240s

Tetley Tea Bags 160s

Tetley Decaf Tea Bags 80s

Twinings Earl Grey Tea Bags 100s

Typhoo Foil Fresh Teabags 80s

Pg Tips Tea Bags 80s

Yorkshire Gold Tea Bags 80s

Taylors of Harrogate Green Tea with Mang...

Twinings Pure Peppermint

Tetley Redbush Tea Bags

Typhoo Foil Fresh Tea Bags

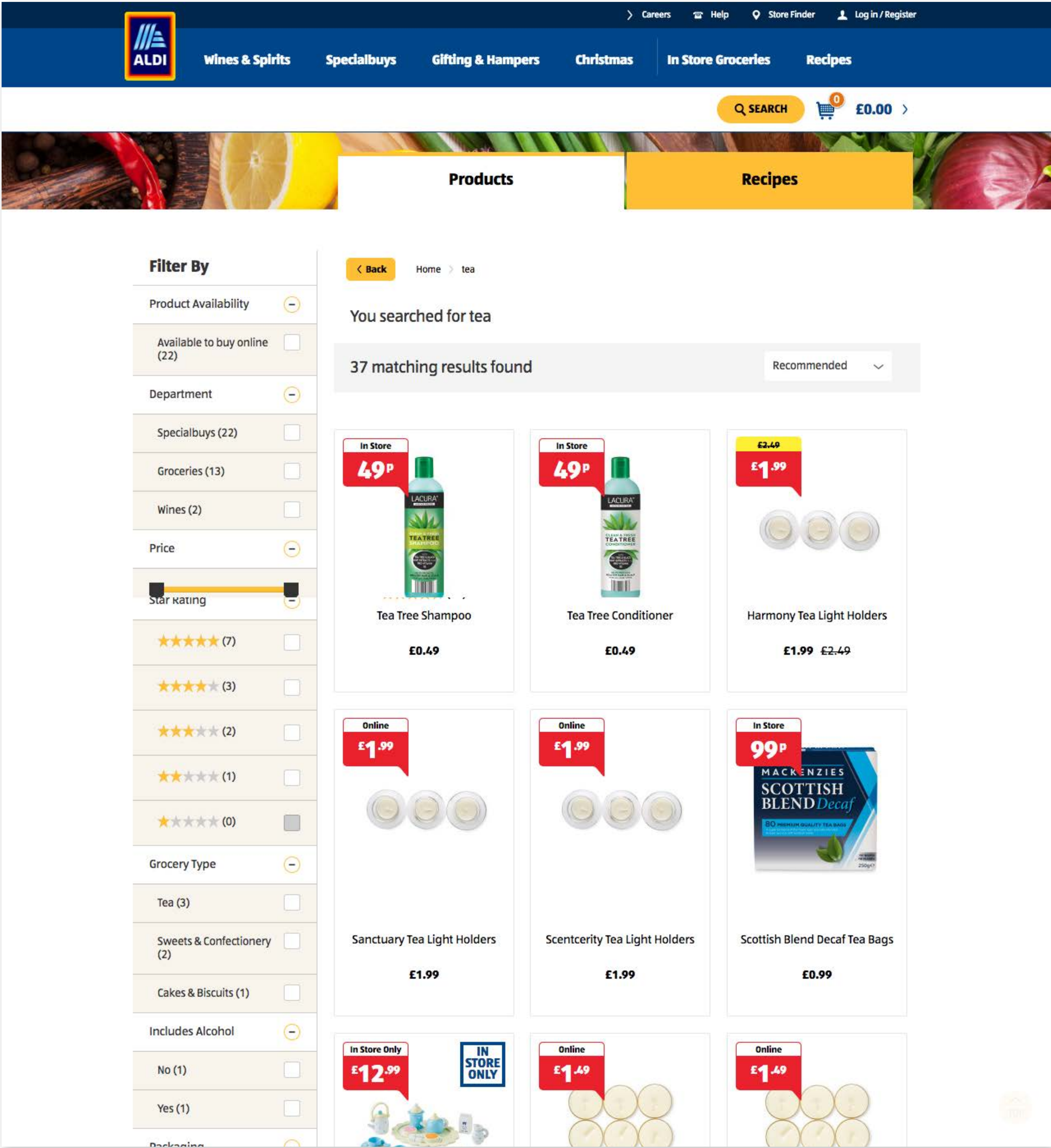
Morrisons Extra Strong Tea

Morrisons Red Label Tea

Twinings Lady Grey Tea

07

Competitors: Aldi



Competitors: Waitrose

Engagement

Total Visits	<div><div></div><div></div></div> <div>4.31M14.81M</div>
Avg. Visit Duration	<div><div></div><div></div></div> <div>00:04:2000:05:38</div>
Pages per Visit	<div><div></div><div></div></div> <div>6.9910.22</div>
Bounce Rate	<div><div></div><div></div></div> <div>40.13%22.58%</div>

Global Rank

Worldwide

waitrose.com

#13,034

sainsburys.co.uk

#3,015

Country Rank

United Kingdom

waitrose.com

#534

sainsburys.co.uk

#120

Category Rank

Food and Drink > Food and...

waitrose.com

#14

sainsburys.co.uk

#3

More from Waitrose: CellarFloristGardenPetGifts

Sign in / Register

Waitrose

GroceriesEntertaining

Search...

£0.00

Checkout

OFFERSRecipesInspirationChristmas

My favouritesMy account

Get prepared for Christmas. Avoid disappointment - book your Christmas delivery slot today

GroceriesTea, Coffee & Soft DrinksTeaTraditional Everyday Tea

Traditional Everyday Tea

OffersDietaryWaitrose BrandsPopularity

PG tips 160s Pyramid Teabags

464g

£ Save £1.69. Was £4.69.

£3.00 (£1.02/100g)

1+

Tetley 80 tea bags

80s

£ Save 39p. Was £2.39.

£2.00 (3p each)

1+

Clipper 100 Everyday Teabags

312g

£ Save 69p. Was £3.69.

£3.00 (£1.19/100g)

1+

Twinnings Everyday 200 Tea Bags

580g

£ Save £1.50. Was £8.00.

£6.50 (£1.38/100g)

1+

PG tips decaf 160s Pyramid Teabags

464g

£ Save £1.80. Was £4.80.

£3.00 (£1.04/100g)

1+

Clipper Fairtrade 100 Everyday Tea

312g

£ 20% Off. Was £3.49

£2.79 (£1.12/100g)

1+

Twinnings English breakfast 200 tea bags

500g

£ Save £1.50. Was £8.00.

★★★★★ (1)

£6.50 (£1.60/100g)

1+

Yorkshire Tea Breakfast Brew 40 tea bags

125g

£ Save 30p. Was £2.30

£2.00 (£1.84/100g)

1+

Clipper fairtrade 80 gold tea bags

250g

£ 20% Off. Was £3.25

★★★★★ (2)

£2.60 (£1.30/100g)

1+

Twinnings 160 English Strong Breakfast Tea Bags

500g

£ Save £1.50. Was £8.00

★★★★★ (1)

£6.50 (£1.60/100g)

1+

Yorkshire Tea Bedtime Brew 40 tea bags

100g

£ Save 30p. Was £2.30

£2.00 (£2.30/100g)

1+

Yorkshire Tea Breaktime Brew 40 tea bags

100g

£ Save 30p. Was £2.30

£2.00 (£2.30/100g)

1+

Taylors of Harrogate

Twinnings English

Taylors of Harrogate

Taylors of Harrogate

Waitrose English

Essential Waitrose

£0.00

Book slot

Help

£0.00

Book slot

Help

£0.00

Book slot

09

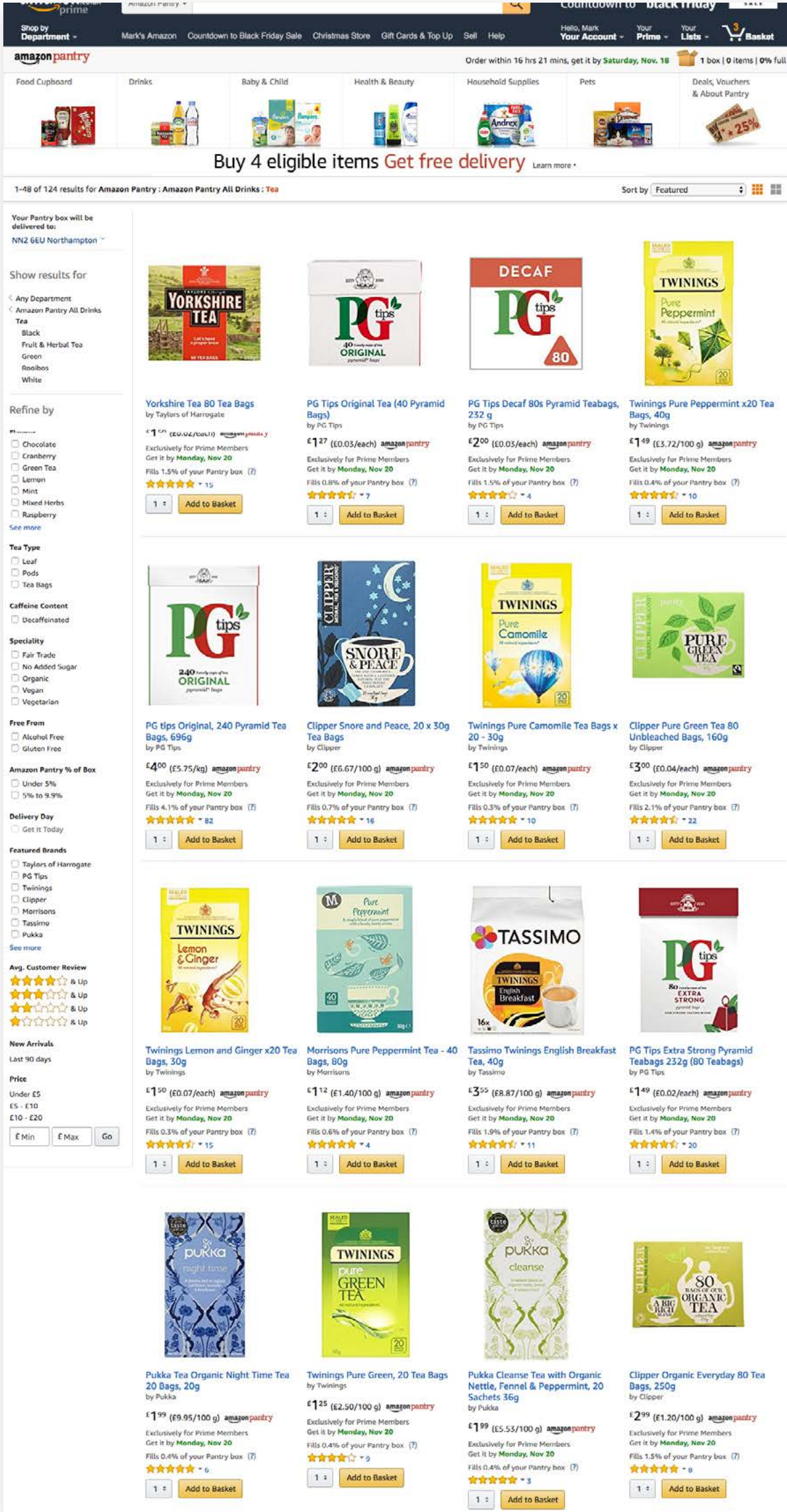
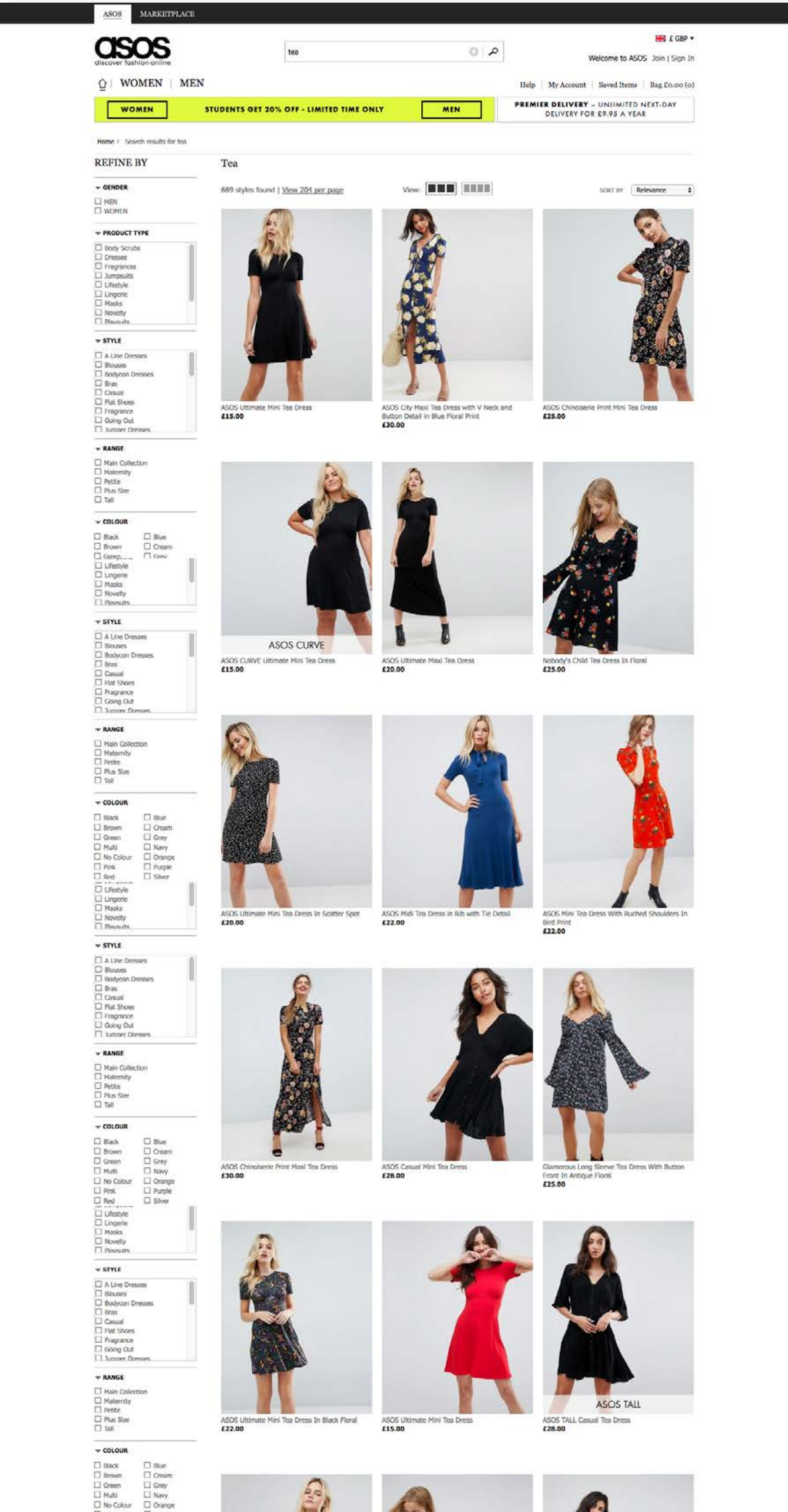
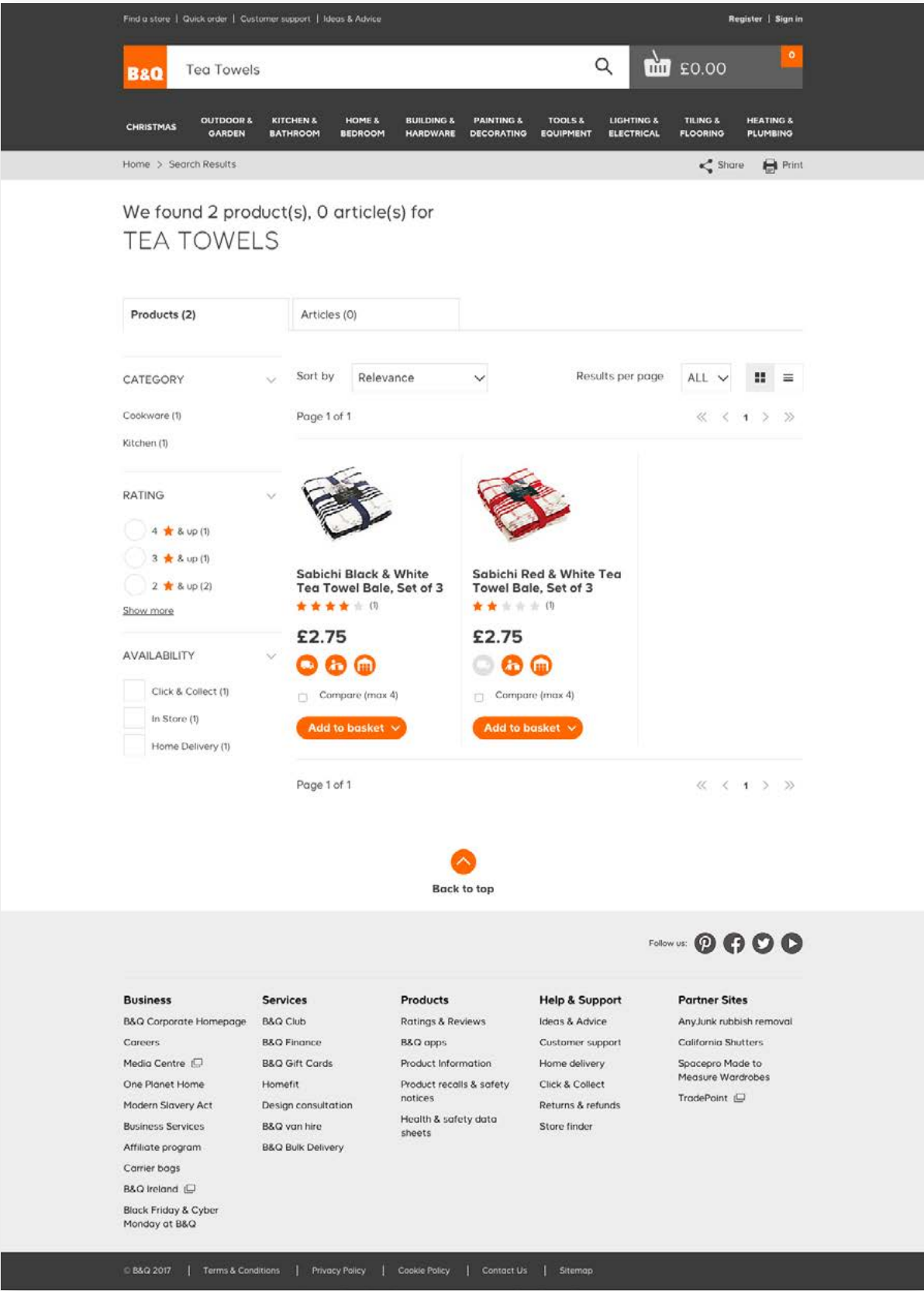
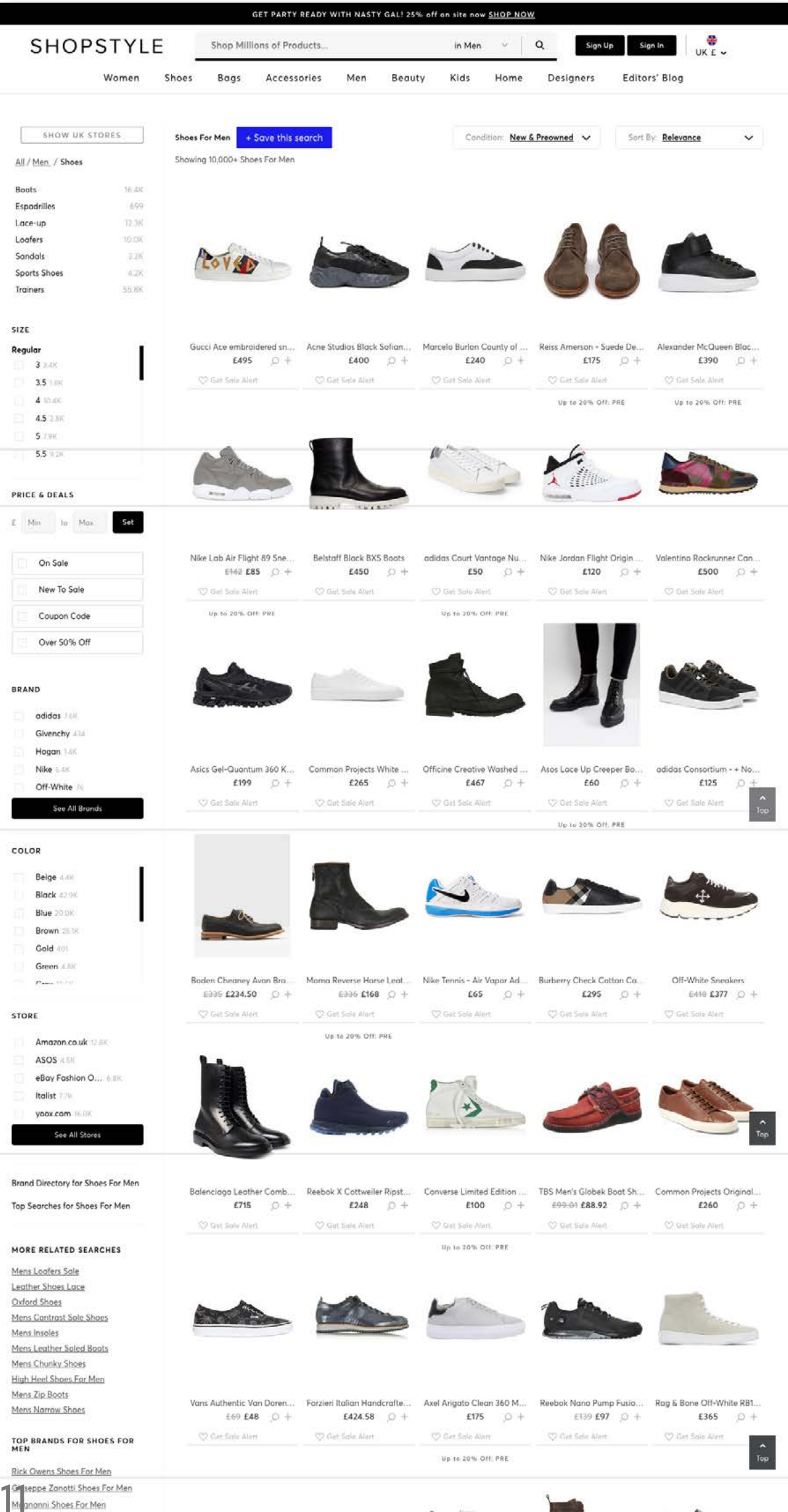
Other eCommerce sites

Shop Style

B&Q

ASOS

Amazon



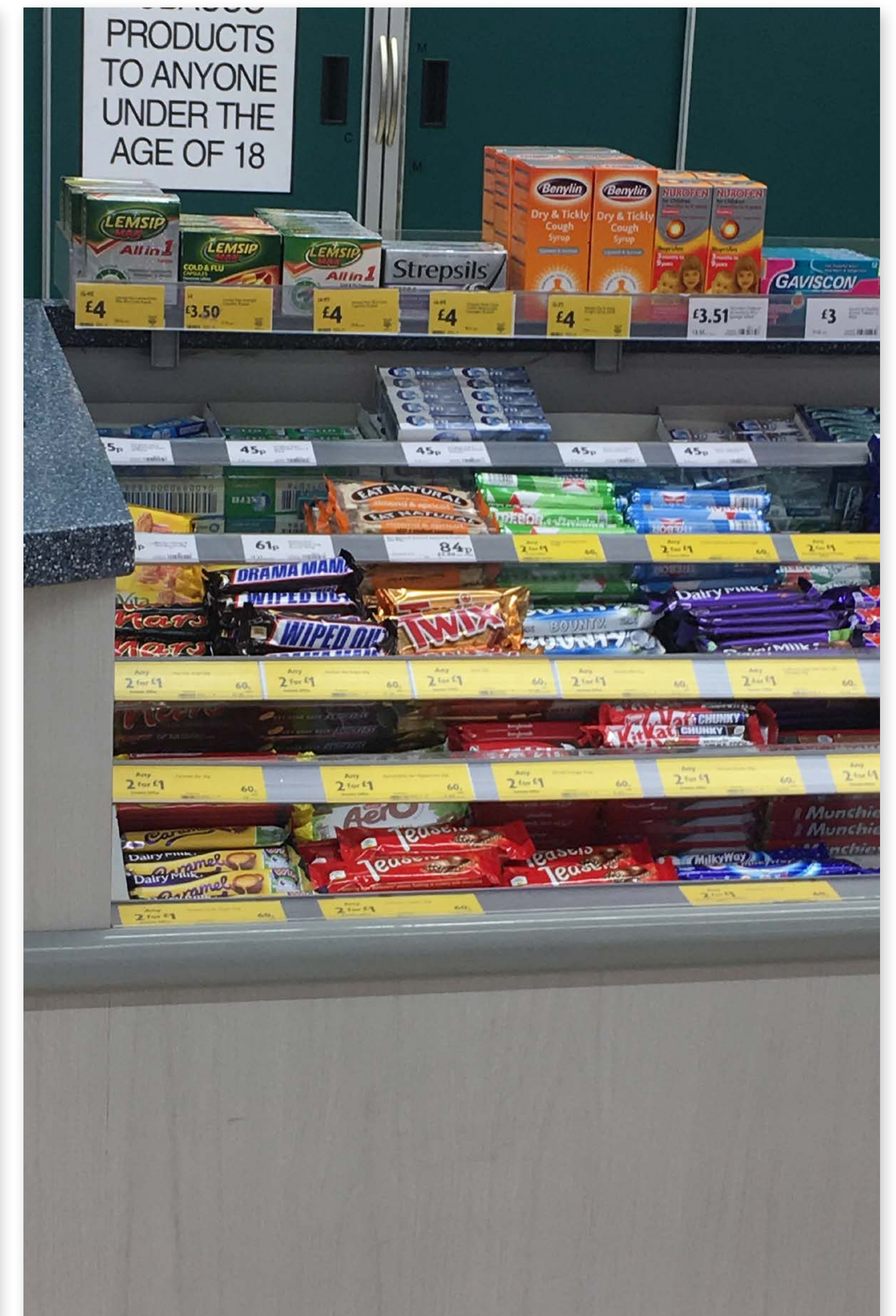
Analysis



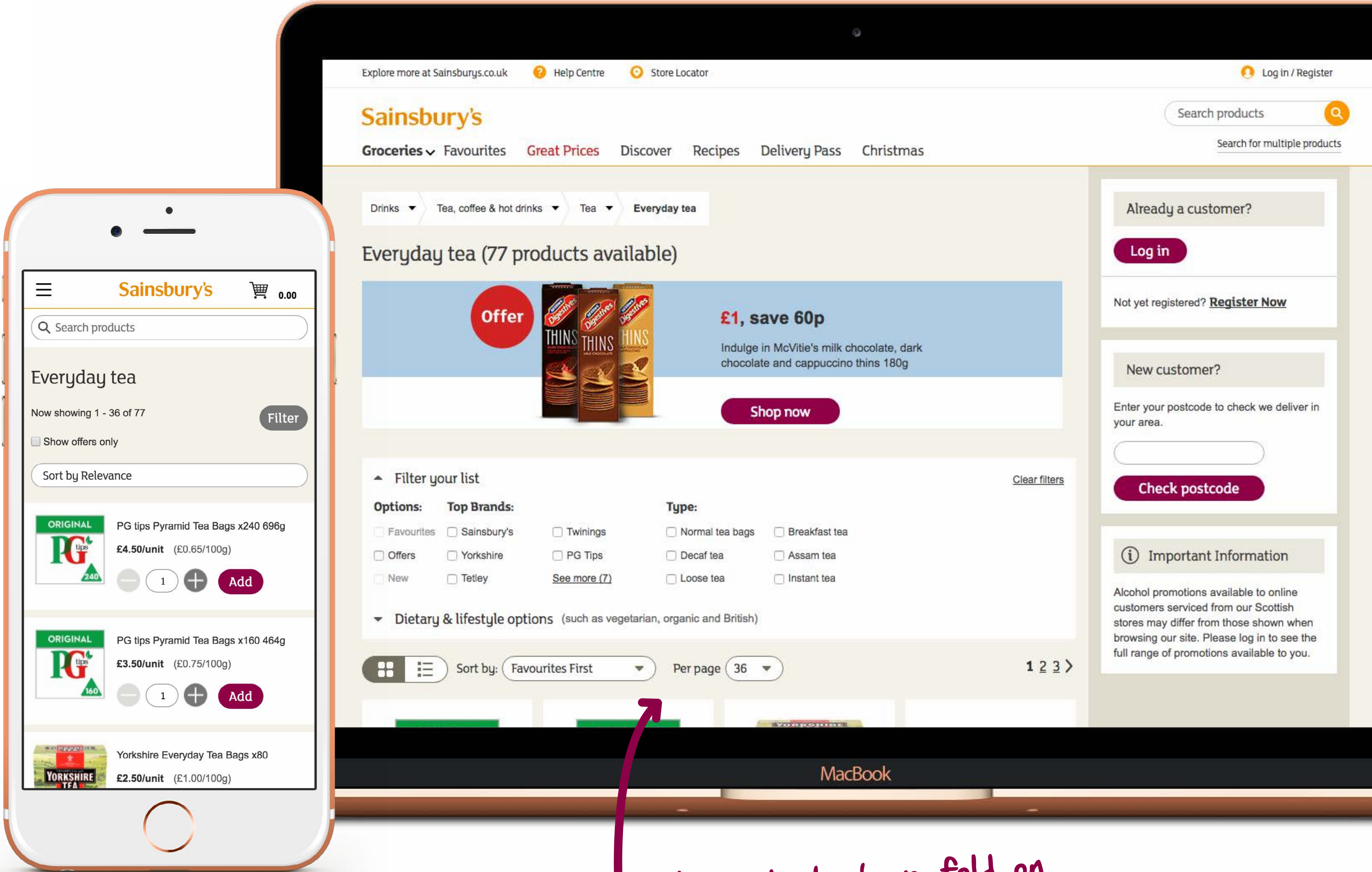
Physical shopping experience

Visual hierarchy:

- Product
- Big price or offer
- Description

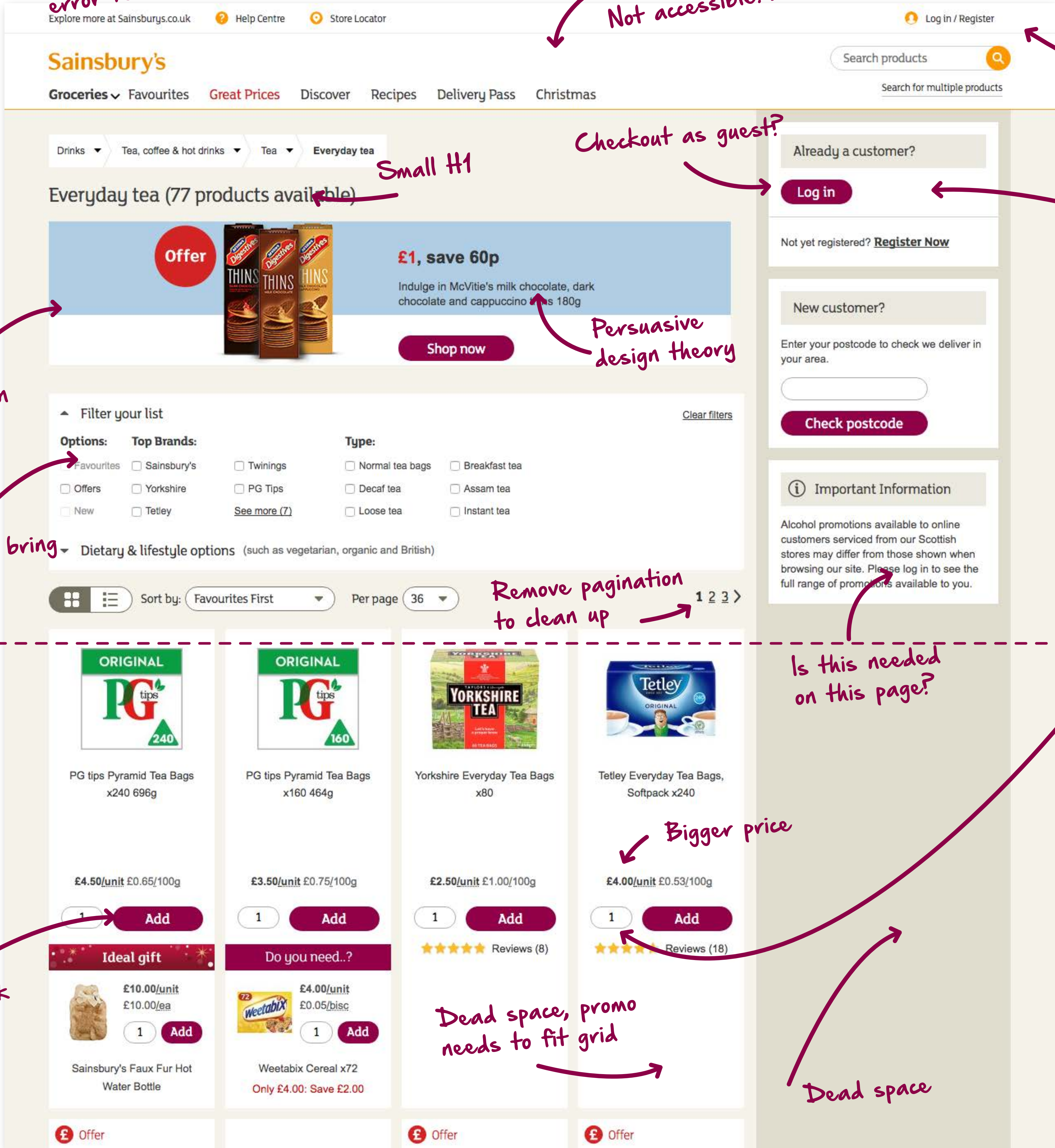


Existing
site



No product above fold on
main screen resolution

Desktop analysis



Hide in a pull out drawer at the left of the screen perhaps?!

Needs hover state and haptic feedback on mobile on all links

Dead space, promo needs to fit grid

Dead space

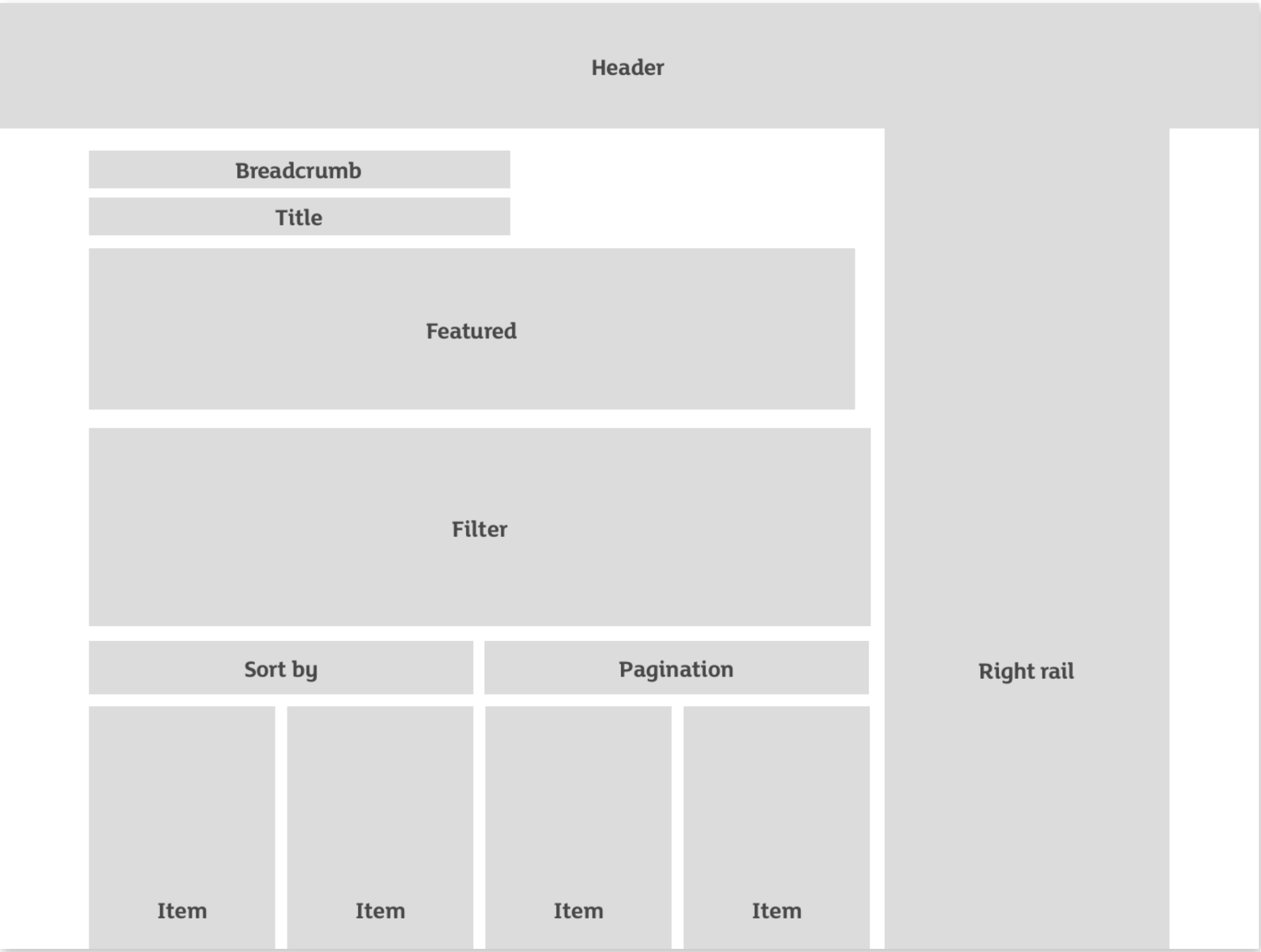
What do you buy multiples off? - Is it easier to tap twice than to tap, input number and then tap add

Associated products come up as dog food?!

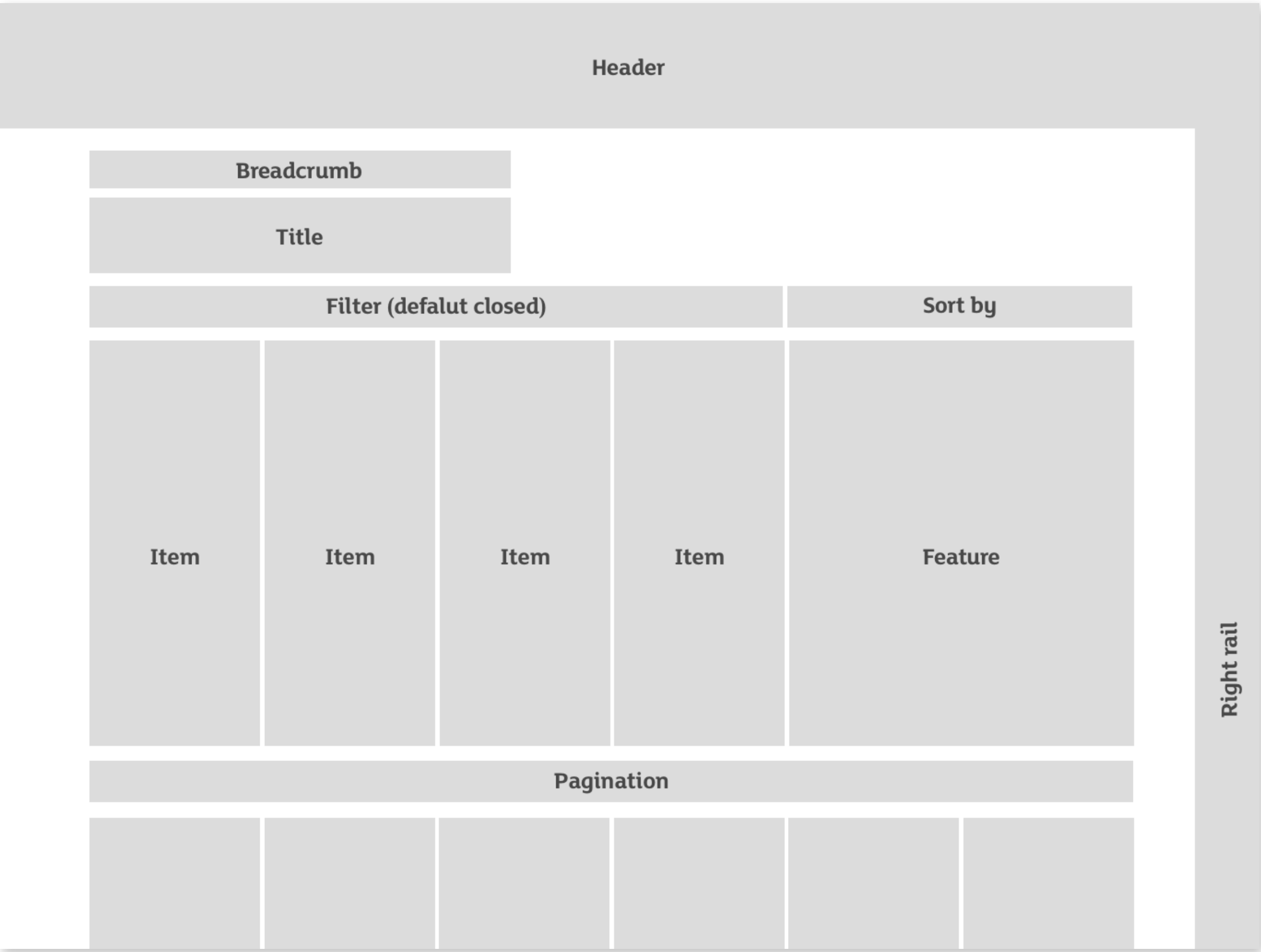
Creative

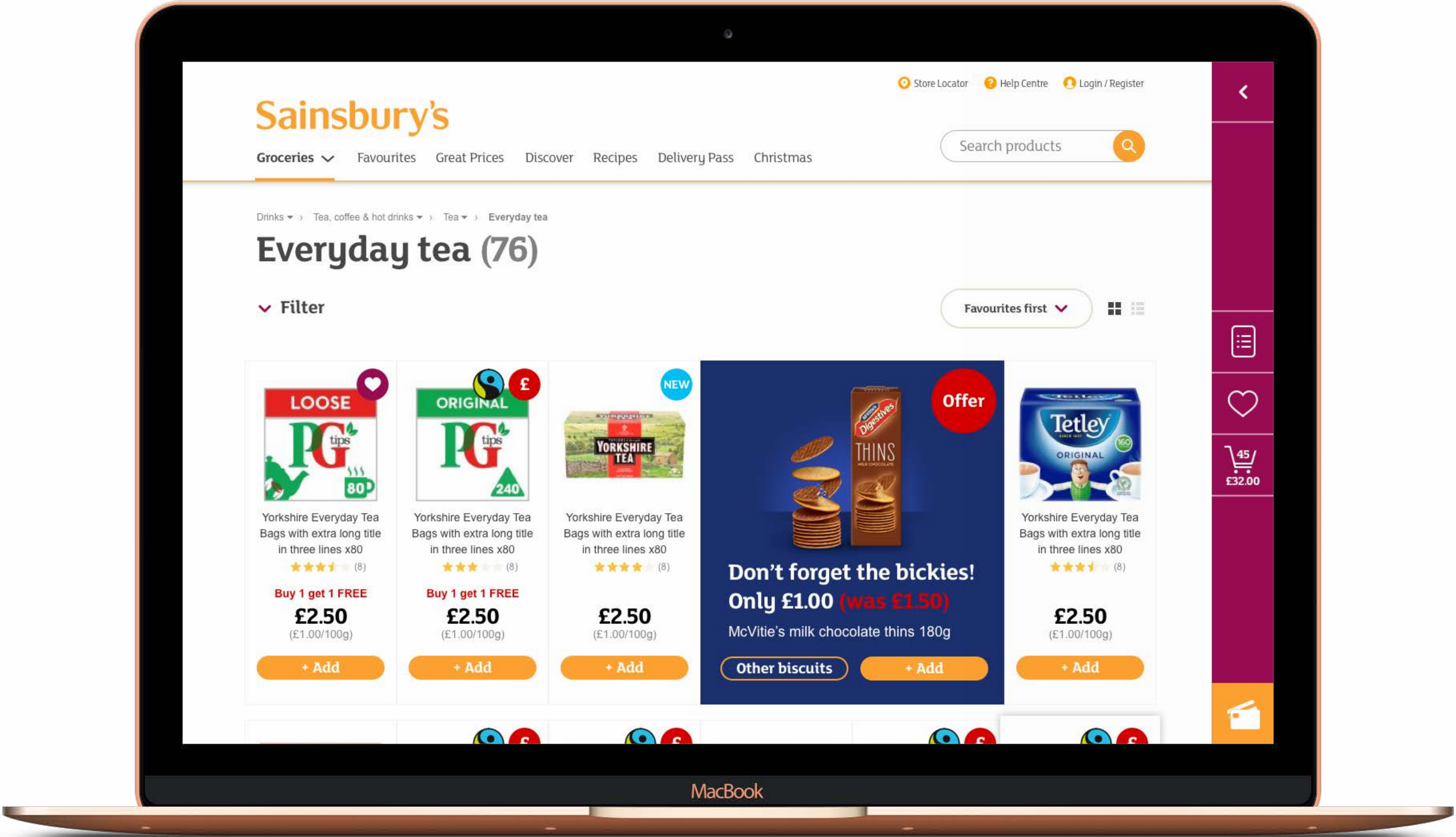
3

Existing structure



Proposed structure





Desktop creative

- 1

Content header

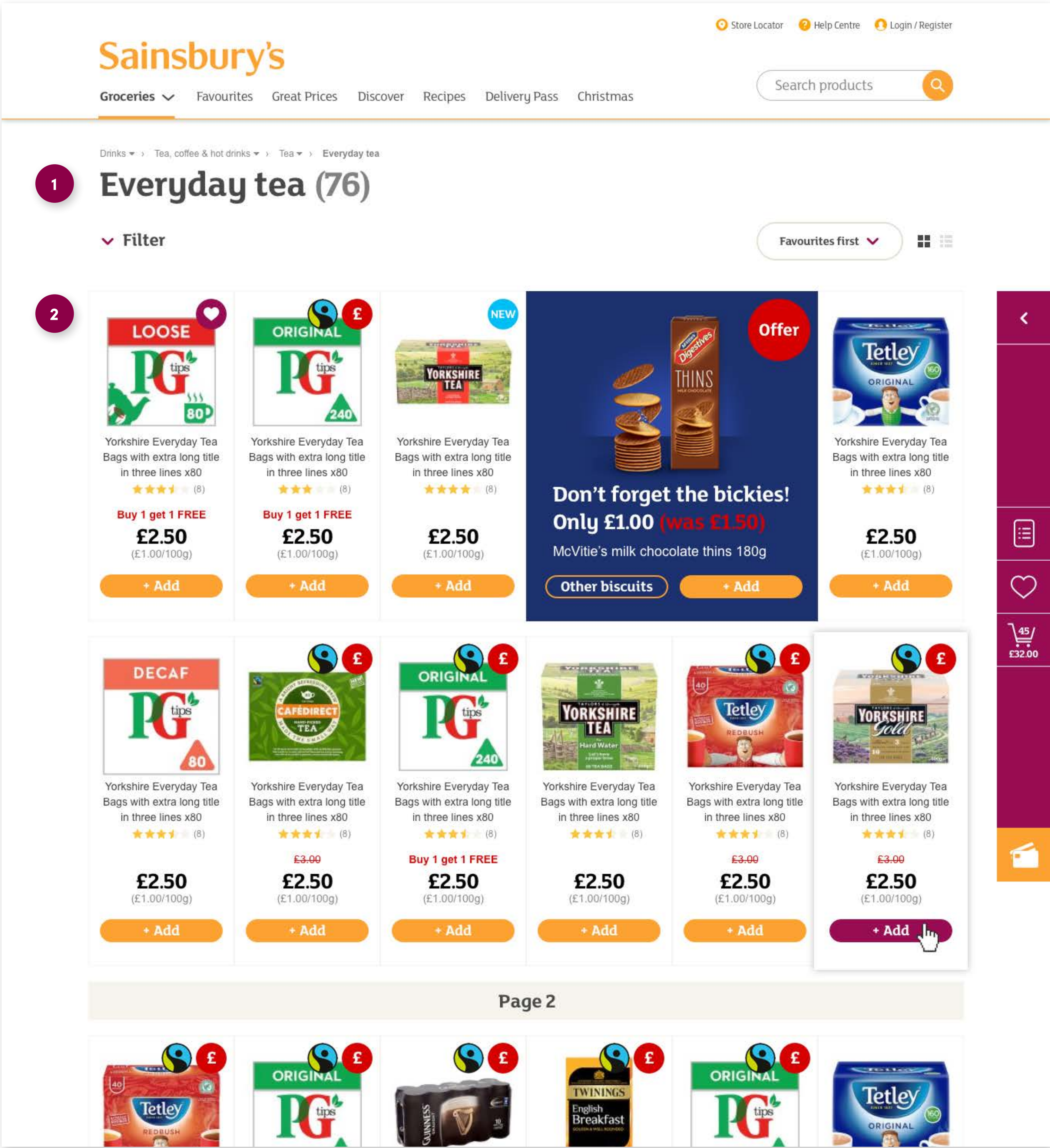
The content header is cleaner and the title larger.
- 2

Grid

6 products across means less scrolling. The grid is flexible so that more visual products can be shown as 4,3 or 2 per row.

Circular icons show key information is a consistent way without breaking the grid.

Users favourites are moved to the front of the list and marked with the heart icon.



Desktop creative continued

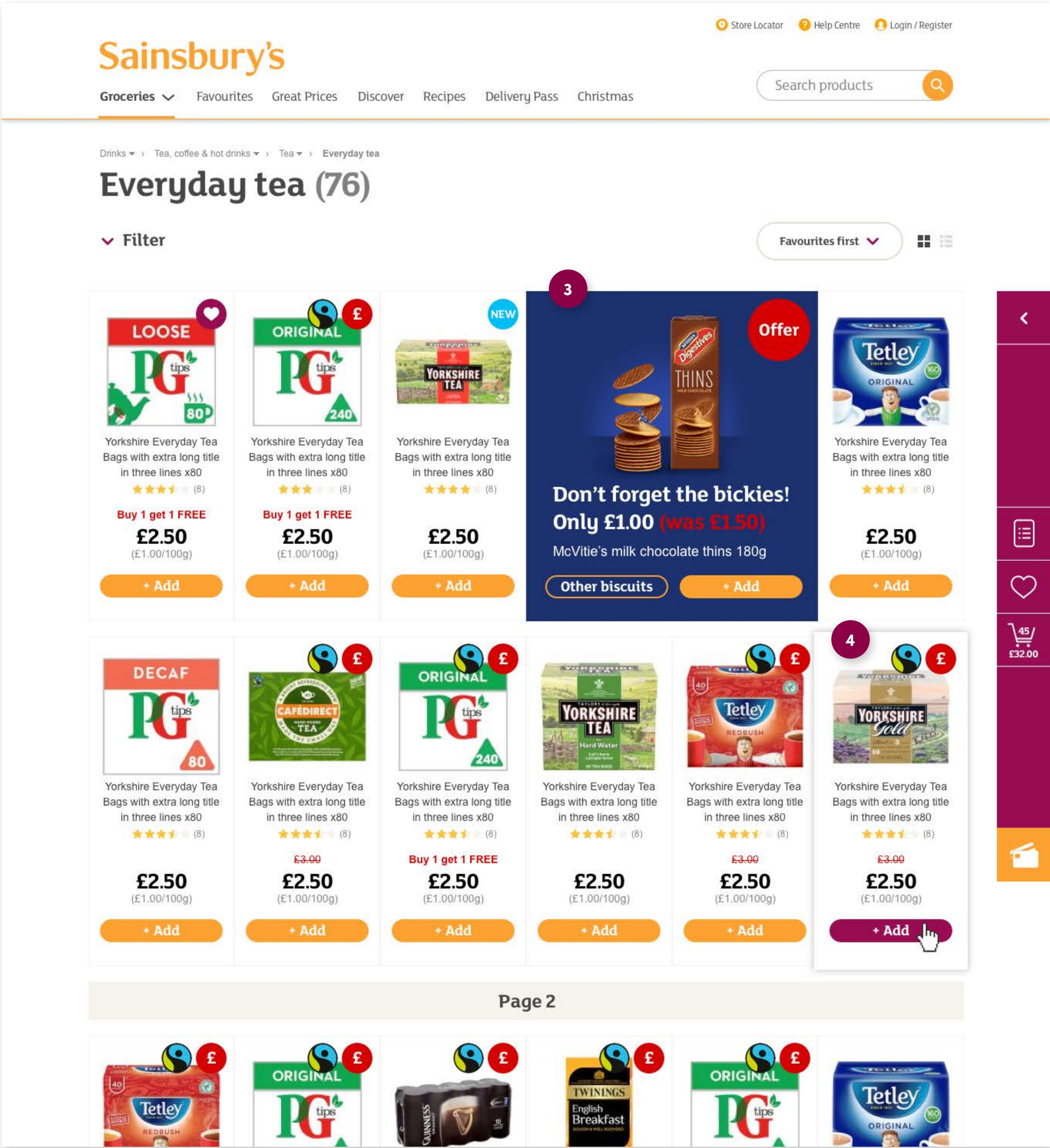
- 3

Featured products

Rather than pushing the content people are actually looking for down the page suggestive selling can be peppered into the content meaning you have multiple opportunities and the user gets to content quicker. The design and language for this component is more considered and allows users to ‘chunk it in their trolley’ without breaking stride.
- 4

Hover

Hovering over a product animated a frame with drop shadow. Colour changes over the ‘Add’ button. Hover states over all links are needed.



Desktop creative continued

- 5

Pagination

Removing clutter of the pagination control helps focus the user. The natural scroll is an easier navigation mechanic and ‘page breaks’ are introduced as anchors down the page to aid navigation in the same way Google images used to.
- 6

Other products

Terminology has been changed to be more friendly and featured content can be used in the grid system.

£2.50
(£1.00/100g)

+ Add

£2.50
(£1.00/100g)

+ Add

£2.50
(£1.00/100g)

+ Add

£2.50
(£1.00/100g)

+ Add

£2.50
(£1.00/100g)


+ Add

£2.50
(£1.00/100g)

+ Add

5

Page 2




Yorkshire Everyday Tea
Bags with extra long title
in three lines x80

★★★★ (8)

£3.00

£2.50
(£1.00/100g)

+ Add




Yorkshire Everyday Tea
Bags with extra long title
in three lines x80

★★★★ (8)

Buy 1 get 1 FREE

£2.50
(£1.00/100g)

+ Add




Yorkshire Everyday Tea
Bags with extra long title
in three lines x80

★★★★ (8)

Buy 1 get 1 FREE

£2.50
(£1.00/100g)

+ Add




Yorkshire Everyday Tea
Bags with extra long title
in three lines x80

★★★★ (8)

Buy 1 get 1 FREE

£2.50
(£1.00/100g)

+ Add




Yorkshire Everyday Tea
Bags with extra long title
in three lines x80

★★★★ (8)

Buy 1 get 1 FREE

£2.50
(£1.00/100g)

+ Add




Yorkshire Everyday Tea
Bags with extra long title
in three lines x80

★★★★ (8)

£2.50
(£1.00/100g)

+ Add




Yorkshire Everyday Tea
Bags with extra long title
in three lines x80

★★★★ (8)

£2.50
(£1.00/100g)

+ Add




Yorkshire Everyday Tea
Bags with extra long title
in three lines x80

★★★★ (8)

£3.47
(£1.00/100g)

+ Add




Yorkshire Everyday Tea
Bags with extra long title
in three lines x80

★★★★ (8)

£2.50
(£1.00/100g)

+ Add



Yorkshire Everyday Tea
Bags with extra long title
in three lines x80

★★★★ (8)


£3.00

£2.50
(£1.00/100g)


+ Add

6


Do you also need?




Yorkshire Everyday Tea
Bags with extra long title




Yorkshire Everyday Tea
Bags with extra long title



Yorkshire Everyday Tea
Bags with extra long title



Yorkshire Everyday Tea
Bags with extra long title



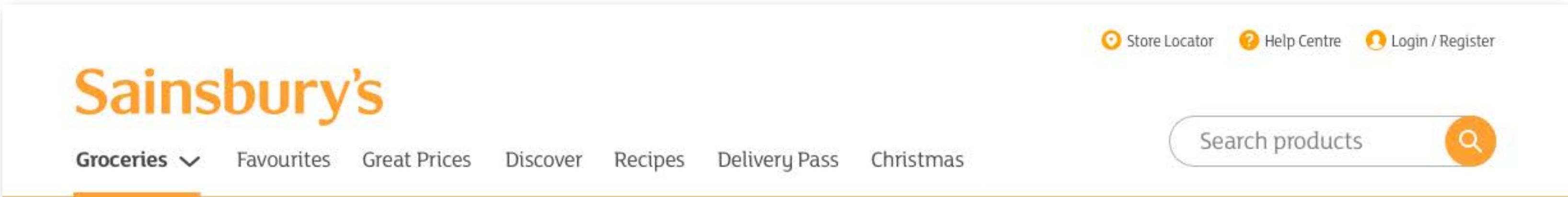
21

Variable headers

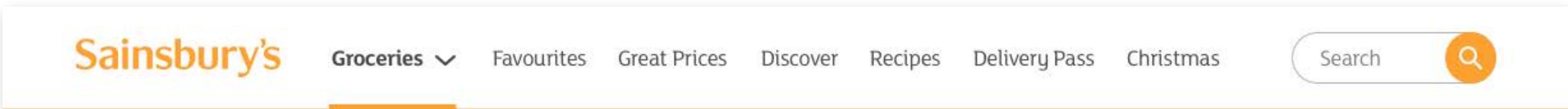
The branding is larger
the spacing between the
navigation is consistent.

To distinguish Sainsbury's
from it's competitors the initial
idea was to use the orange
as the header colour but with
white text the accessibility
ratio wasn't strong enough.

When scrolling the header uses
a lot of screen real-estate.
This 'sticky header could be
removed, come back into view
when the user scrolls up or
show a condensed version.



White header



White header condensed



Maroon header



Maroon header condensed

Filter

The filter default as closed.
On click of the button the
arrow rotates and the
drawer animates open.

On selection of options, other
options that are no longer
viable grey out. Products
animate as they are removed.

Dietary & Lifestyle

A save option has been added
that applies this to the users
profile and is consistent every
time they shop on their account.

