

DISCLAIMER: This Research Report was made as one of the projects of the UX Design Course for the Juno College of Technology, and has no relation to the brand mentioned.



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## INTRODUCTION

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Atlantic Superstore is a chain of supermarkets operating in Nova Scotia, as well as in Prince Edward Island and New Brunswick. Currently, Atlantic Superstore is still owned by Loblaw Companies, through George Weston Ltd.

Atlantic Superstore® offers a variety of food and ensures that the grocery items you're looking for are available. Customers can order easily from the comforts of their home or office and choose between pick up or delivery at an affordable cost.

## OBJECTIVES

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The main objective of this research is to analyze, critique, and redesign a functional User Experience Flow, understanding what are the user needs and concerns when shopping on the Atlantic Superstore website. It may include, but not limited, the following ideas:

- Possibilities/alternatives to make easier to find products for people with dietary restrictions;
- User's routine and the way it is related to grocery shopping;
- How much a bad design can affect the user experience;

## METHODOLOGY

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Participants were recruited through friends, family, and personal connections. A link to a Google Form questionnaire including 14 questions based on shopping experiences was sent by e-mail to seven participants who are already engaged in online grocery shopping. They were able to answer the questionnaire using their desktop or mobile device at home.



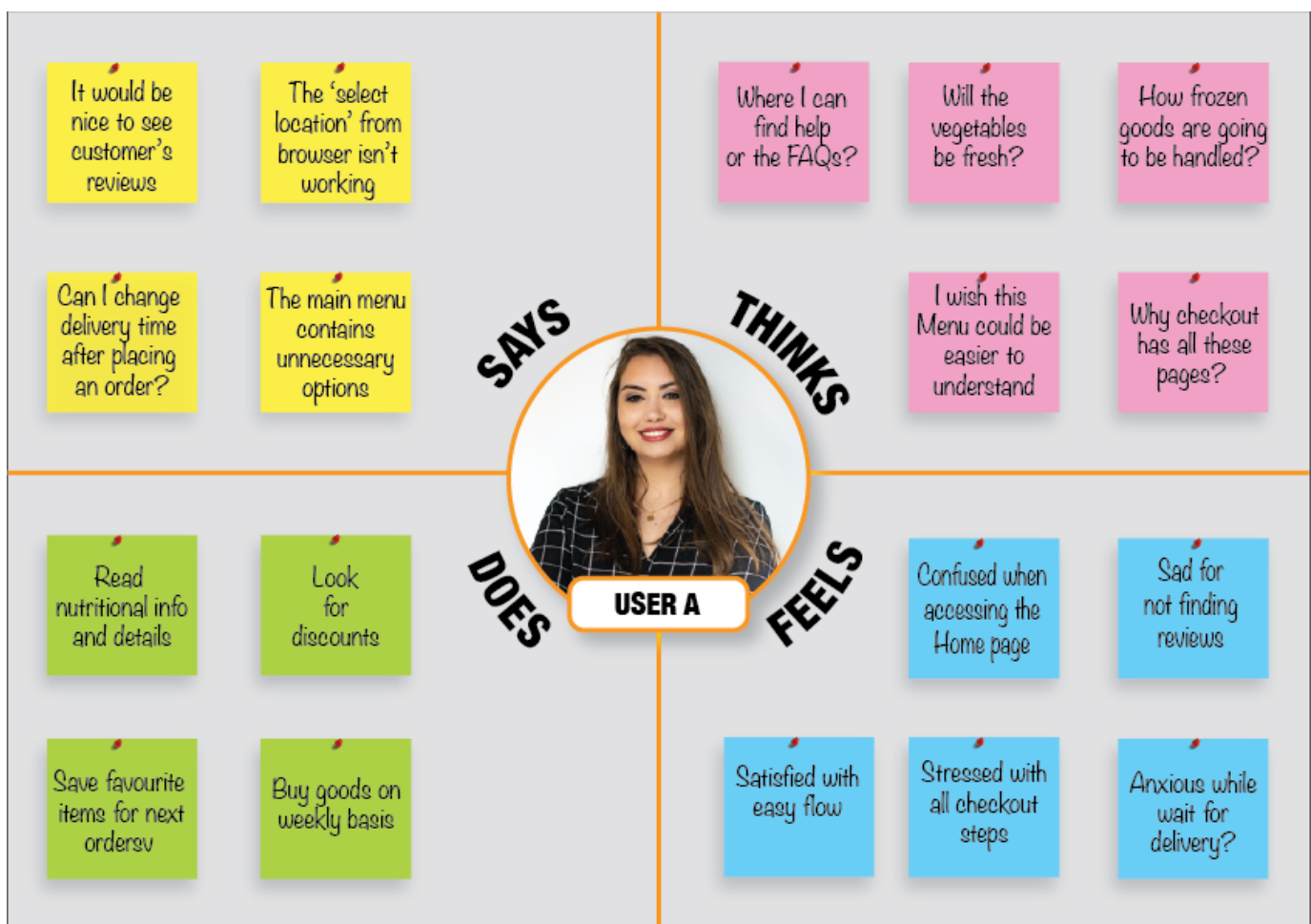
## KEY QUESTIONS

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1. Have you ordered groceries online before? Y/N
2. If yes, did you order using a desktop or mobile device?
3. If no, what would you make you start buying groceries online?
  - a. No delivery fee
  - b. Same day delivery
  - c. Monthly subscription
4. Which option do you believe is more relevant when buying groceries online?
  - a. Product specification (calories, ingredients, etc)
  - b. Discount when buying more than one of the same item

c. Reviews from other customers

5. What is the hardest part of buying groceries online?
6. Have you ever paid for express delivery before? Y/N
7. When you are navigating on the Atlantic Superstore website, how do you feel about the way that the menu options are arranged on screen?
8. When you are navigating on the Atlantic Superstore website, how do you feel about the way that the products are presented on screen?
9. How would you go about proceeding to check out and paying for your order?
10. What was the hardest task to accomplish?
11. Was the interface easy to understand?
12. Could you about one thing you liked the most about the design?
13. Please talk about one thing you disliked the most about the design.
14. And if you could change one thing about the design, what would it be?



## QUOTES FROM RESEARCH



*"The main menu contains unnecessary items"*



*"It would be nice if I can read reviews from other customers"*



*"I think that should have less banners and advertisement, it's distracting"*



*"I have no problem with the site flow and checkout process"*



*"The site has nice pictures and I liked the colours"*



*"Maybe the black colour for background seems too heavy"*



*"Repeated information in the same page is redundant"*

## INSIGHTS

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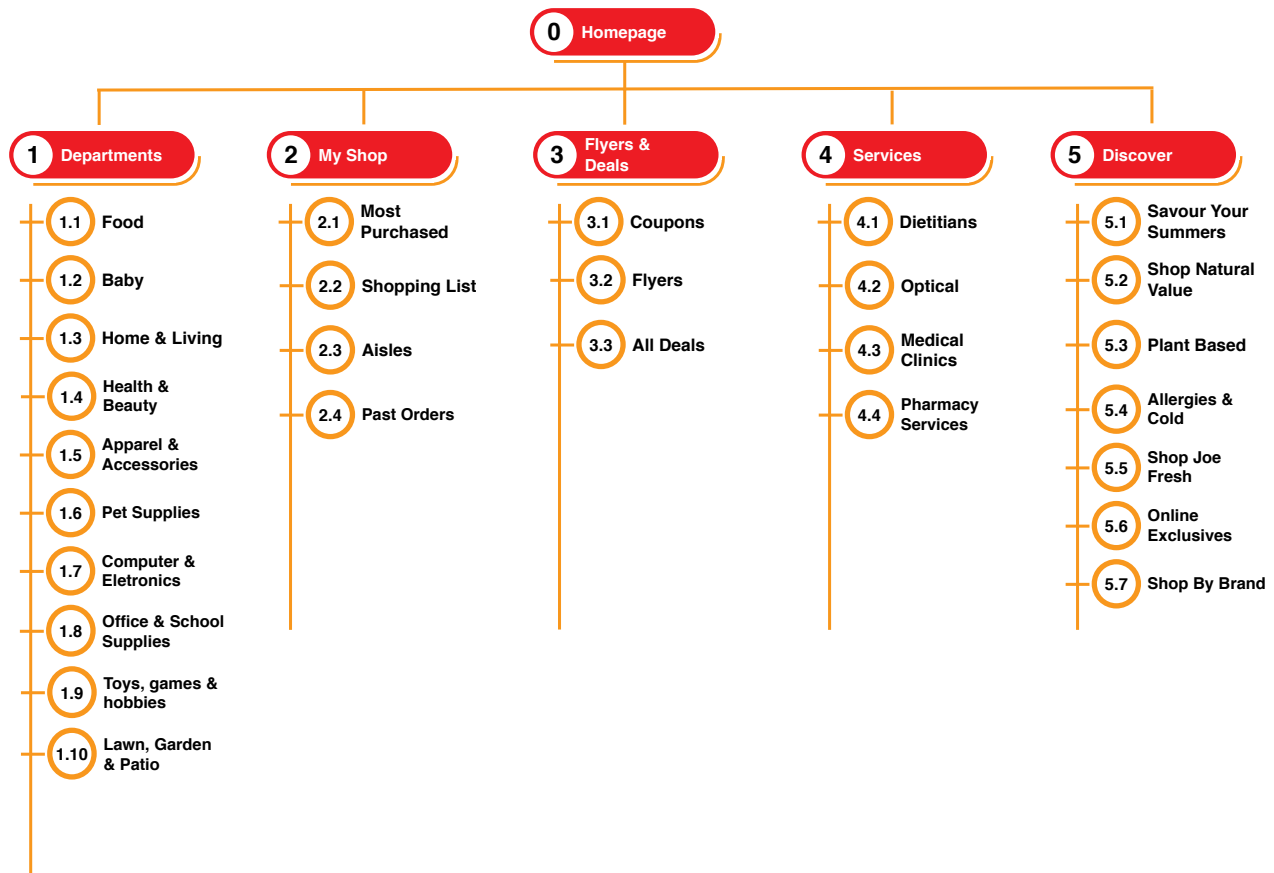
- All participants were familiar with the process of online shopping, and most of them prefer to do it in a Desktop instead of a mobile device.
- The main concerns involve the home page, top navigation menu, and readability. Some participants felt confused with repeated or unnecessary information. The excess of promo banners was also mentioned.
- All participants demonstrated not being completely comfortable with the checkout process (it could have fewer page changes, selection of the store and delivery time) and the difficulty of finding information about the procedure to change a placed order.
- Participants mentioned that if the feature of reviews could be included, it would make the shopping experience more pleasant.



# SITEMAP



Atlantic Superstore Research Project  
Sitemap v1.0



## 0 Homepage

## 1 Departments

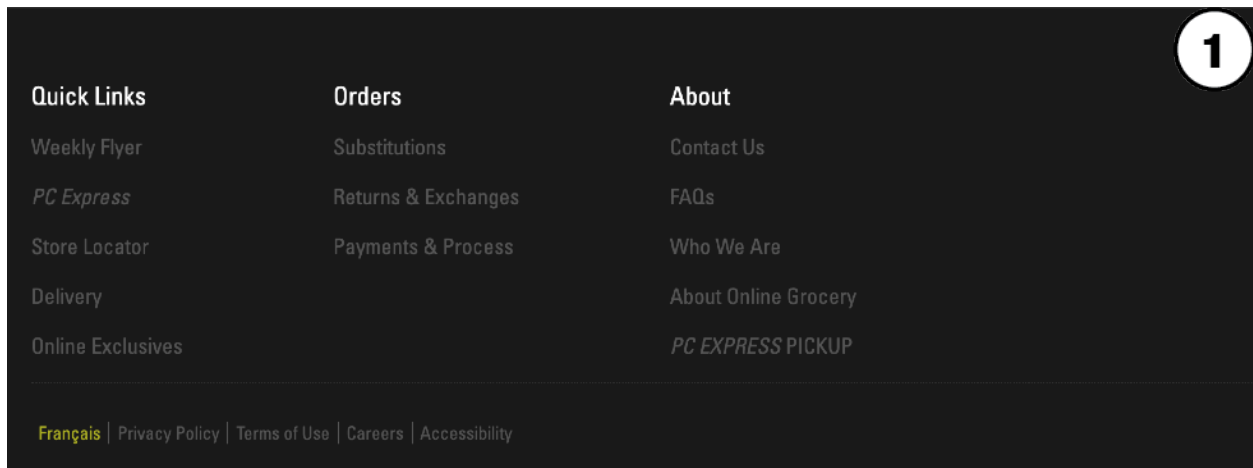
### 1.1 Food

- 1.1.1 Deli & Ready Meals
- 1.1.2 Antipastos, Dips & Spreads
- 1.1.3 Vegan & Vegetarian
- 1.1.4 Ready Meals & Sides
- 1.1.5 Fresh Pasta & Pizza
- 1.1.6 Bakery
- 1.1.7 Fresh Breads
- 1.1.8 Fresh Rolls
- 1.1.9 Cakes
- 1.1.10 Sweets
- 1.1.11 Packaged Breads
- 1.1.12 Meat & Seafood
- 1.1.13 Dairy and Eggs
- 1.1.14 Drinks
- 1.1.15 Frozen
- 1.1.16 Pantry
- 1.1.17 Natural & Organic
- 1.1.18 International Foods
- 1.1.19 Fruits & Vegetables
- 1.1.20 Baby Care
- 1.1.21 School Supplies
- 1.1.22 Thanksgiving
- 1.1.23 Naturally What You Need
- 1.1.24 Shop Staples



## ACCESSIBILITY/USABILITY ISSUES

Some errors were found on the website during the usability/accessibility evaluation, mostly related to contrast issues between foreground and background:



**SALE** Ends 06/10

Farmer's Market,  
Loaf Cake, Golden  
(390 g)

**SAVE \$0.30**  
**\$4.49ea** ~~\$4.79~~  
\$1.15/ 100g

ADD

### h2 LATEST UPDATES



COVID-19 updates\*

COVID-19 UPDATES



**h2 GARDEN CENTRE  
NOW OPEN**

Find what you need to get

- ① The contrast between the black colour used on the background and the text colour in grey makes the content unreadable.
- ② There are two issues in this section: the sale icon in red and yellow, and the thin font-style and colour of Price/g could be difficult to understand for those who are visually impaired.
- ③ Missing the ALT attribute in some images.

## CONCLUSION

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The Atlantic Superstore customers are looking for direct information and don't like to spend time researching due to the following reasons:

- Users work or study full-time and want to save time to spend with family and friends, so online shopping is a perfect solution;
- They're looking for a service that can exceed their expectations about delivery and if the photos demonstrate the real essence of the products that they will receive at home.

In this research was possible to understand that the website has some issues that need to be solved:

- Not all users are comfortable with the flow of some processes i.e. checkout.
- The layout needs to be redesigned to provide better usability/accessibility experiences: better buttons and re-arrangement of the Menu are the key factors.