Instacart Product Features

By: Santhosh Subramanian (2020 APM Program Applicant)

I. Item Search

II. Instacart Recipes

Tosh loves buying his groceries via Instacart.

But, because he has a busy schedule, he values saving as much time as possible.

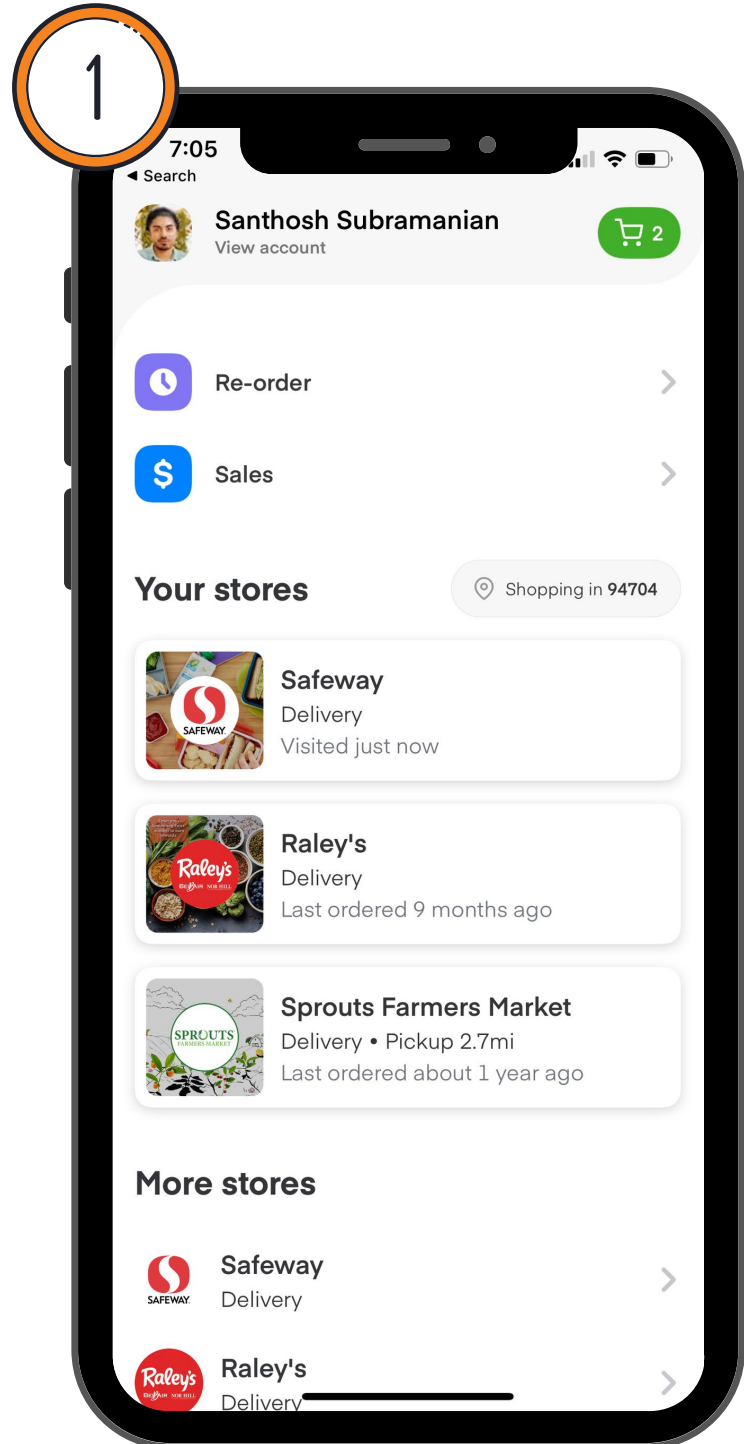**In between meetings, Tosh is planning to buy groceries. The main item on his list is soju!**

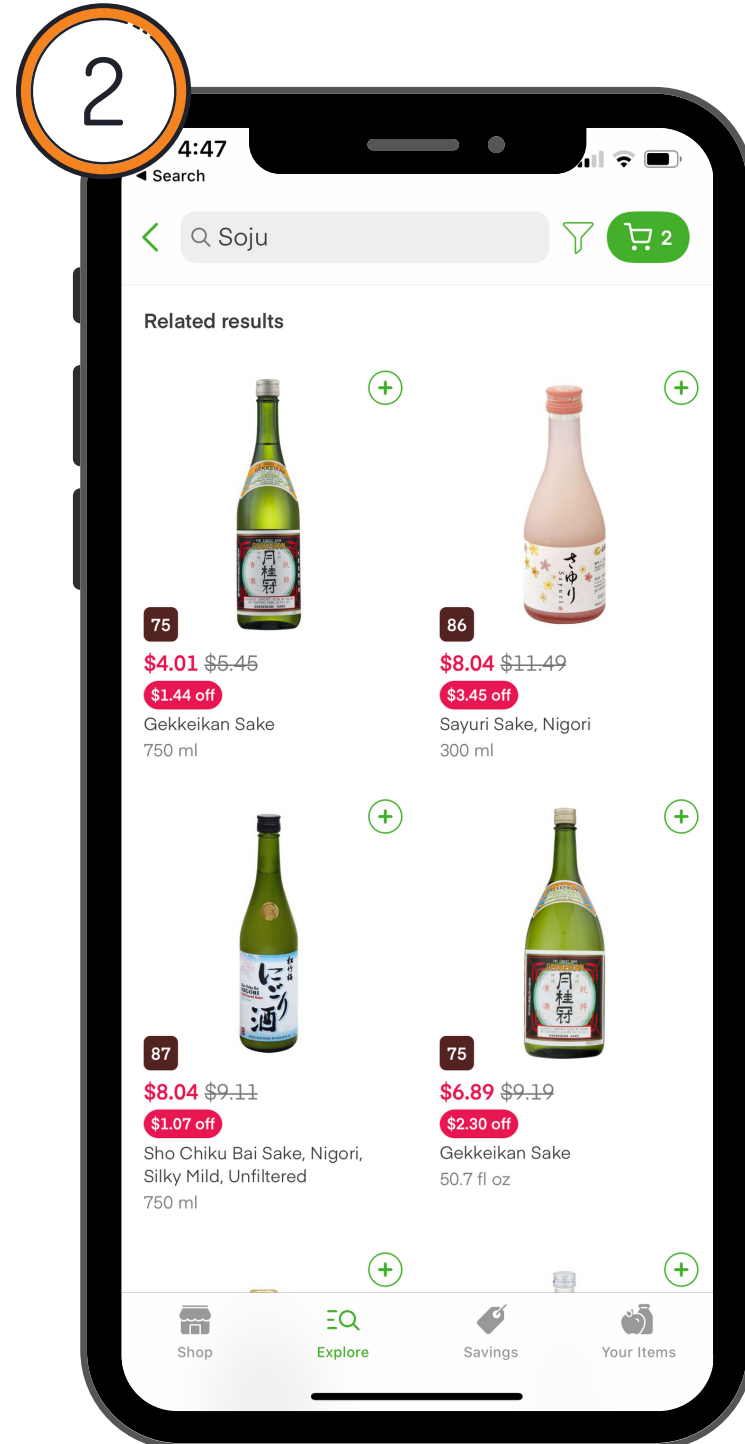**But, he doesn't know which store sells soju.**

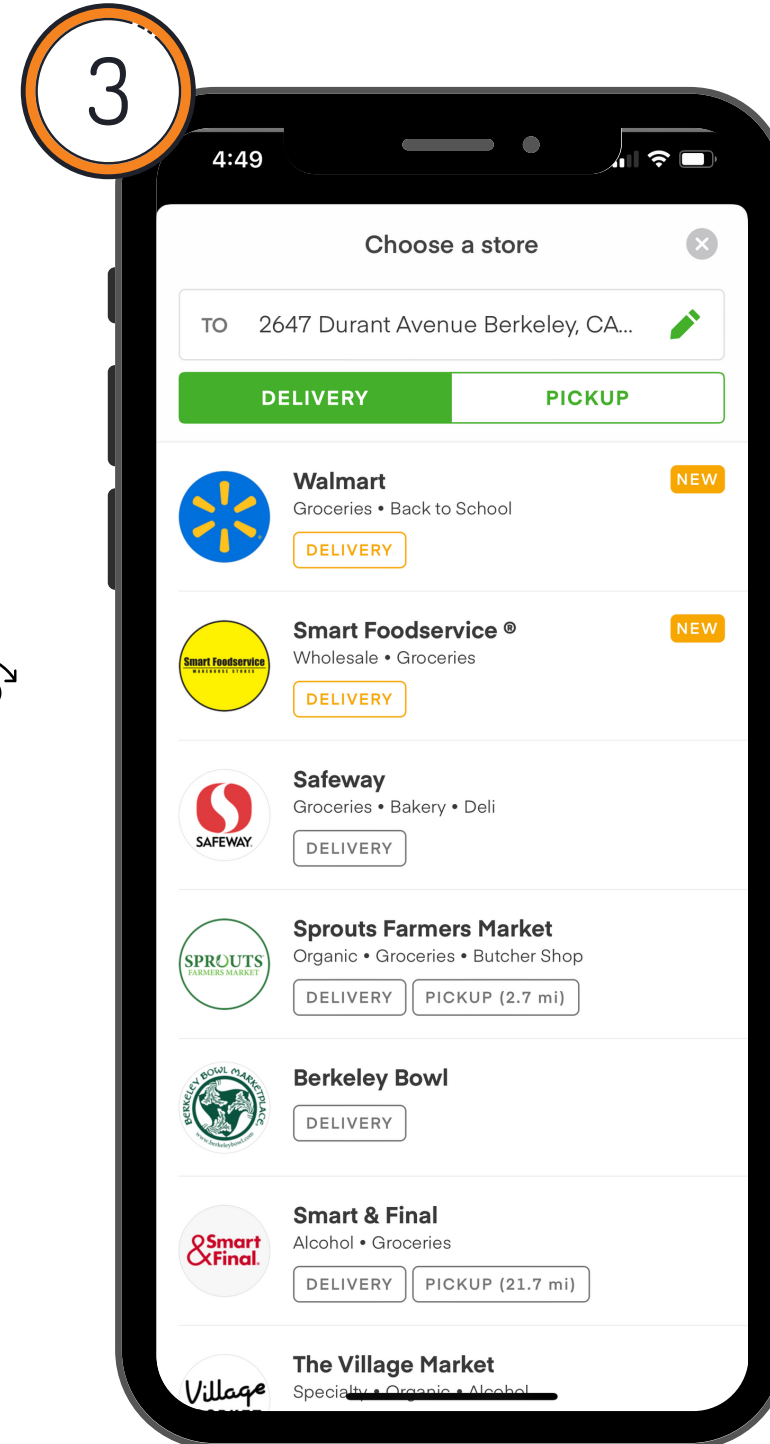# What's the current way of finding soju?

Tosh always shops at Safeway, so he looks there first.
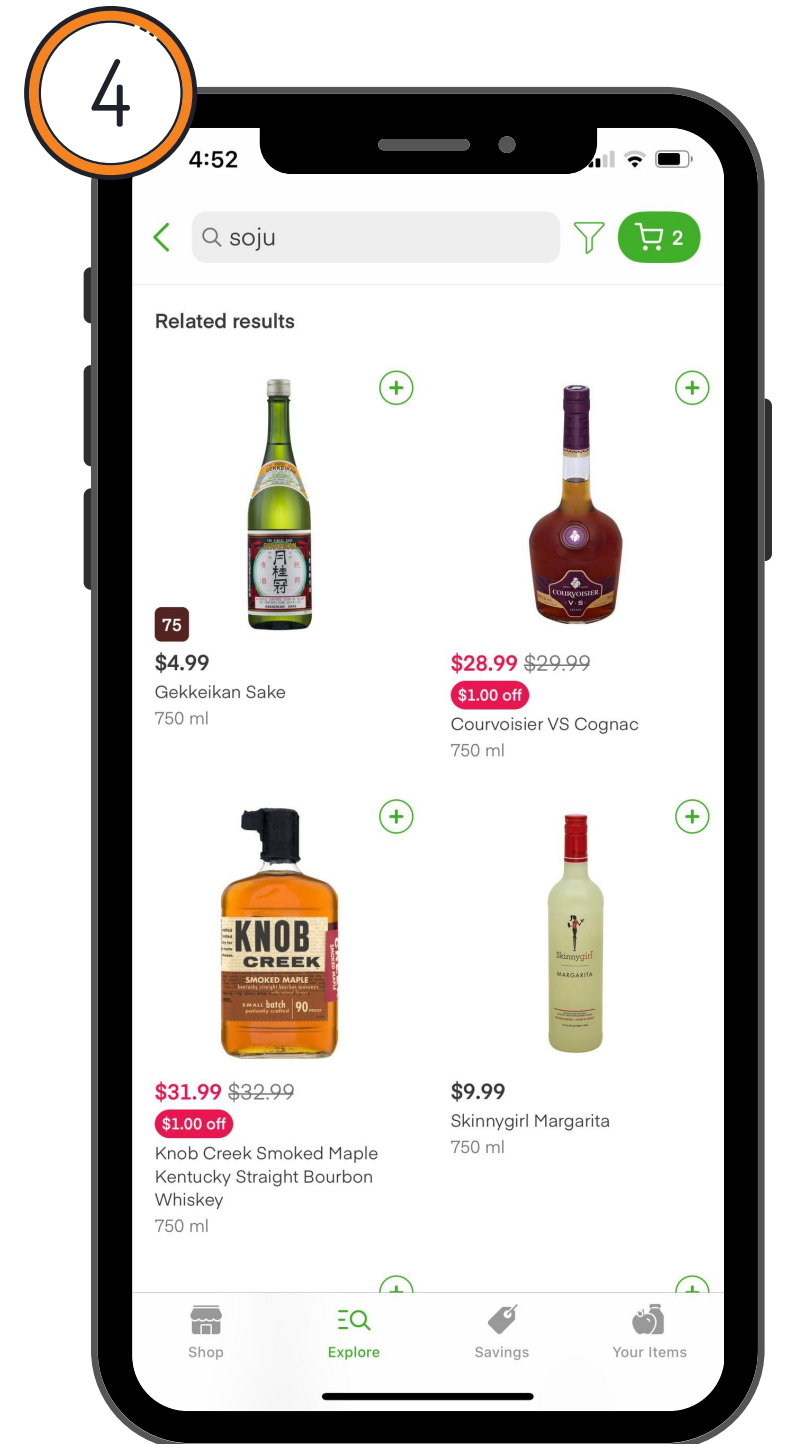
He searches for soju, but he can't find it.

He's a little bothered, but he continues his search at Walmart.

Even at Walmart, he still can't find soju!

(Continued on next slide)

Annoyed, he then chooses a new shop, Bevmo.
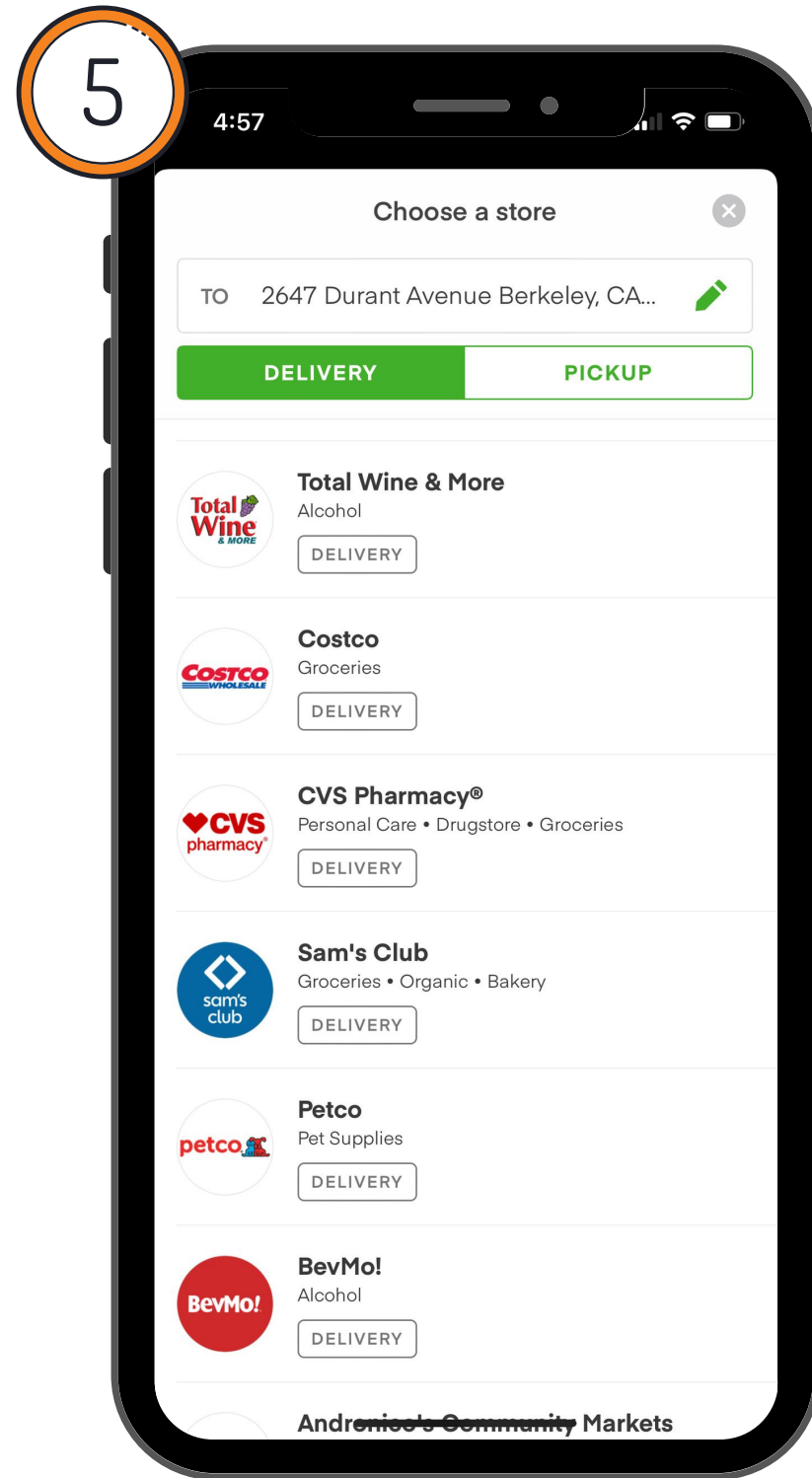
Finally, on his third search he finds soju!

I wish this process was a little more efficient. Why is it so hard to find a specific product I need?

Tosh

The Solution:

Item Search

🔍 ex. "Soju"   [||||]

Above
Your stores,
there is a search
feature where users
can search for
specific items.

For example, let's
search "Soju".

2

Items

soju

DELIVERY   PICKUP

$3.99 $5.99
$2.00 off
Hitejinro Chamisul Grapefruit
375 ml

BevMo!
Alcohol
DELIVERY
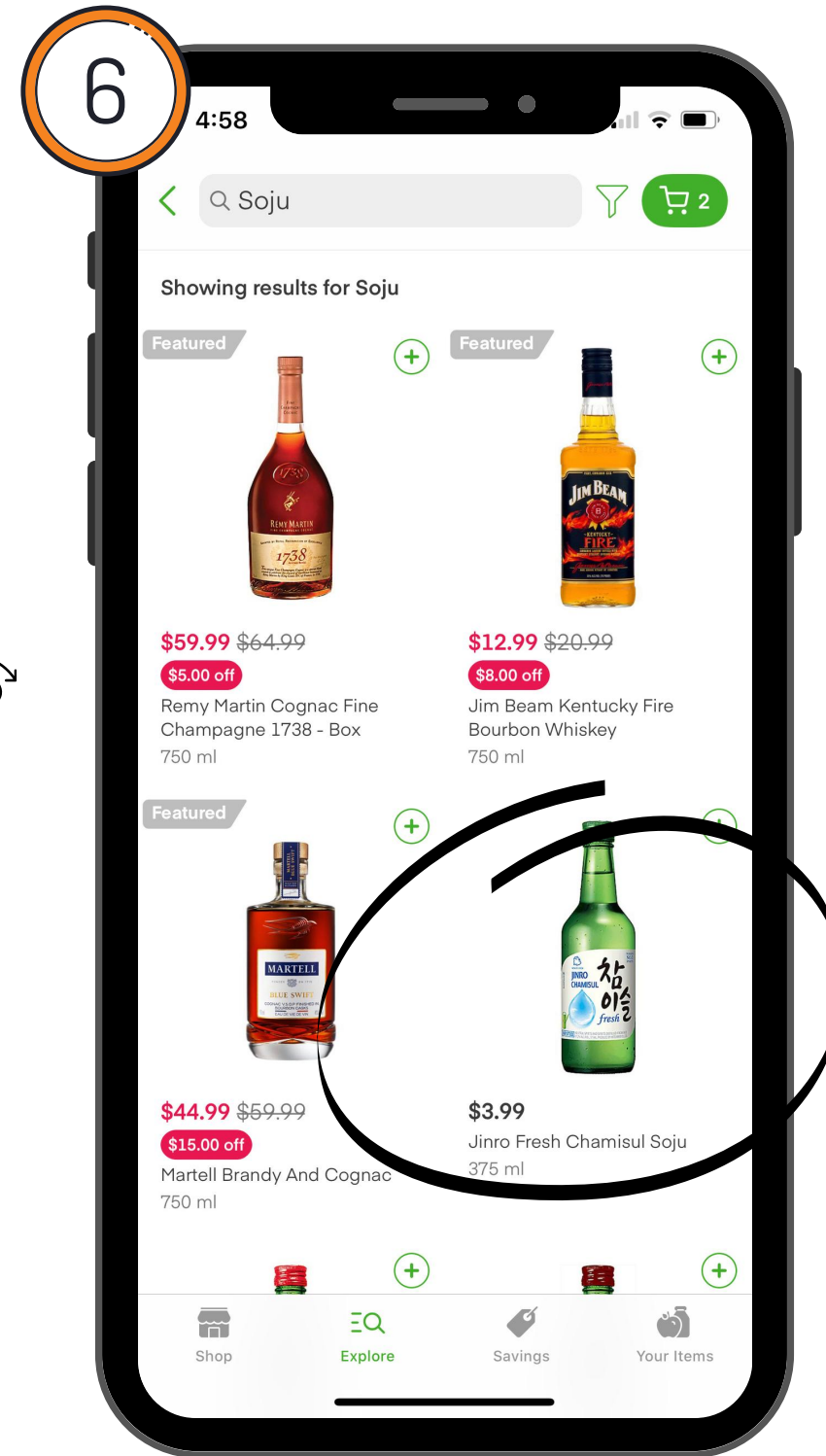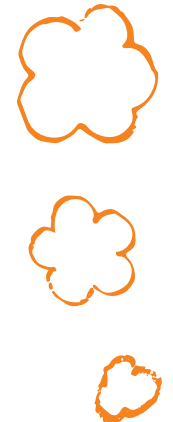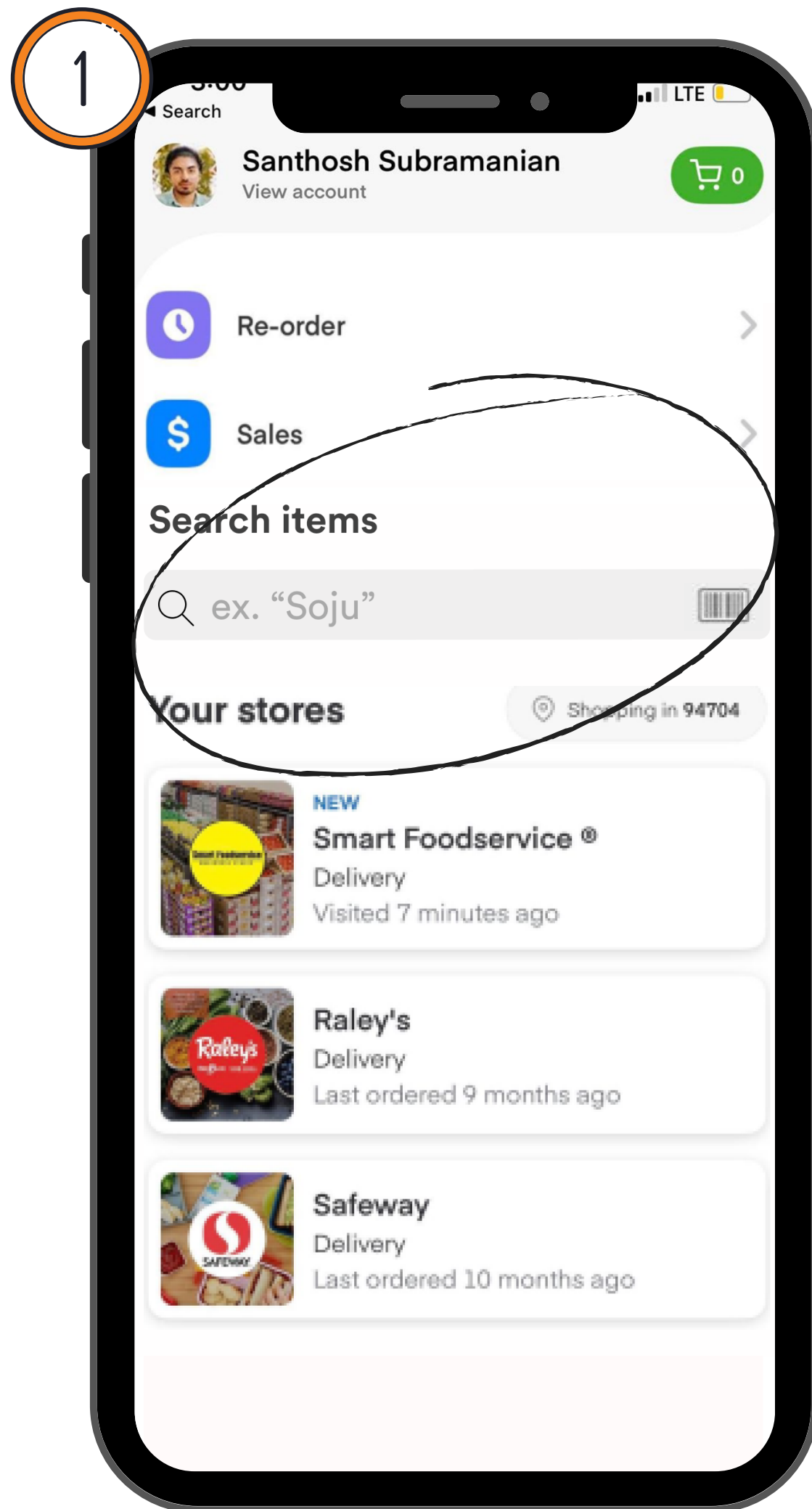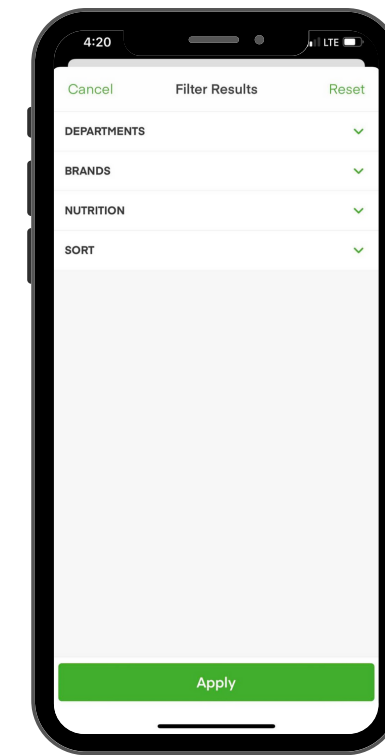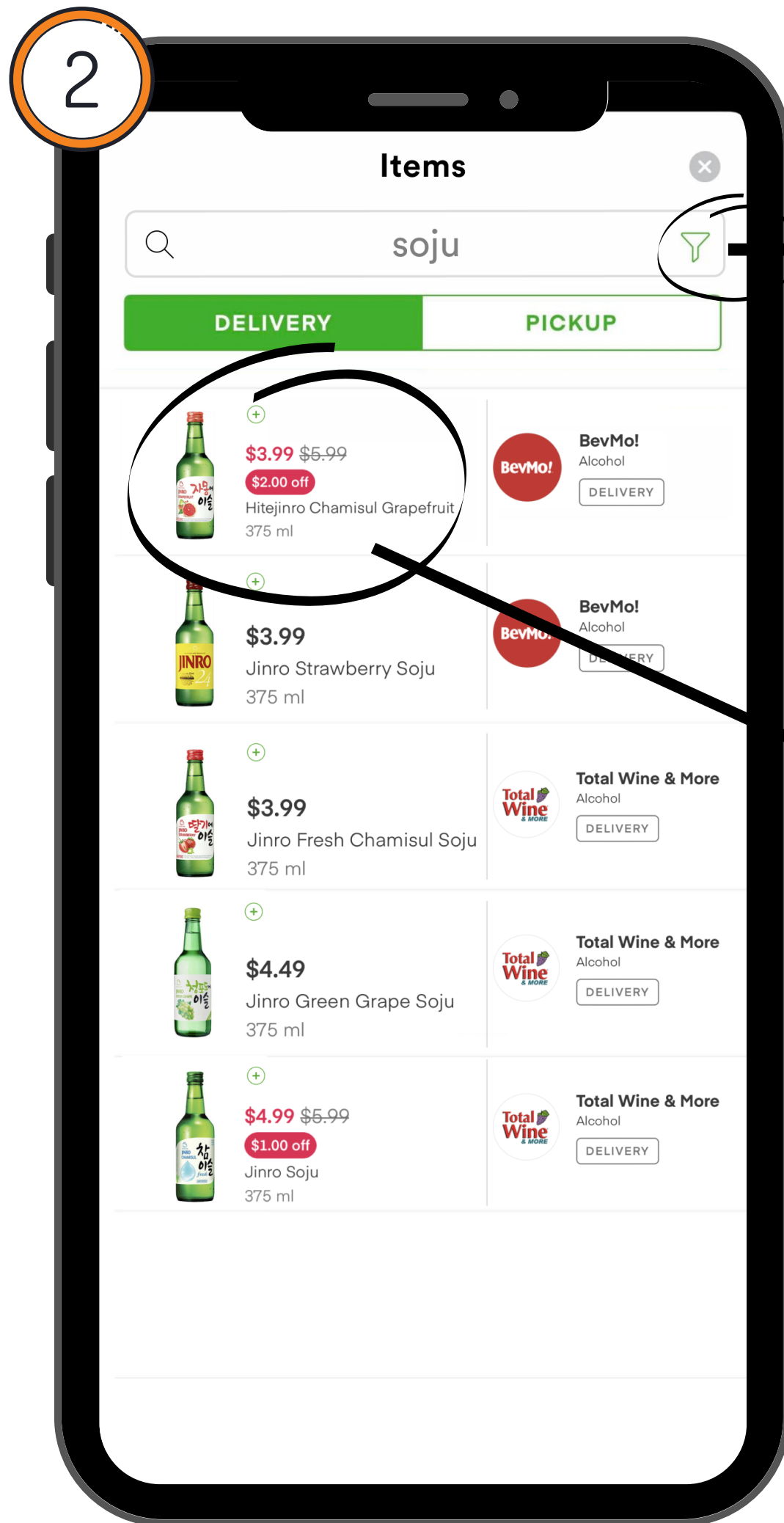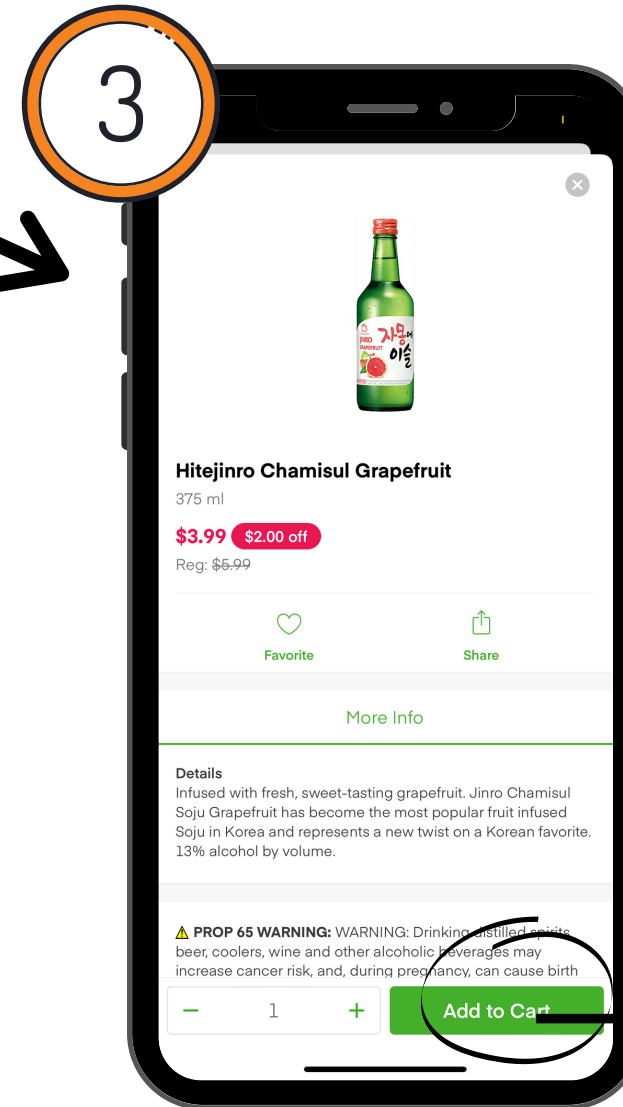
$3.99
Jinro Strawberry Soju
375 ml

BevMo!
Alcohol
DELIVERY

$3.99
Jinro Fresh Chamisul Soju
375 ml

Total Wine & More
Alcohol
DELIVERY

$4.49
Jinro Green Grape Soju
375 ml

Total Wine & More
Alcohol
DELIVERY

$4.99 $5.99
$1.00 off
Jinro Soju
375 ml

Total Wine & More
Alcohol
DELIVERY

The search results include relevant items that can be delivered to the user's address.

Cancel   Filter Results   Reset

DEPARTMENTS
BRANDS
NUTRITION
SORT

Apply

Filter & Sort

3

Hitejinro Chamisul Grapefruit
375 ml

$3.99 $2.00 off
Reg: $5.99

Favorite   Share

More Info

Details
Infused with fresh, sweet-tasting grapefruit. Jinro Chamisul Soju Grapefruit has become the most popular fruit infused Soju in Korea and represents a new twist on a Korean favorite. 13% alcohol by volume.

⚠ PROP 65 WARNING: WARNING: Drinking distilled spirits, beer, coolers, wine and other alcoholic beverages may increase cancer risk, and, during pregnancy, can cause birth

−   1   +   Add to Cart

Product Page

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Home   BevMo!
Delivery in 94704

Search BevMo!...

Delivery to
2647 Durant Avenue   Aug 23 - Aug 24

Your Items   View more ›

$18.99 $26.99
$8.00 off
Smirnoff No. 21 Award-Winning 80 Proof Vodka - Bottle
1.75 L

$14.99 $16.99
$2.00 off
Dogfish Head Brewery Beer, Imperial IPA
6 x 12 fl oz

$13.99 $1
$2.00 off
Elysian Brew Dust IPA Be
6 x 12 fl oz

Sales

Shop   Explore   Savings   Your Items

Shop page where the product is sold

Tosh saved some time, so he is relaxed about his big upcoming meeting!

He saves money by buying the cheapest soju in the area.

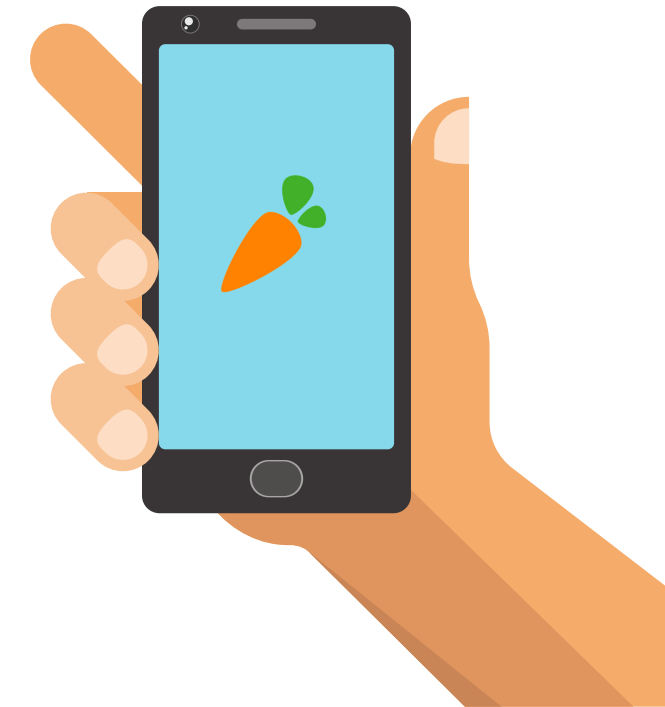He's happy that he didn't have to go back and forth multiple times in the app.

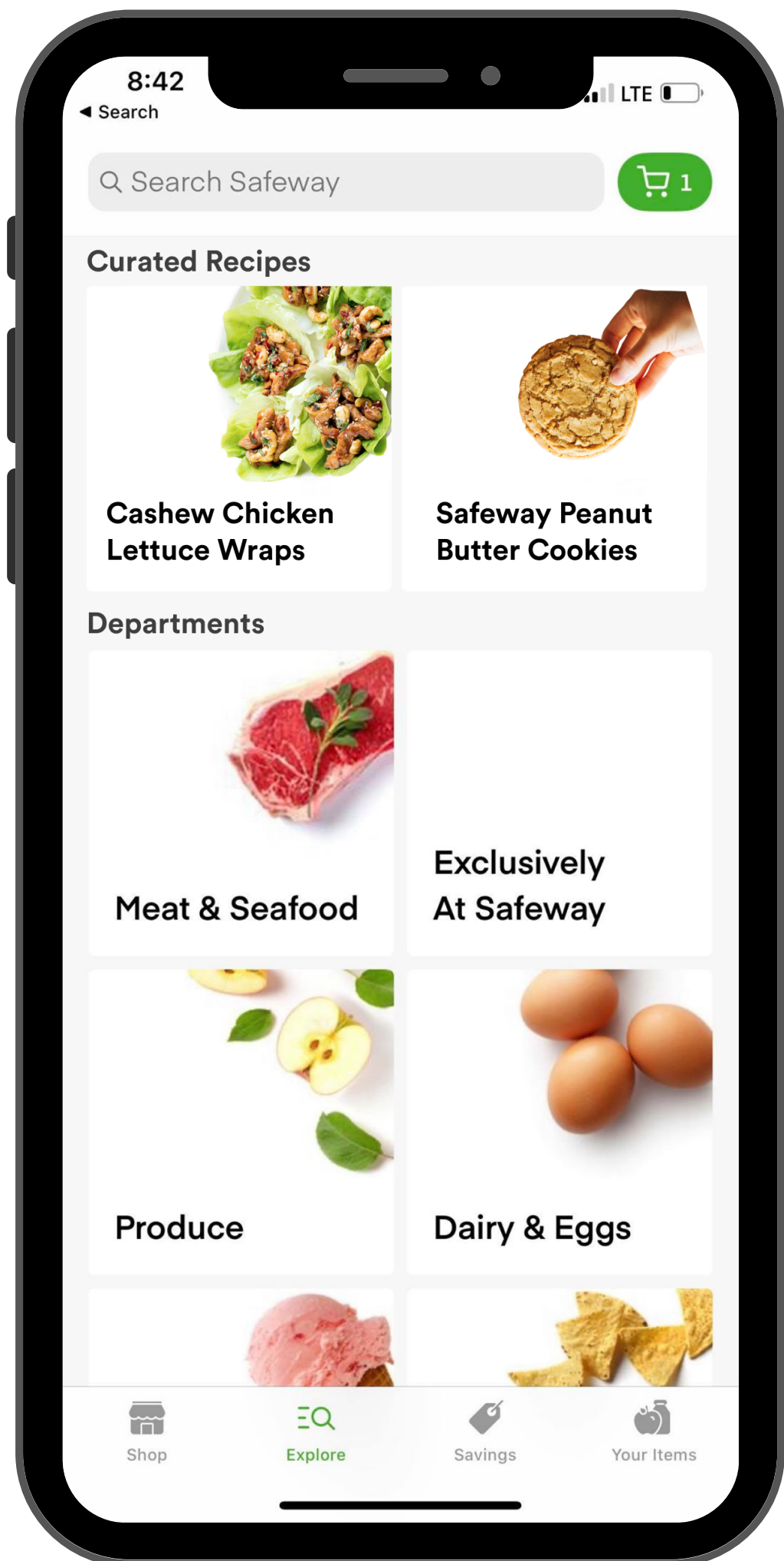# Instacart Recipes

(A small thing that I thought would be cool to add to the Consumer Experience)
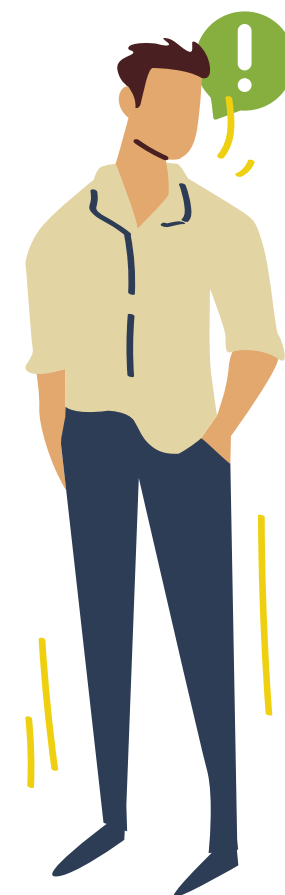
Tosh loves trying
new recipes

He opens his Instacart
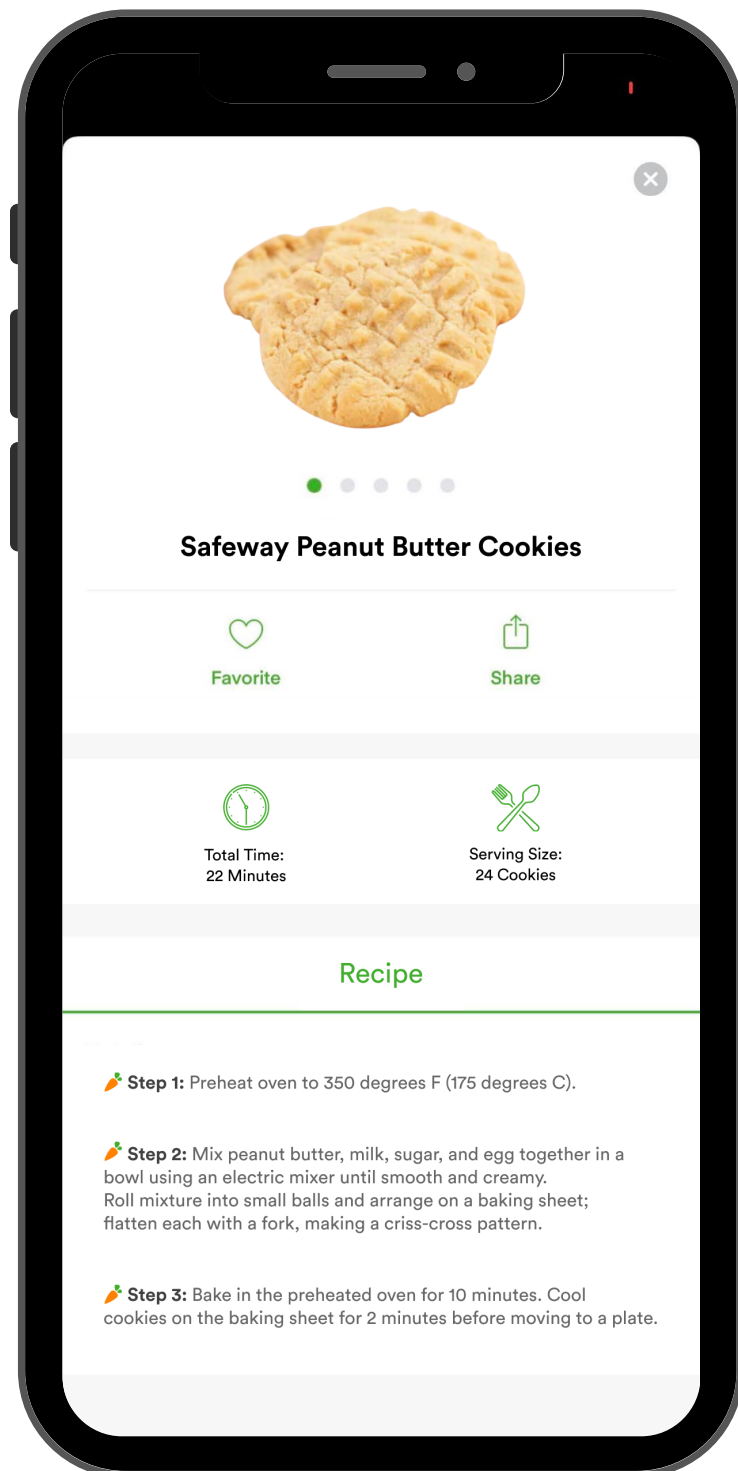to buy groceries from his
favorite store, Safeway.

Tosh sees a cool new feature, "Curated Recipes". Where Instacart displays recipes users can check out!
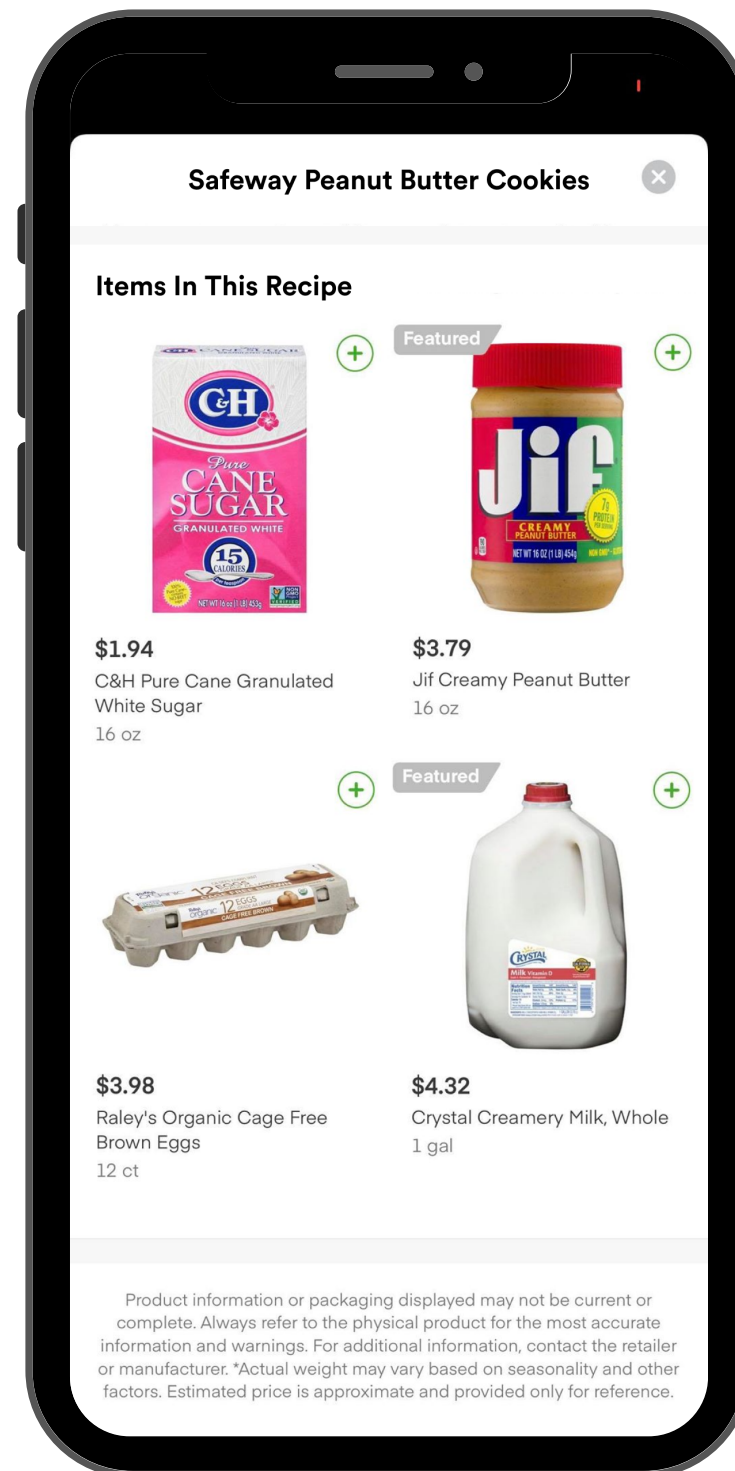
Being someone who loves to cook, he excitedly clicks the Safeway Peanut Butter Cookies Recipe.

All the information of the recipe is displayed!

As he scrolls, the ingredients are also listed. He can easily add these straight to his cart!

Safeway Peanut Butter Cookies

Favorite   Share

Total Time: Serving Size:
22 Minutes   24 Cookies

Recipe

Step 1: Preheat oven to 350 degrees F (175 degrees C).

Step 2: Mix peanut butter, milk, sugar, and egg together in a bowl using an electric mixer until smooth and creamy. Roll mixture into small balls and arrange on a baking sheet; flatten each with a fork, making a criss-cross pattern.

Step 3: Bake in the preheated oven for 10 minutes. Cool cookies on the baking sheet for 2 minutes before moving to a plate.

Safeway Peanut Butter Cookies

Items In This Recipe

Featured

$1.94
C&H Pure Cane Granulated White Sugar
16 oz

$3.79
Jif Creamy Peanut Butter
16 oz

Featured

$3.98
Raley's Organic Cage Free Brown Eggs
12 ct

$4.32
Crystal Creamery Milk, Whole
1 gal

Product information or packaging displayed may not be current or complete. Always refer to the physical product for the most accurate information and warnings. For additional information, contact the retailer or manufacturer. *Actual weight may vary based on seasonality and other factors. Estimated price is approximate and provided only for reference.

Because of Instacart, Tosh is able to cook and eat delicious peanut butter cookies!