

Instacart - Onboarding Experience



TPF Insurjo 24 - Week 1
Assignment

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Instacart is an online delivery service that lets you shop at nearby grocery stores, wine shops, bulk warehouses, convenience and pet stores, and other retailers.

The goal at Instacart has been to ensure customers get their groceries delivered reliably, to lift up our retail partners, and to provide flexible earnings opportunities for shoppers.

Instacart made **\$2.5 billion** revenue in 2022, a **38%** increase on the year prior. In 2020, its revenues increased by **104%** to **\$1.5 billion**.



Total Visits ⓘ
39.9M

Last Month Change ⓘ
▲ 25.15%

Bounce Rate ⓘ
49.73%

Pages per Visit ⓘ
6.48

Avg Visit Duration ⓘ
00:06:07

62.28%



Direct



Referrals



Organic
Search



Paid
Search



Social



Mail



Display

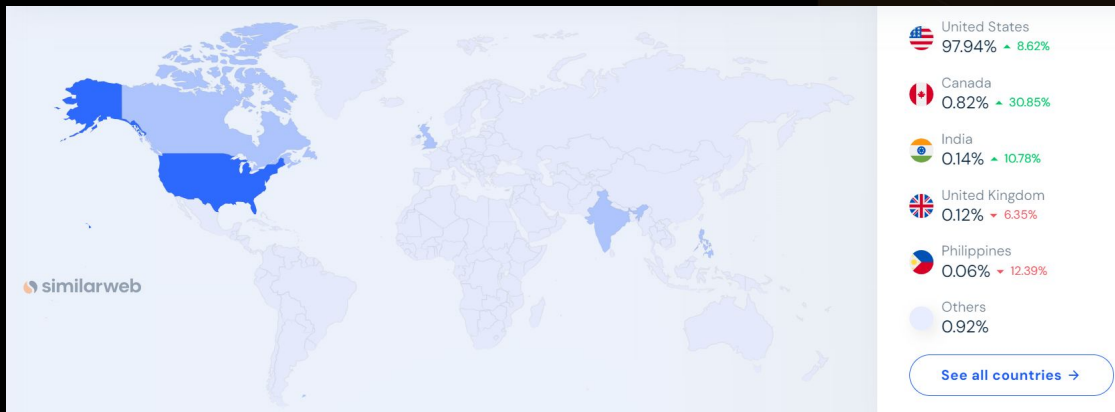
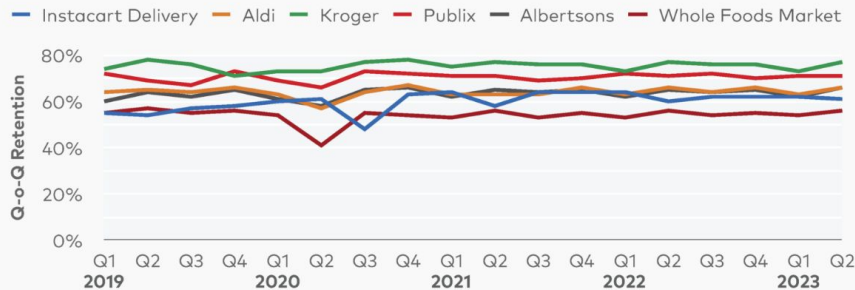
Traffic &
Engagement Analysis

Instacart Top
Traffic Sources



The retention rate of **Instacart** quarter-over-quarter for the U.S. customer increased in Q2 2023 compared to pre-pandemic and early pandemic levels, but was lower than that of most major grocery chains

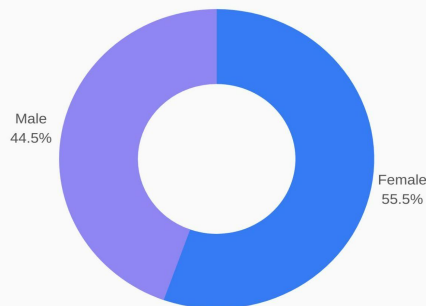
Quarter-over-Quarter U.S. Customer Retention at Instacart Delivery and Major Grocery Chains



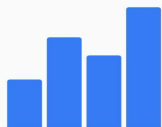
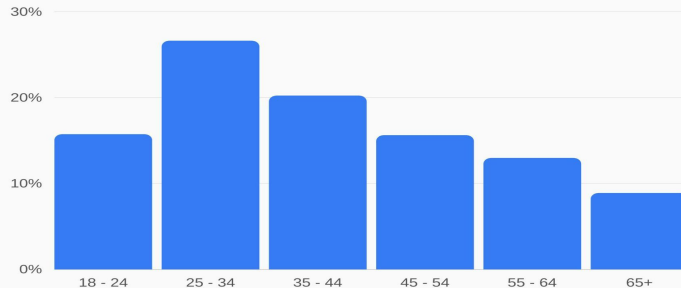
The geographic distribution of **Instacart** lets us know about the core audience distributed around the world to strategize respectively.

Some general
good to know
statistics of
Instacart for
product
management

Instacart users by gender



Instacart users by age



Instacart has
approximately 288
million monthly active
users across the
U.S.A and Canada.



Instacart's target
customers include
people that have a tight
schedule and senior
citizens.

Personas considered for Onboarding



Name:
Olive S.

Age:
25 yrs

Profession:
Student

Olive lives on-campus, and uses Instacart twice every week to get her groceries delivered home.

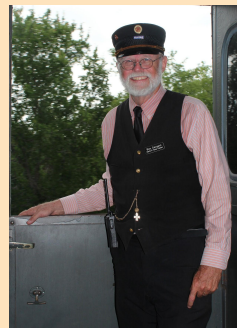


Name:
Ann R.

Age:
31 yrs

Profession:
Project
Manager in
XYZ company

Ann uses Instacart as an when she requires groceries and decides to home deliver or pick up based on her schedule.



Name:
Robert D.

Age:
63 yrs

Profession:
Retired
Locomotive
Engineer

Robert has monthly fixed groceries list with rare changes which he mostly gets home delivered.



Onboarding Flow



Install & open the app

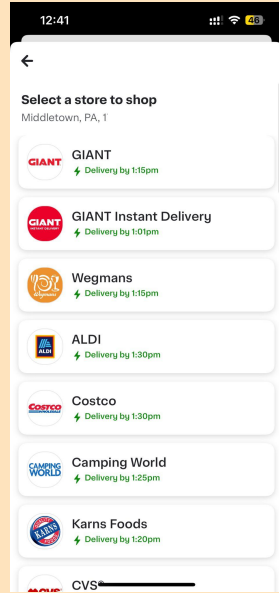


Create Account

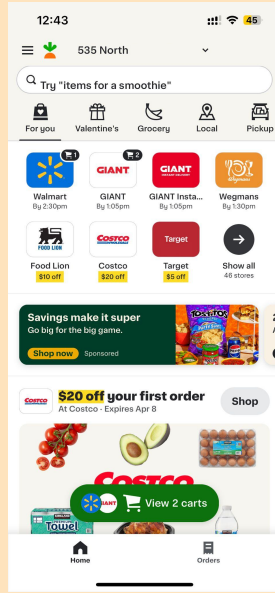
Choose your country

Enter your address

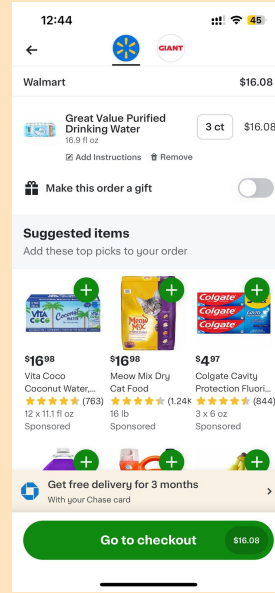
Choose the store
you want to shop
from



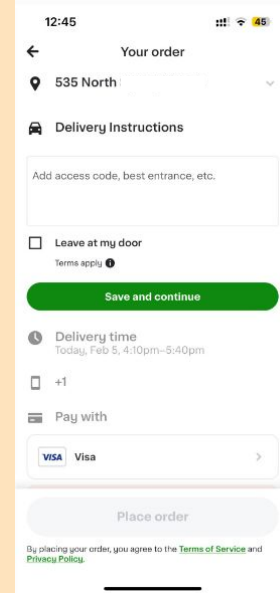
Home page



Go to cart & select
to pay for
individual store



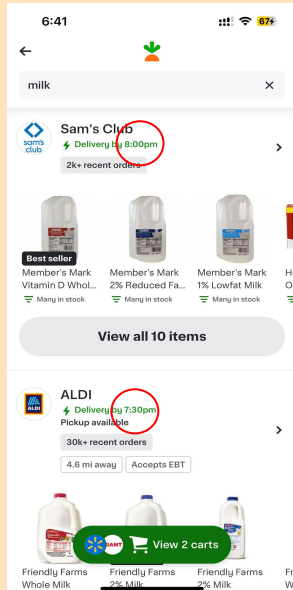
Enter your details,
select date/time, &
process payment



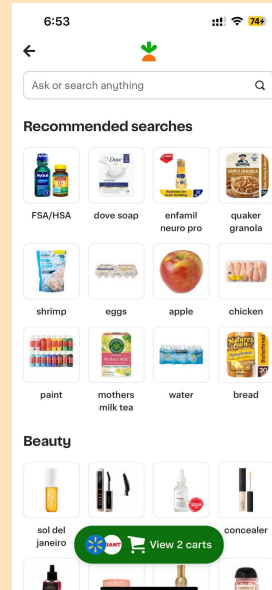
What could be done a bit
different?



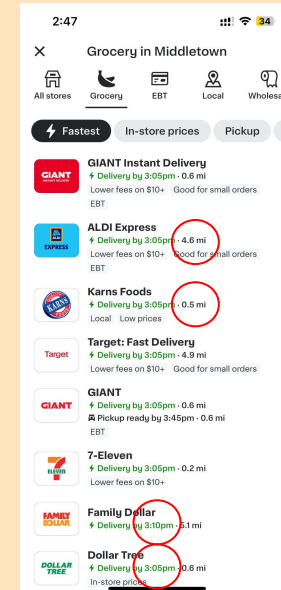
On searching an item: Display could include filters (store, fastest, nearest store) or an automated list of nearest store/fastest delivery for ease action play for customer.



There could be an inclusive section of Past Purchases providing an ease to select the items that the user frequently buys and may have forgotten to add to the bag.



In categorized search on applying filters the list should follow an ascending order; example in fastest it should either show nearest/ earliest delivery in order.



This could potentially reduce the Bounce Rate
as it increases Directed Purchase flow

A future addition,
maybe?



**Select Action**

Middletown, PA, 17

**Home
Delivery****Pick Up****Schedule**

- Instacart currently provides users with two purchase options; being home delivery and pick-up. And a week's timeline option to get the delivery in hand.
- As a part of loyalty program Scheduling weekly/monthly groceries could be an interesting feature.
- It could be a feature that provides the user set up a list to be order weekly/monthly; example if the user requires half gallon milk bi-weekly then the user could set up milk as an item in the list, schedule the order for 3 months and just confirm before every purchase being placed bi-weekly. And also alter the items in the order made in that schedule before confirmation.
- It would increase loyal customer base and rate of active users on the app.

Thank You

