

AMAZON FRESH // 06/05/17

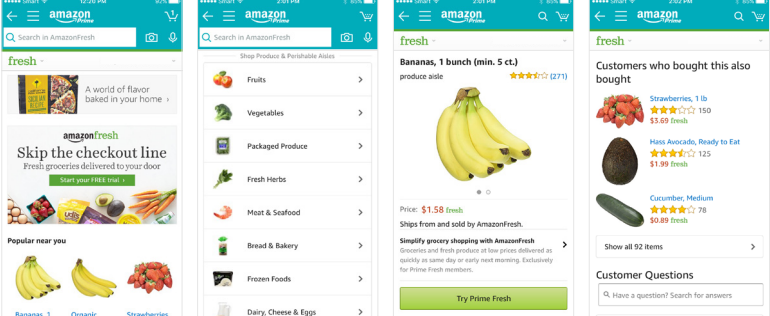
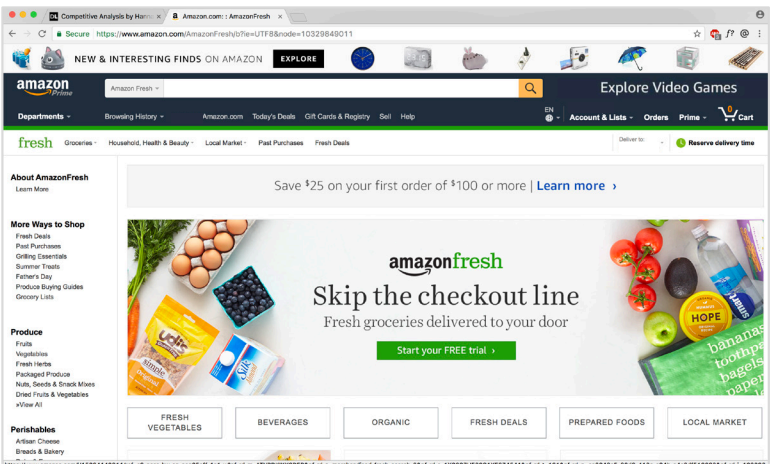
Online grocery shopping offered from the megagiant delivery service, Amazon. There are thousands of products, offered for a monthly fee of \$14.99 for Prime users.

PROS

- Huge selection of items from various stores
- Low prices
- Can choose delivery time windows
- Familiar UI for Amazon users
- Delivery in insulated bags
- Easy refund policy
- Huge customer review base

CONS

- Free delivery threshold is \$40
- Overwhelming number of choices
- Information overload on product page for frequent buyers
- Categories on the side navigation panel are not that intuitive (ex. “Grocery,” “Local Market”)



INSTACART // 06/05/17

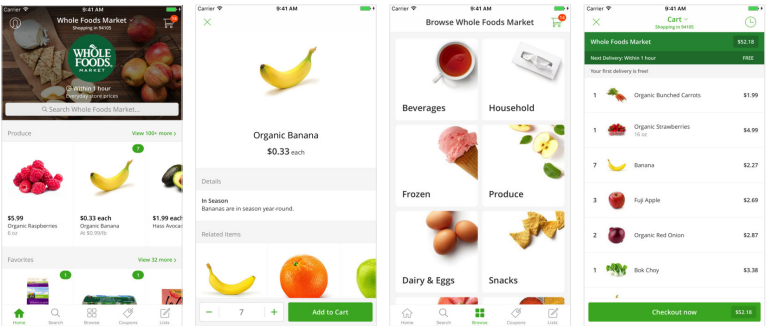
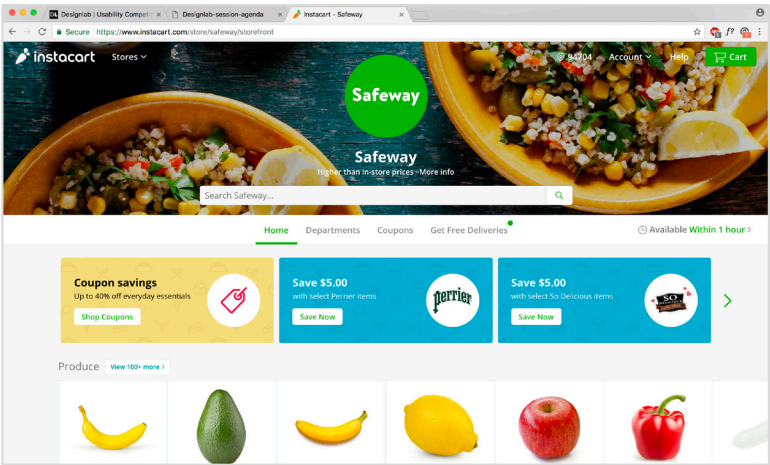
The Uber for online grocery shopping: freelance personal shoppers will deliver to your doorstep in as little as an hour.

PROS

- Highlights discounted prices
- Deliveries in as little as an hour
- Can specify delivery times
- Can have unattended delivery windows
- Can contact shoppers in real time
- Personal shopper can choose substitutions for items that cannot be found
- Minimalistic, sleek user interface
- Items organized more intuitively by aisles in grocery stores
- Very easy to add items on mouse hover

CONS

- Personal shoppers may mess up your order
- Limited to one retailer per order
- Discrepancy between prices in stores and online



SAFEGWAY // 06/05/17

One of the largest grocery retailers, Safeway offers an option for online delivery in major cities.

PROS

- Can clip digital coupons
- Scan barcodes to identify items
- Familiar products for regular Safeway shoppers
- Delivery as in little as an hour
- Cart is organized by category
- More benefits and rewards

CONS

- No substitutions for missing items on delivery
- Clunky user interface
- Deliveries come in brown paper bags
- Delivery fee is \$12.95 for orders less than \$150
- Website not optimized for full screen desktop
- Mobile app feels disorganized because there is a top navigation and a bottom navigation bar
- Not sure where to start shopping on web homepage

