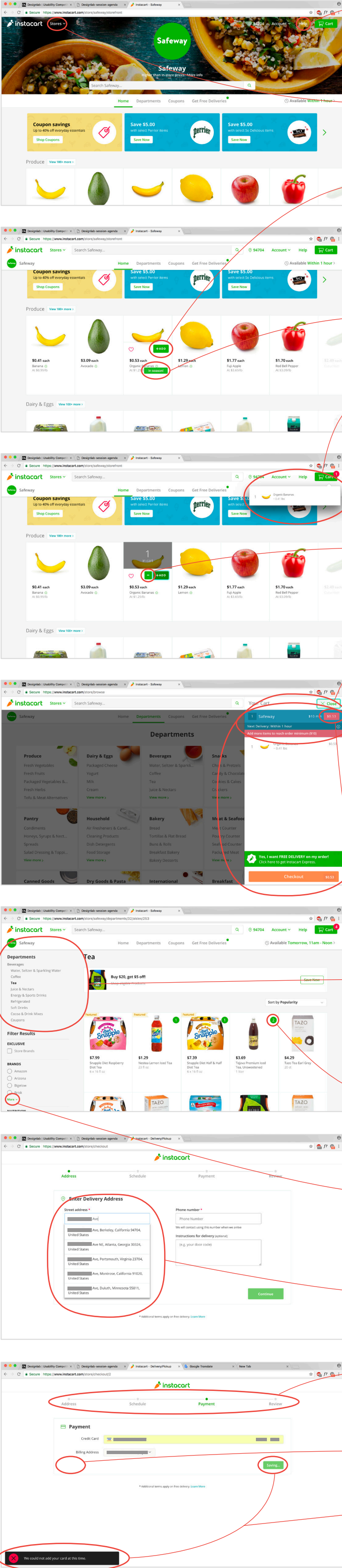


INSTACART // 06/06/17



LEARNABILITY: HELP

Help is located in an easy to find location, right next to the cart button. The Help menu helps explain what Instacart is.

EFFICIENCY: DROPDOWN

After selecting a store during onboarding, other stores are accessible through this dropdown at any time.

EFFICIENCY: ADD BUTTON

The Add button appears on mouse hover, decreasing the clutter of the screen. However, the location where it shows up is a little unintuitive because I thought it would show up on all the extra space on the bottom.

LEARNABILITY: ICON DESC.

"In season" is shown efficiently by a minimalistic sun icon, which you can hover over to find out the meaning.

LEARNABILITY: FEEDBACK

1~2 seconds after the user adds an item, a message box emphasized with a drop shadow appears with the added item and the count. While this feedback is invaluable, it is not so effective when the window takes 1~2 seconds to pop up.

ERROR: SUBTRACT ITEM

It is easy to correct a mistake of adding the correct number of items because a [-] button appears (efficiency).

MEMORABILITY: CART

The cart pops up in a side modal that allows the users to keep track of their progress both in their carts and where they left off in their shopping.

LEARNABILITY: CART TOTAL

I searched the bottom for total information since my mind mapped this to a receipt, so it is a little unintuitive to have this information at the top. And the bottom total is written not prominently inside the checkout button

VISIBILITY: AFFORDANCE

This total on the top affords clicking because it looks like a button, but nothing happens.

MEMORABILITY: SIDE NAV

The side panel lists which Department and which category I clicked to get to this panel. I can navigate to other categories or different departments through this panel.

MEMORABILITY: ITEM COUNT

On each item I added to the cart, there is a number label on the corner to help me remember that I added it and how many I added.

EFFICIENCY: MORE BRANDS

By showing only a few brands in the filter and omitting the rest, it allows me to find other filtering categories underneath.

ERROR: ADDRESS LOOKUP

With live search of addresses, the user is less likely to make a typo in the address.

MEMORABILITY: PAYMENT PROGRESS

There is a progress bar at the top to keep track of where I am in the payment process.

ERROR: BACK BUTTON

Where is the back button if I realize that I made a mistake earlier?

ERROR: WRONG CARD NUMBER

When a wrong card number is entered, there is a concise error message, but nothing actionable. In fact, the Saving... button is greyed out and I cannot try another number without refreshing the page.

CONCLUSION

Overall, Instacart did a very good job with efficiency, memorability, and learnability. Instacart has been hailed for its minimalism, and they achieved this through a lot of information hiding and revealing them on mouse hover. By paying extra attention to memorability, Instacart makes the shopping experience easy and pleasurable. While I believe that Instacart's learnability is pretty consistent and intuitive, I believe there could be some improvements in the shopping cart side modal. The colors and organization of the shopping cart is kind of confusing. Additionally, there is definitely room for improvement in the error handling of the payment section, which is crucial for saving the user from frustration and keeping the user all the way to finishing the payment.