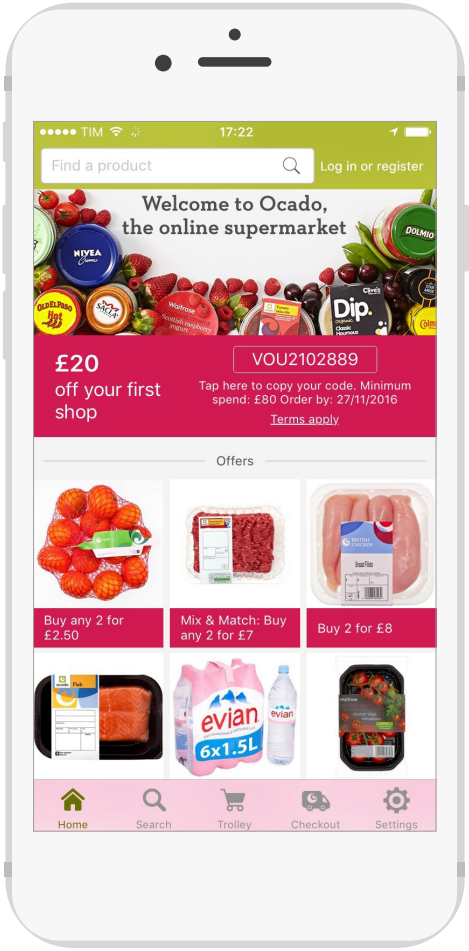
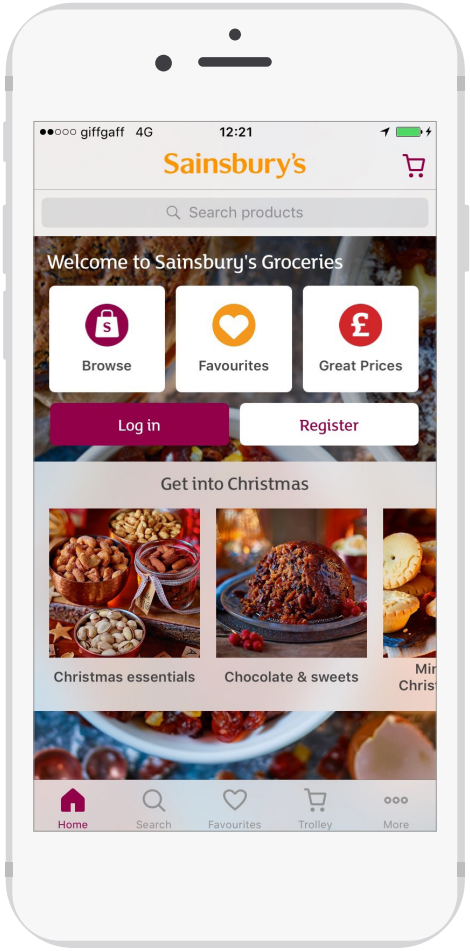
Good Market Competitive Analysis

ocado



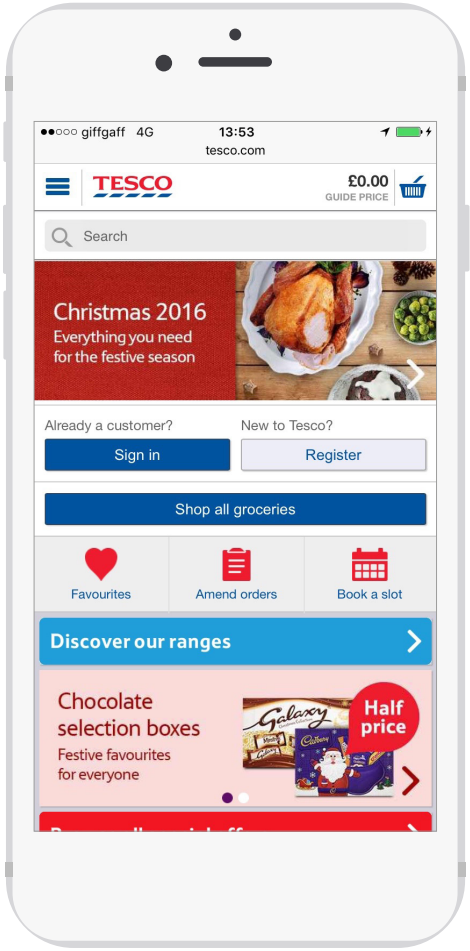
OCADO App
by Ocado Retail

Sainsbury's



SAINSBURY'S App
by Sainsbury's Store

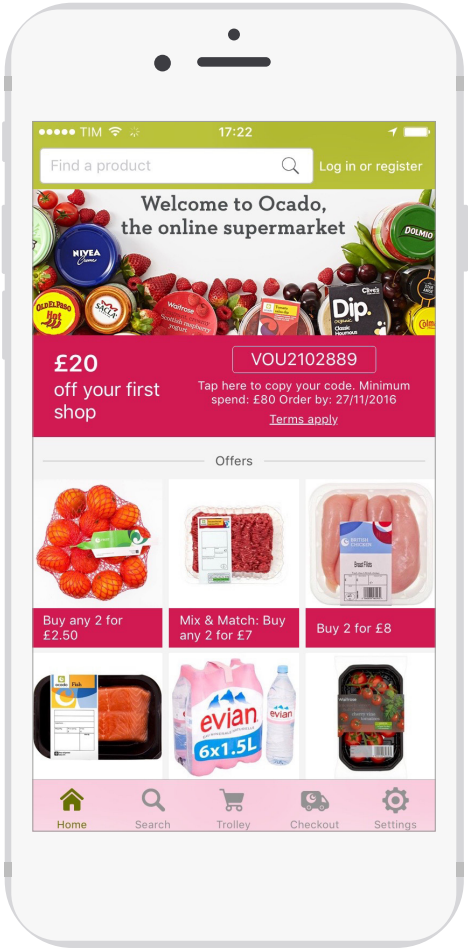
TESCO



TESCO Grocery Web App
by Tesco Stores

Good Market Competitive Analysis

OCADO App - by Ocado Retail



Welcome

Business

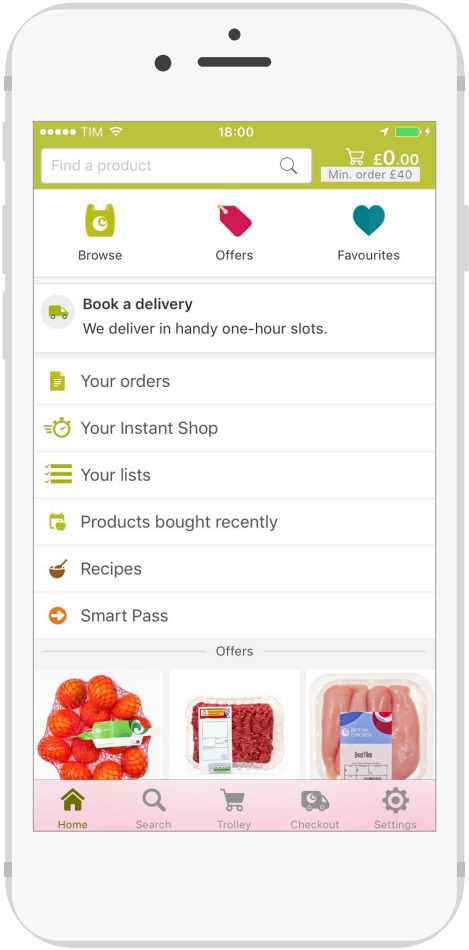
- Clear £20 offer on fist shop

UI

- Good overall initial layout
- Colour scheme consistent with brand identity
- Not sure about purple/red to highlight the offers

UX

- Easy action to use the voucher (tap and copy)
- Log in / Register button not enough visibility on top right corner - need more contrast



Home - Log In

Business

- Mentioning that customers can book a one-hour slot for delivery
- Minimum order £40

UI

- 3 colors to highlight the icons of the sections of top navigation
- Icons to enforce the list in the center of the screen
- Not sure about changing colours just of the last 2 icons of the list

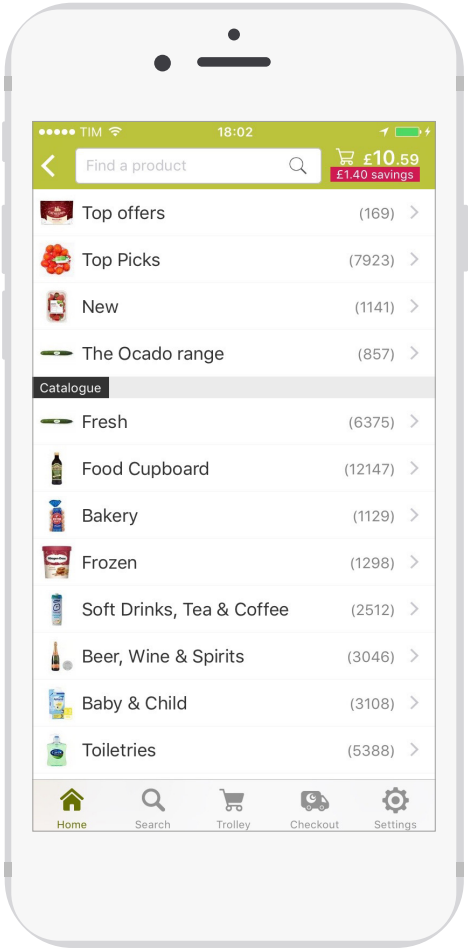
UX

- Top menu clear and essential
- Bottom menu easy to understand, can easily switch section or go back if you make a mistake
- Top right corner a bit crowded of information and low legibility - need more contrast

Pros ● Cons ●

Good Market Competitive Analysis

OCADO App - by Ocado Retail



Categories

Business

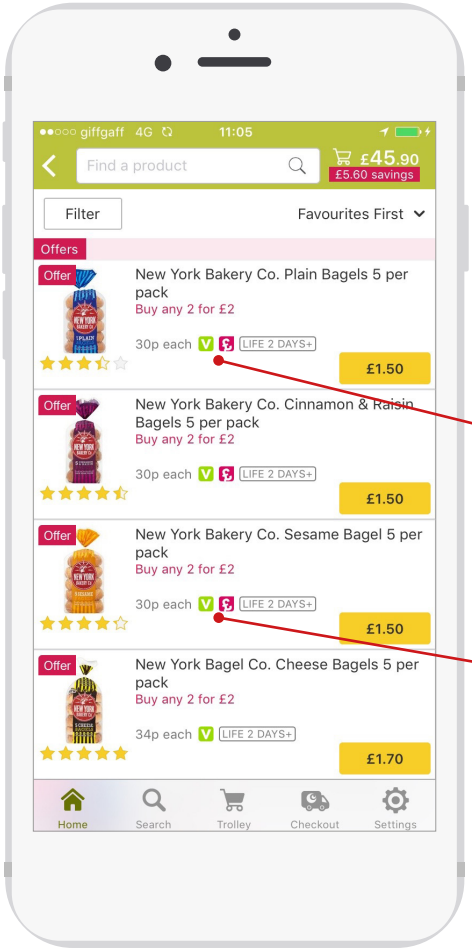
- Top of the list with top offers, top picks and what's new

UI

- Good layout for category list
- Images on the left to support text

UX

- List very simple and neat
- Easy to navigate (easy to go back with arrow on top left)
- Additional info, how many items in the specific category



Browsing Items

Business

- Good highlight on how much customer is saving while shopping on top right corner
- Top of the list with what's on offer first

UI

- Overall layout ok

- Lost of info for each items
- Little icons not really visible

UX

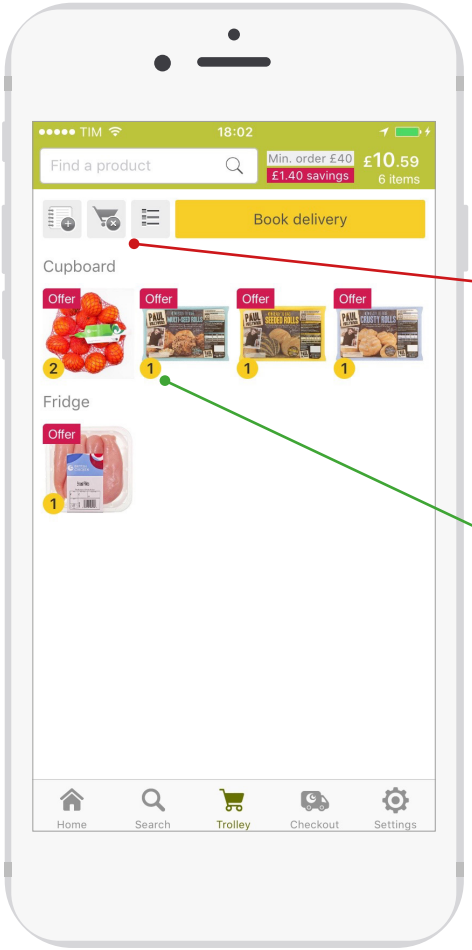
- Easy to navigate (easy to go back with arrow on top left)

- Not immediate recognition of 2 icons (green and purple)
- Not immediate action to add item to basket - customer has to tap on the price - maybe better using plus and minus sign

Pros ● Cons ●

Good Market Competitive Analysis

OCADO App - by Ocado Retail



Basket

Business

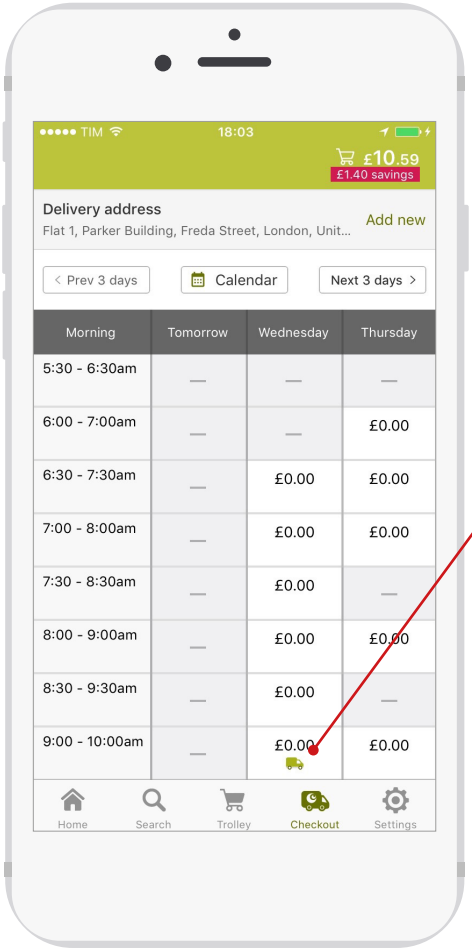
/

UI

- Clear and distinguishable "book delivery" button
- Not enough contrast for icons on top left (close to book delivery)

UX

- Easy layout to understand
- Good division on what goes in the cupboard and what in the fridge
- Number of items shopped
- Top right corner becoming more and more crowded of info



Delivery date and time

Business

- Free delivery on some date/time

UI

- Good overall layout
- Good contrast for readability

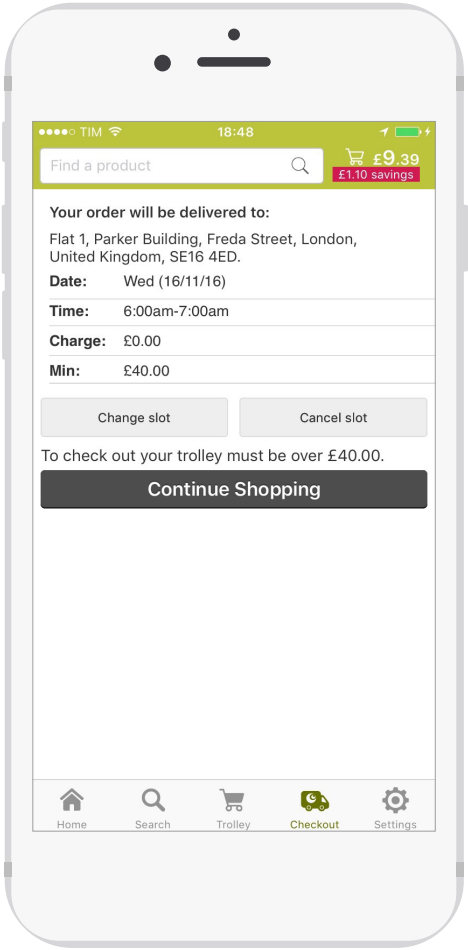
UX

- Easy to understand and to navigate (easy to change slot)
- Not immediate recognition of the truck icon in green, not sure what that means

Pros ● Cons ●

Good Market Competitive Analysis

OCADO App - by Ocado Retail



Delivery confirmation

Business

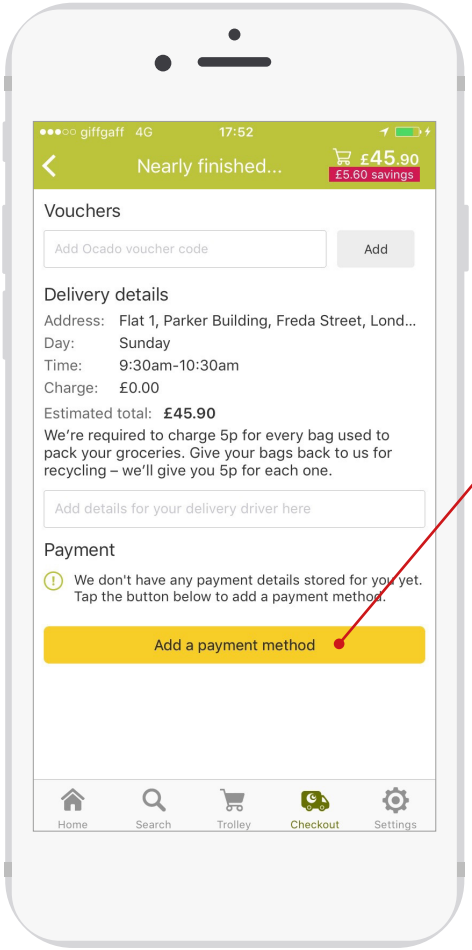
/

UI

- Simple and clear layout
- Continue shopping button, as main action, maybe better in yellow, as per in other sections.

UX

- Easy to understand, just 3
- possible actions to take
- "Continue shopping" a bit misleading because at this stage customer would like to check out



Check Out

Business

/

UI

- Clear overall layout

UX

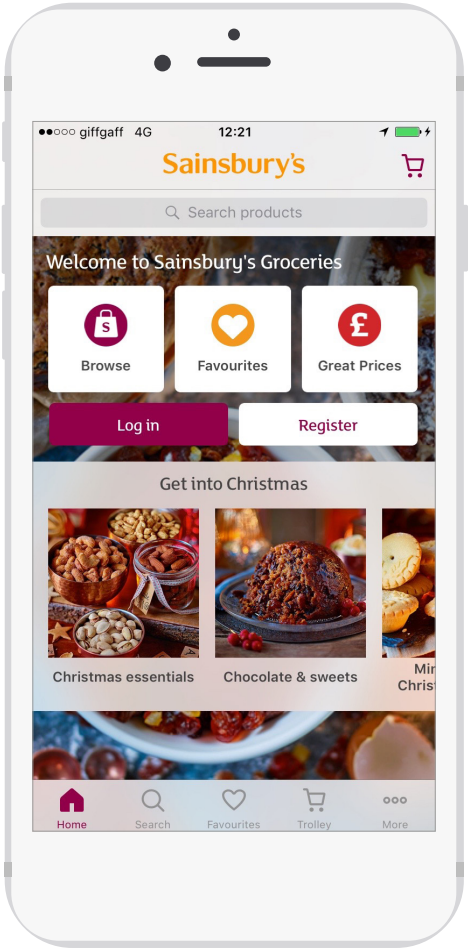
- Lots of information to read
- No highlights on important details like date/time and price
- "Add payment method" takes you to the website, not really clear process, it gives a bit of uncertainty to the customer
- Too many steps to get to payment

Pros ● Cons ●

Good Market Competitive Analysis

Sainsbury's

SAINSBURY'S App - by Sainsbury's Store

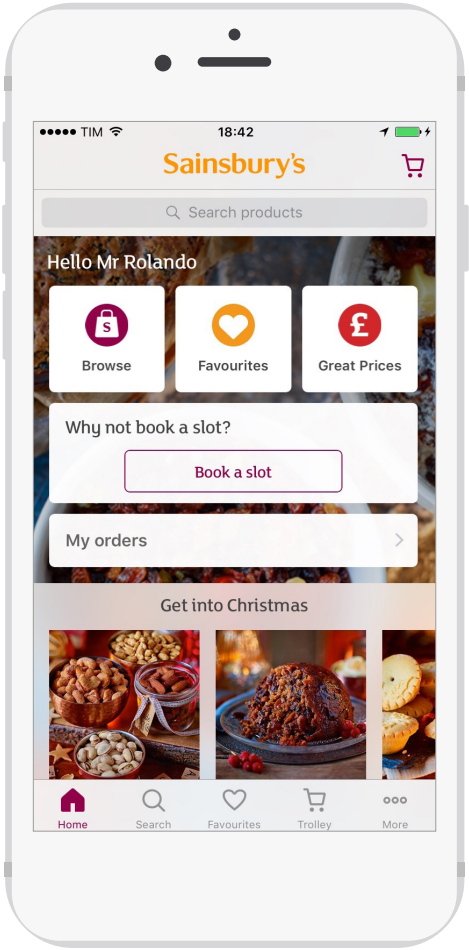


Welcome

Business
- Updated with seasonal offers

UI
- Good overall layout
- Clear division of boxes/buttons
- Good contrast even with background image

UX
- Easy to understand
- Clear calls to action



Home

Business
- No mention on minimum spent

UI
- No big change in layout before and after loggin in

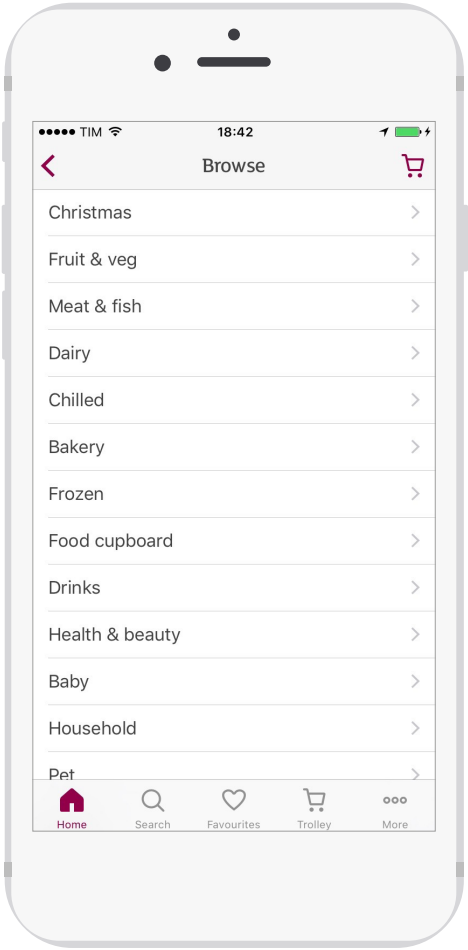
UX
- Top menu clear and essential
- Bottom menu easy to understand, can easily switch section or go back if you make a mistake

Pros ● Cons ●

Good Market Competitive Analysis

Sainsbury's

SAINSBURY'S App - by Sainsbury's Store



Categories

Business

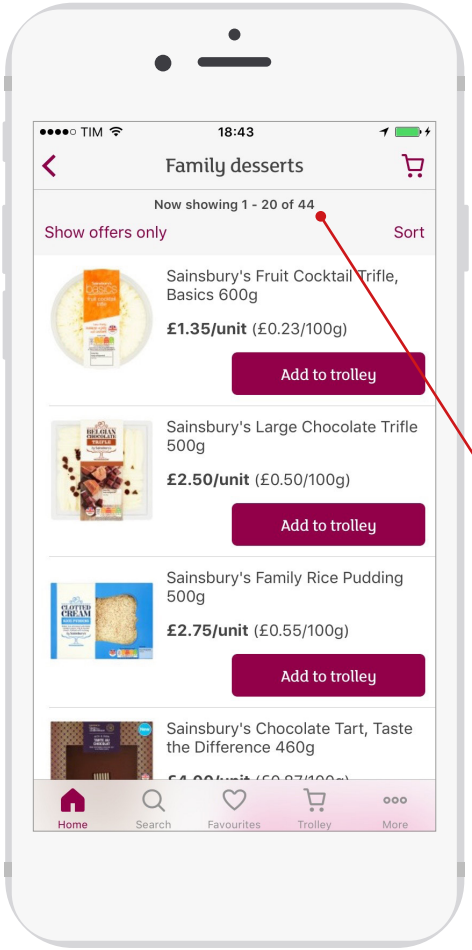
- Top of the list with seasonal offers
- Maybe highlight the offers on the top of the list

UI

- Good layout for category list
- Maybe support text with icons or generic images for each category

UX

- List very simple and neat
- Easy to navigate (easy to go back with arrow on top left)
- Maybe info on how many items available in specific category



Browsing Items

Business

/

UI

- Overall layout ok
- Big images give a clear idea of what the pack looks like and what the customer is buying

UX

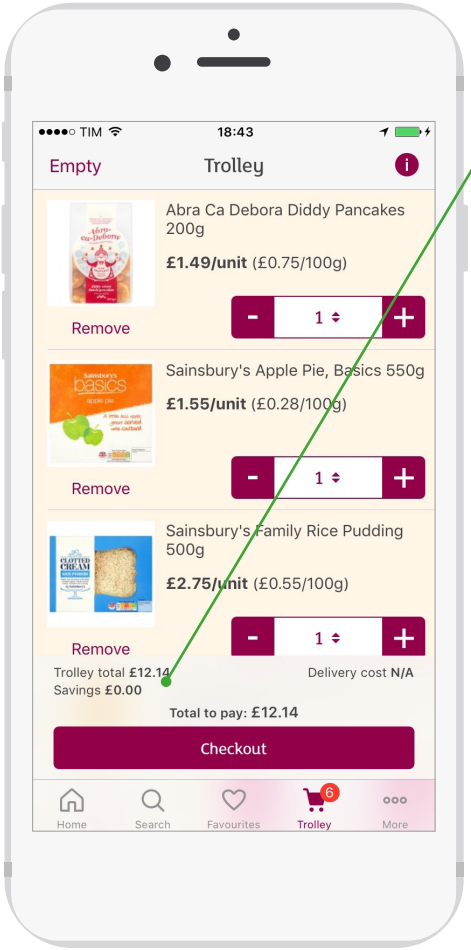
- Easy to navigate (easy to go back with arrow on top left)
- Clear call to action "add to trolley"
- Information not clear, user could get confused on the number of items present in that section

Pros ● Cons ●

Good Market Competitive Analysis

Sainsbury's

SAINSBURY'S App - by Sainsbury's Store



Basket

Business

- Good info of total amount and how much customer is saving

UI

- Clear "check out" button at the end of the list of items
- Maybe increase font size for total price or highlight it in some way

UX

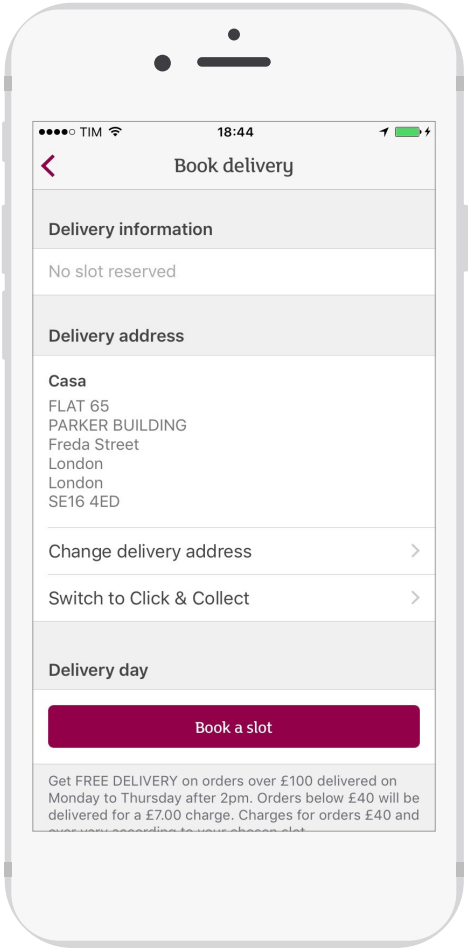
- Easy layout to understand
- Good alert on how many items in the trolley (bottom menu)
- Possible to add or remove items from trolley with plus and minus

Pros Cons

Good Market Competitive Analysis

Sainsbury's

SAINSBURY'S App - by Sainsbury's Store



Confirm Address

Business

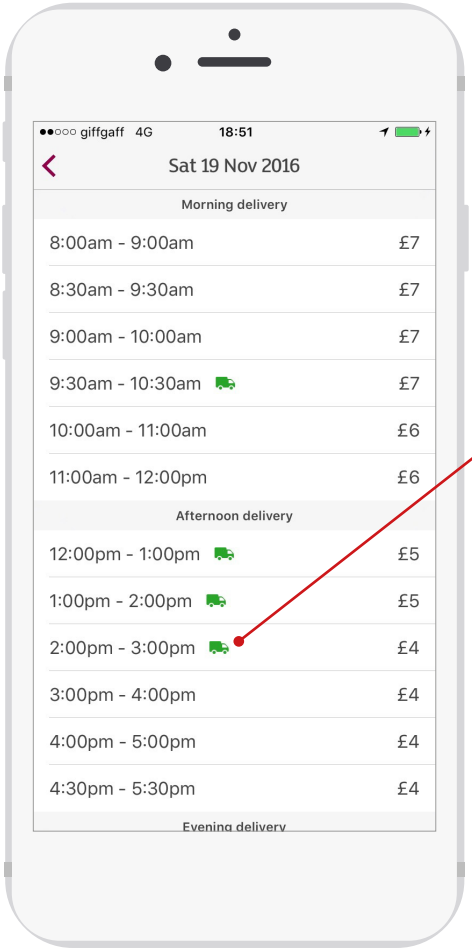
- Possibility to "click and collect"
- Free delivery over £100 spent

UI

- Essential layout
- Clear "book a slot" button

UX

- Easy to understand (not too many information displayed)
- Easy to navigate (customer can always go back via top left arrow)



Book Delivery

Business

- High delivery charges

UI

- Simple and clear overall layout

UX

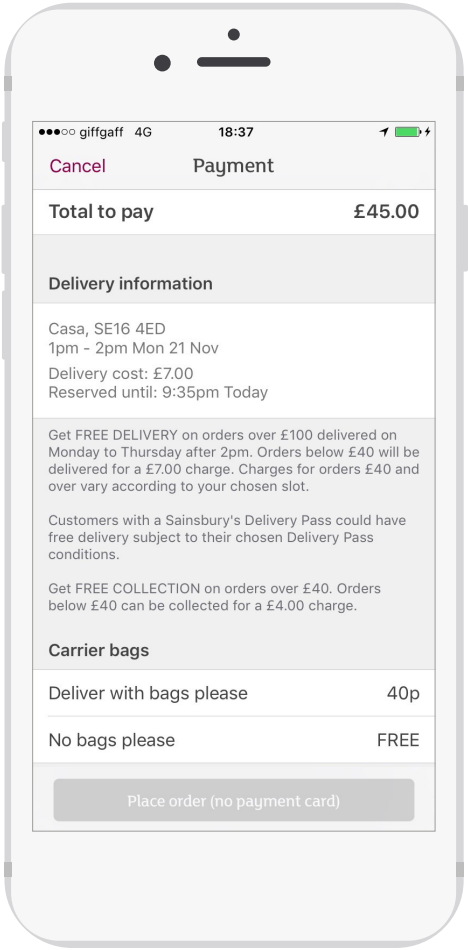
- Easy to understand and to navigate (easy to change slot)
- Not immediate recognition of the truck icon in green, not sure what that means

Pros Cons

Good Market Competitive Analysis

Sainsbury's

SAINSBURY'S App - by Sainsbury's Store



Check out / Payment

Business

/

UI

- Simple and clear overall layout
- Good contrast for important information
- Total to pay at the top of the page

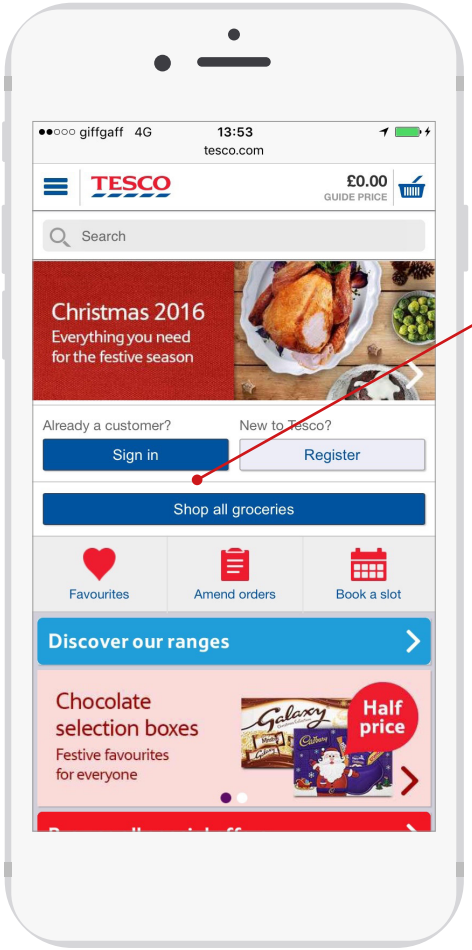
UX

- Easy to understand, customer have just to add card details to proceed and finish the check out.
- Possible to cancel and go back with top left button

Pros ● Cons ●

Good Market Competitive Analysis

TESCO Grocery Web App - by Tesco Stores



Welcome

Business

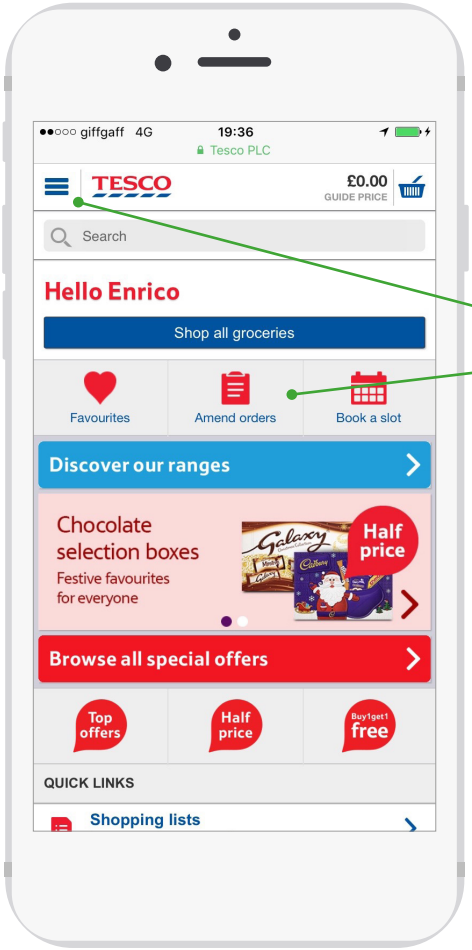
- Updated with seasonal offers

UI

- Good overall layout
- Clear division of boxes/buttons
- Maybe different colours for "Sign in" and "Shop al groceries" buttons

UX

- Easy to understand
- Clear calls to action



Home - Log In

Business

- No mention on minimum spent

UI

- No big change in layout before and after loggin in

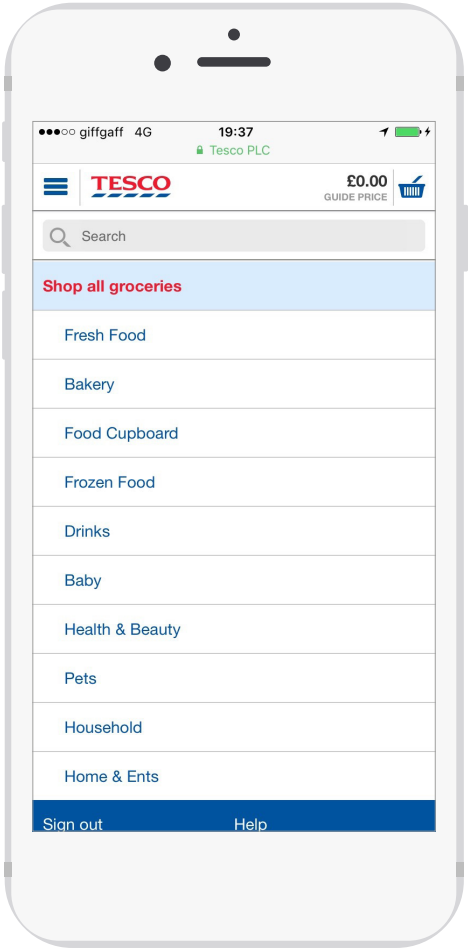
UX

- Hamburger menu on top left
- Navigation clear and essential
- No bottom menu

Pros ● Cons ●

Good Market Competitive Analysis

TESCO Grocery Web App - by Tesco Stores



Categories

Business

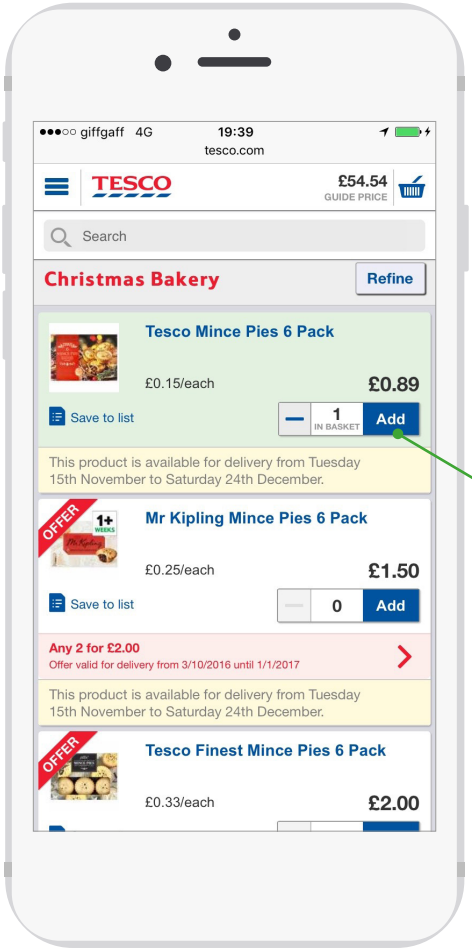
- Maybe highlight the offers on the top of the list

UI

- Clear and neat display of the categories
- Maybe support text with icons or generic images for each category

UX

- List very simple and neat
- Easy to navigate
- Maybe info on how many items available in specific category



Browsing Items

Business

/

UI

- Overall layout ok
- Different coulours to highlight different sections
- Evident total price on top right

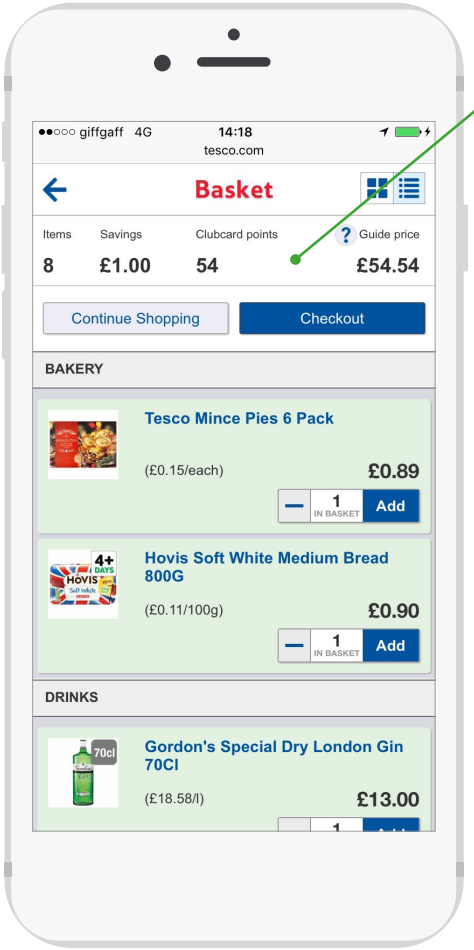
UX

- Easy to understand (clear different from what's on offer and what's not)
- Clear call to action "add" and remove "-" items
- No clear info on how many items are already into the basket
- Dfifficult to understand how to get back to category list

Pros ● Cons ●

Good Market Competitive Analysis

TESCO Grocery Web App - by Tesco Stores



Basket

Business

- Useful info displayed of total amount, number of items, savings and clubcard points

UI

- Evident difference from “check out” button and “continue shopping”
- Good font size to highlight important info

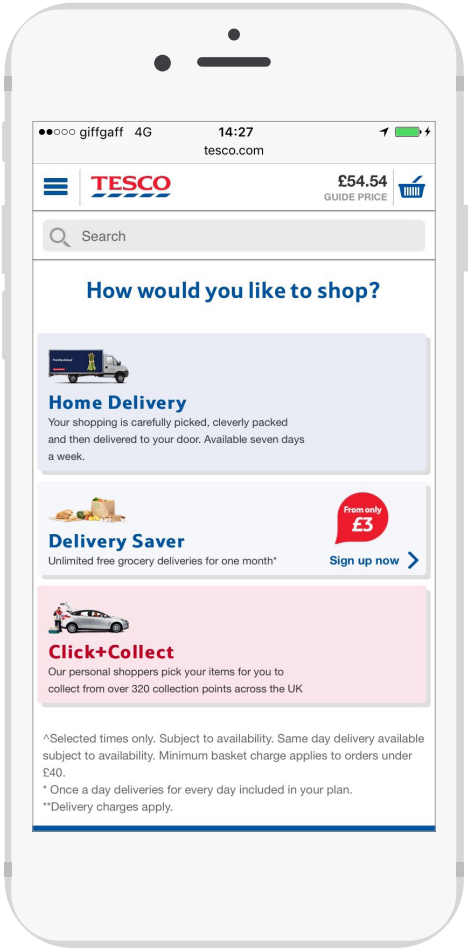
UX

- Easy layout to understand and navigate
- Possibility to add or remove items

Pros ● Cons ●

Good Market Competitive Analysis

TESCO Grocery Web App - by Tesco Stores



Confirm Address

Business

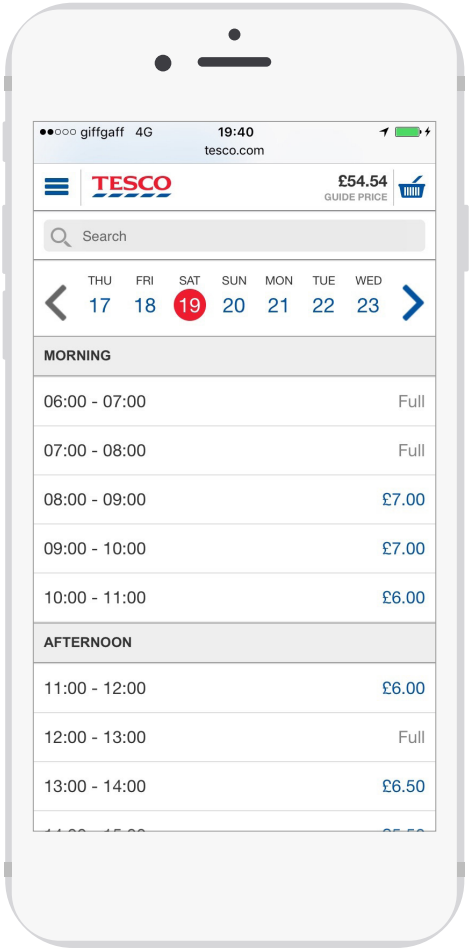
- Possibility to "click and collect"
- £40 Minimum spent

UI

- Essential layout
- Different colours highlighting different options

UX

- Easy to understand (information well displayed)



Book Delivery

Business

- High delivery charges

UI

- Simple and clear overall layout

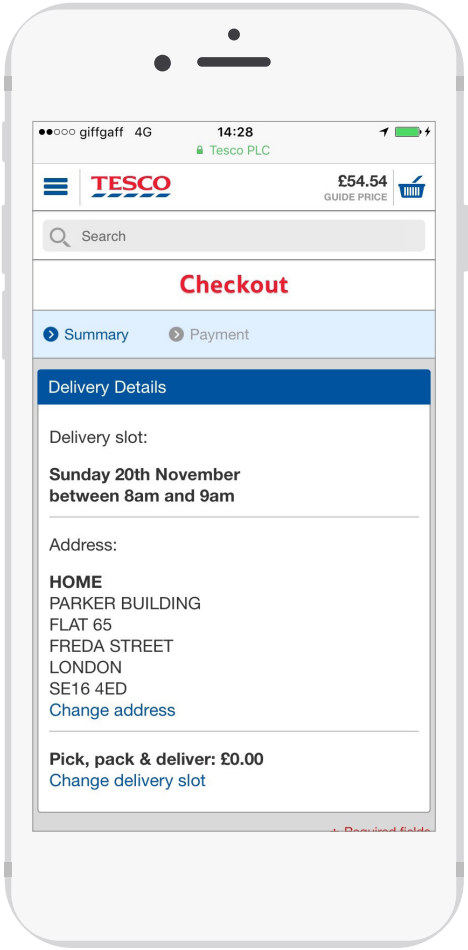
UX

- Easy to understand and to navigate (easy to change slot)
- Good navigation system (move left-right to choose dates, scroll to choose times)

Pros ● Cons ●

Good Market Competitive Analysis

TESCO Grocery Web App - by Tesco Stores



Confirm Address

Business

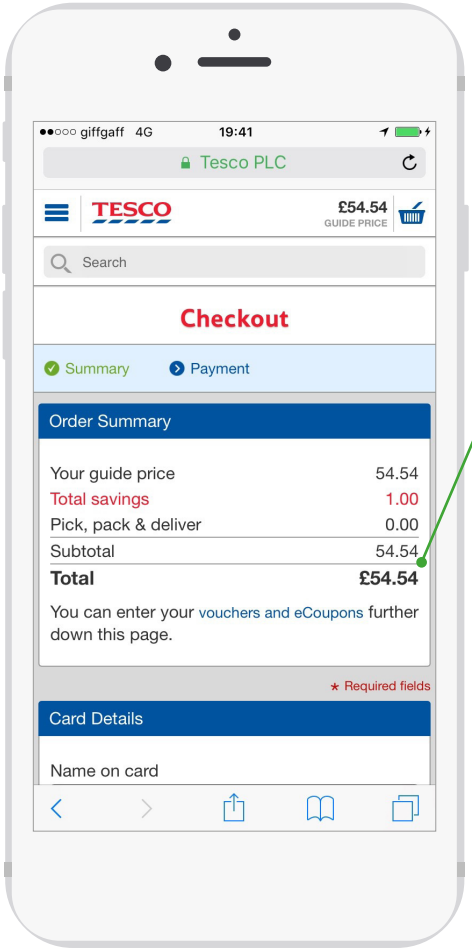
/

UI

- Simple and clear info display

UX

- Easy to understand (justo scroll to check all the details and confirm)
- Easy to change some of the details (address, delivery slot)
- Not sure how to go back



Book Delivery

Business

/

UI

- Simple and clear overall layout
- Good contrast for important information
- Total to pay displayed clearly in bold

UX

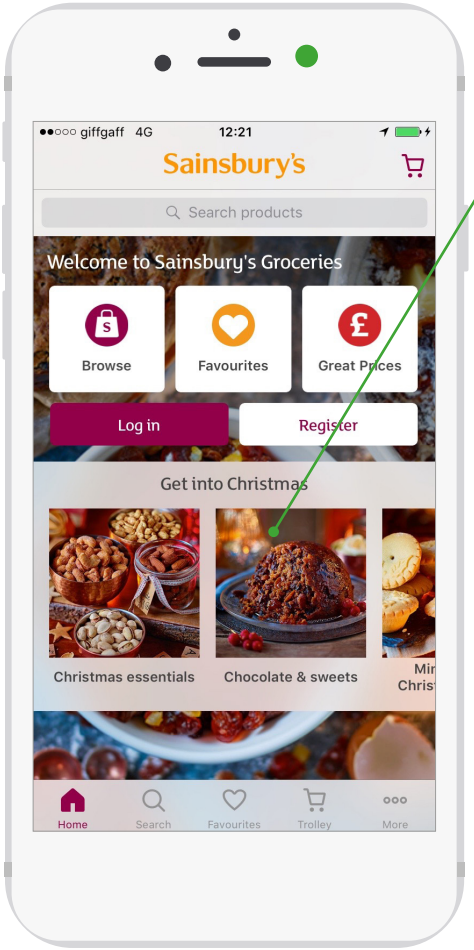
- Easy to understand and to navigate (scroll down to enter payment details and check out)
- Not sure how to go back

Pros ● Cons ●

Good Market Usability Competitive Analysis

Sainsbury's

SAINSBURY'S App - by Sainsbury's Store



Welcome

LEARNABILITY

- Different coulour for the icons in the bottom menu (active/inactive)
- Half picture on screen tells user that the area can be slide right or left to see more
- Consistent layout and structure

EFFICIENCY

- Essential informations are clear and visible, and supported by icons or pictures
- Equal shape/size/colours for 3 main call to action supported by different icons/colours/texts that tells user where they lead.
- Opposite colour combination for Log In and Register Button

MEMORABILITY

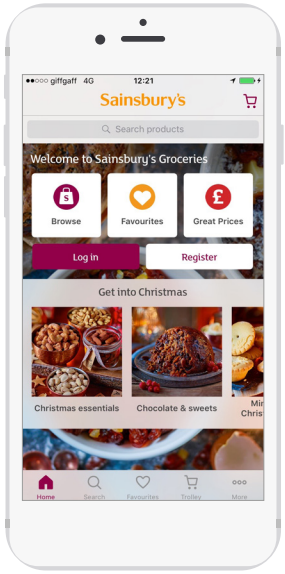
- User can be always aware of where he/she is during the experience (bottom navigation)

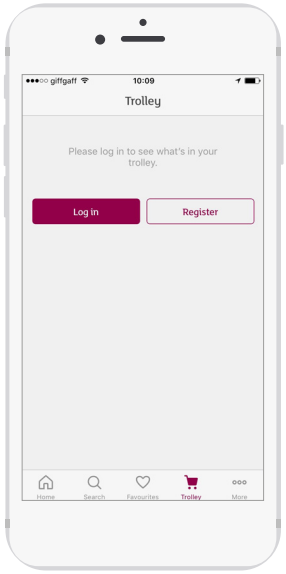
Pros ● Cons ● Solution ●

Good Market Usability Competitive Analysis

Sainsbury's

SAINSBURY'S App - by Sainsbury's Store





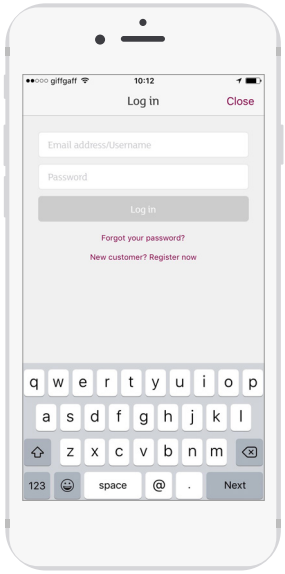
Accessing Trolley without log in

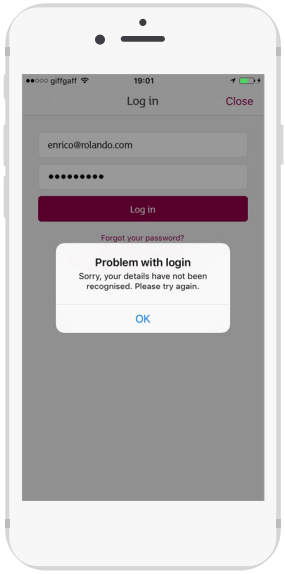
EFFICIENCY

- The system tells the user what the next correct step should be. So user cannot access trolley without log in.

ERRORS

- Clean and concise message to lead the user onto the next possible steps





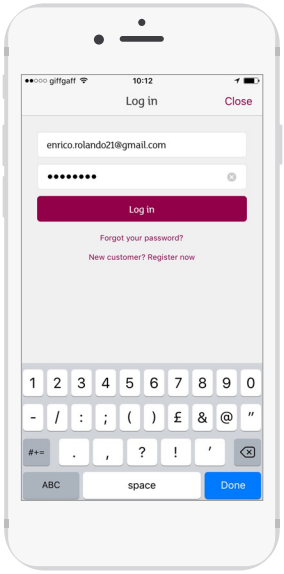
Log In Process 01

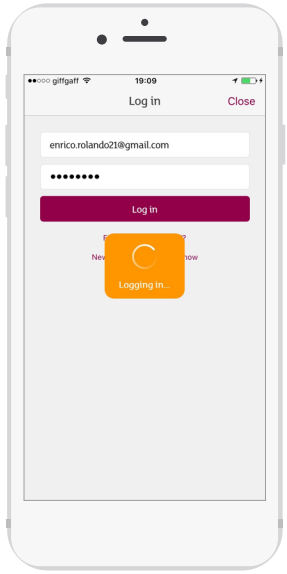
LEARNABILITY

- Log In form easy to understand
- Log In button inactive untill user fills the form

ERRORS

- Clean and polite way to tell the user that typed in the wrong details so he/she has to try again





Log In Process 02

LEARNABILITY

- Log in button now active because the user typed in the details
- With the orange pop up message the system is telling the user that it's processing his/her details in order to log in

EFFICIENCY

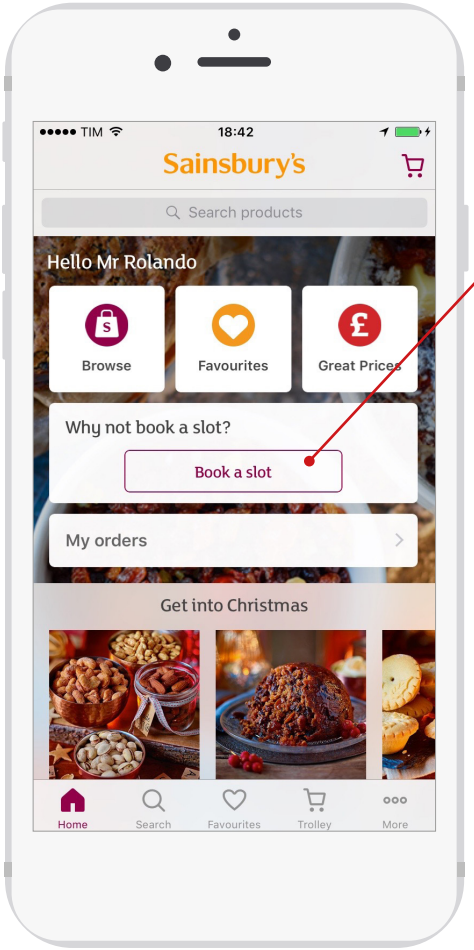
- The X inside the field tells the user that can cancel the password and type another one

Pros ● Cons ● Solution ●

Good Market Usability Competitive Analysis

Sainsbury's

SAINSBURY'S App - by Sainsbury's Store



Home

LEARNABILITY

- Box "My order" consistent and supported by an arrow that tells the user that it's a call to action and he/she will be moved to another section.
- Consistent layout and structure, same as the welcome page.

- Button "book a slot" is not evident so it doen't seem clear whether it's active or not
- It would be better with purple background and white text

Book a slot

EFFICIENCY

- "Slot" could be a bit misleading especially for new users
- It would be better to use "delivery" instead much clearer.

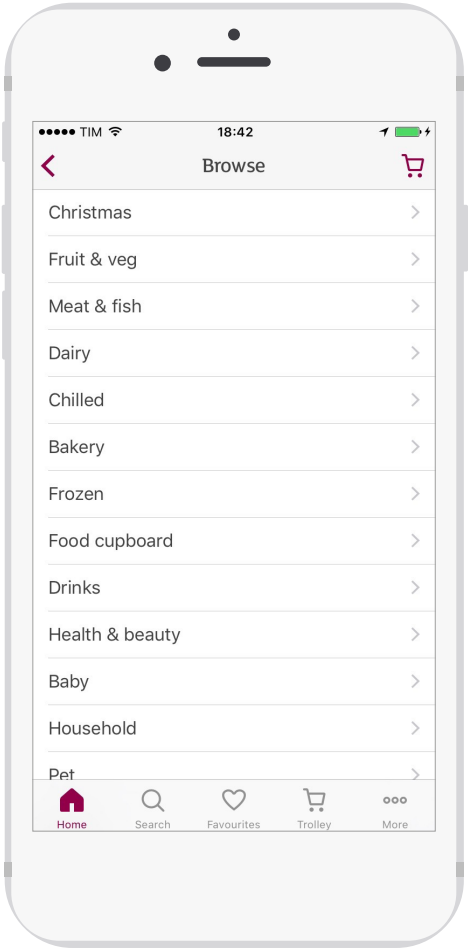
Book a delivery

Pros Cons Solution

Good Market Usability Competitive Analysis

Sainsbury's

SAINSBURY'S App - by Sainsbury's Store



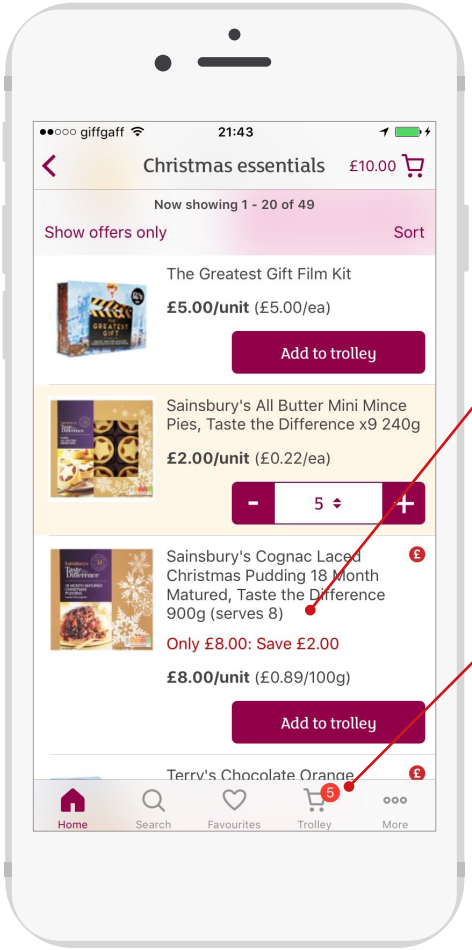
Browsing Categories

EFFICIENCY

- Equal style/size/colour for the category list items supported by an arrow that tells the user that it's a call to action and he/she will be moved to a new section.
- Top left arrow, indicates that it can be used to go back of one step

MEMORABILITY

- Title at the top tells where the user is supported by the bottom navigation.



Browsing Items

EFFICIENCY

- Clear call to action "Add to trolley"
- Plus and minus allow the user to add or remove items and the number in between tells how many items of the same product
- Trolley at the top tells the total
- Small red icon and red text tell that item is on offer (it should be much clearer)
- Maybe giving more importance to how much the user can save.

MEMORABILITY

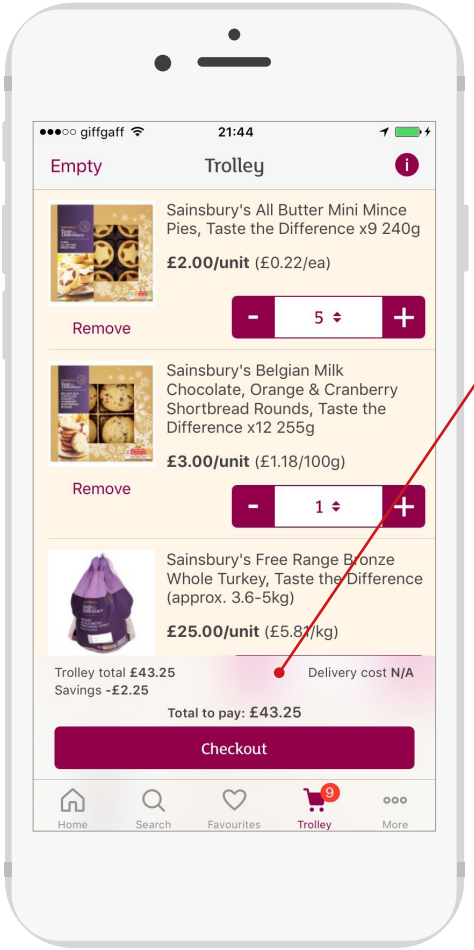
- Trolley in the bottom navigation tells the total number of items added so far.
- The number could be placed next to the trolley icons a the top.

Pros Cons Solution

Good Market Usability Competitive Analysis

Sainsbury's

SAINSBURY'S App - by Sainsbury's Store



Trolley

LEARNABILITY

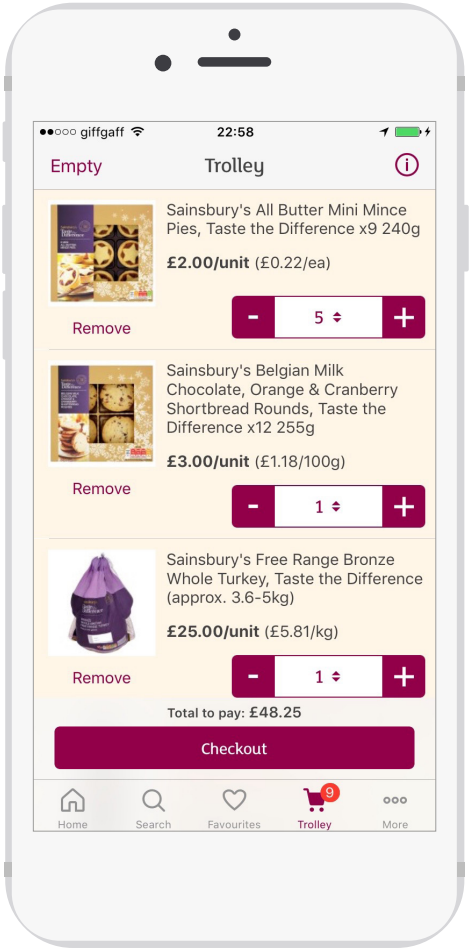
- Consistent layout and structure, same as the browsing items page.

EFFICIENCY

- Main call to action "Checkout"
- Info about total payment, delivery cost and saving not enough visible, and also it's not clear that they are connected to the info button on the top right
- Make info more visible (font size) and place a syntethic version at the top right

MEMORABILITY

- Trolley icon active in the bottom navigation tells where the user is



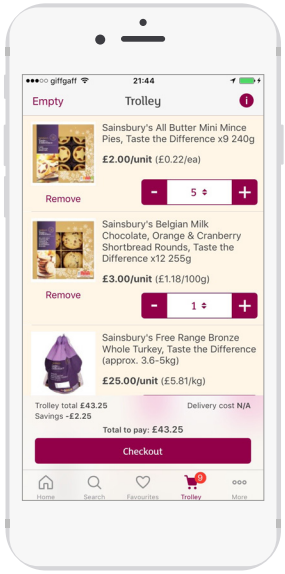
Trolley

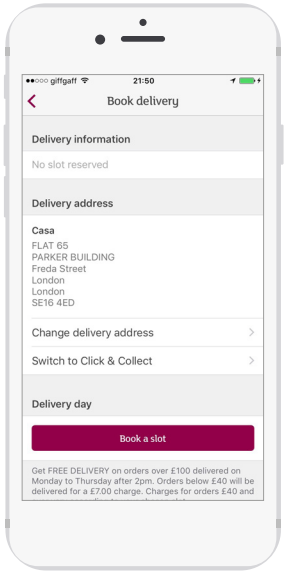
Pros Cons Solution

Good Market Usability Competitive Analysis

Sainsbury's

SAINSBURY'S App - by Sainsbury's Store





From Trolley to Book belivery

LEARNABILITY

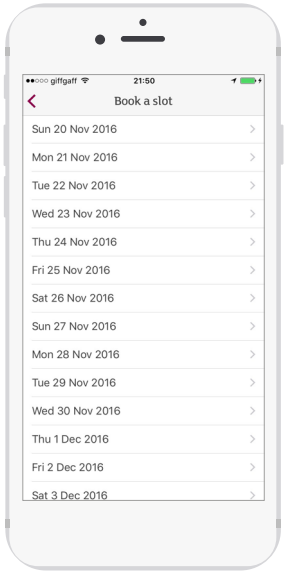
- Possbility to change delivery address or switch to click and collect

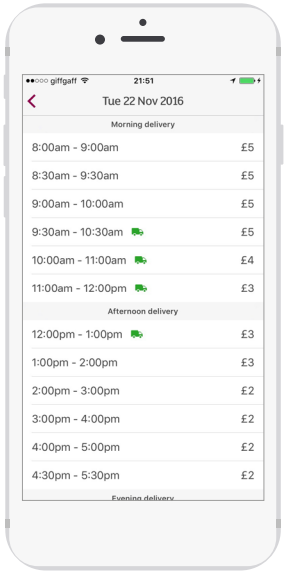
EFFICIENCY

- Main call to action "Book a slot"

MEMORABILITY

- Title at the top reminds to the user the change of the section





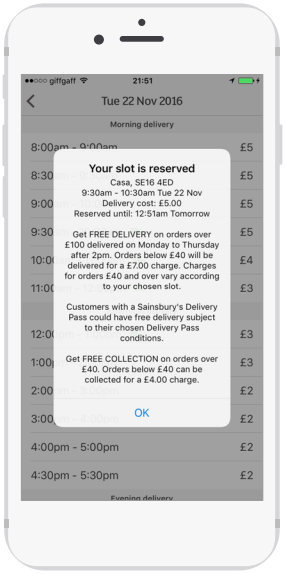
Select slot

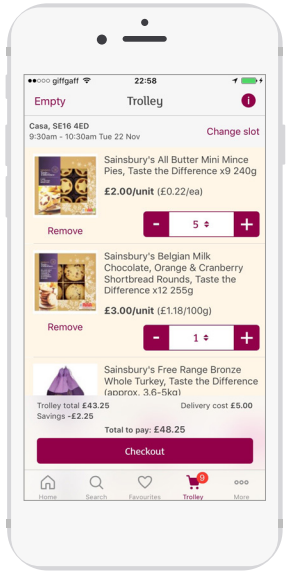
LEARNABILITY

- Simple and easy to understand list of dates and times available

EFFICIENCY

- Top left arrow, indicates that it can be used to go back of one step





Delivery booked

LEARNABILITY

- Message of confirmation with a lot of information, it could also look as an error message.
- Make clearer the more important info like date, time and delivery cost

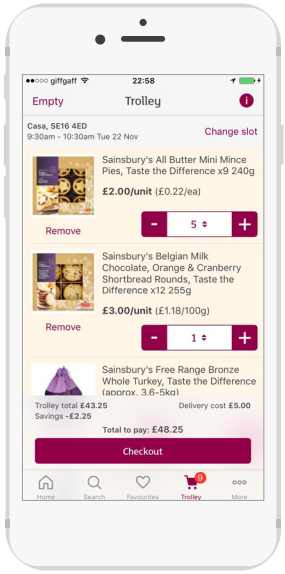
- User can only click ok and it moves back to trolley that now displays the delivery information and the option to change the slot

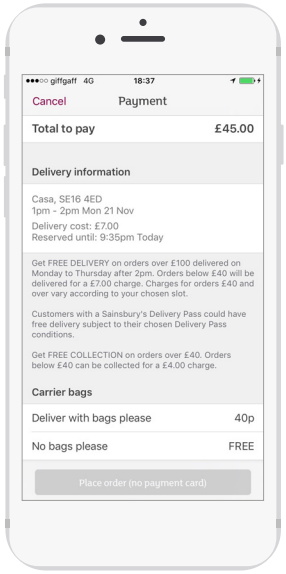
Pros ● Cons ● Solution ●

Good Market Usability Competitive Analysis

Sainsbury's

SAINSBURY'S App - by Sainsbury's Store





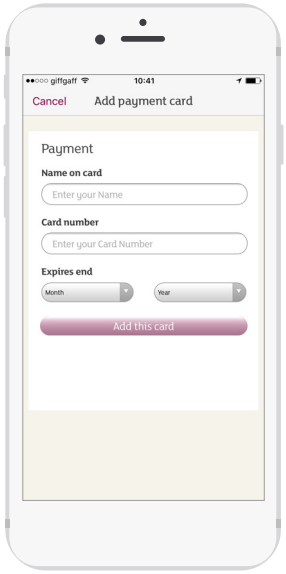
From Trolley to Payment

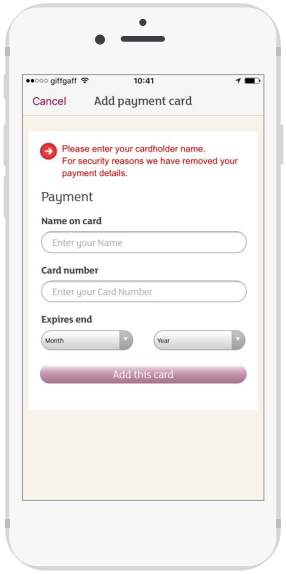
LEARNABILITY

- Possbility to add payment details
- Place order button inactive untill user add the payment details

EFFICIENCY

- User clicks again on main call to action "Checkout" and it moves to "Payment" section

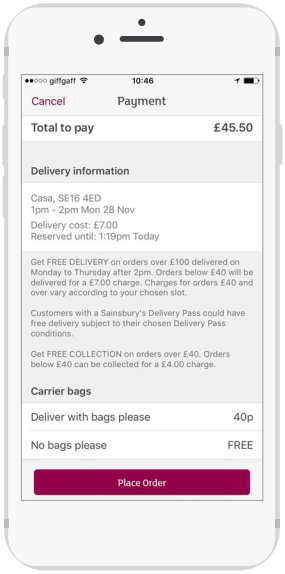


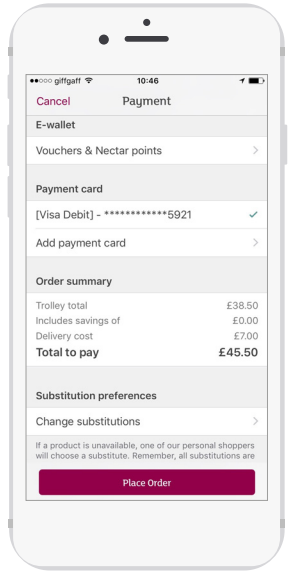


Payment details

EFFICIENCY

- Form look not consistent. User might not trust this form and cancel the process.
- Make consistent layout and add payment methods logo (visa, mastercard, paypal...)





Review and Place Order

LEARNABILITY

- User can review all the details regarding the order. Important info are visible.

EFFICIENCY

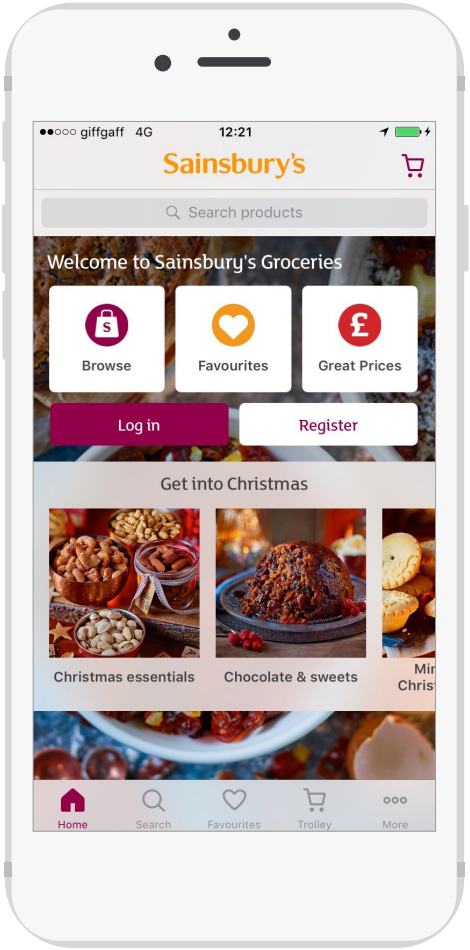
- Main call to action "Place order"

Pros ● Cons ● Solution ●

Good Market Usability Competitive Analysis

Sainsbury's

SAINSBURY'S App - by Sainsbury's Store



SATISFACTION

The overall experience was quite good. Probably there could be more space for improvements in terms of UI in order to make every single section more consistent.

This App has reached a good level of efficiency. Everything works smoothly and there is the right amount of information available for the user. But it would be better to prioritise this information especially when it comes to payment and delivery.

Browsing and selecting items is very intuitive and quite fast. The trolley icon at the top right and the icon in the bottom navigation they give immediate feedback on the total and the number of items selected.

The section for inserting payment details should be improved, keeping it consistent with the app layout and giving it a more trustworthy look. As well as the difference between error and confirmation messages that at the moment they have the same style.

Pros ● Cons ● Solution ●